

Meeting Notes Graphic Design Subcommittee November 5, 2008

Attending: Susie Antcliff, Constance Conklin, and Jim Redding

This was a meeting to continue the discussion of Niche Markets for Graphic Design Students.

We basically used this meeting as a brainstorming session and came up with the following potential niche markets:

Exhibit Design - Zoos, Museums, Libraries, Retail

Editorial Design - Printed and Electronic Publications, newspapers, magazines, etc.

Environmental Design - Signage: examples: golf courses, building/company signage, airports and within the area of airports, thinking about design along the lines of a combination of Installation/Multimedia Art/Design. Automotive graphics, advertising on cars, buses, and subways.

Outdoor Design/Advertising - Large-scale design, example: Billboards.

Design for Digital Devices - information graphics, mini banner ads, all for hand held digital devices such as the iphone, itouch, blackberries, etc.

The general need to have design/advertising for everything - graphics that are situational, based on where one is and what one is doing at the time of receiving the designed Communication.

We also talked about how we are such a visually orientated culture and how the need for design/advertising/marketing is everywhere = **Visual Communication**.

We discussed teaching students to think about the function of the above listed types of design/advertising and how to use these mediums to communicate a different type of message, rather than the typical 'here's the product, buy it' message. Example_ we talked about the

Use of billboards and the billboards from "God" and the billboards thanking Tom Izzo for his work with the MSU basketball team.

Discussed **service learning** and the need to provide such an opportunity for students. We have been contacted by Lucien Leone of LCC Marketing regarding the participation of LCC Design students in campus-wide marketing material production. The potential also exists for working with non-profit organizations within the community to expand service learning.

We adjourned, to continue this discussion and other graphic design topics next week, Weds. November 12, at 5:00 pm.