

Title: COLLAB: DESIGN ED
Subtitle: Collaborations in Design Education
Presentation Type: Paper Presentation

Abstract

Design educators can find value in a collaborative practice. We know that other designers contribute to the design process by providing creative perspectives, ways of knowing, and critical evaluations beyond our own. We push ourselves the hardest, and ask the toughest questions, when we know another designer (writer, photographer, historian, etc) will be working on the same problem. Collaborating can be the most rewarding type of work, but it doesn't always come easy. Collaboration takes time, initiative and specific skill sets. Unfortunately, a collaborative approach is often missing from academia both in the curriculum and the professional lives of faculty. The result can be isolation and monotony for faculty, and students who are ill-prepared to creatively work with others.

The task of introducing a collaborative approach to students can be daunting. In the classroom, we are increasingly faced with more and more objectives and find our course timelines limiting. In faculty's approach to research and teaching, how do we find the time to make connections and manage logistics? In order for our students to be successful (and confident) in tackling global problems, they must learn to work with others. How can design students learn to not only be collaborators, but leaders of collaborative teams?

Over the years assistant professors, Marty Maxwell Lane and Rebecca Tegtmeier have worked together on a wide range of collaborative projects, both in research and teaching and are interested in sharing our collaborative approaches from the world of academia. We are particularly interested in starting a dialogue with this international group. If we are to truly reach beyond the walls of our institutions, we must have the conversation with an expanded audience.

Biographies

We're Rebecca Tegtmeier and Marty Maxwell Lane, we are design educators who value collaboration, whether it's in the classroom or in our research practice. We met in graduate school at NC State and have been collaborating as we've moved along the tenure tracks. We've found that our various collaborations have benefited us over the years, but know it doesn't always come easy.

Marty Maxwell Lane is a graphic design educator, maker, researcher and writer. Her research is currently focused on design pedagogy, collaboration, and speculative interactive spaces that facilitate learning. Her active role in the design community has led her to present at competitive conferences in Cyprus, Berlin, London, Rome, Toronto and the United States. Marty served as a regular writing contributor to the design magazine *Parse* (subsidiary of *How* magazine). Her work has been published in books such as *Falling Forward* and *Type Rules! The Designer's Guide to Professional Typography*, as well as in academic journals and magazines. As a long time AIGA member, Marty has served on numerous boards, including the Director of Education for the Kansas City chapter and currently serves on the national AIGA Design Educators Steering Committee.

Prior to joining the University of Arkansas in the Fall of 2014, Marty taught at The Kansas City Art Institute (2010-2014) and Kent State University (2009-2010). Marty received a Bachelor of Fine Arts in Graphic Design (honors) from the University of Illinois-Chicago and a Master of Graphic Design from North Carolina State University's College of Design. Before returning to school to obtain her Masters degree, Marty worked professionally as a designer in Chicago, where her work was recognized by AIGA, The Type Director's Club and *Print's Regional Design Annual*. As a mother of two young kids, Marty aims to be a

mentor and supporter for other new moms navigating the world of tenure. You can see more of her work at speculateandmake.com

Rebecca Tegtmeyer is a graphic design educator and practitioner. Through her active research, writing, making, and teaching agenda she investigates the role of a designer and the design process through a variety of forms—from static to dynamic, time-based to print. Working both individually and collaboratively she approaches design as catalyst in facilitating systems that preserve, protect, and provide—further extending the capabilities and responsibilities of a designer in today’s complex world.

Currently, Rebecca is an Assistant Professor in the Department of Art, Art History, and Design at Michigan State University. Prior to entering academics, she worked at Willoughby Design, a boutique design studio, followed by Kuhn & Wittenborn, an integrated marketing agency, before working at Hallmark Cards Inc. for seven years. At Hallmark she had various roles that primarily involved managing product development and designers in merchandising, marketing, and in-house communications.

Rebecca has presented at several international and national conferences organized by the highest-ranking organizations in the design field such as: AIGA (American Institute of Graphic Arts), UCDA (University and College Designers Association), Cumulus (International Association of Universities and Colleges of Art, Design and Media), and DRS (Design Research Society). Most recently Rebecca participated in DesignInquiry, a non-profit educational organization devoted to researching design issues in intensive team-based gatherings. This experience led to a DesignInquiry Design Cities: Detroit residency at MOCAD (The Museum of Contemporary Art Detroit) as part of MOCAD’s Department of Education and Public Engagement’s Program. Currently, she is the Conference Experience, Coordination and Archival Chair for the MODE (Motion Design Education) 2015 Summit in Dublin.

Rebecca holds a BFA in Visual Communication from the University of Kansas and a Master of Graphic Design (MGD) from NC State University College of Design.