

Minority Retention Funds 2016-2017

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This Minority Retention Fund provided me the great opportunity to attend **How Design Live**, in Chicago Illinois, May 5th. This conference hosted by How Magazine is one of the largest and most professional events in design field. It brings together designers, art directors, design educators across the country to learn new design ideas, tools, cutting-edge technologies, and management strategies. The seminar I attended helped me keep updated on the issues that the design industry is facing — adapting to technological change, having a holistic perspective, and cultivating human experience. Below are the topics of the seminar that I participated:

Topic: *Nestlé's Design Journey: A Multi-sensory Awakening* by Ximena O'Reilly, Global Head of Visual Identity & Design Marketing and Consumer Communication, Nestec Ltd. Through TV commercials, packaging design, and mobile apps, Nestlé weaves an exploration of the senses — Sight, Sound, Touch, Smell, Taste into its brand building efforts as it designs relevance, story and product truths into captivating experiences.

Topic: *Design, Sensory-Thinking, and Uncovering Lo-Fi Magic* by Kelli Anderson who is known for her design, animation, and illustration work for NPR, The New Yorker, Wired, MoMA and The New York Times. This session explored how designers' unique set of sensitivities can be used to create work challenges their audience's expectations.

Topic: *Getting into Shoppers' Heads with Augmented Reality (AR), Virtual Reality (VR) and Neuroscience* by Jean-Pierre Lacroix, President of Shikatani Lacroix Design. This session brought an interesting perspective to behold new innovative visualization tools that can be combined and provide better insights than ever before. With the application of neuroscience, some brands can make more accurate prediction on consumer purchase behavior by tracking brain activity, eye movement and emotional response. The fifth-dimension design

(through the use of virtual and augmented reality) is creating immersive experiences that emotionally connect with consumers and positively influence how they engage with brands.

Topic: *How to Show Your Design Process in Your Portfolio* by Jason Fox, Department Chair, Professor of Graphic Design at the Savannah College of Art and Design. In this session, Professor Fox presented ideas and strategies for creating expertly crafted portfolio that can demonstrate designer's thinking process. It helped the designers to rethink what a portfolio must communicate; what the best portfolio (online and off) are made of, which parts of their creative process are relevant and how to show the entire journey of their explorations.

Topic: *Choosing Type Today* by Indra Kupferschmid, Professor at HBKsaar, University of Arts Saarbrücken, Germany. Professor Kupferschmid's presentation focused on choosing typeface on digital platform. It went beyond the academic basics like atmospheric values, genre and style, for instance, challenges related to content and production, the hurdles of licensing fonts, cross-platform issues and personal experiences and strategies how to gain a working knowledge of typefaces to find, distinguish and assess them.

After further understanding the philosophy of the innovation process with a combination of project case study and research findings, design can be considered a firsthand approach to bringing unique experience into existence. Those topics inspired me in a wide range of design areas including graphic design, motion design and interactive design, which will greatly benefit my teaching and personal creative research. I also obtained invaluable information about the latest design trend and technologies from the exhibit leading global brands provided.

The \$1500 Minority Retention Fund can be accounted for as follows:

Registration =\$695

Airfare =\$189

Lodging =\$257

Food =\$148

Rental =\$89

Parking&Tolls=\$122

Total Expenses: \$1500