

DSGN 4020 Design Studio 5: Collaborative Projects

Working with a Local Client / Social Design

November 6 to 24, 2009

For this project, students from both Collaborative Projects classes (A and B) will be given an opportunity to work with several local organizations and individuals who have approached the NSCAD Design division with design requests. Depending on the client and the scale of each project, the end result of this project might be a finished design or a refined prototype. For this project, students will work individually.

As with previous projects, you should submit a Design Brief (a one-page written description of your objectives and strategies for the project). Based on the requirements outlined in your Design Brief, continue to research the issue and develop concepts and prototypes. Be sure to document this process, as you will need to submit documentation for evaluation. Finally, develop your best concept into a finished design or refined prototype. On November 24, you will present your work to the class and client, and submit your final design and a written rationale.

Your Design Brief should be submitted by **Nov. 13** (one week from Nov. 6). The final design will be presented and submitted on **November 24**.

Clients

The Archaeological Land Trust of Nova Scotia

<http://www.altns.ca/>

The Archaeological Land Trust of Nova Scotia's mission statement is "To work with landowners, heritage groups, individuals, corporations and governments to permanently and meaningfully protect lands containing significant archaeological resources in Nova Scotia." Formed about four years ago, the Land Trust is maturing into a more professional organization, and seeks to develop a more consistent and recognizable brand. This rebranding will involve reworking the current Archaeological Land Trust logo and website (www.altns.ca), in preparation for their first fundraising drive next year.

The current Archaeological Land Trust logo and website are the work of Craig Chandler, who is our contact person for this project. Craig writes, "We want to have a new logo that conveys a progressive, private sector organization that typically deals with private landowners and potential donors. So it will appear on letterhead, website, all internal and external documents, and signs intended to identify and delineate protected sites."

Regarding the website, Craig says "The website only consist of 4 or 5 pages, and I would not see it growing a great deal in the near future. Its intent is to provide basic information about the land trust's services, and the only thing we plan to add at this point are more of our documents (guidelines and forms) for download. Having a good template page or prototype would be a great help. We have formatting problems with the current pages that erode the professional appearance."

Craig Chandler will visit our class on November 6, where he will discuss the project in more detail.

Tammachat Natural Textiles
<http://www.tammachat.com/>

Alleson Kase and Ellen Agger launched TAMMACHAT in 2007 with the belief that "people impact human rights, communities and the environment with every purchase we make. So, it's important that people have access to fairly traded and environmentally friendly products." Tammachat Natural Textiles brings fair traded, high quality, environmentally friendly, handcrafted textiles from Southeast Asia to consumers in North America and beyond.

Tamachat Natural Textiles are looking for two things:

1. Portable display system
2. Communication, promotional, educational materials.

For more information see the Tammachat's needs and spec handout.

Ellen Agger will visit our class on November 6, where she will discuss the project in more detail.