

FRANCISCAN VALUES EXHIBITION COLLABORATION

1

INTRODUCTION

Create an exhibition featuring Marian's Franciscan Values.

ART 341 *Design for Social Impact* is a studio graphic design course with a mission to activate students awareness of social issues on their journey to becoming citizen designers. Through studio projects, students learn to apply Human Centered Design (HCD) principles to their personal design methodology. For the highlighted project of this poster, the design brief challenged students to create an exhibition featuring Marian's Franciscan Values. Students employed HCD principles to inform the conceptual content of their posters, poster design, and presentation format. Student research indicated the exhibition should raise awareness of the Franciscan Values in our everyday lives. Collaboration between students designers and members of the Marian community was necessary to define individual topics for the poster exhibition now featured in the Marian Hall second floor gallery.



2

DEFINE/EMPATHIZE

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." ~Maya Angelou

In order to better understand the Franciscan Values and Marian's audience, students studied and researched the following:

- The history of Marian's Franciscan Values
- Understanding Marian's diverse community and awareness of the Franciscan Values
- Understanding how HCD and Design Thinking apply to socially active design
- Defining empathy in design
- Articulated their personal core values as designers and their relationship to Marian's Franciscan Values

Students surveyed one-hundred plus members of the community using a Qualtrics survey and an additional forty individual interviews, to gain a clearer understanding of our community's perception and understanding of Marian's Franciscan Values. Feedback obtained through the survey and interviews assisted students with identifying priority social issues which supported the topical focus of their design proposals.

3

SYNTHESIZE/IDEATE

Design research aims to understand the interests and needs of the audience, define context, and establish creative focus.

Information collected through the research phase of the project provided students with a basis to begin developing creative concepts focused on specific social issues. The final topics students selected for their projects synthesized social issues identified through the surveys and interviews with their own personal commitments. Research indicated the following:

- Respondents were most passionate about responsible use of the earth's resources;
- Marian's greatest strength lies in reverence for persons;
- Responsible use of the earth's resources was identified as an area for most improvement;
- Most respondents were interested in learning

more about delight with all creation and responsible use of earth's resources.

Interviews indicated significant concern for sharing the gifts entrusted to us with those in need and/or less fortunate.

4

CO-DESIGN

Design is most often used to describe an object or end result. Design in its most effective form is a process, an action, a verb not a noun.

Dignity of individual and care for creation were the two most identified values student designers focused on during the ideation phase of the project. *Care for Creation* was chosen as the exhibition title. Although any form of media was available for exploration, students determined as a group to focus on designing posters as the best form of presentation in the exhibition format. Concepts students chose to focus on for their posters included:

- Mental healthcare for the homeless
- Human rights as guaranteed by the United States Constitution
- Protecting rain forests
- Gun violence among teenagers
- Recycling
- Domestic abuse
- Natural way to heal the body

Collaboration among student designers, faculty, and external focus groups provided input as concepts and visual prototypes were produced. The exhibition has received positive feedback from the community throughout its presentation in the Marian Hall Gallery.

PRODUCTION PRESENTATION

5



Halley Martin – care for self



Ronan Weber – teenage gun violence



Charles Connor Miller–human rights



Laura Kuebler-preservation of rain forests

At Marian University, we are united by our Franciscan Values. This was the foundational premise for our exhibition problem. The student designers' challenge was to determine a project concept (social, environmental, political, etc.) that simultaneously embraces our Franciscan values, and serves a purpose which benefits our Marian community.

Credits:
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