

CREATE THE DESIGN PROCESS

FROM THE PERSPECTIVE OF

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Wow, how did they do that? Ahh isn't that amazing? Ooo those colors make me hungry, I wonder why? If you've ever had these thoughts while looking at products you have a designer to thank. Design is inherent in almost all things we view from labels on our food to the way our rooms are set up. As an art teacher in the Pewaukee School District for 20 years I've often been in awe of my students' creative interpretations. Seeing what students envision when given a bit of guidance through the making process is a treat that never grows old. When the wow-factor happens it is especially inspiring.

The wow-factor is on display right now in the PHS library courtesy of art students in mine and Mrs Alli Olson's classes. The installation of two and three dimensional works of art has transformed the walls of the library into inspiring spaces that will foster the curiosity and wonder of those who visit.

Wonder and curiosity are important traits for makers. Artists and scientists alike often wonder how to make something better or how to solve a problem. To get to the final presentation phase of making artists, scientists and inventors must first engage in the design process. The steps in this process include:

IDEATION AND PLANNING: Imagination of a creation through research, planning and consideration of what the final product might look like or function as.

EXPERIMENTATION AND MAKING: This phase involves the designer starting to make a product through media manipulation, prototyping and trial and error.

PROBLEM SOLVING AND REVISION: The designer refines their work; nearing the final product.

PRESENTATION: This last phase connects the design cycle to the public as the creation is published, exhibited or produced.

Student designers learn these steps through collaboration with teachers and fellow students. Collaborative communication through the design cycle helps students realize their works and create "wow-worthy" pieces. By looking closer at these steps one can better understand "wow how did they do that?" Design happens because a problem must be solved. The art department has collaborated recently with Mr. Ben Lamp, the District Create Coach and Mr. Ryan Demers, the Culinary Arts teacher. In both collaborations student designs solved a problem and met a need in the community.



PRO START PRODUCT LABELS: Mr. Demers had this to say about the collaboration: " Art student, James Walter designed labels for 2 different products the Pro Start class made and sold this year. He did a fantastic job incorporating our logo and capturing the essence of the ingredients and seasons in both the Roasted Pesto and Pumpkin Puree labels. I loved being able to utilize the talents of students inside PHS that I may not have had the opportunity to have in Culinary classes, plus utilize what Mrs. Bjork has taught him to benefit the district." Excellent design helps sell a product and Mr Demers product sold out quickly in response to the outstanding label design and the delicious product.

LIBRARY INSTALLATION: Mr. Lamp approached Mrs. Olson and I to help solve the problem of empty space. The library, while beautifully designed, was too open. Mr Lamp offered to help install temporary and permanent solutions that would enliven the space. My art students explored the concept of identity through the creation of portraits. The digital prints of these portraits seemed like a perfect fit for the entry of the library. Student artists printed and matted their work or installation. Mrs Olson had her students design pieces about the Power of Repetition. They had to make the artistic choice as to whether they would be suspended, hung on a wall or independently stand. Her art students determined where and how their work would be installed to best utilize the space. There will be more to come as Mrs. Olson and her students are also working on a collaborative piece with Ms Greupink, Art Teacher at Asa Clark Middle School that will become a more permanent fixture in the library.

I have been in the field of education for 36 years and collaboration through creativity has always been at the core of my goals as an educator to connect my students to real world experiences and opportunities through the creation and study of art. Pewaukee's unique campus provides opportunities to create and collaborate across disciplines and buildings. These are a few of the many collaborative creations the PHS art department has engaged in so far this year. There will be more to come as creativity continues to play an important role in making an impact in our community. Our designs are everywhere you look in the high school and on campus, in galleries, libraries, offices and on video screens. **Stop by to explore our designs and have your own "wow" moment.**

TO LEARN MORE ABOUT THE ARTWORK SHOWN OR MENTIONED, VISIT THE ART DEPARTMENT WEBSITE HERE

