

9-2012

Design & Communication: The Future of Service-Learning

Ulrike Gencarelle M.A.

Johnson & Wales University - Providence, ugencarelle@jwu.edu

Laura Gabiger PhD

Johnson & Wales University - Providence, lgabiger@jwu.edu

Deana Marzocchi

Johnson & Wales University - Providence, dmarzocchi@jwu.edu

Follow this and additional works at: https://scholarsarchive.jwu.edu/cgd_fac



Part of the [English Language and Literature Commons](#), [Game Design Commons](#), [Graphic Design Commons](#), [Illustration Commons](#), [Interactive Arts Commons](#), [Interdisciplinary Arts and Media Commons](#), and the [Rhetoric and Composition Commons](#)

Repository Citation

Gencarelle, Ulrike M.A.; Gabiger, Laura PhD; and Marzocchi, Deana, "Design & Communication: The Future of Service-Learning" (2012). *Computer Graphics Department Faculty Publications and Creative Works*. 4.
https://scholarsarchive.jwu.edu/cgd_fac/4

This Presentation is brought to you for free and open access by the College of Engineering & Design at ScholarsArchive@JWU. It has been accepted for inclusion in Computer Graphics Department Faculty Publications and Creative Works by an authorized administrator of ScholarsArchive@JWU. For more information, please contact jcastel@jwu.edu.

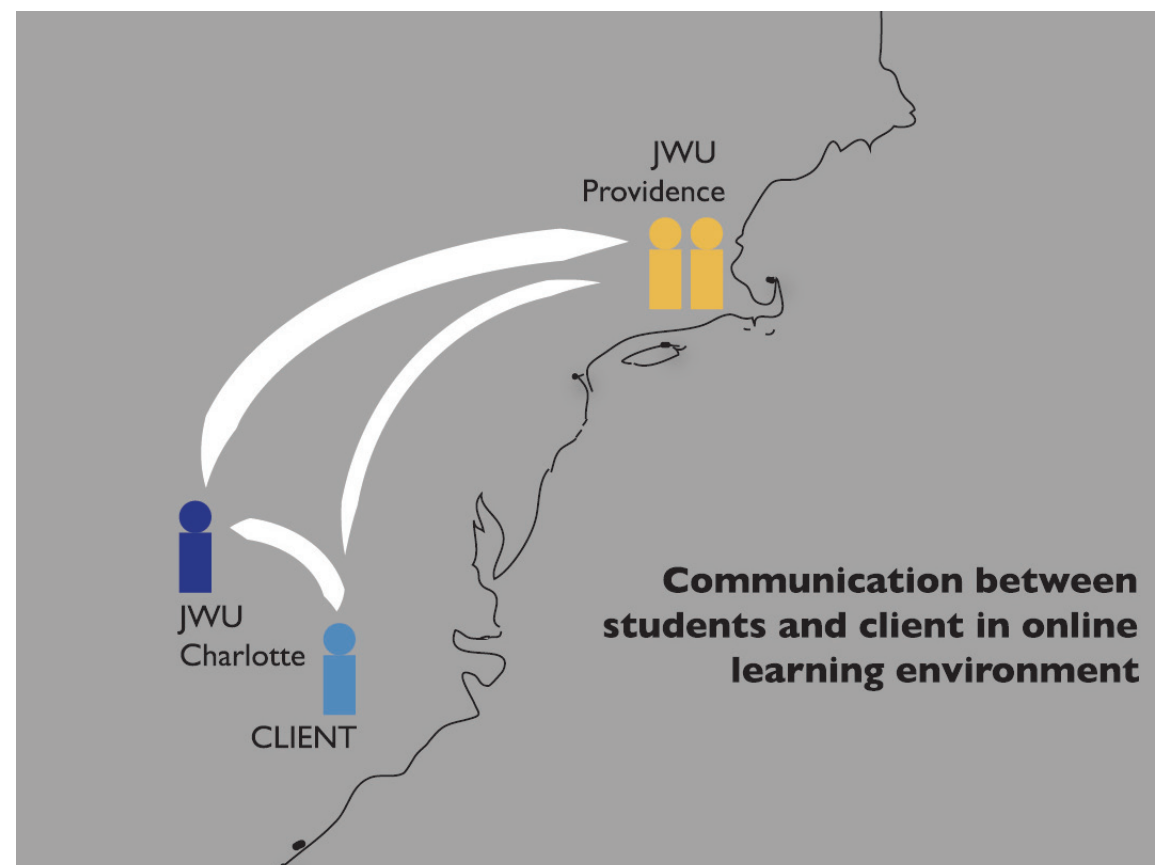
Design and Communication: The Future of Service-Learning

COMMUNICATION:

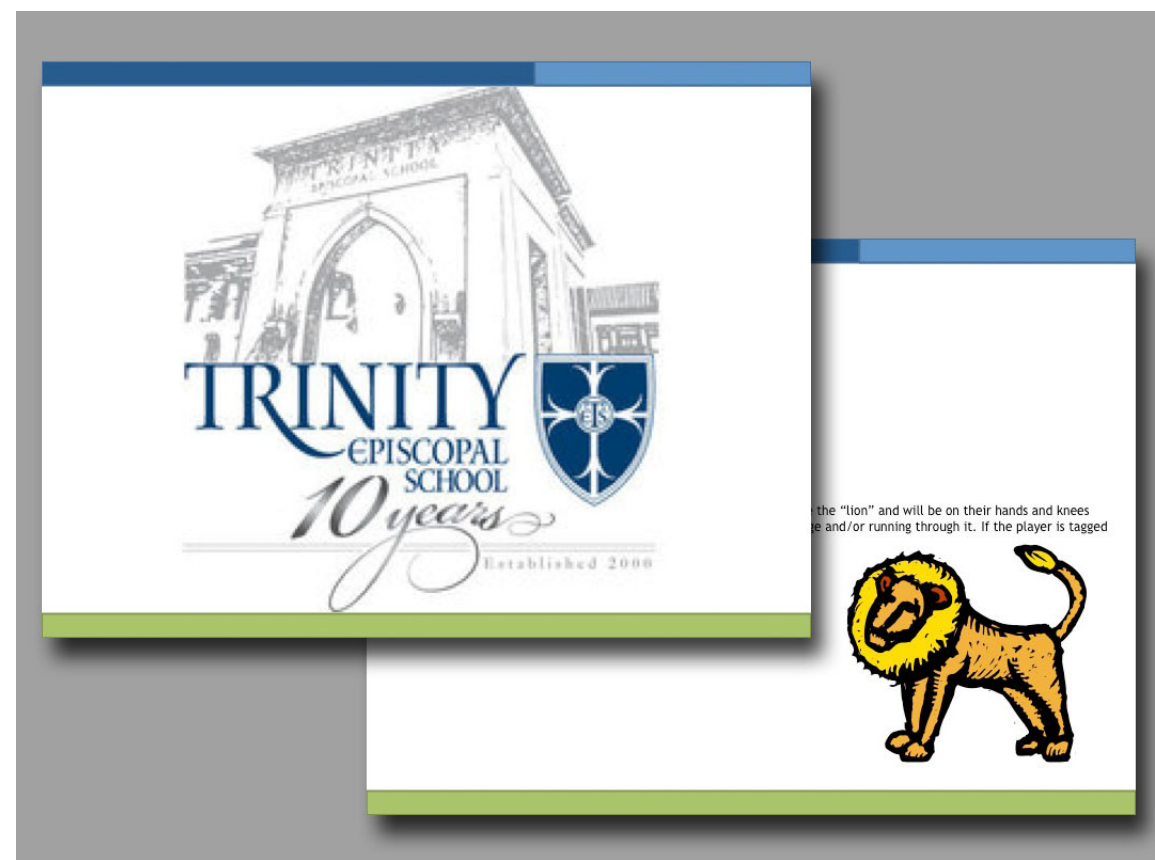
Technical Writing Class Online

We have moved our professional communication curriculum from the confines of a single classroom to the expanse of cyberspace.

In an online class in Spring 2011, some of our technical writing students partnered with teammates and clients in remote cities to prepare instruction manuals to meet the needs of community non-profits.



Technical writing projects included interstate team collaborations between students enrolled at JWU campuses in Providence, RI and Charlotte, NC.



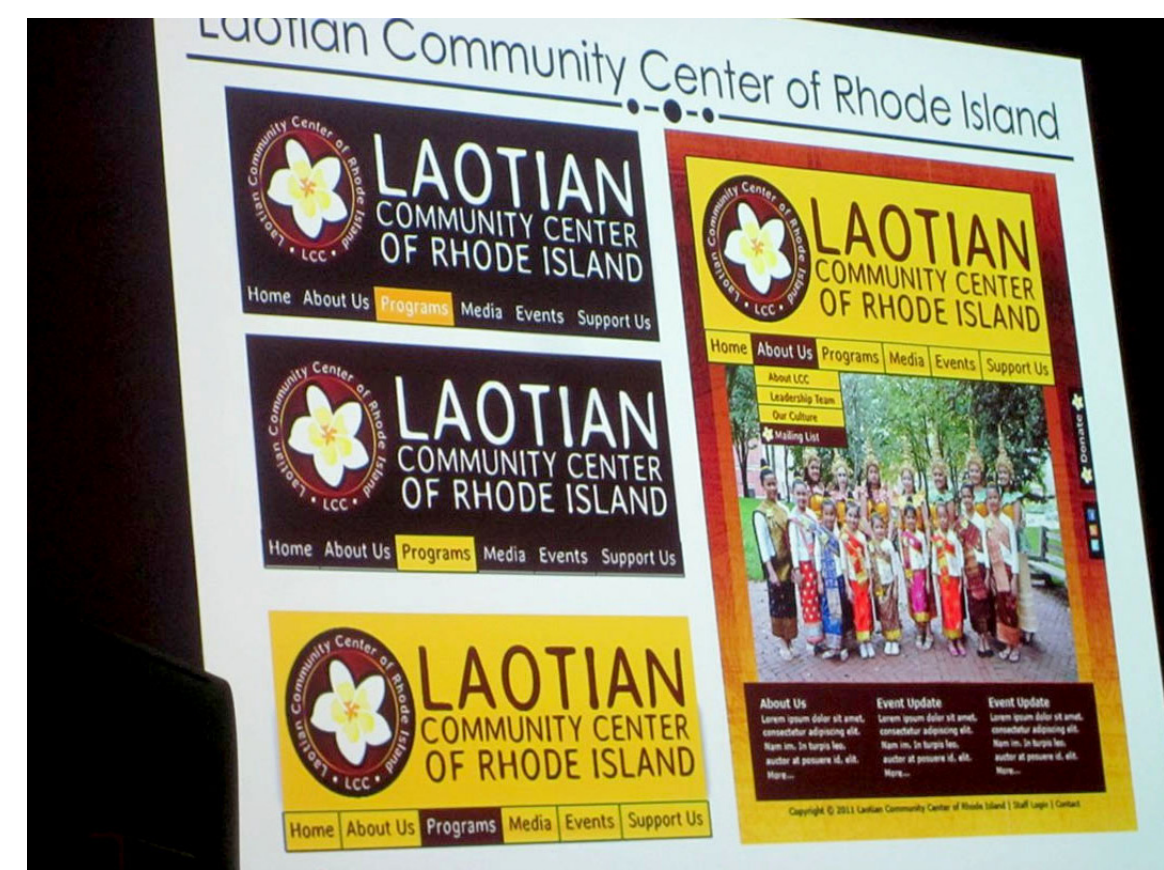
We continue our interstate collaborations in our Fall 2012 technical writing course and in our ongoing development of our minor program in professional communication.



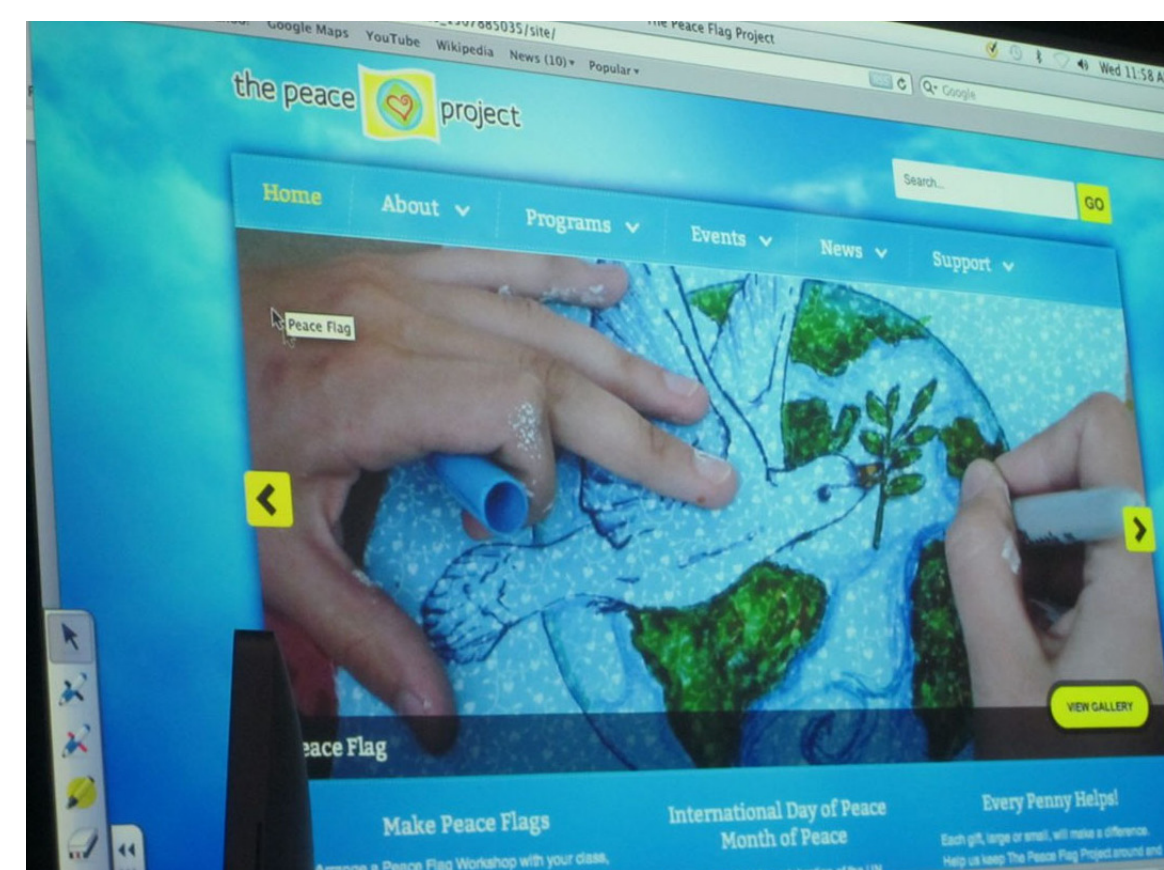
Student Maya Johnson and her client Ms. Nhongvongsouthy, Executive Director of the Laotian Community Center of RI.



A board in the Alan Shawn Feinstein Design Center with web design layouts, color schemes, and logo research findings.



Students present their design process and final web or print designs in a slideshow at the end of the trimester. New web site ideas for the Laotian Community Center are shown above. The final Peace Project website is displayed below.



DESIGN:

Alan Shawn Feinstein Center for Technology and Design, School of Technology Digital Solutions Team

A key component of JWU education is the integration of theoretical and academic learning with hands-on exposure and real-life experience.

Students are available during the fall, winter, and spring terms to provide web and graphic solutions to community-based organizations.

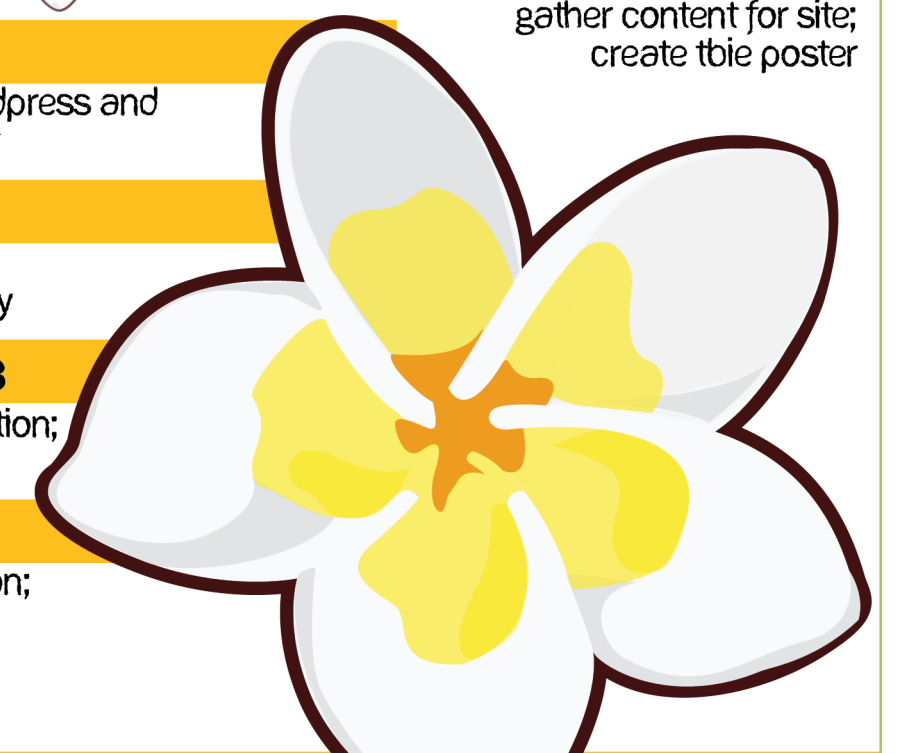
The no-cost services that students and faculty at the Feinstein Design Center provide to improve non-profit organizations may include:

Print Material Design:
brochures, logo design, posters, letterhead, business cards, templates, promotional materials

Website Development:
re-design of an existing site or creation of a new website

To continue with our interdisciplinary approach, the minor program in professional communication includes a course in advanced business communication to be taught collaboratively with the Digital Solutions Team and other courses involving high-stakes communication tasks.

WEEK 5	code website template; gather content for site; create table poster
WEEK 6	implement wordpress and website content
WEEK 7	finalize website; create stationary
WEEK 8	create presentation; final style board
WEEK 9	final presentation; final package



TEXT BOOK PROJECT:

Professors Laura Gabiger (School of Arts & Sciences), Ulrike Gencarelle and Deana Marzocchi (School of Technology) are collaborating on an interdisciplinary textbook based on the process in the Alan Shawn Feinstein Design Center.

This skinny step-by-step guide combines the design consulting process with service-learning pedagogies and instruction on the written and oral communication tasks essential to a successful consulting project.