

RBSD › THE ROBERT BUSCH SCHOOL OF DESIGN,  
MICHAEL GRAVES COLLEGE @ KEAN UNIVERSITY

# PRECOLLEGE STUDIO PROGRAM: [INTERIOR AND INDUSTRIAL DESIGN] 2020

**WHEN:** July 6th through July 30th, 9:30 a.m. to 3:15 p.m., Monday through Thursday

**WHERE:** Green Lane Academic Building School of Design studios, Kean University Campus, Union, NJ.

## OVERVIEW

Participants will learn the foundations of form and technique through innovative and active demonstrations, exercises, and hands-on projects. Skills in sketching, ideation, object design, spatial design, and the built environment will be accompanied by guidance in critical and conceptual team thinking for developing and creating three-dimensional design solutions. They will also get a chance to see their work displayed in a virtual exhibition through the Precollege Studio social networking.

The cost for participation is \$850.

## CONTENT AREAS

*Design is an expansive discipline.* Participants will have active, hands-on learning experiences within the following areas:

Industrial Design ideation for: consumer and business products

Interior Design ideation for: personal spaces, small commercial spaces

...and will get to collaborate on some projects with the Graphic and Motion Precollege Program in areas such as:

Graphic Design ideation for: typography, web, video, game, motion / animation

Advertising Design ideation for: art direction, branding, promotional, interactive

## SAMPLE INDIVIDUAL PROJECTS

### *Tiny Zen Truck*

By day it's the place where you make your living. By night it's the place where you eat, sleep, and entertain. In between, it's the place where you escape from it all. And it's all contained in one building! In a team with two other designers, use the principles of design to turn a simple shipping container into a food truck, tiny home, and zen garden, to be owned and used by two people. Use your creativity to imagine what that space would look like. Develop your hand-eye coordination and put your ideas onto paper. Make it all come to life by building a scale model. Finally, work as a team to display, present, and sell your idea to a potential investor.

Disciplines: Interior Design, Industrial Design

Skills: Sketching, collage, model-building

Design thinking: Ideation, visual communication, empathy, cultural awareness

### *Personal Space*

A discussion and brief overview of interior design for small spaces introduces this project. Participants are given access to the School of Design materials library and guided on the creation of a small-scale interior space. The design solution includes a materials board, floor plan, and simple three-dimensional model.

Discipline: Interior Design

Skills: Drafting (albeit simplified), crafting with foamcore, presentation techniques

Design Thinking: spatial organization, appropriate use of materials

### *Upcycled Clock Design*

A discussion of upcycling introduces the project. Campers are given a vintage vinyl LP (long-playing record) and directed on how to design a graphic to be visualized as a sketch and finalized through computer generated graphics. The design solution will then be cut into the LP through the use of a laser cutter. Mechanisms are supplied in order to transform the design into an actual working clock.

Disciplines: Industrial Design, Graphic Design

Skills: Sketching, computer graphics, laser cutting

Design thinking: Upcycling, working within limited format, appropriate adaptation



## SAMPLE GROUP PROJECTS

### Zentangle Geodesic Dome

A discussion of the origin and purpose of “zentangles” and that of the geodesic dome introduces this project. Participants create personalized zentangle designs on individual facets of the dome, which are then unified in the group construction of the large-scale structure in the common area of our studios.

Discipline: Architecture, Graphic Design

Skills: Construction, free-form illustration, patterning

Design Thinking: Integrated graphics solutions for structures, three-dimensional design



### Three-Dimensional Object Design

How does a visual brand or a logo make its way into the physical space? How does something that exists in two dimensions need to be altered for creation into a three-dimensional object? A discussion and brief overview of visual branding introduces this project, and leads to a demonstration of 3-D printing technology. Students then work through the creative design process from sketching to digital software to final design, and have their personal mark made into a tangible, three-dimensional object.

Discipline: Industrial Design, Graphic Design

Skills: Sketching, digital imaging software, 3-D printing

Design Thinking: Visual and emotional communication through physical objects



### Multidisciplinary Branding and Design

In this expansive multidisciplinary project, students bring together work from graphic, interior, and industrial design. Starting with discussion and implementation of a creative brief, students develop brands for retail establishments, including visual branding/logos, interior spaces (floor plans, industrial fixtures, lighting, etc.), product/merchandise design, and advertising/promotional design.

Discipline: Graphic Design, Advertising, Interior Design, Industrial Design

Skills: Drafting (albeit simplified), illustration, presentation techniques

Design Thinking: Interrelated nature of various design disciplines, appropriate use of materials



PLEASE ALSO SEE OUR FACEBOOK GROUP PAGE for images of the projects at [fb.me/MGCPrecollegeStudio](https://fb.me/MGCPrecollegeStudio)

## A TYPICAL DAY

A day at the MGC Precollege Studio Program includes more than one project. Participants have a designated desk for storage of their supplies and work. They arrive at Kean by 9:30 a.m., but can arrive as early as 9:00 a.m. if they wish to work on projects.

In order to complete a range of projects within the four-week time period, there are several projects in progress during any given day.

A day may include discussion to open the project, demonstration of skills needed to complete the project, hands-on development, guided assistance, and critique.

Participants take a midday lunchtime break and can either bring their own lunch and snacks (a fresh water hydration station is available) or enjoy the convenience of the Barnes & Noble Café and snack shop in the Green Lane Academic Building.

The program also features a minimum of two to three off-campus field trips. Destinations include major design museums in New York, such as The Museum of Arts and Design or the Cooper Hewitt Smithsonian Design Museum, where participants enjoy gallery tours and hands-on workshops, or outdoor locales like the Grounds for Sculpture in Hamilton, NJ. Participants also visit The Gruskin Group, a professional multidisciplinary design studio for a taste of design in the pro world.

Visiting instructors in specialized disciplines introduce and guide projects in their respective areas. Robert Busch School of Design college students assist with skill development and creative direction so that participants get as much one-to-one guidance as possible.

The program closes with an exhibition of completed projects along with a social gathering for family and friends.



ALL SUPPLIES & FIELD TRIP EXPENSES are included with program tuition.



Interested students should register at  
[www.kean.edu/summercamps](http://www.kean.edu/summercamps)