ROCHESTER INSTITUTE OF TECHNOLOGY

A thesis submitted to the Faculty of
the College of Imaging Arts and Sciences
In Candidacy for the degree of
Master of Fine Arts

Careers for Women in Design

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Approval

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Introduction:

Careers for Women in Design is an interactive application created in order to help, guide and support women in their search for professional goals towards a career in design or related field. Although this project was especially designed for women, men also can benefit from it.

The idea of creating this project came from my own experience with graphic design. My interest in continuing a career in design began many years ago, during college years at the Art School of the University of Puerto Rico. After I graduated from college, I became a graphic artist. My experience with art, photography and printing made me realize it was time to go to the next step: graphic design.

However, it wasn't easy. I was a single mother with two children. In order to move to the United States, I would have to save some money, check schools and locations, prepare applications and resumes, and design portfolios for several schools, as well as look for housing and employment.

I looked through books, maps, schools catalogs and other reference materials at the library. I browsed every catalog looking for the right school. Several schools attracted my attention, but didn't provide enough opportunities for students with families. There were numerous factors that made my chances of succeeding in graduate school a risk. Having been out of school for many years, and with a family to support, didn't make the most ideal situation.

I began to chat with people who came to the United States to finish their degrees. Some of them were parents and full-time students, and some were single. I asked them about their experiences with schools and their children's schools. How were they affected by the weather, location, transportation, and finances. They talked

about their successes and disappointments and the strategies and solutions they used to resolve their problems. I realized then the obstacles and frustrations I might be facing in the future, in order to put my plan to work.

Part of this information was gathered in a journal where I wrote all my findings and notes. I made telephone calls to universities and colleges to contact people in the design departments, housings financial aid offices, etc. Contacts to daycare centers, churches and government agencies were also essential. This information was crucial when the time to make a decision arrived. Some of the criteria I used in making my final decision included the following:

1. My personal interests, hobbies and skills
2. Universities and College
    a. Location
    b. Areas of Specialty: Design, Illustration, Computers, Advertising
    c. Recognition
    d. Strength and Weaknesses
3. Cost
4. Two year school, Four year, Graduate School
5. Transportation: public or private, airfare cost
6. Housing-Single/Family
7. Day care centers and schools (School District)
8. Community and neighborhood
9. Extra expenses

a. Health insurance

b. School materials

c. Extra money for unexpected emergencies

10. Weather (Clothing)

11. Extra curricular activities (clubs, etc.)

12. Job opportunities (on and off campus)

After considering these issues, I proceeded to fill out the applications and school paperwork. Once I was accepted and registered, I packed all my things and moved to Rochester with my children. I considered traveling during the summertime, so my children and I could get adjusted before the start of the new school season.

The following is a short summary of my work. The making of this project is my legacy to all women who find themselves in my situation-needing to make a major change in their lives. Today, women have a lot of opportunities in the professional world. Having a family, a full time job or few economic resources is not an obstacle anymore. Life is full of opportunities and only worth it if you take the chances.

In September 1991, shortly after we started classes, our professors made us write proposals for our thesis topics. (App.1)

Women's issues related to design such as prejudice, job opportunities, equal salary, were topics that always called my attention. Another topic that intrigued me was the differences and similarities between the design professions: graphic designers, illustrators, computer artists, interior decorators, packaging designers, web designers, art directors, etc. I was sure that other women would share the same interest.

I had to select some members for my thesis committee in order to work out my project. They were Professor Roger Remington, Professor Nancy Ciolek and Professor Pamela Blum, from the School of Art & Design. In addition, I chose Professor Tina Lent from the College of Liberal Artst.

At the first thesis meeting on December 11, 1992, I explained my strategic plan to the committee. I showed a list of topics I would like to work with (App. 2), and at the end of the meeting everybody agreed that the thesis should be about "Careers for Women in Design." We discussed several tactics that might work in the realization of the project (App. 3). I should register in some interactive and computer graphic courses to create the Hypercard application. Professor Tina Lent recommended I design a questionnaire with some hypothetical questions to create a scenario about women considering begin a design career (App. 4). With all the data, I could construct an outline and begin my research.

Subsequently, all the important outcomes were put together at that initial meeting. The plan consisted of creating the HyperCard application. First, an introductory

stack consisting of the basic information and purpose of the project, navigational map, glossary with terms, bibliography, resources, etc. The second stack: The Career Definition Stack, containing several definitions of design careers. The third stack: Successful Women in Design with profiles of some of my favorite designers. The fourth stack: The Educational Stack with information about schools, curriculum, requirements, and extra-curricular activities. And finally, the fifth stack- The Jobs Stack: with information and hints about job hunting, professional development and continuing education.

For the project-planning phase, I began my research at the Archives & Special Collections in the Wallace Library at RIT. I looked through the library catalog using the following: key words, design, design education, women in design, design history, and career definitions.

Ms. Barbara Polowy, former Art and Photography Librarian showed me some resources she had prepared to help people with their search. These resources included bibliographies, books and magazines about design, illustration, art in general, computer graphics and others. She also showed me how to browse for additional materials at any Monroe County Library using the electronic catalog.

Following the electronic search, I made a visit to the reference and reserve sections looking for catalogs and manuals of universities. They also had career dictionaries where I found a large volume of job descriptions and salary listings.

I continued visiting the library for few days until I found some interesting books. I reviewed them carefully and found many examples regarding contemporary women designers and their contributions to the design field. ***New American Design*** by Hugh Aldersey-Williams and ***Ten Years of Women in Design/ Chicago*** were essential in creating the introduction stack.

To help prepare the Women Designers Stack, I read the books ***Hybrid Imagery*** by April Greiman and ***The Graphic Design Portfolio: How to make the good one*** by Paula Scher. April Greiman's book tells about how she experimented with different design styles. She was one of the pioneers in digital art. She designed posters by using her photo in actual size and then manipulating and pixelating the image to create incredible pieces of art. She also used her creations to design fabrics.

On the other hand, Paula Scher spent her first years after graduation revising and re-designing many of her portfolio pieces. She finally was given the opportunity at Columbia Records of designing music covers for CD's. She won several awards including a Grammy for "Best Album of the Year." These stories were very encouraging especially Paula Scher's. She continued focusing on her goals and dreams in the face of adversity. She worked hard to improve her work. It showed me her persistence and her courage to fight for her beliefs.

Careers in Art by Gerald Brommer; ***Design Careers*** by Steven Heller; and ***Opportunities in Commercial Art and Graphic Design Careers*** by Barbara Gordon described the options, the advantages of being a professional designer.

Career Choices for Students of Art from the National Associations of Schools of Art & Design, and the ***Guide to American Art Schools*** by John D. Werenko named innumerable choices for careers in art and design and analyzed dozens of schools around the country.

The following books: ***The Artist's Guide to Art Market*** by Betty Chamberlain, ***The Graphic Artist's Guide to Marketing and Self- Promotion*** by Sally Prince Davis, the ***1993 Artist Market: Where & How to Sell*** by Laurie Millerand and ***The Professional Designer's Guide to Marketing Your Work*** by Mary Yeung were good resources for those looking for new ideas to improve their work, do some freelance, or simply succeed in the corporate world.

The Graphic Design Portfolio: How To Make the Good One by Paula Scher, ***The Perfect Portfolio for Artists and Writers*** by Marilyn Seguin, and ***The***

Ultimate Portfolio by Martha Metzdorf, showed perfect examples of portfolio ideas. Extremely helpful, entertaining and full of advice, they had many creative ideas and examples, as well as suggestions for writing the perfect resume.

Other books such as ***Opportunities in Interior Design Careers*** *by* Victoria Kloss Ball; ***Opportunities in* Visual Arts Careers** by Mark Salmon, and ***Career Choices of the 90's*** by Walker Publishing, were used only for general information.

I also looked for additional literature in a section titled "The Jobs Information Center" in the Division of Education. They had the latest literature, newspapers, brochures, and data about job searching around the country. They help students prepare resumes for job interviews.

In addition, I made visits to The Cooperative Education and Placement Center Office at RIT where they supplied me with more information about career development and job opportunities. The ***RIT Undergraduate and Graduate Manuals*** and *The* ***RIT Prospectus*** were two of the most valuable resources, especially for new students who wanted to know about life inside and outside the campus, facilities, resources, location, requirements, student life, facilities and costs. I compare these manuals with the ***Undergraduate Application for Admission and Financial Aid Guide*** from Syracuse University, as each of them covered the same areas but from different perspectives This information helped me answer the questionnaire I made at the beginning of my research to help me construct the hypercard stacks. This data in specific was vital for the making of the Education and Jobs Stack.

Once the thesis proposal was approved by the committee members in the fall quarter of 1992, I began writing the thesis planning document (App. 5) and the timelines (App. 7) This included revisions and evaluations from the committee.

A thesis meeting was schedule for February 8, 1993. During this meeting I explained my plan and strategies in order to execute this project. There were two possibilities. One, to do a project about women's issues and the second, to do a project about careers for women who wanted to study design. This would include different sections with definitions, examples of women designers profiles, information about schools and jobs in design. I liked this idea very much and proceeded to make the necessary changes to my plan. After I gathered all the information I needed, I proceeded to do a draft including all the topics with their hierarchy.

At the next meeting (Feb 22, 1993), I showed a draft to the committee that consisted of a model of the navigational plan I wanted to use (App. 8). I used 3 by 5 cards with the topics names and placed them in several groups forming stacks. Additional topics were listed below each stack. All these cards would link to other cards to give the user access to information throughout the project. After several meetings, the project began to take shape. The committee made various changes and recommendations. (See appendices 9,10,11,12, and 13.)

In addition, weekly meetings with Professor Remington and Professor Ciolek kept

the project going forward to assure success. Sketches, computer generated documents, flowcharts, mind mapping and brainstorm sessions were essential (App. 6) .

One of the most exciting activities associated with this project was designing a logo for all the documentation: the thesis work, and the poster and brochure for the thesis show in April 1993. The logo was done while assisting an Independent Study class with Professor Heinz Klinkon. (app. 22)

A series of sketches and drawings were revised during the class where I received constant feedback and comments from Professor Klinkon. The logo was produced with a computer using a drawing program called Adobe Illustrator 2.0 in an 8 1/2" by 11" work sheet. The fonts were Avant Garde Demi -450 points for the letter C of Career. For the D in "Design," I used Akzidenz Grotesk Bold font in 325 points and then manipulated it manually using the "convert to path" feature. Helvetica Regular and Bold were used for the small type. The female symbol at the middle was done 60% black to contrast the "C" and "D". The logo was used in B/W , green and color versions.

The final version was completed and enlarged on a photocopier to poster size, 18' by 24" from a size 8 1/2" by 11" with a 600 DPI. A brochure was created using several Hypercard cards as illustrations. The layout was done using the Design Studio application. The rest of the manipulations were made with PhotoShop 2.0.

One more important piece of research was the Chicago 93' Graphic Design Conference. During the winter quarter, I began to attend the "Students in Design" meetings to compile some information that could be useful in my thesis investigation. Clubs and design organizations were a very important part of the extracurricular activities in college. I wanted to know how these organizations might help students to develop their skills and personality throughout their college years. I observed thatmembers of these organizations shared a similar goal. They met monthly to talk and share about design topics and issues. They had planed a series of activities to raise money to assist the design conference in Chicago.

After few visits, I became part of the group. We visited various places: the Harold Washington Library, the IBM Building in Wabash Avenue and design firms and Ad agencies throughout the downtown area (App. 23). Students were able to ask questions, share information with other members and show their portfolios. Many of them received feedback from professionals in the business. Designers revealed their experiences and secrets for success in many areas of the design business. I asked many questions concerning my thesis topic, in special to women designers in the audience. They described their early disappointments in their careers and other valuable experiences that made them grow stronger and successful.

The activity was a success! I'm happy for having this new experience. I recommend that any student interested in design or related career become part of a club or association; to participate actively and live the experience with other members. And to become part of the professional community and help resolve many of the contemporary issues in design.

Before I began creating the final stacks, a series of diagrams were made. These were checked and evaluated by the committee each time. I wrote each section on a 3" by 5" card, placed them on the table and began moving them from one stack to the other. I observed how they flowed into the navigational plan (App. 20). Everybody agreed on which cards to move, which cards to eliminate, and which cards needed to be modified.

Real improvements began to emerge after some combinations seemed to work. Afterwards, a template was created as a model to produce the rest of the cards. Next, an area for pictures, text and buttons to operate had to be selected. We had to determine the number of cards needed on each stack.

Each card was designed by using a grid (App. 16 & 17) and programmed with specific and individual instructions to link with other cards and stacks. After I moved all the resources to their respective stacks, I was able to assign one or more pictures to each card by using several scripts.

I decided to keep the left side of the card for the navigation control and the right side for pictures and text (App. 19).

Type size, color, style and spacing had their limitations considering the Hypercard elemental painting program. All the type was created in black and reverse type. The typefaces used were Futura Regular, Bold , Extended and Reverse. The Futura Outline was used only with black background. Font sizes 10,12, and 18 points were used for the control panel. Spacing was manipulated by hand. Professor Ciolek helped me correct some fonts and style problems.

A bar with buttons was placed along the left side of the screen (App. 20). A navigation plan was designed to link the user with buttons, stacks and any other areas they might choose. All the resources were placed inside the stacks with the help of the Res-Edit software.

All the photos and diagrams used at the meetings were scanned, digitized and converted to 72 DPI with a UMAX 840 flatbed scanner and embedded into the 5 stacks. They were saved as Pict Resources and then manipulated with the PhotoShop 2.0 program.

The metaphor used on the screen presentation was a school notebook. The notebook has several tabs on the right side with the names of the stacks This way the user would be able to select any stack they wanted. An animation of the logo was used as an opening screen for the application. It was created by copying and pasting the logo several times and reducing it 10% each time. Motion was created using the dissolving effect with each card. The size of the screen was 640 pixels wide by 480 pixels tall, covering the entire computer screen.

I needed to choose between setting the computer monitor to 256 colors and see pictures fuzzy or using million of colors setting and lose the special effects.

The music used in the Introduction was recorded with a Mac recorder, edited with Sound Edit and transferred to the computer, then saved as a sound resource. It was played in a loop until the animation was finished.

I completed only one of the five stacks, due to the short amount of time left for the

project. The other four stacks needed only general information or an "under construction" sign indicating that later on more data would be added.

This application was large due to amount of pictures and sound resources installed. It used 7 megabytes of memory and was stored on a 44 MB Syquest disk.

Data Cards

Several levels of information had to be considered. Headings, page numbers and stack names needed to have an area of their own. The labels describing each field needed to be in a location related to their corresponding information. These labels moved from the top left side of each field through the button. Different type sizes were used on the headings to separate hierarchy. I ran into problems moving my project from one computer to another. Lack of correct fonts on the computer host caused such problems.

I wrote several scripts to make the cards link with other cards and stacks. The whole project was too large for keeping it on one stack only. Therefore, I subdivided the files and made five stacks, one for each section. I copied and pasted similar information and scripts subsequently to the next card. Buttons could be copied using the same example.

Specific categories were written on the majority of the cards. One stack needed to be finished for the thesis show. The rest of the stacks would show few active cards and some "under construction" signs. More information will be added in the future.

Constant check-ups were necessary during the last days before the Thesis Show. I needed to test the project many times to be sure everything was in order. I found that changing from one monitor to the other created several problems with the special effects and fonts.

Finally, the Thesis Show arrived. One group of computers was set up in the lobby and the other group was on the third floor between the Graphic Design and Computer Graphics Design classrooms, where my project was shown. We set up the rooms early in the afternoon and the panels dividing the two classrooms were removed, making more space.

The projects were divided in sections. Each student was showing his or her project to a group of people at a time. The visitors observed our projects, asked questions and made comments. Some of them wanted to try our applications themselves.
I passed out a simple evaluation to my visitors asking for comments.

I experienced a few technical difficulties with the effects and with the fonts, as I expected. I took notes of minor changes that needed to be fixed after the show.

It was an exciting night! I was very happy and pleased with my work and with the comments of the audience.

My goal was to create this project to be used at high schools, career centers, the Department of Labor, public libraries, family and community centers, and women's organizations. But the truth is that no matter what age, sex or educational level, everyone could make use of it.

Before I conclude, I would like to make a comment. This project was too large to handle in so short time. The ideal situation was to present one stack and finish the rest later on after the show. Then, add new and updated information.

However, my professors suggested completing the rest of the stacks with a minimum of references and examples for the show. In addition, new stacks could be created to take the place of the old ones; pictures modified, QuickTime movies and sound integrated. Future plans to record the application on a CD are a must, due to project size.

Days before the show, I had the opportunity to test the project with several students in the computer classroom. They made comments and recommendations about the graphics, the navigational plan and the contents. This was a preliminary evaluation before the show. See App.15. I gathered more information the night of the Thesis Show and added this to the previous evaluation. I made some modifications and changes to my application after the show.

This project was an excellent experience for me, as a designer and as a woman. I thank God for this experience. I learned a lot from my research, from the making of my thesis work, from my classmates and professors and most of all, from myself.

This work gave me the opportunity to try new things, new courses, new techniques, new ways to comprehend design.

The process of producing a thesis project is painful and at the same time exhilerating. I learned how to be more creative, more patient, more communicative, and to believe more in myself. I learned to trust my skills, intuition, maturity, common sense and experience.

This project was a culmination of two years of intensive work, many sacrifices, good and bad experiences. However, if I put all this in balance, I would say, it was all worth it.

Sharing with other women designers was healthy. I observed their talents, their hunger for success and their determination. I watched their dedication to life, their work, and their community. We all share our goals and dreams in sisterhood.

I am happy for being in the right place at the right time; for having the opportunity to do what I love which is Design.

I will like to thank the members of my committee, Professor Nancy Ciolek, Professor Tina Lent and especially Professor Roger Remington for their support and assistance during the preparation of this project. I will also want to thank Professor Heinz Klinkon for assisting me through the preparation of the thesis logo.

I dedicate this project to my husband Ramón and my daughters Isandra and Ysanya: thank you for your continuous support and love.

Art- Any computer element that is not text.

Pixel- A single dot on a computer display or in a digital image.

Computer Graphics- Chart, graphs and diagrams, or pictures produced- with the aid of a computer.

Design- The arrangement of specific elements in order to achieve a specific effect

Document- A page of text in a word processor file; a record in a database file. A printed copy of the information contained in a computer file.

Dot- The simpliest minimum unit of graphic comunication

Drawing Program- An application for creating artwork or graphics for insertion into a document, spreadsheet, etc. A drawing program customarily produces a vector image.

Font-Traditionally descriptive of one typeface and style, such as Bodonibold 12 point.

Letter Spacing- The space between individual letters.

Resolution- The relative fineness of the image in a computer screen or that produce a scanner. Resolution is usually expressed as DPI, or dots per inch for a scanner or printer, as in pixels for the image on a computer monitor screen.

Save- A program command that writes data to non volatile memory

Screen- The device that displays information as it is entered on a keyboard or scanner, reports on processing by the computer, and that generally monitors its activity.

Scanner- An optical device for reading hard copy and translating it to digital data.Data read by a scanner is captured as a graphic element that can be manipulated by a paint or a draw program, but not by a word processing program unless it is converted into alphanumeric characters.

Typeface- A set of type of a particular design, as Helvetica, Bodoni, etc.

Type Size- The size of a letter, measured in points

Type Style- The design of a letter of type

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1. Thesis Proposal
2. Possible Topics for Thesis Project
3. Goal, Objectives, Process and Strategies
4. Questionnaire
5. Tasks and Outputs
6. Mind Mapping
7. Time Line
8. Flow Chart #1
9. Flow Chart #2
10. Flow Chart #3
11. Flow Chart #4
12. Final Flowchart
13. Evaluation from Meeting
14. Evaluation from Application
15. Evaluation from Thesis Show
16. Grids
17. Screen
18. Layout for Hypercard cards
19. Final Cards
20. Navigational Map
21. Logo
22. Thesis Brochure and Poster
23. Chicago Design Conference

Project

Women in Design

Designer and address

Nitza Nater
346 Fairwood Circle
Rochester, NY. 14623

Cient/User

Teachers, students, designers, artists and researchers.

Documentation of need

Many people are studying visual arts or graphic design at this time. The majority are women. These women plan to start a new career in the arts without necessarily knowing or expecting the problems facing them. There is a need for information to address these difficulties and issues such as sex discrimination, salary in-equities and stereotypes that affect the career of women in the visual arts.

Problem Statement

An interactive media program that will provide information about the issues on women in design.

Mission

Women In Design is an interactive media program that will provide information about important issues to the end that the women will be better informed and capable of responding pro actively should these issues face them.

Nitza Nater-Arvelo
Second Year
Graphic Design Gradute

Women Designers
" " in Latin America
" " in the United States
" " ~~in~~ AT RIT ?
" " in New York
" " from 1900 to now
" " live and work

" " and Creativity
" " in Print ?
" " and Typography
" " and the Arts
" " and Fashion Design
" Designers and Magazine Covers
" in the Visual Arts ?
" in Graphic Arts ?
" in Commercial Artist
" in Photo/Graphic Design (Interaction of Design and Photography)

Special Women Designers Issues:

Difficulties as being Designers
Position as Comunicators
Position as Educators
As Interpreter of Visual Arts
As mythmakers - Visual Arts by the 20th Century
Stereotyping
Sex Discrimination and Salary
Female Experience and Artistic Creativity
Feminist Art Programs
Influences
Ilustrating Common Themes in Women's Designs

Other themes related:

Graphic Design in Educational Television
Visual Transformation: Creative tendencies in Graphic Design

Nitza Nater

Women in Design Posible ~~themes~~ topics for thesis work

Women Designers influences

" history ?

" in USA

" " Latin America -

" " RIT ?

" " New York

" from 1900 to now

" and the arts

" and creativity

" and Magazine Covers

" and Graphic Design, Fashion Design, Industrial Design ←

" and the Visual Arts, Commercial Arts

" and Photo/Graphic (Interaction of Design and Photography

" and their position as communicators ←

" and their position as educators ←

" as interpreters of Visual Arts

" as mythmakers in the 20th Century

" and sex discrimination, salary ←

" and stereotype

" and feminist art programs and organizations ←

" and the illustration of common themes in women

— career opportunities - definition
women's status w/field
upward mobility
minority issues

copies

Goals	Objectives	Process and Strategies
To **provide** information about careers opportunities in design for women		
	The user will be able to find a copy of " **Women In Design IMP**" in the RIT Library or Media Center and install it in a Macintosh Computer.	
	The user will be able to locate and select in the computer application topics related to their interests or needs.	
		The user will use the information index enclosed to navigate into the topics
	The " **Women In Design IMP**" will provide information services	
		For users interested in design careers
		To maintain an information system on women designers and issues
To **identify** situations in which women designers are affected		
	I will conduct a series of interviews with women's organizations members, women designers and educators.	
		To list at least 75% of women's organizations in the U.S. and other countries.
		To find information about real situations affecting women in the design field
	I will provide the information gathered on resources and organizations dealing with women in design issues into the" **Women in Design IMP**	
		To show different kind of resources in the application
To **achieve** consciousness about women issues		
	The " **Women In Design IMP**"must promote and create a constructive visualization about women in design.	

Goals	Objectives	Process and Strategies
	The user will list at least 3 reasons concerning women issues. The " **Women in Design IMP**" will provide consultation on specific research issues.	
		The user will be able to interpret the research information about designer's issues and get into their own conclusions.
To **present** a short history of women in design		
	I will gather information provided by text books, magazines, videos, and other resources in the RIT Library.	
	The user may study in the " **Women in Design IMP**" the development of women designers through history, their difficulties and importance.	
		To investigate information in the RIT Library, other special libraries in Rochester and through the VAX system.
		To read the information about design history and reach to their conclusions.
To **recognize** the creativity of women designers		
	The " **Women in Design IMP**" will provide references regarding women designers' creativity.	
	The " **Women in Design IMP**" will provide a list of interviewed women designers speaking about creativity.	
		The user will be able to name at least **five** women designers and their creativity process.
		The user will be able to identify various interpretations from women designers and their career performances.

Goals	Objectives	Process and Strategies
To **organize** and **select** the information to be used in the project		
	I will design the " **Women in Design IMP**" application	
	I will provide audiovisual tools to create an amusing program to entertain and inform the user about women in design	
	I will incorporate all the information gathered into the Hypercard application.	
		To synthesize the information gathered and be able to integrate to fit the "**Women in Design IMP**" requirements
To **master** the Hypercard program		
	I will design a Hypercard application that will be easy and fun to operate.	
	I will design a Hypercard application to include all my research and work	
		I will take courses for scripting and designing the Hypercard program to create my own application
		I will develpop easy way for the user and tools to use the "**Women in Design IMP**"
To **evaluate** the "**Women in Design IMP**" and modify accordingly		
	I will distribute an electronic questionare for the collection of feedback.	
	I will gather information from the evaluation for later study	
		To make the "**Women in Design IMP**" available to users while at the same time updating materials for the future.
		To suggest other alternatives for the application.

Goals	Objectives	Process and Strategies
To **perceive** women designers positions as communicators and educators		
	The user will find the relationship between women designers and their effect on education and society.	
		The user will be able to recognize women designer's performance in eduaction and society and list at least two reasons for their position.
To **discuss** the influences of successful women designers		
	The user will develop an understanding of the influences of successful women designers in design.	
		The user will be able to name at least five influences on women designers throughout history.
To **contact** organizations, designers and key personnel regarding reference services available to women designers.		
	The " **Women In Design IMP**" will collect resourses for women interested in design	
	The " **Women In Design IMP**" will cooperate with other organizations for the advancement of women designers.	
	The " **Women In Design IMP**" will create a bank of resources including a list of descriptive information and addresses of programs in educational research .	
	The " **Women In Design IMP**" will help women artists take full avantage of the resources available to help them selves to make choises	
		The user will name at least five organizations dealing with designers and women.

Pragmatic considerations

Budget
and Materials

Computer accessories	150.00
Paper	10.00
B/W and color copies and developing	200.00
Graphic Materials	125.00
Printing	250.00
	$735.00

Dissemination

The Interactive Media Program is designed for people who want to know more about women and design issues. This application would be used in libraries, high schools, employment agencies, and careers information centers. It would be available by mail through a catalog.

Evaluation

I will implement a survey to show the effectiveness of the **Women in Design Interactive Media Program.** I would evaluate the project by designing a Trivia Game in which the user will answer a few questions at the end of using the program. The IMP will be designed with a special command to obtain written scores on the questions made. After that I would evaluate the project and modify it accordingly.

Hyphothetical questions about Careers for Women in Design

- Δ Difference between graphic design, industrial design, interior design, fashion design, computer graphics, illustration, visual arts, visual communication and other areas related to design. Primary business: odvertising, inhouse-business,insurance co.,research organizations, museums, monufacturers, bonks, educational institutions.

- Δ How many years? Undergraduate program,graduate program in design?
  - *2 years
  - *4 years
  - *Groduate School

- Δ Where?

*Technical School	Public
*University	Private
*State University	Acreditation
*United States	Middle Stotes
*Europe	NASAD
*Art School	

- Δ Costs, tuition, housing,expenses,heolth insurance, financial aidsex. tronportation, materials .....

- Δ Parents have a low income....

- Δ How to qualify for financial oid?

- Δ When is the right time to apply design schools? When are the deadlines?

- Δ I want to be a design teacher .....

- Δ Abilities in costume and fashion design. What can I do?

- Δ I am handicapped... Is there a possibility to study design? Where?

- Δ My hobbies are doing crafts. Could these help me to start a career in design?

- Δ Bests universities in the United States in design.....

- Δ How can I show my skills to an art school? Do I need a resume .. a portfolio ...an interview, transcripts of high school to college. ?

- Δ I have never studyied art, but I make very good drawings and illustrations. Can I be accepted in a design school?

- Δ Mayor design publications

- Δ Low overage in high school ....Can I apply?

- Δ I need to work to pay my expenses ond bills.....can I study design partime?

- Δ My husband is a student, we have two children, and I would like to study design next year. What can I do?

- Δ I am hispanic in origin. Do minority students qualify for scholarships in design?

- Δ I'm from Korea. English is not my primary longuoge. Is it posible to study design at the same time as english?

- Δ I was in the Army for 7 years. I have always want to be an industrial designer. What I have to do to get a design educotion?

- Δ I want to work designing magazine covers...How do I prepare for this job?

- Δ Do I need to belong to a design organization while I'm studyin design. What are the benefits, or costs?

- Δ If I don't find a job after graduation, could I work freelance? What do I need to do to find free-lance?

- Δ I want to be rich ond famous..Can I earn lots of money working as a designer? Could I be succesful?

- Δ I want to know obout successful women in design?....Would you name some?...How didthey start their careers?

- Δ Do you think there is a difference in opportunities for designers whether they are married or single?

- Δ Interships

- Δ International Design

Nitza Nater Women in Design Timeline Dec1 to 11, 1992.

TIME	TASK	OUTPUT
December 1st-Tuesday	Selecting information and titles from my bibliography. Making a list of information about grants, scholarships, organizations for designers and women exclusively.	
December 2 - Wendnesday	Continuing checking list of resources.	
December 3-Thursday	Meeting with Prof. Roger Remington. Discussing about my thesis project. Setting activities and priorities. Checking appointments with the committe.	
December 7-Monday	Checking books in the Library. Beginning with the research. Checking appointments with the committe.	
December 8-Tuesday	Checking books in the Library. Continuing with the research.	
December 9-Wendnesday	Correcting my proposal. Making new copies for the committe members.	
December10-Thursday	Meeting with Prof. Roger Remington.	
December 11-Friday	Meeting with Thesis Committe. Adding suggestions to my thesis.	

Date	Task	Output
Dec. 11 Friday	Meeting with Tesis Committee Presents: Prof. Roger Remington Prof. Tina Lent. Excused: Prof. Pamela Blum Prof. Nancy Ciolek.	Suggestions from Prof. Lent for changing the thesis project into a more focus project as career opportunities in the field of design. Project is divided in two parts: one focusing in what the field acomplish to women interested in design careers; how to pursue a career in design, definition, women designer's status /field, categories in design, upward mobility, minority or ethnic issues, stereotype and organizations serving designers. The second part will deal with design history and other topics related. Prof. Remington endorsed Prof. Lent's point and suggested to target high school students who want information about design careers. Another suggestion was a bilingual project (spanish and english) trying to impact etnic groups as hispanic population in the United States or Latin America countries. Prof. Remington recomended to use the finish project with a high school in Rochester.
Dec16 Wednesday	Meeting with Prof. Tina Lent Working with a new sketch or plan for Career Opportunities for Women project	I will design a list of hyphothetical potencial women who are looking for information about design. I'm going to use four or five examples of: a high school female student, a forty years old woman returning to the work force, a women who want pursue a special degree in art education, a student who wants to know the difference between a two-year degree, a four-year or graduate level degree and other cases related. After that I will work with some hyppothetical questions about design careers that may be these persons were asking themselves. After finishing using this data I will have a substancial output of the information required to start my research.

Nitza Nater
Careers for Women In Design
Jan 4 to 8, 1993

Date	Task	Output
Jan 4, 1993 Monday	I worked during the break on a group of hyphothetical questions about women interested in the design career or profession. To answer these questions, I'm reserching the right information in the library and in the VAX . After I gather all this data I would be able to start my hypercard stacks. This project is more targeted now to careers , professions and educational aspects in design.	Looking for information, I browse through words such as designers, women designers, design careers or professions, design education, design schools, advertizing etc. I found a lot of magazines and journals with contemporary data. I need to look in more magazines to find additional information, such as names and locations of resources.
Jan 5 Tuesday	Working in the library and in the Vax.	Reading Lectures
Jan 6 Wednesday	Working in the library and in the Vax.	Reading Lectures
Jan 7 Thursday 1:00 pm	Meeting with Prof. Ciolek	I presented all the information gathered until now. Prof. Ciolek gave me some feedback and very useful information about design and women's organizations. She reminded me to ask Prof. Blum about women in design organizations. She also returned me a corrected copy of my proposal. Now I will be able to work on the corrections. After finishing the corrections and some other tasks, I will be able to meet her on January 18.
2:30 pm	Meeting with Prof. Remington	Feedback. Design a new timeline.
Jan 8 Friday	Meeting with Prof. Tina Lent Working with new hyphothetical questions about design career for women.	Feedback from questionaire.

Nitza Nater
Careers for Women in Design
January 11 to 21, 1993

Date	Task	Output
Jan 11, 1993 Monday Tuesday 12 Wed. 13	Examining and reading articles in Design magazines and journals. Checking books about career information in the Reference area of the library.	Updating information in the Artist's Market Guide, AIGA Directory, Step by Step Magazines, How Magazines, Illustrator's Guild Directory, The Black Book, Communication Arts Magazine, Design(London) Print and others. Meeting with Barbara Palowy about resources in the library. Listing resources and references: Art schools, designers, grants, organizations, computer graphics, illustration, art courses or requisites, definitions, portfolio, industrial design, book publishers and advertizing agencies, etc.
Thursday 14	Conference (Interactive Media) No meeting today	
Monday 18	Meeting with Prof. Ciolek	I showed Prof. Ciolek the information gathered up to now. She recomended me to start organizing the information in 3"x5" cards. Each card will include notes and findings from each topic or subject. By this, I will be capable to start in the hypercard stack. After completing this task, I will know how much information I need to add.
Tuesday 19	Meeting with Prof. Blum	Prof. Blum suggested me to start dividing all the information in a flow chart. To write the subject or topics in different pieces of paper and organize in order. Then I will realize the information needed to complete the project. She also recomended a committee meeting in the next two weeks to react about the work done. Prof. Blum and I visit the library to find more references about corporations dealing with design.
Wed. 20	Arranging the information gathered into pieces of paper to construct a flow chart. Working out with data.	
Thursday 21	Meeting with prof. Remington	Sharing the information gathered in these two weeks. Feedbacks. Showing list of resources found.

Nitza Nater
Careers for Women In Design
Jan 4 to 8, 1993

Date	Task	Output
Jan 25 Monday 1993	Continuing gathering information about careers in design.	I made another browsing in careers and professions in design, illustration, advertizing and visual arts. Working with a flowchart of the subjects I have up to now.
Jan 26 Tuesday	Continuing with research.	Working in the library
Jan 27 Wed.	Meeting with Prof. Lent	Feedback from work done until now.
Jan 28 Thursday	Meeting with Prof. Remington	Sharing information.

Nitza Nater
Careers for Women In Design
February 1 to 4, 1993

Date	Task	Output
Feb 1 Monday	Reviewing the information gathered, placing the data I need in 3 x 5 cards and then placing all these cards in a flow chart. (MAP OUT MATRIX) Meeting with Prof. Lent.	Prof. Lent and I discussed about the information I have. She advice me about doing a meeting with the committe on this week to see what I have for my project. Prof. Blum and Prof. Ciolek had the same suggestion but they were to buzy for this week. We posponed the meeting for next Monday 8 at 1:00 pm in the studio.
Feb 2 Tuesday	Working on the flowchart. Doing photocopies from the brochure of North Carolina University. Working on the library.	
Feb. 3 Wed.	Selecting some visuals for the project. Browsing information about designers.	
Feb. 4 Thursday	Meeting with Prof. Remington. Continuing on the preparation of hypercard cards. Trying to figure some visuals to be used with the cards. Working on the library.	Discution and feedback about project.

Nitza Nater
February 8 to 12, 1993

Monday Feb. 8, 1993	Thesis Committee Meeting Show project up to now Presents: 1. Prof. Pamela Blum 2. Prof. Nancy Ciolek 3. Prof. Tina Lent Excused: Prof. Remington	1. Display of Materials a. cards 3 x 5 with headlines and subjects of the information gathered. b.Flowchart showing position of the cards 2. Description of the data enclosed in the cards. 3. Interpretation of the flow chart. 4. Recommendations for project development and improvement 5. Next committee meeting on Feb. 22 at 1:00 P.M. to see new improvements.
Tuesday, Feb. 9	Working on recommendations	Clarifying hierarchy of categories and subcategories. Using of keywords for crossreferences. Working with one example for the hypercard stack to show on the next meeting.
12:45 P.M.	Meeting with Prof. Remington Showing evaluations from Thesis meeting	Feedback and comments
Thursday Feb. 11	Meeting with Prof. Remington	Comments on work.

Nitza Nater
Careers for Women in Design
February 15 to 18, 1993

Date	Task	Output
Feb 15 Monday to Feb. 17 Wed.	Working on categories. On the last meeting, Prof. Remington gave me some Hypercard material with examples on how the navigator systems works and how it connects within other areas of information. There was also a disk containing a copy of a Hypercard stack of information about The History of Graphic Design (The National Graphic Design Archive) . This disk has some examples of how the application could be manipulated to connect to other functions.	I have developed a model of the navigator using Education as one of the categories. I developed a connection between the categories which form a part of the educational topic. I will be working on this model until next Monday, February 22, when hopefully, I will be able to show it to several members of the committee. I will meet with Prof. Remington on Tuesday 23 to show the work done during this quarter. I would have also an evaluation of my project for this quarter with recommendations and feedbacks from the committee. Next Spring Quarter, I will start my project, depending on the evaluations and feedbacks received at the end of the Winter Quarter.
Feb. 18 Thursday	Meeting with Prof. Remington to show model done on the project.	Feedbacks for new corrections and alterations.
Feb. 19 & weekend	Working on modifications. Preparing material for Monday meeting with the committee.	(1) Total plan (2) Decide on operational section(s) (3) Build Stack (4) Test + Refine (5) Final Stack design

Poster & Brochure for thesis Show

Poster & Brochure
minimum amount of information

Pictures
Work done by graphic designers

Examples to convince public tags

Hypercard pictures

List of organizations

Poster archive

How to find info

Announcements, Demonstration

Contact info

Pictures of designers

Different kind of successful women in design

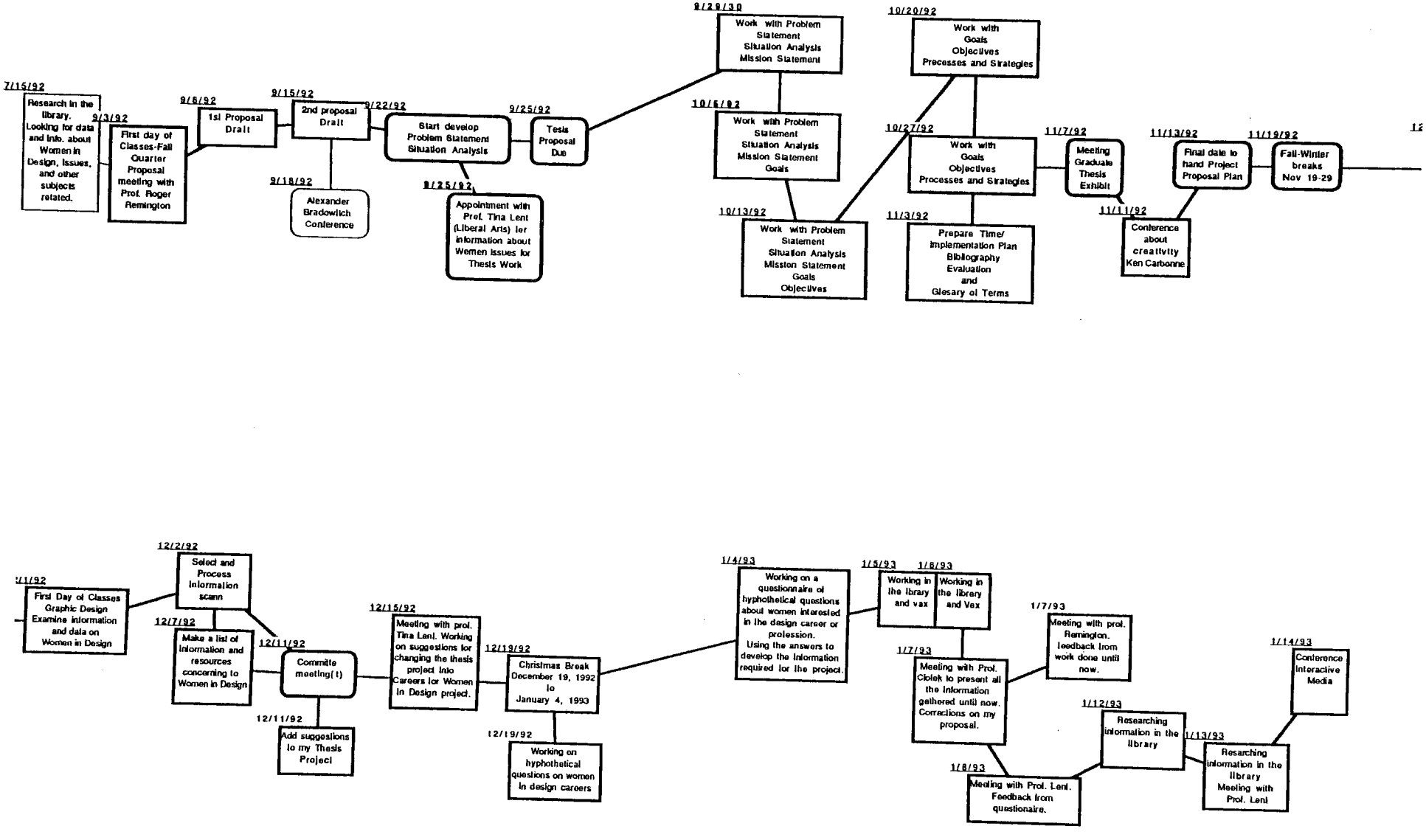
How to find general info

How there is done, people in charge availability date place,

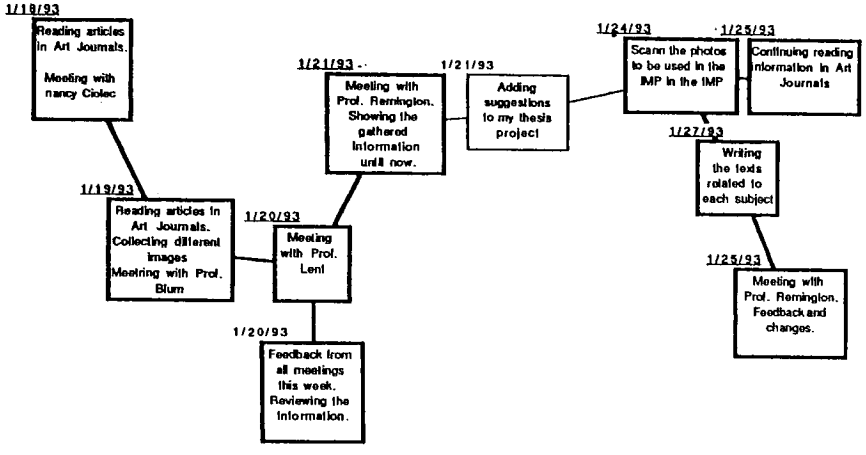
Future Design for Women

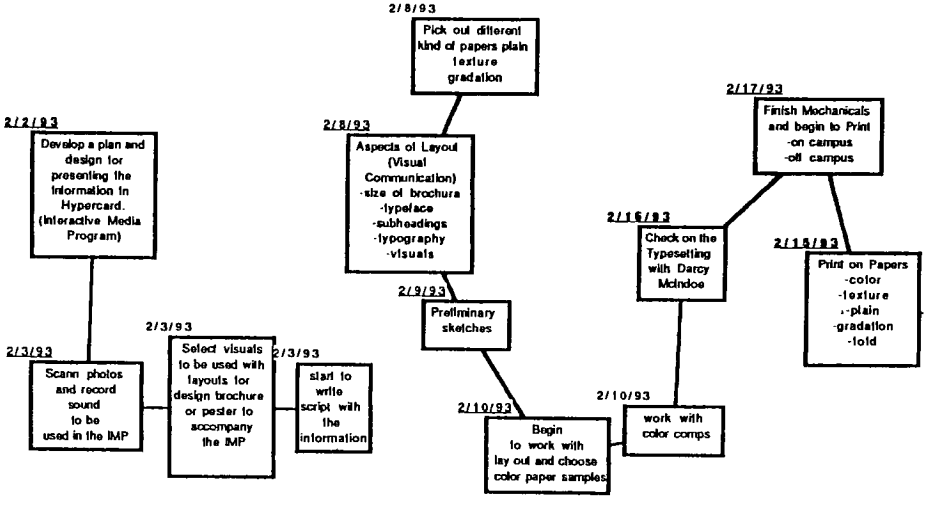
Describing the program

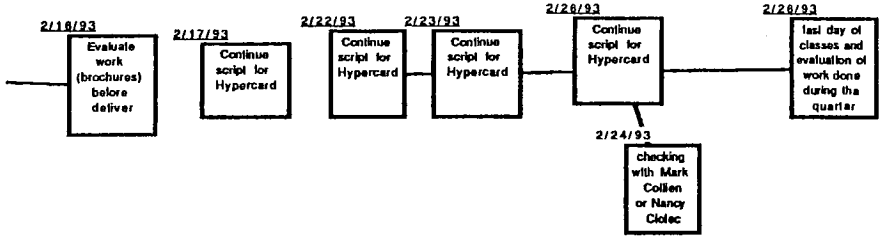
Paragraph, research done and explanation

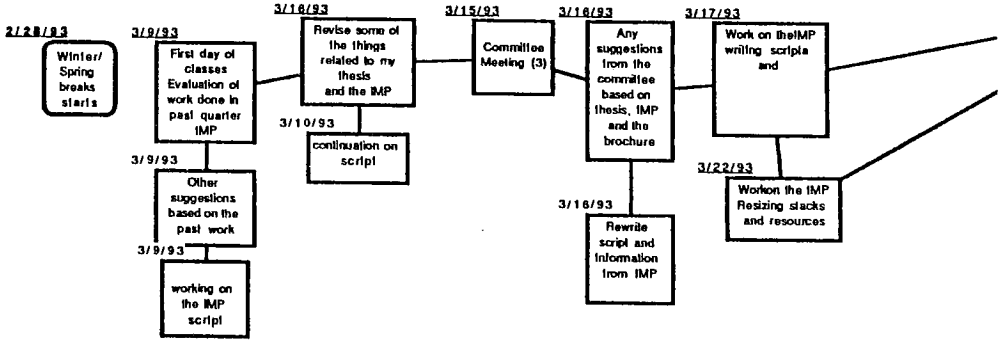

7/15/92
Research in the library. Looking for data and info. about Women in Design, Issues, and other subjects related.
9/3/92
First day of Classes-Fall Quarter Proposal meeting with Prof. Roger Remington
9/8/92
1st Proposal Draft
9/15/92
2nd proposal Draft
9/18/92
Alexander Bradowlich Conference
9/22/92
Start develop Problem Statement Situation Analysis
9/25/92
Appointment with Prof. Tina Lent (Liberal Arts) for information about Women issues for Thesis Work
9/25/92
Tesis Proposal Due
9/29/30
Work with Problem Statement Situation Analysis Mission Statement
10/6/92
Work with Problem Statement Situation Analysis Mission Statement Goals
10/13/92
Work with Problem Statement Situation Analysis Mission Statement Goals Objectives
10/20/92
Work with Goals Objectives Precesses and Strategies
10/27/92
Work with Goals Objectives Processes and Strategies
11/3/92
Prepare Time/ Implementation Plan Bibliography Evaluation and Glesary of Terms
11/7/92
Meeting Graduate Thesis Exhibit
11/11/92
Conference about creativity Ken Carbonne
11/13/92
Final date to hand Project Proposal Plan
11/19/92
Fall-Winter breaks Nov 19-29
12/2/92
Select and Process Information scann
12/7/92
Make a list of information and resources concerning to Women in Design
12/11/92
Commite meeting(!)
12/11/92
Add suggestions to my Thesis Project
12/15/92
Meeting with prof. Tina Lent. Working on suggestions for changing the thesis project into Careers for Women in Design project.
12/19/92
Christmas Break December 19, 1992 to January 4, 1993
12/19/92
Working on hyphothetical questions on women in design careers
1/4/93
Working on a questionnaire of hyphothetical questions about women interested in the design career or profession. Using the answers to develop the information required for the project.
1/5/93
Working in the library and vax
1/6/93
Working in the library and Vax
1/7/93
Meeting with Prof. Ciolek to present all the information gethered until now. Corrections on my proposal.
1/7/93
Meeting with prof. Remington. feedback from work done until now.
1/8/93
Meeting with Prof. Lent. Feedback from questionaire.
1/12/93
Researching information in the library
1/13/93
Researching information in the library Meeting with Prof. Lent
1/14/93
Conference Interactive Media

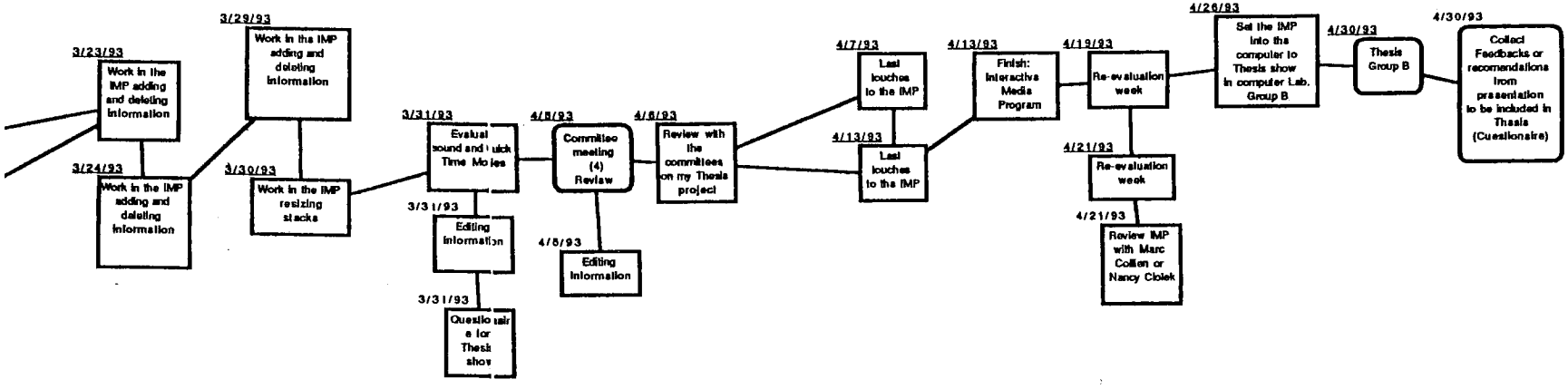
Appendix 7

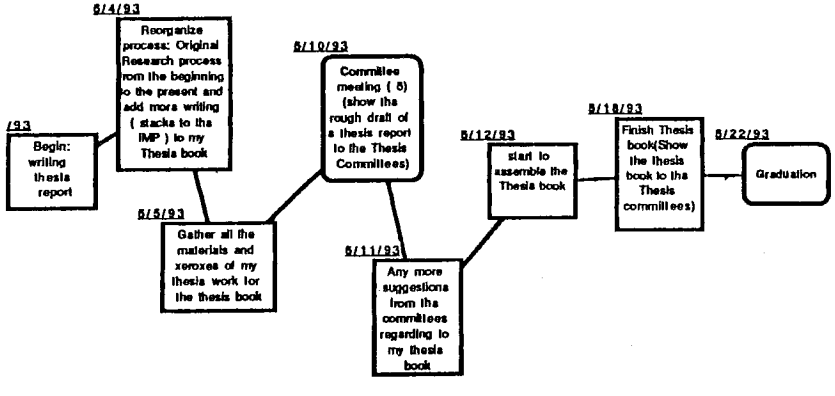

1/18/93
Reading articles in Art Journals.
Meeting with nancy Ciolec
1/19/93
Reading articles in Art Journals. Collecting different images
Meetring with Prof. Blum
1/20/93
Meeting with Prof. Lent
1/20/93
Feedback from all meetings this week. Reviewing the information.
1/21/93
Meeting with Prof. Remington. Showing the gathered information until now.
1/21/93
Adding suggestions to my thesis project
1/24/93
Scann the photos to be used in the IMP in the IMP
1/25/93
Continuing reading information in Art Journals
1/27/93
Writing the texts related to each subject
1/25/93
Meeting with Prof. Remington. Feedback and changes.


2/2/93
Develop a plan and design for presenting the information in Hypercard. (Interactive Media Program)
2/3/93
Scann photos and record sound to be used in the IMP
2/3/93
Select visuals to be used with layouts for design brochure or poster to accompany the IMP
2/3/93
start to write script with the information
2/8/93
Pick out different kind of papers plain texture gradation
2/8/93
Aspects of Layout (Visual Communication)
-size of brochure
-typeface
-subheadings
-typography
-visuals
2/9/93
Preliminary sketches
2/10/93
Begin to work with lay out and choose color paper samples
2/10/93
work with color comps
2/16/93
Check on the Typesetting with Darcy Mcindoe
2/17/93
Finish Mechanicals and begin to Print
-on campus
-off campus
2/18/93
Print on Papers
-color
-texture
-plain
-gradation
-fold


2/16/93
Evaluate work (brochures) before deliver
2/17/93
Continue script for Hypercard
2/22/93
Continue script for Hypercard
2/23/93
Continue script for Hypercard
2/26/93
Continue script for Hypercard
2/24/93
checking with Mark Collen or Nancy Ciolec
2/26/93
last day of classes and evaluation of work done during the quarter

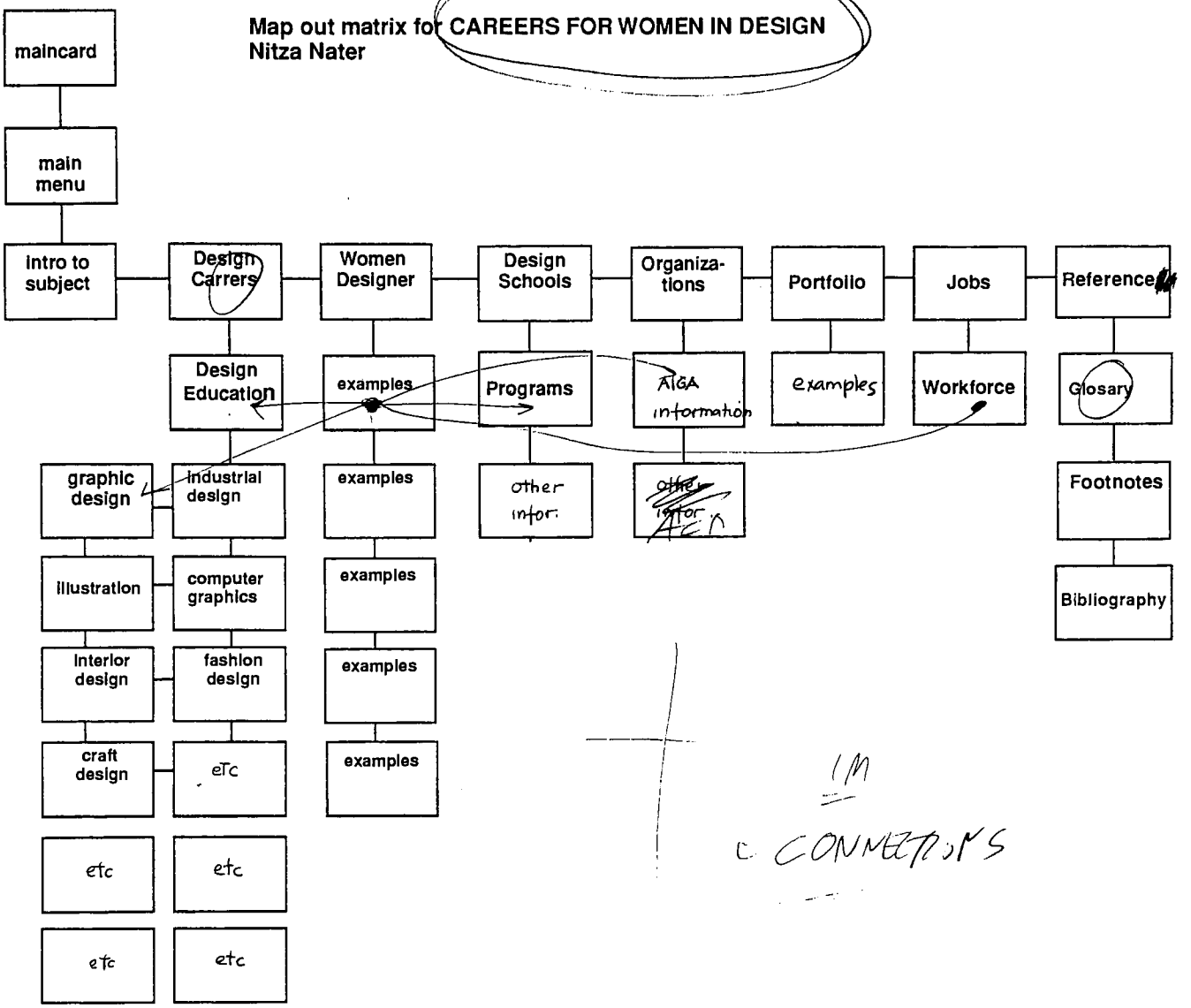

2/28/93
Winter/ Spring breaks starts
3/9/93
First day of classes Evaluation of work done in past quarter IMP
3/9/93
Other suggestions based on the past work
3/9/93
working on the IMP script
3/16/93
Revise some of the things related to my thesis and the IMP
3/10/93
continuation on script
3/15/93
Committee Meeting (3)
3/16/93
Any suggestions from the committee based on thesis, IMP and the brochure
3/16/93
Rewrite script and information from IMP
3/17/93
Work on theIMP writing scripts and
3/22/93
Workon the IMP Resizing stacks and resources


3/23/93
Work in the IMP adding and deleting information
3/24/93
Work in the IMP adding and deleting information
3/29/93
Work in the IMP adding and deleting information
3/30/93
Work in the IMP resizing stacks
3/31/93
Evaluat sound and quick Time Movies
3/31/93
Editing information
3/31/93
Questionaire for Thesis show
4/5/93
Committee meeting (4) Review
4/5/93
Editing information
4/6/93
Review with the committees on my Thesis project
4/7/93
Last touches to the IMP
4/13/93
Last touches to the IMP
4/13/93
Finish: Interactive Media Program
4/19/93
Re-evaluation week
4/21/93
Re-evaluation week
4/21/93
Review IMP with Marc Collen or Nancy Clolek
4/26/93
Set the IMP into the computer to Thesis show in computer Lab. Group B
4/30/93
Thesis Group B
4/30/93
Collect Feedbacks or recomendations from presentation to be included in Thesis (Questionaire)


/93
Begin: writing thesis report
5/4/93
Reorganize process: Original Research process from the beginning to the present and add more writing (stacks to the IMP) to my Thesis book
5/5/93
Gather all the materials and xeroxes of my thesis work for the thesis book
5/10/93
Committee meeting (5) (show the rough draft of a thesis report to the Thesis Committees)
5/11/93
Any more suggestions from the committees regarding to my thesis book
5/12/93
start to assemble the Thesis book
5/18/93
Finish Thesis book(Show the thesis book to the Thesis committees)
5/22/93
Graduation

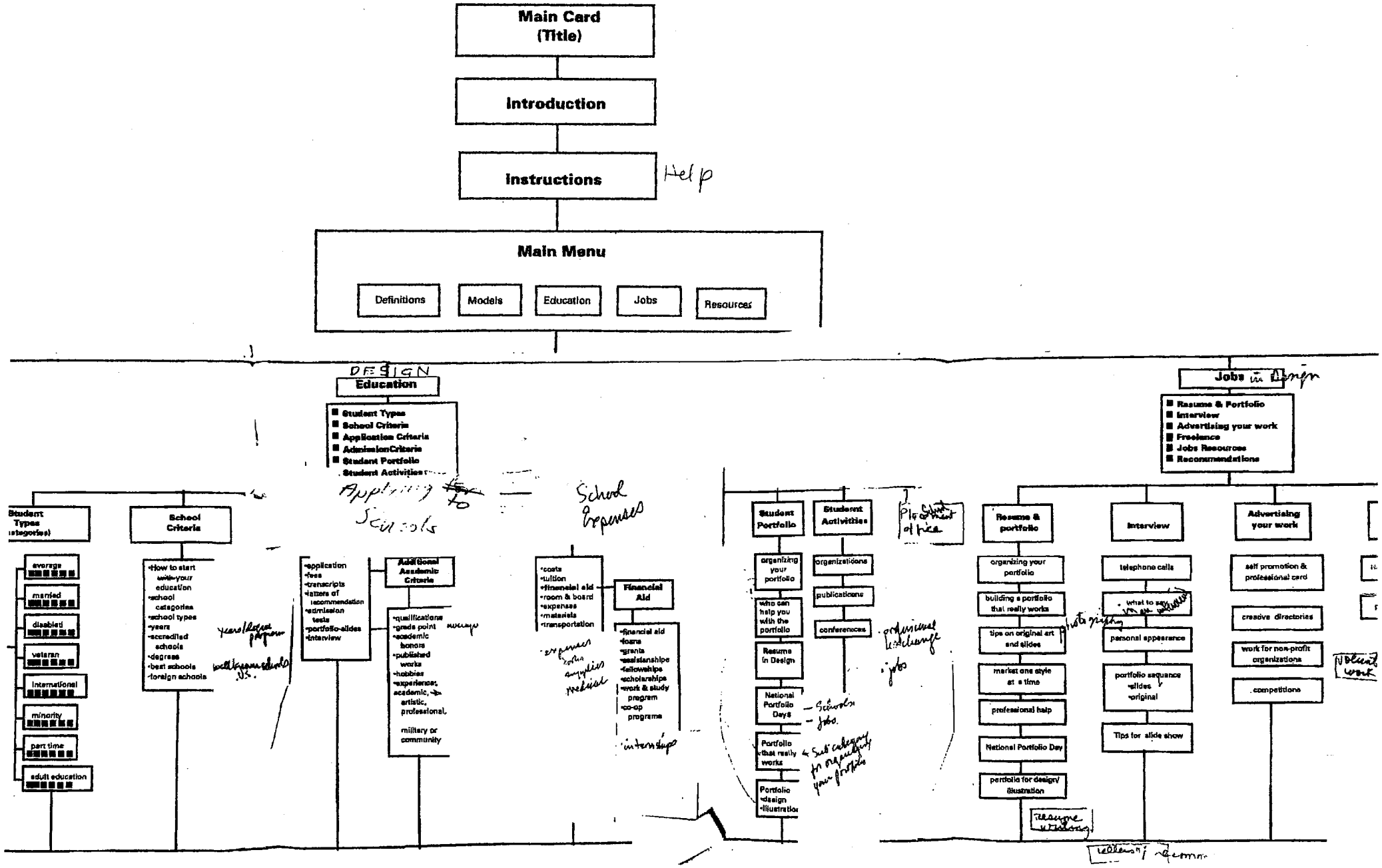
① INFORMATION — clear

Map out matrix for CAREERS FOR WOMEN IN DESIGN
Nitza Nater

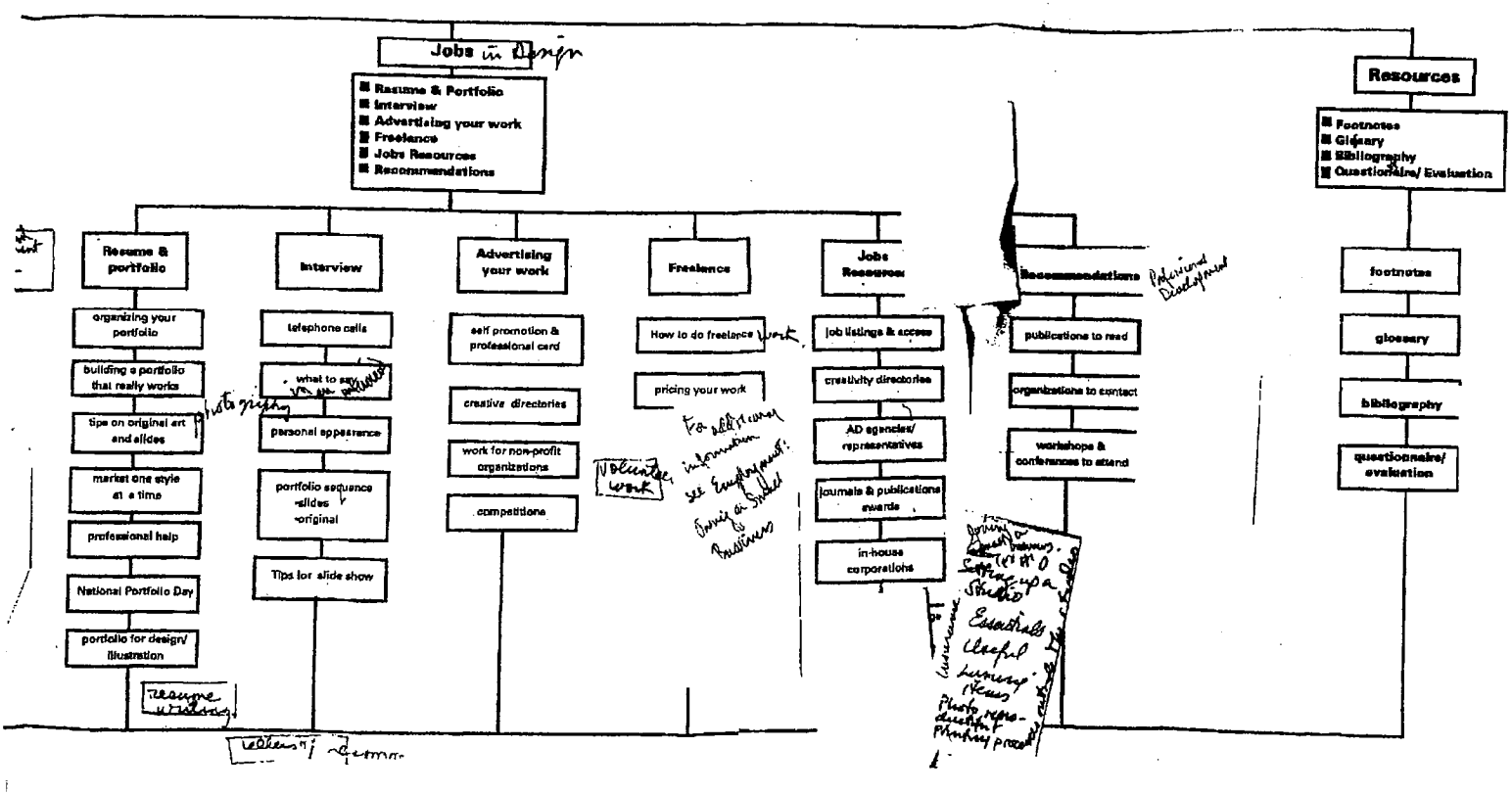


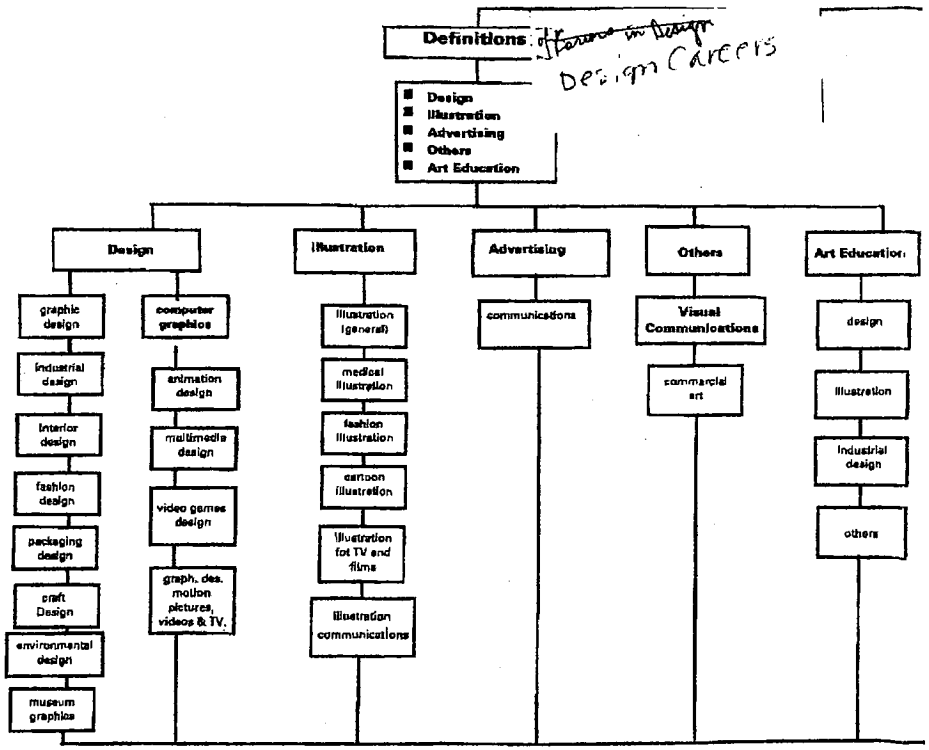
IM

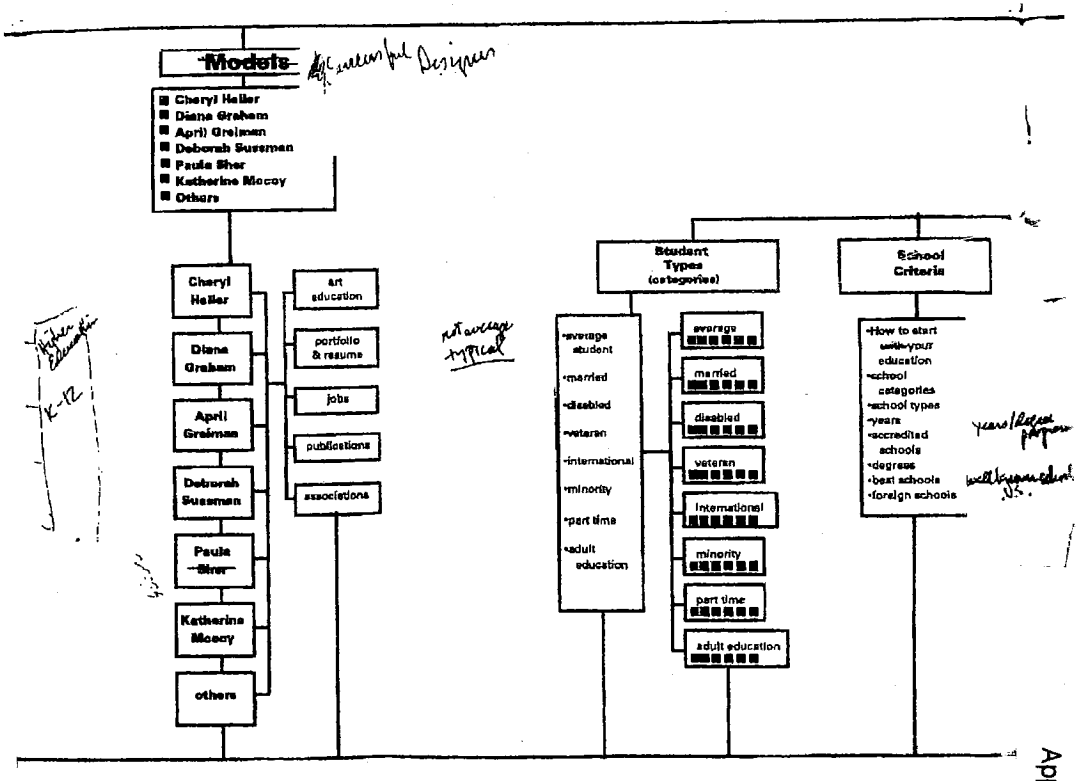
CONNECTIONS


Main Card (Title)
Introduction
Instructions
Help
Main Menu
Definitions
Models
Education
Jobs
Resources
DESIGN
Education
Student Types
School Criteria
Application Criteria
AdmissionCriteria
Student Portfolio
Student Activities
Applying to Schools
School Expenses
Student Types (categories)
average
married
disabled
veteran
International
minority
part time
adult education
School Criteria
•how to start with your education
•school categories
•school types
•years
•accredited schools
•degrees
•best schools
•foreign schools
•application
•fees
•transcripts
•letters of recommendation
•admission tests
•portfolio-slides
•interview
Additional Academic Criteria
•qualifications
•grade point
•academic honors
•published works
•hobbies
•experience: academic, artistic, professional.
military or community
•costs
•tuition
•financial aid
•room & board
•expenses
•materials
•transportation
Financial Aid
•financial aid
•loans
•grants
•assistanships
•fellowships
•scholarships
•work & study program
•co-op programs
Jobs in Design
Resume & Portfolio
Interview
Advertising your work
Freelance
Jobs Resources
Recommendations
Student Portfolio
Student Activities
organizing your portfolio
who can help you with the portfolio
Resume in Design
National Portfolio Days
Portfolio that really works
Portfolio •design •illustration
organizations
publications
conferences
Resume & portfolio
organizing your portfolio
building a portfolio that really works
tips on original art and slides
market one style at a time
professional help
National Portfolio Day
portfolio for design/ illustration
Interview
telephone calls
personal appearance
portfolio sequence •slides •original
Tips for slide show
Advertising your work
self promotion & professional card
creative directories
work for non-profit organizations
competitions

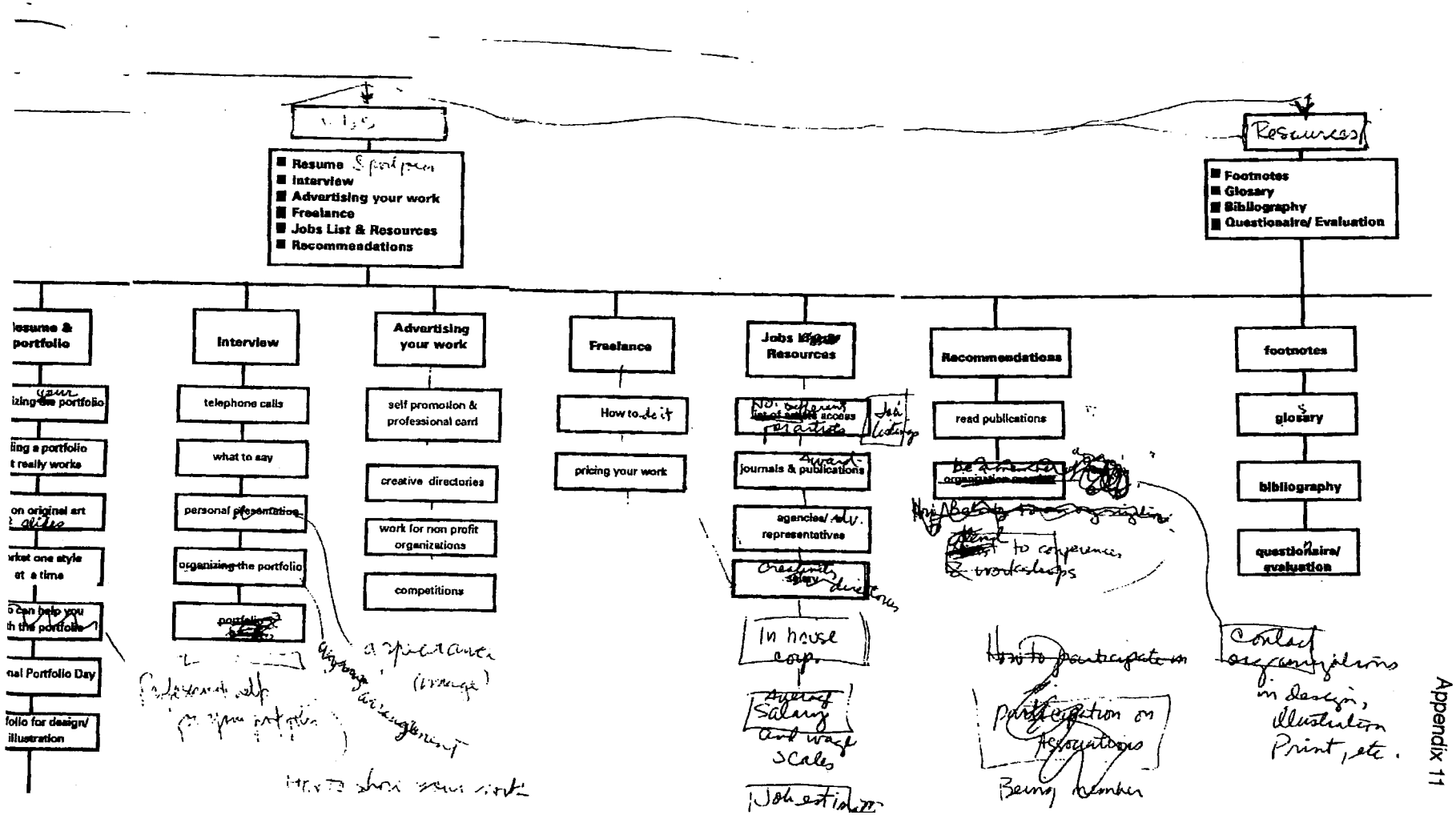
Appendix 9


Jobs in Design
Resume & Portfolio
Interview
Advertising your work
Freelance
Jobs Resources
Recommendations
Resources
Footnotes
Glossary
Bibliography
Questionnaire/ Evaluation
Resume & portfolio
organizing your portfolio
building a portfolio that really works
tips on original art and slides
market one style at a time
professional help
National Portfolio Day
portfolio for design/ illustration
Interview
telephone calls
what to say
personal appearance
portfolio sequence
-slides
-original
Tips for slide show
Advertising your work
self promotion & professional card
creative directories
work for non-profit organizations
competitions
Freelance
How to do freelance
pricing your work
Jobs Resources
job listings & access
creativity directories
AD agencies/ representatives
journals & publications awards
in-house corporations
Recommendations
publications to read
organizations to contact
workshops & conferences to attend
footnotes
glossary
bibliography
questionnaire/ evaluation

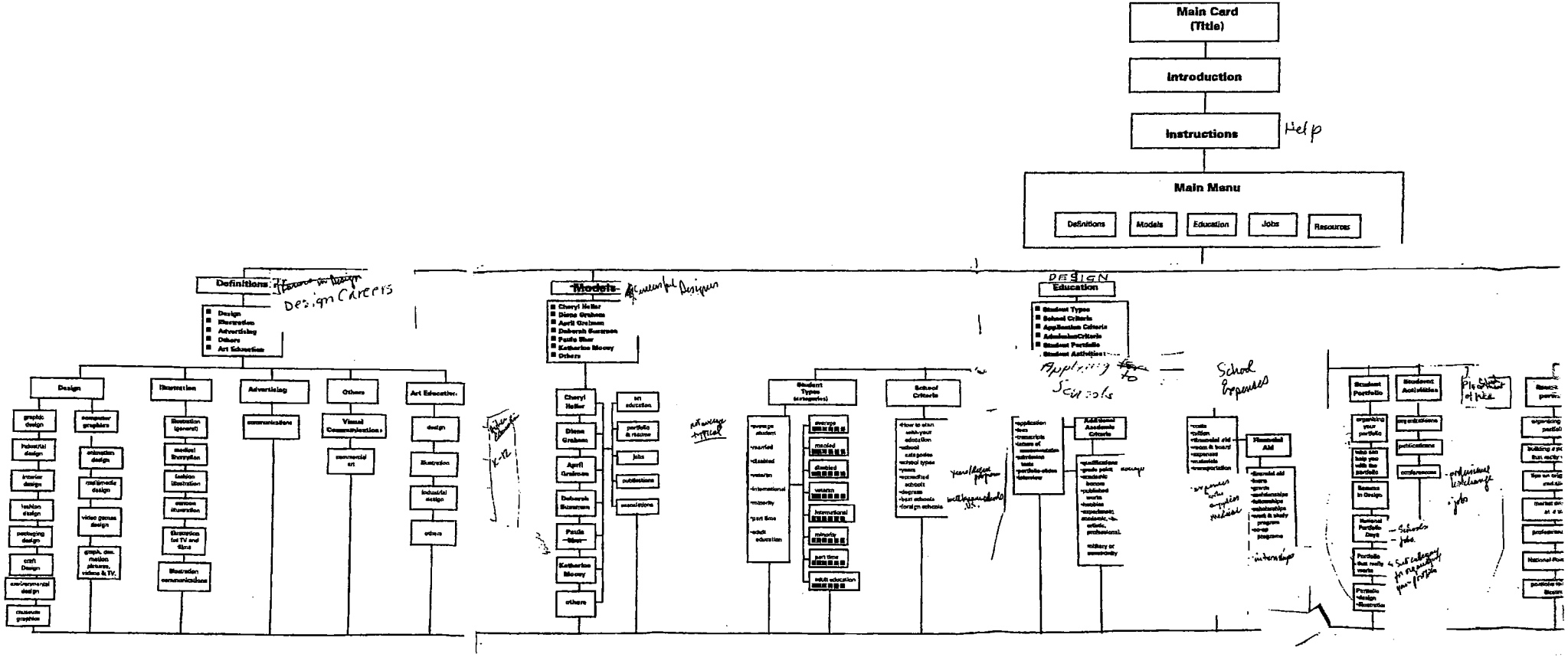

Definitions
Design Careers
Design
Illustration
Advertising
Others
Art Education
Design
graphic design
industrial design
interior design
fashion design
packaging design
craft Design
environmental design
museum graphics
computer graphics
animation design
multimedia design
video games design
graph. des. motion pictures, videos & TV.
Illustration
illustration (general)
medical illustration
fashion illustration
cartoon illustration
illustration for TV and films
illustration communications
Advertising
communications
Others
Visual Communications
commercial art
Art Education
design
illustration
industrial design
others

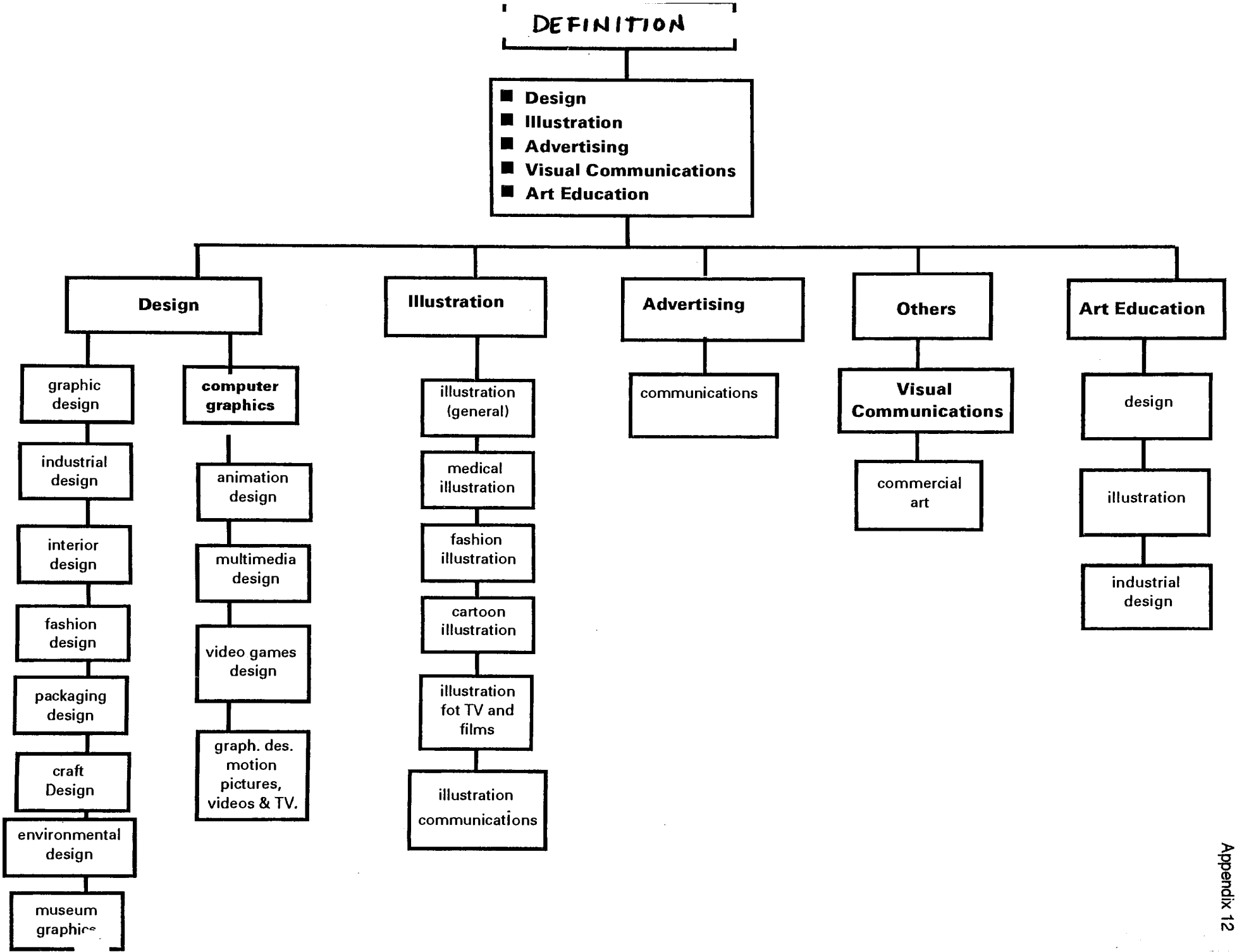

Models
Cheryl Heller
Diana Graham
April Greiman
Deborah Sussman
Paula Sher
Katherine Mccoy
Others
Cheryl Heller
Diana Graham
April Greiman
Deborah Sussman
Paula Sher
Katherine Mccoy
others
art education
portfolio & resume
jobs
publications
associations
Student Types (categories)
•average student
•married
•disabled
•veteran
•international
•minority
•part time
•adult education
average
married
disabled
veteran
international
minority
part time
adult education
School Criteria
•How to start with your education
•school categories
•school types
•years
•accredited schools
•degrees
•best schools
•foreign schools

Appendix 10

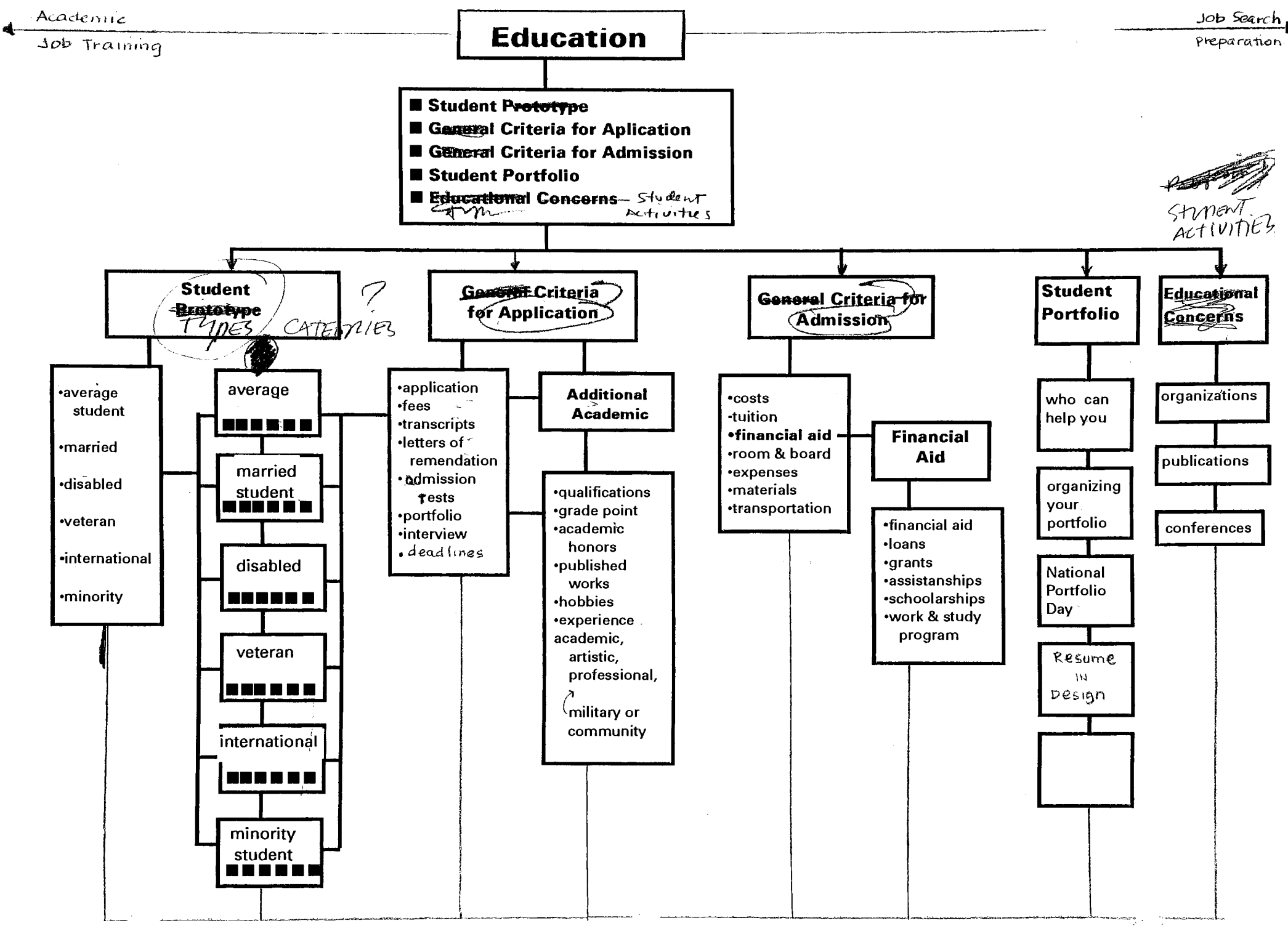

Resume
Interview
Advertising your work
Freelance
Jobs List & Resources
Recommendations
Resources
Footnotes
Glosary
Bibliography
Questionaire/ Evaluation
Interview
telephone calls
what to say
personal presentation
organizing the portfolio
Advertising your work
self promotion & professional card
creative directories
work for non profit organizations
competitions
Freelance
How to do it
pricing your work
Jobs Resources
journals & publications
agencies/ representatives
Recommendations
read publications
footnotes
glosary
bibliography
questionaire/ evaluation
In house corp.
Salary and wage scales
Job estimation
Contact organizations in design, illustration Print, etc.
Being member

Appendix 11


Main Card (Title)
Introduction
Instructions
Help
Main Menu
Definitions
Models
Education
Jobs
Resources
Definitions
Design Careers
Design
Illustration
Advertising
Others
Art Education
Models
Cheryl Heller
Diana Graham
April Grahman
Deborah Sussman
Paula Sher
Katherine Mooey
Others
Student Types
School Criteria
Education
Student Types
School Criteria
Application Criteria
Admission Criteria
Student Portfolio
Student Activities
Applying to Schools
School Expenses
Student Portfolio
Student Activities
Pls Student of Hea
Schools
Jobs
professional exchange
jobs


DEFINITION
Design
Illustration
Advertising
Visual Communications
Art Education
Design
Illustration
Advertising
Others
Art Education
graphic design
industrial design
interior design
fashion design
packaging design
craft Design
environmental design
museum graphics
computer graphics
animation design
multimedia design
video games design
graph. des. motion pictures, videos & TV.
illustration (general)
medical illustration
fashion illustration
cartoon illustration
illustration fot TV and films
illustration communications
communications
Visual Communications
commercial art
design
illustration
industrial design

Appendix 12


Academic
Job Training
Job Search
Preparation
Education
Student Prototype
General Criteria for Aplication
General Criteria for Admission
Student Portfolio
Educational Concerns
Student Activities
Student Prototype
TYPES
CATEGORIES
?
General Criteria for Application
General Criteria for Admission
Student Portfolio
Educational Concerns
•average student
•married
•disabled
•veteran
•international
•minority
average
married student
disabled
veteran
international
minority student
•application
•fees
•transcripts
•letters of remendation
•admission tests
•portfolio
•interview
•deadlines
Additional Academic
•qualifications
•grade point
•academic honors
•published works
•hobbies
•experience academic, artistic, professional, military or community
•costs
•tuition
•financial aid
•room & board
•expenses
•materials
•transportation
Financial Aid
•financial aid
•loans
•grants
•assistanships
•schoolarships
•work & study program
who can help you
organizing your portfolio
National Portfolio Day
Resume in Design
organizations
publications
conferences

Please do not write in this space.

NAME: Prof. Tina Sent

PAGE:

it seems like there are 2 very different projects here & that they comprise a very ambitious undertaking. One project deals w/ the career opportunities in the field of design & incorporates # 1, 2, 3, and 8. The other project consists of # 4, 5, 6, and 7 and is an historical survey of women in design. To do either of these well is a full time project, to do both would lead to superficiality. I suggest the emphasis be placed on the first project, w/ references supplied so a user ~~to~~ could follow through w/ the second on their own.

Nitza Nater Graphic
Design Graduate
Thesis Project

February 22, 1993

Suggestions & Comments:
Prof. Pamela Blum

Few "readers" will get to questionnaire at end of document. Find another way to evaluate.

Project has become significantly better organized / Bravo!

Large headings need clarity. More words

Choose graphic format(s)

Organize Hypercard Stack

Nitza Nater Graphic
Design Graduate
Thesis Project

February 22, 1993

Suggestions & Comments:
Prof. Nancy Ciolek

~~Has~~

Has come a long way!

Consider eliminating evaluation at end. rewrite according to notes on document.

Begin to develop physical 'stack' in Hypercard.

Rename some of the headings. (see post its)

Nitza Nater Graphic
Design Graduate
Thesis Project

February 22, 1993

Suggestions & Comments:
Prof. Tina Lent

Nitza's project has come a long way. It seems she has organized the material well & has her subcategories clear. She has gotten feedback from the committee & has a clear idea where she's going.

Matrix ~~for~~ of r
~~Careers for Women in Design~~
Nitza Nater
February 8, 1993

Recommendations.....

- change title
- titles of categories
- realign segments of info into categories
  - sub categories

begin visual interactive design

Comments.....

use references to sources. Don't try to answer every question - give where user can get it.

- make a workable prototype

- you have a good workable construct here to build on.

Prof. Nancy Ciolek

Matrix for
Careers for Women in Design
Nitza Nater
February 8, 1

Change title to "Matrix of Resources for Prospective Designers"

Recommendations..... Clarify hierarchy to categories + subcategories in each category.
To define categories, think about consistency, key words, and what needs to be cross-referenced

Comments.....

Project is coming together. It's time to start graphic design hierarchy, refining key, cross-referenced words. Perhaps each category could contain one example.
Project can be fleshed out + marketed by others.

Prof. Pamela Blom

Matrix for
Careers for Women in Design
Nitza Nater
February 8, 1

Recommendations.....

Comments.....

Nitza has come a long way in organizing her project. Her focus seems clear & now she has to begin designing the categories on the computer.

Prof. Tina Lent

"Careers for Women in Design" Evaluation for Interactive Media Application

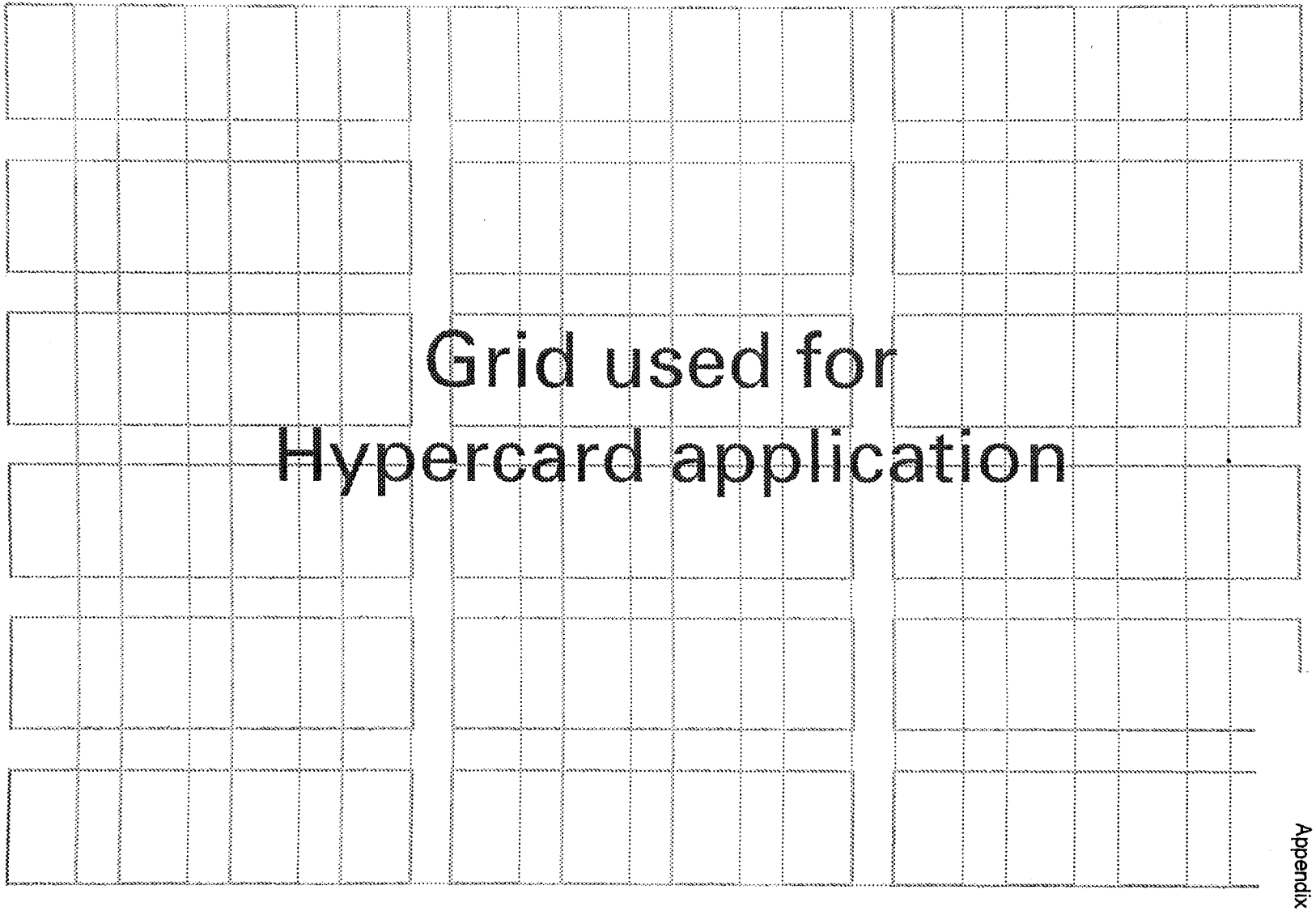
Criteria	strongly agree	agree	neutral	disagree	unacceptable
	5	4	3	2	1
The instructions were clear.	9	5			
Navigational Map was easy to follow.	7	5	2		
The language used appropriate for...					
High School level	10	3	1		
College Level	12	2			
Others...	2	3			
Do you think you might use this information in the future?	10	4			
About the contents: Did you find the type legible?	5	5	2		
Are the graphics appealing?	6	5			
Would you mention any place you might think this application should be used?	Library, Career Center				
Do you suggest other topics? Please write your comments here:	Conferences & Workshops, Salaries, Competitions, comparison between designers from different parts of the country.				

"Careers for Women in Design" **Evaluation for Interactive Media Application "Thesis Show"**

Read each statement and rate it on each criteria using the scale provided below. Circle the number that best represents your judgment.

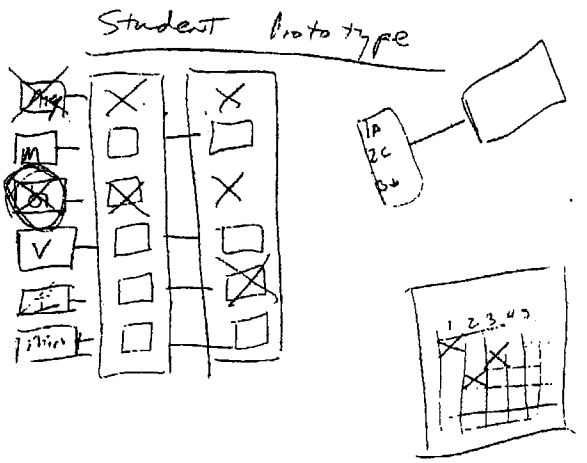
Criteria	strongly agree	agree	neutral	disagree	unacceptable
	5	4	3	2	1
The instructions were clear and understandable.	12	13			
Navigational Map was easy to follow.	15	9	1		
The language used appropriate for... High School level	14	15			
College Level	18	12			
Others...	3	2	1		
The pace was too fast...		1	10	11	
Too slow....			2		
Was about right....	18	4	2		
The program simulated some important aspect of college experience	12	11	2		
Do you think you might use this information in the future?	5	11	3		
About the contents: Did you find the type legible?	14	10			
Are the graphics appealing?	15	9			
Would you mention any place you might think this application should be used?	Library, Career Center, Schools, Department of Labor				
Do you suggest other topics? Please write your comments here:	Conferences & Workshops, Salaries, Competitions, comparison between designers from different parts of the country.				

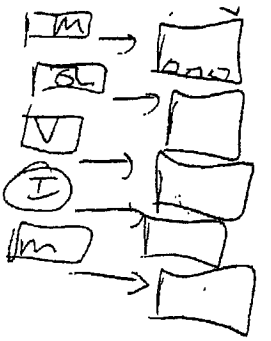
Thank You for your comments:

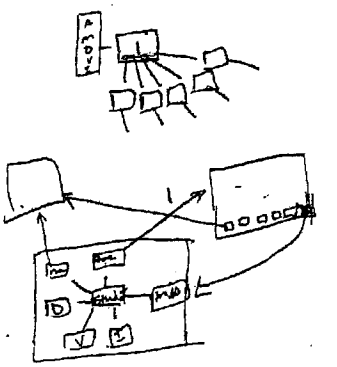


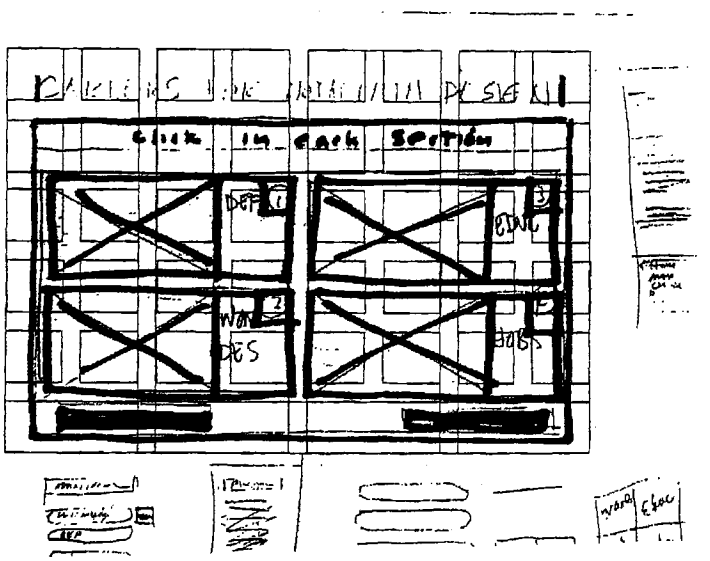
Appendix 16

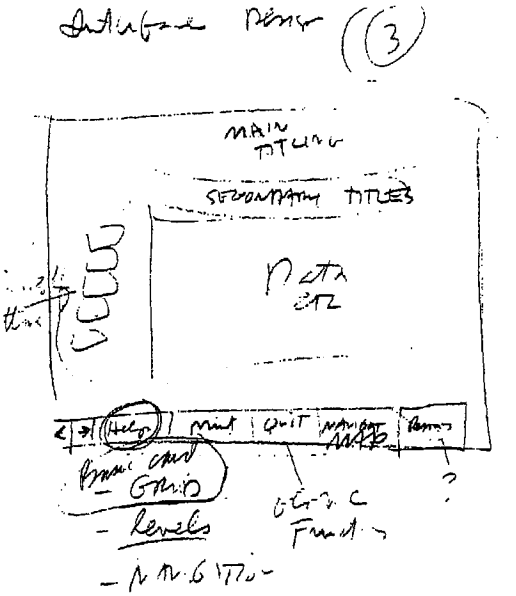
Women in Design
Careers for
Jobs
Introduction
Education
Women in Design
Careers Definition


Student Prototype






Click in each section


Interface Design
(3)
MAIN TITLE
SECONDARY TITLES
Help
QUIT

(1.) placement - fields & fotographs

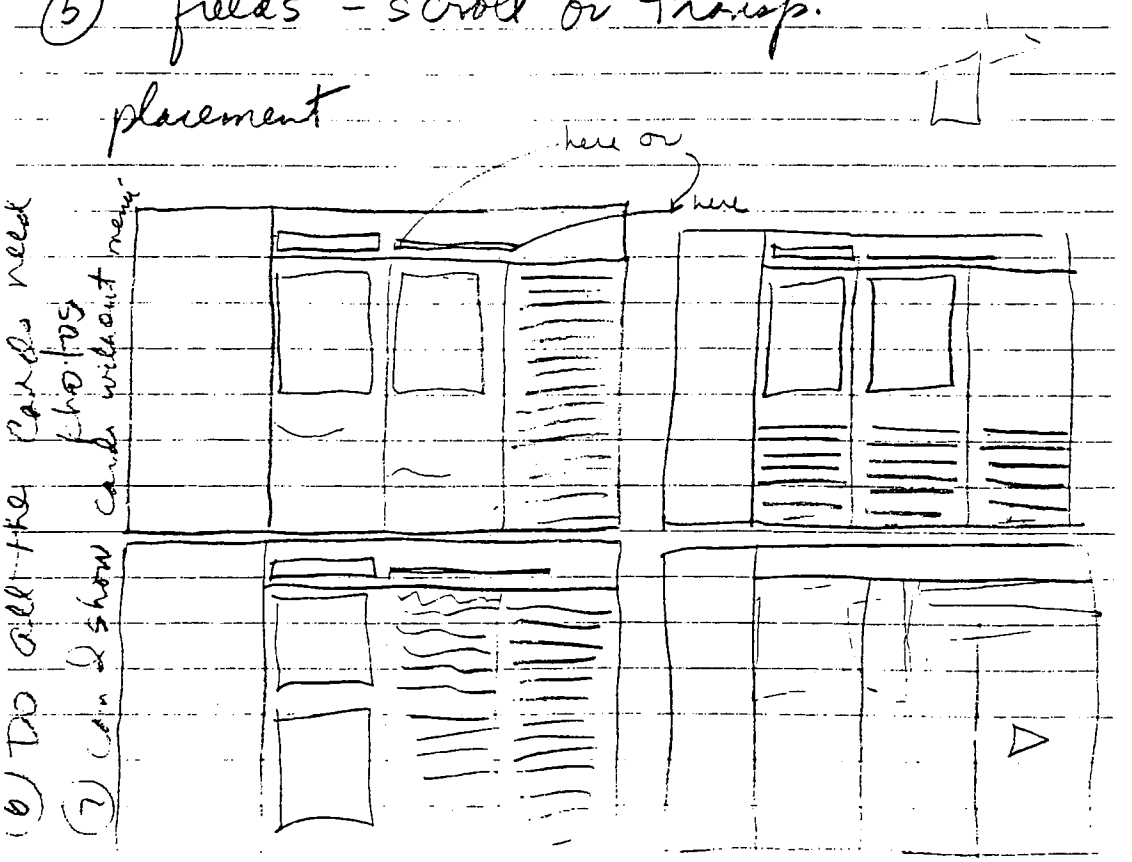
(2) point 10 - 12 - bold

(3) captions

(4) photos - scanned on 75% - 75 RES
NOW 100% - 100% res

(5) fields - scroll or transp.

placement



Jobs

Resume

Portfolio

Interview

Freelance

Employment

Professional Development

Introduction

Careers Definition

Women in Design

Education

Map | Help | Quit | Print | Home

Self-Promotion

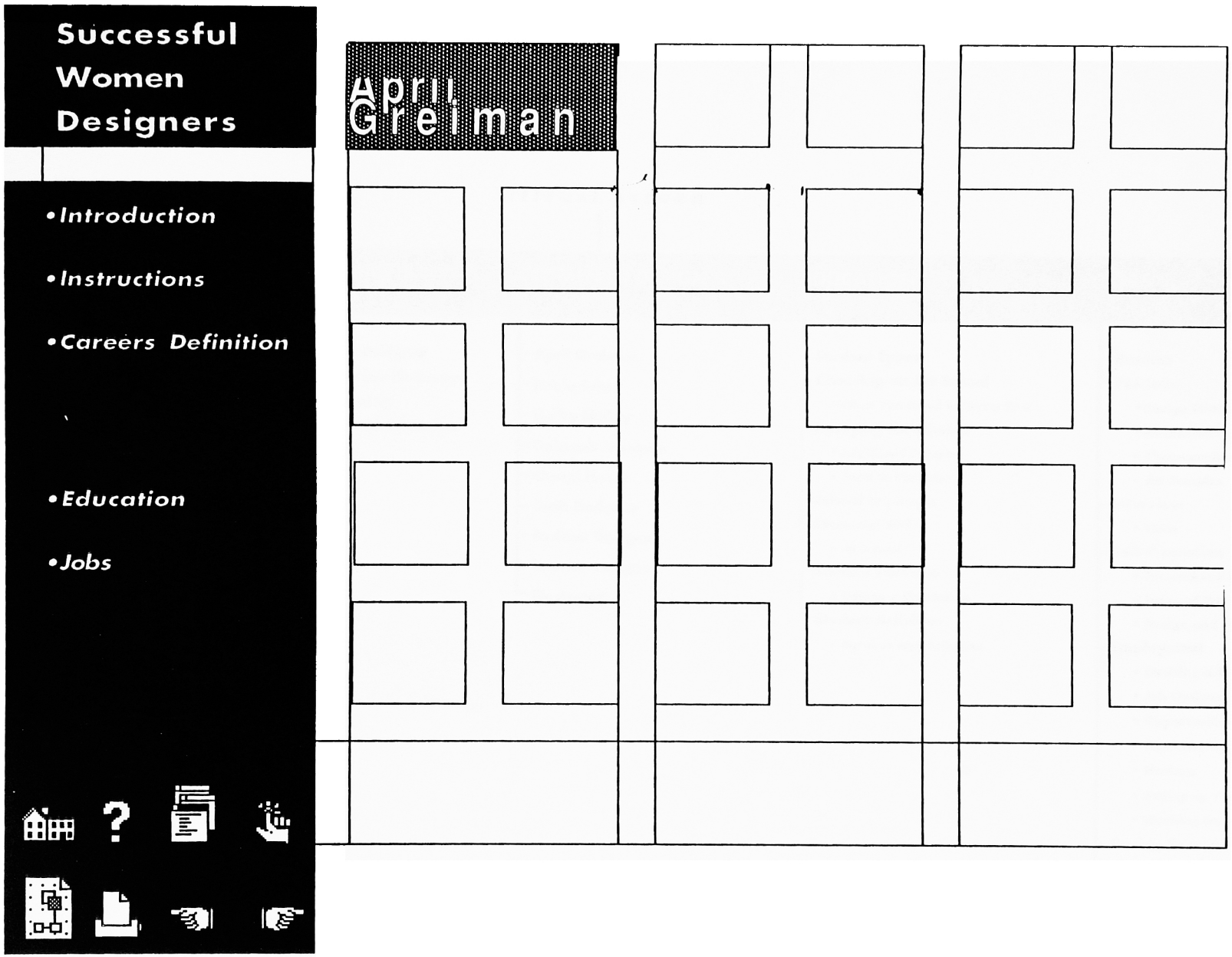
Types of Promotional Pieces

A two- dimensional printed promotion piece is the most commonly used by artists. These printed pieces can be:

- a letterhead system including business cards
- a self mailer post-card
- a panel card mailed in an enveloped
- a folded card mailed in an enveloped
- a one-page flyer
- a multi-page brochure
- a folded or spyral-bound booklet
- a flip book
- a résumé
- a reply card
- a newspaper
- a newsletter
- bookmarks

A letterhead, envelope and business card should be the first pieces you produce. A well designed letterhead can also function as an estimate or billing form, thus keeping costs down. A logo or graphic element used consistently throughout your two -dimensional pieces ties together diverse items, unifies a package, and creates the impession of a prepared, well organized individual.

continue...


Successful
Women
Designers
• Introduction
• Instructions
• Careers Definition
• Education
• Jobs
April
Greiman

attract screen

INTRODUCTION

- Map
- Instructions
- Help
- Bibliography
- Resources
  - Developing a Graphic Art Library
  - Graphic Arts Magazines and Journals
  - Promotional Books
  - Professional Clubs and Associations
- Credits
- Glossary

DEFINITIONS

- Design-Designer
- Illustration-Illustrator
- Advertising
- Careers in Education
- Others

WOMEN IN DESIGN

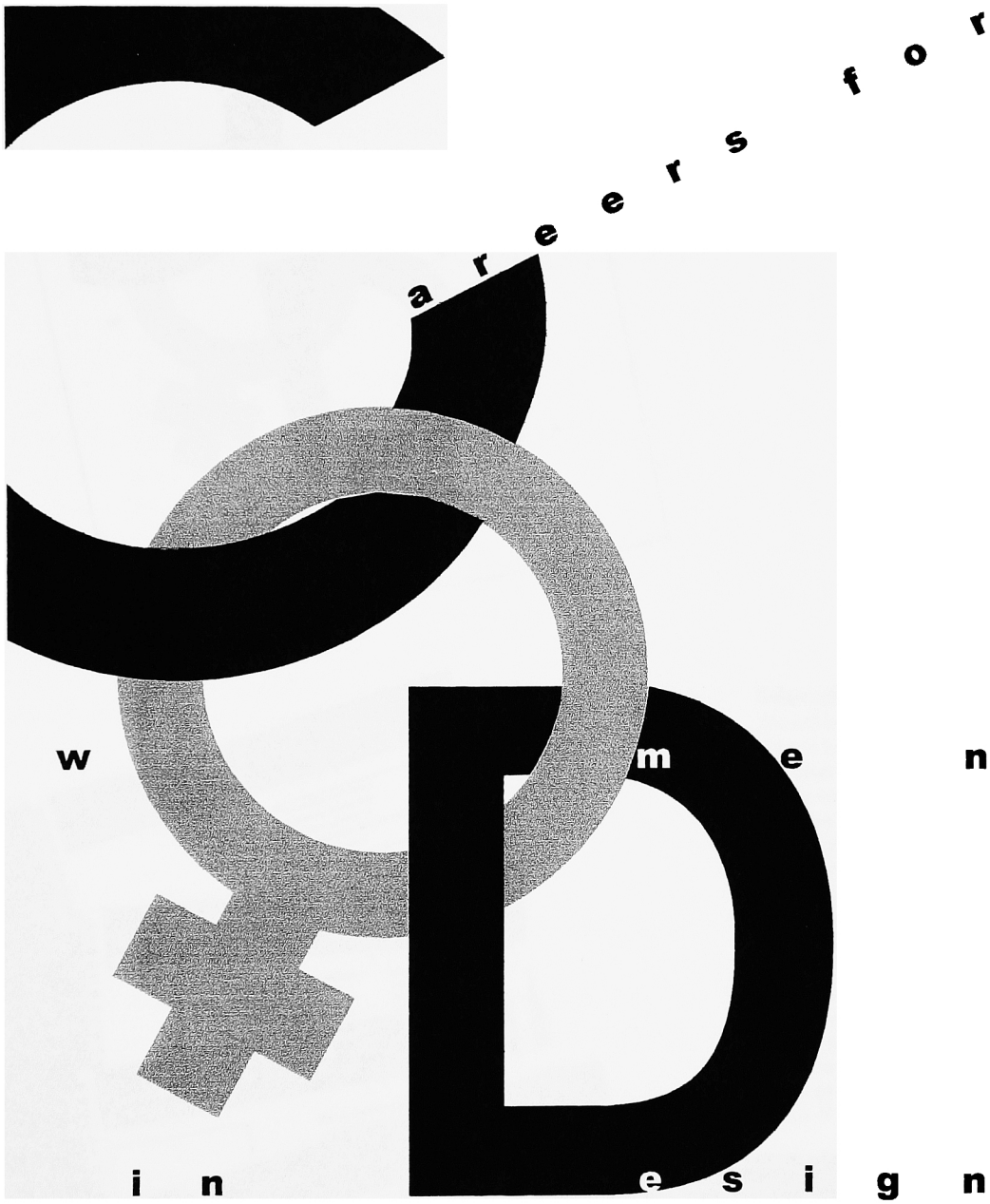
- April Greiman
- Paula Scher
- Kathy McCoy
- Deborah Sussman
- Cheryl Heller
- Craft Designer
- Fashion Designer
- Interior Designer
- Illustrator

EDUCATION

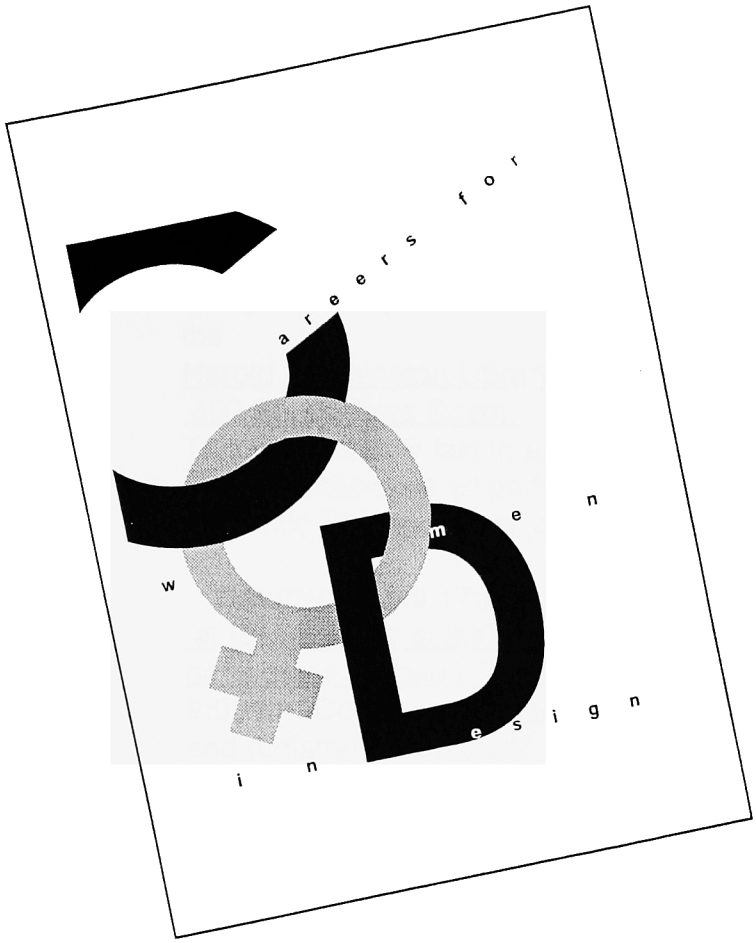
- Student Types
- Choosing an Art School
  - What You Need to Know First
- Applying for schools
  - Additional Criteria
  - Facts to Consider
- School Expenses
- Financial Aid
  - At School
- Student Portfolio
  - Design + Illustration
- Student Activities
  - Services and Activities

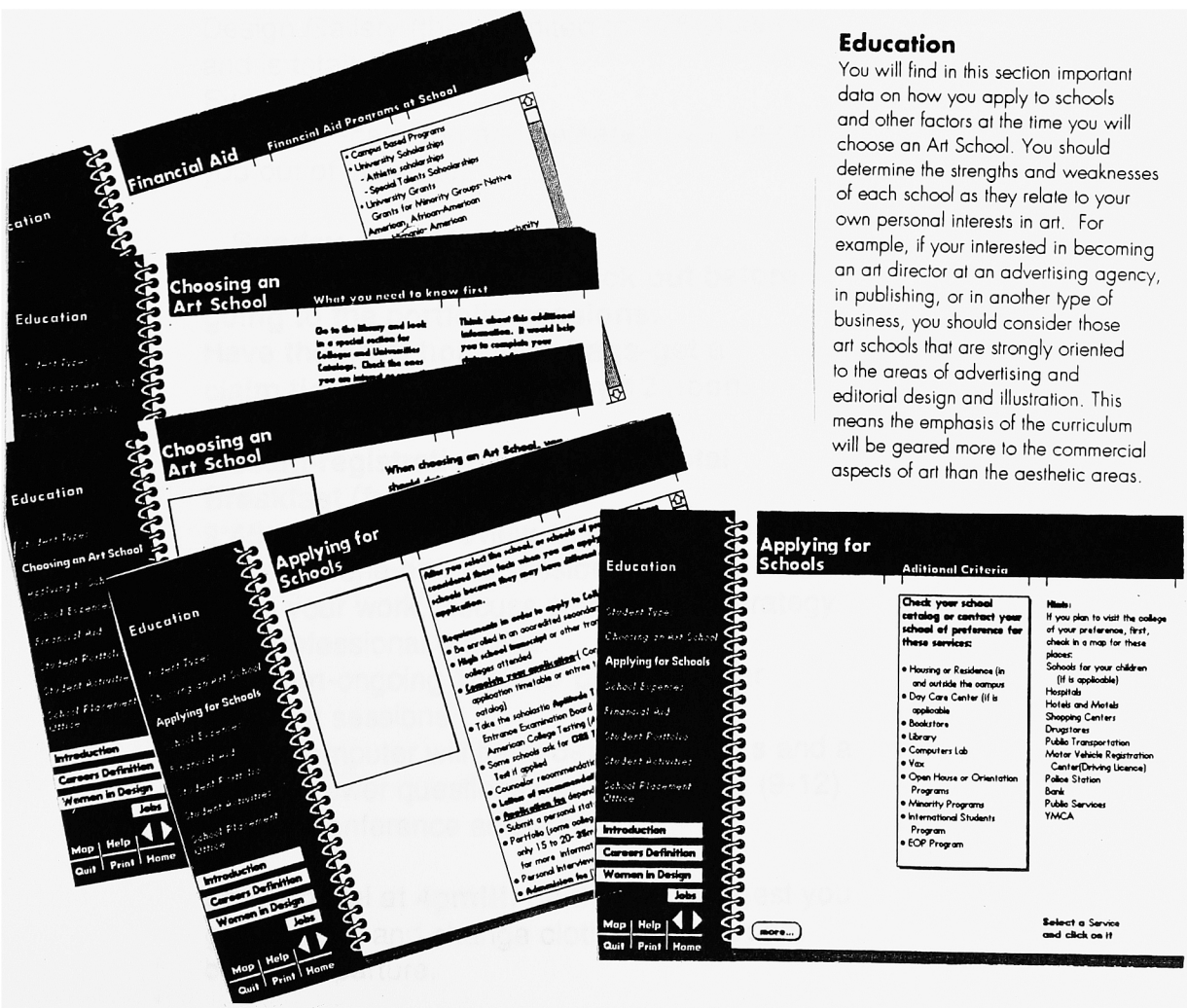
JOBS

- Resume
- Portfolio
  - Design Portfolio
  - Illustration Portfolio
  - Photographing Your Art Work
  - Art Samples
- Interview
  - Hints
- Self-Promotion
  - Promotional Pieces
  - Types of Promotional Pieces
  - Design and Production Tricks
- Employment
  - Devising a Business Plan
  - Job Options
  - Opportunities on ...
  - Freelance Opportunities
  - Markets
  - Setting up Your Business
  - Working from Your Studio
- Pricing Considerations
- Professional Development
  - Keys to Maintain Your Business
  - Photographing Your work
  - Employment



Nitza Nater Arvelo
Rochester Institute of Technology
1993 Thesis Exhibition • Friday, April 30 • 7:00-9:00pm
College of Imaging Arts and Sciences•School of Art and Design





Education

You will find in this section important data on how you apply to schools and other factors at the time you will choose an Art School. You should determine the strengths and weaknesses of each school as they relate to your own personal interests in art. For example, if your interested in becoming an art director at an advertising agency, in publishing, or in another type of business, you should consider those art schools that are strongly oriented to the areas of advertising and editorial design and illustration. This means the emphasis of the curriculum will be geared more to the commercial aspects of art than the aesthetic areas.

SCHEDULE

Friday april 16th

Conference Opening and registration:

5pm on friday is registration

6:00pm is welcome and opening remarks,

6:15pm is the presentation by Rick Valicenti at the

Harold Washington Library Auditorium
400 South State Street.

This will probably last to about 8 or 8:30 approx.

(Suggestion: we all go to Jeno's pizzaria (the authentic Chicago pizza joint)afterwards???)

Saturday April 17th

at IBM building at 330 N. Wabash Ave. (north bank of the Chicago River)

9:00am -Continental Breakfast(free FOOD!!!!) and registration/checkin.

9:45 welcome

10:30am: morning sessions at design offices;

12 noon: lunch break with tour group (you will need MONEY for this)

3:30 pm Reception at American Center for Design Gallery (this is limited to 175 students and is totally optional)

Evening:

free time --have fun and be safe. I will not bail you out of jail!! (ha!)

Sunday April 18th

IMPORTANT--you must check out before going to the portfolio sessions.
Have the hotel hold your bags-get a claim ticket. Check out is by 12 noon.

9:00am-registration and Continental Breakfast (free FOOD)

9:45am--Portfolio review sessions begin these are one-on-one sessions whow will critiqaue your work, discuss employment strategy and professional practice.

10:00am-ongoing 1/2 hour design career breakout sessions

Apple computer will have demonstrations and a rep to answer questions during this time (9-12)

12:30-- conference adjournment

Leave hotel at 4pm!!!! be there!!! Suggest you get luggage and change clothes in restroom before departure.

AMERICAN CENTER FOR DESIGN
1993 DESIGN STUDENT CONFERENCE

DON'T TAKE JUST ANY JOB: THE JOB SEARCH PROCESS

• Prioritize the most important aspects of a job

Location, type of projects and client base, salary, benefits, hours, company personality and style - formal and business like, informal and easy going.

• Research companies to contact

Research companies in order to focus your job search:

- ACD Members Directory (available to members only)
- Awards and show books and magazine annuals (*Graphic Design USA, Communications Arts Design Annual, Print* Regional issue)
- Alumni and faculty contacts
- Former classmates and friends
- Business press
- ACD Creative Registry
- Search firms

• Record of job search

Create a record of your job search. Alphabetically by company name, in a three ring binder, insert all correspondence. Include dates of contact via telephone and in person interviews, contact name, title and impressions of the firm.

Within the binder, insert your job priority list, resume, standard cover letter and thank you note format.

As difficult as it may be to think ahead to your future job searches, you will find these contact names invaluable.

• Cover Letter/Resume

Contact the decision maker.

Accompany all resumes with a personalized cover letter stating your professional objective.

Call the company to confirm address, spelling of name and title of the person.

Double check all spelling.

To gain interest and create recall, insert color copies or slides of a few items from your portfolio.

• Contact

Never drop in on someone without a scheduled interview.

Introduce yourself with a resume and letter.

Telephone to set up an interview approximately three work days after receipt of resume.

When speaking to the person you contacted, state your first and last name and that you sent them your resume and samples. Ask for an appointment to show your work and to learn more about their company.

Even if the company is not hiring, ask for an interview.

Be prepared with your available dates and times to set up an interview.

Confirm the appointment, day and time, the prior work day.

If the company is unable to see you, ask if there is another firm they would recommend you contacting.

- **The interview**

Allow extra time in order to arrive promptly.

Your interview may last from 15 minutes to 1 hour. Allow for extra time, assuming that the interviewer is running late.

Your first impression is your personal presentation. Dress in proper business attire, as if you were representing the company to a client. (Clients are not designers.)

Bring extra resumes and give the interviewer a copy, even though you sent one.

Have a firm handshake.

Your are interviewing the company as they are interviewing you. Ask to see the workplace and samples of their projects.

Get a business card from the interviewer.

- **Immediately following the interview**

In your job search record, write down your impressions of the company, people, work style, clients, likes and dislikes. Note the date of the interview and the interviewer's name.

- **Follow-up**

Send a thank you note within a week of the interview. Personalize the note and include another resume.

Have a calendar to record, in pencil, interview dates/times. Use post-it-notes to remind yourself of follow-up calls and correspondence.

Recontact, if you want to work at the firm, by telephoning 4-6 weeks after the interview.

When you get a job, send <u>everyone</u> a note announcing where you have taken a position, thanking them for their time and support.

- **Tips on professional conduct**

Everyone you meet is a prospective contact.

Become active in the professional community, attend meetings and seminars. Volunteer for committees. You will meet others in the profession, learn more about the design field and hear of openings.

Don't confuse professional with personal relationships.

Always present yourself professionally.

Never burn bridges. They may be a reference one day.

Maintain contact with college alumni and faculty.

Be a resource for others.

FRIDAY, APRIL 16

CONFERENCE OPENING

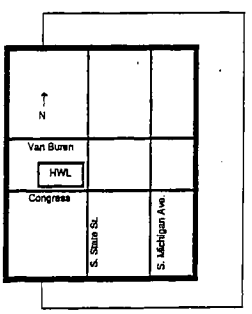
HAROLD WASHINGTON LIBRARY
400 S. STATE STREET

9:00PM	REGISTRATION
6:00PM	WELCOME JACQUELINE NOHN, CONFERENCE CHAIR
6:15PM	• PRESENTATION RICH VALICENTI, THINKT

THE HAROLD WASHINGTON LIBRARY IS LOCATED AT THE CORNER OF STATE STREET AND CONGRESS AVENUE. THE LIBRARY IS VERY LARGE, TAKING UP AN ENTIRE CITY BLOCK! YOU CAN'T MISS IT!

IT IS EASY TO REACH VIA PUBLIC TRANSPORTATION! FROM NORTH MICHIGAN AVENUE, TAKE A #11 OR #145 BUS SOUTH ON MICHIGAN AVENUE DIRECTLY TO THE LIBRARY. THE SAME BUSES WILL RETURN NORTH. IF YOU ARE TAKING THE SUBWAY, TAKE THE HOWARD-DAN RYAN LINE SOUTH, GETTING OFF AT THE JACKSON STOP. TAKE THE SAME LINE NORTH TO RETURN.

PARKING IS ALSO AVAILABLE AT A NUMBER OF LOTS LOCATED ALONG STATE STREET NEAR CONGRESS! THERE IS ALSO A LOT ONE BLOCK EAST OF STATE ON DEARBORN, BETWEEN CONGRESS AND VAN BUREN. FEES FOR THE BUS AND TRAIN ARE $1.50 EACH WAY.



SATURDAY, APRIL 17

DESIGN OFFICE VISITS

IBM BUILDING CAFETERIA
330 NORTH WABASH

9:00AM	REGISTRATION CONTINENTAL BREAKFAST
9:45AM	WELCOME AND INSTRUCTIONS ELIZABETH DIMMETTE, OFFICE VISITS CHAIR
10:30AM	MORNING SESSION AT DESIGN OFFICES
NOON	LUNCH BREAK
1:30PM	AFTERNOON SESSION AT DESIGN OFFICES

WHILE VISITING THE OFFICES, STUDENTS WILL SEE PRESENTATIONS OF CLIENT WORK, AS WELL AS DISCUSS CASE STUDIES AND PROFESSIONAL PRACTICE ISSUES. THIS IS YOUR CHANCE TO LEARN WHAT YOU'VE WANTED TO KNOW ABOUT THE DESIGN PROFESSION BUT WERE AFRAID TO ASK!

STUDENTS WILL BE ASSIGNED INTO SMALL GROUPS FOR THE OFFICE VISITS! EACH GROUP WILL HAVE A VOLUNTEER GUIDE. STUDENTS FROM THE SAME SCHOOLS WILL PROBABLY NOT BE IN THE SAME GROUPS. GROUPS WILL BE WALKING TO THE DIFFERENT OFFICES, SO DRESS COMFORTABLY AND BE PREPARED FOR INCLEMENT WEATHER. A FEW OF THE OFFICES ARE FAR ENOUGH AWAY FROM THE STARTING POINT THAT THE GROUP MAY DECIDE TO TAKE A CAB OR THE BUS! THE BUS IS ONLY $1.50, AND CAB FARE WILL VARY, BUT PROBABLY WOULDN'T BE MORE THAT $2 - $3 PER PERSON.

THE GROUPS ARE ENCOURAGED TO STAY TOGETHER, AS MANY OF THE OFFICES HAVE SECURITY PROCEDURES WHICH REQUIRE THE GROUP TO ARRIVE TOGETHER. GROUP GUIDES WILL HAVE A LIST OF LUNCH PLACES NEAR BOTH OFFICES. IF YOU DO GET SEPARATED FROM YOUR GROUP, YOU MAY CALL THE AMERICAN CENTER FOR DESIGN OFFICE FOR ASSISTANCE AT 787-2018.

SUNDAY, APRIL 18

DESIGNERS SUNDAY

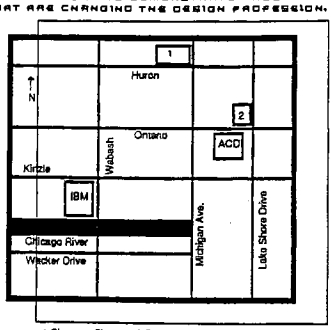
IBM BUILDING CAFETERIA
330 NORTH WABASH

9:00AM	REGISTRATION CONTINENTAL BREAKFAST
9:45AM	INDIVIDUAL PORTFOLIO REVIEWS AND DESIGN CAREER BREAKOUT SESSIONS (ONGOING)
12:30PM	CONFERENCE ADJOURNMENT

STUDENTS WHO HAVE REGISTERED TO DO SO MEET ONE ON ONE WITH PRACTICING DESIGNERS. STUDENTS ALSO HAVE THE OPPORTUNITY TO ATTEND SEVERAL HALF-HOUR DESIGN CAREER BREAKOUT SESSIONS.

THESE ONGOING, SMALL DISCUSSION GROUPS WILL PROVIDE STUDENTS WITH INFORMATION ON PREPARING FOR THE JOB SEARCH. SESSIONS WILL ALSO PROVIDE INFORMATION ON A VARIETY OF DESIGN CAREER OPPORTUNITIES, SUCH AS COMPUTER PRODUCTION, FREELANCE BUSINESS, ACCOUNT EXECUTIVE AND PAINTER'S REPRESENTATIVE. STUDENTS MAY SIGN UP FOR THESE SESSIONS ON SUNDAY MORNING.

REPRESENTATIVES FROM APPLE COMPUTER WILL BE ON-SITE TO DEMONSTRATE PRODUCTS THAT ARE CHANGING THE DESIGN PROFESSION.



1 Sheraton Plaza 2 Days Inn Lake Shore Drive