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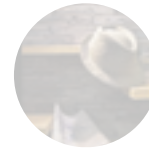
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# Smithsonian National Museum of American History: “Artifact Models”

During my Internship at the Smithsonian National Museum of American History in the Exhibition Design Department, I assisted one of the designers with her project.

I was given the task of creating rough models of artifacts that are going to go into the first floor west wing concourse area which will open in July 2015. The models were used to help the curators and others involved in the selection of the artifacts visualize them in the three cases. This meant that not only did I get to create the artifact models, but I also worked with the designer to lay out the cases and help finalize the selection of artifacts. The line drawings are going to be used for glyphs to represent the artifacts next to their labels along the text rails at the bottom of the case.

The first floor west wing is focused around Innovation and Inventions. Each of the three cases is based around a different area within the overall theme for the wing. The first and largest case contains Prototypes and Patents, while the smaller cases are for Trademarks and National Inventors Hall of Fame Members.

## **Skills:**

Vectorworks

3D Modeling

Case Layouts

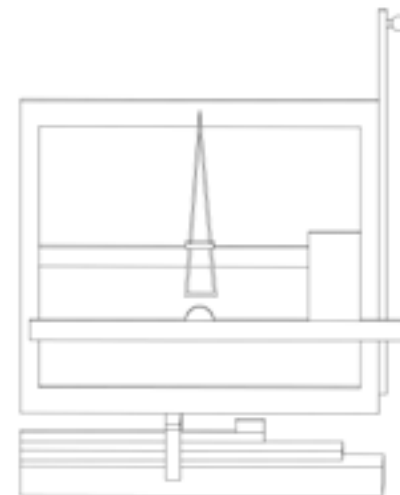
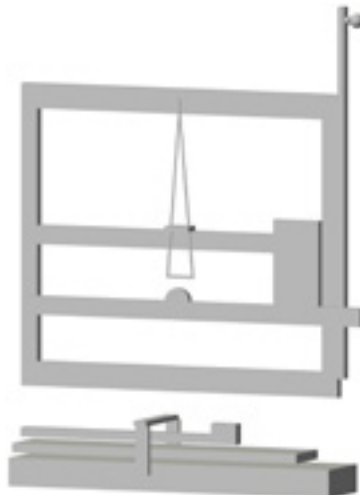
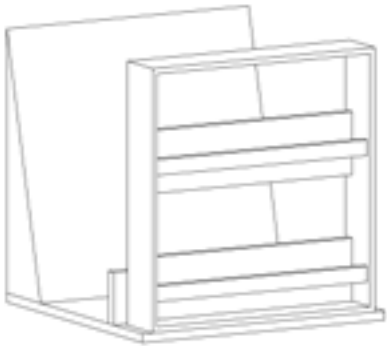
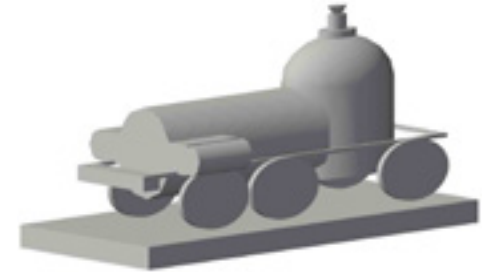
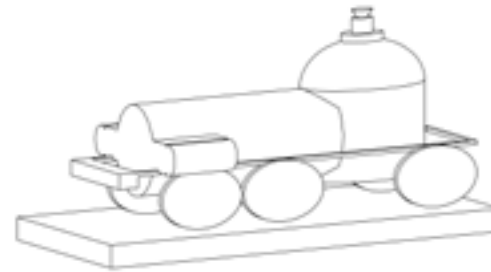
Case Layouts

Designed the initial layout

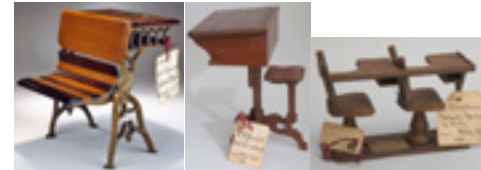
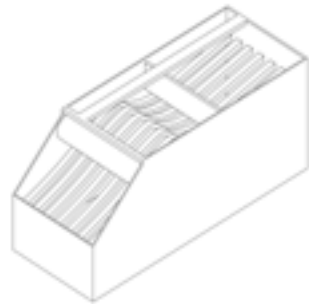
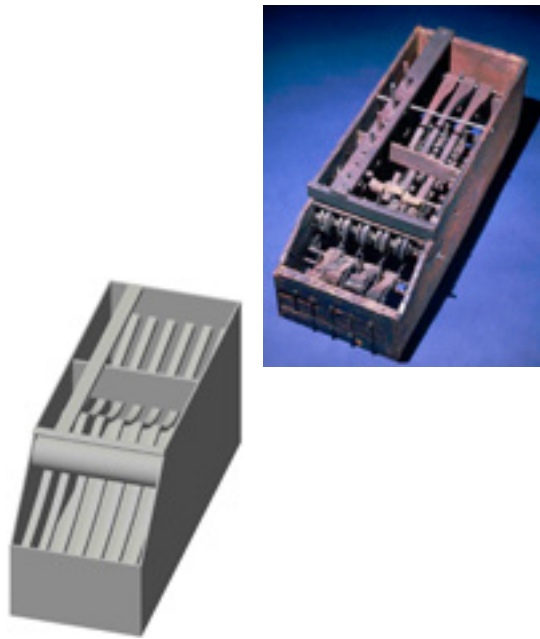
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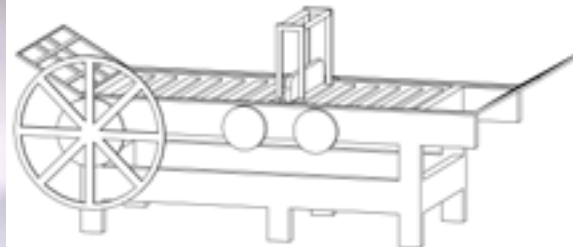
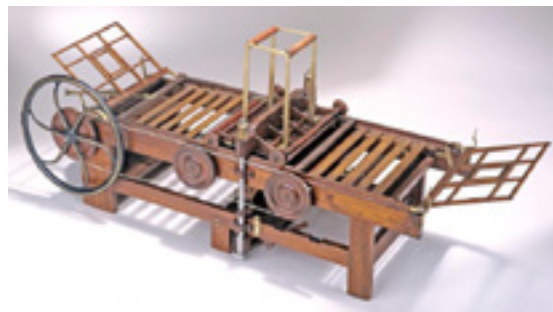
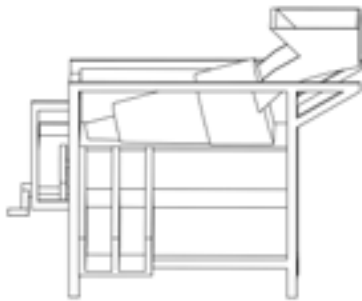
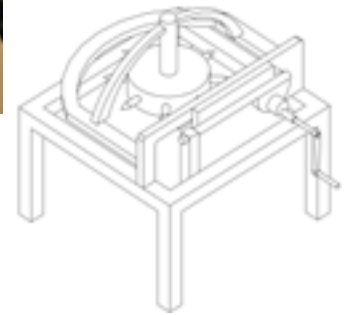
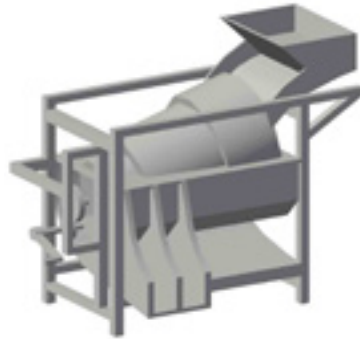
# Smithsonian National Museum of American History: "Artifact Models"



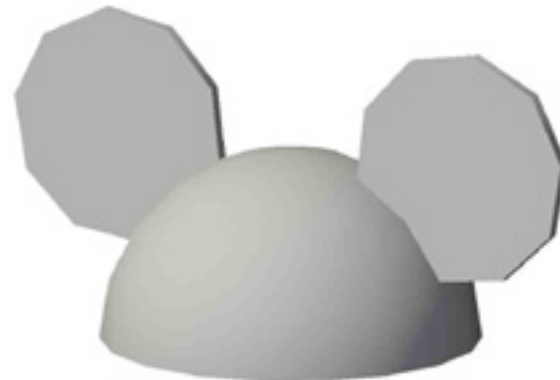
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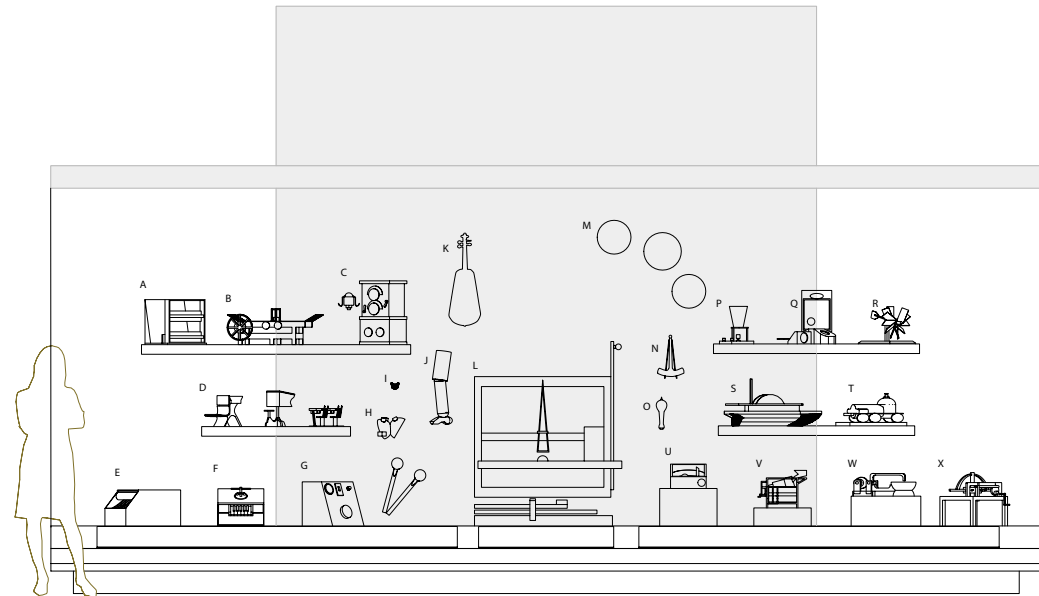
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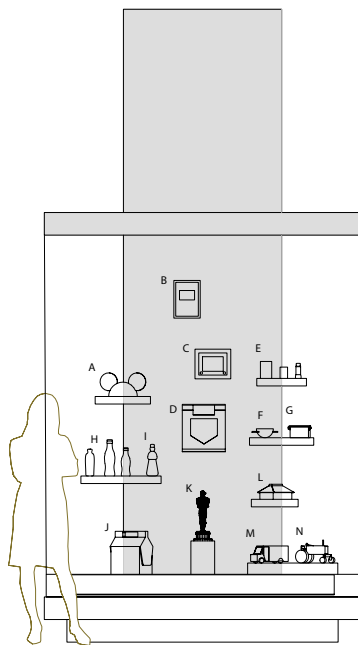
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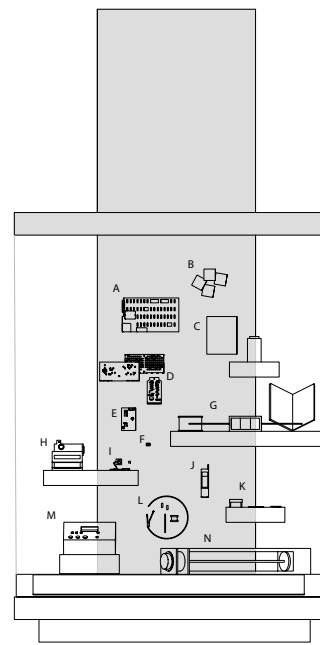
# Smithsonian National Museum of American History: "Artifact Models"



Prototypes & Patents



Trademarks



National Inventors Hall of Fame Members





# Smithsonian National Museum of American History: “Case Text Rails”

During my Internship at the Smithsonian National Museum of American History in the Exhibition Design Department, I assisted one of the designers with her project. This project is connected to the Smithsonian National Museum of American History: “Artifact Models”.

The first floor west wing is focused around Innovation and Inventions. Each of the three cases is based around a different area within the overall theme for the wing. The first and largest case contains Prototypes and Patents, while the smaller cases are for Trademarks and National Inventors Hall of Fame Members. This wing will open July 2015.

I was given the task of laying out the text and glyphs for each of the artifacts for each case’s text rails. For the larger of the three cases, there was a lot of room for the text and glyphs to be spread out and have breathing room. However, for the two smaller cases the amount of artifacts that could fit onto the rails had hit their limits. It was a challenging to accommodate the amount of words that might want to be written and the amount of space we actually had. We managed to fit them all in there and include the cases main titles. The text that is seen here is not the final text, just the first draft that was sent to the editor before my internship ended.

## Skills:


InDesign  
Text Layout

Vectorworks  
Glyphs

Text Rails  
Designed Text Rail Layout  
Edited based on needs  
Managed Process




# Smithsonian National Museum of American History: "Case Text Rails"



**Macaroni Box, 1864**  
Dor E. Felt, Prototype


This model was the prototype for the Comptonette, the first commercially successful key-driven adding machine. Comptonettes were used primarily in businesses and government offices. Dor E. Felt of Chicago made the model from a wooden box that had been used for dry macaroni.

Courtesy of the heirs of Dor E. Felt.



**Typewriter, 1868**  
C. Latham Sholes, Carlos Glidden, & Samuel Soule, Patent No. 79265


With a number of patents, these Milwaukee inventors are credited with making progress towards a commercially viable type-writing machine. This patent improved the type bar, paper carriage, ribbon holder and paper. Remington Manufacturing Company produced the first commercially successful typewriter bearing the name Sholes and Glidden six years later.



**Defibrillator, 1947**  
Claude S. Beck, Prototype


Claude Beck, the first American professor of cardiac surgery, successfully revived a patient by directly shocking the heart with a defibrillator in 1947. In contrast to the usage of defibrillators today, the paddles were applied directly to the heart during open heart surgery.

Courtesy of Dr. Claude S. Beck.



**School Desks, 1861 - 1873**  
Joekel, Cochran, Cox & Fanning, Patent Nos. 33994, 74504, 135089


These school desk and seat inventions responded to needs for more practical learning settings. They allowed the user to lower or elevate both chair and desk, adjust the distance between each desk, and fold back the seat of each chair.



**Artificial Heart, 1977**  
Robert Jarvik, M.D., Prototype


This electrohydraulic artificial heart is a prototype for what became the Jarvik 7 Total Artificial Heart which was first implanted into a human in December 1982 at the University of Utah Medical Center. The two sides of the device are connected with Velcro.

Courtesy of Dr. Robert Jarvik, M.D., PhD.



**Denture, 1843**  
Jonathan Dodge, Patent No. 2085


This denture patented by Jonathan Dodge in 1843 was one of the earliest denture models to be patented. The denture model has small perforations to increase the adhesion attraction of the denture to the gum.



**Artificial Leg, 1849**  
Benjamin Palmer, Patent No. 6122


The inclusion of springs allowed this artificial leg, patented by Benjamin F. Palmer in 1849 to flex at the knee, foot, heel, and toes. This allowed for more comfortable gait positions for the user. Prosthetics were and remain a popular area of invention and innovation.

Courtesy of Dr. Kelley Irvine.




**Camera Shutter, 1879**  
Estewart Mudge, Patent No. 21262

This "Method and Apparatus for Photographing Objects in Motion" was adopted by photographic equipment which produced "instantaneous" rapid motion imagery and was used by Muybridge in his celebrated animal locomotion photography.



**Printing Press, 1830**  
Isaac Adams, Patent No. 98178


This style of bed and platen printing press served as the foundation for the design of the later Adams Power Press which was patented by early 19th century printers for its production of quality book work into the late 19th century.



**Experimental Radio Tube, 1906**  
Lee De Forest & Edwin Armstrong, Patent No. 82457 & 113449

De Forest invented an electron tube called an "Audion" that could amplify radio signals, a crucial step toward practical electronic devices. Armstrong, a student at Columbia University in 1913, invented a circuit using the "Audion" tube that allowed people to hear radio signals without headphones.


Courtesy of American Museum of Electricity & Modern Artmaking.



**Violin, 1852**  
William S. Hooper, Patent No. 888

This new violin innovation, including a concave or hollow back, proposed the idea that the design would optimize the strain on the violin soundboard and avoid interference with the "sonorous and vibrating qualities" of the instrument.

Courtesy of William S. Hooper.




**Telegraph, 1837**  
Samuel S. Morse, Prototype

Morse converted an artist's canvas stretcher into a telegraph receiver that recorded messages as a wavy line on a strip of paper. His telegraph transmitter sent electric pulses representing letters and numbers that activated an electromagnet on the receiver.

Courtesy of American Museum of Electricity & Modern Artmaking.


Throughout American history, innovators have created a wealth of fascinating prototypes and models. Thousands are preserved in the collections of this museum. As you view these examples, consider the challenges of conceiving a new idea and crafting a physical device to prove that it works. What is the essence of the innovation? How can it be clearly illustrated? What materials should be used? Will other people be convinced by the prototype?

Some of the innovations shown here had a profound impact on human history, like Samuel Morse's telegraph and Alexander Graham Bell's telephone. Others focus on small changes to existing devices. All represent stories of creative men and women endeavoring to reshape the future.




**Bagatelle, 1871**  
Montague Hodgson, Patent No. 118357

This pocket table game invention known as an "Improved Puffer Bagatelle" was based on earlier billiards games. It used a spring release on a sloped incline. The slope and spring elements were later included in modern pin ball arcade games.




**Vegetable Assorter, 1879**  
John Henckels, Patent No. 21000

With the improvements in commercial packaging, food producers needed other machines that could keep up with production timelines. This patent submitted by John H. Henckels, brother of F. J. Henckels, automated the sorting of vegetables by size instead of sorting by hand.




**Sewing Machine, 1873**  
Helen Blanchard, Patent No. 64587

This invention for an improvement in sewing machines introduced the buttonhole stitch. Blanchard received some 28 patents, many having to do with sewing. She is best remembered for the "zig zag" overlock sewing invention.




**Pin Machine, 1841**  
John Howe, Patent No. 2013

After physician, John I. Howe, observed pins being made by hand in a New York almshouse, he designed and patented a machine that automated the process. One of his machines could produce twenty-four thousand pins in an eleven-hour work day.



**Incandescent Lamp, 1881**  
Thomas Edison, Patent No. 223,892


In 1881, Thomas Edison received a patent for this variation on his newly invented light bulb. This lamp could be filamented to replace a burned-out filament, although he never put this design into production.



**Thermometer, 1876**  
Gustav W. Schrammer, Patent No. 17281


Gustav W. Schrammer patented a thermometer in 1876 that does not use mercury or alcohol, but rather the difference in expansion of the two hard rubber arms. This patent model fits many other patents was likely not produced for sale to the public.

Courtesy of J. Schrammer.



**Steam Steering Gear, 1853**  
Friedrich Schickel, Patent No. 9713


Mechanical engineer, Frederick Schickel, patent demonstrates an idea for a steering apparatus where steam pressure would control both the side-to-side motion of a vessel's rudder and hold the rudder stationary against the force of surrounding water.



**Flexible Beam, 1842**  
M. W. Baldwin, Patent No. 270

Mathias Baldwin, founder of the Baldwin Locomotive Works in Philadelphia, patented a frame for locomotive driving wheels that enabled the locomotive to navigate tight curves and uneven tracks that were common on early American railroads.


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**White House China, 1880**  
Heard & Co., Patent No. 210122, 210136

Originally commissioned as state china for President Rutherford B. Hayes, the American Blue and White-designed and manufactured one by Theodore Roosevelt. The Carrington Expedition in Philadelphia three months later.


Reproduced from public domain by Royal A. Anderson, Jr.



**Liquid Transmitter, 1876**  
Alexander Bell, Patent No. 194485

In March 1876, Alexander Graham Bell transmitted the words "Mr. Watson come here, I want to see you," using a liquid transmitter he took to the Centennial Exposition in Philadelphia three months later.


Courtesy of Alexander Graham Bell.



**Carterfone, 1963**  
Thomas Carter, Patent No. 310088

Thomas Carter connected telephone and radio communications without a wired electrical connection. He successfully sued against the Bell System to allow people to use "Carterfone" to help end the telephone company's monopoly in the United States.

Courtesy of Thomas Carter.



**Windmill, 1878**  
Sigmund Smith, Patent No. 205208

Windmill pumped water to irrigate land especially in the western states and territories. Since Halladay's 1834 self-governing windmill invention, with rubber tire invention, Elijah Sigmund designed a control mechanism to regulate the spacing between windmill blades. This controlled the rotation speed in varying wind strengths.

## Prototypes & Patents



**Typewriter, 1868**  
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With a number of patents, these Milwaukee inventors are credited with making progress towards a commercially viable type-writing machine. This patent improved the type bar, paper carriage, ribbon holder and platen. Remington Manufacturing Company produced the first commercially successful typewriter bearing the name Sholes and Glidden six years later.



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








 <p><b>Igloo Cooler</b> Reg. No. 151226 for Shape, 1983</p> <p>First used in 1971, the portable ice chest for the temporary storage of food and beverages was given a trademark for its design, including its "tent-shaped" lid.</p>	 <p><b>Mrs. Butterworth's Syrup</b> Reg. No. 1138877 for Shape, 1980</p> <p>The stereotypical and matronly shape of the Mrs. Butterworth's syrup bottle was first used in 1966. Its design suggested a comforting addition to the table.</p>	 <p><b>Oscar Statuette</b> Reg. No. 1028635 for Shape, 1975</p> <p>The shape of the Academy Award of Merit, also known as Oscar, holds a trademark. First used and distributed in 1929, the award recognizes filmmaking achievement.</p>	 <p><b>Etch A Sketch Toy</b> Reg. No. 2102020 for Color &amp; Shape, 1998</p> <p>The Etch A Sketch drawing toy was invented by Frenchman André Cassaignes (1925-2013) and was first made available in 1960 through the Ohio Art Company.</p>	 <p><b>UPS Truck</b> Reg. No. 3133693 for Color, 1998</p> <p>The global shipping and delivery company, known as UPS, received a trademark for the "Pulman" brown color of its vehicles and uniforms, first used in 1917.</p>	 <p><b>Pizza Hut Building</b> Reg. No. 4283323 for Design &amp; Name, 2013</p> <p>The design trademark for the Pizza Hut red, mansard-shaped roof represented on its logo is based on a 1957 design by architect Richard D. Burke.</p>	 <p><b>Barnum's Animals Cracker Box</b> Reg. No. 7281644 for Design &amp; Name, 1973</p> <p>The design and word trademarks for Barnum's Animals Crackers box, which was first used in 1920, are reminiscent of earlier imagery associated with popular circus companies.</p>
 <p><b>Coca-Cola Bottles</b> Reg. No. 1057884 for Shape, 1977</p> <p>The contoured or hobble skirt bottle received an initial patent in 1915. It was designed through a Coca-Cola national competition and was first used in 1916.</p>	 <p><b>Mickey Mouse Ear Hat</b> Reg. No. 1524601 for Shape, 1989</p> <p>The Mouseketeer beanie hat with distinctively shaped large mouse ears was first worn in 1955 by members of The Mickey Mouse Club television show.</p>	 <p><b>Levi's Jeans</b> Reg. No. 357017 for Color, 1939</p> <p>The trademark protected red tab, first used in 1936, is an identifiable color mark which promotes the Society's goal to inspire "people to care about the planet."</p>	 <p><b>National Geographic Magazine</b> Reg. No. 1085933 for Color, 1977</p> <p>The rectangular, yellow border, first used in 1926, is an identifiable color mark which promotes the Society's goal to inspire "people to care about the planet."</p>	 <p><b>John Deere Tractor</b> Reg. No. 3857888 for Color, 2010</p> <p>The trademark protected combination and placement of the colors green and yellow, first used in 1918, is applied respectively to the exterior and wheels of its vehicles.</p>	 <p><b>American Red Cross Bowl</b> Reg. No. 2818987 for Design, 2004</p> <p>The Greek-derived cross of the Red Cross was first used in 1881. Statute 18 USC Sec. 706 also protects the organization's mission of goodwill and humanitarianism.</p>	 <p><b>Goya Food Products</b> Reg. No. 0194032 for Name, 1964</p> <p>Goya was first used as a trademark in 1939. Goya Foods is described as the largest Hispanic-owned company in the U.S. whose products are distributed internationally.</p>

## Trademarks

 <p><b>Igloo Cooler</b> Reg. No. 1241206 for Shape, 1983</p> <p>First used in 1971, the portable ice chest for the temporary storage of food and beverages was given a trademark for its design, including its "tent-shaped" lid.</p>	 <p><b>Mrs. Butterworth's Syrup</b> Reg. No. 1138877 for Shape, 1980</p> <p>The stereotypical and matronly shape of the Mrs. Butterworth's syrup bottle was first used in 1966. Its design suggested a comforting addition to the table.</p>
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 <p><b>Noise Reduction System, 1965</b> Ray Dolby, Patent No. 3846719</p> <p>Ray Dolby's 1965 invention of a system for reducing unwanted noise in magnetic tape recording significantly enhanced sound quality in consumer devices.</p>	 <p><b>Image Sensor Chip &amp; Camera, 1995</b> Eric Fossum, Patent No. 5471515</p> <p>Eric Fossum led development at NASA's Jet Propulsion Laboratory of a "camera on a chip" for spacecraft, now used in almost all camera phones.</p>
 <p><b>First Digital Camera, 1975</b> Steven Sasson, Patent No. 4131919</p> <p>Sasson invented the digital camera at Eastman Kodak in 1975. By 2008, 78% of Americans owned digital cameras, all still relying on Sasson's design.</p>	 <p><b>Monolithic Oscillator, 1958</b> Jack Kilby, Patent No. 3138743</p> <p>After joining Texas Instruments in 1958, electrical engineer Jack Kilby developed the miniaturized electronic circuit known as the integrated circuit, the basis for all modern digital technologies.</p>

## National Inventors Hall of Fame Members

 <p><b>Noise Reduction System, 1965</b> Ray Dolby, Patent No. 3846719</p> <p>Ray Dolby's 1965 invention of a system for reducing unwanted noise in magnetic tape recording significantly enhanced sound quality in consumer devices.</p>	 <p><b>Image Sensor Chip &amp; Camera, 1995</b> Eric Fossum, Patent No. 5471515</p> <p>Eric Fossum led development at NASA's Jet Propulsion Laboratory of a "camera on a chip" for spacecraft, now used in almost all camera phones.</p>	 <p><b>Ethernet Circuit Board, 1973</b> Robert Metcalfe, Prototype</p> <p>With associates at Xerox PARC in 1973, Metcalfe invented Ethernet, the standard for connecting nearby computers. The invention introduced the world to networked computing.</p>	 <p><b>Apple 1 Memory Board, 1971</b> Steve Wozniak &amp; Steve Jobs, Prototype</p> <p>In 1971, with Steve Jobs, Wozniak founded Apple Computer, Inc., using his Apple 1 personal computer. Together they launched the personal computer revolution.</p>	 <p><b>Intravascular Stent, 1984</b> Julio Palmaz, Patent No. 4733665</p> <p>Palmaz developed this mesh tube which was the first stent approved by the Food and Drug Administration to treat diseased coronary and peripheral blood vessels.</p>	 <p><b>Qualcom Phone, 0000</b> Andrew Viterbi &amp; Steve Jacobs, Patent No. 5103469</p> <p>Andrew Viterbi co-developed CDMA for cellular telephones enabling providers to vastly increase the capacity of their networks resulting in the explosion of the smartphone culture.</p>	 <p><b>Kevlar, 1965</b> Stephane Kwolek, Patent No. 3819587</p> <p>Thousands of police appreciate Kwolek's 1965 discovery at DuPont of strong polymer fibers, resulting in Kevlar, used in bulletproof vests among other products.</p>
 <p><b>First Digital Camera, 1975</b> Steven Sasson, Patent No. 4131919</p> <p>Sasson invented the digital camera at Eastman Kodak in 1975. By 2008, 78% of Americans owned digital cameras, all still relying on Sasson's design.</p>	 <p><b>Monolithic Oscillator, 1958</b> Jack Kilby, Patent No. 3138743</p> <p>After joining Texas Instruments in 1958, electrical engineer Jack Kilby developed the miniaturized electronic circuit known as the integrated circuit, the basis for all modern digital technologies.</p>	 <p><b>Telephone Switch Circuit Board, 0000</b> Erna Hoover, Patent No. 3623007</p> <p>Bell Laboratory researcher Erna Hoover co-developed software to help electronic telephone switching systems speed connections and reduce processing overloads during hours of peak usage.</p>	 <p><b>Helium-Neon Laser, 1960</b> Ali Javan, Patent No. 3146290</p> <p>In December 1960, Iranian-American Ali Javan and his team at Bell Telephone Laboratories demonstrated this laser, the first to emit a continuous beam of light.</p>	 <p><b>Solar Cells, 1950s</b> Daryl Chapin, Prototype</p> <p>At early 1950s, Bell Labs, Chapin and colleagues invented the first practical silicon solar cell, today powering everything from handheld calculators to the Mars Rover.</p>	 <p><b>Optic Fiber, 1970</b> Donald Keck, Robert Mauser, &amp; Peter Schultz, Patent No. 3659791 &amp; 3717062</p> <p>Since the telephone was invented, researchers tried to transmit voice on light beams. At Corning Laboratories in 1970, Keck made the first optical fiber.</p>	 <p><b>Sticky Note, 0000</b> Arthur Fry, Patent No. 5194299</p> <p>Arthur Fry perfected an adhesive with a low degree of adhesion while at 3M. After years of working on applications, 3M introduced the now ubiquitous Post-it® Note.</p>



## Senior Exhibition Concept: “1960s Exploration Explosion”

As our final semester project, we are creating an exhibition that highlights a variety of time periods and their influences on culture. For our initial concept, we each chose a decade, which would then be judged to determine which concepts or combination of concepts would be chosen for the final exhibition.

Though the first time humans reached into space was in the late 1950s with the USSR sending Sputnik I into space, the full-blown race didn't really show until the 1960s. New advances in technology allowed for space travel, which gave way to an explosion of ideas and imagination. These new ideas exploded into film & television, architecture, fashion, and products. Film & Television showed off these advances in new technology, as well as possible future technology, such as 2001: A Space Odyssey, Star Trek, and The Jetsons. Architecture brought in the round shape and the flying saucer spaceship. This curving form can be seen in the TWA Flight Center at JFK airport in New York and Dulles Airport in Virginia, both of which were designed by Eero Saarinen, as well as the 1964 World's Fair. With Fashion, we wondered what would we wear in space, giving rise to mini-dresses, mini-skirts, boots, and accessories. Products were introduced such as Tang, TV Dinners, and Moon Pies. Toys, furniture, teapots, ashtrays, and more also were designed to reflect the trends in space exploration.

For my exhibition concept, the focus will be on this explosion and its impact on these areas of life. The exhibition is located in the area outside of the D-building, under the overhang. There will be items/objects representing the different areas that are hung from above at different heights. Each of these items/objects will be accompanied by an information podium in the form of a telescope that is wrapped around the four pillars (film & television, fashion, architecture, and products) under the overhang and one freestanding central podium for the history of the space exploration, which sparked everything else. These podiums not only give written information, but also reference images and film clips.

### Skills:

Researched the cultural impact of space exploration in the 1960s

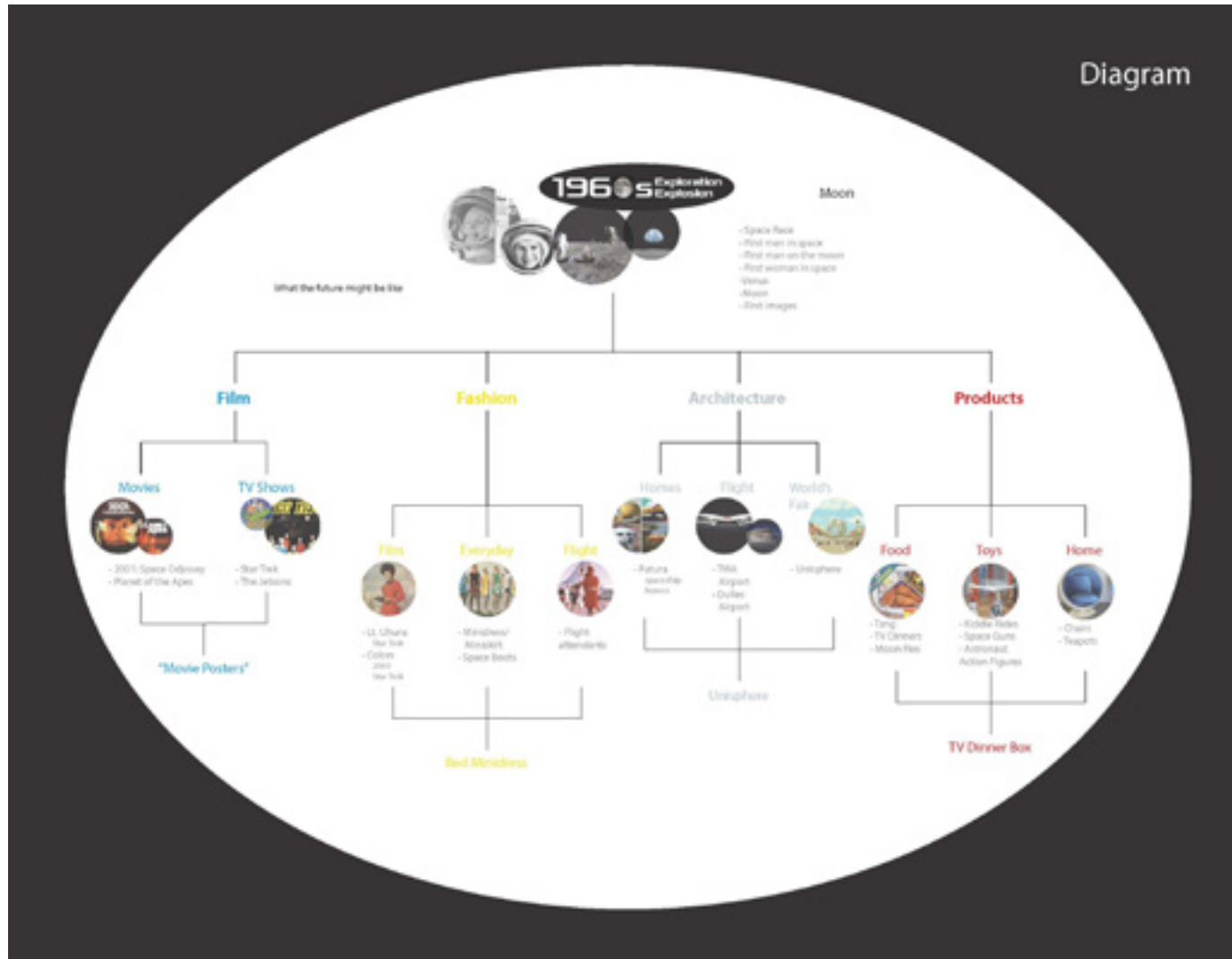
### Illustrator

Page layout of concept

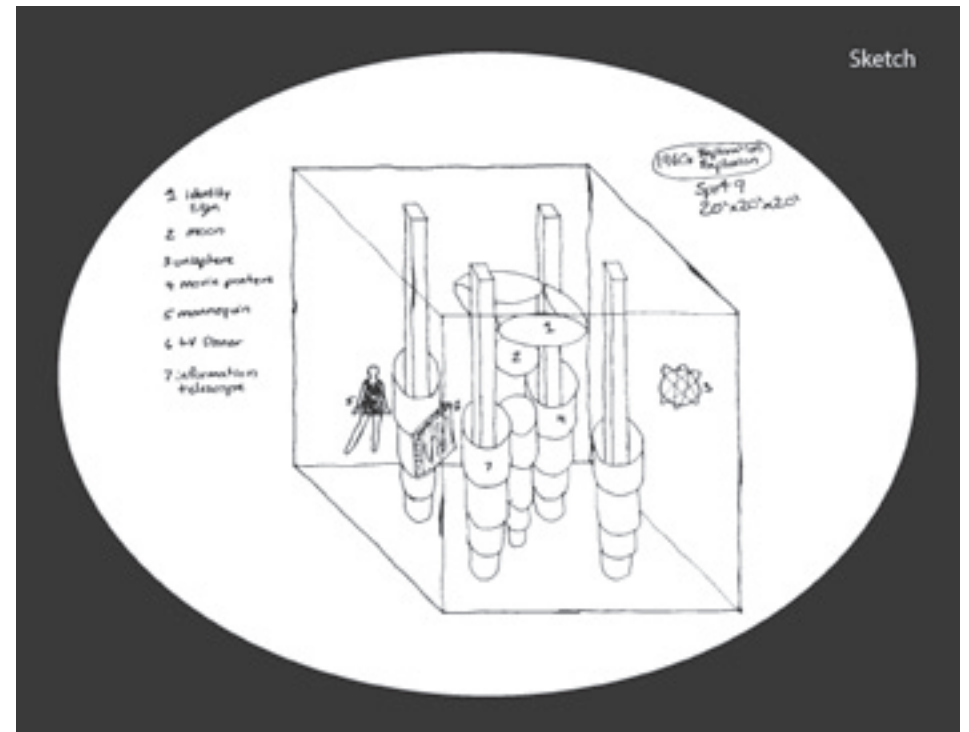


# Senior Exhibition Concept:

# “1960s Exploration Explosion”



# Senior Exhibition Concept: "1960s Exploration Explosion"



# Senior Exhibition: “Atomic Age 1950’s - 1960’s”

Designed by: Lauren Dawson, Vivian Warman, Corey Ring, Caitlyn Riedel-Ballard

## The Movement

### 150 years of Design Innovation

“Why does design change and evolve? This exhibition, curated and organized by the Visual Presentation and Exhibition Design department, strives to answer this question by exploring how technological advancements and cultural shifts over time have continually driven design movements. Innovative designers inspired by these changes brought new design trends to market. These mass market objects promoted new philosophies towards living.

The students in the fourth semester VPED class were asked to explore design change through different historical eras by studying architecture, products, and fashion. These design objects became part of the story of each era, interpreting the revolutionary changes in each time period while highlighting the integration of different areas of design throughout the last one hundred and fifty years.”

## Atomic Age 1950’s - 1960’s

During the late 1950’s and early 1960’s revolutionary new technologies inspired the human race to reach for space. These dramatic leaps in human explorations spurred the imaginations of people all over the world. Film, Fashion, Products, and architecture, were used to help rationalize these new ideas integrating them into the fabric of daily life, and promising a brighter future of peaceful competition and shared prosperity.

Robert Goddard once said, “It is difficult to say what is impossible, for the dream of yesterday is the hope of today and the reality of tomorrow.” Media and design was the vehicle for bringing the promise of tomorrow to today.

## Skills:

Worked with group to develop my original concept for a smaller space

Designed and built central rocket with a group member

Designed and built two platforms

Designed floor graphic

Worked with group on final construction

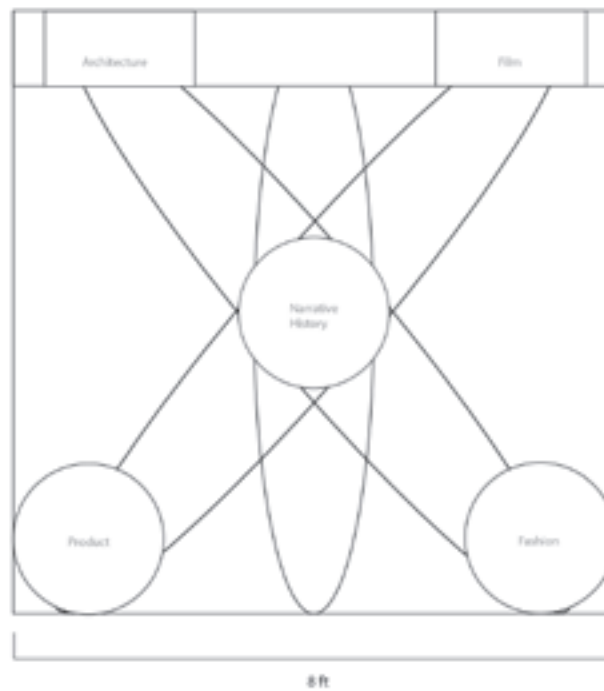


# Senior Exhibition: "Atomic Age 1950's - 1960's"

Designed by: Lauren Dawson, Vivian Warman, Corey Ring, Caitlyn Riedel-Ballard



Floor Plan





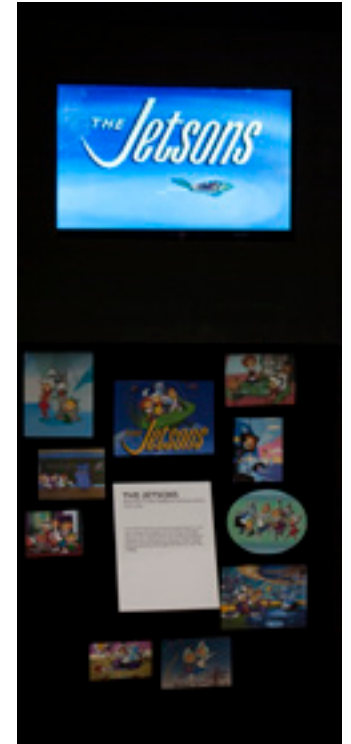
# Senior Exhibition: "Atomic Age 1950's - 1960's"

Designed by: Lauren Dawson, Vivian Warman, Corey Ring, Caitlyn Riedel-Ballard



# Senior Exhibition: "Atomic Age 1950's - 1960's"

Designed by: Lauren Dawson, Vivian Warman, Corey Ring, Caitlyn Riedel-Ballard



# Senior Exhibition:

# “The Movement”

Designed by: the Visual Presentation and Exhibition Design Students, Class of 2014



# DIFFA Dining by Design Concept: “Urban Oasis”

Designed by: Lauren Dawson, Vivian Warman, Mitchell Lai, Corey Ring

FIT participates in the Design Industries Foundation Fighting AIDS (DIFFA) Dining by Design event in NYC to raise funds to fight AIDS. Each group develops a design, which is then judged and several are chosen to be built for the event.

Urban Oasis looks to the future of design through the inspiration of maverick contemporary urban architects. Diller Scofidio + Renfro, designers of New York City's High Line, are one of the hottest architecture firms in the world and presently working on three high-profile cultural institutions: The Culture Shed, the MoMA expansion, and the Lincoln Center. David Rockwell, founder of the Rockwell Group, is working with DS+R on the Culture Shed, and also working on a residential tower in the Hudson Yards to be completed in 2017.

## **Skills:**

Created hand drawn rendering

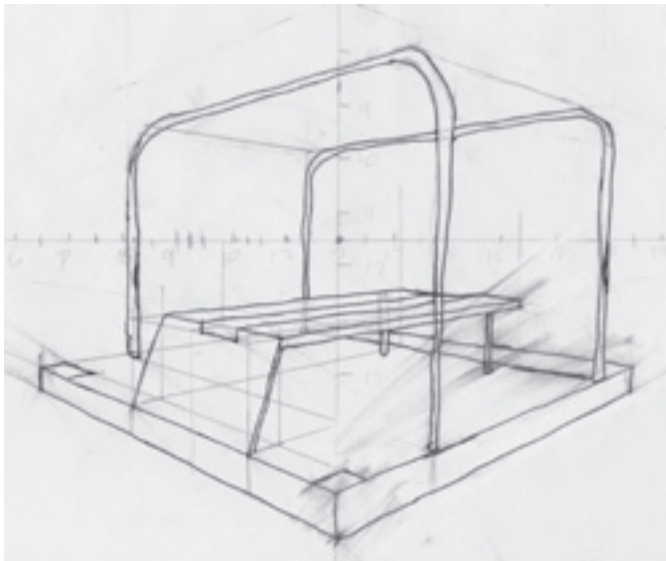
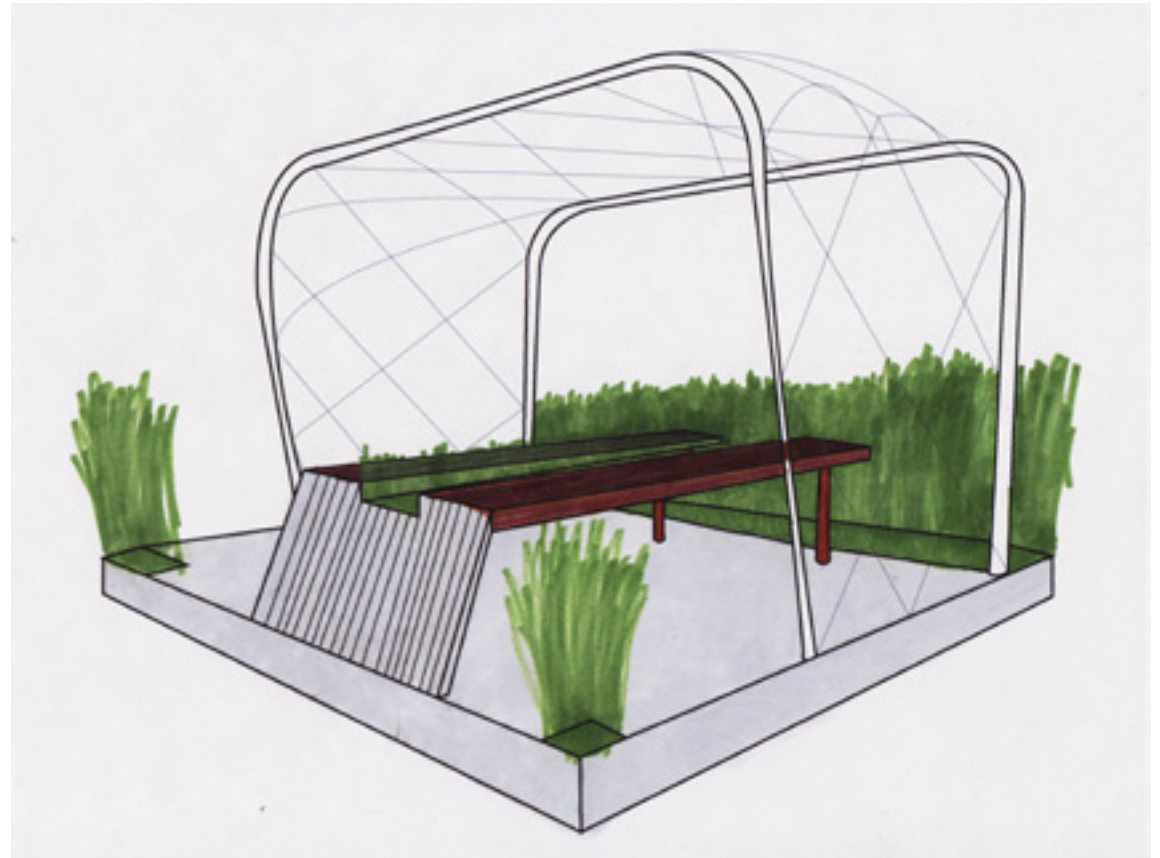
Illustrator

Enlarge the drawing for the final product



# DIFFA Dining by Design Concept: "Urban Oasis"

Designed by: Lauren Dawson, Vivian Warman, Mitchell Lai, Corey Ring



# Snack Packaging: “RAW”

This project was to create a snack brand and its packaging. I chose natural rawhide bones for dogs that have health issues. These bones are a way for dogs to get some nutrients in a fun and delicious way. My inspiration came from the brown paper packaging of meat products, while using natural and organic materials.

Branding for this project:

**Brand Name:** RAW

**Concept:** A rawhide bone that has a flavor that the dog will love, like beef, yet it has vitamins, minerals, and vegetables that will help with ailments, like hip dysplasia/arthritis and heartworm.

**Variety:**

Hip Dysplasia, which leads to arthritis (joint health; genetic; medium sized knotted bone with 2 in pack)

Heartworm (continuous treatment; miniature sized with 3 in pack)

**Brand Position:** Natural and Raw ingredients that are not harmful for dogs of all ages.

**Target Consumer:** Owners of dogs with health conditions, whether genetic or for a period of time.

**Sold:** Available for all price ranges (sold at Petco, Petsmart, and PetValu).

**Skills:**

Illustrator

Package design

Researched

Design ideas

Dog products

Food packaging

Typography



# Snack Packaging: "RAW"



folding lines



# Motorola Solutions: “Time Efficient: Barcode”

Designed by: Lauren Dawson, Chihiro Fujiwara, Min Kyoung Kim

Motorola Solutions reached out to FIT to design a window display that would appear at National Retail Federation trade show at the Javits Center, NYC. They were looking for displays that would sell the OMNICHANNEL experience.

Our concept was one of the designs that was chosen to be built and displayed. The bottom right image is the actual window.

The theme of the window is based on the inventory management process to the satisfaction of the customer in a time efficient way. Two realistic mannequins holding Motorola Solution Devices (WT41N0 and MC9200) and a silhouetted shopper represent this concept. The boxes are staggered and symbolize the volume of product going to a variety of people and places in the world. The barcode is the universal tool used to identify the product and enables the Motorola Solutions’ devices to create a more OMNICHANNEL experience.

There is a projector acting as a scanner to scan the barcode on the background every 30 seconds. The transparent acrylic in the center has 3 elements that are affected by the scanning of the barcode. The top element is a digital clock, which is moving at a faster speed than a normal clock to show the power of Motorola Solutions and the time efficiency of the process to get to the final destination. The second element is an outline of a map showing worldwide connectivity and the many places objects are shipped using a red dot that moves around the map every time the barcode is scanned. The third and final element is OMNICHANNEL words, which are activated by the scanner to change from one word to the next.

## Skills:

Concept statement

Worked as a cohesive group on concept development





# Motorola Solutions: “Time Efficient: Barcode”

Designed by: Lauren Dawson, Chihiro Fujiwara, Min Kyong Kim



Taking in the many variables that go into construction, I decided to focus on the measurements and the reasons for those measurements. There are also a lot of different forms of construction from innovative to classic to modern, from high rises to one level, and from office buildings to homes. I chose to concentrate on home construction with stairs, ramps, porches, and the home itself in the form of a room.

The initial inspiration was M.C. Escher’s “Relativity” through his stairs. It started with the idea of stairs, and then led to ramps, a house, and a porch.

## **Skills:**

SketchUp

Design

Structure

3D Modeling

Dimensions

Illustrator

Typography added to the final perspective views

Created hand-drawn rendering

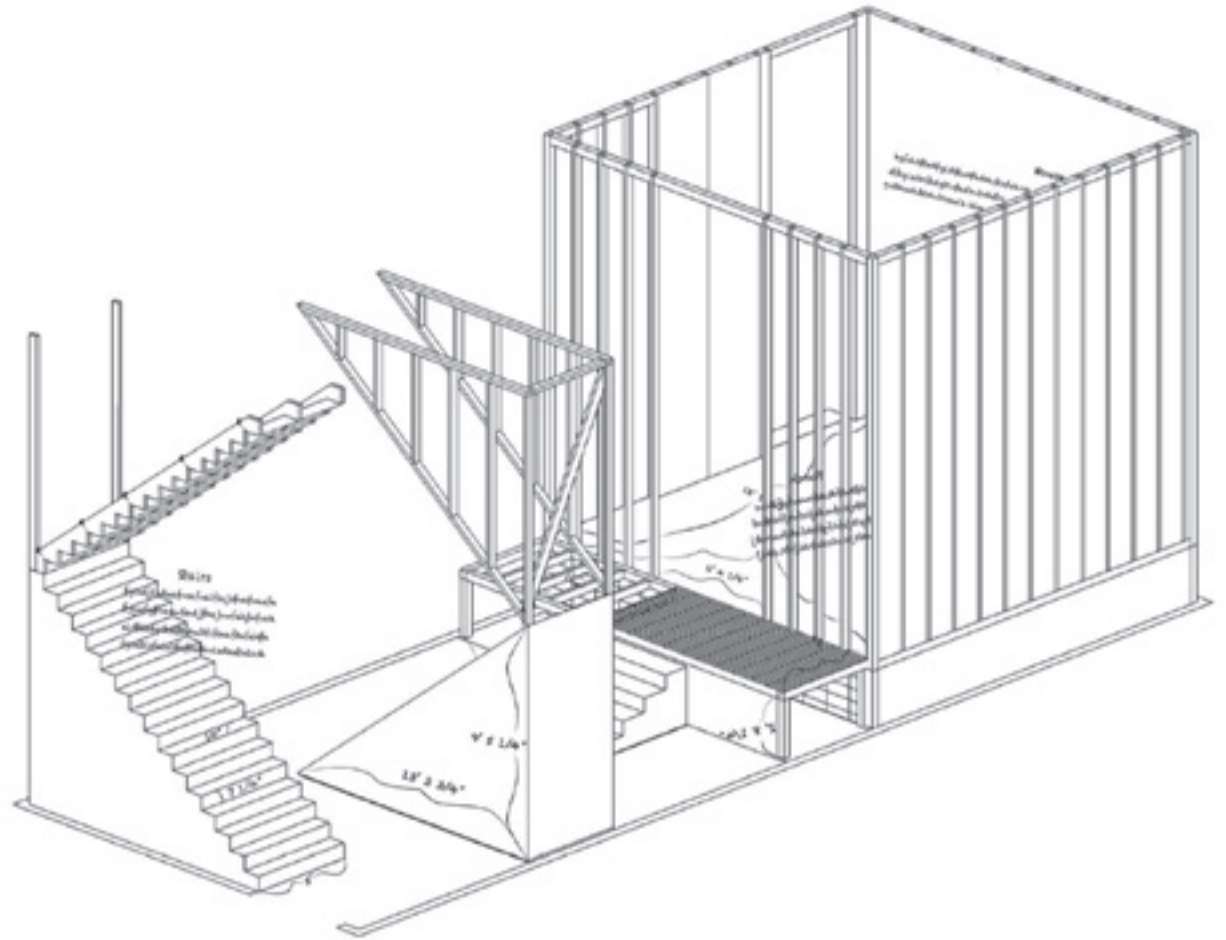
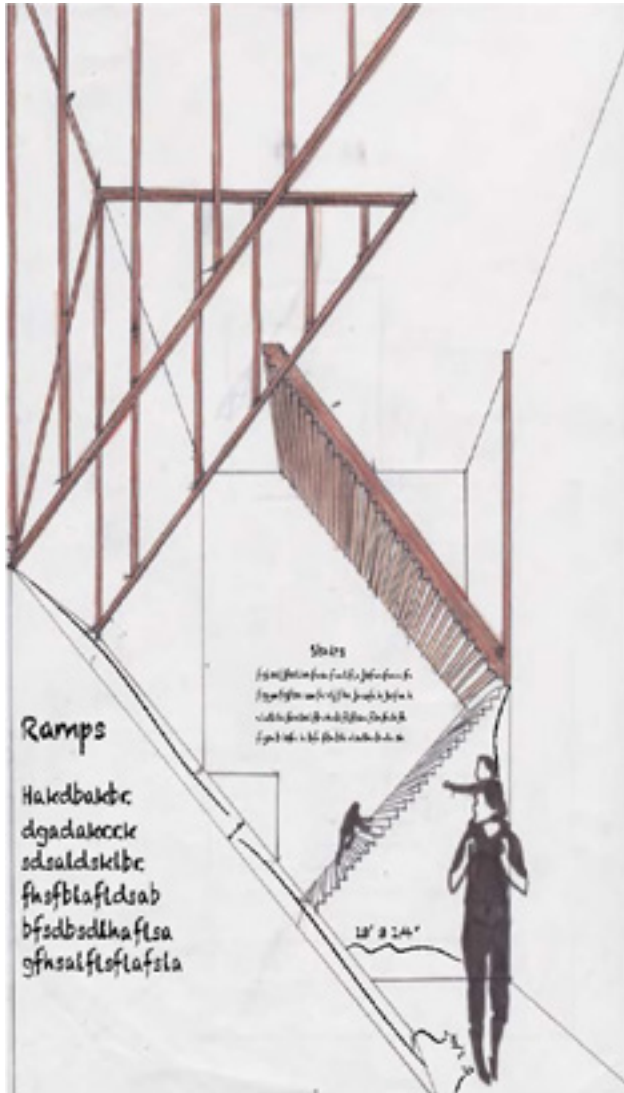
Indesign

Created a final concept book



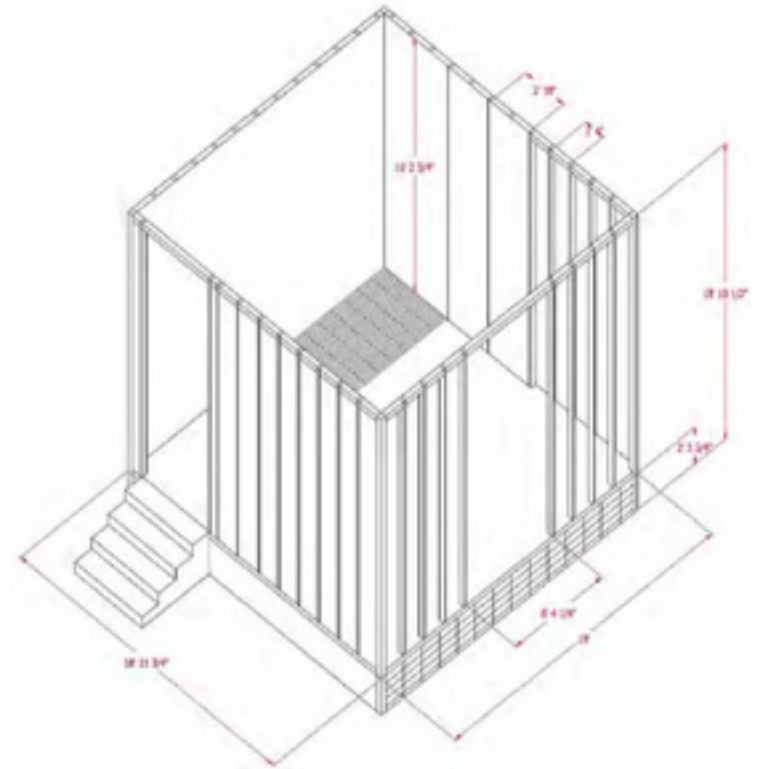
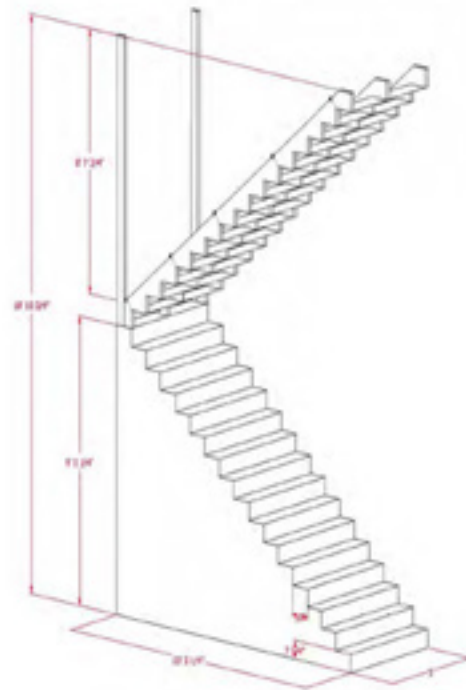
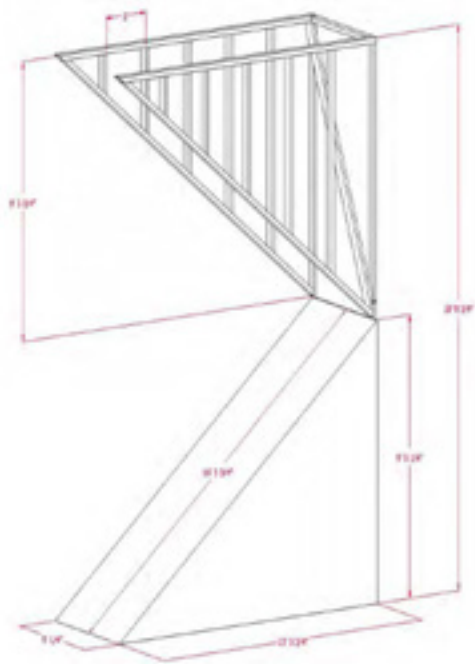
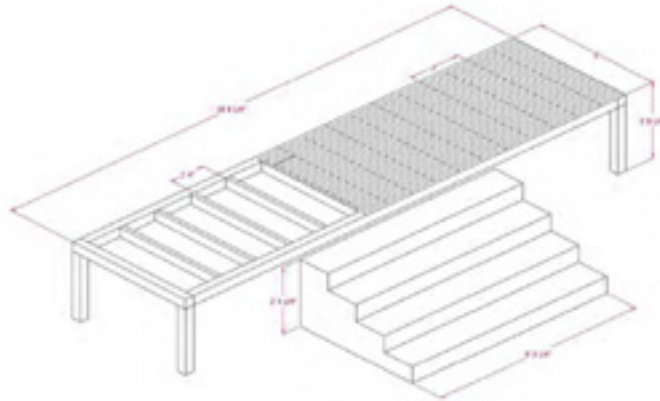
# Math Museum Exhibition Concept:

# “Measuring for Construction”



# Math Museum Exhibition Concept:

# “Measuring for Construction”



# Small Window Displays: “Christmas Chocolate Factory”

Designed and Constructed by: Lauren Dawson, Sara Griffin, Annalisa Podwin, Mitchell Lai

The bay of windows is designed around “Max Brenner, Chocolate by the Bald Man” and the holiday season. We came up with the idea of a factory, much like Santa’s Workshop, but instead for chocolate. Going from left to right, the viewer can see Santa’s chocolate list, a chocolate vat, pipes carrying chocolate across the factory, finished chocolate products going across a conveyor belt, a machine that packages the chocolate, and the final wrapped chocolate presents.

## Skills:

### Illustrator

- Vinyl graphics
- Gear shapes
- Santa’s list in first window
- Max Brenner logos
- Concept rendering

### Fabrication

- Gears
- Santa’s list in first window
- Vinyl graphics

### Managed project

Worked with group on final construction



# Small Window Displays: “Christmas Chocolate Factory”

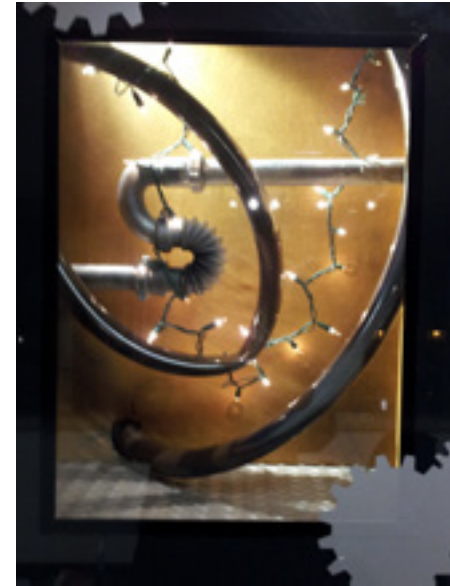
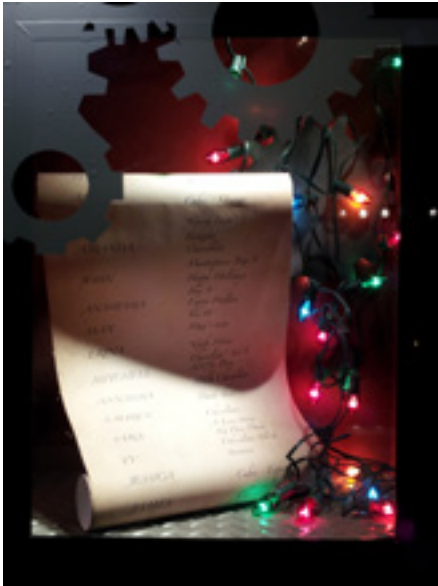
Designed and Constructed by: Lauren Dawson, Sara Griffin, Annalisa Podwin, Mitchell Lai



## Small Window Displays:

## “Christmas Chocolate Factory”

Designed and Constructed by: Lauren Dawson, Sara Griffin, Annalisa Podwin, Mitchell Lai



## Small Window Display: “Frank Lloyd Wright”

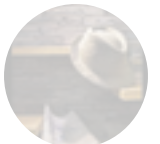
This project was to create a window display combining an artist and an accessory. I chose Frank Lloyd Wright as my artist and a fedora hat as my accessory. Frank Lloyd Wright was an inspirational architect in the 1940s-1960s. This window was designed around one of his houses, “Fallingwater,” with its natural stone elements and cantilevers. A blueprint is in the lower part of the window. The architecture is accompanied by a fedora hat that could have been seen during Wright’s time.

### **Skills:**

Created rough sketch of concept

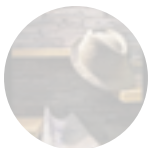
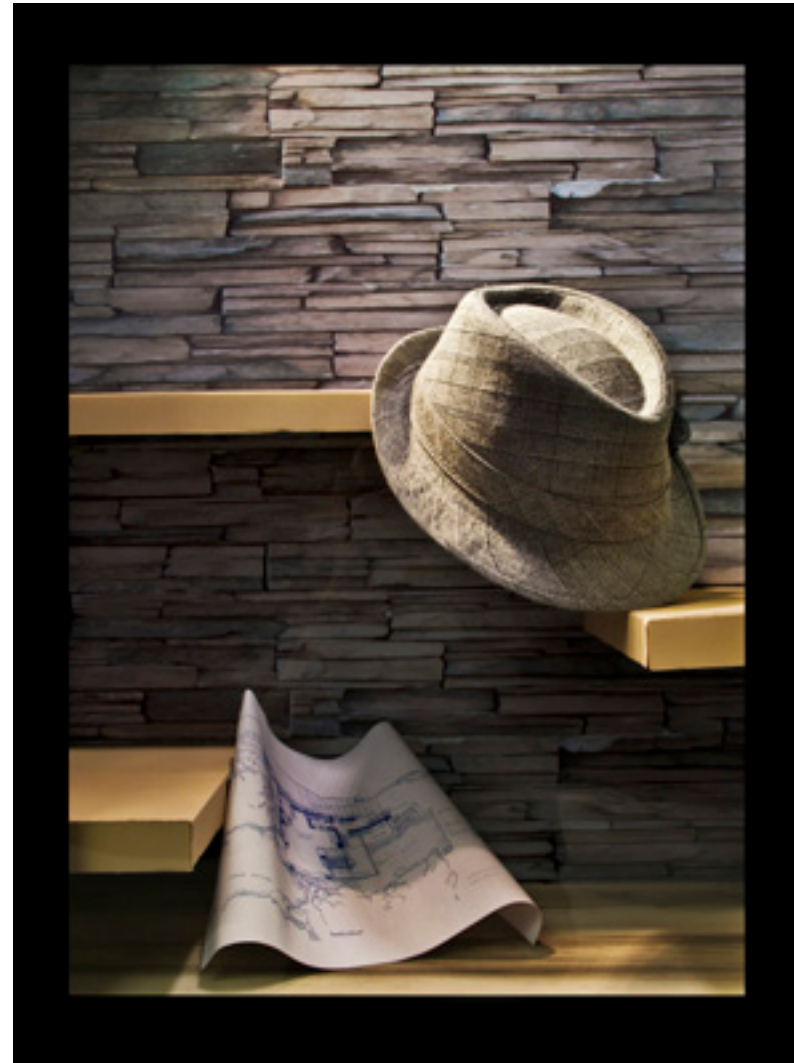
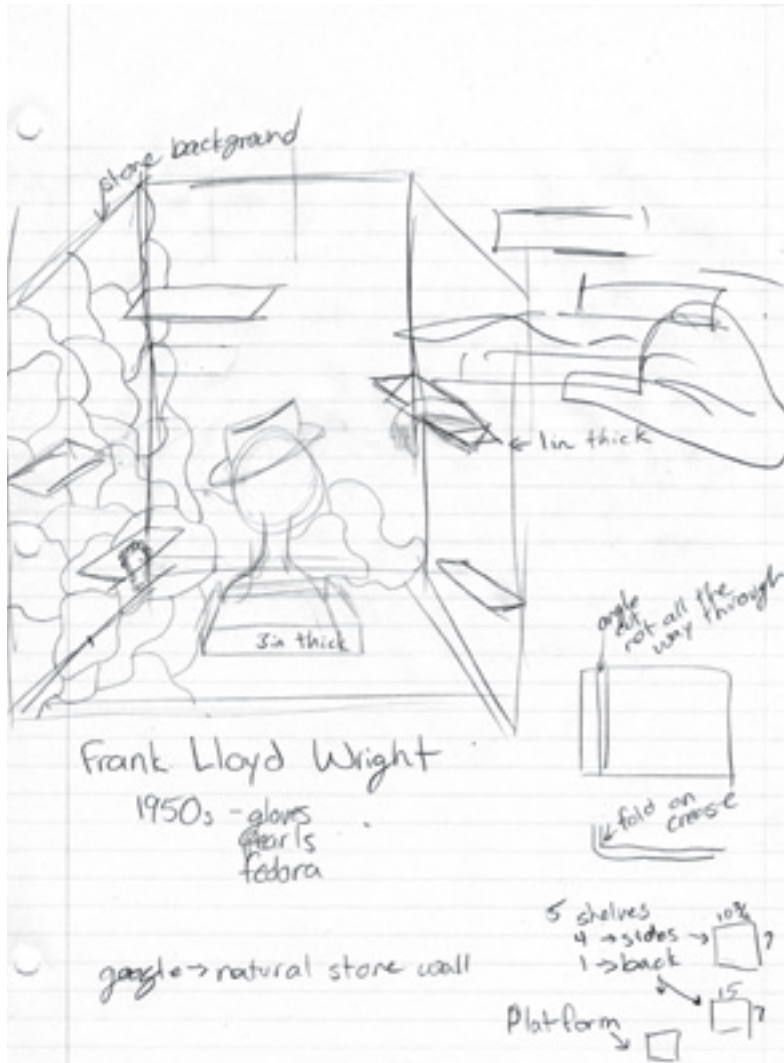
Sourced and printed graphic background and Falling Water blueprint

Built shelves out of foam core





# Small Window Display: "Frank Lloyd Wright"



## Photographic Series: “People in the Park”



This photo series was focused on the variety of people walking through Madison Square Park in New York City. Using a Hasselblad camera provided by the school, I strove to capture the crisp and detailed quality of the scene around me.



## Photographic Series: “Portraits in Italy”

For this photo series , the study abroad group in Milan, Italy photographed people in the area. I attempted to photograph the characters and who these people are. We had to ask their permission and even though they posed for the photos, their character shines through.

