Design Education: Educating the Next Generation of Design Thinkers
A Discussion Panel with Steve Heller and Lita Talarico

Co-presented by: Interdisciplinary Educational Research Institute (IERI)
Faculty of Creative Arts

Convener: Grant Ellmers, University of Wollongong
Panel Members: Steven Heller, School of Visual Arts, New York, USA
Lita Talarico, School of Visual Arts, New York, USA
Marius Foley, RMIT University, Melbourne, VIC
A/Professor Sue Bennett, University of Wollongong

When: Tuesday 19th October, 5.00-6.30pm
Where: Room 302, Building 67, University of Wollongong

Please RSVP: Monday 18th October (for catering purposes)
Contact: Grant Ellmers
Email: grante@uow.edu.au

Light refreshments will be provided

BACKGROUND INFORMATION
Graphic design education typically engages students in authentic learning environments. This learning-by-doing approach reinforces a traditional pedagogical belief in design curricula that the best way to learn about design is through the act of designing. In this traditional teaching and learning model, the final design artefact is the primary measure of learning, which can have the effect of focusing students on the outcome of the project rather than the process by which that outcome is achieved. For educators it can be problematic identifying what the student has actually learnt as the new knowledge is bound within the design artefact and the context in which it was developed. There have been a number of pedagogical approaches developed to address this problem. Of specific interest to design educators at the University of Wollongong is establishing an approach to support the articulation and de-contextualisation of the design thinking implicit in the design process and artefact.

The panel will consider the following questions:
• What makes a great design thinker?
• Can design thinking be taught?
• How can educators identify the thinking implicit in the design artefact?
• Can the principles of design thinking be taught across all levels of education?
• Do you have to be a designer to employ the principles of design thinking?

See below for panel member biographies

OPEN LECTURES
Steven Heller will also present 2 public lectures during his visit to the University of Wollongong on Tuesday 19th October and Wednesday 20th October (see page 2 for details).
Steve Heller lecture topics

1. Nostalgia for the Future
   Tuesday 19th October, 11.30-12.30, Room: 67.107
The past saw the future in elaborate and eccentric terms. Designers projected their imaginations into designs that saw a utopian world. This talk looks at how the future was seen in the past, and asks the question: Can Design Save The World? A small topic indeed.

2. Typology: Modern Moderne and Eclectic
   Wednesday 20th October, 12.30-1.30pm, Room: 67.104
The world of typography is more than the classical reading faces. Experiments, eccentricities, novelties and more are attached to the history of type and lettering. This talk looks at that trajectory from absurd to abhorrent, from entertaining to enlightening types and letterforms used in commercial art from late 1800s - to the present.

PANEL MEMBER BIOGRAPHIES

Steven Heller, School of Visual Arts, New York, USA
Steven Heller, author and editor of over 130 books on graphic design, satiric art and popular culture, is the co-founder and co-chair of the MFA Designer as Author program at the School of Visual Arts, New York. He is also co-founder of the MFA in Design Criticism, MFA in Interaction Design, MFA Social Documentary Film and MPS Branding programs. Steven has devoted much of his career to fostering design education venues, opportunities and environments.

On the editorial side, for over 40 years Steven has been an art director for various underground and mainstream periodicals. For 33 years he was an art director at the New York Times (28 of them as Senior Art Director New York Times Book Review). He currently writes the “Visuals” column for the Book Review and “Graphic Content” for the T-Style/The Moment blog. He is editor of AIGA VOICE: Online Journal of Design, a contributing editor to Print, EYE, and Baseline, and a frequent contributor to Metropolis and ID magazines. He contributes regularly to Design Observer and writes the DAILY HELLER blog for Print magazine. His 130 book titles include “Design Literacy”, “Paul Rand”, “Graphic Style” (with Seymour Chwast), “Stylepedia” (with Louise Fili), “The Design Entrepreneur” and “Design School Confidential, Extraordinary Class Projects from international Design Schools” (including the University of Wollongong Graphic Design Program) both co-authored with Lita Talarico, "Iron Fists: Branding the Twentieth Century Totalitarian State", and most recently “New Ornamental Type” (with Gail Anderson).

Steven Heller is the recipient of the 1999 AIGA Medal for Lifetime Achievement.

Lita Talarico, School of Visual Arts, New York, USA
Lita Talarico, co-founder and co-chair MFA Design Program, School of Visual Arts, has been active for over 20 years as a producer, editor, writer and educator in the worlds of architecture and graphic design. The MFA program has consistently been ranked as one of the “Top Ten Graduate Design Programs” in US News & World Report. Additionally the program was recently listed in Business Week’s “World’s Leading Design Schools”. Lita co-founded the SVA Masters Workshop in Venice and Rome, an ongoing summer program that examines the origins of type and
typography, while developing publications and periodicals. She teaches and lectures on design entrepreneurism, with special emphasis on Charles and Ray Eames.

Talarico was the founding managing editor of American Illustration and American Photography and produced its annual events and conferences. She is the co-author of “Graphic Design Sketchbook”, “Design School Confidential”, “The Design Entrepreneur”, and “Design Career: Practical Knowledge for Beginning Illustrators and Graphic Designers”.

Lita has also managed the Pritzker Architecture Prize and consulted as an Architect Selection Competition Coordinator with Bill Lacy Design. She serves as a member of AIGA Visionary Design Council which is guiding the definition of the “Designer of 2015” research initiative and Board Member Emeritus, Adobe Education Partners by Design program.

**Marius Foley, RMIT University, Melbourne**

Marius Foley is the coordinator of the Professional Practice stream in the third year Communication Design Program in the School of Media and Communication at RMIT University, Melbourne. Marius has over 20 years industry experience, primarily in publication design, and 10 years as a design academic.

Marius is co-lead on two research projects linked to the Australian Broadcasting Commission (ABC) Pool project, a social networking site for media practitioners. These projects titled, Interaction Research and Redesign of the Pool Site, and Future Makers Future Markets, both link to Marius’ ongoing PhD (Communication Design) research. The thesis titled, “The Design Conversation: A dissonant and dialogic space”, engages with issues of the Designer as co-creator, and focuses on the tensions between professional and participatory practice.

**A/Professor Sue Bennett, University of Wollongong**

Sue Bennett has extensive experience in the design, development and evaluation of multimedia and on-line instructional materials developed for both university and commercial clients. Sue is the Learning, Design and Technology Coordinator for the Interdisciplinary Educational Research Institute at the University of Wollongong.

Prior to joining the Wollongong University, Sue managed the Interactive Multimedia Unit at Central Queensland University and she has previously held positions at the Australian National University and the University of Canberra. Sue has a PhD in Education from the University of Wollongong, titled, “Learning about design in context: An investigation of learners’ interpretations and use of real-life cases within a constructivist learning environment created to support authentic design activities”. Sue has over 80 book chapter, journal, and conference publications.

Sue’s research interests include:
- Design education
- Brain imaging and cognition
- Learning design
- Case-based learning/Problem-based learning
- Sociological perspectives on educational technology