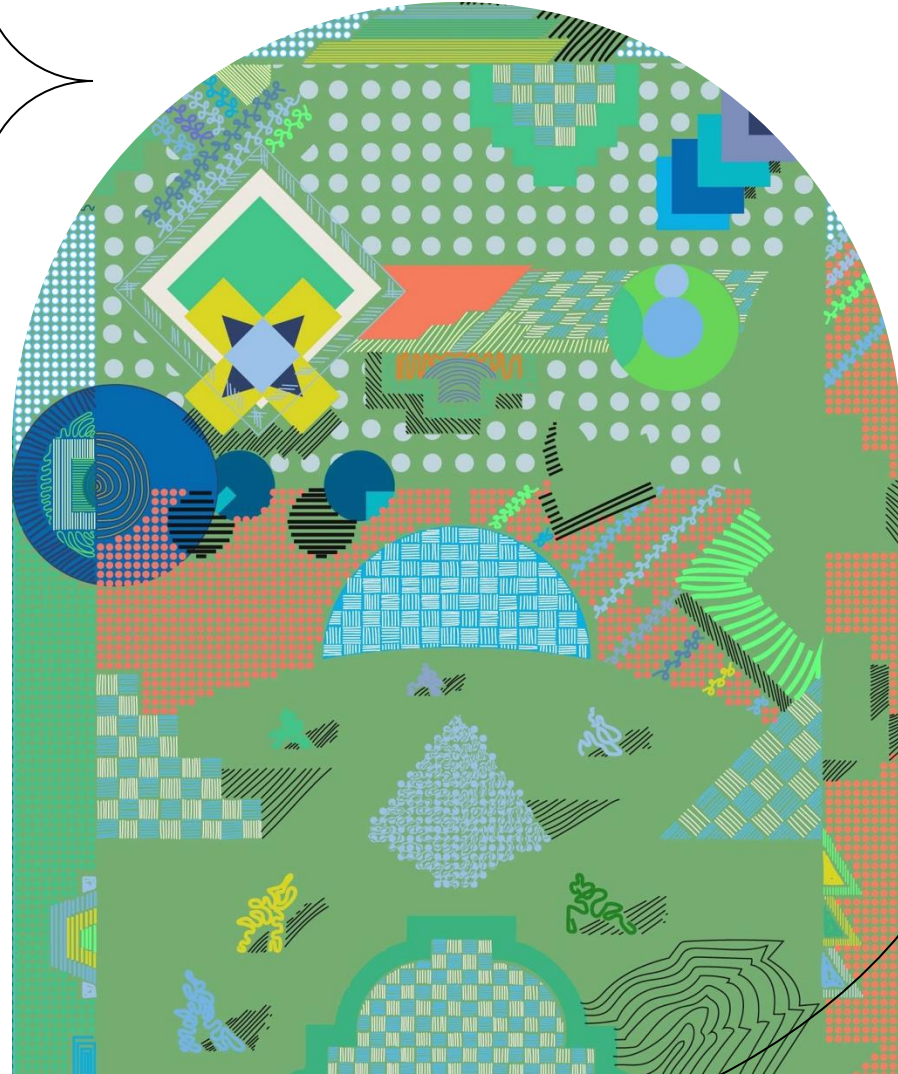
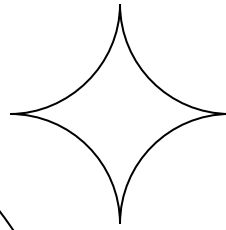


# Student Work Samples

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Dana Potter

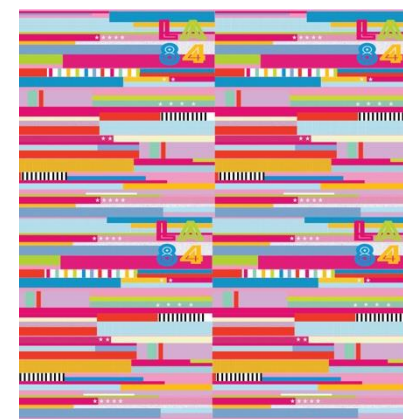
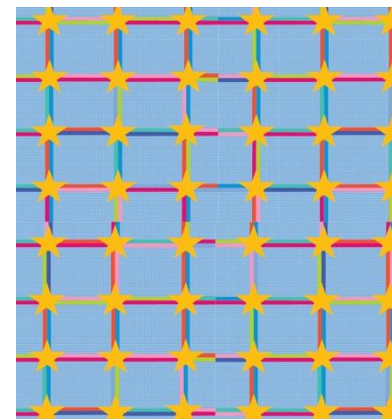
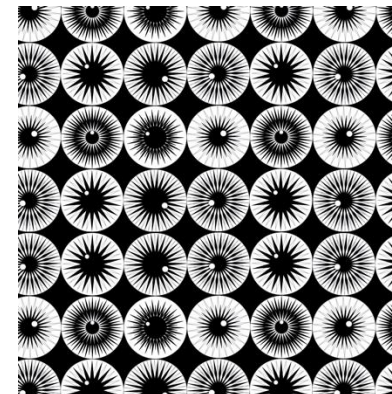
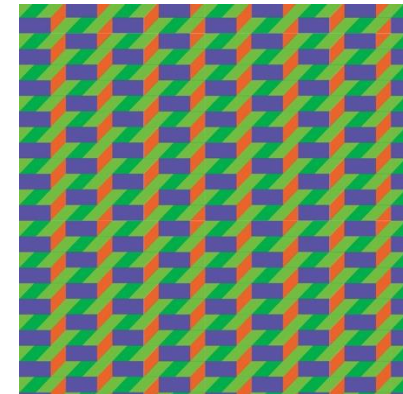
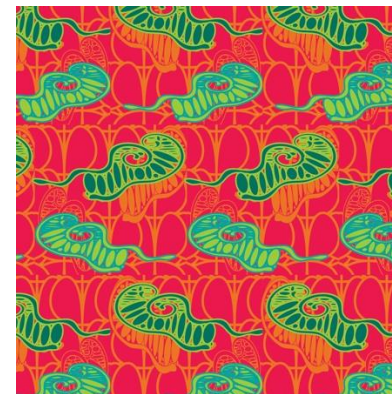
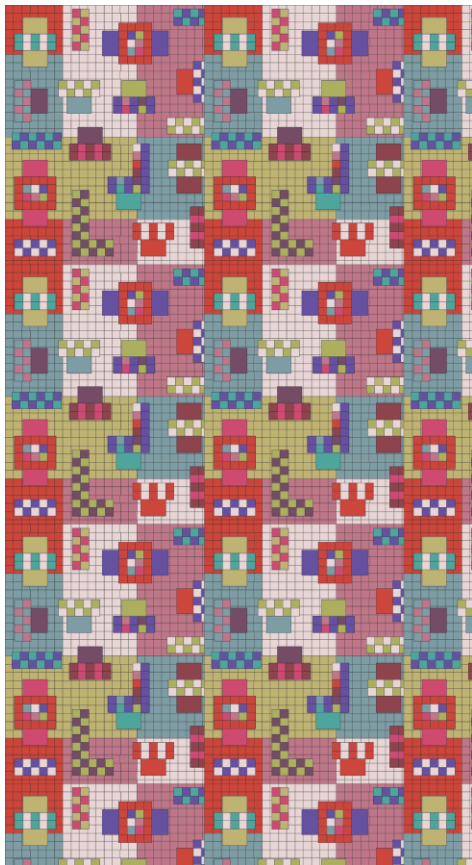




# Pattern Making

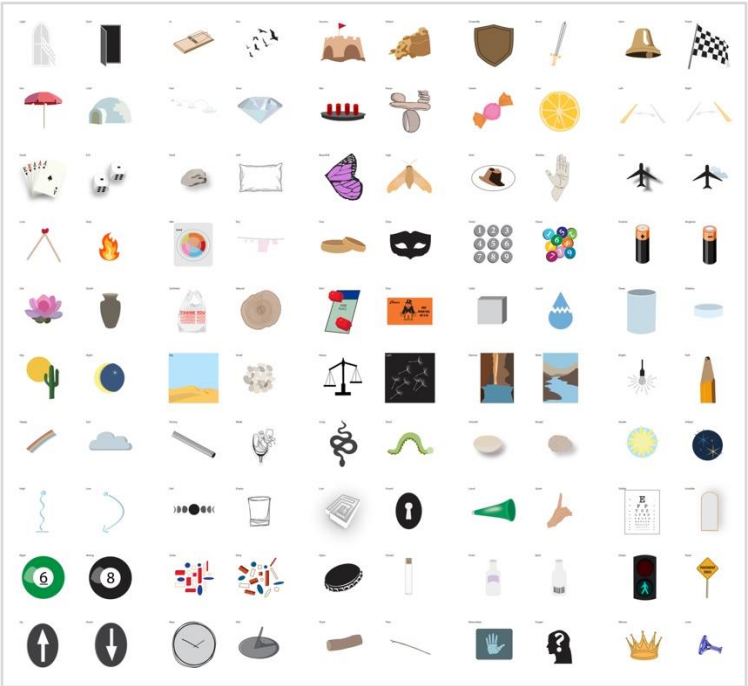
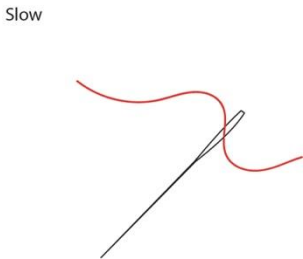
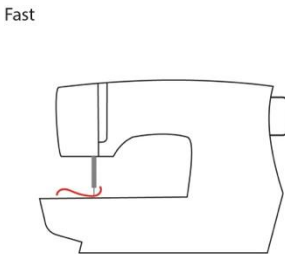
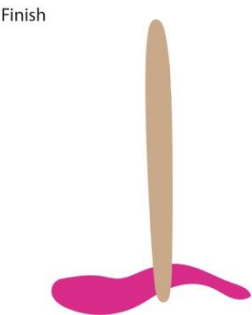
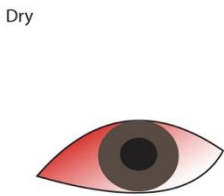
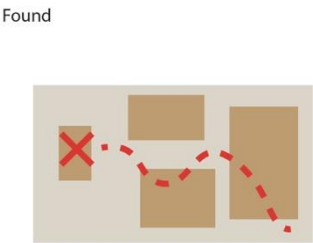
Students research a graphic designer from pre-2000s. They applied the design principles of repetition, variation, and balance (symmetry and asymmetry) and created their patterns in Adobe Illustrator.

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# 100 signs

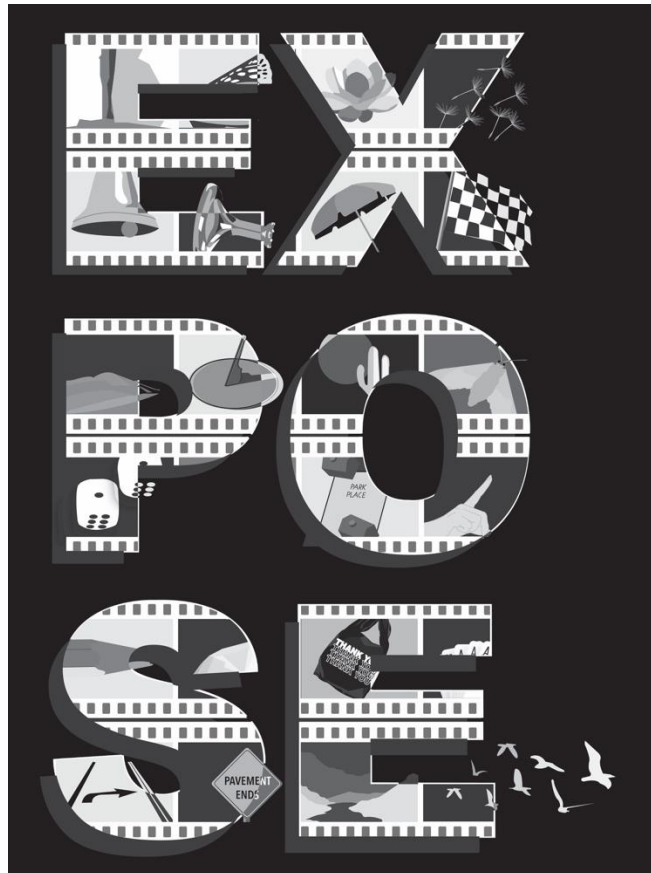
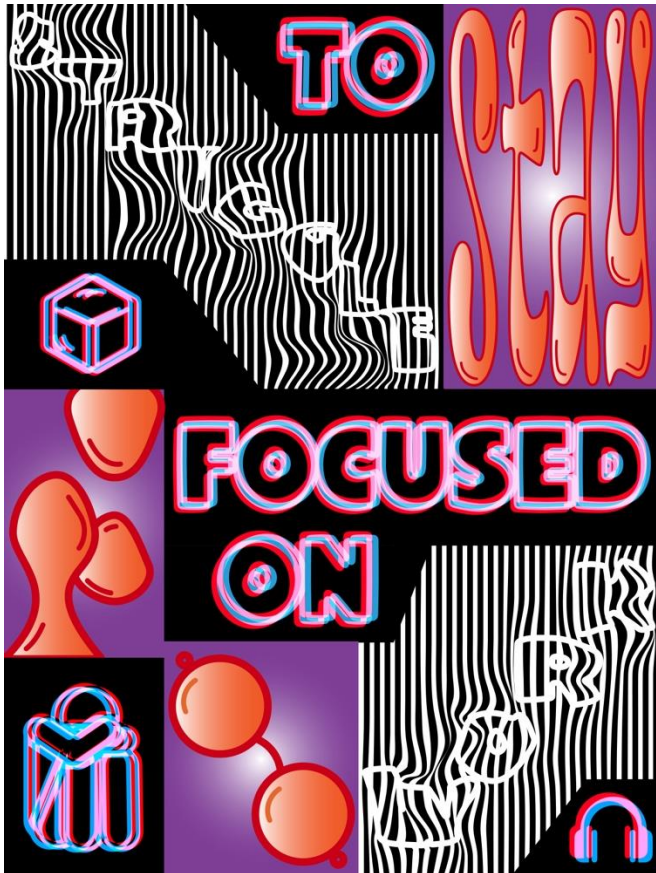
Each student picked a simple tool (hourglass, key, spoon), made a list of 100 related nouns, and assigned them to binary opposites. They applied their research on semiotics, including kinds of signs (icon, index, symbol) and connotation versus denotation. For most it was their first time using Adobe Illustrator.





# 100 signs - Poster

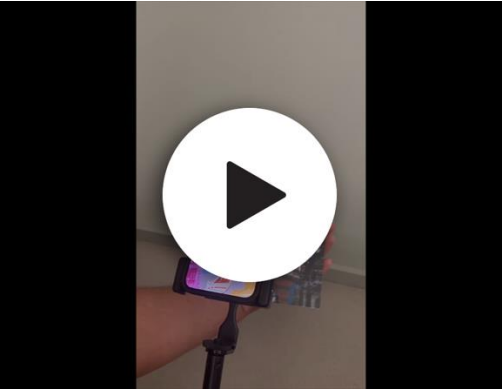
After three phases of learning about semiotics including research, editing and refining, and juxtaposition and order, students are asked to reflect on the design process and create a poster which expresses their learning process.





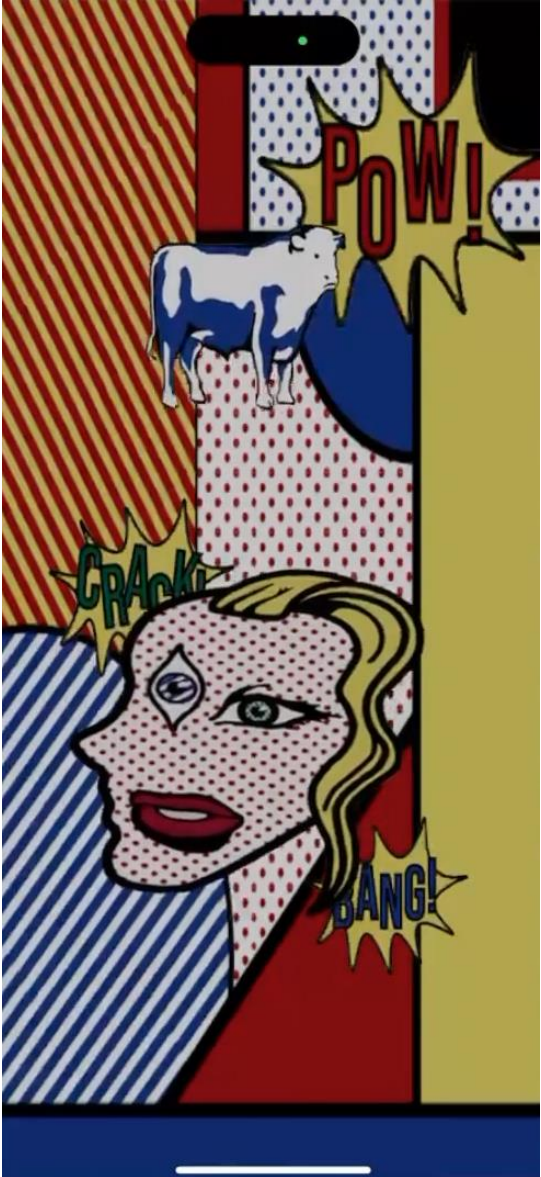
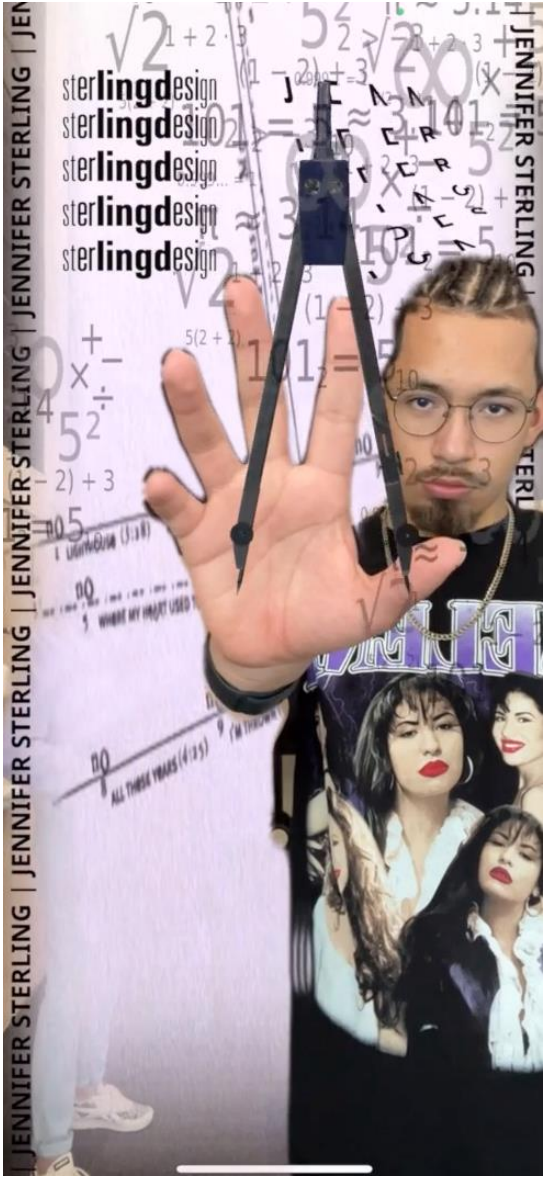
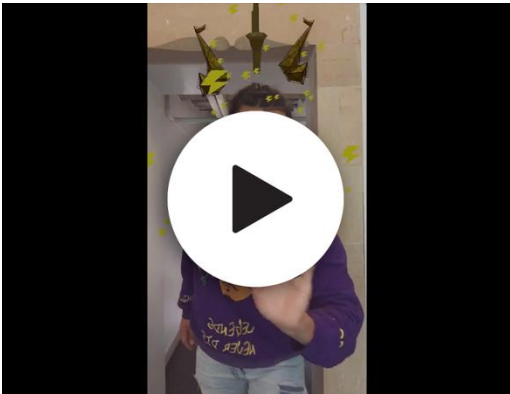
# AR Postcards

Students create a postcard as a target-tracker and overlay it with a tunnel- book-style augmented reality experience.



# AR Portrait

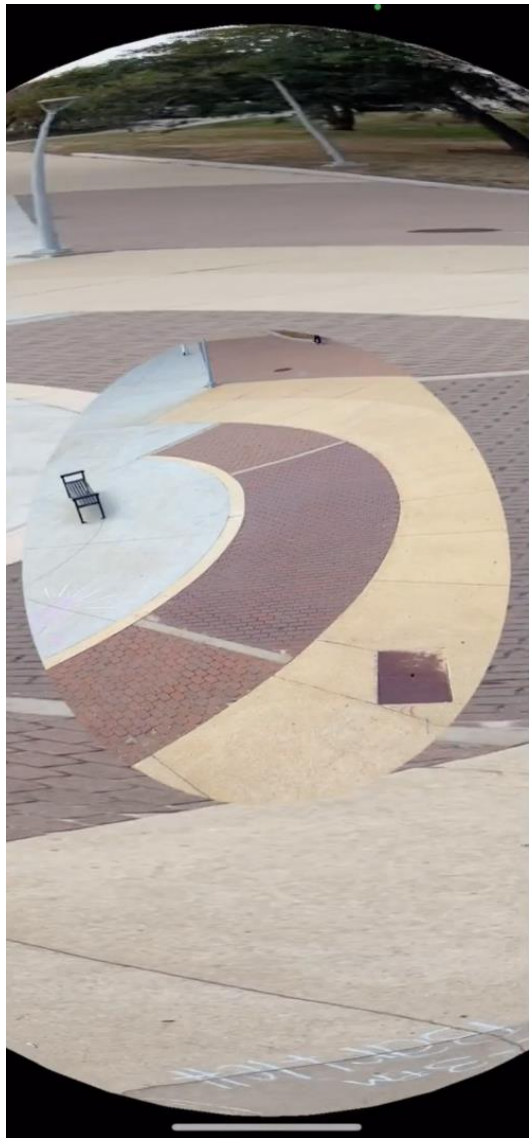
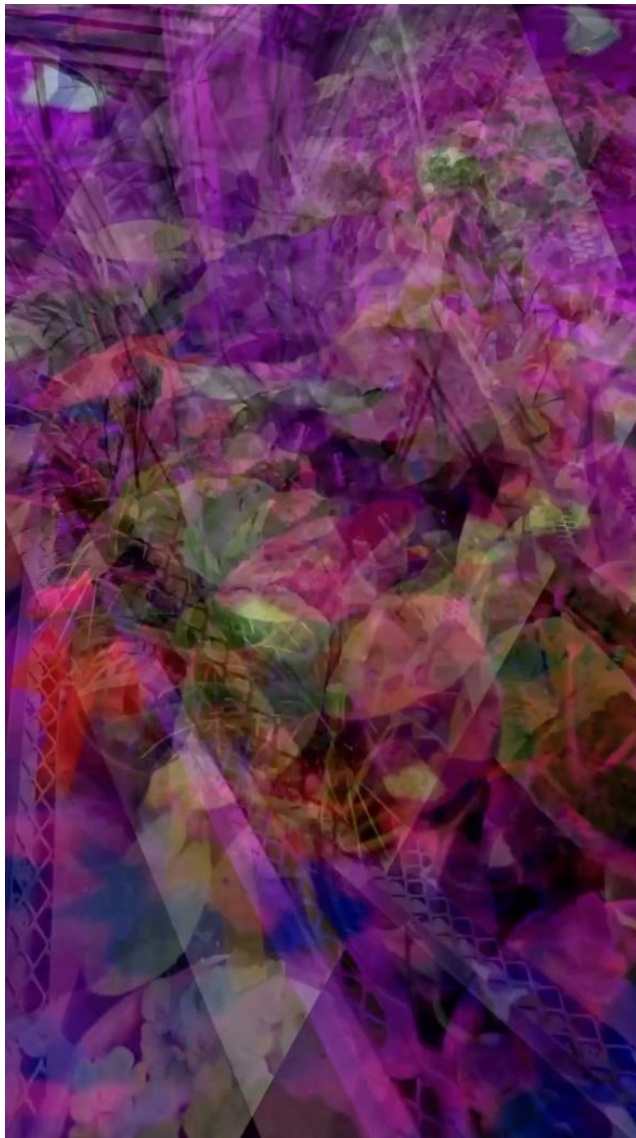
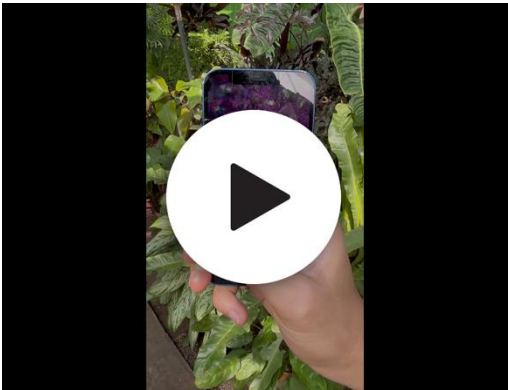
Students recreate the style of a famous artist or designer as an augmented reality experience. They learn to use node-based programming to create cause-and-effect interactions.





# Animal Vision

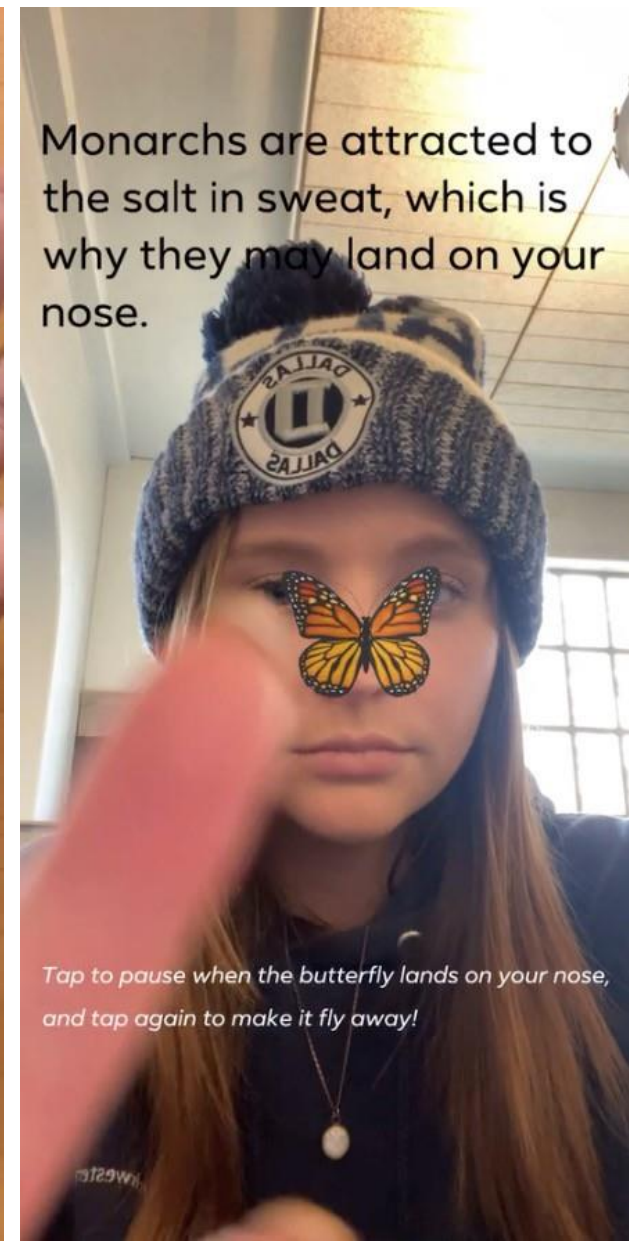
Students create augmented reality filters inspired by research on how different animals see. The filters modify light, color, and camera.





# Remembering the Monarch

In partnership with a local nature conservatory, students developed an interactive display to educate children about the life cycle of the endangered monarch butterfly.

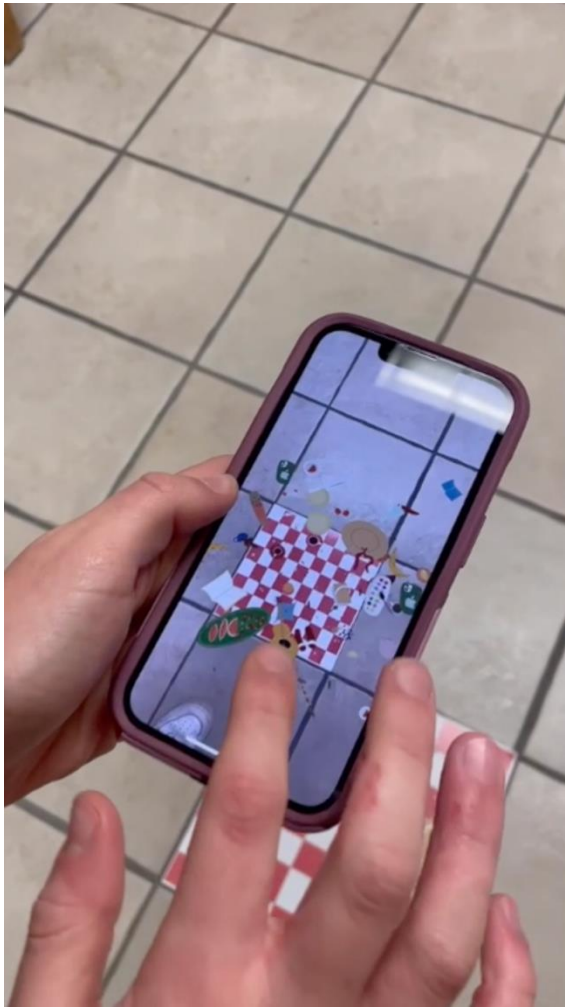
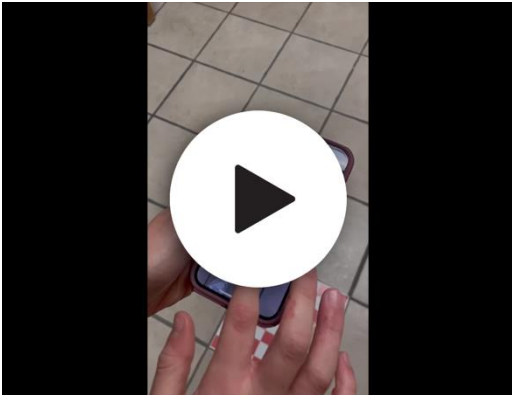




# Picnic

## Independent Project

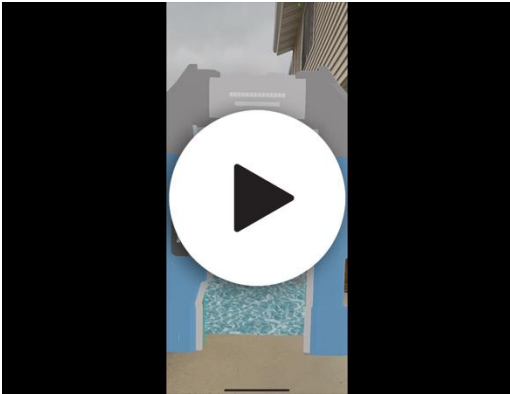
The student planned their own project in Meta Spark Studio using what they learned in class.



# Other World

## Independent Project

The student planned their own project in Meta Spark Studio using what they learned in class.

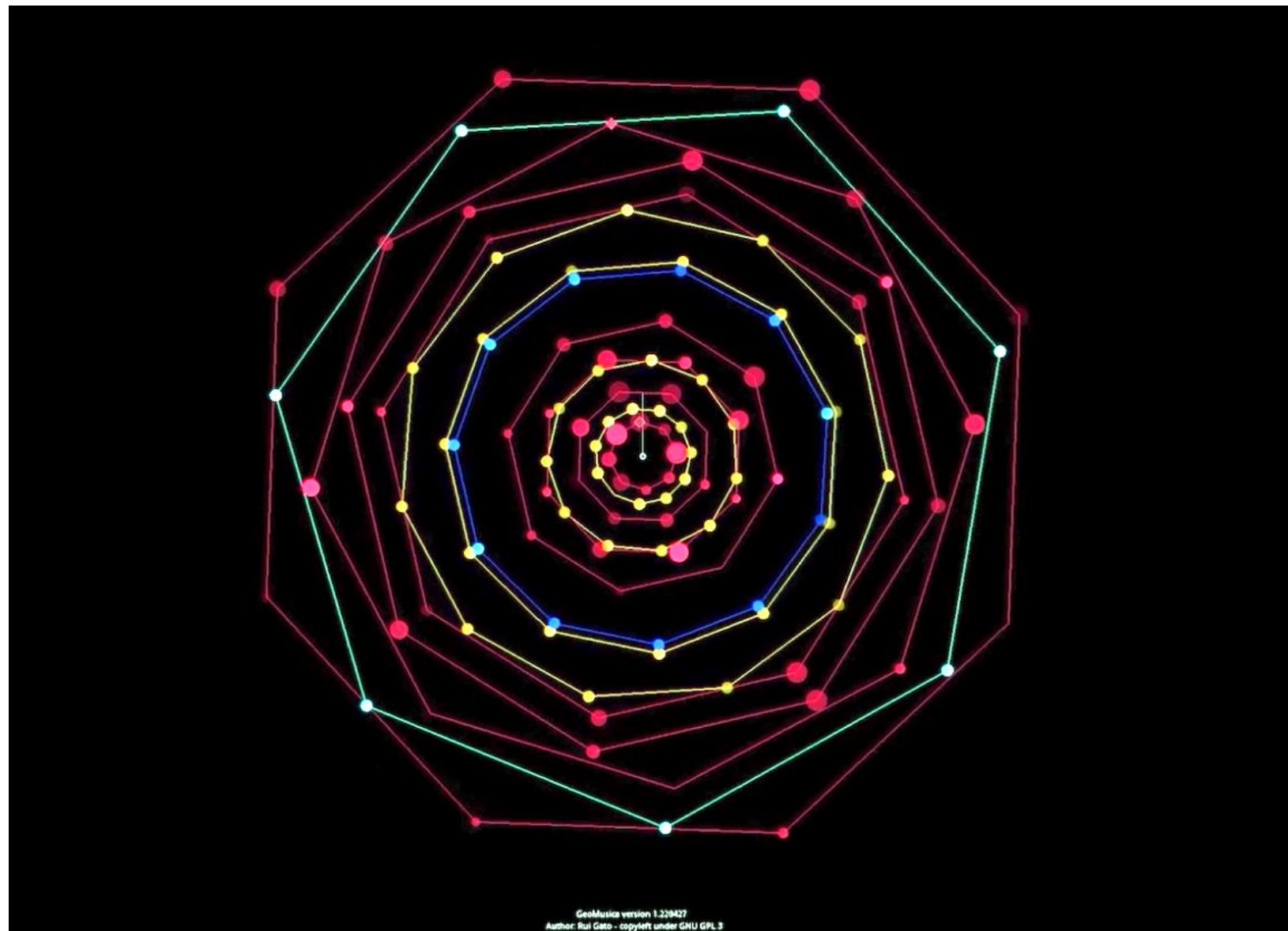




# Spotify Visualizer

## Independent Project

Through supervised project work, this student accessed their Spotify data via an API. Each color is a different playlist and each dot is a different song. As it spins the dots trigger sounds.





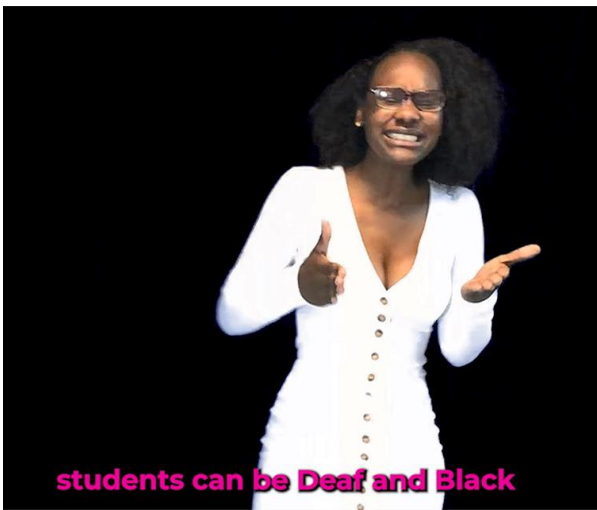
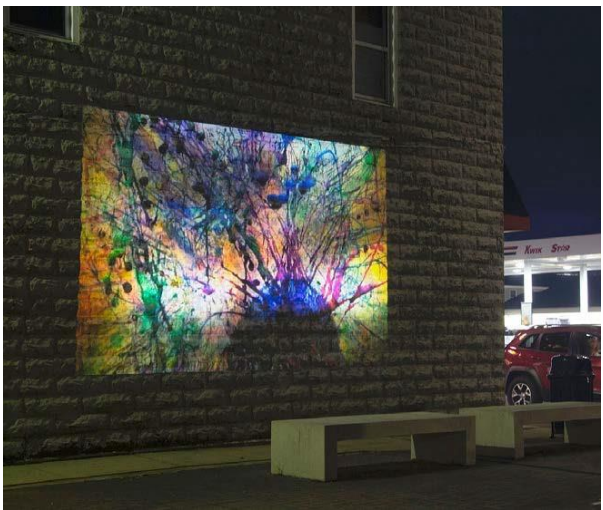
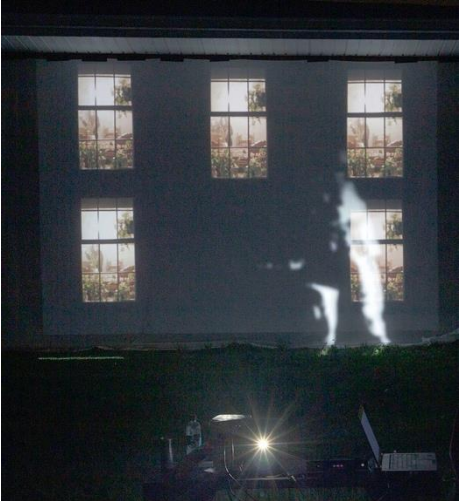


IDS PRACTICUM | senior, two-day  
projection and performance art  
event, Spring 2021

# Illuminate

The practicum simulates an internship setting; students are assigned job- roles in a large project. Illuminate was a media arts event for which students managed the website, promotions, logistics, and more. Over 80 creators participated and 300 people attended.

PROJECT WEBSITE



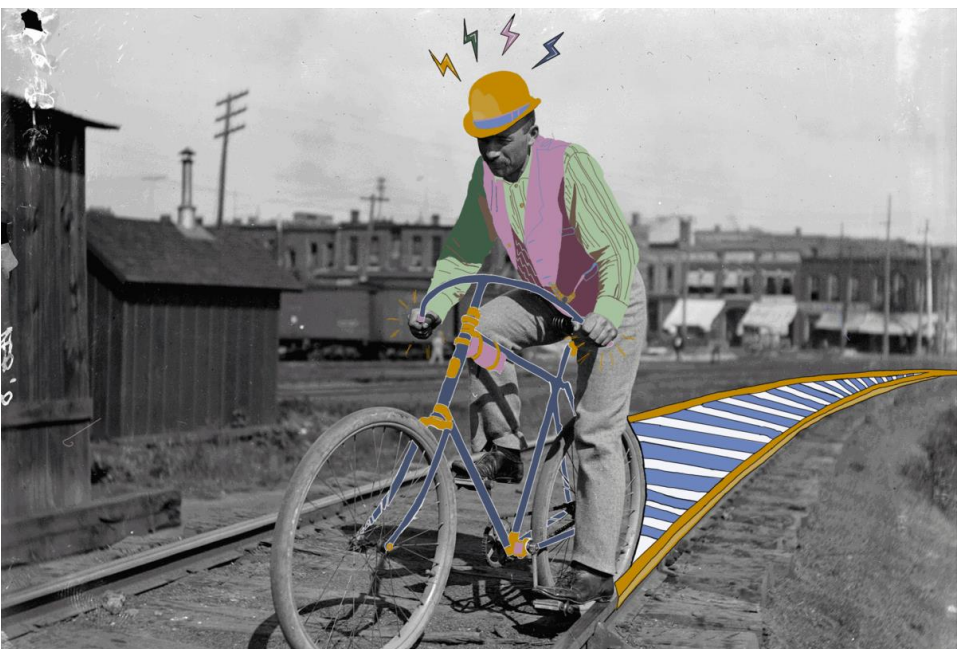
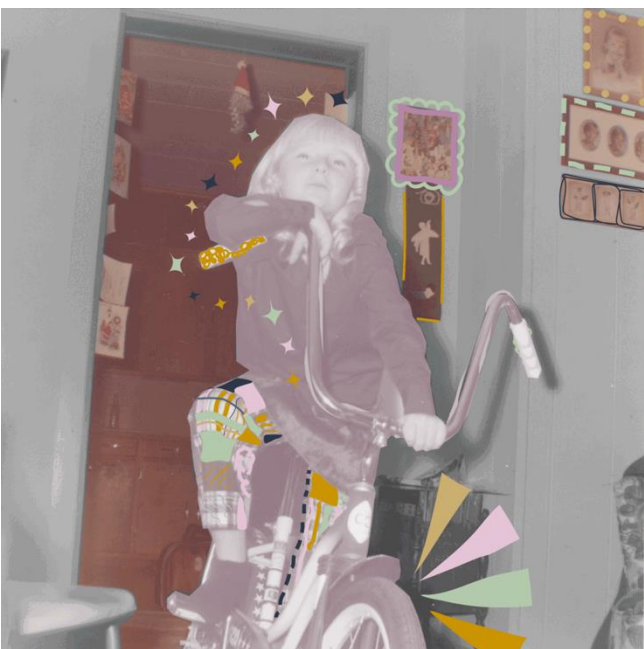
\*community-engaged project





# RAGBRAI + Fortepan

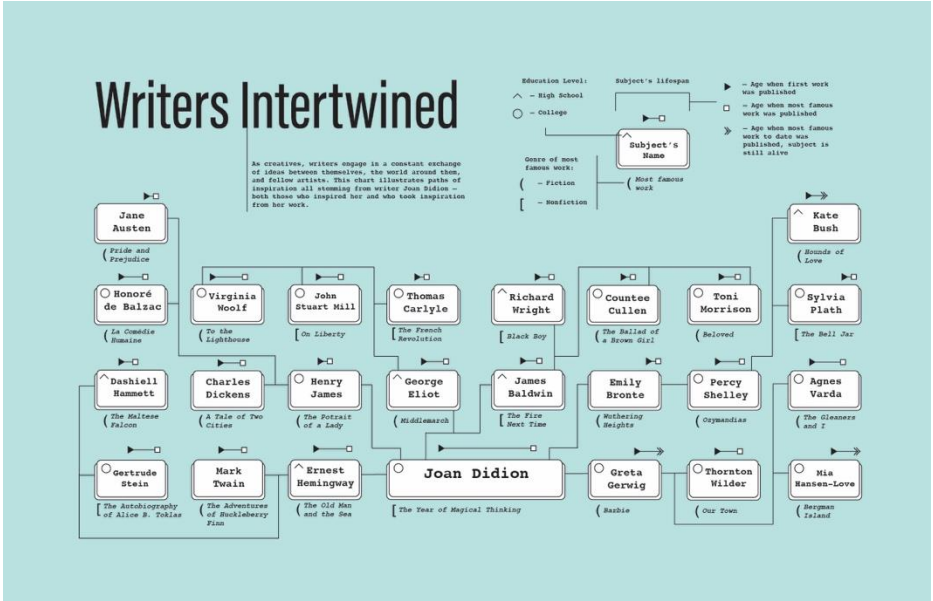
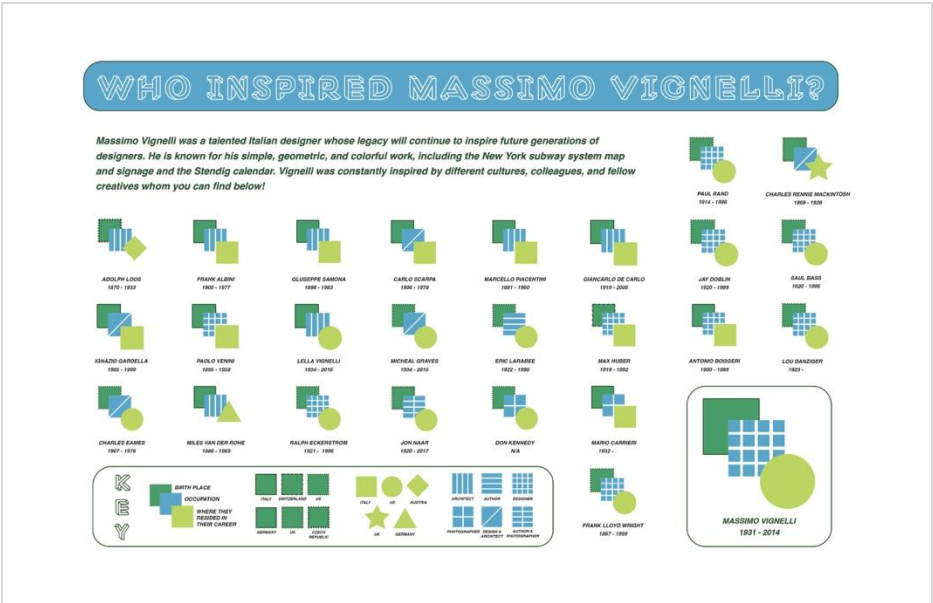
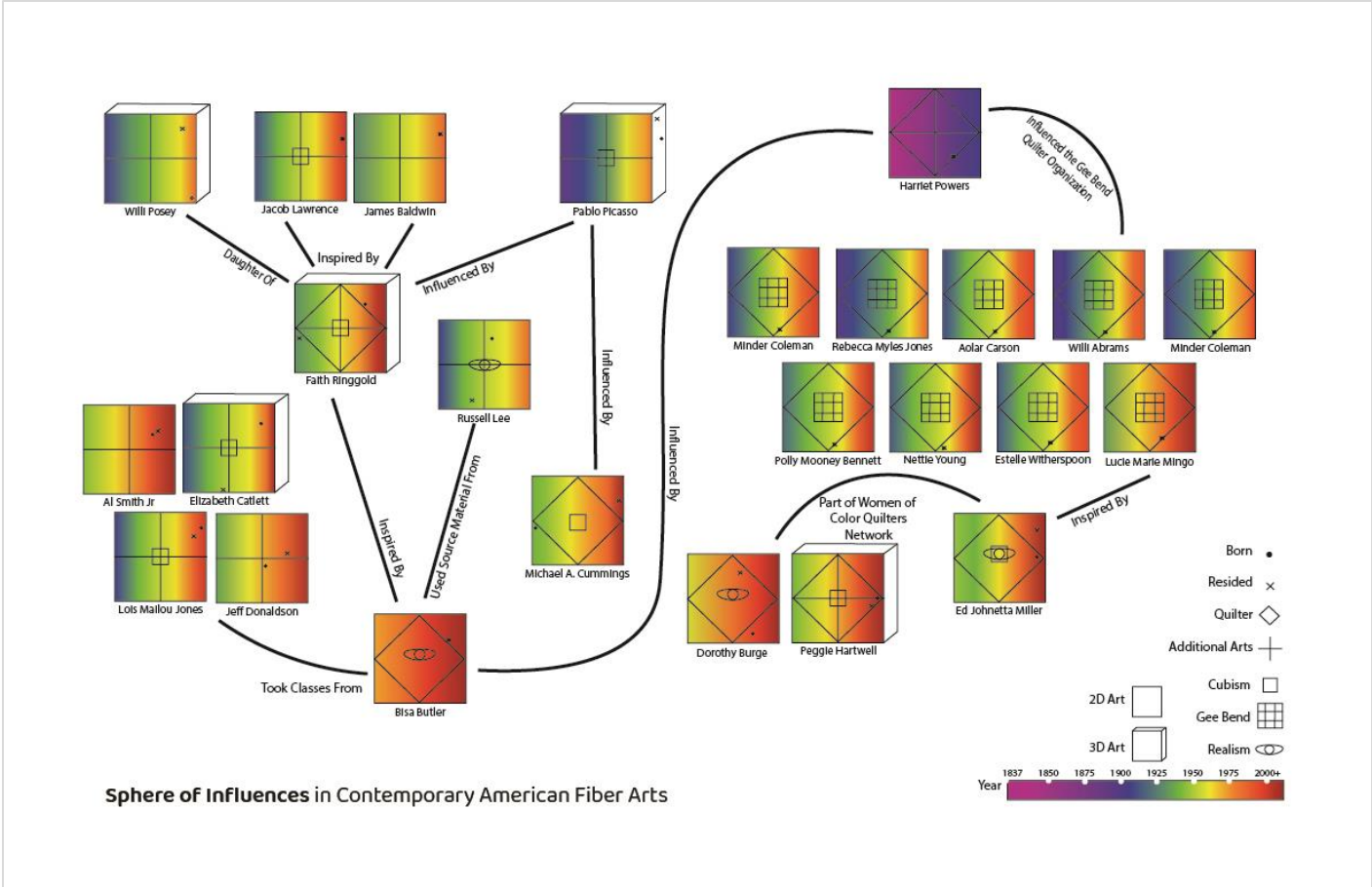
For the 50th anniversary of RAGBRAI (a bike event with about 50,000 participants) students created rotoscoped animations in Photoshop. The animations were projected publicly at RAGBRAI.



\*community-engaged project

# Tree of Ideas

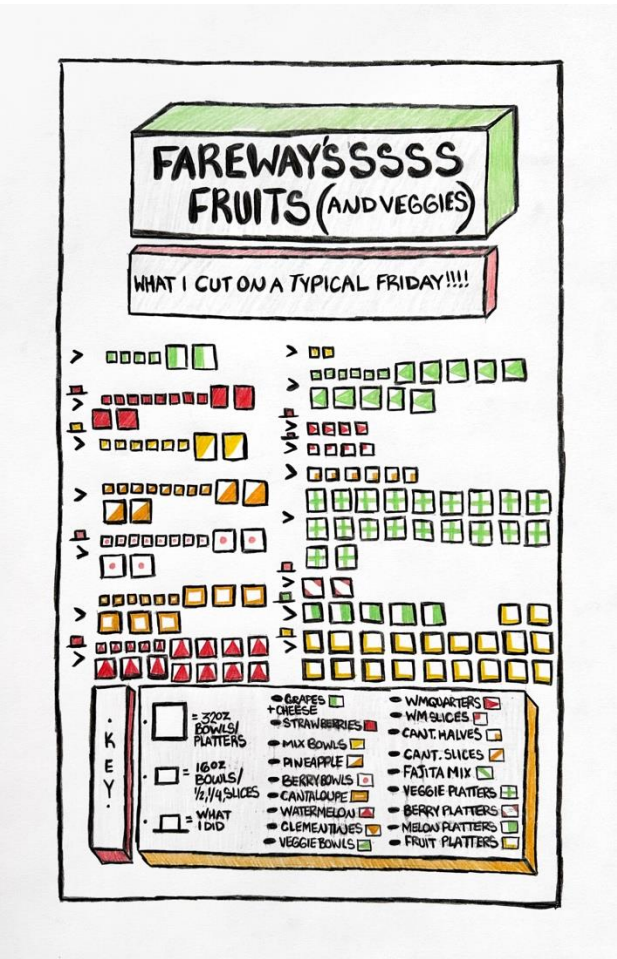
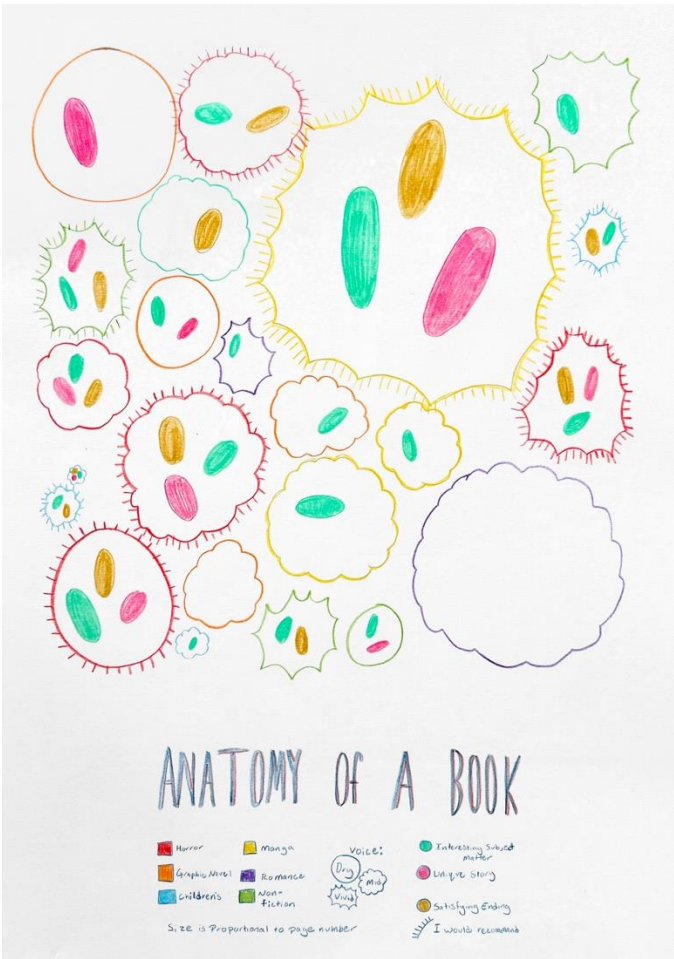
Students map a historic era of design, art, architecture, fashion, etc. as a tree chart. They apply their understanding of methods for visualizing data including length, texture, direction, placement, etc.





# Dear Data

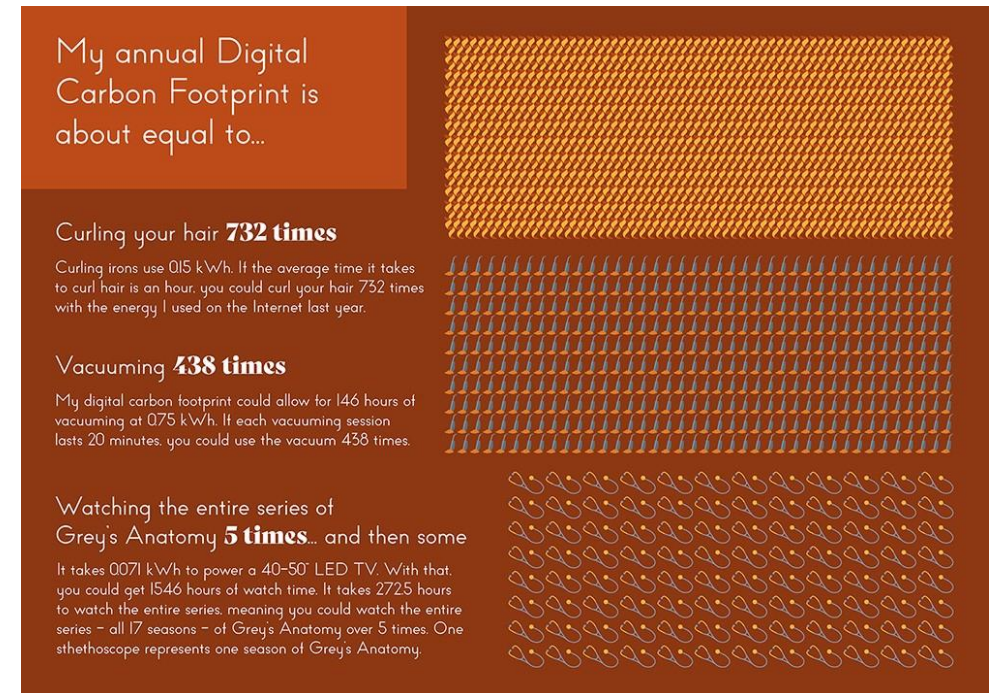
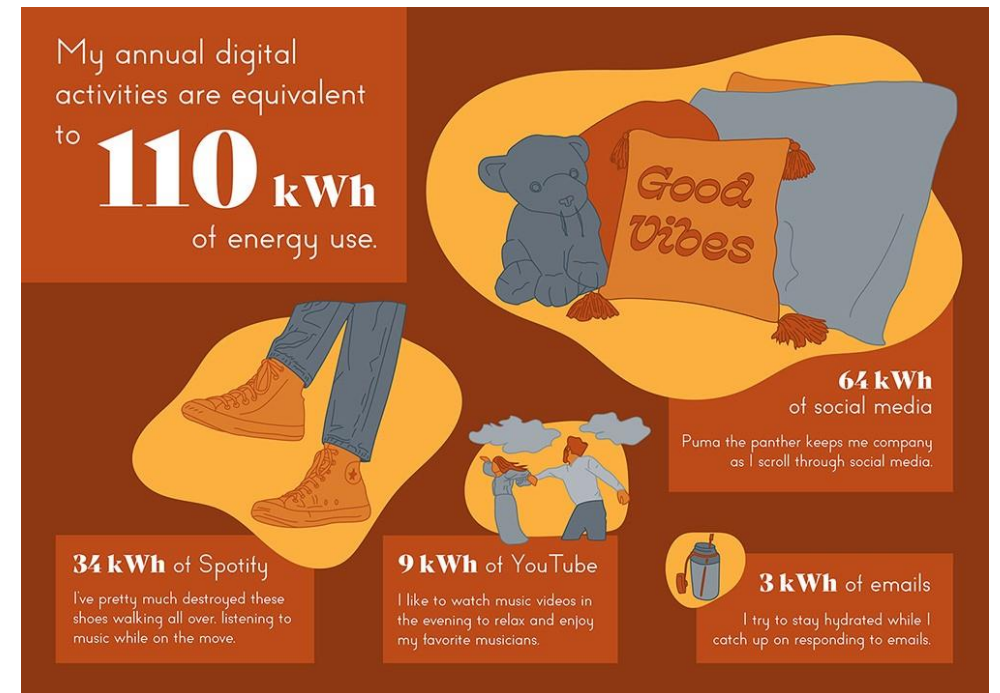
Students spend a week collecting data about their everyday experiences of a cultural topic and visualize the data by applying visual principles of scale, color, symbolism, etc.







Students learn to access their personal data via an API connection to Spotify, YouTube, Instagram, and similar sites. Using this data, they calculate their energy consumption and convert it into a measure of carbon impact.





# Web-Based Game

The student planned their own project to combine their interests in Chiptune music and choose-your-own-adventure games. The game’s music dynamically evolves as the user progresses to new locations.

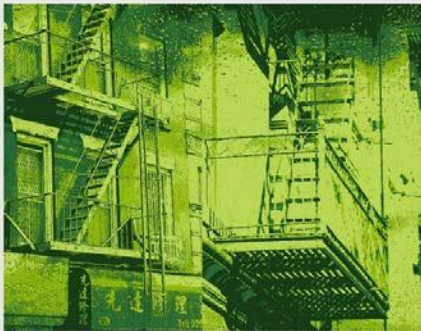


You awaken in your bed on a cool, damp, early morning. Your head has sunken into the pillow, and the blanket presses you softly into the mattress.

You can hear a light tone... dancing... forming a melody. It's hard to hear it through your closed window but it's almost certainly there, calling out.



Open the Window and Step Out onto the Fire Escape



The first thing you notice is the familiar cool feeling on the glass, followed by the gentle pitter patter of the rain outside. Your nose is filled with that earthy scent of rain, striking against the metal fire escape outside your window.

The sound has become more clear. Although, it's hard to tell if the sound is coming from above you or below in the city streets. Where should you go next?



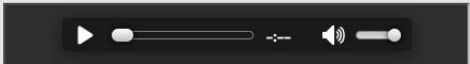
Go Up the Fire Escape

Go Down the Fire Escape



As you step outside your window onto the fire escape you feel the rain drops hit your skin. As you ascend the fire escape you hear droplets that have built up on the grates above you fall through the cracks, forming heavier rhythmic patterns that cut through the white noise of the rain hitting the pavement below.

As you reach the top of the roof you can hear that noise has gotten louder but once more its exact direction is hidden behind the bustling noise of the environment around you. Is the sound coming from the taller apartment complex to the left of your own? Or is it coming from the lower rooftops on your right?

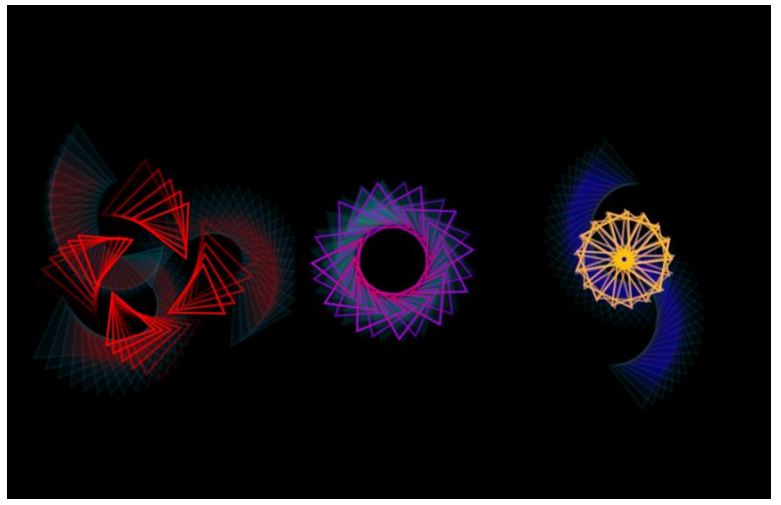
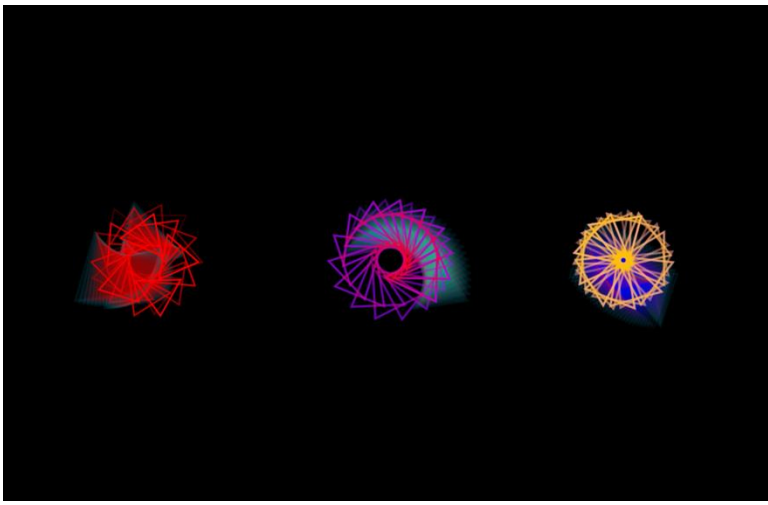
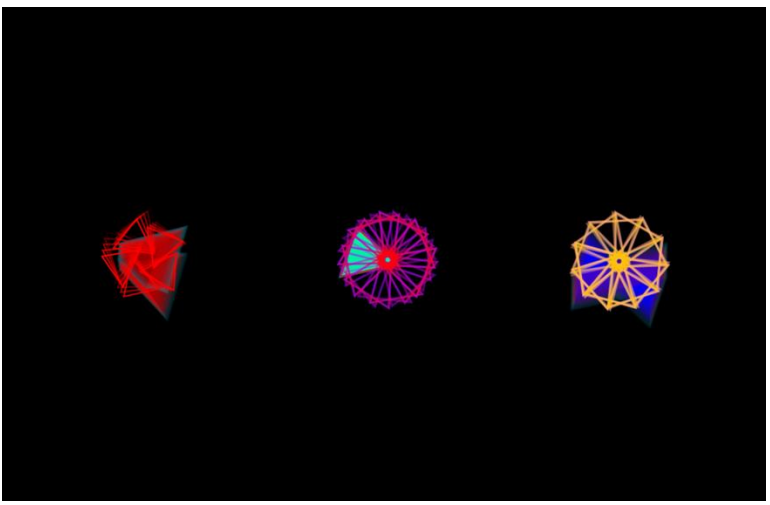
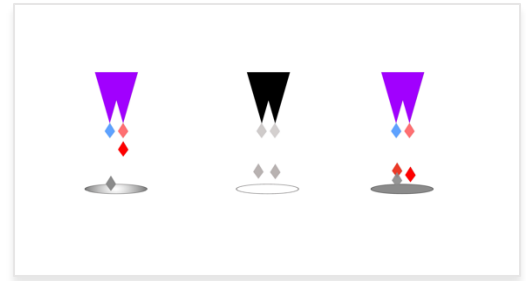
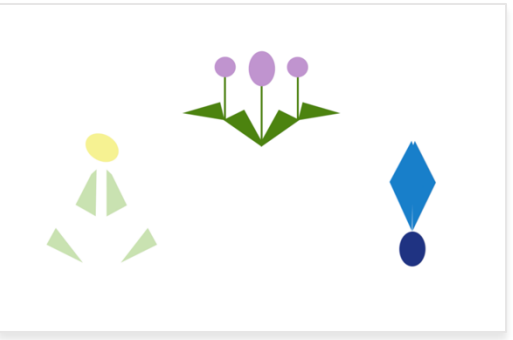
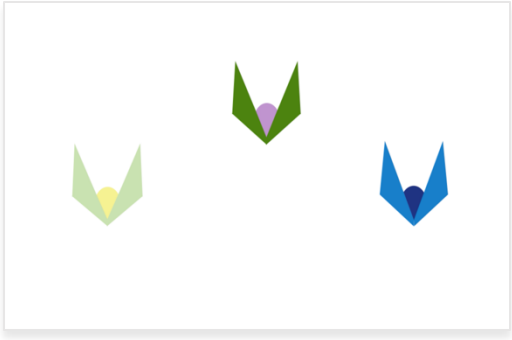
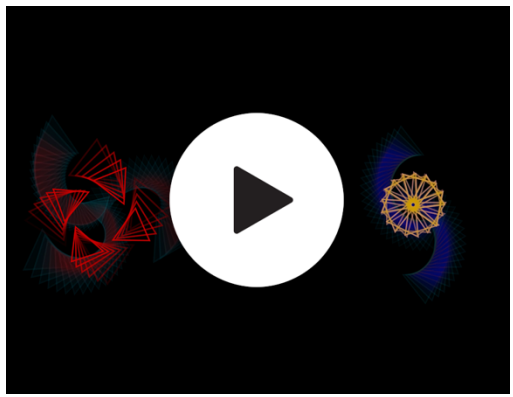


Investigate the Nearby Complex

Look Out at the City

# Loading Animation

Each tryptic is animated based on three related verbs. This project is an introduction to keyframing in After Effects.

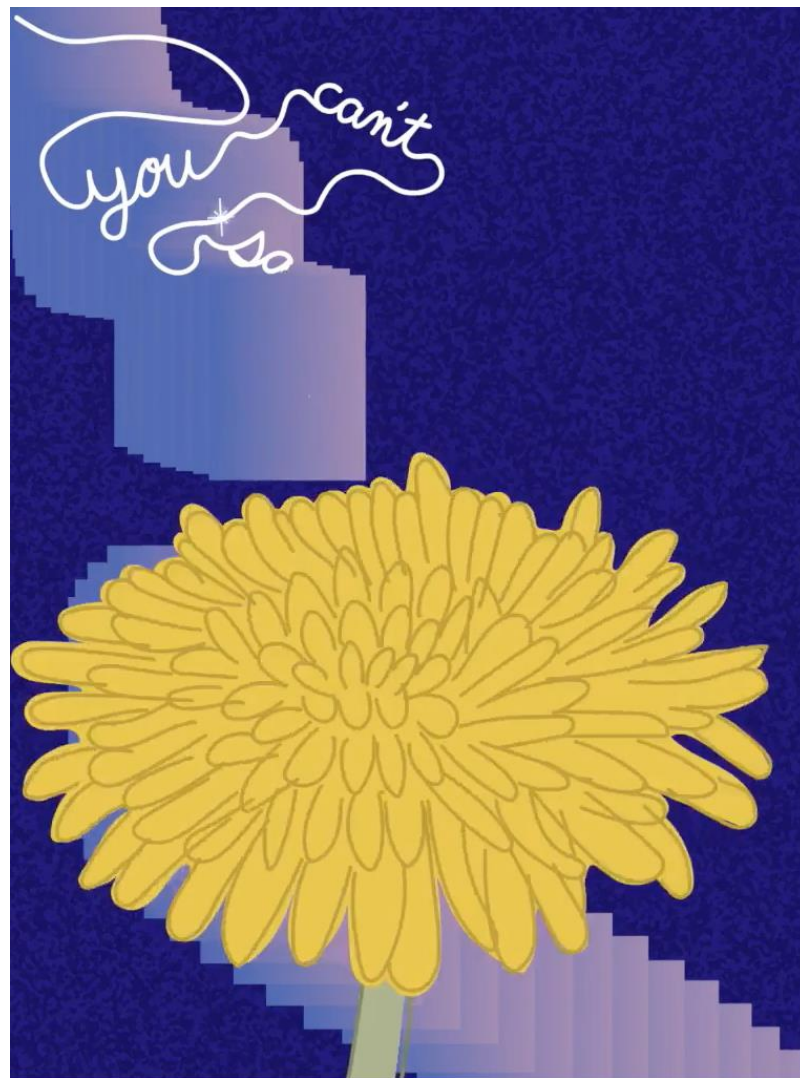
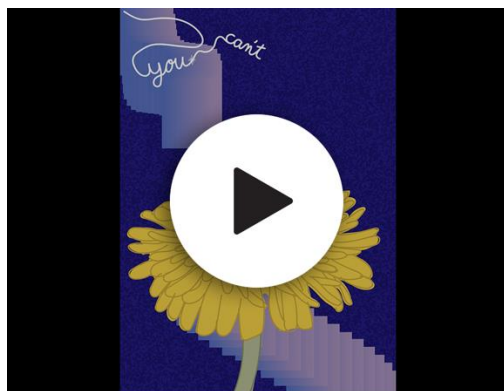




# Kinetic Poetry

Students select a line of poetry to create a typographic animation using After Effects.

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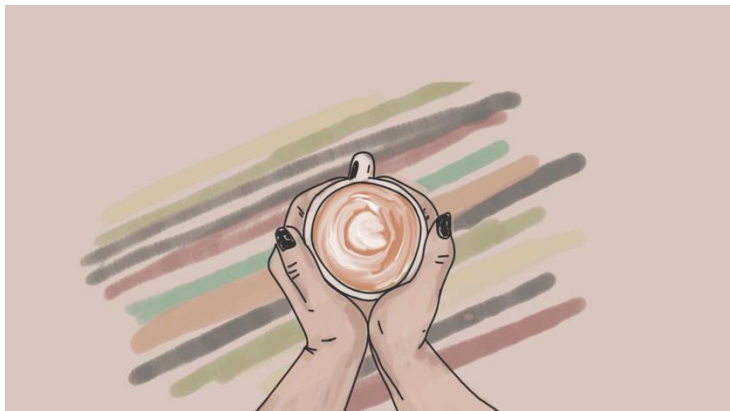




# The Coffee Shop

## Independent Project

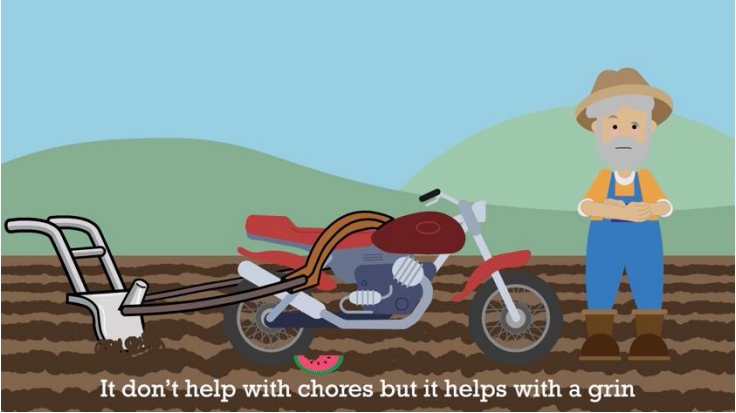
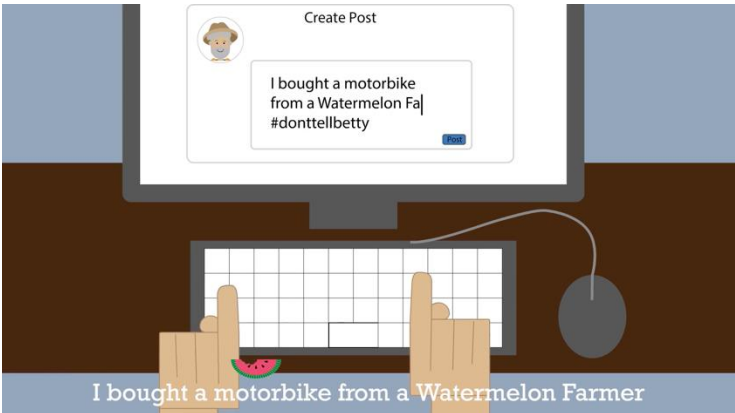
The student planned their own animation project based on a musical composition they wrote.





# Music Video

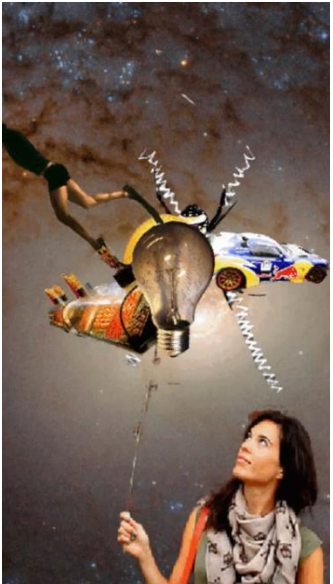
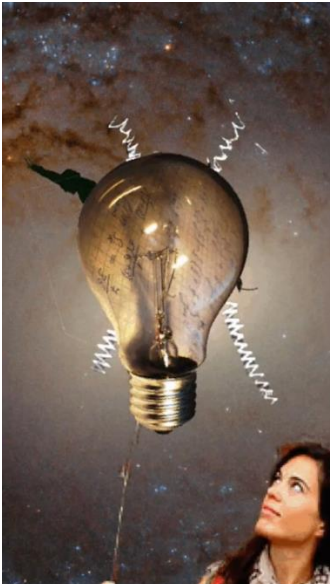
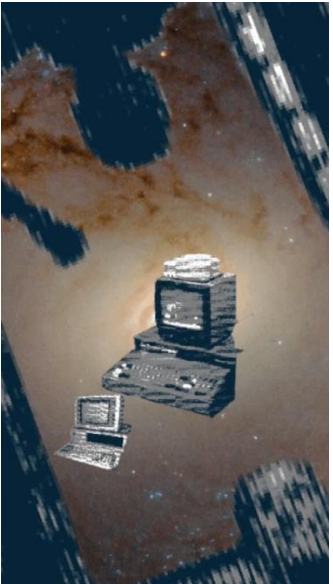
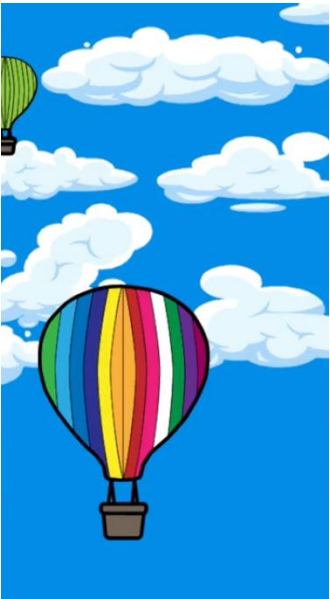
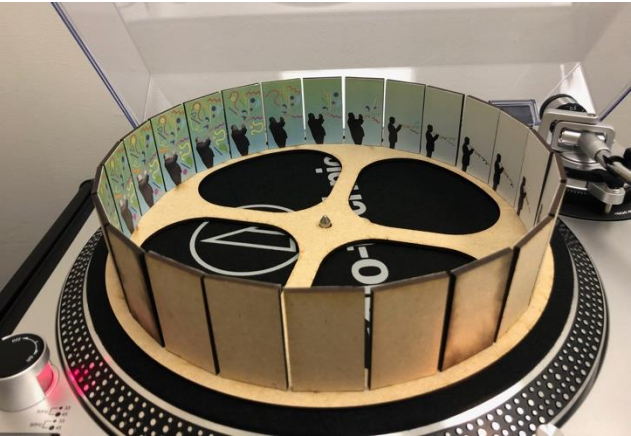
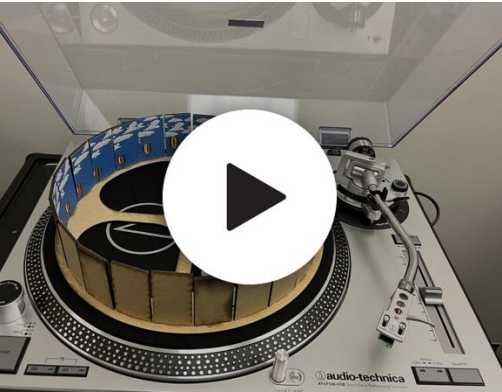
The student planned their own project in Adobe Animate. They wrote a song and animated a music video.





# Zoetropes

Students create stop- motion animations for zoetropes. The looping action is inspired by opposites, such as rise and fall, full and empty, ect.





# Self-Portrait Collage

Students were first given post-it notes and an open-ended prompt to draw on them. Then using a restrictive drawing tool, they outlined their portrait, and collaged the post-its over it.

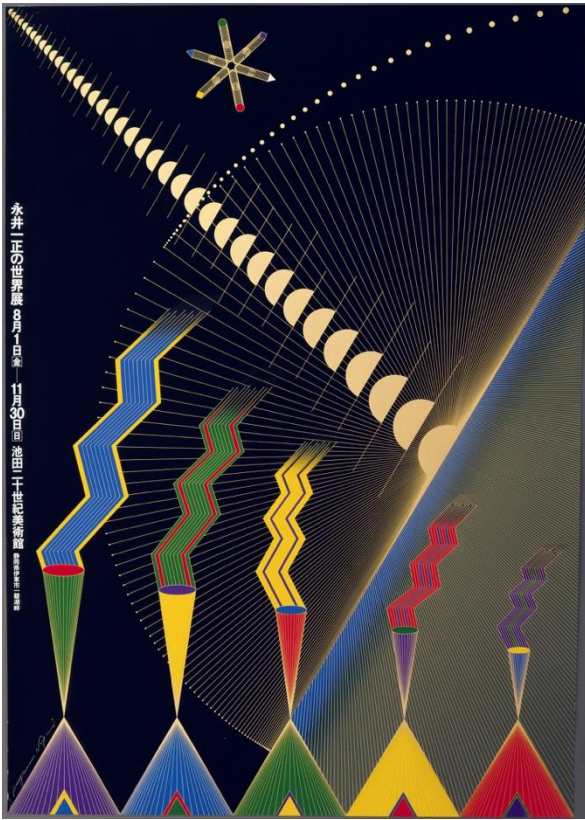




# AI Generated Poster

Students research about a particular era of graphic design history. Using their design vocab and basic prompt engineering, they generated AI versions of a historic design.

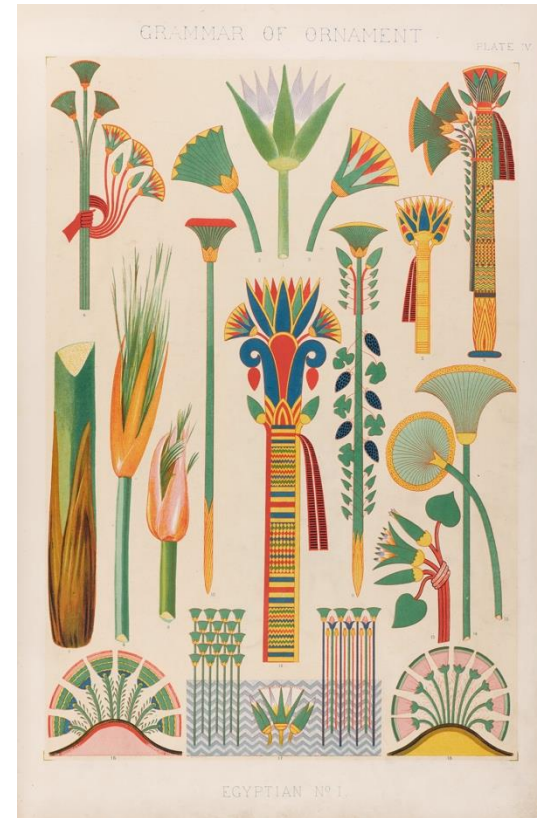
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Poster for the magazine TENRI  
by Kazumasa Nagai, 1981



AI generated student work.



Owen Jones, The Grammar  
of Ornament, 1856

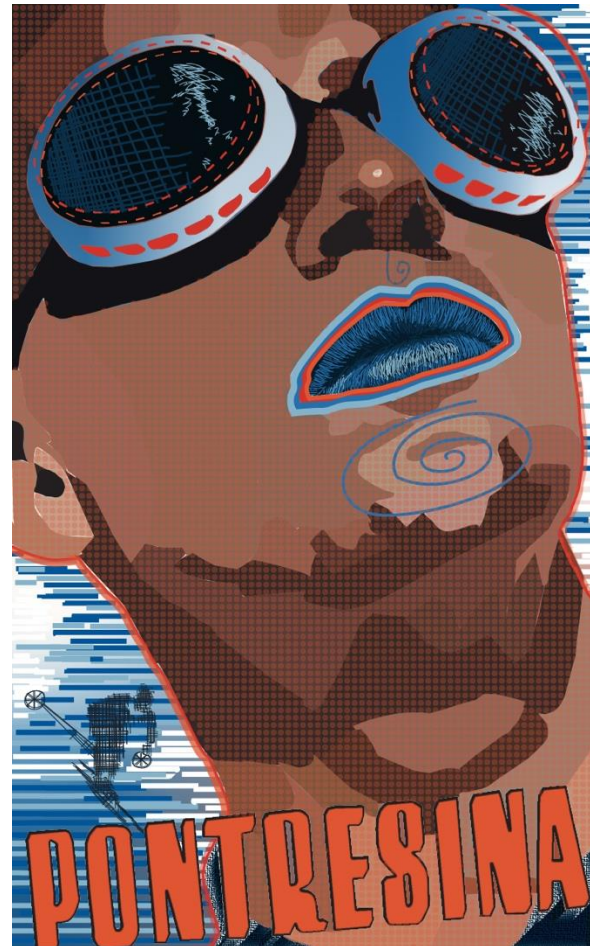
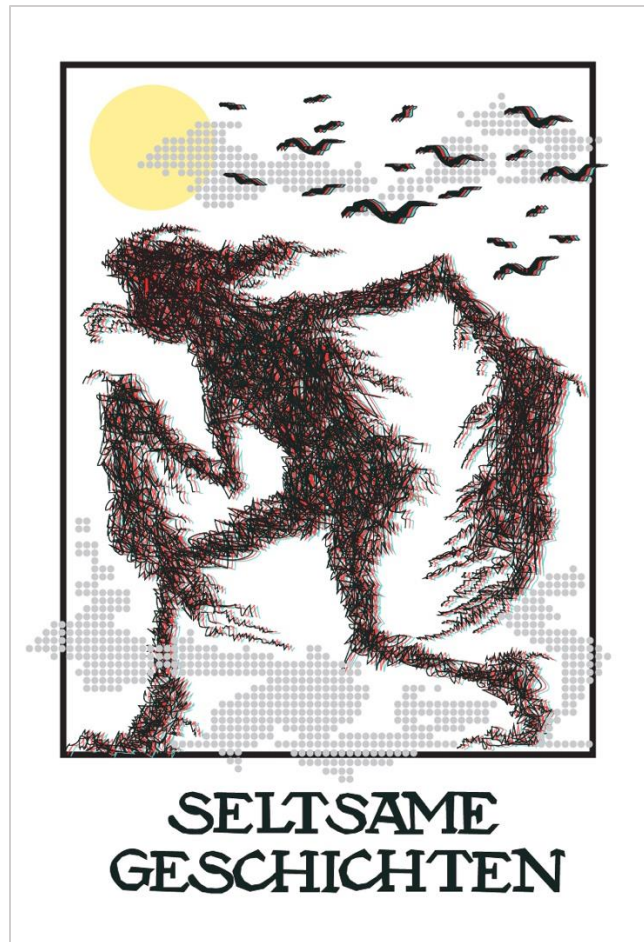


AI generated student work.



## Poster Remix

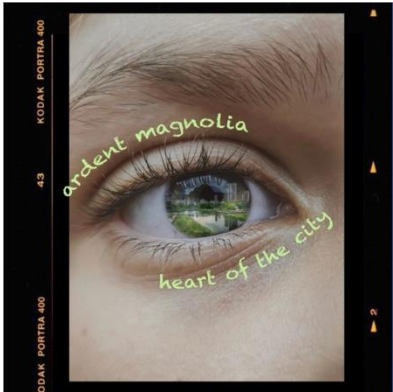
As an introduction to illustrator, students learn to draw lines and build shapes. They choose a public domain, pre-2000s poster and remix it three ways (dots, lines, shapes) to create layered illustrations.





# Album Covers

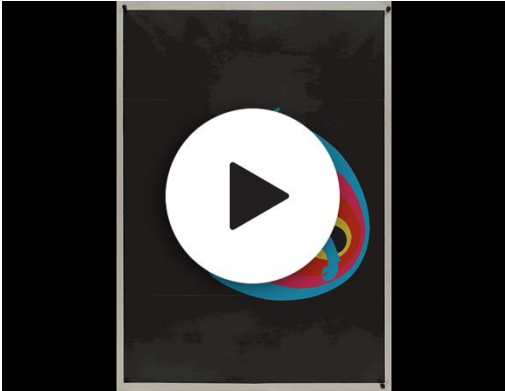
Students discuss metaphors and use juxtapositions to communicate meaning. They apply the design principles of contrast and emphasis to create a focal point and tension or rhythm to create movement.





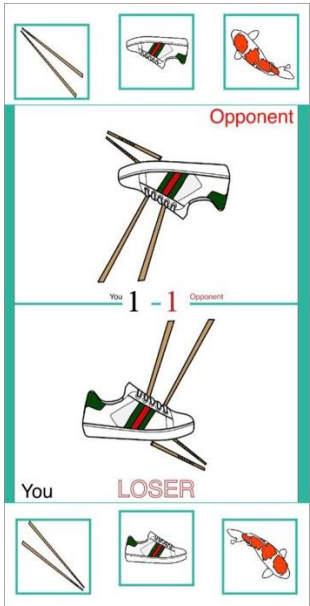
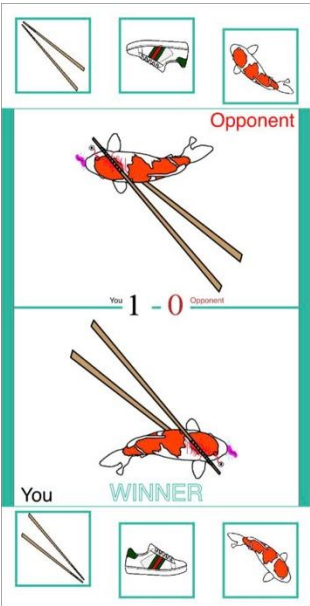
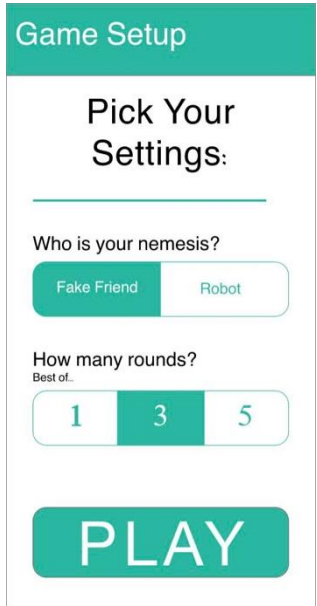
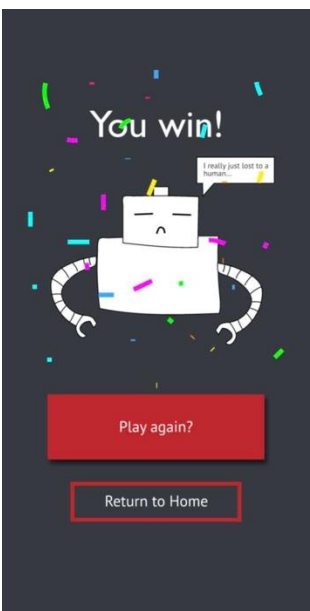
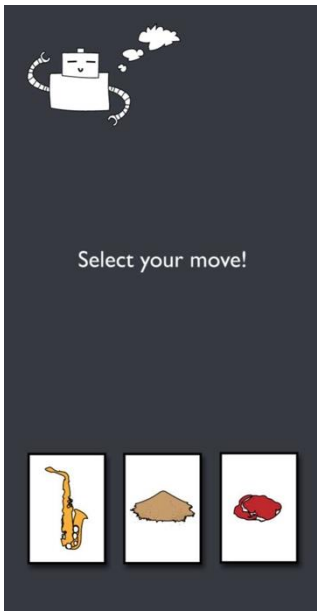
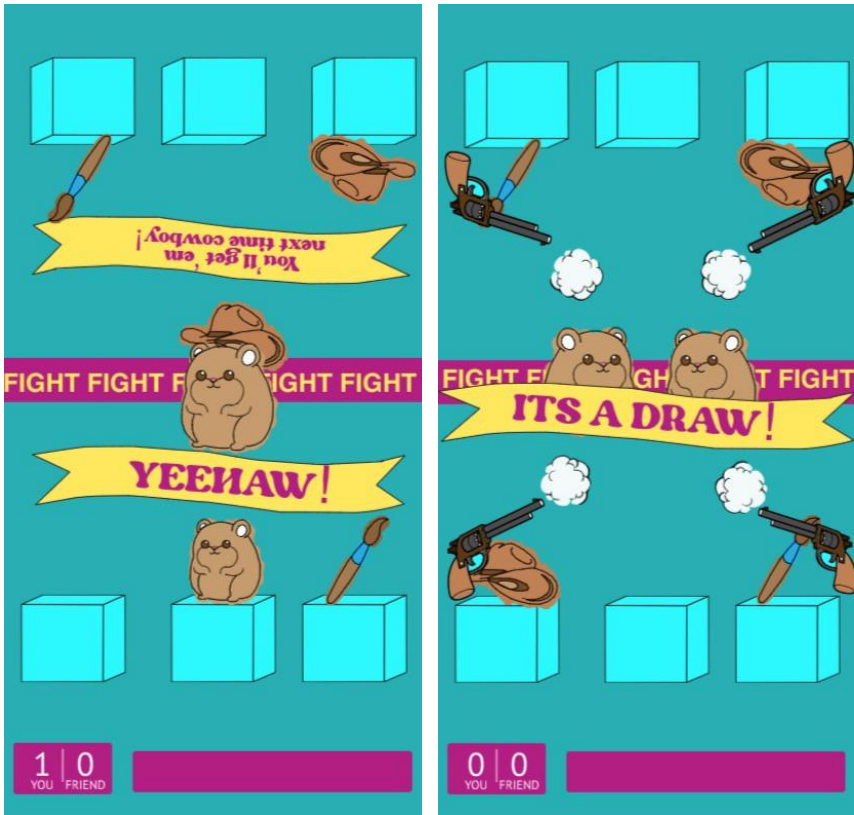
# Narrative Animation

As an introduction to animation, students utilize Adobe Photoshop's layering and keyframing tools to create a narrative animation of a movie poster.



# Mobile Game

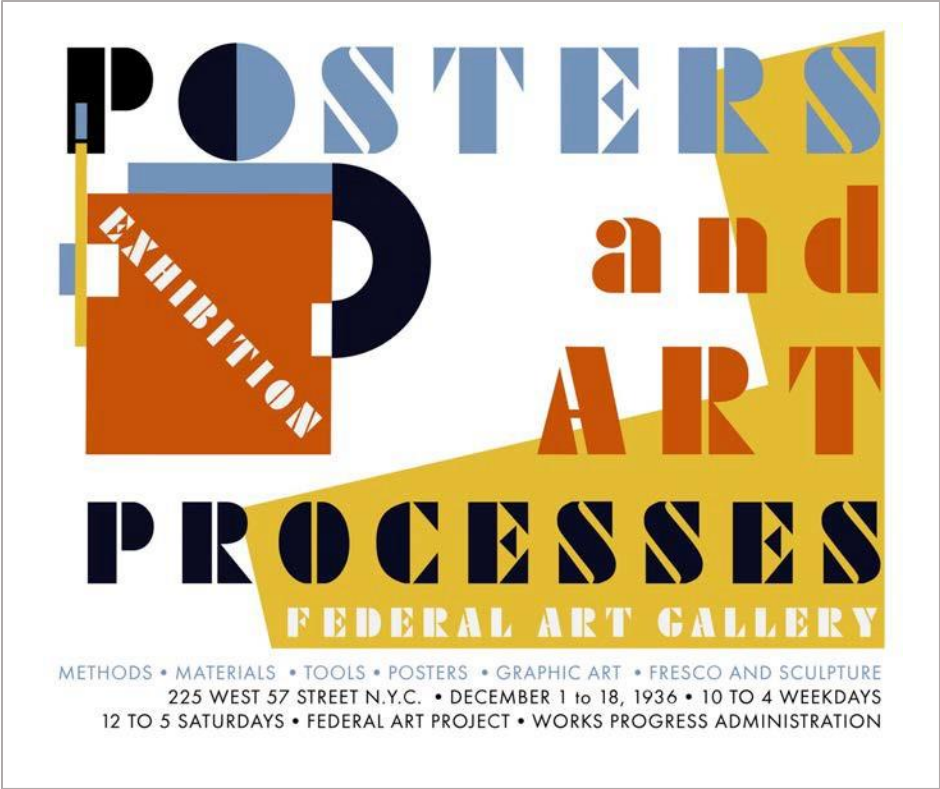
As an introduction to user-experience design, students prototype an app based on the game rock, paper, scissors.





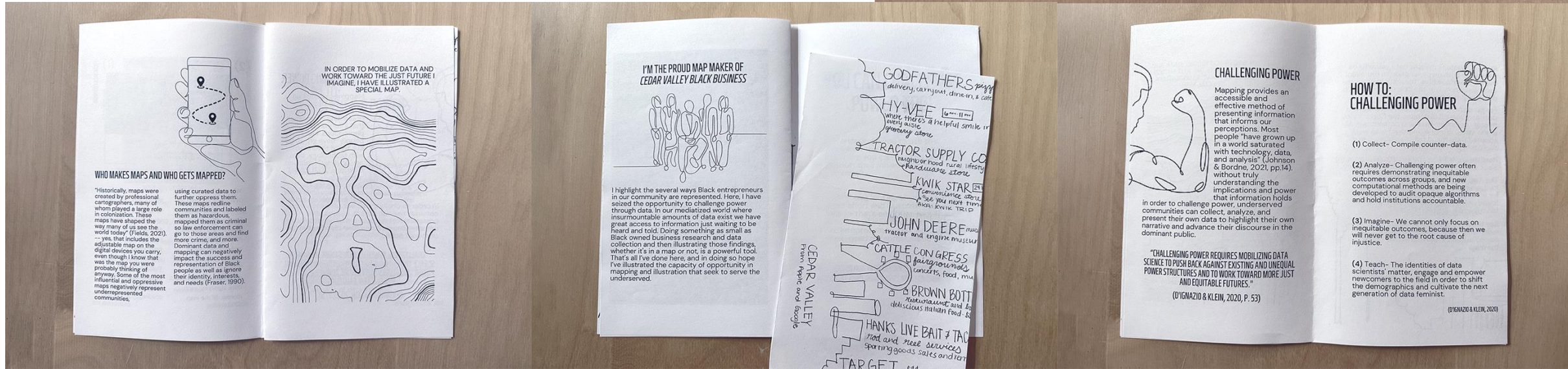
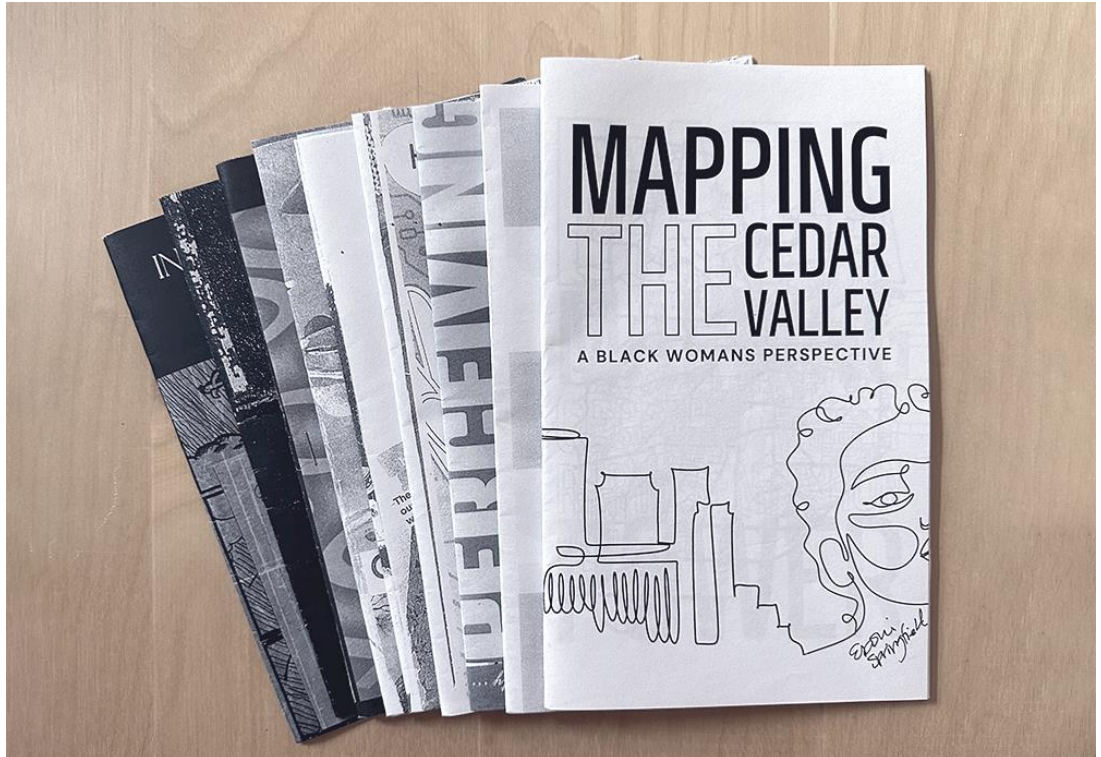
# HTML & CSS Poster

After learning the basics of HTML & CSS, students re-create a typographic poster as a webpage using CSS Grid and Flexbox.



# Zines

In this graduate communications course, we examined how the design of information architecture, algorithms, and AI impacts behavior, relationships, and social structures. For their final projects they summarized a topic area in a zine and assigned the reader a value-based action.





# Mobile Walking Tour

Working independently and in collaboration with a professional team, this student designed the visual components of a mobile app for a walking tour centered around a local musician.



### Distance

The tour is approximately 2 miles and will take 30 minutes by bike or one hour walking.

NEXT

Skip

### Waypoints

There are five waypoints to encounter. If you are currently visiting the Hearst Exhibit, you're already at the first one!

NEXT

Skip

### Goal

The goal of this tour is to travel to and interact with several waypoints that are associated with Eddie's life.

NEXT

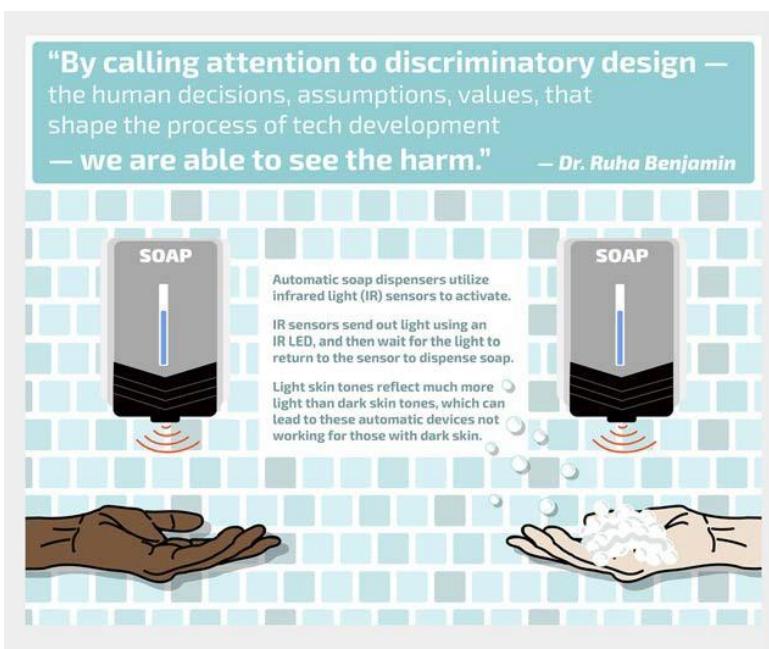
Skip



# Infographics

Cultivating Justice was a university-led initiative to promote racial justice and activate systemic change. Students responded to a specific reading, project, or paper with an infographic to visualize its content. Their graphics were published on the Cultivating Justice website.

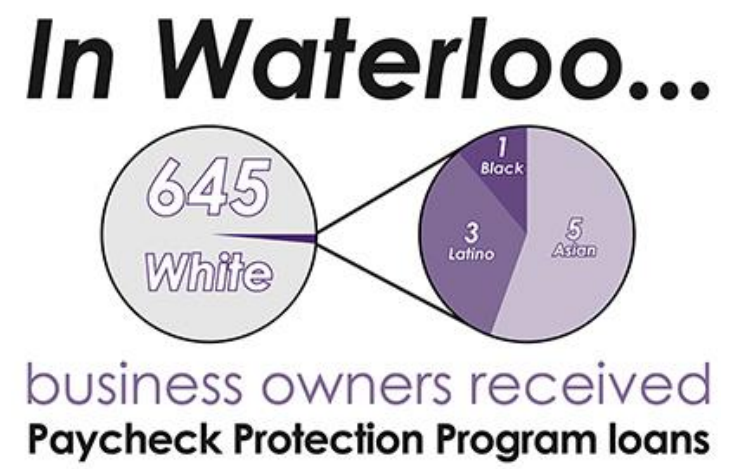
PROJECT WEBSITE



Source: Small Business Administration, June 30, 2020  
Corporation with a NIACC: 621111 so it is a Waterloo based African-American Physicians Offices  
Source: US Census, 2010



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