



**UDA** THE GLOBAL DESIGN ORGANIZATION  
United Designs Alliance FIRMITAS ▪ UTILITAS ▪ VENUSTAS

2018 Vol. 1 [Dallas, Texas on Tuesday, November 27, 2018 at 9:00~11:00am]

# ***EXPLORING CHALLENGES RELATED TO INTERNATIONAL EXCHANGE AND INTERNSHIPS IN DESIGN WITH UNIVERSITIES AND INDUSTRY PARTNERS***

In keeping with the UDA mission of celebrating global awareness and providing both educational and professional opportunities in visual communication design, we offer our first webinar. This conversation will be the first of many as we continue to develop our organizational identity.

## **WEBINAR CONTENTS**

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### **Welcoming Remark by President**

**Albert Choi** Professor, Dep of Communication Design, College of Design, Hanyang University

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### **Introduction by Mediator**

**Robert Hower** Chair, Art And Art History Department, University of Texas at Arlington

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### **Talks by Presenters**

**Gladys Chow** Senior Lecturer, University of Texas Arlington

**Robert Grame** Associate Dean, Peck School of the Arts, University of Wisconsin Milwaukee

**Adream Blair** Associate Professor, University of Wisconsin Milwaukee

**Seiji Ikeda** Associate Professor, University of Texas Arlington

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### **Q & A CLOSING**

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*For more info, please visit [www.uniteddesigns.org](http://www.uniteddesigns.org)*

**MEDIATOR**



**Robert Hower**  
 Chair and Professor  
 Art And Art History Department  
 University of Texas at Arlington

**PRESENTER 1**



**Gladys Chow**  
 Senior Lecturer and Designer  
 University of Texas Arlington  
 2016-18 - Lecturer in the Robert Busch School of Design, Michael Graves  
 College at Kean University's extension program in Wenzhou, China;  
 Wenzhou-Kean University

**Exploring design to exchange ideas**

The opportunity to teach at a Chinese-American jointly established university in China was a rewarding experience. Students are eager to learn and also immerse themselves in another language and cultural learning experience. They are introduced to Design Thinking and developing an idea from start to finish. Introducing design principles and processes can sometimes be challenging, as there could be some terminology miscommunicated between the English and Chinese languages. In this environment, one tries to think of creative ways to visually communicate the materials in the lesson.

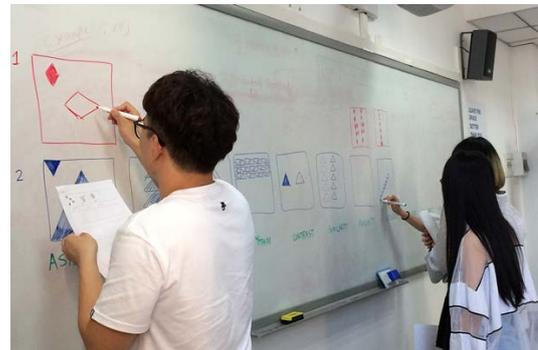


Figure 2. Students visually illustrating design terms

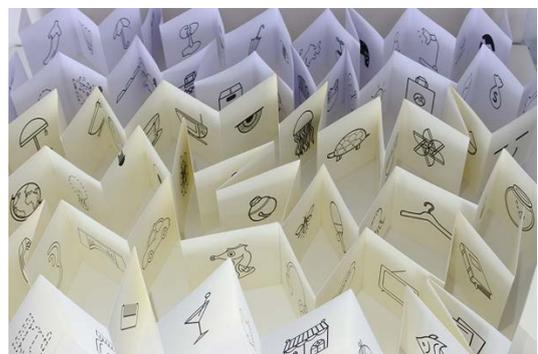


Figure 1. Icon transformation project student work

**PRESENTER 2**



**Robert Grame**  
 Associate Dean – Designer  
 University of Wisconsin - Milwaukee



**Adream Blair**  
 Associate Professor - Designer  
 University of Wisconsin - Milwaukee

**Creating a pedagogical foundation for meaningful educational experiences (for International Students)**

This portion of the panel focus on some of the on-the-ground logistics of working with students that take part in international articulation programs. Starting with a quick overview of programmatic profiles (UWM and Hubei) and sharing the broad contours of our partnership/background – we will then progress into the pedagogical challenges/realities (including language barriers, classroom community, cultural expectations of education, etc.).

Along the way, we will be covering a range of topics concerning the significance of cultural onboarding (feedback from students, getting at and time), partnering with advising, mentorship, peer interaction, and the inclusion of key high impact teaching practices within a studio-based environment. Throughout, we intend to lay out what is needed to establish the right groundwork for developing a successful and meaningful student experience



Figure 3. Students are discussing the work displayed.



Figure 4. Robert Grame with student work.

**PRESENTER 3**



**Seiji Ikeda**  
 Associate Professor and Designer  
 Coordinator of Visual Communication Design  
 University of Texas Arlington

**Deepening the designer’s personal library of visual language.**

Utilizing ethnographic approaches to communication design within international environments as an effective method of broadening and deepening the designer’s personal library of visual language.

Through analysis in both the classroom and in the field, students come to understand design in a historical, sociopolitical, entrepreneurial, and cultural context outside of western bias. Practical examples of excursions to Japan will be demonstrated to show how these processes were used to synthesize academic/disciplinary concepts with real-world phenomena.



*Figure 5. Seiji Ikeda with students on the Japan study abroad trip.*



*Figure 6. Students examine Japanese book design.*

**ANNOUNCEMENTS**

- Order your copy of 2018 UDA Annual by Monday, November 19 via [apply@uniteddesigns.org](mailto:apply@uniteddesigns.org)
- The deadline for the UDA director recruitment is November 25. The new members must be recommended by a UDA member.
- 2019 UDA Webinar schedule will be announced in January.