



Designnotes

News from the College of Design

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IOWA STATE UNIVERSITY

Textile artist to receive Petersen award

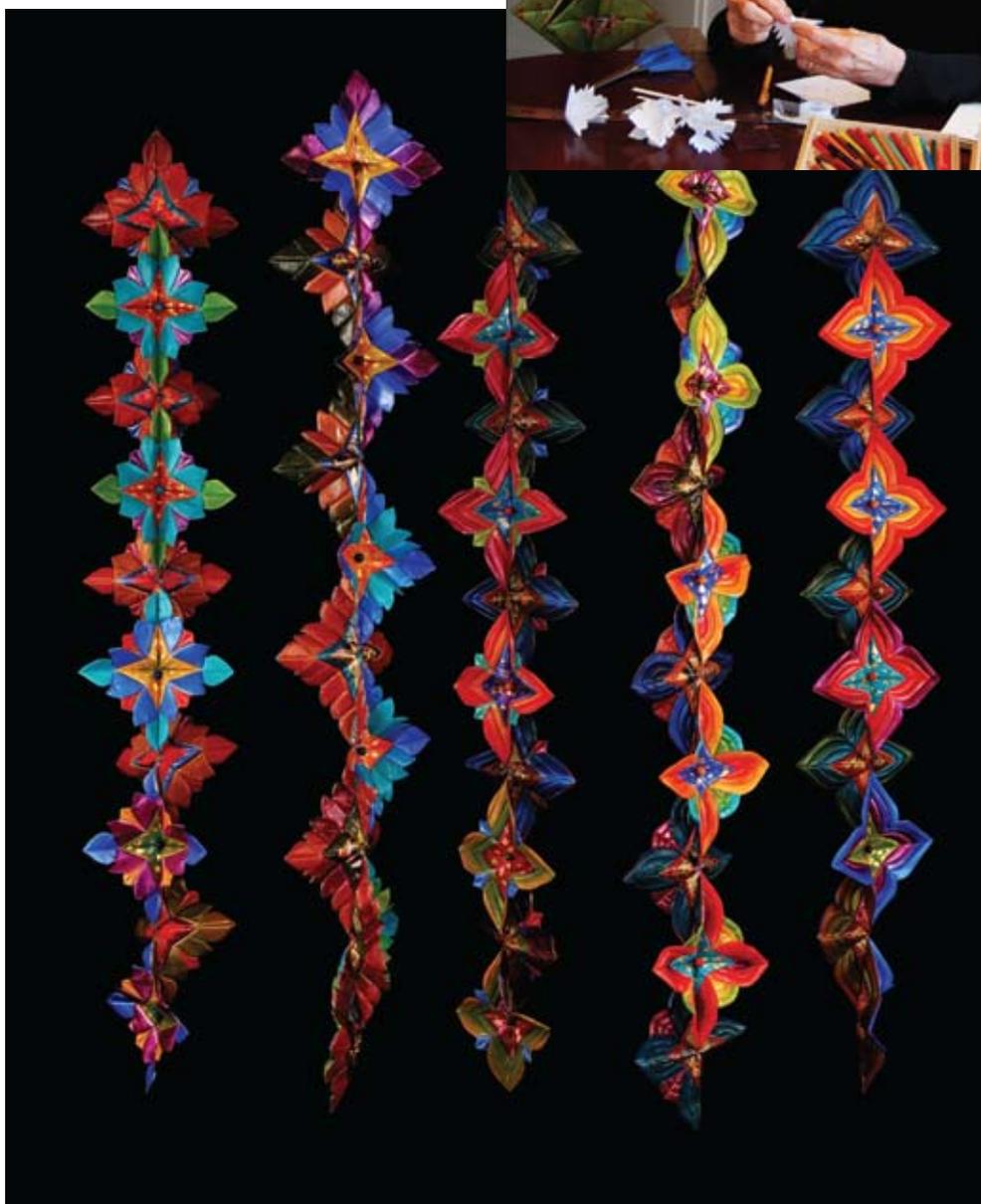
Priscilla Kepner Sage, associate professor emerita of art and design, will receive the 2008 Christian Petersen Design Award from the College of Design. Sage will be honored during the college's annual welcome reception on Monday, Aug. 25, at the Brunner Art Museum. The event will kick off the college's 30th anniversary celebration.

Established in 1980, the Petersen award is given annually to alumni, staff and friends of the university for contributions to the advancement of design. It is named for the noted artist who was Iowa State's sculptor-in-residence from 1934 to 1955.

Sage earned a bachelor's degree in art from Pennsylvania State University and a master of fine art degree from Drake University. She taught at Drake for 18 years and was on the art and design faculty at Iowa State from 1984 to 2000. Since her retirement, Sage and her husband, Charles, have divided their time between homes in Iowa and Minnesota.

"In both Ames and northern Minnesota I have a studio, so I spend about five hours a day in the studio. My great pleasure in life is going into my studio and working!" she says. "The difference [since retiring] is now I have time to read and to think about other things besides teaching, although I loved doing that."

Sage has spent the past 50 years pushing the boundaries of textile and fiber media into the



Images: Kathleen Saccopoulos, Mary McAlister

From top: Detail, *Kaleidoscopic Reflection II*, 1989, silver Mylar fabric and disperse dyes. Priscilla Sage at work, making paper models to test ideas for a new sculpture. *Indigo, Crimson, Amber and Gold 1, 2, 3, 4, 5*, 2007, fabric, acrylic paint, acrylic rods.

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Sage to be honored for contributions to design

realm of sculpture and fine art. Her work expresses essential relationships between humans and nature, embodying and expanding upon the patterns and forms found in natural objects. She has been influenced by the cultures and landscapes of India, Ghana and Japan, and has drawn upon experiences from her visits to these countries, but her work is not dominated by any single aesthetic.

“My work involves shape and color and texture; because it’s not narrative, I can’t specifically define how [culture] affects my work, although I know certainly from my Japanese experience that I’m influenced by that aesthetic,” Sage says.

“As your mind sifts through the ideas, they become part of your work, even if it’s not conscious or intentional.”

Sage continues to derive her creative inspiration from the process of working itself. “You can’t accomplish anything unless you work. It takes a lot of practice and failure to get to the good things. I have been very fortunate over my life to be able to work continuously without any gaps. One sculpture, one idea leads to the next.”

Sage’s free-hanging fabric sculptures have been exhibited in galleries throughout the United States and around the world. Her first big commission in 1978—a 12-foot-long spiral sculpture for the lobby of the Hoover State Office Building in Des Moines—was also the first project funded by the Iowa Art in State Buildings program. She completed a

‘I was always very happy in what I was doing. I am a very lucky person. I think my work is positive work.’

commission for the ISU College of Human Sciences in 2007, and her work hangs in the Jischke Honors Building, the Campanile Room of the Memorial Union and the dean’s suite in the College of Business.

Closely following her recognition by the College of Design, Sage will enjoy the opening of a retrospective exhibition. “Priscilla Sage: Fifty Years of Sculpting, 1958-2008” will be on view

at the Brunnier Museum from Aug. 26, 2008, through Jan. 5, 2009.

Guests at the award reception will get a first look at the exhibition. An accompanying book by the same name examines the Pennsylvania-born artist’s early career and illustrates her evolution to fine art sculptor, teacher and mentor and how these developments led her to the Midwest and Iowa State University.

Reflecting upon what the retrospective means to her, Sage says, “One thing I realized is that you’re always thinking of the next idea, always thinking of the future, really not looking back.

“When I put the last stitch on a sculpture I think, it’s over, and I’m on to the next piece. So a retrospective for me means I can look at each sculpture or bas relief and associate what was happening in my life at that time—where I was living, what age my children were, what I was thinking about when I made it.

“I was always very happy in what I was doing. I am a very lucky person. I think my work is positive work.”

Coming Events

The College of Design will observe its 30th anniversary in 2008-09 with special programming, including guest lectures, receptions and an alumni exhibition (read more about this on the back cover of the newsletter). Updates will be posted on our website and announced in the monthly e-newsletter. Find more events and information at www.design.iastate.edu/calendar.php and www.design.iastate.edu/gallery.php.

August

- 25 Christian Petersen Design Award
- 27 Public Forum: Design Dean Search

September

- 2 Public Forum: Design Dean Search
- 4 Public Forum: Design Dean Search
- 5 Architecture Rome Show Reception
- 6 Alumni Tailgate (ISU vs. Kent State)
- 6-7 Architecture Advisory Council
- 17 Anniversary Lecture: Monona Rossol

October

- 3 ASLA National Convention
Alumni Reception – Philadelphia

October (cont.)

- 4 Cyclone Family Weekend Reception
- 8 Anniversary Lecture: Patrick Dougherty
- 22 P.H. Elwood Lecture: Gary Hilderbrand
- 24 Design Achievement Awards
- 24-25 Architecture 10-Year Reunion
- 24-26 Homecoming Weekend

November

- 2-5 CRP Accreditation Site Visit
- 7-8 Interior Design Advisory Board
- 11 Art and Design Annual Reception

December

- 20 Fall Graduation Convocation

About Designotes

Designotes is published three times per year (spring, summer, fall) by the College of Design, 134 Design, Iowa State University, Ames, IA 50011-3091. We encourage correspondence from alumni and friends via our online form at www.design.iastate.edu/alumniinfo.php, or mail to the college.

Share your e-mail address with us to receive the monthly Designotes e-newsletter. The message is sent the second Thursday of every month in both HTML and text-only formats.

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Forest Stewardship Council logo and statement here



2008 Design Achievement Awards

The Design Achievement Award was established in 1988 to recognize outstanding mid-career creative and professional achievements of alumni in the fields of architecture, art and design, community and regional planning, and landscape architecture. Recipients of this year's awards will be honored during ISU's Homecoming celebration on Friday, Oct. 24. The public ceremony will be at 1:30 p.m. in Benton Auditorium, Scheman Building, on the Iowa State campus. View complete bios of the 2008 honorees and past recipients at www.design.iastate.edu/designachievementaward.php.

Des Moines City Manager **Richard Clark (MCP 1979 Community and Regional Planning)** supervises all city departments and staff, serves as the primary adviser to the city council, and prepares the operating and capital improvements budgets for final approval. He also works on state and federal legislative issues, meets with citizens and neighborhood organizations, and directs major economic development initiatives.



Current activity includes renovation of the downtown, which is experiencing about \$2.9 billion in new public and private construction. Clark has helped Des Moines achieve a Triple A Bond Rating and managed large-scale natural disasters affecting the city, including the floods of 1993 and 2008.

Clark has two daughters, Laura (Clark) Gibson (BS 2003 Child, Adult and Family Services) and Lindsay Clark.

Keven Graham (BLA 1989 Landscape Architecture) is a licensed landscape architect and managing principal with Planning Resources Inc. in Wheaton, Ill. His experience includes land planning/development, site planning, downtown revitalization, open space master planning and LEED application design and consulting. His work has been recognized by the national and state chapters of the American Society of Landscape Architects as well as the Home Builders Association of Greater Chicago.



A past president of the Illinois ASLA, Graham is also one of six founding officers of the ASLA Sustainable Design and Development Professional Practice Network. He is a member of the U.S. Green Building Council, the Illinois Park and Recreation Association Environmental Committee and served on the City of Chicago Green Urban Design task force.

Graham and his wife, Jennifer, have two children, Margaret and Jack. He says that in raising two great kids, he is reminded every day about being a good steward to our land and enjoys that fact that they know so much about sustainability at such a young age.

A partner at RDG Planning and Design in Des Moines, **Kevin Nordmeyer (BA 1987 Architecture; MAR 1990)** is involved with a number of significant sustainable projects in the area, including the College of Design's King Pavilion. His work has been recognized by the American Institute of Architects' Top Ten Green Projects, and he was named one of the *Des Moines Business Record's* 40 under 40.



Nordmeyer is a lecturer in the ISU department of architecture and a former member of the Architecture Advisory Council. Students in his spring 2008 studio planned, designed and documented a new village for Child Voice International in northern Uganda.

Nordmeyer recalls spending long hours with friends in the College of Design, not always getting much work done because they spent more time playing games like miniature golf in the building. Nordmeyer proposed to his wife, Beth, under the Campanile in 1986. They have three sons, Ben, Sam and Tom.

Jason Schulte (BFA 1995 Graphic Design) is the principal and creative director of Office in San Francisco. Since founding the company in 2003, he has created differentiated work for brands like adidas Golf, Apple, Coca-Cola, Levi's and Target. He previously was an art director at Goodby, Silverstein & Partners and design director at TBWA\Chiat\Day San Francisco.



Schulte's work has been recognized by nearly every major graphic design competition and publication. In 2007, *Fast Company* magazine's "Masters of Design" issue featured him as one of the "fourteen talents who are driving design forward." He was also named one of the top 20 visual artists under the age of 30 by *Print* magazine in 2000.

While a student at ISU, Schulte met his wife and business partner, Jill Robertson (BA 1996 Journalism and Mass Communication), in the Veishea office at the Memorial Union. He says he used his design skills to woo her as she struggled to design a flyer for the festivities.

College makes its mark at Des Moines Art Festival



The College of Design made quite an impression at this year's Des Moines Arts Festival, June 27-29 in Western Gateway Park. Visitors of all ages lined up to create their own "Hands-on Design" project, and well over 1,000 people left our exhibit sporting a red-and-white "D" tattoo (or several!). College staff, faculty and students enjoyed talking with everyone who stopped by, and sharing information about our academic programs.

August graduate Jared Porter (BFA 2008 Integrated Studio Arts) was named Best of Show in the Emerging Iowa Artists category. His unique gold, silver and copper jewelry was very popular. He not only sold nearly all his inventory at the festival—since then he has received three commissions and sold more work to people who picked up his business card.

"Winning Best of Show definitely helped attract attention to my booth," Porter says. "It was a huge accomplishment, and I couldn't have been more excited that all my hard work paid off."

Above: Academic adviser Mindy Cooper and administrative specialist Jodi Hilleman get ready for visitors before the festival opens. Right: Jared Porter (BFA 2008 Integrated Studio Arts) earned Best of Show honors as an Emerging Iowa Artist. His girlfriend, Heather Bosman, wears one of his gold and diamond pendants. Below: The college's art activity was literally hands-on. Participants could trace around one of their hands with a crayon, then decorate the page with fun objects like canceled stamps, stickers, feathers, colored paper and more.



Porter will use the \$1,000 prize money to buy tools he needs to equip his own studio. He is currently a bench jeweler at Iowa Jewelers Supply Co. in Des Moines and plans to stay there at least through December, but then will move to Colorado, where he hopes to work for a professional studio.

Additional photos from the arts festival are online at <http://images.design.iastate.edu>. Click on DM Arts Festival 2008 in the gallery menu in the upper left of the page.



Images: College of Design



Emerging Iowa Artist Anjana Rao (BA 2008 Art and Design) discusses her photographic work with a prospective customer.

Design faculty team wins Bailey research grant

Debra Satterfield sat in yet another hospital room awaiting a diagnosis for the disorder that caused her eight-year-old son to suffer as many as 400 seizures a day. As she waited, she jotted down notes about her surroundings and experiences.

Three years later—her son's severe epilepsy under control—Satterfield and several Iowa State colleagues are teaming up with the Mayo Clinic in Rochester, Minn., to transform those personal observations into a more satisfying healthcare experience for others.

Satterfield, an associate professor of graphic design at Iowa State, researches the social and emotional aspects of design. She works with colleagues in the College of Design to apply new methodologies to the evaluation of design.

The collaboration with Mayo Clinic's Knowledge and Encounter Unit focuses on the study of the medical decision aids used with diabetes patients. Medical decision aids are information tools, such as brochures or posters, physicians use to help patients make informed healthcare decisions about treatment alternatives. The ISU team's research will examine how design variables influence the decision-making process of patients using the decision aids.

The research is funded by Iowa State University through the Bailey Research Career Development Award, which fosters research that is innovative, increases knowledge and has practical applications. The funding (\$50,000 a year for three years) allows faculty members to devote time toward high-risk, high-impact research addressing emerging scientific, technical and/or societal problems.

The research team includes associate professor Sunghyun Kang and assistant professor Paul Bruski, graphic design; Fred Malven, associate professor of interior design; and Nora Ladjahasan, assistant scientist with the Institute for Design Research and Outreach.

They have received international attention for applying Kansei engineering and activity theory to design. Kansei engineering looks at people's social and emotional responses to design. Activity theory looks at the context of an activity.

"It's widely recognized that sensory aspects can dramatically affect how a target audience perceives and reacts to a design," Satterfield says. "How I

experience a product is always contextualized within my environment and my personal, emotional response. You can't separate those."

A paper on teaching Kansei engineering, which Satterfield presented at a 2003 design research



Image: Bob Elbert

Debra Satterfield and colleagues in the College of Design are looking at how experiences are created through the design of environments and information. A study of ways to improve the patient experience at ISU's Thielen Student Health Center has led to a collaborative project with Mayo Clinic funded in part by a Bailey Research Career Development Award from Iowa State.

conference in Japan, caught the attention of Frito-Lay. Interested in finding a non-engineer who could apply Kansei engineering to product design, the company asked Satterfield, along with Roger Baer, chair of the art and design department, and Kang, to research user experience of Tostitos chips.

At about the same time, Satterfield also led a study on how the physical space of Iowa State's Thielen Student Health Center affected student experiences. She looked at ways to improve health-related outcomes and communication by creating a patient experience that better targets the emotional, social and behavioral needs of college students.

When Satterfield presented that study at a design conference in Hong Kong last year, she was approached by researchers from Mayo Clinic's Knowledge and Encounter Unit. They wanted Satterfield to adapt her unique methodology to their study of medical decision aids for diabetes patients.

"Patients are often nervous and scared. They need support in their healthcare decisions," she says.

"Decision aids put the patient back in the driver's seat. They present all the treatment options."

Although the content of decision aids is carefully developed according to international standards, the standards address only the semantic, linguistic and scientific clarity of information. That doesn't go far enough, Satterfield says.

"Our research will ask if the content breaks down because of the delivery mechanism," she says.

Satterfield's team will study how design variables of the decision aids—such as color, typographic treatment, use of icons, organization of material—affect patients' decision-making process. The group will look at how patients' demographics affect their interpretation of visual information. For example, how does the illness influence visual perception? Are culturally based, gender-based or age-related preferences or limitations impacting their decisions?

They also will study the emotional and cognitive aspects of the decision aids. Do they seem honest, clear and relevant? Do the decision aids have a positive emotional association for both patients and medical providers? And they'll look at the memorability and accessibility of the information. Do patients find the information clear and easy to use? Do medical providers find them valuable, efficient and easy to use?

"No one else is looking at that. This is completely new territory for design research," Satterfield says.

Supporting Research and Outreach

The Institute for Design Research and Outreach (IDRO) provides a platform for the college to extend its research, extension and distance-education functions. To meet evolving needs, we have made it a priority to create an endowed fund to support IDRO. By contributing to this fund you will seed faculty efforts and student participation in piloting innovative educational opportunities. Find out more by visiting www.foundation.iastate.edu/design_priorities.

For Dake, retirement means more time for family, studio work

“Teaching has been very enriching. To feel you’ve had meaningful work that’s made a difference is very rewarding,” says Dennis Dake. “This job has also allowed me to keep learning and growing.”



Dake was hired to head the ISU art education program in 1971. More recently, he taught courses on visual creativity and visual literacy, integrated media and contemporary issues in studio art. After 37 years of leadership in teaching, scholarship and service at Iowa State, Dake retired in May. Of all the efforts he has led to enhance students’ educational experience, three stand out for which he would most like to be remembered.

- In response to a request by students for a class to help them develop creatively as artists, Dake created Sources of Visual Design, which was first offered on an experimental basis in the late 1970s and is now required for integrated studio arts majors. It is one of more than a dozen experimental courses he developed that have been added to the art and design curriculum.
- In 1986, Dake and former colleague John Weinkein established the New Art Basics curriculum development project, which evolved into a nationally recognized online database of more than 3,000 teacher-designed and classroom-tested strategies for art educators in Iowa and throughout the nation.

- In 20 years of service on the University Lectures Committee, Dake helped bring countless “famous and interesting people” to speak on campus. He was somewhat famous himself for tapping a range of resources to host conferences and lecture series at Iowa State, including the 2000 International Visual Literacy Association Annual Conference and the Foundations of Design and Creativity Forum in 2002-03, which featured acclaimed authors, artists and scientists.

In recognition of his distinguished tenure, Dake will receive the Regents Award for Faculty Excellence at the university’s Fall Convocation in September. And what does he plan to do now that he’s completed such a diverse and fulfilling “first career?”

“I have always had my own studio and continued to produce art—primarily paintings but also prints, and now Chris Martin (associate professor of wood design) has me doing wood sculpture,” he says. “Now that I’m retired I don’t have to break up my schedule—I can devote sustained periods of time to making art.”

Dake is also on the board of ACTORS, the Ames community theater organization, and co-produced a play for the first time in May. In July the group performed “DOB (Date of Birth),” a “docucomedy” written by his son, John Kaufmann.

In addition, Dake will do consulting work and may serve as a visiting professor at his undergraduate alma mater, Upper Iowa University. He and his wife, Dorothy, have eight grandchildren and enjoy attending the kids’ softball games and other activities.

Travel, consulting work on Fowles’ retirement agenda

Hearing senior students express their philosophy of interior design is one of the most memorable and rewarding aspects of teaching, says Dorothy Fowles, who retired in May after 28 years at Iowa State University.



“The class that just graduated and the students who will be seniors this fall have the passion that I remember from starting out,” she says.

Since 1980, Dorothy has taught primarily upper-level undergraduate and graduate courses in residential and retail design, interior lighting and interior design research methods at Iowa State. As an active member of several interior design organizations, she has been involved in the development and delivery of continuing education classes, program accreditation visits, and mock certification exams for college seniors.

Her own philosophy led Dorothy to focus on socially responsible, universal design long before it became popular. “To see students recognize the importance and implications of these issues for interior designers is very moving,” she says.

While Dorothy will miss her daily interaction with students, she will not miss commuting between the home she shares with her husband, Don, in Iowa City and her condo in Ames.

“I’ve gone through four or five cars and logged about 300,000 miles driving back and forth. I listened to a lot of books on tape!”

Retirement from Iowa State also doesn’t mean Dorothy has given up research and teaching. She will continue to conduct workshops, make presentations, develop continuing education courses and do consulting work through her own design firm. Dorothy is a fellow of the American Society of Interior Designers, the Interior Design Educators Council and the International Interior Design Association. In 2006 she earned the Lighting Certified credential through the National Council on Qualifications for the Lighting Professions.

Dorothy and Don recently moved into a house they’ve been remodeling for the past nine months. When they complete the project, which includes a new kitchen and bathroom she designed, Dorothy looks forward to having more time to entertain. They also plan to take a trip around the world together using the frequent flyer miles she has accumulated.



Image: Iowa State University Solar Decathlon Team

The Interlock House is Iowa State's entry in the 2009 Solar Decathlon competition sponsored by the U.S. Department of Energy. This rendering shows the south façade with a recessed porch that serves as a seasonal transition space. A tilt-up glass wall (shown open) allows the porch to be enclosed in winter but opened as weather permits in spring, summer and fall.

Solar Decathlon team reveals house design



In early May, Iowa State's interdisciplinary Solar Decathlon team unveiled its design for the Interlock House, one of 20 energy-efficient homes competing in the U.S. Department of Energy's 2009 Solar Decathlon in Washington, D.C. All homes in the competition will be solely powered by the sun using building-integrated photovoltaic cells and other innovative technologies to achieve comfortable, contemporary living.

The 800-square-foot Interlock House will demonstrate a new practice of residential construction that uses less energy, creates less waste, and helps develop local enterprise. Key among the house's innovative features are building components with recycled and recyclable materials and a water system that minimizes reliance on offsite infrastructure.

The ISU team met the first deliverables deadline in June, submitting its preliminary design development drawings, communications plan and website for review.

Through summer and fall 2008, the team will define its construction and transportation strategy, while detailing the design and surrounding landscape elements. The team is creating a public website, which will communicate progress on the house, and investigating possible usage of biocomposite materials in collaboration with the Center for Crops Utilization Research at Iowa State.

Construction is scheduled to begin on campus early in 2009. The Interlock House will be disassembled in the fall and transported to Washington, D.C., where it will be reassembled in a solar village on the National Mall. More than 100,000 visitors have toured the solar village in each of the past three competitions.

Campaign focuses on student, faculty funds

Campaign Iowa State: With Pride and Purpose has allowed the College of Design to reach new heights in fundraising. As of July 1, 72 percent of our \$8.5 million goal has been achieved.

In the past year, the college not only completed the \$3.25 million fundraising goal for the King Pavilion, but surpassed it by nearly a half-million dollars. The extra funding will meet the rising costs for new construction and furnish the facility appropriately.

With more than \$6 million raised, we will build on the tremendous momentum generated to meet the needs of our students and faculty.

Our continued focus will be providing support for students who wish to study abroad; building endowments to recruit and retain early-career faculty who are committed to inspiring students and piloting new concepts; and funding the Institute for Design Research and Outreach to increase the capabilities of faculty and students to respond to society's needs through community-based projects.



Image: Heather Sauer

View live video of the King Pavilion construction via our webcam at www.fpm.iastate.edu/webcam/design.

The college's many achievements would not be possible without the generous support of our alumni and friends. Your loyalty and commitment are the driving force in our pursuit of excellence.

Learn more about *Campaign Iowa State* and how you can support the College of Design at www.foundation.iastate.edu/design_priorities.

Supporting the Iowa State University Solar Decathlon Team

The Solar Decathlon (www.solardecathlon.org) is widely recognized as one of the premiere student-led design-build competitions in the world, and ISU is proud to be the first team from Iowa to participate. Your support is vital to the success of the project. Your contributions will help us showcase the sustainable design expertise, materials and technologies being developed at Iowa State and within the state of Iowa. Learn how to get involved by visiting our giving page at www.foundation.iastate.edu/solard.

College to celebrate 30 years of design community

Alumni exhibition part of anniversary festivities

The College of Design building opened in fall 1978 and was dedicated in May 1979. The coming academic year will mark our 30th anniversary at Iowa State University, and we will celebrate this milestone with a series of special events, including lectures, exhibitions and receptions.

The theme for the year is “Design : Community.” We will explore how community in its many forms affects design and, in turn, how design affects community. More information on the theme and planned activities will soon be available on a web page dedicated to the anniversary, but until then, you can keep track of all that’s going on by checking our online calendar and gallery pages (www.design.iastate.edu/calendar.php and www.design.iastate.edu/gallery.php).

Announcements also will be made in the Designnotes e-newsletter. If you have not been receiving this monthly e-mail update and would like to be added to the list, please let us know! Send a request to isuod@iastate.edu.

As a grand finale to the anniversary observance and a fitting transition into the exciting activities of the following year, which will include the first classes held in the King Pavilion, we will

host “30 and Beyond: College of Design Alumni Exhibition.” The exhibition is planned for six to eight weeks in August and September 2009 and will showcase the very best work from members of our alumni community. Work will be selected by a nationally respected guest curator, who will also give a lecture in conjunction with a public reception for the show.

We intend to publish a catalog of accepted work; entries that do not appear in the gallery exhibition may be included in the publication and in an online show.

All College of Design alumni will receive a call for entries by mail sometime this fall. Watch for details on this and all of our anniversary events!

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