

Our chapter's past year has been filled with challenges and accomplishments and is working on setting new goals and ideas for strengthening its membership and presence with young designers at Ferris State University and the graphic design community as a whole.

Challenges

One of our greatest challenges this year was new membership and maintaining a membership base. The membership fee proves to be somewhat of an obstacle for many and convincing students of the value membership offers them also proved a challenge. The chapter has tried taking a survey to determine what values its target demographic (design students on campus) are most seeking as well as determining awareness and understanding of AIGA and its purpose.

Accomplishments

This past year we focused on communicating the value of AIGA membership and promoting fun and creative ways of supporting classroom education with real world examples and experiences. We worked to accomplish this by several means, studio tours and conferences, 15 on 30 presentations, and campus events and programming.

Studio Tours and Conferences

Last November our chapter sponsored a trip to the 2006 SEEK Conference at Northern Illinois University and in addition to the conference we took time to visit Chicago area studios and museums. The experience was an enriching one for all who went. The studios that graciously allowed us to tour their establishments were SamataMason, Liska Associates, and VSA Partners. We also visited the Chicago Museum of Contemporary Art and Chicago Art Institute.

15 on 30 Presentations

As part of the weekly meetings we have presentations called "15 on 30" this idea was taken from the National AIGA Boston conference's 20 on 20 presentations. Our 15 on 30 are 15 minute presentations by its members about graphic design topics relevant to the current design professional and business world. They occur weekly at the beginning of our meetings during the 30 weeks of the school year.

Some of the presentation's topics covered were successful advertising campaigns such as Product(REDD) as well as covering things like the Current Issues of Communication Arts and other important design publications. Topics also covered differences in design industries in other parts of the world, influential graphic designers, as well as provided a forum to discuss and critique design and what makes a design good or not.

Campus Events and Programming

The main campus event we hosted for the year was our Engaging Thought Exhibit at the Rankin Art Gallery at Ferris State University. This gallery idea came about from the fact that the world is filled with ideas, issues, conflicts, causes, theories, thoughts, and there is always something on our minds. So RightMinds asked Students, Faculty, Staff and Community "What's on your mind?" and asked everyone to get involved and express what's on his or her minds from the mundane to the thought provoking. Visitors could write, collage, or color their thoughts on thought bubbles and leave them on walls of the Art Gallery. Then return at the end of the week and reflect upon what the Ferris community as a whole is thinking about. The exhibit was a huge success with hundreds of responses and great feedback from everyone.

RIGHTMINDS

We also provided several social/design work sessions in the evenings to promote interaction and feedback between upper and lower classmen. This helped many get valuable feedback on design projects.

Goals and Ideas

Our chapter's goals for the future are to continue improve awareness of the chapter, awareness of AIGA and its purpose as well as increasing membership. We hope to continue and improve upon on many of the campus events and programming.