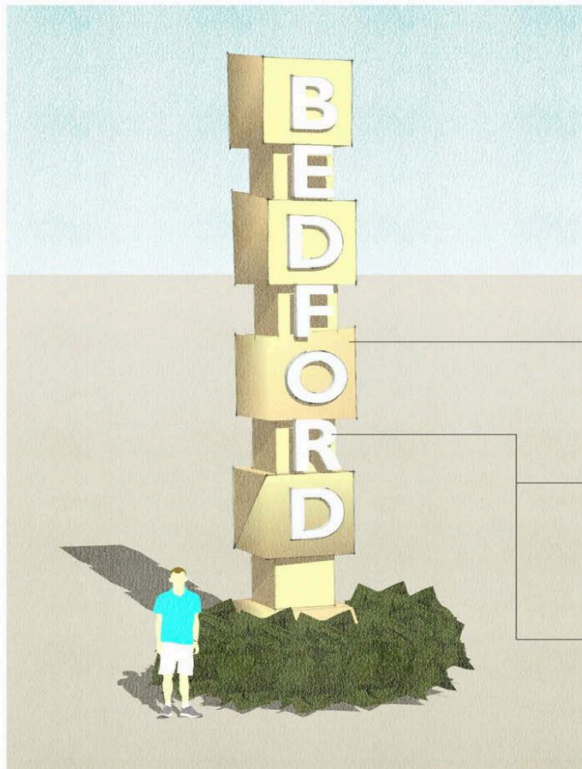# BEDFORD & MITCHELL GATEWAY DESIGNS
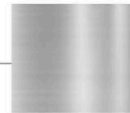
BEDFORD

Design by **Tommy DeNardo**

MATERIALS:

ROUGH LIMESTONE

SMOOTH LIMESTONE

STAINLESS STEEL

SUSTAINING HOOSIER COMMUNITIES

2017-2018

A partnership between SOAD-A211: Design for Social Impact & Gateway Designs for Bedford and Mitchell, IN

SUSTAINING HOOSIER COMMUNITIES

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IU SUSTAINING HOOSIER COMMUNITIES

Acknowledgements

This project was completed as a collaboration between the students in SOAD-A211: Design for Social Impact: Graphic Design + Interior Design and the Cities of Bedford and Mitchell as part of the 2017-2018 Indiana University Sustaining Hoosier Communities (IUSHC) initiative. IUSHC is a program within the IU Center for Rural Engagement (CRE).

This report represents original student work and recommendations proposed by the students in SOAD-A211: Design for Social Impact: Graphic Design + Interior Design for the Cities of Bedford and Mitchell. The contents of this report represent the views of the students in SOAD-A211: Design for Social Impact: Graphic Design + Interior Design and do not reflect those of IUSHC, CRE, Indiana University, or the Cities of Bedford and Mitchell.

IU Faculty

Jon Racek
jonracek@indiana.edu

Jenny El-Shamy
jelshamy@indiana.edu

Community Partners

Shawna Girgis, Mayor of Bedford
smgirgis@indiana.edu

Marla Jones, Director of Community & Business Development – Bedford
mjones@bedford.in.us

JD England, Mayor of Mitchell
jdengland@mitchell-in.gov

Mark Bryant, Clerk & Treasurer – Mitchell
clerk@mitchell-in.gov

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ⅠⅡ SUSTAINING HOOSIER COMMUNITIES

About Sustaining Hoosier Communities

Indiana University Sustaining Hoosier Communities is an initiative that partners with a local community within south central Indiana to explore, understand, and resolve challenges and projects identified by the community. Based on a tested model for university/community engagement that has been successfully implemented by over 25 universities and their community partners, Sustaining Hoosier Communities is a yearlong collaboration between Indiana University and a single community partner.

Indiana University's faculty who opt in to Sustaining Hoosier Communities match their courses to the projects based on their areas of research, expertise, and teaching. Each course uses a cross-disciplinary approach to explore and solve sustainability issues identified by the community partner through project-based research. Faculty and community stakeholders agree before classes begin on a scope of work and deliverables for each class, and project liaisons are identified by the community and the university to coordinate this unified effort.

Sustaining Hoosier Communities is just one example of many types of community engagement Indiana University plans to pursue as part of the Center for Rural Engagement. By harnessing the research, expertise, energy, and service of Indiana University's faculty, staff, and students, Indiana University and our local partners work collaboratively to improve the health, prosperity, and vitality of southcentral Indiana.

To learn more about IU Sustaining Hoosier Communities, visit **www.shc.indiana.edu**.

To learn more about the IU Center for Rural Engagement, visit **www.rural.indiana.edu**.

Sustaining Hoosier Communities Project Process

Communities apply to partner with SHC

SHC selects partner community

Community identifies project ideas

Community identifies project leads and liaisons who will lend their time and talents to projects

SHC matches courses to projects

Community and SHC identify possible outcomes

Community and faculty develop and agree on scopes of work

SHC seeks resources for projects not matched with courses

Faculty and students work on community projects

Classes complete work and ame presentations to the community

All reports are compiled and presented to the community

The center can continue work with the community beyond SHC

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About the Course

Design has the power to communicate messages to a broad audience, and good design can be a catalyst for positive change. SOAD-A211: Design for Social Impact: Graphic Design + Interior Design facilitated student learning through socially conscious cross-disciplinary design—design that included invention, innovation, design thinking, and creative problem solving. This class focused specifically on designing gateway markers and branding for the cities of Bedford and Mitchell, Indiana. Students carried out site visits, met with community partners, collected research, sketched ideas, created multiple designs, and made multiple formal design presentations. The winning design (pictured on front cover) created by Tommy DeNardo was chosen by community leaders and is in the process of being implemented for the future gateway marker of Bedford.

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About the Gateway Designs for Bedford & Mitchell

Both Bedford and Mitchell were looking for gateway designs that included specs, drawings, and a budget that could be taken to Indiana Limestone to move towards production. Both cities wanted to review several conceptual designs and select one finalized design plan and one set of production plans. Bedford was open to gateway arches over the road if the arches could be designed to meet Federal Highways specifications. The gateways needed to be made of limestone (or limestone as the primary material) and reflect the identity of the community—welcoming, warmth, Hoosier hospitality, and potentially communicate some of the history/opportunity in the communities. The community liaisons were Marla Jones, the Business and Community Development Director for Bedford, and Mark Bryant, the Clerk and Treasurer for Mitchell.

The Project: Connecting Course & Community

Students in SOAD-A211: Design for Social Impact: Graphic Design + Interior Design were tasked with designing gateway markers for the Cities of Bedford and Mitchell. On the class visits to Bedford and Mitchell, students spoke with local leaders Marla Jones and Mark Bryant about the history of each city. Bus-led tours allowed students to gather information and determine possible gateway locations along the highway and at various city entry points.

Back in the classroom, students worked in small teams and began researching and sketching ideas for identity systems (logos) and city branding. Once the logos and branding were finalized, students began designing the gateway markers. Special software and virtual reality equipment was used to create these impressive, large scale, three-dimensional designs.

Students made preliminary and final design presentations to representatives from Bedford and Mitchell which allowed them to incorporate community partner feedback into the design process. At the end of the semester, and handful of designs were selected as finalists. Tommy DeNardo's design was selected as the winning design, and plans to move forward with its construction are in progress.

SUSTAINING HOOSIER COMMUNITIES

Student Outcomes

- Designed marketable logos for the communities of Bedford and Mitchell
- Created gateway marker designs to be used by both communities
- Demonstrated knowledge/understanding of varieties and meanings of expressions in works of visual art related to graphic and industrial design (design research); selected cultural and historical contexts through which various design forms are interpreted (design research); explored modes of symbolic expression and aesthetic conventions used in graphic and industrial design (design research & sample techniques)
- Demonstrated the ability to practice developing arguments, ideas, and opinions about the design work of other students through collaboration and formal critique (to give, receive, and integrate feedback in iterations of design solutions) (studio critique)
- Created artistic works or propose solutions - as performer, artist, or critic - using development of skills of analysis and criticism through the lens of product design (project design & execution)
- Explored one's own identity and designed philosophy within prior and current aesthetic and cultural frameworks (design research & critique), and articulated ideas through computer modeling, 3D printing and virtual reality
- Gained applicable skills in project management, time management, communication, and working in teams

Community Partner Outcomes

- Multiple finished gateway designs to choose from (for both cities)
- Multiple finished logo designs to choose from (for both cities)
- Budget for fabrication of winning design (still in progress)

RURAL ENGAGEMENT

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