

**GD592: Design Teaching Seminar**  
**Liese Zahabi**  
**Final Student Project Brief**  
**April 22, 2009**

This project is intended to sit within the junior level graphic design studio at NCSU.

*Objectives*

- Students will research and define specific audiences, and will discuss ways that those audience are similar to and different from the general public
- Students will explore multiple aspects of their audience (concepts, issues and challenges) by constructing a concept map
- Students will explore ways to take content created for the general public and tailor it for a very specific audience
- Students will explore different techniques and layouts for crafting a double sided 11" x 17" sheet into a piece suitable for mailing

*Project*

The city of Raleigh has proposed building a light-rail system that would connect parts of the Triangle area together. If the government were able to build it, designers would likely be called upon to help inform people about the system and to encourage different audiences to use it. Your task is to choose a very specific audience (for example, urban mothers of young children) and then construct a communication about the new light-rail system tailored for that audience.

The class will spend one week researching light-rail systems around the country (using the resource list provided). Next the class will take one studio session to build a large concept map about light-rail systems and mass transportation. Each student will then identify a very specific audience they want to work with, and will spend the next week researching that audience and building a map that explores different concepts, issues and challenges regarding that audience. The concept maps will be pinned up and shared with the rest of the class, for critical analysis and to point out connections between them.

Basic text about the light-rail system, along with a map of its route will be provided to each student. The student must take this content, along with original visuals (photography, illustration, etc.), and craft a mailer (11" x 17" folded in some manner) tailored to their chosen audience. The student should consider voice and context for both the textual and visual content.

This project will take six weeks to complete:

- 1 week for general research on light-rail
- 1 class period to construct light-rail concept map
- 1 week for audience research and audience concept map construction
- 1 class period to analyze audience concept maps
- 3 weeks to design audience specific mailer

### ***LIGHT-RAIL SYSTEMS RESOURCES:***

#### **WEBSITES**

- A list of systems across the U.S.  
[http://en.wikipedia.org/wiki/List\\_of\\_United\\_States\\_Light\\_Rail\\_systems\\_by\\_ridership](http://en.wikipedia.org/wiki/List_of_United_States_Light_Rail_systems_by_ridership)
- Another list of systems, valued as “success stories”  
<http://www.lightrailnow.org/success1.htm>
- A slightly less biased website, which includes cities that are proposing light-rail systems  
(Raleigh is listed under this heading)  
<http://www.lightrail.com/northamericalist.htm>

#### **BOOKS (THESE WILL BE LEFT IN THE STUDIO)**

- The sustainable city III : urban regeneration and sustainability
- Metropolitan railways : rapid transit in America / William D. Middleton
- Urban transport development : a complex issue / [edited by] Gunilla Jönson, Emin Tengström

Students are encouraged to also find at least two other resources not on this list to use in their research, remember to utilize the library as well as the Internet for this task.