ABOUT:

In the spring of 2004 a by-invitation-only group of elite graphic design students began working together outside of class on real-world projects for professional clients. In the fall of the same year, the group evolved into the reinstated upper level graphic design course, STA 494, while retaining its selective nature as a group of advanced students. Each year, students who exemplify the creativity, dedication and professionalism of the Graphic Design Area in the Department of Art, Art History, and Design at Michigan State University are individually selected by faculty to join the Design Center creative team.

Guided by Mark Bird, Associate Professor of Graphic Design in the Department of Art, Art History, and Design, the group has had the opportunity to work with real-world clients, both from within the University and from without, in an educational and professional environment. From logos to packaging, from brochures to websites, Design Center has worked on a variety of projects, each completed with the goals and personalities of each individual client in mind.

CLIENTS:

Recent clients include: ASMSU, Capitol Area District Library, Center for Integrative Toxicology of MSU, College of Arts & Letters of MSU, Criollo’s Bistro & Bar, Crystalligraphic Resources, Inc., Department of Philosophy, globalEDGE of MSU-CIBER, Medical Technology Program of MSU, Michigan Natural Features Inventory, Outdoor Expressions, Red Cedar Review, Stepping Stones Montessori, University Relations of MSU.
PLAY:

Although Design Center deals with creating visual communication for clients in a professional manner, there are plenty of opportunities to travel outside the Kresge Computer Labs in order to get new perspectives and inspiration. Occasional group meetings are organized at local hangouts to go over designs and concepts in a more relaxed and less formal setting. There is also an annual trip to the ballpark to watch a Lansing Lugnuts baseball game as an end-of-semester finale and reward for the hard work.

These activities help us generate ideas together as a group and give us a better sense of the community and environment in which we design.

CONTACT:

Interested in discussing what Design Center can do for you?

Please contact our faculty advisor:

Mark Bird
Associate Professor
Department of Art, Art History, and Design
Michigan State University

birdmark@msu.edu