

The Michael Eure Show Podcast | Episode 45: Graphic Design Perspectives

INTRODUCTION: Hello, this is Michael Eure and I'd like to invite you to the Michael Eure Show featuring student host, that very special guests talking about a variety of interesting topics. You can find us on the Eagle Stream YouTube channel.

MICHAEL EURE: Welcome to the Michael Eure Show. We have some very special guests today and I'm gonna start with everybody just identifying themselves, and we're gonna come back and ask some questions.

Of course, you know Michael Eure, and then we'll go with Jerry, and then Carla and then Clarence. Go ahead.

Just briefly introduce yourself to the audience.

JERRY GREENE: I'm sorry about that. Hi, my name is Jerry Greene. This is my second year here at Wake Tech. I'm a cybersecurity major and I'm also, student outreach and a student outreach ambassador, working with Michael Eure.

EURE: Thank you, Jerry. Carla?

CARLA OSBORNE: Hello everyone. My name is Carla Osborne. I'm an assistant professor of advertising and graphic design at Wake Tech.

EURE: Thank you. Clarence?

CLARENCE GOSS, JR: Hello everyone I'm Clarence Goss, Jr. I am the academic communication associate and director of 1704 Media Elizabeth City State University.

EURE: Alright. Well, we're gonna start with a few questions and for the audience, if you have questions, please ask them in the chat and we will get them on to the people you need.

But we're gonna start with Jerry asking some questions and I will say we have another guest, Obelia Exum. She's not here yet, but you will definitely get to meet her.

And she's from the North Carolina Museum of History. She's the creative director and the supervisor of graphic designers.

Alright, so, Jerry, Are you ready to start with the questions?

GREENE: Yeah, for sure.

EURE: And we're gonna go with ladies first. so, Carla and Clarence, you're both gonna get the same question. Go ahead, Jerry.

GREENE: Alright, Ms. Osborne. Tell us a little bit about yourself.

OSBORNE: Well, I'm a graphic designer who's been at Wake Tech as an instructor for about seven years. And prior to Wake Tech and I worked in private industry and with several state agencies as a graphic designer.

GREENE: Alright. Well, Clarence Goss, tell us a little bit about yourself.

GOSS: Okay, I'm Clarence Goss, Jr., I am a graphic designer. I work here at Elizabeth City State University as the academic communications associate and director of 1704 media production. Prior to that, I'm also, an adjunct professor at the university.

Prior to that, coming in in 2012 as the assistant professor. And I've also, worked several years in the private sector from print to advertising to also, art education, from K through 8th grade.

EURE: Okay, Jerry. Or do you want me to do this one? Either way is fine.

GREENE: I can do this one.

Question for Carla Osborne. What is the environment like working on your campus and interacting with colleagues?

OSBORNE: Oh my goodness, we have the best, coolest, most creative group of colleagues at Wake Tech and it's really umm an atmosphere of collaboration.

If I don't see somebody in the hallway, I might ask him a question on Teams or email them or text them.

We're constantly bouncing ideas off one another and you know, coming up with ideas for projects or troubleshooting together.

So, it's a really energetic, friendly environment.

GREENE: Alright, Mr Goss. What is it like being at Elizabeth City State and interacting with your colleagues?

GOSS: It's the best. It's the best place to be. There's no other place to be than Elizabeth City. For pretty similar to what Carla said, we have a very friendly atmosphere here.

We all love, everybody goes to work together when possible and to share ideas.

I think Covid has definitely made us all really aware and want to be with each other and work when we can.

So, working with colleagues whether across campus and I'm in a unique position because I get to work with everybody on campus in academic affairs.

So, yeah, I love it here and just working with my colleagues has been great.

EURE: Alright, we're gonna take a quick moment to have Obelia Exum introduce herself. But we're gonna continue questioning the professors. You're not backstage. You're frontstage.

Can you introduce yourself?

OBELIA EXUM: Well thanks. Not going to tweak my hair anymore.

Hi, I'm Obelia Exum. Here at the Museum of History and I am graphic design supervisor, creative director, and at heart I'm always a graphic designer.

EURE: You're gonna really get some more opportunities. But now, Sara, if you could move Obelia and I over to the side and Jerry can continue asking the questions, if you can.

Thank you. And you can ask the question.

GREENE: Let's start off with Carla Osborne.

Ms. Osborne, what is your experience like teaching and interacting with students during class and has the online environment affected how you deliver lectures?

OSBORNE: That is an excellent question. And it's interesting because when I first started teaching at Wake Tech, I only had one online class and the rest of the classes were seated.

And so, you know it's different being in front of students and getting those sort of organic conversations going, and those questions that bubble to the top. That are sort of, you know, maybe a continuation of a discussion about a particular subject. But now I only have one seated class and it's sort of flipped all of my other classes are online.

So, it's interesting. Sometimes we have to do things a little extra, you know, for the online classes to sort of try to recreate the same experience as in the seated classes. But I think that it's made us more creative in how we deliver classes.

Wake Tech is really good already about support for instructors who are doing online instruction. But yeah, we tried synchronous online classes where we all met in Teams.

We've tried that. We tried a variety of other things to sort of continue that level of engagement that that you get in the classroom. And you know, sometimes things work, sometimes they don't. And we just step back and go; okay, well, we tried that, you know?

A lot of times we'll ask students, you know, what do you suggest? What are you the most comfortable with? And you know that's, that's part of reaching students where they are.

GREENE: That's cool.

Alright, Mr. Goss, what is your experience like, teaching interacting with students, during class and has the online environment affected how you deliver lectures?

GOSS: Well, I was fortunate, and I would say fortunate because I have to teach.

I have been out of classroom for two years and that covered Covid. I didn't have to deal with that.

The biggest thing though, I did have interns who worked with me during that time, so, having to work virtually with the interns, and not be able to interact with them was a huge obstacle to jump, to get over.

We definitely made it through with one or two interns and work study students that I have to get through that virtual environment.

Now being back in the classroom where we're coming back a little bit face to face.

Slowly it is, it's getting there, and it's been it's been pretty good. I do have one or two students who are not on campus, so, having to adjust that face to face with that virtual has been a real challenge [indecipherable] classroom two years.

But I watched my colleagues who did a great, one of my colleagues, managed to pick right up and to make it happen.

So, I'm sort of looking at them now as the experts at getting back into this virtual classroom thing and like I said they were rock stars, managed to do it last year.

So, I might have those off a lot of my colleagues here ECSU and all my colleagues across academia managed to make it through the time as we transition out of it so.

GREENE: I got a next question for Miss Carla Osborne.

What are some trends you are observing or focusing on with students and or professionals?

OSBORNE: Oh goodness, the biggest trend probably is in UX design. And we were talking about this before the broadcast began. Mr. Goss, I we're talking about how print is changing and you know the emphasis used to really be a lot on print, but now you know, we're interacting so much with screens.

User experience is something that's really come in focus, and that's one of the great things about teaching is that, you know, we get to learn a lot of new things all the time.

And so, our division is sort of taken, our department sort of taking a deep dive into UX design and learning all we can learn about that.

You know, so, that we can help students because that's something that employers have identified as well. And something that kind of goes along with that is accessibility.

And that's something that I think people in our field are more aware of in a way because, you know, I think that, you know, being inclusive on a lot of levels that is one more area where we can be inclusive.

Where I love print, you know, traditionally I was a print designer, but you know you can't use the screen reader with print. Yeah, you can't with a PDF, but when you when you take it to the next level and you include accessibility or along with it.

Then it benefits everybody, it benefits all users. So, that is a definite trend that I'm seeing.

Now, the flip side of that is that I have heard from a lot of employers in the print industry saying, do you have anybody who's interested in pre-press coming to work for us, you know, in the press room. And that's sort of one of those trends where it's almost like lineman, you know, that group people are kind of they're aging out into retirement. And so, they're not being replaced as quickly.

And so, I think it's, it's interesting that on both ends of the spectrum, you know you're traditional print, you know you're seeing [indecipherable.]

EURE: Okay, had a little technical issues Carla, but it's fine.

OSBORNE: Is there anything you'd like for me to repeat?

EURE: I don't know. We're gonna chance just go ahead.

OSBORNE: I'm just gonna say just to recap what I was saying, the user experience and, you know, paired with accessibility is definitely something that we are embracing in terms of, you know, both as instructors and you know in course work implementing that in course work.

But we're also, seeing the need for more traditional print-based design skills as well.

So, those are the trends that I'm seeing.

Sorry about the technical glitches.

EURE: We have those all the time, all the time.

GREENE: Question for Clarence Goss. At Elizabeth City, what are, what is your experience in the trends that you see when observing or focusing on with students?

GOSS: Again, repeating the conversation we had before the show definitely I think I told her I'd give her all we give my students this spiel; still think beyond ink. Like Carla, I come from a print background.

I worked in prepress so, [indecipherable] I understand there is still a need for print but the trend, it seems now, is what we could do on our phones, you know?

Can we make it so, we can access where a 8 and a half by 11 print maybe only would hit a certain demographics for certain area.

Now I can get a million and billions on my phone and can they still look presentable so, that user experience that you get in UX with the phones.

And also augmented reality has been something that I have dabbled with my students.

Again, using our phone and tablets, accessibility, like she said, but immersing you in a world that's beyond just that of two dimensions, can also be included.

So, I've incorporated before I get out of the classroom, and even now, in my position, the position I'm in now try to incorporate some type of augmented reality in there where it's not just your interact... so, you can turn that print now into a multimedia document.

So, you have your print document, and you have your multimedia document that can be print accessible, but you also, have embedded video into it. Embedded sound.

One of the big things we did recently and we're doing now is the Provost newsletter that we put out, Desk of the Provost. And it's an interactive PDF, but you also, have built in, you have a video embedded into it.

Content, YouTube links so, if you want to print it out for those who still love their hard copy print code, you get that. But for those who want to interact on your phones and tablets, you click on it and see the video that's embedded in there and hear the interviews and all this up in there as well.

So, that's one of the things that I'm working with now being back in the classroom also, with my students in 1704 Media. We're looking into different areas too.

We can now go beyond print, keeping the fundamentals of print and all that, but also, [indecipherable] audience. So, yeah, definitely give you some technology.

But like, say, like we're both Carla and I, we're both print. A foundation, you can never get away from that because just like Michael's room he has in there, you wanna have those things up on your wall. You wanna be able to print and put those things up on the wall, and that's something you do this can't give with your tablet.

So, even if you print it out, it's still has to be presentable to go up there, so, yeah.

EURE: I agree. And I'm gonna interrupt.

We do have a comment, or someone that wants to have you repeat something.

But what I'm gonna ask Sarah to do if she can briefly play the MP4. MP4, I think, from Clarence and then we will... thank you.

Alright, alright, that was good.

And you know, we couldn't just do Elizabeth City State and your great graphic creativity.

And we're gonna also, ask if she could play the small video clip from Wake Tech's advertising and graphic design.

Thank you.

I ask Sarah to do a whole lot of stuff. But she's good, and if we, if you're gonna wanna come back, we can do that later.

Okay, thank you.

[music playing]

EURE: Alright, welcome back.

It's always good to take a break and welcome back, Obelia.

We're gonna go with the last question and I think that this would be a good transition for you to join us, Obelia, as soon as they answer this last question.

Go ahead, Jerry.

GREENE: Alright, uh, Carla Osborne. What are some real work experiences and collaborations you hope to see students participate in while they're in college to better prepare them for careers in graphic design and related industries?

OSBORNE: That's a great question.

We already have some things in place. We try to bring real-world projects into the classroom. We've worked with Katie Gills, who's the director of entrepreneurship initiatives. She brings in clients from Launch Wake County. We do branding campaigns for them.

The town of Selma has been branded by Wake Tech students, so, all of our instructors within our program go out and you know, sort of either people approach them or, you know, we hear about an opportunity, and we try to take advantage of that.

You know another example, and I could go on and on with examples. Another example is a local coffee chain who asked to be rebranded.

And you know, it's really good opportunities because when you're talking to an instructor, you know you have one mindset, and when you're talking to somebody who's giving feedback on things that they may or may not use or that they like or they don't like, you know, that's really when you sharpen those soft skills and you learn really how to communicate with people about solving their problems.

So, yeah, we're hoping to continue that. So, if you know of any opportunities, send them our way. Let's definitely, and very quickly before you toss it over to Mr. Goss, I think we had a question that maybe both he and I can ask in the chat did you want us to address that now about the print or did we address that previous question?

EURE: We're gonna get to the questions. We've got a bunch of questions, believe me.

OSBORNE: I didn't want anyone to feel like we hadn't answered their question.

EURE: And to the audience. Yes, we go over a little bit.

They already know that, but, but for those that have to leave at 12:30 we will do a quick kind of video piece and then we'll start back in about a minute, like 12:31 and we'll stay until 12:45.

So, you're gonna get your question asked. Thank you.

Alright, go ahead, Jerry.

GREENE: Alright, Mr. Goss, what are some real work experiences and collaborations you hope to see or you inspire students to want to participate in during their college years to better prepare them for their careers in graphic design?

GOSS: Well, hope to see, we're actually doing it now. The video clip that you saw with the snippet of what we're doing now on campus called 1704 Media Production.

Uh, it says where creatives come to discover, which is our university motto; Come to Discover, Leave to Conquer.

And so, with 1704, we actually are doing that now. We're reaching that we have what I call community partners and collaborators. So, this summer, we did a summer, let me just talk about some projects we have.

We have a what's called check the resume, which is a live music performance series and our students work behind the scenes and in front of the scenes.

So, we have students who want to perform, they're singing, they're rapping, whatever genre they want to do. We give them a platform to do it.

All the musicians are students. Our videographers are students. Production design are students. The graphic designers was, everybody connected to it are students and myself as an instructor and professor Neylor, who is the music director, we just sit back and let them do their thing.

The Compass newspaper that we're bringing back until we're bringing that back in a multi-media way, where students are working on that.

They have students from English department, Digital Media, Graphic Design, Psychology. They're coming in, and they're putting this paper together and they're getting that real-world experience.

You name it, the Provost newsletter. Several different things we're doing. And this office and the umbrella for our QEP plan for university for says from the classroom to career. So, we're reaching out to our local people.

This Summer we had to put on a summer music camp and we collaborated with the Elizabeth City [indecipherable] school system.

This is where our students will be able to probably get internship with them in the future.

We're working with local businesses who are bringing our students in do commercials for them, to do graphic work. It's a requirement in our program that you have to have 120 some hours of internship. So, we're working with anybody we can to get those positions.

As well as our Career Services here on our campus, which is great. We have an awesome Career Services who try to put our students in programs. I had a student this summer who worked with a major marketing firm this summer. A paid internship at that. And then that turned into a job after the end of the internship, they'll last until the end of the year.

So, we're always trying to push students who are getting that experience any way we can.

I tell my students they want my two mottos. My two things I focus on and in my classroom, when I work with students. It's learn grad school Graduate School. Always seek higher learning in some area and in entrepreneurship.

You know, jobs that we know we've seen [indecipherable] during Covid that some jobs have been cut off and laying off. But if you can create your own job and create your own way and create your own money then you're guaranteed... well, you're a lot better off than sometime waiting for somebody to give you that job, you know?

And I've had several students now who had their own business who are in the Charlotte area, Atlanta area, who were... get out of school, look for a job, but like you know, most of us did. Try to find that nine to five and it was hard.

And then realize, you know what, let me start my own business and they are now doing great.

They're awesome in their area and I'm just proud, you know, I'm... a lot of them I speak when their business so, anytime you can look at your students and see that they're building their own, it's a great thing.

So, you know, I'm always... I think that's one of the great things at Elizabeth City, we're always pushing our students in that real-world experience. You know, to get their hands on, we can talk about all day and the theory in the books, but once you get out there and you start working with people, it really comes like ohh, that light bulb goes on.

Now I understand why you were telling me to do this, this and that... because I'm working with somebody like Ms. Obelia at the Museum of History and she's asking me these questions. Boom, boom boom, I can put two and two together.

So, yeah, we have several opportunities on 1704 that we're working with, Michael.

We're working together with the documentary team that we've started and the Museum of History. And students are working on that, you know, and I'm happy because we're... before I was doing the driving. Now I can sit back and just let them do the driving. And so, that's what we're pushing for from the classroom to career.

So, yeah, like I said, I can go on and on and on about it because that's a passion of mine that I've always had preached.

EURE: Well, Obelia and I know that you've been talking to Earl Ijames. That's what that is.

So, we need to work, but we all see... a student is knocking on my door. But, I have a note here that says we're recording, but I'm not gonna answer the door.

So, if you would, Sarah just play that NC dash, and I'm gonna say move us to the side. NC Dash AACC and this is a, I'm also, now seeing 24L46 September 15th through October 15th is Hispanic Heritage Month and also, the statewide kick-off for Black

History Month will be taking place at the Museum of History and Obelia does all of our artwork and this is a general overview, if you wanna just Scroll down. But if you can just, and I'm gonna ask Sarah to put that link in the chat for the audience that you can click if you want to become a presenter. That is my main concern because the deadline is October the 15th, where you see right there apply for AACCC, just can you click that really quick Sarah, and then that's all you have to do is just scroll all the way down and once you finish you just hit submit and it will go directly to the museum. And this is for anybody, and particularly students. I want to encourage you to find out what this is and you will get a spot on a [inaudible] if you are selected.

So, that's that.

And now I'm gonna let Obilia respond to what we said thus far, and then we can start with those questions and Obilia's been on the show several times, so, I know she's a pro and she will have no problems doing that.

Go ahead. We'll go back now. Thank you, Sarah. Obelia, do you wanna respond to what we've talked about thus far? The parts that you've heard because I know you been backstage and you've been doing lots of stuff, but...

EXUM: Yeah. And I was so glad to hear what the students are doing now.

I do wanna just say that just looking at the times that I've taught and thinking about how students, you know, really wanna know that, I just feel like one of the major things that I remember as I taught is students wanting to know what real-world experience do they need to get out and start working. And certainly, they've asked me at the museum and various places.

I wanted to just mention some things that I thought, because I love that conversation about accessibility and Wake Tech where students are going.

And then I also wrote down what Mr. Goss was saying, think beyond ink trend is out now.

I wanted to mention some of the things. What kind of experience would I be looking for, the student if I grabbed a student and work with them now and thinking about what graphic designers are doing now. You know, I agree with some interesting information that I thought, okay, let me just say this... I would be looking for a great experience in terms of portfolio, definitely teamwork.

You have to have people skills and you have to be efficient just in terms of where we are in life now being able to just work with a team of people or people just spontaneously.

And so, I'm just confirming what I know that you all have already said.

I put down speed and accuracy, versatility. You've got to have all of that.

Developing brand ideas, showing those concepts, showing those sketches pretty quickly. You have an idea, get back out there and say, okay, you know, here's this from the beginning concept.

Here's the final concept of what that looks like. And understanding, multi-tasking and understanding new priorities. Just knowing multi-tasking and being able to prioritize.

Here at the Museum of History, I know I would be wanting to make sure you understand scale and proportion when it comes down to exhibitions, you have to know it.

They're all those properties that is being taught; I love that stuff in graphic design. And I have two questions myself, but I'm a hold back on that.

But, loving the entrepreneur because that's gonna show some great design skills and then coming out of that classroom and then showing us what sorts of concepts you had worked on in the classroom of would be efficient, would be great for students if we had them here in here at the museum now.

And so, working on murals and large-scale poster graphics. It is not only in at the museum, it is the way the world is running now. You all know it, and if you can just imagine we've got them here at the museum. We're talking large-scale exhibition, logos, graphic design, branding, enlargements.

But you also, know this is also, going on; environmental design is, you know, it's just a biggie. People of, it's just an expansion of that whole thing.

So, I was loving and enjoying a lot of the conversation that you all were having there and just thinking about how that's being integrated here or what we would like to see here is there having students as well.

Trying to figure out what other sort of thing follow should I be... oh, we're talking about the AACC, if I could go into that just a little bit.

We have the opportunity and I appreciate you, Michael, for just going right into the Museum of History and sharing that with students.

We have the opportunity here and I've had that opportunity and you've seen me at other shows just to get that involvement with AACC and the opportunity to just have a theme every year come up with a little come up with a brand that's just one part of what I do.

But certainly, what I consider to be something that we would be looking for in our future, you know, of course, you know, students working on that sort of thing as well.

So, AACC, it's something I have worked on and you all see the sketches in the back. Funny interesting thing here, I don't know if you're familiar with...

EURE: We can't see all of it so.

EXUM: Oh. So, yeah, yeah.

EURE: There you go. Thank you.

EXUM: So, this is one of the many designs that of course we have worked on coming up with the icons and you know, ohh Africa, that sort of thing.

But these are things that we work on here at the Museum of History.

Just real quick, I pulled down, made especially for you, Willie ODK Exhibit, and I pulled that out because that's one of the traveling exhibits that we have now, going to North Carolina A&T State University, my alma mater.

And so, I hear that graphic designers up there are excited as well about the Museum of history and what projects we're working on here as well.

So, there's a number of projects, so I forgot my, you know, one of my icons here.

So, a lot of people know me by that 15th African American Cultural Celebration Festival. So, we're just enjoying that sort of thing. I show it many times, but that's one of the iconography.

But that AACC is constantly growing and changing and I'm loving the reaching out with the HBCUs this year and just expanding even more across the state of North Carolina.

So, we're really excited this year.

Allison is in here with me, so, I'm thinking of all the things that I would have remembered to say. She's giving me a thumbs up.

EURE: We got extra and right now for the audience. I told them we're gonna do a little quick break. So, if you can just do the success coaching really quickly and then we're gonna come back and have some more of Obelia Exum.

And thank you, Carla and Clarence for staying a little bit later. We appreciate it.

I know we're asking Obelia to do a lot, I mean not Obelia, Sara, I'm confused.

Anyway, this is the success coaches' link and for students I just want you to be able to get to it and that's all it is. There are three coaches you can go back there will be 12 by January and just click schedule appointment.

I just want the students to know if you need to make an appointment, if you have any questions about anything, that's it. So, that was all I wanted to show you. That's the break.

Now we can come back and do some more good stuff and the website is successcoach.waketech.edu. Thank you.

Alright Obelia, I'm letting you lead the second half. Go ahead. We'll call it a third.

EXUM: Yeah, I tried to cram everything in there, didn't I?

And for those of you all who you may know and may have followed, we're doing here at the Museum of History, graphic designers. There are two others that work with me.

I love the team experience. We just love it here because starting projects, completing projects, jumping right in there. The other graphic designer jumping right in there, joining us on any projects. Production's at the end of the hallway.

So, we're not only just sitting behind the computers, we're getting up helping to mount boards back in the back. It is all... it is all as well as leading on exhibitions that we have here at the Museum of History.

Just one of the, we do signage and I just wanna and just allow you all to know how expansive it is.

We work on branding that is from, that is from educational programs or any programs here at the Museum of History where we're developing a brand or a look for those programs.

And then when it comes down to online, one of the programs we have community, Community Class and one of the programs we are, I'm just naming that one because it is one of the programs that we had come up with, a thematic look in an idea.

The thing with that, every time we have Community Class depends on who in the community. Right now we're working with American Indians this Fall, and before we were doing African American community.

And so, we're constantly changing that, education says we're gonna move forward with the rule this time.

And so, we have community class and one of the graphic designers just allowing you all to know, developed a look for that Community Class series and once we develop that look, we all raise, or like, okay, it's gonna go online and I'm sharing with you all the quick sort of turn around, developed that sketch send it in to a committee.

They look at those sketches. Can we tweak here? Can we tweak there? Finally, we've got a brand and a look and a template where we're, okay, it's African American now.

We're gonna take AIHC, drop it into that look and then send Community Class back out online. So, the template has to be flexible, but it still has to be an image for that particular group of people, and they select speakers for that.

But I'm using Community Class to just give you more of a variety of how it is and who it is that we have to work with. That's one of the many projects.

EURE: We're gonna take a quick question and then we're gonna come back to that.

So, there's a question in chat. Go ahead. You wanna read that?

[indecipherable] Cara Beasley. Jerry

GREENE: Cara Beasley says beyond the pandemic and social media, how has DIY software like Canva influenced trends in graphic design?

EURE: And all of you could ask for that if you'd like. All of you or any of you who wants to go? Does anybody have an answer?

EXUM: Now you know, you know I'm a talker.

So, I'm just gonna say one thing I think it has influences, but I'll allow them to say how much it has from their point of view.

But you know, just being a professor, a classroom person myself, I cannot get around, I love the principles of design at heart. At heart that's, that's all I'm going to say.

That graphic designer, making sure that they are really using the principles in graphic design.

OK, that's enough for me to Ms. Osborne or Mr. Goss.

GOSS: I would say the same thing. Everything, there's a tool for everything.
[indecipherable] a tool for every type of job and but when you, in any field, any profession, there's always a professional who knows the proper way of doing it.

Like you said, the principles and theory that goes behind it where Canva is a great tool for those individuals to get something out quick.

Nothing that beats that professional graphic designer coming in to give you the reasoning behind these colors go the way they are, the theory behind that, the principles and all you just can't do away with that. So, it doesn't, just 'cause you have Canva and I tell my team just 'cause you have Canva and Photoshop does not make you a graphic designer. It just means you are able to buy the software and download it and can use it. So, it's nothing you can get away, it's just like, I can have a toothbrush and I may have floss, but it doesn't make me a dentist.

You know, I have a set of tools that have some wrenches and some socket wrenches, but it doesn't make me a mechanic or whatever.

I'll leave that right there.

EURE: We gotta get you on stage doing a comedy show, you're good.

Do you have a response, Carla?

OSBORNE: Yes, I just wanted to add that you know I'm in total agreement with these statements because you can have a really great idea and it's still gonna be a great idea.

You can't make a bad idea a wonderful idea with Photoshop or Illustrator or any of these tools, and I'm so, glad to hear that, you know, the topic of sketching being brought up, because that is something that sometimes students skip that step and they [audio problems] but the design tools not there, and, Canva or Photoshop or whatever.

But you know you can just convey your concepts quickly and with a sketch. And if you can convey that with a sketch, then you can take that and run with it, you know.

So, I was really happy to hear you say that about the Museum of History.
[indecipherable] That's the way you begin.

EURE: Alright. And it's back to you Obelia.

GOSS: Can I add something to that, Michael?

[indecipherable] Ms. Obelia mentioned too about the sketches, but also, the process.

So, one of things I always tell my students; we do a process book in our, any project we do, we do. I wanna see from beginning to end your sketches, your mood boards, your creative brief, because when they come to you, you wanna know if they can think. You know, can you process this information? Can you take from this concept I'm giving you and let me see you all the way through.

So, yeah, so, I hope any of my students are watching now. You can see why have you those process books. Because those people you going to apply for, they wanna see if you think and go from just showing them a final product, but how you come up with this idea.

So, we go back to the whole [indecipherable] a lot of times you don't see that. You know, you see that with the sketches and also, yeah.

And thank you for putting that out there, and I'll be sharing this in my class. Ms. Obelia Exum says she wanna see your sketches if you come apply for a job.

EXUM: Yes, and I believe what's happening now in this world that we're in, technology because so many people know how to use technologies, like, I know how to use technology. I can drop a picture in. I've got an image in here, so, I'm a graphic designer now, and I can take it from here to here.

But my question again, and I'm just piggybacking on what you all are saying, you know, do I see any thought put into this, any methodology put into it? Are there any principles in here?

You know, how do you start from the beginning? And I'm gonna give you this concept and I wanna see that concept, you know, sketched out from beginning to end.

That is just very, very essential working in technology and I really believe this. A lot of people say, hey, I know how to do all of this, so, I'm a graphic designer now.

And so, do you really need to, you know, people out there who are giving you all that feedback saying no, we're really all looking for people, you know, who have those skills and some people say I have a knack. I don't go too much, I don't bother too much with that.

I just know what sorts of standards we're looking for, you know, here at the Museum of History, you know, and I would imagine other businesses are looking for as well.

But thank you so, much. I'm glad that's working out.

I know that the people here at the Museum of History, we just appreciate what graphic designers do because there are a lot of creative ideas that we can come up with.

There are lot of work, just different sorts of projects I started a while ago and I said you know, signage and then there's the other banners we work on outside of the Museum of History.

There are signs that we work on inside of the Museum of History, wayfinding signs, and so, we, you know, have information on that and try to keep up with standards when it even comes down to that, because there's standards and principles for everything.

You just cannot get out there, create your own sign and then say I've created this sign so people can follow this here. A way finding methods and principles that we have to go by and we stand on those methods and principles even when we're dealing with a digital world as we go into that digital world. And I love that word, accessibility. I wanted to ask a questions about that or just more explanation with that.

But talking about that creating, uh, even print design that I some tip, and I was like, oh man, I hope paper and print has not gone completely out of style.

So, even that print design umm, we of course are still, when it comes down to AACC where putting those posters out there so people can, in the community and get to put that up and get to see that and sharing the information of what we're having and when it's going to happen.

So, print design, still in concepts, coming up with logos. What does that look like?

It is, it is really so much fun, and I typically tell people I enjoy being that graphic designer still, coming up with branding for exhibitions.

What a great opportunity, I would just say, that I've had here, and I know the rest of the graphic designers would, you know, totally agree with that.

Coming up with branding for that, a signature look for those. We do many in house exhibitions. And as I said, and then you've got your, I wanna say marketing, that look we had, I'm trying to think of the name, for marketing we do ads, and so we have to go online with electronics and I believe when I started with Community Class, once we come up with a visual for that, then we have to have the sizes and proportion for, okay can it fit on Facebook and I'm saying this for the students, you know. How is it gonna look on Twitter? Is that gonna work? You know, how is that going to look in Instagram.

EURE: I'm interrupting.

EXUM: Yes, all those programs.

EURE: Obelia?

EXUM: Yeah.

EURE: Obelia?

EXUM: And so, everything now is, is online. Everything now is visually, it needs to work there and then how's that gonna work with your phone as well?

EURE: Obelia, we have come to the end. All good things come to an end.

But, we're gonna let everybody have their final 10 or 15 seconds, for your final statements. And we're gonna kind of maybe move over Sarah and they can make them from the side and we can just kind of play very lightly, the music from the [indecipherable.]

And we're gonna start with Jerry, and then we'll do, Carla, and then Clarence and then Obelia. Okay?

GREENE: Me myself, I don't have much to say. I'm happy to have been a part of this meeting today.

I'm not a graphic designer myself, but I do have friends that do major in graphic design, so, events and activities that come up related to that, it'll be nice to pass that along to them.

EURE: Alright, thank you. Carla.

OSBORNE: I'm happy to have been part of this today. You know, I think design touches everybody's lives on many levels, so thank you for having me be part of this.

EURE: Thank you.

Alright, Clarence.

GOSS: This has been an awesome experience. Great meeting you, Carla. Jerry, we've met before, and Ms. Obelia already a pleasure meeting you. Thanks Michael.

Again, if you're ever in northeast North Carolina, please check us out here at ECSU.

We have a great graphic design program and you're always, this is where creatives come to discover. So, definitely check us out and again anytime I can be of service, give me a call.

EURE: And we really do wanna say thank you. When we went to visit Elizabeth City State University, took some students, they are in love with Elizabeth City State.

It was right before everything shut down for the pandemic at your winter homecoming.

And I'm just gonna say again, Obelia this is your turn. You could say the final thing, and then we all gonna wave goodbye.

EXUM: I appreciate it. I'm so excited to hear what the programs are doing there at Wake Tech and at Elizabeth City. It just to hear what the students are doing.

I love that accessibility, UX, that media design and it gives me something to even bring into the environment that we have and keep in mind of what sorts of graphic designers are out there now.

Uh, it is my pleasure always to know that, just excited to know that classrooms are still building students with that sound principle no matter what.

So, thank you so, much for the opportunity.

EURE: And thank all of you and we'll see you next month when we'll be celebrating Hispanic Heritage month.

And also, our office of Career Services. I'm gonna talk with them about bringing the three of you back to do a panel for our students. All of the students, because it is beyond just graphic design. It is what really makes the world pay attention, so, I appreciate you all.

And now we can wave goodbye, and we'll see you next time.

Thank you, Sarah.