

**DECEMBER 3rd, 2015
IDSA-STL CHAPTER**

**END-OF-YEAR MEETING
&
2015 BIENNIAL IDSA-STL OFFICER ELECTIONS**

2014 – 2015 IDSA-STL OFFICERS:

TONY SCHMIDT,
CHAIR



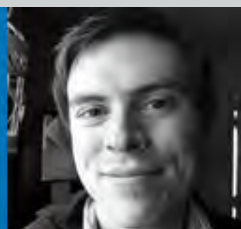
BRIAN PELCAK,
VICE CHAIR



JOY
CHRISTENSEN,
PUBLIC
RELATIONS
OFFICER



JASON MILLS,
EDUCATION
CHAIR



SEAN HIGGS,
2014 CO-
EDUCATION
CHAIR



December 3rd, 2015

- **Tour Metaphase Design Group's new studio**
- **Some announcements**
- **2014 IDSA-STL in review**
- **2015 IDSA-STL in review**
- **2015 Biennial Officer Elections: 2016 - 2017**

Agenda

**“You guys continue to out-do yourselves —
St. Louis is definitely one of the most (if not the
most) active IDSA chapters.”**



- November 3rd, 2015

**Daniel A. Martinage, CAE
Executive Director, IDSA**

2014 – 2015 IDSA-STL OFFICERS:

THANK YOU!!!

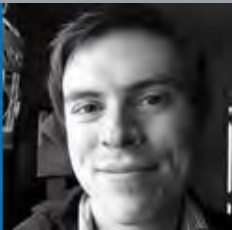
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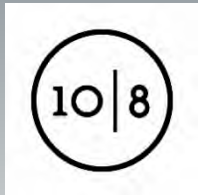
TONY SCHMIDT,
CHAIR



December 3rd, 2015

2014 – 2015 IDSA-STL SUPPORT

THANK YOU!!!



ARTIFOX



December 3rd, 2015

Sketching Workshop Proposal: February, 2016



design visualization workshop

DRAWING FOR PRODUCT DESIGNERS

Kevin Henry



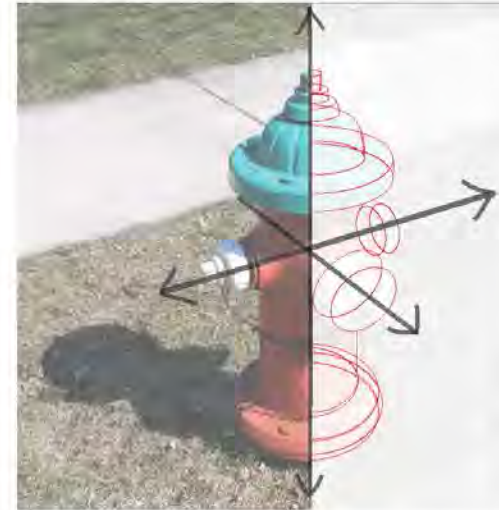
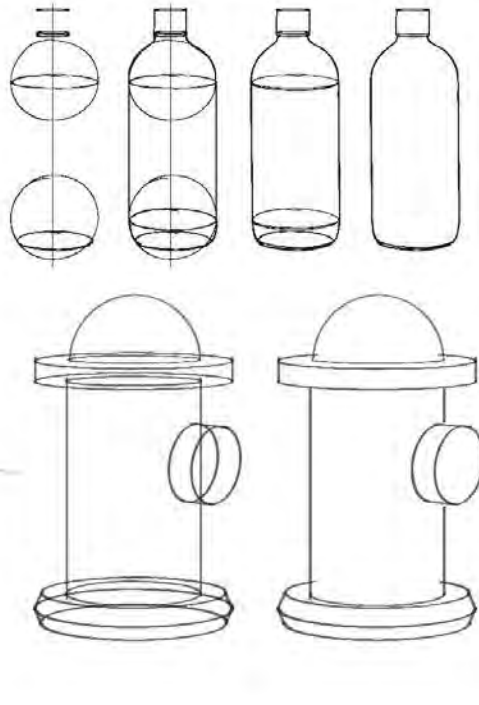
Kevin Henry is a product and interaction designer, author, and educator interested in the future of education- online and off.

Irving Biederman: recognition by components

Irving Biederman is a neuroscientist working on human vision and artificial intelligence (AI). Whereas Gibson focuses heavily on reading and comprehending surfaces, Biederman is more concerned with an underlying set of shared structures. His recognition-by-components theory, while largely discredited, remains very useful as a metaphor for sketching and thinking about form more generally. The idea is quite elemental: a group of idealized geometric shapes (known as *geons*—short for geometrical icons) are stored in the brain for comparison with what we see in the world. Geons comprise an efficient library (36 in all) of simple shapes such as cubes, cylinders, and cones which, combined, can create millions of recognizable objects. The quick sketch of a water bottle below (fig. 16) relies on a geon approach: the main body is cylindrical, the bottom surface is partially spherical, and the transition from the main body to the neck is also partially spherical, while the top of the neck and the cap are cylindrical.

Fig. 16
(right) This sketch of a water bottle has been created using a series of geometrical shapes.

Fig. 17
(below) According to Biederman's recognition by components theory, the US fire hydrant is actually the intersection of several basic geons: sphere, cylinder, truncated cone, polyhedron, cube, etc. The illustration demonstrates the process of intersecting these forms to arrive at the composite we all recognize as a fire hydrant. This process of intersection commonly occurs in computer-aided design and involves Boolean operation.



In a seminal paper on geon theory Biederman wrote: "Three striking and fundamental characteristics of human object recognition are its invariance with changes in viewpoint, its ability to operate on unfamiliar objects, its robustness in the face of occlusion or noise, and its speed, subjective ease, and automaticity." Notice that the terms *invariance* and *occlusion*, to which he has added *robustness*, *speed*, *subjective ease*, and *automaticity*, remain critical components to his theory. Neuroscientist Kevin O'Regan, commenting on Biederman's research, writes: "What I have added... is the suggestion that 'seeing' does not involve simultaneously perceiving all the features present in an object, but only a very small number, just sufficient to accomplish the task in hand." This last idea is perhaps the most critical to good sketching as it's an exploratory process without a clear end result. Designers need to be flexible and open to opportunities that might emerge in response to their own initial first marks placed on the page. They need to tolerate the ambiguity that comes with probing or, as O'Regan points out, not perceiving everything at once. Biederman's geon theory is a great model for quick "bottom-up" sketching approaches, working from simple shapes and adding or subtracting from them to arrive at more refined ideas—much as a computer builds basic models around rules or descriptions (primitives). Such strategies will be explored in greater depth (chapter 6, Shape Morphologies; chapter 8, Exploring Forms in Space).

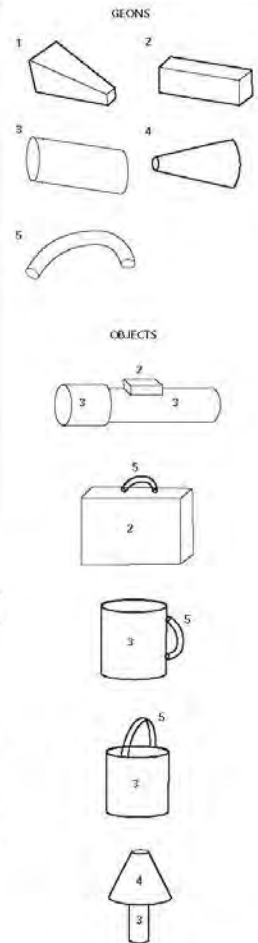
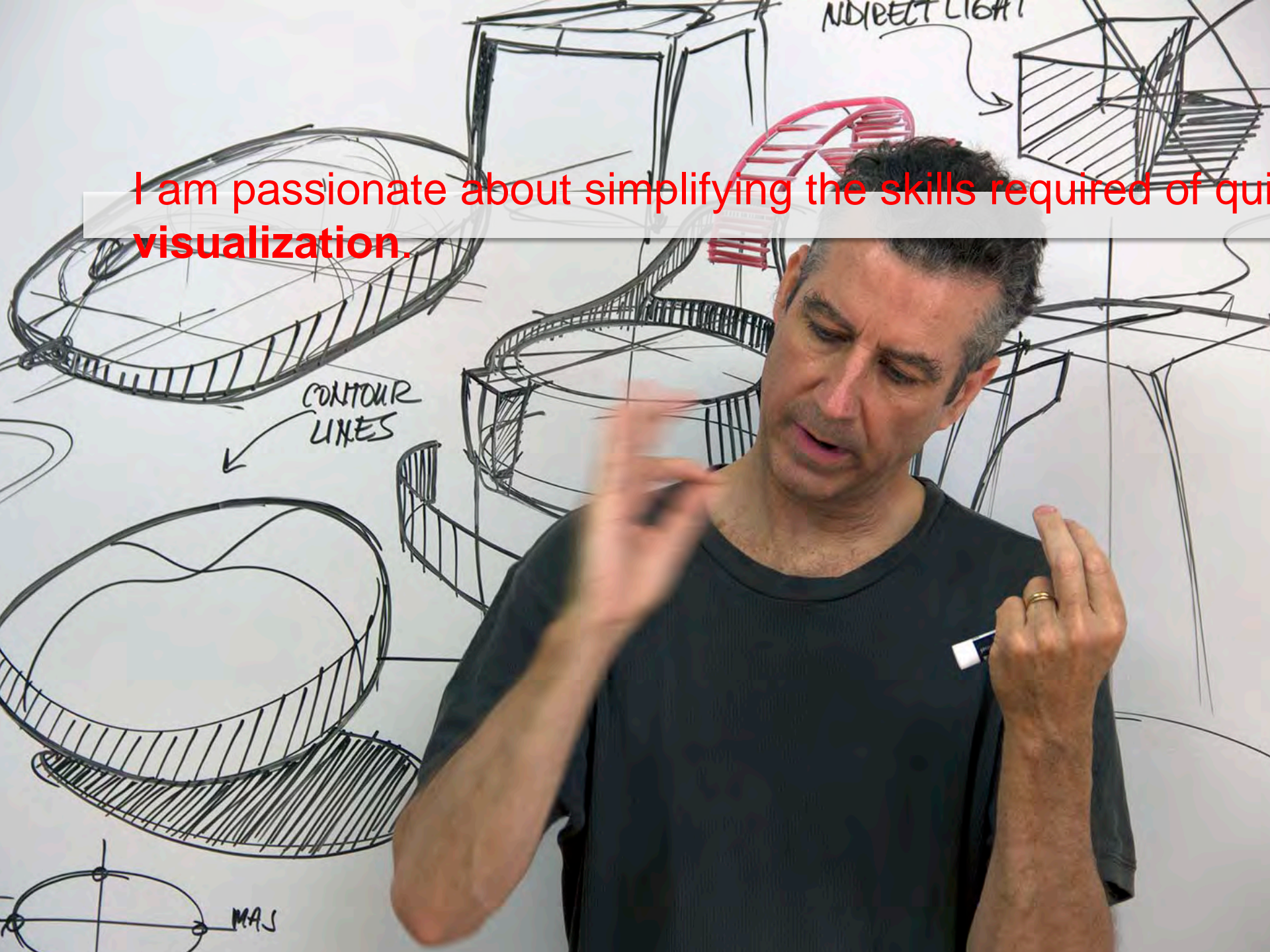


Fig. 18
Biederman's illustration of the geon theory (redrawn) from his co-authored paper "Geon Theory as an Account of Shape Recognition in Mind, Brain, and Machine" (1993).

I am passionate about simplifying the skills required of quick visualization.

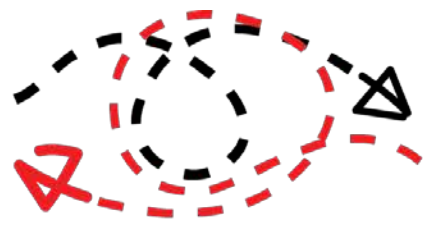


I've been running **visualization workshops** since 2012
in locations in the U.S., Europe, Canada, and Mexico

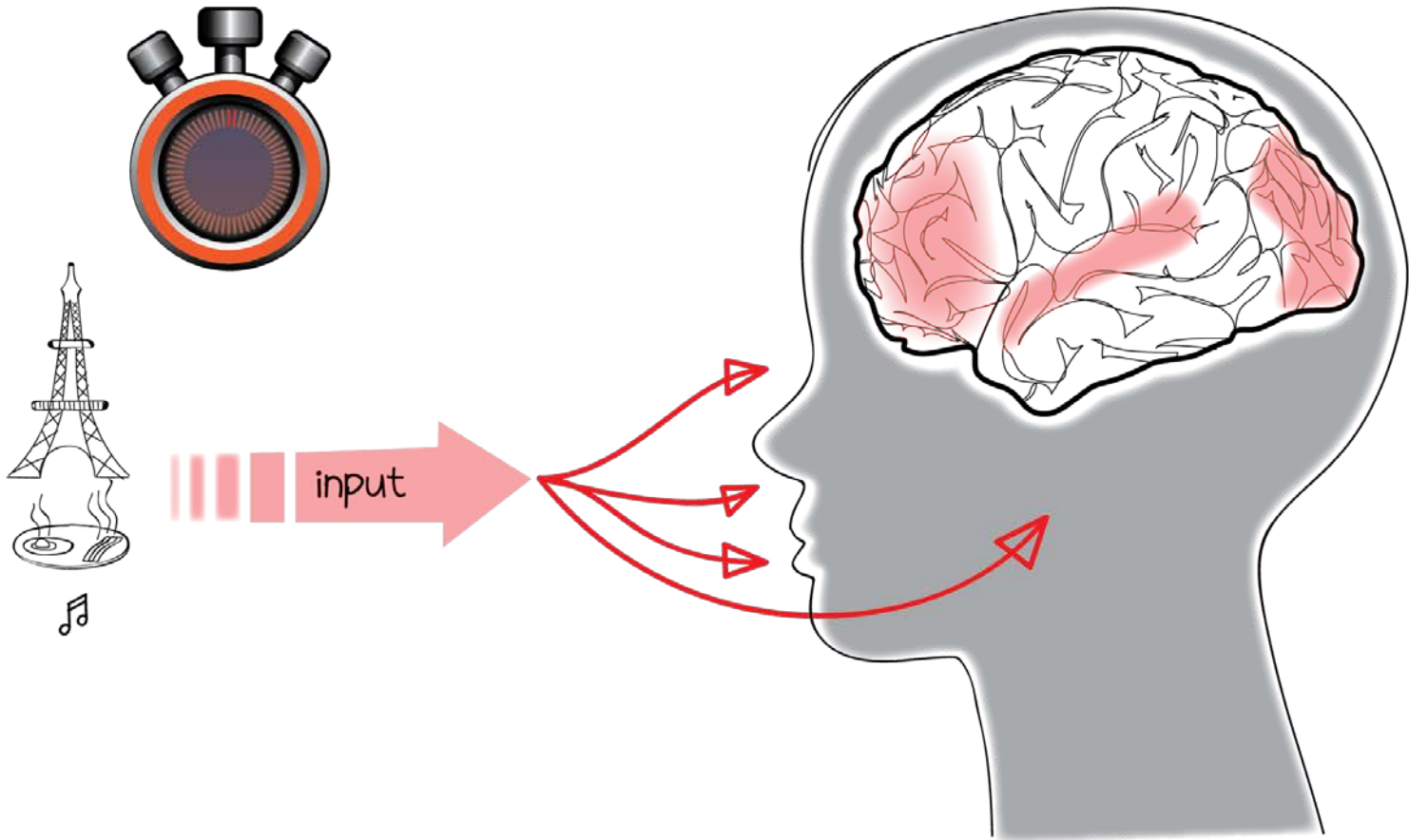


I'm particularly interested in the **cognitive** aspects of visualization and how images aid thinking



sensory input →  working memory

lasts < 1 sec. unless acted on



Workshop Goals:

understand the cognitive **principles** behind rapidly **offloading** ideas on to paper/screen

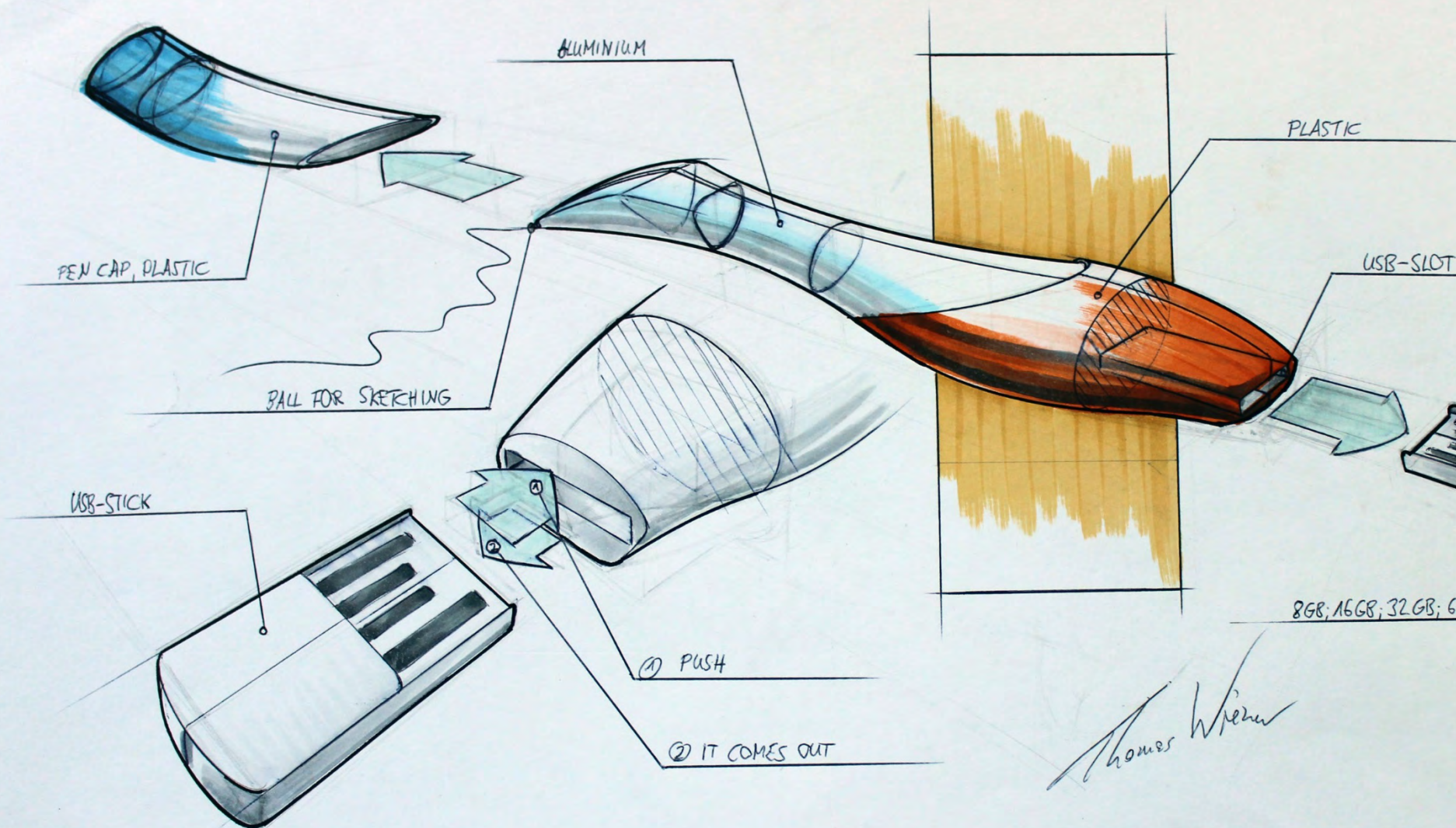
understand the mechanics of freehand **two-point perspective** sketching

develop confidence with **rapid ideation sketching** through a heuristic-based approach

leverage the power of **perspective** and **orthographic** for a rapid ideation **workflow**

learn firsthand the **methods** for **enhancing** sketches for **maximum impact**

learn about key **interconnections** between **analog** and **digital** workflows

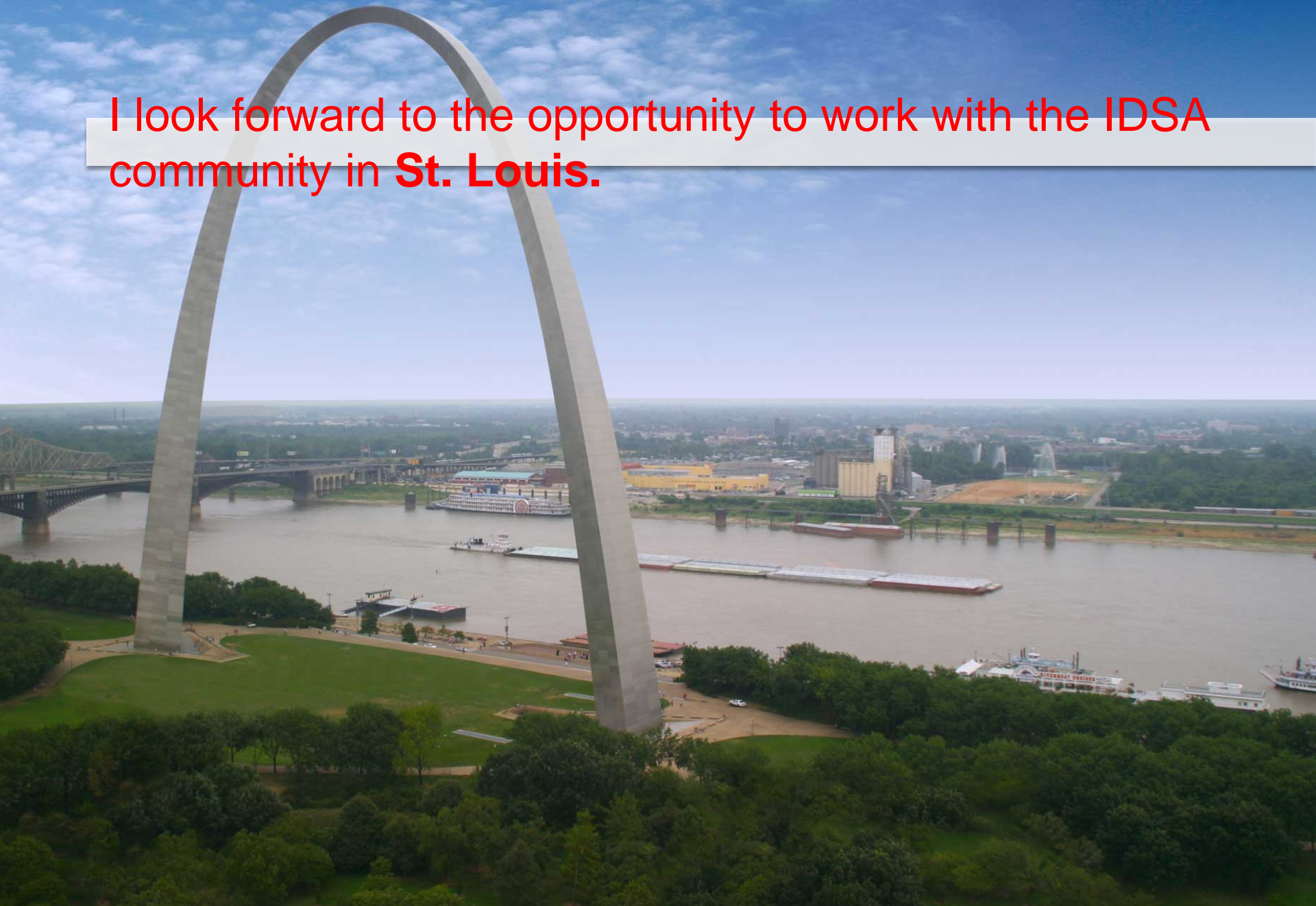


My course **Sketching for Product Designers** created for lynda.com is scheduled for release in late December.



lynda.com
You can learn it.™

I look forward to the opportunity to work with the IDSA community in **St. Louis.**



IDSA - STL

2014

EVENT PROGRAMMING STRATEGY:

- January 2nd Officer Strategy Meeting
- January 23rd Social at Ciceros
- February 11th Professional Speaker Series with Michael Prince, District VP
- February 11th 1st Quarter Chapter Meeting
- Mid-March UIUC Professional Panel /Portfolio Reviews
- April 26, Chicago: IDSA Mid-West District Design Conference “Industrial Evolution”
- Socials/professional speaker series/student outreach events: on-going...
- IDSA International Conference “The Exchange” : August 13-16, Austin
- September: STL DesignWeek
- October/November 4th Annual Student Bragging Rights Competition
- December, 2014 Y/E Officer Review Meeting

January 2nd: Officer Strategy Meeting

A) Practice IDSA mission:

- *Lead the profession by expanding our horizons, connectivity and influence, and our service to members*
- *Inspire design quality and responsibility through professional development and education*
- *Elevate the business of design and improve our industry's value*

B) Host inspiring, multi-disciplinary events that encourage dialog between IDSA members/guests

C) Grow the IDSA-STL Chapter to attract like-minded members through active marketing

IDSA-STL 2014 Chapter Goals

- **15 Events held in 2014**
- **Several upgrades to Chapter marketing**
- **Chapter's Y/E Financial Summary: +\$943.18**

IDSA-STL 2014 Year-in-Review

IDSA-STL 2014 EVENTS (PAGE 1)



IDSA
STL

January 2nd: Officer
Strategy Meeting @
PGAV



January 18th: Officer
Kick-off Party



January 23rd: HH
@ Ciceros



February 11th: 1st
Qtr. Bus. Mtg. &
Michael Prince Talk
@ Washington Univ.



HAPPY HOUR
Thursday, March 13 - 4:30pm-6:30pm (ish)

THE POST
SPORTS
BAR & GRILL
The Post Sports Bar and Grill
7372 Manchester, St. Louis, MO 63143
314-645-1109
thepostsportsbar.com

March 13th: HH @
The Post Bar & Grill



April 9th: Webster
University Design
Mentors @ Webster



April 12th: SIUC
Design Dayz
Portfolio Reviews
@ SIUC



April 26th: MWDDC
@ Chicago



IDSA
STL

IDSA-STL 2014 EVENTS (PAGE 2)



April 30th: Webster
University Design
Mentors @ Webster



May 28th: Intellectual
Property Talk
@ The Law firm of
Lewis Rice



June 11th: 2nd Qtr.
Bus. Mtg. @ Yurbuds



August 6th: Aaron
Scott Talk @
Metaphase



September 27th:
Maker Screening /
DesignWeek
@ The Luminary



October 4th: 4th Annual
IDSA-STL Student
Design Competition
@ Central Public
Library



December 9th: 2014
Officer Annual
Review Meeting



INDUSTRIAL DESIGN
INFORMATION. ADVOCACY. COMMUNITY. EDUCATION



idsa
STL

IDSa in St. Louis
@IDSAinSTL

The face of the IDSA St. Louis Chapter. We seek to provide information, advocacy, education, and community for designers in St. Louis.

St. Louis

idsa.org/STL

[Tweet to IDSA in St. Louis](#)

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Jason Mills
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Education Co-Chair, St. Louis Chapter
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Joy Christensen
Industrial Designers Society of America
Public Relations Chair, St. Louis Chapter

Brian Pelcak
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Vice Chair, St. Louis Chapter
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(314) 239-0941

Tony Schmidt
Industrial Designers Society of America
Chair, St. Louis Chapter
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(513) 340-8000



2014 Marketing Upgrades



idsa
STL

December 3rd, 2015

IDSA-STL 2014 EVENTS



January 18th: Officer 2014 Kick-off Dinner

IDSA-STL 2014 EVENTS



idSA[®] STL

HAPPY HOUR

Thursday Jan. 23rd, 2014

4:30pm-6:00pm....ish



January 23rd: HH @ Ciceros

Ciceros

6691 Delmar Blvd.

University City, MO 63130

(314) 862-0009

ciceros-stl.com



IDSA-STL 2014 EVENTS

IDSA.
STL

TUESDAY, FEBRUARY 11, 2014
@7PM // Reception to follow

Washington University
Steinberg Auditorium
Centennial Greenway
St. Louis, MO 63112

**February 11th: 1st Qtr. Bus.
Mtg. & Michael Prince Talk
@ Washington Univ.**

Creative
Diversity

&

Problem
Solving

FREE LECTURE SERIES // Michael Prince, President of Beyond Design, Inc.



IDSA.
STL

December 3rd, 2015 27

IDSA-STL 2014 EVENTS

HAPPY HOUR

Thursday, March 13 - 4:30pm-6:30pm (ish)



The Post Sports Bar and Grill
7372 Manchester, St. Louis, MO 63143
314-645-1109
thepostsportsbar.com

iDSA.^{STL}



March 13th: HH
@ The Post Bar & Grill

IDSA-STL 2014 EVENTS



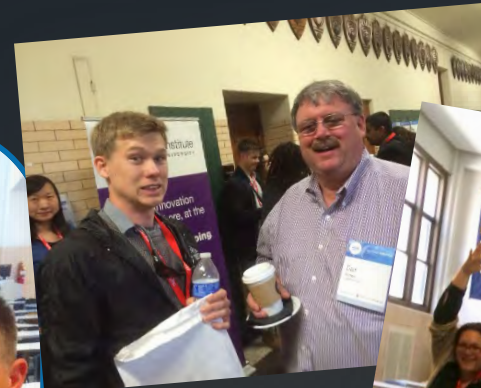
**April 9th & 30th: Graphic/I.D.
Mentors @ Webster University**

IDSA-STL 2014 EVENTS



**April 12th: SIUC Design Dayz
Portfolio Reviews @ SIUC**

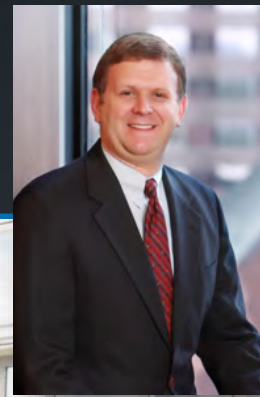
IDSA-STL 2014 EVENTS



April 26th: MWDDC @ Chicago



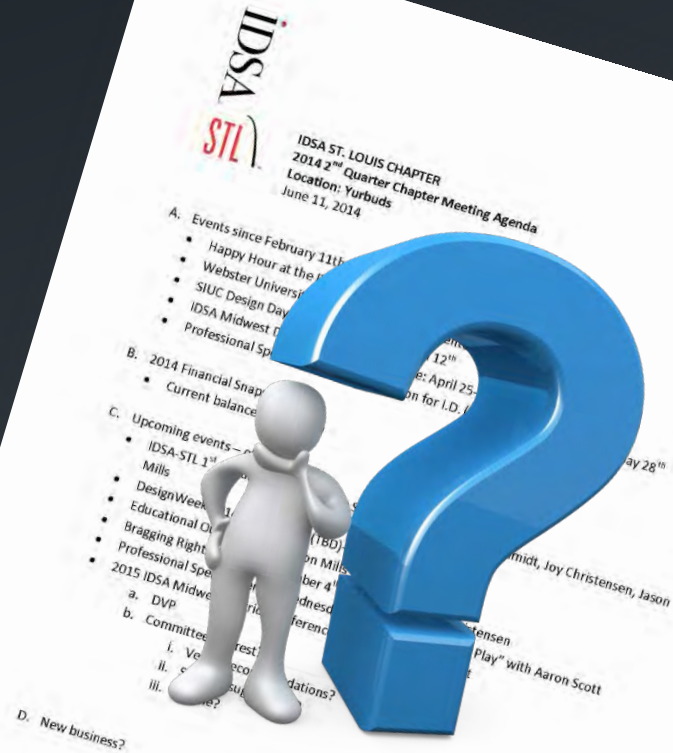
IDSA-STL 2014 EVENTS



**May 28th: Intellectual Property Talk
@ The Law Firm of Lewis Rice**



IDSA-STL 2014 EVENTS



June 11th: 2nd Qtr. Business Meeting @ Yurbuds

IDSA-STL 2014 EVENTS

IDSA[•] Professional STL SPEAKER SERIES *Presents*



BUILT FOR PLAY

WEDNESDAY AUGUST 6TH @ 6:00PM

Professor Aaron Scott will present on the value of play and playful interaction. He will explore how design is utilizing playcation and game-like methods to identify insights, initiate playful experiences, and enhance engagement.

SNACKS AND BEVERAGES PROVIDED

SPECIAL THANKS TO OUR HOST LOCATION, **METAPHASE.**



THIS JUST IN:
HELP US WELCOME **STEPHEN WIRTH**
AS OUR NEW DISTRICT VP!!

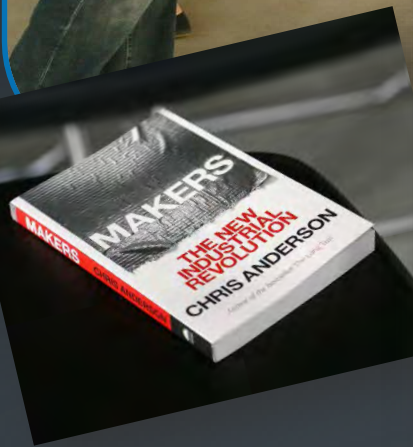


Metaphase Design Group, Inc.
12 South Hanley Road
St. Louis, MO 63105
For more on Metaphase, visit: www.metaphase.com

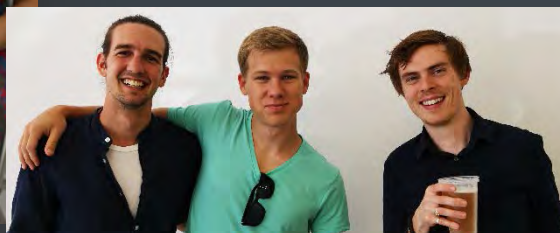


August 6th: Aaron Scott Talk @ Metaphase

IDSA-STL 2014 EVENTS



September 27th: Maker Screening, DesignWeek @ The Luminary



December 3rd, 2015 35

IDSA-STL 2014 EVENTS



October 4th: 4th Annual IDSA-STL Student Design Competition @ Central Public Library



- **Expenses.....\$10,916.82**
- **Fundraising/credits...\$11,860.00**
- **Year-End Balance.....+\$943.18**

IDSA-STL 2014 Financial Year-in-Review

IDSA - STL

2015

IDSA-STL 2015

- JANUARY : THIS MEETING
- • FEBRUARY : PURINA + STUDENT CAMP. TOPIC/VENUE
(Advert MWDC)
- • MARCH : * DAN + BRIAN CHAT + STUDENT CAMP. BRIEF ISSUE
- APRIL : DESIGN DAYS @ SIUC
- • MAY 1ST/2ND : MWDC ←
↳ Advertise Student Camp
- JUNE : MIXER...? (LOW IMPACT) * (Advert DW or SC)
- JULY : xx
- AUGUST : [EARLY] - EVENT TBD.
- SEPTEMBER : DESIGN WEEK
- OCTOBER : STUDENT COMPETITION
[EARLY] - EVENT T.B.D. * (Recap 2015)
- NOVEMBER : OFFICER FEAST (4 REST)
- DECEMBER

POTENTIAL ADDTL OPPORTUNITIES

- INCA EDUCARE ST. LOUIS HEAD START
- WEBSTER U. MENTORING
- WASH. U. VON ROHR COURSE VISIT
- WASH. U. PORTFOLIO DAY

3

January 14th: Officer Strategy Meeting

A) Practice IDSA mission:

- *Lead the profession by expanding our horizons, connectivity and influence, and our service to members*
- *Inspire design quality and responsibility through professional development and education*
- *Elevate the business of design and improve our industry's value*

B) Host inspiring, multi-disciplinary events that encourage dialog between IDSA members/guests

C) Grow the IDSA-STL Chapter to attract like-minded members through active marketing

IDSA-STL 2015 Chapter Goals

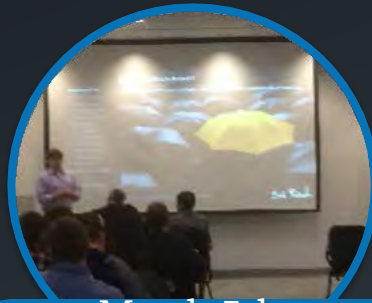
- 13 events held in 2015
- 28 events total: 2014 & 2015
- 22 individuals added to email distribution roster in 2015
- 4 new design firms participated in chapter events
- 6 Midwest teams represented at the annual competition
- Y/E Chapter Balance anticipated to close @ +\$700*

IDSA-STL 2015 Year-end Chapter Status

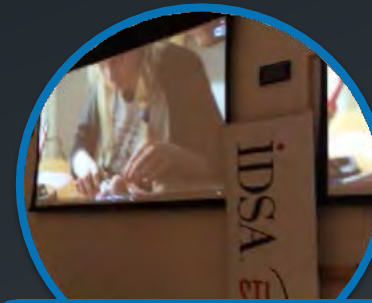
IDSA-STL 2015 EVENTS



February 19th: HH @
Coastal Bistro



March 5th:
“Disruptive
Innovation” @
Venture Café



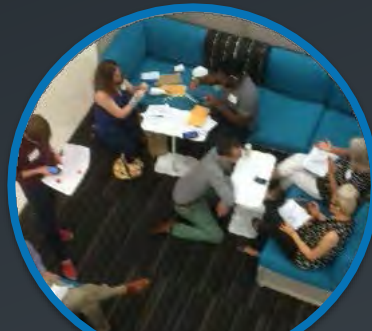
March 23rd: Maker
Screening @
Nestlé Purina



May 1st & 2nd
MWDDC @ TREX,
Hyatt, Venture
Café



August 20th: HH @
Urban Chestnut



September 24th:
Design Thinking
Workshop @ Venture
Café



October 25th: 5th
Annual IDSA-STL
Student Design
Competition @ SLSC
(3 events)



December 3rd: Year-
End Meeting &
Officer Elections @
Metaphase

January 14: 2015
Officer Strategy
Meeting

December 9th: 2015
Officer Annual
Review Meeting

IDSA-STL 2015 EVENTS

IDSA
STL

HAPPY HOUR

THURS. FEBRUARY 19, 2015

Come join us for discount drinks and appetizers.

4:30pm-6:30pm

The first round is on IDSA-STL!

Specials detailed at <http://www.coastalbistro.com/>

Coastal Bistro and Bar | 14 North Central Ave | Cl

**February 19th, Happy Hour
@ Coastal Bistro**



ARTIFOX



December 3rd, 2015

IDSA-STL 2015 EVENTS

Thursday, March 5th, 2015

5:00 - 5:45 PM - followed by reception

FREE EVENT
FOOD & DRINKS PROVIDED

4240 Duncan Ave. #200 | Venture Café, 2nd Floor, Havana Room | St. Louis, MO. 63110



As part of the "weekly Venture Café Gathering (Thursdays @ Venture Café) to serve as a physical nexus for helping innovators and entrepreneurs find one another and collaborate to bring their dreams to reality. These Thursday evening gatherings provide a space for conversations and scheduled programs to inspire a wide range of attendees from around the world to connect."

OUR SPEAKERS

BRIAN PELCAK

Brian received a Bachelor Degree of Interior Architecture at Kansas State University, a multi-disciplinary program integrating Interiors, Environmental Design, Furniture & Product Design. 2015 marks Brian's seventh year with PGAV Destinations, where he provides designerly contributions toward various attractions and exhibits. Prior to joining PGAV, Brian worked at Arquitectonica's global headquarters in Miami, Florida, and further served as an Adjunct Instructor at his Alma Mater. He maintains professional memberships in IDSA (IDSA-St. Louis Chapter Vice Chair) and the Human Factors and Ergonomics Society.



The topics of "Human Centered Design (HCD)" and "Design Thinking" continue to gain popularity in many product development and business circles. Brian will briefly introduce these two topics, and outline ways in which they can enrich and differentiate the development of products & services.

PRESENTED BY
IDSA
STL

DAN REUS

Dan Reus is Founder and Chief Instigator of Openly Disruptive, a public think tank that facilitates the growth of innovation ecosystems. Dan started Openly Disruptive after 15 years experience as a creative strategist helping Fortune 500 firms, non-profits, and start-ups create innovative products and Disruptive ecosystems. Dan has worked with clients from various industries including healthcare, education, and technology.



including disruptive innovation in your own work or personal life. He developed the framework as a way to quickly create, test, and improve concepts large and small, with clients from healthcare to tech to consumer products. You'll leave with your own Idea Ecosystem and starting points for getting others to engage with it.

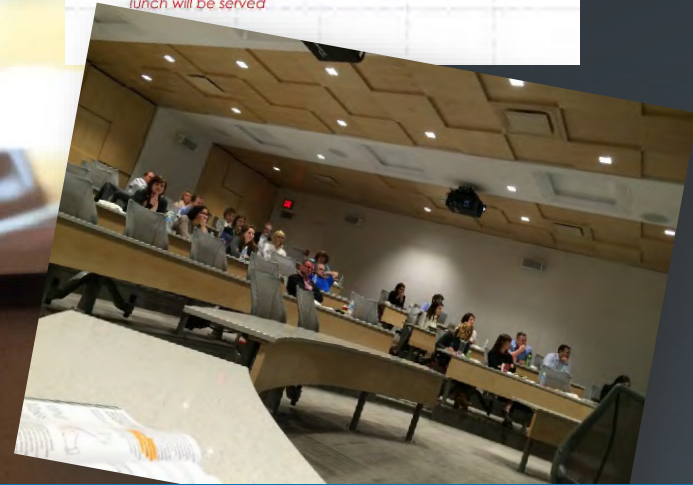
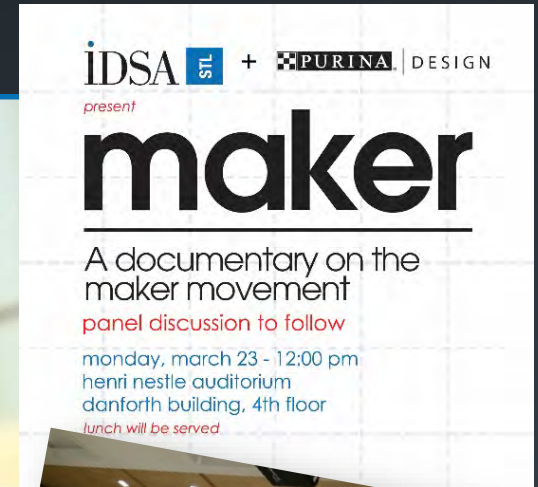


March 5th: "Disruptive Innovation" @ Venture Café (IDSA-STL / Openly Disruptive)

IDSA
STL

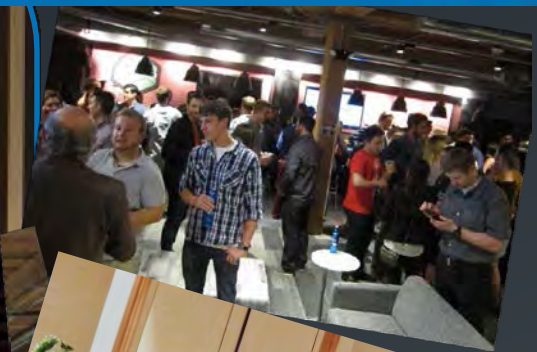
December 3rd, 2015

IDSA-STL 2015 EVENTS



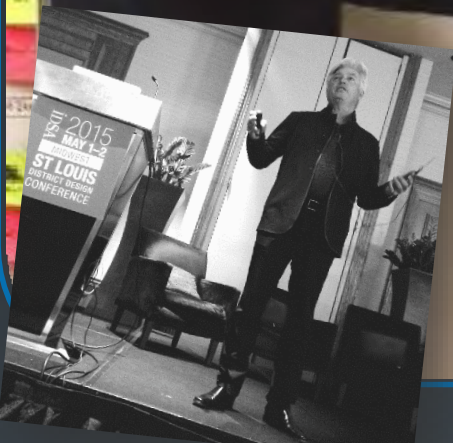
**March 23rd: Maker Screening
@ Nestlé Purina (IDSA-STL / Nestlé Purina)**

IDSA-STL 2015 EVENTS



May 1st & 2nd MWDDC

@ TREX, Hyatt & Venture Café (IDSA-STL / IDSA)



IDSA-STL 2015 EVENTS



idSA STL HAPPY HOUR!

**5:30 – 7pm,
Thursday, August 20th**


Urban Chestnut (Washington Ave location)
3229 Washington Ave, St. Louis, MO 63103

MIDTOWN BREWERY & BIERGARTEN
3229 Washington Avenue | St. Louis, MO 63103

1st round of beers and apps
provided by IDSA-STL (AKA FREE)

Network and learn about our Sept., Oct. and Dec.
events. Learn about the Sept. 24th Design Thinking
workshop at Venture Café and IDSA student
competition on October 24th!

December we will hold elections for officer roles!



**August 20th: Happy Hour
@ Urban Chestnut**

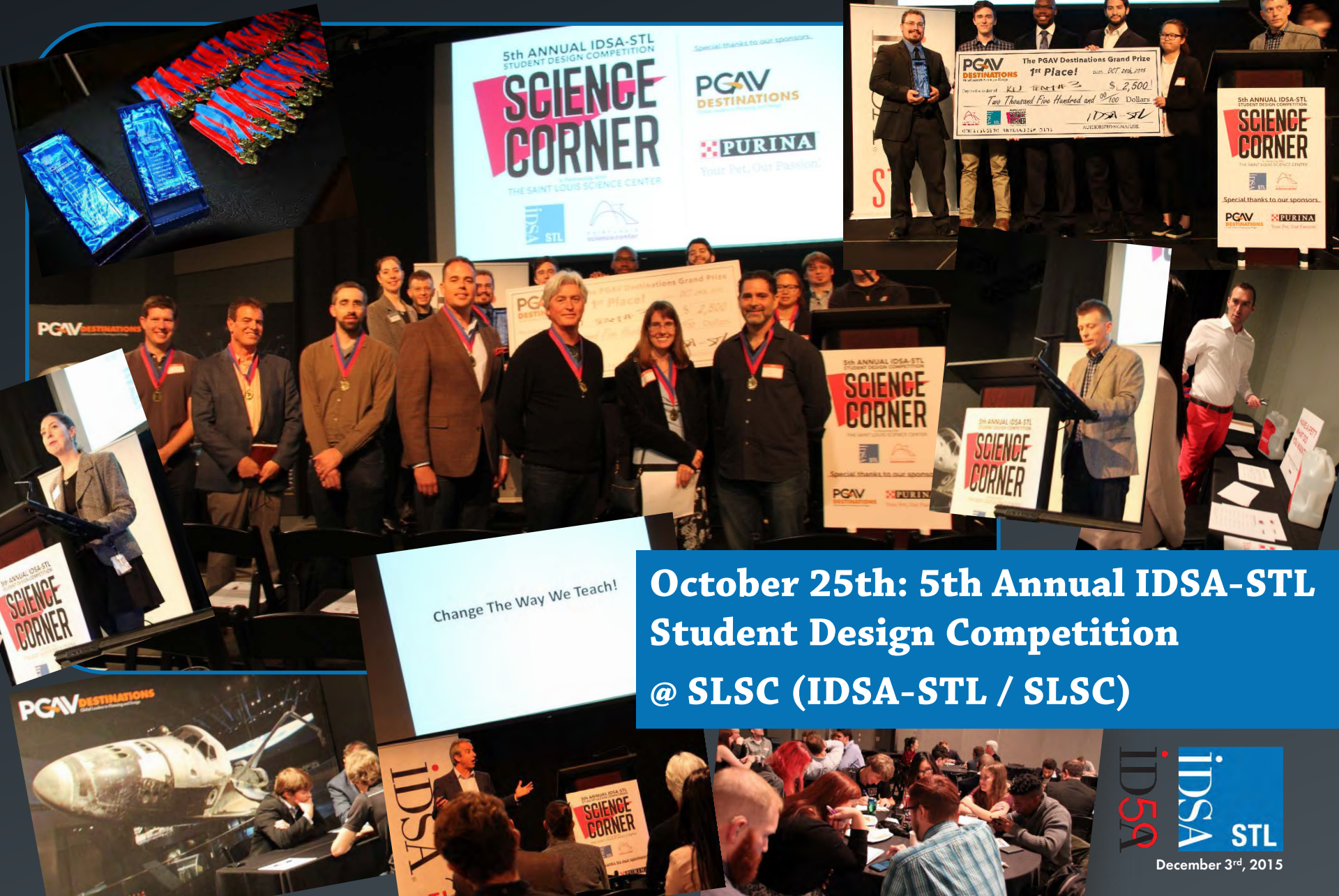
IDSA-STL 2015 EVENTS



**September 24th: Design Thinking Workshop
@ Venture Café (IDSA-STL / SDN)**



IDSA-STL 2015 EVENTS

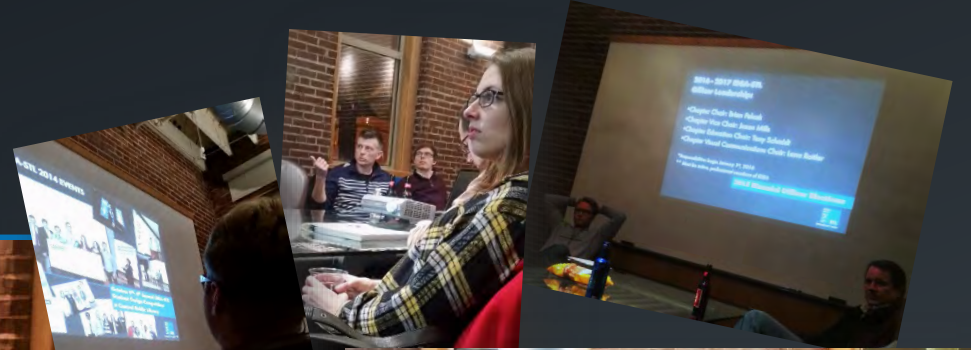


**October 25th: 5th Annual IDSA-STL
Student Design Competition
@ SLSC (IDSA-STL / SLSC)**

IDSA-STL 2015 Events



**December 3rd: Year-End Meeting
Officer Elections (IDSA-STL /
Metaphase)**



IDSA-STL 2015 Events



Brian Pelcak
Vice Chair

Jason Mills
Education Chair

Tony Schmidt
Chair

Joy Christensen
Public Relations Chair

**Thank you for
2 wonderful
years leading
IDSA-STL!!!**

**December 9th, 2015: IDSA-STL
Officer Annual Review Dinner**

- *** PRIOR - 2015 Rollover..... + \$3,659**
- **2015 Student Comp**
 - 2015 Fundraising..... + \$5,950
 - 2015 Student Comp Expenses..... - \$5,307
 - 2015 Student Comp Surplus..... + \$643
- **2015 Chapter General Expenses (est.)..... - \$1,200**
- **2015 IDSA Annual Chapter Seed..... + \$1,400**
- **2015 Anticipated Y/E balance (excl. prior)... + \$700**
- *****Final balance provided early 2016***

IDSA-STL 2015 Financial Year-in-Review

IDSA - STL

2015 Biennial Officer Elections

2016 – 2017 Leadership

2016 - 2017 IDSA-STL Officer Leadership:

- Chapter Chair: Brian Pelcak
- Chapter Vice Chair: Jason Mills
- Chapter Education Chair: Tony Schmidt
- Chapter Visual Communications Chair: Lana Rottler

**Responsibilities begin January 1st, 2016*

*** Must be active, professional members of IDSA*

2015 Biennial Officer Elections