

Rethinking Creative Pedagogy Through Immersive Student Events



Diana Lodi

Graphic Design Program Coordinator
Assistant Professor of Graphic Design

Flagler College, Department of Visual Arts
SCAL, School of Creative Arts and Letters

The One Club For Creativity

450 W 31st Street
New York, NY 10001



Educators Summit
July 24-25, 2025

www.education.oneclub.org



Diana Lodi

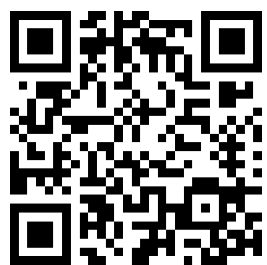
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Education Co-Chair
AAF Jacksonville

ST. AUGUSTINE, FL



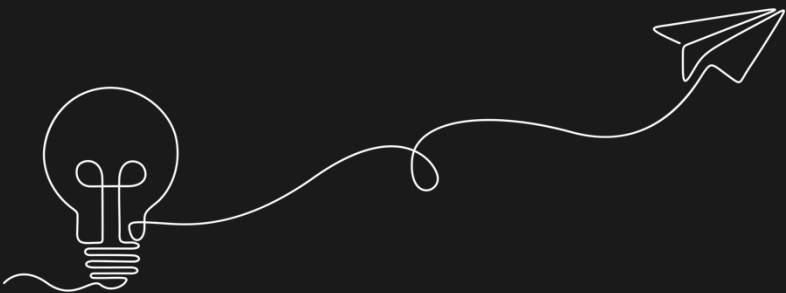
**FLAGLER
COLLEGE**





Rethinking Creative Pedagogy

Through Immersive Student Events



This session examines how multi-day creative events—organized by students and supported by faculty—can act as immersive teaching tools that foster leadership, teamwork, and professional development.

From branding and logistics to programming and public speaking, students take responsibility for real-world deliverables while gaining practical experience that directly applies to industry skills.

Session Details

This session will present planning frameworks and adaptable strategies for educators, building their confidence in incorporating these events into their curriculum or as a stand-alone event.

Let's

Get

Started





**Reflect on the most memorable
event you experienced during
your education.**



How did it influence your
learning or your overall
career journey?

I learned that ***there are no limits...***

Be
Resourceful

Overcome
Obstacles

Do Hard
Things

Don't Make
Excuses

Make
Mistakes

Persevere &
Experiment

As Educators, ***we craft experiences.***

Portfolio Review with Industry Professionals

Received constructive feedback on my work from design experts.

Gained confidence and clarity in my design direction and portfolio presentation.

Design Weeks or Conferences

Gained real-world perspectives.

Inspired a deeper focus on practical applications and networking.

Collaborative Project for a Non-Profit

Led a team and worked with a real client.

Developed skills in project management, teamwork, and client communication.

Leadership Role in Student Organization

Organized events and workshops for peers.

Developed leadership, communication, and event planning skills.

Study Abroad Program

Designed a brand identity for a local business in a different culture.

Learned how cultural nuances impact design decisions.

Peer Mentoring Experience

Assisted underclassmen with design projects and feedback.

Strengthened communication and teaching skills, deepening understanding of design concepts.

Internship with an Agency

Gained exposure to professional workflows and team dynamics.

Worked on real client projects, refining design techniques and software skills.

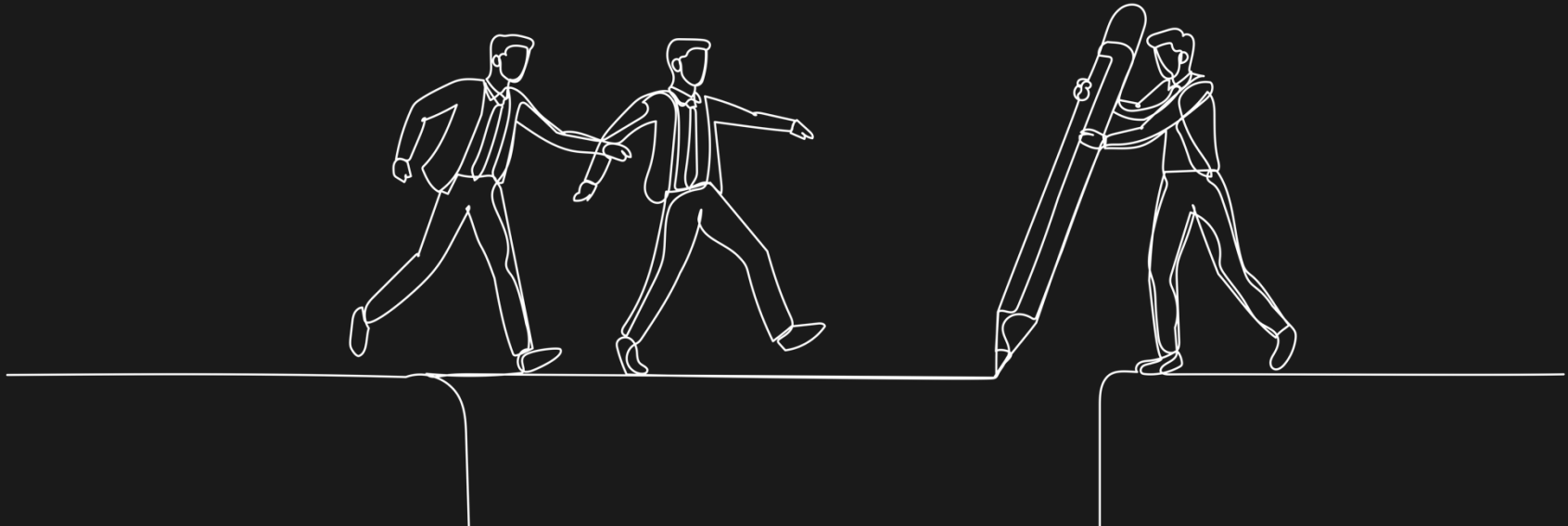
Workshop on Emerging Technologies

Explored cutting-edge tools and techniques in design.

Sparked interest in new technologies and their potential applications in design.

*Student-led events bridge the gap between **theory and practice.***

- Real-world, hands-on learning experience.
- Fosters leadership, collaboration, and professional skills.
- Enhances critical thinking and problem-solving.



Case Study:

ALGA Flagler Student Group

Design Week

FLAGLER COLLEGE

DESIGN WEEK'22

CO-CURRICULAR EVENTS

MAR 21-25

Flagler
student group
for design

www.flagler.edu/designweek

Hosted by AIGA Flagler College Student Group, Design Week is a week long series of programs exploring the process, risk, and practice of design. Our mission is to increase appreciation and awareness about design, showcase the talents of industry professionals, highlight the accomplishments of our alumni, and provide a further understanding of the business side of design. Students, faculty, and staff will have the opportunity to participate in a variety of workshops and discussions.

FLAGLER COLLEGE

DESIGN WEEK'22

MARCH 21-25

SPEAKERS
WORKSHOPS
INSPIRATION
CO-CURRICULAR EVENTS

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DESIGN WEEK'22

DAY 1 3.21.22

RESUME WRITING FOR CREATIVES
Veronica Bowers
Career Development Center
12:00-1:00 PM
Alumni Lounge, Alumni House
40 Santa Street, St. Augustine, FL 32084
www.flagler.edu/designweek
all events are co-curricular

DAY 1 3.21.22

ARTIST TALK
Pablo Vindel
Artist and a Multitool Writer
3:00-5:00 PM
Crup-Eliot Museum
40 Santa Street, St. Augustine, FL 32084
www.flagler.edu/designweek
all events are co-curricular

DAY 1 3.21.22

CREATIVE WITH CONSCIENCE
Cassie Deoerica
Senior Art Director at Bruner Garcia Advertising and Design Studio
6:30-8:00 PM
Ponce Solarium, Ponce Rotunda 400
14 King Street, St. Augustine, FL 32084
www.flagler.edu/designweek
all events are co-curricular

DESIGN WEEK'22

SPEAKERS

DAY 1 3.21.22

www.flagler.edu/designweek
all events are co-curricular

5-Day Format

3 Events Per Day

- Workshops
- Panels
- Networking Events
- Exhibitions
- Studio Tours
- Portfolio Reviews

Since 2019

Approximately

80 Speakers

16 Workshops

12 Studio Tours

Design WEEK '22

Flagler
student group
for design

FLAGLER COLLEGE

Design WEEK '22

save the date
MAR
21-25



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for design

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Design WEEK '22

MARCH
21-25

SPEAKERS
WORKSHOPS
INSPIRATION



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FLAGLER COLLEGE

call for ENTRY

JURIED STUDENT
DESIGN EXHIBITION

Submission Deadline: Thursday, March 17th
Exhibition Date: Thursday, March 24th



FLAGLER COLLEGE

JURIED STUDENT DESIGN EXHIBITION

CO-CURRICULAR EVENT

1ST FLOOR, THE COMMONS
THURS, MARCH 24TH
6:30-8:00 PM
Hosted by Student Life

DESIGN
MUSIC
FOOD



FLAGLER COLLEGE

Students are welcome to
submit the following:

PACKAGE DESIGN
ADVERTISING
INTERACTIVE
WEB DESIGN

ILLUSTRATION
PHOTOGRAPHY
TYPOGRAPHY
BRANDING

Submission Deadline: Thursday, March 17th
Exhibition Date: Thursday, March 24th



Design WEEK '22

SPEAKERS

DAY 1
3.21.22



Flagler
student group
for design

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Design WEEK '22

DAY 1
3.21.22

RESUME WRITING FOR CREATIVES

Vernita Bowens
Career Development Center

12:00-1:00 PM
Alumni Lounge, Alumni House
48 Sevilla Street, St. Augustine, FL 32084



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Design WEEK '22

DAY 1
3.21.22

ARTIST TALK

Pablo Vindel
Artist and a Multilingual Writer

3:00-5:00 PM
Crisp-Ellert Museum
48 Sevilla Street, St. Augustine, FL 32084



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3.21.22

CREATIVE WITH CONSCIENCE

Cassie Deogracia
Senior Art Director at Brunet-Garcia
Advertising and Flagler Alumna

6:30-8:00 PM
Ponce Solarium, Ponce Rotunda 400
74 King Street, St. Augustine, FL 32084



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Design WEEK '22

SPEAKERS

DAY 2
3.22.22



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for design

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all events are co-curricular

Design WEEK '22

DAY 2
3.22.22

VALUE-BASED PRICING & CREATIVE NEGOTIATION

Bethany Bauman
Multidisciplinary Designer

3:00-5:00 PM
Crisp-Ellert Museum
48 Sevilla Street, St. Augustine, FL 32084



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all events are co-curricular

Design WEEK '22

DAY 2
3.22.22

ART AND DESIGN NETWORKING FAIR

Vernita Bowens
Career Development Center

6:00-8:00 PM
Hospitality Suite, The Commons
1 Malaga Street, St. Augustine, FL 32084



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Design WEEK '22

SPEAKERS

DAY 3
3.23.22



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Design WEEK '22

DAY 3
3.23.22

BRANDING: TWO TRUTHS AND A LIE

Adjective & Co.
Kingsley Spencer, Creative Director
Brandon Highwood, Associate Creative Director
Kari Davidson, Client Partnership Manager

12-1 PM
Crisp-Ellert Museum



Flagler
student group
for design

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design
WEEK '22

DAY 3
3.23.22

WHAT HAPPENS NEXT? LIFE AFTER COLLEGE

Luke Brodersen
Designer and Founder of Future Friends

6:30-8:00 PM

Markland House
50 Sevilla Street, St. Augustine, FL 32084



www.flagler.edu/designweek
all events are co-curricular

design
WEEK '22

DAY 4
3.24.22

PATTERN WORKSHOP A.R. STUDIOS

Ansley Randall
Designer / Illustrator and Founder of Jax is Rad

3:00-5:00 PM

Crisp-Ellert Museum
48 Sevilla Street, St. Augustine, FL 32084



www.flagler.edu/designweek
all events are co-curricular

design
WEEK '22

DAY 4
3.24.22

ST. AUGUSTINE POLICE RECRUITMENT VEHICLE DESIGN UNVEILING

City of Saint Augustine

5:30-6:30 PM

The Commons Green
1 Malaga Street, St. Augustine, FL 32084



www.flagler.edu/designweek
all events are co-curricular

design
WEEK '22

DAY 4
3.24.22

JURIED STUDENT DESIGN EXHIBITION

Join Us for Design,
Music, & Food!

Hosted by Student Leadership and Engagement

6:30-8:00 PM

1st Floor, The Commons
1 Malaga Street, St. Augustine, FL 32084



www.flagler.edu/designweek
all events are co-curricular

FLAGLER COLLEGE

JURIED STUDENT DESIGN EXHIBITION

CO-CURRICULAR EVENT

1ST FLOOR, THE COMMONS
THURS, MARCH 24TH
6:30-8:00 PM

Hosted by

DESIGN
MUSIC
FOOD



www.flagler.edu/designweek
all events are co-curricular



design
WEEK '22

STUDIO TOURS

DAY 5
3.25.22



www.flagler.edu/designweek
all events are co-curricular

design
WEEK '22

DAY 5
3.25.22

SHEPHERD ADVERTISING Studio Tour

*Please RSVP on Saints Connect.
Space is limited to 15 students.*

9:30-11:30 AM

www.shepherdagency.com
1301 Riverplace Blvd. #1100
Jacksonville, FL 32207



www.flagler.edu/designweek
all events are co-curricular

design
WEEK '22

DAY 5
3.25.22

HYBRID DESIGN Studio Tour

*Please RSVP on Saints Connect.
Space is limited to 15 students.*

1:00-3:00 PM

www.hybridstudios.net
1301 Plantation Island Drive S Suite 205 B
St. Augustine, FL 32080



www.flagler.edu/designweek
all events are co-curricular

design
WEEK '22

3.21.22
3.25.22

SPEAKERS // WORKSHOPS // INSPIRATION

Hosted by AIGA Flagler College Student Group, Design Week is a week-long series of programs exploring process, craft, and practice. Our mission is to increase appreciation and awareness about design, showcase the talents of industry professionals, highlight the accomplishments of our alumni, and provide a further understanding of the business side of design. Students, faculty, and staff will have the opportunity to participate in various workshops and discussions.



www.flagler.edu/designweek
all events are co-curricular

FLAGLER COLLEGE

Thank you to our speakers...

design
WEEK '22



www.flagler.edu/designweek
all events are co-curricular

Key *Benefits*

Developing Leadership through Event Design

Decision-making, team management, and responsibility.



Designing the Event Experience

Researching trends to ensure content engages and benefits attendees.



Student Ownership of Deliverables

Fostering personal growth, increased creativity, and enhanced problem-solving skills.



Collaboration and Interdisciplinary Learning

Collaborating between design, business, and marketing students.



Common *Pitfalls*

Time Management

Meeting deadlines and coordinating speaker schedules.



Resource Allocation

Finding funding and utilizing resources effectively.



Managing Stress

Learning to delegate and dealing with conflicting personalities



Unforeseen Challenges

COVID, hurricanes, and space constraints



Impact on **Professional Development**



- *Immersive events prepare students for the industry.*
- *Students develop real-world skills like budgeting, negotiation, public speaking, and marketing.*
- *Designing for the experience enhances student resumes and portfolios.*

Networking Internships Job Offers Portfolio Pieces Awards

Rethinking Creative Pedagogy
Through Immersive Student Events

A Step-by-Step Guide to ***Planning Student-led Events***



Phase 1:

Vision & Planning

6–8 months out



Assemble the Student Leadership Team

- Recruit a diverse, motivated group of students.
- Assign Roles: creative, strategy, marketing, etc.
- Recruit a Faculty Advisor.
- Schedule team meetings.
- Set communication norms.
- Create a shared workspace.

Student Leadership Structure

- *President*
- *Vice-President*
- *Secretary*
- *Treasurer*
- *Design and Communication Chairs*
- *Social Media Chairs*
- *Membership Chair*
- *Programming Chair*
- *Faculty Advisor*

Define the Objectives, Outcomes, and Theme

Clarify Event Objectives

- Learn About New Design Trends
- Network with Professionals
- Engage with the Community
- Support a Social Cause

Identify Key Learning Outcomes

- Build Leadership
- Explore Event Branding and Marketing
- Teach Project Management
- Learn a New Technology

Establish a Theme

- Explore current design trends or challenges.
- Examine the current curriculum for any gaps.

Determine the Format and Duration

Choose the Format

- Conference
- Workshop
- Panel
- Exhibition
- Portfolio Review

Determine the Duration

- 1-Day
- 3- Day
- 1 Week
- Choose what works for you.

Secure Institutional Approval

- Meet with your colleagues, the Department Chair, and the School/University Deans.
- Gain institutional approval.
- Submit an event proposal to campus offices (Student Activities, Dean).
- Ensure the event follows college policies and insurance guidelines.

Coordinate Facilities and Equipment

- Reserve campus venues and equipment for all sessions.
- Request A/V support, tables, chairs, and signage.
- Confirm accessibility and setup logistics.
- Reserve parking.



Designed By: Rebecca Zeno, AIGA Flagler Student Group President 2022

Secure Funding and Sponsorships

- Apply for campus grants and student government funding.
- Meet with Campus Advisory Boards.
- Secure department funds.
- Create sponsorship tiers and benefits.
- Contact local businesses for donations or sponsorships.
- Conduct fundraisers.



Create a Budget

- Venue
- Technology and AV
- Event Staff and Labor
- Speaker Fees and Travel
- Catering
- Entertainment
- Marketing and Promotion
- Event Materials
- Miscellaneous

Our On-Campus Example Budget

- 0% Venue
- 0% Technology and AV
- 0% Event Staff and Labor
- 40% Speaker Fees and Travel
- 30% Catering
- 5% Entertainment
- 10% Marketing and Promotion
- 10% Event Materials
- 5% Miscellaneous

Phase 2:

Logistics & Outreach

4–6 months out



Plan the Schedule

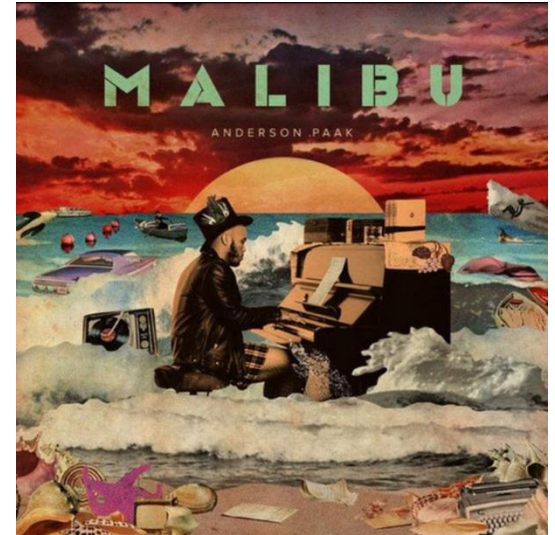
- Draft a schedule with time slots and built-in breaks.
- Include time for set-up and break-down.
- Include a mix of educational and social events.
- Align topics with class times.

Dewey Saunders

Begin Outreach to Potential Guest Speakers

- Create a list of speaker options that align with the theme.
- Send personalized invitations and track confirmations.
- Reach out to local studios, agencies, and design organizations.
- Invite alumni to participate.
- Acquire contact information or...
- Slide into their DMs!

Dewey Saunders



Anderson Paak Malibu Cover by Dewey Saunders

Phase 3:
***Branding &
Digital Presence***
2-4 months out



Create a Visual Identity

- Create the event identity design system (logo, color palettes, and typography)
- Establish visual branding guidelines.
- Use branding consistently across all materials.

Build a Digital Presence

- Create a website or landing page with event details.
- Launch and maintain social media accounts.
- Maintain a consistent social posting schedule.
- Utilize a designated event hashtag.

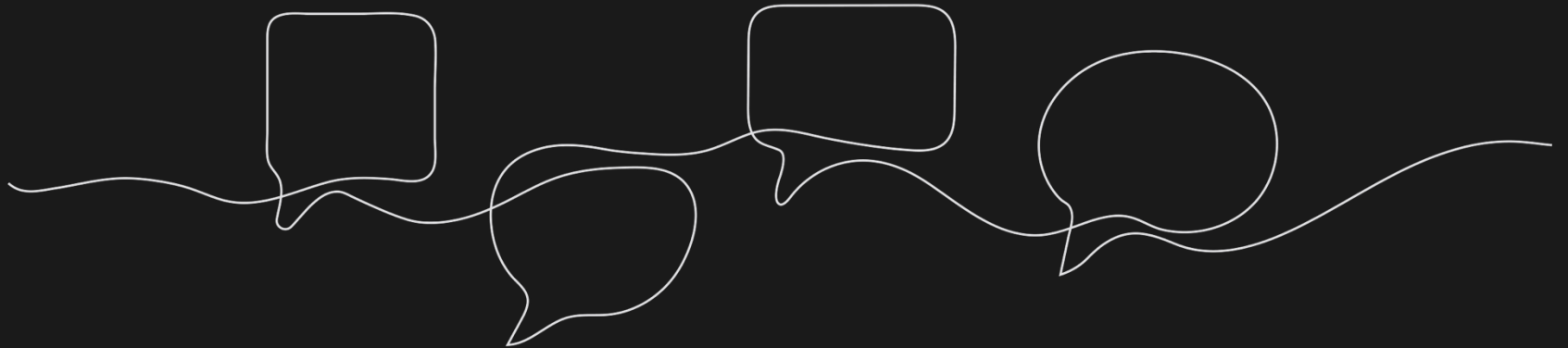
Launch Registration

- Choose a registration platform (Eventbrite, Google Forms, etc.).
- Open registration with early-bird incentives.
- Monitor signups and send reminders.

Phase 4:

Promotion & Execution

1-2 months out



Engage Faculty and Related Departments

- Ask faculty to promote the initiative in their classes.
- Offer extra credit for attendance.
- Create an event-based assignment.
- Share updates with the department and the college marketing department.

Promote Across Channels

- Hang flyers, post to social media, and send email blasts.
- Coordinate promos with student organizations and professors.
- Create countdowns and reels.
- Promote testimonials from past events.

Finalize Event Materials

- Print posters, programs, and outdoor signage.
- Prepare digital assets and templates.
- Create day-of run sheets.
- Assemble swag bags or gift baskets.



Rehearse and Delegate

- Host training sessions for volunteers and moderators.
- Do tech run-throughs with volunteers and presenters.
- Assign clear roles for the event day.

Execute the Event

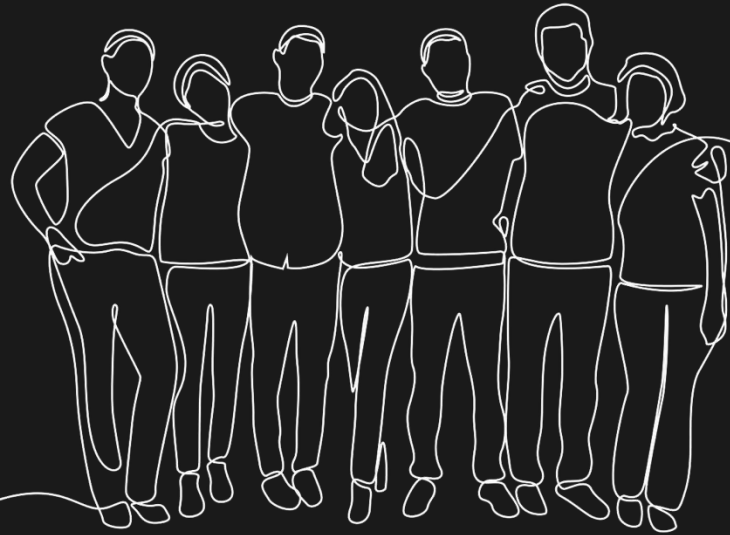
- Arrive early for setup and check-ins.
- Document with photos, video, and social media posts.
- Be flexible and responsive to any challenges.
- Send thank-you notes and emails to all participants.



Phase 5:

***Reflection &
Legacy***

1–2 weeks after



Host a Debriefing Meeting



Archive and Share

- Create an event recap (photo gallery, blog, Instagram reel).
- Save files, templates, and contacts.

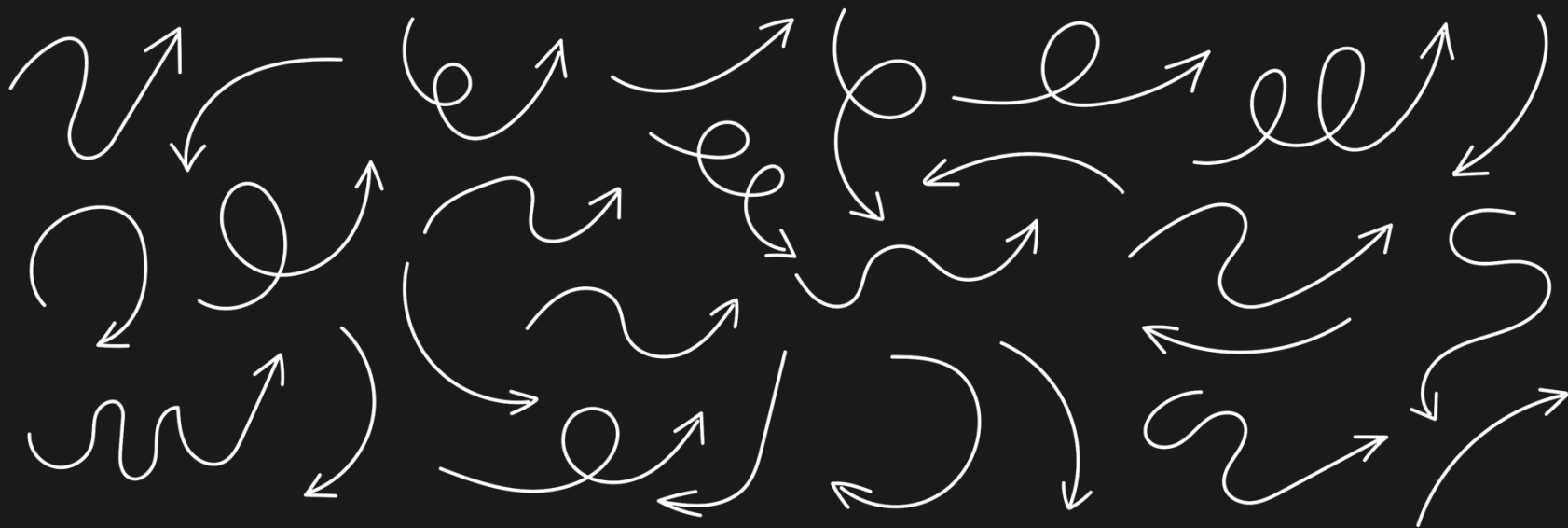


Pass the Torch

- Host an interest meeting for future student leaders
- Document the planning process and timelines.
- Invite new leaders to shadow during the final wrap-up.



Questions?



Let's *Connect!*



Diana Lodi

Graphic Design Program Coordinator
Assistant Professor of Graphic Design

FLAGLER COLLEGE
Department of Visual Arts
SCAL, School of Creative Arts and Letters



<https://bizcarding.com/c/TVsg9BA>

Sample Weekly Schedules:

AI GA Flagler Design Week

Design Week 2019

AIGA Flagler Student Group President: Mason Mushinski

SCHEDULE OF EVENTS

MARCH
25-29

MONDAY
MARCH 25

RESUME BUILDING for CREATIVES

Design week kicks off with an interactive resume workshop. Sponsored by the Career Development Center.

Alumni Lounge
3:30 pm - 5:00 pm

MAKE MAGIC with KENDRICK KIDD

Join us for an inspirational presentation by professional Illustrator and Designer Kendrick Kidd.

Ponce Solarium
6:30 pm - 7:45 pm

TUESDAY
MARCH 26

DESIGN INDUSTRY Q&A with PURPLE, ROCK, SCISSORS

Get your burning questions answered by the Orlando-based design studio. Sponsored by the Career Development Center.

Alumni Lounge
3:30 pm - 5:00 pm

BE BOLD with DEWEY SAUNDERS

Join us for an inspirational presentation by collage artist Dewey Bryan Saunders.

Crisp-Eliert Museum
6:00 pm - 8:00 pm

WEDNESDAY
MARCH 27

FIND YOUR DREAM JOB with ROBERT HALF TECHNOLOGY

Learn the dos and don'ts of job searching and interviews.

Garnache-Koger Theater
3:30 pm - 5:00 pm

SCREEN PRINTING with MIKE TAYLOR

Learn the screen-printing process in this interactive workshop.

Art Building, 5-2
5:00 pm - 6:30 pm

ON-SITE SCREEN PRINTING FEST

Bring shirts, paper or any other material to be custom printed live after the workshop.

Art Building, 5-2
6:30 pm - 8:00 pm

THURSDAY
MARCH 28

D. WHITE & COMPANY

Learn about the marketing and management process.

K-300
3:30 pm - 5:00 pm

TURNING: A SURVEY of CONTEMPORARY VIDEO ART

Curated by Patrick Moser and Kevin Mahoney.

Crisp-Eliert Museum
6:00 pm

JURIED STUDENT EXHIBITION

Students will exhibit design work from multiple categories.

Hospitality Suite,
The Commons
7:00 pm - 9:00 pm

DRAFTS & DESIGNERS

Socialize and meet fellow other designers and creatives.

Dog Rose Brewery
9:00 pm

FRIDAY
MARCH 29

STUDIO TOURS

BRUNET-GARCIA

Tour the Jacksonville based advertising agency.

1534 Oak St, Suite 201
11:00 am - 12:30 pm

SHEPHERD

Tour the Jacksonville based advertising agency.

Riverplace Tower,
1301 Riverplace
Blvd, Suite 1100
1:00 pm - 2:30 pm

FUTURE FRIENDS & M.C. PRESSURE

Visit two alumni-owned St. Augustine studios.

201 W King St.
3:30 pm - 5:00 pm

*RSVP for Studio Tours on The Hammock.



Design Weeks 2020/2021

MON
3/23

RESUME WRITING

FOR CREATIVES

Career Development Center
12:00-1:00 pm

Learn how to navigate your professional life after college, whether it's getting a job, internship, or applying to grad school.
<https://www.flagler.edu/student-support-services/career-development-center/>

WAKE + MAKE WORKSHOP

Karen Kurycki, Design Director for Industry West & Designer/Illustrator at CMYKaren
Crisp-Ellert Art Museum
3:00-5:00 pm

Feeling stuck & uninspired? Learn digital and hands-on illustration and design techniques from a passionate designer who specializes in watercolor and illustration.
<https://cmkykaren.com>

IT'S ABOUT THE JOURNEY

Chris Work, Senior Art Director at Push
Ponce Solarium
6:30-8:00 pm

Listen to Chris Work's inspirational journey from college graduation to present day while sharing his work and life highlights.
<https://www.push.inc>

TUE
3/24

VALUE-BASED PRICING & CREATIVE NEGOTIATION

Bethany Bauman, Multidisciplinary Designer
Crisp-Ellert Art Museum
3:00-5:00 pm

We're in the creative industry, so why not get creative about money? Become equipped with some tried + true pricing and negotiation techniques from a visual designer specializing in brand development & education.
<https://bethanybauman.com>

PATTERN WORKSHOP

Ansley Randall, Designer/Illustrator at A.R. Studios & Founder of Jax Is Rad
Crisp-Ellert Art Museum
6:30-8:00 pm

Learn from a talented Jacksonville native and Flagler College alumni how to transform handmade patterns into digital works of art in this hands-on, computer based workshop.
<http://www.ansleyrandall.com>
<https://www.jaxisrad.com>

WED
3/25

GETTING STARTED IN THE DESIGN BUSINESS

Anne Nova, Co-Founder of Morning Design
Michelle Robb, Co-Founder of Morning Design
Markland House
3:00-5:00 pm

Boss ladies Anne & Michelle have experience designing a wide variety of print and digital collateral, including logos, stationary sets, websites, print pieces, magazines, billboards, trade show booths, packaging & more.
<https://www.morningdesignstudio.com>

BRAND STORIES MAKE THE WORLD GO 'ROUND

Danielle & Luke Brodersen, Designers & Founders of Future Friends
Markland House
6:30-8:00 pm

Future Friends is a branding house and design studio that believes stories make the world go 'round. They are the design explorers who help you find your voice to tell a unique tale and show the world who you are!
<http://www.futurefriends.co>

THU
3/26

JURIED STUDENT DESIGN EXHIBITION

Hospitality Suite, The Commons
6:30-8:00 pm

Join us for a gallery exhibition of juried student work. Students will exhibit design work from the following categories: branding, advertising, interactive, package design, typography, web, illustration, & photography.

SPATIAL INTERPRETATIONS: A CERAMIC SCULPTURE STUDENT EXHIBITION

First Floor Lounge, The Commons
7:00-8:00 pm

A collection of ceramic sculptures that explore ideas about three-dimensional design.

FRI
3/27

ADJECTIVE & CO.

320 1st Street North #707,
Jacksonville Beach, FL 32250
9:00-10:30 am

Visit a Jacksonville studio with a wide range of branding, advertising, & marketing services.
<http://adjectiveandco.com>

HYBRID DESIGN

1 News Place, Suite F,
St. Augustine FL 32086
11:00-12:30 pm

Visit a local studio with a wide range of advertising and marketing services.
<https://hybridstudios.net>

TROIKA STUDIO

32 Masters Drive,
St. Augustine FL 32084
1:30-3:00 pm

Visit a Flagler alumni-owned, full-service creative marketing studio.
<https://troikastudio.com>

DESIGN WEEK ^{TWENTY} 20

All events are Co-Curricular!

SCHEDULE
of *EVENTS*

March 23rd - 27th, 2020



Canceled due to
COVID!

Design Week 2022

AIGA Flagler Student Group President: Rebecca Zeno



exploring diversity in design

Flagler
student group
for design

AIGA

SAVE THE DATES
03.20 - 03.24

WEDNESDAY

DAY 3 // 3.22

1:00 PM–2:30 PM
COLLAGE AND MOOD BOARD WORKSHOP WITH FLAGLER AIGA
Ben Tran
AIGA Flagler President
www.aiga.org

3:00 PM–4:30 PM
HOW I 'ACCIDENTALLY BECAME A UX DESIGNER
Shannon Werling
Web and UX Designer at Swirl
www.swirldesigns.com

All events are located in the Flagler College Brown Innovation Center unless otherwise specified.
www.flagler.edu/designweek

All events are co-sponsored by:
www.flagler.edu/designweek

DSN WK '23

Exploring Diversity in Design

AIGA

Flagler
student group
for design

All events are located in the Flagler College Brown Innovation Center unless otherwise specified.
All events are co-sponsored by:
www.flagler.edu/designweek

MONDAY	DAY 1 // 3:20 11:00 AM–12:30 PM PROJECT MANAGEMENT Lisa Van Zowl <i>Director of the Learning Resource Center</i> 1:00 PM–2:30 PM SUSTAINABILITY IN PACKAGING DESIGN: A HOLISTIC APPROACH Ana Garcia <i>Packaging Designer and Purchaser</i> Terrell Carney <i>Packaging Designer at Pink Stork</i> 3:00 PM–4:30 PM CHASING YOUR DREAMS Elise Criger <i>Director of Social Media Strategy at Octagon</i> <i>Manhattan House</i> <i>Manhattan Place, St. Augustine, FL 32084</i>	DSN WK '23 Design Society Student Government Student Activities Student Organizations Student Groups Flagler University
THURSDAY	DAY 4 // 3:23 11:00 AM–12:30 PM GRAPHIC DESIGN CAREER FAIR Alumni Relations & Career Development Center <i>Bingham Student Center, Virginia Room, 2nd Floor</i> <i>50 Sevilla Street, St. Augustine, FL 32084</i> www.flagler.edu 3:00 PM–4:30 PM EXPERIENTIAL GRAPHIC DESIGN Ellie Dawson <i>Graphic Designer at L33P</i> www.l33p.com	DSN WK '23 Design Society Student Government Student Activities Student Organizations Student Groups Flagler University

TUESDAY

DAY 2 // 3.21

11:00 AM–12:30 PM
FINDING YOUR WAY, CAREER PATHS AND AIGA
AIGA Jacksonville
AIGA Board Members
www.jacksonville.aiga.org

1:00 PM–2:30 PM
RESUME WRITING FOR CREATIVES
Vernita Bowens
Director of the Career Development Center
www.flagler.edu/student-support-services/career-development-center

3:00 PM–4:30 PM
GOOD TO FREELANCING
Vincent Lendering
Graphic Designer at Flagler College and Freelance Creative
www.vincentlendering.com

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FRIDAY

DAY 5 // 3.24

10:00 AM–11:30 AM
BRUNET-GARCIA STUDIO TOUR
1634 Oak Street, Suite 201, Jacksonville, FL 32204
www.brunetgarcia.com

11:45 am – 12:45 pm
LUNCH AT HAWKERS (OPTIONAL)
1001 Park Street, Jacksonville, FL 32204
www.athawkers.com/locations5-point/

1:00 PM–2:00 PM
DALTON AGENCY STUDIO TOUR
140 W Monroe Street, Jacksonville, FL 32204
Park in the David garage at 20 West Duval Street
www.daltonagency.com

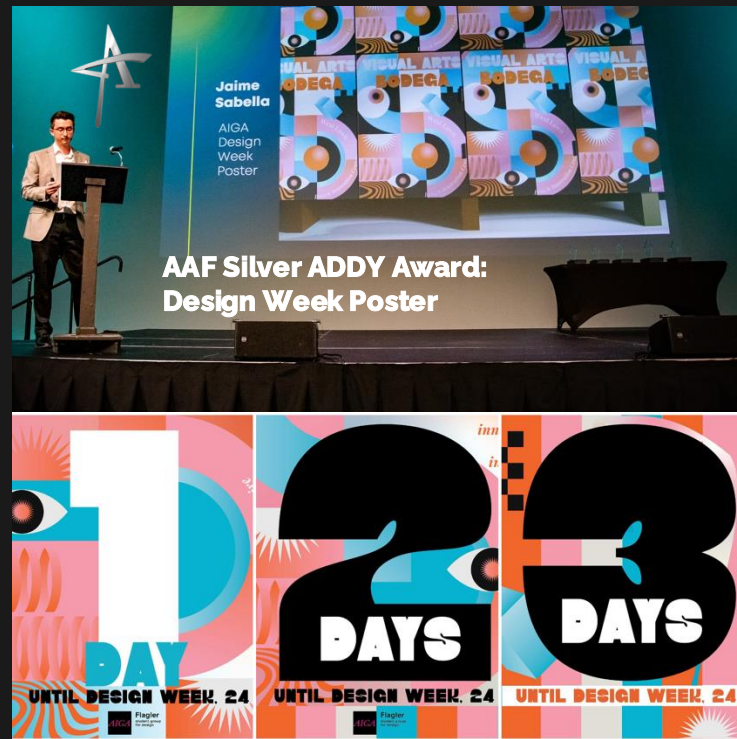
3:00 PM–4:30 PM
JURIED STUDENT DESIGN EXHIBITION

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Design Week 2024

AIGA Flagler Student Group President: Jaime Sabella



Design Week 2025

AIGA Flagler Student Group President: Alaina Medina

24 MONDAY 9:30-10:30 AM Cause Inspired Josh Burton, Project and Branding Architect 11:30 AM-12:30 PM The Secret Sauce of Personal Style Michael Slayton, Illustrator, and Designer 1:30-2:30 PM Senior Panel: Graphic Design Program Flagler College Design Students	27 THURSDAY 9:30-10:30 AM Small Caps Collective Cassie Deogracia and Keith Lowe 11:00 AM-12:00 PM From Resume to Reality: Interview Essentials Location: Career Center Conference Room 1:00-3:30 PM Design & Arts Networking Fair Location: Bailey's Lounge
25 TUESDAY 11:30 AM-12:30 PM Student to Studio: Building a Brand and a Career in Design Patrick Carter, 63 Visual 1:30-2:30 PM The Art House: Underwater Sculpture and Rake Clay Pieces Ann Labriola, Ceramics, Drawing, Creative Expression, Environmental Artist	28 FRIDAY 10:00-11:00 AM Fors Marsh Agency Tour Meet at the studio 15 minutes before the tour. 1534 Oak St. Suite 201 Jacksonville, FL 32204 2:00-3:00 PM Adjective and Co. Agency Tour Meet at the studio 15 minutes before the tour. 333 4th Ave North Jacksonville Beach, FL 32250 How to Join the Studio Tours? Students must RSVP on Saints Connect.
26 WEDNESDAY 9:30-10:30 AM Creative Director and Designer Jefferson Rial 11:30 AM-12:30 PM Career Journey as Freelance Tattoo Artist Nicki Gustinne 1:30-2:30 PM Plot Creative Elle Dawson, Experiential Graphic Designer 3:30-4:30 PM Shepherd Agency Samantha Boyd, Graphic Designer	29 SATURDAY 9:00-4:00 PM AIGA Jacksonville Portfolio Review Jacksonville University Davis College of Business, Room 171 2800 University Blvd. N. Jacksonville, Fla. 32211 How to Participate in the Review? Visit www.jacksonville.aiga.org to register.

 www.flagler.edu/designweek
ALL EVENTS ARE CO-CURRICULAR

Flagler College | Rinhaver Student Center | Virginia Room

Envision, Ignite, Create

DESIGN WEEK

2025

March 24th - 28th

Student Leader Q & A:

ALGA Flagler Design Week



Q&A with Ben Tran



- **Ben Tran**
- Assistant Director of Admissions and Visitor Services, Flagler College
- AIGA Flagler Student Group President, 2023
- @bentran.design



Q&A with Ben Tran

What specific skills did you gain from planning/participating in a student-led event that were not covered in the classroom? How has this experience helped you apply what you learned in class to a real-world context?

It was helpful to consider the various design elements required to promote the event and to view them in context. In class, you focus on the surface of the design elements that you need, when there are so many little bits and pieces. Additionally, I gained insight into the other perspective of being the person who plans the event and needs the designs.

In what ways did the event allow you to engage with industry practices or professional standards?

What I accomplished in terms of industry practices was networking, which is a skill that will stick with me forever.

How did taking on a leadership role (if applicable) shape your understanding of teamwork and responsibility?

Being the president allowed me to appreciate and celebrate having a team to support me. I did the bulk of the planning and execution for the Design Week events, which left me no time for design work. I had to rely on my team to create promotional materials.

What was the most rewarding aspect of collaborating with your peers at the event?

The most rewarding aspect of working with my peers was getting to know each other and creating a successful week of events.



Q&A with Ben Tran

How did your role in the event allow you to develop or refine your leadership skills?

My time as AIGA President helped me realize the importance of trusting my team and understanding that, as a leader, I have to be able to delegate work instead of doing it all myself. It also taught me the importance of asking for help when you need it.

How did participating in the event contribute to your sense of professionalism and readiness for your future career?

Time management is a skill that you must continually work on, and Design Week was an excellent opportunity for me to develop this skill. Additionally, being more detail-oriented has served me well in my current role.

How do you think the event experience has impacted your resume or portfolio?

Being detail-oriented is a highly beneficial skill because it enables you to catch the small things that others might overlook. It also showcases one's communication skills, as organizing an event requires a lot of constant communication.

What aspect of the event helped you develop skills that you believe will be valuable in your future career?

I am a part of a college visit organization that hosts an annual conference every year. I was chosen to be the "Publicity and Promotions" chair for the 2026 conference, and I believe that my work with Design Week will help me with this role. Other than that, I feel that the organization and communication skills I developed while planning Design Week will always come in handy.



Q&A with Ben Tran

How did this event change or enhance your view of the design industry or your role within it?

Design Week helped me to realize that everyone's path looks different, and there is not one correct way to be a graphic designer. I don't think that I want to be a full-time designer and prefer to do it as more of a side gig. I would not do anything differently, though, because I feel like being a designer makes me more marketable.

Were there any unexpected outcomes or personal growth moments you experienced during the event?

Planning Design Week made me realize how much I enjoy event planning. With my current job, I would like to take over the planning of our events for admitted and prospective students.

How has participating in this student-led event influenced your approach to future projects or group work?

Participating in the planning and operation of Design Week challenged me because I am not a person who likes to give up control. I was also a student and participated in other student-led organizations, so I did not have time to do everything on my own.

In the future, it's okay to ask for help when I need it, and that's part of being a great leader: being able to delegate work appropriately.

I have also learned to lead with empathy when others may not be getting their work done. Being a human is so complicated, and you might never know what someone is going through. Just listening to what people have to say is a great way to get your team back on track.



Q&A with Ben Tran

What aspect of the event (branding, programming, logistics, etc.) did you enjoy working on the most, and why?

Creating the programming was my favorite part of Design Week. I wanted the theme to be “The Diversity of Design”. I invited Flagler College Alumni back to campus to show our current students how endless the possibilities in the design world could be. You often get asked, “What can you do with a degree in graphic design?” and I think that inviting our Alumni to speak was a great way to help give students an answer to that question.

How should immersive learning experiences like this one be incorporated into the curriculum for future students?

One thing that could be incorporated into the curriculum for future graphic design students is studio tours. It would be cool to have the portfolio class take one or two trips to studios to help prepare students for graduation.

My portfolio class coincided with the day of the studio tours, and I didn't want to miss any critiques, so I chose not to attend the tours. However, I think it's something that the portfolio class should consider doing, even if it's not during Design Week.

Connections are everything when you are looking for a job, and AIGA and Design Week are both great ways to create these connections. I hope that more students take the time to explore these opportunities during their college years.