AUGMENTATIVE AND ALTERNATIVE COMMUNICATION

AND ASSISTIVE TECHNOLOGY IPAD APPLICATION

Sheng Moua (Professor S. Brett DeBoer), Department of Visual Arts,

University of the Pacific, Stockton, CA 95211

Augmentative and Alternative Communication (AAC) and Assistive technology (AT) provides technology to allow physically or speech impaired individuals to communicate. Some examples of current AAC and AT methods and technologies are: flipbooks, gestures, speech generating devices and communication boards. With the utilization of AAC and AT, these methods and technology give a voice to those who are not able to speak for themselves. It also allows them to fully participate in the community in ways that they could not before. The current technologies such as iPad or mobile applications are just as effective as the previous methods and technologies. The power of mobile device applications make a positive impact on AAC and AT communities and are simpler and easier to use.

iPad and mobile device technologies are a constant and valuable market. Apps are one of the most accessible types of technology in the market today. I want to investigate whether or not iPad or mobile applications can help those who cannot verbalize their needs to others. Are they easy to use? Do they provide the client with their specific personalized and individualized needs? How effective are these applications and how successful are they compared to other technologies or methods currently in use?

The apps on the market today can be improved to more effectively meet the needs of the physically impaired individual. Two weaknesses of the current apps on the market are that they are created by groups who do not consult Speech Pathologist/Communication experts or have any sort of background in these fields, and the apps are not customizable for clients, which limits the client from being able to communicate effectively.

I want to develop an app that is individualized, incorporates informed research from speech pathology experts and is easy to use and teach with. I will include a short survey or review for individuals who use the app to show whether or not the app has been successful. With these changes, I believe that the results of communication will be markedly better.

ENOUGH IS ENOUGH REBRANDING

Ashley Richards, National Association of Student Personnel Administrators (NASPA)

The purpose of the Enough is Enough campaign is to promote peace and reduce violence on college campuses nationwide under the National Association of Student Personnel Administrators (NASPA). The Enough is Enough campaign is established by the national organization to encourage and support higher education communities to work together in preventing violence across these institutions. The purpose of a new identity system for the Enough is Enough campaign is to more closely incorporate the NASPA identity and more effectively communicate the message behind the campaign on a national level. The current design problem at hand is ultimately the lack of national visibility of this campaign and the events put on each year under this campaign and national association. With a new identity system, the campaign and materials presented can be seen and recognized on a more comprehensive national level. With additional knowledge and awareness of the campaign, both the individuals within the institutions themselves can work together to promote peace and the necessary reduction of violence in a consistent and cohesive approach to the problem. Possible implementations of an identity system include templates for promotional materials that can be used across campuses nationwide using the same system and the finalization of set identity standards for this campaign. Success will be measured by the proper use of the template and following of the identity standards provided. For this to happen, first a visual identity system must be established so that there are no discrepancies visually or informationally from the association itself. The result of any changes and improvements made to the Enough is Enough campaign must work towards a cohesive campaign that can be displayed and recognized on a national level and effectively get the message across to these institutions nationwide.

EFFECTIVE COMMUNICATION OF OCEAN CONTAMINANTS

Dana N. Shiroma (Professor Brett DeBoer), Department of Visual Arts,

University of the Pacific, Stockton, California, 95211

Clean ocean water has become an increasingly scarce resource as many beaches that we use are contaminated with bacteria from storm water runoff, sewage leaks, and other pollutants. Exposure to bacteria through ingestion, open wounds, or surface contact can cause various infections or gastrointestinal and respiratory illnesses. The EPA mandates a water quality standard that closes beaches when the bacteria levels are dangerous, but many people are unaware of the potential threat or of any advisories posted by the Department of Health.

My research will measure how much beach users know about ocean pollutants, what the current procedures are in notifying the public about water quality, and what design solutions will prove more effective in raising that awareness. Initial data can be gathered by contacting officials from the Clean Water Branch of the state Department of Health, conducting surveys with groups of beach-users, and learning about the current efforts of groups including the Surfrider Foundation, Surfers Against Sewage, and the National Resources Defense Council, among other similar groups.

The most crucial step to solving these issues lies within presenting this information in a manner that is easily accessible and better understood by the public. The methods currently used should be unified and clarified so that essential information is presented more consistently and coherently. Possible design solutions include, but are not limited to, implementing permanent signage that has the flexibility to notify users of the daily water sampling level, raising awareness of the issue through advocacy materials, and clearly stating the condition of the ocean with an infographic-based system, which represents data through graphic symbols and creates a more engaging experience. This project will prove to be successful if the amount of people that develop water-born illnesses has decreased and the amount of people who use the new warning system increases. This can be determined by monitoring the traffic in potential online applications, taking annual surveys based on knowledge/awareness, and by visiting the current website of

reported illnesses (sickatthebeach.crowdmap.com). These solutions give us the ability to significantly

diminish health risks through better communication and presentation of water quality reports.

FINDING THE VALUE: CHANGING THE PRECEPTIONS OF STOCKTON

Madeline G. Zarate (Professor Brett DeBoer), Department of Visual Arts, University of the Pacific 3601 Pacific Avenue Stockton, California 95211

The purpose of this project is to find a way to show young adults (teens to mid twenties) the values of living in Stockton, California. Ever since the American business magazine, Forbes, declared Stockton the #1 Most Miserable City in the country in 2009 (and again in 2011), there has been a consistent, negative view of the city. There are real factors plaguing the city — it is still listed in the Top 10 Most Miserable Cities with high crime rates, housing foreclosures, gang violence, and fiscal bankruptcy. All of these factors impact a city's reputation. There are community groups and events such as *Stockton Beautiful* and *Stockton is Magnificent*, among others, that are at work in reaction to that negativity and instead promote pride in the many positive accomplishments of the city. Part of these messages include a video made by Stockton native and retired businessman, Gregory Basso, who attempts to counter Forbes's declarations about Stockton. However, these organizations and individual efforts do not reach everyone sufficiently, especially young adults. It reaches its intended audience, but that audience is limited to the older, well-established, business people of Stockton, which is not the majority of Stockton's residents or necessarily the people who will shape the future of Stockton in years to come.

The research that will be conducted as a part of this project will include looking to other cities that have overcome similar negative reputations with a good marketing and promotional strategy. Research that will focus directly on Stockton, include finding the successful aspects and interviewing young adults that have grown up in Stockton. By using a promotional campaign that is focused on an audience that has so far been ignored, by the efforts from *Stockton is Magnificent*, a more comprehensive marketing approach will result and show the true value of Stockton that has been lost in the negative reports presented in the national media. The measure of success would be long-term, in watching statistics of how Stockton's reputation changes. This would include conducting surveys before the launch of the project and after. Focusing on the positive values of Stockton and promotion that includes the younger generation will create a more complete and truthful perception of the city and its community.

I'M STUPID AND CAN'T THINK OF A NAME :(

Maria R. Boyle (Mr. Brett Deboer), Department of Visual Arts, University of the Pacific, Stockton, CA 95211

The purpose of this project is to assess the reasons behind people's reluctance to take the first step needed toward the path of recovery and addiction and apply that to a campaign that is designed to help people feel comfortable in taking that first step. In general, people have a hard time helping themselves. Recovery Cafe is an organization in Seattle that focuses on a life of transformation. It focuses on people who struggle with homelessness, drugs, alcohol, and other destructive behaviors. It not only holds regular 12-step supportive meetings that most organizations hold, but it also holds various events and activities that members can get involved with, such as writing circles, yoga, walking clubs, academic tutoring, and acting. These extra activities show the organization's interest and commitment to bettering the lives of the people it works with.

However, this incredible organization is not as widely known as I believe it should be. The most remarkable thing about this organization is the way it really cares about each individual and about bettering its community as a whole. These attributes are what I believe need to be emphasized. As a designer, I would like to create a campaign revolving around what makes this organization so special — its interaction with its members. The fact that Recovery Cafe offers events and activities that its members can enjoy together, strengthening its inner community, are what make it so unique. In addition, I want to dig into the psychology behind why it is so difficult for people to take the first step towards recovery and ask for help. This information will aid in the creation of a campaign that really relates to the audience and will want to get them involved with the Recovery Cafe community. With all of these tools, possible design applications include postcards to place in church bulletins, flyers to place around small and local business around Seattle, or newspaper ads, all of which are places the homeless or those who struggle with addiction are most likely to look (I don't really know what to put there for design applications.. I feel like if the applications were super enormous to begin with, like billboards or something, it would keep people from wanting to go because so many people can see it, where a smaller group can see the ads at church or local businesses. I can't do magazine ads because those types of people don't read magazines, and magazines are expensive, and it would also be hard to determine what types of magazines they would read). I will be working directly with the president of Recovery Cafe, and I plan on measuring the success of my design by drawing conclusions based on attendance statistics that he will provide for me. I believe that a campaign focusing on the events Recovery Cafe holds, while making sure to appeal to those who have a hard time taking the first step toward recovery, is what this organization needs in order to increase the number of people actively working toward a more promising future.

INTRODUCTION

Coral reefs are among the most productive and diverse ecosystems in the world. They contain a vast number of species, all of which depend on the many reef-building organisms that constantly renew basic reef structure. Reefs serve many human needs. They protect coastal developments from storms and produce beneficial sediments that aid in nourishing beaches. Coral reefs are a major part of the economy in many areas because they serve as habitats for commercially and recreationally important fish and other species. Tourists travel from all over to view the natural reefs and hobbyists enjoy them within their own homes. As important as they are to many human and non-human commodities, reefs are in danger.

Hobbyists have a large impact on the natural coral reefs, however they usually don't realize their impact. When someone takes interest in saltwater aquariums it is usually a hit and miss attempt in establishing a successful tank when attempted on their own. Beginning hobbyists need to understand their impact on the natural coral reef as well as a coherent resource in order to establish a healthy tank without the loss usually linked to learning the hobby.

STATEMENT OF THE PROBLEM

Over a quarter of the world's coral reefs have been totally lost and another 30% are threatened by illegal fishing practices, costal developments, and climate changes. Alarmed by the devastation wrought by some humans, many people are working to protect and renew the coral reefs. Scientists are working alongside marine resource managers to find scientifically sound solutions to protect and restore coral reefs. Given their unique interest and their potential impact, marine hobbyists also have a special role to play in protecting reef ecosystems.

The issue of fishing practices is especially relevant to the aquarium trade. As the hobbyist demand for rare corals and ornamental reef species continues to rise, the aquarium industry does whatever it can to keep up with the market. Methods for collecting wild species only add to the damage done to the reefs and create a more threatening environment for species left behind. The most harmful and still practiced use of sodium cyanide to stun the fish produces a dismal outcome for both the fish and areas surrounding. Only about 25% of fish captured this way even make it to their retail locations. The wildlife surrounding the targeted fish are also damaged and even destroyed. This illegal method can only be stopped by actions taken by conscientious marine hobbyists.

Clubs online and locally have begun to pop up all over the country. This provides lots of resources for hobbyists to learn more about the hobby with the least amount of error. These local clubs understand the importance in the biodiversity of the natural coral reefs and are interested in protecting it at all costs. Central Valley Reefers (CVR) is one of many clubs across the nation that promotes the issue of reef awareness and preservation. It includes members from all over California's central valley. The goal is to spread the critical importance of reef protection and demonstrate that hobbyists should, and do, care for the treatment of natural reefs. Hobbyists within CVR engage in many activities that encourage the protection of the reefs. One of the goals among the hobbyist is to rely less on the ocean for stocking their tanks. A "frag swap" is a common event among club members. Coral pieces are divided into small fragments and they are distributed among members. Local fish stores are also working along side hobbyists to fragment and propagate corals, which eliminate the need for pulling them from the ocean. Many hobbyists are also striving to learn more about captive breeding, which will help to discourage the use of cyanide fishing. These aspects of the club can play a key role in the preservation of natural coral reefs. It is important for others in the hobby, and even those outside looking in, to know that there are things being done to protect our natural reefs.

PROPOSED SOLUTION

I am a hobbyist that as been interested in the protection of the reefs for some time and have just finished a research project on the coral reefs and the current research being done to preserve the natural

habitat. After completing this preliminary research on coral reef preservation and its effects on the hobby, I have learned that there is a lot more information that needs to be researched and shared with fellow hobbyists. I want to continue my research on coral reefs and how the hobbyists can contribute to the cause for protecting the natural coral reef. This will be completed by creating a DVD with the coral reef preservation film I have produced along with additional resources that will provide hobbyists with information on techniques about good husbandry. This will be done through lessons and short lectures and demonstrations. Providing reef keeping hobbyists with this resource about coral reef keeping and ways to successfully keep a healthy tank will provide them a way of enjoying the hobby and keeping their affect on the natural reef to be the least harmful.

Working with Central Valley Reefers, I will film different aspects of the hobby. This will include, but not be limited to frag swaps and the importance of such events, as well a particular fragging techniques. Another section will cover common questions that are asked when setting up a new tank, such as lighting, filtration, and other aspects of the reef tank. Maintenance is another important part of keeping a healthy tank, so information on water changes and regular care will be provided. A final part of the DVD will include a film on the overall aspect of coral reef preservation and how hobbyist and scientists have been working to do their part in protecting the reef.

The final product will be distributed amongst Local Fish Shops for hobbyists to pick up. This resource will inform hobbyists on their impact on coral reefs and provide them with complete information on keeping a successful tank while contributing to the preservation of the natural coral reef. In completing this project, I will provide hobbyists of all levels a chance to help with the preservation of such a beautiful ecosystem along with giving them an extra sense of pride in their "eco-friendly" tank.

CONCLUSION

The protection of coral reefs is an important issue for many regions around the world. Everybody can have an active role in the cause as long as they are aware of the possibilities. Hobbyists in particular need to understand their impact on the reefs and begin to contribute to the cause of coral reef preservation. This DVD will provide new and experienced hobbyist with information on good reef keeping techniques and how they can play a part in the overall coral reef preservation.

AWARENESS OF THE VISUALLY DISABLED

Berenice Calvario (Professor Brett DeBoer), Department of Visual Arts, University of the

Pacific 3601 Pacific Avenue Stockton, California 95211

Abstract

Crossing the street can be potentially dangerous for an individual who is visually

impaired. Orientation and mobility specialists provide much of the formal training that make

lives easier for the visually impaired by teaching them how to use assistive technology, such as

white canes in order to promote independence. However, there seems to be a lack of awareness

on the part of the general community of what a white cane represents. As cars are being

manufactured to be more environmentally friendly and have quieter engines, the visually

impaired individual has increased difficulty being aware of an oncoming car. The consequence

of the oncoming driver's misinterpretation of what a white cane represents could be life

threatening.

My research has shown that there are no continuous white cane awareness campaigns

other than a single annual celebration known as National White Cane Day, which has taken place

every year since 1964 on October 15th. Addressing the problem should not be limited to an

annual event only and should be treated with the same level of attention as drunk driving, and

other driving awareness issues since nearly 10 percent of the population (21.2 million adult

Americans) are visually impaired. Previous efforts to raise awareness have usually taken the

form of white cane walks: marches hosted by the visually impaired community to raise

awareness. What makes my project different from previous efforts is that I will be actively

targeting an audience of first-time drivers so that they will be aware of the White Cane Law and

abide to its precautions towards the visually impaired. The purpose of this is so that drivers can identify and take precautions when encountering a visually impaired person in public.

Phase one of the design plan would be to further research by providing a baseline of current knowledge about the white cane, through the use of a pre test survey. The second phase would be to implement informational design to inform the public. A billboard to target active drivers, and posters placed in high schools as well as the DMV in order to target newer drivers. After some time has passed, the final phase and the deciding phase of the project's effectiveness would be to re-implement the original pre-test survey and observe whether or not our campaign was successful.

I feel that our campaign will make more people aware of what a white cane is just through mere exposure. My intention is to raise awareness of the white cane as a symbol of blindness and as a tool of assistive technology for the visually impaired. White cane awareness can only bring about good for the sighted and visually impaired community by saving lives.

- White Cane Red Hatters, Stockton Community Center for the Blind.
- raising volunteer counts?

Luis A. Gonzalez,
Brett DeBoer (advisor)
Visual Arts Department
College of the Pacific
University of the Pacific

Understanding Substance Abuse

Ignorance is bliss with deadly side effects: using design to increase awareness about harmful substances.

Since the 70's and even further back in history, drugs and other substances have been popularized in social culture, which leads to heavy abuse. Kids are the most vulnerable to the damaging and fatal effects and are at more risk of creating unhealthy addictions. Campaigns have been created to keep kids from abusing drugs and substances, and Governments have cracked down on drug trafficking. Some campaign examples are the Drug Free Week for grade school and the Anti-Drug program, which heavily relies on media advertisements and school participation. These campaigns are mostly aimed and designed for grade school kids and do not translate young adult demographic to well. As well, there have been reports that these programs create a boomerang effect, leading to increased drug use in young adults. There are also limited resources provided or available for young adults, which many are still unaware of the severe effects of substance abuse, which includes body and mind, family, and even global consequences. My goal is to create a new design and campaign that targets young adults from high school to college and to create more available resources for them. My design approach will be a more basic and dramatic design that emphasis the seriousness of abuse and addiction and away from "demographic design" that could hurt the cause than helping it. Making digital and print applications, I'm hoping that it would help raise awareness among young adults and raise social conscious about substance abuse. I will measure the success of my research and my applications by conducting surveys as well as keeping track of how much the applications are used.

CREATING COHESIVE DESIGN: IDENTITY

James S. King (Professor Brett DeBoer), Department of Visual Arts
University of the Pacific 3601 Pacific Avenue Stockton, California 95211

The problem that I would like to address is the lack of coherent design within the Eberhardt Student Investment Fund at University of the Pacific. Currently, there are no established visual standards that the Fund constrains itself to and it can become jarring when viewing the established image through different lenses like the web or in print promotional material. It is important for such a prominent part of the Eberhardt School of Business to be easily recognizable within the context of a larger established visual identity system. When the connection or relationship is not easily understood, the value and high regard that the Eberhardt School of Business has, becomes lost with its individual programs, specifically the Fund. The professionalism that the Fund currently operates with is visually weak with the current logo and becomes weaker still because the logo is the only element within the visual system. One possible remedy for this would be to create the necessary standards with a visual identity system and manual. The process of building this visual identity could be used as a template for a broader context beyond the Fund but still within the affairs of the School of Business. This proposed visual identity needs to fit under currently established standards within the Eberhardt School of Business and the University of the Pacific. By doing this, the Eberhardt Student Investment Fund has the opportunity to become a more recognized entity within the business school and international business community. Case studies provided by designers and design groups from the American Institute of Graphic Arts (AIGA) will serve as research. The studies show how visual identity systems have been used to mesh visual communication of a company or charity. The number of enrolled and prospective students who report their interest in applying for the Eberhardt School of Business is due to the Student Investment Fund, can act as a measure of effectiveness.

GET **IT DONE – A WAR ON APATHY

Sarah A. Lewis (Crimethinc), Visual Arts, University of the Pacific, Stockton, CA

Most people in this day and age have a bad habit: apathy—apathy at home, towards their futures, towards politics, towards nearly everything. Young people in particular seem to lack the drive to change the world around them despite history showing that it has been the actions of youth that spark the fires of change. People need to realize the risks associated with their indifference. Lack of action or commitment will likely be the downfall of society. Apathy and indifference lead to less participation overall. This project aims to get attention with visuals that pull the viewer in. The tag lines accompanying those visuals might include statements such as these:

"Don't like it? ASK QUESTIONS"

"Don't like it? SAY SO"

"Don't like it? VOTE"

"Don't like it? DEBATE"

"Don't like it? DO SOMETHING"

These accusatory statements are meant to put the responsibility on the viewer to act up and do what they believe is necessary rather than wait for someone else to do it. This campaign is meant to have a similar goal to the "*Be the change you want to see in the world*" movement adopted by various groups for change inspired by the famous quote by Mahatma Gandhi. The difference with this proposed campaign is that the need is more dire, the wording more demanding, and the consequences greater. Rather than a request, this campaign is a demand. When young people see the threats associated with their lack of action, they are more likely to act. The ultimate goal of this campaign is to get young people to share their opinions and question that which they see as wrong. Though it is not a direct goal, it will hopefully act as a catalyst for other efforts or initiatives that people don't join because they are so sure someone else will handle it for them.

Success will be determined by long-term changes rather than by short term numbers. If this campaign is successful, more young people will be a part of various groups and clubs with missions for change. The number of registered and active voters aged 18-25 will increase. The number of peaceful demonstrations and protests will increase or at least increase in quality of dialogue. With each new generation, the push for young people to participate will lead to more and more people making an effort for change even when they age-out of the target audience.

Erin Lussier

Do Good Design: *Emmy's Pledge*

Emmy's Pledge is a program named for Emmy, an eleven-year-old girl suffering from severe intellectual and physical disabilities. The goal of *Emmy's Pledge* is to eliminate the derogatory use of the words 'retard' and 'retarded' from everyday language, and to promote the acceptance of people with intellectual disabilities. The plan for *Emmy's Pledge* is to go to different organizations on the University of the Pacific campus and raise awareness about issue, giving everyone the opportunity to sign the pledge and be apart of the movement. All of the program's proceeds will be going to Stockton's local special need's high school students, allowing for the potential to create a lifelong impact on individuals that are usually left out and ostracized.

My assistance as a designer will help assure that the information and purpose of *Emmy's Pledge* is delivered through a cohesive visual campaign targeting specific audiences and therefore increasing it's effectiveness. My goal is to further investigate the reasons behind the problem by using psychological research methods to find out why people use the words 'retard' and 'retarded' in a derogatory way and what can be done to help address it. In order to do this, I plan to look into research already conducted on the reasons behind the use of those derogatory terms as well as the effects of the use of their use. The information I find will then help direct me in selecting appropriate design applications. I am aware that these words are related to a larger category of bullying and verbal abuse, however my intentions with this program are to specifically address the derogatory use and effects of the words 'retard' and 'retarded'. The applications I am going to provide for *Emmy's Pledge* will likely have the possibility to be applied to other derogatory terms.

Emmy's Pledge is in need of marketing materials to further its effectiveness. Possible design applications to help this cause may include banners, a visual identity for the program, posters, wearable items, info-graphics and other promotional materials. These materials will be carefully selected in order to be most effective for the University of the Pacific campus. I plan to judge the effectiveness of my participation as a designer surveys enquiring about the use of the words, conducted before and after the materials are published. If the use of the word based on the survey is decreased, my design applications have been effective.

Through designing materials for *Emmy's Pledge* I can be apart of something bigger than a project, or a job. By eliminating the derogatory use of the words 'retard' and 'retarded' from every day language of college students, *Emmy's Pledge* will be able to start a movement of acceptance.

Mac User 10/30/2013 2:20 PM
Deleted:

Mac User 10/30/2013 2:14 PM
Deleted: s

Mac User 10/30/2013 2:20 PM
Deleted:

Mac User 10/30/2013 2:15 PM
Deleted: . ... [1]

Mac User 10/30/2013 2:38 PM
Formatted: Font:Italic

Mac User 10/30/2013 2:15 PM
Deleted: s

Mac User 10/30/2013 2:38 PM
Deleted: talk about the

Mac User 10/30/2013 2:37 PM
Deleted: who hears her an

Mac User 10/30/2013 2:15 PM
Deleted: In spring 2014, *Emmy's Pledge* will be University of the Pacific's Pan-Hellenicofficial philanthropyThe goal is to raise awareness of the problem and begin the change to fix it.

Mac User 10/30/2013 2:15 PM
Deleted: pledge

Mac User 10/30/2013 2:16 PM
Deleted: . This fundraiser has

Mac User 10/30/2013 2:16 PM
Deleted: for

Mac User 10/30/2013 2:16 PM
Formatted: Font:Italic

Mac User 10/30/2013 2:17 PM
Deleted: the effects of the use of

Mac User 10/30/2013 2:17 PM
Deleted: reasons behind the use

Mac User 10/30/2013 2:36 PM
Formatted: Font:Italic

Mac User 10/30/2013 2:36 PM
Deleted: By

Mac User 10/30/2013 2:36 PM
Deleted: