

## **SCHOLARSHIP / PEER REVIEWED PRESENTATIONS AND POSTERS**

LORRIE FREAR

**INTERNATIONAL ACADEMIC BUSINESS AND EDUCATION CONFERENCE  
SHERATON FISHERMAN'S WHARF HOTEL, SAN FRANCISCO, CALIFORNIA  
JULY 31-AUGUST 1, 2016 IN PROCESS**

### **CONTACT**

[www.cluteinstitute.com](http://www.cluteinstitute.com)

### **ACCEPTANCE PROCESS**

Peer Review Acceptance Process

### **CONFERENCE LEVEL**

International

### **DISCIPLINE**

Academic Business and Education

### **CONFERENCE OVERVIEW**

The Clute Institute was founded in 1985 for the purpose of disseminating the latest academic research on various business and economics-related topics. The scope of our mission has expanded to include many areas of academic knowledge. Beginning with the Journal of Applied Business Research over 30 years ago, The Clute Institute has become known for publishing quality research for the benefit of the global academic community. We also sponsor conferences annually that provide a platform for researchers and faculty to present their research and receive valuable feedback.

We believe in the importance of education for society and the need to facilitate knowledge on a global scale. Our journals and conferences provide this opportunity for professors, researchers, administrators and members of the business community. Through their work, global change and progress is made.

### **NAME OF PRESENTATION AND ABSTRACT**

*Interdisciplinary Collaboration in the Classroom*

In today's design disciplines, as in many other professions, interdisciplinary collaboration is the manner in which new products and projects are brought to market. It is our responsibility as design educators to prepare our students for the expectations and challenges in the professional world. Therefore, many of my courses are interdisciplinary, team-oriented collaborative experiential learning experiences.

This poster explores several interdisciplinary collaborative courses that I teach with fourth year BFA candidates. In each of these courses, students are challenged by the design brief, the sponsoring client and their peers to create work of exceptional, professional-level quality and superior results. The courses are as follows: Editorial Design with graphic designers and photographers, in which a 100 page magazine titled Positive/Negative is produced during the semester; Editorial Design with graphic designers and illustrators, in which students submit their strongest work to the Adobe Design Achievement Awards; and Packaging Design, in which graphic designers, industrial designers and packaging science students work together on teams to create new packaging solutions for sponsoring clients.

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In each of these courses, there are two or three instructors; one representing the participating discipline. Students are placed on teams by faculty according to skill sets and personality compatibility. Students have the benefit of working with all of the faculty and visiting experts and speakers to refine their projects.

Collaborative projects are invaluable to our students as they prepare to enter the workforce. These experiences expose students to the processes, vocabularies and contributions each discipline makes to the design process.

**TYPE OF PRESENTATION**

Poster Presentation