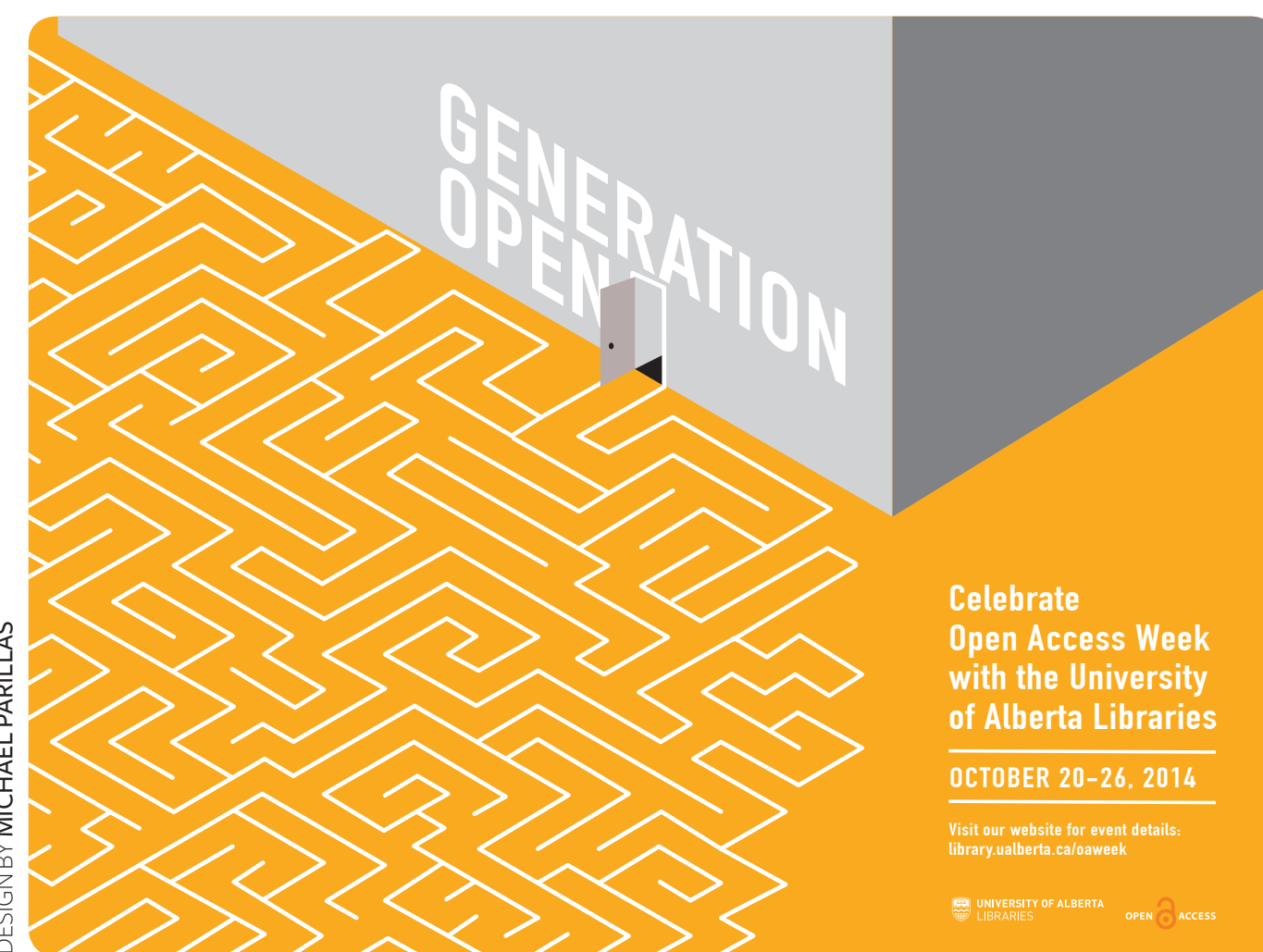
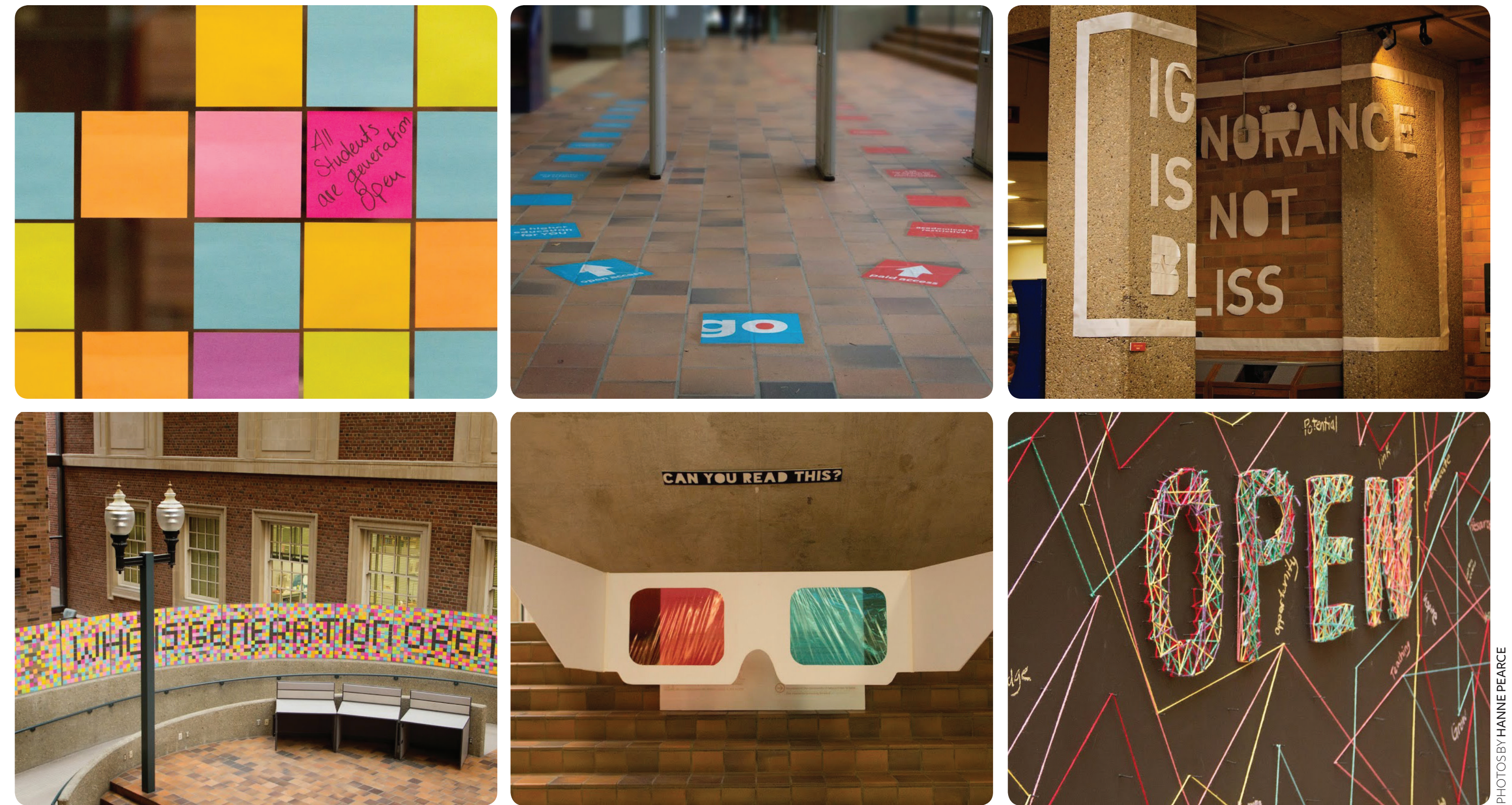


University of Alberta students in two advanced undergraduate Visual Communications Design courses created an Open Access (OA) Week awareness campaign in Fall 2014. The campaign consisted of two components: visual identity concepts and interactive installations for an OA Week design exhibition. It was a collaboration among librarians and Design students and instructors.

Design Students

UNLOCK OPEN ACCESS



The librarians, including the Art and Design Librarian, the Collections and Acquisitions Coordinator, and the Scholarly Communications Working Group, contributed:

- a project pitch to the Visual Communications Design (VCD) program coordinator in July 2014
- a backgrounder on scholarly publishing and the Open Access concept and movement
- a critique of proposed identities and selection of the best identity to put into production
- a high-traffic public exhibition space in the Humanities and Social Sciences library
- a modest budget for installation and promotional materials

The VCD instructors coordinated:

- the “project sheet” defining deliverables and communicating expectations to students
- the expenditures planned and incurred by students
- the exhibition’s installation, opening reception, and takedown in October 2014
- the assessment of students’ work

The students created:

- exploratory rapid prototypes
- visual identity concepts based on their impressions, interpretations, and analyses
- nine fully-realized interactive installations incorporating metaphors such as anamorphs, mirrors, 3D glasses, and Discovery-Channel-style predatory carnage

For the student designers, working on OA Week offered a rare opportunity to take their coursework past the proposal stage into the realities of building and exhibiting. Students’ awareness grew markedly as they wrestled with the concept of Open Access.

For the librarians, and our library system, the exhibition hugely enriched our conventional OA Week offerings — lectures and discussions — with a popular, unique event that was expressive, experimental, and student-driven.

This collaboration was enabled by longstanding positive relationships. The Humanities and Social Sciences library has hosted numerous student Design exhibitions over the years. This shared history enabled the Art & Design Librarian to propose that student designers set their sights on one of the library system’s major annual campaigns.