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Top to bottom: *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need* by Jennifer Visocky O'Grady and Ken O'Grady, 2009

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Everything Eventually Connects

Authors of A Designer's Research Manual to speak at Herron Oct 27

Heads up, design geeks. If you've ever wondered how you might get people to notice you—and your work; or how to find projects that are more meaningful; or how to do a little clique busting and make your professional world feel less like high school, join Jenn and Ken Visocky O'Grady as they share what they've learned about professional karma (with deference to Charles Eames and other assorted-but-formative pop culture influences).

These well-known speakers, who co-authored *A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need*, will present "Eventually Everything Connects" in the Basile Auditorium of Eskenazi Hall at Herron School of Art and Design at 6:00 p.m. on Oct. 27.

Their presentation is free and open to the public and will answer questions such as "So many of us landed here because we wanted to make stuff. How do the buzzwords 'leadership' and 'networking' connect to our creative community?" and "What exactly do these words mean, and what might they do for the average designer?" The topic should be of interest to any observer of culture, or anyone engaged in public discourse on design, or from the local design community.

The duo, who are partners in life and in business, will be on site at Herron for the day, visiting with undergraduate and graduate visual communication design students. Co-founders of Enspace, a creative think tank where collaboration enhances communication, the two also promote the value of design as scholars; Jenn is an Associate Professor at Cleveland State University, and Ken as an Associate Professor at Kent State University. Their text is the basis for the research questions on the Canadian Registered Graphic Designers Qualification Examination.

Those who attend will be eligible for a raffle courtesy of Rockport Publishing and AIGA, the professional association for design. The prize is an "essential bookshelf" of 20 books about design.

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Parking Information

Guests of Herron School of Art and Design should park in the Sports Complex Garage, just west of Herron. Park in the visitor side of the garage and bring your garage ticket to the Herron Galleries for parking validation, courtesy of The Great Frame Up. Parking in the surface lot requires an IUPUI parking permit.