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SENIOR ART STUDENTS LOGO CHOSEN FOR VIRGINIA STEM CONNECT CONSORTIUM

Longwood Design Lab students Katilyn Smith, David Abbott, Jessica Cox, Colleen Festa, Kathryn Grayson, Emily Staskiel, Sara Schu and Kyle Flowlkes, recently worked on a project creating a logo for Virginia STEM CoNNect (Collaborative Nurturing Network to Enhance Content-focused Teaching), a consortium of universities, institutions, and K-12 schools from Virginia. The consortium will send members to a STEM camp (of sorts) this summer to generate exemplar activities and teaching methodologies for teachers and students in Science, Technology, Engineering, and Mathematics.

The group presented six logos to the STEM group for their event, and they chose Sara Schu’s design. “I am very honored that my logo was chosen,” Schu stated. She describes her design as a cross between a broadcasting sybol with a maze that causes the viewers eye to discover the middle. “I think that the logo represents the feel of STEM without spelling out exactly what the acronym stands for.”

Manorama Talaiver and Paula Klonowski are two of the clients that represent VASTEM. Talaiver expressed her gratitude for the Design Lab group’s contribution. "We want to thank each and every of the team members for their contribution, time, and effort at such a short notice.  Every logo will work out in its own way.  Paula and I selected the first logo presented by Sara.  VASTEM will have engineering design process as the core.  That logo givens the mechanical engineering design feel; it has the feel of connections; it shows the Collaboration and connection among the various universities."

Design Lab will receive a $500 donation from the Institute for Teaching through Technology and Innovative Practices (ITTIP) for their success in this endeavor.