

Illini Gadget Garage

Advertising/Marketing, Architecture, Industrial Design, Graphic Design & Engineering/Science students...

Are you interested in working on a new campus initiative with others from engineering, industrial design, graphic design, architecture, and marketing (business and advertising) to establish the new Illini Gadget Garage? If so this class may be for you.

ARTD 591 PL graduate; ARTD 391 PL undergrad Product Interaction Research Lab (PIRL)

Variable credit: 2 to 4 hours; admission is by invitation only.

Initial kick-off meeting: Thursday, August 27, 5:00-6:30 PIRL Lab, 111 Noble Hall
Weekly meeting scheduled to accommodate varying schedules.



"Teaming with other students on a real life project has been one of my best learning experiences at U of I." PIRL Student

If interested send statement of interest and resume to:

William Bullock, Director, PIRL – 217.390.8291; wbullock@illinois.edu
Research Colleagues: Joy Scrogum, Illinois Sustainable Technology Center
Martin Wolske, Library and Information Science
Advisors: Eric Benson, Graphic Design
Brian Lilly, Technology Entrepreneurship Program

Course Objectives:

- Collaborate with peers from business, design & technology in planning and startup
- Experience project management, leadership and team building
- Create a business and marketing plan to insure success going forward
- Plan and implement new branding, advertising and wayfinding strategies
- Participation in the iFixit Technical Writing Project (a unique portfolio piece)
- Knowledge to create more sustainable designs and extend product life cycles