Media alert

8th graders celebrate the ABC’s of city architecture

Event: Milwaukee: A Portrait in Letters Exhibit and Public Reception
Date: Tuesday, Nov. 21, 3 – 4:30 p.m.
Place: Milwaukee City Hall Atrium
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MPS Tippecanoe eighth graders will celebrate with their MIAD Future Designers faculty and student instructors the unveiling of stunning images and an architectural alphabet poster that showcases the city’s historic and contemporary sites.

As part of MIAD’s award-winning Future Designers program, eighth graders from MPS Tippecanoe School for the Arts & Humanities spent five days this fall exploring Milwaukee and capturing on digital cameras images of contemporary and historic architectural features that resemble letters of the alphabet. Students also chose and captured individual letter “I” images that represent each of them.

The resulting Milwaukee: Portrait in Letters poster and digitally enhanced letter “I” images will be unveiled during a reception at City Hall on Tuesday, Nov. 21, 3 – 4:30 p.m. City officials are expected to attend.

Future Designers is a grant-funded MIAD Outreach program that provides short-term projects to enhance 6 – 12th grade class curriculum. It offers intensive career, pre-college and college awareness of the design field as well as hands on design/technology projects.

Future Designers received a 2006 State of Wisconsin PK-16 Leadership Council Program of Distinction Award. To date, the program has served over 25 schools and over 500 students. This academic year, the program encompasses 10 schools.

MIAD’s design faculty acts as lead instructors for the Future Designers program and advanced college design majors serve as teaching assistants and mentors. The program takes place both at the college and at the partner school. MIAD Communication Design Professor Dale Shidler served as faculty for the Tippecanoe workshop, working with Tippecanoe lead teacher Jane Borden.

The Tippecanoe workshop was supported by the National Endowment for the Arts, Wisconsin Arts Board Community Development Fund and Best Buy Corporation, which provided cameras to MIAD at cost for each student and donated memory cards.

The Tippecanoe students captured images from architecture as varied as City Hall, the Milwaukee Art Museum, Milwaukee Grain Exchange and Roots Restaurant and Root Cellar, and learned about typographic letterforms, digital photography and software such as Adobe Illustrator.

MIAD is Wisconsin’s only college devoted exclusively to the education of artists and designers. Founded in 1974, it is accredited to award the bachelor of fine arts degree in 11 majors. With 80 percent of its 1,800 graduates living and working in Wisconsin, the college contributes a “brain gain” to the state that shapes its creative and economic future.