For immediate release

INNOVATORS DESIGN ACADEMY INAUGURAL SESSION IS A SUCCESS

Greenville (August 3, 2009) – Thirteen faculty, staff and students have completed the inaugural session of the Innovation Design Academy, a program of East Carolina University’s Office of Engagement, Innovation and Economic Development (OEIED). Participants attended the eight-week session for three days per week to enhance their ability to communicate his or her innovation design ideas effectively and increase the marketability of the innovation without going through years of industrial design training.

The participants learned practical sketching techniques, 2-D and 3-D digital imaging essentials, physical model building strategies and presentation skills in a curriculum was devised and taught by Dr. Percy Hooper, director of the Industrial Design Graduate Program at the NCSU’s College of Design. In addition to teaching valuable idea communication skills, the end goal was to document the design development of new products created in the Innovators Design Academy.

The participants were:

- **Sam Byrum**, GA-EI, College of Business
- **Dash Copeland**, UG-School of Art & Design
- **Chad Foster**, GA-OTT, College of Business
- **Laurie Godwin**, University Multi-Media Center
- **Wayne Godwin**, AA School of Art & Design
- **Marty Hackney**, Entrepreneurial Initiative
- **Michael Hale**, GA-EI, College of Business
- **Sarah Hegler**, UA School of Art & Design
- **Katrina Ketel**, UG-School of Art & Design
- **Holly Paton**, UG-Recreation & Leisure Studies
- **Bennie Stover**, RA-CHHP, Recreation & Leisure Studies
- **Marti Van Scott**, Office of Technology Transfer

The Academy condenses techniques taught in industrial design studios into a curriculum of presentation essentials and shortcuts and culminates in participants’ communicating their ideas and innovations to a diverse audience through a variety of media. Participants in multi-disciplinary teams gain hands-on experience applying these skills to actual innovation projects. They utilize ECU’s new Innovation Design Lab (IDL), a technology-facilitated environment which uses design to translate across academic disciplines, industries, public agencies and the marketplace to enhance innovation for new products, processes and public policies.

A companion facility to the IDL will be located at NC State University’s College of Design. Both will be fully connected via networked computing, video and voice communication systems. Together the Innovators Design Academy and the Innovation Design Lab network the diverse resources of East Carolina University and NC State to support innovation, new product development, manufacturing, and ultimately economic transformation for eastern North Carolina.
ECU’s Office of Engagement, Innovation and Economic Development actively aligns, supports and celebrates ECU faculty, staff and student engagement with industry, government and communities to address pressing regional needs. This engagement not only makes ECU a go-to partner in enhancing the region’s economic vitality and quality of life but also improves education, research and innovation, and scholarship across the campus. For more information about the Office of Engagement, Innovation and Economic Development, call (252) 737-1380 or visit http://www.ecu.edu/oeied.

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