

SCHOOL OF DESIGN

The School of Design invites you to attend the senior capstone review for the graduating Graphic Design class of 2021. Each student has spent the term on a self-directed project that begins as a personal observation and culminates with a proof of concept. This project reflects a graphic designer's ability to synthesize audience, context, research, and creative innovation into an outcome with entrepreneurial potential. The review will be broken into two parts each joined by two jurors with backgrounds in launching great ideas.

Monday, April 19th / 1:00 – 4:00 pm

via Zoom

TOM GRAVES / Juror



After 33 years living and working around the world for Caterpillar Inc., Tom Graves established the Anderson Center for Entrepreneurship and Innovation in the UTK Haslam College of Business. He went on to establish three annual business competitions; was involved with developing the entrepreneurship minor; and created the "Introduction to Entrepreneurship" and "New Venture Planning" classes.

HASEEB 'HQ' QURESHI / Juror



Haseeb is a full-time Attorney and Entrepreneur-in-Residence (EIR) for Morehous Legal Group, PLLC. He has received statewide recognition as a "Legal Pioneer" for his perspectives on the law industry and his work with startups and entrepreneurs at all stages. Affectionately known by his initials, HQ remains actively involved in several organizations visible within the Knoxville community. He is committed to the advocacy of this region, its people, and to its creative and productive energy.

1:00 Introductions

1:10 **Justin Lenton** / SoFul

A culturally-focused, nutritionally-driven, app that provides healthy alternatives for everyday meals.

1:30 **Derek Kramer** / Avail Snowboard Co.

A pro-active brand with a positive pursuit towards educating a consumer base on climate change.

1:50 **Travis Wealand** / lore d'ouvres

A website that explores world cuisines and offers an expansive understanding of world food and culture.

2:10 **Kate Davis** / Train of Thought

Activity set for elementary age kids to learn, and practice, mindfulness.

2:30 **Jonathan Woods** / FolioStories

A digital tool for designers to capture, organize, and share one's creative process to counter the rise of AI driven-design.

2:50 **Zoe Sharp** / Closet Assist

An app to make closet organization easier through accountability, organization, and support.

3:10 **Christina Sok** / The Bap Box

A convenient and friendly culinary experience to introduce Korean food and culture into American homes.

3:30 **Sierra Jones** / FLASH zine

Zine highlighting marginalized tattooers that celebrates these artists and build up this community of talent.

3:50 wrap + Juror overview comments

Monday, April 19th / 4:30 – 7:30 pm

via Zoom

CHRIS MCADOO / Juror



Chris McAdoo is the Director of Strategy and Engagement at the Knoxville Entrepreneurial Center (KEC) - a business accelerator for entrepreneurs and big ideas in East Tennessee. With experience in launching several businesses of his own, atop of long stints in the fields of design and art, Chris holds a keen understanding of what is needed to communicate across audiences in the world of business.

CARRIE MCCAMEY / Juror



Having served as Communications Director for both the Boyd Center for Business & Economic Research and the Anderson Center for Entrepreneurship & Innovation, Carrie has an extensive background working with both Entrepreneurial experts as well as students seeking to launch their entrepreneurial careers. She continues to make connections for young alumni in her current role as Associate Director of Alumni Engagement and Annual Giving in the Haslam College of Business.

4:30 Introductions

4:40 **Imari Anderson** / All Call

A digital tool for theatre cast and crews to stay connected and productive in times of COVID and beyond.

5:00 **Michelle Brown** / Parks Brewing Alliance

A non-profit that connects craft breweries interested in aiding their local parks.

5:20 **Madeline Smith** / Post Embarrassment Recovery

A specialty gifting brand that allows friends to provide empathy the old fashioned way, with a modern day twist.

5:40 **Sarah Goldstein** / Dedicated to the One I Love

A music platform for non-experts to contribute music-related content for a positive music discovery experience.

6:00 **John Sanders** / Trace + Render

A web comic that acknowledges society's fear of technological progress through stress-relieving humor.

6:20 **Jared Robson** / A.I.M.

A digital therapy supplement that assists those who suffer as a result of severe vehicle trauma.

6:40 **Taylor Bogle** / My Indoor Garden

A simulation app designed to ease the overwhelming learning curve experienced by new indoor plant enthusiasts.

7:00 **Braxton Palmer** / Mimic

A hybrid game that intersects the social nature of tabletop games with the digital convenience of smartphone technology.

7:20 wrap + Juror overview comments