

UNIVERSITY

Designing a business will be focus of class

By Julie Swensen
Oregon Daily Emerald

Architecture, business and journalism students will have the opportunity to team up to design a business in a new class offered spring term, thanks to an \$8,000 grant the University has received to fund the project.

The course, titled "Design and Business Collaboration," will be offered to 25 students at the graduate or advanced undergraduate level. The students will work in teams of five to design a business, including plans for its marketing, advertising and architectural structure.

While most business and design collaborations have focused on industrial and product design, the new program is unique because it will emphasize architectural and communication design as an integral part of business development.

"This is the first of its kind in Oregon," said Mike Holcomb, an associate professor of architecture and one of nine faculty members involved in designing the program.

The University received the grant from the Corporate Design Foundation, and other corporations have donated materials for the program. A planning group of nine faculty members — three faculty each from the School of Architecture and Allied Arts, the College of Business Administration and the School of Journalism and Communication — have been meeting since March 1993 to develop course concepts and materials.

Group members have been

consulting with model businesses, such as Nike, and Dynamix — a Eugene high-tech computer game business — to get ideas, and they've also been sharing information with faculty from other University programs in the United States and Europe, Holcomb said.

Professionals from outside of the University already have agreed to lend their expertise, said Ron Kellett, an associate professor of architecture and coordinator of the planning group.

"If the early indications are correct, this program will be very successful," Kellett said.

During the next few years, the planning group will concentrate on developing the curriculum and resources for the program, while continuing to teach the course on a small scale. The pilot course is projected to develop into a series of classes which will lead to a fully integrated program by 1998.

Students in the spring term pilot course will be asked to design a business to meet alternative health care needs for women, including acupuncture and naturopath services. The course will count for six credits under regular course offerings in visual design, business, journalism and communication, and as studio credit in architecture and interior architecture.

Faculty from the three professional schools will discuss the course and its application procedure today from 12 to 1 p.m. in Room 206 Lawrence. For more information, contact Ron Kellett at 346-3647.

GRANT

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session. However, lawmakers discovered a fiscal surplus of nearly two million dollars in the final days of the session.

The Oregon Senate placed this money into the Oregon Need Grant fund. The Oregon Need Grant awards more than \$12 million to 16,000 Oregon students each year.

The Legislature, under advice from Calouri's committee, created a formula that would supplement the lost funds of the students attending Oregon private colleges, while taking money away from students attending public institutions.

The Oregon Student Lobby and some members of the Oregon Legislature are against this reasoning. Many feel the PESIC fund was eliminated because it was no longer needed.

"This is wrong, dead wrong," said Robert Nosse, Oregon Student Lobby executive director. "I realize that private college tuition is going up, but in the last three years public education tuition has increased over 50 percent."

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MATCH

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frustrated and upset," Lyons said. Collins Puente and Lyons left the office and didn't return until police were there, he said.

Twain entered the ASUO office on other business as the meeting ended, she said.

"The argument in the conference room was

very verbal," she said. "The whole office was tense."

After it broke up, she said she entered the conference room to talk with Bowen. Ajrian-Omari entered the room after her and started up the argument again.

Twain said Bowen left to class and Ajrian-Omari began arguing with her instead.



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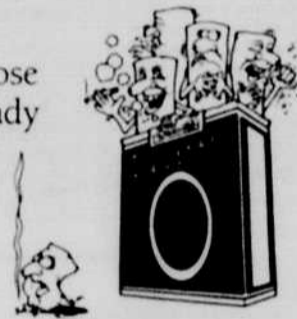
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