

CASE STUDY:
Science in Motion

COURSE:
IM-398: Practicum II

TERM:
Spring 2019

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www.IMA-Studio.info



03 **DEFINE**

04 **ASSESS**

05 **RESEARCH**

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DEFINE

The designer spent the start of the semester defining the project, researching, and meeting with the community partner. The two events that Science in Motion hosts, The Junior Science and Humanities Symposium (JSHS) and Pennsylvania Science Olympiad, both occur in the Spring. After defining the timeline of the events, the designer set the deadline for two weeks prior to each event for the brochures to be created.



Exploring the World of Science



U.S. AIR FORCE



U.S. ARMY

ASSESS

After identifying the scope and timeline of the project with our community partner, the community partner and designer assessed the needs and deliverables for the project. Two brochures were to be created, one for each event hosted by Science in Motion. Past materials and brochures used shown below.




Medicine/Behavior Science - Still Boardroom

Time	Presenter
9:10 AM	Alexandra Loperitto Saint Joseph High School β-catenin Inhibition: A Study of Wnt Signaling Pathways and Tobacco Cembranoids Sponsoring Teacher: Cathy Greco
9:35 AM	Alexis Schneider Upper Dublin High School Combating Post-TBI Depression: The Influences of TBI, Exercise, and Sex on Hypocretin Sponsoring Adult: Jennifer Schneider
10:00 AM	Xiaoxi Gao Pittsburgh Allderdice School Novel Mechanism of Chloroquine in Cancer Therapy Sponsoring Adult: Huajie Sun
10:25 AM	Dustin Zhang Upper Dublin High School The Association between Stress and Health in Teens Sponsoring Teacher: Dawn Edelman
10:50 - 11:00 AM	Break
11:00 AM	Nisha Arya Lower Merion High School Cerebral Blood Flow as a marker of urinary urgency Sponsoring Adult: Prakash Arya
11:25 AM	Rohan Chalasani Fox Chapel Area High School A Novel Analysis Tool Explores Mechanism of Graft Rejection Sponsoring Adult: Srinivas Chalasani
11:50 AM	Holly Wolfe Saint Joseph High School Xylitol: Preventing Tooth Decay in the Presence of S. mutans Sponsoring Teacher: Cathy Greco
12:15 PM	Roy Ghosh Allentown Area Novel Method of Circulating Prostate Tumor Cell Separation using Adhesion Rolling in a Micropatterned, Microfluidic Device Sponsoring Adult: Dr. Sam Ghosh

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**Pennsylvania
Junior Science & Humanities
Symposium**
 March 3-4, 2018
 Juniata College
 Huntingdon, Pennsylvania

MONDAY, MARCH 5, 2018
Student Presentations, Concurrent Sessions

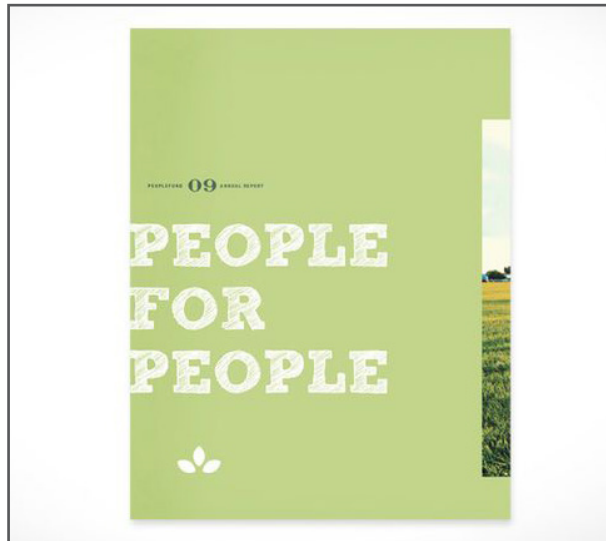
Time	Presenter
9:10	Huanhuan Zhang University of Maryland - College Park The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
9:35	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
10:00	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
10:25	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
10:50	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
11:00	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
11:25	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
11:50	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
12:15	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells

15 MINUTE BREAK

Time	Presenter
1:10	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
1:35	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
2:00	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
2:25	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells
2:50	Emily Kline Upper Merion High School The Role of Protein Kinase C in the Regulation of the Growth of Cancer Cells

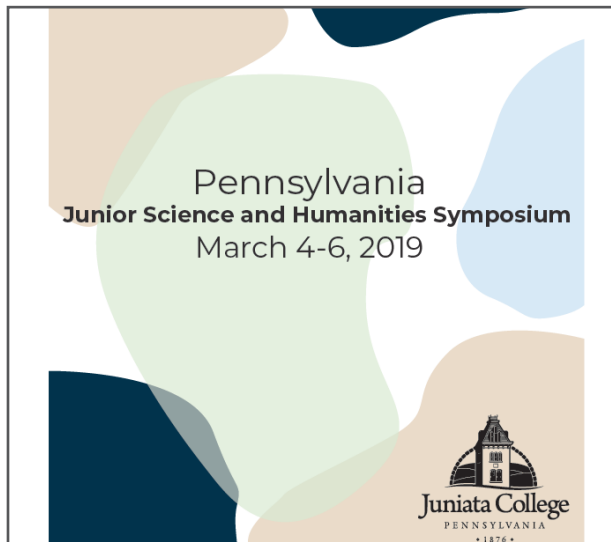
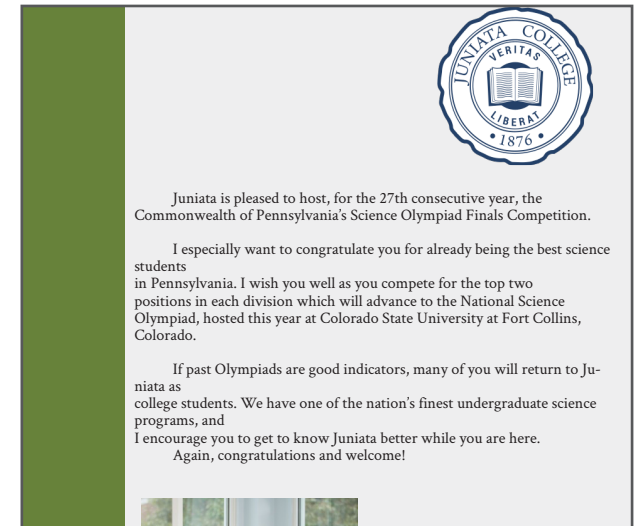
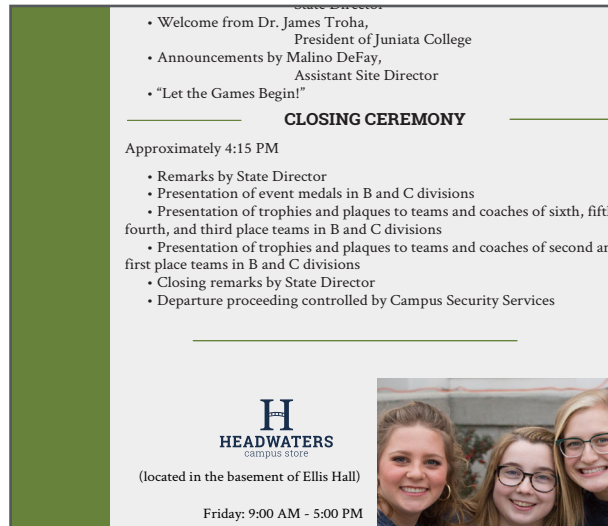
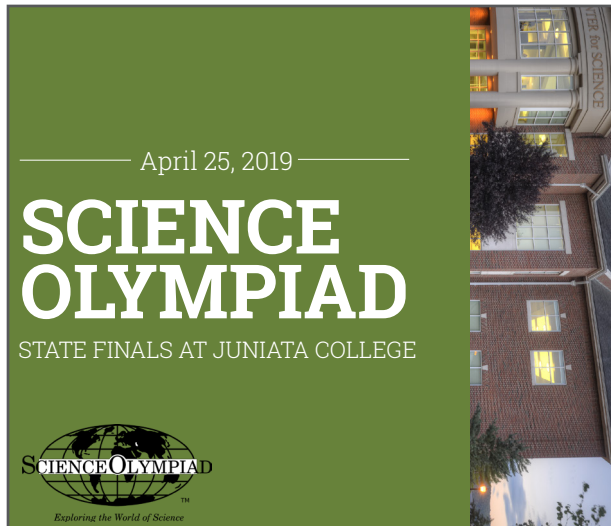
RESEARCH

Our designer prioritized research as the first step in the design phase, but also referred to past brochure designs from Science Olympiad and the Junior Science and Humanities Symposium (JSHS). This phase is where they begun collaborating with the community partner, Science in Motion, to find a clear style for this year's brochure.



DESIGN

New brochure designs needed to reflect each event. Each event had a different audience; JSHS was an event aimed towards middle school children, while Science Olympiad was an event for highschool students. The designer worked closely with the community partner to create a 2 new colorful designs that reflected each event. Below is part of the design process for both brochures.



DELIVER

Our designer created two brochures total. A brochure that can be easily translated from color to black and white for Science Olympiad, and a full color brochure for JSHS. They also ensured an organized file system for the designs, as they will go to another student designer next spring.

