



# Society of Women Engineers

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## Cool happening in Design By Julia Ting

Design trends for this year are focused on practicality and simplicity. One trend is Metro, a design style created by Microsoft. The idea is to focus on content, rather than relying on graphics. Examples are everywhere, but some include Microsoft's new OS, Windows 8, and the Xbox 360 dashboard. Another trend is minimalism, where only the bare essentials are included. Over the top graphics and unrelated content are left out, because too much clutter is one of the top 10 reasons why people leave a website!



## Note from the editor:

Hi there,

I hope you are passionate about creating new things and will enjoy design activities during General Meeting. If you love design, than the new **Design Minor** will be the right thing for you! You can read more on page 2.

In this issue you can also read about our previous events and learn more about **Society of Engineers National Conference** (page 3). Reading the article, I felt the sudden urge to sign-in for the next year conference immediately and experience everything that Heather and other SWE members were exposed to. I hope you will feel the same and will be part of SWE National Conference 2014.



### Top 10 Things to Eat at Thanksgiving

By Heather Hughes

A little list to get your mouth watering for the biggest feast of the year!

- 1.) Pumpkin Pie
- 2.) Turkey
- 3.) Stuffing
- 4.) Mashed Potatoes
- 5.) Sweet Potato
- 6.) Bread Rolls
- 7.) Ham
- 8.) Cranberry
- 9.) More pumpkin pie
- 10.) Even more pumpkin pie!!!



Happy Thanksgiving

### Design Minor at Berkeley

By Nicole Parker

Beginning in fall 2014, Berkeley students will have the opportunity to take on a minor in design, thanks to a \$20 million donation from Paul Jacobs, CEO of Qualcomm. Jacobs Hall - set to be completed by the fall of 2015 - will be the home of a new center for collaborative design and innovation. The Jacobs Institute, as it will be called, will exist within the college of engineering and offer a unique opportunity for hands-on education.

Senior Morgan Fabian, an industrial engineering and operations research major, is one of ten undergraduate students taking on an integral role in the planning and implementation process. As part of their intensive research, the team has been interviewing faculty, current students, and people in industry to sculpt what they hope will be "a test-bed for education."

Most engineers do not experience project-based learning until their junior or senior year. Fabian, this was compensated by campus clubs such as Design Engineering Collaborative and Berkeley Innovation, which aim to take projects from industry and familiarize students with the design process. "We want to create classes based around creativity, and have more interaction with industry," Fabian said. The Design minor, an expansion of Engineering 10, would allow students to become more connected with industry, and to better develop the skills current seniors feel are missing in available courses.

Although the student group will be graduating before the institute's opening, Fabian says they "are passionate about giving students the resources to create a space for design." The plan is to have an institute created by students, for students. It is currently in the research phase, and Fabian says they have a vision but "are looking for as much feedback as possible."

Got an idea? Email Morgan at [morganjfabian@berkeley.edu](mailto:morganjfabian@berkeley.edu)!

### SWE Science Saturdays

By Amanda Chow

About thirty local fourth and fifth graders came to Barrows Hall on October 19th to develop their bridge-building skills during this month's SWE Science Saturday. Armed with a copious supply of Popsicle sticks, tin foil, tape, rubber bands, and markers, the future civil engineers used their new knowledge of basic types of bridges to gather into teams and create the strongest bridge they could build. And, with SWE volunteers consistently reminding them which shapes were stronger than others (Triangles and crosses all the way!), the students were quite successful and had a lot of fun.

In addition to Science Saturdays, SWE also simultaneously hosts SWE Science Scholars, a higher-level program for local middle school students. If you would like more information about Science Saturdays or Science Scholars, such as how to become involved, contact [swe.berkeley.outreach@gmail.com](mailto:swe.berkeley.outreach@gmail.com).

## Society of Engineers National Conference

By Heather Hughes

***“I never want to leave SWE national conference,”*** exclaimed many conference attendees at the closing ceremony (or maybe just me). After an incredible three days of attending workshops, networking at the career fair, exploring Baltimore, and bonding with fellow SWE members I returned back to Berkeley inspired and excited about my future. The week before last, fourteen UC Berkeley SWE members flew to Baltimore to participate in the largest ever SWE National Conference with over 6,000 attendees from all over the world.

The first day of the conference was spent mostly at workshops where we learned from leaders in industry and academia about everything from acing interviews to effective leadership to what the future of cloud computing holds. That evening the career fair kicked off and we got a chance to network with recruiters and enjoy delicious free food. The focus of the second day was the career fair although workshops still were held. Many of our members scored interviews with top engineering companies and some even were offered summer positions on the spot! Day three offered a chance for attendees to explore Baltimore a little as well as attend more workshops. The conference concluded with a formal closing ceremony and best of all, a dance party.

This was truly an exceptional experience and I can’t recommend it more enthusiastically to all SWE members. We learned so much that we will be holding a national conference workshop later this month to share insights on some of the most valuable career and leadership information that we gained. Stay tuned for more information!





**Tech Talk: Michael Benische, RocketFuel**

By Amanda Chow

Benische, Ph. D, began his talk with the simple question: “Who here has used IMDb.com?” After many hands shot into the air, Benische changed his question: “Now, who here would pay to use IMDb?” Everyone immediately lowered their hands. We often take for granted that the Internet is a free resource for us. And, if it wasn’t for online advertising companies such as RocketFuel, which works with many large clients such as Microsoft, Allstate, Comcast, and more, many websites would likely need to charge its users in order to make a profit. So, what exactly does RocketFuel do? It uses artificial intelligence and big data to optimize online advertising, and show advertisements tailored to the likes and online browsing habits of individuals. As Benische explains, RocketFuel inserts advertisements into blank space on websites designated for ads. It analyzes the user’s online browsing habits and chooses what it believes would be the most influential ad for that individual. Computing this must take less than a split second—or, more accurately, less than the time it takes to load the rest of the webpage.

Along with Benische’s very engaging lecture, RocketFuel also brought freebies, such as grocery bags and t-shirts with one of their key phrases: “Nerdy but lovable!” It was a great tech talk for the lucky Cal students who were able to attend.

Stay tuned for more SWE-hosted infosessions and tech talks in the future!

If you have any suggestions and feedback feel free to send an e-mail:  
alya93@gmail.com

**We are on *Instagram* now!**  
**Follow us @ucb\_swe**  
**Feel free to add your pictures**



**Good luck with your midterms! Hope to see you around in our upcoming events!**

**CALENDAR**

November/December 2013						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4	5 Evening with Industry	6	7 General Meeting 3	8	9	10
11	12	13 Regents Lecture	14 Cupcake Wars	15	16 SWE Science Saturdays and Scholars	17
18	19 Ballroom Dancing with HKN	20 SWEet Breakfast #2	21	22	23	24
25	26	27	28	29	30	1
2 General Meeting 4	3	4	5	6	7 SWE Science Saturdays and Scholars	9

**\*\* For times, location, and up to date information on future events, please visit [swe.berkeley.edu/calendar](http://swe.berkeley.edu/calendar) or our Facebook page.**