
Cultural Hackathon

Alexa Belegrin and Prathamesh Sankhe

Beebe Arts LLC



About Beebe Arts LLC

Beebe Arts LLC is a design firm focused on social and educational equity. They provide research and consulting for educators, students, community groups, and institutions.



Problem Statement

How can we help Beebe Arts LLC with branding and outreach in order to make future planning and expansion easier?



Background Research

- Look at the company's website to better understand the purpose of Beebe Arts LLC and Chanel
- Read through presentations from past students on Beebe Arts LLC



Projects

Business Card

How can we help Beebe Arts LLC redesign its business card in order to rebrand the company?

Instagram Page

How can we help Beebe Arts LLC launch its Instagram page to correlate with the new brand for the company?

Website

How can we help Beebe Arts LLC edit its website to improve clarity and organization of the website for new clients?

One Pager

How can we help Beebe Arts LLC create a one-page summary of the purpose and impact of its work?



Business Card

How can we help Beebe Arts LLC redesign its business card in order to rebrand the company?

First Draft (made by Chanel and Mom)



Concept Generation and Reduction

- Jumped right into the process and began discussing ideas and modifying the card almost immediately
- Criteria for success of solution
 - Visual ease
 - Continuity through platforms
 - Simplicity
 - Accessibility
 - Chanel's aesthetic



Prototyping



Prototyping



Prototyping

ChanelBeebe.com

Service. Consulting. Research. Design.

Email
Chanelmbb@gmail.com

Social Media
Facebook.com/BeebeArt

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Chosen Concept

- The final concept for the business card was selected primarily through visual ease and chanel's satisfaction. We lent opinions on visual ease and worked with Chanel to evolve the design until she was satisfied.
- As we designed as we went, a prototype was already made.



Instagram Page

How can we help Beebe Arts launch its Instagram page to correlate with the new brand for the company?

Background Research

- View social media accounts of companies and organizations that Chanel admires
 - Donda House
 - Harpo
 - IDEO
 - MECCA

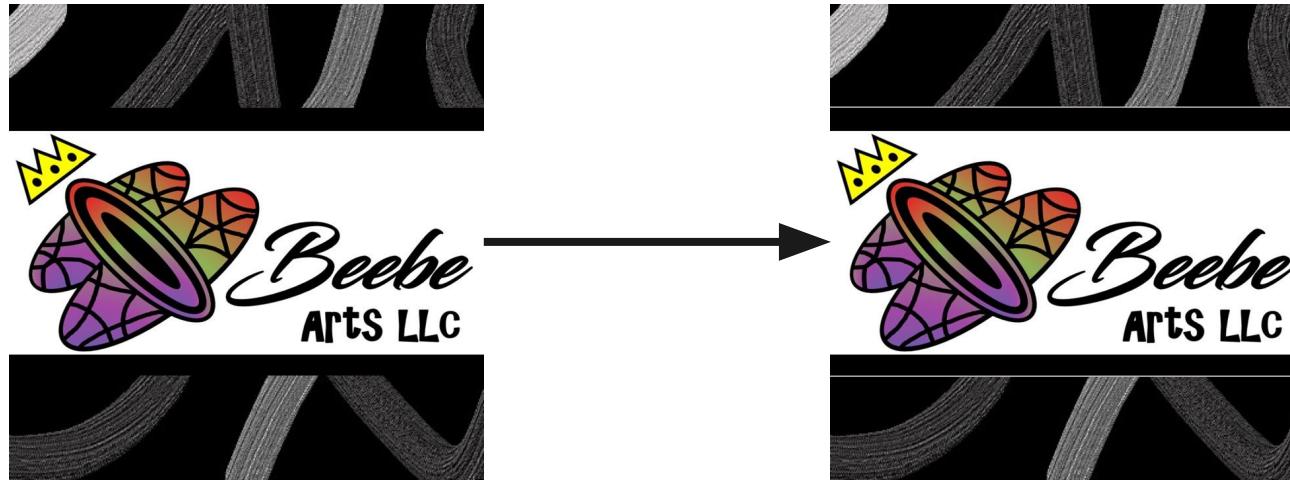


Concept Generation and Reduction

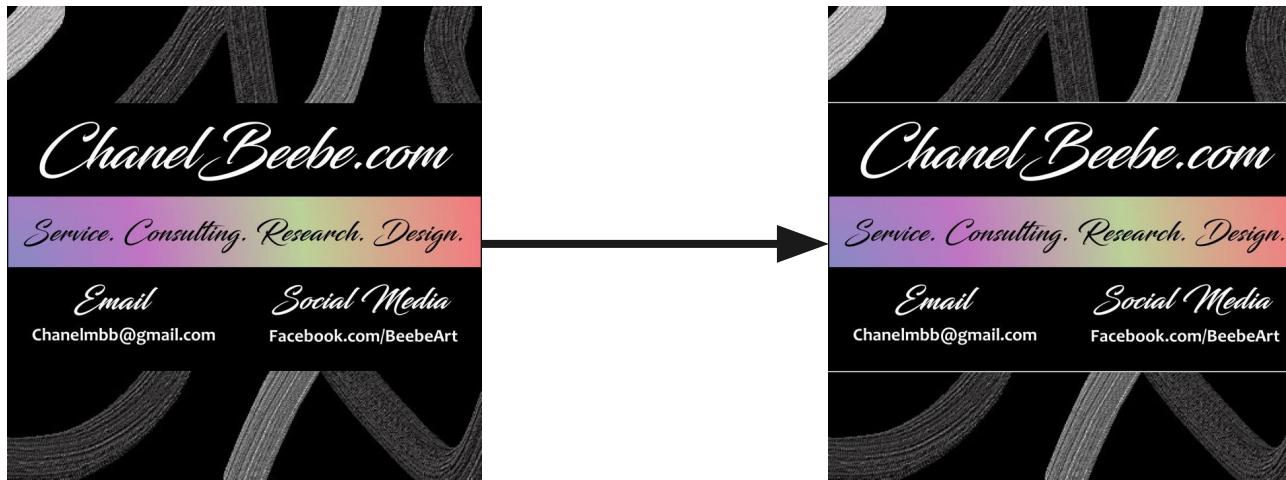
- Chanel gave us her draft Instagram photos to edit
- As with business card, it was mostly trial and error
- Criteria for success of solution
 - Visual ease
 - Continuity through platforms
 - Simplicity
 - Accessibility
 - Chanel's aesthetic



Distinguish edges of card against background



Distinguish edges of card against background



Make purpose of text clearer, use only logo

Mission



Beebe Arts LLC is a creative design and social service organization that provides art, research and solutions to problems of social inequity and oppression.



Mission



Beebe Arts LLC is a creative design and social service organization that provides art, research and solutions to problems of social inequity and oppression.



Make purpose of text clearer, use only logo

Vision

Beebe Arts LLC strives to leverage storytelling and community engagement as a tool for creating more connected and resourced communities of color in Detroit, Chicago and Indianapolis.

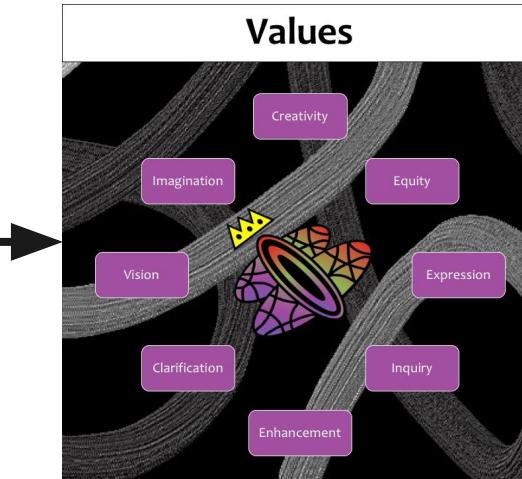
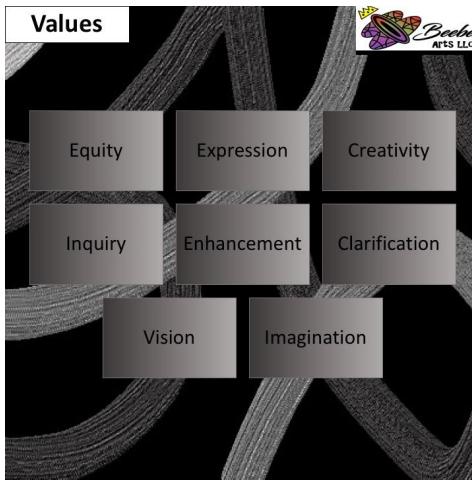


Vision

Beebe Arts LLC strives to leverage storytelling and community engagement as a tool for creating more connected and resourced communities of color in Detroit, Chicago and Indianapolis.



Make purpose of text clearer, modify graphic



Chosen Concept and Prototyping

- We didn't work with Chanel this week, so we sent our edits back to her so she could make the final decision
- In order to make text stand out more, the graphics were modified and the background was scrapped.



12
posts

48
followers

65
following

Message



Beebe Arts LLC

Service. Consulting. Research. Design.

detroit1967.org/team-2067-youth-immersion-program/

Art + Design
Coming Soon
DETROIT DESIGN 2067
April 2nd - April 7th 2018
Detroit Immersion Program
Week-long youth immersion program designed to offer 12 high school juniors and seniors throughout the region an opportunity to learn about Detroit's past, present, and future.
This in-depth experience gives youth a chance to reflect on local history, build relationships, and envision their future.
\$500 scholarships
and
Breakfast & Lunch every day onsite
Application accepted through February 23, 2018
Orientation date: March 31, 2018

Mission

Beebe Arts LLC is a creative design and social service organization that provides art, research and solutions to problems of social inequity and oppression.

Values

Services

ChanelBeebe.com
Service. Consulting. Research. Design.
Email: ChanelBeebe@gmail.com Social Media: Facebook.com/BeebeArt

Engagement



Beebe
ARTS LLC

Website

How can we help Beebe Arts edit its website to improve clarity and organization of the website for new clients?

Background Research

- View websites of companies and organizations that Chanel admires
 - Donda House
 - Harpo
 - IDEO
- Usability test with a variety of audiences



Original website



AABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

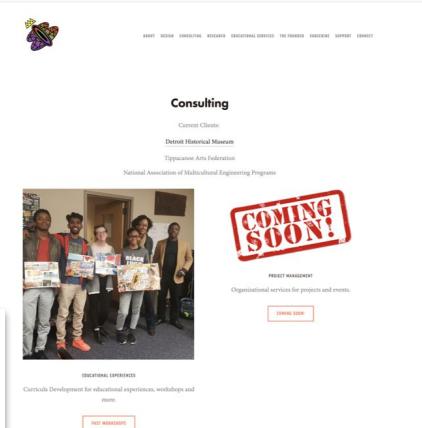
Beebe Arts LLC

DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES

Beebe Arts LLC is a creative design and social service organization that provides art, research and solutions to problems of social inequity and oppression. With a passion for art, engineering, design and educational research, the firm develops innovative learning experiences, events and publications that affect and represent the experiences of oppressed people.

From implementing community art projects, to designing research projects on the experiences of underrepresented students in educational settings, Beebe Arts LLC strives to leverage storytelling and community engagement as a tool for creating more connected and resourced communities of color in Detroit, Chicago and Indianapolis.

Beebe Arts LLC was founded by Chanel Beebe in 2017. More about the founder can be found [here](#).



ABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

Consulting

Current Client:
Detroit Historical Museum
Tippinman Arts Federation
National Association of Multicultural Engineering Programs

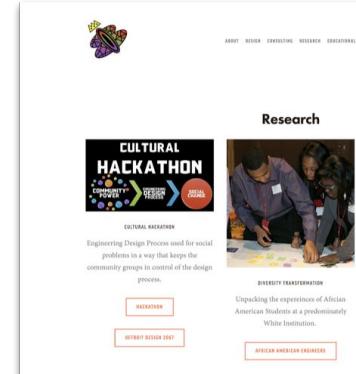


COMING SOON!

PROJECT MANAGEMENT
Organizational services for projects and events.
[COMING SOON](#)

EDUCATIONAL EXPERIENCES
Curricula Development for educational experiences, workshops and more:
[PAST WORKSHOPS](#)
[NEW WORKSHOP](#)

DETROIT DESIGN 2007 FACEBOOK LINKEDIN INSTAGRAM



ABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

Research

CULTURAL HACKATHON
Engineering Design Process used for social problems in a way that keeps the community groups in control of the design process.

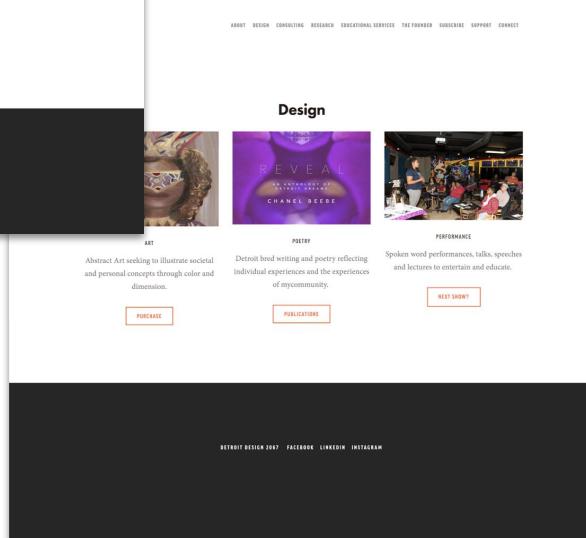
[HACKATHON](#)
[DETROIT DESIGN 2007](#)

DIVERSITY TRANSFORMATION
Unpacking the experiences of African American Students at a predominantly White institution.

[AFRICAN AMERICAN ENGINEERS](#)

HOW TO KILL A CITY
GENTRIFICATION AND DISPLACEMENT
Unpacking and sharing stories of experiences of gentrification and displacement in urban American cities.

[BLACK THURSDAY COLLECTIVE](#)



ABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

Design

ART
Abstract Art seeking to illustrate societal and personal concepts through color and dimension.
[PURCHASE](#)

POETRY
Detroit bred writing and poetry reflecting individual experiences and the experiences of mycommunity.
[PUBLICATIONS](#)

PERFORMANCE
Spoken word performances, talks, speeches and lectures to entertain and educate.
[NEXT SHOW!](#)

DETROIT DESIGN 2007 FACEBOOK LINKEDIN INSTAGRAM



Original website

ABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

WERK

About the Founder, Chanel Beebe

Chanel Beebe is a PhD student in **Purdue University's Engineering Education Program** where she is currently conducting research about how to use the engineering design process to address social problems. A native of Detroit, Michigan, Chanel holds a Bachelor of Science from the University of Michigan Ann Arbor in Industrial Engineering and is also a self taught abstract artist and poet.

The considers herself a multimedia creator who seeks to use her research and art to facilitate change in the experiences of oppressed peoples.

CHANEL BEEBE CV

ABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

Stay in the Loop

Emails and Updates about Shows, Events, Publications and Opportunities

PLEASE COMPLETE THE FORM BELOW

Name*
First Name _____ Last Name _____

Email Address*

Phone
Area Code _____ Num. _____ Ext. _____

SUBMIT

Educational Services

TUTORING
Mathematics tutoring for grades 3-6

MENTORING AND CACHING
Mentoring/Advising for high school and college aged students.

DOCUMENT REVIEW
Essay and Material review for applications, classes, etc

SCHEDULE AN APPOINTMENT

ABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

Connect with Beebe Arts LLC

My Name is...*
First Name _____ Last Name _____

My Email Address is...*

My cell is...
Area Code _____ Num. _____ Ext. _____

I would like to know more about...*
 Business
 Design
 Consulting
 Educational Services
 Other

Leave a Message*
Describe your needs.

SUBMIT

Usability Testing Outcomes

- Tested with 2 college age women and 3 college age men, 1 “baby boomer” woman, and 1 Generation X male.
- Content criticisms/suggestions:
 - Introduction page was unclear to someone coming to the page for the first time
 - Content does not entice viewer
 - Recommendation to create a video as people move towards video media
 - Show more photos of art/design
- Graphics:
 - Condense content on pages so that more is viewable at one time



Concept Generation and Reduction

- Concept generation inspired by usability testing and what seems to be working for other companies and organizations
- Criteria for success of solution
 - Visual ease
 - Continuity through platforms
 - Simplicity
 - Accessibility
 - Satisfaction of Chanel



Major Changes



AABOUT DESIGN CONSULTING RESEARCH EDUCATIONAL SERVICES THE FOUNDER SUBSCRIBE SUPPORT CONNECT

Stay in the Loop

EMAILS AND UPDATES ABOUT SHOWS, EVENTS, PUBLICATIONS AND OPPORTUNITIES

PLEASE COMPLETE THE FORM BELOW

Name *
 First Name Last Name

Email Address *

Phone

(area)

DETROIT DESIGN 2017 FACEBOOK LINKEDIN INSTAGRAM



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Beebe Arts LLC

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From implementing community art projects, to designing research projects on the experiences of underrepresented students in educational settings, Beebe Arts LLC strives to leverage storytelling and community engagement as a tool for creating more connected and resourced communities of color in Detroit, Chicago and Indianapolis.

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DETROIT DESIGN 2017 FACEBOOK LINKEDIN INSTAGRAM



Major Changes



Workshops
from \$5.00



Research
from \$5.00



Design
from \$5.00



Support the Founder
from \$5.00

Beebe Arts LLC provides various workshops within low resourced communities. Donations are being accepted for material and supplies that could enhance the effectiveness

Contribute funds for supplies and materials to supplement existing research efforts and activities
Donor Level:

Support the creation of various experience and artifacts that reflect the communities working with Beebe Arts LLC.
Donor Level:

For the exploration of new ideas, on boarding of new Beebe Arts Staff and maintenance of Beebe Arts Work spaces.
Donor Level:

- Support page draft



Research

Workshops

Design

The Founder



- Support page final design



Resource Management

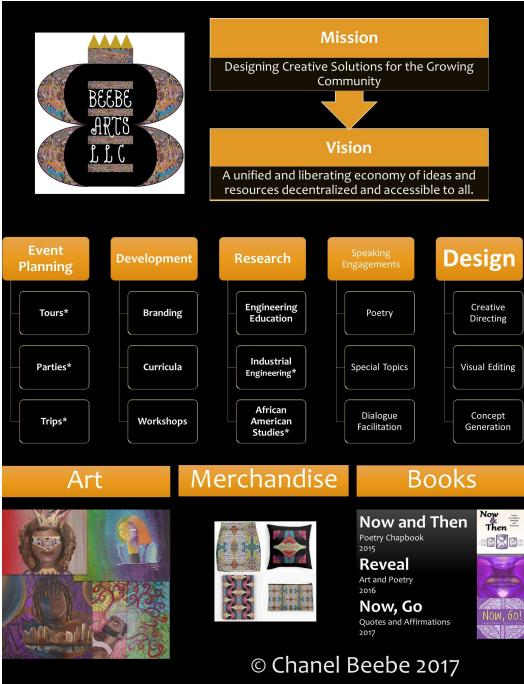
B	C	D	E	F	G	H	I	J	K
Research Projects	Elevator Pitch								
Scholar in Residence: Purdue Black Cultural Center, Black Thought Collective									
Stakeholder Relationships									
Systems Thinking in Social Settings									
Thought Leader: National Association of Minority Engineering Program Advocates									

B	C	D	E	F	G	H	I	J	K
Leadership / Project Management									
President: Engineering Education Graduate Student Association									
Apprentice Editor: Murmurations: Emergence, Equity and Education.									

Current Projects Future Projects | Research | Clients | Classes | Grants | Workshops ... + : ← → ⌂ 100%



One Pager



Beebe Arts LLC is a design firm focused on **social and educational equity**. Through collaboration and conversation, we provide **research and consulting** for educators, students, community groups and institutions.

Chanel Beebe is a self taught abstract painter and performance poet with a passion for STEM thinking and problem solving. A native of Detroit Michigan, Chanel blends creativity and systems thinking to develop solutions within and around her community.

Services Offered

Experience Production

- Curricula Implementation
- Research Design and Implementation
- Event Planning
- Creative Directing
- Group Dialogue facilitation

Material Production

- Curricula Development
- Visual Conceptualizing

Consulting

- Organizational
- Mentoring/Coaching
- Professional

Creative Design

- Books
- Poetry
- Art
- Graphics
- Flyers

Speaking Engagements

- Panels
- Talks
- Workshops

Expertise

- College Readiness
- Service Learning
- Stakeholder Engagement
- Leadership
- Experience Design
- Organizational Transformation

Partners

- National Association of Multicultural Engineering Program Advocates
- Detroit Historical Museum
- Purdue Minority Engineering Programs Office
- Purdue Black Cultural Center

Qualifications

- BSE Industrial Engineering (University of Michigan, 2014)
- Leadership in Action Award (Purdue University, 2017)
- Spirit of Martin Luther King Jr. Award (College of Engineering , 2014)
- Gates Millennium Scholarship (Bill Gates Foundation, 2009)



Results

Impact

On Community

- Helped Chanel understand the scope of what she is doing
- Helped Chanel appreciate her own community impact
- Made Beebe Arts LLC more accessible and understandable
- Helped Chanel organize contacts and ideas for future projects

On Us

- Helped us understand what self employment and consulting look like
- Helped us hone iterative design skills
- Gave us opportunity to practice soft skills not utilized in engineering courses



Possible Next Steps

- We will continue to intern for Beebe Arts LLC for the rest of the semester
 - Future Hackathons
 - Employee needs
 - Funding Opportunities
 - Multi-city networking
 - Branding improvements



Challenges Faced

- Design decisions were difficult to make without Chanel there
- Hard to cater the marketing towards multiple types of audiences at the same time
- Balancing other academic and extracurricular commitments with the project
- Multiple minor projects sometimes make you lose track of the bigger picture



Lessons Learned

- It is really hard to handle a company if you don't know what you are doing
- It isn't really hard to handle a company if you are good at it
- Passion and hard work leads to results
- Individual problem solving skills are highly dependent on a number of factors
- Working with people of different outlooks results in a better result



Skills Gained

- Problem Solving skills
- Strategic thinking skills
- Graphic design
- Aesthetic design
- Collaboration
- Professional Communication
 - Verbal
 - Written
- Networking
- Market Research

