

# Exploring Empathy

IN A **DESIGN** LEARNING ENVIRONMENT

**PATRICIA MURPHEY**

ASSOCIATE PROFESSOR OF VISUAL COMMUNICATION

**NORTHERN ARIZONA UNIVERSITY**



The image is a full-page background photograph of a natural landscape. In the foreground, there is a lush green meadow with tall grass and small yellow wildflowers. A dense forest of tall, slender pine trees stands in the middle ground. In the background, a large, dark mountain peak rises above the treeline. The sky is filled with heavy, grey clouds, with some patches of blue visible.

OUR STORY

# Flagstaff, Arizona

POPULATION: 66,000

NORTHERN ARIZONA UNIVERSITY STUDENT POPULATION: 21,200



# VisualDESIGNLab

## our journey



Envisioned, proposed and implemented the plan in 2007 as an elective class, evolving into a topic class and it is now a regular class in the curriculum.

First intention: Internship opportunity in a scarce environment

Now: Motivate students towards social responsibility and action.

Building experiences  
Creating awareness of local causes  
Supporting policy change  
Cultivate creative confidence  
Engage in interdisciplinary collaboration  
Inspiring design thinkers and doers



# Our Community Partner

**I will use one project in particular to share observation on how empathy provides the grounds for a successful collaboration between students and client. Design that supports and enhance people's lives and provide long-term positive impact in our community.**

**A NEW DAWN AZ IS A NON-PROFIT ORGANIZATION FORMED BY PEARL RAWLS AND MACY MOURITSEN, TO INCREASE ACCESS TO COMPREHENSIVE AND RESTORATIVE DENTAL SERVICES FOR THE UNINSURED AND UNDER-INSURED ADULT AND AGING POPULATION IN NORTHERN ARIZONA.**

**“A NEW DAWN AIMS TO FILL THE ORAL HEALTH SERVICE GAPS IN FLAGSTAFF AND THE SURROUNDING COMMUNITIES”**



# A New Dawn AZ

TREATMENT IS PROVIDED AT NO COST TO INDIVIDUALS WHO CANNOT ACCESS OR AFFORD DENTAL CARE

NATIONWIDE, MORE THAN **40%** OF ADULTS HAVE UNTREATED TOOTH DECAY;

**ONE-THIRD** OF THOSE 65 OR OLDER HAVE LOST ALL OF THEIR TEETH

**44%** OF ADULTS LIVING IN ARIZONA DO NOT HAVE DENTAL INSURANCE (ARIZONA DENTAL ASSOCIATION)

POOR ORAL HEALTH NEGATIVELY AFFECTS EATING, SPEAKING, SELF-ESTEEM, AND EMPLOYABILITY



## SMILING

IMPROVE YOUR MOOD: RELIEVES ENDORPHINS

MAKE OTHERS HAPPY – SMILING IS LITERALLY CONTAGIOUS.

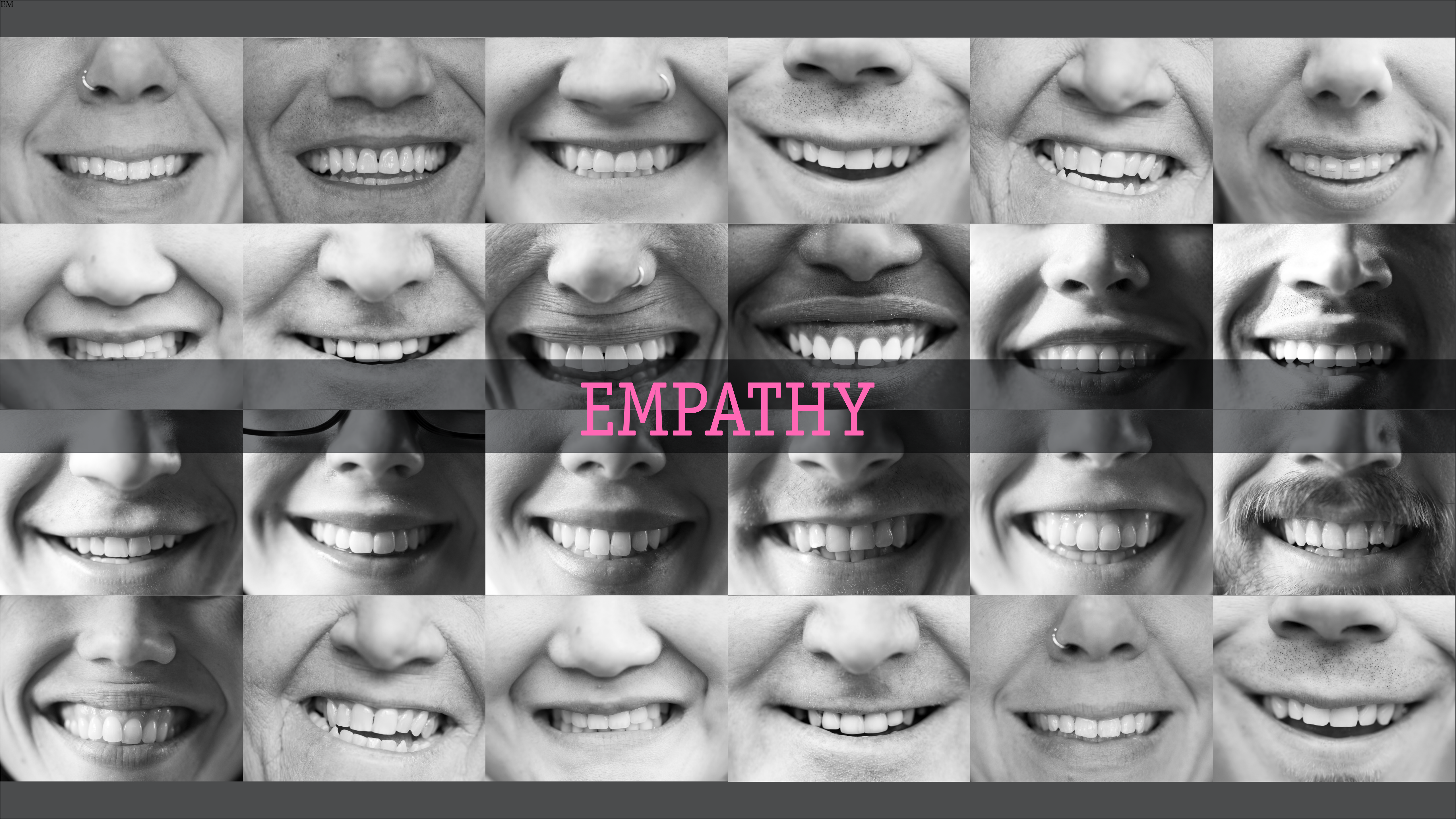
MAKE YOU LOOK YOUNGER

BUILD BETTER RELATIONSHIPS

MAKES YOU APPROACHABLE







EMPATHY



*“When our work intersects with societal needs, we realize the potential for our work to both BE and DO good.”*

*cChristopher Simmons - Just Design*

## EMPATHY

Not as a first step of a Design thinking methodology, but as a deeper connection, where relationships are built between the design student, client/partner, and professor.

### Working with Community Partner

Engaging in interdisciplinary collaboration with our local community brings to the student a sense of belonging that automatically affects their future and professional outcome.

VALUE BASED WORK, A catalyst for change

Enables relationships, curiosity, inspiration, meaning, and-connection.





# Case Study



*“My life feels enriched”, I can make a difference with the thing I love the most!*

Students reported that service learning had shown them how to be more involved in their communities; helped them have a better understanding of their role as active community members.

Work with Meaning:

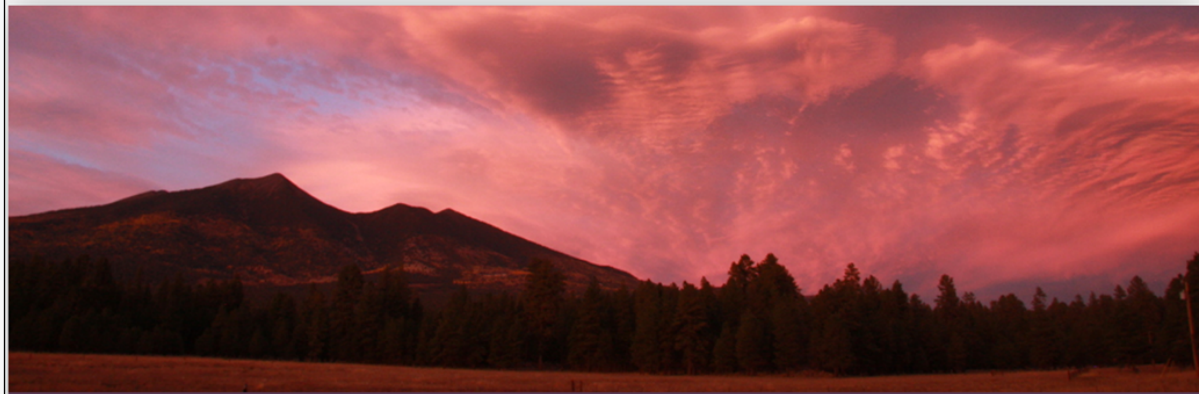
Engages students across disciplines, providing experiences that dissolve the classroom walls and help launch them into a responsible practice.





A New Dawn AZ | Community Dental Program

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#### Our Dream



Oral health is critical for overall health. Underinsured and uninsured adults in

#### Get Involved



There are many ways to help A New Dawn AZ. As a 501(c)3 Non-profit, we are

#### Our Partners



We have big goals. We value our community partners, allies, friends, and



Pearl Rawls

718 N. Humphreys, Ste. 204  
Flagstaff AZ, 86001  
928-522-3734

pearl.rawls@anewdawnaz.org  
ANewDawnAZ.org



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Flagstaff AZ, 86001  
928-522-3734

pearl.rawls@anewdawnaz.org  
ANewDawnAZ.org



718 N. Humphreys, Ste. 204 - Flagstaff, AZ 86001 | 928-522-3734 or 928-607-2399 | info@anewdawnaz.org | ANewDawnAZ.org



*"I never had the opportunity to do such intimate work with a client that I knew would be changing lives, that is a feeling I will chase and strive for throughout my career"*

*"This course has made me excited to have such an effect on a community. I hope to be able to work with nonprofits in the future as I am inspired by those who want to truly benefit and help others. They make me want to do the same with design"*





# Creating a **community** to be a part of

WHEN STUDENTS ARE ABLE TO NOT ONLY UNDERSTAND DEEPLY THE  
EFFECTS OF THEIR WORK ON SOCIETY, BUT ARE ALSO ABLE TO CREATE A  
DEEP EMOTIONAL CONNECTION TO THE INSPIRING WORK OF THE PEOPLE  
BEHIND THE ORGANIZATION THEY ARE WORKING WITH,

**MAGIC HAPPENS!**



# PAST: Community Partnership





Theatre students and Faculty–Actors, Directors, Scene Designers

Design Jessica Tennyson Visual DESIGN Lab

*Touch*  
By Toni Press-Coffman

**2015 STUDIO THEATRE**  
FEBRUARY 13 & 14 7:30 PM  
FEBRUARY 15 2:00 PM  
*Directed by Robert Barnes*

NORTHERN ARIZONA UNIVERSITY  
College of Arts & Letters  
Department of Theatre

[nau.edu/CAL/theatre/events](http://nau.edu/CAL/theatre/events)  
Central Ticket Office/ 928-523-5661

STUDENT ACTIVITIES COUNCIL

SHAKESPEARE'S  
**THE COMEDY OF ERRORS**  
DIRECTED BY MAC GROVES

Clifford E. White Theater  
**October 16-25, 2015**

Tickets available through NAU's Central Ticketing office, (928)-523-5661

NORTHERN ARIZONA UNIVERSITY  
College of Arts & Letters  
Department of Theatre

[nau.edu/CAL/theatre/events](http://nau.edu/CAL/theatre/events)  
Central Ticket Office/ 928-523-5661



# Collaboration: Environ. Journalism, Creative Media & Film and University College



A poster for 'Cool Stars 18' featuring a large, dark red silhouette of the state of Arizona against a starry night sky. The bottom of the poster has a black silhouette of mountains. The text 'COOL STARS 18' is prominently displayed in white, with '18' being significantly larger. Below this, the date 'JUNE 9-13, 2014' and location 'FLAGSTAFF, ARIZONA - USA' are listed. To the right, it mentions '18th Cambridge Workshop on Cool Stars, Stellar Systems, and the Sun' and 'LOWELL OBSERVATORY'. The website 'coolstars18.net' is at the bottom right.

**COOL STARS 18**

JUNE 9-13, 2014    FLAGSTAFF, ARIZONA - USA

18th Cambridge Workshop on Cool Stars, Stellar Systems, and the Sun

LOWELL OBSERVATORY

coolstars18.net



A poster for a 'FILM SERIES' at the College of Arts and Letters. It features a red curtain background with a yellow banner at the top that says '10th ANNIVERSARY'. Below the banner, the title 'FILM SERIES' is in large, bold, teal letters. Underneath, it says 'COLLEGE OF ARTS AND LETTERS'. A list of films and their dates is provided, followed by a section for 'FALL 2013' with a list of actors. At the bottom, there are several black and white portraits of famous actors. The text 'FREE ADMISSION TUESDAYS AT 7PM AT CLINE LIBRARY' is at the bottom left. Logos for Northern Arizona University and Visual Design Lab are at the bottom right.

**10th ANNIVERSARY**

**FILM SERIES**

COLLEGE OF ARTS AND LETTERS

SEP. 03	NIGHT AT THE OPERA	1935	NR
SEP. 10	THE GAY DIVORCE	1934	NR
SEP. 17	THE MALTESE FALCON	1941	NR
SEP. 24	BAD DAY AT BLACK ROCK	1955	NR
OCT. 01	REAR WINDOW	1954	NR
OCT. 08	12 ANGRY MEN	1957	NR
OCT. 15	THE GREAT ESCAPE	1962	NR
OCT. 22	LONELY ARE THE BRAVE	1962	TV-PG
OCT. 29	ARSENIC AND OLD LACE	1944	NR
NOV. 05	ANATOMY OF A MURDER	1959	TV-PG
NOV. 12	SHOT IN THE DARK	1964	NR
NOV. 19	DELIVERANCE	1972	R
NOV. 26	ONE FLEW OVER THE CUCKOO'S NEST	1975	R
DEC. 03	THE DEER HUNTER	1978	R
DEC. 10	ANIMAL HOUSE	1968	R

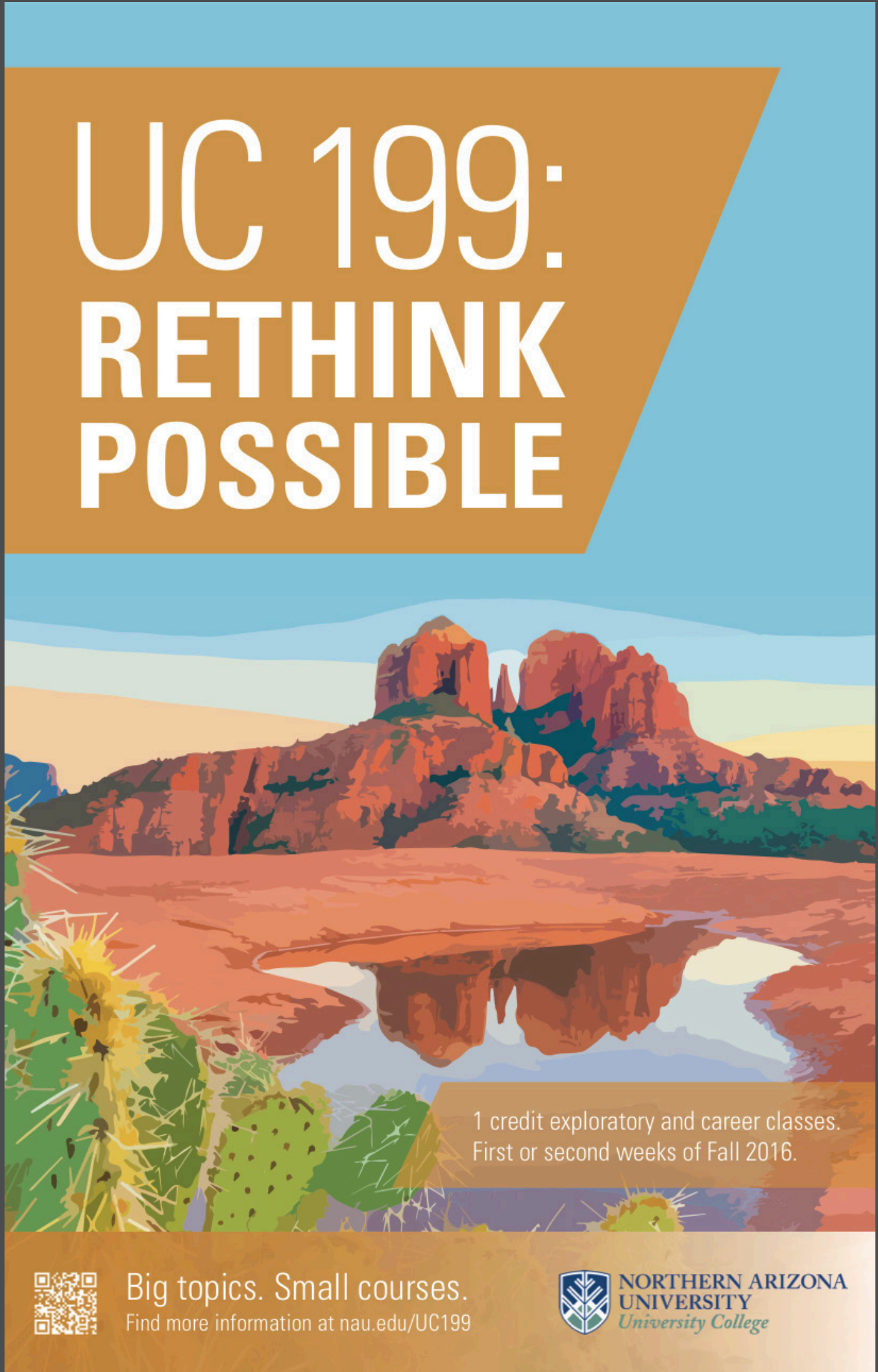
**FALL 2013** IN SUPPORT: UNFORGETTABLE SUPPORTING ACTORS AND ACTRESSES  
DRAWING CAMPUS & COMMUNITY TO THE BIG SCREEN

**FREE ADMISSION**  
TUESDAYS AT 7PM AT CLINE LIBRARY

ALSO PRESENTED BY CLINE LIBRARY & SCHOOL OF COMMUNICATION  
SHORT CARTOONS TO BE SHOWN WITH SELECT FILMS  
FOR MORE INFO VISIT: [nau.edu/filmseries](http://nau.edu/filmseries)

NORTHERN ARIZONA UNIVERSITY  
College of Arts & Letters

VisualDESIGNLab



A poster for 'UC 199: RETHINK POSSIBLE'. The top half has a large orange triangle with the text 'UC 199: RETHINK POSSIBLE' in white. Below this is a stylized landscape with red rock formations and a body of water. The bottom section has a QR code and text about the course. The Northern Arizona University logo is at the bottom right.

**UC 199:  
RETHINK  
POSSIBLE**

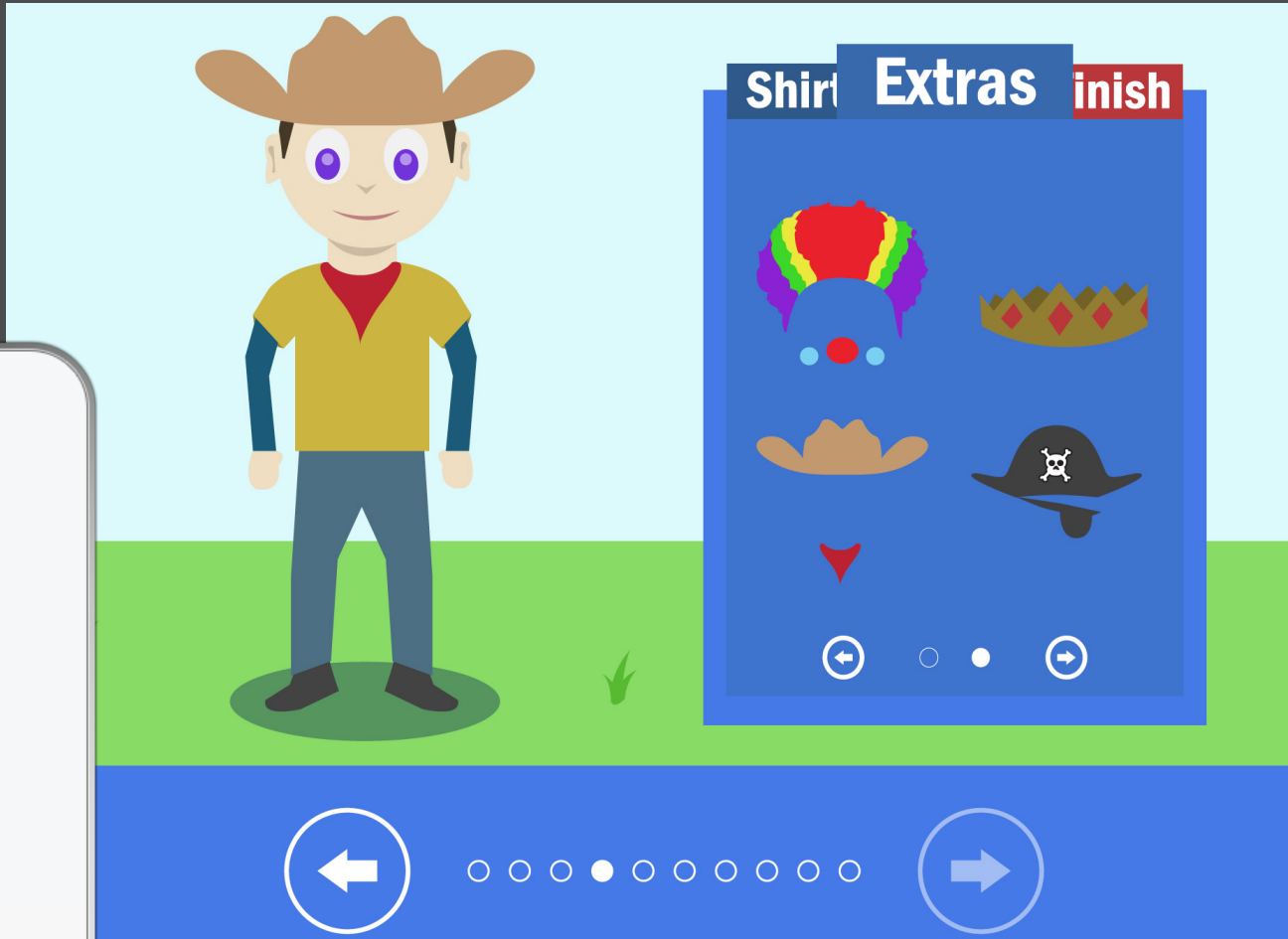
1 credit exploratory and career classes.  
First or second weeks of Fall 2016.

Big topics. Small courses.  
Find more information at [nau.edu/UC199](http://nau.edu/UC199)

NORTHERN ARIZONA UNIVERSITY  
University College



# Qualities of Attention: Collaboration with NAU Psychological Sciences Professor Dr. Andrew Gardner





It doesn't matter how large the project is or even how vast the impact, what matters is how engaged you are with choosing to affect change.



# Thank You



**VisualDESIGNLab** – Spring 16