

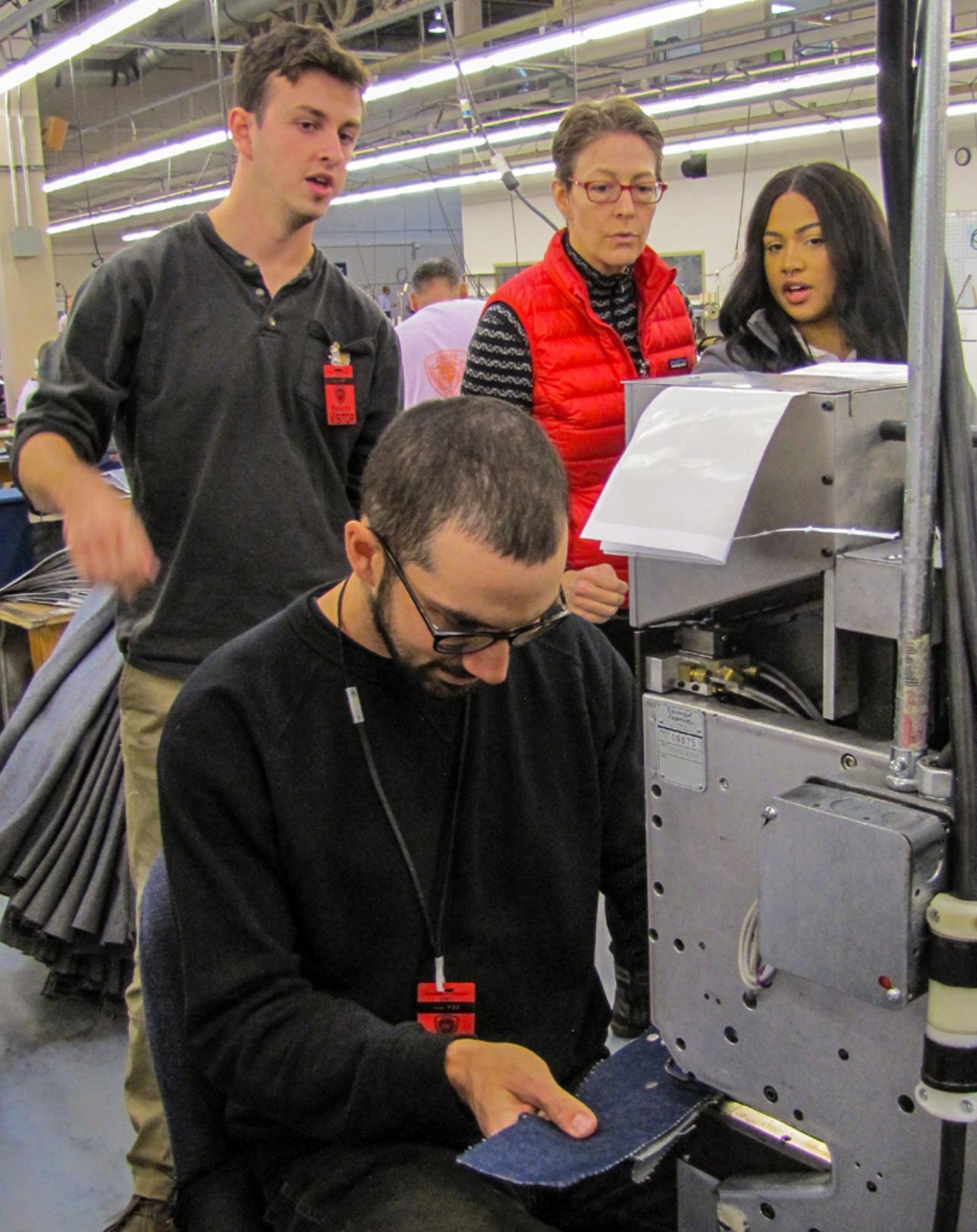


Design Influences the Future. Meet the Future

# JOINT VENTURE

Oregon Corrections Enterprises and the University of Oregon







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## **Book Design**

OCE Marketing\Design

## **Content**

OCE Marketing

UO Staff

## **Photographs**

OCE Staff

OCE Marketing

UO Staff

IMAGE AT LEFT: UNIVERSITY OF OREGON (UO) PRO TEM INSTRUCTOR TOM BONAMICI ACTIVELY PARTICIPATES IN THE LEARNING PROCESS WHILE UO STUDENTS AND PRODUCT DESIGN DEPARTMENT HEAD KIERSTEN MUENCHINGER STUDY THE MACHINE SETTINGS AND CONTROLS.



THE OREGON CORRECTIONS ENTERPRISES ADMINISTRATION BUILDING IS LOCATED IN THE STATE CAPITAL OF SALEM, OREGON. IT HOUSES OUR CENTRAL ADMINISTRATION OFFICES AS WELL AS THE SHOWROOM.

## OREGON CORRECTIONS ENTERPRISES

Established in 1999 through the passage of Ballot Measure 68, Oregon Corrections Enterprises (OCE) is a semi-independent organization, whose administrator reports to the director of the Oregon Department of Corrections (DOC). OCE plays an important role in carrying out Ballot Measure 17, the constitutional mandate to engage male and female inmates (further referred to as adults in custody) in meaningful work. By statute, OCE is funded solely through the sales of its products and services.

The mission of OCE, in partnership with the DOC, is to promote public safety by providing adults in custody (AICs) with meaningful work experience in a self-sustaining organization. Working with DOC, OCE seeks partnerships with other agencies and private organizations to provide work and training programs for AICs throughout Oregon that mirror real-world job experiences. OCE plays an important role in implementing DOC's Oregon Accountability Model and in developing positive work ethics. We are committed to providing transferable work skills and training opportunities for every adult in custody.

We at OCE are motivated to promote innovation throughout our programs and services to better serve our communities and assist the growth and development of participating AICs. Tremendous strides have been made in reducing environmental impact and the cost of government. This mindset has also led to advances in product design, process improvement, and opportunities for AICs to participate in directly applicable certification programs. OCE makes great efforts to contribute to the success of former AICs upon reentry by building their confidence, self-worth, willingness, and drive to begin new lives as dynamic and effective community members.



THE UNIVERSITY OF OREGON, LOCATED IN BEAUTIFUL EUGENE, OREGON, HAS PRODUCED EIGHT GOVERNORS, 18 PULITZER PRIZES, 20 RHODES SCHOLARS, 13 OLYMPIC MEDALISTS, NINE ACADEMY AWARDS, NINE EMMYS, SIX NFL HALL OF FAMERS AND A HEISMAN TROPHY WINNER.

## UNIVERSITY OF OREGON

Serving the state, nation and world since 1876, the University of Oregon is a comprehensive public research university committed to exceptional teaching, discovery, and service. We work at a human scale to generate big ideas. As a community of scholars, we help individuals question critically, think logically, reason effectively, communicate clearly, act creatively, and live ethically.

We aspire to be a preeminent and innovative public research university encompassing the humanities and arts, the natural and social sciences, and the professions. We seek to enrich the human condition through collaboration, teaching, mentoring, scholarship, experiential learning, creative inquiry, scientific discovery, outreach, and public service. We strive for excellence in teaching, research, artistic expression, and the generation, dissemination, preservation, and application of knowledge. We are devoted to educating the whole person and to fostering the next generation of transformational leaders and informed participants in the global community. Through these pursuits, we enhance the social, cultural, physical, and economic wellbeing of our students, Oregon, the nation, and the world.

With over 300 degree and certification programs, the University of Oregon is the number one academic school in the state and one of just two schools in the Pacific Northwest selected for membership in the prestigious Association of American Universities, a consortium of 62 leading public and private research institutions in the United States and Canada. Our nearly 25,000 students are smart, creative, and increasingly diverse. We support and celebrate their successes, and we work hard to provide inspiring educational opportunities in the classroom and beyond.



UO PRODUCT DESIGN STUDENTS OBSERVE AICS SKILLFULLY OPERATING MACHINES WHILE ON THEIR TOUR OF THE EOCI GARMENT FACTORY. THE TOUR GENERATED MEANINGFUL DIALOGUE ABOUT HOW COVETED THESE WORK ASSIGNMENTS ARE AND THE WORKING CONDITIONS WITHIN THE FACTORY.



## A JOINT VENTURE

In 2017, Oregon Corrections Enterprises (OCE) and the University of Oregon (UO) began a relationship through a new joint venture project. Students and adults in custody (AICs) were guided through the processes of designing and producing reimaged residence hall furnishings. Along the way, their minds were opened to people, processes, and products with a new and fresh perspective. The success of this joint venture created a desire from both sides to seek further creative opportunities for this type of growth. The hope was to continue to provide the students from UO and the AICs from the Oregon Department of Corrections (DOC) with real-world work skills and training that would prepare them for future success. With a focus on denim garments, the 2018 OCE-UO joint venture opened new doors and expanded the capabilities of the students and AICs alike.



**5/30/2018**  
OCE/VO Program  
Discussions



**9/27/2018**  
Program Kickoff



**10/5/2018**  
VO Students Tour Eastern  
Oregon Correctional  
Institution's Garment Factory

## OCE OBJECTIVES

The Mission of Oregon Corrections Enterprises, in partnership with the Department of Corrections, is to promote public safety by providing adults in custody with work and training opportunities in a self-sustaining organization. Through innovation and collaboration, we continue to seek to energize the potential of this in-depth cooperative effort with VO by directly involving the end user community and the visionaries of the future in the creative process.

Like the residence hall furnishings of 2017, the denim garment project grows our relationship with the VO and has the potential to increase our product offerings, while potentially expanding our customer base. Each year, the techniques and fresh ideas from the design students' creations invigorate our workforce and offer AICs new work skills training opportunities. The process instills pride in knowing they are contributing to the community and producing pieces that could be utilized for years to come.

The potential for new products and a larger market for Prison Blues™ Brand Clothing is limitless. Many of the new designs from this project will be featured at the VO and at the upcoming WantedDesign show in Brooklyn, NY. WantedDesign is a platform dedicated to promoting design and fostering the international creative community throughout the year. With this type of positive exposure for both programs, the relationship strengthens and OCE continues its mission of promoting public safety and providing work skills training programs for men and women in Oregon prisons, helping them to better prepare for re-entry into the community.



**10/23/2018**

Midterm Presentations

**11/30/2018**

Final Presentations

**1/22/2019**

Winners Announced

## UO OBJECTIVES

The UO Department of Product Design rigorously explores the invention, production, and use of products. It integrates the theories and applied practices in the design, art, and architecture disciplines, creating collaborative opportunities across campus and with external entities that are able to enhance the learning of their students. The critical research and design work produced by students and faculty members has an impact on both the local and international design communities.

The program as a whole exposes and expands on the significance of materials in products, helping students develop an understanding of how aspects of sustainability and ergonomics, tactile and visual aesthetics, and structural integrity can influence their choices in materials. Through this project, the students explored the use of fabrics and garment factory machinery to produce clothing lines.

This collaborative effort with the makers of Prison Blues™ Brand Clothing brought design students together with adults in custody (AICs) in Oregon prisons. Students were able to see the working conditions within the Eastern Oregon Correctional Institution (EOCI) and speak directly to AICs about their tasks, the machines they use, and how coveted the garment factory work assignments are within the institution. The social awareness and meaningful discussions that resulted were every bit as valuable as the process of learning to innovate, design, and manufacture in the garment industry.



# DESIGNER: MASARU

Prison Blues™ has a unique identity and great craftsmanship. I'm proposing: "Workwear for Creative Mind", which is a workwear line for creative workers, adding new styles, including a chore coat and a shop coat. With the visible white stitch on dark blue/black fabric as a fresh style, Prison Blues would show its craftsmanship, and the Adults in Custody would be proud of the visibility of their work. ~ Masaru



## Masaru Kiyota

Senior, Product Design

Hometown: Yokohama City, Japan

Fun Fact: I love my neighbor's cat, Charlie.

Future Goals: My future goal is to become an accomplished designer who appreciates every culture and lifestyle, and incorporates traditional art techniques into modern production methods to create functional products.

## What are your personal and/or professional objectives for being involved in this project?

My goal is to experience and learn about the real garment industry through developing the visual image of Prison Blues and the functionality of its products. I'm glad to be involved in this project because the world needs to know more about Prison Blues, and I hope this opportunity would help that!

\*marketing images in designers section were taken from their presentations



PRISON BLUES "WORKWEAR FOR CREATIVE MIND" IS A WORKWEAR BRAND TARGETING YOUNG CONSUMERS ASSEMBLED BY SKILLED INMATES.

## CONCEPTS AND MODELS

I have seen my friend wishing to find a workwear for indoor workshop uses. The initial idea for "Workwear for Creative Mind" came up because Prison Blues™ already has durable workwear for the outdoors and there is a demand for a functional workwear for artisans. There were countless struggles, discoveries, and learning moments that made it one of the most substantial three months I have ever experienced.



The front utility pocket design inspired by the artisans' apron used in workshops allows maximum efficiency in the work-place.

The visible white stitch on blue and black fabric as a fresh look of Prison Blues™ will show AICs' great craftsmanship, and the visibility of their work would bring a reputation and job opportunities after being released.





## DESIGNER: LINDSEY

I grew up on a farm wanting to be a designer, coming from a manual labor-intensive background taught me to appreciate the value of hard work, and durable product. This personal perspective paired with a professional background in apparel design prepared me to work on a project that was truly close to my heart. ~ Lindsey



### Lindsey Johnson

Graduate, Product Design

Hometown: Fall Creek, Oregon

Fun Fact: I grew up between Oregon and Alaska, I call both home.

Future Goals: Motorcycle gear designer.

### What are your personal and/or professional objectives for being involved in this project?

My personal objective is to push myself to complete a comprehensive first product line including as many assets as possible. From a professional stand point this is an opportunity to gain new perspectives on menswear and workwear, and push myself to create deliverables that would function best for this particular company and production facility.



TOURING THE PRISON BLUES MANUFACTURING FACILITY WAS INCREDIBLY INSIGHTFUL.

## CONCEPTS AND MODELS

A men's workwear collection rooted in heavy weight canvas and classic approachable cuts seemed like a natural progression of the existing Prison Blues™ product line. This shift into workwear with a couple new materials is approachable to the existing consumer and would also create more product versatility for new consumers.



I made multiple prototypes for the vest, carpenter pant, and work shirt. Every round of sampling provides different insights, and with that new ideas on how to improve your product to better serve your consumer.

Blue collar workwear is trending globally, and with a foundation in durable denim product, Prison Blues™ manufacturing capabilities and current market segments would have no difficulty evolving a new canvas workwear-driven line.





## DESIGNERS: ANDREW & MICHAEL

I would describe my concept for Prison Blues™ as: subtle but needed changes to maximize consumer reach and acceptance of Prison Blues™ existing product lines, while sticking to existing company values. The most beneficial parts of this process were the experiences and thoughts sprouting from contemplation of prison life, work, its meaning, and how they intertwine. ~ Andrew



### Andrew Dowling

Senior, Product Design

Hometown: West Linn, OR

Fun Fact: I have lived on both the East and West Coast.

Future Goals: Inspire others to think, create, do.

**What are your personal and/or professional objectives for being involved in this project?**

Build an outstanding piece for my portfolio while gaining professional experience.

### Michael Dooley

Senior, Product Design

Hometown: Seattle, WA

Fun Fact: I'm a dual citizen (US & Canada).

Future Goals: I hope to provide impactful design and innovation.

**What are your personal and/or professional objectives for being involved in this project?**

I hope to improve my skills and get real world experience while also helping give back and create second chances.





**ANDREW DOWLING & MICHAEL DOOLEY**

REBRANDING IDEA FOR PRISON BLUES TO HELP EXPAND INTO THE WORKWEAR MARKET AND HELP GIVE IT A QUICK TUNE UP TO FIT A MODERN STYLE.

## CONCEPTS AND MODELS

My partner Andrew Dowling and I wanted to keep the classic utility style that Prison Blues™ provides, and just give it a quick tune up to fit in with the modern style. We made slight adjustments to fit, and proposed several additions to their catalogue of materials. ~ Michael



A moment of discovery in the process came after physically trying the clothes on, seeing how they fit, and disregarding assumptions made from photos previously seen. This turned our project upside down and we needed to reconsider what our end goal was for Prison Blues™.

We enjoyed the opportunity to interact and meet the men in the Pendleton corrections facility. They were all very friendly and genuinely excited to talk about what they were doing. It showed me a side of Adults in Custody that is, unfortunately, rarely shown.



# DESIGNER: ELEANOR

I think that being of a different generation than Prison Blues™ current target market, it's easy for me to want to offer them a concept of something totally different and more relevant to today's consumers. As a young adult, I'm fairly biased towards what's trending (in the fashion industry) and am able to offer my perspective on what consumers in my generation would want to see and buy. ~ Eleanor



## Eleanor Strand

Senior, Product Design

Hometown: Minneapolis, MN

Fun Fact: I have a pet snake named Ruby!

Future Goals: Very undecided, but I would love to explore more of the garment industry and practice a sustainable lifestyle.

## What are your personal and/or professional objectives for being involved in this project?

I've been curious about the soft goods industry for a while so I figured that participating in this project would highlight the basics of how garment design is structured in the corporate world.



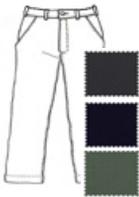
PERSONALLY, I THOUGHT THAT VISITING THE OCE GARMENT FACTORY AND EXPERIENCING FIRSTHAND HOW THINGS WERE OPERATED WAS A VALUABLE EXPERIENCE FOR ME.

## CONCEPTS AND MODELS

I've been working on a skate wear line for Prison Blues™. Ideally, I wanted a concept that would encourage the inmates to find a greater passion working in the garment factory by offering a line more relevant to their lifestyles and personal interests.

### Materials

8.5oz. Stretch chino twill



9oz. Bedford cord



7oz. Poly/cotton twill



This line would require new materials such as an 8.5oz twill fabric that would offer comfortability and movement.

My main inspiration for the garment designs was to create pants that skaters would enjoy wearing, but could also double as workwear pants for various other markets.



# DESIGNER: ELIJAH

I learned about the importance of research, having an idea of what the customer wants in a product as well as the material and pricing are all very important. The greatest benefit to me was the importance of detail and accuracy to making a tech pack. I now know how to break down a garment and record all information possible. ~ Elijah



## Elijah Nguyen

Senior, Product Design

Hometown: Hillsboro, OR

Fun Fact: I like turtles.

Future Goals: Lead Designer.

## What are your personal and/or professional objectives for being involved in this project?

My objective is to gain more experience on research, development and creativity. I wanted to do something different, something creative but realistic.



TO FOCUS ON DESIGNING A REFLECTIVE DENIM WORKWEAR APPAREL TO IMPROVE SAFETY ON AND OFF SITES. INCREASING THE CHANCE OF VISIBILITY AND REDUCE THE CHANCE OF INJURY AND SIMILAR CONCERNS.

## CONCEPTS AND MODELS

My concept was to focus on the workers in the Prison Blues™ market. Those workers tend to be outdoors, such as construction and foresters. My goal was to incorporate reflective webbing around the jeans and jackets to create a safer working environment.



My product will not increase the manufacturing budget at a great scale, which is good for the company as well as the workers who will easily learn how to assemble this product.

I enjoyed the research and process of developing a product; it taught me a few things as well.



# DESIGNERS: KEARA & BRETT

My personal and professional objectives for being involved in this project include broadening my design skills and learning the expectations when consulting a company. We were lucky enough to get an experience that will most likely mimic an opportunity we will have later in our careers, so it is nice to have the chance now to build a strong, developed foundation for which we can continue to improve upon. ~ Keara



## Keara Vu

Senior, Product Design

Hometown: Portland, OR

Fun Fact: I got 10 varsity letters in High School.

Future Goals: To use my passion for sports to further sportswear design and products. Also, potentially looking into interior design.

**What are your personal and/or professional objectives for being involved in this project?**

Personally, one of my big objectives was to learn how to further present work at a professional level that is above and beyond the average in addition to learning more about pattern making and sewing techniques.

## Brett Barraclough

Senior, Product Design

Hometown: Wilsonville, OR

Fun Fact: Played baseball in High School and some in College.

Future Goals: Design footwear and/or uniforms at Nike or Adidas.

**What are your personal and/or professional objectives for being involved in this project?**

An opportunity to improve my body of work and portfolio. Also a chance to better understand and develop skills important to consulting and working with another business.





THE INSPIRATION FOR OUR CONCEPT WAS THAT JEANS CAN BE WORN FOR BOTH FUNCTIONAL AND DAILY USAGE AND OVERLAP CAN OCCUR. THEREFORE, CREATING A BRAND AND PRODUCT LINE THAT PROMOTES BOTH A WORKWEAR & STREETWEAR THEME IS VERY IMPORTANT.

## CONCEPTS AND MODELS

Our project focused more on rebranding and marketing. We developed a new logo, typefaces, and brand guidelines in order to establish a new, younger market. To appeal to this younger market, we are introducing a lifestyle/streetwear line with more comfortable fitting jeans and a lightweight denim, collared, button-down shirt. ~ Brett



To help bolster the existing workwear line, we are seeking to add a duck canvas work pant line as well. Overall, we wanted to give Prison Blues™ a more modern, rustic aesthetic that is more in line with the logger target market.

The most beneficial part of this process for me was figuring out how to put together a Brand Guidelines booklet. Learning about the detail and meticulousness of those guidelines was very intriguing to me.



# DESIGNER: JEFF

The most valuable part of the process so far has been learning to think objectively, for the benefit of someone else's ideals and brand identity, without my own emotions and taste taking over the idea. Also, gaining an appreciation for how different garments are constructed has been quite valuable. ~ Jeff



## Jeff Snyder

Graduate, Product Design

Hometown: Pleasanton, CA

Fun Fact: Fished in Alaska for 3 months this past summer.

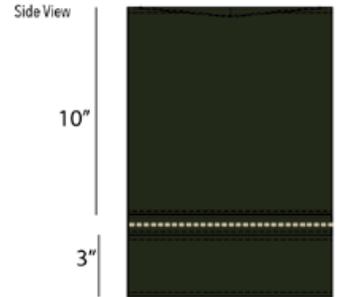
Future Goals: Outdoor/ adventure gear designer, Brewer/restaurant owner.

## What are your personal and/or professional objectives for being involved in this project?

I would love to gain a greater understanding for the supply chain and manufacturing processes in the garment industry. I would also like to further understand the marketing and branding concepts behind a clothing company.



# DELUXE DUFFLE



I THINK THESE NEW PRODUCTS, SUCH AS THE DUFFEL BAG, WOULD PRESENT THE ADULTS IN CUSTODY WITH NEW CHALLENGES.

## CONCEPTS AND MODELS

Our concept embodies a utilitarian product line that caters to the working class as well as outdoor enthusiasts. We are developing 2 duffel bag sizes and we are altering the current PB jacket and pant into something desirable for a wider variety of users. The materials for the duffel bag were chosen to reflect a military style color/look while maintaining a shape that is desirable amongst men and women.



The jacket and the pant materials won't change much compared to the current Prison Blues™ product line, but the fit will cater more towards the average male. We think the pocket additions on the jacket will suit a wider variety of men who want a jacket that is versatile.

Understanding and honing in a brand identity has also been quite useful. It has allowed me to be more malleable as a designer and more adaptable. I am also grateful for the experience this project brought to me.



# DESIGNER: NOAH

The most beneficial part of this process for me was talking to a technical designer at Crew Boss PPE. He talked me through fire resistant materials (including nomex and kevlar) as well as the design process surrounding designing and manufacturing a firefighter uniform, up to NFPA standards. ~ Noah



## Noah Gouldhauss

Senior, Product Design

Hometown: San Francisco, CA

Fun Fact: I am not Italian, but I speak the language.

Future Goals: Working for myself in a design related field, paying the bills with something I love to do.

## What are your personal and/or professional objectives for being involved in this project?

I have many personal goals within this project. I want to become a more well-rounded designer, gathering a greater knowledge of soft goods, tech packs, and working with a client. I want to be as available as possible to the Prison Blues™ staff and work with them to have a product we are pleased with.



I AM REALLY ENJOYING THIS PROJECT. IT GIVES ME EXPERIENCE WORKING WITH A CLIENT WHO HAS A REAL WORLD PROBLEM TO SOLVE, WHICH IN TURN HELPS ME BECOME A BETTER, MORE PROFESSIONAL DESIGNER.

## CONCEPTS AND MODELS

My concept is a business partnership between OCE/Prison Blues™ and fire departments in Oregon. Firefighters work in a very reliable market and always need new gear, both for the station and in the field. I am working with nomex (and a little kevlar), because those are NFPA regulated standards for all firefighters. This material ensures safety, breathability, and flexibility.



Talking to firefighters in Eugene, I gained insights on what they look for in a fire uniform. The main three criteria they consider when assessing a uniform are fire resistance, breathability, and insulation. Getting this kind of feedback from the user helps me as a designer.

I am inspired by the future, and how we can keep innovating to constantly improve the products we make. I have met with numerous firefighters, designers, and manufacturers in the state of Oregon throughout this project and they have all inspired me in different ways.



# DESIGNER: ANGELA

The process of research, coming up with designs, and some planning process is a real world experience of what companies go through during projects, it is very beneficial for us to learn and experience it while still in school. ~ Angela



## Angela Chen

Junior, Product Design

Hometown: Taipei, Taiwan

Fun Fact: I love dogs!

Future Goals: I want to be a designer at a design company.

## What are your personal and/or professional objectives for being involved in this project?

I want to learn more about the garment industry and how the process works, improve my sewing skills, and learn the technical aspect behind each product as well as support local businesses.

Prison Blues  
 Made in Pendleton, OR,  
 Since 1989.  
 SKU 000-00000-001

Prison Blues  
 Made in Pendleton, OR,  
 since 1989.

W: 36 L: 32

Prison Blues

Made on the inside, to  
 be worn on the outside.

We employ inmates to  
 make our pants. Our  
 goal is first and  
 foremost to work for  
 our employees to help  
 them begin to  
 re-assimilate into  
 society, a quality and  
 durable product is just  
 the result.

Prison Blues  
 Work wear line.

Work pant.



Prison Blues

Relaxed Fit

36x32

Relaxed Fit

36x32

Relaxed Fit

36x32

Prison Blues

THE PROCESS OF RESEARCH, COMING UP WITH DESIGNS, AND SOME PLANNING PROCESS IS A REAL WORLD EXPERIENCE OF WHAT COMPANIES GO THROUGH DURING PROJECTS, IT IS VERY BENEFICIAL FOR US TO LEARN AND EXPERIENCE IT WHILE STILL IN SCHOOL.

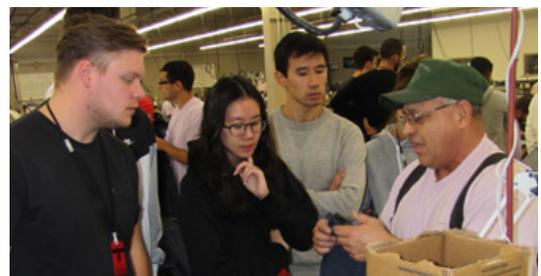
## CONCEPTS AND MODELS

Seeing the clothing trends change over the years and some garment pieces I have owned, I find garment pieces interesting to mix and match with different tops and bottoms and be able to wear clothing to my liking, thus the design for the removable overalls to have various ways of wearing it. In addition to the new color pieces, the neutral colors go well with various colors, and it's more of the popular colors people are going for.



Our concept is to bring more color washes to the existing jeans design, introduce a casual straight fit jeans, duck canvas jacket and removable overalls.

This project gave us a lot of freedom to express our thoughts and creativity as well as come up with new designs. Thank you Prison Blues™ for working with us, and to all the guys who shared their knowledge with us.



# THE PROGRAM COMMITTEE

In order to evaluate and guide the students' work from every point of emphasis in this joint venture, OCE and UO convened a special group of subject matter experts. Each person on this committee brought their knowledge and experience to the table to offer these students a complete picture of what it would truly take to brand, design, make, and market their clothing.



**Kiersten Muenchinger**

Department Head, Associate Professor

Tim and Mary Boyle Chair in Material Studies and Product Design

MS, Mechanical Engineering, Stanford University, 1998

Honors, BA, Engineering Sciences, Dartmouth College, 1993



**Tom Bonamici**

Pratt Institute - Master's of Industrial Design, 2013

Dartmouth College - Bachelor of Arts, Geography & Studio Art, 2007

US Forest Service - Wilderness Chainsaw Use, 2005

Pro Tem Instructor  
University of Oregon



**Ken Jeske**

Administrator

Oregon Corrections Enterprises





**Mike Kezeor**  
New Business Development Manager  
Oregon Corrections Enterprises



**Ryan Taub**  
Technology and Marketing Specialist  
Oregon Corrections Enterprises



**Ken West**  
OCE General Manager – EOCI  
Oregon Corrections Enterprises





DURING THEIR TOUR OF THE EOCI GARMENT FACTORY, UO PRODUCT DESIGN STUDENTS WERE ABLE TO EXAMINE THE MATERIALS AND PROCESSES USED TO MANUFACTURE AIC DENIM PANTS.

# UO SCHOOL OF ART AND DESIGN

Students in the UO School of Art & Design have the opportunity to study intensively across a uniquely broad set of studio practices, within a flagship research university. Students in Art can study 21<sup>st</sup> century approaches to sculpture, photography, painting, drawing, printmaking, ceramics, fibers, and metalsmithing. Art & Technology majors explore the potential of new technologies in an art context, working with interactivity, video, animation, visual communications, and emerging technology. Students in Product Design learn to design objects for use across a broad range of scales and purposes—tools, transportation, technology, clothing, furniture, and sporting equipment to fit a changing world. We are a community of creatively and critically engaged artists and designers. Our work mines the intersection of thinking, making, seeing, and questioning.

## Product Design Department

Product design undergraduate students start on the Eugene campus taking courses offered by the Product Design department, as well as courses in Art, Digital Art, History of Art and Architecture, and Interior Architecture. The liberal arts focus of the UO offers product design students the opportunity to work directly with peers from many other disciplines, increasing their capacities to connect, grow, and develop futures with people of many interests and knowledge bases. Students accepted into the Bachelor of Fine Arts degree complete their final year at the UO's Portland campus.

Product designers are the people who create the tools, transportation, computers, clothes, sofas, and sports equipment to fit the changing needs of people's lives. Gain in-depth knowledge of materials, idea generation, prototyping, and manufacturing by becoming a product designer. Learn how to research consumer needs, design new products, and explore the history and theory of design as you make your own products. Finish the program with the confidence and skills to work for a company or start your own business.

## Our Students

Product designers make things. Our students use woodworking tools, steel fabrication methods, ceramic and plastics molding, and other hand skills alongside high-tech 3-D rendering, cutting, and printing. Our students gain skills to help transform their ideas into reality. They are curious and driven. Working together, students and faculty members seek solutions for design challenges facing our world. Whether we examine options for sustainable plastics or cleaner drinking water, or building furniture or household goods using sustainable practices, we share the discoveries with each other. Our projects are not merely made up, we partner with real-world clients and users to examine how to make our designs meet the needs of others. We enter competitions to test our ideas with a larger network of designers—and we win!



## CONCLUSION

Collaborating with the UO and providing their Product Design Department another unique opportunity to give young designers real-world experience proved to be a tremendous success yet again. The experience they gained through their participation will go a long way in focusing their careers and opening up their minds to the possibilities, constraints, and variations that exist in the garment design field. For the AICs and OCE staff involved, these students and their designs will leave a lasting impact. From the expansion of product offerings to a fresh and modern look at a long-standing stalwart industry, the perspective of the students inspired growth and new ideas. The potential for the garments that resulted from this joint venture is endless. By featuring the project and designs at their university events and international design fairs, the sky is the limit. The only question still remaining is, what will next year's joint venture be?



# AIC TAKEAWAYS

OCE offers adults in custody valuable work skills and training for reentry into the community. We actively seek out projects that yield new learning opportunities and build on what they have learned in our programs. Joint ventures that arise, like this one with UO, allow us to challenge them and facilitate rapid growth, invigorating our workforce and lifting their sense of self-worth. With each new project, new challenges arise. The problem-solving, teamwork, planning, and perseverance learned all serve to better prepare AICs for success upon release.

The AICs at the Eastern Oregon Correctional Institution (EOCI) in Pendleton, OR enjoyed showcasing their abilities to the class from UO. As the students and professors toured the garment factory, they were treated to demonstrations of techniques, tutorials on machines, and valuable information about materials and processes. AICs happily stepped up to teach the students how to operate the machinery and guide them through their safe and effective use. Being able to share their craft and pass on their skills was rewarding for them. Pro-social interactions like these have the potential to produce positive outcomes for years. These types of opportunities improve self-confidence, self-respect, and a sense of worth that is essential for future success.



CRAFTSMANSHIP AND CARE ARE ON DISPLAY AS THIS HIGHLY SKILLED EOCI GARMENT FACTORY WORKER PRODUCES ONE OF THE MANY HIGH-QUALITY DENIM PRODUCTS MANUFACTURED BY PRISON BLUES™ BRAND CLOTHING.

# STUDENT TAKEAWAYS

Through participation in this project, the students from the College of Design gained insights and shared ideas of their own. It is the mission of the College of Design to advance the understanding, value, and quality of visual culture and the built, natural, and social environments through excellent and distinctive teaching, research, and creative endeavors. This diverse learning community of students collaborated with a diverse prison workforce to grow as individuals and enhance the lives of those involved in the project.

The UO College of Design affirms the values of excellence, cooperation, open discourse, interdisciplinary experience, inclusiveness, and responsibility. Through this project the students experienced these values and matured as designers. Real conversations were had that advanced their understanding of the ethics and conditions involved in prison work skills training programs.

Being able to see the factory in person and talk to the workers was valuable for the students to have a better understanding of the challenges along the production process, informing their designs and refining their ideas. The skills gained through this project increased their fluency in design and production, and helped them to create designs that are possible to manufacture.



# HOW TO PARTNER WITH OREGON CORRECTIONS ENTERPRISES

The Oregon Constitution (Article 1, Section 41, Paragraph 10 and 11) states, "Prison work products or services shall be available to any public agency and to any private enterprise of any state, any nation or any American Indian or Alaskan Native tribe without restriction imposed by any state or local law, ordinance or regulation as to competition with other public or private sector enterprises....Inmate work shall be used as much as possible to help operate the corrections institutions themselves, to support other government operations and to support community charitable organizations....Every state agency shall cooperate with the corrections director in establishing inmate work programs."

Two options are available for organizations interested in establishing a partnership with OCE:

- Government entity model (for government and non-profit entities)
- Private partnership model

Both options can be beneficial if you are planning to expand your business or program but do not have the floor space or labor force to do so.

Partnerships sometimes fall under the Federal Prison Industries Enhancement Certification Program (PIECP), often referred to as a PIECP program. (Most service industries are exempt.) We would be happy to assess whether your organization or project would qualify as a PIECP program. Generally, if the product produced is going to leave the State of Oregon, the work is classified as interstate commerce and therefore subject to PIECP regulations.

We are experienced in PIECP programs and can help navigate the process. Contact us today and begin an exciting venture!

**Mailing Address:**  
PO Box 12849  
Salem, Oregon 97309

**Phone:** 503-428-5500  
**Toll Free:** 1-800-776-7712  
**Fax:** 503-378-5592

**Office/Showroom:**  
3691 State St.  
Salem, OR 97301

**Hours:** Monday-Friday,  
8:00 am-4:00 pm (PST)

# HOW TO BE A PART OF UO DESIGN TEAM

At the University of Oregon, we have students from all fifty states and more than one hundred countries. Our students, faculty, and staff represent all walks of life. Differing points of view. Every part of Oregon, our nation, and our planet. Being at a great university offers the chance to study, work, play, explore, debate, and engage with people from places you haven't been and whose lives are nothing like your own. Look for commonalities while celebrating differences. Learn from each other. Make the future brighter. Together.

The Department of Product Design offers a four-year professional bachelor of fine arts (BFA) degree in product design. Starting on the Eugene campus, product design students will take courses offered by the Product Design Program, as well as courses in Art, Digital Art, History of Art and Architecture, and Interior Architecture for the major. Students also take a wide variety of courses throughout the university for a full liberal arts education. The liberal arts basis of the University of Oregon offers our product designers the opportunity to work directly with students from many other disciplines, increasing the designers' capacities to connect, grow, and develop futures with people of many interests and knowledge bases.

The last year of the BFA degree course of study takes place in Portland in the Old Town historic district. Proximity to the many design companies, firms, startups, and creative practices in Portland offers BFA students heightened opportunities for a variety of internships and professional design networking events throughout the city.

Scholarships in the College of Design are open for application by students who are enrolled majors within any of our disciplines. A select number of scholarships within certain disciplines are available for application by students who are applying for admission to a Design program. The more than 110 scholarships in our college have been made possible by donations from private parties, both individuals and business organizations. Many are provided by alumni who have been moved to give back, and who want to be part of helping to support students today as they earn their own degrees.

Apply now to become part of the next class of brilliant, dynamic, determined Ducks. Come ready to innovate, start something, research, and explore the limits of your limits. Bring questions. We'll find answers, together. Or bring answers and we'll find ways to put your ideas into action. This is where it all happens. This is where we wonder, collaborate, search, create, and find better ways.



**Admin / Showroom**

3691 State Street  
Salem, OR 97301

**Mailing Address**

PO Box 12849  
Salem, OR 97309

503.428.5500  
1.800.776.7712  
oce.oregon.gov



**Product Design Program**

5282 University of Oregon  
Eugene, OR 97403-5232

**Office**

Lawrence Hall, Room 254

541.346.6697  
pdinfo@uoregon.edu  
pd.uoregon.edu



**Garment Factory**

2500 Westgate  
Pendleton, OR 97801

541.278.3632 tel  
541.278.0662 fax  
prisonblues.com