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MEDIA RELEASE

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Ashwaubenon Students Participate In Visioneer Design Challenge

Ashwaubenon, WI – May 6, 2014 – Two teams from Ashwaubenon School District competed at the 8th Annual Visioneer Design Challenge on April 25th at University of Wisconsin-Milwaukee’s Peck School of Art. Under the guidance of art teachers, Mara Manning, Erica Becker, and Melissa Gerrior, eleven students from Parkview Middle School and eight from Ashwaubenon High School competed in Digital Photography, Architectural Design, Fashion Design, Computer Game Design, and Architectural Design challenges. The theme for this year’s competition was *Recycling Meets Design*.

The teams were sponsored by Parkview Middle School’s Parent Faculty Organization and Ashwaubenon High School. Hockers Brick and Tile Company and Greenwood Fuels provided the photography students with an educational experience exploring the transformation of raw materials into usable building supplies. A tour of Greenwood Fuels extended the concept of Recycling Meets Design by demonstrating the processing of discarded non-recyclable materials into renewable energy. Students’ final portfolios interpreted social issues, connected to humanity, and displayed interrupted landscapes through composition, color, contrast, and depth of field.

Over 200 students from 17 schools across the state participated in the Wisconsin Art Education Association’s annual Visioneer Design Challenge (VDC). The VDC is a learning program and competition for high school and middle school students interested in design arts connecting with professional designers in each field. Eleven challenge categories have been developed by professional designers. These categories cover design in everyday things, design of spaces and places, design for communication and information and design for human interaction.

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