New Hope Charter School

New Hope Charter School is a new charter school in Lexington, KY dedicated to providing a hands-on, highly integrated learning experience to students in Grade K-8.

New Hope needs to design a curriculum to optimize this learning, which also reflects the diversity of the community and student population.

What would you need to know or be able to do in order to design a curriculum that prepares New Hope Charter School students to achieve both societal and personal goals?

Blue Sky Creative

Blue Sky Creative is a full-service advertising and marketing agency that works with product companies like shoe companies and soda makers to redesign and market their products.

Blue Sky Creative has been hired by the #3 soda company in the US to help design, package, and market a new soda product that would appeal to the 13-27 year old demographic.

What would you need to know or be able to do in order to develop a new soda flavor, find out if people like it, design the package, and sell it to the targeted demographic?

Louisville New Sherman-Minton Bridge

The states of Kentucky and Indiana need to replace the rapidly deteriorating and dangerous Sherman-Minton Bridge that extends from Louisville to Indiana over the Ohio River. However, there is more to public infrastructure than just the functional elements.

As the design team for the New Sherman-Minton Bridge, you are tasked with developing a design that not only meets the functional and engineering requirements, but also serves as a public art installation and a public community space, while efficiently and safely allowing traffic to cross river.

What would you need to know or understand about the local community and its history, as well as the technical skills and knowledge, to design this new bridge and communicate that design to the citizens of both Kentucky and Indiana?
Kansarcana Highway Extension

Kansarcana needs to build a highway extension. The highway can go through a number of neighborhoods, from the borders of scenic horse farms to historic neighborhoods, through historically African-American working-class neighborhoods to endangered wetlands.

You are tasked with helping the city commission determine an equitable route through the city for the new highway.

What skills, knowledge, and activities do you need in order to be able to make a fair and just decision?

The French Connection

Things that we take for granted in our society - such as packaging for foods and beverages - are greatly affected by our cultural perspectives and experiences. While design and engineering may seem to be more important in some ways, if you want to make a product that will be appealing to other cultures and societies, you have to think about the broader picture.

You are tasked with developing a boxed wine product to sell to French consumers.

What would you need to know or understand about French culture and consumer behavior to develop this product and the marketing plan for it? What skills and knowledge do you need to create these deliverables?

A Hybrid Choice

You want to buy a new car and have decided that a hybrid model would be best. You have an idea about one make of car being the best choice, but you’re not entirely sure.

You have narrowed the choices down to buying a Honda Insight, Toyota Prius, Chevrolet Volt, or Nissan Leaf.

What core skills would you need to compare features, resist sales pressure by ensuring that the sales person knows what you are looking for, and make the best decision?