Graphic design students develop signage for new MSU Community Music School

Contact: Amanda Darche, MSU Community Music School, (517) 355-7661, adarche@msu.edu

EAST LANSING, Mich. – When the MSU Community Music School (CMS) relocates to Hagadorn Road in January, MSU students’ graphic design solutions will help guide people to and around the school.

The exterior and interior signage was designed by studio art students enrolled in a selected topics class this fall offered though the Department of Art, Art History and Design. The course, which focuses on wayfinding, is taught by Associate Professor Kelly Salchow MacArthur and came about after CMS Executive Director Rhonda Buckley approached the department head, Tom Berding, to see if collaboration might be possible.

“I applaud Rhonda for identifying such a creative collaboration,” said Salchow MacArthur. “It has given our students an enriching and practical experience in environmental design that will become part of the community.”

To kick off the project, 12 students who were enrolled in the course visited the new CMS building just before renovation and construction began. They each developed ideas that were then narrowed to four distinct concepts. CMS staff selected the final designs for the roadside sign, exterior banners, and interior directional signs. Both the banners and interior signs will be installed this month.

“It has been absolutely fantastic working with Kelly and the students in the course,” said Buckley. “They have been so creative and responsive, asking good questions and receiving feedback in a really productive way. The final products are all very special and reflect the inclusive, creative nature of the MSU Community Music School.”

CMS will host a pizza party on Friday, Dec. 7, at the new CMS building to thank the students for their work. The new CMS will open to the public one month later on Jan. 7.

Founded in 1993, the Community Music School (CMS) is the outreach division of the MSU College of Music. The mission of CMS is to provide comprehensive music education – quality instruction, related music services, and educational programs – for interested individuals of all ages and levels with financial assistance for those in need. For more information on music therapy or other CMS programming, contact the CMS at (517) 355-7661 or visit www.cms.msu.edu

###