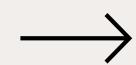
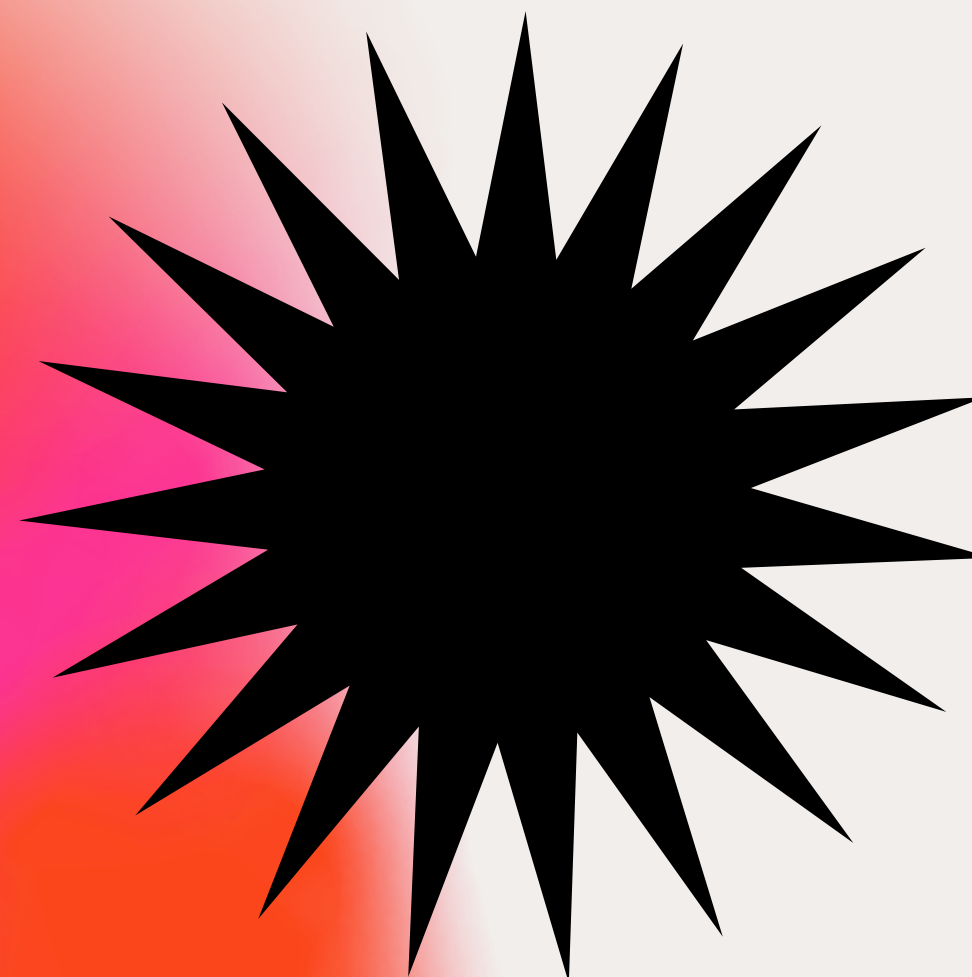




Heather Blaikie



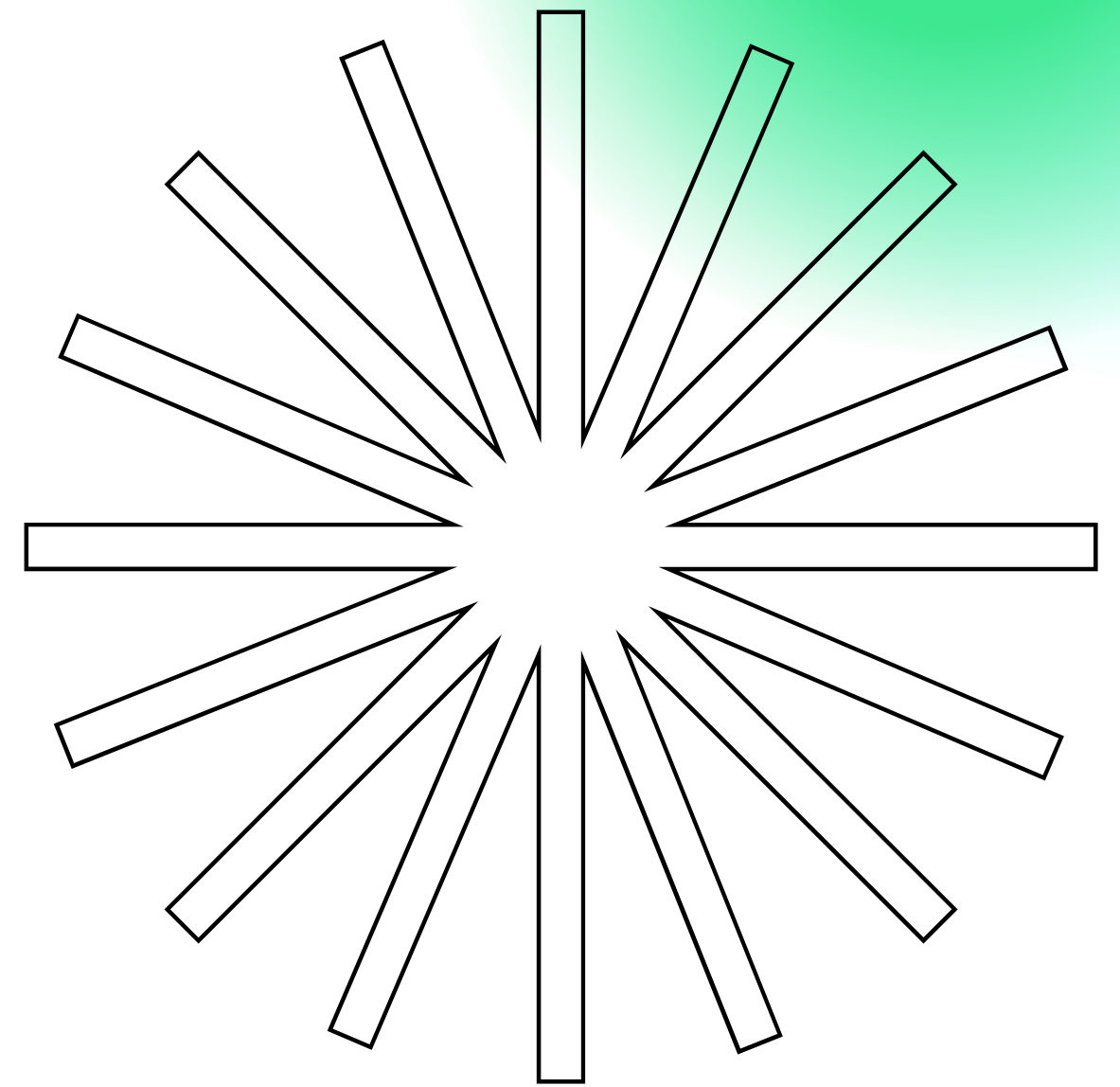
INSTRUCTIONAL
DESIGNER



Welcome to Class!

TODAY'S AGENDA

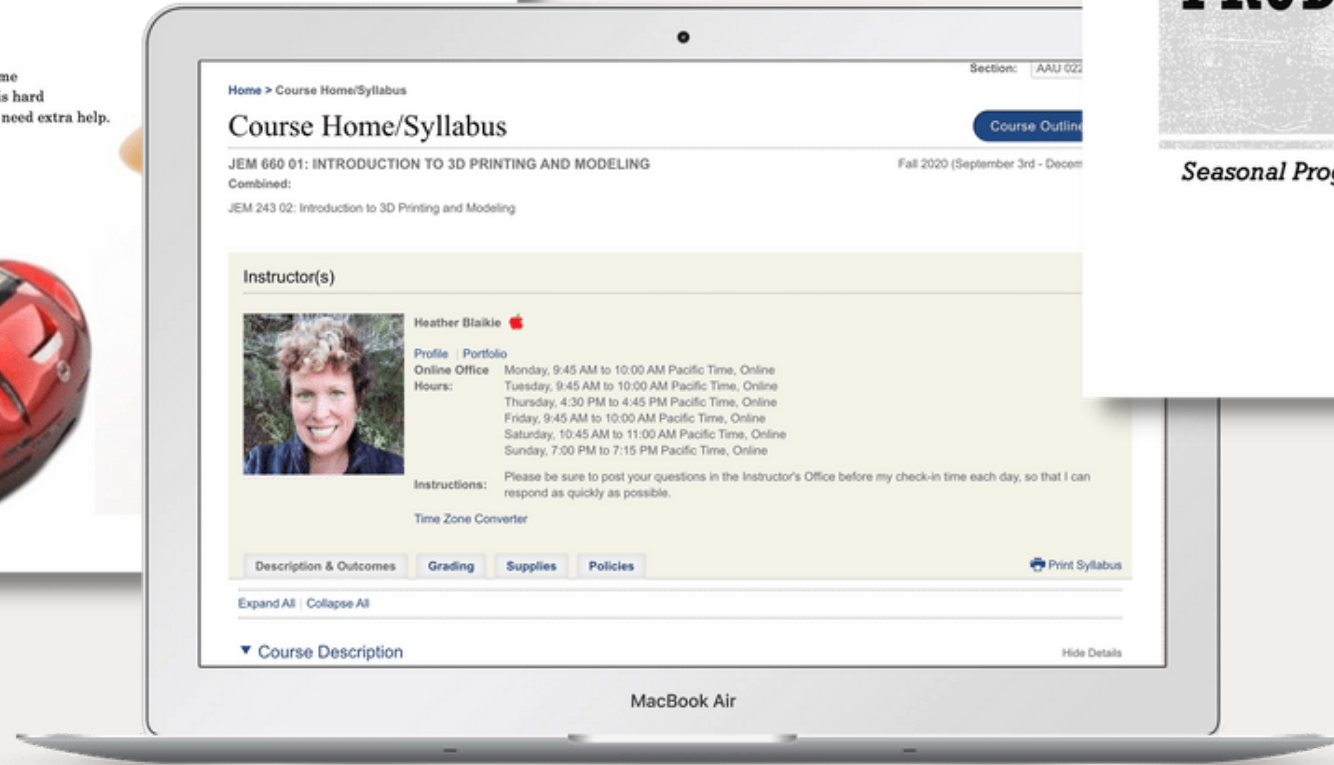

- * Designing & Developing Learning Programs
- * Online Learning Experiences:
 - * Building Online Modules
 - * LMS Platforms
 - * Online Delivery
- * Great Design with Adobe Creative Suite



DC3 | Intro to Rhino | CCA | Spring 2017 | Instructor: Heather Blaikie
San Francisco Campus | Lab C | 7:15pm - 10:15 pm | Contact: hblaikie@cca.edu

Intro to Rhino:
The purpose of this course is to introduce you to the Rhinoceros CAD environment. We will cover a broad array of tools and methodologies to sharpen your skills in the design conceptualization process. My personal objective is to assist you in harnessing the smartest routes in the program, to achieve optimal end results in your designs, all while promoting efficiency and helping develop your critical eye for achieving the best of these results.

Class Flow:
Each session we will quickly recap the previous topics covered in class and have a Q and A session. Before jumping into the new topics for the day. If you are struggling in this class for any reason please let me know immediately as this is a fast paced timeline and once you are behind it is hard to get back on track. Please use the Extended Learning Center if you feel you need extra help.



Course Home/Syllabus

JEM 660 01: INTRODUCTION TO 3D PRINTING AND MODELING
Fall 2020 (September 3rd - Decem
Combined:
JEM 243 02: Introduction to 3D Printing and Modeling

Instructor(s)
Heather Blaikie
Profile | Portfolio
Online Office: Monday, 9:45 AM to 10:00 AM Pacific Time, Online
Tuesday, 9:45 AM to 10:00 AM Pacific Time, Online
Thursday, 4:30 PM to 4:45 PM Pacific Time, Online
Friday, 9:45 AM to 10:00 AM Pacific Time, Online
Saturday, 10:45 AM to 11:00 AM Pacific Time, Online
Sunday, 7:00 PM to 7:15 PM Pacific Time, Online
Instructions: Please be sure to post your questions in the Instructor's Office before my check-in time each day, so that I can respond as quickly as possible.
Time Zone Converter

Description & Outcomes | Grading | Supplies | Policies | Print Syllabus

Expand All | Collapse All

Course Description



Michael's
Where Creativity Happens

PRODUCT DESIGN PROCESS

Seasonal Programs and SBA Resets



Preparing Files for
Laser Manufacturing
in Adobe Illustrator

With Heather Blaikie and Sarah Orlik

Maker Faire Week
LEARNING

SoulMind Studios

Designing & Developing Learning Programs

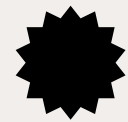


Understanding the Topic Deeper



In-person training & instruction

- Naturally fell into management of cross-functional teams, training and onboarding members.
- Professor working with students from various backgrounds, education levels, and nationalities.



Remote synchronous training

- Pivoted to Virtual Classroom to accommodate COVID-19 campus shutdown.
- Collaborated to launch series of webinars and instructional blog posts in place of annual industry tradeshow/workshop.



Online module development & delivery

- Piloted new curriculum including Learning Outcomes, Course Outline, Assignments, and Learning Materials.
- Utilized LMS platform for virtual onsite and online courses.



Designing & Developing Learning Programs



- In-person instruction.
- Mentored students to exceed department standards and produce professional level design work.

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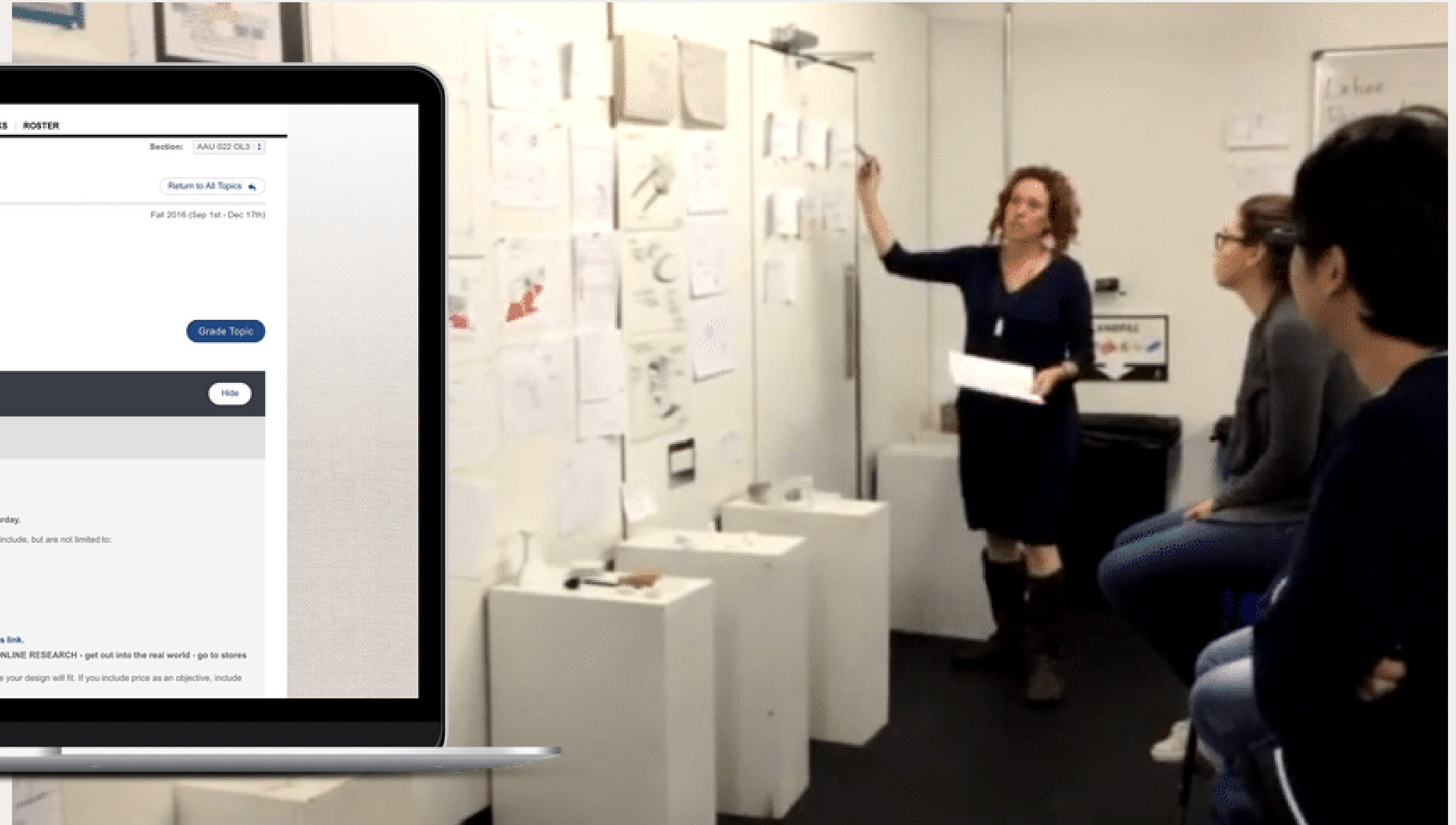
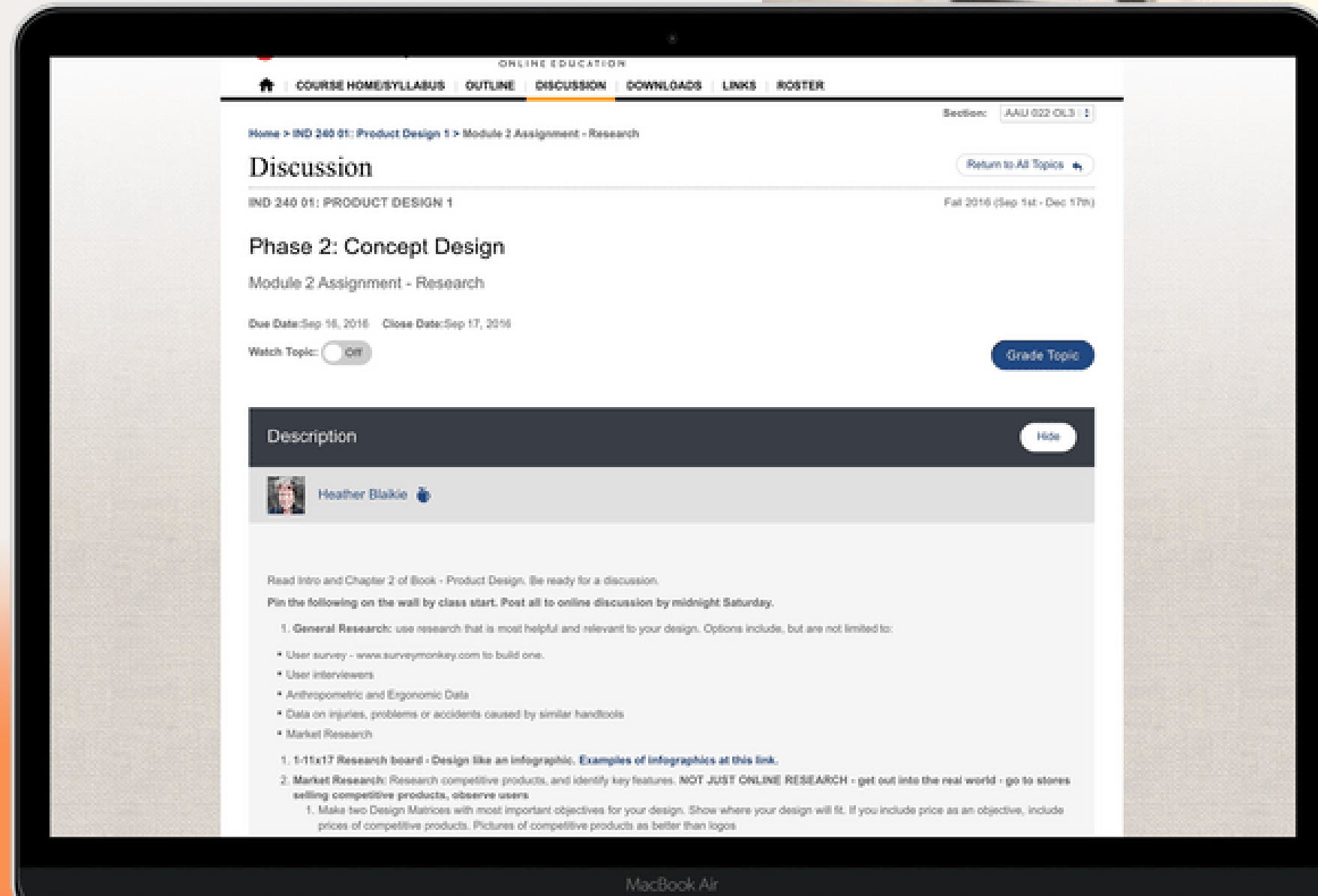
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Designing & Developing Learning Programs

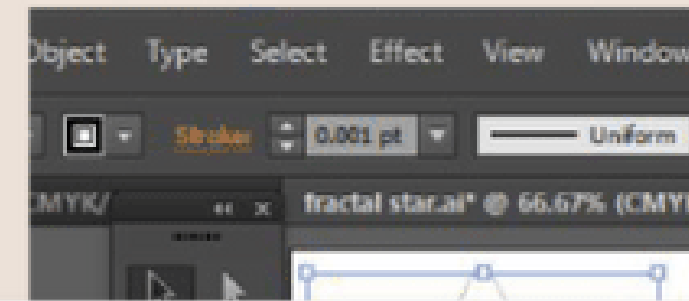
- **In-person instruction** paired with online LMS modules.
- Trained students to master design methodologies.





Designing & Developing Learning Programs

- Recruited by Maker Faire learning committee to create **in-person training** workshop.
- Sold out attendance, received 5-star reviews from attendees.
- Collaborated with Subject Matter Expert to build curriculum.
- Learning materials provided to SoulMind Studio customers for e-learning.



Setting Up for Laser Production

- Laser Cutting vs. Engraving
- Line Weight and Color (varies per laser interface)

SoulMind uses .001pt Black stroke for cutting.
Double lines will result in double cuts

- Grouping

Building Basic Shapes

- Pen tool
- Blob brush
- Shapes Tool
- Pathfinder

Designing & Developing Learning Programs

- Defined new PD Process, designed training program, implemented through **in-person and remote training** sessions for overseas teams.
- Increased team productivity by +30% and engagement by +40% of cross-disciplinary Product Development Teams through process definition and training.



PRODUCT DESIGN PROCESS

Seasonal Programs and SBA Resets

- DESIGN PROCESS**
- 1 RESEARCH** – Pre-6 weeks Design Period
- 2 PRESENTATION**
- 3 INITIATE PROJECTS**
- 4 ARTWORK PRESENTATION**
- 5 REVISIONS**
- 6 PDB'S**
- Post-6 weeks Design Period
- Step 7 SAMPLE REVIEW**
- Step 8 REVISIONS**
- Step 9 FINALIZATION**

Step 1 RESEARCH

Company Trend

Ideation Objectives

Prioritize Ideas

Comp Shop

Other Research

DESIGN EXECUTION – 6 WEEKS DESIGN PERIOD

Who: Design, PBM & Global Design Network

Step 3 INITIATE PROJECTS

- **Determine GDN Levels:**
 - In-house Design Level 1, 3
 - Factory Design Level 2, 4, 5
 - Include Domestic Vendors
- **Direction to GDN**
 - Designer provides Artwork and Direction
 - PBM Source new Piece Types
 - Specific Timeline for Proposals
- **Design begins, In-house & Outside**

Step 2 DESIGN PRESENTATION

Style Sheet

2011 Holiday

City Sidewalks

Best-selling or Items

Product Concepts & Icons

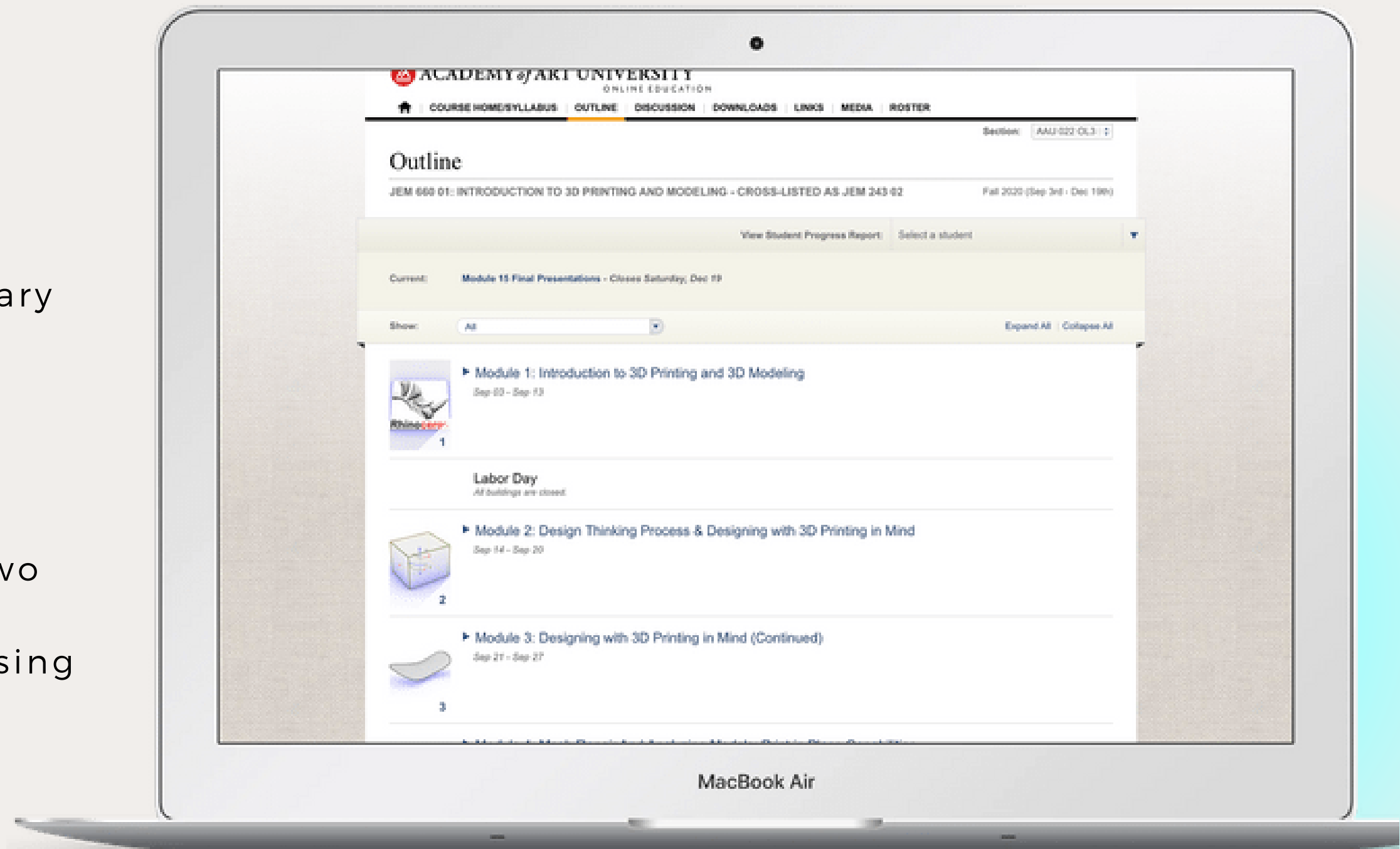
Color Palette

Primary Color Palette (not in order of importance)

Online Learning Experiences

Building Online Modules

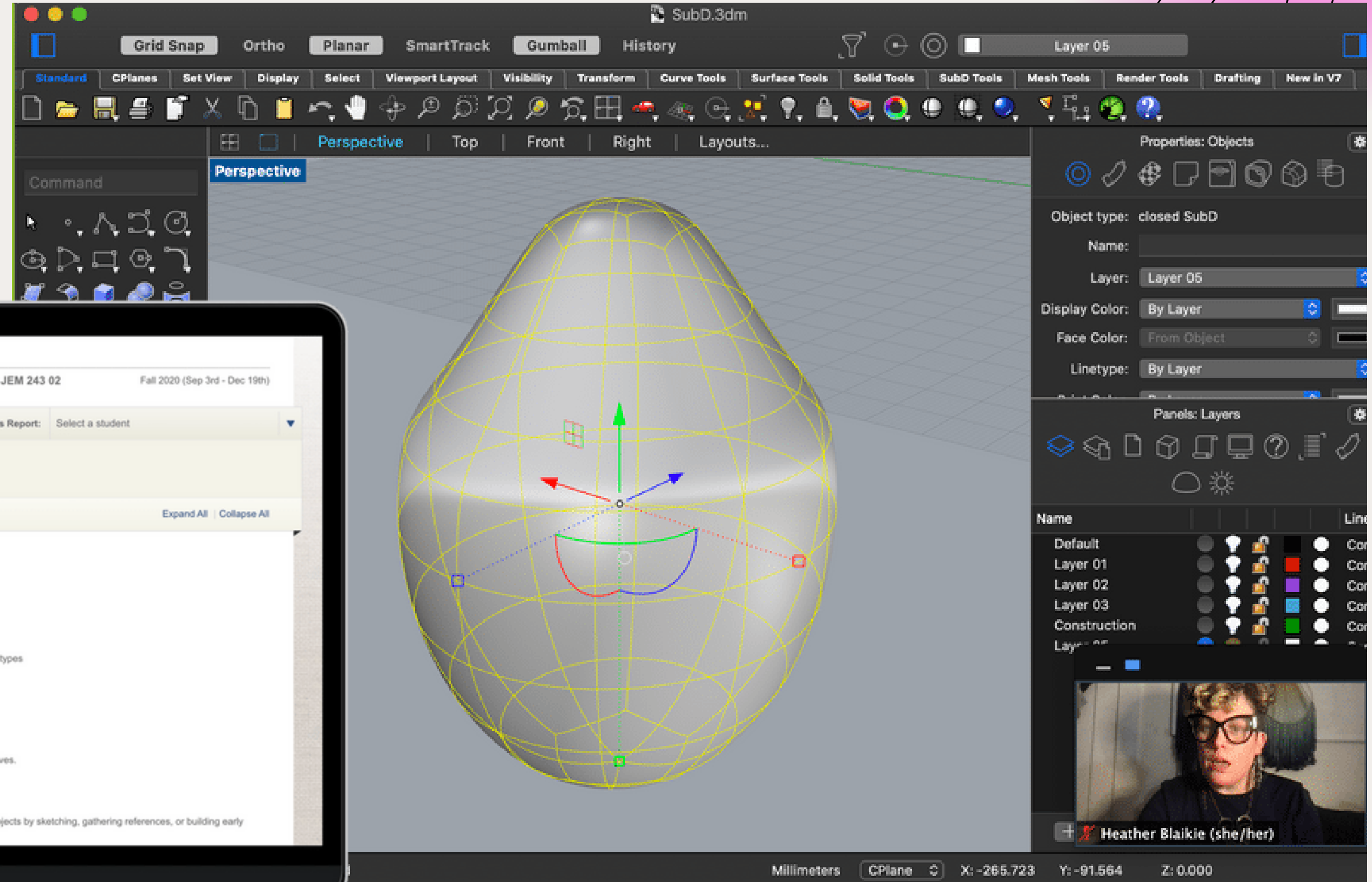
- Piloted curriculum for new course: ***Introduction to 3D Printing and Modeling.***
- Employed Adobe Captivate and proprietary LMS system to build online modules including Learning Outcomes, Course Outline, Assignments, and Learning Materials.
- **Exceptional Results:**
 - Course added as required course for two degree programs.
 - Top in-demand elective course, increasing department enrollment by 40%.
 - Evaluated 5 out of 5 by students (department average 4.64).



Online Learning Experiences

LMS Platforms

Utilized LMS platform for blended learning experiences,

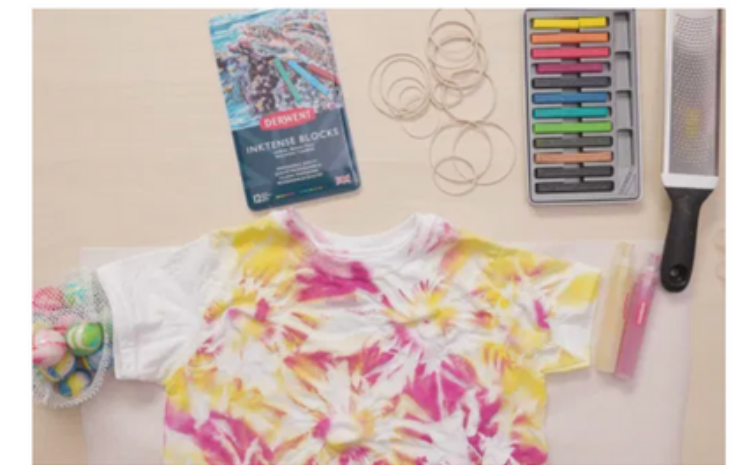


Online Learning Experiences

Online Delivery

- Collaborated to launch series of webinars and instructional blog posts in place of annual industry tradeshow/workshop.
- Engaged network of 100+ independent retailers with training to support their return to business after pandemic shutdowns.

The screenshot shows the Art Dog website header with the logo "ART DOG" and the tagline "CONNECTING THE ART MATERIALS INDUSTRY". Below the header is a navigation menu with items: HOME, INDUSTRY NEWS, PROJECTS & DEMOS, VENDOR VOICES, COMMUNITY, #ENGAGEMENT, and IN YOUR STORE. A green banner below the navigation reads "Getting Through This Together: Coronavirus (COVID-19) Information". The main content area features a video player with four participants in a grid. Below the video is the title "COMMUNITY Art Dog Live: Trend Forecasting for Back to Business" and the date "June 16, 2020". A short paragraph of text follows, starting with "On May 27th, Director of Merchandising & Product Heather Blaikie kicked off our second installment of Art Dog Live...". To the right of the video is a "RECENT POSTS" section with three entries, each with a date (Aug 24, 2020) and a title. Below that is a "CATEGORIES" section with two items: "#SocialEngagement (35)" and "Art Dog of the Month (27)".



DEMOS, VENDOR VOICES
How To Tie Dye with Derwent's Inktense Blocks

April 19, 2020



DEMOS, VENDOR VOICES
National Craft Month Project: Stamping with Liquitex Soft Body Acrylic

February 17, 2020

Adobe Creative Suite



NEW ARTICLE:
HOW TO SUCCESSFULLY APPLY DEVOPS IN YOUR CX DEVELOPMENT
BY AMY HUDSON
GLOBAL HEAD OF DISCOVERY & ENABLEMENT
CYARA

[Read the Article](#)



CYARA HELPS ACCELERATE YOUR CLOUD MIGRATION.
LET'S TALK AT:

GENESYS | G-Summit
Amsterdam | 10-12 Sept 2019
Conference Centre Beurs van Berlage

[Book a Meeting](#)



ACCELERATE YOUR CONTACT CENTRE CLOUD MIGRATION



[Learn More](#)

CYARA | Accelerator

Cyara Accelerator for Cloud Migration

You want to migrate to reap all the benefits of an industry leading, cloud-based contact center platform. But, any migration can be slow and fraught with risks. How can you accelerate this timeline and mitigate those risks?

The Cyara Accelerator speeds up your migration to the cloud, so you can take advantage of your new, modern infrastructure while assuring the flawless execution of the journeys you've designed.

The Cyara Accelerator is an extension of the Cyara CX Assurance Platform, and provides capabilities across the development lifecycle, including CX design, IVR discovery, functional and regression testing, voice quality testing, load testing and production monitoring. The Cyara Accelerator for Cloud Migration works with any cloud-based contact center platform.

Assure Your Customer Journeys are Working as Designed

Cyara simulates real world customer interactions and engages with your contact center platform, across voice and digital channels, just as a customer would. This enables us to assure your platform is performing exactly as designed. Based on defined customer journeys, Cyara sends bots to emulate your customers engaging with your contact center, testing all the paths, and documenting the results.

Every call placed by Cyara is intelligent, so you gain insights into performance and how to address any issues. Did the call connect in time? Did the actual prompt match the expected prompt? Did the call get delivered to the right agent skill group with the right data attached? Were there any connectivity issues, voice quality issues, dropped calls or maybe just a slight blip at the end of each prompt signifying a VoIP problem? Cyara records it all, reports on it, and allows to you hear and benchmark your CX.

Accelerate Migration and Assure Quality

The Cyara Accelerator both accelerates and assures migrations throughout the development lifecycle, enabling organizations to:

- Accelerate and assure migrations to the cloud
- Reduce defects and unplanned work
- Provide flawless, defect free customer journeys
- Enable Agile and DevOps methodologies



5 Steps for Assuring Cloud Migration



1 Design

Overcome the challenge of missing or outdated IVR documentation, by automatically calling into your existing IVR to discover and document call flows. This provides a baseline for either a lift and shift, or a redesign of your call center environment.

2 Build

With good baseline documentation, you can now to build out your IVR in your new platform.

3 Test

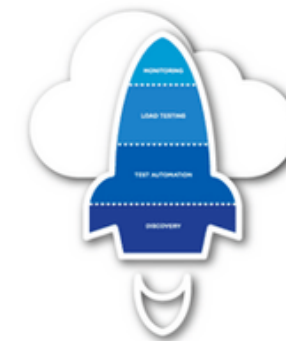
Once you have your system built out, you'll want to run functional and regression tests, across all voice and digital channels, as well as agent voice quality tests. If your strategy is to start with a lift and shift, before you optimize your design, you can automatically generate test cases from the documentation you created during discovery. This will provide a baseline for performance. And, once you've redesigned your customer experience, you can update your documentation or your test cases, and automatically run them against the new design.

4 Deploy

When all is ready to go-live, you'll want to pressure test your systems across channels to make sure they perform at scale. When they pass the pressure test, you're ready to go-live.

5 Maintain

But assurance doesn't stop with going live - you'll want to monitor from the customer's perspective once in production, to assure that everything continues to perform as designed, and that your customers are able to complete their journeys flawlessly.



About Cyara

The award-winning Cyara CX Assurance Platform helps companies accelerate customer experience development, increase quality across all digital and voice channels, and assure customer journeys end-to-end. The Cyara Platform supports the entire software development lifecycle for customer experience, from design to functional and regression testing, user acceptance testing, load testing and production monitoring. We test from the customer's perspective, ensuring that you identify issues that impact the customer's experience from across the complex set of technology used to deliver that experience.



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Australia: +61 3 9093 0815

FOR MORE INFORMATION:

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.



Customer Smiles. Delivered at Scale.

CYARA | Accelerator

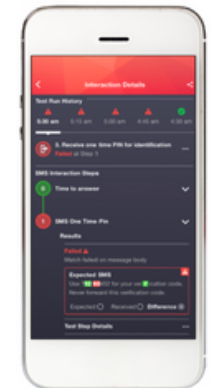
Pulse Mobile App Enables Incident Management and Visibility into CX Health

Blue Shield of California recently adopted the new Pulse Mobile App, which was designed to make data from Pulse easier to consume, and enable IT teams to better manage their incidents. The IT team found immediate value in the App which gave them granular real-time insight into CX issues, and the ability to readily share the details of the failure with colleagues. The visual dashboard made it easy to see the status of activities and prioritize the incidents based on their impact to the business.

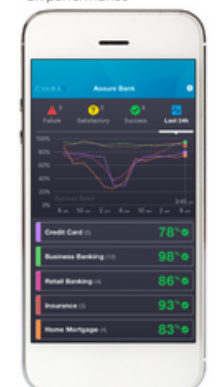
While valuable to the IT audience for incident management, Richie had a need to track and provide visibility to his executive team. Richie asked for an executive level view that could be configured to align to customer journeys and service levels. The Blue Cross Blue Shield Association and various regulatory bodies have very strict mandates around customer inquiry. The new executive dashboard allows for a quick and efficient way to monitor compliance.

Cyara welcomed Richie's input. The suggestions were added to the roadmap and were delivered within weeks. Now Richie will be able to provide real-time visibility into overall CX health and compliance with SLAs to his leadership. Management will be able to see an executive level status of the customer experience for different business lines, that roll up the status of all customer journeys related to that business line. "Cyara treats us as a valuable partner. They are flexible, responsive, and deliver at lightning speed," says Richie.

The Interaction Details view provides the details needed to troubleshoot and resolve issues



The CX Summary provides at-a-glance view of overall CX performance



"The Pulse Mobile App makes it easy for us to keep on top of incidents and overall system health. It's really flexible, and everyone gets what they need, so they can zero in on their highest priority. The flexibility means that my engineers get alerts and the technical details they need to resolve the problem quickly, while my executives get a roll-up to understand the big picture and business performance."

Richie Gass
Sr. Manager of Telephony and Conferencing Services, IT
Blue Shield of California



LEARN MORE
Watch this video to learn more about how Blue Shield of California innovates their Customer Experience.



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Australia: +61 3 9093 0815

FOR MORE INFORMATION:

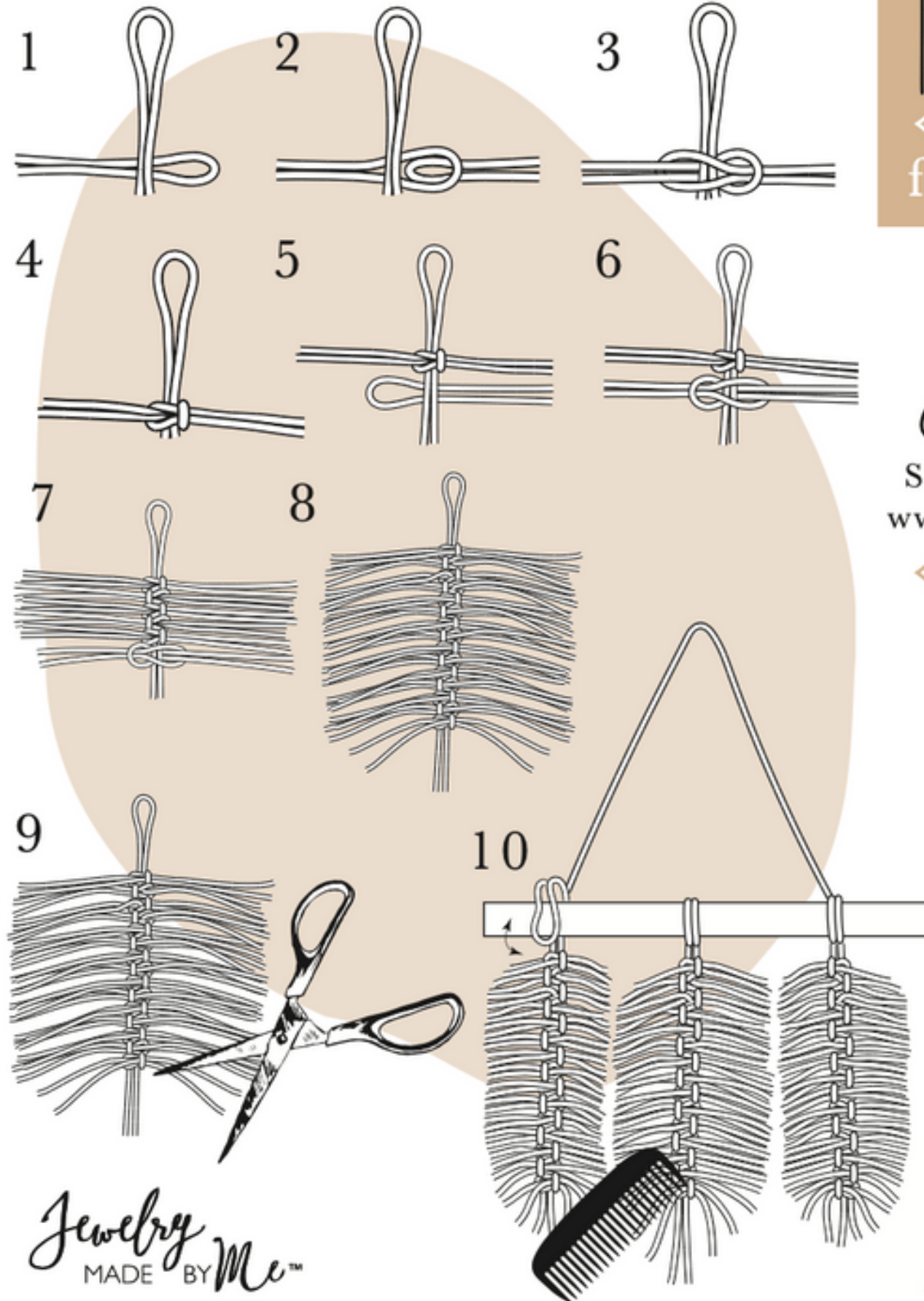
Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.



Customer Smiles. Delivered at Scale.

Adobe Creative Suite

INSTRUCTIONS



MACRAME KIT

feather hanging



@jewelrymadebyme

Shop full line of DIY Kits
www.jewelrymadebyme.com



Jewelry
MADE BY Me™



Product of India
Jewelry Made By Me
Belleair Bluffs, FL



Adobe Creative Suite



ELIOT  WADE

ELIOT  WADE WE BROKE ALL THE RULES  WADE

Eliot Wade is rewriting the rules of original, modern product design. Our design inspiration is driven by the love of the automobile, passion for speed, admiration of modern art and pursuit of adventure. We chase an adrenaline rush that you can only get from pushing yourself every day in everything you do. Life is what you make it. Be heard.

— Eliot Wade

2D RENDERING & TECHNICAL DRAWING



3D MODEL & RENDERING



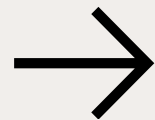
Adobe Creative Suite





Pop Quiz!

SUBJECT: RESULTS &
ACHIEVEMENTS



Question 01

Where did Heather define and implement a design process that resulted in a 40% increase in employee engagement and 30% improvement in productivity?

Answer 01

Question 02

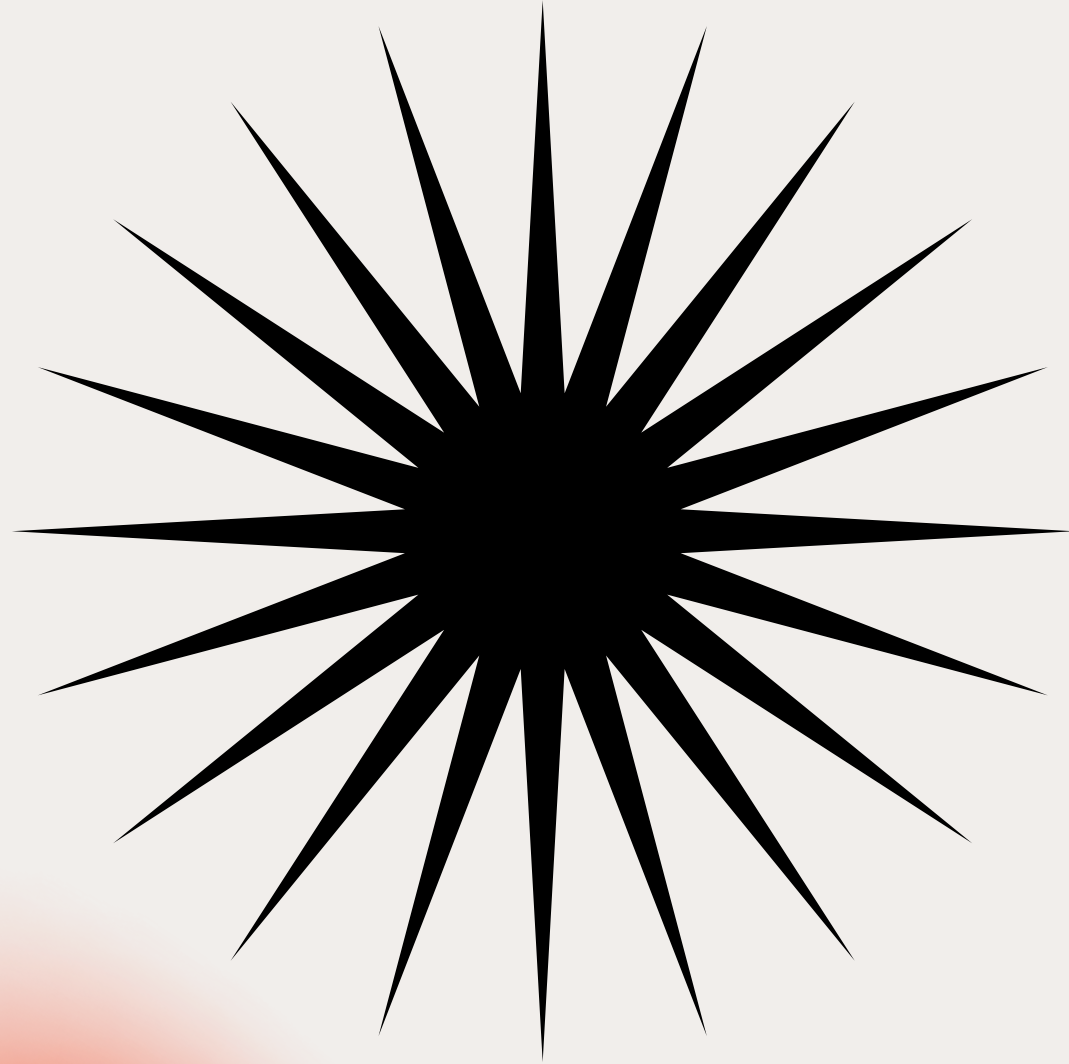
For what internationally recognized maker event was Heather asked to create a workshop?

Answer 02

Question 03

Which course did Heather build and develop that has been the top in-demand elective course, increasing department enrollment by 40%?

Answer 03



shaping, building, evolving learning
blending learning experiences
improving performance & development

Thank you!

Check out more of my work at
heatherblaikie.com

Please contact me with any questions at
design@heatherblaikie.com

415-957-2262