



Student-Designed Website Serves Local Business



Dr. Sang Joon Lee

Dr. Sang Joon Lee's TKB 4583: Graphics and Web Design students partnered with a local business, W&W Specialties, for their service-learning project. The students were to design a website to market their community partner's services to a broader audience. W&W Specialties is a family-owned company started in 1986, currently employing 30 people. The company manufactures a number of components used by the furniture industry.

The students met with Mike Wilburn, the company owner, early in the semester to learn about the company and to understand what information needed to be available for potential customers on the website. The students were divided into eight groups, and each team was led by a student project manager. The

designers were expected to use the website design tools they learned in class, including HTML editors, web authoring tools, and website builders. Three representatives from the company attended the final course presentations and picked a website that best suited the company's needs.

Lee enjoyed leading the class through the project: "In the past, the students learned how to create graphics and websites, but they did not have a chance to apply the knowledge and skills outside the course. With this service-learning project, the students were more active and motivated to learn more about the course subject while enjoying the real hands-on experience. I was pleased with all the work the students put in for the service-learning project. They were able to apply what they learned in class to a real project and also learned how to work in groups to accomplish the task."

"I am happy with what we did for Mr. Wilburn and W&W Specialties. The term 'service-learning project' is very fitting—you definitely get to learn while you provide a service for the community. I love educating myself, and I love volunteer work. It is amazing to me that the two could be combined into this fantastic experience. Thank you, Mr. Wilburn, and thank you, Professor Lee, for giving me a positive end to my college years."

SAMANTHA STEVENS

Student

TKB 4583: Graphics and Web Design
