



Max Friedman

Senior, Robert Busch School of Design

Faculty Mentors: Professor Rose Gonnella, Executive Director, Robert Busch School of Design; Robin Landa, Distinguished Professor

Design Fundamentals Book Series (Peachpit / Pearson Publishers)

Max Friedman was nominated separately by two of his professors for the 2015 Undergraduate Student Research award based on his participation in three research projects; his work illustrating, designing and co-authoring two books; and, his work on the “Look Who’s Getting Engaged” ad campaign for John Prendergast’s *The Enough Project*. Max has received numerous awards for his work, had a summer internship with a prestigious advertising agency in New York, and is a design assistant for Kean Cre8tive, the RBSD in-house service learning studio.

Max Friedman entered Kean University as a freshman and received the Robert Busch School of Design (RBSD) scholarship in his sophomore year, which is a full tuition scholarship – only one RBSD student receives this scholarship per year.

Professor Rose Gonnella asked Max to join her research project because she had observed his outstanding and innovative design thinking as well as his ability to draw and visualize in many different formats and media. Professor Gonnella was seeking a student who could meet the challenge of research and potentially distinguish the project. The project came about through a recommendation from Professor Robin Landa to senior acquisitions editor Nikki McDonald at Peachpit Press/ Pearson Publishers. Nikki McDonald asked Professor Gonnella to research and write a textbook series on general design fundamentals for freshman / sophomore-level art and design students. Professor Gonnella truly felt there was no need for additional conventional texts on that subject; however, in consultation with the publisher and working with Max, Professor Gonnella and Max accepted the challenge of writing and designing a textbook series on design fundamentals if they could research and explore new and alternative ways of information delivery through creative design. Their publisher agreed to give them the opportunity. Max and Professor Gonnella collaborated on two books together and now are working on a third:

Design Fundamentals: Notes on Visual Elements and Principles of Composition

Design Fundamentals: Notes on Color Theory

Design Fundamentals: Notes on Typography

Last semester, Max Friedman also worked on two research projects with Professor Robin Landa. Max was one of the “All-Stars”—a student team who created several projects for John Prendergast’s *The Enough Project*. The Kean University Human Rights Institute recognized Prof. Landa, Max and the other All-Star students with Human Rights awards for their work on behalf of this cause.

Max was nominated for the Young Guns worldwide competition, which recognizes the top designers under 30 years old, sponsored by the Art Directors Club, an important professional design association.