



University *of* Idaho



University of Idaho
Extension

Know the Land Save the Land: Place-based Apparel Design

Melissa B. Hamilton

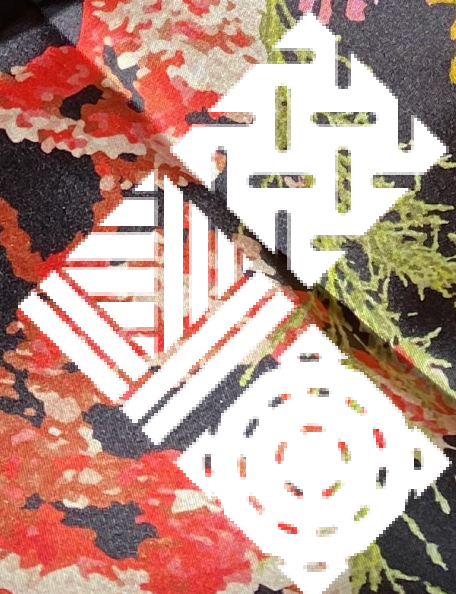
Associate Extension Professor, Valley County

Dr. Lori Wahl

Senior Instructor, Apparel, Textiles, and Design

FOUNDATIONAL CONCEPT

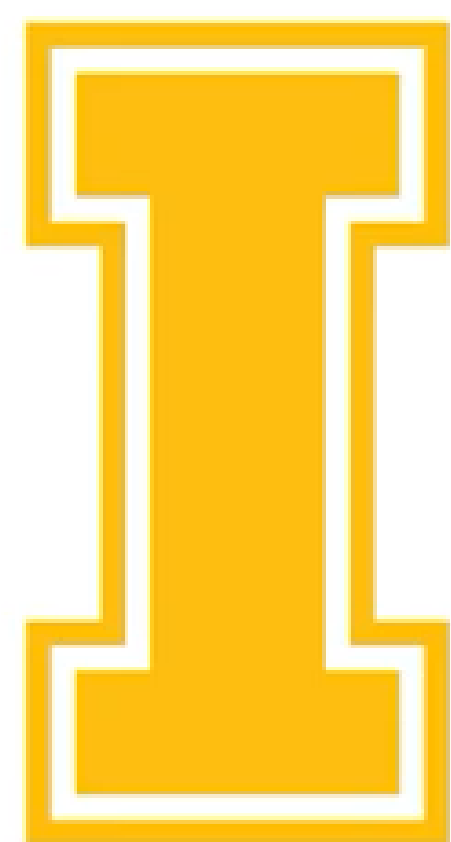
Students were challenged to create a place-based aesthetically strong design that incorporates accurate scientific educational messaging



**Apparel, Textiles
and Design**



University of Idaho
Margaret Ritchie School of
Family and Consumer Sciences



University *of* Idaho
Extension

PROJECT OVERVIEW

2016	2017	2018	2022	2023
Pilot project with Valley County Advisory Board	“Soft launch” with UI Extension Innovation Grant Award to purchase inventory	National news highlighted program, sold out of inventory (spring) Designed new product and ordered inventory fall 2018	New designs highlighting beneficial insects, pivot in messaging	Working on transitioning from CALS Publishing Marketplace online sales platform to UI bookstore

STAKEHOLDERS

Public

Natural Resource Professionals



Apparel , Textiles and Design Portfolio Development students

University and Extension professionals

OBJECTIVES



-Create an innovative way to **increase engagement and knowledge** about **invasive weeds**

-Utilize student **experiential learning** to create an impact in Idaho communities

-Create a program that was **fiscally sustainable** to support objectives



METHODS AND BEST PRACTICES

1. Client developed design brief for student teams
2. Teams met virtually with “clients”
3. Client provided design feedback and design approval
4. Teams create materials for production, order samples, and provide feedback to factory
5. Designs completed before semester end





Student teams developing ideas and designs



Entangled Defeat

Holiday 2017
Accessories

Emily Marley-Morris
Kaia Cannon
Lauren Brashear
Maddie Munson

YELLOW TOADFLAX

ACCESSORY
WINTER 2017

RACHEL LARRICK
EMILY SAYLES
ADDISON TRAVIS
BERENICE TREJO



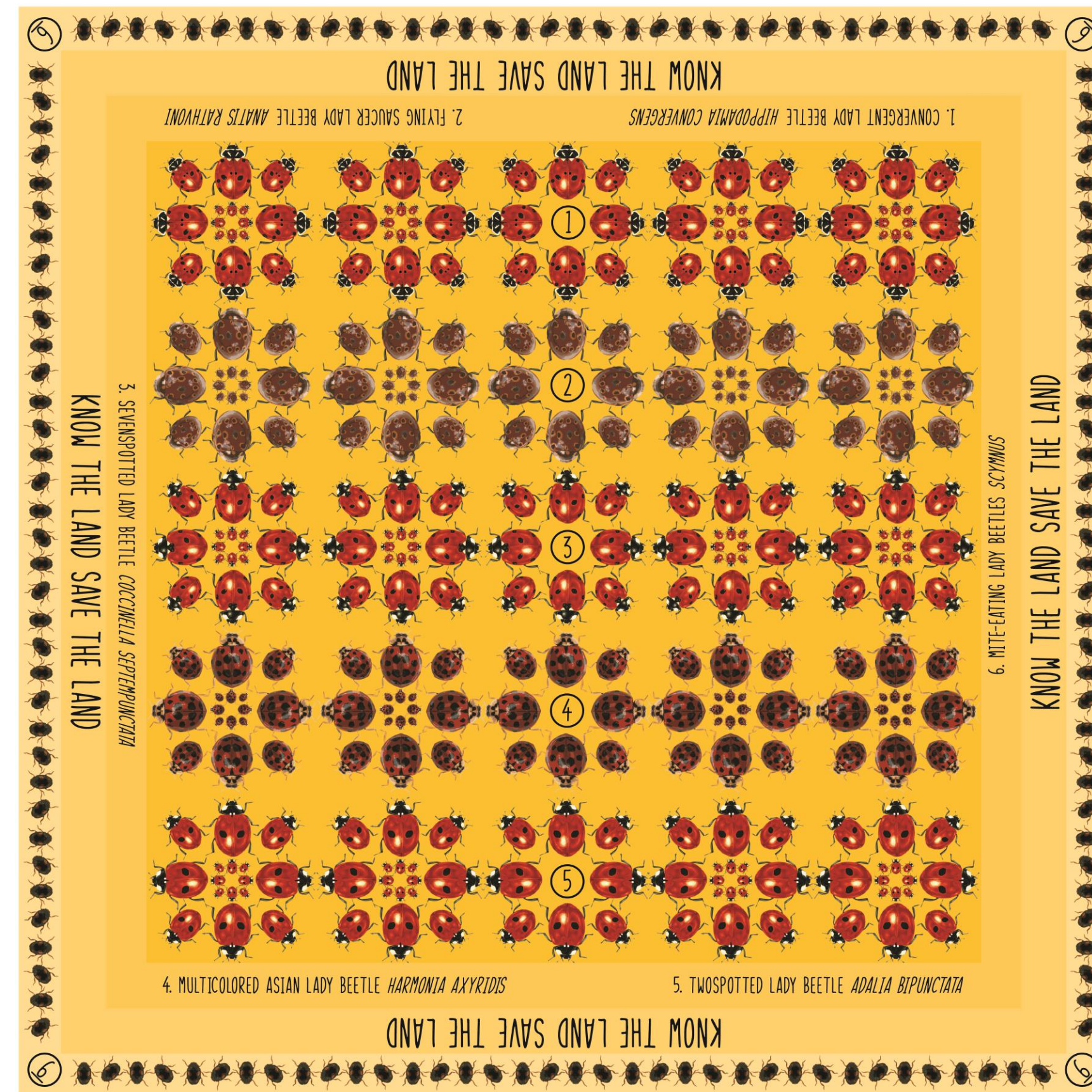


Presenting final designs and prototypes

TRANSITIONING MESSAGE



Oxeye Daisy
100% polyester scarf



Beneficial Insects
100% polyester scarf

HANGTAG MESSAGING

**KNOW
THE LAND
SAVE
THE LAND**



University of Idaho
Extension

front

This project is a joint venture between UI extension, Valley, County, and the Apparel, Textile, and Design program at the University of Idaho.

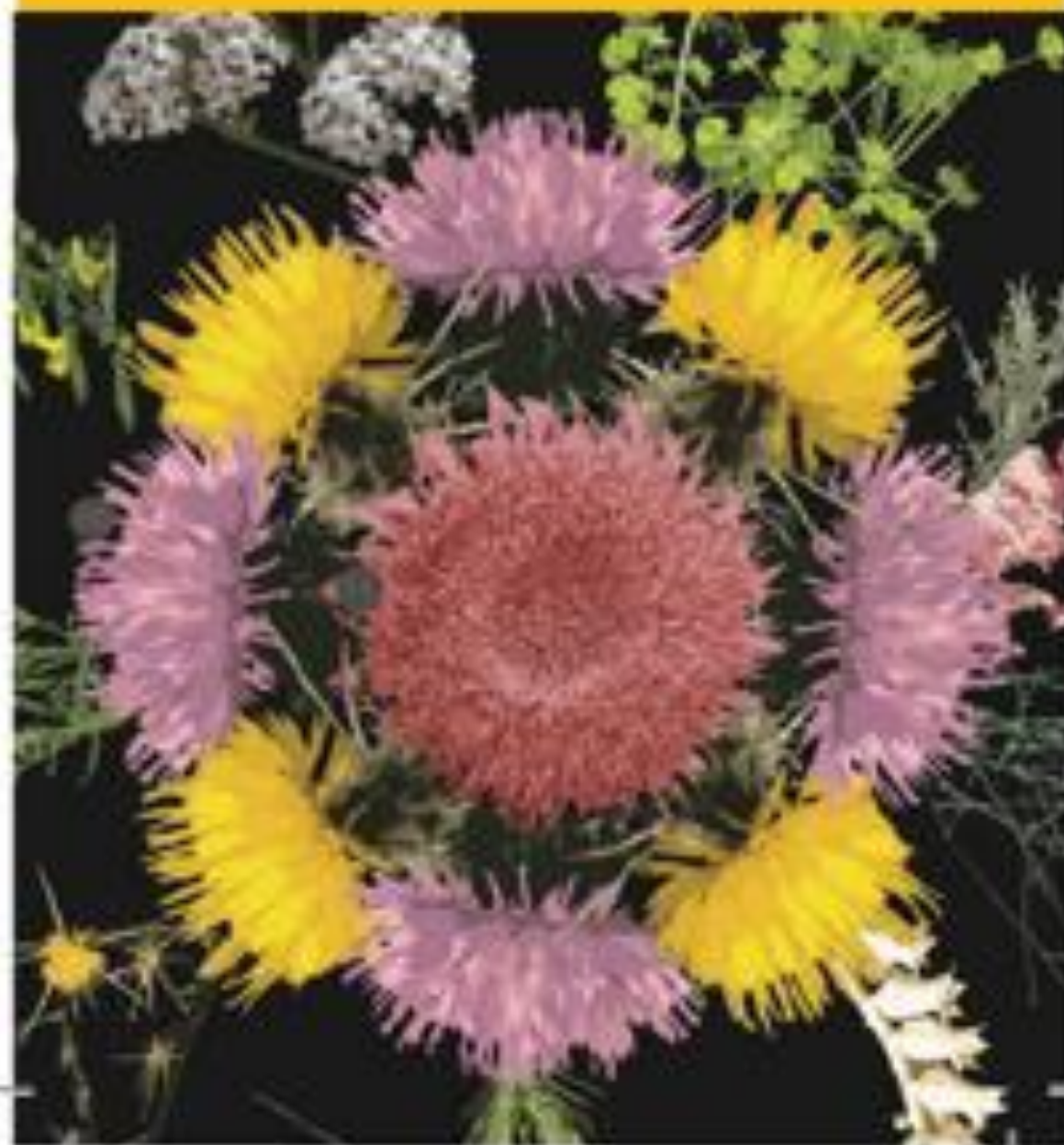


University of Idaho
Margaret Ritchie School of
Family and Consumer Sciences



back

**Know it.
Show it to others.
Slow the Spread.**



front

**Prevent the spread of
invasive weeds and
protect Idaho's
environment.**

**Use the artwork on this
scarf and the Idaho
Noxious Weed guide to
identify invaders in your
community.**

**Download your Idaho
Weed Guide for free:
<https://goo.gl/6ZRUat>**

back

**Know it.
Show it to others.
Beneficial bugs.**



front

Insect predators such as lady beetles benefit Idaho's environment and native ecosystems.

Lady beetles feed on aphids and scale insects that cause plant damage, hence reducing pesticide use.

Use this artwork to identify lady beetles in your local community.

**Learn about more beneficial insects:
<https://www.uidaho.edu/extension/landscapes/insect/beneficial>**

back



OUTCOMES

STUDENT AND CONSUMER

Verbal feedback from customers about using the bandanas and Extension Invasive Species Publication together to make invasive weed identification fun for kids (grandparent and kid)

- Deep student learning about the identification and impact of invasive weeds on the landscape
- Student learning about the development of product production
- Sparked conversation about NOT wanting to highlight the beauty and aesthetic appeal of the invasives on the landscape. Art is a wonderful form of sparking conversation and get people discussing an issue in a new way.

LESSONS LEARNED

- Needed – to put limits on product and review and edits/timeline associated with this process
- There will always be nay-sayers 😊
- Need stronger partner to take active leadership in marketing of the products
- Hard program to evaluate through quantitative feedback
- The University didn't have a clear retail sales system. However, the College of Agricultural and Life Sciences sold publications. We approached them to sell alongside the Noxious Weed Handbook.



COLLABORATORS

Portfolio Development students Fall 2016 & Fall 2018
Design & Development for a Client students Fall 2022

Extension Publishing: Erin Doty, Therese Harris, Jean Parrella
and Amy Calabretta

Valley County Advisory Committee: Durena Farr, Valley Soil and
Water; Steve Anderson, Valley County Weed Superintendent

UI Extension: Brad Stokes and Montessa Young, and Tim Prather

Design Community: Jennifer Stady, Laundry Studio Founder; and
Diane Daley-Laursen



University of Idaho
Extension

THANK YOU!

Melissa B. Hamilton

mbhamilton@uidaho.edu

Lori Wahl

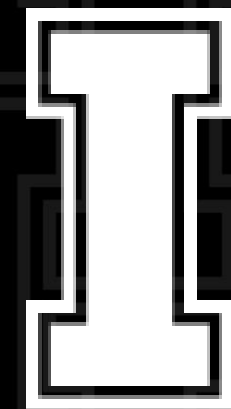
lwahl@uidaho.edu



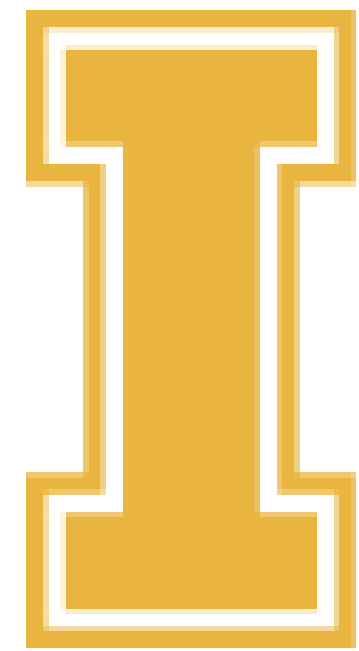
University of Idaho
Extension



**Apparel, Textiles
and Design**



University of Idaho
Margaret Ritchie School of
Family and Consumer Sciences



University *of* Idaho