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Innovation + Job News

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UDM architecture speaker to talk about design on a wider scale

The faculty members at the University of Detroit Mercy's [School of Architecture](#) don't want students to think design is limited to the buildings they shape.

Guest speaker Susan Sellers will drive home that point when she gives a talk at the university's School of Architecture at 6 p.m. Wednesday, in the Genevieve Fisk Loranger Architecture Center at the McNichols campus. The event is free and open to the public.

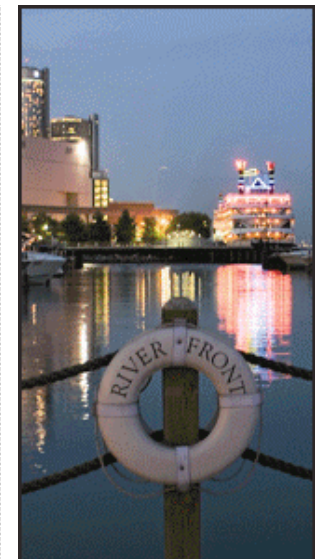
Sellers is a founding partner and creative director at [2x4 Design](#) and a lecturer at Yale University School of Art. She works on projects ranging from large-scale branding to exhibition and set design for major cultural institutions.

"There are a lot of alternative ways that you can practice your design talents," says Stephen Vogel, dean of school of architecture at the University of Detroit Mercy.

Sellers' company takes on projects in print, film/video, web and environmental design for the likes of Nike, Prada and MTV. Its employees, mostly designers, are involved in each and every step of the product's development, helping strengthen brand identity and customer relationships.

Source: Stephen Vogel, dean of school of architecture at the University of Detroit Mercy
Writer: Jon Zemke

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