hate create!

Program Coordinator Guide

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Design Ignites Change

Create! Don't Hate. is a *Design Ignites Change* youth mentoring program that guides participants through the design of a billboard around the theme of tolerance. This document outlines how you – as the Project Coordinator – can easily execute the program.

Design Ignites Change – a collaboration between Adobe Youth Voices and Worldstudio – is an annual program that promotes and encourages talented high school and college students from across the country to use design thinking and innovation to create messages for, and solutions to, pressing social problems.

A major component of *Design Ignites Change* is a mentoring program through which college students, educators and professionals work with underserved high school students to develop actual projects that benefit their communities, while giving them a voice around important social issues. The program serves to introduce these high school students to the creative professions as a career option.

Getting Started

Setting up a mentoring program may be new to you. Whether you intend to mentor students among your membership or young people from the community, an Organizational Partner – the entity that provides and supports the youth – will most likely be necessary for you to implement the program.

In any mentorship scenario, the mentor (college student or professional) brings knowledge, experience and support to the relationship to the benefit of the mentee (the high school student). However the mentor has a great deal to gain from the relationship as well, including access to a young person's perspective. It is important that the relationship not be positioned as "teacher" and "student." It is a relationship about equality and friendship, as well as education, and most successful when each participant benefits equally.

In order to participate in *Create! Don't Hate.*, you must register with Worldstudio who will offer support and guidance over the life of the project. (See page 16 for the registration form).

Establishing the Partners

When creating your own *Create! Don't Hate.* mentoring program, understand that each partnership and educational system is different and has unique needs that your organization can fill. The most important advice in building a successful mentoring program is: Don't try to go it alone!

A solid mentoring program will require the cooperation of groups and institutions that transcend the individual creative mentor. Orchestrating and facilitating interaction among these diverse groups necessitates buy-in from all concerned, as well as thorough planning and the development of an effective and responsive organizational infrastructure (including personnel).

One of the priorities of *Design Ignites Change* and *Create! Don't Hate.* is to engage with high school students in underserved communities; offering a dynamic program that provides them with the critical skills they need to become active and engaged members of their communities and the world at large.

High school students will work on *Create! Don't Hate.* in collaboration with their college or professional mentors. The youth will explore and comment on their world, take positive action where they live and develop the abilities to think creatively, communicate effectively and work collaboratively.

Establishing the Partners

By participating in *Create! Don't Hate.*, these high school students will be exposed to possible career options in the creative professions, and in some instances, they will also have the benefit of developing a relationship with a college student, who can share his or her personal college experience.

Most mentoring initiatives executing *Create! Don't Hate.* will be a partnership among two entities:

THE HOST PARTNER

In all cases, the Host Partner is the group that wishes to build and host the *Create! Don't Hate.* mentoring program. You, as Program Coordinator, may belong to the Host Partner organization or could be a liaison to the Host Partner. The Host Partner could be a college or university, or a creative firm or professional organization. This group's student body, membership, constituency or employee-base fills the pool of adult mentors. The Host Partner must initiate *Create! Don't Hate.* with supervision and guidance from Worldstudio.

ORGANIZATIONAL PARTNER

The Organizational Partner may be a high school or youth group. Local educational departments or umbrella organizations are excellent sources of valuable information and guidelines. The Organizational Partner will provide the mentees, and may have had experience working with mentors and can give you valuable guidance. Each Organizational Partner will have different requirements for establishing mentoring relationships with their students. Certain precautions, such as the finger printing of mentors may seem extreme, but please understand

Establishing the Partners

that your Organizational Partner's number one priority is the welfare of their youth. This partner will also help facilitate smooth relationships and an effective program with the Host Partner.

In some cases, the Organizational Partner and the Host Partner are one in the same – for example, existing art/design based mentoring programs.

STUDENT FACILITY PARTNER

In some instances there may be a Student Facility Partner. This organization represents the pool of students who are the Host Partner's mentees, separate from the Organizational Partner. For example, if your Organizational Partner is a public school district, a high school within that district will be the Student Facility Partner.

In all cases, it is important that the Host Partner (college or professional) collaborate with the Organizational Partner (public or magnet high school; government or after-school program; community center or organization that offers programming to high school students). The relationship that is established between the Organizational Partner and the Host Partner must be forged and closely tended by leaders from both sides with support from Worldstudio.

Organizational Partner Requirements

ORGANIZATIONAL PARTNER REQUIREMENTS
- Public educational institution or tax-exempt 501(c)3
- School or after-school program that serves low-income, disadvantaged high school youth

MENTEE SITE REQUIREMENTS
- Mentees are supervised by a faculty member or administrator from their organization
- School or program administration is supportive of participation
- Have access to (or a plan to access) media production equipment and resources. (In some instances there may be an opportunity for the mentee program to receive software provided by Adobe Systems, Inc. This will be evaluated on a case-by-case basis in discussion with Adobe Youth Voices and Worldstudio.)
- A minimum three-month commitment
- Ideally, at least 25 youth per site will be engaged for the length of the project

MENTEE TEACHER/YOUTH LEADER REQUIREMENTS
- Strong belief in student-centered community and social change projects
- Passionate about sharing youth perspectives and voices
- Committed to engaging youth in rigorous investigation of topics of their own choosing that are relevant and meaningful to their lives
- Motivated and available to participate in *Design Ignites Change*

MENTEE TEACHER/YOUTH LEADER COMMITMENTS
- Work with mentoring organization (educational or professional) to develop a work plan and timeline for the project
- Be willing to collaborate with mentoring organization and other local experts for support, coaching and sharing of best practices during the life of the project
- Contribute youth media work at the conclusion of the program to be exhibited locally, online and/or globally
- Participate in an evaluation process

The Mentor & Student Guides

A mentoring guide has been developed for the program. The six sessions covered have been researched and tested, and present an effective short curriculum for a mentor to work on the project with their mentee. Six scheduled meetings are the minimum amount of time recommended to give a mentee a valuable experience.

Many mentors find that this is only the beginning of a rewarding and lasting relationship. These sessions will help the Project Coordinator and the mentor navigate through the process; from the mentor making the initial connection with their mentee and developing the relationship, to the final goal of producing a compelling billboard image.

A student guide has been created to introduce the mentee to the program, outline what is expected of him or her, and to provide inspiration by showing examples of a similar project. You can download these guides from the Join Us! section of the *Design Ignites Change* website at www.designigniteschange.org.

The Theme of Tolerance

For this program, mentors and mentees will work together on the design of a billboard that addresses the theme of tolerance. The step-by-step process will allow the inexperienced mentor to easily navigate the new relationship, while creating a final product of which they can both be proud.

Most of the world's problems can be traced to intolerance of one group by another. From the conflicts in the Middle East, homophobia and police profiling to the repression of women, bullying on a high-school campus and gang violence – intolerance in one form or another impacts all of our lives.

We suggest that mentors start exploring the topic by talking about issues of tolerance or intolerance that are felt close to home. One of the key aspects of this program is to give the students the ability to take positive action where they live and to demonstrate how the design of a powerful message can have positive impact in their local communities.

It is important that the message be understood by as wide an audience as possible – these are billboards for public display. This is not purely an exercise in self-expression. We are looking beyond solely provocative messages, for thought provoking solutions. One goal of the program is to mount as many billboards as possible. However, the number of billboards and how they are mounted will be different in every community.

In all cases the billboards and mentoring teams will be featured on the *Design Ignites Change* website.

Displaying the Project in Your Community

If you decide to execute *Create! Don't Hate.*, Worldstudio will work with you to best determine how the billboards will be displayed in your area.

In some instances, Worldstudio may be able to work with you to secure free billboard space; in others, Worldstudio may provide you with the guidance you need to mount the project. If you are unable to display some of the work on a billboard in your area, Worldstudio will discuss alternative options with you. For example, you may decide to create an exhibition of your project for display at the local library or community center or to digitally project the billboards on the side of a prominent public building at night.

In all cases, the billboards are eligible for display on the *Design Ignites Change* website.

Worldstudio will also provide guidance for promotion of the project within your community. One of our goals is to create a truly visible nationwide program that is tangible to the general public and to showcase the work of your organization, the mentors and mentees to your local community.

Recommended Project Outline

This is an outline of how the *Create! Don't Hate.* mentoring program could be coordinated and executed in your community. You may have an existing mentoring program, so feel free to adapt these steps to fit in with your current schedule and programming.

Your first step is to register with Worldstudio. By filling out the Participation Form you strike the match to ignite change in your community!

Implementing Create! Don't Hate.

PARTICIPATION FORM

Once you decide to participate, fill out the Participation Form on page 16 of this document and fax or e-mail it to Worldstudio. A representative will then contact you to start a dialog about your project.

PROJECT FORMS

When executing a mentoring program it is a good idea to formalize the process as much as possible. A collection of project forms have been developed to help you manage the project. These can be found in the Join Us! *Create! Don't Hate.* section of the *Design Ignites Change* the website at www.designigniteschange.org.

IDENTIFY YOUR MENTORS

Identify the number of mentors in your organization who want to participate.

IDENTIFY AN ORGANIZATIONAL PARTNER

Locate a source for mentees (students) interested in partici-pating in the program. Worldstudio will advise as needed.

START THE PLANNING PROCESS

Begin a dialog with Worldstudio about your project. Worldstudio will help guide you through the process and troubleshoot any potential problems. At this point, you can decide how you will display the end results: Will it be possible to mount some of the billboards in your area? If so, how many and how will you choose which ones to display? If not, what other venues are available for public display? Worldstudio will work with you to answer these questions.

DETERMINE A TIMEFRAME AND LOCATION

Once you have your Organizational Partner in place, begin to work with this partner to develop a timeline for the project. Discuss where the teams should meet. In some instances, you may send your mentors to where the mentees are, but it is recommended that the team meet in the mentors academic or professional environment for the richest experience. In most cases, the mentors will also have access to better resources.

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IDENTIFY THE TEAMS

Once all of the participants are identified, the Host and Organizational Partners work together to set up mentor/mentee teams they think will be the most successful. In some instances for example, the Organizational Partner will require that the teams be of the same gender. Each situation will be different and you will want to work together to establish strong pairs.

THE KICK-OFF

Start with a kick-off party! Bringing all the mentees and mentors together in one room, not only helps to break the ice, it also allows you the opportunity to present the project in a group setting. At this event, snacks are very important. There is nothing like a cupcake or slice of pizza to get the party going!

MONITOR PROGRESS

After the kickoff meeting, it will be the job of the coordinators from both organizations to monitor the project with their constituencies. They should make themselves available to the mentors and mentees to answer questions and trouble-shoot possible problems.

MID-POINT REVIEW

Set up another group session at the mid-point of the project. This time could be used for each team to share the ideas they have developed so far. You could also have a discussion about the challenges around the project, or even bring in a guest speaker or creative professional to critique the work.

While this project is about personal expression, it is also about communicating a clear message. Remember that these are messages meant for the general public. The creative process cannot happen in a vacuum; considering one's audience strengthens the work, encourage your mentors to discuss the audience and prepare a creative brief. (See pages 15–17 of the Mentoring Guide.)

CELEBRATE!

At the end of the sessions, bring everyone back together to share in and celebrate all of the great work! Again, snacks are an important part of this meeting. Bring a camera and take photos of the teams and the group, share these photos with everyone so they can show family and friends and post them on My Space or Facebook.

Implementing Create! Don't Hate.

EXIT EVALUATION

Have each student and mentor fill out an exit evaluation (available through Worldstudio or the Host Partner can create its own) at the end of the project. This will provide valuable feedback on the participant's experience which will improve the process for future executions of the program.

DISPLAY AND PROMOTION

Upload your billboards, team photos and brief billboard descriptions to the *Design Ignites Change* website. Worldstudio will provide you with access and instructions.

It is important that the billboards be put on display for the public in some way. The ideal scenario is to actually mount billboards in your community, but, with a little imagination you will find alternative approaches.

It is important to promote this project to the local press. Stories about the mentoring teams and their relationships are appealing and will give visibility to the effort in your community. Recognition of a student's work goes a long way in helping to build self-esteem.

A VALUABLE RESOURCE:
HELPING KIDS CREATE MENTORING GUIDES

With over 25 years of combined experience in establishing and administering mentoring programs, Worldstudio and AIGA | the professional association for design, have pooled resources, as well as sought guidance from leading educational organizations in order to bring you the tools and techniques for designing your own effective mentoring program.

Developed by the AIGA mentoring task force and Worldstudio, the Helping Kids Create mentoring guides are resource tools for individuals and organizations interested in mentoring – and creating mentoring programs – with an emphasis on the visual arts. The guides, which have been designed to engage, excite and educate AIGA chapters, designers, students and teachers include success stories, case studies and valuable reference materials.

You can download these materials from the Resources section of the *Design Ignites Change* website at www.designigniteschange.org

2012 Project Coordinator Registration Form

Please fill out this form to participate in *Create! Don't Hate* **in 2012.**

Date

Project Coordinator Name

Your Title *(if you are a school you must be a teacher, advisor or school administrator, students may not register)*

Organization

Address

City   **State**   **Zip Code**

Phone   **Fax**

E-mail

CHECK ONE:

◯ College   ◯ University   ◯ Creative Professional(s)   ◯ Professional Organization

◯ Other:

ABOUT YOUR PROGRAM: *Please answer these questions to the best of your ability.*

How do you plan to select your mentors?

How many mentors do you expect to have?

How do you plan to select your students?

How many students do you expect to have?

When would you like to start your program?

When do you expect to finish your program?

Do you foresee any obstacles in implementing your program?

Are there any other issues you would like to discuss with us in planning your program?

DESIGN IGNITES CHANGE

Founding Partners:

Adobe Foundation

Worldstudio projects

create!

2012 Project Coordinator Registration Form

BY REGISTERING AND SIGNING THIS FORM YOU AGREE TO THE FOLLOWING:

» I will actively supervise all participants in executing *Create! Don't Hate.*

» I will post information about my organization on the *Design Ignites Change* website.

» I will contribute *Create! Don't Hate* case studies to the *Design Ignites Change* website.

» Allow *Design Ignites Change* to promote my organization and the work members of
  my organization post on the website.

» Provide *Design Ignites Change* with additional information upon request to promote
  projects submitted from my organization.

» In the event that a member of my organization receives an award, I will help supervise
  the execution of the project to ensure success.

_____   _____

YOUR SIGNATURE   **DATE**

_____

Fax this form to: 212 807 0024,
or e-mail: Ansley Whipple at awhipple@worldstudioinc.com

Questions? Contact Us!

Please contact us to discuss how to become involved in *Create! Don't Hate*.

For information on how to **participate** as a school or mentoring organization in
Create! Don't Hate contact:

Mark Randall, Worldstudio
212 366 1317 ext.11
mrandall@worldstudioinc.com

For information on how to **partner** on or **sponsor** *Design Ignites Change* and *Create! Don't Hate* contact:

Andréa Pellegrino, Worldstudio
212 366 1317 ext.18
apellegrino@worldstudioinc.com

www.designigniteschange.org