

4 YEARS OF  
**DESIGN  
IGNITES  
CHANGE**

**DESIGN IGNITES CHANGE**

**BELIEVES THAT CREATIVITY**

**HOLDS ENORMOUS POWER**

**TO IMPACT POSITIVE**

**SOCIAL CHANGE.**

*Founded in 2009 by Adobe Foundation and Worldstudio Foundation, we dedicate our resources to support college and university students and professional designers, architects and creatives who want to use their talents to make a difference.*

[www.DesignIgnitesChange.org](http://www.DesignIgnitesChange.org)

Adobe   
Foundation



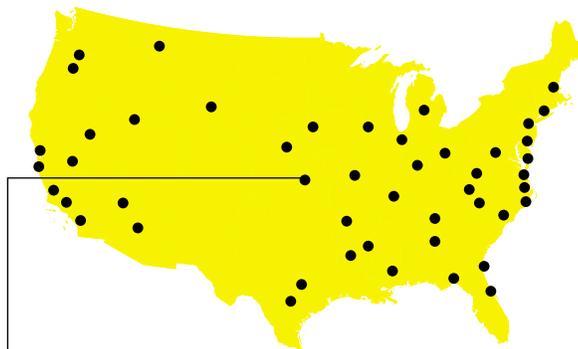
Worldstudio  
projects

# COLLEGES & UNIVERSITIES

*Design Ignites Change* has engaged students and educators at many design programs across the country.

# 73

colleges & universities registered as participants



## Tyler Galloway,

a graphic design professor at the Kansas City Art Institute, has incorporated *Design Ignites Change* into his studio class for the past four years.

“The national exposure afforded by *Design Ignites Change*, coupled with the prospect of financial support for projects, has really motivated me and my students to up the ante on the quality of our social design work. I see *DIC* and its network as a catalyst for growing young designers to engage in this emerging discipline for the long term.



## GLOBALLY:

- Bozen-Bolzano, Italy
- Calgary, Canada
- Cape Town, South Africa
- Hamilton, Canada
- Ho Chi Minh City, Vietnam
- Hong Kong, China
- Lacoste, France
- Vancouver, Canada

# ONLINE CASE STUDIES

We provide a platform for visibility to college and university students' and professionals' social impact projects – an archive of innovative solutions to inspire designers.

# 553

published case studies

## PROJECT THEMES

*Design Ignites Change* projects use design to address a wide variety of issues that affect communities:



Education



Health



Environment



Community



Politics



Business



Humanity

## DISCIPLINES

Graphic  
Product  
Architecture  
Fashion  
Interior  
Service  
Environmental  
Interactive

# STUDENT AWARDS

We grant award money – Implementation Awards of up to \$12,000 and Idea Awards of \$500-\$1,000 – to design students to support their project implementation and to incentivize involvement in social impact work. Here are some highlights of selected winning projects:

**\$101,550**

*total award money*

**31**

*different projects*

## FIRST PERSON AMERICAN



### School of Visual Arts

Implementation Award Winner, 2010

Irina Lee, at the time a recent graduate of SVA, was awarded \$8,300 to help further develop her thesis project. First Person American, a multi-media storytelling program to support immigrants to the United States, it's now a growing non-profit, interjecting an inspiring and personal voice in the country's dialogue on immigration.

## DUCHA HALO



### Art Center

Implementation Award Winner, 2011

The Ducha Halo project was awarded \$5,000 to help prototype their innovative product design for bringing sanitary, hot showers to informal settlements in Chile, where they have developed a strong partnership with several local community organization stakeholders. The prototype has just completed the field-testing phase and the design is well on its way to the production phase.



# PROFESSIONAL AWARDS

*Design Ignites Change* has partnered with AIGA, the professional association for design, to offer a Professional Fellowship where designers will receive seed funding and mentoring for their social change project idea.

## DESIGNING DHAKA'S BUS INFOSTRUCTURE



### Stephen Kennedy, Urban Launchpad

Professional Fellowship Winner, 2013

This project, an ambitious information- and service-design initiative to help citizens receive and interpret real-time bus information in the midst of Dhaka's chaotic street scene, was awarded the Professional Fellowship. Kennedy will receive seed funding as well as professional guidance and mentoring on how to turn the concept into reality, valued at a combined amount of \$10,000

# MENTORING

Offering support for design professionals or college students wishing to mentor high school students with social change design projects. We have developed two mentoring projects: *Create! Don't Hate* and *School: by Design*.

238

mentors:  
professional designers  
& college students

464

high school  
student mentees

## MENTORING GUIDES

We developed a set of guides, forms and letter templates for each of our mentoring projects, giving support to all involved.

*Create! Don't Hate + School: by Design* guides include:

Project  
Coordinator  
Guide

Mentor  
Guide

Student  
Guide

Mentor/  
Mentee  
Forms

Recruitment  
Letter  
Templates

## school: BY DESIGN

\$7,900

awarded to Sow

*School: by Design* was developed in partnership with the Designers Accord and asks students to re-design an aspect of their school, re-imagining a more sustainable community that will not only improve today but also continue to grow and thrive in the future.

## THE SOW PROJECT



The Sow project – the result of a mentoring partnership between students at Missouri State University and Bailey Alternative High School in Springfield, MO – was selected as an outstanding *School: by Design* project and was awarded money to implement a greenhouse renovation and produce a growing program.

## hate create!

47

billboards  
produced

11

billboard cities

*Create! Don't Hate* asks students to design a billboard to be displayed in their own community that addresses tolerance. With support from participants and our partnerships with Clear Channel Outdoor and Lamar Advertising Company, many of the billboards were actually produced.

## TIMES SQUARE, AIGA NY



In the fall of 2010, the New York City chapter of AIGA mentored the Design High School of New York in a *Create! Don't Hate* project. Through a donation from Clear Channel Outdoor, six of the best billboards, along with portraits of the students, were displayed on the Spectacolor HD screen in Times Square.

# EDUCATIONAL OUTREACH

Providing hands-on, personalized guidance and project incubation for designers that want to be involved in social impact design.

workshops held

15  
times

11  
different cities

478  
participants

## IMPLEMENTING SOCIAL CHANGE

Participating students and educators gain the entrepreneurial skills to secure funding for their projects through this one-day, interactive workshop in cities across the country.



“ Thank you for being a leader in a very exciting new way to think about design for the public good! This is the first time I feel I can finally see the bridge between my passions and my career.

- Implementing Social Change participant

4  
years

56  
students

16  
different countries

## IMPACT! DESIGN FOR SOCIAL CHANGE

Worldstudio, in collaboration with the School of Visual Arts in New York City, offers this six-week summer intensive. Now in its fourth season, Impact! attracts participants from around the world and is on par with graduate-level studies.



### Peyton Rowe

Associate Professor, Virginia Commonwealth University

“ This program is exactly what I needed professionally and personally. It helped me remember my strengths, introduced me to new resources and possibilities, and connected me with outstanding and talented people in the area of design and social change.

465  
registered participants

6  
sessions

## IMPACT! SESSIONS, WEBINAR SERIES



Featuring guest speakers from varying areas of expertise, this webinar series explores how design-driven ideas for social good are launched.



First season's topics:

- The Power of Partnerships**
- Funding Social Change**
- Thinking Like a Social Entrepreneur**
- Why We Care: The Power of Empathy**
- Designing with Communities**
- Impact Measurement**

# SCHOLARSHIPS

Worldstudio AIGA Scholarships give funding for aspiring fine artists and designers from minority and economically disadvantaged backgrounds to address the issue of diversity in the creative professions and to cultivate a more socially aware studio of the future.

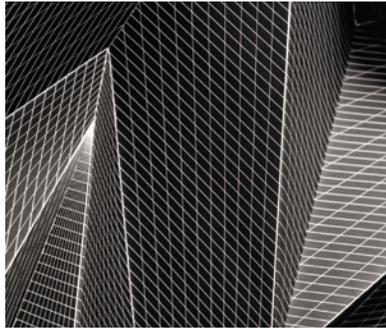
**\$972,375**

awarded to

**654**

students since 1995

## MANY OF OUR WINNERS HAVE GONE ON TO DO GREAT THINGS:



### Eddie Opara

won a scholarship in 1996 to attend Yale to study graphic design. He started his own design firm, The Map Office, in New York City and is now a partner at the world-renowned design studio Pentagram.



### Mika Tajima

won a scholarship in 2001 and 2002 to attend Columbia University to study fine art. Mika is a successful internationally-renowned artist, having her work shown in museums and galleries across the globe including the Whitney Biennial and most recently at the Centre Pompidou in Paris.



### Dash Shaw

won a scholarship in 2003 to attend the School of Visual Arts to study illustration. Dash is now a professional comic book artist and animator that has published several acclaimed graphic novels—his next one, *New School*, will be released this July from Fantagraphics.

### A brief history

Worldstudio Foundation launched its landmark scholarship program in 1995. In 2005 Worldstudio joined forces with AIGA to expand the program. Worldstudio now uses Design Ignites Change as one of the avenues to promote the program to colleges and universities across the country.



the professional association for design



Worldstudio projects

## FISCAL SPONSORSHIP

The *Design Ignites Change* Fiscal Sponsorship Program provides individuals and organizations administrative support to those who seek the benefits of the United States government's non-profit status for their project or organization without being registered as such.



# RECOGNITION

Thought leaders in the field of social impact design have acclaimed *Design Ignites Change* in a variety of media and published articles.



## CO.EXIST

*Fast Company's* Co.Exist and Catchafire profiled Mark Randall as one of the "11 Most Generous Designers," partially for his work on *Design Ignites Change*.

## PUBLICINTERESTDESIGN

## PUBLIC INTEREST DESIGN 100

Mark Randall was named one of Public Interest Design's top 100 most influential people in social design.

Additionally, *Design Ignites Change* has received coverage in these notable media outlets:



# ADVISORS

A list of our advisors, past and present, that have helped us shape the program and champion us among their influential communities.

**Marc Alt**  
Marc Alt + Partners

**Allison Arief**  
The Atlantic

**John Bielenberg**  
Future Partners

**Joan Bodensteiner**

**John Bricker**  
Gensler

**John Carlin**  
Funny Garbage

**Allan Chochinov**  
Core77

**Elan Cole**  
Johnson & Johnson

**Patrick Coyne**  
Communication Arts

**William Drenttel**  
Winterhouse

**Sonya Dufner**  
Gensler

**Michael Etter**  
Ziba Design

**Ric Grefé**  
AIGA

**Sylvia Harris**  
Citizen Research  
& Design

**Steven Heller**  
School of Visual Arts

**DK Holland**  
DK Holland LLC

**Ed Krug**  
PitchBlue

**Tim Leberecht**  
frog design

**Vernon Lockhart**  
Art On the Loose

**John Loiacono**  
Adobe Systems, Inc.

**Debbie Millman**  
Sterling Brands

**Gabriela Mirensky**  
AIGA

**David Orlowski**

**John Peterson**  
Public Architecture

**Michele Ronsen**  
Wells Fargo

**Sam Shelton**  
KINETIK

**Laura Shore**  
Mohawk Fine Papers

**Joshua To**  
Hattery

**Manuel Toscano**  
Zago

**Alice Twemlow**  
School of Visual Arts

**Pamela Williams**  
Williams and House

**Maurice Woods**  
Inneract Project



**Steven Heller** | School of Visual Arts

“Designers routinely say they want to impact change not be a victim of it. Design Ignites Change brings designers together with the people who will trigger shifts in popular action and perception.”



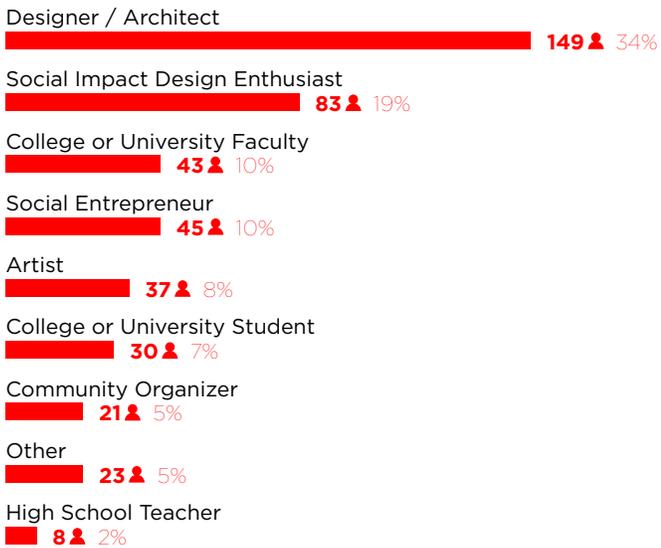
**Sonya Dufner** | Gensler

“Design Ignites Change is a platform that leverages skills from an interdisciplinary group of designers to discuss how to bring ideas for social change to reality while focusing on creating meaningful impact in our local communities.”

# SURVEY

In April, 2013, we surveyed the *Design Ignites Change* audience about our programs. We received **223 responses** and lots of great feedback to consider. Here are some highlights:

## WHO RESPONDED?



## WHAT WERE THERE GREATEST NEEDS?



“ **Eluani** College Student + Designer  
*The Implementation Award was critical to the launch of our program, which is now continuing with additional support from other sources.*

“ **Kate** College Student + Conservation Designer  
*The breadth of your awareness about the kind of projects making useful progress in the design world today is refreshing. Also, the mentorship program and cataloguing of case studies is extremely helpful.*

“ **Tad** College Faculty  
*The awards program is great, but could be better publicized. It might also be good to organize some sort of media event to call attention to competition winners.*

“ **Maia** College Faculty  
*I have just recently launched a social impact design curriculum at our university, and Design Ignites Change has been a wonderful resource for me and my students. Thank you for creating this platform and community of designers!*

“ **Russell** College Faculty  
*I hope it continues and that you can expand it further continue to provide access to such a great set of tools and resources.*

“ **Sarah** Social Entrepreneur + Artist  
*So far I've only had the chance to attend one webinar yet I feel it was so valuable and enriching. The topic was fundraising for non-profits and I became acquainted with a trove of new avenues to consider during the fundraising process.*

“ **Adam** High School Faculty  
*Our experience with Create! Don't Hate was a truly amazing experience. Looking forward to working through additional mentoring projects in the future.*

“ **Phillip** College Student + Civil Servant  
*Webinars are not as effective as in-person engagement.*

“ **Anonymous** Designer  
*Given your Adobe affiliations, I think you could have much more visibility than you currently do.*

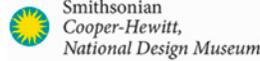
# SUPPORT

We couldn't do what we do without the support from our various partners over the years.

## FOUNDING PARTNERS



## SUPPORTING PARTNERS



## MOHAWK FINE PAPERS

Mohawk Fine Papers asked 25 leading letterpress printers to create custom notebooks using their new Loop paper product. \$10 from the sale of each notebook was donated to *Design Ignites Change*.



Through the sales of Band-Aids designed by fashion designer Cynthia Rowley, Johnson & Johnson donated \$1 per box to *Design Ignites Change*.

## STRATEGIC PARTNERS



THE DESIGNERS ACCORD



the professional association for design



PUBLIC ARCHITECTURE

## MEDIA PARTNERS



The Living Principles

## LEAD SCHOLARSHIP DONORS

Sega Gameworks  
WK Kellogg Foundation  
Mohawk Fine Papers  
Kraus Family Foundation

Coyne Family Foundation  
Young Photographers Alliance  
Anonymous