



SYLVIA HARRIS

CITIZEN

DESIGN AWARD

Awarding a design project that enhances public life

Deadline: August 1, 2104

Access the application at: www.DesignIgnitesChange.org

If you have any questions regarding the application contact:
Ansley Whipple, Worldstudio Foundation
awhipple@worldstudioinc.com



Founding Partners:

Adobe 
Foundation



the professional association for design

About the award Sylvia Harris (1953 – 2011) is widely recognized as a pioneer, a generous mentor and a vital inspiration to the field of social impact design. In that spirit, the Sylvia Harris Citizen Design Award has been established to honor her legacy by supporting other vanguards dedicated to public design.

Professional designers that have developed a strong project concept to ignite change in their community, along with a well researched and thought out plan for execution, will have the opportunity to apply for the Sylvia Harris Citizen Design Award for \$10,000 toward implementation of the project.

Professional designers may apply with a thoroughly developed project that meets the following broad parameters:

- » Addresses a pressing social issue within the designer’s community (or a community in which the designer is deeply embedded)
- » Can be implemented within that community in a timely manner
- » Will deliver positive results that can be measured
- » Projects must be feasible and applicants must clearly demonstrate the ability to execute and follow through with the implementation process.

Deadline August 1, 2014

Eligibility The Sylvia Harris Citizen Design Award is for practicing professionals from all design disciplines (graphic, product, architecture, interior, interactive, service design, etc.). Applicants must have a minimum of one year of professional design experience. Applicants must be based in the United States and the projects must be implemented in the United States in their own community or in a community in which they are deeply embedded.

Evaluation All Award applications will be reviewed by an independent committee of creative professionals, business, civic and non-profit leaders. Projects will be evaluated on concept, viability, and potential for impact.

Selection The winner will be announced approximately one month after the deadline at which time monies will be made available.

Application process Applying for the Award is a three-part process:

Part 1: *Register as a Design Ignites Change participant*

- » Register as a participant at DesignIgnitesChange.org to receive a participant login, which is required for Part 2. It is recommended that you submit your registration form at least two weeks before the deadline.

Part 2: *Post your project's case study on the Design Ignites Change website:*

- » You will do this with the login you receive once you become a registered participant.

Part 3: *Complete an online application*

- » An online application must also be submitted through PitchBurner (requires a separate login) by the deadline. You can access the on-line application at: <http://designigniteschange.org/pages/58-awards-sylvia-harris-citizen-design-award>
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Guidelines The following parameters and restrictions apply:

- » All awarded projects—or a distinct portion of the project that this award will fund—must be executed within one year after the award is announced. Extensions will be considered on a case-by-case basis.
- » Award recipients will work under the close supervision of Worldstudio, AIGA and professional consultants until the completion of the project, based on their timeline.
- » Projects can be independently executed in partnership with a corporation or non-profit organization.
- » *Design Ignites Change* Advisory Board members are not eligible to directly apply, although members from organizations they are affiliated with are eligible.
- » Worldstudio and AIGA employees and family members are ineligible.
- » All concepts remain the intellectual property of the applicants.
- » Adobe Foundation, Worldstudio, AIGA and *Design Ignites Change* have the right to reproduce and showcase the submitted entries as case studies.

Application questions Applications must be submitted online through PitchBurner. You can find a link to the online application here <http://designigniteschange.org/pages/58-awards-sylvia-harris-citizen-design-award>

- Contact*
1. Applicant and team contact information
 2. Are you working in partnership with an organization? If so, list contact info.

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- Project case study*
3. Did you post your project case study on *Design Ignites Change*?
 4. What is the URL from the *Design Ignites Change* website of your project case study?

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- About the project*
5. Give a tweet-sized (140 characters maximum) description of your project.
 6. Give a brief two-to-three sentence description of your project. (250-character limit)
 7. Who is your target audience? Describe the community you are working with and your relationship to that community. (1,000-character limit)
 8. Which social issues does your project address? Be specific about the problem you hope to solve, using research and verifiable statistics if possible. (2,000-character limit)
 9. What are the primary goals of your project and how will you meet them in an innovative way? (2,000-character limit)
 10. Provide a summary of your interest and experience in the field of social impact design, however you may define it. (1,000-character limit)

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- Budget*
11. What is the total project budget? Provide an outline of the expenses.
 12. Provide a detailed, itemized list of what you intend the \$10,000 award to cover.
 13. List any additional support your project has secured; this may be financial or in-kind.

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- Execution*
14. Provide us with a detailed plan of how you plan to execute your project along with a timeline of milestones through to completion. Be specific; we need to clearly understand how you plan to implement your project. (2,000-character limit)
 15. How will the success of your project be measured? Please note: the award winner will be required to have a plan for impact measurement. (500-character limit)

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- Additional materials*
16. Resume/CV or any additional project uploads

Sylvia Harris

Over her twenty-five year career Sylvia Harris championed “good design for the common good,” tirelessly promoting accessible communications for mass audiences. As founder and principal of Citizen Research & Design, she consulted to the nation’s largest hospitals, universities, and civic agencies on strategic design planning, public policy development, and innovation management.

Some of her career highlights include: creative director of the 2000 National Census for the U.S. Census Bureau; an appointment to the U.S. Postal Service Citizens’ Stamp Advisory Committee; advisor for Design Trust for Public Space, the African Burial Ground and AIGA’s Design for Democracy; educator at Yale University, The School of Visual Arts and The Cooper Union; and co-founder of the firm Two Twelve Associates.

Sylvia was a founder of the nonprofit, Public Policy Lab, which is dedicated to improving public services and empowering Americans through design and policy. She founded the Citizen Designer movement shortly before her untimely death in 2011.

Design Ignites Change

We believe that creativity holds enormous power to spark positive social change. Design Ignites Change, a collaboration between the Adobe Foundation and Worldstudio, supports creative professionals and students who use design thinking – the combination of unleashed creativity and executable actions – to improve the lives of individuals and communities.

AIGA AIGA is the professional association for design, a nonprofit organization dedicated to advancing design as a professional craft, strategic advantage and vital cultural force. Founded in 1914, AIGA today serves more than 25,000 members through 67 chapters and 200 student groups throughout the United States. AIGA stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers.