

5 YEARS OF
**DESIGN
IGNITES
CHANGE**

**CREATIVITY HOLDS
ENORMOUS POWER
TO IMPACT POSITIVE
SOCIAL CHANGE**

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

www.DesignIgnitesChange.org



worldstudio
social initiatives

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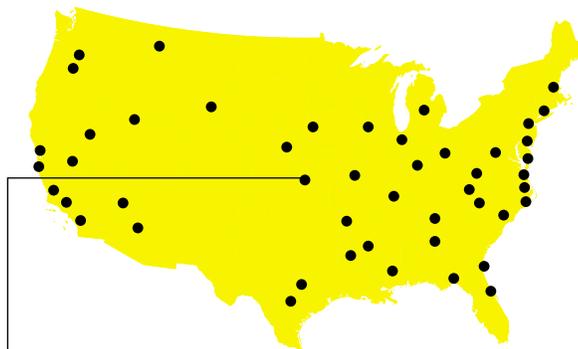
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COLLEGES & UNIVERSITIES

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

74

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.

682

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 have awarded grant money in amounts from \$500 up to \$12,000 to design students in order to support their project implementation and to incentivize involvement in social impact work. In 2014, we consolidated all of our student awards into the Student Innovation Award. Here are some highlights of selected winning projects:

36

projects

\$95,550

total award money

RAXSA



Virginia Tech, School of Architecture + Design
Student Innovation Award Winner, 2014

RAXSA is a portable outdoor vending station for empowering and protecting female street vendors in rural India who make less than \$2 a day. It not only provides protection from the sun, it charges their phone, enables them to charge other cell phones, provides light for extended work hours and is affordable across castes and professions.

MEDICATION COMMUNICATION



Maryland Institute College of Art
Student Innovation Award Winner, 2014

There are 125,000 deaths per year in the U.S. because people don't understand their medication, called medication compliance but it really filters down to communication. This project is focused on improving medication compliance through more effective communication and allowing patients to participate in their health by creating a clear, graphic and interactive system.

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.

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. The project is a multi-media storytelling program designed to support immigrants coming to the United States. It is now a growing non-profit interjecting an inspiring and personal voice in the country's dialogue on immigration.

EDUCATOR GRANT

The Educator Grant supports college and university faculty that join forces with a community partner to implement a social impact design project with their class or with a student initiative outside class time.

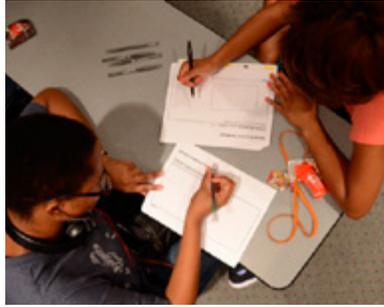
2

projects

\$10,000

total award money

ORGANICS RECOVERY



Mira Azarm, University of Maryland
Educator Grant Winner, 2014

Mira's course, which will be taught in the spring of 2015, will introduce sophomores to design thinking in an interdisciplinary, hands-on, collaborative process by working on a real-world project: adding a composting stream to the nearby city of Frederick, Maryland's waste management plan. The class will receive \$5,000 towards development and prototyping.

PROFESSIONAL AWARDS

In 2013, *Design Ignites Change* partnered with AIGA, the professional association for design, to offer a Professional Fellowship where designers received seed funding for their social change project idea. In 2014, the Professional Award became the Sylvia Harris Citizen Design Award.

2

projects

\$20,000

total award money

CORBIN HILL FOOD PROJECT



Francis Carter, Corbin Hill Food Project
Sylvia Harris Citizen Design Award Winner, 2014

Systems designer Francis Carter was awarded \$10,000 to expand operations for Corbin Hill, a network of rural farms and urban communities in New York that creates direct access to high quality, fresh produce grown by local farmers. The intervention is designed to meet the needs of low-income communities by offering flexible membership terms, affordable prices, and items that reflect the diverse cultures served.



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.

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*.

253

mentors:
professional designers
& college students

494

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:



school: BY DESIGN

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.

\$7,900

awarded to Sow

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!

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.

52

billboards
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.

11

billboard cities

EDUCATIONAL OUTREACH

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

5
years

70
students

22
representing 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 sixth 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.

1
year

17
students

10
representing countries

IMPLEMENTING IMPACT!

In 2014 Worldstudio and SVA launched Implementing Impact! Strategies for Creative Intervention a one-week program with a focus on social design strategy. This workshop focuses on three critical areas which lay the foundation for a solid social change project; ecosystem mapping, creative sessions and prototyping.



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

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. Each session is hosted by Mark Randall, chair of Impact! Design for Social Change and principal of Worldstudio, in conversation with business leaders, creative professionals and influencers working in the area of social change.

1,106

registered participants

1,325

webinar views

12

sessions

2013 SEASON ONE IMPACT! SESSIONS



First season's topics:

The Power of Partnerships

with Michael Blakeney

Funding Social Change

with Andréa Pellegrino

Thinking Like a Social Entrepreneur

with Shana Dressler

Why We Care: The Power of Empathy

with Bob Mckinnon

Designing with Communities

with Anne Frederick

Impact Measurement

with Kyla Fullenwider



2014 SEASON TWO IMPACT! SESSIONS



Second season's topics:

Strategy Mapping

with John Bruce

Social Design Entrepreneurship

with Lee Davis

Working with the Government

with Chelsea Mauldin

Embedded Design

with Ramsey Ford

The Legal Labyrinth

with Carly Leinheiser

Inspiring the Next Generation

with Emily Pilloton



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.

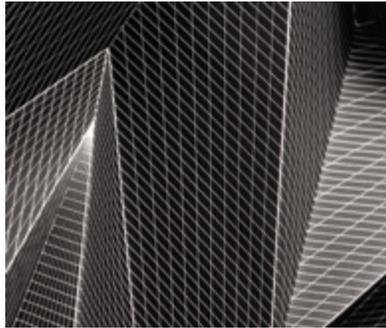
\$1,008,875

awarded to

667

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.

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

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. Through generous support from a pro bono law firm, we have finalized fiscal sponsorship contracts and have accepted applicants to the program.

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 Arieff
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 Orlovski

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

Steve Daniels
IBM

Lee Davis
MICA

Ramsey Ford
Design Impact

Chelsea Mauldin
Public Policy Lab

Emily Pilloton
Project H

Laura Sampath
NCIIA

Mike Weikert
MICA



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.”

2014 SURVEY

In June 2014, we surveyed the *Design Ignites Change* audience about our programs. We received **433 responses** and lots of great feedback to consider. Here are some highlights:

WHO RESPONDED?

287

Designers

152

Social Impact Design Enthusiasts

74

College or University Faculty

71

Social Entrepreneurs

70

Artists

66

Architects

65

College or University Students

62

Community Organizers

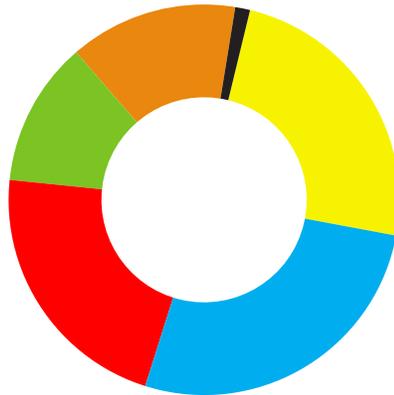
54

Other

5

High School Teachers

DO YOU HAVE REAL-WORLD EXPERIENCE PRACTICING DESIGN FOR SOCIAL CHANGE?



- Yes, I have volunteered pro-bono for one or more social impact design projects
- Yes, I have worked on one or more social impact design projects
- Yes, my job/career involves a significant amount of social impact design
- Yes, I have started my own company or organization that involves social impact design
- No, but I am interested in seeking an opportunity to practice social impact design
- No, and I have no interest in practicing social impact design

IF YOU WOULD LIKE TO BE MORE ENGAGED IN SOCIAL IMPACT DESIGN THAN YOU CURRENTLY ARE, WHAT WOULD HELP YOU TO DO SO?



2014 SURVEY

We asked our audience for their feedback on how *Design Ignites Change* has been helpful in their journey to practice social change and how we might improve. Here are some of their responses:

“ **Michelle** Social Entrepreneur
The website has generated some interest in my work, and creating a profile for the Professional Fellowship pushed me to refine my logo and program descriptions early in the project development.

“ **Cate** Designer + Artist + Social Impact Design Enthusiast
Very inspiring! But I have discovered that I lack self-confidence and faith. I do possess the desire to be a part of something profound and bigger than myself, so I would like to be a part of a team.

“ **Anonymous** Designer
You could provide opportunities to have live workshops in different cities. Perhaps leaders in these design communities can lead workshops on social impact design based on material provided by Design Ignites Change. Or if there is a structure of how to put on an event, individuals who are interested in hosting one can do so. Almost like Creative Mornings, but for social impact design (once a month). I would be interested in hosting one.

“ **Anonymous** Designer
It ignited me to change the focus of my business.

“ **Lucianna** Designer + Architect
It feels supportive to know there are organizations dedicated to helping me and others in the world unleash and strengthen our skills and creativity in this direction.

“ **Ryann** Designer
I greatly enjoyed the webinars, and I didn't know about the grants, so I'm going to look into them and hopefully Design Ignites Change will have been a lot more helpful by next year's survey!

“ **Chris** Designer
I was on my local AIGA board for a time and we did a project in conjunction with a local school to create billboards. It was fulfilling to experience kids getting an opportunity to learn about media and the impact it can make on their environment. That experience has had me look favorably on the idea of social design and I'm open to more ways that now, as a civilian, I can be further involved.

“ **Maria** Designer
Design Ignites Change's webinars have given more context to the work I'm doing in rural Utah. When you practice social design in an isolated and rural community, it's hard to find peers, mentors, and discover best practices. Online resources and work groups are ideal for isolated designers!

“ **Caskey** Designer
Helpful to see other projects in one place!

“ **Anonymous** College Student
A job board would be an exponential addition to the website.

“ **Paulien** Designer
It gives me a lot of insights in the work, vision, impact and the struggles. I hope with my research to influence today's social work in the Netherlands, where my study is based. I think that social design can bring a positive way of finding social solutions.

“ **Anonymous** Designer
It has provided much information in this field that I am just now beginning to explore.

“ **Alexa** High School Teacher
I am a high school teacher and would like to be paired with a designer who can help my class implement a social impact project.

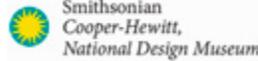
PAST AND PRESENT SUPPORT

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



LEAD SCHOLARSHIP DONORS

Sega Gameworks

WK Kellogg Foundation

Mohawk Fine Papers

Kraus Family Foundation

Coyne Family Foundation

Young Photographers Alliance

Anonymous

FUTURE VISION

Looking forward into 2015, Design Ignites Change will focus on the expansion of our existing programs and producing new initiatives to further support designers in their pursuit to create social impact.

EDUCATION

Educational experiences that teach students and creative professionals how to engage in social issues in sustainable and strategic ways.

AWARDS

Recognizing outstanding projects and providing established and emerging designers the financial resources to produce successful social design projects.

IMPACT MEASUREMENT

A research-based collaboration with the Autodesk Foundation that develops tools, frameworks and metrics for evaluating social design initiatives.

DESIGN IGNITES CHANGE

SCHOLARSHIPS

Benefiting minority and economically disadvantaged students who are studying the design/arts disciplines in colleges and universities in the United States.

DESIGN TROOPS

A grassroots model engaging designers from across the country to form interdisciplinary teams that co-create solutions to challenging social issues.

MENTORSHIP

Connecting college students and professional designers with students in under-served high schools to execute projects around compelling social themes.

FISCAL SPONSORSHIPS

Supporting individuals and projects that align with our mission and seek non-profit status for fundraising initiatives.