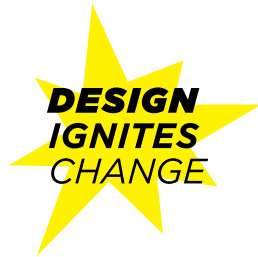


www.designigniteschange.org

DESIGN IGNITES CHANGE
How to Participate

Colleges & Universities
Creative Firms & Professional Organizations
High Schools & Youth Groups

March 2009 | 13 pages total



Founding Partners:



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About Design Ignites Change

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 will benefit their own 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.

This document provides information on how to participate in *Design Ignites Change*. In order to participate, you must register with Worldstudio, who will offer support and guidance over the life of the project.

To learn more about this program visit www.designigniteschange.org and download the “Program Overview” document from the About section of the site.

Ignite Change in Your Community!

“Design can and must become a way in which young people can participate in changing society.” This quote, from designer Victor Papanek’s 1971 book, *Design for the Real World*, has never been more true. Encouraging passionate young people to focus their creative talents on social issues during their formative years will ensure that they carry these ideals into their professional lives.

Design Ignites Change is looking for substantive projects that boldly address social issues in innovative ways.

The ideal *Design Ignites Change* project has the following attributes:

- **Addresses a pressing social need within a community**
- **Is actually implemented or can be implemented within that community**
- **Makes a positive impact in the community with results that can be measured**

Projects that are larger and more conceptual in scope are encouraged, but must be innovative and executable. We are seeking solutions that push the boundaries. A goal of the program is that through exposure on the website, projects conceptual in nature will find support that will bring them to fruition.

Colleges & Universities

Below are two options for colleges and universities to engage with *Design Ignites Change*:

Option 1: Mentoring Program

A major goal of the program is to engage high school students in a project around social change. Colleges and universities participating at this level will engage their students in mentoring a high school class or one-on-one, through *Design Ignites Change*.

A college can develop and execute its own project or can implement the self-guided *Design Ignites Change* mentoring initiative *Create! Don't Hate*. (see page 8). Worldstudio will be available to advise and supervise the process and develop and manage programs as needed. At this level, schools will receive the basic benefits of participation, (see page 7).

There is no fee for this level of participation.

Option 2: General Program

Colleges and universities whose students are engaged in socially relevant design solutions are invited to participate in *Design Ignites Change*. Participation allows the school to showcase both present and past work, as well as related curriculum on the website to gain wider public visibility for the students and the school.

Alternatively, colleges and universities who do not have existing curriculum addressing social change solutions can participate in *Design Ignites Change* to create a platform for engaging in and showcasing this type of work. The program can be leveraged in a number of ways including cross-departmental projects, alumni outreach, curriculum building, engagement with the community, showcasing students to potential employers, etc.

At this level, schools receive the basic benefits of participation (see page 7), with the institution taking responsibility for developing, managing and executing the program locally and with guidance from Worldstudio.

Worldstudio will work with you to determine the best way to leverage this aspect of the program to the benefit of your school.

For this level of participation there is an annual administration fee of \$3,000.

Note: Execution of a mentoring program in Option 1 allows for additional Option 2 participation at no cost.

Creative Firms & Professional Organizations

A major goal of this program is to engage high school students in a project around social change. Creative professionals participating at this level will mentor a high school class or one-on-one through *Design Ignites Change*.

There are two options for participation. The mentoring organization can either develop and execute its own project or it can implement the self-guided *Design Ignites Change* mentoring initiative *Create! Don't Hate*. (see page 8). Worldstudio will be available to advise and supervise the process and develop and manage program as needed.

There is no fee for this level of participation.

High Schools & Youth Groups

In all cases, a *Design Ignites Change* project must be initiated by a mentoring organization, that then engages the high school or youth group. If you are a high school or youth group and are interested in participating, contact Worldstudio (see page 13 of this document for contact information). Depending on your location, we may be able to connect you with a local mentoring organization.

Basic Benefits

There are a number of benefits for participating in *Design Ignites Change* and the program can be leveraged and shaped to meet a number of goals. All participants will receive the following benefits:

- Guidance from Worldstudio in implementing the program.
- Ability to showcase socially responsible projects and process on the *Design Ignites Change* website.
- Opportunity to leverage the project to meet internal and external goals.
- Promotion of talent, as well as program offerings, through the *Design Ignites Change* website and project public relations efforts.
- Consideration for the *Design Ignites Change* awards program.
- Guidelines and guidance in executing an optional high school mentoring program.
- Ability to promote program participation and solutions through their own public relation efforts.
- Possible inclusion in any conference, book/catalog or exhibit created for the project.
- Connection to a network of fellow mentoring teams, educators, business and civic leaders, potential employers and project funders.

Create! Don't Hate.

Create! Don't Hate. is a *Design Ignites Change* youth mentoring initiative built around the theme of tolerance. The self-guided program has been created to empower youth in underserved communities with a real-world experience using design thinking to communicate their ideas, exhibit their potential and take action in their communities.

For this initiative, students and their mentors will create powerful public billboards that address the theme of tolerance in a variety of compelling and thought provoking ways. The program is designed to give participating students the tools and guidance they need to create an impactful message which will have broad visibility within their communities.

Along with empowering youth, the goals of the program are to publicly exhibit as many billboards as possible and to promote the participants through the *Design Ignites Change* website and public relations campaign, demonstrating the power of design to ignite change.

The self-guided six - eight week program is designed to be easily executed at any time by mentors from the following groups:

- **College and university design programs**
- **Professional design organizations**
- **Professional design studios**

Student groups participating in the program include:

- **High schools**
- **After-school programs**
- **Community organizations for underserved youth**

Each participating mentor organization or school will identify mentors within their constituency and pair them up with local high schools students under the guidance of Worldstudio. Conversely, if a local high school or youth group wishes to participate, Worldstudio will work with them to identify possible mentors in their area. Materials are available in the Join Us! section of the website online at www.designigniteschange.org

A step-by-step set of guidelines and curriculum are available to make the mentoring experience easy to execute. The materials provide inexperienced mentors the tools they need to successfully complete the projects, as a rewarding experience for the student and themselves.

Awards Program 2009

The students with the most powerful and provocative solutions will be given awards on an annual basis. All projects completed and showcased on the *Design Ignites Change* website by December 31, 2009 are eligible for the 2009 awards season.

A jury of professionals will review all submissions in January 2010 to narrow the field of selections. In early February 2010, the jury may then request additional information from the top selected candidates prior to making their final selection. The winners will be announced in March 2010.

Award Categories

Under the *Design Ignites Change* category, awards will be given to college students, as well as to outstanding high school students and/or youth groups participating in the program.

Under the *Create! Don't Hate.* category, awards will be given to high school students.

Note: As this is the inaugural year of Design Ignites Change, the specifics of the awards program are currently in development. The structure of the program along with the types of awards being offered will be posted on the Design Ignites Change website in the late Spring of 2009.

Additional Support From Worldstudio

Worldstudio is available to provide additional support to a participating organization to help it expand and execute a project beyond its current capabilities. Worldstudio can:

- Supervise and manage the scale, implementation and execution of the project within a school and/or local community.
- Tailor the project to meet a school's particular goals or needs that fall outside of the project scope (for example, alumni outreach, cross-departmental coordination, etc.)
- Collaborate in developing curriculum addressing social change.
- Promote a school's socially-conscience agenda beyond the program scope.

To discuss expanded opportunities, contact Andréa Pellegino at 212 366 1317 ext.18 or at [**apellegrino@worldstudioinc.com**](mailto:apellegrino@worldstudioinc.com)

Next Steps

Once you decide to participate in *Design Ignites Change*, here are the steps required to launch the project. Worldstudio will be your point of contact for all aspects of the program.

Determine how you want to participate

Decide if you will be participating in the high school mentoring program. Identify the *Design Ignites Change* Project Coordinator for your organization.

Formalize the arrangement with Worldstudio

Fax or e-mail the participation form (on page 12) to Worldstudio. Once you have determined your level of participation, Worldstudio will send you a letter of agreement, outlining the services you will be receiving and your intended participation in the program.

Begin to develop your program

- If you are executing a mentoring program, identify a group of high school students you wish to engage. See the “Criteria for Choosing High School Students to Mentor” document for additional information. This can be found in the “Join Us!” section of the website at www.designigniteschange.org
- You must develop an internal procedure and timeline to execute the program. Worldstudio is available to provide support in this area. For those institutions participating in the mentoring component, determine if you will be executing your own program or will be participating in the *Design Ignites Change* initiative *Create! Don't Hate*.
- Identify all participants within your organization.

Upload your information on the *Design Ignites Change* website

- Once you sign on, Worldstudio will provide you with access and guidelines to the website, so that you can begin managing your own content.
- If you are a college or university, identify two or three social change projects developed by your students within the last two years that can be uploaded to the *Design Ignites Change* website. These projects will help launch *Design Ignites Change* and showcase the work of your school.
- Upload information about your organization, as well as the social change programs and curriculum that you would like to feature. If you are participating in the mentoring program, upload information about the high school or youth group on their behalf to the Participants section of the site.
- Creative firms and professional organizations that participate in mentoring will also be represented on the site.

Get started and ignite change!

Design Ignites Change 2009 Participation Form

Please fill out this form to participate in *Design Ignites Change*. Note: For the mentoring program, the project must be initiated by the mentoring organization.

Date

Your Name

Organization

Address

City

State

Zip Code

Phone

Fax

E-mail

CHECK ONE:

College University Creative Firm Professional Organization

Other:

CHECK THE OPTION YOU ARE MOST INTERESTED IN:

Participating College or University
\$3,000 annual administrative fee

Mentoring Program: Participating College or University
Requirement: Commit to a high school mentoring program in 2009.
No administrative fee.

Mentoring Program: Participating Creative Firm or Professional Organization
Requirement: Commit to a high school mentoring program in 2009.
No administrative fee.

I am still not sure
Worldstudio will call you to discuss your participation and answer any questions you may have.

ADDITIONAL COMMENTS:

Fax this form to 212 807 0024

Questions? Contact Us!

Please contact us to discuss how to become involved in this exciting initiative.

For information on how to **participate** as a school or mentoring organization in *Design Ignites Change* contact:

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

For information on how to **partner on or sponsor** *Design Ignites Change* contact:

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

For **media** information on *Design Ignites Change* contact:

Maria Emmighausen, Worldstudio
memmighausen@worldstudioinc.com

Pam Williams, Williams & House
pwilliams@williamsandhouse.com

www.designigniteschange.org