

**DESIGN  
IGNITES  
CHANGE**

# school: BY DESIGN

Program Coordinator Guide

January 2012 | 18 pages total

*Founding Partners*

Adobe   
Foundation



Worldstudio  
projects

*Strategic Partner*



**THE DESIGNERS ACCORD**

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# Design Ignites Change

*Design Ignites Change*, a collaboration between the Adobe Foundation and Worldstudio, engages high school and college students in multidisciplinary design and architecture projects that address pressing social issues. Participants are encouraged to apply design thinking – the combination of unleashed creativity and executable actions – to problems that exist in their own communities.

**Mentoring initiatives** – an important component of the program – bring together college students and professional designers to collaborate with underserved high school students to execute a project that addresses a compelling social theme. Initiatives are supported by a robust set of open-source guidebooks and documents that give even the inexperienced mentor the tools they need to successfully complete the project while providing a rewarding experience for the student and themselves.

The ***School: by Design*** mentoring initiative is a collaboration between *Design Ignites Change* and The Designers Accord.

# Getting Started

*School: by Design* has been developed to be implemented by a creative professional, a professional organization or a college or university. These organizations act as the **Host Partner** – the organization that provides the mentors. Each program also needs a **Program Coordinator** – this person leads the charge and runs the program with support from the participants.

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 perceived as one between “teacher” and “student.” It is a relationship about equality and friendship, as well as education, and will be most successful when each participant benefits equally.

In order to participate in *School: by Design*, you must register with Worldstudio, who will offer you support and guidance over the duration of the project. (See page 17 for the registration form.)

# Establishing the Partners

When creating your own *School: by Design* 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 do it alone!**

The orchestration and facilitation a solid mentoring program will require the cooperation of a diverse range of groups or institutions and not simply the efforts of an individual creative mentor. Organization, thorough planning, and effective procedures are all key to a successful project.

One of the priorities of *Design Ignites Change* and *School: by Design* 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 *School: by Design* in collaboration with their college or professional mentors. The youth will explore and comment on their world, taking positive action where they live and learn. They will develop the abilities to think creatively, communicate effectively and work collaboratively.

# Establishing the Partners

By participating in *School: by Design*, these high school students will learn about careers 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 *School: by Design* will be a partnership between two entities:

## THE HOST PARTNER

In all cases, the **Host Partner** is the group that wishes to build and host the *School: by Design* mentoring program. You, as **Program Coordinator**, may belong to the Host Partner organization, or you may be a liaison to the Host Partner. The Host Partner could be a college or university, a creative firm or a professional organization. This group's student body, membership, constituency or employee-base fills the pool of adult mentors. The Host Partner must initiate *School: by Design* 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 fingerprinting of mentors, may seem excessive, but please understand that your Organizational Partner's first priority is the welfare of their youth. This partner will also help facilitate smooth relationships and an effective program with the Host Partner.

# *Establishing the Partners*

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

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 Guidelines

Use this guide when selecting an Organizational Partner to collaborate with.

One of the priorities of *Design Ignites Change* is to engage with high school students in underserved communities, although this is not a requirement for participation.

## 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.
- A minimum three-month commitment
- The number of students engaged in the program is determined by project partners.

## 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 mentors to use with their mentees. The minimum amount of time required to provide a mentee with valuable experience is six scheduled meetings.

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 project. Many mentors find that this is only the beginning of a rewarding and lasting relationship.

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 *Design Ignites Change* website at: [www.DesignIgnitesChange.org](http://www.DesignIgnitesChange.org).

# The Project Brief

*School: by Design* is a *Design Ignites Change* and *Designers Accord* youth mentoring initiative that asks high school students – in collaboration with their college or professional design mentors – to **“redesign your school.”**

Mentoring teams will examine the school “ecosystem” – how all the people, places, programs and things in the school interact – from the student’s vantage point to re-imagine a more sustainable school, one that will improve now and continue to grow and thrive in the future. The project will connect students to a subject they know well, and one on which they probably have strong opinions.

The program can be adopted by a range of creative disciplines including but not limited to, **architecture, industrial and interior design, graphic design, environmental graphics and interactive design.** It may also encompass **illustration** and **photography.**

The goal of *School: By Design* is to get students thinking about the pressing problems in their school in a mindful and creative way, to come up with solutions that account for a diversity of ideas, perspectives and approaches to learning. Teams will be encouraged to create integrated solutions that consider the student in the classroom, the classroom in the school and the school in the community.

The topic is quite broad: teams can consider larger issues like the overall design of a building, while also attending to small scale projects that can be implemented by the students themselves using a modest budget.

# Defining Sustainability

The term sustainability has no universally agreed-upon definition. For some, it is just about environmental sensitivity and being “green.” To others, sustainability is not a goal, but a lifelong journey of making personal decisions that take the environment into consideration. And still to others, it feels abstract and separate from day-to-day life – it’s an issue that seems best left to activists, scientists and government.

Our goal for this program is to make sustainability relevant and integrated in the lives of our mentors and mentees. We will do this by using our schools as a canvas, and design thinking as our toolset. We will push beyond the customary notions of green design and eco-friendliness, to the more meaningful aspects of cultural, social and economic sustainability.

For this initiative, we are casting sustainability as a positive and productive relationship between individuals and their communities. We will explore entire systems instead of point interventions, knowing that designing awareness is as important as designing artifacts. For instance, instead of looking at ways to encourage recycling soda cans, we might ask why soda is sold and consumed at schools. What’s in a can of Coke, and how does consuming its main ingredient, high-fructose corn syrup, affect health? Where does corn syrup come from, and what are the impacts on the environment from growing corn? A design solution for this topic might be a series of posters to raise students’ awareness about the “invisible” system around a soda can, or a documentary used to petition to school administrators to have soda alternative that doesn’t create a negative impact on health and the environment.

*School: by Design* is not about preaching a right or wrong version of sustainability. It is about discovery, conversation and experimentation. It is about recognizing that there are alternatives – physical and behavioral – in our communities, and believing that we can create those new realities. It is about positive change and personal growth.

# Getting Visibility for Your Efforts

**It is critical** that students participating in the program get recognition for their ideas and their efforts. Having tangible goals for the display of the student work will go a long way to inspire participation.

## **PUBLIC EXHIBITION**

At the end of the program, teams are encouraged to **exhibit their work** in the school or in a local public venue to showcase their vision to peers, school administrators the general public as well as business and civic leaders. Think about the exhibition as a whole – how can you best communicate the ideas that the students have developed? Having students design and build the exhibition will give the program a sense of completion and will yield something they can be proud of. Promote your program to the press, local newspapers and TV stations are drawn to stories that involve mentoring.

## **PROMOTING YOUR PROJECTS ONLINE**

Your program can be **featured on the *Design Ignites Change* website** in the form of a case study. A blog feature allows the teams to post entries as they develop their projects. Knowing that the students' work is available for all the world to see lends legitimacy to their efforts. Projects of note will be promoted to the press through the *Design Ignites Change* PR campaign and highlighted on the Designers Accord website.

# *School: by Design - Step by Step*

**This is an outline** of how the *School: by Design* 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.

### 1. PARTICIPATION FORM

Fill out the **Registration Form** on page 17 and fax or e-mail it to Worldstudio. A representative will then contact you to start a dialog about your project.

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### 2. 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 on the *Design Ignites Change* the website at **www.DesignIgnitesChange.org**.

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### 3. IDENTIFY YOUR MENTORS

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

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### 4. IDENTIFY AN ORGANIZATIONAL PARTNER

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

### 5. START THE PLANNING PROCESS

Worldstudio will help guide you through the process and troubleshoot any potential problems if you need help. Worldstudio will create an account for you on the *Design Ignites Change* website so that you can post information about your organization, blog about the project in progress and post a case study at the end.

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### 6. DETERMINE THE END RESULTS

Determine how you would like to exhibit the work. The exhibition represents your vision of the program and can be as simple or as elaborate as you want. It is very important to plan the outcome in advance so that everyone is clear what the goals and deliverables are.

*Here are some things to think about:*

- How can you best communicate the ideas that the students have developed?
- What form do you want the exhibit to take?
- Do you have access to space in the school or in a local public venue?
- Do you have a cash budget to do this or will you rely on in-kind contributions?
- Do you want the students to create the exhibition?

### 7. DETERMINE A TIMEFRAME AND LOCATION

Once you have your Organizational Partner in place, begin to work together 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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### 8. IDENTIFY THE TEAMS

Ideally, you will have an equal number of mentors and students for a one-on-one relationship. If you have more students than mentors then you can create larger teams. It is not recommended that you have several mentors for one student. The goal is for participants to establish a relationship and work together during every step of the process.

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 the Organizational Partner may 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.

### 9. A MEETING OF THE MENTORS

*School: by Design* is a somewhat open-ended project and will require a bit of planning before you start. A meeting of the mentors will solidify how you want to frame the theme of “redesign your school,” determine the deliverables and the form of the exhibit. It is important that you are all on the same page when it comes to the goals and results of the program.

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### 10. 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 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!

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### 11. 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 troubleshoot possible problems.

## 12. 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 the project is encountering, or bring in a guest speaker or creative professional to critique the work.

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## 13. 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 MySpace or Facebook if appropriate. Team photos can also be used next to each project in the exhibit.

This final celebration could also coincide with the opening of the exhibition. Have the students invite their family and friends. If a more public event happens you may want to give each student a **Certificate of Completion**. You can design your own use the template from the *School: by Design* download section at [www.DesignIgnitesChange.org](http://www.DesignIgnitesChange.org).

## 14. EXIT EVALUATION

Have each student and mentor fill out an exit evaluation 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. Forms are available from the *School: by Design* download section at [www.DesignIgnitesChange.org](http://www.DesignIgnitesChange.org).

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## 15. EXHIBIT AND PROMOTE THE WORK

Along with the exhibition 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.



Please fill out this form to participate in School: by Design 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?

Founding Partners:



Worldstudio  
projects

Strategic Partner:



**THE DESIGNERS ACCORD**

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

- » I will actively supervise all participants in executing *School: by Design*.
- » I will post information about my organization on the *Design Ignites Change* website.
- » I will contribute *School: by Design* 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.

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**YOUR SIGNATURE**

**DATE**

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**Fax this form to: 212 807 0024,  
or e-mail: [ansleywhipple@worldstudioinc.com](mailto:ansleywhipple@worldstudioinc.com)**

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***School: by Design* award application deadline is December 31, 2011**

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## CONTACT US

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Please contact us to discuss how to become involved in *School: by Design*.

For information on how to **participate** as a school or mentoring organization contact:

**Ansley Whipple**, Worldstudio  
212 366 1317 ext.15  
awhipple@worldstudioinc.com

For information on how to **partner** on or **sponsor** *Design Ignites Change* and/or *School: by Design* contact:

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

Visit us online at: [www.designigniteschange.org](http://www.designigniteschange.org)

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