



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



worldstudio  
social initiatives

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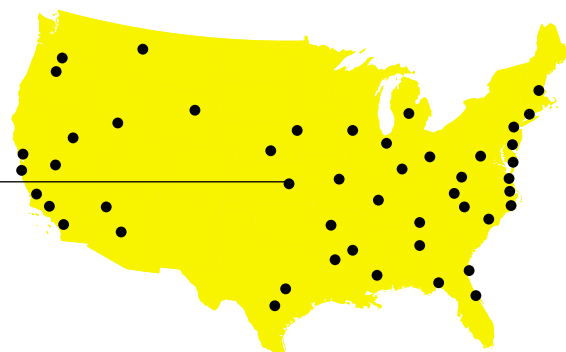
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## COLLEGES & UNIVERSITIES

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.

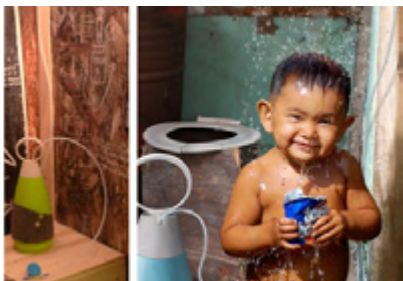
## MEDICATION COMMUNICATION



**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.

## 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 and mentoring for their social change project idea. This year the Professional Award became the Sylvia Harris Citizen Design Award.

1

project

\$8,500

total award money

### 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 Bangladesh's chaotic street scene in the heart of its capital of Dhaka, 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.



### SYLVIA HARRIS CITIZEN DESIGN 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.



## 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.

# 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:

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!

52

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

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 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.

1  
year

17  
students

10  
representing countries

## IMPACT! THE BUSINESS OF SOCIAL DESIGN



To supplement the six-week program, this year Impact! introduced a new one-week summer intensive focused on the business of social design by exploring critical topics in hands-on modules ranging from analysis, marketing, management and operations to funding models.



# 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.

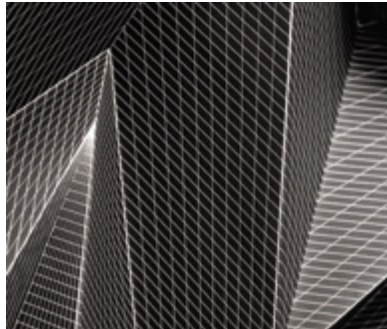
**\$1,008,875**

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*.



### 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 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

**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.*

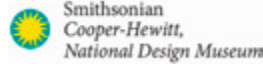
# PAST AND PRESENT SUPPORT

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.

