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
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>College &amp; University Participants</td>
<td>3</td>
</tr>
<tr>
<td>Online Case Studies</td>
<td>3</td>
</tr>
<tr>
<td>Student Awards</td>
<td>4</td>
</tr>
<tr>
<td>Professional Awards</td>
<td>5</td>
</tr>
<tr>
<td>Educator Grant</td>
<td>5</td>
</tr>
<tr>
<td>Mentoring</td>
<td>6</td>
</tr>
<tr>
<td>Educational Outreach</td>
<td>7</td>
</tr>
<tr>
<td>Impact! Sessions, Webinar Series</td>
<td>8</td>
</tr>
<tr>
<td>Scholarships</td>
<td>9</td>
</tr>
<tr>
<td>Fiscal Sponsorship</td>
<td>9</td>
</tr>
<tr>
<td>Recognition</td>
<td>10</td>
</tr>
<tr>
<td>Advisors</td>
<td>10</td>
</tr>
<tr>
<td>2014 Survey</td>
<td>11-12</td>
</tr>
<tr>
<td>Past &amp; Present Support</td>
<td>13</td>
</tr>
<tr>
<td>Future Vision</td>
<td>14</td>
</tr>
</tbody>
</table>
COLLEGES & UNIVERSITIES
Design Ignites Change has engaged students and educators at many design programs across the country.

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.

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:

**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.

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.

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.

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.
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.

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 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.

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.

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! 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.

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.

5 Years of Design Ignites Change | July 2014 | www.DesignIgnitesChange.org
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.

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

1,106 registered participants
1,325 webinar views
12 sessions
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.

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.”
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?**

- **191** (17%) Education and learning best practices through workshops and webinars
- **181** (16%) Mentoring from professionals already engaged in social impact design
- **154** (14%) Finding a job in social impact design
- **154** (14%) Connections to professionals from other disciplines that are experts in the issue I wish to address
- **122** (11%) Funding to launch my own organization or company
- **121** (11%) Understanding how to incorporate social impact design into my current job
- **106** (9%) An opportunity to volunteer for a social impact design project in my free time
- **46** (4%) Obtain a higher-level education degree in social impact design
- **24** (2%) I am not sure
- **17** (2%) Other
- **5** (0%) I am not looking to be any more engaged in social impact design
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:

**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.

**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.

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

**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.
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.

Johnson & Johnson

Through the sales of Band-Aids designed by fashion designer Cynthia Rowley, Johnson & Johnson donated $1 per box to Design Ignites Change.
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.

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

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

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

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

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

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

DESIGN IGNITES CHANGE