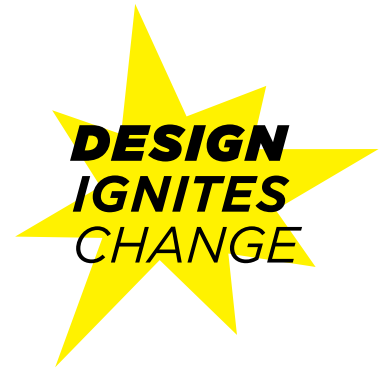


BOILERPLATE TEXT



Design Ignites Change descriptive text in varying lengths/purposes

Worldstudio

200 Varick Street
Suite 507
New York, NY 1004

tel 212 366 1317
fax 212 807 0024

www.worldstudioinc.com
www.designigniteschange.org

Worldstudio suggests using Version 1 or 2 wherever possible. Version 3 is to be used where the partners are recognized elsewhere. Version 4 and 5 is used when space is an issue.

VERSION 1 - full

Word count: 415

Creativity holds enormous power for fostering positive social change. Instilling this ideal in the next generation of creative professionals is core to *Design Ignites Change*, a collaboration between Adobe Youth Voices and Worldstudio. An annual program, *Design Ignites Change* promotes and encourages talented high school and college students across the country to use design thinking and innovation to create messages for, and solutions to, pressing social problems.

Each year, participating colleges, universities and high schools engage with their students to create work that addresses powerful social topics ranging from issues of diversity, homelessness, hunger and gun violence to scarce water resources, sustainability and endangered species. The students are encouraged to develop actual projects that are visible in, and beneficial to, their local communities; projects that will stimulate thought, dialog, action and ultimately change.

A major component of the initiative is a mentoring program through which college and university students, educators and creative professionals, work with underserved high school students to develop projects that will benefit their own communities, while giving them a voice around important social issues. The program will also serve to introduce these high school students to the creative professions as a career option.

Founding Partners.

Adobe 
Foundation



Worldstudio
projects

The students and the projects with the most powerful and provocative solutions will be given awards on an annual basis. This incentive not only rewards the students, but also showcases the ability of the schools to foster such talent. In some instances, the award may go towards student tuition, and in others towards funding the student projects.

The *Design Ignites Change* website showcases student work from each school on an ongoing basis, provides information about each school and its offerings, as well as fosters collaboration amongst the participating schools. Additionally, it will house resources and self-guided curriculum for educators and professionals enabling them to start their own high school youth mentoring programs.

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Design Ignites Change descriptive text in varying lengths/purposes

The program and website will be heavily promoted on an on-going basis to design, business and civic leaders; educators and students; and the general public. In this way, we will demonstrate how design and education can ignite innovation and positive change in our communities.

To learn more about how your company, school or organization can participate in *Design Ignites Change*, please contact Mark Randall at mrandall@worldstudioinc.com or Andréa Pellegrino at apellegrino@worldstudioinc.com.

A full list of participating schools and partners can be found in the *Design Ignites Change* Overview document on the website at: **www.designigniteschange.org**

VERSION 2 - *abridged*

Word count: 217

Design Ignites Change is a collaboration between Adobe Youth Voices and Worldstudio.

An annual program, *Design Ignites Change*, promotes and encourages talented high school and college students across the country to use design thinking and innovation to create solutions to and messages for complex social problems.

The hub of the program will be a dynamic website that showcases the work of the students and provides information to other educators on how they can incorporate socially-minded design thinking into their curriculums. The site will also aid the business community and the general public in understanding the power of design to ignite change.

A major component of *Design Ignites Change* is a mentoring program where college students, educators and professionals will 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 will also serve to introduce these high school students to the creative professions as a career option.

To learn more about how your company, school or organization can participate in *Design Ignites Change*, please contact Mark Randall at mrandall@worldstudioinc.com or Andréa Pellegrino at apellegrino@worldstudioinc.com.

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Design Ignites Change descriptive text in varying lengths/purposes

VERSION 3 - to be used where Adobe and Worldstudio are recognized elsewhere

Word count: 152

Design Ignites Change 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 complex social problems.

The hub of the program will be a dynamic website which showcases the work of the students and providing information to educators on how they can incorporate socially-minded design thinking into their curriculums. The site also aids the business community and general public in understanding the power of design to ignite change.

A major component of *Design Ignites Change* is a mentoring program where college students, educators and professionals will 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 will also serve to introduce these high school students to the creative professions as a career option. Website: www.designigniteschange.org

VERSION 4

Word count: 111

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 complex social problems.

A major component of *Design Ignites Change* is a mentoring program where college students, educators and professionals will 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 will also serve to introduce these high school students to the creative professions as a career option. Website: www.designigniteschange.org

VERSION 5:

Word count: 57

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 develop actual projects that will benefit their own communities while giving them voice around important social issues. Website: www.designigniteschange.org

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Design Ignites Change descriptive text in varying lengths/purposes

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Additional media material can be found at:
www.designigniteschange.org