

!mpact

Six Week Program

Impact! Design for Social Change

July 6 - August 14, 2015

One Week Program

Implementing Impact!

Strategies for Creative Intervention

June 21 - 26, 2015

Priority application deadline:

April, 1 2015

<http://impact.sva.edu>

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Impact! Design for Social Change

Six Week Program

Design innovation is a powerful process for non-profits to discover, incubate and implement meaningful projects to serve communities; social consciousness is an effective and competitive position for all types of businesses – from start-ups to Fortune 500s. How does a creative professional emerge as a social impact designer and move project ideas forward?

Impact! Design for Social Change is a six-week summer intensive exploring the many roles creative professionals can play when executing socially minded work with a focus on self-generated social entrepreneurship and collaborative community projects.

The program runs on two parallel yet related modules:

Social Entrepreneurship

Module one will focus on social entrepreneurship and educate participants on how to conceive, develop, fund and execute their own socially-minded project, program or social-enterprise. At the end of the workshop, each participant will have a developed concept with clear steps for implementation if they choose to do so.

Collaborative Community Projects

Module two brings participants together as small teams with a focus on community engagement for a New York City non-profit. Working collaboratively, team members will learn to understand and address community needs while navigating complex social, political and cultural factors. This module is in collaboration with the New York City Department of Small Business Services.

Impact! is rigorous and at a level on par with graduate studies. Along with the support of an experienced faculty, participants connect with a wide range of tools to develop meaningful social impact. Weekly lectures and field trips introduce students to a dynamic range of industry innovators.

Social innovation is a rapidly evolving area of design. This program will instill in participants the confidence, self-motivation and collaborative spirit that will be needed as they continue on in the field of design activism.

Program Calendar

Classes are Monday thru Thursday, 9:30 - 12:00 and 2:00 - 4:00. Each week up to two lectures take place 4:30 - 6:00. Friday morning is reserved for fieldtrips.

Who Should Apply?

- » Professionals who wish to expand their career options into the area of social change.
- » Social entrepreneurs interested in the design process.
- » Academics who wish to teach design and social change.
- » Graduate students and college seniors who wish to focus in the area of social change.

Curriculum for Module 1: Social Entrepreneurship

45 class hours

Strategy

Impact is evaluated according to how well design innovation serves customer and market needs, as well as organizational and stakeholder value. This course is designed to allow students to experientially explore, understand, and map strategic paths forward in design thinking relevant to business practice, using a new set of tools and frameworks. At the end of the session each student will have a fully developed strategic brief to guide design and client goals for mutual and measurable success.

Students will learn about:

- » Integrative thinking
 - » Ecosystem mapping
 - » Goal setting
 - » Audience segmentation and activity mapping
 - » Whole-value analysis and programming
 - » Brand identification and positioning
 - » Engagement strategy and marketing approach
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Concept Development

Where do you start when you have an idea that might change the world? This course takes an entrepreneurial approach where students learn to conceive, develop and execute their own seed projects, programs or social enterprises. Emphasis will be on designing initiatives that have a deep and empathetic understanding of the needs of the community being served, addressing ways to make the effort successful and sustainable over the long term. At the end of the session, each student will have a fully developed presentation and portfolio of materials that can be used to garner support for the implementation of their project. Students will be prepared to connect with socially minded organizations and outlets where they can present their Big Idea.

In this course students will learn about:

- » Ideation and design strategy for social issues
 - » Iterative concept development that drives behavior change
 - » Lean Startup principals
 - » Identifying challenges and opportunities
 - » Understanding the audience and the value of empathy
 - » The importance of storytelling
 - » Presentation of concepts to engage supporters
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Partnerships and Funding

How does a designer go about funding non-client-based solutions? A series of workshops will inform as well as empower a designer to develop and execute their own work with a sense of entrepreneurial spirit. Sessions will provide an overview of various models and approaches for supporting self-initiated social change, ranging from initial start-up grants to sources of earned income.

Students will learn about:

- » Funding models such as corporate sponsorships and grants
- » How to get ideas in front of appropriate funding sources
- » Identifying and forming collaborative relationships
- » Creating proposals for funding and basic business plans

Curriculum for Module 2: Collaborative Community Projects

15 class hours + 20 scheduled team session hours

Each student will participate as a team member in the creation of a project focused on economic and community development for a New York City neighborhood organization. Team members will learn to understand and address community needs while navigating complex social, political and cultural factors. This will take the program out of the realm of theoretical thinking and extend it into the real world, giving students experience that is transferable to their own communities.

This aspect of the program is in partnership with the New York City Department of Small Business Services (SBS), a city agency that provides direct assistance to business owners and fosters neighborhood development.

In 2012, SBS launched the Neighborhood Challenge a competitive grant initiative to encourage innovation and creativity in local community development and revitalization projects. For two years in a row, one Impact! initiated project has won \$50,000 for the neighborhood organization to implement the concept.

Students will learn about:

- » Partnering with local community leaders, organizations and residents
- » Identifying and forming collaborative relationships
- » Navigation of social, political and cultural factors
- » Interview processes
- » Transparent and participatory processes
- » The creation of projects that reflect community needs
- » Working with limited resources

June 21 - June 26, 2015

Implementing Impact!

Strategies for Creative Intervention

One Week Program

Many design, communication and architecture professionals have turned their efforts towards projects geared towards positive community impact. Some take an entrepreneurial approach and others weave a social agenda into their overall practice.

While the road to social change is paved with good ideas and good intentions this does not mean these concepts ever reach their full potential. For an idea to be sustainable it needs to be more than a good idea, it needs to be built on a solid strategic foundation.

This workshop will focus on three critical areas:

Ecosystem Mapping

Working toward a detailed understanding of all elements of the system to gain insight regarding where and how to intervene for positive change.

Creative Sessions

Developing best practices in forming well-articulated key questions for guiding inquiry along with designing effective ideation sessions.

Prototyping

Quick and iterative rough prototypes create deeper insight. This critical process allows designers to fail early and often so that precious resources are not wasted down the line.

The program is designed for advanced college students and for creative professionals looking to launch their own projects or adapting their practice to be more socially engaged. Students will develop the strategic foundation for a socially minded, design-driven project and leave with an understanding of the steps needed to make it a reality.

To get the most out of the week participants should arrive with a project concept to build upon; real or conceptual. A pre-assignment and guidance in this area will help prepare students before arriving to the program.

Program Calendar

The program begins with an orientation on Sunday evening with classes Monday - Friday from 10 - 12:00 and 2 - 4:00. Lectures take place Monday - Thursday, 4:30 - 6:00.

Who Should Apply?

- » Professionals who wish to expand their career options into the area of social change.
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The Impact! Experience

Instructors

To see the list of instructors visit: <http://impact.sva.edu/instructor/>

Lectures and Field trips

During the course of each program, a series of lectures featuring leaders in the areas of design and social change will be presented. This is a rare opportunity to engage with innovators in the field in an intimate and conversational atmosphere. In addition, a number of field trips will be arranged to take students to meet with a range of influential designers, business leaders and social entrepreneurs in action.

A list of past speakers can be found on the website at <http://impact.sva.edu/instructor/>

School of Visual Arts

Impact! takes place at the School of Visual Arts, a dynamic multidisciplinary institution in New York City with a faculty of more than 1,000 and a student body of over 3,800 representing 46 states and 49 countries.

SVA is widely recognized as one of the finest art and design schools in the country for its innovative and experimental program philosophies, its participation in the cultural life of New York City and the accessibility it offers to its unparalleled faculty of professional artists and designers.

Program location: 136 West 21 Street, between 6th & 7th Avenues.

Highlights on the Website

Watch a short video about the summer 2012 session:

<https://vimeo.com/56643286>

See sample projects:

<http://impact.sva.edu/project/>

Learn about how students have developed their projects after Impact!

Read an interview with Marina Ribero about the launch of her social enterprise *Imagina na Copa* developed in the 2012 Impact! session:
<http://www.sva.edu/alumni/mariana-ribeiro>

Join our mailing list:

<http://impact.sva.edu/mailling-list/>

Application

Disciplines

The program is oriented towards all creative disciplines but we have had – and encourage – social entrepreneurs interested in the design process to apply.

Requirements

- » Completed application which is available at: <http://impact.sva.edu/apply/>
- » You must be a working professional, an educator, or have completed at minimum your junior year of a college or university design program.
- » Apple Macintosh computer and programs for personal use.

Tuition & Credits

- » Tuition for the six week program is **\$6,000**. Six undergraduate credits.
- » Tuition for the one week program is **\$1,000**. One undergraduate credit.

How to Apply

Applicants for both programs are required to complete an application form, available at: <http://impact.sva.edu/apply/>

In addition, you must also submit the following:

- » Creative portfolio of 10 - 15 projects in digital jpeg format, each image not to exceed 1,000 pixels in width.
- » For social entrepreneurs a written essay not to exceed 600 words about what motivates you to engage in the area of social change and why you want to participate in Impact!
- » Resume.

Application Deadline

The deadline for **priority application** is **April 1, 2015**.

Priority applicants will be notified about their acceptance the second week of April. Space is limited to 15 students for each program and we will continue to accept applications on an on-going basis until the programs are full.

Frequently asked questions

Do I need a design background to apply?

As a creative student/professional you must be fluent, with a demonstrated talent in a design discipline. However, the program does accept students with experience in social entrepreneurship, but they must have a strong interest in the design process.

I am a mid-career designer looking for inspiration, will this be good for me?

Yes! Especially if you are interested in using your creativity for positive social change. The program attracts a number of mid-career designers looking to evolve their practice into a new phase of their career.

Can I work full time and take the program?

Both programs involve participation during the morning and afternoon. For the six week program classes are held Monday through Thursday with additional scheduled activities on Friday mornings. The one-week program begins Sunday evening with classes in the morning and afternoon Monday - Friday.

How many students do you accept?

A maximum of fifteen in each program.

How will this help my prospects for a job?

To remain competitive, corporations are looking for innovation and impact in the area of social change as it relates to their business. The non-profit world is seeking new ways to support their constituencies through design strategy. Both of these programs will introduce participants to the growing field of design for social advocacy and the one week program places emphasis on the business of social design from an entrepreneurial perspective.

I am a college or university teacher, will this program be beneficial to me?

Yes, especially if you are interested in engaging your own students in social change projects.

I graduated a long time ago, can I still apply?

Yes, as long as you are an established creative professional working in a design discipline or have experience in the area of social entrepreneurship.

As a creative professional do I need a college degree to apply?

No, if you are a working creative professional you do not need a college degree, just a demonstrated fluency in your discipline.

Can I apply as a graduate student?

Yes, this is an advanced program, at a level on par with graduate studies.

Need more information?

Website <http://impact.sva.edu>

Contact *For information about applying to the program and lodging:*

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For information about the program experience and curriculum:

Mark Randall

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