

Impact

DESIGN FOR SOCIAL CHANGE

A six-week intensive program
New York City
July 11 - August 19, 2011

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.

This six-week summer intensive will introduce participants to the growing field of design for social advocacy.

<http://impact.sva.edu>

About the program

Impact: Design for Social Change is an advanced program that runs on two parallel tracks: Track One will focus on social entrepreneurship and educate students on how to conceive, execute and fund their own projects for social change – projects that are not client-based. At the end of the workshop each student will have a fully developed concept with clear steps on how to implement it if they choose to do so.

Along Track Two, students will participate in the development and execution of a team project that addresses a pressing need for a New York City-based non-profit organization. The approach will be different from the traditional client-designer relationship in that the non-profit will not bring to the table a pre-determined assignment. Students will consult with each organization to access a problem to tackle.

This is a program at a level on par with graduate studies. The intensive offers advanced students and working professionals a unique opportunity to study with faculty composed of leading designers and social entrepreneurs. In addition, weekly lectures and field trips will allow students to directly interact with a dynamic range of innovators in the field.

This is a rapidly growing area of design. This program will instill in participants the confidence, self-motivation and collaborative spirit which will be needed as they continue on to work as design activists.

Professionals, educators and advanced students in the following disciplines are invited to participate: *advertising, graphic design, product design, information design, interactive design, fashion design, photography and illustration*. The program is oriented towards these design disciplines but we have had *architects and social entrepreneurs* participate.

School of Visual Arts

This six week summer intensive 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 address: 136 West 21 Street, between 6th & 7th Avenues.

The Impact! experience

2010 Impact!

To learn more about the experience the students had in the inaugural 2010 Impact! program, check out the website home page: <http://impact.sva.edu> or these direct links.

Thoughts: an essay by design critic Vera Sacchetti
<http://impact.sva.edu/student-work/impact-impressions>

Images: a slideshow of the program
<http://impact.sva.edu/events/impact-images>

Ideas: project summaries and case studies
<http://impact.sva.edu/student-work/2010-project-summaries>

Testimonials

Quotes from some of the 2010 Impact! participants:

“This program was one of the best experiences in my life so far. Being surrounded every day for 6 weeks by such high calibre mentors and new friends – all on the same wavelength – was incredibly energising. Impact! left me with a sense of hope for the future of design, rejuvenated my faith in design as a tool for good and filled me to the brim with inspiration.”

Sinéad McDevitt, *professional designer, Sydney, Australia*

“Impact met my expectations and far exceeded them. I started the program with a personal project I was passionate about and came out with the knowledge, confidence and drive to make that project and others like it grow exponentially. 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.”

Peyton Rowe, *associate professor, Virginia Commonwealth University*

“Impact! has, by far, been the single most inspiring, valuable, and fulfilling academic program in which I’ve participated. Working and learning alongside seniors, graduate students, professionals, and professors from around the world was beyond what I expected. Overall, the course introduced so many facets overlooked by typical design educations that I would highly recommend it to not only designers, but anyone interested in entrepreneurship, idea-craft, and pro-social business.”

Matt Johnson, *graduate student, University of Cincinnati*

Curriculum

TRACK 1: YOUR BIG IDEA

50 class hours

Concept This class will educate students on how to conceive and execute projects for social change with a focus on developing projects that are not client-based. Emphasis will be on projects that are rooted in the community and that directly impact peoples lives. At the end of the session each student will have a fully developed project concept.

In this class students will learn about:

- » Ideation and design strategy for social issues
- » Understanding the audience
- » Concept development
- » Design and strategy for corporate social responsibility
- » Design and strategy for non-profit and civic institutions
- » Working with and navigating NGO's and non-profits

Pitch In this class, students will learn to develop a marketing and promotional campaign to not only publicize their project, but to use marketing and promotion as a tool to build partnerships and obtain funding. At the end of the session each student will have a fully developed outline of a marketing and promotional campaign to support their personal project.

In this class students will learn about:

- » Marketing and promotion
- » Determining and measuring success

Funding How does a designer go about funding non-client-based solutions? This class will empower a designer to implement and execute their own work with a sense of entrepreneurial spirit. The class will provide an overview of various funding models for supporting self-initiated social change to not only fund execution but provide them with a source of income.

In this class students will learn about:

- » Social entrepreneurship
- » Funding models: corporate sponsorship, grants, partnerships
- » How to get ideas in front of appropriate funding sources
- » Identifying and forming collaborative relationships
- » Writing a business/funding plan

TRACK 2: TEAM PROJECT

36 class hours + 36 scheduled team session hours

Each student will participate in the development and execution of a socially-minded team project which is implemented with tangible results. This will take the program out of the realm of theoretical thinking and extend it into the real world.

This class will give students the skill set and opportunity to implement an actual social change project. In 2010 students worked with, among others, the independent media company Democracy Now!, the New York City Department of Health's Healthy Bodegas program and the Blk Projek - a Bronx-based women's empowerment initiative.

Teams will be composed of no more than five students giving everyone an opportunity to make significant contribution to the success of the project. Each group will identify, develop and execute a solution to a specific problem or need for a non-profit organization or an under-served community.



The participating organizations will be pre-selected by designNYC – www.designNYC.org – and the faculty of the Impact program. designNYC was formed in 2009 by a group of leading designers and design advocates with a mission of improving life in New York City by helping connect the nonprofit and professional design communities.

Instructors & schedule

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

Lectures & field trips

During the course of the six week program a series of lectures featuring leaders in the areas of design and social change will be presented for students of the program. 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 into the action to meet with a range of influential designers, business leaders and social entrepreneurs.

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

Application

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.
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Disciplines

The following disciplines are invited to participate:

<i>Advertising</i>	<i>Interactive design</i>
<i>Graphic design</i>	<i>Photography</i>
<i>Product design</i>	<i>Illustration</i>
<i>Information design</i>	<i>Fashion design</i>

The program is oriented towards these design disciplines but we have had *architects* and *social entrepreneurs* participate.

Requirements

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

Tuition to the six week full-time program is \$6,000. Six undergraduate credits.

How to apply

All applicants are required to complete an application form, available at: <http://impact.sva.edu>.

In addition, we will also need to receive 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.
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Application deadline

Space is limited and we will continue to accept applications until the program is full. Last year the program sold out so get your application in as soon as possible.

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.

Can I work full time and take the program?

This is a six-week summer intensive involving participation during the day. Classes are held Monday through Thursday with additional scheduled activities on Friday mornings.

How many students do you accept?

A maximum of fifteen.

How will this help my prospects for a job?

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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:*
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