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 fine artists, 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

Impact! To learn more about the experience the students had in the 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/category/impact-projects/

Testimonials Quotes from recent 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 energizing. 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

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.

In this class 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

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

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.
Funding, continued
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 for a local New York City non-profit organization.

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.

This aspect of the program is in collaboration with desigNYC. The organization 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.

To learn more about the projects from 2011 visit: http://bit.ly/2011TeamProjects

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 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.

Disciplines
The following disciplines are invited to participate:
Advertising
Interactive design
Graphic design
Photography
Product design
Illustration
Information design
Fashion design

The program is oriented towards these design disciplines but we have had fine artists, 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.

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.

Application deadline
Space is limited to 15 students, the deadline for priority application is April 1, 2012.
We will continue to accept applications - if space permits - until the program is 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.

**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?**
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.

**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:*
Keren Moscovitch  
School of Visual Arts, Continuing Education  
kmoscovitch@sva.edu  
phone: 212.592.2188  
toll free: 877.242.7200

*For information about the program itself:*
Mark Randall  
Chair, Impact! Design for Social Change  
mrandall@worldstudioinc.com