Design Ignites Change, a collaboration between the Adobe Foundation and Worldstudio, engages high school and college students in multidisciplinary design and architecture projects that address pressing social issues.

Participants are encouraged to apply design thinking – the combination of unleashed creativity and executable actions – to problems that exist in their own communities.
Supporting Students + Educators

*Design Ignites Change* provides a platform for high school and college educators to involve their students in projects that have positive social impact.

Student projects – in the form of case studies – are showcased on the *Design Ignites Change* website and through the program’s public relations campaign.

1: Break the Jam  
*Cocoran College of Art + Design*  
Washington DC is among the top five most congested cities in the country. This campaign encourages drivers to re-consider driving alone.

2: Leveling the Playing Field  
*Academy of Art University*  
Recognizing the power of the proverbial kitchen table as the central building block of any home, graduate students designed kitchen tables for refugees that have been relocated to the Bay Area.

3: How Much Do You Know About plastic?  
*University of Utah*  
Educates consumers on the differences between types of plastic.

4: Plant Grow Eat Love  
*College for Creative Studies*  
There is not a single grocery store chain within the city limits of Detroit. This project teaches people to grow their own fresh produce, indoors, using recycled 2-liter bottles.
Honoring Great Projects

Twice a year, Design Ignites Change offers awards in two categories:
» Idea Awards are given to promising social change ideas.
» Implementation Awards offer grants for the real-world execution of a promising community project.
» In addition, Honorable Mention projects are eligible to participate in a mentoring program which pairs projects with professional experts in related fields to address the issues that prevented the original proposal from winning an award.

2009 Implementation Award Winners

1: Pecans!
Project M, PieLab
This initiative gives young high school drop-outs hands-on experience to learn how to start a business, manage it day-to-day, brand and market their product and ultimately, gain control of their future.

2: A Book By Its Cover: Reading Stereotypes
Kansas City Art Institute
In an effort to foster contact between children of different ethnicities and prevent stereotypes from forming, this project uses storytelling as a vehicle for cultural understanding.

3: Freewall: Making Space for Diversity
Kansas City Art Institute
Develops community and acceptance at Center Alternative School in Kansas City by inviting the students to participate in a creative dialogue about all things worthy of love.
Mentoring initiatives bring together college students and professional designers to collaborate with underserved high school students to execute a project around a compelling social theme. Projects are supported with a robust set of online materials developed by Design Ignites Change.

Create! Don’t Hate.
For this initiative, students and their design mentors create powerful public billboards that address the theme of tolerance in a variety of compelling and thought-provoking ways.

1: Students at the Art Directors Club in New York.

3 + 4: Mentoring team and posted billboard from Metropolitan State University and Platte Forum in Denver.

School: by Design
This new initiative, in partnership with the Designers Accord, asks high school students – in collaboration with their college or professional design mentors – to “redesign your school.”
Design Ignites Change has garnered attention across all forms of media.

Access to over **200,000** professional designers through partnerships with AIGA | the professional association for design and the Designers Accord

Over **850** print, TV, online and blog stories/postings

**1,800** members on Facebook and LinkedIn

Over **500** Twitter followers

**3,575** Opt-in subscribers to Worldstudio e-newsletter

Select print and online articles:

**FASTCOMPANY**

**THE HUFFINGTON POST**

**GOOD**

**GD USA**

**HOW**

**print**

**core77**

**DESIGNOBSERVER**

**WORLDSTUDIO**

**WPTV.COM**

Select TV news clips:

**1: Give Way:**
*Alert Aware Alive*  
Corcoran College of Art + Design  
Washington DC has more pedestrian fatalities per capita than any other city in the country. Students were featured on the evening news for their awareness campaign around the issue.

**2: Create! Don’t Hate.**  
*Create! Don’t Hate.*  
Treasure Coast High School  
The Create! Don’t Hate. billboard initiative executed by Treasure Coast High School in Port St. Lucie, Florida, was featured on the evening news.
Design Ignites Change launched in March 2009 as a nationwide program and is currently expanding globally.

Participants estimated as of April 2010

- **19** High schools and youth groups
- **34** Participating colleges and universities
- **35** Participating mentoring organizations
- **225** Participating professional designers
- **500** Participating high school students
- **600** Participating college and university students

Locations in the United States and Canada
Design Ignites Change would not exist without the support of these amazing partners.

**Founding Partners**

- Adobe Foundation
- Worldstudio projects

**Strategic Partners**

- AIGA
- The Designers Accord

**Supporting Partners**

- BAND-AID®
- ClearChannel Outdoor
- frog design
- Smithsonian Cooper-Hewitt, National Design Museum
- Lamar Advertising Company
- Sappi
- Times Square Alliance
- Williams & House

**Media Partners**

- core77
- Design Observer Group
- GD USA
- DesignTaxi.com
Partner & Sponsor Opportunities

Support of *Design Ignites Change* enables your company or organization to accomplish a number of goals.

» Demonstrate good corporate citizenship by supporting education and innovation around social issues.
» Support a project that unites – and is visible to – the creative community, the business community, educators, students and the general public.
» Foster creativity and community effort.
» Stimulate dialog and action around complex social issues.
» Enhance your brand equity and reputation.
» Promote your products, services and messages.
» Be included in a highly visible program.
» Promote the project and involvement through your PR and communication efforts.
» Support awards for students involved in, and projects generated for, *Design Ignites Change*.
» Support the next generation of design talent at both the high school and college level.
» Support mentoring programs focused on underserved youth.
Partner & Sponsor Opportunities

Get involved! Engage the community that’s applying innovation and design thinking to ignite change around social issues. There are a variety of opportunities for your company or organization to sponsor Design Ignites Change.

Option 1: Customized Partnership
Worldstudio will work with your company/organization to customize a partnership that meets your mission, CSR and marketing goals.

Option 2: Strategic Partner
Worldstudio believes in mutually beneficial partnerships. In addition to the benefits listed below, Worldstudio will work closely with our Strategic Partners to create unique enhancements crafted to their marketing objectives at this level of support.

Benefits:
- Category exclusive at Strategic Partner level.
- Named student award in the amount of $5,000.
- Opportunity to provide a member to the Design Ignites Change advisory board.
- Design Ignites Change will facilitate access to program participants and partners.
- Recognition as a Strategic Partner on all printed program collateral. Logo will be used where space allows.
- Recognition (logo and link) as a Strategic Partner on the Design Ignites Change website.
- Company information on the Design Ignites Change website.
- Opportunity to provide educational resources for use on the Design Ignites Change website (posted at discretion of Worldstudio).
- Inclusion in Design Ignites Change viral marketing and messaging efforts.
- Inclusion in Design Ignites Change PR.
- Permission to use Design Ignites Change and Worldstudio logos in advertising.
- Permission to use Design Ignites Change and Worldstudio logos in promotional activities related to Design Ignites Change.
- Permission to use Design Ignites Change and Worldstudio logos on website.

Annual fee: $20,000

Option 3: Supporting Partner

Benefits:
- Design Ignites Change will facilitate access to program participants and partners.
- Recognition as a Supporting Partner on all printed program collateral. Logo will be used where space allows.
- Recognition (logo and link) as a Supporting Partner on the Design Ignites Change website.
- Inclusion in Design Ignites Change viral marketing and messaging efforts.
- Inclusion in Design Ignites Change PR.
- Permission to use Design Ignites Change and Worldstudio logos in advertising.
- Permission to use Design Ignites Change and Worldstudio logos in promotional activities related to Design Ignites Change.
- Permission to use Design Ignites Change and Worldstudio logos on website.

Annual fee: $10,000
Contact Us

For more information on how to become involved in this exciting initiative, please contact us.

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For a complete overview of the program, participants and project case studies visit:

www.DesignIgnitesChange.org