

# Impact

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**Impact! Design for Social Change**

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**Strategies for Creative Intervention**

July 11 - 22, 2016

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**Strategies for Community Engagement**

July 15 - August 5, 2016

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Priority application deadline: April, 1 2016

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[impact.sva.edu](http://impact.sva.edu)

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**Impact! Design for Social Change explores the many roles creative professionals can play when executing socially-minded work and focuses on two critical areas; social entrepreneurship and community engagement. The four-week program is divided into two-week modules, which can be taken individually or as a whole.**

**MODULE 1:****Strategies for Creative Intervention**

July 11 – 22, 2016

**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.**

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

This two-week workshop will focus on three critical areas: ecosystem mapping, creative sessions and prototyping. 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.

Ecosystem mapping will explore all the elements of a system to gain an understanding of where and how to intervene for positive change. Creative sessions will help to develop best practices in forming well-articulated key questions for guiding inquiry, along with designing effective ideation sessions. Participants will then render quick, rough prototypes.

This critical process allows designers to fail early and often so that precious resources can be used more productively in future project iterations.

To get the most out of the session, participants should arrive with a project concept to build upon, real or conceptual. An assignment, with guidance, will be distributed a month before the start of the program to prepare students in advance.

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MODULE 2:

## Strategies for Community Engagement

July 25 – August 5, 2016

**Design is a discipline that can provide better interactions around complex issues. Design's job is to make messages more visible, communications simpler to understand, and services more accessible and effective.**

Community engagement refers to the process by which a community (represented by a selection of organizations and individuals) is actively involved in building a collective solution for its own benefit.

By collaboratively improving the design and delivery of public services, designers can assist communities in building more satisfying and meaningful lives.

Each student will participate as a team member in the development of a project concept for a New York City neighborhood non-profit.

Team members will learn to partner with local community leaders, organizations and residents to develop collaborative relationships. Interview and research techniques will guide teams thru the process of information gathering as well as navigating complex social, political and cultural factors. Creating a process that is transparent and participatory is critical to success.

A partnership with the **New York City Department of Small Business Services** 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.

The program is designed for advanced college students and for creative professionals who want to learn how to work more effectively with civic and community groups, as well as the 'end users' and front-line providers of public services.

Conversations with a dynamic range of experts and community leaders will engage students in a dialog around a number of relevant topics.

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## Requirements and Application

### Disciplines

Since 2010, Impact! has attracted participants from 25 countries, each have come to New York City with different goals but all share in the desire to use creativity as a tool for positive social change. The program has included, among others:

- » Advanced college students looking to expand their education into the area of social change
- » Seasoned creative professionals looking to evolve into a new phase in their career
- » Designers and entrepreneurs who have a business idea to incubate and launch
- » University educators who wish to incorporate a social agenda into their curriculum.
- » Social entrepreneurs interested in design-thinking.

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### Requirements

- » Completed application.
- » You must be a working professional, an educator, or have completed at minimum your junior year of a college or university design program.
- » Computer and programs for personal use. The school uses Apple computers.

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### Tuition & Credits

- » Tuition for each week program is \$2,000. Two undergraduate credits.
- » Tuition for all four weeks is \$4,000. Four undergraduate credits.

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### How to Apply

Applicants for both programs are required to complete an application form, which will be available in January 2016.

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.

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### Application Deadline

The deadline for priority application is **April 1, 2016**.

Priority applicants will be notified about their acceptance the second week of April. Space is limited to 20 students for each program and we will continue to accept applications on an on-going basis until the programs are full.

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## Frequently Asked Questions

**Do I need a design background?**

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.

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

Yes! The program attracts a number of designers looking to evolve their practice into a new phase of their career.

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**Can I work full time and take the program?**

It will be difficult as classes fill the better part of each day.

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**How many students do you accept?**

There will be a maximum of 20 in each module.

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**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.

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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. We usually have academics in our program.

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**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.

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**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.

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**Can I apply as a graduate student?**

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

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## Need More Information?

For information about applying to the program and lodging:

**Keren Moscovitch**

School of Visual Arts, Continuing Education

e-mail: [residency@sva.edu](mailto:residency@sva.edu)

phone: 212 592 2188

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For information about the program experience and curriculum:

**Mark Randall**

Chair, Impact! Design for Social Change

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*Note: Program subject to change. Check our new website in January 2016 for any final updates.*

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