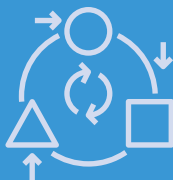


empathize



iterate



reflect

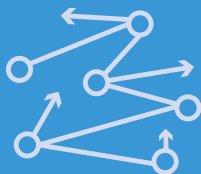
collaborate



connect



implement



ideate



Designmatters at ArtCenter

The **Designmatters** Prospectus

Celebrating 15 Years of Designmatters



1700 Lida Street
Pasadena, CA 91103

Learn more at www.designmattersatartcenter.org
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INTRODUCTION

“Design for social innovation represents a vivid domain of human knowledge that ignites a boundless sense of possibility about a brighter future.”

Mariana Amatullo, PhD
CoFounder and Vice President, Designmatters



Designmatters at 15

Mariana Amatullo, PhD
CoFounder and Vice President, Designmatters

Designmatters is ArtCenter’s social innovation department. Our objectives are to provide students with an enriching set of learning outcomes by working collaboratively at varying levels of complexity and community, and to support our partners with design knowledge and capacity in devising, developing and implementing projects that aspire to make a positive impact.

Conceived in 2001 as a bold curricular and co-curricular program to embrace real-world social engagement as a point of departure for inquiry, Designmatters builds on the experiential learning that has been a hallmark of ArtCenter’s education since its founding in 1930. For 15 years, I have been privileged to witness the evolution of our projects, initiatives and publications as they grew in scope, complexity and relevance. It’s thrilling to look back at a significant body of work that we can point to and learn from.

This prospectus—along with our anniversary storytelling campaign, “#DM15YRS,” now archived on the Designmatters website—is a potent reminder of **why design matters**, all around us, every day.

Design for Social Innovation: An Emergent Field

The Designmatters philosophy has always been to foster an open, forward-thinking, entrepreneurial culture of socially responsible design. Designmatters projects bring real-world, real-time issues into the College curriculum as a source of experiential learning about the role of art and design in catalyzing social-innovation outcomes, which we define as **new** products, communications, services, environments and systems that satisfy unmet needs **and** enhance society's capacity to act.*



One of a growing number of educational programs, initiatives and centers contributing to the emergent field of design for social innovation, Designmatters finds synergies with its many project partners, and is part of an inspiring network of international organizations and associations that share a similar approach to art and design education. Designmatters is an active participant in the DESIS Network (Design for Social Innovation and Sustainability) as a US-based DESIS lab, and ArtCenter faculty and students regularly present papers and award-winning outcomes of the Department's projects at CUMULUS (the International Association of Universities and Colleges of Art, Design and Media) academic conferences.

**reference: Geoff, Mulgan et al. Social innovation: what it is, why it matters and how it can be accelerated. Skoll Center for Social Entrepreneurship, 2007.*





ABOUT

"The powerful work produced by students in our Designmatters courses reminds us of the unique responsibility that an art and design education has in influencing genuine and substantive change in our practices and in the world."

Fred Fehlau
Provost, ArtCenter College of Design

About Designmatters

An educational Department at ArtCenter College of Design, Designmatters engages all majors taught at the College with a dynamic, entrepreneurial and experiential approach, and serves as a vibrant hub for strategic collaborations with social, public and private sector organizations near and far from ArtCenter's campuses in Pasadena. In 2003, Designmatters established the pioneering affiliation of the College as a nongovernmental organization (NGO) with the United Nations.

Designmatters collaborates closely with partners, faculty and students to use the power of design to address challenges in the four pillars of **Sustainable Development**, **Public Policy**, **Global Health** and **Social Entrepreneurship**.

The Department helps conceive an average of three original transdisciplinary elective courses every academic term; manages the Designmatters Fellowship program; oversees the Designmatters Minor for undergraduate students who choose to specialize in social impact design; and collaborates with the Graduate Media Design Practices Field Track in managing the UNICEF Innovation partnership that informs the field experience offered within this MFA curriculum.



A Pioneer in Social Innovation

Lorne M. Buchman, PhD, ArtCenter President

For 15 years, Designmatters has blazed the trail for social impact design curricula in colleges across the country. It has led the way and has set the standard for the extraordinary things that can transpire when one applies the creative mind to world problems. ArtCenter has always prided itself on its external partnerships and on the integration of real-world industry challenge into its curricular offerings. Designmatters impressively leverages that partnership model, reframing it within the context of social need.

Today there is a clear recognition of what the creative mind can bring to human experience. Our students are discovering every day the central importance of their work and the enormous need they are meeting on a global scale. Designmatters was built on a clear understanding of the power of artists and designers in making the world a better place, and of the limitless educational opportunities that result from the process.





PEDAGOGICAL INNOVATION

“Designmatters studios transcend the limits of traditional design education: our students are constantly challenged to embrace possibility over certainty.”

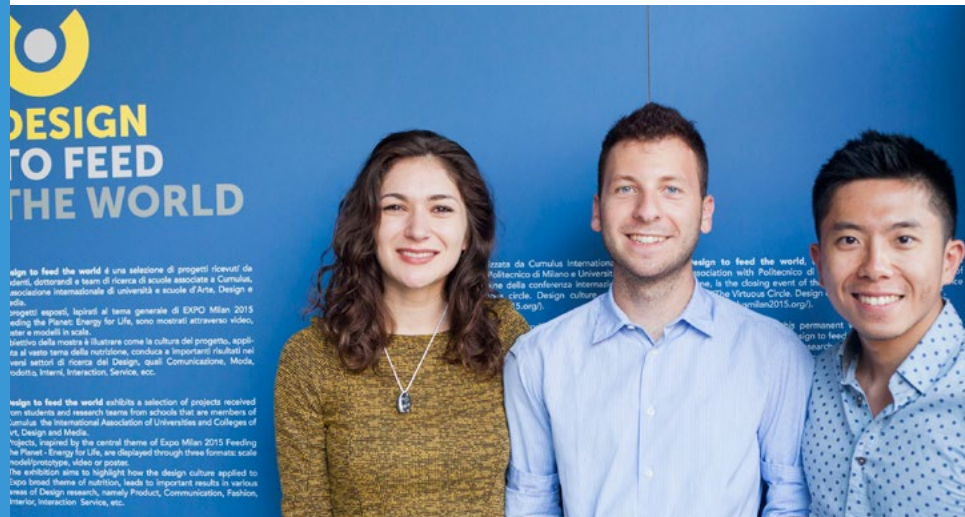
Susannah Ramshaw
Associate Director, Designmatters

Designmatters Real-World Studios

Designmatters collaborates with project partners and department chairs to develop rigorous Transdisciplinary Studio (TDS) courses that are embedded in the curriculum and typically offered at the upper-term level. A well-calibrated variety of studios allows students from most majors the option to participate in a Designmatters TDS if they so choose during their studies at ArtCenter.

Designmatters is proud to work closely with external partners who bring vibrant and meaningful social innovation challenges to students and faculty, developing together a refined project brief with outcomes that can be implemented in the real world.

Within the studio walls, faculty and students from across design disciplines work together over a carefully planned term to address the project brief through research and ideation, with several touchpoints for partner feedback. Following a midterm presentation, students produce and test prototypes with end users, then further refine the concepts that will be delivered to the partner at the end of the 14-week term.





Innovation in Design Education and Social Practices

Designmatters studios teach methods and tools that support social innovation outcomes.

1. Co-creation and participatory research methods

Design briefs are structured to include field research and feedback from external stakeholders, exposing students to varying perspectives from multiple sectors and disciplines. Students also engage in participatory research methodologies that build empathy with end-users.

2. Transdisciplinary and team-based collaboration

Students bring individual perspectives and skill sets from across design disciplines and work collaboratively, facilitating dialogue, critical thinking, leadership and teamwork. The process promotes flexibility, adaptive learning and confidence-building in addressing the interdependent and complex challenges of the social design briefs.

3. Integration of the College's liberal arts curriculum

Designmatters studios expose students to broad-based learning opportunities that are vital to a 21st century liberal arts education, allowing them to connect their inquiry with a critical understanding of the social issues they are tackling. Experts from various fields are invited in advisory roles to inform students' research and prepare them to make relevant connections to their design ideation process.

See infographic (right)

UNDERGRADUATE PEDAGOGICAL MODEL

Methods & Tools for Collaboration in Social Practices

1

Co-Creation & Collaboration Through Participatory Research Methods



2

Trans-Disciplinary & Team-Based Project Approach to Collaboration



3

Integration of the College's Liberal Arts Curriculum Into Studio Instruction



International Engagement

Designmatters engages students in immersive field research and design practices around the world by partnering with organizations that address social issues on a global scale. Participating in international Designmatters projects allows students to work collaboratively with community members and other important stakeholders to identify key challenges and opportunities, as well as to develop empathy for the end-user.

Through study-away opportunities, students have traveled to far-reaching countries to tackle large-scale issues ranging from water poverty in Latin American slums to health education in West Africa. Unique partnerships with peer institutions have facilitated conversation among students across borders, including a recent collaboration and workshop in Havana, Cuba, at the Instituto de Diseño (ISDi).

Renowned for its valuable and productive ties to industry as well as its ground-breaking social impact initiatives, ArtCenter is the first design school to receive nongovernmental organization (NGO) status from the United Nations.





Mpala: Solar Camel Clinic Innovation

Summer 2007

Partner: Community Health Africa Trust (CHAT)
Host Department: Illustration
Faculty: Martha Rich and Esther Pearl Watson



"We began by asking the students to look inside themselves to try to gain an understanding of what they believed—about illustration, about semi-literate people, about people of Kenya, about nomadic tribes, and about themselves."

Esther Pearl Watson, Faculty, Illustration



OBJECTIVE

A multilevel project in partnership with the Community Health Africa Trust (CHAT) in Kenya, to develop an innovative design solution to improve health services for remote Kenyan communities.



BRIEF

Informed by a field research trip to Kenya, ArtCenter students created multi-platform systems of delivering culturally appropriate health education to remote, poverty-stricken communities suffering from a lack of medical care.



OUTCOME

An Information, Education & Communication (IEC) campaign designed to increase the effectiveness of an integrated health education program. These visually based IEC materials overcome barriers of non-literacy, multiple languages and ethnicities, offering relevant messages closely relating to and reflecting the culture of the local population.



Safe Niños

Spring 2016

Partner: COANIQUEM

Host Department: Environmental Design

Faculty: Penny Herscovitch and Dan Gottlieb
and Stella Hernandez



"Design can be a profession that can have lots of ego in it, but our students had a larger mission beyond themselves and that allowed them to work not just as a team or as a class, but also as a bigger team with the family of COANIQUEM."

Penny Herscovitch, Faculty, Environmental Design



OBJECTIVE

Over 7 million children a year suffer from burn injuries across Latin America. A child's healing process can take over 20 years with multiple surgeries required as children grow. In partnership with COANIQUEM, a nonprofit pediatric burn treatment facility in Santiago, Chile, students were challenged to reinvigorate the 6-acre campus with innovative environments that afford optimal healing for children.



BRIEF

Anchored by 2 weeks of immersive field research and return visits to COANIQUEM over 9 months, the design team connected with all stakeholders—pediatric patients, their families and medical staff—through empathic co-creation exercises, observations and creative art workshops to help identify opportunities and solutions.



OUTCOME

Motivated by COANIQUEM's holistic approach to healing, students proposed the concept of an Ecosystem of Healing, aiming to transform the campus into a magical world that empowers and nurtures patients through their long healing journey through immersive environmental and graphic systems.



Fresh Eyes Cuba

Fall 2016

Host Department: Graphic Design
Faculty: Nik Hafermaas and Tracey Shiffman



“The Fresh Eyes Cuba project came at a pivotal moment of radical change, a moment of vertical porosity in which ideas born on the ground can eventually bubble up to the top of a new open haven for creativity.”

Nik Hafermaas, Faculty and Chair, Graphic Design



OBJECTIVE

Students and faculty in Fresh Eyes Cuba experienced the exceptional ecosystem of innovation and creativity in Cuba in a historic moment in time, as the diplomatic ties between Cuba and the U.S. are being redefined.



BRIEF

Fresh Eyes Cuba addressed art and design’s aesthetic dimension as a way forward for cultural immersion and change. The core component of this experimental brief was an experiential workshop with communication and industrial design students from the Instituto de Diseño (ISDi), Cuba’s design school. Faculty led teams composed of ArtCenter and ISDi students through a series of exercises and prompts focused on self-discovery, intellectual curiosity, cross-cultural diplomacy and engagement.



OUTCOME

ArtCenter and ISDi students created an interactive “pop-up” exhibition that attracted 200 people in Havana. Upon their return to ArtCenter, students created the Fresh Eyes Cuba Left Eye/Right Eye exhibition, a reflection on the beauty, vibrancy, ingenuity and collaboration the students experienced in Havana.



STUDENT EXPERIENCE

“Designers must consider how they influence society’s morals and values. They have the ability to transform, and are responsible for the ethics behind a product and how this can affect beliefs, lifestyles and principles. A career in socially responsible design is my goal, and Designmatters is the first step to getting there.”

Daniela Cardona
Student, Product Design

“As an illustrator and designer, Designmatters has helped me understand how I utilize my skill set toward social impact and share my art with the community.”

Grace Haynes, Student, Illustration

Designmatters offers unique and valuable experiences for students at ArtCenter. Students can travel to foreign countries to experience critical social needs firsthand and co-create solutions with community members. At home and abroad, they actively participate in collaborative studio courses that produce projects ready for real-world implementation. They engage in the Designmatters Minor, an emphasis of art and design for social innovation.

Designmatters students may be placed in high-level Fellowships with high-impact organizations. They attend conferences and symposiums to glean advice from professionals on the front lines of all design disciplines. And thanks to these experiences, combined with ArtCenter’s rigorous core curriculum, they leave the College armed with a toolkit that opens up many exciting career pathways.



Designmatters Minor

The Designmatters Minor in Design for Social Innovation is an elective course of study for ArtCenter undergraduate students who are passionate about social innovation and want to master a toolkit of design skills and strategies to navigate the complex dynamics of working with communities and designing for social change.

The Designmatters Minor connects educational studies to design explorations centered on critical issues that are happening now, affecting people all over the world. Through a combination of curated Humanities and Sciences offerings along with studio courses, students learn to work under multiple constraints, with focus, empathy and integrity, to generate innovation solutions to social challenges.

Upon graduation, students enrolled in the minor program earn a transcribed specialization in Design for Social Innovation in addition to their undergraduate degrees, and enter the working world armed with tools and experience to pursue purposeful careers.



Fellowships in the Field

The Designmatters Fellowship Program embeds top ArtCenter students in host organizations for one full 14-week academic term to work on high-level projects and explore the mission, model and meaning of the host organization's work. Fellows are mentored by experienced designers in the field, including alumna Stephanie Sigg, who established this important role.

In recognition of the diverse and growing field of socially conscious organizations advancing positive change, the Designmatters Fellowship Program offers Fellowships at organizations across sectors. **Business for Social Innovation Fellowships** challenge students to address critical social issues through strategic partnerships, sustainability, market-based approaches and new business models at organizations such as Rubbermaid Commercial Products and Proximity Designs in Yangon, Myanmar. **International Development Fellows** have used design to serve nonprofits and NGOs around issues such as hunger, poverty, healthcare and education, including partners such as Doctors Without Borders, UNESCO and UNICEF's Innovation Unit. **Public Sector Fellowships** embed Fellows in teams in local governments, including the Bloomberg Philanthropy Innovation Teams, to design solutions to government challenges and services for communities.





FACULTY ENGAGEMENT

"Much of design education is inwardly focused. As a student, your education is about finding your voice; honing your craft; building your community. Designmatters is a great forum for these familiar goals within design education, but with an important addition—looking outward."

Jason Brush
Faculty, Interaction Design

Academic Leaders

ArtCenter faculty are the keys to success in Designmatters real-world studios: they guide students through 14 weeks of intensive research, concept development, prototyping and final project delivery, all while fostering a lab-like environment in the studio that is marked by open innovation and professionalism.

Our faculty leaders administer life-changing field research trips and are integral to the preparation involved in creating empathic and collaborative experiences for students, both locally and abroad. In the studio, students build a toolkit of research design methodologies that transcend language and culture and encourage them to ask questions like "how might we...?" The faculty navigate complex challenges in the studio through team-based concept development and ideation, and guide students through project incubation and real-world implementation.

Thanks in large part to the leadership of our faculty, young designers mature through Designmatters projects that expose them to critical issues and engaging external partners.





PARTNERSHIPS

“Designmatters students and their faculty mentors use the visual and interactive arts to make issues come alive to our 1.6 million Aquarium visitors in ways that entertain, educate and empower.”

Dr. Jerry Schubel
President and CEO, Aquarium of the Pacific

Meaningful Collaborations

Partnerships are integral to the success of Designmatters studios. External partners bring vibrant social innovation challenges to the ArtCenter community, and in turn benefit from the human-centered design approach of the Designmatters pedagogical model. Students are engaged in collaborative studio experiences with a diverse range of partners, including international development agencies and NGOs, city governments, nonprofit organizations, social enterprises and local community organizations.

Together, partners, faculty and students use the power of design to address tough challenges in the areas of **Sustainable Development**, **Public Policy**, **Global Health** and **Social Entrepreneurship**.

Since its founding in 2001, Designmatters has produced over 150 social innovation design projects with 80 partners from across sectors, with briefs built around advocacy and awareness, branding, strategic communication, product development and sustainability. Outcomes of these projects have included print and multimedia campaigns, documentaries, PSAs, educational toolkits, products, installations, strategic recommendations and more. Eighty percent of these projects have moved forward to “real-world” implementation by our partners.



Designmatters Partners



Partners in Impact

All Designmatters programs and projects are characterized by principles of collaboration, empathy and a human-centered and participatory approach to designing where the goal is always to bridge knowledge with agency in order to innovate with purpose and impact. In keeping with current best practices, all work is also conceived with careful consideration of impact, with resources, assessments and metrics tailored to the needs of each project.

In order to ensure both educational value and real-world aspiration, the Designmatters projects embedded in the curriculum are highly curated with partners to ensure students and faculty have the resources needed to be successful. Designmatters receives institutional support from ArtCenter for department operations, allowing our team to work with partners, foundations and donors to raise funding for resources to support projects, including faculty, guest experts, student stipends for materials and prototyping, travel funds for field research, documentation and production of final outcomes. Designmatters believes in securing funding from a diverse field of partners across sectors for all of our projects to emphasize and promote the value of design for social innovation.





Safe Motherhood Initiative

Summer 2007

Partner: United Nations Population Fund (UNFPA)

Host Department: Graduate Media Design, Advertising, Graphic Design

Faculty: Lou Danzinger, Elena Salij, Helen Sanematsu



"The activism of young, talented designers from Designmatters is crucial in helping to shape messages that are credible in their form, tone and rhythm."

Christian Delsol, Media Specialist, UNFPA



OBJECTIVE

To develop an integrated multi-media awareness campaign to support the global problem of maternal mortality.



BRIEF

Inspired by UNFPA messages such as "No woman should die giving life" and "Every minute of every day, another woman dies in child-birth," students designed proactive yet sensitive campaigns to raise awareness, educate, and call to action.



OUTCOME

Students conceived one unified campaign to promote safe motherhood, including 3 PSAs and printed collateral, which advocated for maternal health while keeping in mind a varied audience. The campaign was disseminated world-wide via broadcast on EuroNews and BBC World and played throughout the Women Deliver international conference in 2007.



Human Rights Public Education Exhibition

Summer 2008

Partner: United Nations Department of Public Information (UN DPI)
Host Department: Illustration
Faculty: Esther Pearl Watson and Martha Rich



OBJECTIVE

In partnership with the United Nations Department of Public Information (UN DPI), the Illustration Department developed a transdisciplinary studio around a visual communication campaign commemorating the 60th anniversary of the Universal Declaration of Human Rights.



BRIEF

Students worked in teams to create a series of posters that gave personal interpretations to the articles of the Universal Declaration of Human Rights. Through impactful images and text, students were challenged to keep in mind internationalism and accessibility in their messaging.



OUTCOME

Twenty-four visuals were chosen for "Images for Human Rights: Student Voices," a public education exhibition shown at UNESCO headquarters in Paris at the 2008 UN DPI/NGO conference. Subsequently, the exhibition has traveled to the Pasadena Central Library and Skirball Cultural Center in Los Angeles.



SAFE Agua Initiative

Fall 2009, Fall 2011, Fall 2013

Partner: Un Techo Para Mi Pais / Techo Innovation

Host Department: Environmental Design

Faculty: Penny Herscovitch, Dan Gottlieb,
Javier Palomares, Lilliana Becerra and Stella Hernandez



“Working hand-in-hand with Designmatters students and families from Altos del Pino, Colombia, brought to reality small but significant proposals for products and services that make a difference in the everyday life of this community.”

Javier Palomares, Faculty, Product Design



OBJECTIVE

In partnership with the Latin American nonprofit *Un Techo Para Mi Pais* (TECHO), the SAFE Agua initiative in 2009, 2011 and 2013 encouraged co-creation among students and families living in slum neighborhoods in Chile, Peru and Colombia to develop innovative design solutions to overcome water poverty.



BRIEF

Designmatters students were challenged to develop solutions, products and services for containing, carrying, conserving and using water in order to improve sanitary conditions and create opportunities for community members to generate income.



OUTCOME

GiraDora, a product developed during SAFE Agua Peru (2011), is an innovative, human-powered combined clothes washer and spin-dryer that saves water. It works without electricity, reduces time to wash a load of laundry, improves the experience of washing clothes for families living without access to running water, and creates business opportunities for “bottom of the pyramid” consumers.



Teen Art Park

Spring & Summer 2011

Partner: Flintridge Center
Host Department: Environmental Design
Faculty: James Meraz



OBJECTIVE

This transdisciplinary studio was comprised of small teams working to realize the goal of designing an alternative and positive environment for youth from underserved communities in Pasadena.



BRIEF

With sensitivity to the needs of the individual as well as to group dynamics, students created proposals for park environments that supported self-expression, fostered creative skills and reflected new ideas for teenagers.



OUTCOME

Students built three dynamic, full-scale prototypes relevant to both the at-risk teen demographic and the participating community partners. The Freesol Graffiti Lounge includes a performance space and detachable painting board for graffiti and art-making; Chair Mock allows for flexible seating arrangements through the use of light-weight materials; and Hub encourages music-making and listening through amplification tools configured in the landscape.



Project U

Summer 2011

Partner: Los Angeles Unified School District (LAUSD)
Host Department: Graphic Design
Faculty: Tyrone James Drake



"Research was essential because we were trying to speak to a demographic that is hard to reach. It was important for us to understand their lives—their senses of humor, what catches their attention—and our research helped us do that."

Heather Grates, BFA 2013 Graphic Design, Designmatters Concentration



OBJECTIVE

Designmatters collaborated with the Los Angeles Unified School District (LAUSD), Health Education Programs, HIV/AIDS Prevention Unit in order to create a peer-to-peer awareness campaign centered around HIV/AIDS prevention.



BRIEF

Students were challenged to create a peer-to-peer awareness campaign to reinvigorate HIV/AIDS prevention efforts and condom use among at-risk Los Angeles high school students.



OUTCOME

The class split up into three design teams with specific areas of focus that together would ultimately form an integrated campaign. The teams focused on print-based applications, screen-based applications and environmental/ambient applications. After two years of refinement and pilot tests in 30 schools, LAUSD rolled out the program district-wide in Fall 2014.



The Girl Effect

Fall 2014

Partners: Nike Foundation, fuseproject, Yale School of Management
Host Department: Product Design
Faculty: Krystina Castella, Sherry Hoffman and Arden Stern



OBJECTIVE

Inspired by the “Girl Effect”—the unique potential of adolescent girls to end poverty for themselves and the world—the focus of the studio was to create innovative, affordable and accessible physical assets that are currently not available to girls living in poverty.



BRIEF

Relying on rigorous secondary research and primary research from guest experts, students from Designmatters and the Yale School of Management proposed new time-saving tools and practices that could create potential income opportunities for girls, and that could be easily learned, acquired and leveraged.



OUTCOME

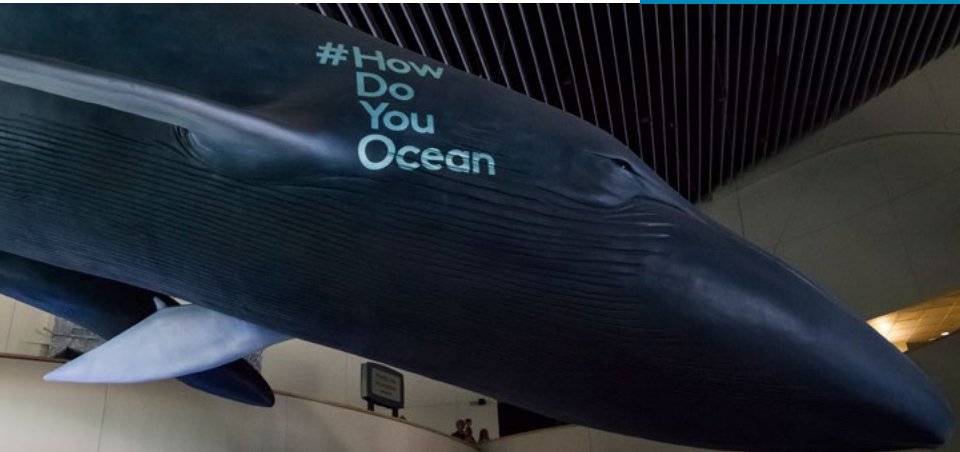
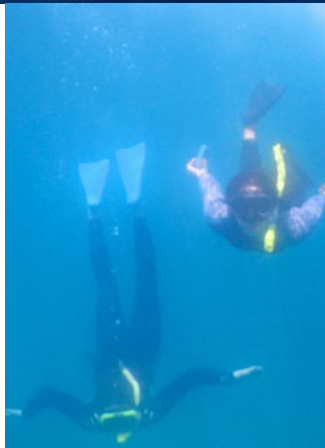
Menstrual cycles often result in underprivileged girls developing infections and illness, missing school and experiencing isolation. The Flo kit presents an inexpensive system for cleaning, drying and carrying reusable menstrual pads, including a discrete carrying pouch and small-sized washer/dryer unit.



Blue Hope

Spring 2016

Partner: Aquarium of the Pacific
Host Department: Interaction Design
Faculty: Maggie Hendrie and Todd Masilko



OBJECTIVE

Students in the Spring 2016 Blue Hope studio worked in transdisciplinary teams to create interactive exhibit items and platforms for Vanishing Animals, a new exhibition at the Aquarium of the Pacific that focuses on animal extinction in the global ocean.



BRIEF

Provided with a study published in January 2015 in *Science Magazine*, students were required to visually translate hard, scientific data around marine defaunaion into accessible and engaging information—and urgent calls-to-action—for Aquarium visitors.



OUTCOME

#HowDoYouOcean is a social movement that taps into Aquarium visitors' natural love of the ocean—and their desire to save it. Visitors choose an ocean-related activity through an interactive screen. "Eating Sushi," for example, offers a 30-second video on overfishing and offers tips allowing everyday consumers to lessen their impact.



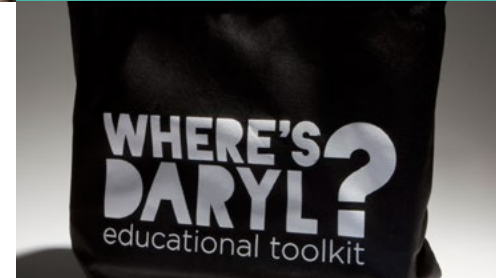
IMPACT & IMPLEMENTATION

"Designmatters showed me the power of design. How design can reach masses, influence them and ultimately empower individuals to create a shift towards positive change."

Paola Meraz
BFA 2015 Graphic Design

Beyond the Studio Walls

At the culmination of Designmatters studios, partners receive implementation-ready assets from the teams of student designers and are encouraged to move forward to real-world application. Designmatters projects have seen a wide variety of implementation, from communications campaigns and impactful PSAs to environmental graphic systems that provide proper way-finding and healing spaces.



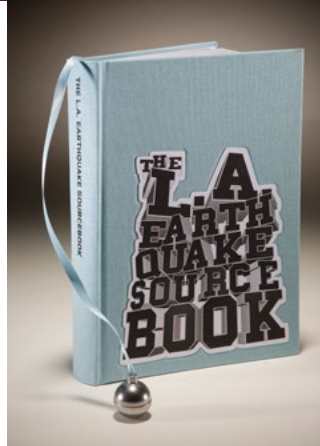


The Los Angeles Earthquake: Get Ready

2006–2008

Host Department: Interaction Design

Faculty: Jason Holley, Christoph Niemann, Clive Piercy, Paul Rogers, Stefan Sagmeister, Sean Donahue, Ann Field, David Mocarski, Theo Alexopoulos



“We put our design agenda front and center in serving the cause of earthquake preparedness. But without the expertise, credibility and networks of our project partners, the impact would have been much less significant.”

Mariana Amatullo, PhD, CoFounder and Vice President, Designmatters, Director, LA Earthquake Get Ready Initiative



OBJECTIVE

To increase earthquake preparedness and recovery strategies throughout the Greater Los Angeles area.



BRIEF

Over a three-year period, ArtCenter faculty and students were challenged to use their unique design expertise to generate new research and visual communications tools addressing seismic safety, as well as a multimedia public safety campaign and sourcebook initiative.



IMPLEMENTATION

The Los Angeles Earthquake: Get Ready campaign was launched in November 2008, in conjunction with The Great California ShakeOut, and utilized both traditional and cutting-edge new media—alternative networks and mobile technologies—to target the general public in Southern California. *The L.A. Earthquake Sourcebook* (Designmatters, 2008), designed by Stefan Sagmeister, brings together the expertise of scientists, policy makers and designers and provides a potent call to action for public awareness and the need to build a more resilient city.



Es Tiempo

Summer 2009

Partner: University of Southern California
Host Department: Advertising
Faculty: Elena Salij and Maria Moon



“Innovatively designed materials can impact the most vulnerable populations. Es Tiempo empowers and inspires women to make a difference in their own lives and that of their family and community.”

Lourdes Baezconde-Garbanati, PhD, MPH, USC Keck School of Medicine



BRIEF

Cervical cancer is usually curable if treated early. Because data from USC health agencies showed early-detection screening is extremely low in certain underserved neighborhoods of Los Angeles, students were challenged to create effective strategies to persuade Latinas in East L.A. to comply with clinical guidelines for cervical cancer screening.



OUTCOME

Designmatters students appropriated the jacaranda—a beautiful, purple-flowering tree that blooms in Southern California each spring—in the Es Tiempo communication campaign to remind women to schedule routine pap tests. Maps and environmental graphics directed women to local clinics where they could receive low-cost or free testing.



IMPLEMENTATION

In Fall 2014, USC and the California Community Foundation undertook a pilot rollout and testing of Es Tiempo in several clinics around Los Angeles. In Summer 2015, 20 Es Tiempo campaign billboards were installed in Boyle Heights, as well as 64 light-post banners and 20 bus benches around East Los Angeles.



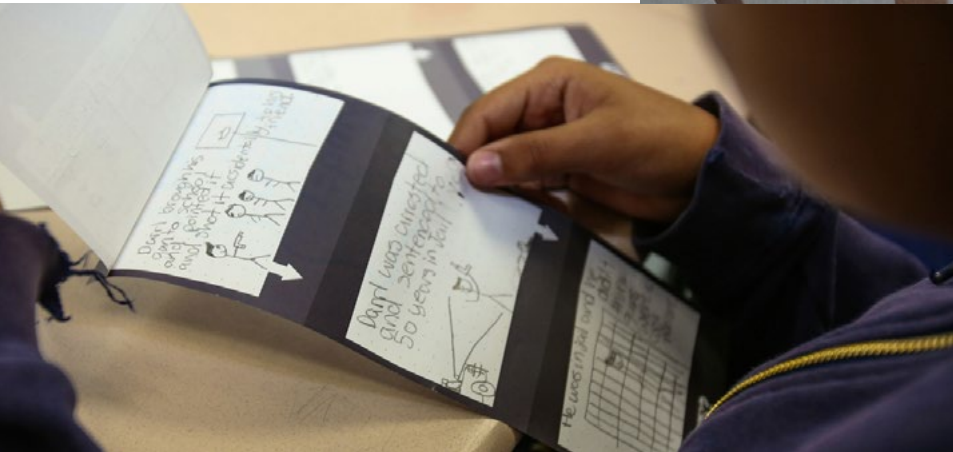
Where's Daryl?

Fall 2011

Partner: Los Angeles Unified School District (LAUSD)

Host Department: Advertising

Faculty: Elena Salij and Allison Goodman



"Initially, none of us grasped the scope of this issue. Guns are so intertwined in our culture—they're in our music, movies, television and video games—that it's very hard to point to an absolute cause."

Elena Salij, Faculty, Advertising



OBJECTIVE

Supported by a grant from the Nathan Cummings Foundation, and in collaboration with the Los Angeles Unified School District (LAUSD) Health Education Programs, Advertising and Graphic Design students created violence and gun prevention campaigns designed to serve a diverse population of at-risk youth.



BRIEF

Students were challenged to develop powerful communication strategies conveying the dangers and long-term impact of gun violence to LAUSD's roughly 680,000 students, as well as to address the pessimism and hopelessness that leads teenagers to violence and other antisocial behavior.



IMPLEMENTATION

Where's Daryl? features a fictional middle school student, Daryl, who has gotten into trouble through his involvement with guns. The *Where's Daryl?* Educational Toolkit, including a short PSA and eight-week curriculum with supporting materials, has been rolled out to high-risk LAUSD schools, reaching nearly 2,000 students in the first two pilot rollouts of the campaign.



The Healing Cloud Project

Spring 2013

Partner: COANIQUEM

Host Department: Graphic Design

Faculty: Guillaume Wolf



"By creating a mascot, Santi the Cat, we were able to reframe how COANIQUEM was perceived, both among the target audience—children—and with donors."

Guillaume Wolf, Faculty, Graphic Design



BRIEF

More than 7 million children annually suffer significant burn injuries across Latin America. COANIQUEM is a burn rehabilitation center in Santiago, Chile, that treats pediatric patients free of charge. Students were challenged to create a new global campaign for COANIQUEM with a two-fold focus: to develop positive burn prevention messages for children and to increase awareness and financial support for child burn survivors.



OUTCOME

The creation of a relatable and recognizable mascot, Santi (short for Santiago), a mischievous cat, was featured across campaign platforms, from illustrated children's books to donor cultivation materials. A full-size mascot costume also brought Santi to life to interact with young patients.



IMPLEMENTATION

Santi was widely implemented by COANIQUEM following the studio in 2013, and is still prominently utilized by the organization in campaign messaging and educational materials. Santi, as the full-sized mascot, regularly makes appearances in the community, in schools and at the COANIQUEM centers.



Real Change Movement

Fall 2013

Partner: City of Pasadena
Host Department: Graphic Design
Faculty: Guillaume Wolf



"The designer's creative problem-solving skill set is not routinely used to address society's most vexing problems, such as homelessness. However, Designmatters has done so on two occasions in collaboration with the Department of Housing in the City of Pasadena."

Bill Huang, Director of Housing, City of Pasadena



OBJECTIVE

In partnership with the City of Pasadena Housing Department, ArtCenter students addressed homelessness in Pasadena by activating public support for tangible, self-sustaining housing solutions for the city's homeless communities.



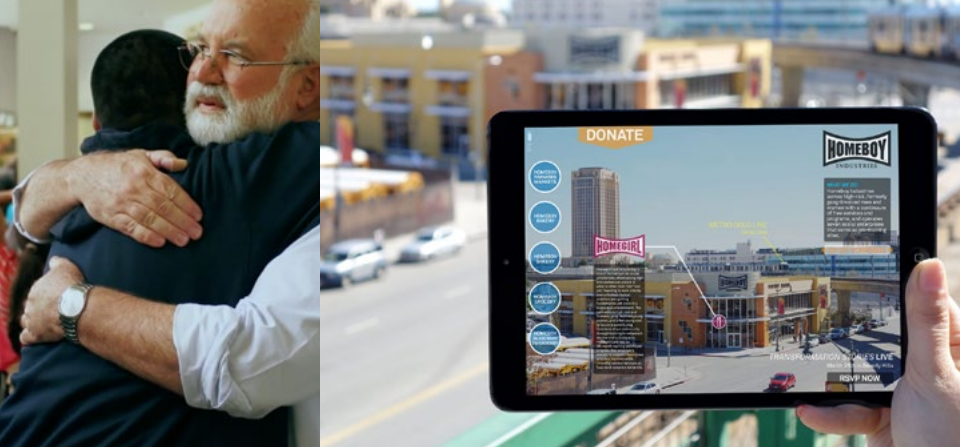
BRIEF

Students were challenged to design a transmedia public awareness campaign in conjunction with City of Pasadena leaders that would create an actionable campaign for real change, and harness the community's compassion into long-term design solutions to reduce and ultimately end homelessness.



IMPLEMENTATION

Students developed a free-standing donation portal that resembled a parking meter in an effort to mitigate panhandling, allowing concerned community members to comfortably make monetary contributions—reassured that their donations would actually go toward providing homes for the homeless. Implemented in the City of Pasadena in 2014, the Real Change Movement campaign expanded to West Palm Beach, Florida, in 2016.



"It is through initiatives like Designmatters that the rubber hits the road and designers can actively take part in making the world a better place, one project at a time."

Benjamin Weiss, BFA 2014 Film, Designmatters Concentration

The Homeboy Project

Spring 2014

Partner: Homeboy Industries

Host Department: Graphic Design

Faculty: Guillaume Wolf, Dave Bullock, LaMer Walker



OBJECTIVE

Homeboy Industries, the largest gang intervention and re-entry program in the world, partnered with Designmatters on a Graphic Design-led studio class with the goal of elevating the Homeboy brand and amplifying its presence in Los Angeles.



BRIEF

Students were challenged to develop a suite of designs, ranging from merchandise to branding to graphic installation options that were then presented to the Homeboy leadership for selection and implementation.



OUTCOME

Stand with Us Documentary: Developed by a group of student filmmakers (including Benjamin Weiss, BFA 2014 Film) this six-minute film demonstrates the transformative power of Homeboy Industries on the organization's stakeholders and in the community. The film premiered at Homeboy's 2014 Lo Maximo event, was featured on Homeboy's website, and is used for outreach and cultivation.



FORGING NEW CAREERS

“Designmatters gives design students the safe space to explore the complexities of social innovation through real-world projects and build a new set of skills under the guidance of faculty and experts. For these students, this experience can change the way they think about their future careers, and their place in society as designers and leaders.”

Jennifer May
Director, Designmatters

Alumni in the Field of Social Innovation

The professional landscape for design in social innovation has reached a critical moment in its development. Designers are now acting as mediators, synthesizers and key contributors of social and environmental challenges at a strategic level, and at the crossroads of multiple sectors and disciplinary boundaries. Organizations are recognizing that designers bring a unique set of abilities, methods and techniques for developing human-centered artifacts, services, environments and systems.

Many ArtCenter graduates who participated in Designmatters’ educational offerings have emerged as trailblazers in their disciplines, forging new career pathways and entering the workforce with expanded skill sets. Prominent alumni, like Wendy MacNaughton (pictured below) return to ArtCenter to lead studios around socially-focused topics and help students develop the creative confidence to make change. The following alumni represent a sampling of innovative careers in social impact design.



WATCH SCHEDULE ARCHIVE DISCUSSIONS



COMING UP NEXT

CURRENTLY PLAYING
**WRESTLING WITH THE IMAGE:
CARIBBEAN INTERVENTIONS**
ART MUSEUM OF THE AMERICAS
WASHINGTON DC, USA

CURRENTLY PLAYING
TRAILS OF CUBAN AVANT-GARDE
MALBA
BUENOS AIRES, ARGENTINA

00:29:15
NUMISMATIC ART
MUSEUM OF MONEY
BRASÍLIA, BRASIL

Jonathan Goldman

BFA 2010 Advertising

Featured Alumnus



"Designmatters does not aim to save the planet, but rather gives us the opportunity to change our own—and other people's—perception of the planet and our roles in civilization."

Jonathan Goldman, BFA 2010 Advertising, Designmatters Concentration

Jonathan Goldman is the Senior Communications Associate at the Inter-American Development Bank, overseeing the IDB's Cultural Center and corporate art collection. With his work, Jonathan develops new projects and products to support the role of the creative industries in development work in the Americas and in Washington, DC.

After graduating from ArtCenter, Jonathan accepted a Designmatters Fellowship at the Art Museum of the Americas (AMA) and the Organization of American States (OAS). His mandate was to redefine communications strategies for the museum and cultural activities of the OAS. Jonathan was hired by the AMA upon completing his Fellowship and spent four years as an exhibition designer at the museum.

Since that time, Jonathan has worked for multilateral organizations in Washington, DC, whose missions are to improve the lives of people in the developing nations of the Americas.





"Innovation is something humans and other creatures have been doing forever, be it by instinct or experimentation. We innovate to survive and to create positive solutions to simplify and better our lives."

Mari Nakano, MFA 2009 Media Design Practices

Mari Nakano

MFA 2009 Media Design Practices

Featured Alumna



A Designmatters Fellow in 2008, Mari Nakano is currently the Visual Design Lead for the UNICEF Innovation Unit, stationed in New York City. Since graduating from the Media Design Practices graduate program, Mari has worked with such notable institutions as the United Nations Population Fund, ArtWorks Projects, Women Deliver, PepsiCo and Design Continuum.

At UNICEF, Mari's mission as a designer is to contribute new thought processes to enable the organization to fulfill its mission of bettering children's lives. Utilizing design thinking and strategy, as well as advocating for designers' input early on in project management, enables UNICEF to create value and longevity in their products and services. Ultimately, Mari is paving the way for designers to have a secure place in social innovation spaces.

Mari remains linked to Designmatters as a Fellowship Mentor, and is the recipient of the 2015 ArtCenter Young Innovator Alumni Award.

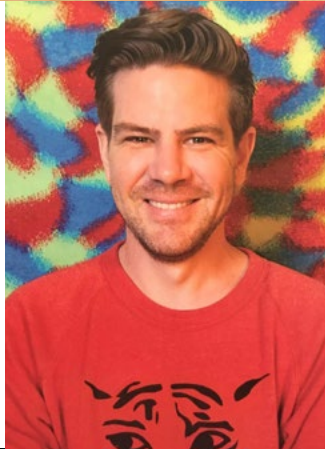




Patrick Hruby

BFA 2010 Illustration

Featured Alumnus



"We are in a unique position as artists and designers. It is what we choose to say with this voice that defines us as artists and as human beings."

Patrick Hruby, BFA 2010 Illustration

Patrick Hruby has proven he is able to turn any environment into a magical world. Partnering with BLIK to create unique wall graphics, Patrick transformed the corridors of Mattel Children's Hospital at UCLA to appeal to children's vivid imaginations and take hospital visitors outside the clinical setting. These designs inspired students from the recent Safe Niños studio as they developed healing and therapeutic environments at a pediatric burn facility in Santiago, Chile.

Designmatters engaged Patrick in Fall 2011 on a project around the Bad Weather Shelter, which provides numerous services to Pasadena's homeless during the winter months. Due to budget restraints and the recent economic downturn, local and federal funds were cut considerably for the Bad Weather Shelter. In collaboration with the City of Pasadena, Patrick was challenged to create a series of compelling bus shelter posters to help raise awareness and funding for the program. The posters he developed were installed in 20 bus shelters throughout the city, and used on T-shirts sold to hundreds of individuals who supported the Friends of the Bad Weather Shelter.



LEAP: The New Professional Frontier in Design for Social Innovation

In the Fall of 2013, Designmatters convened 150 thought-leaders—including designers, educators, students and representatives from across the private, public and social sectors—at ArtCenter College of Design for a first-of-its-kind symposium to address career pathways for designers in the social innovation context. Over three days, working groups focused on five topics of relevance: value of design, partnerships, networks, educational imperatives and access. Participants explored generative meanings, framed questions and examined new possibilities to advance understanding of the opportunities, and limitations, in the emergent field of design for social innovation.

The generative outputs of the symposium were shared widely, and encompass a variety of perspectives from educators and practitioners who, while embracing traditional market constraints, are also redirecting design to support innovation driven by social goals. Designmatters is proud to be the instigator of LEAP Symposium, now a legacy event, with the second iteration hosted by MICA in 2016.



LEAP Dialogues: Career Pathways in Design for Social Innovation

Inspired by the LEAP Symposium, Designmatters developed *LEAP Dialogues: Career Pathways in Design for Social Innovation*, a publication addressing the recognition of the power of design thinking and practices to catalyze innovation and societal change. *LEAP Dialogues* features 84 contributors discussing career paths for designers, under the guidance of an editorial team comprised of Bryan Boyer, Liz Danzico, Andrew Shea and led by Dr. Mariana Amatullo. The goal was to capture the influential shift in design practices and its impact on the positioning of design and designers in organizations across multiple sectors.

Designed by TwoPoints.Net, the book delivers complex content in an informative, accessible and often provocative way that does justice to the emergent nature and compelling impact of the field of social innovation design. *LEAP Dialogues* was a winner in Design Observer/AIGA's 2015 50 Books | 50 Covers competition in both the Books and Covers categories, the only book to receive the double honor in 2015. The book is available on Amazon and in bookstores through Distributed Art Publishers.





15 YEARS OF IMPACT

"The problems that design thinking can, and does, address are exemplified in the rich portfolio of Designmatters' last 15 years. My hope is that the global design community's army of creative thinkers will grow a thousand fold, so that in years to come we will see the fruits of the myriad collaborations, projects, partnerships, and outcomes that have yet to be born."

Elisa Ruffino
Former Director of Designmatters

Overview of DM15Yrs Campaign

In 2016, Designmatters celebrated 15 years since its founding at ArtCenter College of Design. The anniversary coincided with another significant milestone, the 85th Anniversary celebration of the College itself. Designmatters marked the occasion with a collective storytelling campaign, conceived by the department's core staff team, entitled "15 Years of Designmatters," which took place throughout the Spring 2016 academic term.

The anniversary campaign features a multitude of perspectives and celebrates the achievements and experiences of students, alumni, faculty, staff, partners and members of the College's current leadership who have contributed to shaping the 15-year trajectory of Designmatters.

Testimonials and evidence of the depth and breadth of the impact Designmatters has had—at ArtCenter and beyond—can be found throughout the Designmatters website (www.designmattersatartcenter.org) and our social media sites through the hashtag #DM15Yrs.



Designmatters

A decorative wavy line in a light orange color, positioned below the Designmatters text.

Designmatters by the Numbers

Designmatters has grown—and continues to grow—since its inception 15 years ago. Below are some data points from the department's portfolio:



50+ Faculty Have Taught in DM Studios & Projects



900+ Students Have Taken Designmatters Partner Studios



150+ Social Innovation Projects



80% of projects have had student work publicly disseminated or implemented



45 Designmatters Fellows to date since 2006



80 Partners **50%** Repeat Partners

Acknowledgements

Since the founding of Designmatters in 2001, an array of distinctive graduate and undergraduate programs focusing on the social dimensions of design are directing students toward acquiring the expanded skill-set and competencies to practice in this fluid terrain. It has been a privilege for us to be one of the pioneers of this movement.

We would like to extend our heartfelt thanks to the original members of the Designmatters task-force of staff, faculty, alumni and chairs who worked to establish the college-wide program before it became an educational department in 2008. This prospectus highlights a curated cross-section of the remarkable impact the creative contributions of our community has had since those early days of activity.

We salute our faculty, students, alumni and partners, who continue shaping this field of education, research and practice. We look forward at ArtCenter to continue shaping this field and we invite you to join us!

THE DESIGNMATTERS TEAM

Mariana Amatullo, PhD
CoFounder and Vice President

Jennifer May
Director

Susannah Ramshaw
Associate Director

Garret Scullin
Coordinator

Steven Butler
Media Coordinator

