

DESIGNMATTERS FELLOWSHIP

NEW YORK CITY

SPRING 2013

ABOUT · DESIGNMATTERS FELLOWSHIP —

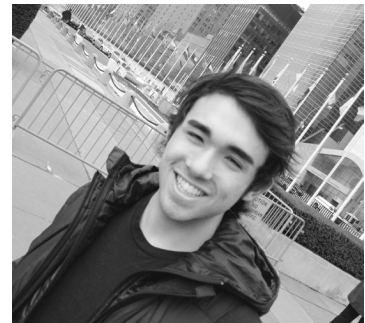
Each year, three Designmatters Fellows are selected to fulfill Art Center's mission to 'influence change'. These funded fellowships are rare opportunities to join prominent organizations that perform humanitarian work on a global scale.



Art Center College of Design

HELLO · PERSONAL BACKGROUND —

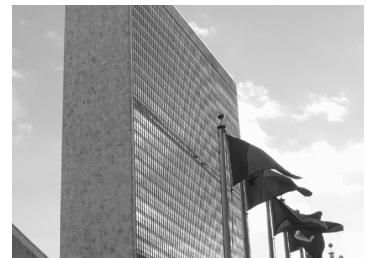
My name is Sho Rust; a sixth term graphic design student at Art Center College of Design. Curiosity and eagerness to contribute to society brought me into the world of design. This path continued to Art Center, where I was taught to communicate and design on message with purpose. Thanks to Designmatters and the generosity of its supporters and partners, I was able to apply these talents in a meaningful way at the United Nations Population Fund (UNFPA) in New York City.



Sho [Thomas] Rust

MISSION · FELLOW RESPONSIBILITY —

During my four-month fellowship at the UNFPA, my primary responsibility was to imagine and design a strong and compelling exhibition space (digital, print and environmental) at the Women Deliver conference in Malaysia held in May. I worked directly under the United Nation's lead media specialist Christian Delsol. Together, we developed a global advocacy space to inspire people from all over the world to be more aware and fight for women's rights.



United Nations main building

BEGINNING · FIRST IMPRESSIONS OF THE UNFPA —

I entered the UNFPA building in midtown Manhattan on the banks of the East River. Far removed from Art Center, I had left my comfort zone. Nervous, yet anxious to learn more.

Kindly waiting for me in the lobby was Christian Delsol. I reported to Mr. Delsol for the duration of my fellowship. Christian showed me around the building and introduced me to my new coworkers. To my surprise, the interior of UNFPA was structured similarly to most corporate offices in the city - cubicles and windows to the



Christian Delsol

skyline of one of the great cities of the world. Yet, different than other office buildings, my coworkers represented the cultures of our world bringing a cross culture awareness and perspective to all conversation that lead to design. Having grown up in Japan during grade school at an international school in Osaka with more than 40 countries represented, I was familiar with this environment. It also echoed my multicultural experience at a diverse arts boarding school, Interlochen Arts Academy in Michigan. This international community continues to introduce lifelong relationships defining who I am.

WORKFLOW · EXAMPLE OF A TYPICAL WORKDAY AT THE UN —

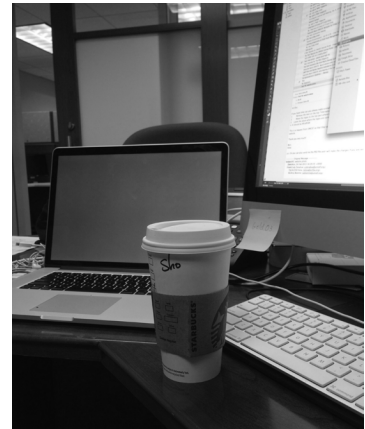
First thing each morning, I would spend an hour answering emails and sending requested deliverables. If there were no meetings with the project organizers or members of the UN (which there were many), I would work on the various projects. My direct contact for projects differ based on the director in charge. As a result, I got to interact and learn from many work and communication styles. Often, somebody would come into my office asking for urgent assistance around design or workflow. The skill-sets of a creative to convey the message were needed. My job truly lived up to the mission of Design Matters in messaging that has an impact on the world. Staying busy was never a concern.

ACCLIMATION · LEARNING THE UNFPA INTERNAL STRUCTURE —

When I first arrived, I had trouble following the meetings. I was careful to observe and learn the company culture first before participation. Much like an unknown language, the staff used division specific abbreviations that made this acclimation even more difficult. Christian and the rest of the staff continued to be a helpful resource during this period. While learning, to make myself immediately useful, I took on clearly defined projects such as brochures and online campaign designs. Then after about three weeks, I knew the many UN specific acronyms and found key areas where I could add more value to the design and its workflow. I specifically prioritized projects and developed my own asset / project management system unique and recognized by the UN staff. This resulted in my heading a collaborative effort among the different divisions of the UN. This new workflow proved to be successful and resulted in a more productive, creative, and effective deliverables among the many groups. Because Christian was aware of the creative obstacles within the organization prior, this new system gained wide acceptance among the team.



UNFPA · Retouched photo



My Workspace



In front of UN main building

UNFPA · MISSION STATEMENT —

“UNFPA, the United Nations Population Fund, delivers a world where every pregnancy is wanted, every birth is safe, and every young person’s potential is fulfilled.”

UNFPA's mission statement

UNFPA · ORGANIZATION'S VISION —

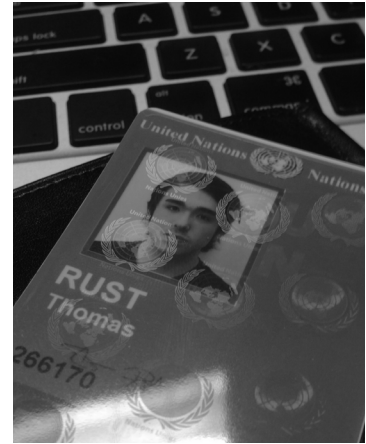
UNFPA partners with governments, other agencies and civil society to advance this challenging promise. They have a passionate focus on improving the lives of youth and women. They advocate for human rights and gender equality by promoting the understanding of population dynamics.

CHALLENGES · DEVELOPING A CREATIVE FRAMEWORK —

Because of my lack of experience working for non-creative based companies, I was challenged at the UNFPA in that its organization structure and workflow differed from what I knew with agencies and production houses in LA. The small creative based companies I had previously worked for had the luxury to take risks in a collective effort to become faster and smarter. At nonprofit government organizations, risk taking was controlled. Only proven processes could be implemented in most cases due to the sensitive nature of its content and its many stakeholders. Therefore, It takes a long time to gather assets, iteration and approval. However, once I started noticing patterns, I quickly adapted my work to be more responsive to content iterations. This, in turn, sped up the approval process by designing all deliverables strictly within the style guide. This process evolved into my own creative framework around the organizations needs and the importance of style guides and their implementation.

GOALS · BEYOND 2014 & POST 2015 —

My Fellowship was during an organization wide focus on defining a new set of goals. During this transition phase, it was essential for all personnel to understand their role in this process. However due to the size and complexity of the UN, this was a challenging problem that needed a fast and effective solution. Because these goals were developed in a comprehensive written form it was impractical to share due to its complexity and time required to read. My solution was a timeline that showed all milestones and processes for 2014 and post 2015 across all divisions for easy accessibility. The timeline featured arrows that showed the progression of data and energy. By using this tool, the reader could visually grasp how their work impacts the



My United Nations ID access card



Video set with Cristian Delsol



My United Nations ID access card

entire organization. The clarity of this timeline renewed a passion and a sense of purpose within the organization.

LEARNED · PERSONAL INSIGHT —

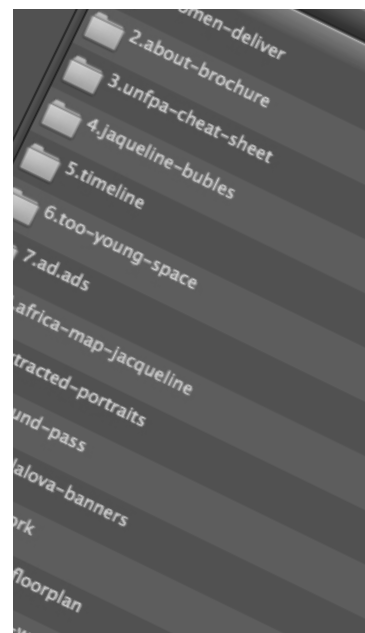
I learned that there is a different approach and process when it comes to working within larger organizations – for profit and non. It takes a full understanding of an organization’s resources, abilities and culture to develop the right solution. Understanding this is step one. One example is the organization wide strategy guide I developed. As a creative, I started the process by imagining a beautifully printed die cut guides. The UNFPA was supportive of this idea. However after interviewing a few people, I concluded that what was needed was a disposable, copy friendly, foldable solution. As a designer, and as taught at Art Center, it was my responsibility to equally implement function with aesthetic principles. Thanks to many experiences at the UNFPA, I have learned that having an impact on global change is possible with an idea and determination. I believe “design matters” in all we do. A good idea is appreciated, making a strong concept possible.

COMPARISON · ART CENTER & UNFPA —

At Art Center, students have the luxury of spending time researching, imagining and sharing ideas. During the fellowship, I was mostly self-reliant. My mind was tasked with multiple projects and responsibilities. Although I did my best to ask the right questions to understand data, I also needed to execute deliverables in a timely matter. This all within expectations and workflow of a world-renowned multicultural organization that was not always consistent in its workflow to produce the best design to message. Learning how to better communicate design to message was my big takeaway. This all has improved my approach in completing tasks in in-house creative environment with limited creative resources, I learned to wear multiple hats. While an ideal creative team in a large organization would consist of a creative director, producer, art director, designer, copywriter. Having to play the role of designer and art director. I soon learned the importance of the other roles. In turn, I adapted my workflow to include all these crucial functions.



Walking around NYC



File Management System

SUMMARY —

In summary, The Designmatters UNFPA Fellowship was an invaluable experience to work alongside smart and caring people doing meaningful work. It reinforced the urgency and responsibility to spread awareness by example and good design. After working at the UNFPA as a Designmatters fellow I have been inspired to continue along this path of making an impact with good design on message that matters. I am now working on separate projects with two nonprofit organizations, my own startup company Rareform, and Nike to share data, awareness, and products that make the world a better place to live.

Special thank you to everybody that made this life changing experience possible.

Sho Rust



At Endo Pop Japanese Gallery

PROJECT LIST

Project 1 : Who we are brochure consulting

Project 2 : UNFPA cheat sheet

Project 3 : Key Commitments

Project 4 : Integrated ICPD Beyond 2014 Post 2015

Project 5 : Too Young to Wed Space design / consultation Project 6 : Women Deliver Ad for editorial

Project 7 : UNFPA map development

Project 8 : Portrait shots

Project 9 : Online Google+ campaign

Project 10 : Various internal projects

Project 11 : Too Young to Wed Ad for editorial

Project 12 : Women Deliver poster design / development Project 13 : Women Deliver take home posters

Project 14 : Women Deliver exhibition space design

Project 15 : Women Deliver video PSA

Project 16 : UNFPA video archive organization / revitalization Project 17 : Internal branding consultation

SPECIAL THANKS

Christian Delsol & UNFPA

Stephanie Sigg

Elisa Ruffino, Mariana Amatullo, Helen Cahng — Design Matters

SELECT WORK EXAMPLES



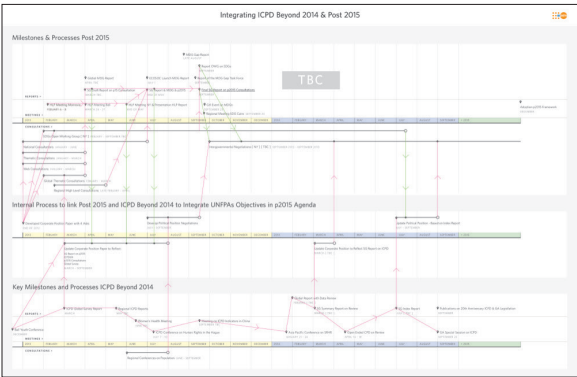
Women Deliver Exhibition Space



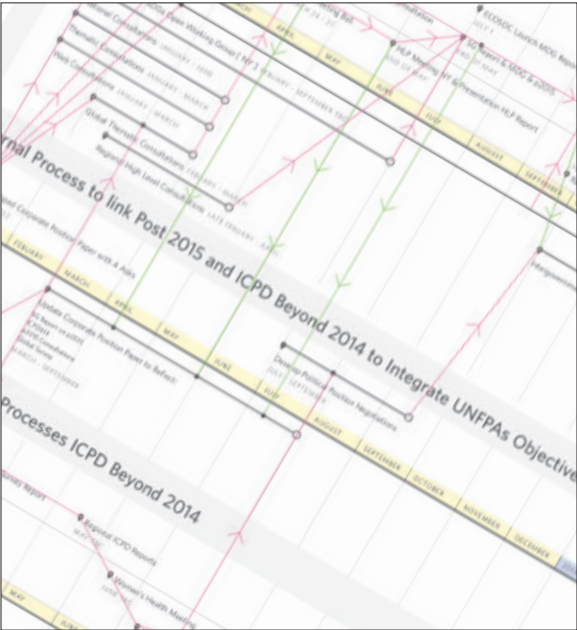
Women Deliver Exhibition Layout Plan

Position	Panel title	Image	Audio ID	Location-Description	Duration
rec-room [3]	2000 mm x 2000 mm — converted to 1500 mm x 1500 mm HPD200 — 13 DCE Banner Vinyl — Stripping — Edge Hem — Grayscale across the top	rec-room	Surflya-0001.pdf	west	1
rec-room [1]	2000 mm x 2000 mm — converted to 1500 mm x 1500 mm HPD200 — 13 DCE Banner Vinyl — Stripping — Edge Hem — Grayscale across the top	rec-room	Surflya-0002.pdf	south	1
rec-room [2]	2000 mm x 2000 mm — converted to 1500 mm x 1500 mm HPD200 — 13 DCE Banner Vinyl — Stripping — Edge Hem — Grayscale across the top	rec-room	Surflya-0003.pdf	north	1
main-space [1]	4000 mm x 2000 mm — converted to 2000 mm x 1000 mm HPD200 — 13 DCE Banner Vinyl — Stripping — Edge Hem — Grayscale across the top	main-space	Surflya-0004.pdf	west large wall	1
main-space [2]	4000 mm x 2000 mm — converted to 2000 mm x 1000 mm HPD200 — 13 DCE Banner Vinyl — Stripping — Edge Hem — Grayscale across the top	main-space	Surflya-0005.pdf	east large wall	1
exp-posters	11 in x 17 in	exp-posters	exp-posters.pdf	hand-out	1000

Women Deliver Exhibition Space



Integrated ICPD Beyond 2014 & Post 2015 Timeline



Close up of ICPD Timeline



Women Deliver Exhibition Poster



Women Deliver Exhibition Video



Women Deliver Exhibition Poster



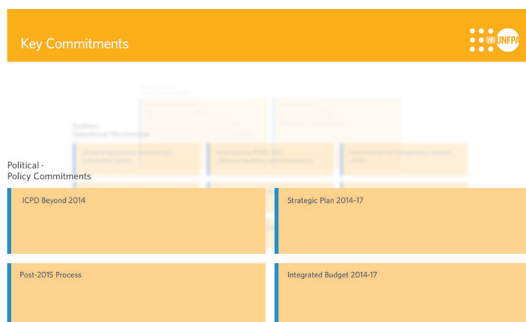
Women Deliver Exhibition Video



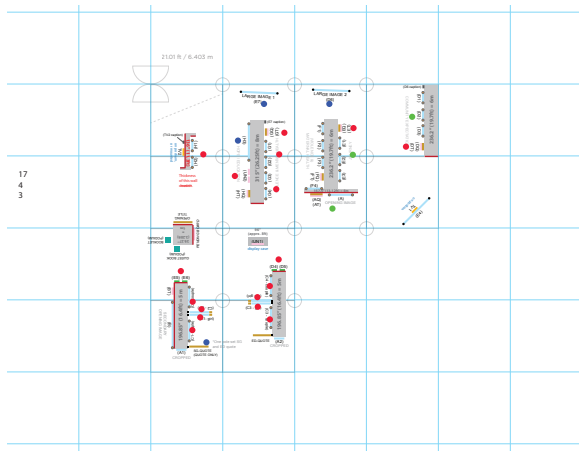
Women Deliver Exhibition Poster



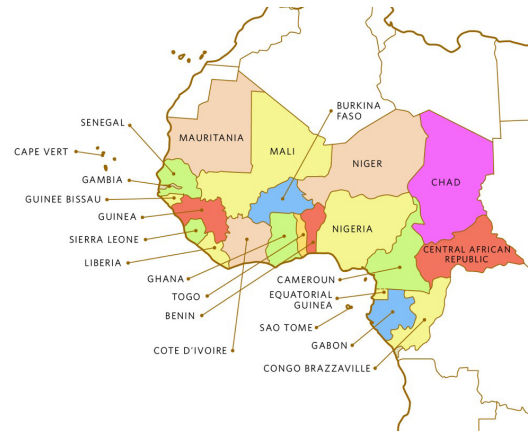
Key Commitments System



UNFPA Strategy Guide



Stockholm Blueprint



UNFPA Map framework



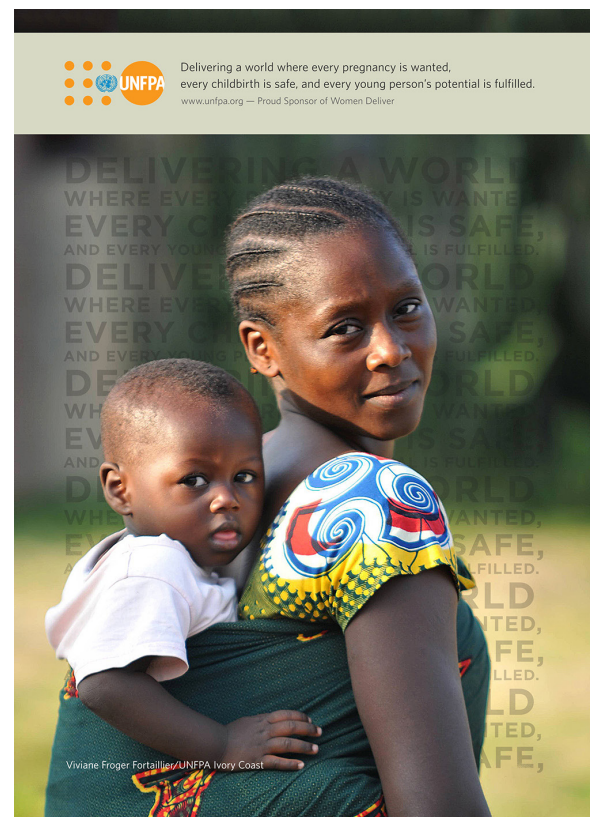
Too Young to Wed Editorial Ad



Portraits for Campaign



Google + Campaign



Women Deliver Editorial Ad