

The Inclusion of Social Responsibility in the Visual Communications Curriculum

2008

Case Study

Submitted by:

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“This is about conviction, commitment, and contribution. It is about the individual—having access to a wide range of options and boldly stepping out to make a difference.”

Richard Koshalek

President, Art Center College of Design

Art Center College of Design

Synopsis from official website <<http://www.artcenter.edu/accd/about/about.jsp>>

About Art Center

Art Center College of Design has been a leader in art and design education for nearly 75 years. The College offers undergraduate and graduate degrees in a wide range of disciplines, as well as Public Programs offering design education to all ages and levels of experience. Fundamental to Art Center's core curricula is a commitment to social and cultural engagement and giving students the tools and skills with which to effect change and address real-world issues. Art Center is located in Pasadena, California, with classes held at its Hillside Campus and new South Campus in downtown Pasadena.

About Designmatters

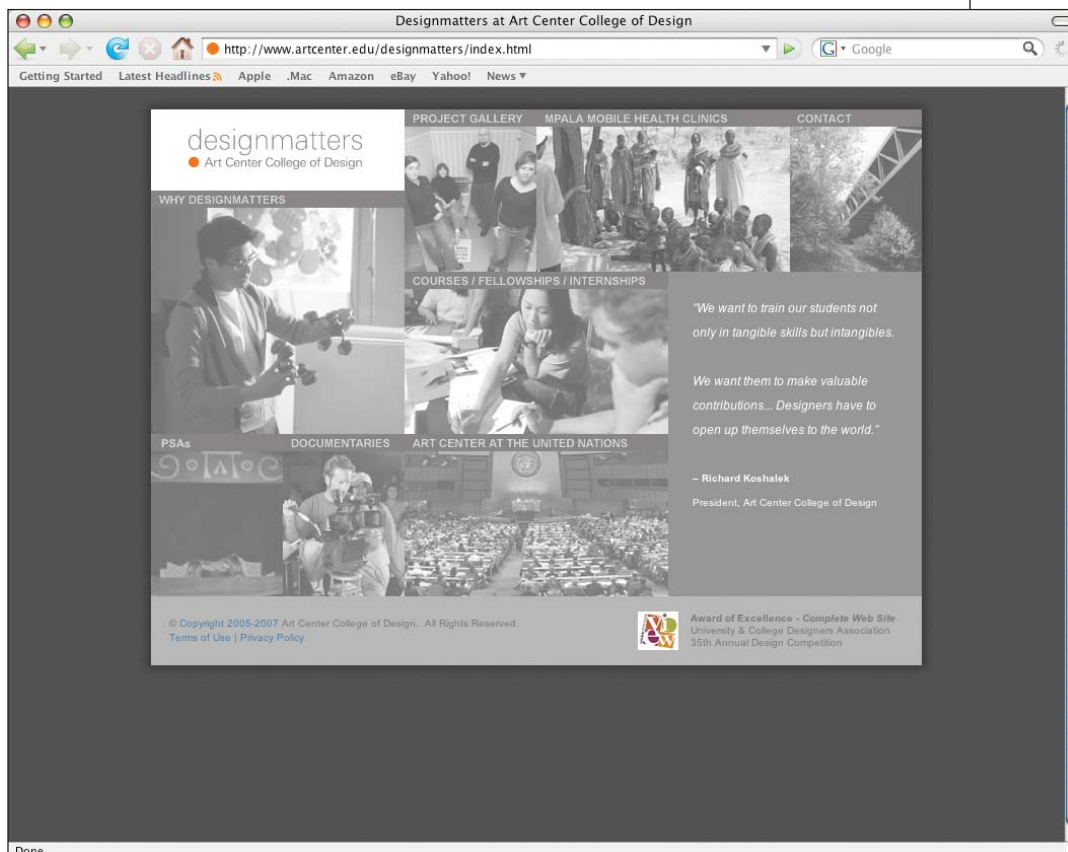
From official website: <<http://www.artcenter.edu/designmatters/about/index.php>>

WHY DESIGNMATTERS

The world today faces challenges of unprecedented scale and complexity—including urban congestion, depleted natural resources, housing shortages and crises in education and healthcare. Solutions to these challenges increasingly require collaborations offering diverse approaches and perspectives. Because mankind lives in a designed world, designers are pivotal to the success of these collaborations.

Public awareness of the importance of design beyond mere consumerism and style is rapidly growing, and design is now an equal partner with many enterprises, including business, medicine, science, technology and urban planning.

A College-wide initiative launched in December 2001 and led by the International Initiatives Department, Designmatters at Art Center explores the social and humanitarian benefits of design and responsible business.



Visit <http://www.artcenter.edu/designmatters/index.html> to learn more.

<<http://www.artcenter.edu/accd/international/designmatters/designmatters.jsp>>

Recognizing the growing interconnectedness of the world's diverse populations, and the public's increasing awareness of the power of design, Art Center's International Initiatives Department launched Designmatters at ArtCenter in 2001. This ongoing college-wide initiative enables students and faculty to explore the myriad ways that design is an equal partner with technology, science, engineering and urban planning in addressing social and humanitarian needs. Through elective workshops as well as independent study, students in designmatters projects develop new kinds of problem-solving skills and create tangible, real-world results that help make design even more relevant to contemporary life and the issues of our time.

Art Center is the first school to be designated a Non-Governmental Organization (NGO) by the United Nations Department of Public Information. This acknowledgment of design's broad contributions to society has helped inspire and energize the following designmatters projects:

- Designing individual portable shelters for homeless people
- Collaborating on the creation of a community in Kenya for AIDS orphans and elders
- Launching a campaign to raise awareness of the risk of colon cancer among young people
- Developing graphic identities for the United Nations
- Department of Public Information programs
- Designing products targeted to aging populations
- Creating public-service announcements (PSAs)

The possibilities and applications for designmatters are unlimited. As the 21st century unfolds, design will increasingly be called upon to address critical needs: more efficient vehicles and transportation systems for congested cities; water-recovery systems in arid regions and countries; medical devices for rural and inner city areas; new applications for recycled materials; and many other challenges. The designmatters initiative provides valuable resources to Art Center's historical and ongoing commitment to pioneer the use of design as a catalyst for change on a broad scale.

Awards

<http://www.artcenter.edu/accd/international/INDEX/INDEX2005.jsp>

Index Awards 2005

As a leading voice in the world of art and design, Art Center is dedicated to promoting and recognizing design as a tool for positive social change on a global level. Our involvement in the inaugural INDEX Awards and Views Summit for Design and Innovation underscores this commitment. As INDEX elevates achievement in the design disciplines to unprecedented levels, Art Center is proud to be a supporter and active partner in the process.

The inaugural INDEX Awards will be presented on September 23, 2005, recognizing “designs to improve life” and offering a \$100,000 prize in each of five categories—Body, Community, Home, Work and Play. Thereafter, the Awards will be presented every four years, continuing to reward socially responsible designers and design teams, and inspiring legions of others to apply their talents for the benefit of humanity.

The Awards themselves are the pinnacle of a three-week design summit in Copenhagen, Denmark. In addition to the Awards, there will be concurrent design exhibitions at five central locations in the city. One, the Future Scenarios Exhibition, will be conceived, designed and installed by Art Center students during a summer term abroad. The exhibition will present the outcomes of the international, seven-school Future Scenarios Project which—for the Art Center students—took shape during a spring 2005 transdisciplinary studio class. Click the link www.artcenter.edu/accd/international/INDEX/descriptions.jsp to learn more about the Future Scenarios Project.

Art Center is proud to be a part of the INDEX Awards, and of our students and faculty for their leadership in empowering designers to make a difference in the world.

International Achievement and Influence

Designmatters' varied body of work includes public service announcements and documentary films, branding identity systems, advertising campaigns, product prototypes, websites, mobility concepts, schematic plans for communities with special needs, and more.

The following are examples of projects that have achieved national and international visibility for their sponsors and Art Center alike:

- A public health campaign for AIDS/HIV prevention in the English-speaking Caribbean
- A mobility system to deliver health care to remote regions of Kenya by camel, using solar-powered refrigeration
- The Los Angeles Earthquake Project, a multi-platform media strategy aimed at creating new models for readiness and community interaction in Southern California
- Photographic and film essays on indigenous communities in Mexico
- A multi-media campaign in support of the UNFPA Safe Motherhood Initiative to combat maternal mortality
- The "YouOrleans" identity project, branding a new furniture line using wood recycled from structures damaged by Hurricane Katrina
- "Fat Lane," a PSA for the social marketing campaign for the film *Fast Food Nation*—and winner of a Young Director's Award at the Cannes Film Festival

In recognition of Designmatters' service to society, Art Center is the first design school to receive Non-Governmental Organization (NGO) status at the United Nations and the Organization of American States. Designmatters projects have figured prominently in books and exhibitions—such as "Design for the Other 90%" at the Cooper-Hewitt National Design Museum—and Art Center is frequently invited to present the initiative at international conferences. Collaborations with other renowned schools (such as Princeton University, the University of Southern California, and the Barcelona-based business school, ESADE, among others) increasingly focus on Designmatters-oriented opportunities as well.



Left: Prototype ultrasound device created in GE Healthcare project; right: Kenyan community members benefitting from the Mpala Camel Clinic project.

Designmatters Partners (Partial List)

AIDS Project Los Angeles
American Cancer Society
American Red Cross
Architecture for Humanity
California Seismic Commission
First Five Los Angeles
GE Healthcare
Head Start
International Organization for Migration (IOM)
Johnson Controls Interiors
Los Angeles County Department of Mental Health
Mpala Community Trust, Kenya
Organization of American States (OAS)
Pacific Oaks College
Pan American Health Organization (PAHO)
Participant Productions
People Assisting the Homeless (PATH)
Planned Parenthood
Princeton University, Department of Engineering
Robert Wood Johnson Foundation
The AIDS Institute
The World Bank Development Marketplace
United Nations Children's Fund (UNICEF)
United Nations Department of Public Information (DPI)
United Nations Development Fund for Women (UNIFEM)
United Nations Development Programme (UNDP)
United Nations Educational, Scientific and Cultural Organization (UNESCO)
United Nations Foundation
United Nations Population Fund (UNFPA)
United States Geological Survey (USGS)
University of Southern California, Annenberg School for Communication

For more information:

www.artcenter.edu/designmatters

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Engagement with the World

designmatters
● Art Center College of Design



The New Role of Design Education—and Designers

Do designers really make a difference in the world? Everywhere we turn, the answer is a resounding yes. Design affects all aspects of daily life—the functioning of cities, offices, schools and hospitals. Design is wedded to innovation in business, communications and technology, science and medicine. The consequences of design profoundly affect society’s well-being, and solutions to many challenges facing us today increasingly depend on the contributions of designers in our midst.

More than ever, effective design today rests on education that emphasizes deep engagement with—and contributions to—the world around us. This is the basic mission of **Designmatters at Art Center College of Design**, a unique institution-wide initiative exploring social and humanitarian applications of design and responsible business practices. Founded in 2001 and overseen by the College’s International Initiatives department, Designmatters facilitates educational partnerships with regional, national and international agencies and businesses of many kinds. These collaborations bring wide-ranging research, knowledge and expertise to projects dealing with the key issues of our time, and yield tangible results directly benefiting the public.

In its dedication to society, Designmatters reflects the core values of a renowned school of design, and presents a new model of social activism for design education in general. Every sector of the Art Center community—students, faculty, chairs, deans, staff, trustees—is included in Designmatters projects. Together, they are redefining the meaning of the “educated” designer as a powerful change agent and a citizen of the larger world.



“YouOrleans” brand identity in support of the Katrina Furniture Project.

Designmatters Themes

Designmatters projects are conducted year-round at Art Center. Each may focus on one or more of the following themes:

- **Public Policy**—As strategic thinkers and communicators in many media, designers can effectively mobilize public opinion and the positioning of critical issues in the public and private sectors. Advertising campaigns devised by leading designers, for example, have directly influenced national policy regarding smoking, seat belt use, and more.
- **Global Healthcare**—Designers are increasingly involved in developing new medical devices and hospital and clinic environments that improve the experiences of personnel and patients alike. Design’s role in enhancing public health services, healthcare delivery and networks, and community wellness will only continue to grow in the future.
- **Human Sustainable Development**—Using new materials and practices, design is taking a holistic approach to sustainability, going beyond green issues to include related concerns such as infrastructure, water and education. In so doing, designers will help create communities whose present needs are met without compromising future generations.
- **Social Entrepreneurship**—In partnership with business and corporate social initiatives, design offers unique ingenuity in addressing major global challenges. Collaborations with business schools and socially oriented businesses, as well as corporate foundations, will produce not only innovative solutions, but a new platform for design in the 21st century.



Left: “Faces, Voices and Places” identity campaign for the Pan American Health Organization; above right: Print ad campaign for United Nations Population Fund; below right: “The Pharmacy” PSA for the International Organization for Migration.

Designmatters Project Selection and Implementation

Designmatters projects are closely tied to Art Center’s undergraduate and graduate curricula in all design disciplines, and are selected for their real-world impact and visibility. After screening by the International Initiatives department, selected proposals are brought to the College’s educational leadership for review and implementation. The resulting projects may include new course assignments, multidisciplinary studios, independent study by advanced students, or internships. In addition, every year several outstanding students receive Designmatters Fellowships to support work of exceptional merit in an international setting.

Designmatters partner agencies provide fees for supplies and related costs that are negotiated in advance via the International Initiatives department. Once the project is underway, the department facilitates a series of opportunities for agency representatives to contribute their expertise to students and faculty, and to participate in the final project evaluation. Documentation of the finished work is published and disseminated by the partner agencies.

Cover images—left: Photograph from documentary project in Veracruz, Mexico; above right: Illustration for “The Los Angeles Earthquake: Get Ready” sourcebook project; below right: Campaign poster for United Nations Population Fund “Safe Motherhood” initiative.

Designmatters Fellowships

Art Center awards Designmatters Fellowships to highly motivated and exemplary students enrolled in all disciplines offered through the school. These fellowships allow Art Center students to “serve as leading young design professionals in non-profit agencies conducting social and humanitarian work on an international scale.”

Learn more at <<http://www.artcenter.edu/designmatters/courses/index.php>>

PAST FELLOWS

Sebastian Bettencourt, Graduate Media Design

United Nations Department of Public Information

Media and Broadcast Division

New York

Summer 2006

[Click here](#) for Sebastian’s documentation of his fellowship experience.

Jana Frieling, Graphic Design

Pan American Health Organization

World Health Regional Office for the Americas

Washington, D.C.

Spring 2007

[Click here](#) for Jana’s documentation of her fellowship experience.

Miya Osaki, Graduate Media Design

UNICEF

Communications Division

New York

Spring 2007

[Click here](#) for Miya’s documentation of her fellowship experience.

Jackson Wang, Graduate Media Design

UNESCO

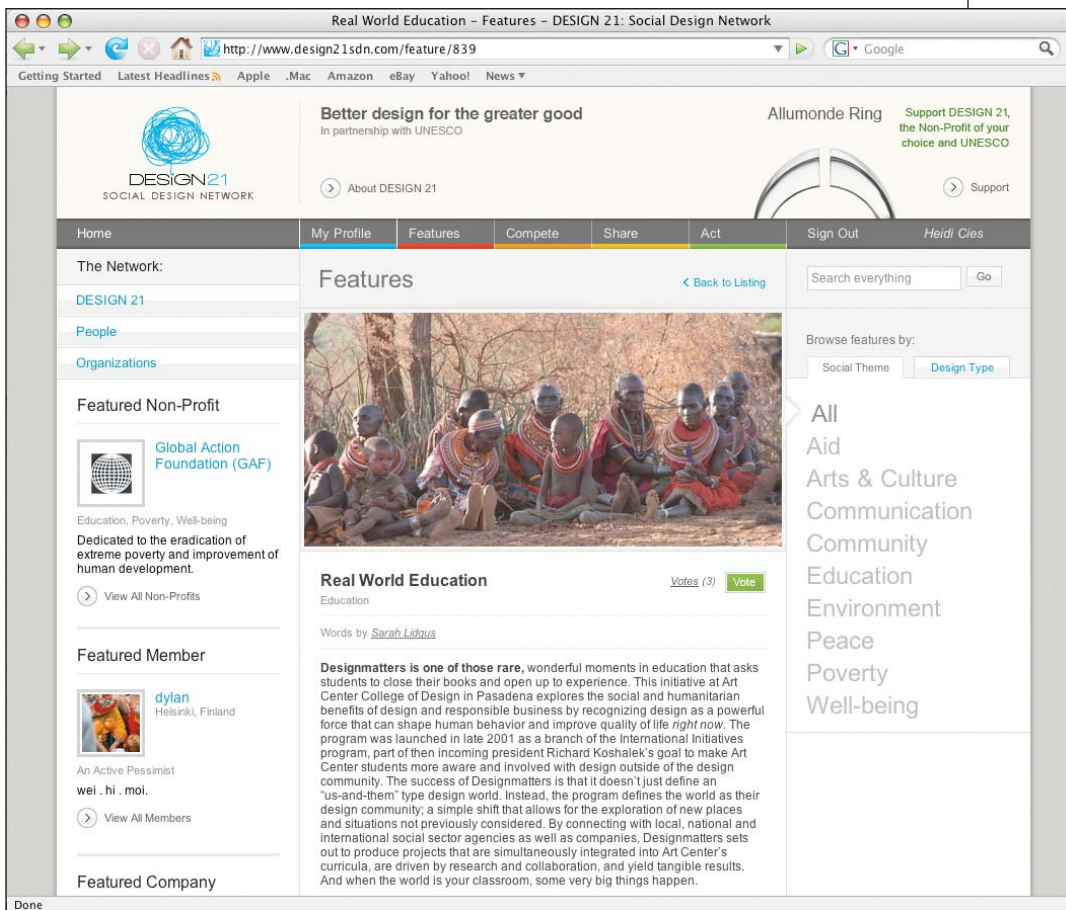
Culture and Design Sector

Paris

Summer 2007

[Click here](#) for Jackson’s documentation of his fellowship experience.

News



Writer Sarah Lindgus posted a compelling article about Designmatters to the Design21 Social Design Network website. In her words, “Designmatters sets out to produce projects that are simultaneously integrated into Art Center’s curricula, are driven by research and collaboration, and yield tangible results. And when the world is your classroom, some very big things happen.”

Please read Sarah’s entire article at: <<http://www.design21sdn.com/feature/839>>

Project: UNFPA

<<http://www.artcenter.edu/designmatters/projects/unfpa/index.php>>

United Nations Population Fund (UNFPA) Safe Motherhood Initiative

In continuing partnership with the United Nations Population Fund (UNFPA), Designmatters facilitated a Summer 2007 studio to develop an integrated multi-media awareness campaign in support of the 2007 Safe Motherhood Initiative. This campaign was developed in a trans-disciplinary studio consisting of students from Art Center's Advertising, Graphic Design, and Graduate Media Design departments, led by faculty members Elena Salij, Advertising; Louis Danzinger, Graphic Design; and Helen Sanematsu, Graphic Design.

Inspired by UNFPA messages such as "No woman should die giving life," and "Every minute of every day, another woman dies in childbirth," students designed provocative yet sensitive awareness campaigns consisting of public service announcements (PSAs), print ads, and give-away items. Closely guided by UNFPA lead project staff, the goal of this campaign was to raise awareness, educate, and call to action a wide cross-section of audiences, many of whom are unaware of the global problem of maternal mortality, as well as appeal to political leaders and decision-makers to provide aid and make policy changes.

Designing for the UNFPA challenged students to think beyond just a client's vision or brand, but to consider how to effectively communicate to the global public about a real-world problem. Through research and discussion, it became evident that minimizing words and making the large number of deaths emotionally comprehensible would be key factors in achieving this goal.

To begin, students divided into three teams, each of which conceived of three distinct multi-media campaigns promoting safe motherhood. By the end of the term, what resulted was one unified campaign to include all three team's PSAs, and other compelling elements from all three proposals such as banners, bags, pins, and bookmarks. Combined these pieces serve as a series of poignant messages advocating for maternal health while keeping in mind a varied audience.

In a joint statement about the outcome, the faculty said, "The students committed themselves to solving the problem in unconventional ways, to attempt to produce art and poetry rather than 'commercials.' No pleading for funds, no direct calls for action. No predictable images of third-world villages, native peoples struggling for existence—all the usual clichés." Following this direction, the students communicated the enormity of this tragedy in a clear and heartfelt campaign.

This campaign will be disseminated world-wide via broadcast airtime on EuroNews and BBC World in Fall 2007 and display throughout the Women Deliver international conference to be held in London, October 18-20, 2007. The PSAs are also showcased on the Women Deliver conference website.

As part of the Designmatters initiatives for global healthcare and human sustainable development, this project functions as the first steps in communicating an imperative for immediate action to reduce the number of deaths associated with childbirth and improve the lives of women and their families around the world.



“The problem (maternal mortality) handed to us was so extensive and overwhelming that coming to our final solution was truly a labor of love.”
Janete Chun
(Advertising/5th term)

http://www.artcenter.edu/designmatters/flv/storytelling_512.html

“WHEN MOTHER DIED, THE FAMILY FELL APART” for the United Nations Population Fund in support of the Safe Motherhood initiative, by Ji Eun Kang (Graphic Design/5th term), Kris Wong (Graphic Design/5th term), Emerson Velazquez (Graphic Design/7th term). Premiered at the Women Deliver Conference, London, October 2007. Distributed on Euronews channels internationally. Summer 2007



http://www.artcenter.edu/designmatters/flv/clocks_512.html

“EVERY MINUTE, A MOTHER IS DYING.” for the United Nations Population Fund in support of the Safe Motherhood initiative, by Hosan Lee (Advertising/5th term) and Paul Roberts (Advertising/6th term). Premiered at the Women Deliver Conference, London, October 2007. Distributed on Euronews channels internationally. Summer 2007



<http://www.artcenter.edu/designmatters/flv/2everyminute_512.html>

“LOOK AT HER BEFORE IT’S TOO LATE” for the United Nations Population Fund in support of the Safe Motherhood initiative, by Janete Chun (Advertising/5th term), Yvonne Kang (Graphic Design/5th term), Maria Moon (Graduate Media Design/6th term), Miya Osaki (Graduate Media Design/5th term), Ronald Lu (7th term/Graphic Design). Premiered at the Women Deliver Conference, London, October 2007. Distributed on Euronews channels internationally. Summer 2007

Project: Millennium Development Goals

<<http://www.artcenter.edu/designmatters/projects/mdg.php>>

At the center of the partnership between Art Center and the UN is a commitment to the global agenda for development represented by the implementation of the Millennium Development Goals, also known as the MDGs, or a blueprint for building a better world by 2015. These eight markers for development — cutting extreme poverty in half, putting all children into primary school, and stemming the spread of infectious diseases such as HIV/AIDS, among others have become widely accepted benchmarks for progress that can be met if all involved "break with business as usual," and dramatically accelerate high-impact initiatives. In order to achieve measurable outcomes, effective advocacy and potent visual campaigns are important to increase the global awareness of the MDGs.

Designmatters' ongoing partnership with the US headquarters for the UN Millennium Campaign Project, has taken the MDGs' framework as a launching point for engaging Film and Advertising students at Art Center to design and produce campaigns that can bring young designers' voices into the midst of the public dialogue and reach out to young people around the world.



<http://www.artcenter.edu/designmatters/flv/what_if_512.html>

"WHAT IF?" for the UN Millennium Campaign Project, by Ron Tapia
(Advertising/ACA) Summer 2004

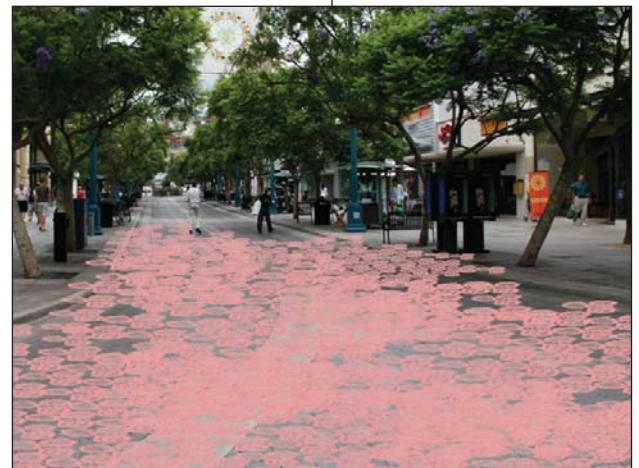
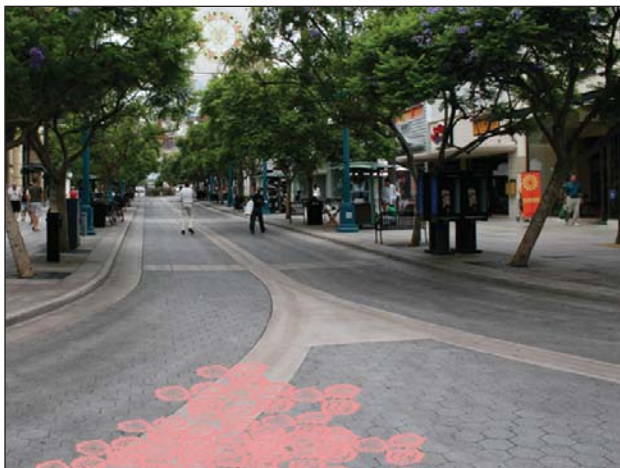
Project: American Cancer Society

<http://www.artcenter.edu/designmatters/projects/acsac/acsac.php>

In an effort to raise awareness of cancer in non-college attending 18–24 year olds, the American Cancer society worked alongside Art Center in the Summer 2006 term to create a hip and effective campaign. Teaming with the AGENCY—a small group of advertising students who take on real world clients—three campaigns were designed to speak to young people with little exposure to the dangers of cancer.

Often unreached in the areas of cancer awareness programs, the target audience demanded visually compelling and striking campaigns to bring the issues of cancer in young people to the table of dialogue. The three campaigns created addressed the issue in a creative and compelling manner, each finding a unique way to speak to their audience.

It's Everywhere



You Have an Appointment



Sorry to Burst Your Bubble



<http://www.artcenter.edu/designmatters/flv/burst_512.html>