

PJT 01: DESIGN FOR IMPACT

A movement to ignite, accelerate and amplify a design-driven social change. Designing for social impact is a platform to build and sustain the implementation of equity- and human-centered design thinking for social change.

TIMELINE

Week 7/8

Midterm Research Summary
& Concept Pitch

Week 15

Final Concept Pitch

PROJECT 01

Working independently, each student researches conceptualizes and develops an in-depth project, across media channels.

This semester we are focusing on:

COMMUNITY AND CIVIC ENGAGEMENT

You'll conduct exploratory research to examine this theme and establish how **YOU** fit. Are you an expert or an ally? Once this phase is completed, you will identify a topic that you would like to focus on, then develop a conceptual plan that addresses a particular issue.

Your project must include:

- hard copy/digital examples of your research.
- process book, break-out sessions, and readings.
- a midterm presentation to establish your research and direction
- a final presentation of your completed conceptual plan

If you are having problems with the project, DO NOT WAIT UNTIL THE FINAL WEEKS for help. Reach out to me so we can work out a plan.

PROJECT GRADING

Research, independent/ critical assessment, and presentation skills are all-encompassing parts of establishing a design solution. Therefore, grades will be determined as follows:

- **Concept & Strategy** 25%
- **Process (Research and Analysis & Idea Generation)** 25%
- **Design (Composition & Writing)** 25%
Research synthesis / Strategic planning / Concept creativity /
Depth of media channels / Visual Cohesion
- **Presentation (Verbal & Visual)** 25%