

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 6
Midterm Research Summary

Week 11
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:

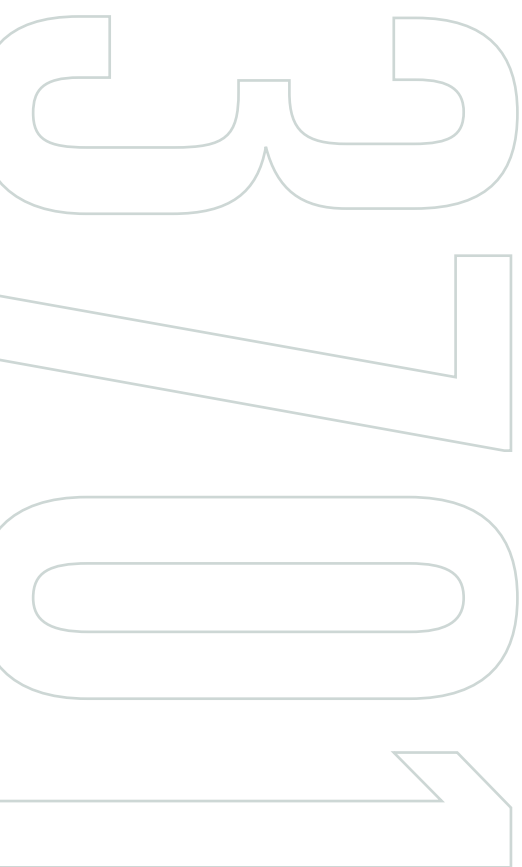
- hard copy/digital examples of your research.
- process book, break-out sessions, and readings.
- a midterm presentation to establish your research and direction
- a final presentation of your completed conceptual plan

If you are having problems with the project, DO NOT WAIT UNTIL THE FINAL WEEKS. 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%**



SPECIFICATION GRADS

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

Assignments	Bundle 1 Progress D Level	Bundle 2 Progress C Level	Bundle 3 Progress B Level	Bundle 4 Progress A Level	
Task + Deadline Based Assessment Completion of Task Determines Assessment Value					(- / +)
Process Exercises (Weekly assignments) 15 Points	at Least 8 of 15 points required.	at Least 10 of 15 points required.	at Least 11 of 15 points required.	at Least 13 of 15 points required.	What bring your assessment up. <ul style="list-style-type: none"> • Attentiveness • Classmate Support / Feedback • Weekly Video / What you see updates • Event/ Article Reporting
Participation (Reading, Quizzes, Feedback) 15 Points	at Least 8 of 15 points required.	at Least 10.5 of 15 points required.	at Least 12 of 15 points required.	at Least 13 of 15 points required.	
Process Uploads (Bi-weekly updates and Link Submissions) 10 Points	at Least 6 of 10 points required.	at Least 8 of 10 points required.	at Least 8 of 10 points required.	ALL 10 points required.	
Rubric Based Assessment Reaching Rubric Criteria Milestone(s) Determine Assessment Value					
Midterm Research Presentation 100 = 10 Points	Scored at Least 60%	Scored at Least 70%	Scored at Least 80%	Scored at Least 90%	What bring your assessment down. <ul style="list-style-type: none"> • Attendance • Negative / Unsupportive Feedback • A pattern of late or missing work
Social Impact Project Project 01 100 = 20 Points	Scored at Least 60%	Scored at Least 70%	Scored at Least 80%	Scored at Least 90%	
Senior Project Proposal Project 02 100 = 15 Points	Scored at Least 60%	Scored at Least 70%	Scored at Least 78%	Scored at Least 85%	
Final Process Book 15 Points	at Least 7 of 15 points required.	at Least 9 of 15 points required.	at Least 11 of 15 points required.	at Least 13 of 15 points required.	
All requirements in a Bundle must be met to achieve assessment level					
F Grade is given if ALL the requirements in the "D" Bundle have NOT been met.					

Students Full Name	Evaluations																0.0	F	Pjt 01	0.0	F	Pjt 02	0.0	F	Process	0.0	F	0																																																																																																					
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Methodology Exercises Criteria	
(E)xceeds Expectation - 1 Pt (full Credit)	Able to apply methodological exercise to topic exploration and understanding. - Show synthesis of exercise and topic. - Properly label exercise in Process Book - Show thinking along with exercise, not just answers.
(M)eets Expectation - 0.75 Pt	Able to apply methodological exercise to topic exploration and understanding. - Properly label exercise in the Process Book - Show thinking along with exercise, not just answers.
(R)evisions Expected - 0.5 Pt	Still needs to showcase the connections from methodological exercise to topic selection. - Barely showing thought process of exercise and/or - Only providing answer-based output. (need to show how you can on your exercise conclusion)
(N)o Point / Not Acceptable - 0 Pts / No Credit	Exercise missing or below the criteria of a revision assessment.
(S)atisfactory- 1 Pt (Full Credit)	Completed required assignment and/or provided supportive feedback to a classmate or class discussion.
(U)nsatisfactory- 0 Pts / No Credit	Missing required assignment and/or provided no feedback to a classmate or class discussion.
	A 93 - 100 A- 90 - 92.9 B+ 87 - 89.9 B 83 - 86.9 B- 80 - 82.9 C+ 77 - 79.9 C 70 - 76.9 D 60 - 69.9 F 59.9 and below