

www.designigniteschange.org

DESIGN IGNITES CHANGE
Implementation Award

July 2009 | 7 pages total



Founding Partners:



Program Description and Requirements

Creativity holds enormous power for fostering positive social change. Instilling this ideal in the next generation of creative professionals is core to *Design Ignites Change*, a collaboration between Adobe Youth Voices and Worldstudio.

Design Ignites Change is an annual program that promotes and encourages talented high school and college students from across the country to use design thinking and innovation to create messages for, and solutions to, pressing social problems in their local communities.

The initiatives with the most powerful and provocative solutions will be given financial awards to help fund the implementation of their project. This incentive not only rewards the students, but also showcases the ability of participants to foster such talent.

2009 Awards A total of **\$15,000** will be awarded to the concept or concepts that have the demonstrated ability to ignite change within their local community based on the following broad parameters:

- » Addresses a pressing social need within a community
- » Can be implemented within that community
- » Delivers positive results that can be measured

Awards will be given to fund the material costs of executing the project. *Design Ignites Change* believes that designers should be compensated for their time when executing socially minded projects. As such, up to 10% of your total requested award amount may be earmarked as an honorarium to cover your time. Monies will be disbursed in one of two ways:

- » Paid directly to the vendors contracted to execute the project
- » Paid to the school or organization who will oversee the execution of the project

Deadline The application deadline is **December 31, 2009**. A complete case study must also be posted on the *Design Ignites Change* website by December 31, 2009.

Eligibility The following groups enrolled in *Design Ignites Change* are eligible to submit projects **developed in 2009** for an award:

- » Colleges/universities engaged in projects that use design thinking to address social issues
- » Colleges/universities engaged in a youth mentoring program around social issues
- » Creative professionals engaged in a youth mentoring program around social issues

Participants in the basic *Create! Don't Hate*. billboard mentoring program are not eligible, but any unique extensions - in addition to the billboards - of the *Create! Don't Hate*. program, developed by the mentoring organization and the mentees can be submitted.

Selection All applications will be reviewed by an independent committee of creative professionals, business, civic and non-profit leaders. Projects will be evaluated on concept, viability, potential for impact, as well as a detailed plan for timely execution.

Announcement The winner(s) will be announced at the end of **January 2010**. Monies will be available for disbursement in February 2010.

Parameters *The following parameters and restrictions apply:*

- » All awarded projects must be executed by **June 30, 2010**. Extensions will be considered on a case-by-case basis.
- » Award recipients will work under the close supervision of Worldstudio until the completion of the project, based on their submitted timeline.
- » Awards are given to cover the material costs of executing a project. Up to 10% of your total requested award amount may be earmarked as an honorarium to cover your time.
- » Projects can be independently executed or in partnership with a corporation or non-profit organization.
- » *Design Ignites Change* Advisory Board members are not eligible to directly to apply, although any organizations and students they are affiliated with are eligible.
- » Worldstudio employees and family members are ineligible.
- » All concepts remain the intellectual property of the applicants.
- » Adobe Youth Voices, Worldstudio and *Design Ignites Change* have the right to reproduce and showcase the submitted entries as case studies.



Founding Partners:



Worldstudio
projects

2009 Award Application

Deadline: December 31, 2009

1.1 Applicant Name of school or organization

Primary contact

Address

City

State

Zip

Phone

Fax

E-mail

Are you a administrator faculty member student creative professional

1.2 Student If you checked "student" fill out this next part:

Grade level freshman sophomore junior senior graduate student

1.3 Faculty teacher/advisor

Telephone

E-mail

1.4 Partner Is your project being executed in partnership with another organization? yes no

If yes, name of organization

Primary contact

Address

City

State

Zip

Phone

Fax

E-mail

2.1 Project *Use the Design Ignites Change blog and slideshow to describe and showcase your project. Then complete the following information.*

2.2 Target audience

2.3 How will your project ignite change in your community, what is the goal?.

2.4 I have included additional examples of my project with this application.

3.1 Award request Provide an itemized budget of the material costs you would like your award to cover. You can earmark up to 10% of the total requested award amount as an honorarium to cover your time. List the item and budget requirement, the total is not exceed \$15,000.

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Item

Cost

.....

3.2 Total request

3.3 If there are other aspects of your program that are being supported by a school, non-profit or business list them here. Knowing that you have additional support for your project may in turn give your request additional support from the jury. Name the institution and outline support.

4.1 Execution Provide us with a detailed plan of how you plan to execute your project along with a timeline through to completion. Projects must be implemented by June 30, 2010. Extensions will be considered on a case-by-case basis so be sure to include that in your timeline.

4.2 How will you measure the success of your project?

Questions?

If you have any **questions** regarding the application contact:

Mark Randall, Worldstudio
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For information on how to **sponsor** a *Design Ignites Change Implementation Award* contact:

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