

SOCIAL DESIGN PROJECT

OVERVIEW

As humans, we need to be aware of the complex social challenges around us. How can we find ways to use our talents and skills as designers and collaborate with communities to actively improve the quality of lives around us, especially for disadvantaged communities? How can we bridge the gap between “design thinking” and “design doing”?

DESIGN RESEARCH

ASSIGNMENT #2.0: Select a cause and problem within the cause

1. **Identify a social cause.** Select one cause from the United Nations Global Compact strategy for achieving Sustainable Development Goals by 2030.
<https://www.unglobalcompact.org/sdgs/17-global-goals>
2. **Select a challenge.** Identify two specific problems within the cause that you can help others in a post-COVID world. Choose problems you are passionate about and willing to implement.
3. **Read** “IDEO’s “The Field Guide To Human-Centered Design” (pgs. 1-73).
4. **Fill out the IDEO “Frame the Design Challenge” PDF** for each of your two challenges (type directly into the PDF document). Upload two, one-page PDFs to the shared folder. Prepare to present your causes to a group.

RESOURCES

Heller, Cheryl. *The Intergalactic Design Guide: Harnessing the Creative Potential of Social Design*. 2018.

[IDEO, “The Field Guide To Human-Centered Design”](#)

<https://www.designkit.org/>

<https://www.ideo.org/>

[IMPACT SVA, “Design Revolution: The Toolkit”](#)

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ASSIGNMENT #2.1: Research and identify a community

5. **Refine the project idea.** Formulate the headline into a question, and add it on the top of your revised idea board.
6. **Research your topic.** Search the Internet for credible sites and evidence to make the audience understand your topic. This should include facts, statistics, diagrams, images, and field research. This section should take you a few hours to complete. Do not forget to cite each place you find information. (Refer back to your “Research and Technology” courses for citing information properly.) OBJECTIVE: *build credibility*.
7. **Identify your community.** Identify at least one person that has a deep understanding of your topic. (Refer to pages 43.) Develop a list of questions to ask this “subject matter expert” that move you towards understanding your subject and finding a problem to solve. Questions should sustain an interview for about 20–30 minutes. Type your answers for each interview and bring to discuss in class. OBJECTIVE: *build credibility; identify insights*.

RESOURCES

- <https://sdgs.un.org/goals> United Nations 17 Sustainable Development Goals
- <http://libguides.kean.edu/Library> (Kean Library; login with your Google email)
- <https://www.statista.com/> (Login via Kean Library to get access for more reports)
- <https://www.google.com/forms/about/> (Survey option. Access via your Kean Google email page)
- <https://scholar.google.com/> (Academic research papers)

ASSIGNMENT #2.2: Interview and survey people to gain insights

- a. **Identify people you want to help.** Find three persons that understand/have experience with your topic. (Refer to pages 39-41 in IDEO’s “Field Guide.”) Make sure there is at least one “extreme” (pages 44-51) in your research. Develop a list of questions for a 15–20-minute interview. Type your answers for each interview and bring to discuss in class. OBJECTIVE: *identify insights*.
- b. **Develop a survey.** Create a list of questions to send out a survey to at least 25 people that are relative to your topic. This can be a Google Form, Survey Monkey, or social media platform. Questions can be similar to interview questions and must validate what you have already found or want to prove. Do not send out until your questions have been approved. OBJECTIVE: *generate data; validate research and insights*.

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ASSIGNMENT #2.3: Organize and present research; reframe problem and identify a design solution

8. **Create a presentation.** Create and organized fact-finding design research document filled with information and insights that will lead to reframing your question and finding a problem to solve. [See template for requirements and presentation order. OBJECTIVE: *identify a clear connection between your research and problem to solve.*
 - a. **Design the presentation in Google Slides.** Presentation should be 12-15 pages.

BRAND IDENTITY DELIVERABLES

OBJECTIVE

In this phase, you will identify a “solution” and create an identity that visually communicates the idea of your social design project and captures the essence and style of the brand.

WEEK 2.4 ASSIGNMENT: Naming + Mood Board

9. **Identify your design solution.** Based on your completed research report, what is the solution that will formulate your project idea? In six words or less, what is your idea?
10. **Develop a brand strategy.** Clearly articulate what your brand is about and the audience you are targeting. Here is where you are going to discuss your idea, identify the target market, and describe the characteristics of the business or service. All the information below will derive from your research report.
 - a. *[Brand Name—Add to the top of your page]:* Develop a name for your idea. It should be appropriate, relevant, memorable, and not cliché. Create a word map and try unique ways to create words. (See Naming Resources below.)
 - b. *Problem:* Add your final and approved question.
 - c. *Solution:* This is your six-words or less description of your solution. (See 1.)
 - d. *Description:* Create a two to three succinct line description of your idea.
 - e. *Target Audience:* List demographic group, age, and other relevant information that describes who you want to target. There should be three to five traits.
 - f. *Brand Attributes:* List five to seven key words that describe the emotional and intellectual characteristics about the brand that you want to communicate to your audience. Make sure each word is a unique characteristic and not similar to another word used.
11. **Build a mood board.** Visually show images, colors (primary and secondary palette), and typefaces (primary and secondary typefaces) that communicate the essence and style of your brand. Include “brand strategy” content on top.

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NAMING RESOURCES

- <https://www.columnfivemedia.com/how-to-choose-a-brand-name>
- <https://www.fastcompany.com/1819418/8-principles-product-naming>
- <https://www.software-marketing-advisor.com/software-name.html>
- https://asp-software.org/www/misv_resources/business-articles/how-to-name-an-app-a-program-a-company-or-a-service/
- <https://anadea.info/tools/online-business-name-generator/software>
- <http://watchout4snakes.com/wo4snakes/Random/RandomWordPlus>

WEEK 2.5 ASSIGNMENT: Logo/Logotype

1. **Improve on week 2.4 assignment.**
2. **Develop a word map.** Create a word map with many different directions. This will become important for developing your logo icon.
3. **Sketch logo icon concepts.** Develop MANY (10 pages if you want a number) of thumbnail sketches for an icon design. Develop these pages over three sittings or more. I recommend each sitting to be at least 20-30 minutes of sketching. Submit sketches together in a separate document.
4. **Develop a logo icon design.** Digitally produce three DIFFERENT icon ideas in black/white/gray tones and add them to the mood board. NO COLOR.
5. **Explore a color study.** Select the logo icon that best communicates the “style” and “essence” of your brand. Design many color options and select 6 to 9 of the strongest versions and add them to your mood board.
6. **Explore logotypes.** Use a typeface selected for your brand identity OR choose another typeface that for your logotype. Combine it with the most effective logo icon.
7. **Add all elements above to your mood board.** Be prepared to share in class.

WEEK 2.6 ASSIGNMENT: Touchpoint

1. **Improve on week 2.5 assignment.**
2. **Create an additional touchpoint.** What is the design project (“touchpoint”) you selected at the end of your research report (i.e., mobile app, social media campaign, etc.) that best communicates the idea for your project? Design two variations of your touchpoint and produce one prototype in color. Show enough of the touch point to clearly communicate your idea. (See “STAND OUT_CH7_Touchpoints.pdf”.)
 - a. For mobile apps and websites: minimum of three screens
 - b. Promotional campaigns: minimum of three pieces