DESIGN FOR SOCIAL JUSTICE

(A design thinking and response workshop)

Friday, September 17, 2014

CO-LEADS: Colorado Leadership for Equity, Advocacy, and Discovering Social Justice—Mega Impact, Micro Action

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Session Intent

Design for Social Justice

SUMMARY:
This session introduces the concept of designing for social justice, an emerging field of practice. Inherent to social equity issues are the interconnected themes of economic and environmental justice, often referred to as the triple bottom line. We will discuss how the triple bottom line plays out in design that serves marginalized and underserved communities. Relying on a “problem-seeking” framework, we will activate group brainstorming in the form of an impromptu design studio to map justice themes that start with the personal and transcend to the universal, connecting to place and community.
Session Intent

Design for Social Justice

LEARNING OBJECTIVES:
1) Students will be able to name their identities and how they intersect.
2) Students will be able to articulate 3 ways that concepts from this conference impact their campus leadership roles.
3) Students will engage in consensual dialogue when confronted with divergent perspectives.
design for social justice

community-centered design
design for social justice

social impact design

design as activism

development design

design that does good

community-centered design

human-centered design

public interest design

design for the greater good

do good design

humanitarian design

democratic design

design for the other 90%

design for social change

community-based design

design revolution
design
Defining Terms

What is Design?

http://www.whatisdesign.net/post/
Defining Terms

What is Design?

“All design work seems to have three common traits: there is a message to the work, the tone of that message, and the format that the work takes. Successful design has all three elements working in co-dependence to achieve a whole greater than the sum of the individual parts.”

— Frank Chimero (a designer who focuses on storytelling, craft, and interdependency), The Shape of Design

http://www.whatisdesign.net/post/
Defining Terms

What is Design?


"Graphic design is the most ubiquitous of all the arts. It responds to needs at once personal and public, embraces concerns both economic and ergonomic, and is informed by many disciplines, including art and architecture, philosophy and ethics, literature and language, science and politics and performance."
Visualizing Ideas
Visualizing Ideas that Solve a Problem
Defining Terms

Design for Social Justice
A growing movement and emerging field that works locally and inclusively with and for communities, stakeholders, and audiences from the ground up; advocates for those who are marginalized; and, uses the challenges inherent in daily life to activate change and motivate impact.
Design for Social Justice

Why social justice needs a design studio.

Why Design?
The designer’s stance is experimental and proactive. It helps propel us beyond merely addressing existing problems with existing forms into imagining entirely new terrains of possibility. Equally important, design invites widely disparate ways of knowing into a single co-creative practice.

Why a Studio?
The design studio is a form that has evolved to support the imagination of new solutions to unmet needs. Charged with imagining new products, services, or—in our case—new forms of social intervention, design studios are spaces dedicated to supporting this kind of generative thinking. We believe the social justice sector deserves to have its own design studio to support its ability to design new solutions to complex social problems.

http://ds4si.org
Design for Social Justice

http://ds4si.org/approach/
Design for Social Justice

http://welcometocup.org
Design for Social Justice

http://welcometocup.org/Projects/MakingPolicyPublic/VendorPower
issues
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www.seednetwork.org
DESIGN FOR SOCIAL JUSTICE
design for social justice
DESIGN FOR SOCIAL JUSTICE

http://www.cooperhewitt.org/publications/design-social-impact
February 27, 2012
Social Impact Design Summit
The Rockefeller Foundation headquarters, NYC

34 design leaders and funders convene to address the possibilities and potential within public interest design and design for social justice
Social Impact Design Summit

Questions Posed:

1. Where are the gaps in the field of socially responsible design? What are the biggest challenges to this area of design?

2. What are organizational models of successful and sustainable ways of working in socially responsible design? What are current organizations missing? What are they doing wrong?

3. How can we effectively prepare future generations of designers for this growing area of design? Is this a viable career path? If so, how do we raise awareness of this profession?

http://www.cooperhewitt.org/publications/design-social-impact
Social Impact Design Summit Recommendations
Recommendations for improving educational and career options for future generations of social impact designers:

- Create social impact design education and work opportunities within the communities seeking to solve problems.
- Increase the number of dedicated social impact design-related programs in schools.
- Publicize existing opportunities for social impact design training.
- Create more fellowships and other postgraduate programs that serve as a bridge between education and career.

Social Impact Design Summit Proposals

1. expand networks
2. emphasize storytelling
3. build a culture of evaluation
4. form intelligent coalitions
5. create alternative funding strategies

Social Justice Design Exhibitions

- Design for the Other 90%
- Substance: Diverse Practices from the Periphery
Design for the Other 90%

Precedent for design that serves the majority

*Design for the other 90%, Smithsonian Cooper-Hewitt National Design Museum (2007)*
Design Issue:
Shelter

The Global Village Shelter
- emergency
- temporary
- transitional
- portable

Design for the other 90%, Smithsonian Cooper-Hewitt National Design Museum (2007)
Design Issue: 
**Access** to drinking water for 1.1 billion people

**Hippo Water Roller**
- portability
- health
- wellness
- sanitation

Methods:

coopulent through community engagement ignites design practice and leads to market-driven solutions

Audiences:

addressing the needs of underserved or marginalized audiences can extend problem solving opportunities

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addressing the needs of underserved or marginalized audiences can extend problem solving opportunities
2005 - 2007
• SEED Network is formed
  www.seednetwork.org

2010
• Public Interest Design Institute is formed as the educational outreach arm of SEED
  www.publicinterestdesign.com
Welcome to SEED: Social Economic Environmental Design®

SEED maintains the belief that design can play a vital role in the most critical issues that face communities and individuals, in crisis and in every day challenges. To accomplish this, SEED provides tools—the SEED Network and SEED Certification—to guide design professionals toward community-based engagement with design projects.

These tools support a public-interest methodology that is increasingly recognized as an effective way to sustain the health and longevity of a place or a community as it develops over time.

**SEED Network**
For designers and others looking for resources and a community of practice where like-minded people share an interest in the results of design and care about fundamental ideals of practice.

**SEED Evaluator 3.0**
For designers, project developers, community leaders and others who desire a common standard to guide, measure, evaluate and certify the social, economic and environmental impact of design projects.

**Learn More**
For those who want to learn more about SEED, read case studies of SEED Certified projects, search for projects based on issue or location, read recent press or support SEED.

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Public Interest Design Institute

Coming to a City Near You!

**Public Interest Design: Training Program**

There is a growing sector in the field of architecture known as Public Interest Design documented in exhibits such as MoMA's Small Scale, Big Change and publications like Design Like You Give Damn. The projects in this sector are unlike traditional practice in critical ways but are an area of great potential for the future of the profession.

The Public Interest Design Institute will provide training to architects and other design professionals in public interest design with in-depth study on the strategies and methods by which impact can be made to address the critical issues faced by communities. Training in public interest design is a way of enhancing an existing design practice and learning skills to become proactively engaged in community-based design.

The Harvard Case Method will be used to learn from examples. These case studies and their projects will be presented and discussed by leaders in the field. The curriculum will be formed around the Social Economic Environmental Design (SEED) metric, a set of standards that outlines the purposes and principles of a growing approach to design. SEED goes beyond green design with a "triple bottom line" approach that includes the social and economic as well as the environmental. The SEED process takes a holistic, creative approach to design driven by common needs. This process provides a step-by-step aid for those who want to understand public interest design.

Continuing education credits will be available for professionals by the American Institute of Architects as well as a certification in the SEED process.

Learning objectives will address:

- Functionality and design solutions for public interest design
- Participatory processes in design development and implementation
- Assessing and evaluating the societal impact of projects

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For site design and content consultancy: Lisa Abramson & Eric Field, with consultation by Leigh Wilkinson.

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Defining Terms

Public Interest Design
Public Interest Design is a term used to include a category of work that can be known by many names including community-based design, social impact design, and human-centered design. The primary characteristic is that the work serves the public, is based on the needs / issues challenging people, and it activates a democratic decision-making process that is transparent, accountable and inclusive. Public interest work can be either for financial compensation or on a volunteer basis or pro-bono basis.

http://www.impactdesignhub.org/resources/glossary/
SEED: Social Economic Environmental Design®

With the mission of “advancing the right of every person to live in a socially, economically and environmentally healthy community,” the SEED Network provides tools for designers who are focused on directing their design practice towards an enhanced ethical and sustainable framework of public interest design. Shifting the paradigm from “client” to “community”, SEED redefines how design disciplines are responding to quietly profound community-centered, social justice projects. SEED demonstrates the value of design through assessment; reveals relevance in addressing critical social, economic, and environmental issues; establishes participatory design processes; proves accountability; measures the impact of design; and, allows for the efficient sharing of knowledge. SEED underscores the conference theme by providing strategy and then evidence of design effecting positive change. **SEED is the manifestation of responsibility, seeking to evolve the interdisciplinary practices of design that are grounded by community inclusion and an understanding of best practices.** In this way, SEED provides the means to significantly impact design practice and thus change the trajectory of design disciplines.
SEED Mission:
Advance the right of every person to live in a socially, economically and environmentally healthy community.

SEED Principles:
1) Advocate with those who have a limited voice in public life.
2) Build structures for inclusion that engage stakeholders and allow communities to make decisions.
3) Promote social equality through discourse that reflects a range of values and social identities.
4) Generate ideas that grow from place and build local capacity.
5) Design to help conserve resources and minimize waste.
So why does any of this matter?

Individuals from across architecture, design and planning practices are energized to make social, environmental, and economic justice contributions beyond typically defined relationships or scenarios. Making a positive impact is important and finding the right way to do that is the goal of public interest design.

What role does design thinking play in this?
Defining Terms

“Design thinking is a human-centered approach to innovation that draws from the designer’s [and others] toolkit to integrate the needs of people, the possibilities of technology, and the requirements for [...] success.”

— Tim Brown, president and CEO of IDEO
Designing a Better World

http://www.ideo.org/about
Design Thinking Mind Map, Tim Brown, IDEO: Change by Design: How design thinking transforms organizations and inspires innovation (2009)
Design Thinking and You:

1) don’t ask what ask why
2) open your eyes (observe the ordinary)
3) make it visual (make)
4) build on the ideas of others (permutations)
5) demand options (mental agility)
6) balance a portfolio (tangible outcomes)
7) design a life (think of life as a prototype)

Tim Brown, Change by Design: How design thinking transforms organizations and inspires innovation (2009)
Ah-Gah-Pay Mercy Children’s Center
Research and ongoing project development by Rachael Stamps

LOOKING TO THE EXPERTS: AN APPROACH BY TIM BROWN OF IDEO

DESIGN THINKING

“Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.” — Tim Brown, president and CEO of IDEO

Design thinking is a process that helps organizations develop products, services, processes, and strategies. This approach, which IDEO calls design thinking, brings together people with diverse skills and experiences to solve complex problems. Design thinking is a powerful tool for innovation, as it allows individuals to work together to create new solutions.

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The design thinking process is best thought of as a series of overlapping circles, with the center representing the problem or opportunity that needs to be solved. Solutions are developed at the intersection of these circles, where the problem is most clearly defined.

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Design for Social Justice and You:

1) promote cross-disciplinary approaches;
2) be willing to redefine a practice;
3) reorient what constitutes a problem through social, cultural, environmental, and economic frameworks;
4) frame problem identification as a problem-seeking endeavor;
5) identify under-served audiences, issues, and communities;
6) make research mandatory and make sure it happens beyond the Internet and social media;
7) use “design thinking” strategies to stimulate your process;
8) use observation to invite new problems for discovery;
9) whenever you can, travel to where your problem exists in order to understand it best;
10) let the problem come from the community;
11) demonstrate a commitment to collaboration and participation—participate with those contributing to the design solution as well as those helping to define the design problem;
12) respond to the design problem through iterative practices and prototyping;
13) test the design outcome directly with the audience or community for feedback, multiple times;
14) seek external funding possibilities for project implementation and support;
15) and, create opportunities that bring you closer to working on behalf of the problems, people and places you wish to serve.
Now, let’s get to work!

Problem Seeking
- Issue identification (broad and diverse)
- Issue categorization (social, economic, environmental)
- Issue refinement and clarification (narrowing)

Problem Defining
1) What is the issue?
2) Who is affected?
3) Why are they affected?
4) Where is the problem located?
Thank you

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Consider visiting www.seednetwork.org and becoming a member!