Problem & Solution: Students of today believe that in order to be happy and successful they must go to school to be a doctor or lawyer so they can make the big money, have the big houses, cars and all the other frivolities we have today. The stigma lies that artists don't make a lot of money. We're stuck in the "Starving Artist" fad. I'm here to say that this isn't always true. I'm here to tell the kids of today that they have the opportunity to explore what's beyond the norm and express their creativity through design. Doing this can also assure a bright and financially stable future. Design to live is a non-profit design based center that caters to middle and high school aged students. We give them the opportunity to explore careers in design and help them create that bond between an "Art" project and a potential career. The center gives them hands on experience working in Environmental design (interiors), Industrial design (products) and Communication design (graphic). They'll learn to effectively collaborate with others as well as hone their individual design aesthetic. We also believe in the importance of practicality and relating everything back to real life. In addition to helping them grow creatively we will also help them reach their next steps in a design fulfilled future by exposing them to design employers and top design colleges/universities. We even house an entrepreneurship program to show students that college isn't their only option. This is where we'll introduce a bond between their design talents and creating their own businesses, family businesses, building firms, non-profit & for profit as well as social entrepreneurship.

Process:
Each student will start here:
Foundation classes: Everyone must start from the bottom. the bottom is learning the basics. This is where they'll do just that. (drawing, softwares & technology, learning the design process)

Choosing their program: What they think fits them best. We'll present and give a tour of the facilities and they'll have to choose their passion.

Teaching Collaboration Tactics: As students we've all had to deal with unruly group projects. This is when we will give them solid tips and advice on how to work in a group effectively and efficiently.

<u>Use your Hands:</u> The woodshop and drawing will become very important in this sector. Students will begin to make their group ideas come to life.

<u>Presentation Skills and Techniques:</u> Presentation is everything. Visually and verbally. We'll supply the skills they need to help them have their idea's heard.

<u>In the end, it's all up to you:</u> We will stress the importance of collaboration, but at the same time everyone has their own voice and we all must learn how to work alone and let our own voices shine. during the individual project students will implement all that they've learned while working in a group (the process, utilizing personal resources and collaboration, presentation tactics, etc) with the final product and presentation at the end.
Projects will be perfect for future portfolios and/or functional for in home use!

I've come up with the general plan after research on the revolutionary Bauhaus in Germany. The Bauhaus was a arts and craft design school in 1919 that established a new teaching model, one that saw design in terms of social and material problem-solving. I was immediately drawn to this, as well as learning more about it thus my idea was born.

(the center will run in the summer as a camp for now until funding is more abundant and more in depth planning for an afterschool program) After even more careful planning the curriculum and center framework will be able to be duplicated in other areas around the country as well.

In order to make this a reality I will need the following:
I need a variety of talented, energetic, open minded and passionate individuals to help this idea come to life.
Graphic Designers
Teachers
Industrial Designers
Interior Designers
Entrepreneurship enthusiasts
and others to encourage, inspire and teach the students as well as help build the curriculum.
I also need:
- Funding for branding
- A potential location for the center
- Acquiring materials needed for the school
- Contacts, employers and design schools interested in speaking with students
- Funding to pay employees.

<u>The money will be divided and spent in the following way:</u>
$TBA on renting a location
$TBA on supplies

$TBA on staff
$TBA on branding

I'm currently in the process of furthering my research on how much I'll need for each subject above as well as the 2 year plan and framework for Design To Live.

Class Proposals

Portfolio Building For College Application & Introduction to the Design Process

Portfolio Building For College Application

This class will help Juniors and Seniors in high school develop their art portfolio for entrance into art school during the fall 2014 school year. We will also help them develop an individual brand by obtaining online presence with a website or online digital portfolio. In general we will give these students the tools to kick start their individual artistic journey and get their art on view for the world to see their talents as well as become prepared for the artistic job market.

- Gather student art Examples (Digital, 2D & 3D Materials)
- Instruct how to photograph paintings and 3D pieces
  - white background/wall
  - steady hand and quality camera
  - editing on software
- Introduce the importance of personal branding
  - website
  - individual aesthetic
  - interesting in entrepreneurial activities? They'll need business cards
  - Getting them to be shameless and confident about their work
- Introduce portfolio options
  - online website/portfolio, booklet & PDF
- Instruct how to go about creating their custom portfolio
  - printing, using the software, creating the website/best sites to use
- Help them with their next steps to improving as an artist
  - iteration, practice, seek help, experience etc.

Introduction to the Design Process

This class will teach students tangible history of graphic, fashion and industrial design for Spring 2015. They will practice what they've learned through projects in groups of no more than 5. In these groups they will gain experience working through the design process, learn how to effectively work in a group as well as alone and also gain art pieces they will be able to include into their art portfolio. At the end of the class they will also present their work to a group of seasoned professionals

- History - futurism, constructivism, art deco, modernism
- Developing their project idea
- How to effectively work in a group
- Design process - research, sketch, prototype, iterate
- Production
- Presentational skills