



Designmatters at ArtCenter

www.designmattersatartcenter.org

Jennifer May

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- ArtCenter College of Design

Learn to create. Influence Change.



- ArtCenter College of Design

1,900 students ranging in age, from 18–30+
across 18 programs.



▪

ArtCenter College of Design

11 UNDERGRADUATE PROGRAMS

ADVERTISING

ENTERTAINMENT DESIGN

ENVIRONMENTAL DESIGN

FILM

FINE ART

GRAPHIC DESIGN

ILLUSTRATION

INTERACTION DESIGN

PHOTOGRAPHY

PRODUCT DESIGN

TRANSPORTATION DESIGN

7 GRADUATE PROGRAMS

ART

FILM

GRAPHIC DESIGN

MEDIA DESIGN PRACTICES

INDUSTRIAL DESIGN

ENVIRONMENTAL DESIGN

TRANSPORTATION SYSTEMS &
DESIGN

Designmatters is the social innovation department at ArtCenter College of Design.



Designmatters projects emphasize **real-world, real-time educational experiences** that challenge students to problem solve as much as problem-seek.



Designmatters engages in **meaningful collaborations** with high-impact organizations seeking outcomes for implementation.



Designmatters Concentration students enter the working world with a toolkit that opens up many **exciting career pathways**.

Learn more at www.designmattersatartcenter.org

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Designmatters



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UNDERGRADUATE PEDAGOGICAL MODEL

Methods & Tools for Collaboration in Social Practices

1

Co-Creation & Collaboration Through Participatory Research Methods



COLLABORATIVE FRAMEWORK



FIELD RESEARCH



FEEDBACK WITH EXTERNAL STAKEHOLDERS



MULTIPLE SECTORS & DISCIPLINES



EMPATHY WITH THE END-USERS

2

Trans-Disciplinary & Team-Based Project Approach to Collaboration



REAL-TIME / REAL-WORLD CHALLENGES



"REFLECTION-IN-ACTION"
MODE OF INQUIRY



EXPERIMENT & INCORPORATE
EXPERIENCE-BASED INSIGHTS



FLEXIBILITY, ADAPTIVE LEARNING
& CONFIDENCE BUILDING

3

Integration of the College's Liberal Arts Curriculum Into Studio Instruction



ETHICAL & CIVIC RESPONSIBILITY
& A CRITICAL UNDERSTANDING OF
SOCIAL ISSUES

▪
Designmatters Partners



- Designmatters Studios



- Designmatters Fellowships

Justine Esquivel

Summer 2016 Designmatters Fellow




LONG BEACH INNOVATION TEAM

Justine Esquivel

Web weaving and convergence are the words that come up most often when describing Justine's role within the Long Beach i-team.

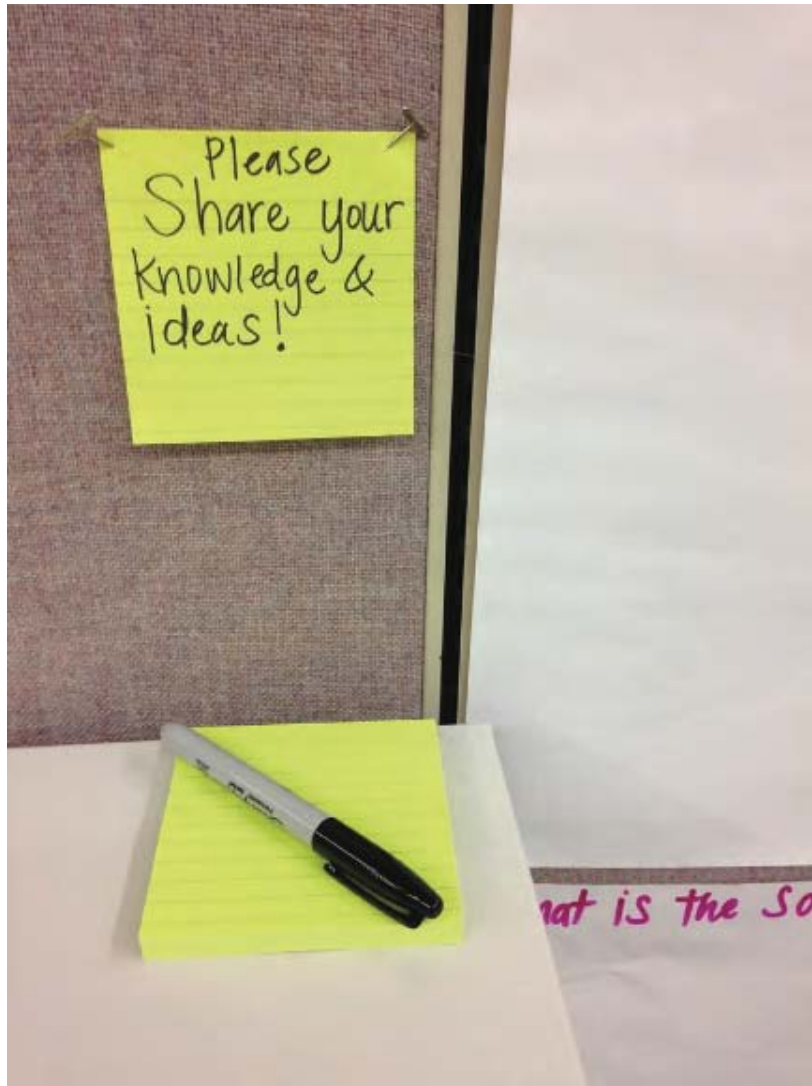
4th Designmatters Fellow and first interaction designer in the team.





CONVERGENCE I

The i-team had spent the previous year figuring out the what's, the why's, the how's while focusing on the first priority. They had accomplished a lot in the year and now they were in a stage of convergence within the process of the first priority, along with their existence as a team. Moving into the second priority, it was time to reflect and build upon the lessons of the past year. That included digging deeper into how the definitions and methods of Design Thinking, Human Centered Design, and Innovation fit into this unique context. Ultimately, this meant connecting existing pieces and putting them together in a way that most resonated with the team.



| WEB WEAVING |

Innovation is often described as connecting the dots others don't see. I like to see this as a web, in which each connection is of equal importance in creating the final outcome.

With this in mind, I wanted to weave as much as possible over the 14 weeks. The outcomes ranged from creating new relationships to idea sharing.

LONG BEACH INNOVATION TEAM

Justine Esquivel

Toolkit

This is actually made up of 7 foot wall panels that live outside of the i-team's space. That is intentional as it exposes the work, thinking, and approach to external teams in City Hall. The first panel is a quick overview of the team. The rest of the panels follow the double-diamond flow while allowing for more space for brainstorming notes/post-its. Each panel is mobile, which was an important feature for individual team members as they find inspiration in different spaces.



ECONOMIC DEVELOPMENT | MAYOR ROBERT GARCIA - YEAR 2

<p>UNEMPLOYMENT AT 6 YEAR LOW</p> <p>13.6% (2010) to 4.7% (2016)</p>	<p>RAISING THE MINIMUM WAGE</p>	<p>RECORD HIGH TOURISM</p> <p>\$300 MILLION</p> <p>ANNUAL ECONOMIC IMPACT</p>
<p>CIVIC CENTER GROUND BREAKING</p>	<p>DOWNTOWN</p> <p>2,641 NEW RESIDENTIAL UNITS</p> <p>638,200 SQ. FT. NEW RETAIL, OFFICE & COMMERCIAL SPACE</p> <p>2,500 MORE IN FUTURE DEVELOPMENT</p>	<p>TOP 10 DOMESTIC AIRPORT</p>
<p>10,400 NEW JOBS</p>	<p>1,912 NEW BUSINESS LICENSES</p>	<p>BIZPORT PILOT RELEASED</p>
		<p>BEST NORTH AMERICAN SEAPORT</p>
		<p>QUEEN MARY LAND DEVELOPMENT TASK FORCE</p>

CIVIC INNOVATION | MAYOR ROBERT GARCIA - YEAR 2

<p>TOP 10 DIGITAL CITY</p>	<p>INCREASED INVESTMENT FOR CIVIC INNOVATION TO \$3.6 MILLION</p> <p>• BLOOMBERG PHILANTHROPIES • SBA • MICROSOFT • CODE FOR AMERICA • KNIGHT FOUNDATION</p>	<p>USING CHALLENGES TO SPARK INNOVATION IN GOVERNMENT</p>
		<p>LAUNCH.DI.GROW</p> <p>UP & CUT ACTIVE CITY DATA</p>
		<p>BEACH LIFE CHALLENGE</p> <p>SPARKING A CULTURE OF TED INNOVATION</p>
<p>LONG BEACH INNOVATION WEEK</p> <p>OCTOBER 2-22, 2015</p> <p>NEARLY 53,000 SERVICE REQUESTS COMPLETED</p> <p>SMART GAS, WATER AND PARKING METERS</p>	<p>UNIVERSITY INNOVATION PARTNERSHIPS</p> <p>8 RESEARCH PROJECTS</p> <p>8 FELLOWSHIPS</p> <p>• USC • DESIGNMATTERS • CSULB</p> <p>OVER 221,000 SOCIAL MEDIA FOLLOWERS</p>	<p>INSPECTOR GADGET: BUILDING + INSPECTION PROCESS IMPROVEMENTS</p>

EDUCATION | MAYOR ROBERT GARCIA - YEAR 2

<p>LAUNCHED THE MAYOR'S FUND FOR EDUCATION</p>	<p>THE LONG BEACH COLLEGE PROMISE</p> <p>MODEL FOR AMERICA'S COLLEGE PROMISE</p>	<p>LONG BEACH INTERNSHIP CHALLENGE</p>
<p>900 ADDITIONAL KIDS ENROLLED IN PRESCHOOL</p>	<p>OVER 12,000 OFFERED FREE SEMESTER OF TUITION AT LBCC</p> <p>↓</p> <p>INCREASED FREE TUITION TO ONE YEAR</p> <p>↓</p> <p>MORE THAN 800 FRESHMEN GUARANTEED ADMISSION TO CSULB</p>	<p>2,600 INTERNSHIPS ADDED</p> <p>\$2.1 MILLION WHITE HOUSE OPPORTUNITY YOUTH GRANT</p>
<p>ADDED SUNDAY LIBRARY HOURS</p>		

LIVABILITY | MAYOR ROBERT GARCIA - YEAR 2

<p>200,000+ ENROLLED IN HEALTH CARE BY THE BEACH</p>	<p>PASSED MEASURES A & B</p> <p>\$384 MILLION INVESTMENT IN PUBLIC SAFETY AND INFRASTRUCTURE</p>	<p>SAN PEDRO BAY ECOSYSTEM RESTORATION STUDY</p>
<p>MY BROTHER'S KEEPER, LONG BEACH</p>	<p>TOP GRADES FOR BEACHES</p>	<p>OVER 61,000 POTHOLES FILLED</p>
<p>TOP 10 SNEAKABLE & WALKABLE CITY</p> <p>HIGHEST WALKABILITY IN SOUTHERN CALIFORNIA</p>	<p>PERFECT SCORE MUNICIPAL QUALITY INDEX FROM THE IHC</p> <p>Successful BIKESHARE program</p> <p>ELECTRIC BUSES</p> <p>350 ELECTRIC VEHICLE CHARGING STATIONS</p> <p>LED STREET LIGHTS</p> <p>STREET SWEEPER REPROGRAMMING TO REDUCE SALT AND DEBRIS</p>	<p>WATER USAGE DOWN 11.5% LOWEST SINCE 1950S</p> <p>AQUARIUM OF THE PACIFIC CLIMATE RESILIENCY ASSESSMENT REPORT</p>

I WEB WEAVING : MAYOR'S INFOGRAPHICS I

METHODS YOU CAN USE



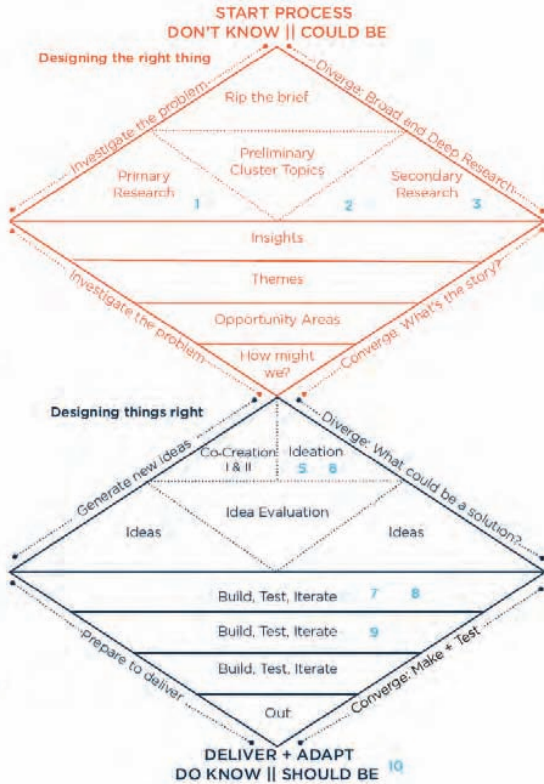
Method: Field Research
Who: Research

About: Designing the right thing starts with thorough research. Ask questions such as: What methods do we use? Who are the users? What problems are they facing? Observation and interviews with the users and experts will help to answer these questions and move us forward.



Method: Data Visualization
Who: Developer + Research

About: One way to see patterns within the research is to create a graph, chart, or other creative data visualization methods. What pieces of information are most prominent? What does this say about the larger problem? What story is forming? What is missing from the data?



3



Method: Provisional Persona
Who: Research

About: Personas increase empathy and hone in the focus and direction of the project. Provisional personas happen early and can be a composite of users based off data from early research. Going through this process will also help to identify gaps and further questions.

4



Method: Hypothesis Tree
Who: Research

About: A hypothesis tree helps teams to identify major insights and contributing issues to the problem based off the research, analysis, and concrete data. Creating this visual can help to connect pieces of data while forming a story around the larger issue.

5



Method: 100 unique ideas
Who: All team; Design lead

About: There's no such thing as a bad idea in the beginning. In fact, anything goes as long as it fits with the research findings. Grab post-its then take turns drawing or writing ideas until you have 100. Remember, there are no bad ideas. Think BIG! Think BOLD!

6



Method: Crowdsourcing
Who: Design + Project Managers

About: Crowdsourcing is an excellent way to draw in external ideas and/or talent. This can be in the form of a competition or RFP. Gaining new connections and partnerships is always a plus, too.

7



Method: Rapid Prototyping
Who: Research + Design

About: Take the best ideas from the ideation sessions and start making. The goal is to work quickly, so start with the materials you already have (paper, scissors, pen, etc.). This means you can quickly test each iteration with users for feedback to then improve upon. Iterate, iterate, iterate.

8



Method: Focus Groups
Who: Research

About: Design thinking requires that users be involved from beginning to end. Each iteration should involve feedback from the user and possibly other stakeholders. Be prepared with specific questions while also providing space for open dialog.

9



Method: Storyboard
Who: PM + Design

About: A storyboard is a way to visualize the process your users will go through and what will ideally be achieved at the end. Where will they find out about the product or service? What will happen at the end? The focus group can give feedback on the storyboard prior to building.

10



Method: In-depth reviews
Who: Project Managers

About: A solution to the defined problem has been released. However, data changes over time, so periodic reviews are necessary. What adjustments need to be made to ensure ongoing effectiveness in order to meet the targets? Do the targets need to change? Who makes these adjustments?

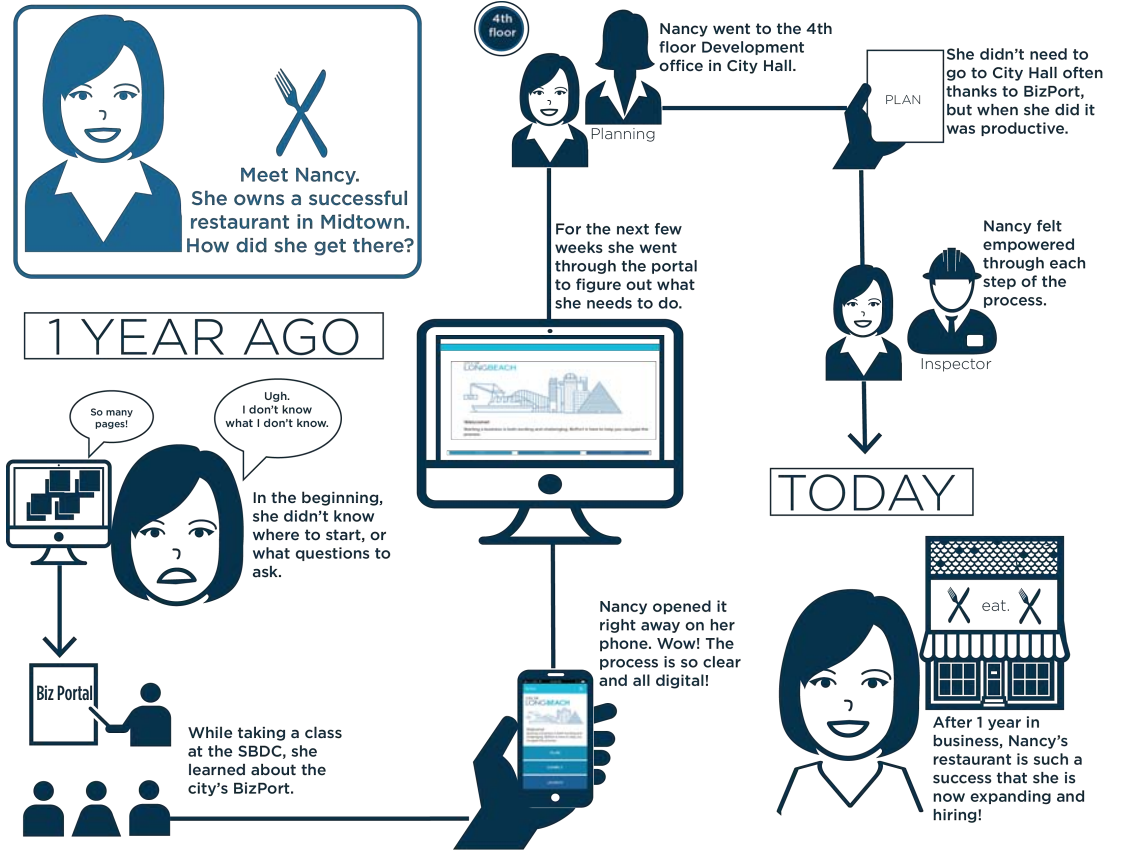
LONG BEACH INNOVATION TEAM

Justine Esquivel

Biz Port User Journey

For each of the initiatives the i-team is working on, they are creating user journeys as a way to help those outside of the team understand the goals and processes. This is one of the four that Justine helped create. It is for their new business portal, which aims to be the go-to resource for new and current entrepreneurs in Long Beach.

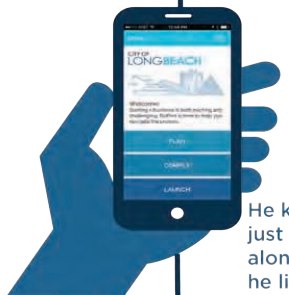
<http://bizport.longbeach.gov/>



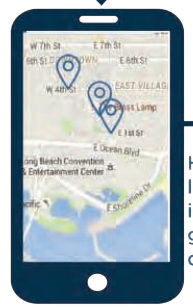
| BUSINESS ANALYTICS |



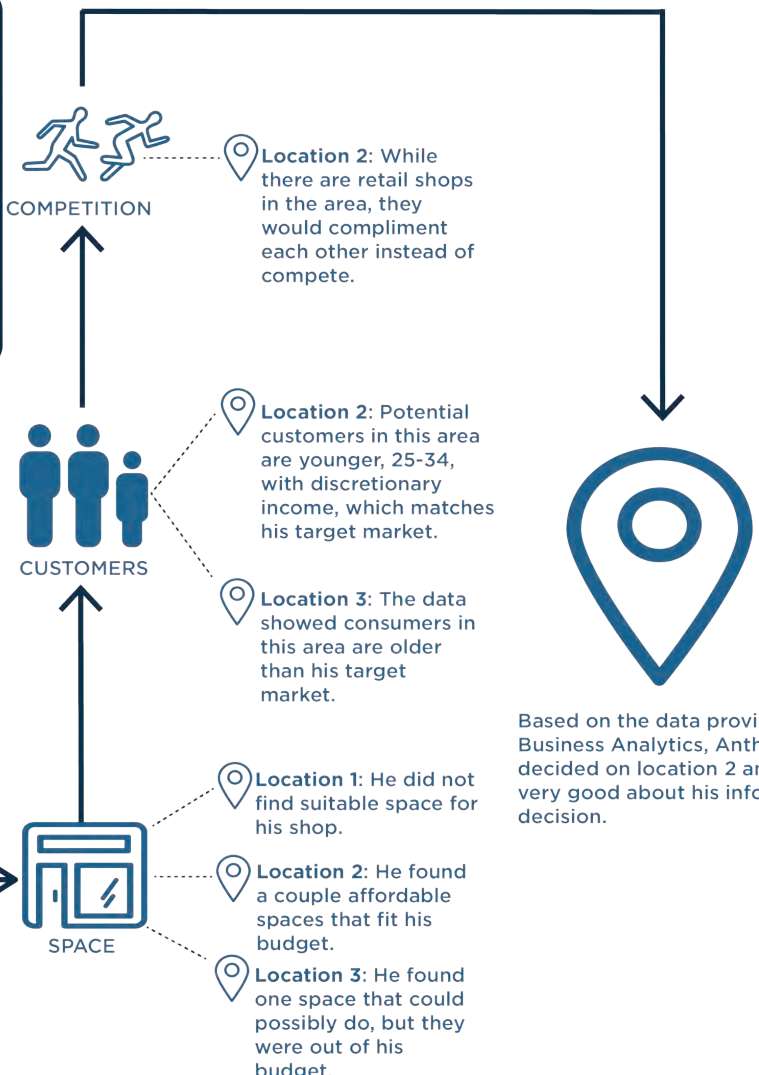
Meet Anthony.
He is writing a business plan for a men's clothing store in Long Beach and needs to figure out the best location for his shop.



He knew he couldn't just go off intuition alone, so from BizPort, he linked to the city's free Business Analytics site.



He looked up his top 3 locations to make an informed decision. The goal was to narrow it down to one location.



Based on the data provided on Business Analytics, Anthony decided on location 2 and feels very good about his informed decision.

“ Having the experience to stepping back to see how field work, design and city leadership connect challenged me to think differently. We are currently figuring out how design fits in these traditional spaces.”

Justine Esquivel, September 2016

- Designmatters Alumni

Bora Shin

Design Strategy Lead



The LA Innovation Team was asked by the Mayor to look at residential displacement and work to enable people to stay in their homes. Thus, the Innovation Team worked with HCID to develop a new approach that was focused on raising awareness while also doing work to address some process changes.

HOME FOR RENTERS CAMPAIGN STATEMENT

The purpose of Home for Renters brand is to strengthen HCIDLA's efforts to raise awareness citywide of the Rent Stabilization Ordinance (RSO) and to help both tenants and landlords understand their rights and responsibilities. This increased awareness will help protect tenants at-risk of displacement while still enabling landlords to continue to earn reasonable returns on their investments.

The Home for Renters campaign features stories of everyday Angelenos to connect with the communities that HCIDLA serves.

The Home for Renters brand is designed as a plug & play system, so that HCIDLA can continue to expand this campaign with stories from the community and data points to strengthen HCIDLA's ongoing outreach efforts.

What does home mean to you?

We asked tenants what home meant to them.
This is what they told us...

I can't categorize my home as just my apartment. It is my **neighborhood** I have tons of **memories** about doing things with my neighbors, barbeques, clippers games.

Home to me is a **sacred place**. Even when we are fighting this is our home. We find **security**, a **haven** in our home. It might not be everything, but it is our **peace of mind**.

Every time I talk about our neighborhood or home I get **emotional**. Our landlords are doing terrible things to people.

What does my neighborhood make me think of are Sunday afternoon in my neighborhood, watching soccer, watching neighbors.

Home is where I feel safe, it is not just my apartment, but my **whole neighborhood**.

Words that describes home.

We asked tenants to give us key words that describes home.
This is what they told us...

happy

shelter

family

safety

friends

my castle

relationships

my area

dogs

love

haven

pets

security

comfort

place

safe

neighborhood

my space

enjoy


peace

hope

APPLICATION 1

how can we use a brand to tell a story?

Be Informed. Be Protected. **Be at Home.**
SHARE YOUR STORY AT HomeForLARenters.org



This unit in Los Feliz...
is a home for Sandra.





She loves hosting holiday dinners for her grandchildren every year.

1 out of 2 LA households lives in a rent-controlled home like Sandra.
Is your home rent-controlled? Visit HomeForLARenters.org to find out.




THIS CAMPAIGN IS BROUGHT TO YOU BY THE CITY OF LA HOUSING + COMMUNITY INVESTMENT DEPARTMENT RENT STABILIZATION PROGRAM

Be Informed. Be Protected. **Be at Home.**
SHARE YOUR [#HomeForRenters](https://www.instagram.com/homeforrenters) STORY ON INSTAGRAM.




This unit in Boyle Height...
is a home for Salvador.



He has special memories here, like seeing his daughter grow up in this home.

1 in 2 LA households live in a rent-stabilized home like Salvador.
Is your home rent-stabilized? Visit www.HomeForRenters.org to find out.



THIS CAMPAIGN IS BROUGHT TO YOU BY CITY OF LA HOUSING AND COMMUNITY INVESTMENT DEPARTMENT RENT STABILIZATION PROGRAM



1 out of 2 LA households lives in a rent-controlled unit. Do you?

Call **866-557-7368** or visit **HomeForLARenters.org** to find out.

Be Informed. Be Protected. **Be at Home.**



THIS CAMPAIGN IS BROUGHT TO YOU BY THE CITY OF LA HOUSING • COMMUNITY INVESTMENT DEPARTMENT RENT STABILIZATION PROGRAM



3 out of 4 LA rental units are rent-controlled. Is yours?

Call **866-557-7368** or visit **HomeForLARenters.org** to find out.

Be Informed. Be Protected. **Be at Home.**



THIS CAMPAIGN IS BROUGHT TO YOU BY THE CITY OF LA HOUSING • COMMUNITY INVESTMENT DEPARTMENT RENT STABILIZATION PROGRAM





Asked to relocate? If you live in LA, you could be entitled to paid relocation assistance for a no-fault eviction.

Get help by calling **866-557-7368**.

Be Informed. Be Protected. **Be at Home.**
Learn about LA's rent control at www.HomeForLARenters.org



THIS CAMPAIGN IS BROUGHT TO YOU BY THE CITY OF LA HOUSING + COMMUNITY INVESTMENT DEPARTMENT RENT STABILIZATION PROGRAM.



Thousands of families in LA are protected from illegal evictions every year. Are you protected?

Get help by calling **866-557-7368**.

Be Informed. Be Protected. **Be at Home.**
Learn about LA's rent control at HomeForLARenters.org



THIS CAMPAIGN IS BROUGHT TO YOU BY THE CITY OF LA HOUSING + COMMUNITY INVESTMENT DEPARTMENT RENT STABILIZATION PROGRAM.



APPLICATION 2

**how can we use a brand to
raise awareness?**

Is your rent stabilized?

VISIT www.HomeForRenters.org for more info
CALL 866.557.7368 for immediate assistance

**HOME
FOR
Renters**

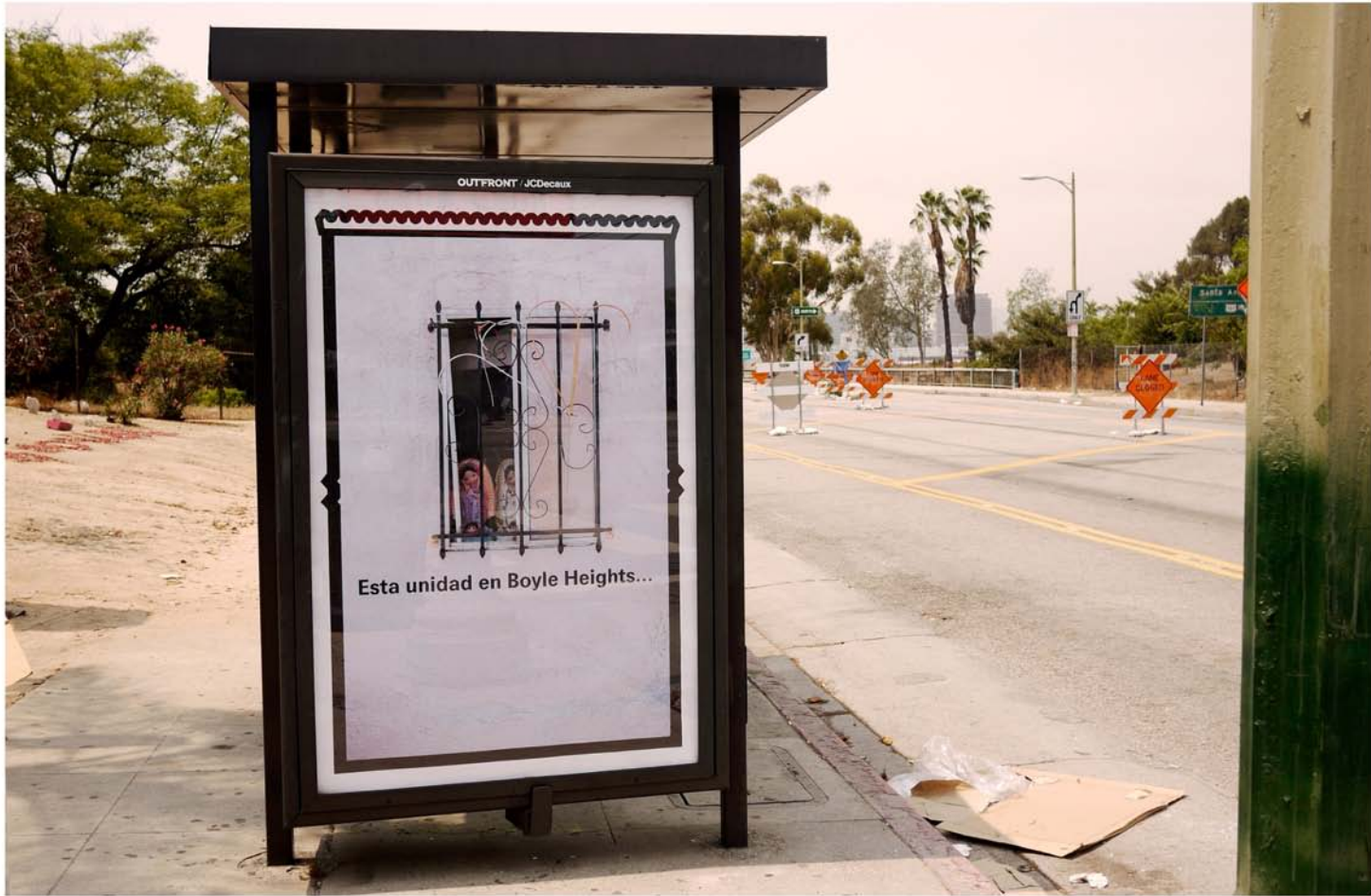
1 out of 2 households in
City of LA live in a
rent stabilized unit.



62% of households pay
more than 30% of their
income on rent living in
City of LA.



This campaign is brought to you by HCID & City of LA Rent Stabilization Program



OUTFRONT JCDেখুন

Esta unidad en Boyle Heights...



BOYLE

END ROAD WORK

Boyle Av

OUTDOOR

Este adolescente y protagonista de la película "Mujer Nueva" tiene el hogar de Salvador. El tiene recuerdos especiales aquí, como el de ver a su hija crecer.

A la 2ª función del 14 de mayo en los Teatros General y Alameda. Nueva función: "Paseo nocturno de amor de mujer"

PBS



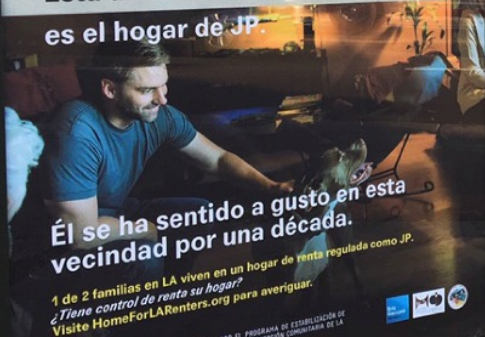
OUTFRONT / JCDecalux

Esté informado y protegido en su hogar.
COMPARTA SU HISTORIA A TRAVÉS DE HomeForLARenters.org

HOGAR
PARA
familias



Esta unidad en Los Feliz...
es el hogar de JP.



Él se ha sentido a gusto en esta
vecindad por una década.

1 de 2 familias en LA viven en un hogar de renta regulada como JP.
¿Tiene control de renta su hogar?
Visite HomeForLARenters.org para averiguar.



ESTA CAMPAÑA ES PRESENTADA POR EL PROGRAMA DE ESTABILIZACIÓN DE
RENTA DEL DEPARTAMENTO DE VIVIENDA E INVERSIÓN COMUNITARIA DE LA
CIUDAD DE LOS ÁNGELES





Nation's Largest Clean-Air Fleet

Metro Local 399

M

HOME FOR
3 out of 4 LA rental units are rent-controlled. Is yours?
Call 800.851.7288 or visit www.LARenters.org to find out.
© Renters.com. All Rights Reserved. 2014

Renters

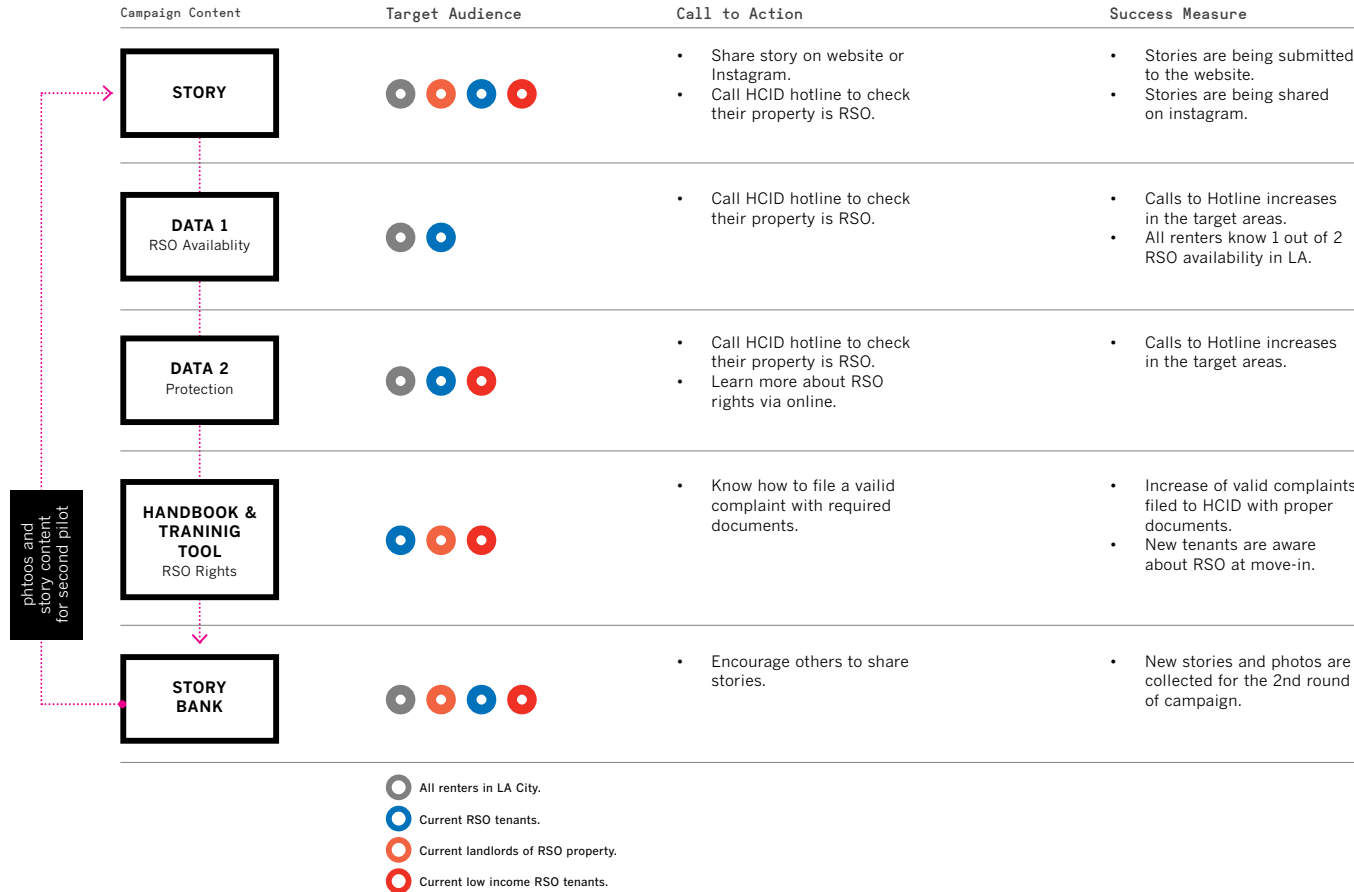
CIVIC CENTER
LA Times
Reagan State Bldg
Criminal Courts Bldg
US Courthouse
Metro Rail

APPLICATION 3

**how can we use a brand to
create a civic conversation?**

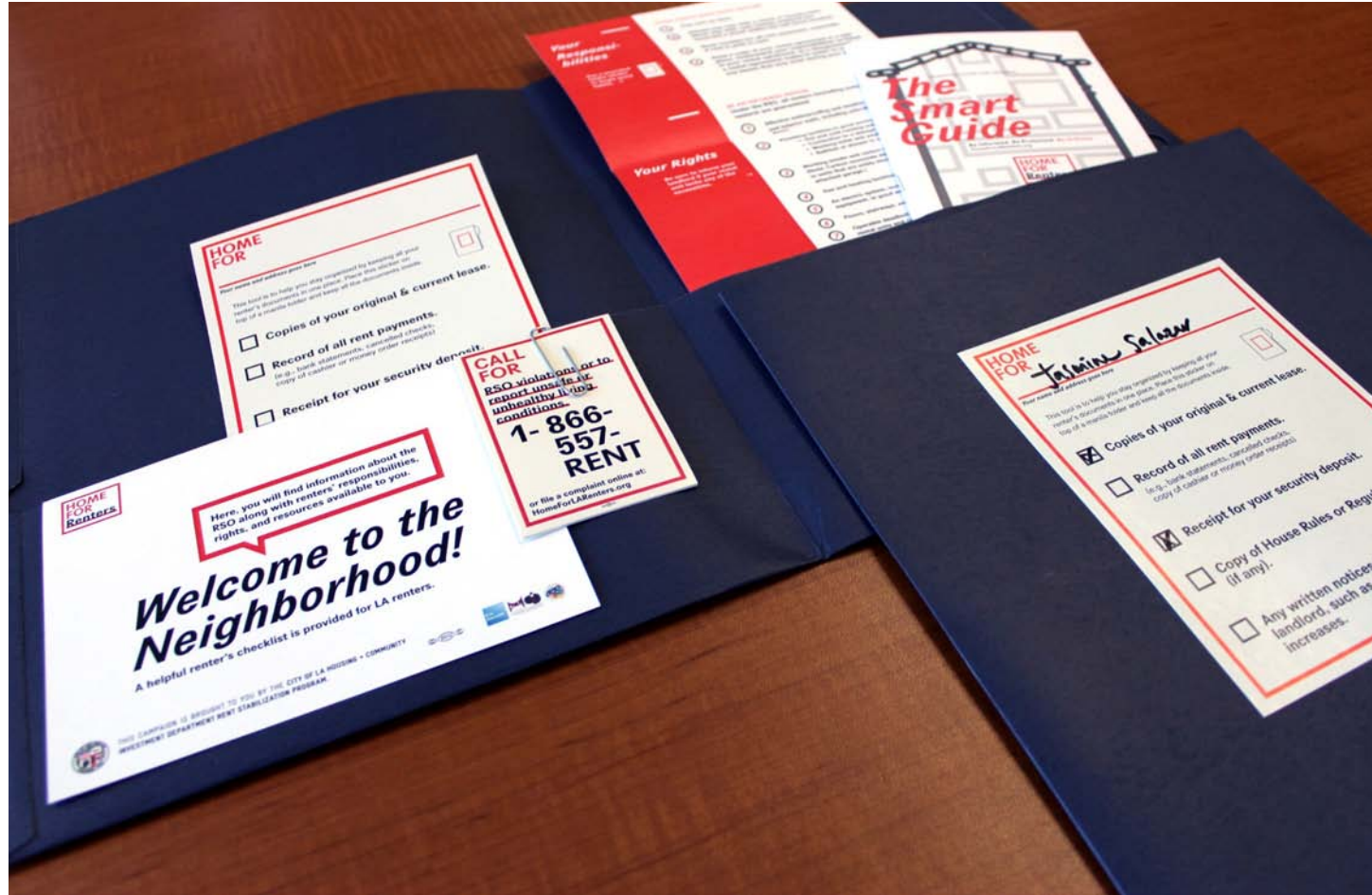
INFORMATION FLOW

This information flow is designed to show how Home for Renters campaign content should generate stories that are reflective of the community and data that leads to specific call to action for each targeted audience. Each content have metrics that is used to measure success for HCIDLA team to keep track of the campaign progress.

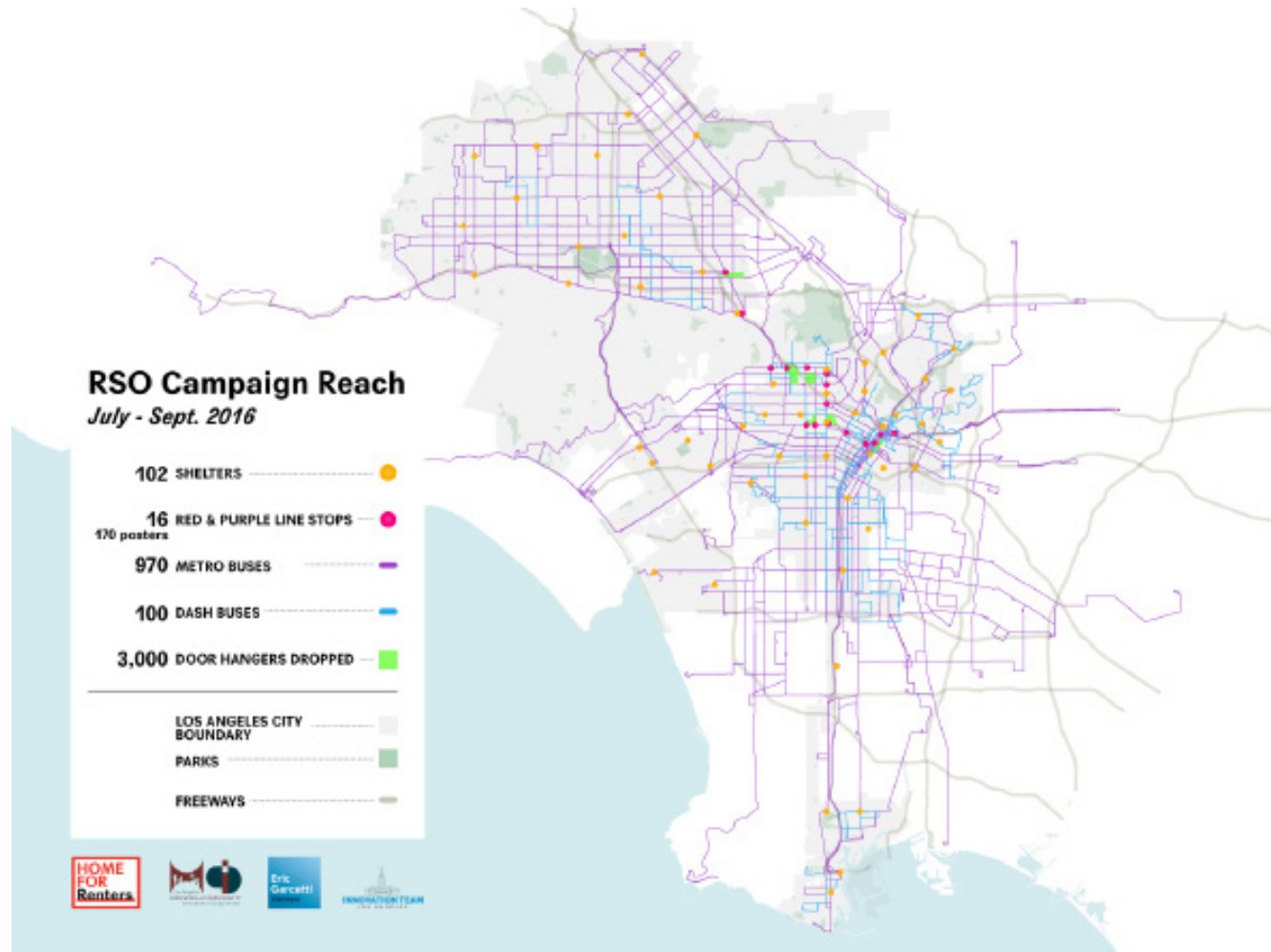




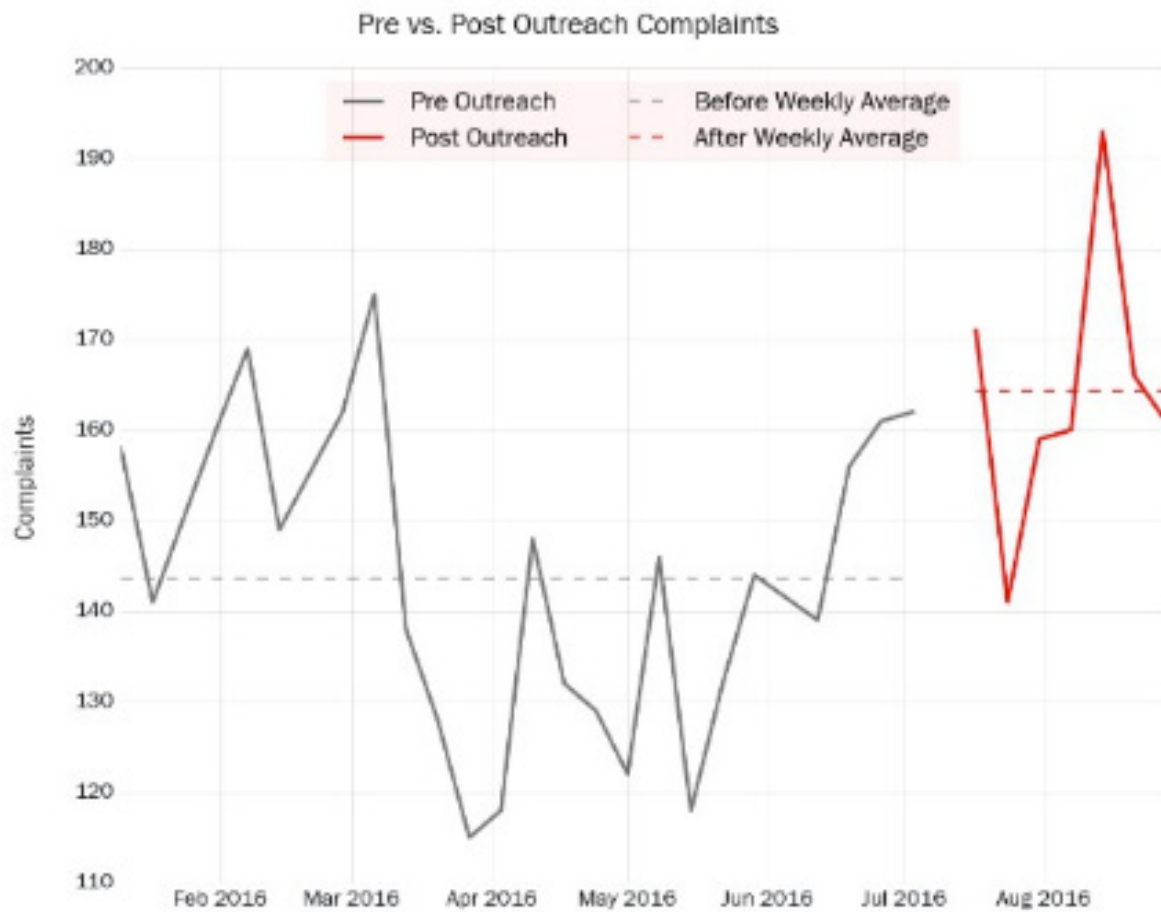




CAMPAIGN RESULT 1



CAMPAIGN RESULT 2



CAMPAIGN RESULT 3

July - September 2016

Total campaign page visits on
HCIDLA website

10,117

UNIQUE DOWNLOADS OF THE BOOKLET

Tenant Booklet (English)

2,837

Tenant Booklet (Spanish)

239

Landlord Booklet (English)

1,544

Landlord Booklet (Spanish)

162

-

“ We are demonstrating that city government can be **responsive** and create products and services that delight and create lasting value.”

-

Bora Shin, September 2016

Thank You!



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@DesignmattersCA

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