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ArtCenter College of Design

Learn to create. Influence Change.
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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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UNDERGRADUATE PEDAGOGICAL MODEL

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
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

The iTeam 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.
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.
Halfway through the Fellowship, I was asked to develop a set of four infographics depicting Mayor Robert Garcia's economic development, civic innovation, education, and livability initiatives.
In an effort to share the methods and processes with teams outside of the i-team, I made two booklets regarding
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/
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.

Location 1: He did not find suitable space for his shop.
Location 2: While there are retail shops in the area, they would compliment each other instead of compete.
Location 3: The data showed consumers in this area are older than his target market.

Location 2: Potential customers in this area are younger, 25-34, with discretionary income, which matches his target market.

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
how can we use a brand to tell a story?
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 unit in Boyle Height...
is a home for Salvador.

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


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

Be Informed. Be Protected. Be at Home.
SHARE YOUR #HomeForRenters STORY ON INSTAGRAM
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.

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

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

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

Get help by calling 866-557-7368.
how can we use a brand to raise awareness?
Is your rent stabilized?

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.

VISIT www.HomeForRenters.org for more info
CALL 866.537.7363 for immediate assistance
Esta unidad en Boyle Heights...
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 lugar de renta limitada como JP.

¿Desea control de renta en su hogar?

Visite HomeForLaFamilies.org para unirlo.
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.

<table>
<thead>
<tr>
<th>Campaign Content</th>
<th>Target Audience</th>
<th>Call to Action</th>
<th>Success Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>STORY</td>
<td></td>
<td>• Share story on website or Instagram. • Call HCID hotline to check their property is RSO.</td>
<td>• Stories are being submitted to the website. • Stories are being shared on Instagram.</td>
</tr>
<tr>
<td>DATA 1</td>
<td></td>
<td>• Call HCID hotline to check their property is RSO.</td>
<td>• Calls to Hotline increases in the target areas. • All renters know 1 out of 2 RSO availability in LA.</td>
</tr>
<tr>
<td>DATA 2</td>
<td></td>
<td>• Call HCID hotline to check their property is RSO. • Learn more about RSO rights via online.</td>
<td>• Calls to Hotline increases in the target areas.</td>
</tr>
<tr>
<td>HANDBOOK &amp; TRAINING TOOL</td>
<td>RSO Rights</td>
<td>• Know how to file a valid complaint with required documents.</td>
<td>• Increase of valid complaints filed to HCID with proper documents. • New tenants are aware about RSO at move-in.</td>
</tr>
<tr>
<td>STORY</td>
<td></td>
<td>• Encourage others to share stories.</td>
<td>• New stories and photos are collected for the 2nd round of campaign.</td>
</tr>
</tbody>
</table>

All renters in LA City.  
Current RSO tenants.  
Current landlords of RSO property.  
Current low income RSO tenants.
Handbook & Training Tools
RSO Campaign Reach
July - Sept. 2016

102 SHELTERS
16 RED & PURPLE LINE STOPS
970 METRO BUSES
100 DASH BUSES
3,000 DOOR HANGERS DROPPED

LOS ANGELES CITY BOUNDARY
PARKS
FREeways
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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