

DESIGNING FOR SOCIAL CHANGE

Submission Form & Questionnaire

PROJECTS TO SUBMIT

Submit any community-based graphic design project. These can be in any medium. Please send work that hasn't been featured extensively in the blogosphere or other publications. These don't have to be shining examples of your design work. Feel free to dig up design projects that you may not be particularly proud. This book will showcase projects that other graphic designers can learn from. Share your wisdom and insights.

THE PROCESS

I will follow up with you after I receive your submission. I may have follow up questions about the project or the design's details. If your project is chosen for the book, your answers will be edited into a narrative and you will approve the final copy before it is published.

COPYRIGHT QUESTIONS

Do you hold the copyrights to the project you are submitting? YES NO

If NO, do you have permission to use this project for promotional purposes?

YES NO

If you checked NO for both questions above, please provide the copyright owners' names and contact information:

Name

Email / Phone Number

July 31, 2010

Aug 13, 2010

SUBMISSION DEADLINE

SUBMISSION GUIDELINES

Send one copy of this submission form and questionnaire, one physical copy of the work, and a clearly-labeled disk that includes 8 to 10 of your best images. These images should document the final design, the design process, and they should show the design in their intended context (e.g., billboard, poster, etc). These images should be:

- » 300 dpi resolution
- » TIFF or EPS files
- » CMYK
- » Color Corrected
- » 6" x 8" (minimum size)

WHERE TO SEND YOUR WORK

Send all of the submission material to Andrew Shea:

50 West 106th Street, #4D
New York, NY 10025



Princeton
Architectural
Press

By submitting images and other content to this project, you grant Andrew Shea and Princeton Architectural Press non-exclusive world rights to publish the work in this book, tentatively titled *Designing for Social Change: Strategies for Community-Based Graphic Design*, and in related publications such as scholarly essays.

Name

Date

DESIGNING FOR SOCIAL CHANGE

Submission Form & Questionnaire

Please provide the following details about your submission. **Answer these in any way that is convenient:** a text document (MS Word preferred), an audio recording, a video recording, etc. Answer them in the order that they appear below. This information will be used to tell the story of your project and your process. Be as thorough as possible and include any quotes that may sum up your experiences or parts of the project.

PROJECT SUMMARY

1. Name and location of project
2. Date and duration of project
3. Names and website of designers and studio/firm
4. Client name and description
5. What was the problem that your design needed to address?
6. What were the social challenges of this problem?
7. Why did/do you care about this problem?
8. Were there any setbacks during the process? Any breakthroughs?
9. Do you have any memorable stories from this project?
10. Describe your final design solution? What did your client think of it?
11. Describe any measurable outcomes of the project?
12. What were the design details: medium, typefaces, dimensions, quantity produced, production cost, project website, etc.
13. Would you do anything differently?

PROJECT STRATEGIES

Many strategies can be part of the design process. Please answer the following questions regarding your own design process. **The first question is required** and the last eight are optional. Use the optional questions as a guide to help you talk about your own process.

1. Describe your design process and the strategies you used in your community-based project

2. Understanding the problem often involves immersing yourself into your community's world. Was this an important part of your project? How much time did you spend in their environment?
3. Was it important for you to win the trust of the community?
4. Did you personalize the community's problems and learn to empathize with the people that you were working with? If so, did this influence your design?
5. Clients often think they need something in particular, like a new logo or website. Did your process reveal unexpected designs? How did the community accept your designs?
6. Promising many graphic design initiatives often weakens the results. How did you ensure that your project goals were appropriate for the time that you had to complete them?
7. How did you emphasize the strengths of the community you worked with?
8. Your personal style might not speak to the community's style. How did your final design identify with the community?

Who can I contact with any follow up questions?

Name

Email / Phone Number

Question? Contact:

andrewalphstollshea@gmail.com
andrewshea.com/book.html