

Professional Development 2007-2012

[November 2012] AIGA: Change the World By Design “5 Ways to Create Social Impact” – University of Minnesota, Minneapolis, MN

AIGA: Change the World by Design “5 Ways to Create Social Impact”

Start Date : November 9, 2012

End Date : November 9, 2012


Time : 4:00 pm to 6:00 pm

Email : designforgood@aigaminnesota.org

Location :

Rapson Hall Auditorium,
University of Minnesota, 89
Church St SE, Minneapolis, MN
55455

Website

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Description

AIGA: Change the World by Design "5 Ways to Create Social Impact"

What does it mean to design for social impact?

Where are the emerging opportunities for visual thinkers in the 21st century?

Leading advocates of design thinking will walk us through current trends in public interest design. We invite designers of all disciplines to join us for an exploration of this exciting field:

- ★ How can designers help solve difficult social problems?
- ★ What does system change look like?
- ★ How do you turn your passion for social change into a component of your core practice?

This presentation and panel discussion featured five different artists working in a variety of creative disciplines to positively impact their social environments. The innovation and creativity were inspiring, and it was a valuable networking experience speaking with some of the panelists afterward.

Program

- ★ In the first hour, four speakers will present rapid-fire slide presentations that show examples of how design impacts social problems; one speaker will present an on-the-ground view of an ongoing social change project.
- ★ In the second hour, speakers will join Jay Coogan, President of Minneapolis College of Art and Design, for a panel discussion and Q&A.

Topics & Speakers

Urban Design Meets Community

Tom Fisher
Dean, College of Design, University of Minnesota

Thinking Differently for Healthcare

Molly McMahon & Gerry Greaney
Designers/researchers, Mayo Clinic Center for Innovation, Mayo Clinic

Design Thinking for Public Work

Steve Kelly
*Humphrey Senior Fellow
Director of the Center for Science, Technology and Public Policy, University of Minnesota*

Design for Good

Doug Powell
*National President of AIGA
Co-founder of Schwartz Powell*

CityPulse Project: A Case Study

Tara Pham
Founder, BrainDrain

[February 2012] Minnesota Maya Users Group – Minneapolis Media Institute, Richfield, MN

[December 2011] Minnesota Electronic Theater – Sneaky Pete’s Bar and Grill, Minneapolis, MN

[December 2011] Lecture: Design/Title Sequences by William Lebeda, Creative Director at Picture Mill
– Minneapolis College of Art and Design, Minneapolis, MN

[November 2011] Minnesota Maya Users Group – Minneapolis Media Institute, Richfield, MN

[November 2011] Studio visit: Pixel Farm – Minneapolis, MN

[July 2011] Minnesota Maya Users Group – Minneapolis Media Institute, Richfield, MN

[December 2010] Minnesota Electronic Theater – Sneaky Pete’s Bar and Grill, Minneapolis, MN

[December 2010] Lecture: VFX artist Tom Bremer – Minneapolis College of Art and Design, Minneapolis, MN

[April 2010] Minnesota Maya Users Group – Minneapolis Media Institute, Richfield, MN

[February 2010] Minnesota Maya Users Group – Boston Scientific, Arden Hills, MN

[December 2009] Minnesota Electronic Theater – Sneaky Pete’s Bar and Grill, Minneapolis, MN

[December 2009] Lecture: Transformers 2 Behind-the-Scenes by Doug Sutton, CG Supervisor at Industrial Light and Magic – Minneapolis College of Art and Design, Minneapolis, MN

[August 2009] Minnesota Maya Users Group – Boston Scientific, Arden Hills, MN

[May 2009] Minnesota Maya Users Group – Ghost Productions, Roseville, MN

[March 2009] Minnesota Maya Users Group – Digital Pictures, Minneapolis, MN

[December 2008] Minnesota Electronic Theater – Trocadero’s Night Club, Minneapolis, MN

[December 2008] Lecture: Lighting in *Wall-E* by Keith Cormier, Lighting Artist at Pixar Animation Studios– Minneapolis College of Art and Design, Minneapolis, MN

[October 2008] Pizza with the Pros – The Art Institutes International Minnesota, Minneapolis, MN

[October 2008] Minnesota Maya Users Group – Boston Scientific, Arden Hills, MN

[March 2008] Minnesota Maya Users Group – Boston Scientific, Arden Hills, MN

[December 2007] 3December – Theatre de le Jeune Lune, Minneapolis, MN

[November 2007] Minnesota Electronic Theater – The Lodge Bar, Minneapolis, MN

[November 2007] Lecture: Projects at ILM, Paul Churchill, VFX Supervisor at Industrial Light & Magic – St. Thomas University, Minneapolis, MN

[November 2007] Minnesota Maya Users Group – Ghost Productions, Roseville, MN

[September 2007] Minnesota Maya Users Group – Boston Scientific, Arden Hills, MN

[July 2007] Minnesota Maya Users Group – Boston Scientific, Arden Hills, MN