



DESIGN FOR SOCIAL GOOD

CAMP REPORT
JULY 18–20, 2018



Presented by the Division of Graphic Design at BGSU, the Design for Social Good (DSG) Camp hosted 15 campers from ninth through twelfth grade to learn how the power of graphic design can be used for making a meaningful difference in everyday lives, communities, and the world.

Over a three day residential stay, campers were immersed in a college design studio and exposed to the digital and physical tools designers use to make work, while also learning necessary skills for working in today's collaborative environment. This camp offered an introduction to those interested and eager to learn more about design, design thinking and careers in visual expression.

The Camper Experience:

- 100% reported satisfaction of their experience and instructors (end of camp survey)
- Discovered how design connects and informs our experiences and behaviors
- Tackled a real world problem through collaborative and individual outputs
- Heard directly from BGSU's Dietetics program and farmers at BG Farmers Market
- Applied art and design making skills to visually communicate ideas through branding, creating icons, posters, zines, buttons and screen printing totes and journals
- Practiced skills in visual and verbal presentation

2018 DSG Camp Theme

Our challenge: How can we address our perceptions of food and food waste?

Our answer: "FOODRETHINKERS are a group of young individuals who came together through a Design for Social Good Camp at Bowling Green State University. Here we learned about the travesties of food waste in our communities. Did you know that a US citizen wastes 220 pounds of food per year and globally 1.3 billion tons goes to waste? We know we can't solve this problem through a three day camp, but we can start the conversation and become active ambassadors in our circles for changing how people **think** about food waste through design."

Camper Quote

"I feel like I learned so much about making a project to help my community and I can't wait and feel inspired to do one in my own town. So thank you!"

2018 CAMP AGENDA

WEDNESDAY, JULY 18, 2018

8:15 - 9:15 am // Breakfast for campers who arrived night before at Carillon

9:30 am – 10:30 pm // Camper, counselor and prof intros // Introduction to theme // Icebreaker activities

10:30 am – 11:30 am // Tiffany Smith from BGSU Dietetics + Nutrition program, Q+A

11:30 am – 11:40 am // break

11:40 am – 12:25 pm // feedback/response in small groups + letraset experimentation

12:25 pm – 12:45 // Tour of BGSU campus

12:45 pm – 1:45 pm // LUNCH at Carillon

2:00 pm – 3:45 pm // Intro to Design Thinking, receive prompt // Write interview questions

3:45 pm – 5:00 pm // Walk to and from BG Farmer's Market, purchase items, conduct farmer interviews

5:15 pm – 6:15 pm // DINNER at Carillon

6:30 pm – 9:15 pm // Visual making :: Creating the line art, Illustrator demo

THURSDAY, JULY 19, 2018

8:15 - 9:15 am // BREAKFAST

9:30 am – 12:30 pm // Complete line art, visual making from previous night, prep artwork, burn and wash screens

12:45 pm – 1:45 pm // LUNCH at Carillon

2:00 pm – 3:00 pm // What is graphic design? What do graphic designers do? Introduce the field; Presentation of Ways of doing Design for Social Good :: examples shown of BGSU GD Faculty projects and other examples

3:00 pm – 5:00 pm // Making

5:15 pm – 6:15 pm // DINNER at Carillon

6:45 pm – 9:15 pm // Screen printing

FRIDAY, JULY 20, 2018

8:15 - 9:15 am // BREAKFAST

9:30 am – 10:30 am // How to make proposals for Social Good Projects // Designing for Social Change: 10 Strategies

10:30 am – 12:30 pm // Work on project

12:45 pm – 1:45 pm // LUNCH at Carillon

2:00 pm – 5:30 pm // Completing project deliverables and prep for mini-show

5:30 pm – 6:00 pm // Family and guests arrive, exhibition event // Camp concludes

INSTRUCTORS :: Jenn Stucker, Division Chair and Associate Professor; Amy Fidler, Lecturer and Liz Bayan, Instructor

VOLUNTEERS :: Janet Ballweg, Printmaking Professor; Tori Nuss, BGSUGD alum; Myles Stanley BGSUGD Senior and Ashley Jagielski, BGSUGD Senior

DESIGN FOR SOCIAL GOOD CAMP – Division of Graphic Design



Camper Quote

"I met my future instructors! I got a taste of what the class is like. I made amazing friends, as well, I learned a lot."



Camper Quote

"I got a chance to experience and to be prepared, and know what to expect when I go to college."



Next DSG Camp: July 17–19, 2019
More info at: bgsu.edu/graphicdesign

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