



Introducing Design4 2018/2019

Design4: Overview



Opportunity Description

Design4 is a new externally funded initiative that introduces principles of experiential learning into the realm of paid professional opportunities for upper year design students in their third or fourth year in the Undergraduate level. Students can also be studying design at the Graduate level. This pilot project will run from October 1, 2018 until March 31, 2019.

How will it work?

45 students will be selected out of a pool of applicants and will have the chance to work part-time in small multi-disciplinary teams for up to 6 months, with the goal of addressing design challenges proposed by employment partners. Uniquely, employer compensation for the students will be partially subsidized by OCAD University.

Throughout this experience, students will have direct support from The Centre of Emerging Artists and Designers, while receiving critical guidance from one of four dedicated teaching faculty members from the Faculty of Design.

Employment partners will be drawn from among four distinct groups, hence the name Design4:

- New start-up ventures
- SME private enterprise
- The cultural sector/ The Arts
- Social innovation/ non for profit

Equity and Diversity

OCAD U's principles of decolonisation, diversity & equity, sustainability and health/wellness are guiding considerations for the Design4 program.

The Centre for Emerging Artists and Designers will be prioritizing support for the Indigenous & Black Youth Design Initiative developed by the Faculty of Design within the context of Design4.



Quality Assurance

The Centre for Emerging Artists and Designers will work closely with students, faculty and partners to ensure that best-practises, mentorship and meaningful outcomes are assured. Partner agreements will outline the commitments to all stakeholders, ensuring follow-through, as well as qualitative assessment.

Where will the work happen?

Students will be working periodically at the employment partner's place of work, but will have dedicated work space in the new Rosalie Sharp Experiential Learning Centre at 115 McCaul Street on the OCAD campus.

Expected Outcomes

- Deep industry insight and the chance to build meaningful creative professional relationships that will enhance future employment outcomes
- The opportunity to put discipline-specific design skills into practice and reflect on the portfolio-worthy work that gets produced
- The creation of an institutionally supported community of practice on campus

How do I get involved?

Please contact Zviko Mhakayakora
Special Projects Coordinator, Design4
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Design4 FAQ: Students



What kind of work will I be doing in Design4?

Students who successfully apply to be part of Design4 will be working in small multidisciplinary teams of 4 - 5 students in order to address a design challenge that has been established with a unique employment partner.

Who are the partners?

Partners are in the process of being finalized, and a list of partners and projects will be published soon.

Do I receive academic credit for Design4?

Design4 is not part of your formal program curriculum, so it is not for-credit. However, there will be faculty members working with students to assist them in the overall process. You will receive compensation from the employment partner that has been subsidized by the Ontario Ministry of Advanced Education and Skills Development.

Will I have to do an interview?

Interviews will be part of the application process, but will primarily be conducted by OCAD U project staff and not necessarily the employment partners.

Where will we be working?

At key moments, students will work onsite alongside the employment partner and related supervisory group. However, the students will have dedicated work space at the new Experiential Learning Centre in the Rosalie Sharp Pavilion on the OCAD U campus. Employment partners will also be welcomed there.

How long will the design project take to complete?

Students will work on projects for approximately 10 hours each week from October 2018 until March 2019, or for about 21 weeks total.



What kind of support will I have?

The Centre for Emerging Artists and Designers will work closely with students, faculty and partners to ensure that best practices, mentorship and meaningful outcomes are assured.

You will have support from:

- A dedicated faculty member from the Faculty of Design
- Project staff from the Centre for Emerging Artists & Designers
- Supervisors from the organization that you're working with

What will I get out of this?

- Deep industry insight and the chance to build meaningful creative professional relationships that will enhance future employment outcomes
- The opportunity to put discipline specific design skills into practice and reflect on the portfolio-worthy work that gets produced

- The creation of an institutionally supported community of practice on campus

Where can I go for more information or to get assistance?

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Design4 FAQ: Partners



How will OCAD U support students?

- OCAD University will provide space for students on campus
- We have a dedicated project team administrating the initiative
- There will be four faculty members assigned to work with students
- OCAD U will be subsidizing the compensation feature of the program

How does the subsidized compensation work?

Employment partners will receive subsidization funds from OCAD University and students will be paid directly out of the employment partner's payroll. There will be a formal agreement to help structure this feature of the program.

What are our other responsibilities?

- To develop (or, in some cases, co-develop) a design brief that charts the needs and goals of the creative project the team will work on
- To guide students and provide crucial mentorship
- To create a safe and accessible working environment for students
- To participate in reflection, evaluation and feedback sessions, as well as a celebratory culminating event

How long will projects last?

Students will work on projects for approximately 10 hours each week from October 2018 until March 2019, or for about 21 weeks total.



How many students could we expect to be working with?

Students will be grouped into multidisciplinary teams of 4 or 5 individuals. The Design4 program will involve 45 students in total.

Where will the students be working?

Students will work on projects for approximately 10 hours. At key moments, students will work onsite alongside the employment partner and related supervisory group. However, the students will have dedicated work space at the new Experiential Learning Centre in the Rosalie Sharp Pavilion on the OCAD U campus. Employment partners will also be welcomed there.

What will we get out of this?

- Insights into your organization from the next generation of creative leaders, and creative output that offers defined value
- Faculty involvement to assist with problem framing and stewarding the projects/students
- Opportunities for recruitment
- The chance to provide guidance and mentorship with emerging talent

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Design4 FAQ: Faculty



What is the role of the faculty involved in the program?

Faculty will be critical in

- Helping to frame the design problem and scope
- To bridge the client/classroom divide
- Create contextualized learning objectives
- Provide mentorship and direction
- To oversee completion of related projects

How many students will we be working with?

Each faculty member will be compensated to work with approx. 12 students, where students will be grouped into multidisciplinary teams of 4 – 5 individuals. The Design4 program will involve four faculty and 45 students in total.

Where will the students be working?

At key moments, students will work onsite alongside the employment partner and related supervisory group. However, the students will have dedicated work space at the new Experiential Learning Centre in the Rosalie Sharp

Pavilion on the OCAD U campus, which is where faculty will be able to meet regularly with students.

How long will projects last?

Students will work on projects for approximately 10 hours each week from October 2018 until March 2019, or for about 21 weeks total.

How often will faculty be expected to meet with students?

Faculty will be able to establish a viable meeting schedule within the project timeline. If a faculty member is working with three groups of students, each individual group might have 4 formal check-ins and other ad hoc opportunities for communication and feedback.



What will I get out of this?

- Build on the classroom/studio experience at OCAD U, whereby students will apply their skills in a real-world context
- Become one of the founding contributors to Design4 as we build future capacity for similar collaborative initiatives
- Help students to acquire new skills and reflect on their experiences as part of an integrated approach to experiential learning

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