



For Students
Learn about participation

For Partners
Learn how you benefit

For Mentors
Learn how you create impact





WHAT IS DESIGN4?

STUDENTS

Students will be selected from a pool of applicants who respond to an annual call for participation. They will be carefully formed into small teams of 3 - 4 multi-disciplinary designers.



**WORK WHILE
COMPLETING
YOUR STUDIES**



**ADDRESS REAL
CLIENT CHALLENGES**

"The biggest new demand we were exposed to was building a professional relationship with our clients. Indeed, the demands and expectations of a client are very different from a professor's and they require a more transparent communication."

This could entail creating weekly client decks to present process work, sending email updates, organizing meetings, etc. While this was challenging, it forced us to rapidly adapt to each project and grow stronger as a group."

Emi Takahashi, Graphic Design Student

EMPLOYMENT PARTNERS

The program name Design4 reflects the fact that employment partners are drawn from four groups:



**NEW START-UP
VENTURES**



**ESTABLISHED PRIVATE
ENTERPRISE**



**THE ARTS AND
CULTURE SECTOR**



**SOCIAL INNOVATION
AND NOT-FOR-PROFIT**

"We had an opportunity to engage young creative people in work that is both valuable to us and our mission and mandate."

My biggest advice to them would be to treat their team as a start-up. They're a small business together. They need to present themselves as a cohesive collective."

Jeremy Vandermeij, Executive Director, DesignTO

MENTORS

Students will have direct support from The Centre of Emerging Artists and Designers, while also receiving critical guidance from mentors.



**PROFESSIONALS IN
THEIR FIELD**



**DEEPLY SUPPORTIVE
OF LEARNING**

"Design4 allowed me to work very closely with OCAD U's talented students as well as a series of client partners. To experience the growth in our students' abilities to navigate the ambiguity and complexity of client work was truly remarkable."

I enjoyed being able to parlay my years of both industry and academic experiences to help them strategize how to negotiate scope, set up research, solicit and respond to client feedback, and, of course, deliver excellence in outcomes and presentations."

Dr. Dori Tunstall, Dean, Faculty of Design, OCAD U

SAMPLE DESIGN4 PROJECTS



NEW START-UP VENTURES

Students: Graphic Design, Industrial Design, Material Art and Design

Partner: Partial Gallery

Challenge: Create a dashboard for enterprise partners, artist subscribers and the organization itself that generates insights based on real-time data.

Project: Develop a high fidelity interactive mock-up as prototype in order to optimize Partial Gallery's Dashboard. The results of the project were launched later that summer.

Partial



THE ARTS AND CULTURE SECTOR

Students: Graphic Design x2, Industrial Design

Partner: Artscape Youngplace

Challenge: Design a workspace for concierge staff. Develop accessible wayfinding upgrades.

Project: Compile detailed catalogue to be used in grant application. Create an accessible reception counter for the public. Suggest accessible lighting sources, signage, colour schemes, which improve visibility and wayfinding. Notably, the grant application was successful and all the designs are being implemented!



ESTABLISHED PRIVATE ENTERPRISE

Students: Graphic Design, Illustration, Industrial Design

Partner: Telus Digital

Challenge: Conduct an audit of digital products.

Project: Perform an audit and conduct interviews with users of Telus' services. Suggested which UX/UI elements needed to be improved most urgently. Presented prototypes showcasing recommended improvements and how those will be beneficial to users.



SOCIAL INNOVATION AND NOT-FOR-PROFIT

Students: Advertising, Graphic Design x3

Partner: Youth LEAPS

Challenge: Rebrand and rename the organization as well as develop branding guidelines.

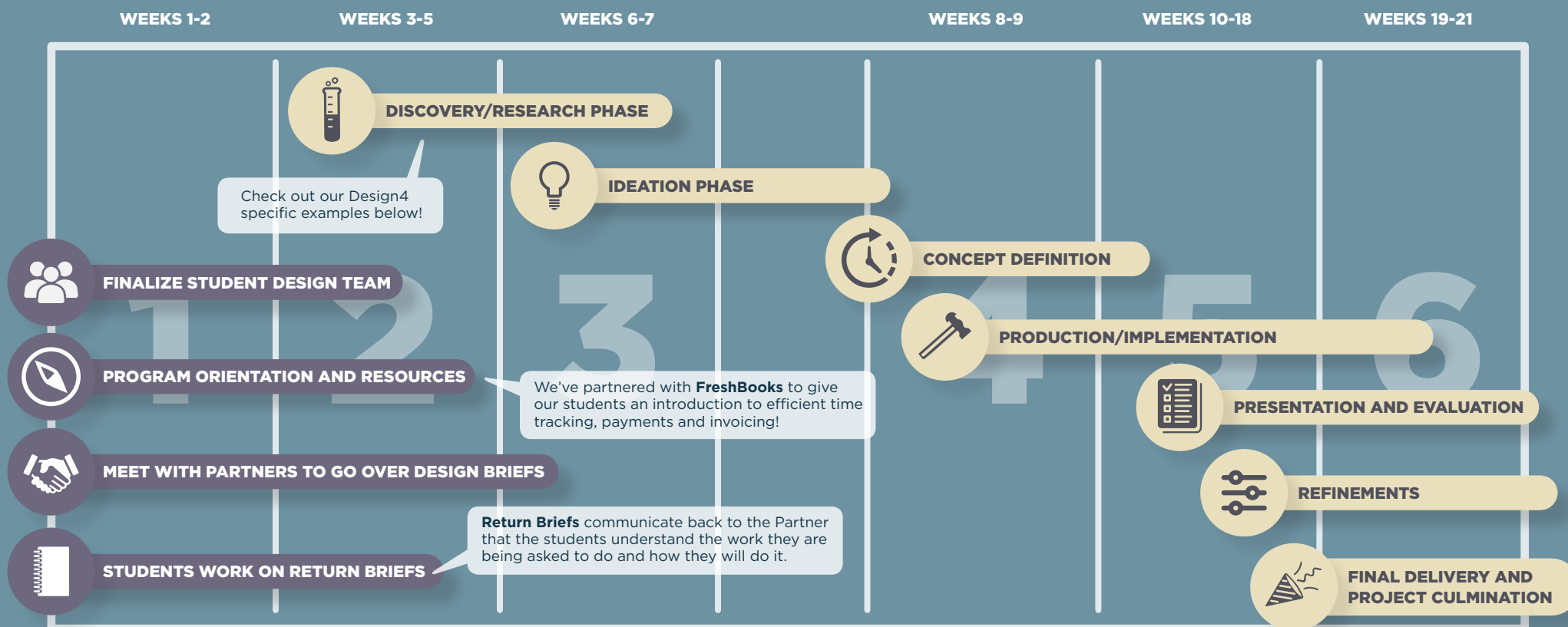
Project: Undertook in-depth research, focus group testing, brand strategy, name generation, logo redesign, associated visual elements and templates, advertising, marketing, social media, PR strategy, video shooting and editing.



A TYPICAL DESIGN4 PROJECT TIMELINE



From idea to invoice, the Design4 program schedule generally asks students and partners to work through a 21 week plan.



DISCOVERY/RESEARCH

Students: Digital Futures x2, Graphic Design, Industrial Design

Partner: Myant

Challenge: Develop complimentary digital experiences for a new wearable health & wellness product.

Project: Generate comprehensive experience documentation for users, speculative and marketing proposals, detailed engagement mapping for every step of the product's life cycle.



IDEATION

Students: Graphic Design x2, Illustration

Partner: DesignTO

Challenge: Create an advertising plan, new look and feel, collateral templates for the Festival team to execute for upcoming 10-year anniversary.

Project: Generate effective solution concepts. Present as multiple possibilities for team DesignTO to choose from.



CONCEPT DEFINITION

Students: Digital Futures x2, Industrial Design

Partner: Black Board International

Challenge: Redesign Ashaware, an educational Afrocentric software program.

Project: Conduct interviews to get a better sense of how the program is used. Present logo ideas, prototypes for a new user interface and new ways of interacting with the software that encourage learning and curiosity.



PRODUCTION/IMPLEMENTATION

Students: Advertising, Environmental Design, Industrial Design

Partner: Hxouse

Challenge: "Rebrand" mental health in order to reduce stigmas and better engage youth.

Project: Deliver a thorough case study, and a record of carefully developed research, that leads to an innovative care system which can be implemented in different contexts.



SIMRAN DADLANI

Industrial Design

"I learned how to develop apps, games, form development and how that works with clients and manufacturers.

Be open to learning new things. You may not be coming into something very familiar. It's probably not going to be the same as what you learned in school, but be open to that."



SABRINA ELEWA

Advertising

"I've learned how to navigate the client/designer relationship, and how to make sure we're on the same page when it comes to understanding the expectations of a given project.."

FOR STUDENTS

WHAT MAKES A SUCCESSFUL STUDENT?

Students who are successful in this program have displayed the following qualities:



COMFORTABLE WITH UNKNOWN



RESILIENT



LOCATES RESOURCES



COLLABORATIVE & DIALOGUE DRIVEN



SEIZES OPPORTUNITY



OUTCOME ORIENTED



CREATES CLARITY FROM AMBIGUITY



INCLUSIVE

PROGRAM STRUCTURE

TEAM MEMBERS



3-4 students per Design4 team.

Drawn from **different** design disciplines.

WORKLOAD



10 hours **per student, per week.**

Design4 is co-curricular and will take place while students are still pursuing their studies.

IS THIS FOR CREDIT?



Students will **receive compensation** for their work, as well as formal recognition of completion from OCAD U, however, Design4 is not for credit.



ART AND SCIENCE

“The [students] provided tremendous value. The temporary headcount gave us headroom to be able to explore experimental projects amongst other resource-hungry client-facing projects.

The diversity of their backgrounds provided supplementary perspectives and inputs to our creative processes. The additional personnel allowed us to experiment with new management models in our otherwise “flat” hierarchy, providing growth opportunities to intermediate-level staff in a relatively risk-free context.”



MARKET GRAVITY, A DELOITTE BUSINESS

“The Design4 program presented a unique opportunity for our business to tap into the design talent of the future and have access to skill sets that our team may not be as strong in.

Moreover, by being a partner in the Design4 program, we were able to showcase how we’re approaching talent acquisition and development in a new way while also providing students with client-facing design brief that will positively impact corporations in Canada and their respective innovation roadmaps.”

FOR PARTNERS

WHAT MAKES A SUCCESSFUL EMPLOYMENT PARTNER?

Our past partners in the Design4 program have demonstrated that they are:



COMMUNICATIVE AND TRANSPARENT



ABLE TO INTEGRATE LEARNING WITH WORK



CONTRIBUTING RESOURCES



WILLING TO EXPERIMENT AND EMBRACE DIFFERENCES



SEEKING TO CREATE VALUE FOR STUDENT LEARNERS



ENCOURAGING REFLECTION



INVESTED IN MENTORSHIP AND GUIDANCE



TAKING CLEAR PROJECT OWNERSHIP

PROGRAM STRUCTURE

TEAM MEMBERS



3-4 students working as a team or independently.

Students will be drawn from a variety of **different programs** of study relevant to the project demands.

WORKLOAD



Students are expected to work no more than **10 hours per week**, per student.

Projects should be structured accordingly.

COMPENSATION



Partners **share costs** with OCAD University, with subsidization subject to a sliding scale based on budget and sector.



HOWARD MUNROE

Assistant Professor, Faculty of Design, OCAD U

“Being an integral part of mentoring these students required a different skill set other than that of supervising an intern. I found that during Design4, I was advising and mentoring these students on real industry problems as well as on issues indicative of every workplace.

The key in addressing these issues were in building student confidence while continuing to reinforce the application of skills they acquired at OCAD U.”



MELANIE HOPE

Associate Professor, Faculty of Design, OCAD U

“My participation in Design4 has been a great opportunity for me to supervise students outside of the classroom and in the workplace. This recognition makes me feel connected, valued, trusted and appreciated. By including me in this initiative, I was allowed and willing to share my own diversity and experience with each of the teams I supervised.”

FOR MENTORS

WHAT MAKES A SUCCESSFUL MENTOR?

To create the best mentor relationship, our mentors embody:

- ✓ DOMAIN KNOWLEDGE AND EXPERTISE IN THE FIELD
- ✓ ESTABLISHED NETWORKS
- ✓ REALISTIC EXPECTATIONS
- ✓ CONTEXT FOR THE WORK
- ✓ VALUE ADDED ASSESSMENT
- ✓ ACCOUNTABILITY
- ✓ PROJECT STEWARDSHIP
- ✓ EXTRINSIC MOTIVATION
- ✓ EXPERIENTIAL LEARNING PRINCIPLES

PROGRAM STRUCTURE

TEAM



Mentors can expect to work with **12- 15 students** throughout the program.

WORKLOAD



Meeting with individual teams **once per project phase.**

Outreach as needed on an individual basis.

COMPENSATION



Mentors will **receive compensation** for their time in the Design4 program.

DESIGN4'S GUIDING PRINCIPLES



EQUITY AND DIVERSITY

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

The Centre for Emerging Artists and Designers further prioritizes support for the Indigenous & Black Youth Design Initiative developed by the Faculty of Design.



QUALITY ASSURANCE

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

Student and Partner agreements outline the commitments to all stakeholders, ensuring follow-through, as well as qualitative assessment.



WHERE WILL THE WORK TAKE PLACE?

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



ENHANCED EXPERIENTIAL LEARNING

- 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





LEARN MORE: www.ocadu.ca/design4



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VISIT US: 115 McCaul St., Level 3

