

Design for Good

Think of a cause you care about.

Is there already an organization that supports this cause?

Pick a cause that you feel passionate about. Find an organization or group which is addressing this cause (or make up your own). Find a way to use Design to help them.

1. Develop an identity for your chosen cause, or redesign their current identity.

2. Design aspects which do the following:

- Raise awareness about the existence of your cause,
- Increase understanding of your cause
- Persuade people to care.
- Raise Funds
- Invent a source of income for your cause.

Creativity, clever ideas, attractive graphics are all the essence of good design. Hopefully our slide shows & the reading will trigger ideas for you.

This gives you an opportunity to:

- Demonstrate how good design can affect positive social change.
- Create materials that stimulate dialogue and action around social issues.
- Promote products, services and messages you believe in.
- Promote good ideas and involvement through your PR skills and communication efforts.

Check out information about each these subjects and more at the web site:
<http://www.doonething.org/issues.htm>

AIDS Research	Sustainable Energy Sources	Media Reform
Animal Rights	Environmental issues	Poverty
Arts	Fair Trade	Racism
BioDiversity	Saving Habitats	Recycling
Children's Rights	Health Care	Refugees
Citizenship	Homelessness	Senior Citizens
Civil Rights	Human Rights	Smoking
Climate Change	Human Trafficking	Social Entrepreneurs
Dating Violence	Hunger	United Nations UNICEF
Democracy	Indigenous Rights	Vegetarian /Veganism
Disarmament	Interfaith	Water
Diversity	LGBT Rights	Women
Education	Labor , Unions	

Assignment:

Advanced Advertising Reading/Answer These Questions:

1. What does the author mean when he uses the word, "Support"?
2. What are some examples he gives of ways of offering Support?
3. What is the difference between Designers, Politicians, Religious Leaders and most Corporate Executives?
4. The reading gives information about the following design endeavors which serve a good cause. Which is your favorite and why?
 - Everything is Okay Project
 - Pentagram Cigarette Package
 - World No Tobacco Day Campaign
 - Valencia Pirate Supply Store Identity
 - The Urban Forest
 - Hybrid Design's Modular Activity Kit for Impact Teen Driving.Org.
 - Kitchen Dog Theater Identity and Seasonal Collateral
 - Michael Osborne's *Joey's Corner* Design Company