

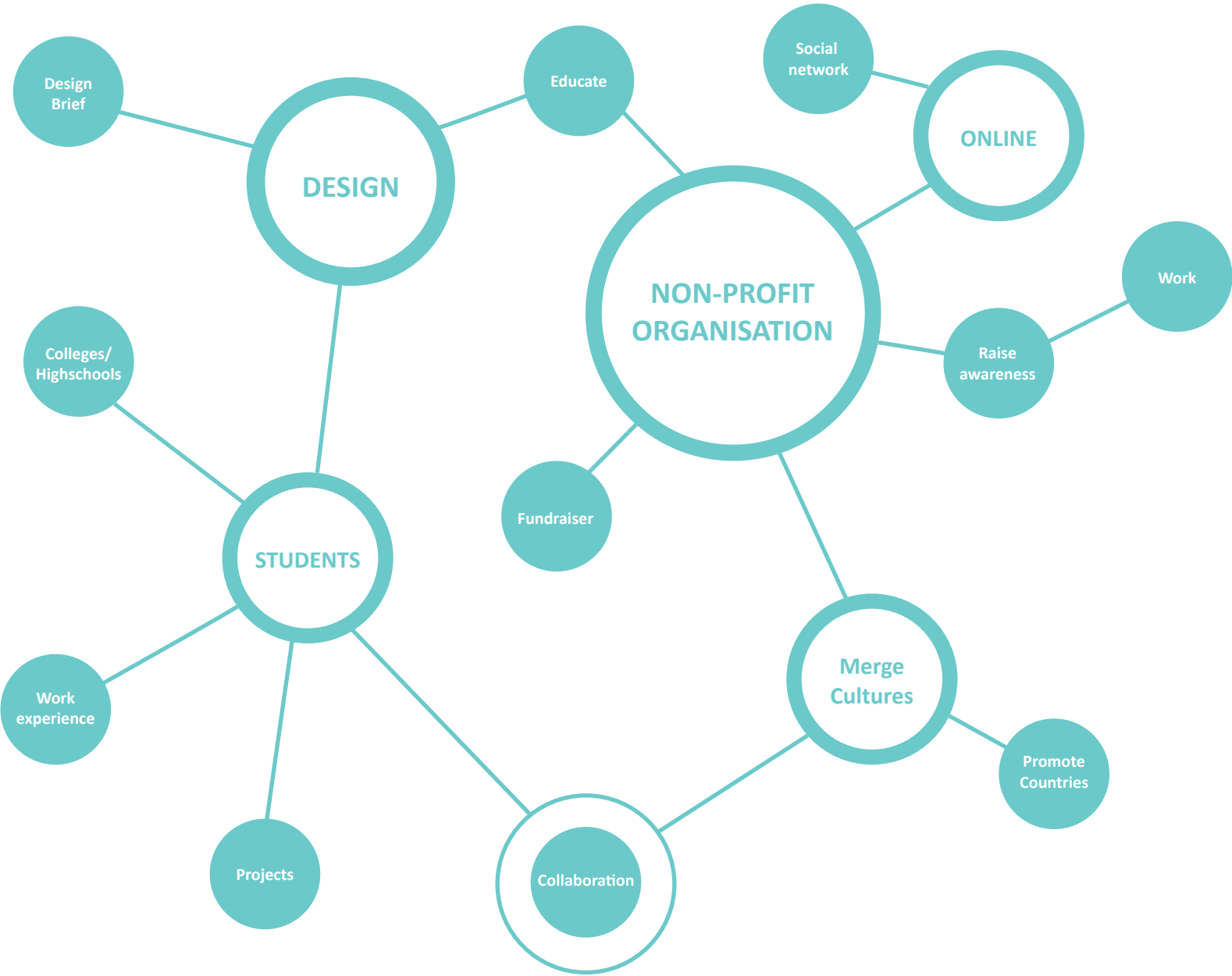


design opportunity

Rasa Lazarevic
Senior Studio



THIS IS OUR STORY



Research

- Non-profit organizations
- Existing design programs
- Design courses
- College level design challenges

Tasks

- How to give students great portfolio pieces?
- How to connect students to help communities worldwide?
- Which design majors will be participating?
- How nonprofit organizations will benefit with student projects?

Connect

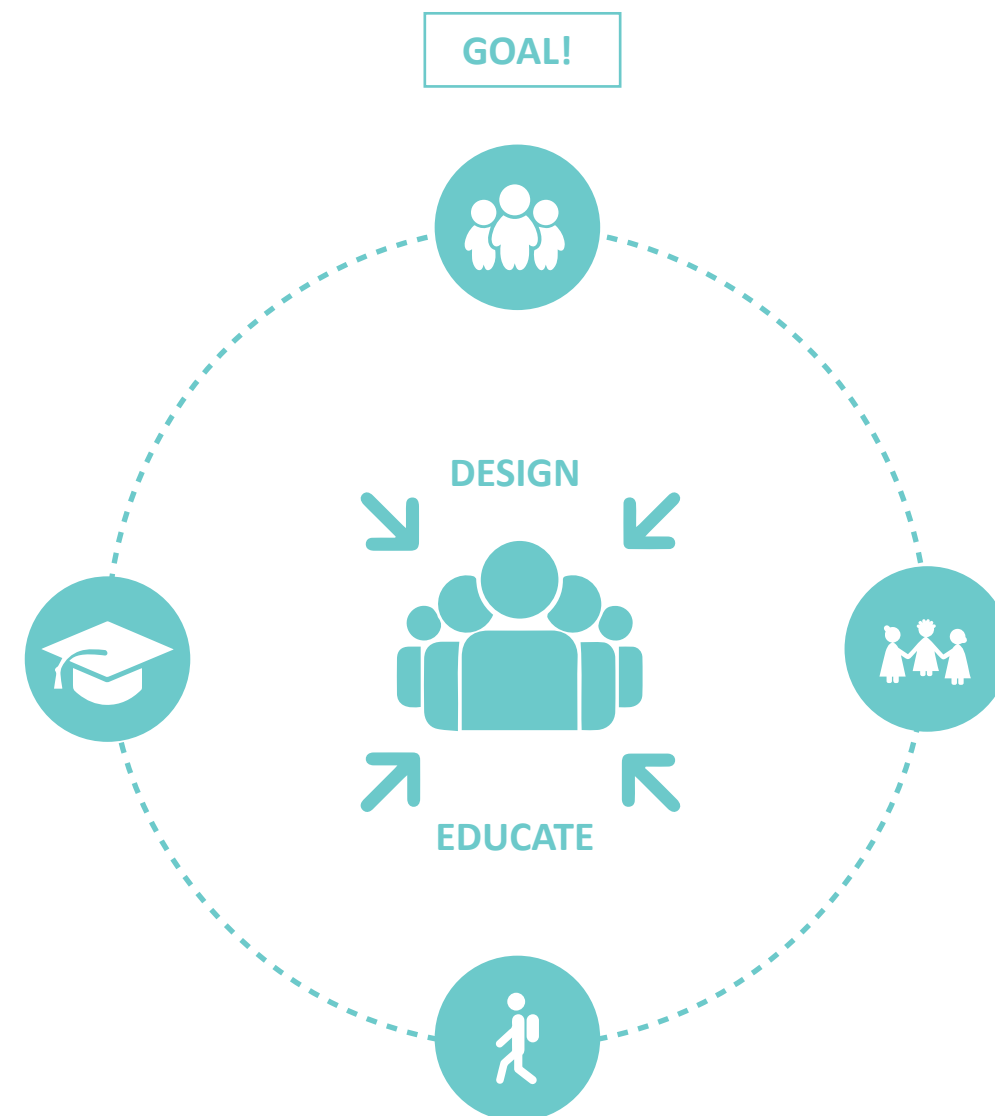
- Methods of getting back up or funding
- How will students connect with mentors?
- How to gain support from colleges?
- How to make unique social connection

- It is beneficial for students to take part in working abroad projects to gain real work experience as well as represent their colleges to the best of their abilities.
- The program needs to allow students all around the globe to make a difference in their communities through design, collaborate with students to learn about new traditions and cultures.

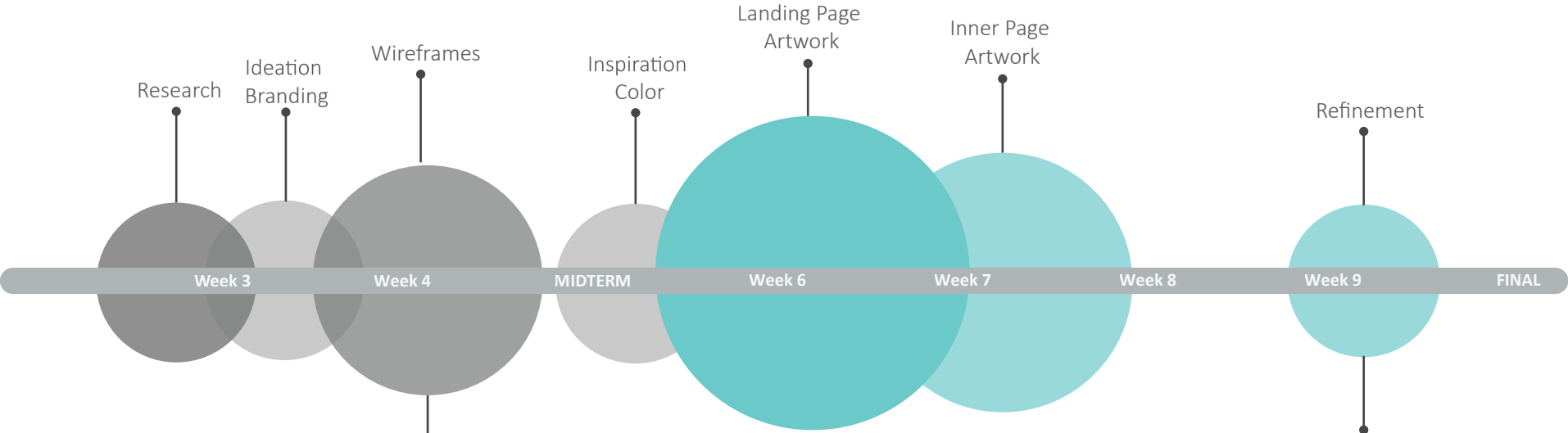


IMPACT

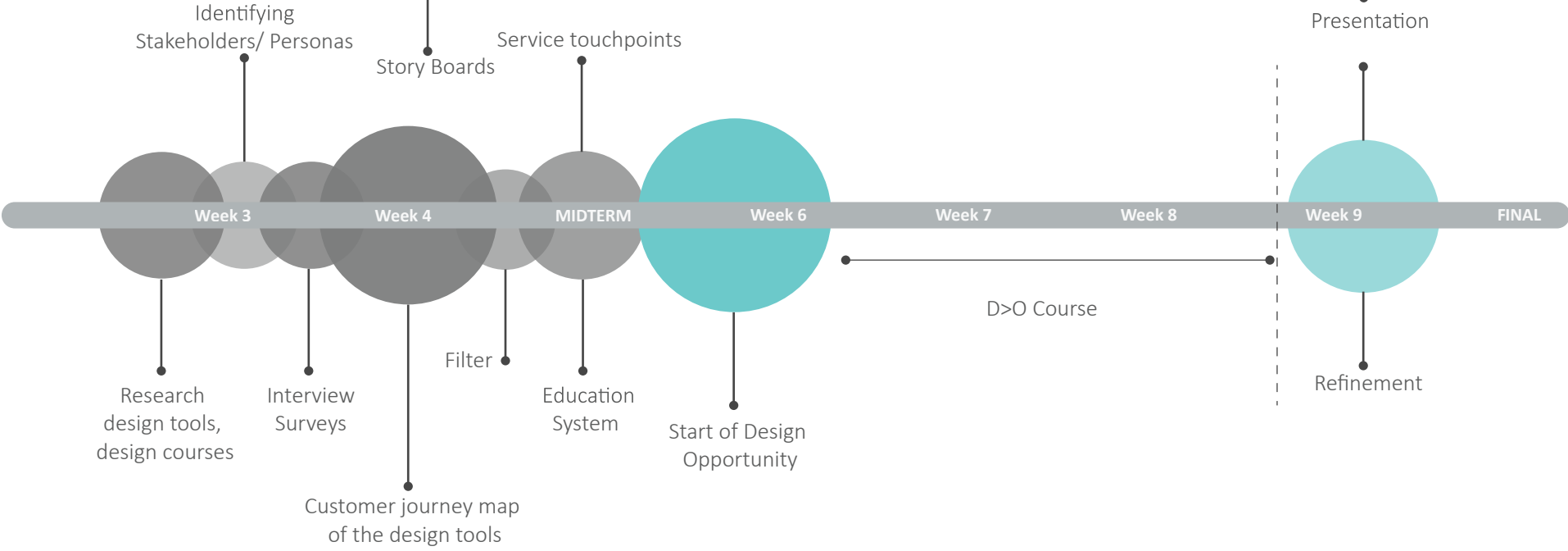
| | | | |
|---------|---------------|-------------------|-----------------------|
| Cause | Get donations | Solve the problem | Spread awareness! |
| Culture | Tradition | Help the economy | Why you should visit! |



WEBSITE DESIGN



DESIGN OPPORTUNITY



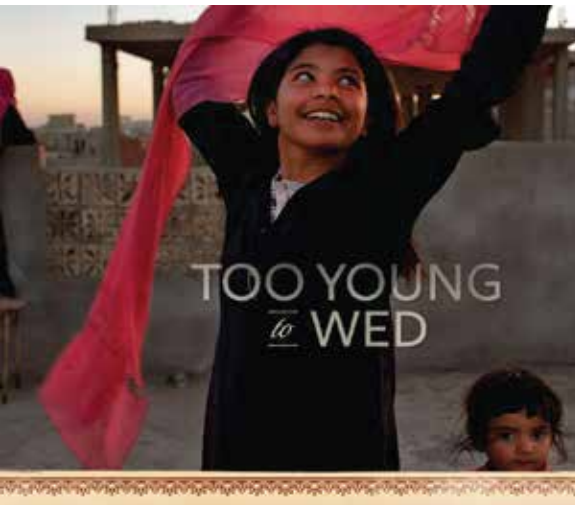
THE OPPORTUNITIES OF OUR SERVICE

- An inability to raise enough money
- A lack of strategic direction
- An inability to “move the needle” on a social problem
- A disconnected, disengaged, ineffective board of directors
- Lack of sufficient organization infrastructure
- Expensive process for start up foundations

RAISING AWARENESS

TO SHARE THE NON-PROFIT ORGANISATIONS SUCCESS AND IMPACT IT HAS MADE IN THEIR COMMUNITIES.

INCREASE VOLUNTEERISM AND TO INSPIRE PEOPLE TO DONATE TO FUNDRAISERS.



TAKE THE WALK

58490 Miles Walked

Take Action: With a one mile walk to support the fight against poverty and HIV/AIDS in Africa.

Every mile walked will raise funds to support one of the five causes providing great challenges in Africa. Whether you choose to walk a mile or directly donate to one of these five causes, 100% will be making a real impact.

BUY SMS CREDITS

Provide access to mobile, raise through secure SMS messaging in partnership with Ecoute.

[LEARN MORE](#)

FIGHT AIDS WITH MUSIC

Provide AIDS medication and treatment by recording digital songs and purchase the song "Gimme Shelter".

[LEARN MORE](#)

DONATE SHIRT

Provide clean, healthy clothing for the poor.

[LEARN MORE](#)

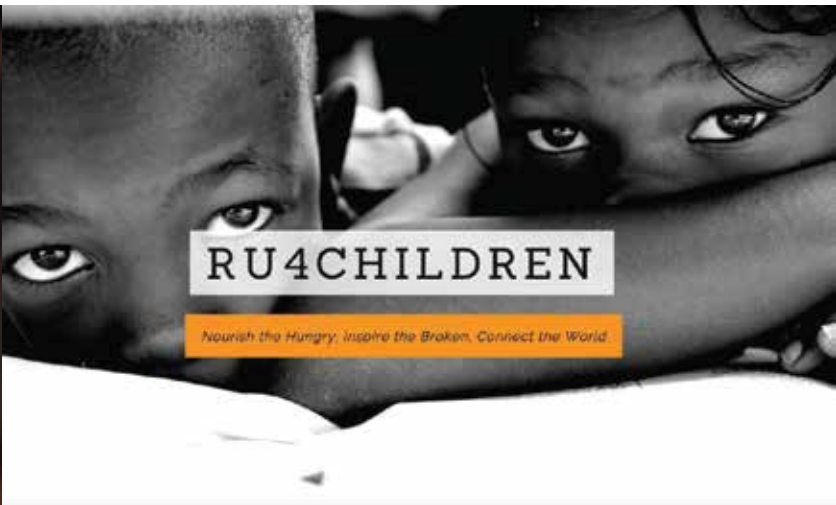
Through student loans, Vittana is graduating a generation *beyond* poverty.

[Learn more about our impact](#)



RU4CHILDREN

Nourish the Hungry, Inspire the Broken, Connect the World.



TC2M KICKSTARTER  indiegogo



SCAD®

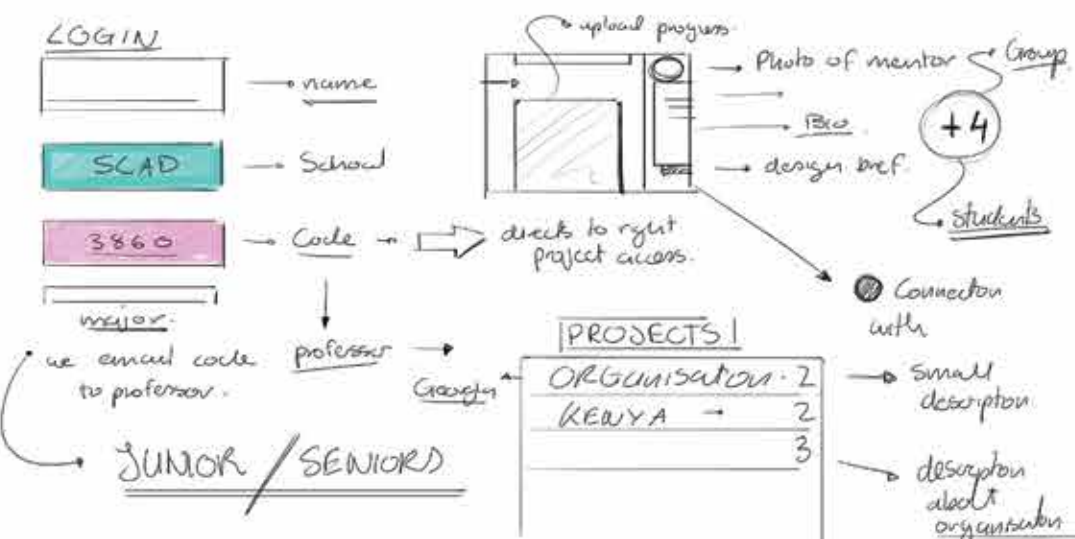
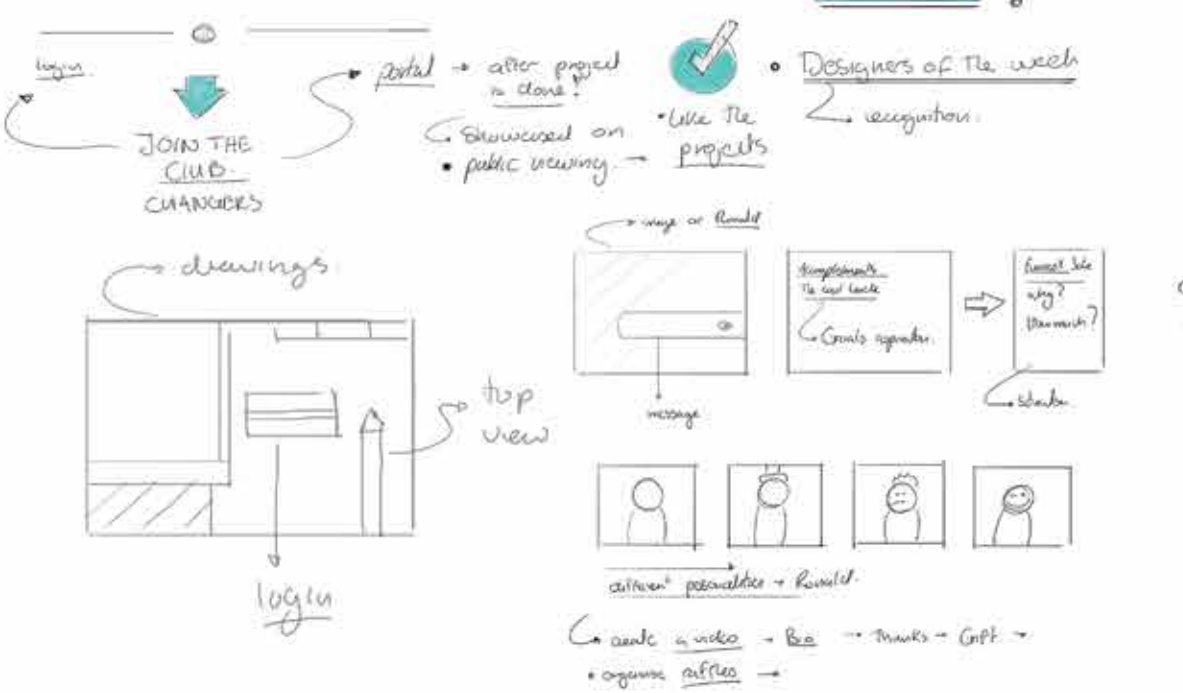
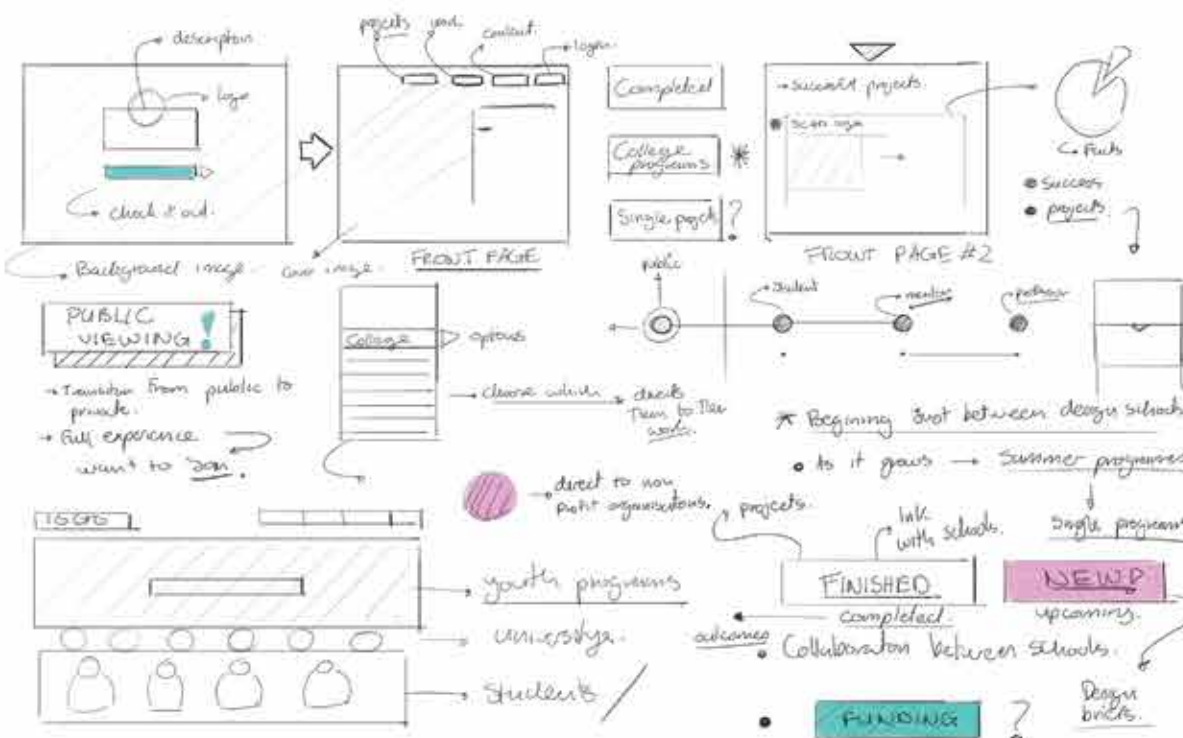
EXISTING DESIGN PLATFORMS

CREATING PLATFORMS

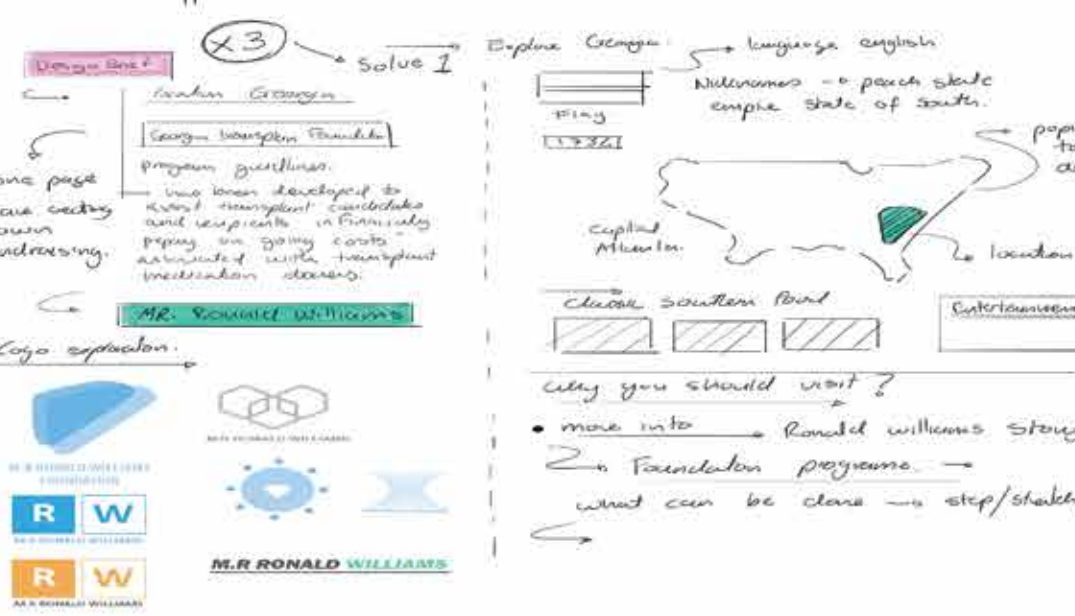
- Establish your goals
- Identify your audience
- Determine your brand name
- Goal-Driven design direction
- Measure results
- Continuous improvement

THE WEB PORTAL NEEDS BE SIMPLE TO ACCESS AND EASY TO MOVE FROM ONE PAGE TO ANOTHER. THE PORTAL HAS TO ALLOW STUDENTS TO HAVE CONNECTION TO MENTORS AND PROFESSORS. THEME OF THE WEBSITE NEEDS TO BE CONSISTENT AND REPRESENT THE BRAND IDENTITY.



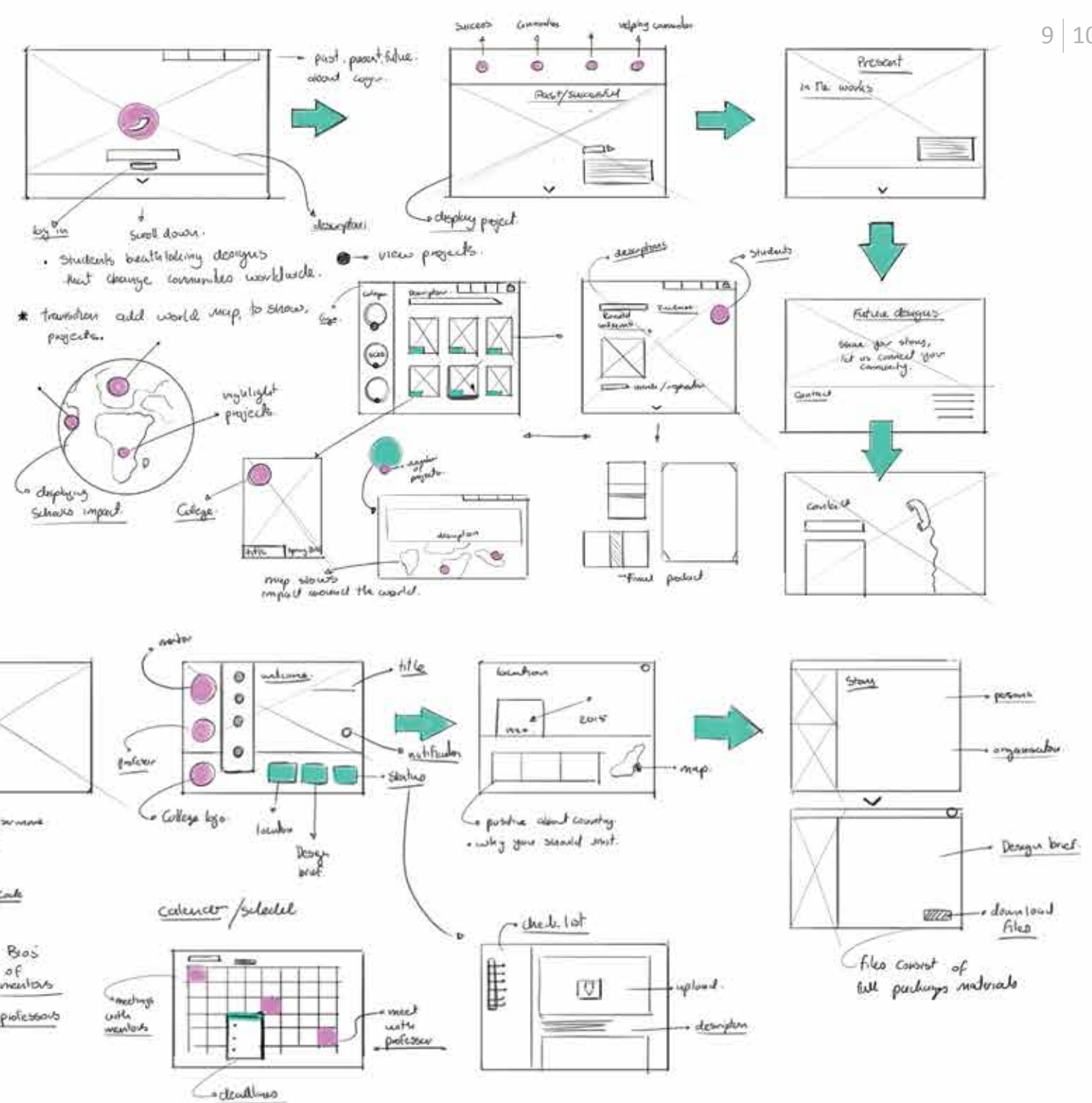


- DESIGN OPPORTUNITY CLASS ⇒ NO COST
- → D.O → meeting with professor → connect mentor with professor →
- D.O → Guidance
- Endless opportunities



IDEATION

- Concept
- System
- Wire frame
- Interaction



STUDENT



Cecilia Berberat

Age: 22

Major: Interior design

Cecilia has been passion to collaborate to create programs that will allow students to create solutions in their communities.

PROFESSOR



Ben Bush

Age: 29

Industrial design professor

"I love to challenge and mentor young designers. I strive to cultivate an environment that encourages outright honesty along side disruptive and unorthodox design application."

MENTOR



Dave Alexander

Age: 32

Engineer

Nationally-recognized strategic marketing and outreach specialist. Proven track record of successfully exceeding client goals and objectives through innovative, out-of-the-box thinking.

ORGANIZATION



Ronald Williams

Age: 55

"I am a client of Georgia Transplant Foundation's (GTF) Transplant Fundraising Program (TFP) and I am fundraising for costs related to my solid organ transplant that will not be covered by my current insurance plan."

STEP



- **Simple implemented work**
 - Funding letter
 - Social awareness
 - Fundraising
 - Promotion

STRETCH

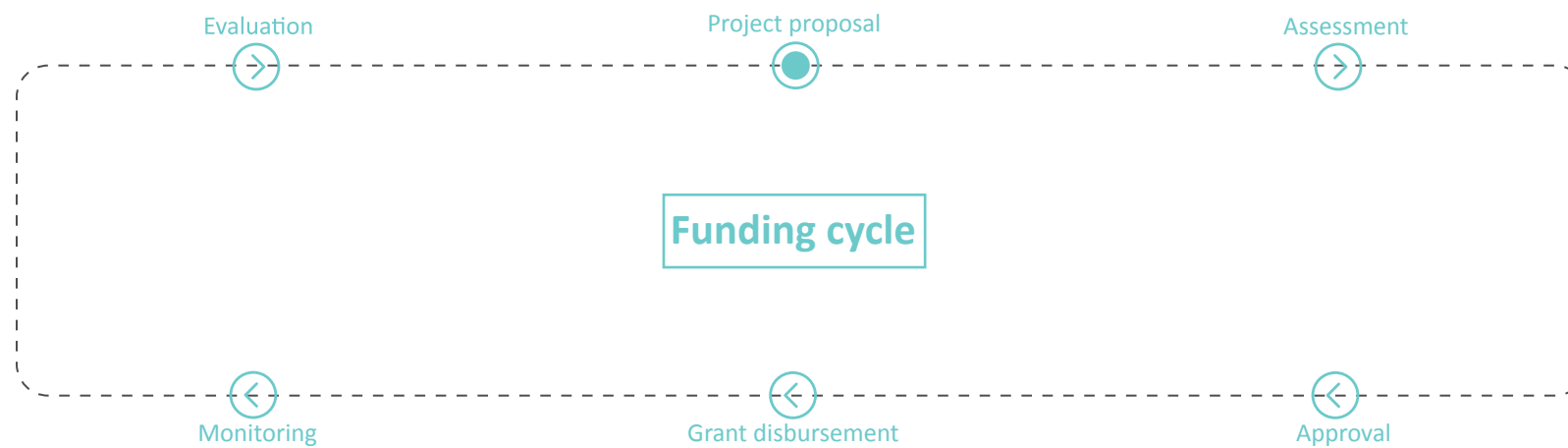


- **Design and improve service**
 - Create new ideas
 - Local manufacturing
 - Get in touch with investors

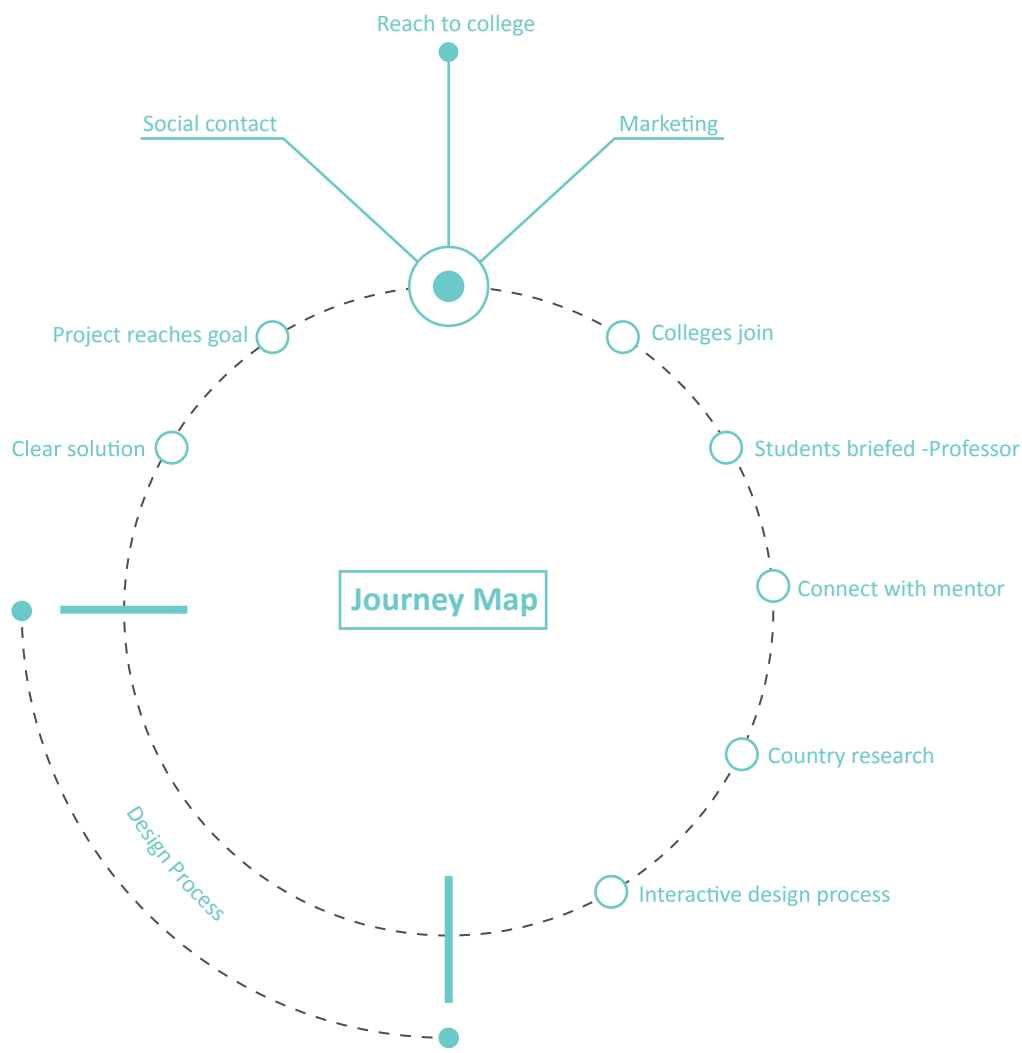
LEAP



- **Create revolutionary ideas**
 - Full process book
 - Clear solution
 - Get funded



OUR INPUT



Get in contact with organisation.
Create design plans.
Advertise organisation.
Create Connections with public.
Spread awareness.

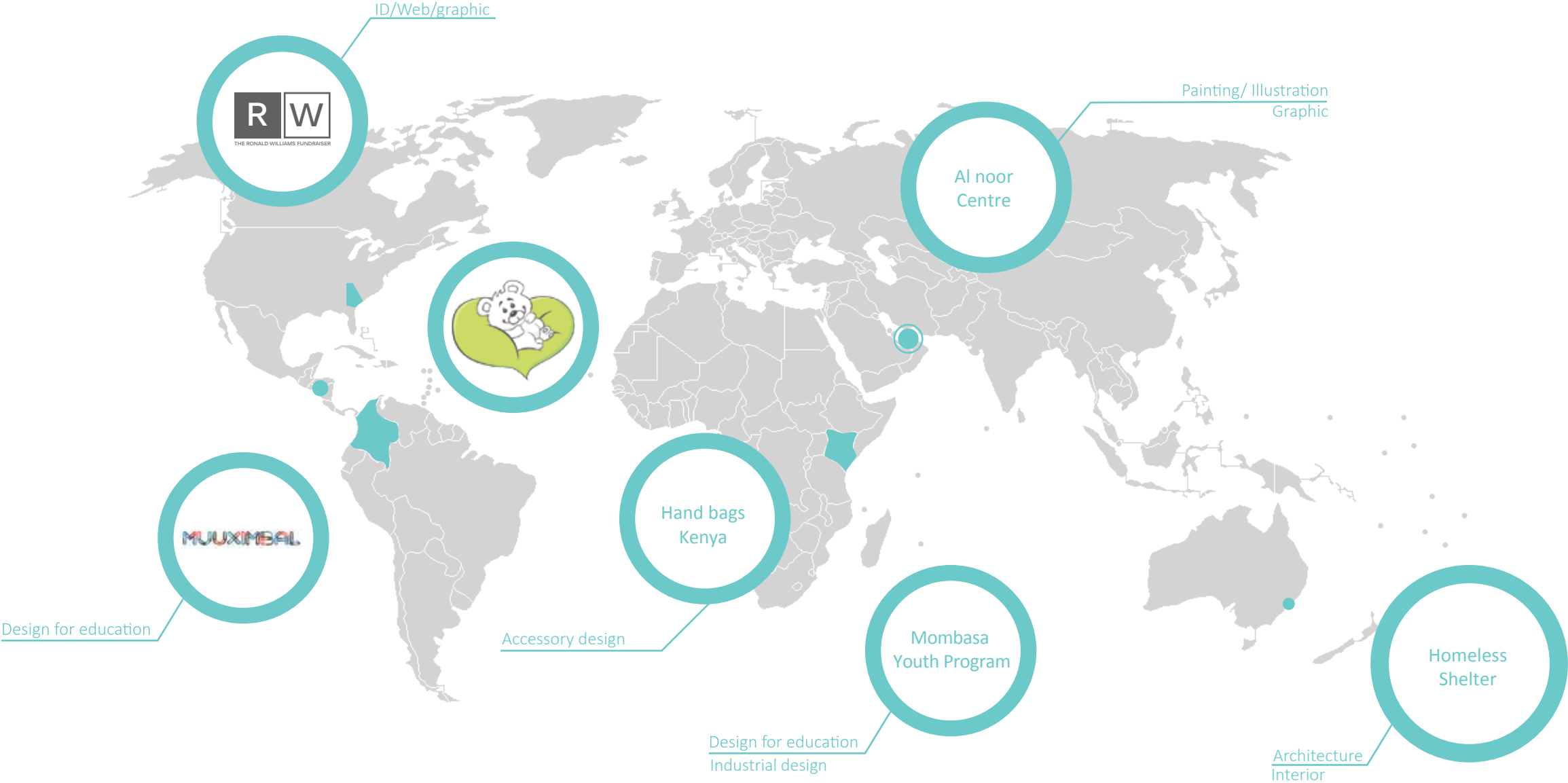
Represent the colleges.
Create connection.
Establish portal for
students and professors.

Create work experience.
Solve real problems.
Amazing portfolio pieces.
Production opportunities.
Geography and cultural knowledge.
Design and entrepreneur skills.

resolve issues.
Educate all generations.
Target donors.
Create funding.

Students can upload previous work

Our Connections

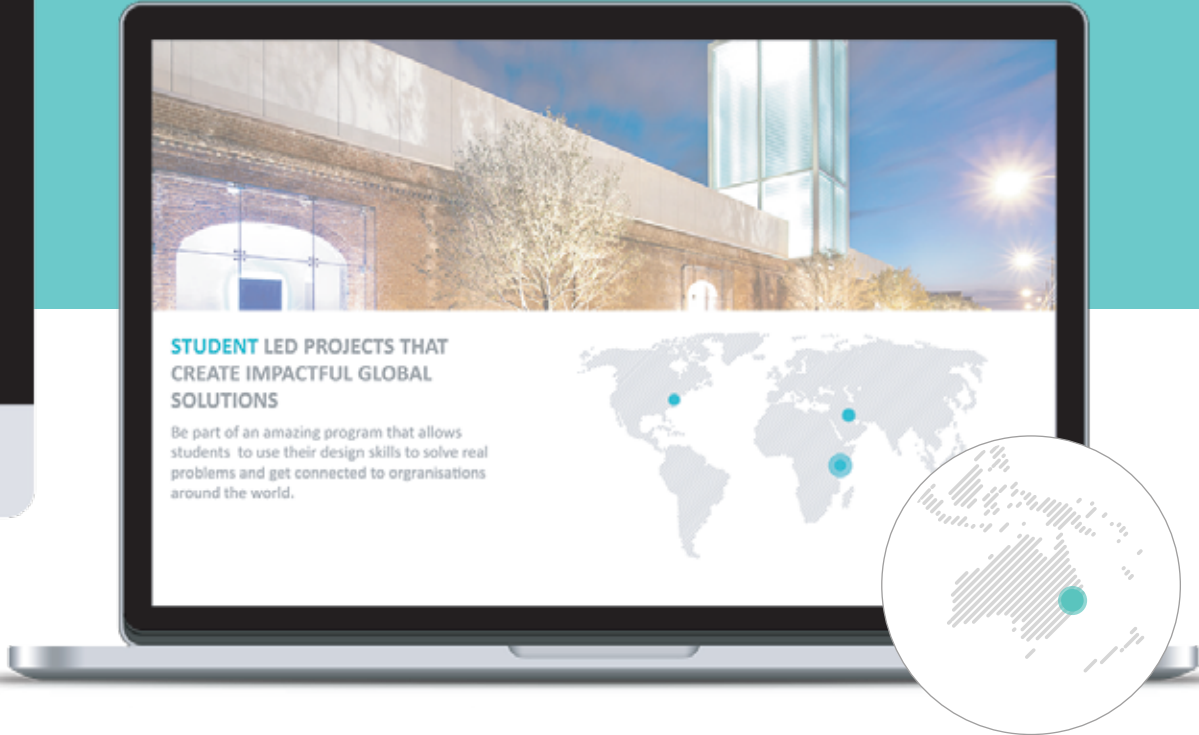


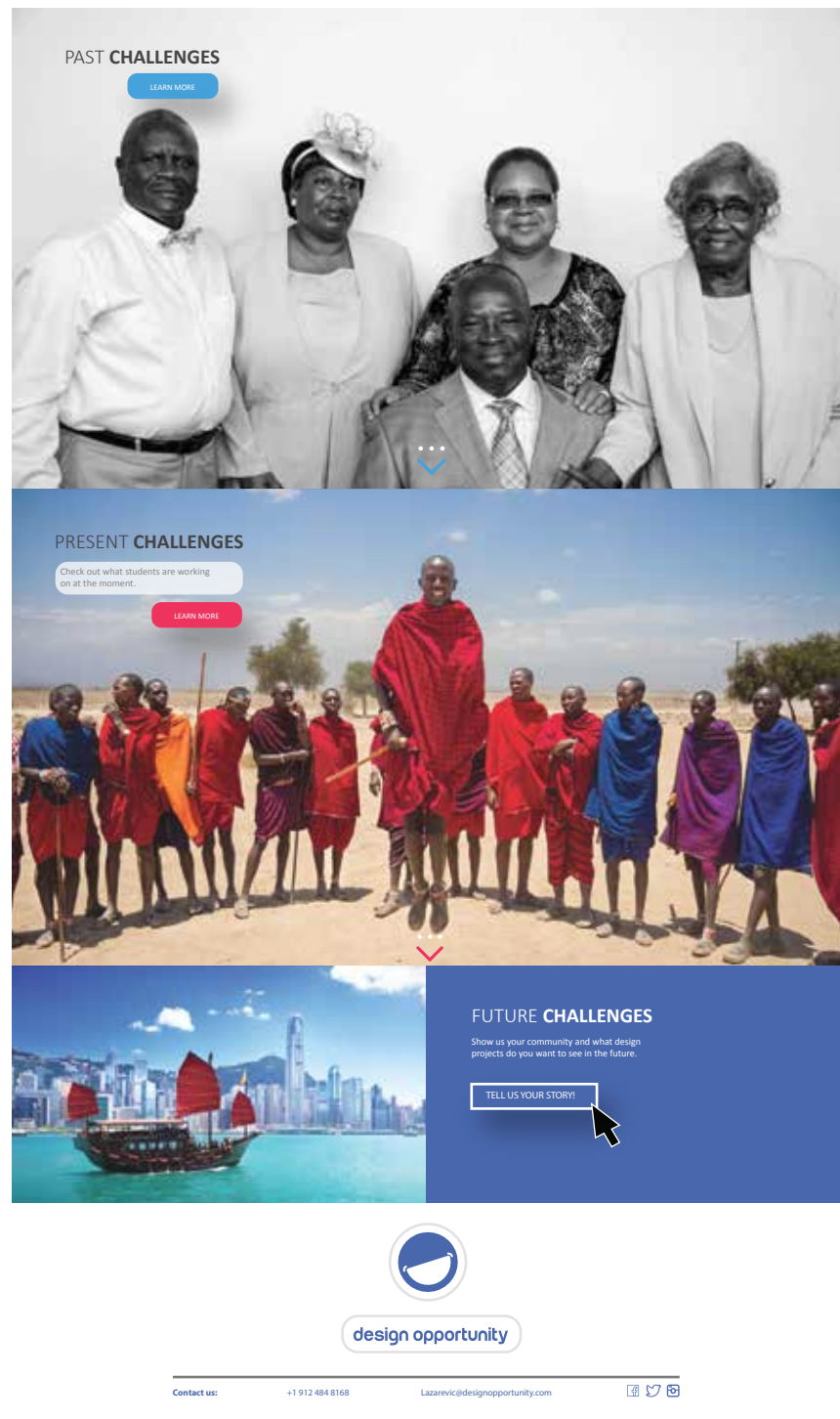
THE DESIGN OPPORTUNITY TOUR





PUBLIC VIEWING





DESIGN CHALLENGES

Past challenges: Show casing successful and accomplished work.

Present challenges: This is the section for the public to view on goin projects and to see the development.

Futre challenges: This tab allows the public to share their stories and help us create design challenges for the future.

STEP

STRETCH

LEAP

TELL US YOUR STORY!

Name

Email

Message



design opportunity

Contact us:

+1 912 484 8168

Lazarevic@designopportunity.com



PAST PROJECTS



College:
Organization:
Address:
Homepage:



Ronald Williams Fundraiser

College:
Organization:
Majors:
Description:

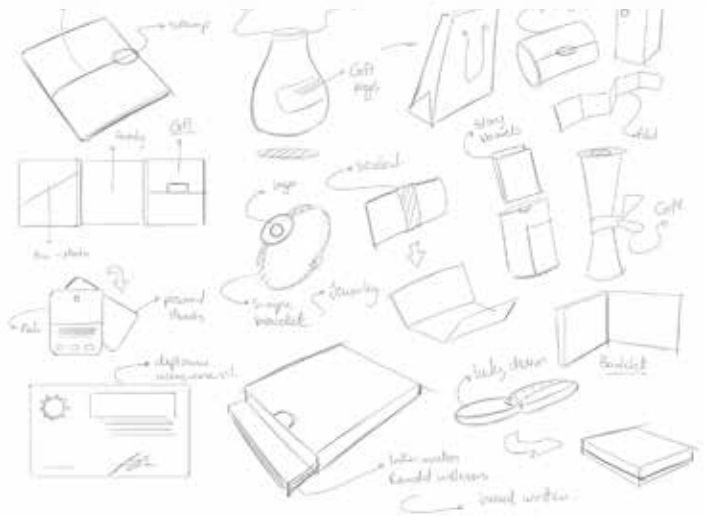
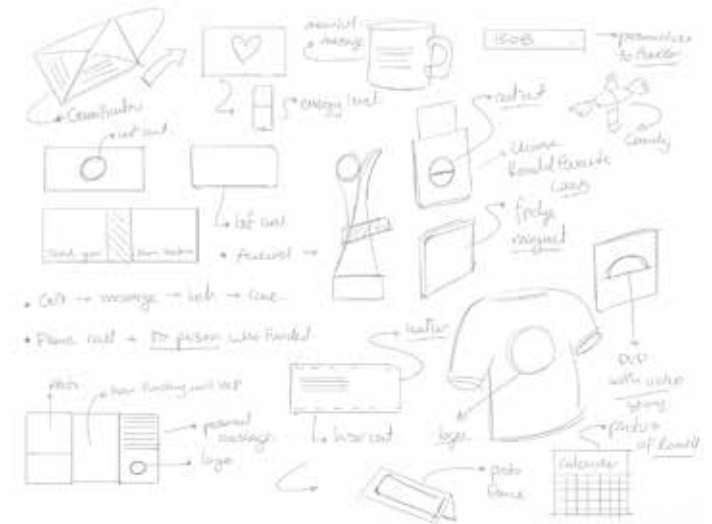


PAST PROJECTS

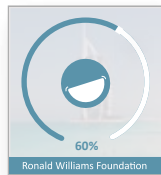
Ronald Williams Fundraiser



Ideation



PRESENT PROJECTS



Ronald Williams Foundation

College:

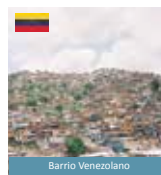
Organisation:

Majors:

Description:



Mombasa Orphanage



Barrio Venezolano

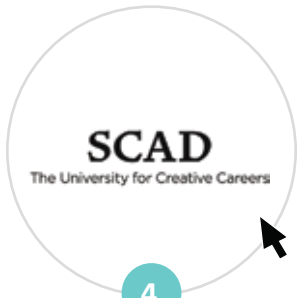


Nepal Orphanage



Accessory for kenya





4

The goal is for Colleges to compete with one another to see how many tasks different colleges can complete.



The projects will be displayed at random and will be consistently changing.



design opportunity

PROJECTS

COLLEGES

CONTACT

LOG IN



THE STUDENT LOG IN



We connect with a design college, present various challenges that the design school will pursue. We integrate the professors to our system and the professor interviews groups of students that wish to participate.

THE PAINT BUCKET

When the group of students are selected to become design opportunists, we send them a bucket of paint with all the necessary tools. They receive membership cards that give the students their log in information to our portal as well as USB, Team kit and sketchbook. We want to the students to store their all ideas in the can, at design opportunity we believe "Creativity is at the heart of every silly idea".

design opportunity

DO CODE: DO1

USER NAME: FOSTER



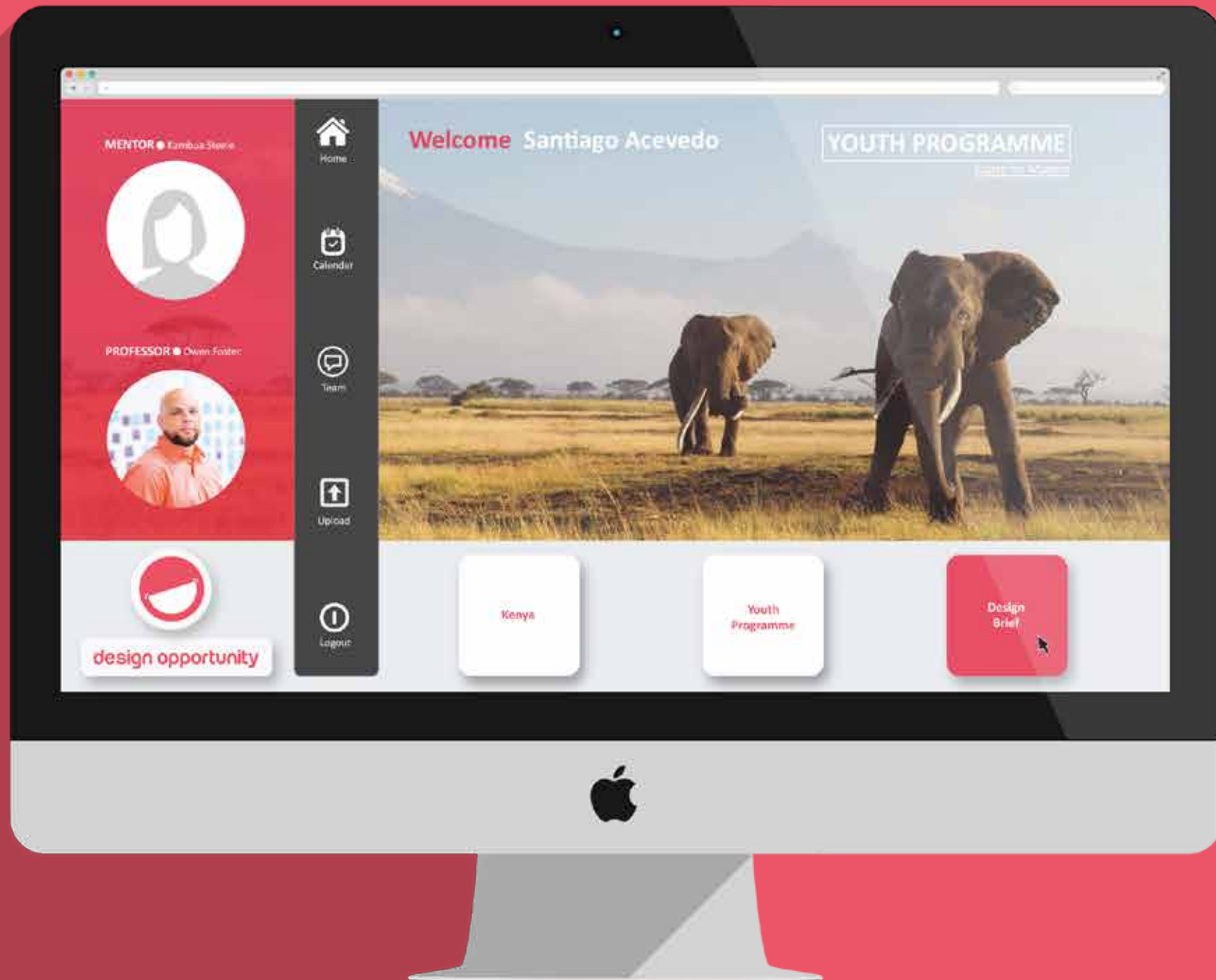
design opportunity

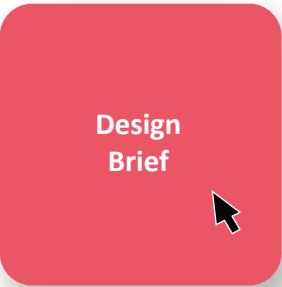
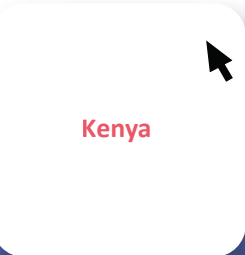
WELCOME

TO THE CLUB




CHALLENGE #1







Africa



Established in 1837

17:32 Tuesday, May 26, 2015

 78° | c





Swahili Phrases
Hello
Good morning
Good afternoon
Goodbye
What is your name?
My name is Jack?

Jambo
Habari za asubuhi?
Habari za mchana?
Kwaheri
Jina lako nani?
Jina Langu ni Jack



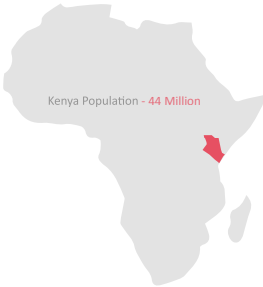
Kenya is a country that is located in East Africa. The country is home to 43.5 million people, while its capital city of Nairobi is home to 3.1 million people. Nairobi is also the largest city in the country. Kenya has a hot climate due to its location. It lies directly on the equator, and is surrounded by Uganda to the south, South Sudan, Ethiopia and Somalia to the north.




SPORTS



For more info check out
<http://www.magicalkenya.com/>



Kalalani Kenya Youth project




Our Story


The goal and aspiration of the Kalalani youth project is to help the youth in Mariakani and the surrounding community with the opportunities to pursue their education potential by providing them with the necessary tools to achieve this goals. The first step in the process includes preparing the youth to take their Kenya Certificate of Primary Education (KCPE) and or their KCSE (Kenya Certificate of Secondary Education (KCSE) by providing tutoring, examination registration support and fees.

Our long term vision is to help the youth become self-sufficient, and productive community members who would in turn work to support others.


The project started with a number of 21 children, 20 in primary school and 1 youth in college. The number has risen up to 76 sponsored kids. Our long term goals in the future is to have more children involved in the program as per the amount and support.

Mombasa





Design Brief



We are very much in the early stages creating a platform that allows students to travel to kenya to teach and educate orphans skills that will create opportunities for them in the future. we have many upcoming projects and we are thankful to have you all on board on implementing your skills to help our community.

PROJECT DETAILS

-The oprhans in Mombasa do not have a healthy environment to live in and no positive future ahead.

- You are challenged to design home pods for orphans in Mumbasa.

- Firstly assist in creating a simple website portal that will allow the public to easily understand the program.

Challenges

-Materials: Local materials , Bricks , wood that surrounds their area, concrete slabs and stone.

- Each pod has to consists sleeping and play areas.

- Surface : 645 square foot


KEY INFORMATION

- Utilize less materials and think simple ways of manufacturing.

- Think of ways to improve the whole fundraising system

- All pieces of the project need to relate

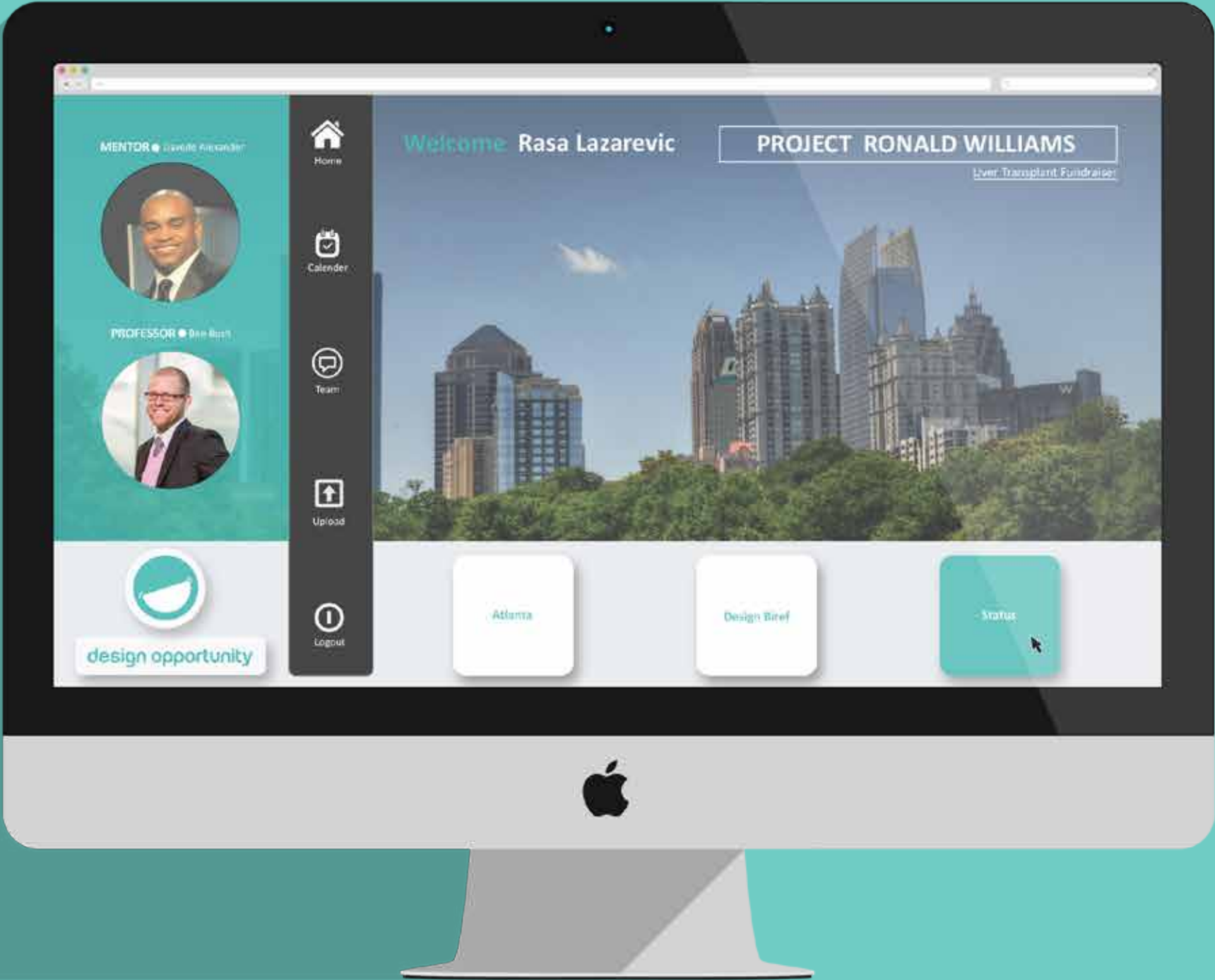
PROJECT MATERIALS



CHALLENGE #2



CHALLENGE #3



Atlanta

Design Brief

Atlanta USA



Established in 1837

17:32 Tuesday, May 26, 2015



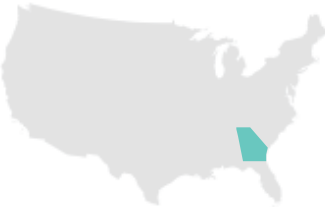
Atlanta was established in 1837 at the intersection of two railroad lines, and the city rose from the ashes of the Civil War to become a national center of commerce. In the decades following the Civil Rights Movement, during which the city earned a reputation as "too busy to hate" for the progressive views of its citizens and leaders.



SPORTS

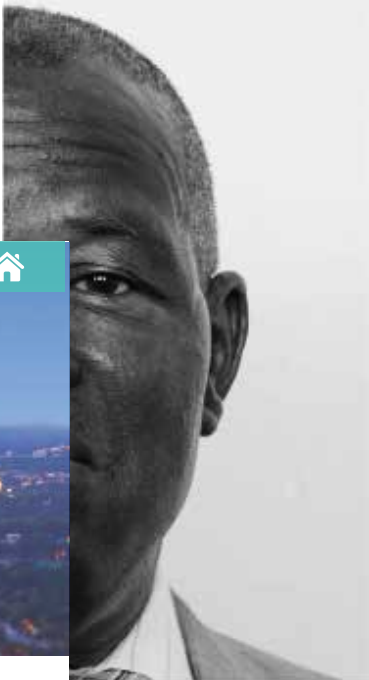


For more info check out <http://www.atlanta.net/>



Population- 447,841

D.r Ronald Williams



My Story

Ronald Williams, Born April 5 1955, Savannah GA

Born 5th into a family that would eventually include 8 siblings (4 other brothers, 3 other sisters)

Lived childhood in a small house on Godsells Street (plot still there -- no house)

Mother, Ida Mae Powell, 91, still lives in Savannah

Loving family, remembers a happy childhood centered around the Matriarch

Has one son from first marriage by blood, 3 daughters by marriage

I am fundraising for costs related to my solid organ transplant that will not be covered by my current insurance plan.

Transplantation can be an overwhelming situation and patients are encouraged to plan ahead for some of the uncovered and unforeseeable costs. GTF thanks you for your support of my endeavor to assume self-responsibility for my medical needs through fundraising.

http://client.gatransplant.org/site/TR/Events/General?px=1031104&pg=personal&fr_id=1040

Design Brief



We are very much in the early stages of fundraising and have not begun to develop the content necessary for our website and other media platforms. We are in the process of drafting a team

- PROJECT DETAILS**
- Research fundraising foundations, look at various methods of raising awareness
 - Design Logo
 - Draft website landing pages
 - Create leave behinds for donors
 - Create banners/ posters
 - Create brochures

- KEY INFORMATION**
- Create a method of strongly translating Dr. Ronalds Story
 - Think of ways to improve the whole fundraising system
 - All pieces of the project need to relate

PROJECT MATERIALS

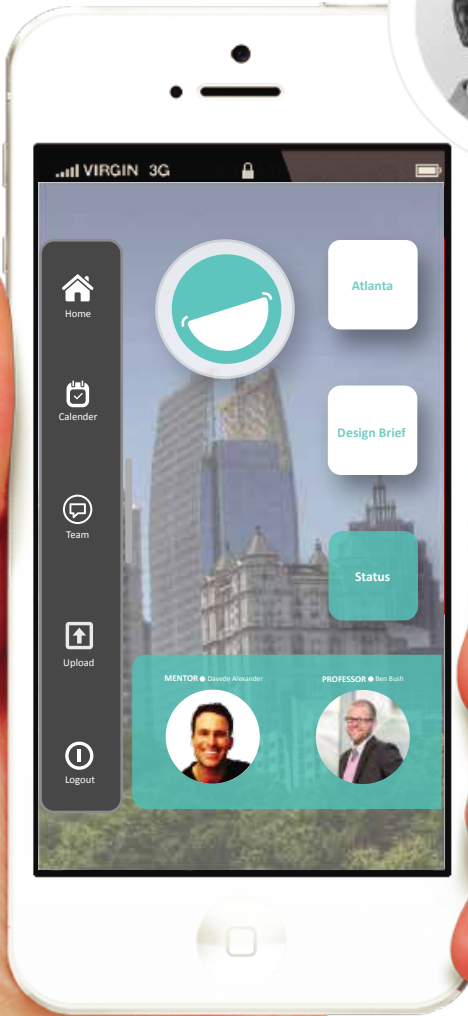


DESIGN OPPORTUNITY APP

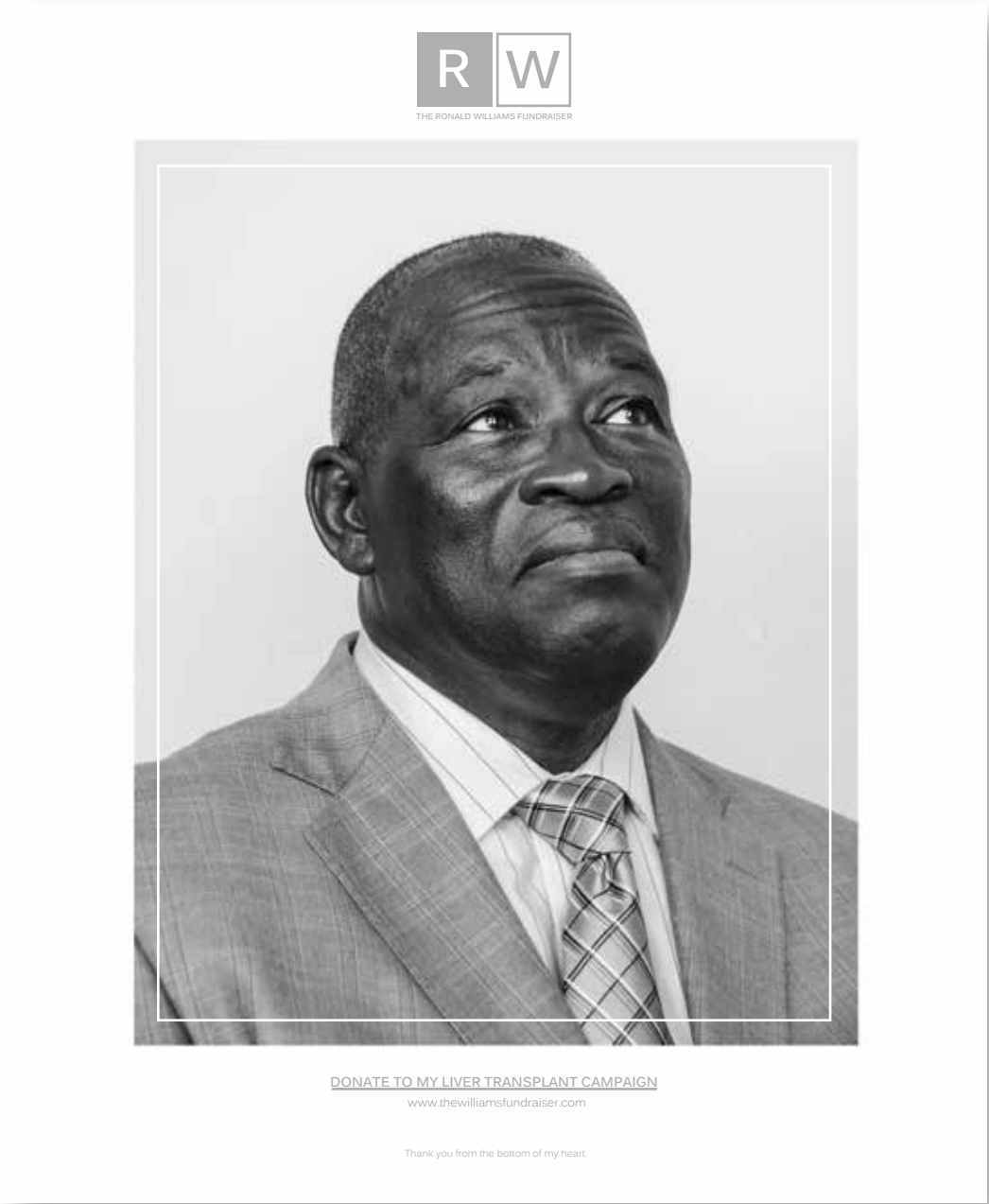
The App serves as quick access to the task and events on their mobile devices. Students will receive expressive messages from their clients/ non-profits that act as motivator and reward them for their hard work.



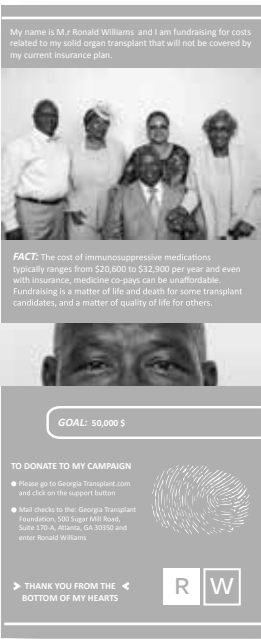
Thank you for your time and effort!



POSTER



PAMPHLETS



RONALDS FAVOURITE COLORS



THANK YOU CARDS



UPCOMING CHALLENGES





MUUXIMBAL

Created by current Scad Students

SCAD
The University for Creative Careers.

SITUATION

In Guatemala, the education system shows signs of discrimination against underprivileged groups. This is due to the limited access to high quality education, poorer facilities and unequal treatment in the classroom. Access is limited by geography, language of instruction and finances. The boarding school would provide a judgments free zone where students of all back rounds can access education and by so break the cycle of poverty, discrimination and lack of education.

VISION

Students to use their skills and talents be able to problem solve future solutions and provide innovative solutions to create awareness and sponsor scholarship for Guatemalan children to attend and to continue to attend throughout their high school education.

CHALLENGES

FASHION DESIGN/MARKETING

Students will have the opportunity to create collections with knowledge of local artisans techniques and manufactured locally.

SERVICE DESIGN

Service design students will design a long lasting relationships between the funder and one of the students in the boarding school.

INTERIOR / ARCHITECTURE /INDUSTRIAL DESIGN

All majors will collaborate and improve the current and future infrastructure.

JEWELRY

Students will create collection and use new ways to incorporate their natural stones found in Guatemala.

FINE ARTS

Students will create awareness through portraiture of current Muuximbal students.

