

DCC 105 Cultural Design Intervention Pitch

Having identified the many cultures, subcultures, and/or countercultures you are a part of, and the major challenges faced by those cultures, this project asks you to explore how design can intercede. In what ways can design create solutions for the major questions, problems, challenges, or hurdles faced by your culture(s)? This returns us to one of DCC's key questions as a program: how we can design the world to be a better place?

In small groups clustered around a common problem or challenge, you will create a short proposal that details a hypothetical project that can begin addressing these problems or challenges. Your pitch must be around 2 pages (single spaced) and include the following headings:

- Short abstract written for a broad audience (~75 words)
- Project description (can include a mock-up or prototype for extra credit) (~150 words)
- Significance and Distinction (why it matters and how it's different from what exists) (~150 words)
- Approach (the tools, software, and/or methods you will use to make this project; skill sets needed to produce this project) (~150 words)
- Timeline (How long will this take to make? How long will it run?) (~50 words)
- Audience (Key people/groups it addresses; is it a local project or national or international?) (~100 words)
- Budget and sources of funding (~100 words)

For this project, you can think big, but you must be able to create the project using DCC and University of Maryland funding. For example, DCC awards \$500 to individual students or groups each spring to purchase supplies for exceptional Capstone projects. Also, there are various funds available for student projects, and recent DCC and Honors College projects have been funded at levels from \$500 (Do Good Institute Mini Grants), \$5,000 (Do Good Challenge competition), \$10,000 (Future of Information Alliance Spark Grant), \$25,000 (Future of Information Alliance seed grant) up to \$40,000 (Office of Sustainability grant). You can imagine applying for and winning two or three of these grants for your project.

Your project should have a very clear problem and clear link to how design can intercede. Thus, you must demonstrate a logical connection between design and how it would contribute to solving the problem you identified. Your project should not replicate what already exists in the world. While it can build on ideas already in existence, it should not overlap in significant ways. Readers of your proposal should clearly get the "so what?" question from your project; that is, why does this project matter and how will it make a difference? You should clearly advocate for your approach as the most successful means of creating this project and should note the various skillsets needed to make this project. Successful grant applications, for example, can show that this group writing the grant is the most qualified group to make this project.

Rubric: