

EMPOWERING THE NEXT GENERATION OF DESIGNERS

PREPARED FOR AMAZON DESIGN

**COOPER
HEWITT**



Smithsonian Design Museum



INTRODUCTION

Design education has never been more important. The social and health crises of our time underscore the ability—and the need—for design to offer solutions. As the nation’s design museum, Cooper Hewitt is dedicated to empowering diverse voices, so that the next generation of designers can continue to build a more equitable and regenerative future for everyone.

Amazon Design’s values are deeply aligned with Cooper Hewitt’s education ethos. We were delighted to partner on the virtual Design Fair series in 2020, which opened career and education opportunities for a nationwide audience. Our combined network and expertise present a valuable opportunity to continue growing our reach and impact.



Silas Munro



Vassiliki Giannopoulos



Darnell Lisby



Priya Agarwal and Anika Agnihotri



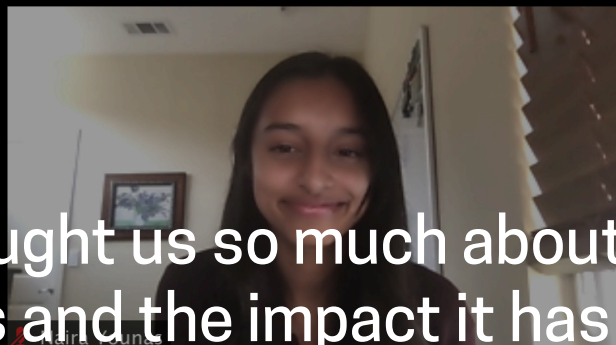
LeSpencer.Walker



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Neira Young



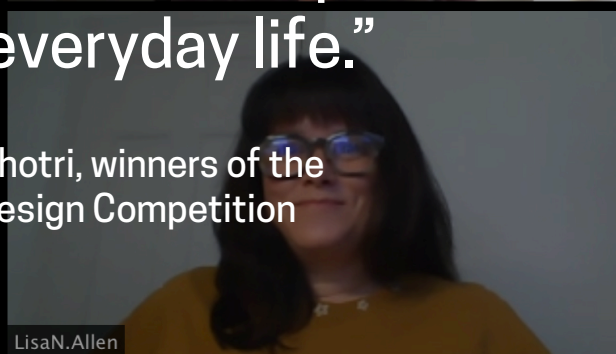
Stephanie.Hoffherr

“Cooper Hewitt taught us so much about how design works and the impact it has on all aspects of everyday life.”

– Priya Agarwal and Anika Agnihotri, winners of the 2020 National High School Design Competition



Christa May



LisaN.Allen



Rebecca Armstrong

DESIGN LITERACY FOR ALL

At Cooper Hewitt, we believe that design education is more meaningful when people understand not only how to design solutions, but also why design matters. We call this **design literacy**. Our philosophy is that design literacy is not a luxury, but a critical competency for solving real-world problems.

That is why we strive to make design literacy accessible to all. Cooper Hewitt education programs are offered in a variety of formats, ranging from hands-on workshops to long-term mentorship opportunities, across multiple levels of design competency. This structure enables audiences of all backgrounds to discover, understand, and apply the power of design, providing every individual with a path to design literacy.

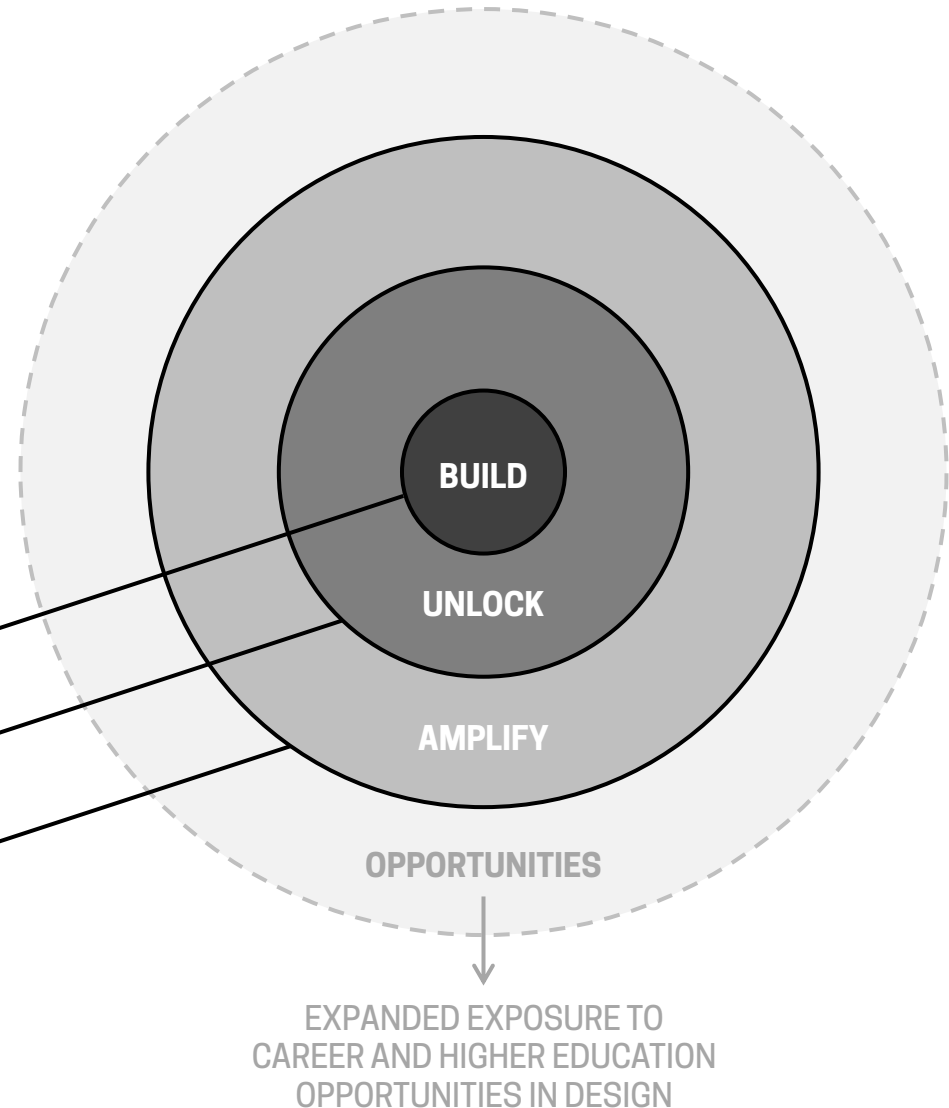


EMPOWERING EMERGING DESIGNERS: EXPANDING THEIR OPPORTUNITIES

Cooper Hewitt empowers emerging designers—high school and college students as well as recent graduates—to build design literacy skills and pursue career and higher education opportunities in design.

Three program areas offer a range of entry points for young audiences and are designed to build on one another. This layered approach enables emerging designers to expand their design literacy and increase their exposure to career and higher education opportunities, providing a springboard for continued growth beyond Cooper Hewitt—as well as opportunities for sustained engagement with Amazon Design.

- 1. BUILD** DESIGN LITERACY
- 2. UNLOCK** CREATIVE PATHWAYS
- 3. AMPLIFY** DIVERSE VOICES





BUILD DESIGN LITERACY CORE PROGRAMS

Cooper Hewitt's core programs for emerging designers offer unique pathways to design literacy and lay the foundation for higher education and careers in design. Led by museum educators and a diverse network of guest designers, programs range from single-touch introductory activities to multi-session workshops and paid internships at the museum, allowing students and young adults to discover, grow, and apply their design knowledge while building relationships with professionals in the field.

- **Design Snacks** are 45-minute workshops that focus on one step of the design process and are designed to be taken sequentially
- **Master Class Series** is a multi-session program providing a deeper dive into the design process with the guidance of a guest designer
- **Design Collective** invites high school students who have demonstrated talent in design to help prototype Cooper Hewitt content and receive mentorship and stipends for their work
- **Big Brothers Big Sisters** is a key community partner, allowing us to bring design literacy workshops directly to low-income youth

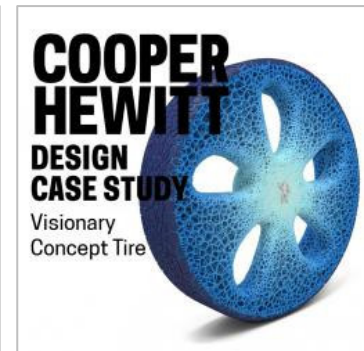
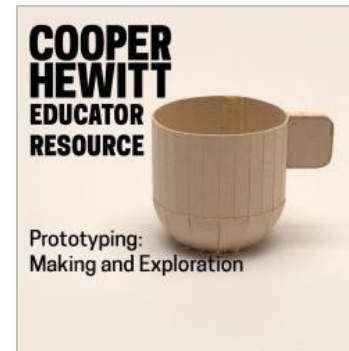




BUILD DESIGN LITERACY LEARNING TOOLKIT

Cooper Hewitt provides a suite of digital and low- to no-tech learning tools to support students and educators, offering a variety of ways to implement design-based activities both in-classroom and at home. The museum partners with community organizations and schools—many of which are Title I—across the country to distribute the toolkit and offer related workshops, bringing design education directly to students. In the coming year, we will work closely with emerging Latinx designers to elevate their voices and work.

- **Design at Home Activity Book**, a free publication available in English and Spanish, is distributed across the country through community partners
- **Design at Home Video Series** guides learners of all ages through hands-on design activities they can tackle at home using accessible materials
- **Smithsonian Learning Lab** provides lesson materials for educators and caregivers, including design case studies that apply core areas of study to real-world problems
- **Design Activity Kit** (forthcoming fall 2021) will provide reusable design thinking materials for educators to use in class and group activities





UNLOCK CREATIVE PATHWAYS DESIGN FAIRS

Design Fair is the marquee event for emerging designers during National Design Month, the museum's largest education initiative.

Through panel discussions and meet-and-greet opportunities, the annual Design Fair connects hundreds of high school students, college students, and recent graduates across the country with award-winning designers, creative companies, and representatives from design-focused colleges. The event helps emerging designers develop a professional network and gain new sources of inspiration, creating access

to a range of career and academic paths in design and building a diverse pipeline of future designers.

Design Fair has proven to be a model that can be replicated and scaled across the country. In 2021, we will pilot a modified version of Design Fair in middle schools, bringing the program directly to a younger audience. By meeting students where they are, we seek to address the scarcity in design programs for this age group and provide inspiration for a future in design, including applying to high schools with an art and design focus.





AMPLIFY DIVERSE VOICES NATIONAL HIGH SCHOOL DESIGN COMPETITION

Launched in 2016, the National High School Design Competition challenges students across the country to design a solution to a unique scenario. The competition provides a platform to explore real-world problems through a design lens and amplifies voices at a national level, empowering young thought leaders to take the lead in building a better future.

Finalists have extensive engagement and resume-building opportunities—such as personal mentoring from design experts, company visits to witness design in action, and public speaking moments—providing enriching

experiences that elevate the students' design knowledge and network to the next level and open new doors to education and career opportunities.

Designers today are responding to the pandemic, which disproportionately affects marginalized communities. The sixth annual National High School Design Competition in 2021 will encourage students to rethink the products, environments, services, and systems that impact our health and society by answering the question: “What would you design to create a healthier world?”



TOGETHER, WE CAN EMPOWER EMERGING DESIGNERS.

We invite Amazon Design to join us in expanding opportunities for the next generation of designers.

BUILD DESIGN LITERACY

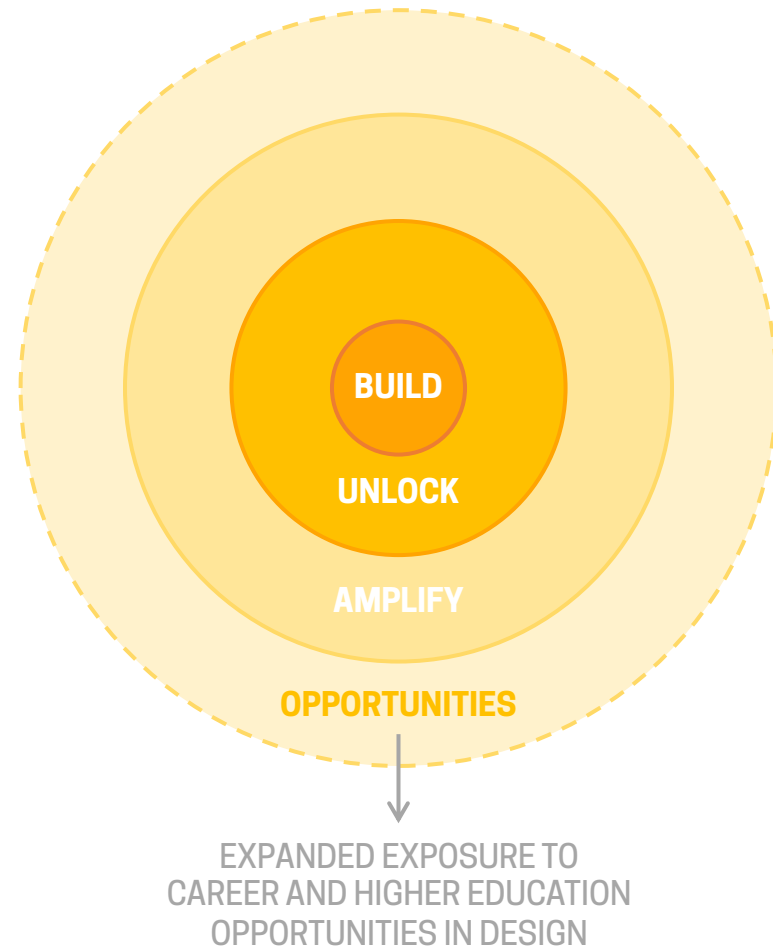
Amazon Design's support and existing community partnerships would increase access to design learning tools across the country and create opportunities for Amazon designers to lead workshops and become mentors for young, aspiring designers.

UNLOCK CREATIVE PATHWAYS

Design Fair is an opportunity for Amazon designers to share their design stories and engage a diverse talent pool of middle and high school students that will become the next generation of designers and changemakers.

AMPLIFY DIVERSE VOICES

As lead sponsor of the National High School Design Competition, Amazon Design will provide creative leadership and resources, critical to shaping the competition's identity and driving reach and impact.



25,941 participants

in Cooper Hewitt education programs
both in person and online

33,850 free activity books

distributed through community
partners across the country

23,496 unique users

of Cooper Hewitt lesson materials
on Smithsonian Learning Lab

93 learning resources

created by Design Collective students
on Smithsonian Learning Lab

951 high school students

entered the 2020 National High School Design
Competition, a 24% increase from 2019

69% of students ages 1-17

and 62% of students ages 18-24 attending
Cooper Hewitt programs identify as BIPOC

REACH & IMPACT


While our campus is closed for now, we remain steadfast in our mission to educate, inspire, and empower through design, and we are advancing our mission in new ways. We continue to increase our virtual education programming, expand our toolkit of online and offline design resources for distance learning, produce relevant and meaningful content that feature diverse voices, develop partnerships to reach underserved communities, and provide Spanish translations and accessibility services where possible. Our guiding question “How does design impact equity?” informs our commitment to diversity and inclusivity in everything we do.

THANK YOU

We look forward to advancing our shared mission with you. To discuss support and recognition opportunities please contact:

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