

EMPOWERING THE NEXT GENERATION OF CREATIVE CHANGEMAKERS

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**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.

Adobe’s values are deeply aligned with Cooper Hewitt’s ethos. Your support for our 2019–2020 education programs enabled young, diverse audiences nationwide to unleash their creativity through design. Together, we impacted **nearly 2,000** students, educators and young professionals through virtual and in-person programs across the country. Adobe’s support helped us launch a new partnership with **Big Brothers Big Sisters** to bring design activities directly to communities, and pilot a new workshop series focused on **Latino design** and identity.

Our combined network and expertise present a valuable opportunity to continue growing our reach and impact. We look forward to advancing our shared mission with you.



Silas Munro



Vassiliki Giannopoulos



Darnell Lisby



Priya Agarwal and Anika Agnihotri



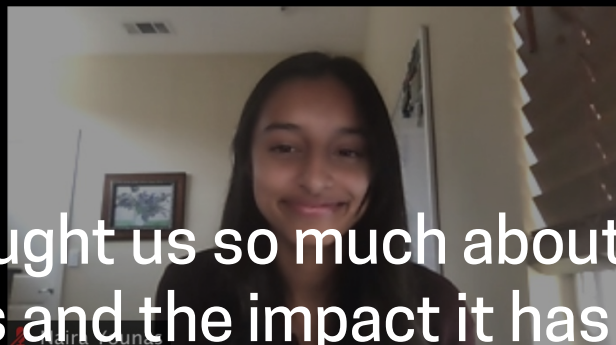
LeSpencer.Walker



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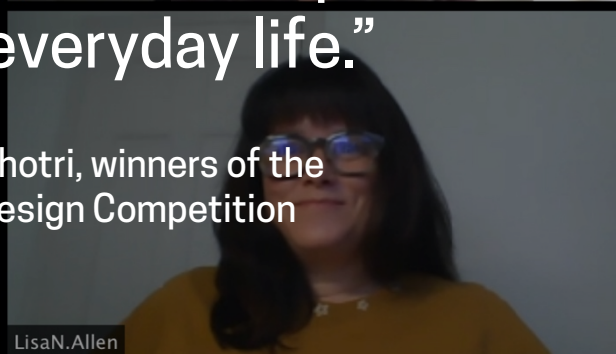
Stephanie.Hoffherr

“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

OUR PHILOSOPHY

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**. 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 through a variety of formats and access points, ranging from hands-on workshops to long-term mentorship opportunities, across multiple levels of design competency. They are inspired by the museum's exhibitions and extensive collection of historic and contemporary designs, and provide unique opportunities to engage with design objects and experience real-life applications of the design process. Programs also connect participants with Cooper Hewitt's unparalleled network of world-class designers, making their thought leadership and diverse voices accessible to learners everywhere.

Our approach to design education empowers audiences of all backgrounds to understand the power of design and use it as a force for change.





CONNECT COMMUNITIES WITH DESIGN



SUPPORT STUDENTS & EDUCATORS



MENTOR EMERGING DESIGNERS



AMPLIFY DIVERSE VOICES

PROPOSAL OVERVIEW

Four program areas offer a range of entry points for young creators ranging from K-12 students to college undergraduates and recent graduates, opening unique pathways for every learner to apply their creativity and practice design in their everyday lives.

Collectively, these programs seek to empower a new, diverse generation of creative changemakers by engaging youth audiences with design, fostering their problem-solving skills, and providing inspiration, tools, and resources that prepare them to build a better tomorrow.

Each program is designed to build on one another, serving as a springboard for continued growth beyond Cooper Hewitt—including career and education opportunities in design, as well as sustained engagement with Adobe.



CONNECT COMMUNITIES WITH DESIGN

COMMUNITY PARTNERSHIPS

Cooper Hewitt partners with a variety of community organizations and schools—many of which are Title I—to bring design literacy workshops directly to K-12 students across the country. These partnerships allow us to reach diverse, often underserved communities—introducing design concepts and problem-solving skills to students who otherwise may not have access to design education. Our immersive workshops also empower educators to implement design-based curricula that enable students to approach real-world problems in new ways.

- **Design Field Trips** invite K-12 classes across the country to experience Cooper Hewitt through virtual and/or in-person exhibition tours, and participate in workshops that put their learnings into action
- We partner with **Big Brothers Big Sisters'** Workplace Mentoring Program to introduce high school students to design principles and help develop their creative thinking skills
- **Professional development** workshops offer opportunities for educators to explore how they might integrate design thinking into school curricula as well as their own creative practices



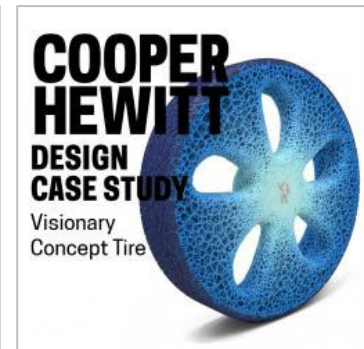


SUPPORT STUDENTS & EDUCATORS

LEARNING TOOLS

A suite of open-access learning tools created by Cooper Hewitt offers K-12 students and educators a variety of design-based activities for ongoing sustained engagement with design thinking, both in-classroom and at home. The tools, distributed via partner organizations and available at no cost, can be used as standalone activities or integrated with workshops led by Cooper Hewitt educators—and address the digital divide by offering both web-based and low- to no-tech options. In the coming year, we will work closely with Latinx designers to elevate more diverse voices in our materials.

- **Design at Home Activity Book**, available in English and Spanish, is distributed across the country through community partners and available for download online
- **Design at Home Video Series** guides learners of all ages through creative activities they can tackle at home using accessible materials
- **Smithsonian Learning Lab** provides lesson materials for students and educators, including activities and case studies that show real-world applications of design thinking
- **Design Activity Kit** (forthcoming fall 2021) will provide reusable materials for educators to use in class activities





MENTOR EMERGING DESIGNERS

EMERGING DESIGNER PROGRAMS

For high school students, college undergraduates, and recent graduates seeking more in-depth immersion in design, Cooper Hewitt offers a series of emerging designer programs. 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, enabling participants to apply and grow their design knowledge while building relationships with professionals in the field. Emerging designer programs provide meaningful volunteer opportunities for Adobe employees, who can provide insights and guidance to help prepare aspiring designers for higher education and careers in design.

- **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** are multi-session programs 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
- **Design Fair** is an annual event connecting hundreds of emerging designers across the country with award-winning design firms, creative companies, and representatives from design-focused colleges





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 diverse voices at a national level, empowering young thought leaders to take the lead in building a better future.

Finalists participate in a variety of enriching experiences—including personal mentoring from design experts, company visits to witness design in action, and public speaking moments—which elevate their design knowledge, help build their resume and professional network, and open doors to new

education and career opportunities. The competition is an opportunity for Adobe to help shape the future of one of the largest education programs at Cooper Hewitt and connect with the creative leaders of tomorrow.

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?”



IN FISCAL YEAR 2020

OCTOBER 2019–SEPTEMBER 2020

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.

TOGETHER, WE CAN EMPOWER THE NEXT GENERATION OF CREATIVE CHANGEMAKERS.

We invite Adobe to join us in inspiring a new, diverse generation of designers to use creativity to build a better tomorrow.



CONNECT COMMUNITIES WITH DESIGN

Adobe's support will enable us to reach more communities, introduce more youth audiences to design, and build a pipeline of future designers.



SUPPORT STUDENTS & EDUCATORS

Adobe's support would help expand our offering of design resources and increase access for students and educators across the country.



MENTOR EMERGING DESIGNERS

Emerging designer programs offer opportunities for Adobe employees to engage and inspire aspiring designers and creative changemakers.



AMPLIFY DIVERSE VOICES


The National High School Design Competition is an opportunity for Adobe to shape the competition's identity and connect with tomorrow's creative leaders.

THANK YOU FOR YOUR PARTNERSHIP

We look forward to advancing our shared mission with you!

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