

# EMPOWERING THE NEXT GENERATION OF CREATIVE CHANGEMAKERS

PREPARED FOR ADOBE INC. | APRIL 2021

**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 in 2019–2020 powered a myriad of virtual and in-person education programs for students, educators, and emerging designers across the country. Together, we enabled young, diverse audiences nationwide to unleash their creativity through design.

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



E - 20 - Yara Samad



Skye P



Neira Young



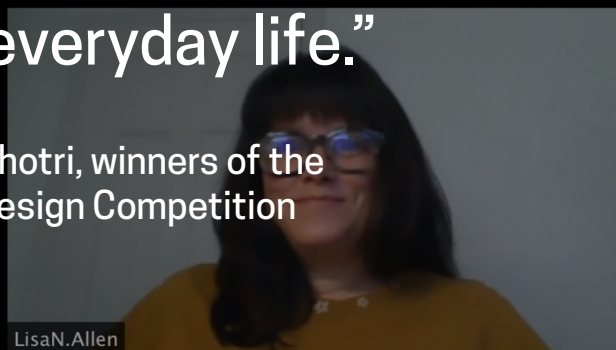
Stephanie.Hoffherr

“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



## 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, both virtually and in person—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

Adobe's renewed commitment of **\$100,000** in 2021-2022 will provide general support across **four key learning goals**. The following program areas will engage K-12 students, college undergraduates, recent graduates, and educators, impacting an estimated **9,000+ learners** through direct program participation and **40, 000+ learners** through our learning tools.

Each program offers a new entry point for young creators; collectively, they seek to empower a diverse generation of emerging changemakers. Whether we're reaching a breadth of students from Title I schools through *Design Field Trips* or investing in a core group of young leaders through the mentorship model of the *Design Collective*, these programs are designed to generate a diverse and robust pipeline to career and education opportunities in design.

Adobe's gift will sustain Cooper Hewitt's flagship education programs, advance our youth programming, and scale our low- and high-tech initiatives. We value the expertise Adobe brings to our partnership, and we welcome the opportunity to explore how we might engage Adobe employees as volunteers to maximize our reach and impact. **We would be honored to continue our partnership and look forward to advancing our shared mission with you.**



## CONNECT COMMUNITIES WITH DESIGN

### COMMUNITY PARTNERSHIPS

*Estimated reach: 6,500+ participants*

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







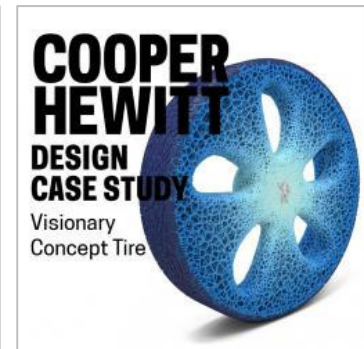
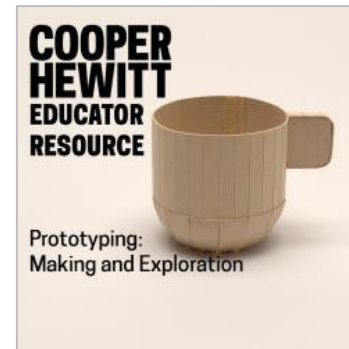
## SUPPORT STUDENTS & EDUCATORS

### LEARNING TOOLS

*Estimated reach: 40,000+ users*

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

*Estimated reach: 1,500+ participants*

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 programs and receive mentorship and stipends for their work
- **Real Talk Design** invites emerging designers across the country to engage in authentic conversations on working in the design field, with topics ranging from building your portfolio to jumpstarting your career







## AMPLIFY DIVERSE VOICES

### NATIONAL HIGH SCHOOL DESIGN COMPETITION

*Estimated reach: 1,000+ participants*

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 build 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, currently in progress, encourages 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?”



## **COOPER HEWITT 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, alongside other design industry leaders.



## **AMPLIFY DIVERSE VOICES**


The National High School Design Competition is an opportunity for Adobe to support diverse emerging talent and connect with tomorrow's creative leaders.

## THANK YOU FOR YOUR PARTNERSHIP

We look forward to advancing our shared mission with you!

Veronica Bainbridge, Chief Advancement Officer  
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## APPENDIX



Emerging designers participate in a workshop

## ADOBE'S IMPACT IN FISCAL YEAR 2020

OCTOBER 2019–SEPTEMBER 2020

### NDA CITIES PROGRAM

- Served **817 K-12 students, educators, and design professionals** through 23 programs in Detroit, Los Angeles, and San Francisco
- Brought programs **directly to communities** across the country, including classroom workshops for students, professional development workshops for public school educators, and panel discussions with National Design Award (NDA) winners
- Piloted two workshops inspired by the museum's DISEÑO program series focusing on **Latino identity and design**

### YOUTH AND YOUNG ADULT PROGRAMS

- Served **811 youth and young adults** through 897 onsite education programs
- Pivoted to virtual format in Spring 2020, serving **232 youth and young adults** through 12 programs
- Launched new partnerships with **Big Brothers Big Sisters** and the **Boys & Girls Club** to bring design activities directly to communities
- **13 new digital learning resources** created by Design Collective students on the Smithsonian Learning Lab