

# Social Design

The practice of design where the primary motivation is to promote positive social change within society.

Design at its best can change, improve, renew, inspire, involve, disrupt, and help solve “wicked” problems of this world.

# 1. Cultivating Values

Socially responsible designers know what values drive them.

Motivated by personal experiences, politics, morals, or other influences.

**“Anatomy of the Socially Responsible Designer” Essay by Andrew Shea**



# 2. Designing With

Meaningful design projects result from authentic engagement with clients and intended audience.

Consider clients to be partners who help determine success of project by providing expert insights.

Build empathy with intended audience and engage with them to better understand their needs, personalities, preferences.



HARBOR is a local initiative focused on creating visibility and support for our houseless neighbors. Our work is done with the integral belief that everyone deserves a home. We stand in solidarity with those at Camp 210 who are working tirelessly to provide food, shelter and security to our most vulnerable community members.

Get involved or learn more by following #Camp210 or @Harbor on social media.

EVERYONE DESERVES A HOME.

HARBOR  
NEIGHBORHOOD WITHOUT BORDERS  
BELLINGHAM 2023 ANNUAL REPORT

There is a common MISCONCEPTION about houseless people; that they are FROM OTHER PLACES who have ended up where they are IN SEARCH of better weather.

Understanding the solution to homelessness often begins with understanding the causes of it. If we take a close look at the housing market in Bellingham, we can start to gain understanding of why our homeless population is large and growing. Without rent control and affordable housing, low income people are displaced and exploited.

Bellingham currently has a less than 50% vacancy rate. While 22% of the population lives below the poverty line, the median cost of a house here is steadily approaching half a million dollars. Rent continues to rise by 8.12% every year, while wages fail to rise and industry severely grows. Combined with these statistics, it's hard to imagine how anyone without wealth or family support can sustain Bellingham's cost of living.

7 out of 10 people who are houseless in Whatcom County had their last legal residence here when they became homeless. This fits in the face of a common misconception about houseless people; that they are from other parts of the country who have ended up where they are in search of better weather or accommodations. It is assumed most are transient, when the opposite

75% people searching homelessness in Western States had their last home here at the time they became homeless.



THE STATE OF HOUSELESSNESS IN BELLINGHAM

Like many cities across the United States, Bellingham is facing housing challenges that are impacting children and adults in our community. At least 742 people in Whatcom County are homeless on any given night. One in four of our local working families can't afford their basic needs.

To begin to understand why Bellingham has found itself in this position, and how we are going to get out of it, we must take a look at the figures behind the issue.

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Through mutual aid and other grassroots efforts, Bellingham community members are pooling their resources to fill the holes in government assistance to aid their houseless neighbors. Find more information about the current state of housing and homelessness below, as well as a summary of our work.

"As a single parent with even just ONE CHILD, I would need to work TWO JOBS to save anything significant, make ends meet or LIVE WITH some amount of COMFORT."

WILL, HOMELESS SHELTER



SOCIAL MEDIA  
GENERAL INFORMATION

CAMP 210 RELOCATION

Camp 210 is now located at the bottom of Civic Field, in the parking lot on the corner of Popoff St. and Fraser St.

NEW CAMP DONATION PROTOCOL

STATEMENT REGARDING FRIDAY, JAN. 22

Text content for the Friday, Jan. 22 statement.

SOCIAL MEDIA  
VOLUNTEER & DONATION SUGGESTIONS

GROCERY LIST

GROCERY LIST

SOCIAL MEDIA  
URGENT NEEDS

CALL FOR WOOD

CALL FOR WOOD

HARBOR

is a campaign aiming to educate Whatcom County residents about how they can help their homeless neighbors.

BE PART OF THE SOLUTION

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Volunteer or Donate:

There are many local organizations and agencies who serve people in need in our community. The City of Bellingham partners with a variety of these organizations to offer our own, the better that a solution to the homeless crisis can be found. We stand in solidarity with those at Camp 210 who are working tirelessly to provide food, shelter and security to our vulnerable community members.

- Catholic Housing Services, Domestic Violence and Sexual Assault Services, Incefaith Coalition, LightHouse Mission, Lybia Trust, Northwest Youth Services, Opportunity Council, Saint Community Services, Volunteer Center of Whatcom County, YWCA



BE PART OF THE SOLUTION

HARBOR

EVERYONE NEEDS A HOME

HARBOR

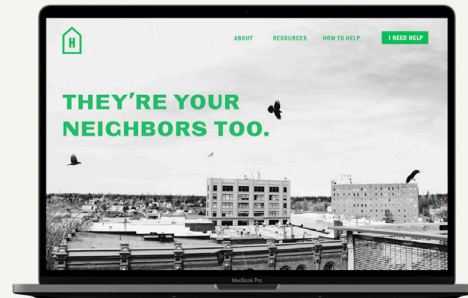
THEY'RE OUR NEIGHBORS TOO

HARBOR

TEE SHIRTS



WEBSITE



STENCILS



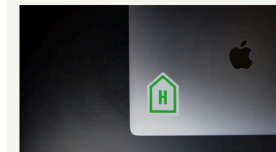
POSTER SERIES

SPREADS

EVERYONE DESERVES A HOME.

EVERYONE DESERVES A HOME.

STICKERS



# 3. Collaborations Across Disciplines

Innovation occurs when unlike ideas collide.

Multidisciplinary teams, varying team size and demographics, and including audience and partners during an iterative process.

An assortment of design processes.

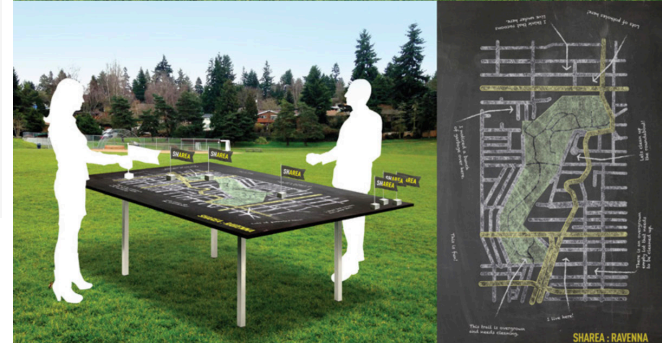




Sharea Bicycle Messengers spreading awareness about the upcoming Sharea event coming to their neighborhood.



Sharea - Mobile Headquarters / Open side / Detail Interior



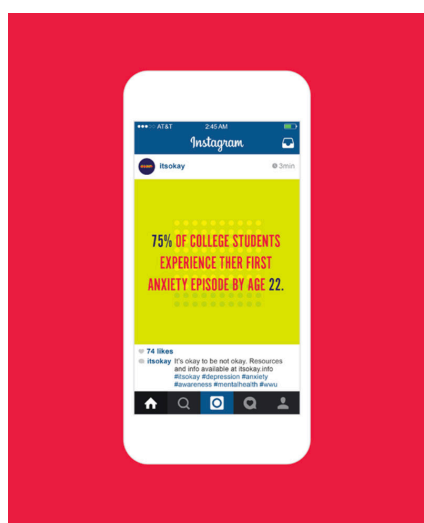
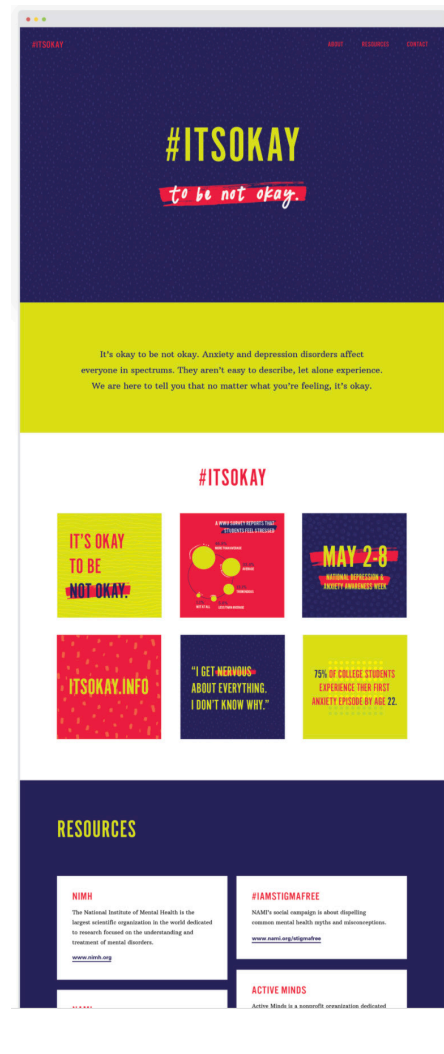
# 4. Measuring Impact

Return on design. – show how their work affects people, organizations, communities, causes.

Work with partners to define what a successful outcome would include.

Craft methodologies that record how conditions change from the start of the project to its release.



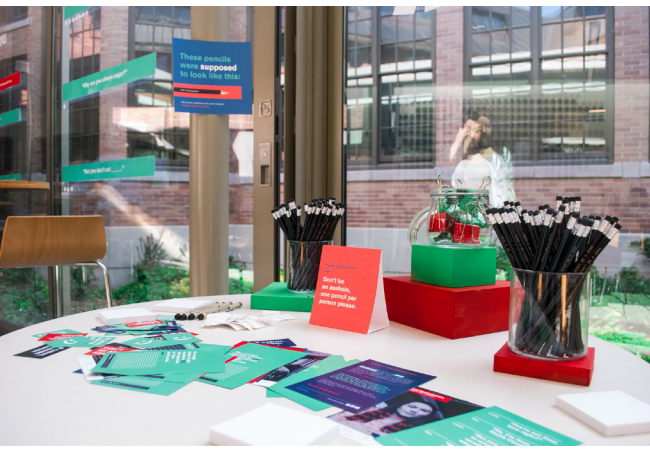


# 5. Sharing Insights

Eagerly share work on websites, competitions, design hubs, and books.

Compile work into case studies, tell the story, reflect, and create toolkits allowing others to benefit.







# 1. What Design Activism Is Not

Instigation is only a small part.

Real, positive, long-term, world-changing activism is not showy.

It frames issues publicly, but also brings its audience along with it.

It works with people and doesn't alienate its audience by claiming moral superiority.

**“What design activism is and is not: A primer for students” Essay by Natalia Ilyin**



# IMPOSTOR



PERFECTIONIST



SOLOIST



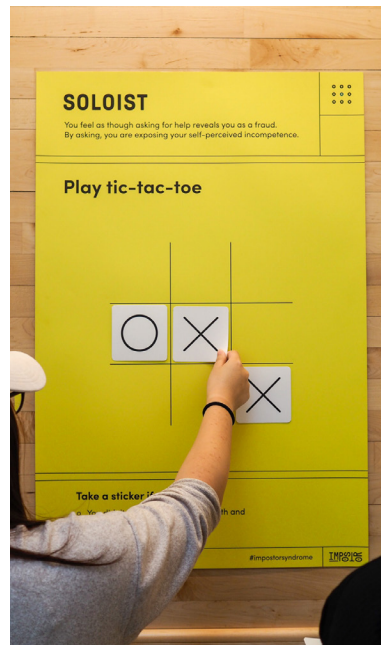
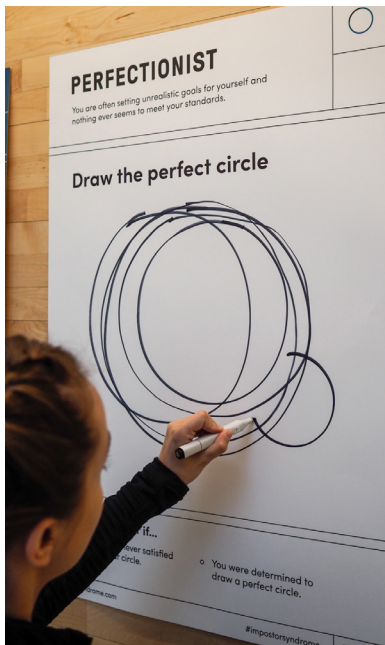
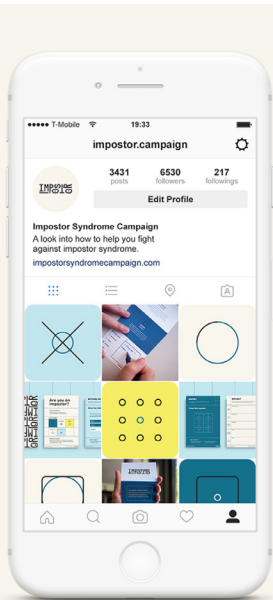
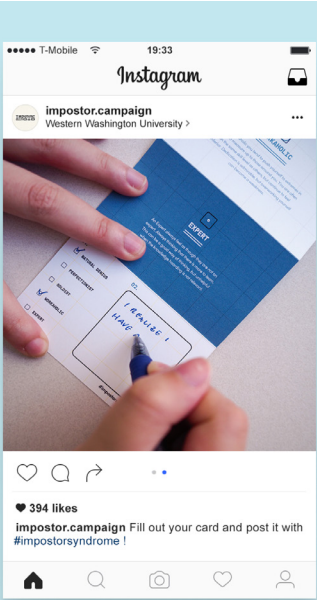
WORKAHLIC



EXPERT



NATURAL GENIUS



# 2. What Design Activism Is

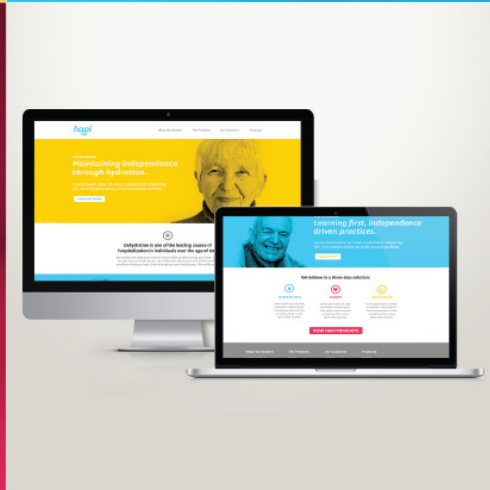
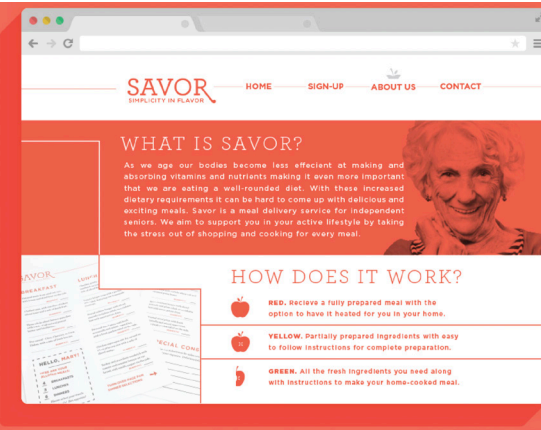
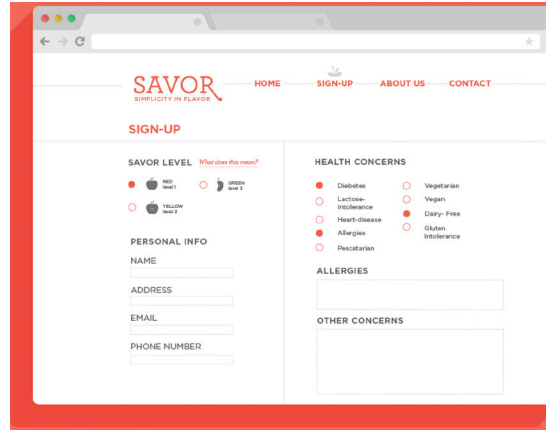
Work for people who do not have access to the design tools, strategic thinking, or knowledge or communication systems they need to advocate for themselves or their causes.

Work for people, animals, environments that do not benefit from the current economic system.

Work for causes sidelined because they are not politically advantageous and are socially complex.



# hapi



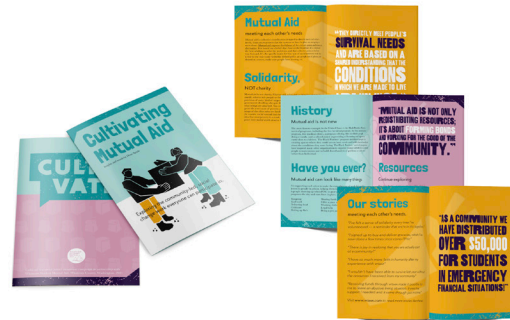
# THE CAMPUS INSTALLATION.



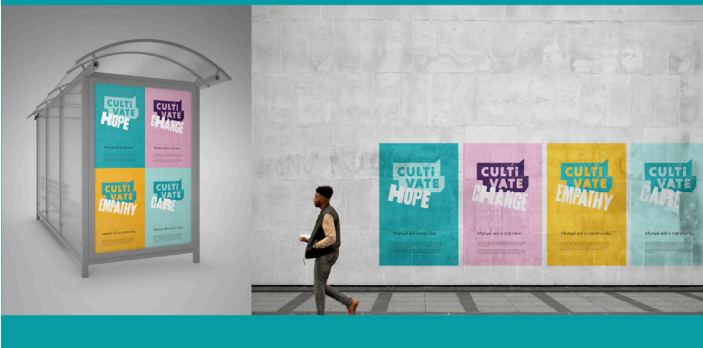
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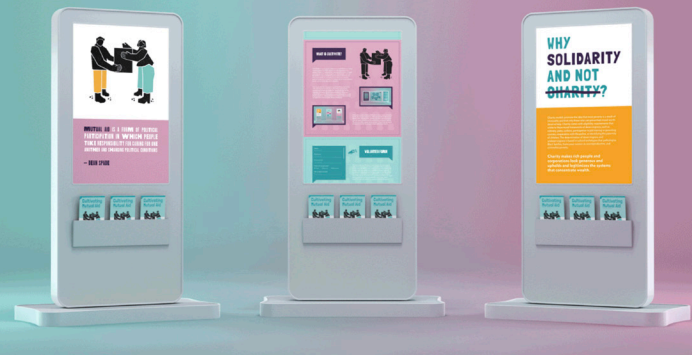
# ZINE



# POSTER SERIES



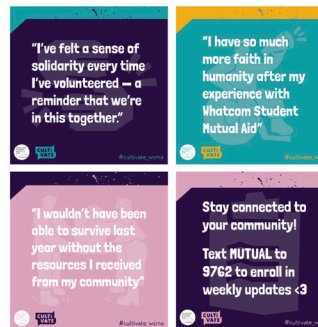
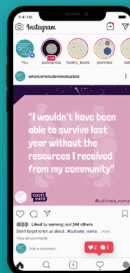
# COMMUNITY KIOSK



# ART VENDING MACHINE



# SOCIAL MEDIA





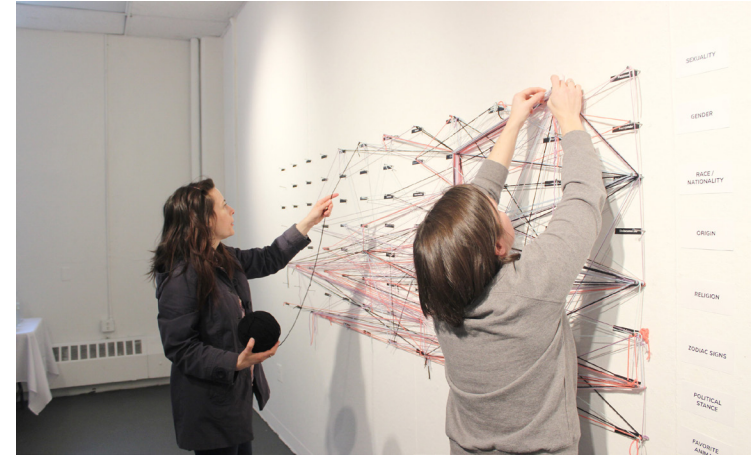
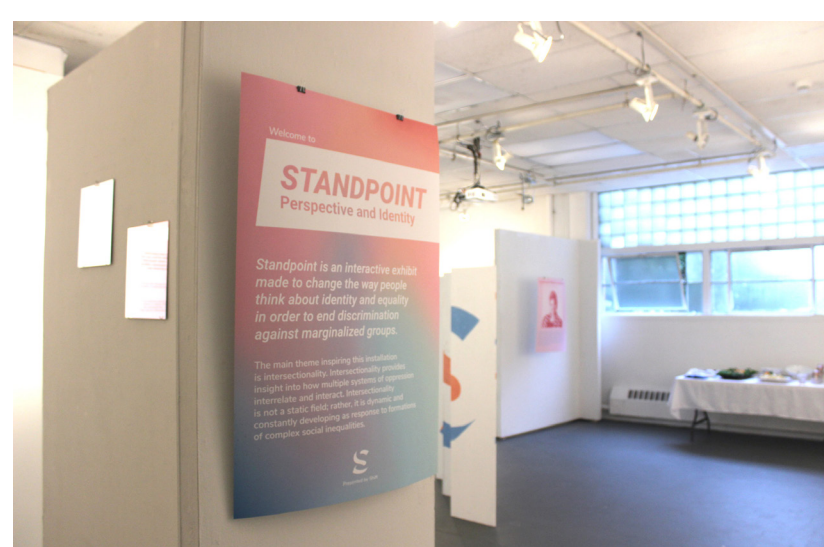
# 3.

# Design Activists as Propagandists

Propagandist - meaning a person broadcasting a particular ideological stance representing the view of a larger group.

You choose which messages you will produce and reproduce.

Whether you design materials for a big corp. or a social cause, you're often designing propaganda.



THE SPRING ISSUE OF SHFT IS OUT!

ARTS + CULTURE EVENTS PARTICIPATE ABOUT SHOP

FORUM SUBMISSIONS VOLUNTEER JOBS

### Annisa Amalia: On the niche art of live visuals

We talked with videographer Annisa Amalia to understand the quantum leap of learning to create live visuals for electronic music sets.

**ARTIST NEWS**

**Chinese photographer Ren Hang dies at age 29**

**Syd of The Internet releases 'Fin', a new kind of solo album**

**THIS WEEK'S MUSIC**

This month's topic is on personal identity and affiliation.

**MISSION**

SHFT is a social awareness campaign committed to intersectional equality and empowerment. Our campaign's mission is to inform, empower, and engage people in the movement against social inequality, using the arts as a platform for education and interaction.

**RECOMMENDATIONS**

**J. Cole**  
Hip-Hop, Trap  
New album release: *4 Your Eyez Only*

**Guayaba**  
Hip-Hop, Latin-influenced  
New album release: *at anaf*

**iLoveMakonnen**  
Hip-Hop/R&B, Trap  
New album release: *at anaf*

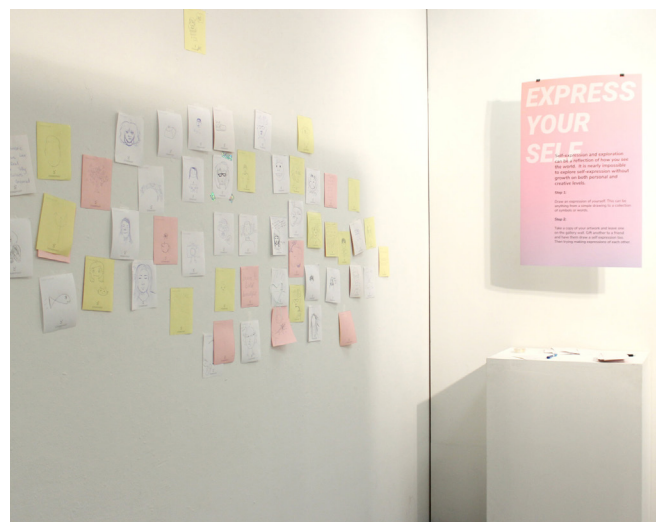
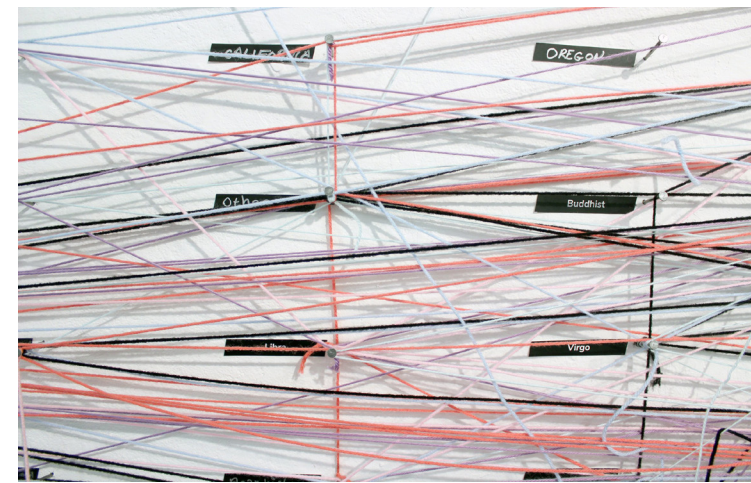
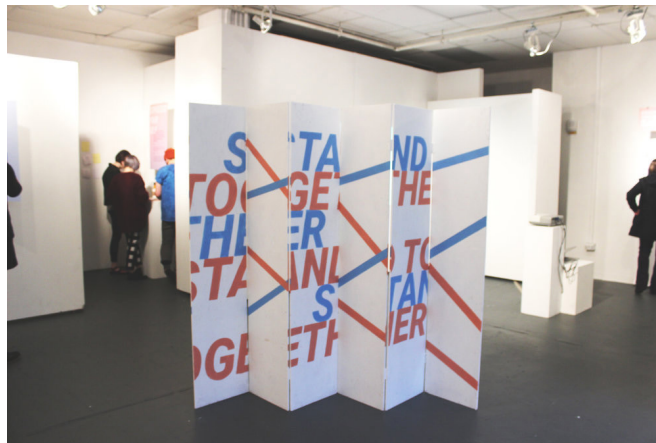
**Syd**  
Hip-Hop, R&B  
New album release: *Fin*

**Austin Welch: 30 Self Portraits**

Designer and artist Austin Welch spent 30 days creating self-portraits and expressions of himself. He used mediums such as hand-dipped and collage to portray his identity.

MARAH SANDOZ March 03, 2017

Copyright SHFT 2017

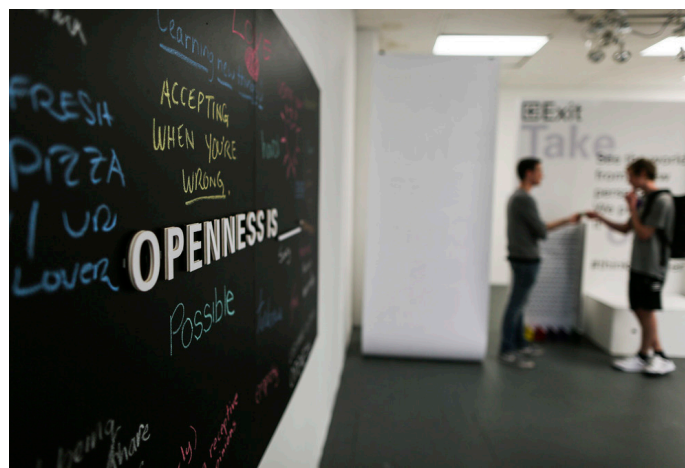
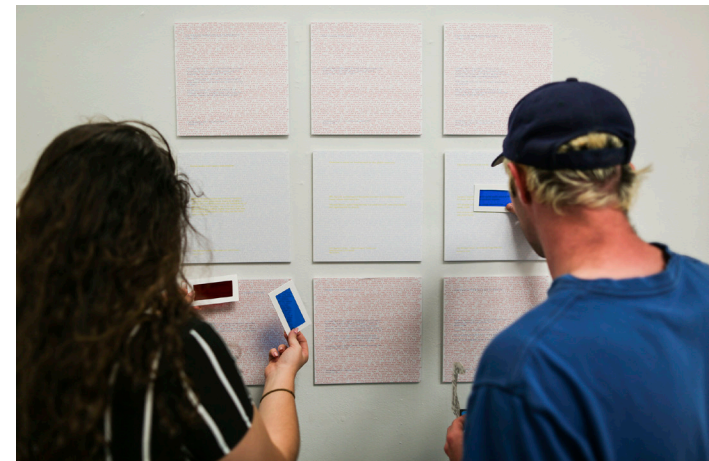


# 4. And That Brings Us to Ethics

People's ethics vary.

Sort out what you believe and what is important to you.







# 5. Activist as Sleuth

Ask yourself questions about the organization you are working with.

Do your research.

Listen to the people you are trying to help.

Most valuable design activism supports ideas initiated by the community itself and not the designer.

Baby May,  
*I will cherish the time I had.  
Thanks for giving me perspective.*

Love Mom

#nothingleftunsaid #nofinal  
Seattle, WA USA @ 4:12PM PST

Meg,  
*I am still pissed that you left me  
me here alone...*

Anonymous

#nothingleftunsaid #nofinal  
Seattle, WA USA @ 4:12PM PST

Ellie,  
*I am the one who ate the last piece  
of cake... I'm sorry I lied...*

Scott

#nothingleftunsaid #nosorry  
Seattle, WA USA @ 4:12PM PST

Hey Grandpa Levi,  
*I still miss you everyday.  
Thanks for teaching me how to dance.*

Love M.

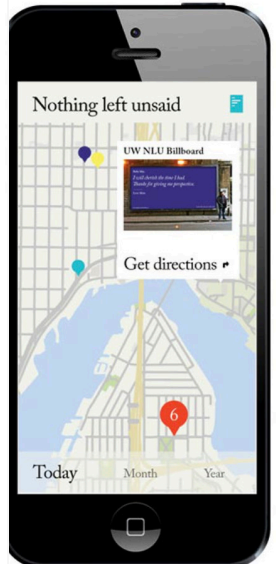
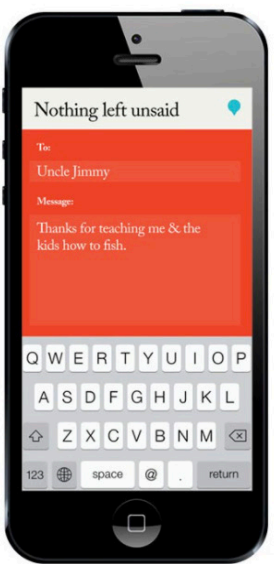
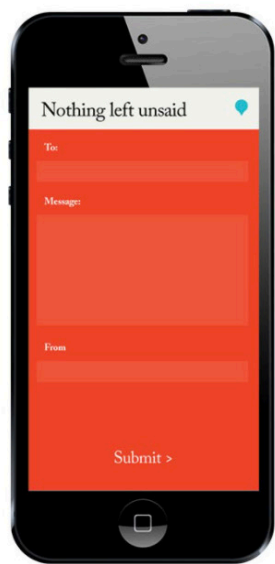
#nothingleftunsaid #nofinal  
Seattle, WA USA @ 7:21PM PST



Peter,  
*I am sorry I  
didn't get a  
chance to say  
goodbye.*

Surzzane

#nothingleftunsaid #imsorry  
Seattle, WA USA @ 4:12PM PST





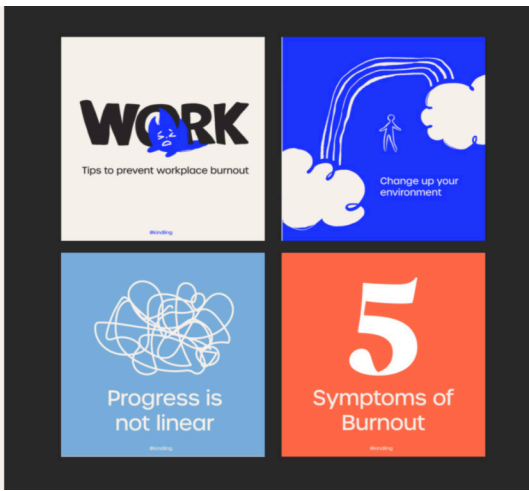
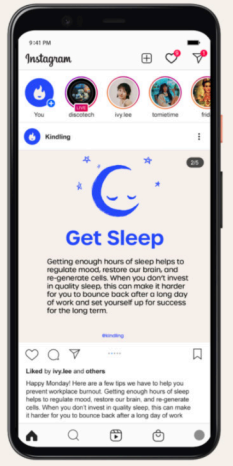
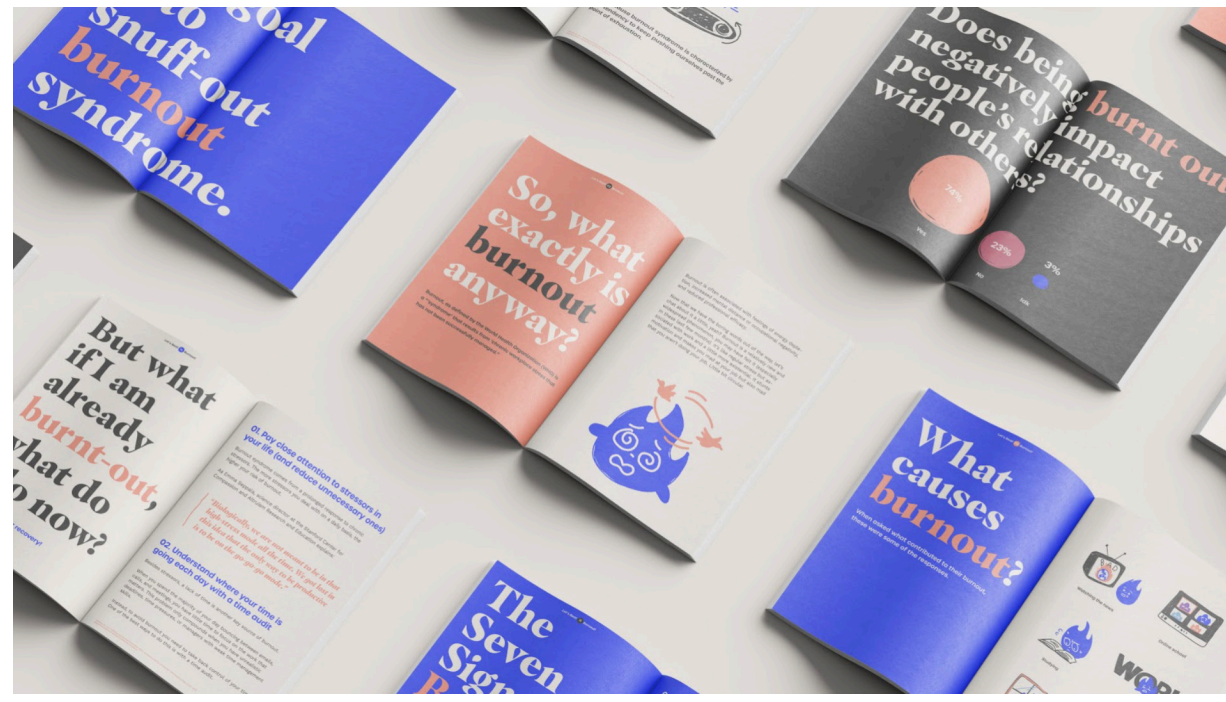
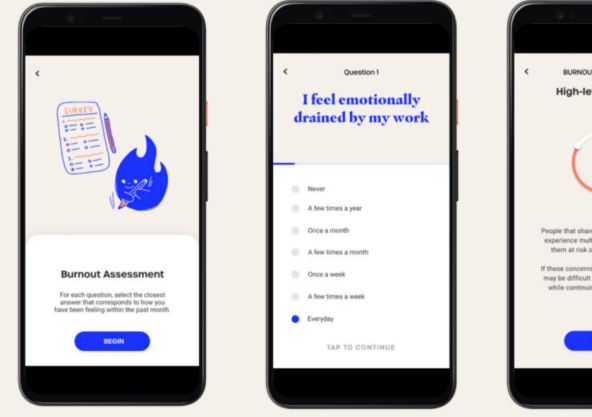
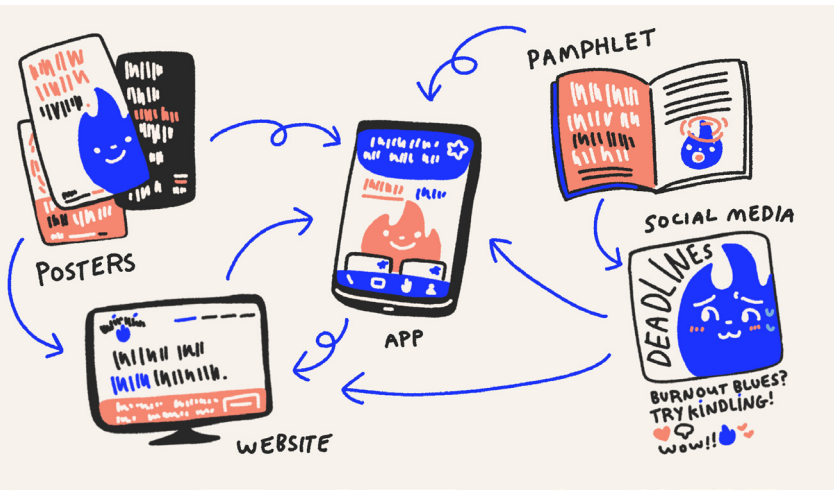
# Design Thinking

“Design and the design process can contribute to positively impacting our world and creating positive change.

The process, however, is more complex than simply designing a brochure for a non-profit.

It involves problem identification, targeting objectives and audiences, immersion into research, implementation of design thinking and strategy, and overall collaborative, multi-disciplinary approach to problem solving.

This approach to design should not be thought of as charity, aid, or volunteerism, but a significant contribution that plays an important role in local, national, and global well-being.”





VI Deliverables – Exhibition

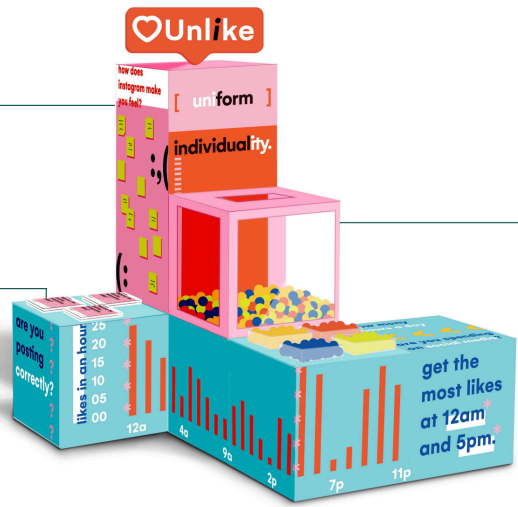


Interactive data visualization:

Do your interactions with social media, like Instagram, effect the way you feel? How?

Takeways:

Participants leave the exhibition with a zine describing the information found within the experience.



Interactive data visualization:

How many hours a day are you active on social media?

- 0-1 hours
- 1-3 hours
- 3-5 hours
- 5+ hours

VI Deliverables – Posters



60% of users say that social media impacts their self-esteem in a negative way.

Wanna be Unlike everyone else?

4 people report feeling that their profiles do not accurately depict who they are

5 people report feeling that their profiles do not accurately depict who they are

VI Deliverables – Exhibition



Exhibition Design:

Each wall is decorated with survey quotes, research, data, and definitions to create an interactive and engaging learning experience.



Motion Reel:

Participants experience visual data and statistical information in a quick and digestible format.

VI Deliverables – Zine



Wanna be Unlike everyone else?

Uniform Individuality

Looking-Glass Self Theory

Social Media is changing how we grow up and figure out who we are. Teens are having to manage the highlights reel of their life. Which then becomes challenging trying to think about audiences you don't even know.

Jill Walsh, PhD

Dependence & Depression