

ILLUSTRATING THE IMPACTS OF GLOBAL COMMUNITY ENGAGED DESIGN

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How can we validate the learning outcomes of global community engaged experiences beyond the intuitive? This poster shares a framework that illustrates how to effectively measure the impact of engaging in community-based projects abroad.



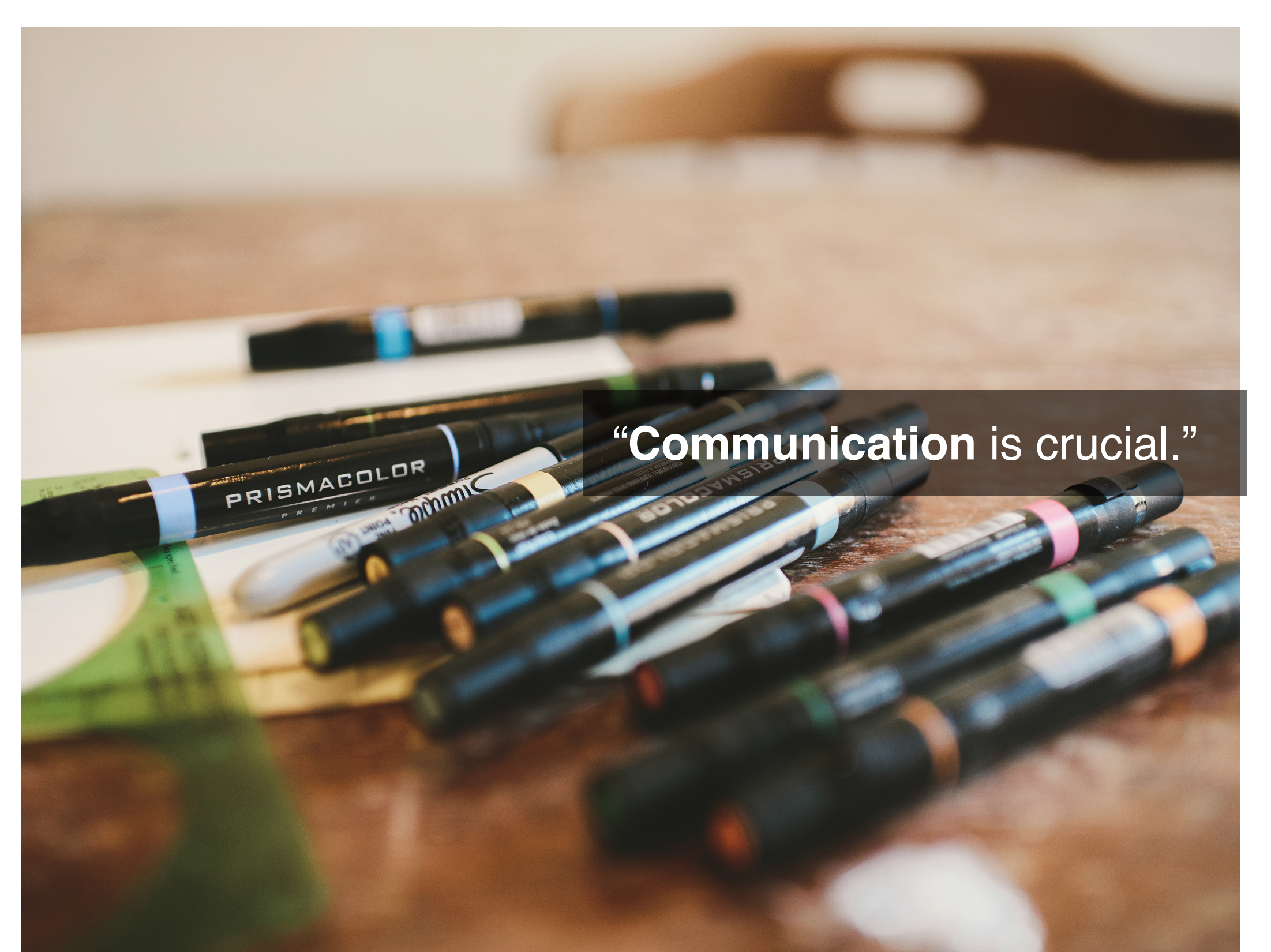
QUESTION



- 1 ACCREDITATION GUIDELINES
- 2 COLLECTING DATA
- 3 LEARNING OBJECTIVES

Community engaged experiences provide students with the ability to experience the global context of design outside of the classroom. These opportunities enrich the learning landscape by providing students interactions with a variety of viewpoints from varying cultural contexts. But how can we validate the learning outcomes beyond the intuitive? This poster seeks to share a framework that illustrates how to effectively measure the impact of studying abroad by engaging in community-based projects. Based on a study abroad program to Brazil, this poster illustrates the measures and results of a study conducted in the summer of 2013.

CONTEXT



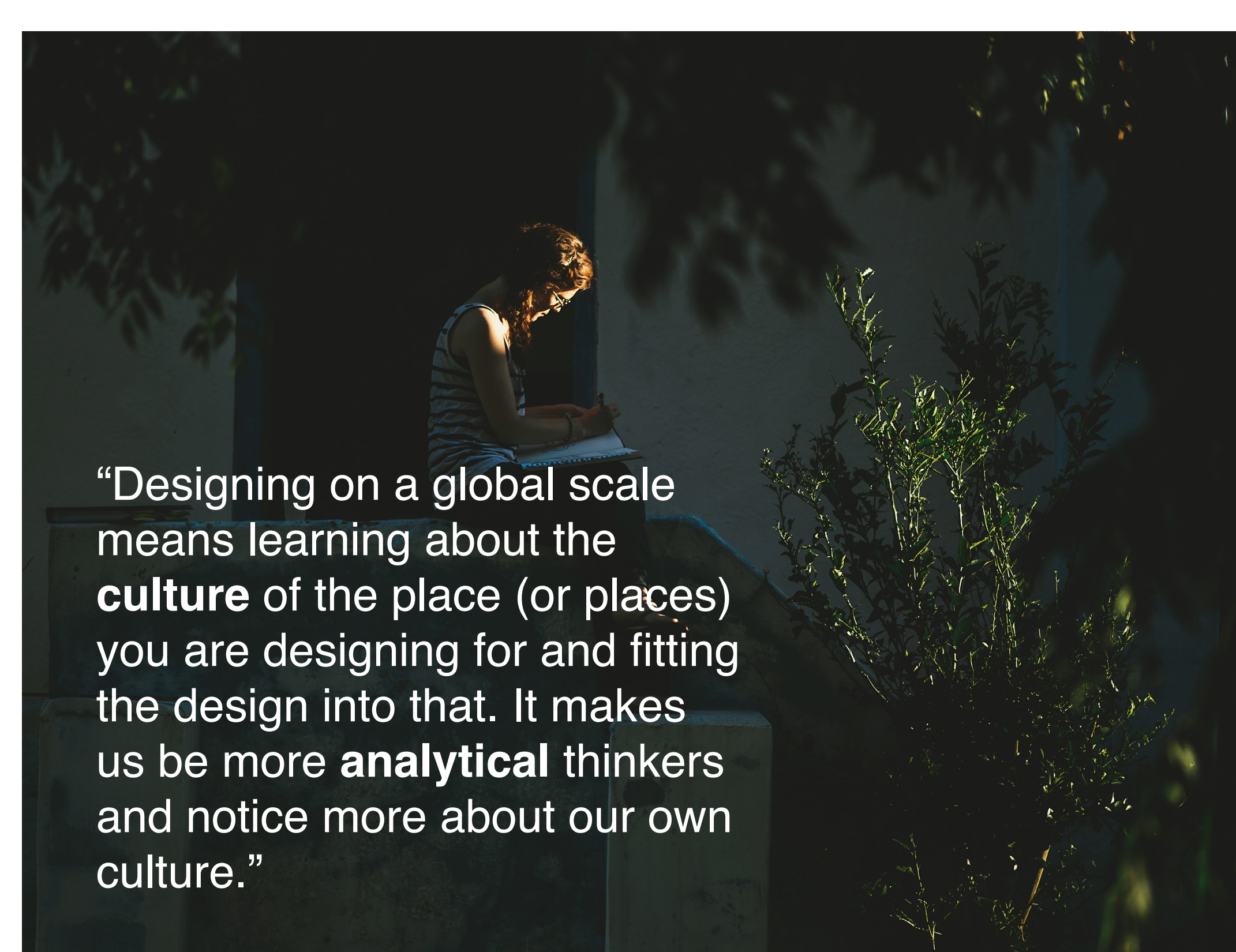
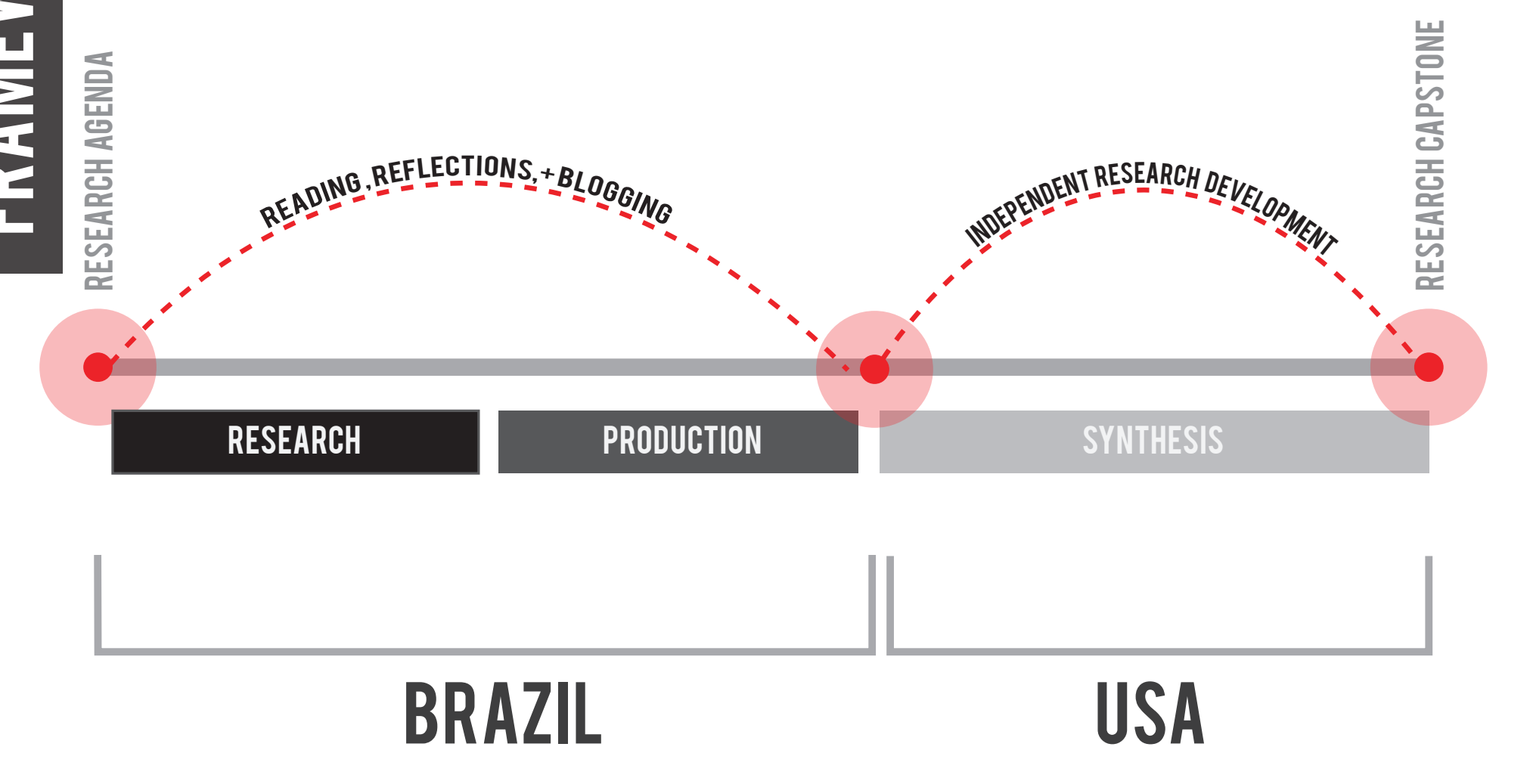
REFLECTIVE QUESTIONS



- 1 How does economic means influence sustainability in Brazilian culture? How is that different from your past cultural experiences?
- 2 How do design needs vary in cultural and social groups with different economic means?
- 3 What are the implications of conducting the practice of design within a world context?

A study abroad program to Brazil prompted research with nine students from interior design and architecture that participated in a community-engaged design build project with a local village outside of Sao Paulo. The research was comprised of multiple levels of engagement; methodologies required students to complete a survey about global citizenship and academic development prior to departure, immediately upon arrival home, and ten weeks after their return. The study required students to complete exploratory sketching, responsive writing, and an independent research project to chart learning based on standards for global understanding and collaboration. This data was analyzed to assess how well students met learning objectives for the course and how they were impacted both personally and professionally by the global experience.

FRAMEWORK



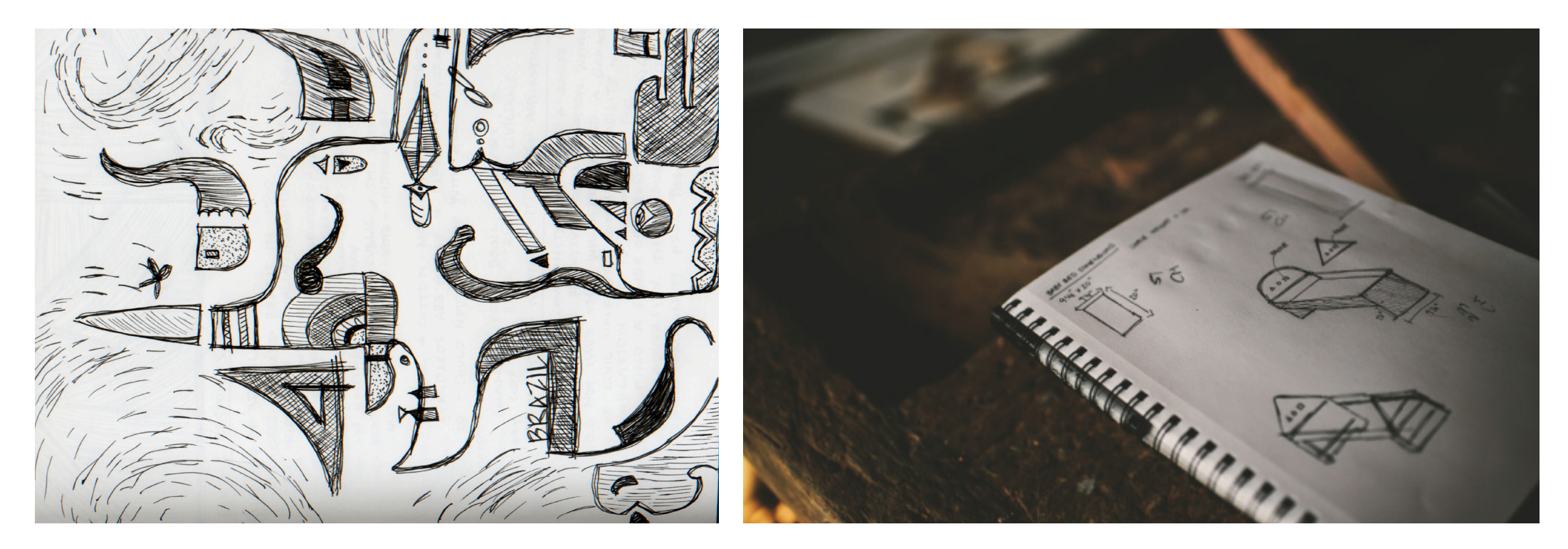
ASSESSMENT



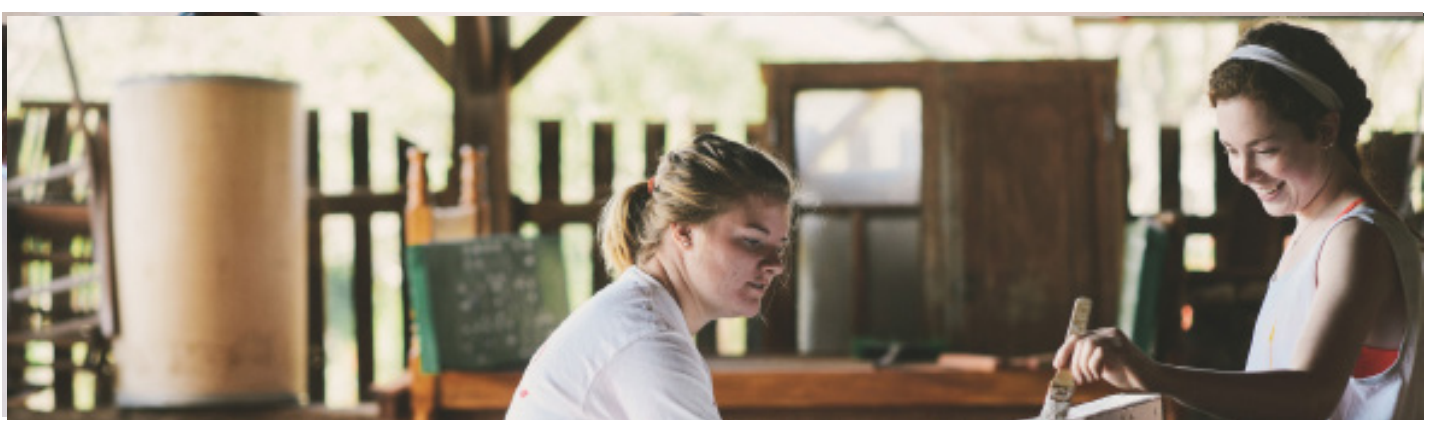
- 1 SURVEYS
- 2 READING RESPONSES + SKETCHING
- 3 RESEARCH EXHIBITION

Systematic assessment of the data collected reveals how community engagement can enrich the learning experience and provide evidence for student learning outcomes. Data showed students exhibited understanding of working with multiple stakeholders and a whole systems approach to sustainability by participating in community engaged design processes abroad. Students showed evidence of awareness to varying socio-economic conditions within other cultures through active engagement with community members. Ideas will be shared to assist educators in making student travel demonstrate the impact of community engaged design within a world context.

REFLECTIVE RESPONSES



SURVEYS



- 1 SOCIAL RESPONSIBILITY
- 2 GLOBAL COMPETENCE
- 3 GLOBAL CIVIC ENGAGEMENT

3 SURVEYS
62 QUESTIONS
5 POINT LIKERT SCALE

THE IMPORTANCE OF LEARNING IN A MEANINGFUL AND DESIGNED MANNER TO CREATE REALISTIC CHANGE.

IGARAPÉ SÃO PAULO

College of Design students, at the University of Kentucky, are accustomed to classroom learning paired with case studies, extensive research, concept development, exploration of materials, sketching, and three-dimensional renderings to create final design solutions. These familiar design practices are successful for students in their typical learning environment, but when put in a different country, new design practices were put into action to create meaningful design that incorporated the Brazilian culture. UK COO students learned from a variety of different resources to discover what is important to the people of Igarapé and how small design solutions can forever change the culture and mind set of a small Brazilian town.

CONQUERING LANGUAGE BARRIERS
Language barriers seemed for students to prepare remedies of communication and to explore more creative ways of completing tasks. Drawing, sketching, acting out words and visuals all helped to create meaningful design solutions. The collaboration of different cultures helped to create a meaning that developed solutions that were useful, practical, and sustainable.

OBSERVING COMMUNITIES
A community is a group of people with a common purpose, shared values, and an agreement on goals. The people of Igarapé are a tight knit group and they rely on one another to complete every day tasks. Learning in a social setting is one of the best ways to utilize the resources that society can offer through creating design solutions that the community will support. Through observation and research, students were able to discover the needs of the area and what design was desired.

EXPERIENCING NATURE - INDOORS AND OUT
While visiting the practice, it was apparent that throughout the visit, children were encouraged to reach classroom and the open air was allowed to children to be free in a large portion of their day. Here, students had the opportunity to compare and contrast their own childhood learning experience and think about how it could have been enhanced with a larger influence from nature.

DEVELOPING A VALUE FOR BRAZILIAN CULTURE
In order to create meaningful designs, COO students were challenged to observe all of the culture that Brazil had to offer. Through the use of photography, materials and many conversations, the final solution was one that Brazilian students would be able to make and use. Here, the students were given a week allowed for students to have a large amount of what is important to Brazil and the help to create successful solutions.

LESSONS/FUTURE:
While in Brazil, College of Design students had the opportunity to fully travel in a town and were able to create design solutions that will benefit others by being to create. Working through language barriers, understanding the community of Igarapé, truly experiencing nature, and always trying to be respectful to the culture helped to discover the best design. The small scale of the project might seem unimportant to some, but the people of Igarapé, the results have created an excitement for education and the improvement of the community. Using the entire picture helped students to understand the needs of the practice, while seeing through the lenses of local, academic, and sustainable building materials. The attention to detail and responsiveness in design helped to transform the simple project into something much greater.

a) the concepts, principles, and theories of sustainability as they pertain to building methods, materials, systems, and occupants.



RESEARCH



- 1 DEFINE
- 2 MAKE
- 3 SYNTHESIZE

THE LOST ART

HOW CAN GRAFFITI AND STREET ART BENEFIT AND ENHANCE URBAN CULTURE AND COMMUNITY?

TIMELINE:

- 1960s - 1970s: Graffiti emerges in New York City as a form of self-expression and rebellion.
- 1980s - 1990s: Graffiti spreads globally, becoming a worldwide phenomenon.
- 2000s - Present: Graffiti evolves into a diverse art form, including street art, murals, and digital graffiti.

TOP 5 BEST CITIES IN THE WORLD FOR GRAFFITI AND URBAN ART

- 1. London, UK
- 2. Los Angeles, CA
- 3. New York, NY
- 4. San Francisco, CA
- 5. Berlin, Germany

60% OF GRAFFITI INCIDENTS HAVE DECLINED SINCE 2006

BRAZIL VS. US CASE STUDY:

This image case study takes Graffiti, Murals and Street Art. Brazil and shows the similarities and differences of graffiti and street art between the two cultures and how they incorporate the art form into their communities. The images also provide examples for how we might be able to integrate their styles and use into our society to help benefit our urban culture.

WHY IT MATTERS:
There is an ongoing debate on whether or not graffiti is vandalism or if it is art. Not many people realize the variety of uses and benefits of graffiti and street art, along with how to utilize them to strengthen and improve urban communities. This infographic highlights these unknown advantages and how they can be used.

THE MANY USES & BENEFITS OF GRAFFITI AS ART

- 1. COMMUNITY ENGAGEMENT
- 2. PROMOTION
- 3. SOCIAL COMMENTARY
- 4. EDUCATION
- 5. TOURISM
- 6. ECONOMIC DEVELOPMENT
- 7. ENVIRONMENTAL AWARENESS
- 8. CULTURAL HERITAGE
- 9. ART THERAPY
- 10. COMMUNICATION
- 11. PROTEST
- 12. SELF-EXPRESSION
- 13. SOCIAL JUSTICE
- 14. COMMUNITY IDENTITY
- 15. ECONOMIC STIMULUS
- 16. CULTURAL APPRECIATION
- 17. ENVIRONMENTAL IMPROVEMENT
- 18. COMMUNITY BUILDING
- 19. SOCIAL COHESION
- 20. ART THERAPY

LESSONS/FUTURE:

- 1. CONSIDER YOUR SURROUNDINGS
- 2. CREATE CULTURE
- 3. CHALLENGE EVERYTHING
- 4. TAKE RISKS
- 5. NO BOUNDARIES
- 6. FAILURE IS OK
- 7. INSPIRE
- 8. ESCAPE THE NORM
- 9. JOURNEY
- 10. NEVER GIVE UP
- 11. THINK FOR YOURSELF
- 12. COLLABORATION
- 13. EXPRESSION
- 14. EXPOSURE TO VARYING GROUP NORMS AND DYNAMICS

f) exposure to varying group norms and dynamics.

