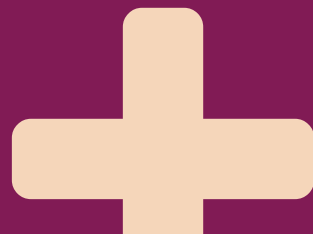




designExplor^o

Message to the Community:

Changing the Face of Design





DesignExplorr is a social impact organization whose mission aims to diversify the design profession and bridge the gap for young creatives through interactive, customizable learning experiences. We work with students as young as 5 to unlock their creativity and introduce them to the lucrative field of design careers.

In 2017, we started implementing the evidence-based approach outlined in *Design Journeys: Strategies for Increasing Diversity in Design Disciplines*.

Five years and over 5,500 students later, our work does more than change the face of design—it transforms communities. When children think like designers, they learn to self-regulate, solve problems, and see things from the perspectives of others—setting them up for success now and down the road.

As we move forward into our new 1,800 sq ft. facility, we remain rooted in our vision of a vibrant, diverse creative community ready, willing, and able to meet the challenges of tomorrow.

Jacinda Walker

Dr. Jacinda N. Walker
Founder + Creative Director

Table of Contents



01

How We
Started



02

About
designExplorr



03

About Our
Programs



04

Looking
Forward



05

Thank
You



01 How We Started



How We Started

Since 2017, DesignExplorr has used a service subsidization business model to implement the thesis research of our founder, Jacinda Walker. Dr. Walker's work explores diversity in design disciplines and presents fifteen strategic ideas to expose African American and Latino youth to design careers.



**October
2015**

Developed and facilitated the first Design Learning Challenge for the AIGA Design Conference with PlayBuild, New Orleans, LA.



**July
2016**

Published the thesis, Design Journeys: Strategies for Increasing Diversity in Design Disciplines and introduced the findings at the 2016 HOW Design Live conference.



**February
2017**

Joined the Ohio Small Business Development Center at the Cleveland Heights University Heights Library, then filed for designExplorr's Employer Identification Number (EIN).



**July
2018**

Lead Researcher for the Design Diversity Index, A tool to measure progress toward increasing African American and Latinx representation across design disciplines.



**February
2021**

Reached 5,500 youth and celebrated our fifth year anniversary with new programs, website resources, and Diversity, Equity, and Inclusion (DEI) training courses.



**August
2022**

Moved designExplorr into the 1,800 sq ft facility in downtown Cleveland, OH.



02

About designExplorr



“In the 21st century, the creative community is more fluid, flexible and free than ever before.” - Jacinda Walker

Our Vision

A vibrant, diverse creative community that reflects the future of America.

Our Structure

Social impact organization.

Our Mission

Diversify the design profession by increasing access within education and corporate organizations and implementing fifteen strategic ideas to expose African American and Latino youth to design careers.

Our Approach

Sustainable business subsidization model demonstrated through collaborations with institutional anchors like Amazon, Adobe, Target and more.

Our Impact

Because of DesignExplorr's programming, over 5,500 youth have gained creative confidence, critical thinking, problem solving skills, self-regulation, and interpersonal communication while developing real-world skills, connections, and opportunities to sustain them now and in the future.

Creative Programs Keep Kids Engaged

Creative careers and arts programs are a critical part of dropout prevention and matriculation strategies.

According to the National Dropout Prevention Center at Clemson University, students with high-level engagement in creative arts programs are*:

- 5 times more likely to graduate high school
- 20% less likely to have out-of-school suspension
- 29% more likely than former nonarts students to have earned a four-year college degree by age 24 to 32.

Amplify STEM with STEAM

Despite the well-known fact that STEM programs work to reduce generational poverty and disrupt the cycle of risk in historically disinvested communities, low-income students of color often struggle to reap the same benefits from STEM programs as their white non-latine counterparts.

That's because STEM programs are missing the critical component our youth need to understand and apply STEM concepts—the arts.

STEAM programs integrate students' learning experiences by focusing on problem-solving, behavioral regulation, critical thinking, empathy, and clear communication—skills that translate to any field.

STEAM programs teach students to use both hard and soft skills to solve problems, using tools like data visualization (infographics) to deepen students' understanding of difficult concepts related to science, math and technology.

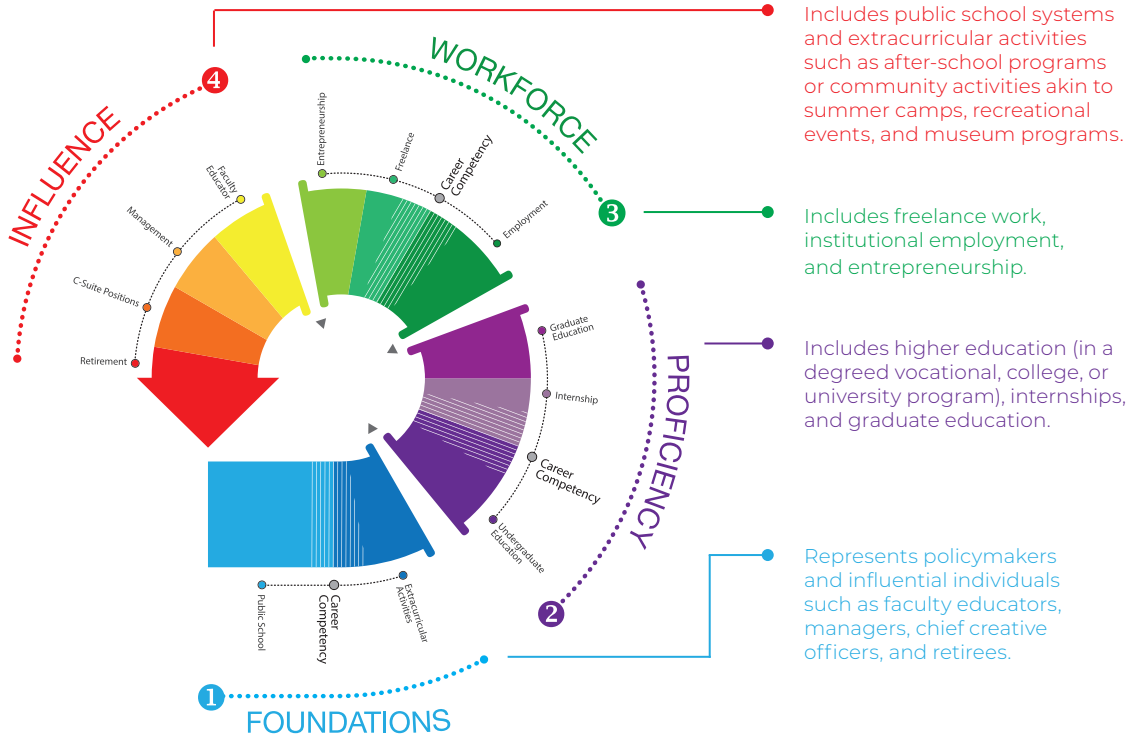
DesignExplorr's STEAM program approach sets students up for lifelong success and self-sufficiency in STEM or creative fields.

Visit [designExplorr.com](https://www.designexplorr.com) to learn more about our design education initiatives and find out how you can help change the face of design.

**Brown, K (2017) The arts and dropout prevention: The power of art to engage [white paper]. Clemson, SC: national dropout prevention center/ Network. Retrieved from dropoutprevention.org/wp-content/uploads/2017/10/arts-and-dropout-prevention-2017-10.pdf*

Leading the Way with the Design Journey Map Framework

This visualization is our primary tool used to address the lack of representation within the design profession by helping stakeholders chart a course toward a design career.



Top paying design careers by salary:

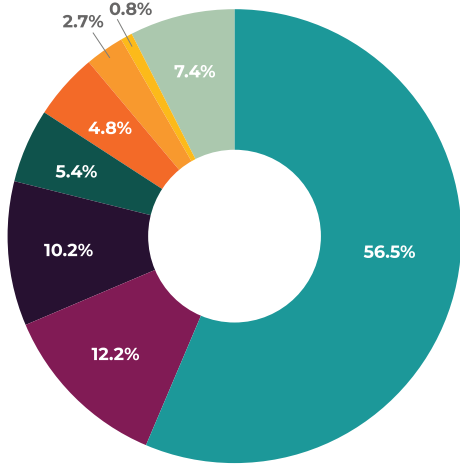
- **Art & Creative Director**
\$132,550
- **User Experience Designer**
\$115,743
- **User Interface Designer**
\$99,583
- **Graphic Designer**
\$99,117
- **Industrial Designer**
\$77,030
- **Fashion Designer**
\$75,810
- **Architects**
\$65,173
- **Set & Exhibition Designer**
\$64,948
- **Art Designer**
\$64,623
- **Web Designer**
\$62,997

Our Students: By the Numbers

Race/Ethnicity

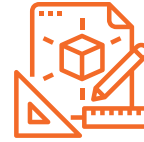
- Asian
- Black or African American
- Biracial/ Multiracial
- Indigenous American or Alaskan Native
- Hispanic/ Latinx
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Prefer not to say/ incomplete answer

Gender



49%

were more interested in learning about where they can study design after highschool



37%

would like to hear from more designers about how they became a designer



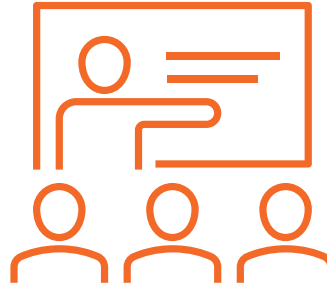
35%

would be interested in watching videos about design



24%

were interested in learning more about careers in design



84%

were more interested in design after our workshop

Our Approach

DesignExplorr uses a service subsidization business model, which means our products (and services) help fund our programs.

As a social enterprise, we understand that a sustainable business model allows us to make an impact now and down the road. That's why we use revenue streams like:

- Youth Programs and Activities
- Creative Services
- Public Speaking
- Diversity, Equity, and Inclusion (DEI) Training
- Educational Materials for students and teachers
- Classroom Curriculum Creation
- Fulfillment Services
- Consulting

to help support and sustain our passion—creating experiential learning opportunities that unlock students

Youth Programs and Activities

Activities that increase exposure

Creative Services

Graphic, Website and Social Media Management

Public Speaking

In-person and virtual for organizations, colleges and universities

Diversity, Equity, and Inclusion Training

For professionals and educators

Education Materials

Learning tools, creativity kits, and stationary items

Classroom Curriculum

Lessons in-person and virtual for schools



03 About Our Programs

Become a Program Partner

Let's create an unforgettable experience for your students! Our customizable, interactive learning experiences:

- Ignite student's creative spark with hands-on projects,
- Introduce students to the lucrative and fulfilling field of creative careers,
- Increase confidence and induce positive behavioral changes through creative exploration, critical thinking, problem-solving, and artistic prototyping.

Our programs work with students as young as 5 to nurture their creativity, introduce them to new technology, and prepare them for career success in the design profession.

In Classroom

- Design Learning Challenge
- Takeover
- Creative Career Conversations



Afterschool

- Design Club
- Think Like A Designer



In Community

- Digital Design Workshop
- Power Posters
- Spark216

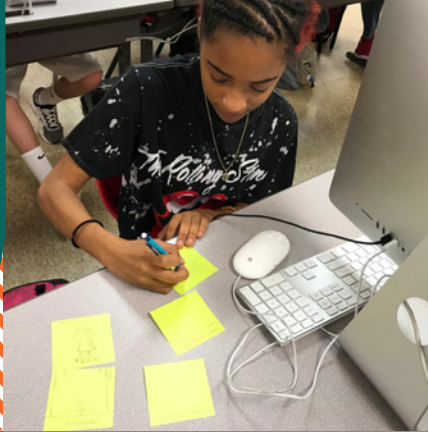


Takeover Curriculum and Educator Training

Grades K-12

Activities

- Learn the five-step design thinking process
- Build social and emotional decision making abilities




Learn More About Our Takeover Curriculum and Education Training

Let DesignExplorr Takeover your classroom with these 50-75 minute in-classroom learning this activity. Introduce your students to the design ideation process through a design challenge and artistic prototyping. Your students get to have fun while gaining creative confidence, developing critical thinking and communication skills as they bring their design ideas to life.



Quick Facts

- In classroom learning activities
- Students develop critical thinking and communication skills

A young boy with short dark hair, wearing a blue polo shirt with a red and white logo, is sitting at a desk in a classroom. He is smiling and looking towards the camera, with his hands held out in front of him. The desk is cluttered with various art supplies, including markers, scissors, and several sheets of paper with drawings. One drawing shows a green and blue structure, another shows a blue and green structure, and a third shows a series of black circles. The background is slightly blurred, showing other parts of the classroom.

Design Learning Challenges

Grades 2-12

Activities

- Students use critical thinking to solve design challenges
- Allows for artistic exploration



Quick Facts

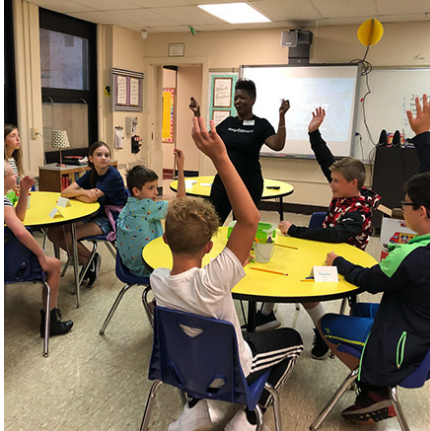
- Our signature program
- All our programs implement Design Learning Challenges

About the Design Learning Challenges

Expand your students imagination with this interactive 2 hour workshop where they learn to think like a designer, practice empathy, self-regulate, and expand their imagination through artistic exploration. During the workshop, students produce a physical (or digital) prototype using the six-step design thinking process.

Activities

- Develop prototypes for products and services
- Learn research methods



Quick Facts

- Works best with five or more sessions
- Incorporates educational design thinking materials

Get to Know More About Design Club

Introduce your students to the power of design. Supercharge their creativity with activities that explore design thinking, problem-solving, creative exploration, and artistic prototyping. Students learn conceptual design techniques in this interactive, multiple-session program. Through daily design challenges, students learn to visualize their ideas, gain creative confidence, and develop critical thinking skills.



Think Like A Designer Workshop

Grades 4-12

Resources

Attendees can receive a TLAD Kit that contains art supplies, user cards, and an activity worksheet that provides students with the tools to guide them through solving a design learning challenge at home.



Learn More About the Think Like a Designer Workshop

Immerse your students in the world of design with this one-day interactive pop-up workshop that allows students to explore design in three easy steps. Perfect for indoor, outdoor, and/or online learning environments.



Quick Facts

- Practice social and emotional learning with empathy mapping
- Learn design in three easy steps

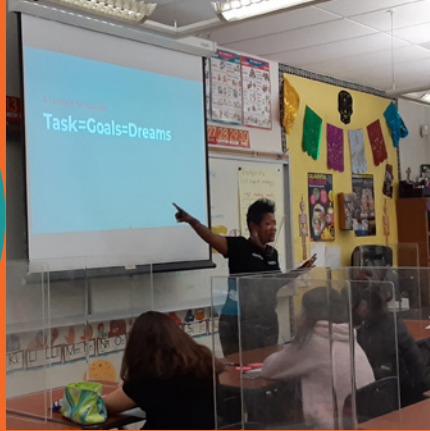
A photograph of two individuals sitting at a table in a workshop setting. The person on the left is wearing a black face mask, glasses, and a blue and white striped long-sleeved shirt. They are holding a white marker. The person on the right is wearing a white face mask and a dark grey button-down shirt. They are looking down at the table. On the table, there are several green sticky notes, a clear plastic cup with yellow liquid, a black object, and a pink folder with a pattern of small red faces. The background shows a plain wall with a metal handrail and a wooden ledge.

Creative Career Conversations

Grades 4-12

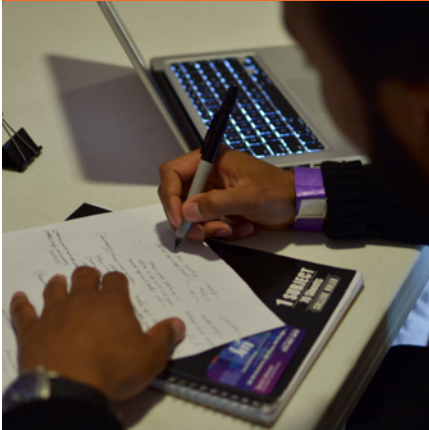
Activities

- Discover more about creative careers
- Master career visioning
- Practice career mapping



Careers Discussed

Perfect for STEM program students or students interested in learning more about graphic, web, industrial, interior, fashion, architecture, photography, illustration, user experience, and user interface.



About Our Creative Career Conversations

Your students deserve to know the power of creative careers. This in depth workshop teaches students about the design journey. They learn what it takes to become a designer, the necessary skills, salary opportunities, and day-to-day work tasks. Students create a vision board to identify their interests and learn how to set SMART goals to achieve a successful creative career.



Digital Design Workshops

Grades 6-12

SMART EAT YOU DESIGN TO GET YOUR SCHOOL TO PROVIDE BETTER LUNCH CHOICES?

The scenario—
You're in your favorite part of the school day
You have noticed that your friends don't
go because they don't like the food
choices in the cafeteria.
You're in a solution for this problem and use
the Spark tools to design a prototype

Activities

- Students learn industry specific software
- Introduction to digital prototyping tools



Learn More About Digital Design Workshops

Discover the amazing world of digital design through this single or multi-day activity where students learn digital prototyping with an online design software app. Students learn about designing posters, social media graphics, slide shows, and videos. This workshop requires wi-fi and laptops for all student attendees.



Quick Facts

- Students 14 years and up gain access to the free Adobe Cloud Express
- Teaches social media content development



Power Posters Workshop

Grades 6-12

Activities

- Students review historical powerful posters
- Students visualize their meaningful message



Quick Facts

- Students gain access to free online software

Get to Know Power Posters Workshop

Learn how to use design to communicate meaningful messages using a digital prototyping software app. In this two-day workshop, students will use their communication skills to develop meaningful messages, discover the three things that make posters powerful, and learn how to create posters that work.



04 Looking Forward



We're Just Getting Started

When we open our 1,800 square foot, free-standing experiential learning center, we will have the opportunity to implement even more strategic ideas for increasing diversity in design fields.

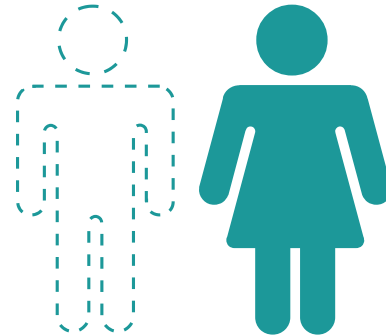
Together, we can change the face of design.

Soon, we'll offer afterschool programming, pre college readiness courses, community tech teach-ins, and so much more.

The future of design starts in your classroom.

When you partner with us, you'll be helping to shape the future of design, and with DesignExplorr, the future is bright!

Contact **designExplorr** for a private consultation today!



The Bureau of Labor Statistics reports a **7% increase for women in design**



Coming Soon: DesignExplorr ELC

Our 1,800 sq ft. state of the art Experiential Learning Center will equip 18 to 24 year-olds for 21st century creative careers by providing them with:

- A safe space to create, connect, and grow.
- Free access to state of the art software and hardware
- Young adult career readiness and experiential learning programs



Pre-college Residency

Our residency will equip high school and early college students to thrive in a four year creative career track by providing:

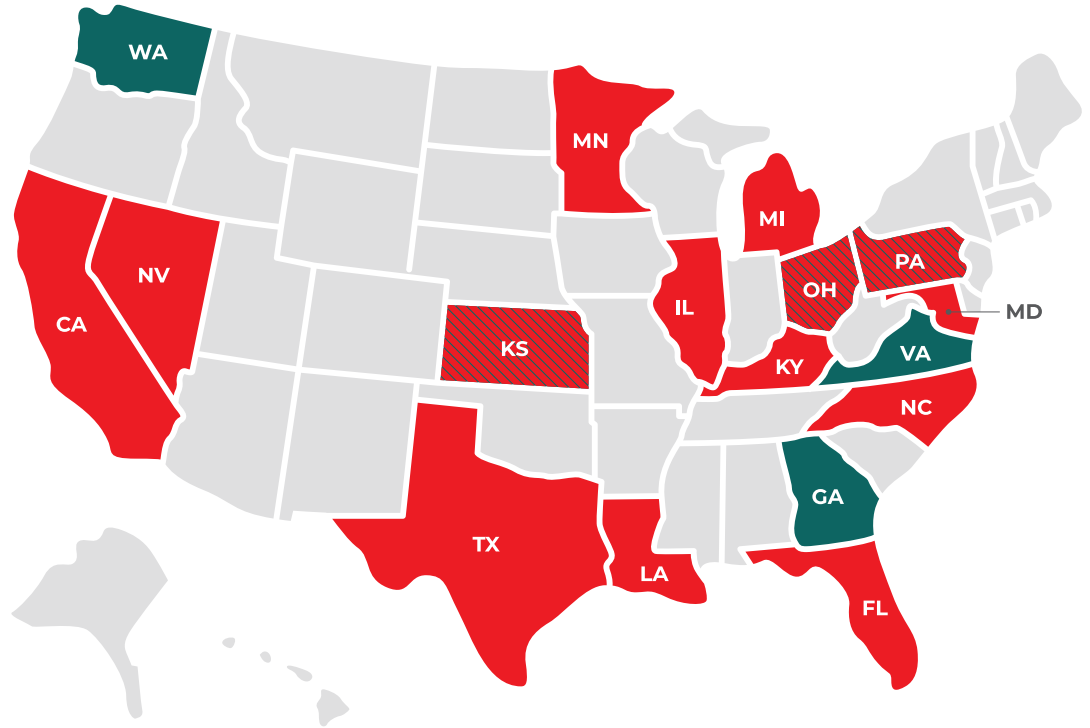
- Real world, hands-on experience in a professional setting
- Expert mentors to guide them through the design journey
- Portfolio and resume development

Our National Impact

DesignExplorr has had the privilege of shaping more than 5,500 young minds in 17 states with 7 programs. By the year 2030, we hope to double that number. We do this through collaborations that develop youth activities, coordinate diversity-building initiatives, and connect stakeholders to resources.

Map Legend

- In-Person
- Virtual
- Both
- Have Not Visited





05 Thank You



Thank You

DesignExplorr is grateful for the opportunity to partner with creative professionals, civic institutions, and corporations to continue changing the face of design. Special thanks to:

- 3M
- Adobe
- Ajah Hales Creative Services and Consulting
- Amazon
- Bellaire Puritas Development Corporation
- Black Professional Association Charitable Foundation
- Booz Allen Hamilton
- CLE Consulting
- Cleveland Public Library
- Cooper Hewitt Smithsonian Design Museum
- Ingenuity Inc.
- Kellogg
- Moore & Moore Merch
- Target
- Transitions Educational Coaching & Consulting Services



Awards and Acknowledgements

We don't want to brag, but...we're kind of a big deal!

- Unsung Heros with Cleveland Public Library Rockport Branch ([view interview here](#))
- Project Osmosis Mentorship Award
- Creative Reaction Lab Equity Impact Award from Bezos Family Foundation ([view twitter post here](#))
- 2016 Commencement Speaker and received Honorary Doctorate ([view speech at 40:26](#))
- Presented at the IDSA Women in Design Deep Dive 2022 Conference ([watch presentation here](#))

Our Team

DesignExplorr partners with creative professionals and institutions to create internship and mentorship opportunities for the best and brightest upcoming designers, creating a pipeline to success.

- Aderion Barney I
- Alaina Battle
- Alissha Wilson
- Carissa Newsome
- Francisco De Jesus
- Hannah Mosley
- Kynneddy Smith
- Latrina Yates
- Laurence Lucy-Evans
- Sabrina Simpson
- Tyanna Reeves





“Every student has creative potential within them, waiting to be unlocked.”

