

# Pathways in Design for Social Innovation

## Overview

The Social Design Pathways matrix is a useful tool for clarifying the terrain, stakeholders and potential impacts of social design projects. It acknowledges the fact that design for social impact, as an emerging field, can be complex and multi-dimensional, and that a process for mapping its many ingredients can be instructive and beneficial.

The matrix can help reveal the skills required for action, the kinds of participants and partners required for rigorous work, the scales of engagement, and the possible outcomes for a given social impact challenge.

Problem solvers can use the Social Design Pathways matrix to see the distant but clear edges of the total landscape of social design practices, to expand their perspective, and to inform the solution strategies that they choose to pursue.

The Social Design Pathways matrix was developed at the 2013 Winterhouse Symposium for Design Education and Social Change.

This work is licensed under Creative Commons Attribution 3.0 Unported License (a [http://creativecommons.org/licenses/by/3.0/deed.en\\_US](http://creativecommons.org/licenses/by/3.0/deed.en_US)). Meaning you can use it any way you wish as long as you attribute it and share any alterations or use of the matrix with us (and other users) by emailing to: [socialdesignpathways@gmail.com](mailto:socialdesignpathways@gmail.com)

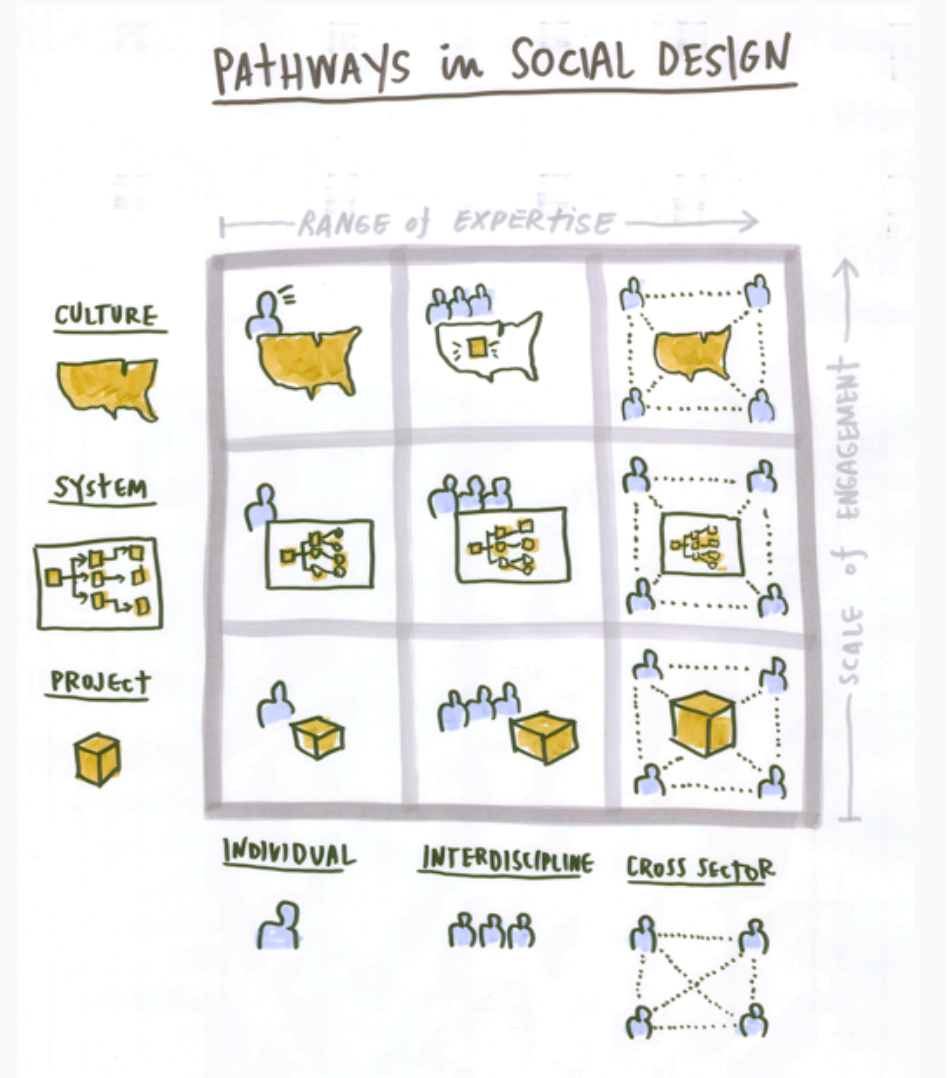


Image courtesy: Craighton Berman

# Pathways in Design for Social Innovation

**RANGE OF EXPERTISE** brought to bear on the project

**Cultural  
(Transformation)**  
Changing the attitudes and behaviors of a community or organization.

**System  
(Innovation)**  
Altering an existing system, or creating a new one, to deliver a better solution.

**Stand-Alone  
(Intervention)**  
The introduction of a discrete product or service


**SCALE OF (designer's or project's ) ENGAGEMENT**

**Individual  
(Designer)**  
A lone person or discipline.

**Interdisciplinary  
(Team)**  
A team made up of the necessary expertise.

**Cross-Sector  
(Group)**  
Requires cross sector participation for ideation and execution.

# Pathways in Design for Social Innovation

How you might use the Pathways matrix

## If you are a teacher:

“I think you need to think way bigger or way smaller with your project. Run it through the pathways matrix and lets figure out what’s reasonable given your resources and expertise.”

## If you are a student

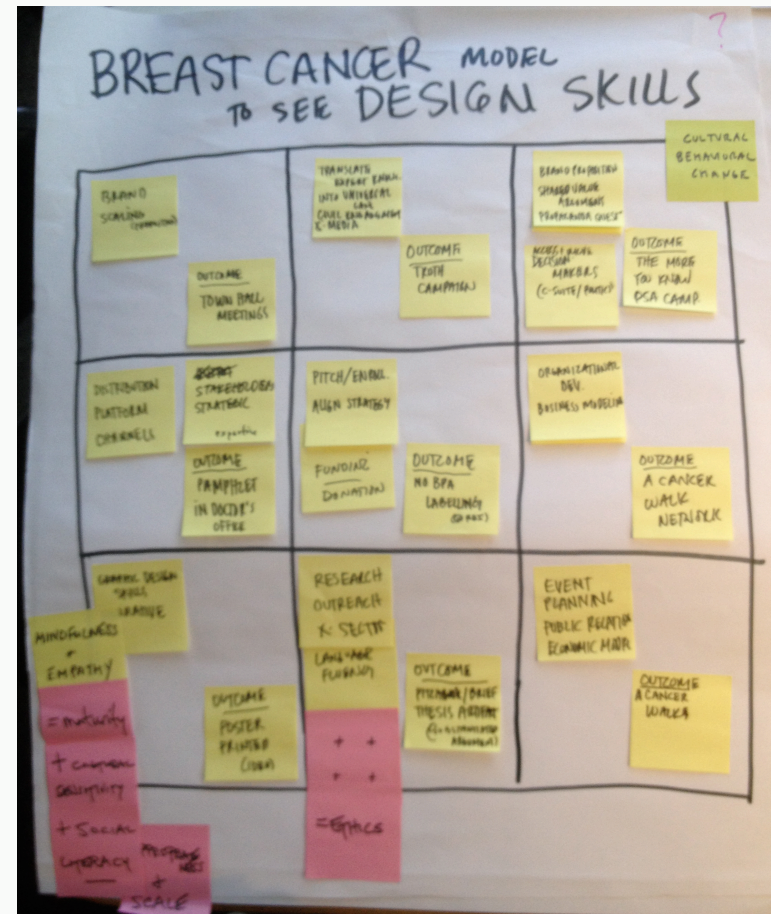
“I want to be a social designer, but I don’t know what skills I will need to be successful.

## If you are a practitioner

“It used to be that we reinvented the wheel with each new project, now we use the pathways matrix to help us understand the scope of the project at the start.”

## If you are a critic

“Before using the pathways matrix, I frequently confused my ambition for a initiative with what that type of project could actually achieve.”



Example : Allan Chochinov, Charlie Cannon, Gala Narezo

# Pathways in Design for Social Innovation

## Example: Project Mapping

Cultural (Transformation)	Bring public attention to the larger problem. <u>Jamie Oliver's Food Revolution</u>	Change district food purchasing policies.	Implement an organic food standard
System (Innovation)	Change the food display in the cafeteria line. <u>NY Times</u>	Integrate staff efforts in a single school so students can eat what they grow <u>Edible Schoolyard</u>	Linking local farms to school cafeterias <u>Farm2School</u>
Stand-Alone (Intervention)	Redesign a cafeteria tray to guide portion control. <b>Paige Kirstein</b>	A Farm Supported Community <u>Corbin Hills Road Farm</u>	Vacant lot allotment gardens <u>Southside Community Land Trust</u>
	Individual (Designer)	Interdisciplinary (Team)	Cross-Sector (Group)

### How can we address childhood obesity?

A lone designer may **redesign a cafeteria tray** to suggest portion sizes (A stand-alone design).

She may collaborate with the cafeteria staff to **change the display of food**, drawing on behavioral psychology (a system innovation).

She may engage a a celebrity to help **bring public attention** to the larger cultural problem (a cultural transformation)

That same designer may **integrate staff efforts in a single school** so that food grown on site can be eaten by the kids that grew it (a system innovation requiring a team).

Or work across schools to **link farm-fresh produce to cafeterias** (a system innovation requiring cross-sector approval).

Moving from a single school, the designer may work to **change district food purchasing policies** (a cultural transformation driven by an interdisciplinary team)

And perhaps, work with her state government to **implement an organic food standard**.

# Pathways in Design for Social Innovation

Example: Skills Mapping

Cultural (Transformation)	Brand as Experience	Translate expert knowledge into accessible language	Brand proposition
	Brand Scaling	Civic engagement	Shared value argument
	<b>Holding Town Hall Meetings</b>	Cross media strategy <b>The Truth campaign</b>	Access to decision makers <b>A PSA campaign</b>
System (Innovation)	Distribution, Platforms or Channels	Elevator pitch	Organizational Development
	Strategic Stakeholders	Strategy alignment	Business Modeling
	<b>Distributing Self exam pamphlets</b>	Funding models <b>Starting a labeling campaign</b>	<b>A network of events</b>
Stand-Alone (Intervention)	Graphic Design Skills	Research Outreach	Event planning
	Compelling narrative	Team building	Public relations
	<b>An awareness Poster</b>	Jargon-free fluency <b>An evidenced based pitch book</b>	<b>A public event</b>
	Individual (Designer)	Interdisciplinary (Team)	Cross-Sector (Group)

## What skills might a graphic designer need to work on cancer awareness and reduction?

A lone designer may **design a cancer awareness poster** (A stand-alone design).

He may develop a **self exam pamphlet** to be distributed to doctor's offices (a system innovation).

She may engage her community by organizing and holding **town hall meetings** (a cultural transformation)

That same designer may work with scientists and public health experts to develop **an evidenced based pitch book for a public project**. (a stand alone project requiring a team).

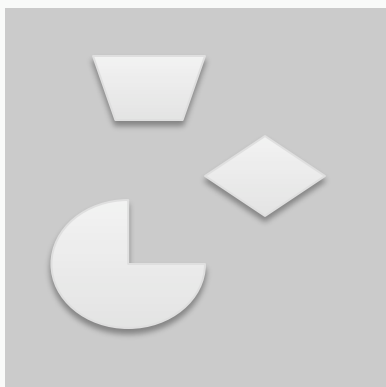
Or work to get a company to **label its water bottles BPA free** (a system innovation requiring interdisciplinary expertise).

Or develop a **comprehensive ad campaign** (a cultural transformation driven by an interdisciplinary team)

And bring that campaign to a national audience through network **public service announcements** (a cross sector effort in cultural transformation)

# Pathways in Design for Social Innovation

## Next Steps: Testing



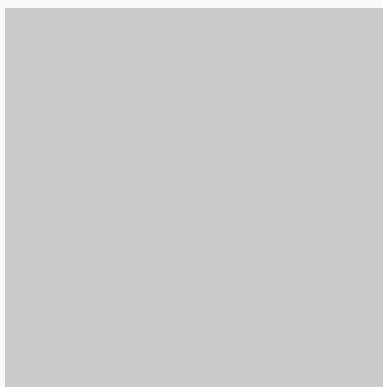
### **Project/Landscape Mapping**

How do social design projects range across these scales of engagement and expertise?

What does is the landscape of design for social innovation?

#### **Potential Venue:**

Pratt  
Cumulus



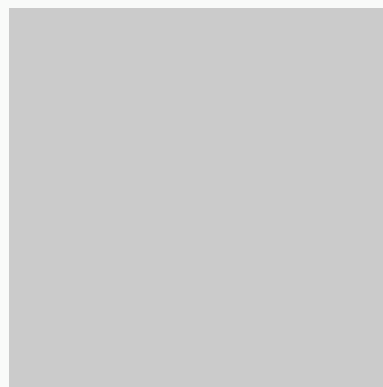
### **Skills Inventory**

What are the skills needed for social designers in each of the scales of engagement and ranges of expertise?

Where do individual designers want to work?

#### **Potential Venue:**

LEAP @ Art Center



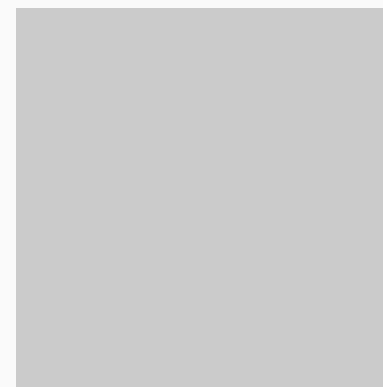
### **Resource Index**

What are the essential references in each of these terrains?

What kind of tools are needed to in to operate in each of the quadrants?

#### **Potential Venue:**

??



### **Assessment Tool**

How do we evaluate projects?

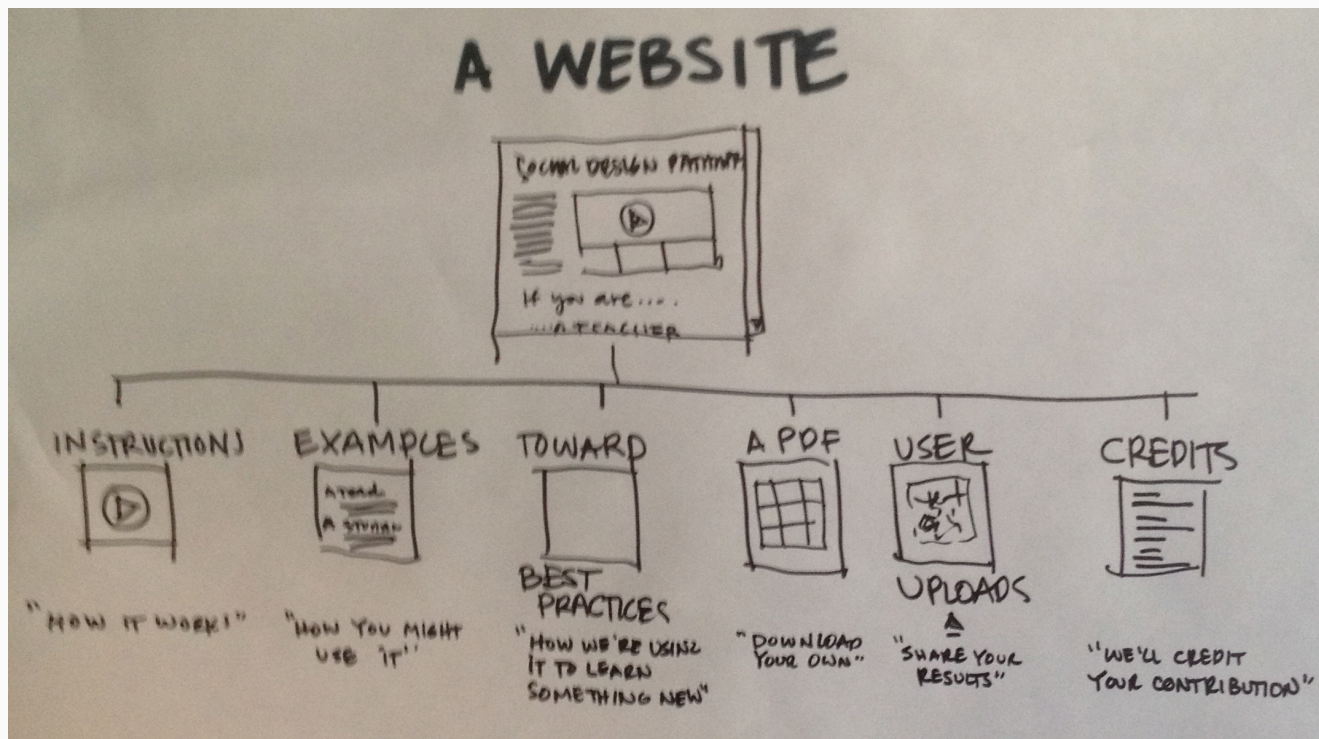
Do different areas of activity rely on different theories of change?

#### **Potential Venue:**

Winterhouse 5

# Pathways in Design for Social Innovation

Next Steps: [socialdesignpathways.org](http://socialdesignpathways.org)



Instructions	Use Examples	Best Practices	PDF	Uploads	Credits
"How it works"	"How to use it"	"New insights"	"Download your own"	"Share your results"	"And your contribution"
Video (first edit) PDF instructions (draft sketch)	Narrative examples Drafts completed	New or unexpected uses	Design (Draft)	Several examples	Creative Commons List of developers List of contributors

# Pathways in Design for Social Innovation

## Instructions

There are two sets of instructions.

A simple short video was shot and rough edited at the LEAP Symposium at Art Center in September. This needs to be polished

At the same conference, Craighton Berman, a Chicago-based illustrator, began to develop a visual language to explain the matrix (Shown at left) to accompany a brief verbal set of instructions.

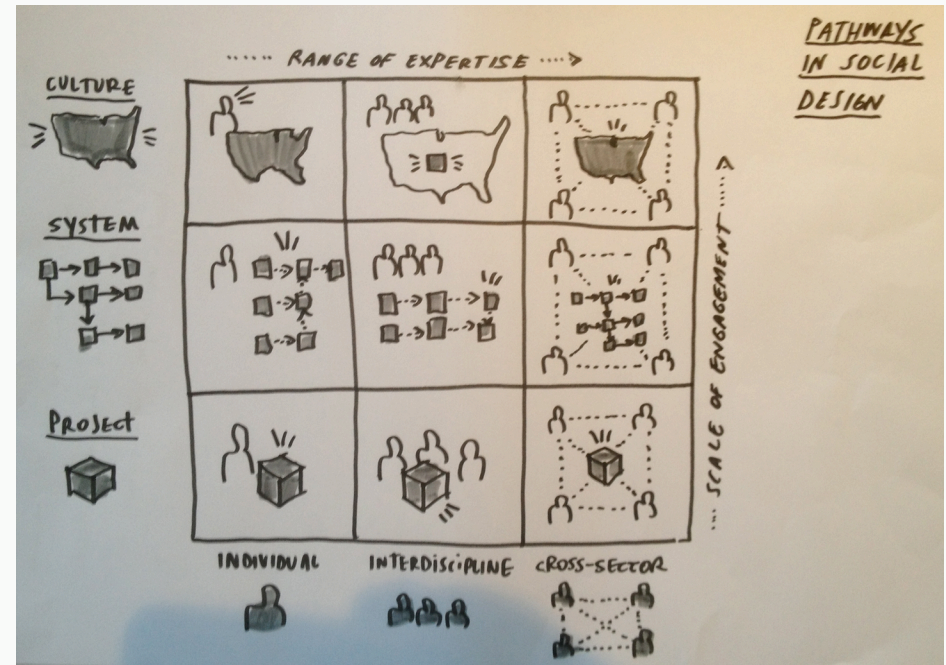


Image courtesy: Craighton Berman



# Pathways in Design for Social Innovation

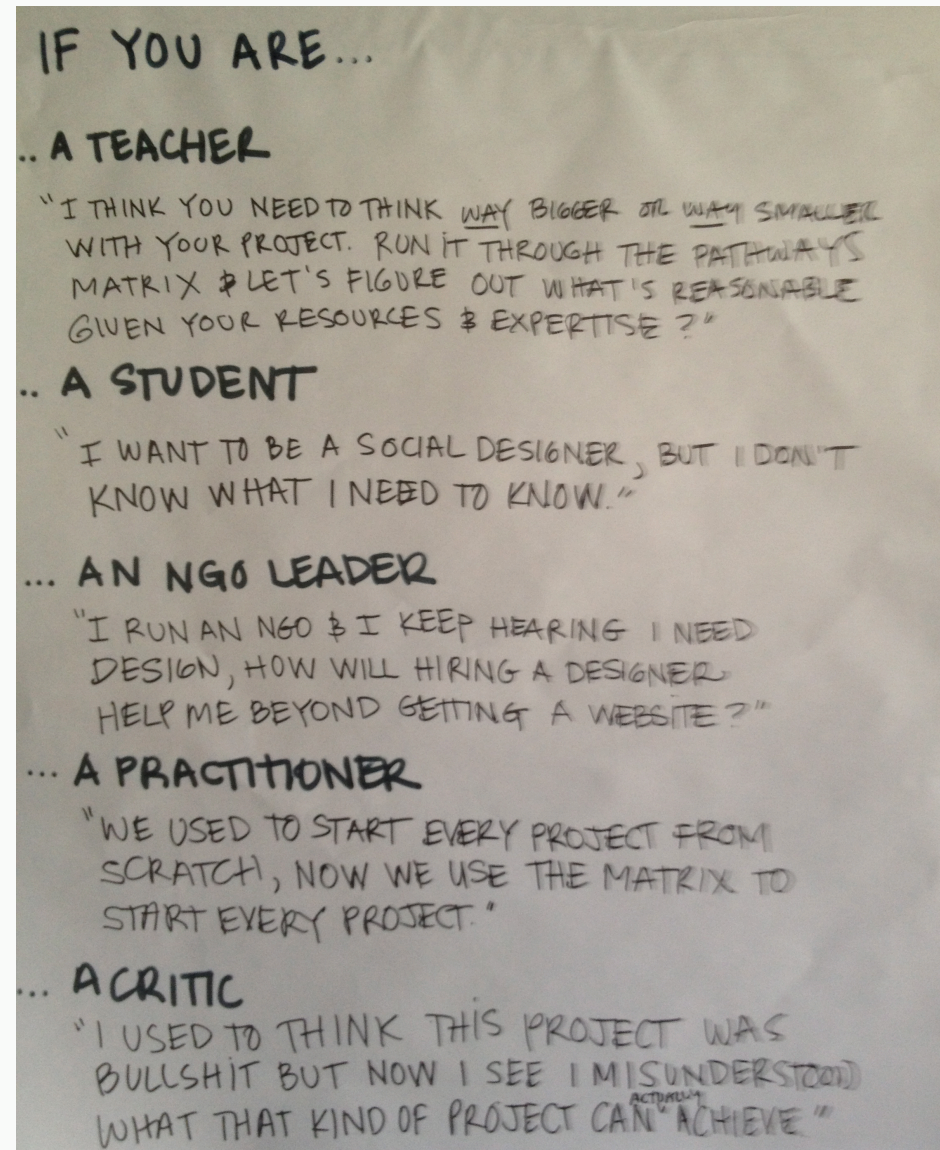
## Examples

The idea here is to develop some very simple use-case examples, told in the voice of potential users.

(See slide 3)

These might also go into more detail to illustrate how to map projects, skills, resources, etc.

(See slides 4, 5)



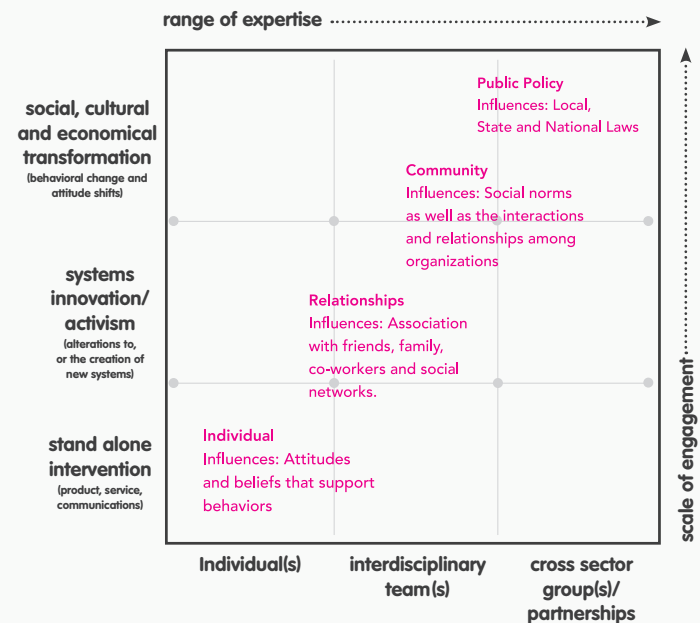
# Pathways in Design for Social Innovation

## Best Practices

Best practices, or perhaps more ambitiously, Towards Best Practices collects new uses and insights from people using the Social Design Pathways tool.

# Influencers in social innovation and social change.

(Winterhouse Symposium for Design Education, 2013)



Based on social-ecological model, McLeroy et.al. 1988

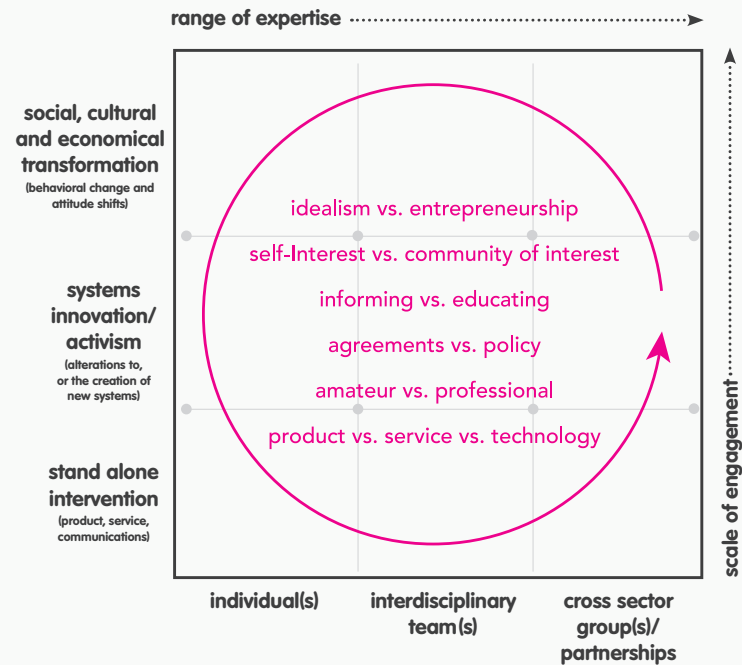
Kristin Hughes, CMU

# Pathways in Design for Social Innovation

## Best Practices

Best practices, or perhaps more ambitiously, Towards Best Practices collects new uses and insights from people using the Social Design Pathways tool.

## Tacit understanding (personal and group)



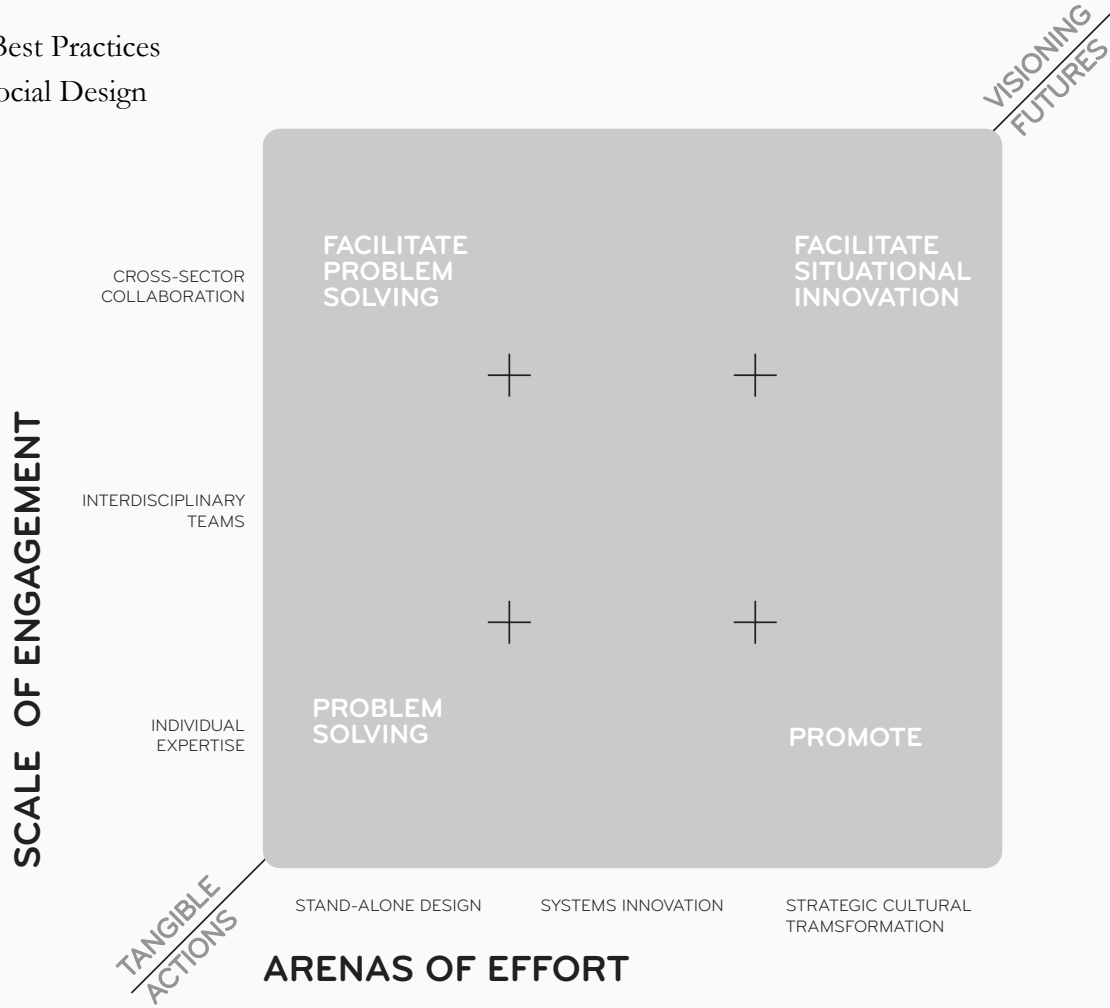
Based on Design for Ecological Democracy.. RT Hester, 2006.

Kristin Hughes, CMU

# Pathways in Design for Social Innovation

## Best Practices

Best practices, or perhaps more ambitiously, Towards Best Practices collects new uses and insights from people using the Social Design Pathways tool.

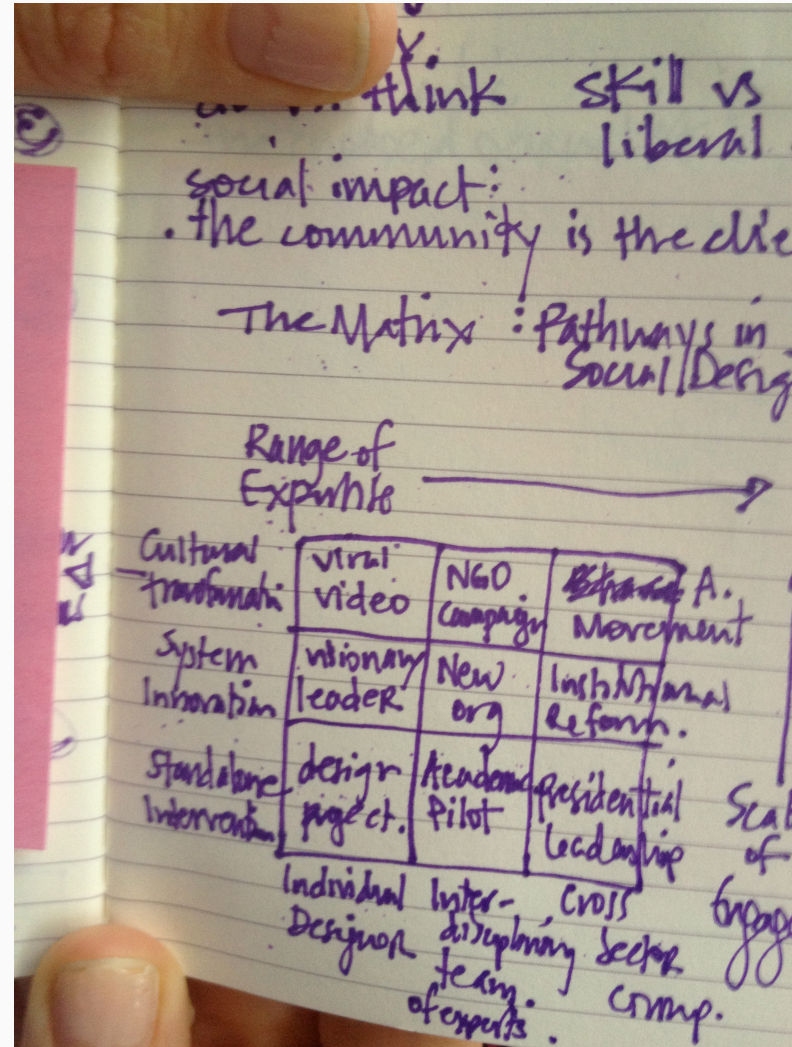


Scott Boylston, SCAD

# Pathways in Design for Social Innovation

## Uploads

The Uploads section of the site would collect all of the examples of the tool's use and application. The catalogue would help document the spread and use of the tool, illustrate new models for use, collect new skills, resources, etc.



Amy Whitaker, SVA & Sotheby's Institute

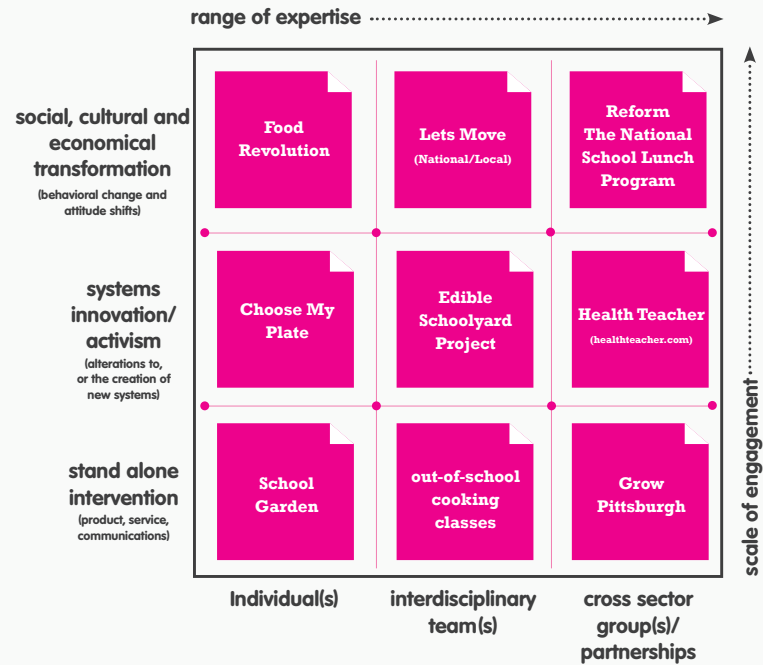
# Pathways in Design for Social Innovation

## Uploads

The Uploads section of the site would collect all of the examples of the tool's use and application. The catalogue would help document the spread and use of the tool, illustrate new models for use, collect new skills, resources, etc.

# Pathways in social innovation and social change.

(Winterhouse Symposium for Design Education, 2013)



Kristin Hughes, CMU

# Pathways in Design for Social Innovation

## Credits

### Attribution

First, there is the question of how we credit the origin of the work. Do we say its Winterhouse Symposium and list all of us? Or do we give it a name and a website and list all contributors there. Until we work that out I think we should attribute it to the Winterhouse Symposium for Design Education and Social Change 4.

Second, how do we license it?

We have two options under creative commons:

1. Attribution-ShareAlike 3.0 Unported, permits commercial use

<http://creativecommons.org/licenses/by-sa/3.0/>

2. Attribution-NonCommercial-ShareAlike 3.0 Unported

<http://creativecommons.org/licenses/by-nc-sa/3.0/>

Third, how do we credit other contributors.

I'd like to ask everyone who uses it (during this early phase) to share their applications through uploads and tell us what they are using it for.



The Social Design Pathways Matrix was conceived and developed at the Winterhouse Symposium on Design Education and Social Change.



The Social Design Pathways Matrix was further developed at the LEAP Symposium held at Art Center, September 2013. The Design Matters program at Art Center supported the creation of the instructional video.