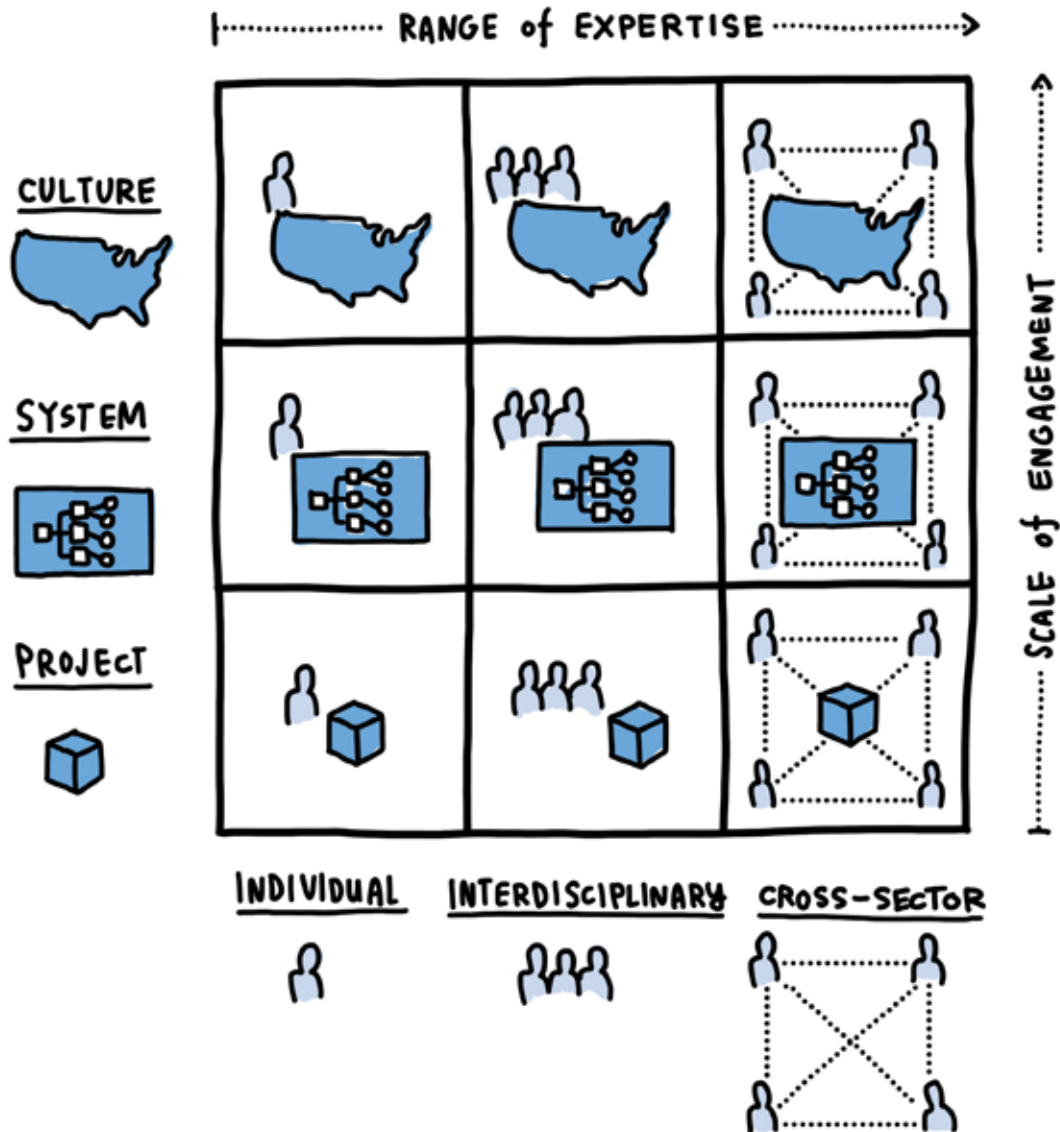


PATHWAYS in SOCIAL DESIGN



SOCIAL DESIGN, Design for Good, Responsible Design, Design for Development – whatever you call it – design for social innovation encompasses a vast terrain of activities. Designers may work on small scale, stand alone solutions (such as the design of a wheel chair or a cancer awareness poster) or engage in large scale projects for cultural transformation. The effectiveness of a designer’s, or indeed of any socially-minded problem solver’s, work in this broad terrain depends upon their understanding the scale in which they are operating and the impacts they hope to have.

PATHWAYS in SOCIAL DESIGN is a tool to see that broad terrain; to identify the skills required for action; to identify the kinds of partners needed for success; to preview the scales of engagement; and to foresee the possible impacts of social design projects.

The **PATHWAY** was conceived at the 2013 Winterhouse Symposium for Education and Social Change, and further refined at the LEAP Symposium at Art Center in September of 2013.

PATHWAYS in SOCIAL DESIGN

The Social Design Pathway is a matrix with two axes.

|----- **RANGE of EXPERTISE** -----> refers to the collections of expertise brought to bear on a problem. While |----- **SCALE of ENGAGEMENT** -----> describes the size of the solution being pursued.

|----- **RANGE of EXPERTISE** ----->





INDIVIDUAL refers to either a lone designer or a team made up of a single discipline - say a small graphic design shop. The **INTERDISCIPLINARY** team brings all of the experts needed to define and solve a specific problem. **CROSS-SECTOR** groups organize participants from across the public and private sectors to work on an initiative.

|----- **SCALE of ENGAGEMENT** ----->

A **PROJECT** is a stand-alone intervention, such as a product or a service. A **SYSTEM** innovation alters an existing system, or creates a new one, in order to deliver better value. An initiative in **CULTURE** transformation aims at changing attitudes and behaviors in a community or institution.

Of course work across any of these scales is aimed at social change.

In practice, we tend to think that there are particular sweet spots in design for social impact.

That an individual designer   is best directed to work on a stand-alone project; that a team is required to realize a system innovation  ; or that you need a cross sector group  to accomplish cultural transformation.

One of the values of the Social Design Pathway is that it reminds us that different ranges of expertise can work across different scales of engagement.

For a video description of how to navigate the Social Design Pathway, visit the LEAP Symposium website: leapsymposium.org/outcomes/testimonials/videos/N9mg_ld_1772

For more information and a complete list of contributors visit socialdesignpathways.org

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PATHWAYS in SOCIAL DESIGN

|..... RANGE of EXPERTISE>

|..... SCALE of ENGAGEMENT>

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