

The Graduate Program for Creative Leaders



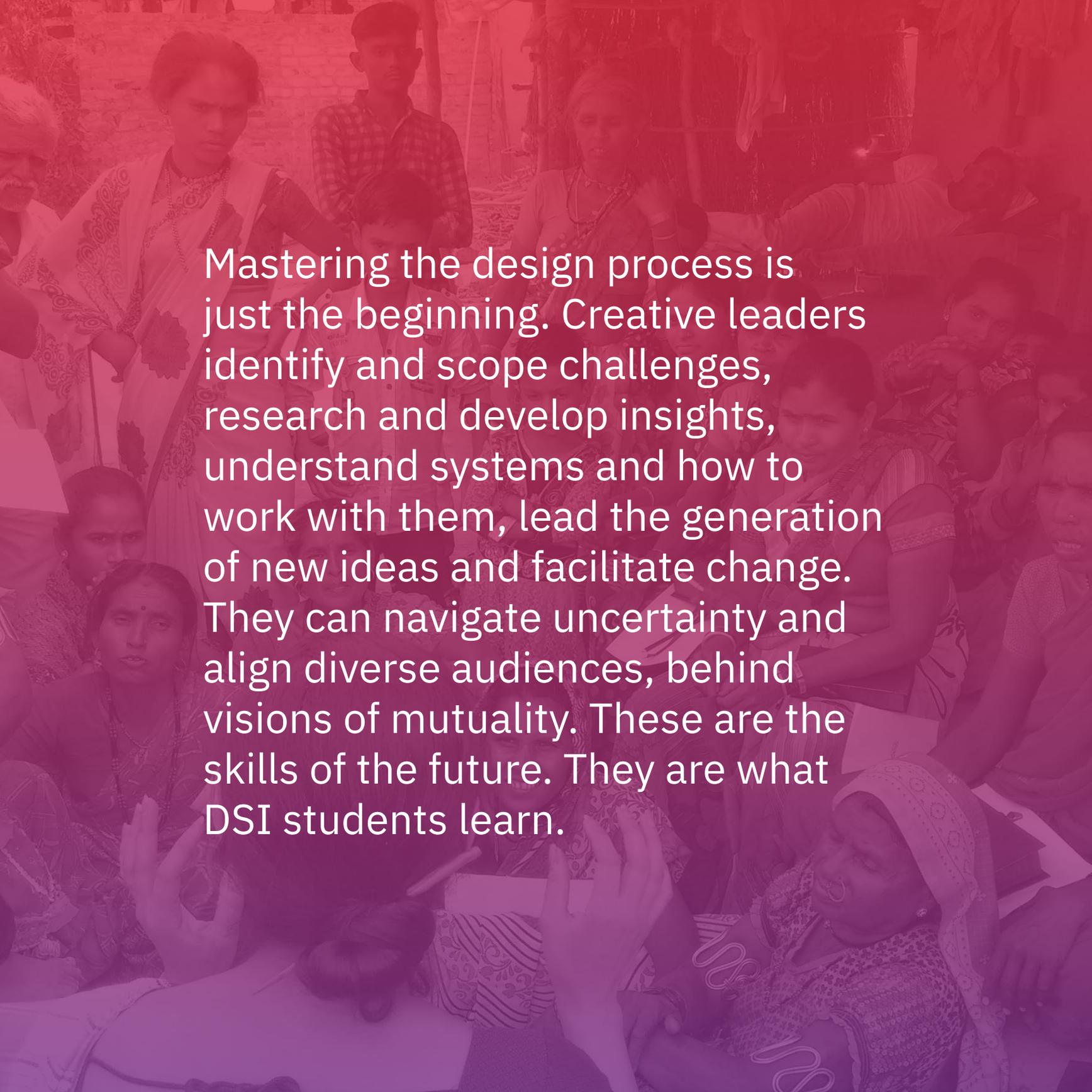
**Creative
leaders will
design the
future.
Find out
how.**



Bruno Silva, David Rojas, Yinman Guo, Karla Despradel

A group of diverse people, including men and women of various ethnicities, are sitting in a circle on the floor. They appear to be in a meeting or a collaborative work session. Some are looking towards the center, while others are looking at each other. The background is a plain, light-colored wall. The entire image has a semi-transparent red overlay.

Social design is the design of relationships, between humans and technology, with the earth, and with each other. It is the process of design adapted to the creation of new models, products and ideas that solve the big challenges facing businesses, governments and society.



Mastering the design process is just the beginning. Creative leaders identify and scope challenges, research and develop insights, understand systems and how to work with them, lead the generation of new ideas and facilitate change. They can navigate uncertainty and align diverse audiences, behind visions of mutuality. These are the skills of the future. They are what DSI students learn.



Graduates of DSI, the first masters program in social design, are working as creative leaders around the world, in business, government, in the social sector and as founders of their own businesses.



For a client in the Communication Design class, the team traveled to Ecuador to help an eco-tourism company preserve the rain forest. Left to right, Alejandro Cercas and Sophia Granefelt Lauren with local birder guides.



Paul Polak, faculty at large, is one of the pioneers of social design. He has been an important advisor and faculty member to DSI since its founding. He's being interviewed here by DSI Chair Cheryl Heller.



DSI faculty are all working professionals who are leading social change in design, business, science, technology, data visualization and art.



HARLEM FIRST

MAPPING THE HEALTH OF A COMMUNITY

Social designers and healthcare professionals team up to create a new way to understand and address the health needs of a community.

Reception, January 27th
6:00 - 8:00 PM

January 11th - February 1st
SVA Gramercy Gallery, 209 East 23rd Street

Emergence Point, D10 first year students
Cartographer: Gabriel Schuster
Exhibit Design: Kevin D. Cahagan

The Class of 2017 in the SVA Gramercy Gallery for the opening of their exhibit on the cultural determinants of health.



Guest lectures bring global innovators and inspiring insights into successful initiatives. Here, two of the organizers of the Women’s Strike that brought gender equality to Iceland — Elísabet Gunnarsdóttir and Guðrún Hallgrímsdóttir — speak to “The Long Friday” director Pamela Hogan and DSI faculty member Caroline McAndrews.



DSI offers workshops around the world in partnership with other universities. This one took place at Hunan Normal University in Changsha, China.

1
Critical Thinking,
Analysis

CURRICULUM

Fundamentals
Environmental Ethics
Understanding Natural and Social Systems
Mapping and Visualization Design
Technologies for Designing Change
Disruptive Insights: Research
Global Lecture Series
Communication Design
Games for Impact
Creative Writing for Social Designers
Measurement and Evaluation
Collaborative Leadership
Entrepreneurship

2
Creativity,
Problem Reframing,
Insight Development

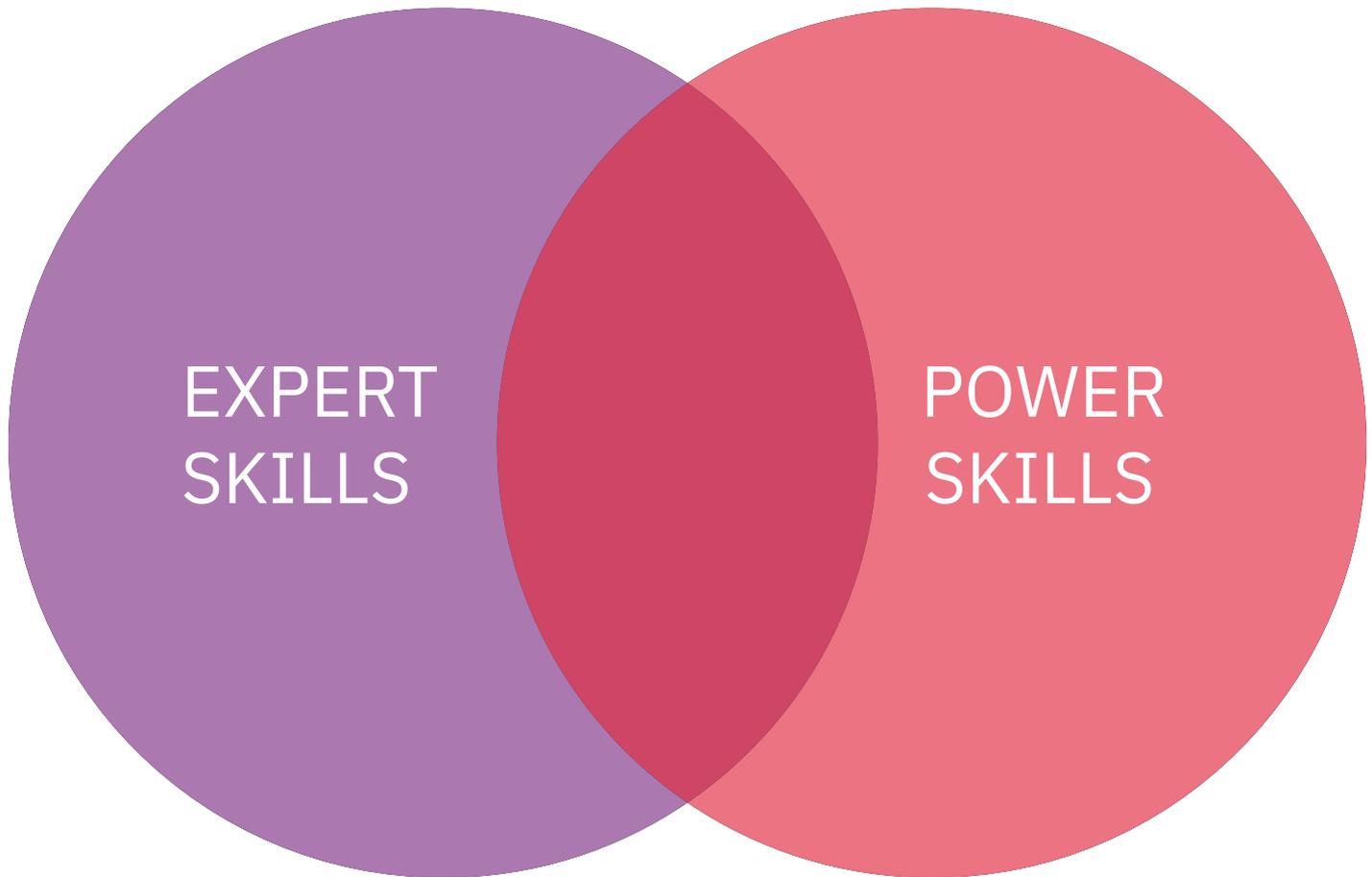
3
Design
Methodologies

4
Sensemaking

5
Collaboration
and
Collective
Leadership

6
New Media
Literacy

The DSI curriculum is designed to meet learning goals based on the skills of the future.



EXPERT
SKILLS

POWER
SKILLS

EXPERT SKILLS
Mapping
Data Vis
Entrepreneurship
Science
VR, AI

POWER SKILLS
Critical thinking
Collaboration
Communication
Facilitation
Cross-cultural literacy

DSI AROUND THE WORLD



Students have come from twenty-eight countries so far, including Brazil, Canada, China, Colombia, Denmark, the Dominican Republic, Ecuador, Egypt, Israel, India, Japan, Mexico, Peru, Philippines, Poland, Puerto Rico, Qatar, Saudi Arabia, Singapore, South Korea, Sweden, Spain, Taiwan, Thailand, Trinidad, Turkey, Uganda and the United States.

For her thesis, Yuka Fukuoka created a product that uses VR to build confidence and reduce anxiety in people who stutter, particularly in stressful situations, such as job interviews.



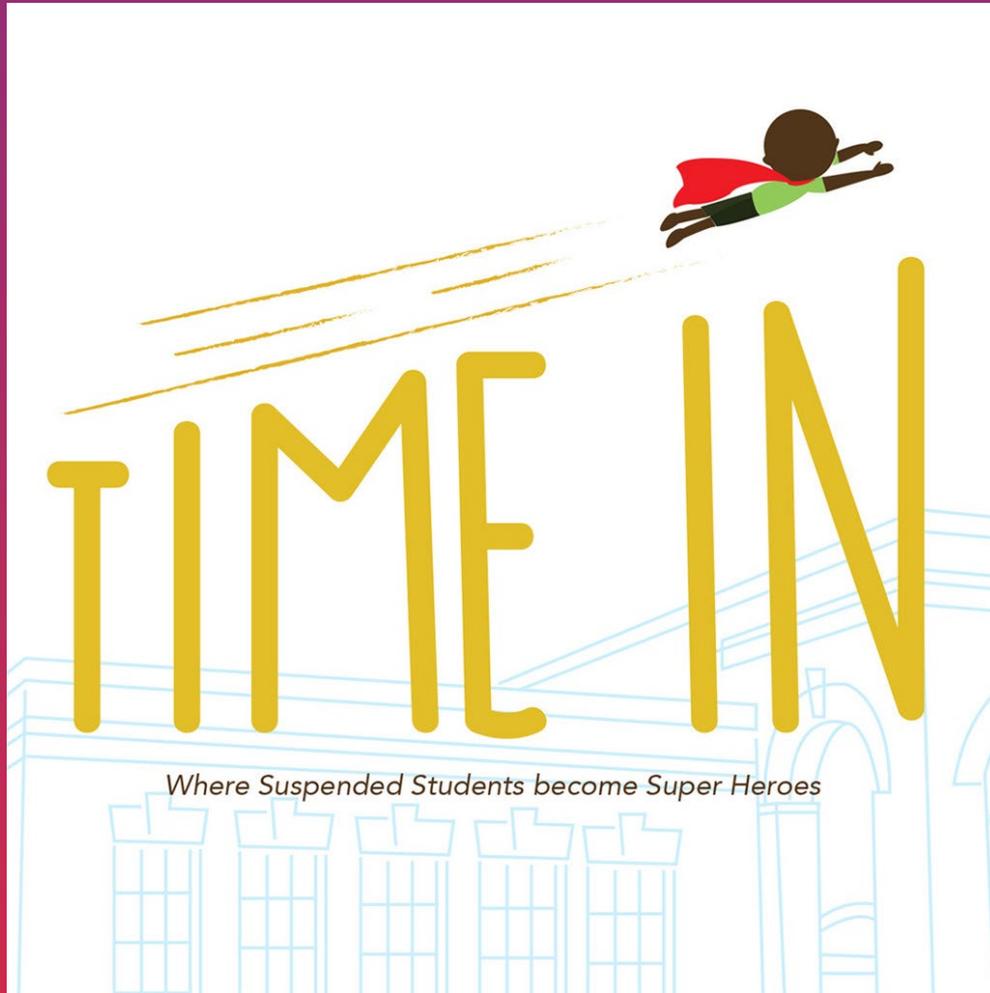
A photograph of two women standing on a stage behind a podium. The woman on the left is wearing a dark t-shirt, and the woman on the right is wearing a patterned blouse and dark pants. They are both looking towards the right. Behind them is a large projection screen displaying the text 'Just Ask.' in a large, dark serif font. Below the title, in smaller text, it says 'DSI THESIS, MAY 1, 2018' and 'JESSIE SILVER & SOFIA GRANEFELT LAUREN'. The podium has 'SVA NYC' and 'SVA THEATRE' logos on it. The stage is lit with spotlights from above.

Just Ask.

DSI THESIS, MAY 1, 2018

JESSIE SILVER & SOFIA GRANEFELT LAUREN

Jessie Silver and Sofia Granefelt Lauren's thesis project investigated how the design of health clinics inside prisons can improve people's ability to give and receive care.



Where Suspended Students become Super Heroes

Jade Broomfield addressed the issue of colorism, and its impact on young African American boys. She developed a program using mindfulness and yoga to increase their sense of belonging and self confidence.

BOILING DOWN

Dealing with
our fear and
anger through
cooking.

For his thesis, Ivan Boscarol addressed bullying in schools. “Boiling Down” makes social-emotional learning a fun and experience without the stigma of traditional approaches.





Linji Deng raised awareness in China about a subject that is not officially discussed, by framing the issue around how parents would treat their children if they learned they were gay.



Josh Treuhaft took a bite out of the food waste problem with Salvage Supperclub, a thesis project that became a real-world dining experience, launched in swept-out dumpsters on the streets of Brooklyn.



Nicholas Chan and Maria Alejandra Sandoval's thesis, *The MakeGuffin Project*, is a relating-by-making environment for and by individuals on the Autism spectrum that enables them to bond and develop informal support systems.

Our alums are working in industry, government, nonprofits and NGOs, at creative consultancies, in education, and as founders of their own enterprises. They are pioneers in the organizations in which they work, leading innovation, changing culture and creating value.



Caroline McAndrews, DSI faculty; Blue Ridge Labs fellow.
Bruno Silva, Director of Design and Product Development at The Mount Sinai Hospital; Visiting professor at Stanford Medicine.



Liz Roffey, Product designer, The Chan-Zuckerberg Initiative.
Meghan Lazier, Product designer at Federal Reserve Board.





Rodrigo Muñoz, Professor and Department Coordinator at Universidad San Francisco de Quito; Founder, Andes Materials.
Josh Treuhft, Senior Experience Strategist at R/GA Portland.



Tanya Bhandari, Design Lead, UNICEF Innovation.
Jade Broomfield, Fellow, Center of Urban Pedagogy; Designer, Uncommon Goods.





Sara Cornish, Marketing Manager, Minecraft Education at Microsoft.
Gina Kim, Product Designer at American Civil Liberties Union.



David Rojas-Léon, Lead Interaction Designer, Icahn School of Medicine, Arnhold Institute for Global Health
MK Loomis, Experience Design Lead, Airbnb

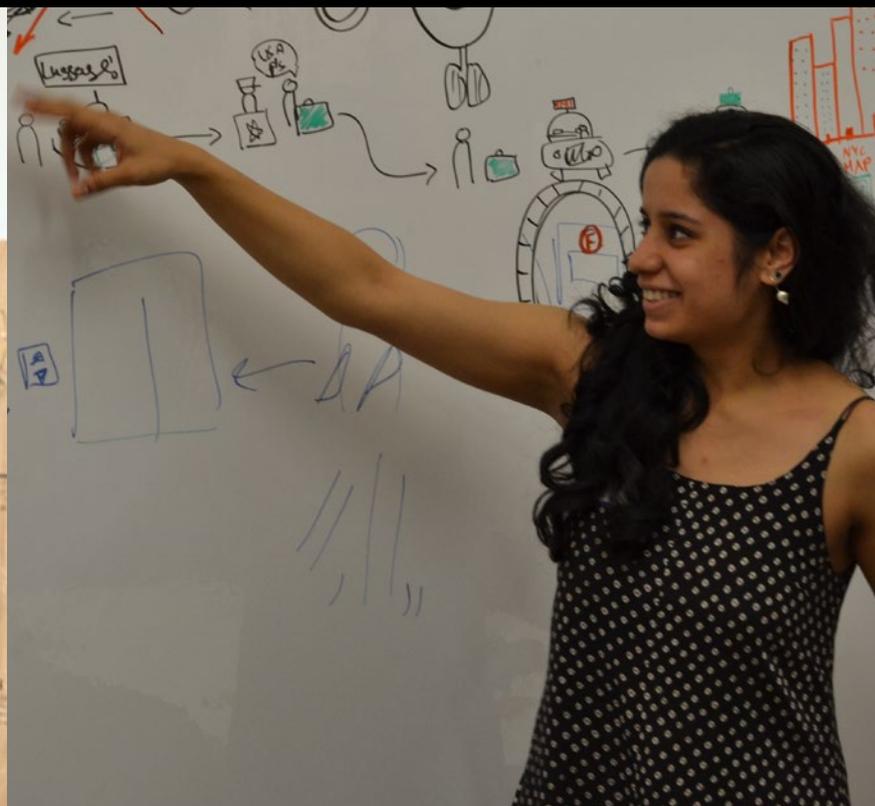




Liora Yuklea, Interaction Designer, Google, Tel Aviv.
Manolo Ampudia, Strategic Designer, Uncommon Design.



Ivan Boscarriol, Government Innovation Consultant, EloGroup.
Tanvi Kareer, Designer and Researcher, Doblin.





Tiffany Gaines, President, Lovability Inc.
Akshata Malhotra, Interaction Designer, Peterson Center on Healthcare.



Sebastian Barrera, Designer, Bankable Frontier Associates.
Emily Herrick, Designer, Civic Service Design Studio, NYC Mayor's Office for Economic Opportunity.





Kara Isabella, Visual Interaction Designer, UNICEF
Monica Snellings, Communications and Design Lead, Convergence Center for Policy Resolution



Malé Sandoval, Research and Design Fellow, Dalberg Design Impact Group
Hannah Phang, Marketing and Advocacy Manager, Futerra.

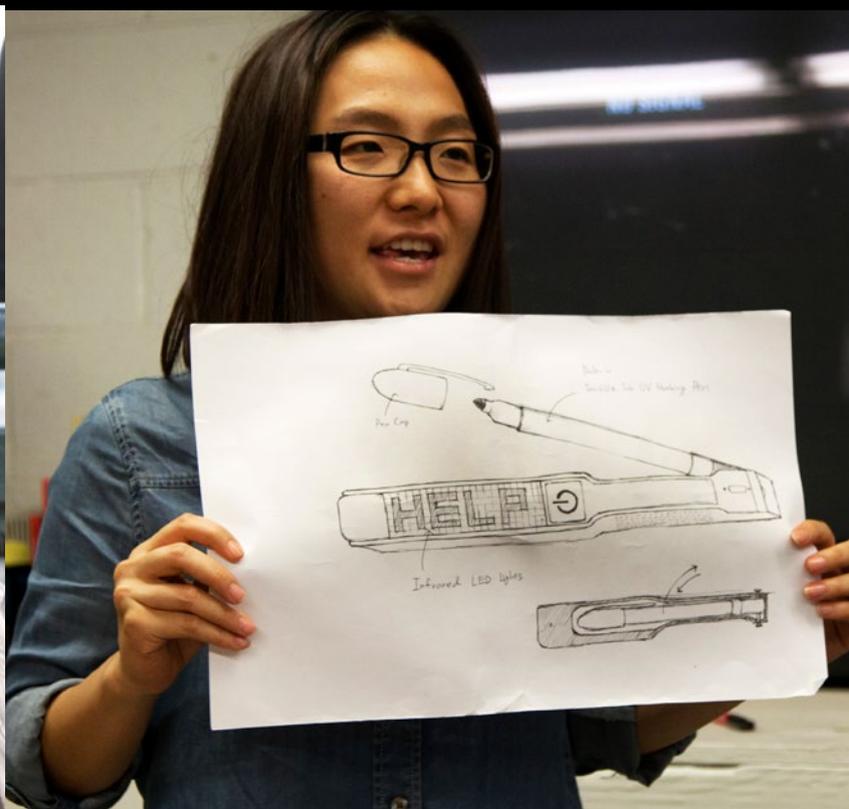




Stephen Morrison, Senior Designer, Dalberg Design Impact Group.
Rhea Rakshit, Vice President of Product and UX Design, Sourcemap.



Pragya Mishra, Creative Lead, Dalberg Design Impact Group.
Yena Seo Lukac, Design Researcher, Nanit.



DSI is in the heart of New York City; a hot spot for industry leaders, organizations and events. (OK, maybe the hottest.) We capitalize on our location by connecting students to both local and global resources



How do you know if DSI is for you?

This is a program for people who want to write their own rules rather than follow them. Our students join the program because it fulfills a deep need that nothing else can – to go out and create change, disrupt the status quo and use their own powers of creativity to bring something to life that has not existed before. They are remarkable people, unpredictable and visionary.

Our students are exceptional change-makers who come together to explore, learn, and build. They come from many backgrounds other than design. We welcome all applicants who are broadly curious, committed, and interested in learning how to use design to create the change that business, the environment and society needs.

APPLY NOW

<http://dsi.sva.edu>

