Design for Social Entrepreneurship

Spring 2010 RISD Industrial Design Advanced Studio

Course website:
http://www.de-se.com

Course blog:
http://de-se2010.blogspot.com

Sloan Kulper, Instructor
sloan@oneearthdesigns.org

Yi Zhang, Curriculum Advisor
yi.zhang@alum.wellesley.edu

Week 1 Introduction to Social Entrepreneurship
Feb. 23 Social Entrepreneurship Workshop

a: What is a Social Entrepreneur?
b: In-Studio DeSE Exercise: (see page 2)
c: What goes into a Successful Social Venture?
d: Collect student contact information

Assigment 1 due Thursday 2/25: Read and respond to readings on the blog; Follow tech reqs. below; Email Sloan a list of your course objectives; Bring in 4 print outs of your previous work for pinup

Tech Requirements:
>   1. Sign up for a Gmail account, if you don't already have one (you'll need this for Blogger)
>   2. Create a new blog on Blogger.com
>   3. Include a link to the DeSE course website and blog on the front page
>   * Maintain this as a professional record of your work in the course, including sketches, drawings, mind maps and commentary on relevant events, other designers' and social entrepreneurs' work, etc.
>   4. Sign up for a Google Analytics account to track traffic on your site.
>   5. Sign up for Digo to keep track of and share bookmarks during your online research

---

15 Minute Design for SE Exercise

Break into pairs and design something to help these women transport water to their homes. Use your intution to imagine the sorts of problems they face and possible ways that a product, service or system could be introduced that would be affordable, effective and culturally appropriate. Base your decisions solely on the assumptions you make given the content of the images.

Photos © 2005-2010 One Earth Designs, Inc.