



# DESIGN A DIFFERENCE™

A ONE-DAY INTENSIVE WORKSHOP ON USING  
CREATIVE SKILLS FOR SOCIAL CHANGE

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## DESIGN A DIFFERENCE™

A ONE-DAY INTENSIVE WORKSHOP ON USING  
CREATIVE SKILLS FOR SOCIAL CHANGE

### ABOUT THE SESSION

Over the next decade, social and environmental impacts will become a defining factor in commercial brand, advertising and design practice. In order to stay relevant to consumers and industry, creative practitioners must act now to future proof their skills.

The Design A Difference™ workshop is designed to introduce the principles of social and environmental change and demonstrate how it is possible to make a positive impact through every single brief.

This thought-provoking, interactive workshop will reveal the power of advertising and design as a force for change —both good and bad. It will outline the concepts and skills required for effective social change work and challenge participants to apply them to a real life brief.

### OUR CURRENT EDUCATION PARTNERS

D&AD Graduate Academy

University Centre Blackburn College

University of Central Lancashire

University of Chester

University of Falmouth

### ON THE DAY

The one-day workshop is split into two interactive sessions that allow students to get to grips with theory and practice:

#### Part 1: Make a difference with every brief

**Aim:** to engage and inspire attendees by providing a firm grounding in the theory behind the approach and a clear understanding of the opportunity we have to make a positive impact on the world.

#### Content:

- Why every brief is a social change brief.
- The power of our work and how it impacts society.
- Pressing the right buttons: messaging for motivation.
- The devil's in the detail: understanding visual cues and positive behaviours.
- Bad stuff, good stuff, no stuff: reducing environmental impact through our work.

#### Part 2: Tackling issues head on

**Aim:** to introduce attendees to the specific challenges presented by social change briefs and the skills required to effectively deliver on them.

#### Content:

- The role of advertising / design in social change.
- Using insight and co-design.
- Multi-disciplinary working.
- From communication to behaviour change.

D&AD  
**Graduate  
Academy**  
2012

#### HOW WAS IT FOR YOU?

"It really opened my eyes."

"It covered a lot of things I don't normally get told."

"Tonnes of valuable information. I really learned a lot."

"Really great day. Learnt so much."

"A career defining moment."

## WHO SHOULD ATTEND

- Current students:  
Advertising  
Graphic design  
Marketing  
Business Studies
- Graduates
- Academic staff
- Anyone interested in the use of creativity to drive positive social change

## BENEFITS OF ATTENDING

- A deepened awareness of how creative skills can be used to create real-world positive impact through every brief.
- An introduction to the theory and practice of behaviour change, and the skills required to trigger it.
- The opportunity to tackle a real-world social change brief with support from industry professionals: turning theory into practice.
- Practical skills to offer potential agency employers who are becoming increasingly responsible and demanding more from new graduate employees.

## FUNDING SCENARIOS

Based on the delivery of 1x Design A Difference™ session:

### A. Commissioned by institution

- £1,500 for 30 attendees
- £50 per attendee contributed by institution

**Cost to institution: £1,500**

### B. Subsidised by institution

- £1,500 for 30 attendees
- £25 per attendee contributed by institution
- £25 per attendee contributed by individual

**Cost to institution: £750**

## SESSION PRICING

<b>DESIGN A DIFFERENCE WORKSHOP™</b>	30 participants*	6 hours	<ul style="list-style-type: none"><li>• 1x Design A Difference™ session delivered at your institution</li><li>• PDF presentation as a leave behind</li><li>• PDF resources for students</li><li>• PDF resources for tutors</li><li>• 90 minutes remote support</li></ul>	<b>£1,500</b>
<b>DESIGN A DIFFERENCE WORKSHOP™ PLUS TRAIN THE TRAINER SESSION</b>	30 participants* 3 tutors	8 hours	<ul style="list-style-type: none"><li>• 1x full Design A Difference™ session at your institution, plus:</li><li>• 2 hour interactive Train The Trainer session with up to three tutors to help embed social design principles into wider curriculum</li><li>• Example brief and teaching notes for tutors</li><li>• 2 hours remote support</li></ul>	<b>£2,000</b>
<b>TRAIN THE TRAINER REFRESHER</b>	6 tutors	4 hours	<ul style="list-style-type: none"><li>• 4 hour refresher session for up to six tutors to help embed social design principles into wider curriculum</li><li>• Example brief and teaching notes for tutors</li><li>• 2 hours remote support</li></ul>	<b>£600</b>