



Harvard University  
Graduate School of Design

## Design Discovery | Early Design Education

*Virtual and In-Person Formats: Early Design Education at Harvard's Graduate School of Design*



*Design Discovery, Summer 2018*

## Harvard University Graduate School of Design

The Harvard University Graduate School of Design (GSD) builds upon a rich 80-year legacy of educating students in design leadership and innovation, pushing the frontiers of knowledge and research across design disciplines. As a leading global design school, the GSD offers programs in architecture, landscape architecture, urban planning and design, design studies, and design engineering. And as a global leader in each of these fields, the GSD redefines design as a critical response to increasingly complex issues faced by people, cities, and ecologies across the United States and throughout the world.

Transdisciplinary collaboration is the hallmark of a GSD education. Students engage across programs and departments, masters, and doctoral programs, and in partnership with other Harvard schools. The GSD's unique brand of cross-practice fosters a deep and real-world connection between design and other academic fields, reflected in joint degree programs with Harvard John A. Paulson School of Engineering and Applied Sciences, Harvard T.H. Chan School of Public Health, Harvard Kennedy School, and Harvard Law School.

As the foundation for a lifetime of impact, the GSD launches design leaders who work passionately to create a resilient, just, and more beautiful world.

### Design Discovery + Design Discovery Virtual

**Design Discovery** is a three-week summer immersion program that enables recent high school and college graduates up to mid-career professionals to explore the GSD's broad expertise in design first-hand. Students participate in a studio-based education in architecture, landscape architecture, or urban planning & design, and learn how these different disciplines complement one another, as well as discovering how different stakeholders. Themes such as climate change and social justice permeate the curriculum. The program offers a personal, creative exploration, allowing students to personal creative exploration that allows students to focus on the practice of design, approach challenges as opportunities, and see the world anew.

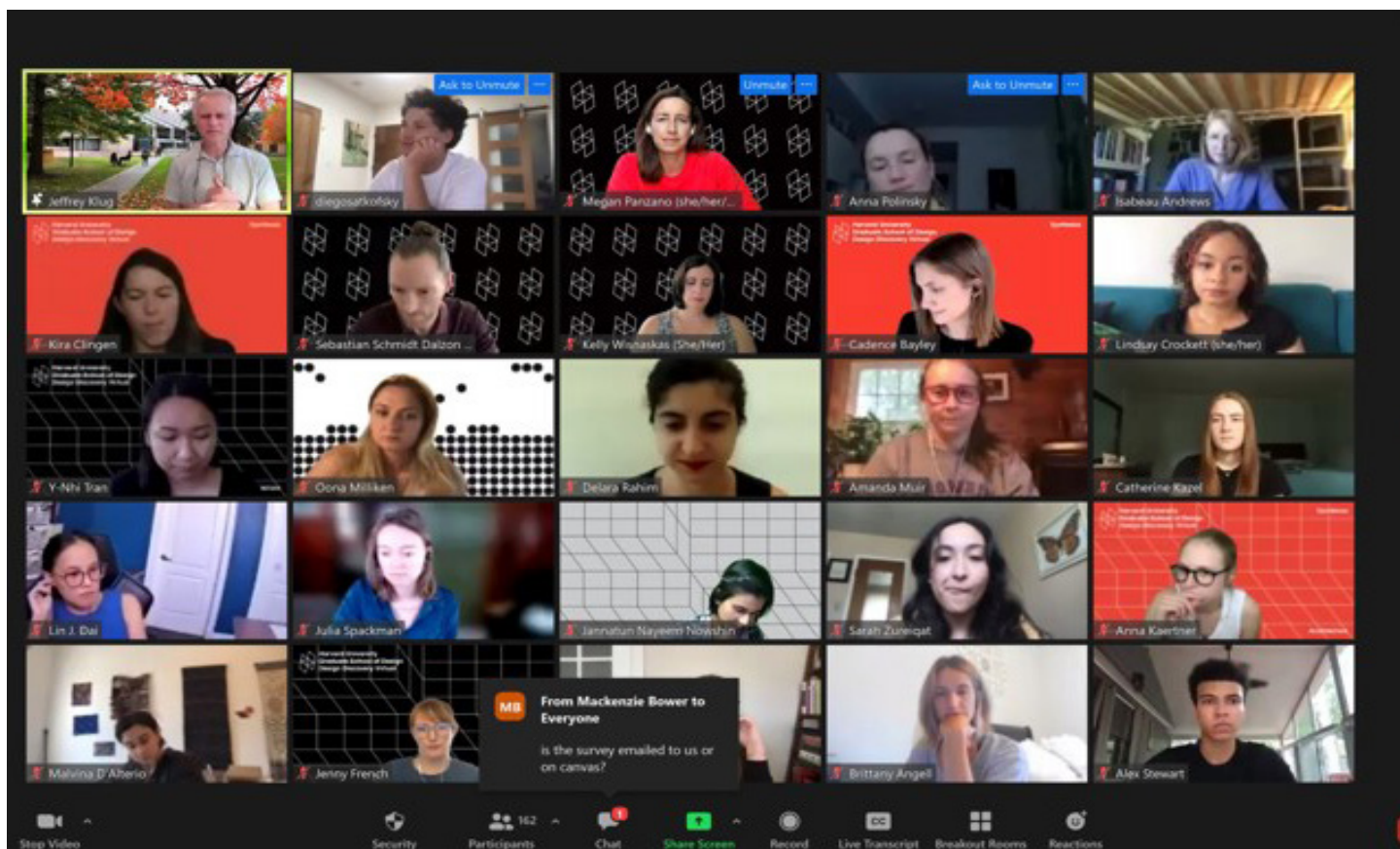
Participants engage in studio work, lectures, workshops, and site study. Deeply immersed in a culture that is both challenging and rewarding, students directly experience design education while sampling the field as a whole. This involves one-on-one guidance from instructors, group discussions and reviews, training sessions in graphics and related skills, and individual presentations to instructors and guest professionals who are experts in their field. Participants also have direct access to the GSD's Frances Loeb Library, one of the country's foremost design and planning libraries.

Students emerge with a more profound understanding of the way design contributes to our world, and they gain exposure exposure to an expanded set of personal and professional possibilities.

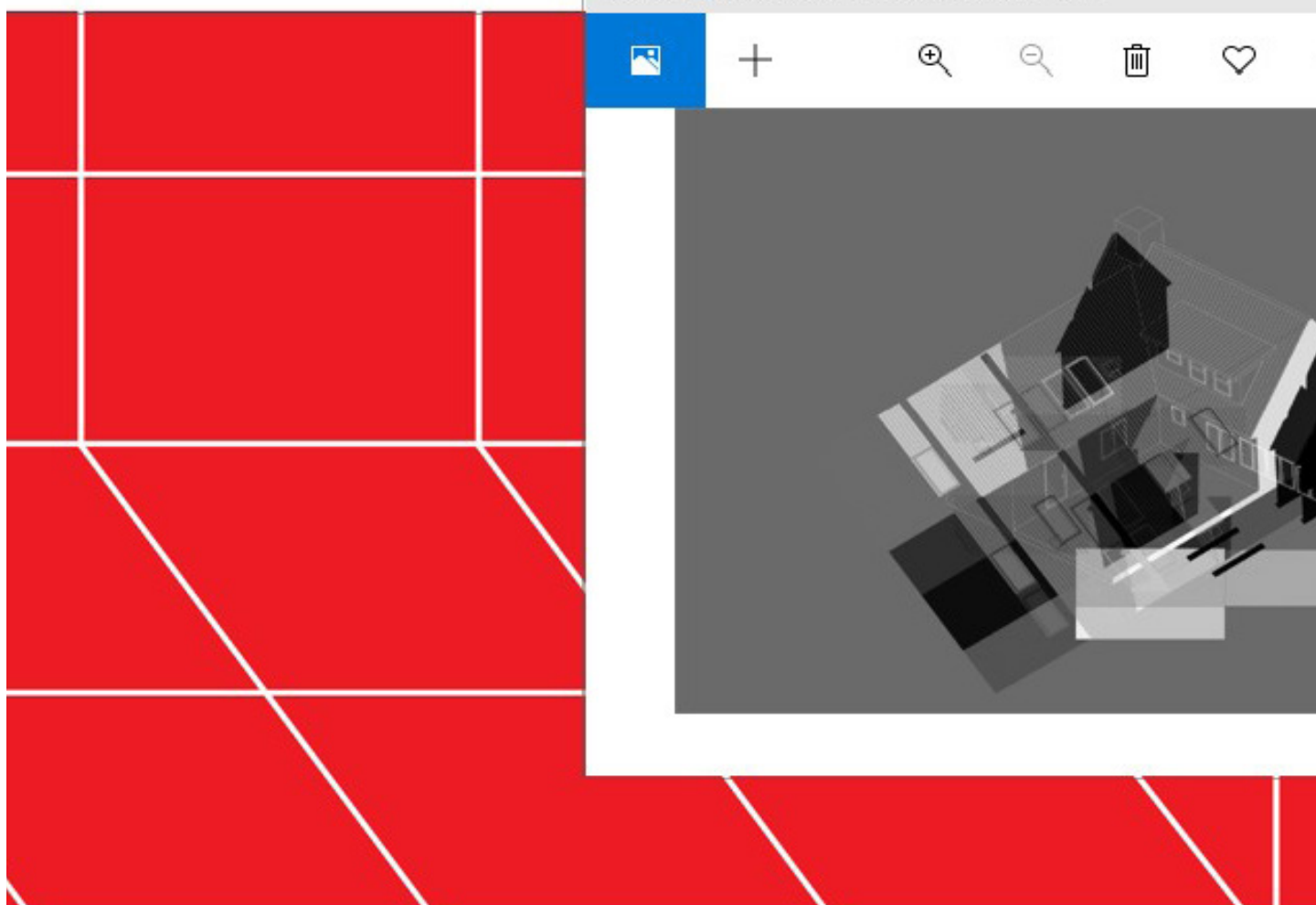
In 2020, sparked by Harvard's switch to remote education, the GSD embraced the opportunity to expand virtual learning to include a version of Design Discovery, known as **Design Discovery Virtual**, that would retain its hallmark approach to designing, making, and building. Hard-working, dedicated, and creative faculty and staff translated this vision to reality in the summer of 2021, when we welcomed 225 students from 34 countries, ranging in age from 18 to 53, to join us online for Design Discovery Virtual's pilot year.

In tandem with our traditional Design Discovery in-person program, which will resume in the summer of 2022, Design Discovery Virtual will become a fixture of the GSD's offerings. The remote format for the three-week Design Discovery Virtual program enables anyone across the globe seeking to discover the ideas, tools, and techniques of design to experience an enriching cross-disciplinary GSD education. This virtual program has an enormous reach to a diverse international audience and, through the online format, has great potential to expand in size, allowing a rich, global audience to come together and share observations and ideas through design.





Photos - Screenshot 2021-07-28 160358.jpg



Design Discovery Virtual emphasizes design thinking as a transferrable skill. The program will appeal to those with an interest in learning more about how design works and how creative processes can be productively structured and harnessed, no matter a participant's current educational background or occupation. Participants collaborate online with GSD instructors and fellow students to prepare original design work for applications to graduate school, gain new skills to apply to a career in design already underway, or negotiate a career transition.

## **Design Discovery Program and Scholarship Fund**

The GSD is seeking visionary partners to help build and enrich the Design Discovery program, including Design Discovery Virtual. As the scope of the world becomes wider, the power of design to address pressing issues expands. Designers work collaboratively to create opportunities for progress, innovation, and impact. The collaborations, ideas, energy, and deliverables from the program will help mold future design leaders and their impact on society in the years to come. In today's world of global pandemic and social unrest, design plays a more vital role than ever.

As of summer of 2019, the last time the physical program took place, the cost of Design Discovery was \$3,800 per student, with housing as an extra cost at roughly \$2,400. On top of that, a student will pay approximately \$300 for physical supplies. Students are advised to budget approximately \$6,500 to \$6,800 total to attend the 6-week program. Design Discovery Virtual, in the summer of 2021, had a tuition of \$2,400 per person. This year and moving forward, the GSD aims to offer both Design Discovery formats to the public. The programs are schedule-staggered to allow students to enroll in one or both programs in a given summer. Programs are staggered to allow students to enroll in both Design Discovery and Design Discovery Virtual.

The Design Discovery Program and Scholarship Fund would offer a robust opportunity for more students to participate, learn, and experience the richness of design as part of the process required to provide real global solutions.

### **Funding Opportunities**

#### ***\$7 million would Name and Endow the entire Design Discovery/ Design Discovery Virtual Program.***

- An endowed gift of \$4,000,000 would fund the Design Discovery program on campus in perpetuity. *Current use gifts from \$50K to \$150K annually are critical to the success of Design Discovery.*
- An endowed gift of \$1,000,000 would fund the new Design Discovery Virtual Program in perpetuity. *A current use gift of \$50K would fund this effort annually.*
- We seek an endowment of \$2,000,000 for scholarship support and additional technology funds needed to maximize the Design Discovery experiences. *A current use gift of \$100K would fund this effort annually.*
- Current use options are highlighted in the pricing summary

This gift will support the programs' resources and student tuition, and provide the additional technology needed to maximize the educational experience across both Design Discovery and Design Discovery Virtual.

## Design Discovery Youth

It is our goal to expand this program in the coming years to expose students to the field and serve as a broad and diverse base for recruitment. In turn, these programs will additionally serve as a forum to share intelligence and design thinking fostered at the GSD.

Design Discovery Youth will focus its lens on the Boston area for a globally focused research agenda. As an initial exposure to the field, high school students will experience the interconnection of community design and the built environment. Design Discovery Youth will exist as a collaborative relationship with will collaborate with local Boston agencies. We envision this program taking shape as week-long modules with a small footprint.

Elementary school students will also receive age-appropriate educational materials, such as an annual GSD Design Discovery coloring book.

Through partnerships with local agencies, we will open the door to on-the-ground fieldwork in neighborhoods facilitated by student, faculty, and stakeholder collaboration. Students across disciplines will forge connections with community development corporations (CDCs), non-profits, and community-based organizations to address culture and community-based issues through design interventions.

In addition to physical resources, a Program Manager is needed to oversee the design education program and inaugural Design Discovery Youth expanded programming. The staff person will also identify collaborations with non-profits, community groups, civic organizations, and government agencies in Greater Boston and beyond in support of Boston Local Design Days. This person would form relationships with community groups and serve as a liaison and gateway to interdisciplinary early design education efforts at the GSD.

The Community Outreach and Program Manager will oversee a rebranding effort to capture this newly amplified program and illustrate a close link with Harvard and the GSD. Public relations and social media marketing will also reflect a strong GSD identity. Metrics and tracking are key to this role as well, as the Program Manager will develop and implement a system to track Design Discovery alumni and keep them engaged. Maintaining relationships is critical for enrollment and admissions purposes, while presenting fresh opportunities for connection.

***We propose a gift of \$2 million to endow the Design Discovery Early Design Education Fund, of which \$1M in a current use fund will allow us to offer immediate support for establishing and staffing Design Discovery Youth prior to the endowment reaching maturity.***

This gift to the Design Discovery Early Design Education Fund will support the resources, and staffing needed to forge new connections and expand the Design Discovery Youth program.

Thank You

Design Discovery, Design Discovery Virtual, and Design Discovery Youth have been extraordinary assets to the GSD with over 5,000 participants over 20 years, many of whom have gone on to become leaders in all design fields.

By making a gift to the Design Discovery Program and Scholarship Fund and/or the Design Discovery Early Design Education Fund, you will provide sustained support for the program’s current and future direction, plus ensure a future of designers who bring their unique experiences to the GSD. Design Discovery alumni will leave the program with a new worldview and the tools that they need to enact change.

Funding Opportunity Summary

**Design Discovery Program and Scholarship Fund..... \$7 million**

- \$4 million to endow Design Discovery and Design Discovery Virtual
- \$1 million in current use to offer immediate support for Design Discovery and Design Discovery Virtual prior to the endowment reaching maturity
- \$2 million to endow scholarship and tuition support

**Current use options for the Design Discovery and Scholarship Fund**

- \$50,000 to support up to twenty students
- \$25,000 to support up to ten students

**Design Discovery Youth ..... \$3 million**

- \$2 million to endow the Design Discovery Youth program
- \$1 million in current use to offer immediate support for Design Discovery Youth prior to the endowment reaching maturity

**Total Gift..... \$10 million**

Thank you for your consideration. Your gift will empower early design education at the GSD and expose a new generation of designers to the impact and joy found in a career in design.

Design Discovery Resources

- Early Design Education at Harvard’s Graduate School of Design: <https://ede.gsd.harvard.edu/>
- Harvard GSD Design Discovery In-person: <https://ede.gsd.harvard.edu/harvard-gsd-design-discovery/>
- Harvard GSD Design Discovery Virtual: <https://ede.gsd.harvard.edu/harvard-gsd-design-discovery-virtual/>





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