

COMMUNITY DESIGN ECOSYSTEM

A collaborative approach to design for the greater good

The Community Design Ecosystem is a community of the living (people, plants, and animals) in conjunction with the nonliving components of their environment (structures, architecture, transportation, and public services), interacting as a system. The system consists of creatives, stakeholders, and public partners. Working only with all three partners, the puzzle remains incomplete without all pieces.

CREATIVE FACILITATOR

Designer as Facilitator
i.e.- Graphic Designer

Designer is here to make things that help explain a process, tool, product or service. Focusing on meeting the needs of the stakeholder while listening to the needs of the public partner, the designer works as the project facilitator running the day-to-day interactivity between all project partners.



PUBLIC PARTNER

Person or People Receiving Services
i.e.- Patient / The User

Public Partner is here to bring an inside public perspective by critiquing the tools and techniques that will be implemented in the public. By inviting the people that will be utilizing the tools to take part in the creative process ideal outcomes are created.

STAKEHOLDER

Business or a Professional
i.e.- Medical Clinic / Doctor

Stakeholder is here to communicate as someone from the non-profit field the designer is working within. They have chosen to make their professional priority *the community*. The Stakeholder brings skills and professional perspective that is essential to the success of the final outcome of the project.

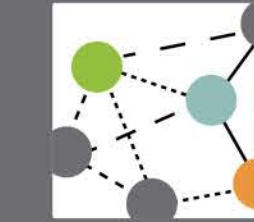
CREATIVE FACILITATOR



Get your gears moving!
Be fully engaged in the project before investing potential partners.

Position yourself as a problem solver and deliverer of communicated goods rather than the project leader.

Managing Expectations
Investigate the level and influence each partner has throughout the creative process and be ready to explain when meeting partners.



Network Locally
Cast a large net and evaluate all potential local partners. Begin researching both stakeholders and public partners to contact.



Develop critical decision-making skills to allow work to evolve and prosper in a timely manner.



Make Connections
Creative facilitator first approaches the stakeholder with an ideal project timeline. Work together to identify public partners and allow for managed expectations.

STAKEHOLDER

Evaluate potential outcomes such as designed materials to be created and timelines based on potential public partner needs.



Discuss the deliverables
Creative facilitator presents ideas for deliverables upon research and reflection of current tools, the three partners then work to decide style of new deliverables to be created.



Project planning phase
Develop clear methods for new communication tools and identify the level of education of target audience to ensure usability.

PUBLIC PARTNER

Collect content for deliverables
Creative facilitator works to collect and edit content such as photos, text, citations, etc. that need to be included in designed materials. To assist in content creation as needed hire a writer, photographer, and web developer depending on budget.



When failure sets in...
Things don't always go as planned. Step back, assess then reevaluate the situation. Don't Give Up Now! Remember what motivated you to do this work.



Build Trust
Instill trust in the creative process.

Public Partner joins the team to begin evaluating current and future tools for users to utilize. Of the three perspectives, all are equally heard.

Proofing stage
Presentation of designed materials for approval of stakeholder and public partner before final delivery.



Get the final two thumbs up!
Present the finalized materials of the project to both the stakeholder and public partner. Choose launch dates for public release of materials and locations to distribute.

What is currently implemented as educational tools from stakeholder to public? What would Stakeholder and/or Public Partner like to see changed from current tools or see established as an ideal tool for public use?

Final Changes/Present Project
Creative Facilitator and any other creative professionals involved complete all final changes. Get materials printed, make websites live, prepare any other final delivery for stakeholder and public partner.



Community gives project approval!