



the professional association for design

CALL FOR PROPOSALS 2018 DESIGN EDUCATORS CONFERENCE

The AIGA Design Educators Community (DEC) announces a Call for Proposals to members interested in producing the 2018 Design Educators Conference. This conference will take place in the spring of 2018. The deadline for proposal submission is February 10, 2017.

The AIGA Design Educators Community Steering Committee is seeking individuals or groups who are willing to produce a design educators conference in 2018. The AIGA Design Educators Community (DEC) is now midway through its current conference series, having successfully produced *Nuts + Bolts* at Bowling Green State University (Summer 2016) and *Frontier* at Montana State University (Fall 2016). We are looking forward to *Converge* at the University of Southern California (Spring 2017). These conferences provide an opportunity for design educators to:

- Present research and teaching methodologies to new and experienced educators and practitioners as well as to rising designers and students;
- Learn more about pedagogy, history, theory, studio practices, methodology and technology;
- Gather as a community to share ideas and insights about advancing and improving design education.

These conferences respond to design education issues such as criticism, sustainability and pedagogical models. We welcome insights about new areas of interest, connections or concerns that design educators must address in the future.

DEADLINE

Please submit your proposal by February 10, 2017 to the Design Educators Community Steering Committee at decconference@educators.aiga.org. Proposals should be submitted in PDF format. Proposals received after this deadline will not be accepted.

REVIEW PROCESS

Submit a two-page proposal outlining your interest in producing a conference. The submitted proposals will be reviewed by the DEC Steering Committee. The 2018 selection will be based on the quality and relevance of the conference content and the organization and leadership abilities of the proposed conference committee. The selection will be announced in May 2017.

WHAT YOUR PROPOSAL SHOULD ADDRESS

01 Conceptual Statement

Outline your interest in producing an AIGA Design Educators Community conference. Your conference may be modeled after those previously produced (including *Nuts + Bolts*, *Frontier*, *FutureHistory*, *Schools of Thoughts*, *Intent/Content*, *Blunt*, *Response_Ability* and *New Contexts / New Practices*), or it may devise a new format. Please include specific concepts for the conference, their relevance to today's educational environment and how these concepts might differ from other conferences.

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Design Educators Community Steering Committee

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Allison Puff, Co-Chair
Eric Benson
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Ned Drew
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Kenneth FitzGerald
Michael Gibson
Marty Maxwell Lane
Kelly Murdoch-Kitt
Patrick Schreiber
Brad Tober

02 Programming Structure

Conference organizers are given liberty to produce unique programming. In light of this, please articulate your ideas for conference programming. We actively seek innovative programming and formatting that allow conferences to be more inclusive and interactive.

03 Support

Describe the support (financial and in-kind) for a conference within the design educator community in your region. When possible, we encourage you to partner with your local AIGA chapter. Please describe any partnering opportunities, listing what other regional groups or members would be involved and in what capacities. Outline any experience your team may have with producing conferences or other large-scale events. Please include potential venue opportunities including ease of travel and reasonable accommodations for conference attendees.

04 Planning Team

Provide the names, contact information, and short bios for the individuals who will take leadership roles in the conference production. While a full committee may not be formed yet, it is essential to identify the point person(s) responsible for the production of the proposed conference. Your conference planning committees must contain a minimum of four members.

05 Potential Dates

This conference will take place in the spring of 2018. You may specify a particular month or a specific date. The Steering Committee will make every effort to accommodate the proposed event date(s). Please note that conferences held later in the week or over a weekend tend to garner higher attendance.

OPERATION AND BUDGET

This conference committee will be responsible for establishing and managing the conference budget. AIGA and the DEC will generously provide \$10,000 to support this event. Please be aware that this seed money does not typically cover all the expenses of a conference.

The conference must be branded as the “2018 AIGA Design Educators Conference.” This title must appear prominently on all event promotions. The DEC will offer advice and support.

The DEC Steering Committee will provide a conference handbook to the selected conference organizers. The handbook is not entirely prescriptive but it does offer recommendations based on best practices. If your proposal is accepted, you will be required to follow the guidelines outlined in the handbook and communicate regularly with the DEC to ensure a high quality experience.

FOR MORE INFORMATION

Contact the AIGA DEC Steering Committee at decconference@educators.aiga.org. We look forward to reviewing your proposals.