

# AIGA Design Faculty Research Grant 2017-18

OVERVIEW, APPLICATION INSTRUCTIONS AND IMPORTANT DATES

## MISSION

### The AIGA Design Educators Community

*seeks to enhance the abilities of design educators to prepare future designers at both the undergraduate and graduate levels to achieve and sustain excellence in professional practice so they can:*

*·contribute to eclectically informed, collaborative endeavors that affect positive organizational and social transformations;*

*·effectively utilize and cultivate knowledge of how design theory and methodology can positively influence working processes to benefit a wide variety of audiences and clients;*

*·write about design as a means to constructively criticize its processes and outcomes, and to broadly share knowledge created of and about design within and beyond the design community.*

*Facilitating this mission supports the fundamental mission of the AIGA.*

*AIGA's purpose is to further excellence in and awareness of design as a broadly defined discipline, strategic tool for business and a positive cultural force. AIGA is a professional association committed to stimulating and sustaining critical thinking about design through a broadly informed exchange of ideas and information, the recognition and utility of diverse forms of critical analysis and research, and the advancement of education and ethical practice.*

†The AIGA Design Educators Community Steering Committee reserves the right *not* to award this funding in a given year if it determines that no proposals it received for review during that year are worthy of financial support.

The AIGA Design Faculty Research Grant is an initiative facilitated by the AIGA Design Educators Community (DEC) National Steering Committee and by the AIGA National Design Center. This initiative awards two (2) two-year grants to support research formulated, conducted and shared by a North American-based, college/university-level design faculty member or team of faculty members that contributes to the base of knowledge that informs the AIGA Design Educators Community and that aligns with its mission†.

A \$7,500 award will be granted to help support the continuation or advancement of an ongoing design research project, and a separate \$2,500 award will be granted to help initiate a new design research project. Each of these grants is designed to support activity that transpires over a two-year timespan. All eligible proposals submitted each year during the timespan designated for their receipt will be reviewed by peer evaluators selected by the Design Educators Community National Steering Committee. This peer evaluation process will culminate in the award of each grant.

The research funded by this award can support the development of scholarship that generates new knowledge, or that integrates knowledge of and about design education with knowledge derived from or in conjunction with other disciplines as a means to affect positive social, technological, environmental, economic or political change. Research funded by this award can also support endeavors that explore and analyze new approaches for teaching design, for evaluating the learning outcomes of its educational processes or for expanding or developing theoretical frameworks to inform the pedagogy of design. Research proposals can be formulated to build upon previous research in and around design education, or they can be articulated to address original research questions in and around this area. *The timeline for whatever research endeavor is proposed must commence within six months of the disbursement of funds.*

Each proposal submitted must articulate *how* whatever endeavors it would support would yield useful and usable knowledge or understandings on behalf of the design education community, as well as *why* this knowledge would be desirable. Each proposal must also articulate how the faculty members who would lead the research plan to contextually explain and disseminate what they will learn.

## Schedule

- Initial call for the submission of grant proposals: 11.20.2017
- Deadline for submission: 11:59 p.m. CST, 01.22.2018
- Announcement of grant recipient: 04.16.2018
- Grant recipient[s] receive funds: 05.21.2018
- Completion of project: 05.20.2019
- Deadline for the recipient's final accounting of funds: 05.20.2019
- Submission of paper for publication on the AIGA DEC's website: 05.20.2019
- Recipient invited to present at an upcoming AIGA Design Education Conference: 2019–20

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## PROPOSAL SUBMISSION INSTRUCTIONS

### Application Process

Each applicant or applicant team (a “team” may consist of no more than three faculty members) must submit his/her/their grant proposal as a .pdf document to the AIGA Grant Review Team at grants@designededucators.aiga.org. The proposal submission instructions that begin on page six (6) of this document must be strictly adhered to by all applicants (applicants who do not follow these instructions re: structuring and articulating their proposals will be disqualified from consideration). Each applicant or applicant team may also submit a maximum of two .pdf documents that contain supporting images to the AIGA Grant Review Team at grants@designededucators.aiga.org. Incomplete, improperly completed, or late proposals will be disqualified from consideration. Each applicant or team of up to three (3) applicants may submit one proposal per year. *Proposals that are not awarded funding during their original year of submission may be resubmitted for consideration for up to three years.*

### Eligibility

All AIGA members who demonstrate a commitment to design education by serving as college/university-level full-time, part-time or emeritus faculty, as defined by their respective institutions of higher learning, may submit proposals. AIGA Design Faculty Research Grant recipients are ineligible to be awarded funding during the funding cycle following the two-year period during which they were a recipient. (For example, an applicant or team of applicants who is/are awarded funding through this mechanism in 2018 may not apply for funding through it again until 2020.) Current members of AIGA’s Design Educators Community (DEC) National Steering Committee are also ineligible to apply for funding through this mechanism.

### Criteria for Proposal Consideration

The assessment of each application will be based on the applicant/applicant team’s ability to articulate responses to the following broadly articulated prompts (*you/your colleagues will be afforded very specific opportunities to do this beginning on page 06 of this document*):

1. Describe *how* the new knowledge generated as a result of your proposed research endeavor will benefit the design education community, and/or how it will integrate knowledge from design education with knowledge from other disciplines as a means to affect positive organizational or social transformation.
2. Articulate *why* the research endeavor you/your team is proposing is significant in terms of the benefits, the knowledge, and the understanding it will create.
3. Articulate how the research endeavor you propose aligns with the mission of the AIGA Design Educators Community.
4. State how you/your team will ensure that the knowledge you create or acquire as a result of engaging in your research endeavor will be a logical outcome of this undertaking.
5. If applicable, articulate whatever institutionally imposed review board guidelines

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your college/university/institute stipulates that you follow re: engaging in and reporting your proposed research in an ethical manner.

6. Describe the knowledge you create or acquire as a result of engaging in your research endeavor.

To aid the review process, applicants should also describe the feasibility of operating the proposed project based on the two-year timeline of the grant funding period. Applicants should also supply information necessary to support or address specific aspects of their proposal that involve the following:

- ethical processes for testing human subjects (see item 5 above; this may involve the inclusion of select institutional review board materials from the applicant's respective college or university);
- the use of extant scholarship (i.e., a literature review, relevant case studies, presentation of depictions of the work of others, etc.) where needed;
- a listing of planned collaborations with scholars or professionals in disciplines outside design that will aid and abet your proposed research endeavor, along with how these collaborations will be of benefit to you/your team, and what you are proposing;

The AIGA Design Faculty Research Grant will *not* support the applicant's salary, equipment purchases that exceed \$500 (10% of the award amount), travel costs that do not directly support the proposed research endeavor, or professional development (i.e. travel costs for conferences, etc.), personal projects (i.e. publishing monographs or mounting solo shows), or any client- or fee-based work. Requests to use funds for these purposes that appear in any portion of your/your team's proposal will cause it to be disqualified from consideration. In addition, as a private non-profit institution, AIGA does not reimburse educational institutions for indirect costs, overhead, administrative costs, tuition or taxes. (Support documentation that articulates these policies follows the application instructions.)

The AIGA Design Faculty Research Grant reviewers will assess your/your team's need for financial support, giving preference to proposed projects for which funding is difficult to obtain. However, applicants may submit proposals for financial support of ongoing research that is funded currently by other sources. These proposals should explain why additional funding is necessary and warranted.

### Review Process

Each proposal received during the submission period (11.20.17 to 11:59 p.m. CST, 01.22.18) and that has been submitted by a college/university-level full- or part-time design educator from North America will be reviewed by members of the AIGA Design Educators Community National Steering Committee between 01.23.18 and 01.29.18. This initial vetting is designed to eliminate incomplete or improperly completed proposals. Proposals that advance beyond initial vetting will be reviewed by two to four external (i.e. non AIGA DEC-

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affiliated) reviewers between 01.23.18 and 04.16.18. The AIGA DEC National Steering Committee will attempt to ensure that the external reviewers assigned to evaluate each proposal have the expertise and accrued knowledge necessary to do this effectively. These individuals will then provide the AIGA DEC National Steering Committee with their assessment of the strengths and weaknesses of the specific proposal(s) they have reviewed. The information gathered during the Review Process will inform the AIGA DEC National Steering Committee's final decisions to award each of the grants. The AIGA DEC National Steering Committee will award each of the grants based on the scope of the proposed endeavor, and may apply stipulations to the disbursement of the award if revisions to the proposal are deemed necessary. *Grant proposals that are not awarded funding will still receive feedback from either the AIGA National Steering Committee, the external reviewers, or both.*

#### **Grant Recipients Requirements**

The grant recipient(s) will be given 90% of the awarded funds within 30 (thirty) days of notification of the award of the grant. The recipient(s) should be prepared to receive the funding in accordance with their institution's established policies and procedures for receiving funding to support externally funded projects. The remaining 10% of each grant will be disbursed to the recipient(s) within 30 (thirty) days of the date recipient(s) submit their final written reports regarding his/her/their endeavor to the Design Educators Community National Steering Committee.

Each AIGA Design Faculty Research Grant recipient's award will be announced on AIGA's website. AIGA reserves the right to use that content for promotional activities related to these grants and on behalf of the AIGA Design Educators Community.

A year after each grant recipient receives his/her/their award, a brief synopsis of progress made toward achieving the goals specified in the original proposal must be submitted to the AIGA DEC National Steering Committee. A format for this document will be sent to each grant recipient when the initial award is made in May of 2018.

Within two years after the awarding of this grant, each recipient will be invited to facilitate a presentation of their research endeavor's processes and its outcomes at one of AIGA's design education conferences. The recipients' registration fee to the conference(s) will be waived, but he/she will be responsible for all other costs associated with attending the conference.

The recipient of this grant will be required to write and publish an article on the AIGA website that expands on the arguments they initially articulated in their grant application that includes the results of their research, a description of the discoveries made and the knowledge created or revealed, and a projection of "next steps" relative to the research endeavor they plan to undertake. To learn more about how this article should be structured to deliver its essential content, please reference the AIGA Design Educators Community website ([educators.aiga.org](http://educators.aiga.org)) to review reports submitted by previous recipients of this grant. This article must be submitted to the Design Educators Community

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National Steering Committee by 5.20.19. The AIGA will have the nonexclusive rights to publish the paper in print and on the internet as it sees fit to do so.

Each recipient of this grant will be required to submit an accounting of expenses document that articulates in detail how the funding was used. This document is due to the Design Educators Community Steering Committee by 5.20.19.

*“Proposal Submission Instructions” (i.e. what individual or team-based proposal writers must do to apply for funding through the AIGA Design Faculty Research Grant 2017-18) begin on the next page of this document (page 6).*

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## PROPOSAL SUBMISSION INSTRUCTIONS

### Grant Application

Each AIGA Design Faculty Research Grant applicant should describe his/her/their proposed research endeavor according to the following specifications. **Concision, specificity and clarity are essential to making a given proposal competitive.**

*Each proposal should be prepared and submitted as a single .pdf document comprised of a series of 8.5" x 11" pages arranged according to the "Proposal Submission Instructions" that begin on this page of this document. Do not exceed the word count or page count stipulated in any of the per section instructions, with the exception of Project Information Section "o Regulatory Stipulations and the Ethical Treatment of Subjects."*

1. CONTACT INFORMATION (*design and write this to appear on one, separate, attached page; this page will constitute the cover page of your proposal document*)

Please list your name(s), institution(s), address(es), phone number(s), and e-mail address(es).

2. PROJECT TITLE AND ABSTRACT (*maximum 300 words*)

Provide a description of the proposed research project that clearly and concisely states:

- a. *the amount of funding you/your colleagues are requesting (either \$7,500 to help support the continuation or advancement of an ongoing design research project, or \$2,500 to help initiate a new design research project), and*
- b. *how what you/your colleagues propose to operate in the two-year timespan of the grant period, and the knowledge it will yield, could benefit design, as well as disciplines or fields of study outside of design.*

3. PROJECT INFORMATION

- a. *Project Background (maximum 300 words)*

Provide a concise history of the development of your project that articulates whatever exploratory or preliminary research you/your colleagues have already undertaken to inform, shape and contextualize it.

#### PROJECT INFORMATION

- b. *Qualifications of Applicant(s) (maximum of 300 words)*

Explain the correlation of your/your colleagues acquired knowledge, area(s) of expertise, and scholarly, professional or research-based agendas to the proposed research project. If collaborations with experts in disciplines outside design are planned, please list the individuals and describe what they will contribute to the proposed research project.

#### PROJECT INFORMATION

- c. *Purpose and Significance of Your Project (maximum of 500 words)*

This section of your/your colleagues proposal is framed by the following two-part overview query: What "good" will result from i. your/your colleagues' project, and ii. from the knowledge you'll create/gain from having completed it? As you/your colleagues address this overview query, please also address the following sub queries:

- How will the project you/you and your colleagues propose to undertake benefit particular populations/organizations/environments?

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·How will what you learn from undertaking this project improve a specific social, technological, economic or political/public policy situation?

·How will the knowledge you/your colleagues create as a result of the proposed undertaking add to the store of understandings/base of knowledge that informs design?

### PROJECT INFORMATION

#### *d. Essential Research Questions (maximum of 80 words)*

Please articulate one to three research questions that are clear, concise, focused and that are effectively arguable regarding the issue(s) you/your colleagues wish to examine/investigate during your project. Bear in mind that this question/these questions should require research and analysis during and after the operation of your/your colleagues proposed project. *Research questions that may be answered with a simple "yes" or "no" will cause the entire application to be disqualified.*

### PROJECT INFORMATION

#### *e. Research Design (maximum of 500 words)*

Please articulate the *methods* you/your colleagues will utilize to examine, analyze and evaluate what you have proposed in your essential research questions. In this section, applicants must also answer the following questions:

·From whom (or from observing or interacting with *what*) will you gather data?

·How will you gather and process data: interviews, surveys, observations of behavior, etc.?

·How will you analyze and evaluate this data so that what you discern/learn from it can effectively guide design decision-making?

·How will you ensure that you can achieve whatever cooperation you require from the test subjects, organizations and institutions you are proposing to work with to obtain data from as your project progresses?

### PROJECT INFORMATION

#### *f. Success Metrics (maximum of 300 words)*

How will you/your colleagues measure (quantitatively or qualitatively, or some combination of these) whether your project met the goals you set for it? How will you measure the effects of a given cause or causes on one or more outcomes?

### PROJECT INFORMATION

#### *g. Work Plan (design and write this to appear on one, separate, attached page)*

Specify dates for the completion of significant project milestones, and spans of time for each phase or stage of your proposed project that a. correspond to the project methodology and that b. adhere to the two-year timespan of the grant award period.

### PROJECT INFORMATION

#### *h. Dissemination of Findings/Sharing of Knowledge (maximum of 200 words)*

Describe how you/your colleagues intend to "report out" about the knowledge you will have gained or created (or both) by specifying the publication and presentation venues you will utilize to share what you will have learned.

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### PROJECT INFORMATION

*i. Outlook for Future Research (maximum of 100 words)*

Describe how you/your colleagues intend to build upon or extend what you may learn or discover as a result of undertaking the proposed project.

### PROJECT INFORMATION

*j. Proposed Budget (design and write this to appear on one, separate, attached page)*

Provide a line item breakdown that lists how the requested funds would be used to support the facilitation of your research project, as well as a brief justification for using the funds to meet each of those needs. Include costs associated with presenting the project and its results at a future AIGA Design Education conference.

### PROJECT INFORMATION

*k. Other Research Support or Funding (design and write this to appear on one, separate, attached page)*

List any other grant awards or other types of financial support associated with the proposed project that have been received, are expected to be received, or are pending approval. Include corresponding dates and funding sources for each item.

### PROJECT INFORMATION

*l. Conflict of Interest*

Cite any potential conflicts of interest that may arise from you/your colleagues efforts to conduct the proposed project.

Most institutions of higher learning are required by law to maintain a written and enforced conflict of interest policy. You/your colleagues may submit a signed copy of your institution's version of this document to your application for funding for the AIGA Design Faculty Research Grant as a means of satisfying this requirement.

*It is the policy of the American Institute of Graphic Arts (AIGA) that no proposed, awarded or ongoing research project shall be biased by a significant financial interest of any grantee responsible for the design, conduct or reporting of the research. The purpose of this policy is to ensure objectivity in research.*

### PROJECT INFORMATION

*m. Truncated Curriculum Vitae of Project Personnel (not to exceed five attached pages per person)*

Please provide a c.v. for you and, if necessary, for any colleagues who you propose to work with you on this project. Include per person information that you/your colleagues believe to be the most relevant for the review committee to be made aware of in light of what is being proposed.

### PROJECT INFORMATION

*n. Supplemental Materials (not to exceed what can be effectively depicted on two attached pages)*

Attach whatever array of images—photographs, illustrations, diagrams, maps—you/your colleagues believe will be the most relevant for the review committee to interpret in light of what is being proposed.



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### **PROPOSAL SUBMISSION INSTRUCTIONS**

#### **PROJECT INFORMATION**

- o. Regulatory Stipulations and the Ethical Treatment of Subjects (include this with your proposal as a separate, attached document)*

If your proposed project involves you/your colleagues having to interact with human or animal subjects, or to utilize hazardous materials, or be placed in hazardous or potentially hazardous situations, you must submit a copy of whatever institutionally imposed review board guidelines your college/university/institute stipulates that you follow re: engaging in and reporting your proposed research in an ethical manner.