DESIGN FOR AMERICA

// VIRGINIA TECH
What is Design for America?
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DFA is an interdisciplinary network of studios composed of students, mentors, and community partners that work together using human-center design to create local change and social impact.
What is Design?
What is Design?

human-centered design:

A creative problem-solving process informed by empathy for the human condition. This understanding is gained through user research and testing.
Projects

Jerry the Bear
The DFA Design Process
Projects

SwipeSense

100,000
Why DFA at Virginia Tech?
Why Virginia Tech is ripe for DFA

Ut Prosim, That I May Serve — passionate Students

“Invent the Future” — Culture of Innovation

Comprehensive Research University — top notch students and programs

Lack of utlizing our skills & knowledge in service opportunities

Lack of interdisciplinary interactions

Lack of recognition of the needs of the surrounding community
Chrysler
Design for America’s vision is a world where people believe in their ability to innovate and tackle the most ill-structured challenges of our time.

**We can’t innovate if we don’t believe that we can.**

We must work together with those from all different backgrounds and perspectives, we must work with our community, and we must support each other in our efforts improve the world around us.
LOOK locally.
CREATE fervently
ACT fearlessly.

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WHAT’S YOUR passion?
Previously

Guerrilla implementation of signs around Blacksburg and Virginia Tech

Response from the community was overwhelmingly positive

Redesigned the signs to convey more information

Met with Blacksburg Representatives to improve design and implementation efforts

Incorporated QR codes into the sign design
This Year (So Far)

Contacted community partners
- Beth Lohman
- Michael Sutphin
- VT Web Development Club

Preliminary website layout design

Began finalizing sign locations
This Year (future)

Initial logo design for approved locations

Initial sign design for approved locations

Reach out to University Alternative Transportation Office

Reach out to InnovationSpace
Next Semester

Finalized sign design
Website construction
Physical Prototype
User feedback
Implementation Plan
Future

Final implementation plan

First run of signs

Website launch
Questions?
DFA Workshop

Sunday, April 6th from 3-5pm
in the Merryman Learning Studio (Room 253)
in the Moss Performing Arts Center

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