



Global Imagination

Summer Study Abroad

Bonn, Düsseldorf, Berlin, Amsterdam

Design and Social Impact for the Global Community



FOUR CORE VALUES OF THE PROGRAM

ENGAGEMENT

Transformative learning experiences through Community engagement

INTERDISCIPLINARY COLLABORATION

We view art and design as a space that invites collaboration with other disciplines, such as: science, business, cinematography, education, anthropology, sociology.

CREATIVITY

We see our students as having the gift of creativity and the skills to execute a vision. When immersed in a real-world context, they can be empowered to become social innovators.

RELEVANCE

We strive to be a model for relevance in education to actualize the University's mission.



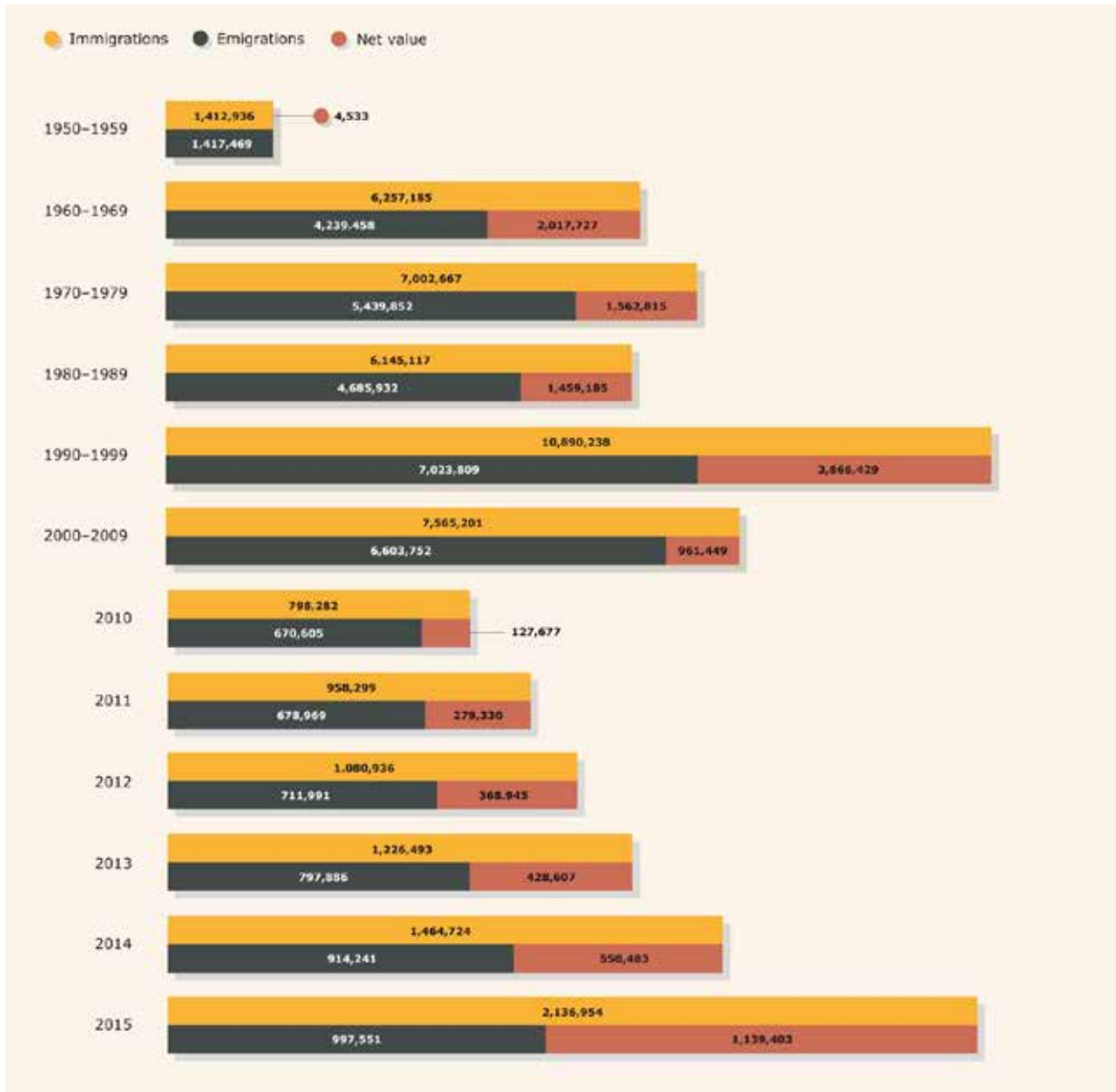
Bonn, Germany

BONN AND SUSTAINABILITY

Bonn is Germany's center for international co-operation and a leading sustainability cluster. The German UN City hosts 18 UN secretariats and organizations with some 1,000 employees - the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) being by far the largest.

The city has mastered a profound structural change from a hub of politics into a United Nations city and a platform of international dialogue. Numerous UN organizations as well as other internationally working institutions and non-governmental organizations have established their seats in Bonn.

Around 150 NGOs are working in Bonn in the fields of development co-operation, peacekeeping, renewable energies, and sustainable resources management.



GERMANY'S IMMIGRANTS



Germany has long been a country of immigration. Some may find it surprising, but the demographics paint a picture of a vibrantly diverse society. Almost 82.2 million people live in Germany. Nearly 9.11 million of them hold a foreign passport – more than in any other of the 28 member states of the European Union. Including those who have subsequently acquired German citizenship, although born abroad or to immigrant parents here in Germany, over 17 million people in Germany have a migrant background. In other words, practically one-fifth of the people living in Germany have foreign roots.

The richest mix of all is to be found in Berlin, the German capital, and Frankfurt am Main. Of the good 3.5 million people living in Berlin, about 1 million are originally not from Germany but rather from one of 184 countries. Similarly, as many as 47 percent of Frankfurt's population have a migrant background, and one in seven companies there has foreign roots.

Source: www.make-it-in-germany.com

The official website Make it in Germany is part of the Qualified Professionals Initiative of:



Source: Statistisches Bundesamt (date: January 2017)
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PROGRAM BACKGROUND

In an increasingly idea-driven economy, design and storytelling have become an important enabler for transformational change to solve problems, balance our priorities and interests, realize potential, and create new value and markets.

The Global Imagination Summer Study Abroad is an interdisciplinary 5 week program with a focused transformative learning experience through design thinking, creativity, strategic-insight and storytelling. This program prepares students to connect with marginalized segments of society through empathetic and innovative solutions and interdisciplinary creative teams.

BRIDGING CULTURE THROUGH FOOD, DESIGN AND STORYTELLING

The centerpiece of the Global Imagination Program consists of a Fusion Food Design Project.

Student teams will be paired with an immigrant family in Bonn or refugees in Düsseldorf to co-create a cross-cultural food project relevant to the local market.

Using Design Thinking methodology and cutting-edge marketing practices, students will gain real-world experience in product development, brand identity, packaging, and branded storytelling. Importantly, the project benefits the immigrant families and the refugee community as well. First, by uniting a diverse mix of people for a common cause, it serves as a bridge of inclusion in mainstream culture. Second, the project outputs will be co-owned by the participants, offering them a unique entrepreneurial business idea that they may choose to further develop.

A group of diverse young people, including men and women of various ethnicities, are gathered around a large German flag. They are looking at the flag with interest and some are smiling. The background is a grey brick wall.

WEEKLY GOAL AND THE ACTIVITIES (tentative)

WEEK 1: IMAGINATION STAGE

Introduction, get settled, Bonn & vicinity (city walking tour, etc.)

Activities: Research about the life of Syrian refugees in Germany (Film, conversation, guest speakers, reading, etc.)

Location: Bonn

WEEK 2: EXPLORATION STAGE (Fieldwork)

Get to know the community, exploration, start-up basics, brainstorming,

Activities: Inspirations — food + packaging research

Location: Düsseldorf at Cafe Eden

WEEK 3: CREATION STAGE

Inspiration + Build Prototype

Activities: Rough prototype, market research, midpoint presentation, Fieldtrip—social enterprise, design inspiration

Location: Bonn, Berlin

WEEK 4: IMPLEMENTATION STAGE

Entrepreneurship, storytelling

Activities: feedback, iteration, agency workshop

Location: Bonn, Amsterdam

WEEK 5: PRESENTATION STAGE

Activities: Presentation preparation / finalize the revision

Location: Bonn, Düsseldorf at Cafe Eden

PROGRAM GOAL

Service-Learning pedagogy links academic study with civic engagement through thoughtfully organized service that meets the needs of a community.

Service and social engagement are structured into the curriculum to provide opportunities for students to develop through critical reflection, and integrate applied learning through Human-Centered Design.*

**Human-Centered Design is a creative process that starts with the people you are designing for, and ends with new solutions tailor made to suit their needs. –IDEO.org*

OBJECTIVES

The essential learning objective of the program is to foster self-awareness and personal development as a social design entrepreneur.

Additional important objectives are:

- To enhance creative capacities to reciprocate beneficial experiences for the public good.
- To develop empathy through the cultivation of cross-cultural connections
- To help sustain and empower marginalized populations through collaborate design.



A man holds a 'Welcome' sign during the Saturday arrival of refugees at the train station in Saalfeld, central Germany. Hundreds of refugees arrived in a train from Munich to be transported by busses to an accomodation center. | AP

PROGRAM'S TARGET AUDIENCE:

LMU students who are interested in designing innovative solutions for marginalized segments of a global society.

PROGRAM OUTCOMES

By the end of the program, students should be able to:

- Apply their knowledge and experiences to address problems of social justice.
- Discern and choose a relevant social issue, and investigate how design can bring a transformative impact to society.
- Write concise mission, vision and purpose statements summarizing their product(s) and business concept.
- Identify ethical issues and propose effective approaches to their resolutions.
- Express their creative voice to visualize the product, branding, marketing, exhibiting, and social media presence.
- Discover problems and work to find solutions while learning how the design process and business strategies synergize together.



EXCURSIONS

The program includes accommodate living and working in Düsseldorf as well as the excursions to Berlin and Amsterdam.

In addition, there will be several day long excursions and museum visits that are part of the courses including a Rhine cruise and a visit to Cologne.

Amsterdam is a city known for its creativity and spirit of commerce.

PROPOSED COURSES (5 Weeks):

Design Entrepreneurship (ART 395)
Interdisciplinary Connection (Core) with engaged learning flag and oral skills flag

This class serves marginalized segments of society through empathetic and innovative design solutions. Emphasis is placed on collaborative processes and sustainable business strategies using design thinking to benefit communities in need.

Marketing for Good
MRKT 4598
Upper Division elective

The application of design principles, advertising concepts and marketing strategies in the development of conceptual campaigns involving a message and an audience.

NOTE: Students must take 6 units (2 courses)

PROGRAM FACT SHEET

- Class Standing: Sophomore, Junior, Senior
- Language of Instruction: English
- Housing Option: Host Family
- Credits: 6 Semester Hours
- Interview with Faculty Program Director : Yes
- Maximum enrollments: 20 students
- Minimum GPA: 2.50
- Language Prerequisite: None
- Areas of Study: Design, Marketing
- Pre-requisites: No

Courses:

1. ART 395 Design Entrepreneurship
Interdisciplinary Core
Engaged learning flag
Oral Skills flag
2. MRKT 4598 Marketing for Good
Upper division elective
M-School



FACULTY BIOS

Saeri Dobson is a compassionate designer, educator and social entrepreneur who uses design as a path to social justice. She believes the most crucial role of art and design in current society is to create an impact on communities in need. The intentionality of art and design makes it the ultimate tool for educating the whole person, and thus creating catalysts for change in society.



Matt Stefl is an advertising industry veteran bringing with him more than 15 years of experience across disciplines including media, digital, copywriting and strategic planning. He currently serves as Clinical Professor, Marketing and Co-Director of Loyola Marymount University's M-School program.



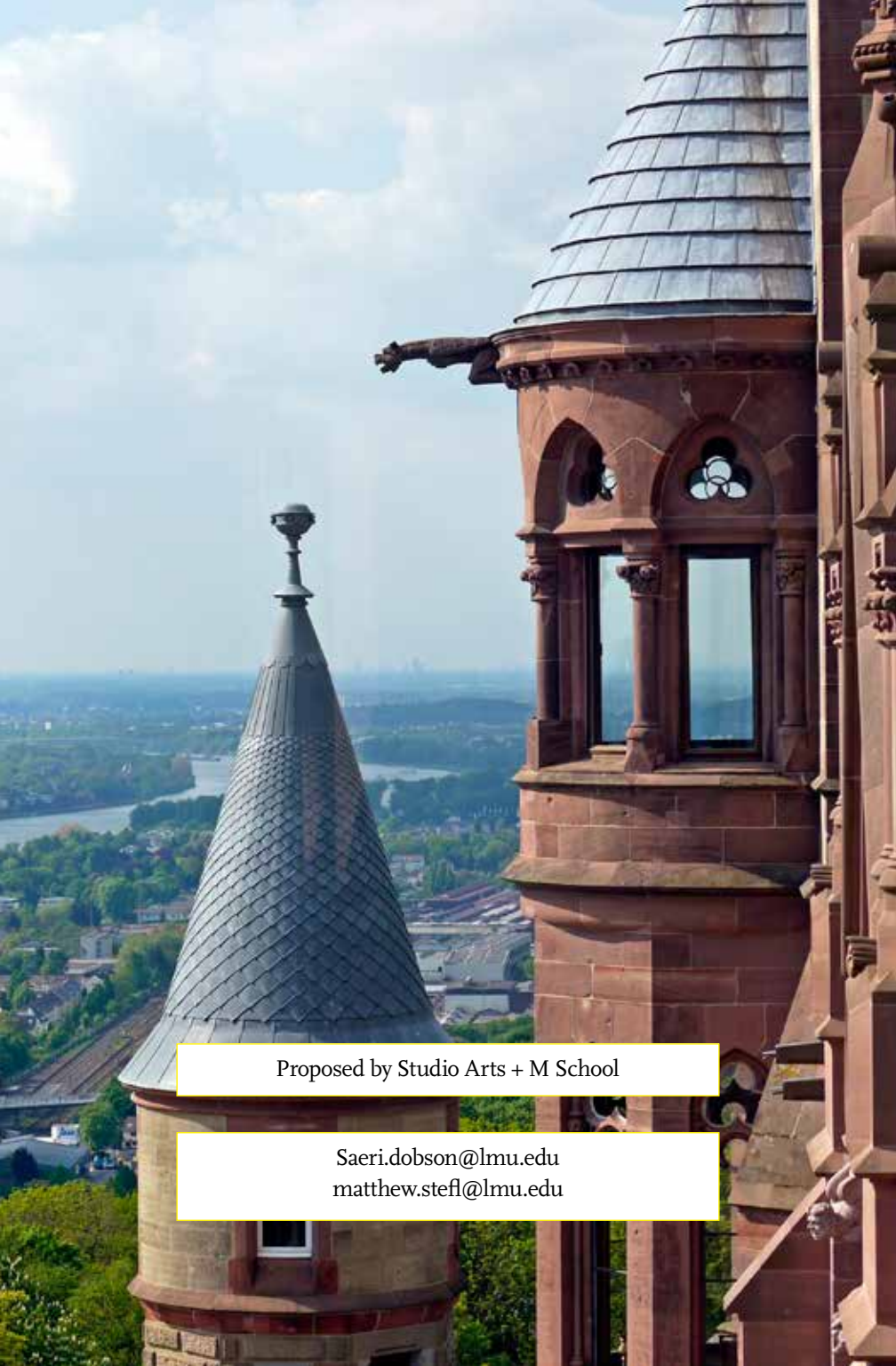
AIB and LMU

PARTNERING WITH AIB

The Akademie für Internationale Bildung is an independent, non-profit educational organization based in Bonn. LMU and the AIB have been partners for over 20 years, and during this time, the AIB has managed all of the onsite logistical details of the program, such as: matching students with host families, coordinating schedules and classroom spaces, planning and leading educational excursions, organizing cultural activities and extra-curricular programming, and offering advising and support for all levels of life in Germany.

HOUSING AND MEALS

Students live with host families to promote cultural immersion. The program fee includes accommodations (each student has his/her own room), breakfast and dinner with the host family, and a Bonn public transportation pass. Host families have extensive experience welcoming LMU students into their homes. Indeed, many students report living with a host family as one of the highlights of being abroad.



Proposed by Studio Arts + M School

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