



**UNIVERSITI TEKNOLOGI MARA**

**GDA626: DESIGN ADVOCACY FOR SOCIAL CHANGE**

<b>Course Name (English)</b>	DESIGN ADVOCACY FOR SOCIAL CHANGE <b>APPROVED</b>
<b>Course Code</b>	GDA626
<b>MQF Credit</b>	4
<b>Course Description</b>	This course enables the students to take a greater perspective on a social issue and activism, strategizing methods to express in compelling and new ways why social profit (in the arts, design, health, in all sectors) should be valued and not just about social ills. It could be issues such as ethics in the arts religious & global tolerance/coexistence or nation building. It could be something as obscure as donating for the public library, which leads to elevating the literacy rate leading to better society as a whole. The advocacy could also be how advertising design can drive a campaign to create awareness in everyday campus issues. The students will be able to realize their role and responsibility in the social context, using their problem solving skills to help others, working closely with relevant parties, generating creative ideas on how these activities can be organized, funded and implemented, leading to a transformational society in thinking and action, eventually living a more meaningful life and a better future. They will learn to do campaign action plan and promotional outreach forward-looking program, utilizing specific media strategies to deliver persuasive and impactful messages to the audience and acquire the skills as social entrepreneurs.
<b>Transferable Skills</b>	Solution Provider: Demonstrate ability to analyse issues/problems from multiple angles and make suggestions Experienced Collaborator Demonstrate ability to work professionally and contribute positively in a team Acquire skills as a social entrepreneur
<b>Teaching Methodologies</b>	Lectures, Case Study, Practical Classes, Tutorial, Web Based Learning, Problem Based Learning (PBL), Discussion, Presentation, Small Group Sessions , Supervision, Project-based Learning
<b>CLO</b>	CLO1 Discuss current social issues and conduct an analysis of the root cause and initiate solution to improve the situation. CLO2 Develop competency in writing a campaign action plan comprising of message strategy, branding, promotion using printed or electronic based media and execute a small scale event, organize all parties involved in the campaign such as potential collaborative partners, corporate entities, NGO's, foundations, target audience and authorities. CLO3 Demonstrate managerial skills such as leadership, communication and teamwork in establishing the event campaign while developing social entrepreneurial skills in advocating the campaign and eventually reflecting and evaluating the outcome of the proposed strategy for improvement.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1.Introduction</b> 1.1) What is Designing Advocacy for Social Impact? 1.2) Who is it for? 1.3) What is it for?	
<b>2. 2.Social Activist/ Philanthropist / Social Entrepreneur</b> 2.1) Understanding the motivation and role 2.2) What does it takes to be one : Characteristics 2.3) Showcase of successful Local and International Individual/ Group	

**3. 3. Identifying and Evaluating Possible Social Issues for the Campaign -What is it we want to change?**

- 3.1) Case Studies of selected Issues
- 3.2) Arts/Design
- 3.3) Religion
- 3.4) Social ills
- 3.5) Health
- 3.6) Economics
- 3.7) Education
- 3.8) Family Institution
- 3.9) Issues in campus
- 3.10) Others

**4. 4. Strategizing the Campaign Action Plan**

- 4.1) Brainstorming
- 4.2) Planning
- 4.3) Creative Brief
- 4.4) Creative Platform
- 4.5) Communication Objectives/Strategies/
- 4.6) Target Audience/Creative Concept/Tone and Manner
- 4.7) People
- 4.8) Systems
- 4.9) Implementation

**5. 5. Collaborative Efforts: Identifying and Approaching Potential Allies**

- 5.1) Who are our strategic partners?
- 5.2) Funding Social Design
- 5.3) Pro Bono Work
- 5.4) Grant Writing Insights
- 5.5) Self initiated Funding
- 5.6) Community Support Microgrants
- 5.7) Non-Profit Design Studios
- 5.8) Funders – Individual/ Company
- 5.9) Authorites – Government/NGO's/Foundation
- 5.10) Corporate Entities
- 5.11) Media
- 5.12) Sponsors
- 5.13) Communication Strategies/approaches/networking
- 5.14) Engagement Strategies

**6. 6. Effective Media Strategies**

- 6.1) What works?
- 6.2) Who are we talking to?
- 6.3) Choosing the right media

**7. 7. Designing the Advocacy**

- 7.1) Creative Process
- 7.2) Creative Ideas : Visual
- 7.3) Persuasive Communication : Message
- 7.4) Electronic : Montage/ Web Design/ social media
- 7.5) Printed : Posters / Flyers/ brochures etc

**8. 8. Small scale event management**

- 8.1) Action Plan
- 8.2) Schedule and Program
- 8.3) Location
- 8.4) Crew/Team members/ others role
- 8.5) Communication
- 8.6) Database

**9. 9. Reflection and Evaluation: Lessons Learned from the campaign**

- 9.1) What was the outcome of the event?
- 9.2) Was it a success? Failure?
- 9.3) What improvement can be done in the future for better results?
- 9.4) Has the campaign inspired the students to be a social -entrepreneur?

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Case Study - Individual Task 1 : Visual reference (collection of 5 Advocacy / Public Service Announcement Advertisement Campaign Design – 3 Local, 2 Overseas )	30%	CLO1
	Assignment	Assignment - Team Task 1 : Written assignment and presentation Topic: Advocacy/ Public Service Announcement Campaign Comparison – Successful Local and International campaign	30%	CLO2
	Assignment	Final Project - 40% out of 100 Team Project : Real Event - Launch of an Advocacy Campaign Research /Planning/Collaboration /Organising/ Ideation/Final Output/Event Launch/Reflection/Presentation	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Andrew Shea 2012, <i>Designing For Social Change</i>, Princeton Architectural Press [ISBN: 9781616890476]</li> <li>• Noah Scalin,Michelle Taute 2012, <i>The Design Activist's Handbook</i>, HOW Books [ISBN: 978144030874]</li> <li>• Pete Barry 2016, <i>The Advertising Concept Book</i> [ISBN: 9780500292679]</li> </ul>	<ul style="list-style-type: none"> <li>• Stone,T.L. 2010, <i>Managing the Design Process-Implementing Design</i>, Rockport Publishers [ISBN: 9781592536191]</li> <li>• Maslen,A 2010, <i>The Copywriting Sourcebook</i>, Marshall Cavendish Books Limited [ISBN: 9780462099743]</li> <li>• Resnick, E 2003, <i>Design For Communication Conceptual Graphic Design Basics</i>, John Wiley &amp; Sons [ISBN: 978-047141829]</li> <li>• Walton,R. 2002, <i>Big Ideas Concepts Developments Explanations Solutions</i>, Collins Design [ISBN: 9780060087548]</li> </ul>

Article/Paper List	This Course does not have any article/paper resources
--------------------	---

Other References	<ul style="list-style-type: none"> <li>• Website Kelly,M, 2017, <i>5 Essential Steps to Planning Your Next Advocacy Campaign</i> , Salsa Labs <a href="https://www.salsalabs.com/blog/advocacy-campaign-planning">https://www.salsalabs.com/blog/advocacy-campaign-planning</a></li> <li>• Website Womens Learning Partnership 2003, <i>Developing Effective Advocacy Campaign</i>, Women's Learning Partnership <a href="https://learningpartnership.org/sites/default/files/resources/pdfs/Guide_DevelopingEffectiveAdvocacyCampaigns.pdf">https://learningpartnership.org/sites/default/files/resources/pdfs/Guide_DevelopingEffectiveAdvocacyCampaigns.pdf</a></li> <li>• Website Nayaranan,L 2020, <i>4 Advocacy Campaign to Get you Inspired</i>, CallHub <a href="https://callhub.io/advocacy-campaigns-examples/">https://callhub.io/advocacy-campaigns-examples/</a></li> <li>• Website Nayaranan,L 2020, <i>4 Advocacy Campaign to Get you Inspired</i>, CallHub <a href="https://callhub.io/advocacy-campaigns-examples/">https://callhub.io/advocacy-campaigns-examples/</a></li> <li>• Website Rum,J 2016, <i>3 Examples of Social Media campaign for social good</i> , Social Media Today <a href="https://www.socialmediatoday.com/smt-inf luencer/3-examples-social-media-campaign s-social-good">https://www.socialmediatoday.com/smt-inf luencer/3-examples-social-media-campaign s-social-good</a></li> <li>• Website Rum,J 2016, <i>3 Examples of Social Media campaign for social good</i> , Social Media Today <a href="https://www.socialmediatoday.com/smt-inf luencer/3-examples-social-media-campaign s-social-good">https://www.socialmediatoday.com/smt-inf luencer/3-examples-social-media-campaign s-social-good</a></li> <li>• Website Magee. M.P (Phd) 2015, <i>The 50Can Guidebook to building an Advocacy Campaign</i> , 50CAN <a href="https://static1.squarespace.com/static/55ef06cde4b0f95d48eded06/t/564519a2e4b0bc2dd68d77f9/1447369122060/Guidebook-2nd-Edition.pdf">https://static1.squarespace.com/static/55ef06cde4b0f95d48eded06/t/564519a2e4b0bc2dd68d77f9/1447369122060/Guidebook-2nd-Edition.pdf</a></li> </ul>
------------------	---

- Website Magee. M.P (Phd) 2015, *The 50Can Guidebook to building an Advocacy Campaign* , 50CAN  
<https://static1.squarespace.com/static/55ef06cde4b0f95d48eded06/t/564519a2e4b0bc2dd68d77f9/1447369122060/Guidebook-2nd-Edition.pdf>