



*This is Dick.*

# *Dick & Rick*

## A Visual Primer for Social Impact Design

*This project is a visual exploration  
of community-engaged design  
practices and how they can be  
— but aren't always — used  
to create great design projects  
as well as greater social justice.*



*This is Rick.*

*Dick and Rick want to use their design skills to help communities. But they're not sure how to go about doing that...*



**Dick** is pretty sure he can think of a great project after seeing a story about a local community in the news.

He hasn't spent much time in the area but really wants to help.



**Rick** believes in the power of design and wants to support and strengthen communities.

He seeks out people in a nearby community to find out what's important to them.

Dick and Rick approach the community to find out more...



**Dick** starts his site analysis.

He doesn't talk to anyone.



**Rick** finds out the group is concerned about parks and listens to their stories.

He learns that "Residents for Parks," a long-standing community group, has been working on improving a park for the past 5 years, and asks if he can join their efforts.

*Dick and Rick figure out how to start working with the community...*



**Dick** wants to ensure the community is engaged in the process, so he holds a public meeting to show off his design proposal.



Understanding that residents are experts about their neighborhood, **Rick** begins to work with the group, and asks them about the park and their community.

## Dick and Rick get feedback on their design ideas...



**Dick** asks for input, but is pretty confident in his proposal.

Dick gets some mixed reviews on his ideas, but he still believes that his design can have the most impact. He has the best intentions for the community.



**Rick** spends a long (long!) time hearing from residents, who don't all agree with each other.

He designs a way for them to work together to shape the proposal.

*Dick and Rick manage their project budgets...*



**Dick** doesn't really think about the budget. There isn't much money so he gets an unpaid intern to help with the work.



**Rick** knows the budget is tight, but wants to make sure the community's time is valued, and he knows that paying his intern will make it possible for someone from a less privileged background to move up in the design field.

After many months, Dick and Rick's projects are complete!



**Dick's** park is pretty but fails to "activate the space," since no one seems to be using it.



**Rick's** park is pretty, too.

Plus, it's used by all the community members who helped to create it.

*Dick and Rick learn about equity...*



**Dick** got his project published in a magazine, who didn't seem to notice that there were no people using it.

The community was left with a new park ... but it didn't respond to their needs, or do anything to address larger social issues impacting them.



Community members got so excited about **Rick's** design for the playground that the Youth Leadership Group asked if he would help them design a stand for their farmers' market, which they built themselves.

The community got two new projects, and some new skills... and the design process increased civic engagement and leadership opportunities, and gave community members the chance to implement their own solutions.

More and more people are practicing some form of community-engaged design or social impact design or human-centered design. But as these fields have grown, much of the emphasis is on design rather than on the communities impacted by the work.

As practitioners in the field, the Equity Collective felt it was time to shine a light on how good community-engaged design practices can not only create good projects but also advance social justice, and how poor practices are hurting not only our field, but the communities it claims to serve.

The Equity Collective is a group of practitioners advancing issues of social equity in the community-engaged design field. They collaborated with the Center for Urban Pedagogy (CUP) and illustrator Ping Zhu to create this visual guide to community design practices.



**The Center for Urban Pedagogy** (CUP) is a nonprofit organization that uses the power of design and art to increase meaningful civic engagement.  
[welcometoCUP.org](http://welcometoCUP.org)

**Equity Collective** is a group of practitioners advancing issues of social equity in the community-engaged design field.  
[equitycollective.org](http://equitycollective.org)

*PING ZHU*

**Ping Zhu** is a Brooklyn-based illustrator, who received the ADC Young Gun in 2013 and has been recognized by American Illustration and Communication Arts.  
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