Title: Developing Real-World Design Projects That Engage with, and In, Communities to Build Entrepreneurship Opportunities

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Abstract (up to 300 words)

The effects of globalization are destabilizing rural communities in the US. Many communities are economically depressed because of globalization and many are collapsing and disappearing because they cannot compete in the global economy. We have also witnessed towns, cities and even countries being negatively impacted by globalization. Wars, famine and lack of opportunities are causing migration from economically depressed areas to economically advantages locations. These migrations further negatively impact communities who struggle to socially, culturally and economically absorb and sustain.

Politicians are either incapable of inept to meet these challenges, prepare their communities and present a strategy of inclusion and economic growth. The world middle class is disappearing and we are facing a future where there will be a small world super rich class that controls everything and a massive world poverty class that has no control. This problem is compounded by design educators think in a vacuum and teach in a bubble. Many of them are either unwilling or incapable to bring societal, economic, cultural and political discussions to the classroom. Not bringing these topics into the studio classroom results in the production of graduating students who are one-dimensional and do not engage with real communities that are underserved. Many businesses and communities are looking to designers to help them understand where they fit and to help them understand who they are. These questions are a reaction to globalization and are fulfilling the need for design to play a bigger and more comprehensive role. it is clear that this calls for a new type of designer, a new type of educational experience and finally a new breed of educator.

The session will also provide a series of case studies on how to prepare students for multiple careers, address socio-economic imbalance, as well as prepare them to be adaptive thinkers and cultural responders.

Biography (up to 150 words)

Bernard J. Canniffe is Graphic Design Chair in the College of Design, at Iowa State University. He co-founded the collaborative, multidisciplinary social design studio called PIECE STUDIO in 2008 and is an advisor PROJECT M, which is an international social collaborative group collective

Bernard J Canniffe is committed to using design for the common good and he has made presentations at international medical, design, and academic conferences around the world. He is the recipient of the *Graphis*: Inspiring Designers Award, the Baltimore *Step* 10 Influential Designers Award, and The Joseph Binder Award.

Canniffe holds a BA Hons in graphic design from Newport College of Art & Design, University of Wales, and an MFA from the Savannah College of Art and Design.

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