WHAT IS THE SUMMER DESIGN INSTITUTE?

The New York City Department of Education's Summer Design Institute, taking place at The High School of Art & Design and sponsored by the CTE Office and WarnerMedia, will invite 150 public high school students from across NYC to participate in a 5-week summer intensive program to learn the art & craft of Multicultural Marketing alongside talented CTE Teachers and diverse creatives from HBO Max Pa'Lante, with the goal of producing high-concept and impactful marketing campaigns for HBO Max original content, through an interactive design thinking approach.
The Partnerships
2022 PILOT PROGRAM OVERVIEW

- **Free 5-week Digital Arts / Marketing Intensive** for High School Young Designers, hosted at the High School of Art & Design.
- Summer Design Institute is administered by the NYCDOE Careers and Technical Education Office via its Media & Design Portfolio.
- Students participate in a MARKETING Digital Arts Studios, earning 54 Work Based Learning Hours.
- The program is designed for all NYC DOE students at an intermediate or advanced level of study in their respective arts discipline.
- The daily schedule will include studio work and experiences with professional artists and artist educators. In each studio, students develop and improve their technical skills and creative expression in a variety of digital art forms.
- Students who complete the program in good standing will receive a 500 dollar stipend from the CTE Office.
- Students are trained to take and pass the Adobe Photoshop Certification TECHNICAL EXAM administered at the end of the program.
- Summer Design Institute offers a unique opportunity for students to work with DOE digital arts teachers, media industry professionals, and guest artists / designers.
Program Calendar

Year 1

March
- Program Approval, Marketing
- Build, Student Application
- Roll Out

April
- Student Application Open,
- Educator & Staff Hiring

May
- Student Selection,
- Staff Planning / Training,
- CBO Onboarding,
- Corporate Sponsor Support

June
- Student Orientation,
- Staff & CBO Orientation / Planning,
- HBO

July 11th
- SDI Program 2022 Launch

August 12th
- SDI Program 2022 Wrap
YEAR 1 PROGRAM LOGISTICAL DETAILS

- Program Dates: 7/11/2022 - 8/12/2022
- Location: The High School of Art & Design
- Format: In-Person & Remote @ HSAD
- Days of Instruction: Monday - Friday
- Times of Instruction: 10 am - 2 pm
- Total Hours of Instruction for Teachers: 110 hours
- Total Hours of Planning for Teachers: 40 hours
- Total Number of Teachers: 8
- Total number of NYCDOE HS Students: 150
DIGITAL MARKETING STUDIO BREAKDOWN

- 150 Students
  - 25 Students / Studio
  - 6 Digital Studios
- 8 DOE / CTE Teachers
- 8 HBO Max Pa’Lante Mentors
- 8 CBO Teaching Artists
- 1 Guidance Counselor
- 1 Payroll Secretary
- 1 Administrator
- 1 Industry / Corporate Sponsor (WARNER MEDIA)
Year 1
High School of Art and Design
Summer 2022 (July 11th - August 12th)

Manhattan high schoolers spending summer working with mentors from HBO Max

BY ALEXANDRA CRUZ-DOMENICH

While most New York City public school students taking part in the city’s Summer Learning program are working on study tasks, students at the Bronx-based Manhattan Art and Design High School in the city’s Upper West Side have been gaining valuable work experience.

As part of Summer Rising and Career and Technical Education Summer Programming, about 60 students at the arts high school are working with mentors from HBO Max to develop marketing pitches for the company’s series and programs, focusing on the television network’s rebranded Spanish-language platform.

For four weeks, students broke off into four small groups to craft interactive marketing campaigns and received hands-on training on strategy, storyboarding and pitching for a series of shorts films. Highlighting Latino storylines, students at Art and Design High School get specialized hands-on instruction in a number of commercial arts areas like animation, storytelling, fashion design, digital animation and photography and frequently take part in internships in each industry.

And given the large number of Latino students at Art and Design High School—about 52% of students in the 2020-2021 school year identified as Hispanic, according to Inside Schools—many students taking part in this new program were excited about the content that reflects their own experiences. 

“The most special piece of this project is seeing the audience,” said Carl Landecker, a design intern at the high school, grad student New York Metropolis. Landecker added that a few students, who were taking part in the program, were in the process of incorporating their experiences in their marketing ideas as well.

“They are enriching and celebrating the Latino LGBTQ community through and by bringing them into actionable projects,” he added. “This is particularly important for these types of creative tactis.”

One group of students built a marketing plan for the short film Madrid, which follows a match journey back to his hometown after he was forced to leave, picked up by someone who helps him identify with the character and potentially effects social change.

“I think it could be a good story for a lot of people, it could be connected to people that feel like an outsider,” said student Lila Engelbe, who was part of the project. “It could bring new awareness, kind of like [to people] who feel their privileges for granted.”
All NYC Public School Rising 10th - 12th Graders
All NYC DOE High School Students are eligible to apply and interview for a seat in the 2022 Summer Design Institute
SUMMER DESIGN INSTITUTE
LEARNING OUTCOMES

SDI Students Will Be Able To:

● Identify and apply strategies to improve and succeed no matter what their initial skills are.
● Solve problems and learn from creative risks by using people skills, design principles, and processes.
● Build a strong foundation in all aspects of design and production for storytelling in motion.
● Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
● Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.
● Learn to continually challenge themselves, laugh often with each other, and fully enjoy what they are doing.
● Value continuous learning, experimentation, professional and personal growth.
● Demonstrate an attitude of openness so that they seek new and unusual opportunities to learn and create.
● Express ideas in a coherent, logical and compelling way in writing and the spoken word.
SUMMER DESIGN INSTITUTE
ASSESSMENT MEASURE

- Student learning in Digital Media Arts courses will be assessed using level-appropriate rubrics and evaluations of presentations, projects, reflections, exhibitions, using CTE standards criteria as well as High School of Art & Design Assessment Tools.
- Collectively these measures will allow educators to determine the level and quality of education and learning attained by all digital arts students.
- Students will have the opportunity to take the Adobe Photoshop Technical Exam.
- Students will also submit a self-reflection survey at the end of the 5-week intensive program.
ADMISSIONS CRITERIA

Admission to the 2022 Summer Design Institute is by:

- Online Application
- Virtual Portfolio Submission
- Resume
- Digital Interview (if required)
Year 1

Selection Calendar

April 8th
Student Application Rolled Out

May 12th
Student Application & Virtual Portfolio Due

June 1st
Student Selections / Invitations

June 10th
Student Acceptance / Confirmation Deadline

June 18th & June 25th
Student / Parent Orientation

July 11th
Program Launch
ELIGIBILITY

Eligibility: In order to apply for Summer Design Institute, students must meet the following criteria:

● Must be a NYCDOE High School Student.
● High School students may apply and submit virtual portfolios by calendar deadlines. Digital Interviews will also be conducted.
● Students must be entering grades 10, 11, or 12 in the Fall of 2022 and Currently enrolled in a New York City Department of Education public school for the 2022 - 2023 school year.
● Recent graduates must be re-matriculated by their respective schools in order to participate.
● Intermediate & Advanced level skilled students can apply.
● Must be Vaccinated and capable of traveling to the High School of Art & Design.

Enrollment will be verified to determine eligibility.
Apply Here!
Thank You!