



The New York City Department of Education presents

Summer Design Institute 2022

Media Design



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.**



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Year 1

Program Calendar

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)



amnetice

NEWS

Manhattan high schoolers spending summer working with mentors from HBO Max

BY ALEJANDRA O'CONNELL-DOMENECH
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While most New York City public school students taking part in the city's Summer Rising education program are working towards making up lost course material from school year disrupted by the pandemic, teens at Manhattan's Art and Design High School 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 to develop marketing pitches for HBO Max Pa'lante, the television network's rebranded Latino outreach platform.

For four weeks, students broke off into four small groups to craft interactive marketing campaigns and received feed-

back on strategy, story and pitching from 20 coaches for a series of short films highlighting Latino stories.

Students at Art and Design High School get specialized hands-on instruction in a number of commercial arts areas like animation, cartooning, fashion design, graphic design, illustration 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 2019-2020 school year identified as Hispanic, according to Inside Schools—many students taking part in this new internship get to create content that reflects their own experiences.

"The most special piece of this project is we are the audience," said Carl Landegger, a design instructor at the high school, told amNew York

Metro. Landegger added that a few LGBTQ+ students taking part in the program worked to incorporate Queer experiences in their marketing ideas as well.

"They are enriching and celebrating the Latinx, LGBTQ+ communities through and having them take actionable change with various types of creative tactics," he added.

One group of students for their marketing plan for the short film *Extranjero*, which follows a man's journey back to his hometown after he was forced to leave, pitched using virtual reality to help audiences identify with the character and potentially stir social change.

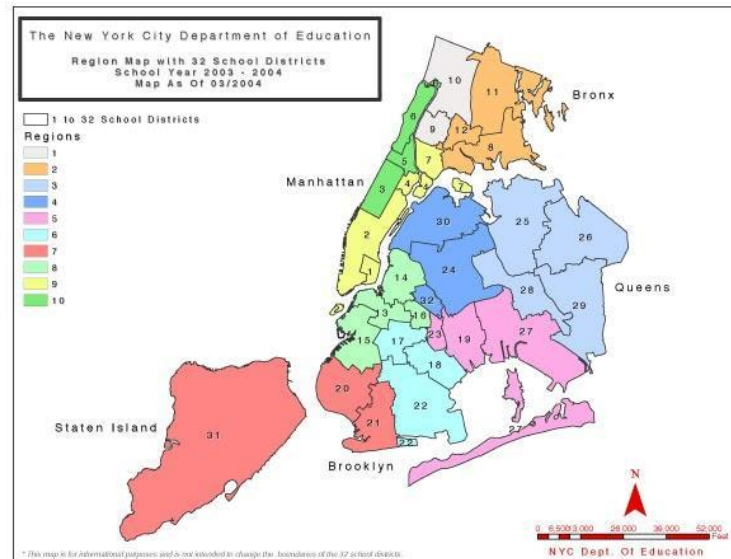
"It could be a good learning experience for a variety of people, it could be connected to people that felt like an outsider," said student Leila Eng-Perez. "It could bring new awareness, kind of like [to people] who took their privilege for granted."



PHOTO COURTESY NYC DEPARTMENT OF EDUCATION
Schools Chancellor Meisha Ross Porter with students from the Arts and Design High School in Manhattan.

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)



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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!