



DESIGN STUDIO: The Business of Art

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Design Studio site for clients: <http://yshsdesignstudio.weebly.com/>

MISSION:

To successfully operate a Design Studio run by high school students.

To create end products that satisfy our clients' design needs, and that are of high quality.

To provide students with real-world business management skills.

Career Education and Work Standards:

- 13.1 Career Awareness and Preparation
 - E. Career Selection Influences
 - F. Preparation for Careers
 - H. Relationship Between Education & Career
- 13.2 Career Acquisition
 - D. Career Planning Portfolios
- 13.3 Career Retention and Advancement
 - B. Cooperation and Teamwork
 - D. Budgeting
 - E. Time Management
- 13.4 Entrepreneurship
 - A. Risks and Rewards
 - C. Business Plan

Allow Time For:

Show Sample Projects
Audience Q&A

Challenges:

Planning time needed
Attracting the right "workforce"
Student buy-in & commitment
Financial resources

OUR INSPIRATION

Going Green in the Bronx:

Stephen Ritz – TED talk (first 5 min)

<http://www.youtube.com/watch?v=RF6qTlgtHU0>

The Ted Talk inspired us to utilize our students to fill a need that we were seeing within our school/community.

COURSE OBJECTIVES:

Students will be trained to **run the Design Studio from both an art and business perspective.**

Students will be taught to build their art business from the ground up including **how to create a business identity and market their business.**

Students will serve as business manager, project managers, and creative designers. Students will work in collaborative design teams. Students will take in clients and develop timelines for the completion of each project.

Students will gain financial literacy and will benefit from a **business partnership with York Educational Federal Credit Union.**

Students will work with their business partner, York Educational Federal Credit Union regarding financial issues such as accounting, inventory, budgeting, and providing basic banking services; and will become a "client" of the class by using the design/creative services to help market the credit union, especially to youth.

Students will build their personal resumé and professional portfolios in preparation for entrance into the work place and/or career study.

Successes & Lessons Learned

Support & flexibility of Administration
Project & client management
Adaptation – revisiting of protocol
Teaching teamwork
Creating a brand/identity

