Designer For A Day 2019
CannonDesign + Baltimore Design School
CD Designer For A Day 2019

Early Stages of Planning
- Timeline
- N3XT Council
- CD Internal Team
- Alignment with BDS

The Day Of
- Activities
- Photos
- Takeaways

Feedback, Plan for Future
May 2018
Idea presented to CD Baltimore

July 2018
Meetings with AIA Baltimore, FAR Group. CD Internal planning meetings begin.

June 2018
N3XT Council brought onboard. Pilot offices and team selected.

November 2018
Presentation to Core Team of CannonDesign - “Influencing Designers of the Future”.

Early 2019
Begin reaching out to contacts at BDS. Internal meetings switch to monthly.

April 2019
Begin conversation with Chris from BDS - early May date planned.

May 2019
60 Minutes tour with BDS. Erin Crowley attends for CannonDesign.

May 2019
Designer For A Day
Early Stages of Planning

Concept

CannonDesign NEXT Council

Bi-Weekly Meetings
- Pilot Program in 3 CD Offices
- Baltimore, Arlington, St. Louis

July 2018 Kick-Off
“An outreach program to target students in our local communities.”

St. Louis Programs
- Existing High School Program

Activities, Safety Issues, Logistics, Ages?

How Do We Find the Right Partner?
Program Development

Meetings with AIA Baltimore, Future Architects Resources Group
- What do we want the student to learn in the end?
- Do we target people with no yet exposure to AEC industry or ones who have been exposed and expand their knowledge?
- Void of Programs for Middle School students in the city
- Challenges: Transportation, Communication, Length of Day
- Show the pathway of the profession
- Start small and have takeaways!

Continued Research into Partners with CD
- What grade(s) do we target across the pilot offices?
- How does this program supplement our work with Adopt-A-School, Urban Alliance?
- BDS Suggested at FAR Meeting

Local Designer For A Day Team Expands

Presentation to CD Core Team, Talks with local OPL + BPL to begin Budget Planning

Our Mission
Expand the diversity of future designers - influence and encourage future careers for students that may not have considered the design profession before.
Baltimore Design School

Baltimore Design School is a grade 6-12 transformation school with a focus on academics, graphic design, fashion design, and architecture. It’s part of why it’s all the more rewarding as we graduate each new class and come closer to fulfilling our mission of expanding the diversity of the design professions.”

- Chris (Christine) Frederick, a parent of a BDS graduate and Director of Communications and Engagement for the school.
60 Minutes with BDS Tour, Aligning Program for BDS

CD Invited to Attend a “60 Minutes at BDS” Tour

Able to meet professionals from other design professions all with the same goal to help aspiring designers pursue their interest.

Only 30% of their first graduating class went to college for design.

Crafting our Designer For a Day program for BDS:

Cater to a smaller group of students grades 9-11.

Ensure that we have at least 1 activity that can relate to a BDS Pathway.

Show the diversity of the practice and our office - everyone has a voice.

Explain the pathways to becoming a designer, and the importance of continuing education.

Show how we work - that design is a real career!
WELCOME TO
DESIGNER FOR A DAY!

SCHEDULE:

9:00 - 9:30  WELCOME TO CD + OFFICE TOUR
Welcome to CD! We will Introduce CannonDesign Baltimore, review the plan for the day, and go on an office tour!

9:35 - 10:15  THE IMPACT OF DESIGN
Learn about the process of design from designers in our office, and see some of our current work!

10:20 - 11:00  WORKING WITH OTHER DISCIPLINES
Showcasing the complex teams designers work with, and means of communicating ideas.

11:05 - 11:45  UTILIZING DIGITAL TOOLS (VR + 3D)
Learn how we use exciting tools in the design process to bring our projects to life.

11:50 - 12:30  USING COLOR + MATERIALS
Work with interior designers on the planning process and selecting finishes.

12:35 - 1:05  GRAPHICS + MARKETING
Marketing is an essential piece in pursuing design work. With our marketing group, learn how graphic design impacts our work, and how project proposals are put together.

1:10 - 2:00  LUNCH Q+A, CLOSING SESSION
Come have lunch with the Baltimore office and ask us questions! Brayan, our High School intern from Cristo Rey will talk about his experience in our office, and we will close out the day!

LEADERS:

Mike Glaros (OPL)
Office Staff

Kent Muirhead
Ryan Pietrowski

Ashley Roe
Christina LoConte

Adam Louie
Ricardo Orfila

Erin Crowley
Briana Blowe

Caroline Smith
Kellie Johnson
Karen Martin

Office Staff
Welcome to CD Baltimore
Mike Glaros, Ryan Pietrowski, DFAD Team

The day began with a welcome and introduction to CannonDesign Baltimore, led by Mike Glaros, the Baltimore Office Practice Leader. Students reviewed the agenda for the day, went on a quick office tour, asked questions about the profession, and received a Designer for A Day lanyard to mimic actual CannonDesign business cards.
The Impact of Design
Kent Muirhead + Ryan Pietrowski

Baltimore design leaders spoke to the students about the process of design, and current projects on the boards. Students received sketchbooks and were tasked with sketching vignettes of the city of Baltimore from our office.
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Working with other Disciplines:
Ashley Roe, Christina LoConte, John Roach (via Skype!)

Showcasing the complex teams designers work with, and the means of communicating ideas across a large design firm, students had a conference call with a structural engineer in Buffalo NY. After learning the collaborative nature of design, the students formed groups for a spaghetti tower competition.
**DFAD Activities | Working with Other Disciplines**

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Focused on an exercise of redesigning our current lobby space, students worked with interior designers on the planning process and selected finishes and furniture to create a finish board. Students had to present their final boards and design inspiration in mock client presentations.
Using Color + Materials
Erin Crowley, Briana Blowe

Focused on an exercise of redesigning our current lobby space, students worked with interior designers on the planning process and selected finishes and furniture to create a finish board. Students had to present their final boards and design inspiration in mock client presentations.
With our marketing group, students learned how graphic design impacts our marketing work, and how project proposals and interviews are put together. Students saw how design professionals utilize the same computer programs and techniques that they are learning at BDS.
DFAD Activities | Graphics + Marketing

Graphics + Marketing
Karen Martin, Caroline Smith, Kellie Johnson

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DFAD Takeaways

Personalized Portfolio!
- Sketches, Photos from the Day, Name Tags, CD Info, How to Become a Designer

CD Bag-o-Goodies
- CD Lego Blocks, Pens/Pencils, Sketchbooks, Pop-Sockets, Highlighters

Project Posters, Trace Paper, Takeaways from Activities
So What Did the Students Think?

“That was the best field trip we’ve ever been on.”

“We need to do more stuff like that. That was amazing.”

“The designers were SO NICE. I can’t believe they basically took off work to be with us.”

“I could see myself there. I’d love to be an intern. Do they do paid internships?”

“We need to do more stuff like this. I learned more than I do in class.”

“Are we allowed to intern?”

“Man. That was the best. I can’t believe they gave us all that stuff.”

“I really think that the main take away from my perspective was that they need to set their goal. It’s attainable with perseverance. You are your only obstacle. Your team made them feel welcome and the workshops gave value and challenged them while helping to build their portfolio.”

- Chris Frederick
Follow Up, Next Steps

BDS, CannonDesign, AIA Baltimore post program recaps online, program featured in new BDS Tours.

CannonDesign looking at expanding the program nationwide.

BDS interested in creating spin-off programs with CD to supplement Architecture Program

Next Designer For A Day in Planning - possibility of expanding to twice a year to increase exposure to students.

“The impact of this professional engagement went far beyond the office. It offered another steppingstone on our path to Designing the Future.”