

POUR BACK FUND APPLICATION



DESIGN IS A SUPERPOWER, CAPABLE OF INFLUENCING PEOPLE AND SOLVING BIG PROBLEMS. WE'RE LOOKING FOR A FEW GOOD SUPERHEROES.

How would you use your design superpower to improve our community socially, economically, environmentally and/or culturally?

If you have an idea, we want to hear it. Send your completed application to the Pour Back Fund and if your idea is something our judges want to see come to life, you will be awarded the grant to help make it happen.

- Submissions are due by March 25, 2016, at 11:59 p.m.
- Finalists will be announced April 4, 2016
- For more information visit pourback.com or email pourback@seattle.aiga.org

The Pour Back Fund is a grant given through AIGA Seattle to support community design projects as part of the national Design for Good initiative.

APPLICATION CRITERIA

You must be a designer in the Pacific Northwest. You might work solo, in a studio, an agency, in-house, as a teacher, or as a student—as long as you call yourself a designer, you're qualified to apply for the Pour Back grant. Group applications are accepted as long as everyone in the group complies with the above.

Your project must use the power of Design for Good. Projects are evaluated based on the level of positive impact they can have on the community either socially, economically, environmentally, or culturally. If we can't see the good, you can't see the cash.

Fill out the PDF application COMPLETELY. Unfinished and poorly completed applications are a waste of your time and the judges.' Make sure your application clearly explains what you want to do, how you plan to do it, and why it's important. Judges include the AIGA community, industry leaders, and your peers.

Submit strong supporting visuals for your concept. Include with your application final visualizations, and other supporting media such as; video, photos, sketches, graphics, writings, renderings, etc. Your visual (excluding videos) should be high quality (300 dpi) and fit on an 8.5" X 11" sheet of paper. You're a visual designer; this should be the easy part. Keep in mind your work may also be displayed on the AIGA site. *We also need one thumbnail image* to accompany your work in online promotions provided as follows: 300px wide, 72dpi, RGB, in .png, .jpg or .gif format.

If you win, we expect to see action. The Pour Back Fund was established to benefit the community through design, so we want to see it happen. If awarded the grant, we require you to check in quarterly with AIGA to give progress updates, including the use of funds as specified in the application and any results. You will be given opportunities to promote your project on the AIGA blog and potentially present at future Pour Back events.

All materials must be submitted to pourback@seattle.aiga.org before 11:59 p.m. on March 25, 2016.

PERSONAL INFORMATION

<input type="text"/>	<input type="text"/>	<input type="text"/>
First Name	Last Name	Gender
<input type="text"/>	<input type="text"/>	<input type="text"/>
Date of Birth (mm/dd/yy)	Email address	Age

MAILING ADDRESS

<input type="text"/>			<input type="text"/>
Street Address			PO Box/Apt Number
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
City	Region	State	Zip Code

ADDITIONAL INFORMATION

I am a student Facility/school: _____

I am a professional Occupation: _____

Other Please explain: _____

Are you a member of AIGA? Yes No

Signature

Date

PROJECT TITLE

(No more than 100 characters.)

SUMMARY

Add a brief description of your project (No more than 300 characters.)

BUDGET

Please describe the budget for your project. Indicate what percentage of your time or services would be allocated, if any.

RESEARCH

Provide key sources and data relating to your cause.

STRATEGY

What's your development plan? What steps will you take to make your vision a reality?

CHALLENGES

What challenges do you anticipate? How will you overcome them?

EFFECTIVENESS

Why do you consider your solution successful? The projected success of your idea can be gathered from characteristics such as ability to advance to the next stage of the project, audience participation, adoption of a new practice or behavior, or a simple change in perception.

ADDITIONAL INFORMATION

Include links to any additional supporting information for your concept.