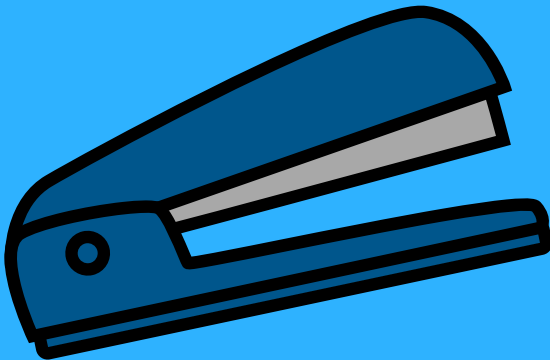


ART.
EDUCATION.
TECHNOLOGY.
DESIGN.



WHAT IS LEAD BY DESIGN?

educational
development
through
digital media!

NARRATIVE

Our mission is to teach students to bring ideas to life using digital design software. The social and academic lives of this generation unfold across digital platforms. It is critical for young people to be able to express themselves and create in a digital space. Over the course of our program, students will develop the skills necessary to fully harness the power of digital design software as well as the ability to apply those skills.

Our workshops build leadership, teamwork, and computer literacy skills in an environment that encourages artistic expression. By the end of the program, students will create logos, posters, flyers, and interactive text; build websites templates; and translate conceptual ideas onto physical canvas. Through digital media and it's practical skills students will collaborate with their peers to develop exponential success in and out of the classroom.

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THE FUTURE OF ART EDUCATION

The next generation (Gen Z) of leaders to cultivate society are without a doubt consumed by media. Generation Z has an average attention span of **ONLY 8 SECONDS** and on average is glued to their smartphone **10 HOURS A DAY**. Social interaction and group activity have slowly escaped from students daily learning environment. We have officially come into the digital era and our school system needs the resources to accommodate this drastic change.

We at "Lead By Design" have created a road map to connect students over usage of screen time with educational tools that will mold their future. The **4C's** (*Choice, Collaboration, Critical-Thinking, Creativity*) allowing students to conduct projects within this structure gives them a voice. The connection with their smartphone device is a sign of individuality, independence and most importantly social connection.

We shouldn't take their freedom, we should empower it. With activities that will hold their attention spans and promote their personality! Every student is born creative, let us continue to keep the light bulb on in their heads and connect them with the tools necessary to turn their every day leisure time into a successful career.

CONVERSATION

"INCREASING STUDENTS' ARTS EDUCATIONAL EXPERIENCES REDUCES THE PROPORTION OF STUDENTS RECEIVING A DISCIPLINARY INFRACTION BY 3.6 PERCENTAGE POINTS; INCREASES WRITING ACHIEVEMENT BY 0.13 OF A STANDARD DEVIATION; AND INCREASES STUDENTS' COMPASSION FOR OTHERS BY 0.08 OF A STANDARD DEVIATION. ESTIMATES ARE TYPICALLY IN THE POSITIVE DIRECTION FOR ALL OTHER OUTCOMES," - DANIEL H. BOWEN, PH.D & BRIAN KISIDA, PH.D

Student behavior, measured by numbers of suspensions and discipline referrals, improved in schools involved in an arts integration initiative, as did student attendance. Student academic achievement also improved: seventh-grade students in treatment schools significantly outperformed control-group students on state standardized tests in reading and math (Pittsburgh Public Schools ca. 2008).

"SCHOOL LEADERS NEED TO MAKE A COMMITMENT TO ENSURING THAT EVERY STUDENT HAS ACCESS TO THE ARTS, NOT AS AN EXTRA ENHANCEMENT WHEN THERE IS TIME, NOT AS A LUXURY FOR THE PRIVILEGED, BUT AS AN ESSENTIAL PART OF WELL-ROUNDED EDUCATION." - L.EARL FRANKS

Students involved in after-school activities at arts organizations demonstrated greater use of complex language than did their peers. Students who were involved in arts education for at least nine hours a week were four times more likely than their peers nationally to have won school-wide recognition for their academic achievement and three times more likely to have won an award for school attendance (Heath 1999).

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WHO IS INVOLVED?

Johnson & Johnson



ORACLE®



Deutsche Bank



Google

JPMORGAN CHASE & Co.

amazon



5

WHAT TO EXPECT

Graphic Design (Part 1)

Creating Logos, Posters, Flyers, Stickers, and many more Learning design planning and concept building
Creating mock-ups
Adobe Photoshop & Illustrator
2 Presentation projects

Print Design (Part 2)

Learning different mediums of ink compounds
Screen Set-up
Registration
Burning Screens
Printing film
Fabric Printing
Paper Printing
Transferring graphics to a screen 2 Presentation projects

PRICING

20 Week Package (1 Day a week SPECIAL)

2 Sessions per day (hours are negotiable)

Full Graphic Design & Silk Screen Design

All Materials Included

Group Projects

Individual Projects

One-on-one Tutoring

Class Trips

\$5,000

20 Week Package (5 Days a week/Full Day)

2 Sessions per day (hours are negotiable)

Full Graphic Design & Silk Screen Design

All Materials Included

Group Projects

Individual Projects

One-on-one Tutoring

Class trips

Entrepreneur Development

Class Trips

\$21,000



CONTACT

Brain Carson

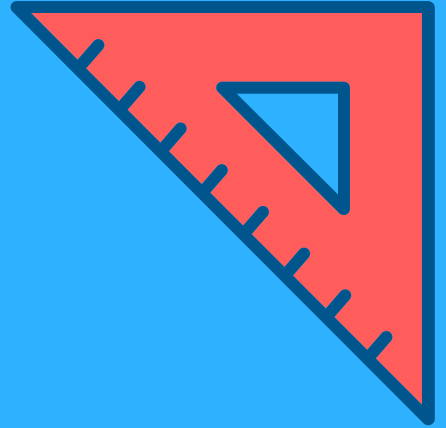
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