

BRANDING PHILOSOPHY

The name "Pause" is derived from the high-frequency insight which revealed the importance of making a conscious choice of slowing down to reassess our values, actions, and impact. We need to incorporate ethical, empathetic, and equitable pauses in our personal and professional lives to slow down and connect with our inner selves.

The three symbols are representative of the three components of the platform - IMMERSE, REFLECT and COLLABORATE.

The circle represents a 360-degree immersion. The heart represents turning in and aligning with your inner self. The triangle represents three sides coming together to create a form. All of these shapes have the Pause pictorial mark embedded inside to create a visual consistency.

Pause

Design for ethics, empathy and equity.



BRAND PILLARS

The brand's pillars are derived from its three-tier system framework - Immerse, Reflect and collaborate, and reflect the values that Pause promises to create for the potential users - Design Students.



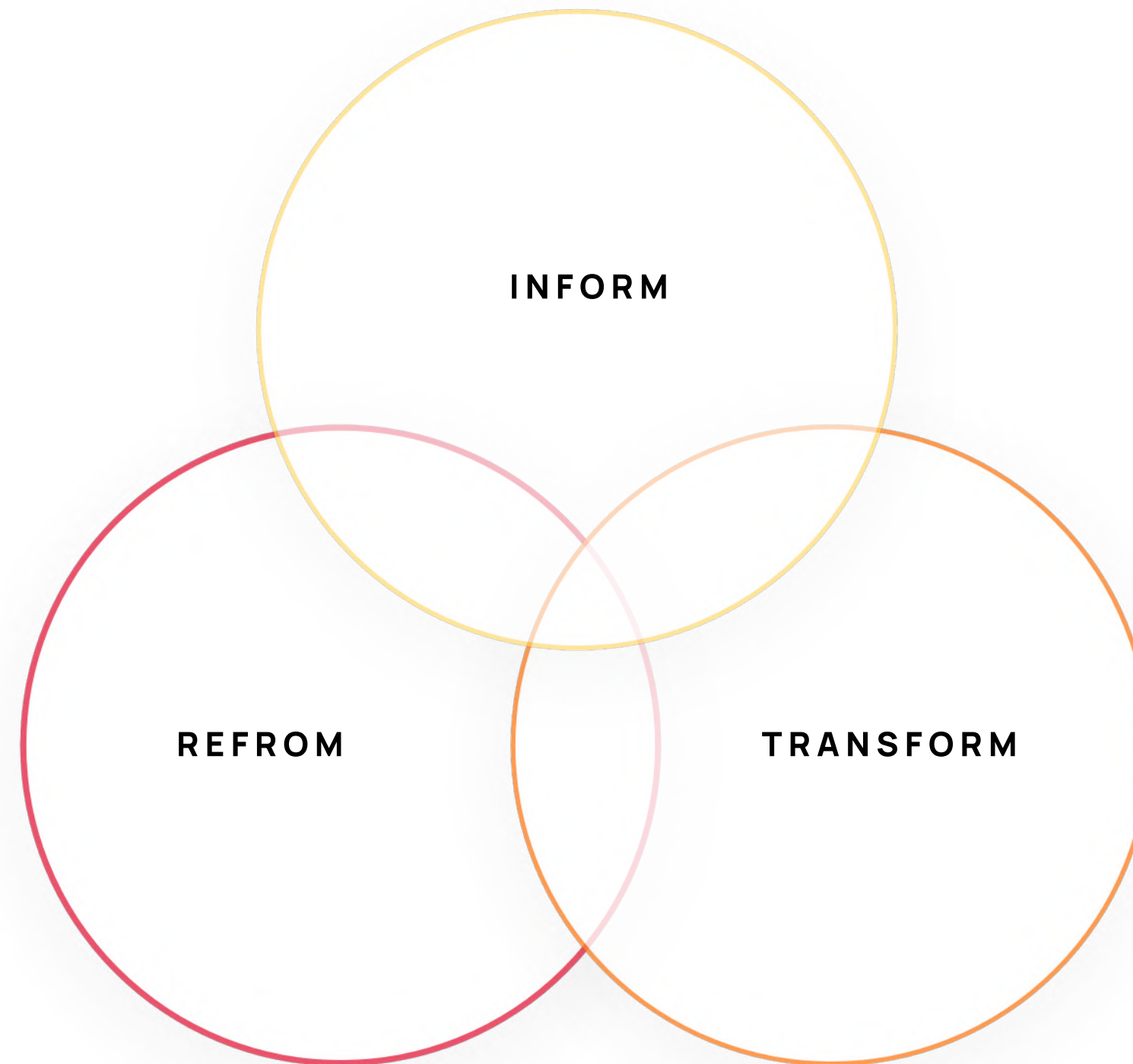
IMMERSE



REFLECT



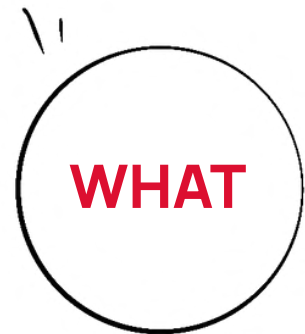
COLLABORATE



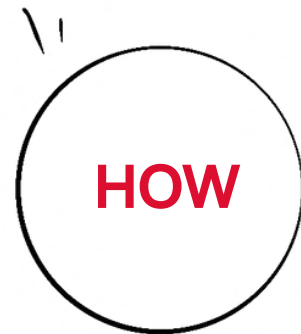
Value Proposition

FOR students across various design universities in the US, **WHO** seeks ethical awareness, clarity, and empowerment, **OUR** interactive platform that ties in with the program curriculum is a systemic approach to help them bring ethics to the center of their professional practice **BY** introducing ethics and equitable design thinking in the form of immersive experiences, collaborative tools, and professional resources. **UNLIKE**, the current indirect, informal, and prescriptive ways of incorporating ethics into design programs, **OUR** approach is bottom-up, seamless, and holistic **THAT** aims to transform every design graduate's ethical competence and elevate their value as a professional.

Onliness Statement



A systemic bottom up approach for weaving ethics and equitable design thinking into design education



by introducing students to immersive experiences, collaborative tools, and comprehensive resources



for graduate students



across various design universities in the US



to elevate their awareness, transform their ethical competence and prepare them to bring ethics to the centre of their professional practice.



in the times when, design professionals are holding powerful positions and are responsible for influencing cultures and shaping society.

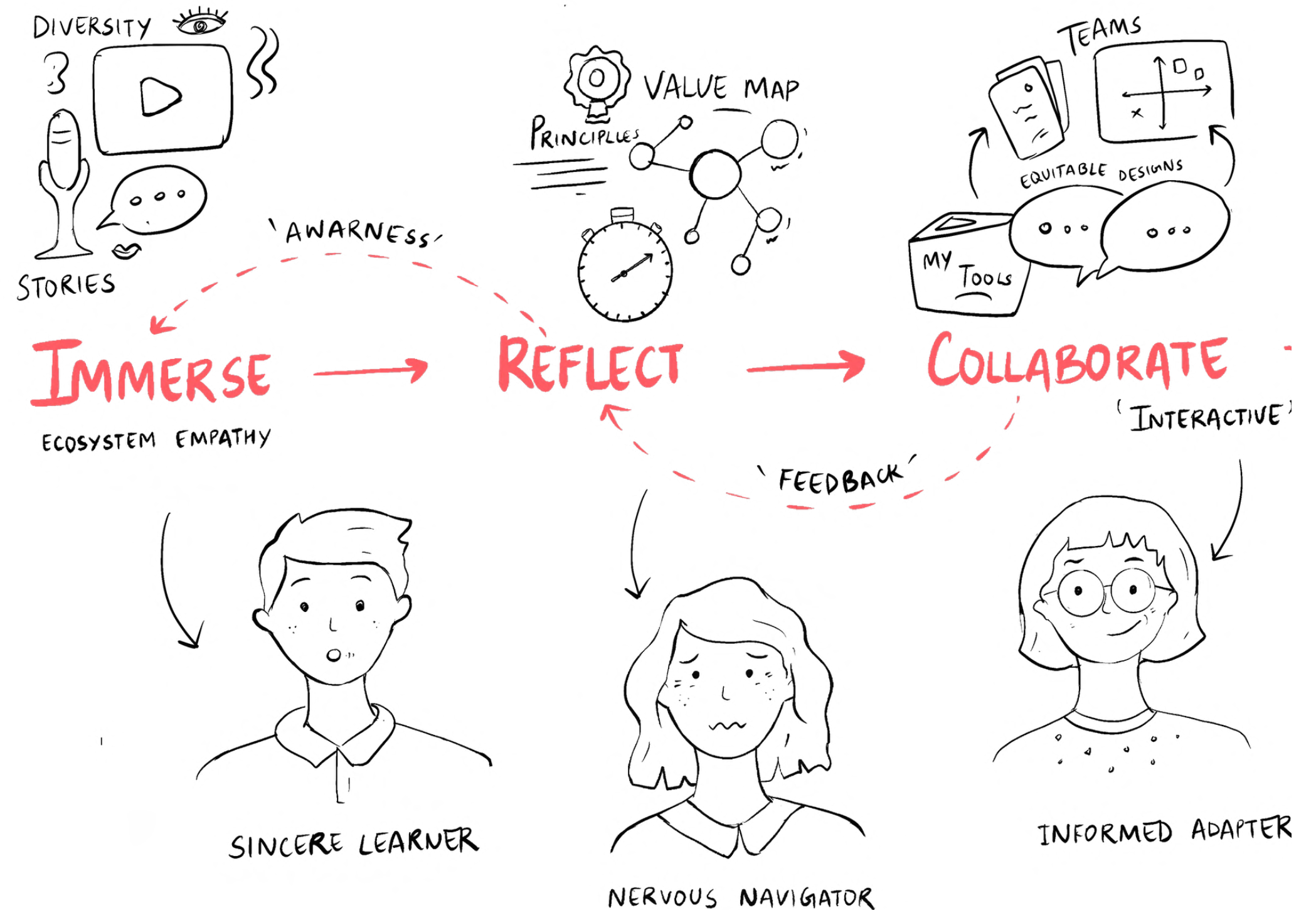
Pause

Design for ethics, empathy and equity.

Pause is an organization that focuses on bringing ethical awareness and a sense of responsibility amongst the design students by providing them a safe platform to express, **immerse** in a diverse ecosystem, engage in thought-provoking conversations, **reflect** and align on their values and **collaborate** to utilize the pre-designed tools to consciously incorporate **ethical pauses** in their professional practice and design work.

The platform relies on a **bottom up approach** as it believes that instead of forcing a change, it is more effective to just provide the right environment, opportunity and motivation for change and then let it work its way up.

The platform **ties with various design universities across the US**, wherein students can sign up with their university ID to join a community of students and professionals to learn, reflect and align to incorporate ethical pauses in their practice. The platform is designed for **seamless integration** of ethics by collaborating with already existing



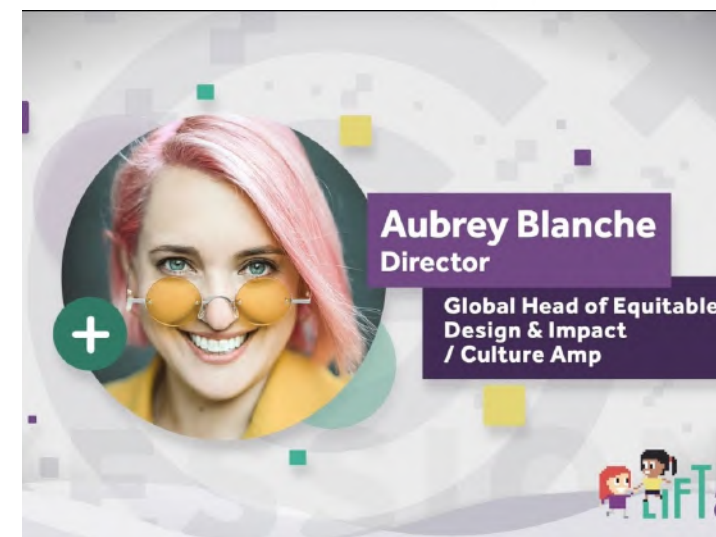
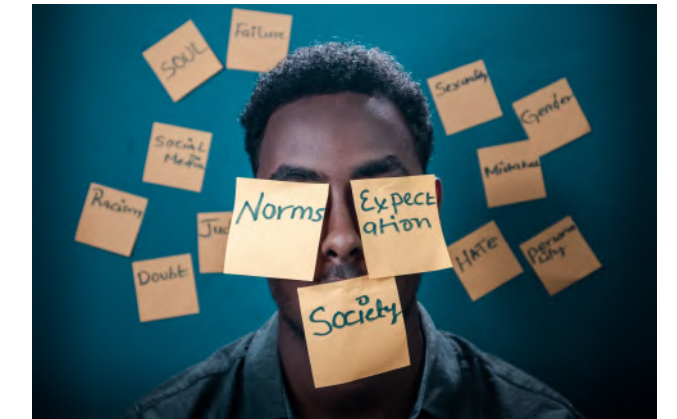
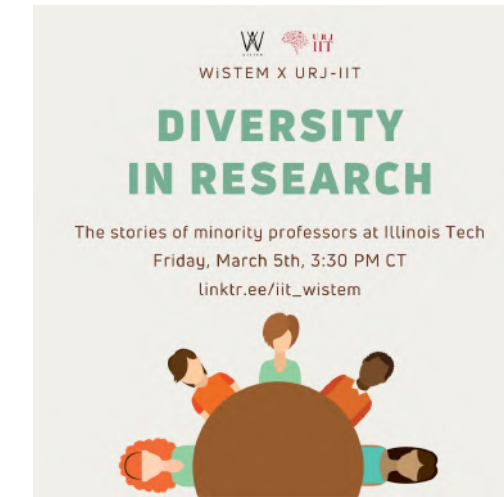
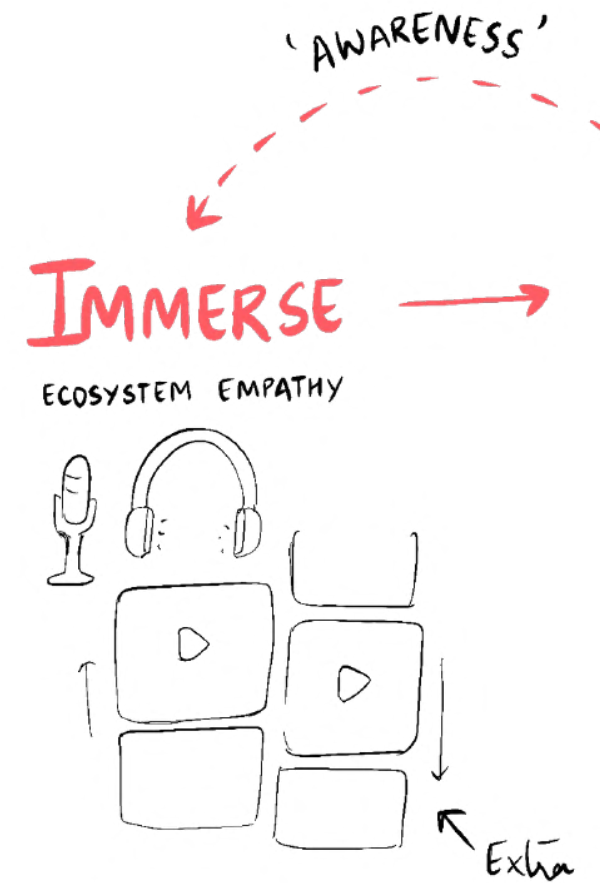
IMMERSE

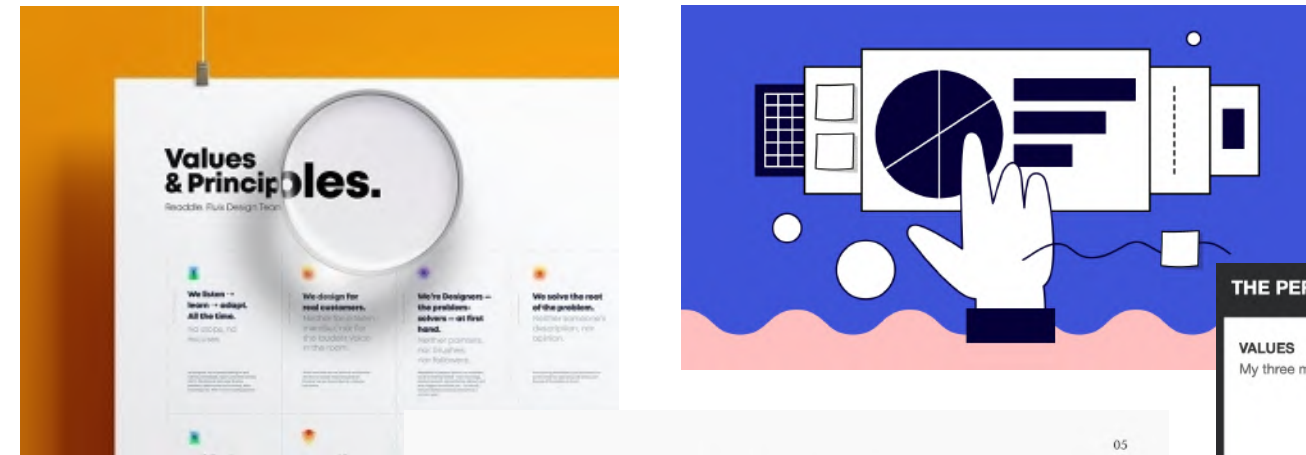
To learn ethics it is important to give students an opportunity to immerse in **diverse cultures**, ethnicities, and demography to understand that the way they move can be different from others. **Exposure to different experiences** and stories helps you develop ethical thinking muscles.

This will also be a **safe space** for students to **express their stories** and ethical dilemmas or concerns for an honest and open discussion. This will given then an opportunity to start conversations about responsibility.

This space facilitates a learning experience that is immersive and interactive by encouraging students to engage in the form of podcasts, video stories, case studies, movies, and more by students as well as **collaboration with professionals**.

This space can be integrated into the system as an **extra credit opportunity** for student motivation.



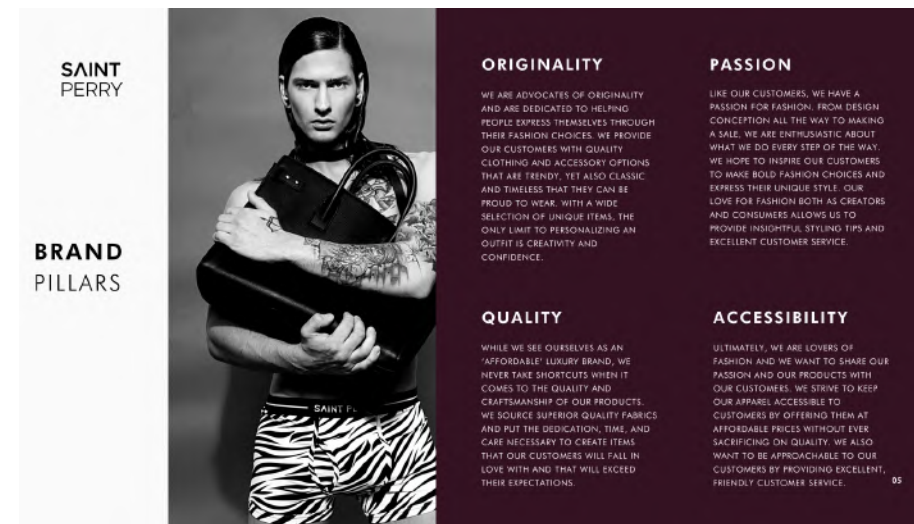
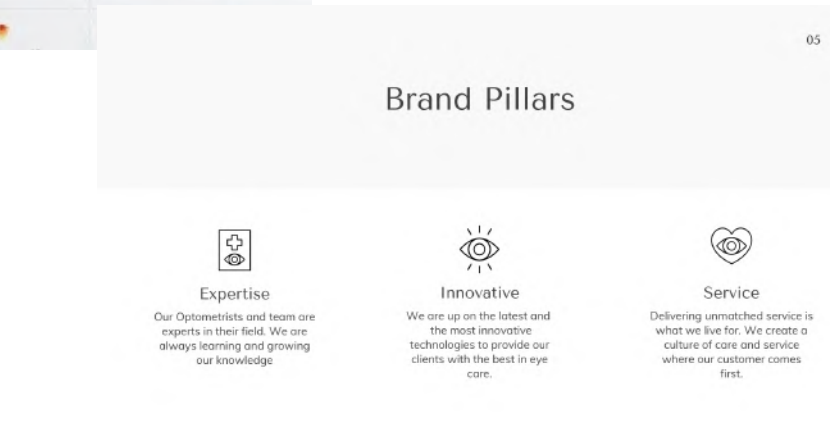
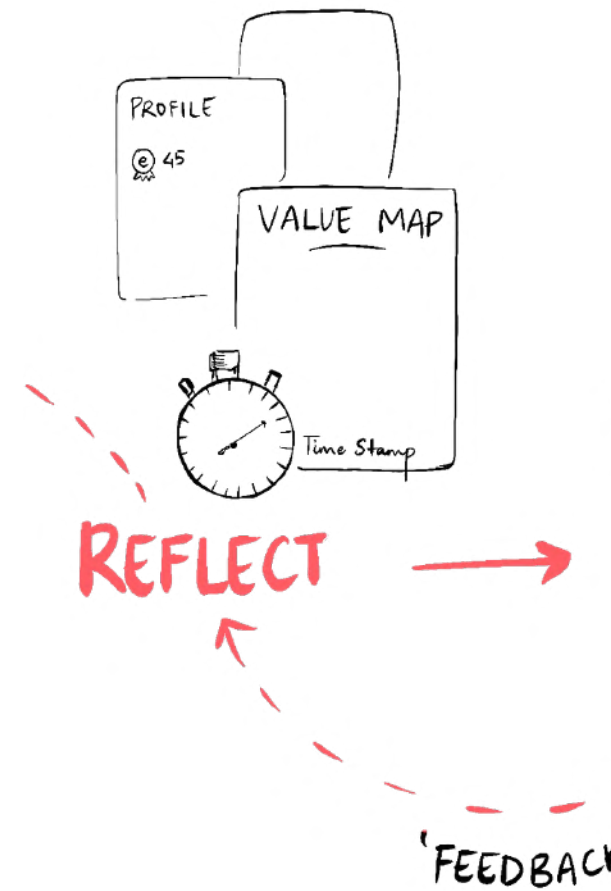


REFLECT

Reflection is a huge part of learning. After immersion, it is important for students to pause and **internalize the learning** and create their own value map. A **value map** is a tool for them to visualize their own values and ethics as a design professional - what matters to them, what **principles** do they stand by, and what is their **purpose** as a designer? It helps them create a mission and vision- their own brand as a professional in the field of design.

It will help them understand that practicing ethical thinking will actually help them inculcate a sense of responsibility, have a re-formed approach, and elevate their value as a professional.

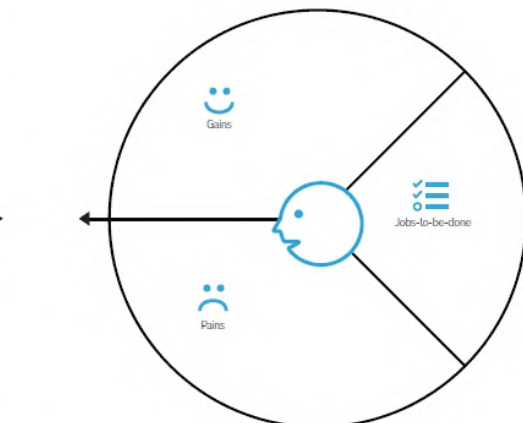
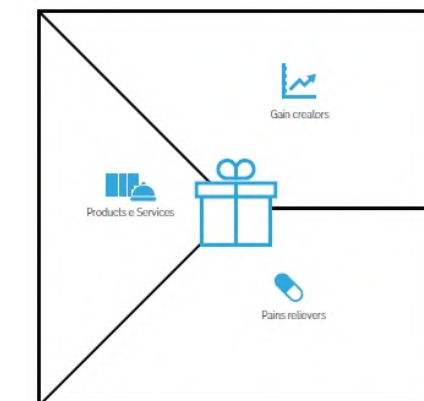
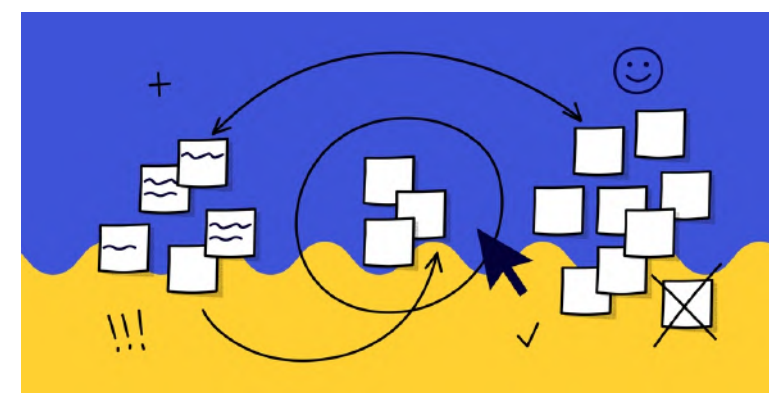
This is also a place where students come together as a **community to align on ethical principles** specific to their discipline. It's a space where you reflect and align your values and **build your personal brand**. Students will be motivated to use this space before every quarter, after reflecting on their learnings from the previous quarter. It's **evolving and iterative!**



THE PERSONAL CANVAS		Name:	Year:
VALUES My three most important values	PASSION I feel in flow when I am	PROBLEMS THAT MATTER The change I want to be part of making	
3	2	6	
INTERNAL PURPOSE Why I do what I do 1		VISION What I hope for the world and my life in it	EXTERNAL PURPOSE I am... that_ (contribute) to... (impact)
		4	5
IMPACT How people change as a result of what I give/do		THIS YEAR'S GOALS What I will accomplish to make progress	
		9	
SUPPORTIVE MINDSET The mindset that will support me to live the life I want to		8	

Stay aligned with what's true to you

Version 2.0 by @bellafunk

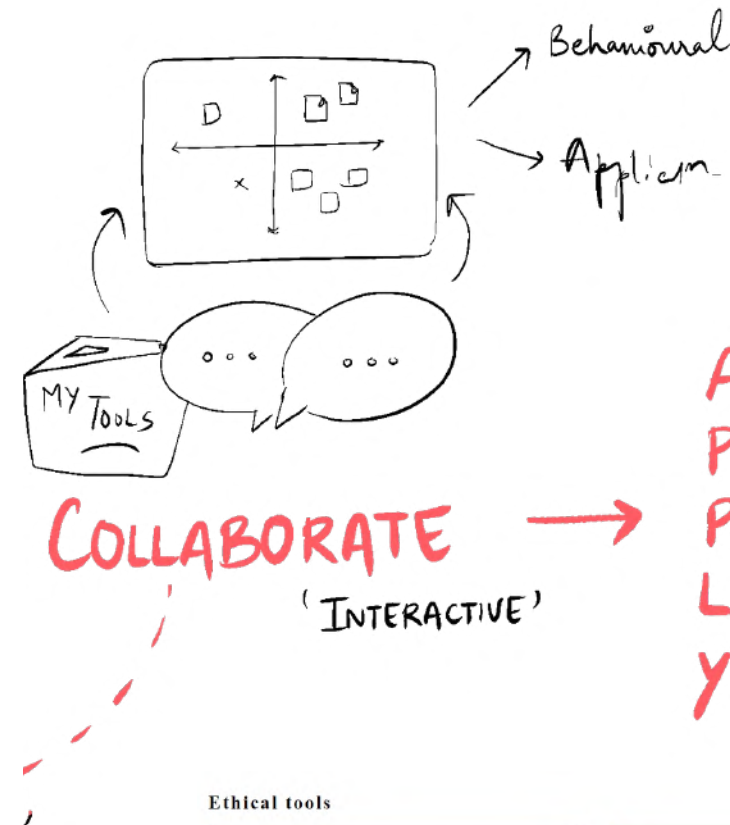


COLLABORATE

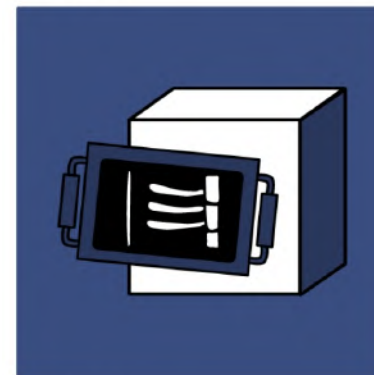
After internalizing and digesting the knowledge it is important to demonstrate its **practical use** in the field. This space helps the students to **collaborate** and engage in a practical approach by consciously incorporating ethics into real-life scenarios and their projects.

This space encourages students to take **ethical pauses** when working in teams on a design project and use various **ethical thinking tools** throughout their project to form ethically **conscious design solutions** as well as manage **inter-team ethical conflicts**. It provides a set of tools for teams to collaborate, evaluate impact, test scenarios, and brainstorm ideas for ethical decision-making.

This is the space where our **organization collaborates with other organizations** which dedicatedly work on creating ethical thinking tools. This space becomes a **seamless part of every course** where students pick and choose 4-5 tools that suit their project.



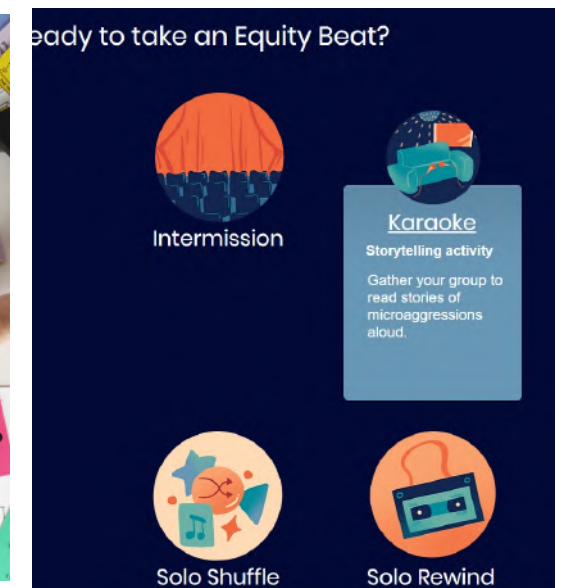
Ethical tools



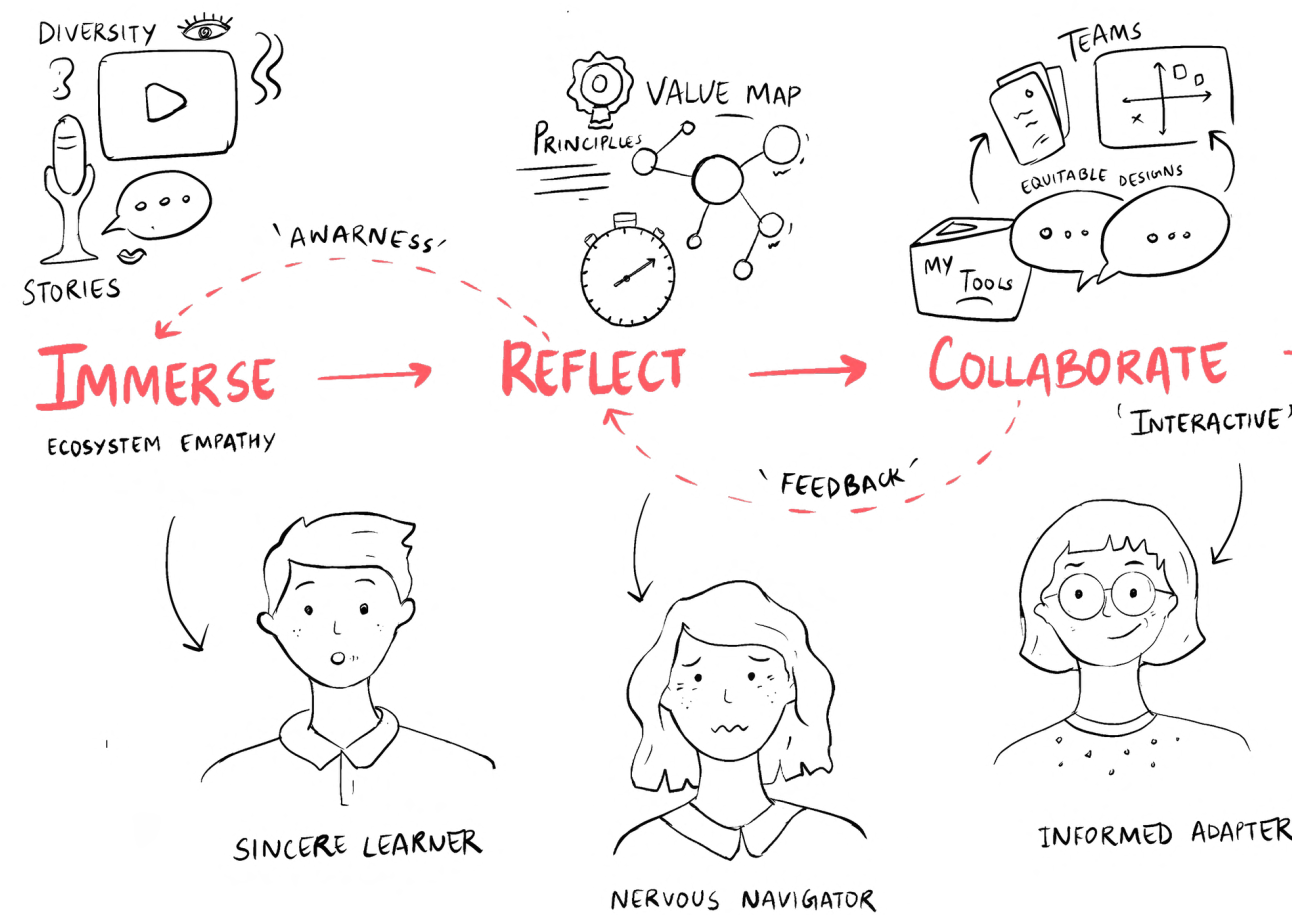
De-description
Learn to recognise and deconstruct the scripts of existing designs. By questioning why a design is how it is, you'll uncover the underlying intentions and world-view of its designer.
framing, moral sensitivity



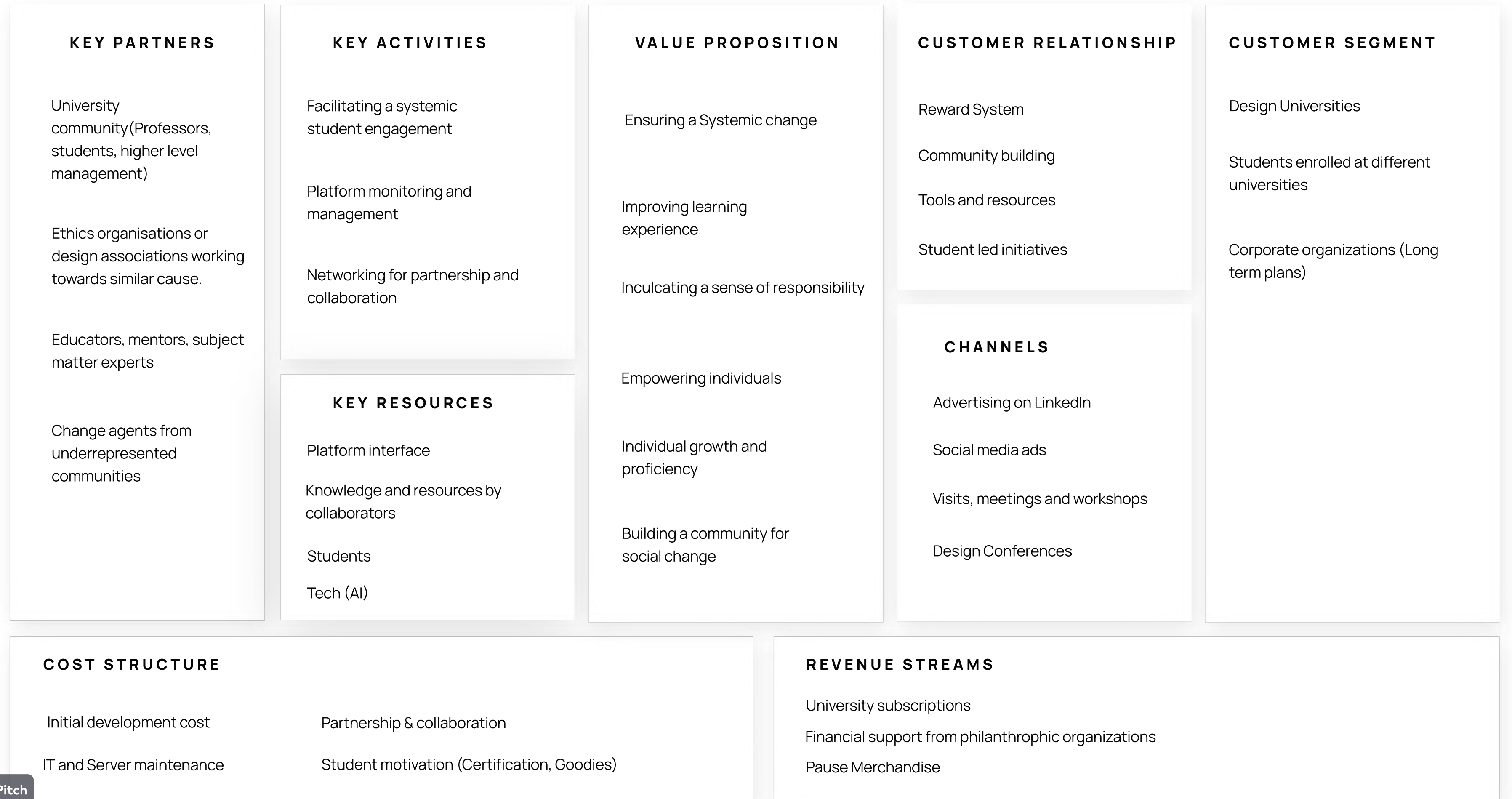
Moral Agent
Challenge yourself to make the most ethical design possible. What would that be and how would it work? This ideation game will help you tackle ethical issues in a fun and challenging way, using bluff and creativity.
envisioning, realising, moral creativity



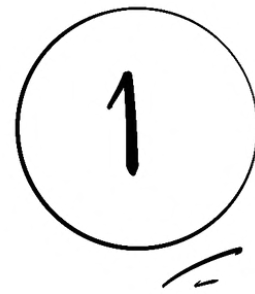
USER JOURNEY & SYSTEM MAPPING



	IMMERSE	REFLECT	COLLABORATE
ACTIONS	View videos, movies, podcast, interviews by experts and leaders. Participate in workshops, discussions, debates. Share stories, perspectives in the form of videos, podcast.	Use the tools available to create value maps, purpose statement, mission and vision. Be a part of the value pool community and view shared values. Co-create principles with your community.	Use collaborative tools and frameworks available in this space as a part of your project to create equitable design solution. Use tools to help inter team ethical conflicts.
INTEGRATION	A part of extra learning opportunities (part of curriculum), student club activities, class discussions and debate (a part of curriculum), competitions.	A check in twice every quarter - submitting/presenting your reflect journal at the start of a quarter in the form of introduction and at the end of the quarter, as individual and team.	A mandatory requirement to use at least 3 tools from this space as a part of your project. Mandatory requirement to post feedback on team ethics on the reflect journal of team members (only if positive)
MOTIVATION	Earn extra credit, certifications, Pause goodies and merchandise, recognition and public appreciation, interaction with professionals.	Class credits, a sense of community, goodies and merchandise	Class credits, project grades, certification, public appreciation in the form of badges through feedback
BENEFITS	They gain awareness about ethics and developing a deeper understanding of equitable design practices, learning from professionals and peer. Holistic immersive learning experience.	Tools and resources to internalise your learnings, personal growth and clarity, increased confidence and decision making, increased professional credibility and value.	Tools and resources to bring learnings to practice. Impactful project outcomes. Increased skills and proficiency. Hand on experience and expertise in practicing ethics and equitable design thinking.



Business Action Plan



3 MONTH

COMPLETE A FIGMA
PROTOTYPE

FIND COLLABORATORS FOR
CODING THE PROTOTYPE
INTO A PLATFORM



6 MONTHS

FIND AND ESTABLISH ONE
UNIVERSITY PARTNERSHIP

FIND AND ESTABLISH 3
PARTNERSHIPS WITH
COLLABORATORS

PILOT THE TOOLS AND
PLATFORM INTERNALLY.



1 YEAR

LAUNCH PAUSE AND TEST IT
WITH SCAD

UPDATE BASED ON FEEDBACK

CONTINUE BUILDING
UNIVERSITY PORTFOLIO

CONTINUE FORMING
COLLABORATOR RELATIONSHIPS.



5 YEARS

CONTINUE EXPANDING

SCALE UP THE PROJECT TO
INCLUDE CORPORATE
ORGANISATIONS (FOR DESIGN
PROFESSIONAL WORKING IN
THE INDUSTRY)

Success Matrix

Here, I will be highlighting a very short term actionable plan . This will help me create an minimum viable product which can be used for phase 1 testing.

What would be my minimum requirement to start testing?

TANGIBLE RESOURCES

- I need 10-15 **design ethics and equity resources** to build the Pause platform
- I need **1 university partnership contacts** to test and integrate the Pause platform (I can start with SCAD)
- Reach out to **university management**, Josh Lind, DEI Director at SCAD (Lace Walker)
- I need contacts with **Industry SMEs** (4-5)
- I need a **design/ brand system** for the Pause
- I need a **Figma prototype**
- I need a **business model** for the Pause Organization
- I need someone to help me **develop and launch my website** (longer-term goal)

Pause
Design for ethics, empathy and equity.



Success Matrix

What would be my minimum requirement to start testing?

IMMERSE

- Immerse has 5 resources, tools, or methods that support the 8 insights from my research
- It has at least 4-5 (+) industry SMEs (design ethics immerse educators/mentors) that support the testing/mission.
- Ask: Bring their expertise to the platform in the form of workshops, podcasts, videos, and interviews.
- Bring an example of how they can contribute (Ex. 30 min-1 hour recorded interview that Pause will share on the platform)
- Possible examples -
 1. 30 min-1 hr recorded interview about design ethics and their experience that will be shared on the platform.
 2. A series of these 30 min-1 hour recorded interviews that address the 8 ethics insights.
 3. Become a contributing member, officer, or expert that advises the platform and creates content.
- Immerse has at least 3 real stories from underrepresented/diverse/less shared perspectives.
- Immerse has a blog space where students can share their stories, challenges, and reflections

REFLECT

- Reflect has at least 3 tools'/resources for reflection.
- A space where students can create their own value map (Defining their values, purpose, and principles as a designer)
- Second, a space where the student community identifies their shared values and principles. (Value Pool)
- This space has 1 tool, a resource for them to use and update over time.

COLLABORATE

- Collaborate has at least 5+ tools/tool kits designed by 1-2 organizations
- Ask: Collaborate to offer their tools on this platform for students in the form of either an online collaborative toolkit or downloadable PDFs with instructions







IMMERSE

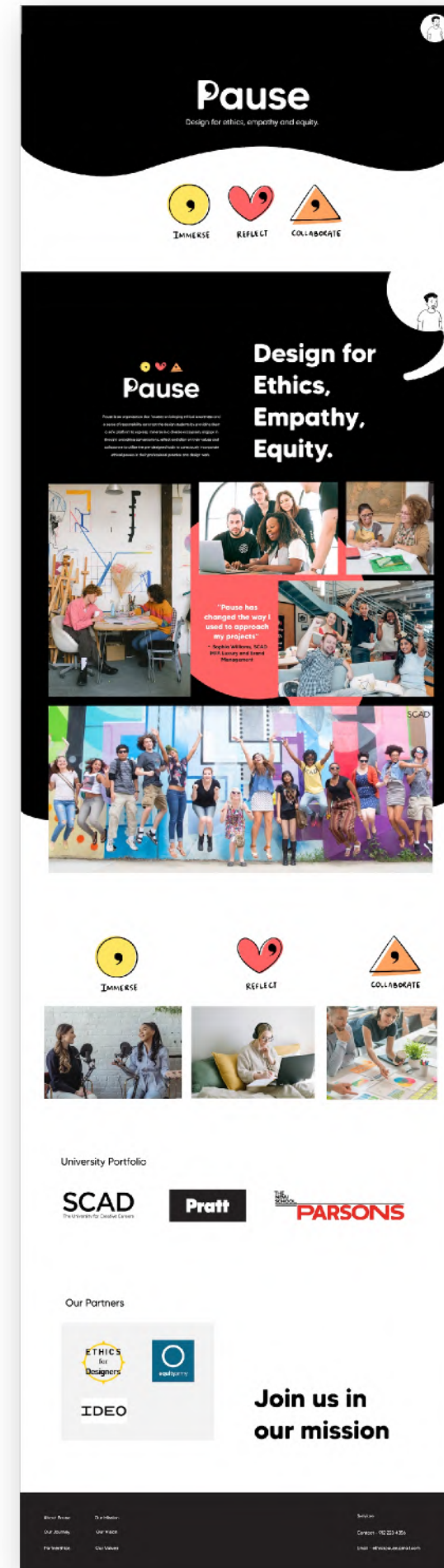


REFLECT

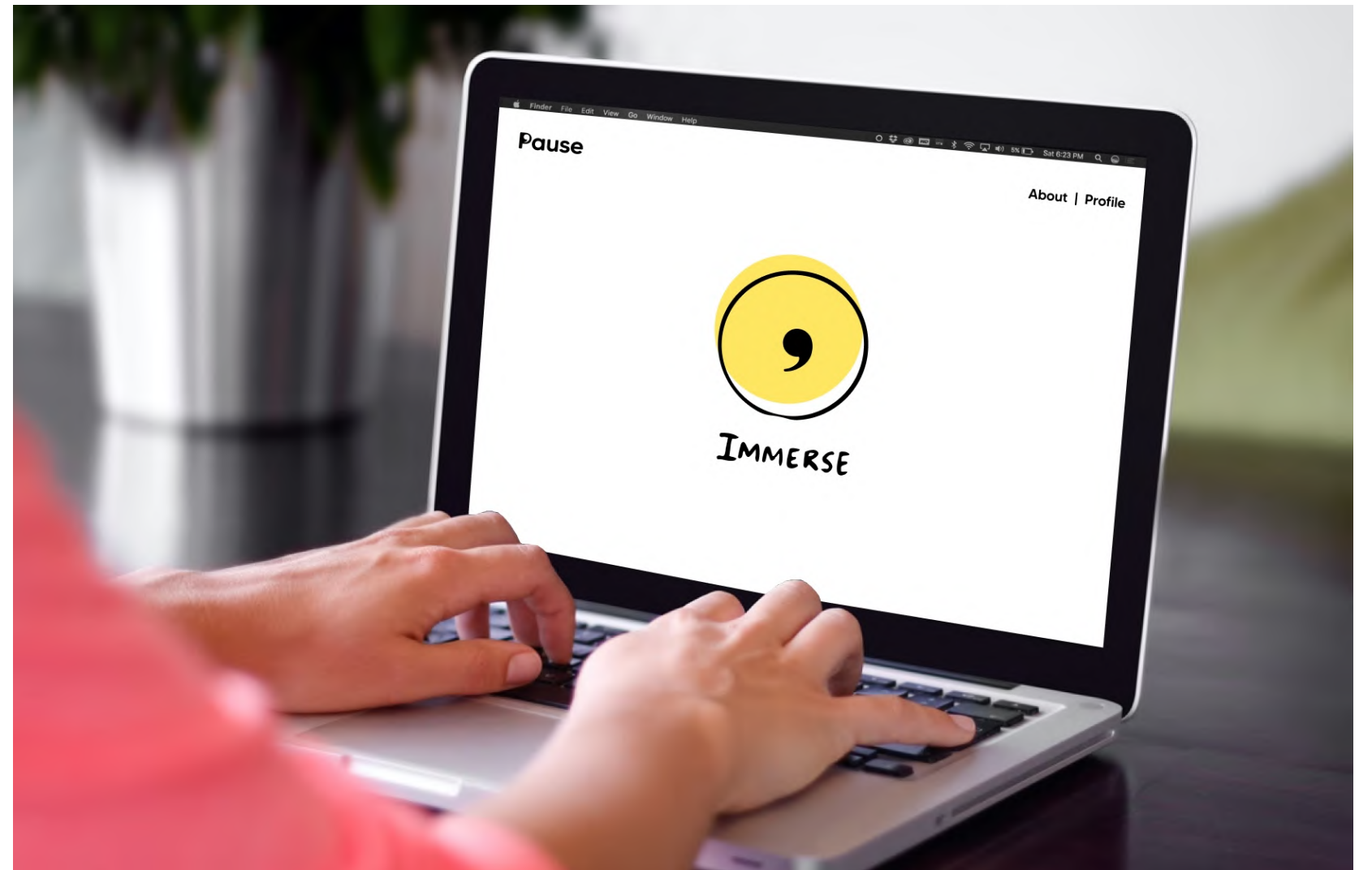


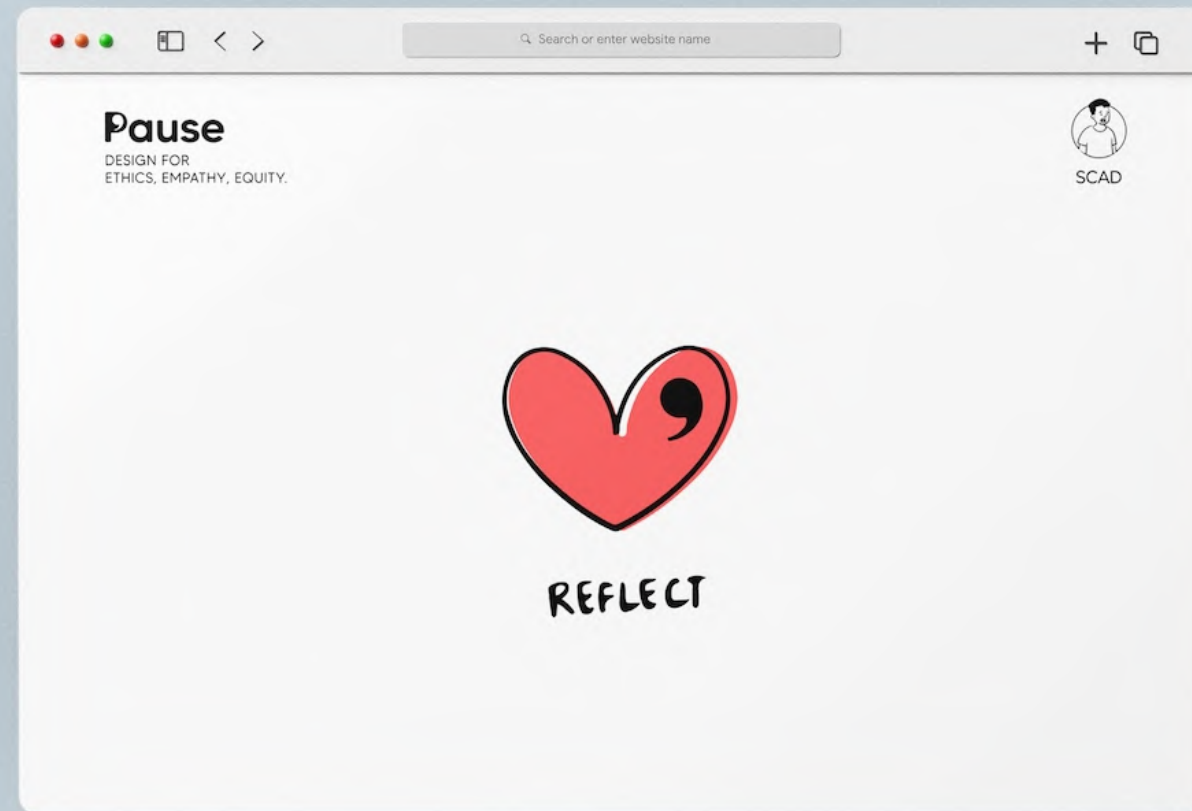
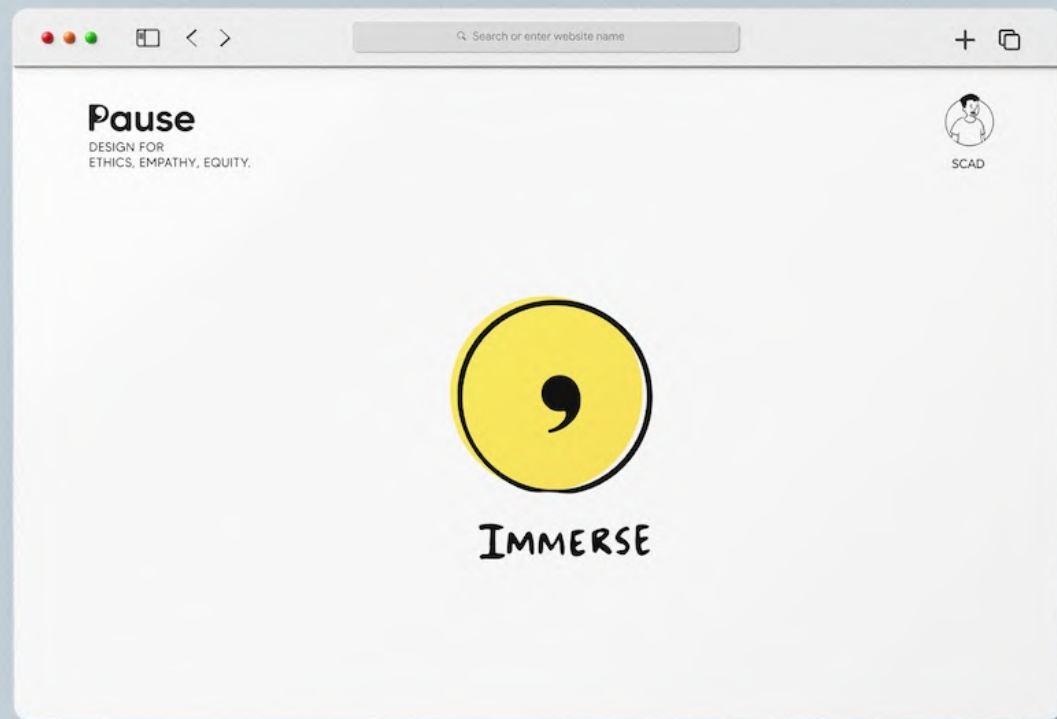
COLLABORATE

HOME SCREEN




SCROLL

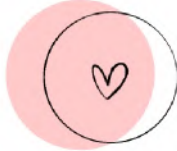




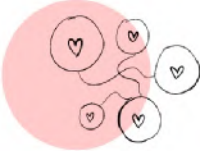
Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.




SCAD



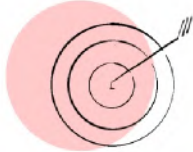
My Values




My Value Pool




My Purpose



My Mission




My Vision




Our Principles


Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.




IMMERSE SCAD




Podcasts




Interviews



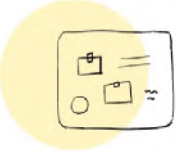
Movies



Talkshows




SCAD Stories




Workshops


Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.




SCAD



Toolkits



Individual Tools



Frameworks



Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.

IMMERSE SCAD

Podcasts

Interviews

Movies

Talkshows

SCAD Stories

Workshops

Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.

SCAD

Talk Shows

Aubrey Blanche
Director
Global Head of Equitable Design & Impact / Culture Amp

Designing Ethically and Practically while Profiting
INTERVIEW WITH River Gandour


Design Ethics

04
Luis Von Ahn

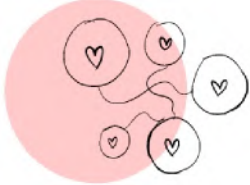


REFLECT

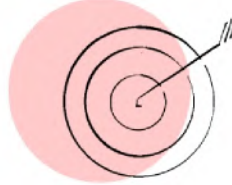
Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.



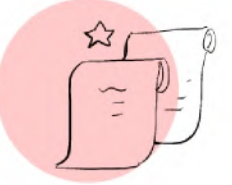
My Values




My Purpose



My Vision



Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.



My Values

What are your Values as a Designer?

MY VALUES AS A DESIGNER ARE ... ^{WRITE HERE}


IMPACT	INTEGRITY	EQUALITY	IMPACT	INTEGRITY
BECAUSE...				
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____


AND I BRING THEM INTO PRACTICE BY ...

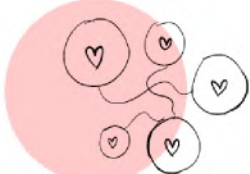



REFLECT

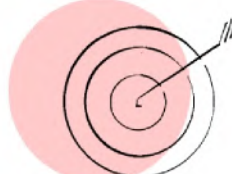
Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.





My Values


My Value Pool



My Purpose


My Mission


My Vision


Our Principles


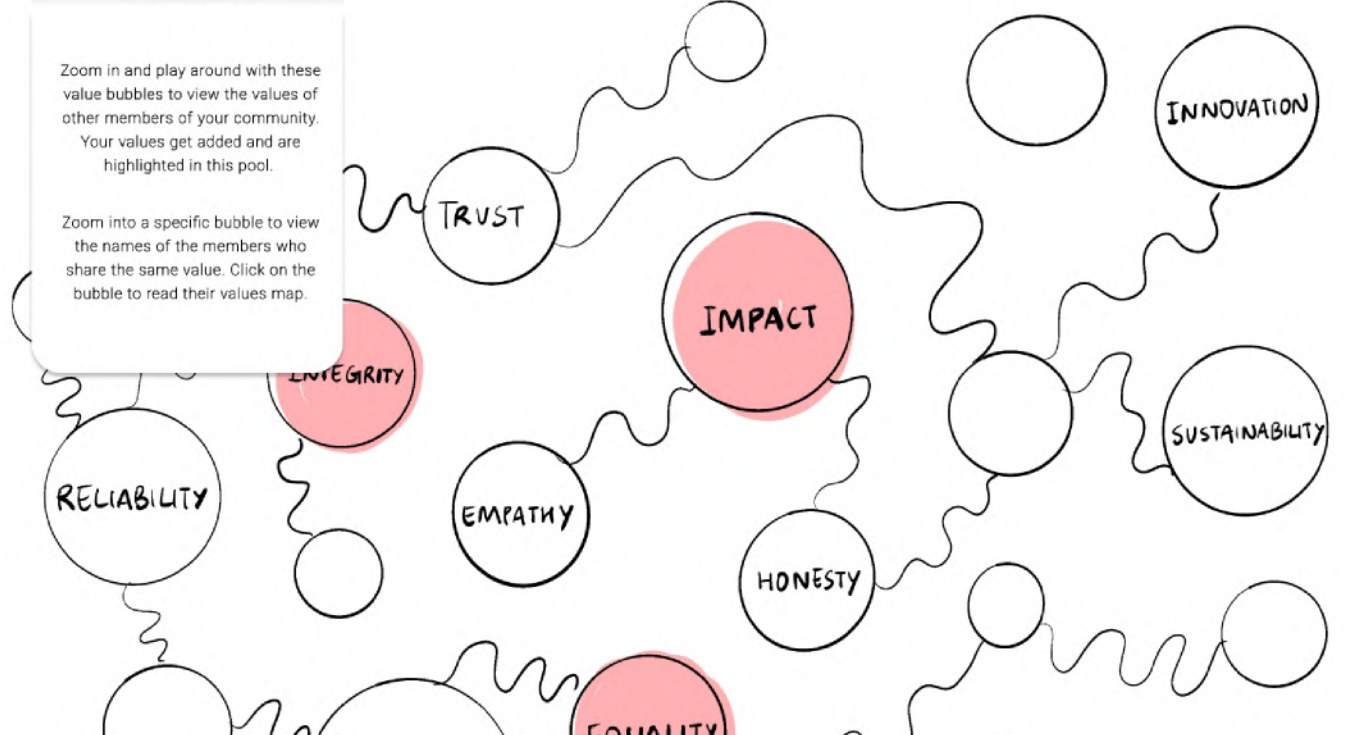
Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.



Value Pool

Zoom in and play around with these value bubbles to view the values of other members of your community. Your values get added and are highlighted in this pool.


Zoom into a specific bubble to view the names of the members who share the same value. Click on the bubble to read their values map.






REFLECT

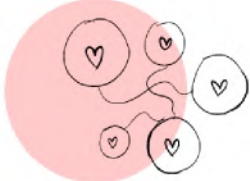
Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.




My Values



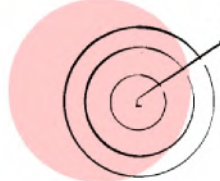
My Value Pool



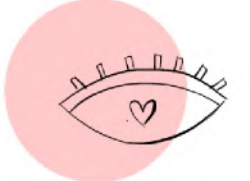
My Purpose




My Mission




My Vision



Our Principles



Pause
DESIGN FOR ETHICS, EMPATHY, EQUITY.



My purpose

What is your Purpose as a Designer?

MY PURPOSE IS TO _____ ,
CONTRIBUTION

IN A WORLD WHERE _____ ,
CONTEXT

SO THAT _____ .
IMPACT



Pause

DESIGN FOR ETHICS, EMPATHY, EQUITY.



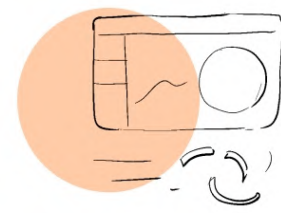
SCAD



Toolkits



Individual Tools



Frameworks

Pause

DESIGN FOR ETHICS, EMPATHY, EQUITY.



SCAD



Tools

