ABOUT · DESIGNMATTERS FELLOWSHIP —
Each year, three Designmatters Fellows are selected to fulfill Art Center’s mission to ‘influence change’. These funded fellowships are rare opportunities to join prominent organizations that perform humanitarian work on a global scale.

HELLO · PERSONAL BACKGROUND —
My name is Sho Rust; a sixth term graphic design student at Art Center College of Design. Curiosity and eagerness to contribute to society brought me into the world of design. This path continued to Art Center, where I was taught to communicate and design on message with purpose. Thanks to Designmatters and the generosity of its supporters and partners, I was able to apply these talents in a meaningful way at the United Nations Population Fund (UNFPA) in New York City.

MISSION · FELLOW RESPONSIBILITY —
During my four-month fellowship at the UNFPA, my primary responsibility was to imagine and design a strong and compelling exhibition space (digital, print and environmental) at the Women Deliver conference in Malaysia held in May. I worked directly under the United Nation’s lead media specialist Christian Delsol. Together, we developed a global advocacy space to inspire people from all over the world to be more aware and fight for women’s rights.

BEGINNING · FIRST IMPRESSIONS OF THE UNFPA —
I entered the UNFPA building in midtown Manhattan on the banks of the East River. Far removed from Art Center, I had left my comfort zone. Nervous, yet anxious to learn more.

Kindly waiting for me in the lobby was Christian Delsol. I reported to Mr. Delsol for the duration of my fellowship. Christian showed me around the building and introduced me to my new coworkers. To my surprise, the interior of UNFPA was structured similarly to most corporate offices in the city – cubicles and windows to the
skyline of one of the great cities of the world. Yet, different than other office buildings, my coworkers represented the cultures of our world bringing a cross culture awareness and perspective to all conversation that lead to design. Having grown up in Japan during grade school at an international school in Osaka with more than 40 countries represented, I was familiar with this environment. It also echoed my multicultural experience at a diverse arts boarding school, Interlochen Arts Academy in Michigan. This international community continues to introduce lifelong relationships defining who I am.

**WORKFLOW · EXAMPLE OF A TYPICAL WORKDAY AT THE UN —**

First thing each morning, I would spend an hour answering emails and sending requested deliverables. If there were no meetings with the project organizers or members of the UN (which there were many), I would work on the various projects. My direct contact for projects differ based on the director in charge. As a result, I got to interact and learn from many work and communication styles. Often, somebody would come into my office asking for urgent assistance around design or workflow. The skill-sets of a creative to convey the message were needed. My job truly lived up to the mission of Design Matters in messaging that has an impact on the world. Staying busy was never a concern.

**ACCLIMATION · LEARNING THE UNFPA INTERNAL STRUCTURE —**

When I first arrived, I had trouble following the meetings. I was careful to observe and learn the company culture first before participation. Much like an unknown language, the staff used division specific abbreviations that made this acclimation even more difficult. Christian and the rest of the staff continued to be a helpful resource during this period. While learning, to make myself immediately useful, I took on clearly defined projects such as brochures and online campaign designs. Then after about three weeks, I knew the many UN specific acronyms and found key areas where I could add more value to the design and its workflow. I specifically prioritized projects and developed my own asset / project management system unique and recognized by the UN staff. This resulted in my heading a collaborative effort among the different divisions of the UN. This new workflow proved to be successful and resulted in a more productive, creative, and effective deliverables among the many groups. Because Christian was aware of the creative obstacles within the organization prior, this new system gained wide acceptance among the team.
UNFPA · MISSION STATEMENT —

"UNFPA, the United Nations Population Fund, delivers a world where every pregnancy is wanted, every birth is safe, and every young person’s potential is fulfilled."

UNFPA’s mission statement

UNFPA · ORGANIZATION’S VISION —

UNFPA partners with governments, other agencies and civil society to advance this challenging promise. They have a passionate focus on improving the lives of youth and women. They advocate for human rights and gender equality by promoting the understanding of population dynamics.

CHALLENGES · DEVELOPING A CREATIVE FRAMEWORK —

Because of my lack of experience working for non-creative based companies, I was challenged at the UNFPA in that its organization structure and workflow differed from what I knew with agencies and production houses in LA. The small creative based companies I had previously worked for had the luxury to take risks in a collective effort to become faster and smarter. At nonprofit government organizations, risk taking was controlled. Only proven processes could be implemented in most cases due to the sensitive nature of its content and its many stakeholders. Therefore, it takes a long time to gather assets, iteration and approval. However, once I started noticing patterns, I quickly adapted my work to be more responsive to content iterations. This, in turn, sped up the approval process by designing all deliverables strictly within the style guide. This process evolved into my own creative framework around the organizations needs and the importance of style guides and their implementation.

GOALS · BEYOND 2014 & POST 2015 —

My Fellowship was during an organization wide focus on defining a new set of goals. During this transition phase, it was essential for all personnel to understand their role in this process. However due to the size and complexity of the UN, this was a challenging problem that needed a fast and effective solution. Because these goals were developed in a comprehensive written form it was impractical to share due to its complexity and time required to read. My solution was a timeline that showed all milestones and processes for 2014 and post 2015 across all divisions for easy accessibility. The timeline featured arrows that showed the progression of data and energy. By using this tool, the reader could visually grasp how their work impacts the
entire organization. The clarity of this timeline renewed a passion and a sense of purpose within the organization.

LEARNED · PERSONAL INSIGHT —

I learned that there is a different approach and process when it comes to working within larger organizations – for profit and non. It takes a full understanding of an organization’s resources, abilities and culture to develop the right solution. Understanding this is step one. One example is the organization wide strategy guide I developed. As a creative, I started the process by imagining a beautifully printed die cut guides. The UNFPA was supportive of this idea. However after interviewing a few people, I concluded that what was needed was a disposable, copy friendly, foldable solution. As a designer, and as taught at Art Center, it was my responsibility to equally implement function with aesthetic principles. Thanks to many experiences at the UNFPA, I have learned that having an impact on global change is possible with an idea and determination. I believe “design matters” in all we do. A good idea is appreciated, making a strong concept possible.

COMPARISON · ART CENTER & UNFPA —

At Art Center, students have the luxury of spending time researching, imagining and sharing ideas. During the fellowship, I was mostly self-reliant. My mind was tasked with multiple projects and responsibilities. Although I did my best to ask the right questions to understand data, I also needed to execute deliverables in a timely matter. This all within expectations and workflow of a world-renowned multicultural organization that was not always consistent in its workflow to produce the best design to message. Learning how to better communicate design to message was my big takeaway. This all has improved my approach in completing tasks in in-house creative environment with limited creative resources, I learned to wear multiple hats. While an ideal creative team in a large organization would consist of a creative director, producer, art director, designer, copywriter. Having to play the role of designer and art director. I soon learned the importance of the other roles. In turn, I adapted my workflow to include all these crucial functions.
SUMMARY —
In summary, The Designmatters UNFPA Fellowship was an invaluable experience to work alongside smart and caring people doing meaningful work. It reinforced the urgency and responsibility to spread awareness by example and good design. After working at the UNFPA as a Designmatters fellow I have been inspired to continue along this path of making an impact with good design on message that matters. I am now working on separate projects with two nonprofit organizations, my own startup company Rareform, and Nike to share data, awareness, and products that make the world a better place to live.

Special thank you to everybody that made this life changing experience possible.

Sho Rust

PROJECT LIST
Project 1: Who we are brochure consulting
Project 2: UNFPA cheat sheet
Project 3: Key Commitments
Project 4: Integrated ICPD Beyond 2014 Post 2015
Project 5: Too Young to Wed Space design / consultation Project 6: Women Deliver Ad for editorial
Project 7: UNFPA map development
Project 8: Portrait shots
Project 9: Online Google+ campaign
Project 10: Various internal projects
Project 11: Too Young to Wed Ad for editorial
Project 12: Women Deliver poster design / development Project 13: Women Deliver take home posters
Project 14: Women Deliver exhibition space design
Project 15: Women Deliver video PSA
Project 16: UNFPA video archive organization / revitalization Project 17: Internal branding consultation

SPECIAL THANKS
Christian Delsol & UNFPA
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NOOR NISA
Age 20  ·  Afghanistan

After the car transporting her to the hospital to check on her pregnancy broke down, Noor waited with her mother on the side of the road. Her husband went to find another vehicle to continue the four-hour drive. He wanted Noor to avoid the fate of his first wife, who died during childbirth.

Photo by Lynsey Addario / VII Photo

delivering a world where every child birth is safe
A nine-months pregnant Niruta, 14, carries grass to her family's farm in Kagati Village, Kathmandu Valley, Nepal. The harmful traditional practice of early marriage is common in Nepal. Photo by Stephanie Sinclair

UNFPA Strategy Guide

Key Commitments System

UNFPA Strategy Guide
TOO YOUNG to WED.ORG

Join the campaign
Protect Girls’ Rights

Delivering a world where every pregnancy is wanted, every childbirth is safe, and every young person’s potential is fulfilled.

Google + Campaign

Stockholm Blueprint

UNFPA Map framework

Portraits for Campaign

Women Deliver Editorial Ad