

### Project 3— Leveraging your callings into organizational intentions

#### Problem statement

Entrepreneurship and branding—PURPOSE, IDENTITY, WEB APPEARANCE & ARTIFACT

#### goal

you will be organized into 5 groups of 5 students with similar callings.  
design an intention and purpose for a meaningful, fictitious non-profit organization  
that engages in the field of water:

- water literacy
- water & politics / management / social justice / gender equality
- water & culture / consciousness / appreciation
- water & art / imagination / mastery

study the resources on the second page before designing your groups calling.

your group will design

- name
- visual identity
- online appearance
- one artifact of your organization, eg: poster campaign, sculpture, product, animation, exhibit, etc
- ripple story

#### deliverable

wire bound 11x17 booklet with the following pages:

- 1.) cover page
- 2.) page 1: creative brief
- 3.) page 2: landmark
- 4.) page 3: area of isolation
- 5.) page 4: homepage plus additional webpages
- 6.) page 5: artifact
- 7.) page 6: ripple story
- 8.) back cover

*PLUS*

page 2 (landmark) through page 6 (ripple story) mounted on a 15x20 black presentation board for gallery  
(5 boards total)

10/18	P3 kick-off
10/20	group intentioning / name / artifact / work in class
<b>10/25</b>	<b>rippling workshop</b>
10/27	work in class
<b>11/01</b>	<b>2 options review</b>
11/03	work in class
<b>11/08</b>	<b>1 options review</b>
11/10	work in class
<b>11/15</b>	<b>presentation / p4 kick off</b>

Turn in one pdf file with ALL 8 pages of the booklet named *organizations name\_p3.pdf*

class meets tth  
8:30am–11:20am  
# 42388  
12:30pm–3:20pm  
# 43225  
at art 201

this course is 4 semester  
units and graded.

andrea english  
lecturer  
graphic design

san jose state university  
art 327  
andrea.english@sjsu.edu

**office hours:**  
tth 11:30am–12:30pm

#### course syllabus and handouts

<http://www.sjsu.edu/people/andrea.english/>

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#### WATER RESEARCH RESOURCES

TED talk: *Reuben Margolin; Sculpting Waves in Wood*: <http://goo.gl/nwLPVF>  
TED talk: *Sylvia Earle; Protect our Oceans*: <http://goo.gl/1pt8Oi>  
Sylvia Earle: *Mission Blue*: <http://mission-blue.org>  
Janine Benyus: *Biomimicry*: <http://goo.gl/OcZOhS>  
Biomimicry: *Ask Nature*: <http://www.asknature.org/search?category=default&query=water>  
10 Best Water Documentaries: <http://goo.gl/qfPp1>

World Water Day 2015: <http://www.unwater.org/worldwaterday/home/en/>  
World Water Day Trailer: [https://www.youtube.com/watch?v=1Zwd4B\\_Zqw](https://www.youtube.com/watch?v=1Zwd4B_Zqw)  
World Water Day: *Understanding Water Issues*: <http://goo.gl/P93Kzm>  
World Ocean Summit 2015: <http://goo.gl/ierT4a>

Water & Design: WET: <https://www.wetdesign.com/default.html>  
Water & Art: <http://witcombe.sbc.edu/water/art.html>  
Water & Women: <http://www.globalwomenswater.org>  
Unwater: <http://www.unwater.org/topics/en/>  
United Nations: <http://goo.gl/6mpN7V>  
Think Blue: <http://wallacejnichols.org>  
Water Key Facts: <http://www.sharing.org/information-centre/articles/water-key-facts-and-resources>  
Monterey Bay Resources: <http://montereybay.noaa.gov/resourcepro/resmanissues/issues.html>  
Ocean Wikipedia: <http://en.wikipedia.org/wiki/Ocean>  
State of the Ocean: <http://www.stateoftheocean.org>  
National Geographic: <http://environment.nationalgeographic.com/environment/freshwater/>

#### Water and Spirituality

Ubuntu: <http://www.thebrokeronline.eu/Blogs/Prioritising-Water/Ubuntu-water-shows-the-way>  
Saltwater People Network: <http://www.nailsma.org.au/saltwater-people-network-0>  
Honor the Waters: <http://honorthewaters.com>  
WASH Alliance: <http://washalliance.org>  
Waterkeeper Alliance: <http://waterkeeper.org>

#### Interesting projects around water:

Sink or Swim: <http://annenberghphotospace.org/exhibits/sink-or-swim>  
Boston SeaChange: <http://www.sasaki.com/project/360/sea-change-boston/>  
Water Purification with Ultrasound: <http://goo.gl/DQP6df>  
Drinking Water in Rural India: <http://goo.gl/qYzceQ>  
Floating Billboard: <http://goo.gl/sdUJGN>  
IDEO case study: <http://www.aiga.org/case-study-smartlife/>  
Biomimetic Design Solutions: *Collecting Clean Water from the Air*: <http://goo.gl/xMnyeH>  
New Cartoon Will Use Laughter & Adventure to Help Kids Save 'Planet Blue': <http://goo.gl/TjSNmE>

#### Interesting articles on water:

Charles Eisenstein—*The Age of Water*: [http://realitysandwich.com/8754/age\\_water/](http://realitysandwich.com/8754/age_water/)  
Water is the new Oil: <http://goo.gl/L1p4DM>  
Half of our planets water may be older than the sun: <http://goo.gl/1AKk18>  
Californians are Ready for Recycled Water: <http://goo.gl/aqmCvn>