

- **Brett - ideas**

- water bottles
 - fiji, dasani, vodss
 - environmental efforts
- printing company
 - only does school projects
 - local business
 - open 24 hours
 - sam's club style membership
 - recycled paper
 - donate part of profits to art department
- landscape company
 - services
 - specialize in community/campus landscaping
- taxi service
 - electric taxis
 - fun theme
 - little cost
- restaurant
 - comfort food, vegetarian, ice cream, etc/
 - BAKERY!
- farmers trade
 - social network for farmers/growers to connect and trade crops/goods
- other people's examples
 - bike trade
 - abandoned buildings made fun
- grocery delivery that's payment is your recycling
- art supplies for your recycling/clothes
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Aid - like a Red Cross for natural disasters or countries in crisis

Military - Create a company that aids soldiers. I can ask my brother about ideas. Off hand, I know the food sucks for naval soldiers at sea. Or maybe a community welcoming service/letter service

Global food crisis – local food market, urban gardens, etc.

Community - Make gifts for long term hospital patients,

- summer film/art festival
 - raising money for art department/art programs

- work of local/student artists
- film/art/music
 - everything on bikes. no cars on campus. self-guided bike tour of large art placed around campus.
 - night time campus art, people use flashlights, on bikes
 - concert dedicated to decreasing light pollution
 - night time, no lights, acoustic concert
 - campus "lights out" initiative
 - earth day
- printing company
 - only does school projects
 - local business
 - open 24 hours
 - sam's club style membership
 - recycled paper
 - donate part of proceeds to art department
- what is a problem in the community
 - how can we improve this problem
 - how can we fix this problem with a design focus
 - business, company, program, project, cause
 - service that helps people find a job
 - product with multiple uses for homeless people
 - even that generates awareness of child obesity

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- name
 - left up to each group member
- overview/description of initiative (what is it? the nature of it?)
 - This event is a multi-faceted community festival focused on art, music, food, and outdoor activity. It will involve a self-guided bike tour of art installations around Michigan State's campus, a late night festival of food and film, and ending with an all-night "lights out" acoustic concert.
- goals of the initiative
 - Bring together East Lansing locals
 - Promote an appreciation of local arts and culture
 - Cultivate an awareness of light pollution and green transportation
- mission statement
 - _____'s mission is to unite the local community through an experience of art and music, and promote a green lifestyle.
- design objectives (concrete) "to suggest..."
 - artistic talents
 - connections to the community
 - connections to the environment
 - environmental issues
 - innovation
 - simplicity
 - introspection
 - emotional context
 - creativity
- concept statement (abstract) - poem/quote
 - To give something we must first possess it. With youth we have energy, excitement, and uncertainty. The only objective is to live for the moment and capture the heart and spirit of each and every breathing, throbbing second. By owning that intense devotion and sharing that compassionate will to live with others, we can circulate new and refreshing life to the people we come in contact with. Live socially. Live artfully. Live with an impact.
 - Inspired by: Andrea Wertzberger
- key competitors/similar initiatives
 - East Lansing Art Festival
 - Grand Rapids Art Prize
 - Ann Arbor Art Festival

- Common Ground Music Festival
 - MSU Go Green Efforts
- target audience(s)
 - MSU community
 - Local art community
 - Young Adults, male/female
 - Environmentalists

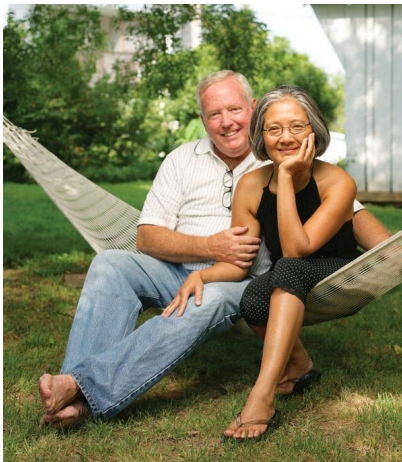
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Cause Crusaders



- goals: living environmentally, social activism, making a difference, bringing attention to causes that impact them, supporting the work of others
- motivation: improving our world, influencing those around you, social awareness, expressing themselves
- social history: spends time involving themselves in benefiting activities, volunteer, shop organically, recycle, associate with cause leaders
- what they need to know: causes paired with the event, direct impact, benefits of the event, how to get involved, who we're associated with (promotional groups)

Loving Locals



- goals: get involved with the community, supporting local businesses, getting to know neighbors, promoting a sense of community,
- motivation: entertainment, bringing positive public relations, creating a diverse environment, paving the road for future generations
 - social history: getting to know neighbors, creating roots in local community, getting involved with local events, volunteering, local awareness
 - what they need to know: Where it's located, how it benefits their community, promotional group involvement, how to sponsor, Who and how to get their neighbors to attend

Social Seekers



- goals: entertainment, getting to meet people, hangout with friends
- motivation: get rid of boredom, see friends, attend stuff that seems “cool”, to be “in the know”
- social history: concert attendee, large social gatherings, party hopper, gossip, spontaneous thrill seekers
- what they need to know: what the main activities are, who will be there, How it relates to them, popularity of the event, reminders of when and where