

DESIGN CHALLENGE - Malala Yousefzai

OVERVIEW

Students will use the design process and social medium of their choice to raise awareness or create change for a cause they are passionate about. Feel free to tailor this experience to meet the needs and interests of your students, retaining following essential elements:

1. Students should use the power of their voice (spoken or written word) and social medium to make change or raise awareness about a cause of their choice.
2. Students should follow the 5 steps in the design process to guide their design challenge.

What can this look like?

- Students can work individually or with a partner or in a small group that shares the same passion to address a specific cause.
- Students can different social medium and utilize existing social media platforms or create their own:
 - Existing: Twitter, Instagram, TikToc, Weebly, YouTube, etc.
 - Types of social medium: blogs, podcasts, photo series, online petitions or campaigns, videos, TED-style talk, discussion forums, etc.
- This design challenge can be done in the classroom, as part of an after school club or project, or a combination of at home and in school work
- You can make this design challenge as small or large scale as you'd like, and complete it in a week (dedicating one day to each of the stages of the design process below) or over the course of several weeks, months, or an entire school year
- Steps in [the design process](#):
 - Step 1: Empathize
 - Step 2: Define the problem
 - Step 3: Ideate
 - Step 4: Prototype
 - Step 5: Test(students should be encouraged to return to any of the above steps to continue problem solving and iterating until they've found a viable and effective way to address the problem)

Design Challenge: Your Words Can Change the World

Part 1: Identify a cause & choose a social medium

Materials:

- Large blank poster paper (4) for classroom brainstorm posters
- Markers
- Student worksheet: Top Causes I Care About

*For this Design Challenge, *Social Medium* is defined as: a tool, website, or application (e.g. Instagram, YouTube, a podcast, etc.) that can serve as a powerful form of communication and change-making in a social movement.

Teacher preparation:

Prepare four large pieces of poster paper for students to write down their ideas

1. Title two of the posters: *1. What causes do we care about?*
2. Title the other two posters: *2. What social medium do we use at school or at home?*
(Note: Depending on the needs and background knowledge of your students, you may have a few causes or broader topics listed on each chart before students begin to help students generate ideas and organize their thoughts.)

Steps:

1. Ask students to list different types of social medium. If they list the names of specific social media platforms, write them down, and then ask them how most people interact on those platforms. For example:
2. Explain that students will now share the social causes that are important to them, and brainstorm different types of social medium they know about

Social media platform	Social medium used	Teacher note: Encourage students to link to the classmates in their group for ideas or inspiration (poster work)
Facebook	Writing, videos, images, live chats, etc.	
Instagram	Images, videos	
TicTok	Videos	
Twitter	Writing, pictures, live chats	
Medium	Writing (blogs, articles), images, poetry	
TED	Talks/videos/animation/podcast	
Public radio stations, Internet radio, Podcast websites and apps	Podcasts, live interviews	

3. Divide the class and direct half to take one set of posters, and half to the other set
4. Each group should move to their set of posters and use markers to jot down their thoughts and ideas on causes they care about, and different types of social medium they use or would like to use.
5. Give students 10 minutes to add their thoughts and ideas to both posters; encourage words, short phrases, and ideas big or small
6. Have students stop and switch spots with the other group and spend 5 minutes reading what the other half of the class wrote on their posters to get new ideas, inspiration, and to notice any common or popular topics or social medium listed

7. Explain to students that these are the initial thoughts they will use to complete a design challenge in which they will identify a social cause that is important to them, and use a social media platform to raise awareness or create change
8. Ask students to return to their seats and fill out the graphic organizer with 2-3 causes they care about most and two different social media platforms or types of social media they would like to use to raise awareness or catalyze change around this topic.
 - Student worksheet [*Top Causes I Care About*](#)

Teacher note: Students can choose causes they came up with or ones their classmates shared—the most important thing is they feel passionate about raising awareness or making change to address the causes they choose.

Part 2

Design process step 1: Empathize

Once your students have identified the cause for which they wish to raise awareness or create change and the type of social medium they will use, guide them through the first step of the design process: Empathize

Materials:

- Student Worksheet: Step 1: Empathize

Steps

1. Review the student worksheet for this step in the design process.
2. Depending on the topic your student selected, the type of social medium they will use, and whether they aim to create change or raise awareness, this phase of the project can look different for different students or student groups. The goal is for students to learn as much as they can about the experience of the people or place(s) affected by the cause they chose. This can take the form of “research” such as:
 - Field trips
 - Reading
 - Online research
 - Conducting or listening to interviews
 - Watching documentaries
 - Listening to podcasts
 - Exploring social media from trusted sources

Part 3

Design process step 2: Define the Problem

Once your students have spent time learning more in order to empathize with those most

affected by their cause, they should narrow down the “problem” to identify a specific and achievable piece of the problem to address.

By the end of this step, the goal is that students have a specific and clear problem statement that will guide the rest of their Design Challenge.

Materials:

- Student Worksheet: Step 2: Define the Problem

Steps:

1. Review the student worksheet for this step in the design process.
2. In addition to the student worksheet, you may have students use any of the following additional strategies to help them define the problem and create their problem statement:
 - Peer discussion
 - Journaling
 - List making
 - Drawing
 - Idea mapping
 - Sharing possible actions with people affected by the problem (if possible) for feedback

Part 4

Design process step 3: Ideate

Now that your students have narrowed down the piece of the problem they want to address and created a problem statement to guide them through this challenge, they are ready to have some fun coming up with lots of different ways to take action!

Remind your students that the inspiration for this design challenge is Nobel Laureate Malala Yousefzai and how she used her words, her voice, and the freedom of speech to create change. Students should use their voice or words amplified through social medium as the central “tool” to address their cause.

Materials:

- Student Worksheet: Step 3: Ideate

Steps:

1. Review the student worksheet for this step in the design process.
2. As students ideate, and encourage them to be bold, creative, and unafraid of listing as many possible ideas as they have to complete this challenge. Let them dream big and go for quantity—the more ideas the better!
3. At the end of this step, they’ll choose one idea from their brainstorm to move forward with.

Part 5

Design process step 4: Prototype

In this stage of the design process, students will create a basic and quick model to test. The idea is to see if their idea will work, to get feedback and ideas on how to improve it, or even to scrap it all together and circle back to step 3 (Ideate) to continue brainstorming or choose a different action to prototype.

Materials:

- Student Worksheet; Step 4: Prototype

Steps:

1. Review the student worksheet for this step in the design process.
2. Depending on what students will prototype, help them in securing the resources, materials, technology, or space they'll need.

Part 6

Design process step 5: Test

Once your students have a basic prototype, it's time to test it to see if it achieves what it was intended to achieve. If possible, students should test the prototype with a population that is impacted by the cause they are trying to raise awareness about or change. If this is not possible, encourage your students to get feedback from people outside your classroom. This might be your larger school community, your local community, friends or family.

The most important part of the testing step is for students to collect as much feedback as possible so that they can improve their creation to be more effective.

Materials:

- Student Worksheet: Step 5: Test

Steps:

1. Review the student worksheet for this step in the design process.
2. Help students plan ways to get real feedback as they test their prototype. This may include helping them figure out who to get feedback from, or helping them contacting and setting up a time to test their prototype with others and gather feedback.
3. Have students brainstorm a list of targeted, purposeful questions they can ask to gather information that can help them improve their prototype.

Part 7

Share & Reflect

It's time to celebrate your students' hard work and achievements. Consider having a class celebration where students or groups can share the story of the journey they took in this design challenge. Invite others to come and look, listen, and ask questions. Remind your students (and any invited audience) that this Design Challenge was not simply a "school project," but rather the same exact process designers, engineers, scientists, and many others use in the real world every day to develop solutions to complex challenges.

Teacher Resources

Teacher resources for Design Challenge:

- [A Studio At Your Fingertips: 5 Apps Teachers Are Using To Make Student Podcasts](#)
 - [Writing, Journaling, and Blogging Websites for Students](#)
 - [Write a Problem Statement](#) (teacher and student resource)
 - [Mind Mapping and Brainstorming Apps and Websites](#)
 - [The Design Thinking Process](#)
 - [Starting Your Podcast: A Guide for Students](#)
-