



Empowering People through
Design Education



75%

of employers believe that creativity is the most important skill for the future workforce.

85%

of future jobs will require creative problem-solving skills.

Design thinking improves problem-solving skills by up to

40%

in students.

“Design is not just what it looks like and feels like. Design is how it works.”
– Steve Jobs.

Our Roadmap

2

Engagement & Exploration

- Facilitate design thinking workshops in academic settings
- Encourage early experimentation through creative challenges and group projects
- Build interest groups or design clubs in schools and colleges

3

Training & Capacity Building

- Recruit and train design educators with a focus on local relevance
- Develop a toolkit of curriculum and resources tailored to different age groups
- Conduct hands-on training programs for teachers, youth mentors, and facilitators.

6

Industry & Opportunity

- Build partnerships with design studios, social enterprises, and educational orgs
- Launch fellowship programs and paid internships for youth
- Connect students with real-world projects to build confidence and employability

1

Awareness & Inspiration

- Introduce the concept of design education in schools, colleges, and local hubs
- Run awareness campaigns through events, exhibitions, and storytelling
- Host interactive sessions to spark curiosity among students, educators, and parents

4

Infrastructure & Access

- Establish design libraries with books, toolkits, and creative resources
- Launch the Mobile Library to serve remote and under-resourced communities
- Create shared makerspaces or pop-up creative labs in partnership

5

Community Integration

- Extend design education initiatives to underprivileged and rural communities
- Co-design local problem-solving projects with youth and community members
- Use storytelling, exhibitions, and local showcases to build community

List of Challenges

Limited Awareness: Lack of knowledge about design education in mainstream curriculum.

Resource Constraints: Need for funding to expand design programs and libraries.

Inaccessibility: Reaching students in rural and underprivileged communities.

Lack of Design Educators: Training professionals to teach design at school levels.

Bridging the Skill Gap: Connecting students with industry mentors and opportunities.

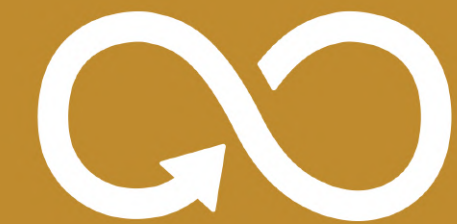
4 QUALITY
EDUCATION



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Design Education

What is Design Education?

- A structured approach to fostering creativity, problem-solving, and innovation.
- Integrates art, technology, and user-centered thinking.

Why is it Important?

- Equips students with 21st-century skills.
- Enhances cognitive thinking and social impact.
- Prepares youth for future careers in design, technology, and business.

Design education is not just about aesthetics; it's a problem-solving approach that fosters creativity, critical thinking, and innovation. It helps underprivileged students address real-world problem and prepares them for future careers in various industries.

Who can and why should I attend?

Target audience:

- Students,
- Young professionals,
- Design enthusiasts

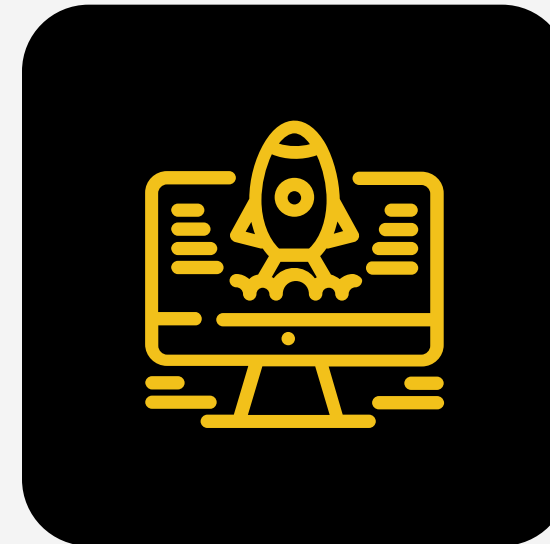
Benefits



- Hands-on learning



- Career-building opportunities



- Real-world projects

Program highlights & Journey

- **Structured workshops and interactive learning.**
- **Exposure to industry professionals and real-world design challenges.**
- **Portfolio-building opportunities and certifications.**

Program Deliverables



Practical assignments and
capstone projects.



Detailed breakdown of topics
covered in each session.



Collaborative learning experience
with expert mentorship.

1. Community Design Library Initiative

Vision

A safe, inclusive space where underprivileged students explore creativity, problem-solving, and collaboration through design every Saturday.

Impact

- 13 Libraries Established
- 3000+ Students Engaged
- 200+ Awareness Programs
- 30+ social challenges addressed

Why a Design Library?

- Structured Learning: Weekly sessions on real-world problem-solving.
- Resource-Rich: Curated books & activities tied to action.
- Inclusive: Students, educators, youth of all backgrounds, and identities learn together as equals.

Weekly Plan

- Saturday | 5 PM - 7 PM
- Design teachers are trained and supported with materials.
- Participants get certificates after completing the program.

Who Can Attend?

- School students
- Youth (college dropouts, trans persons, first-gen grads)
- Women returning to work
- Educators
- Applicants with family income < Rs. 2LPA

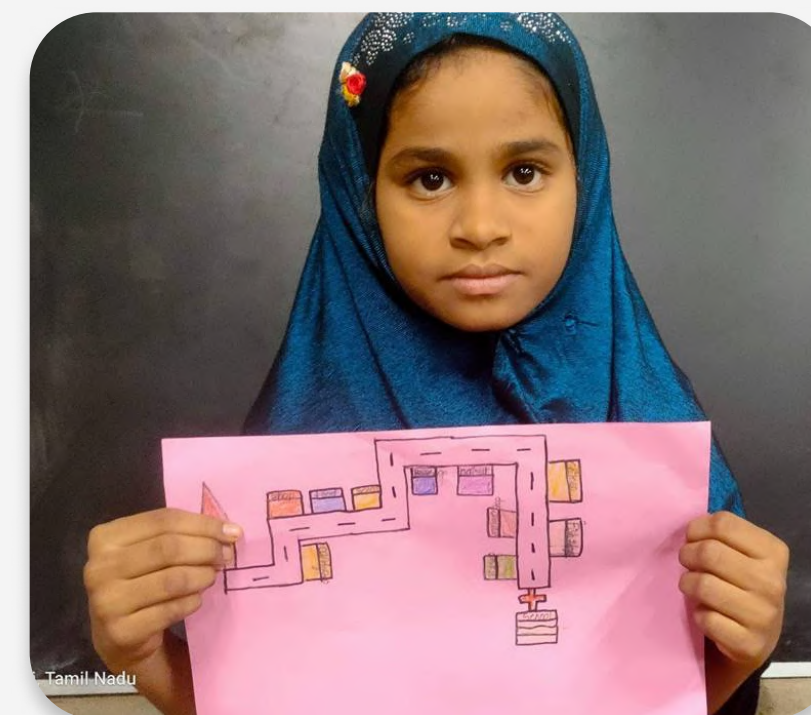
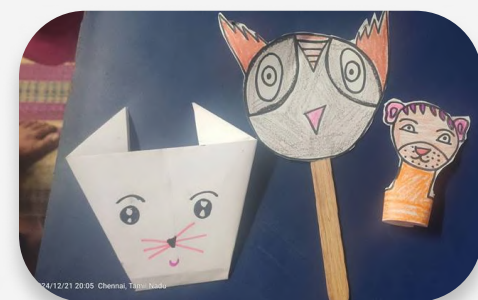
Curriculum Highlights

- Element of Design: Materials, 3D understanding & color theory
- Semiotics & Biomimicry: Symbol making & sculpture
- Creativity: Drawing, writing, imaginative thinking
- Storytelling: Communication through stories & plays
- Design Thinking: Applying design to school/community problems
- Design Expo: Group projects + final exhibition

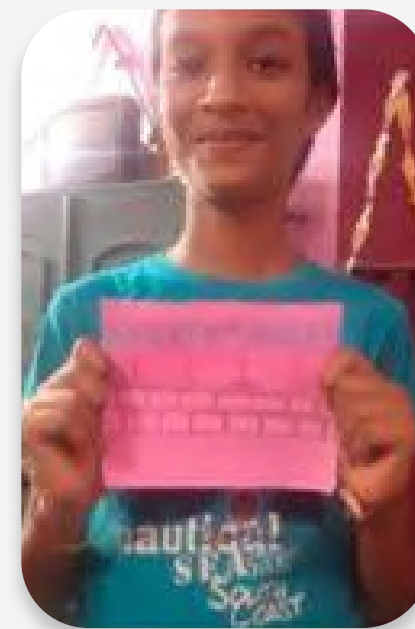
Thangal community Design library 1



Thangal community Design library 2



Kadambathur community Design library



Adult Library



2. Design for future - 3 day Design Thinking Workshop

Objective

The "Design for Future" workshop is a dynamic, hands-on program aimed at introducing youth to the principles of design thinking. Over three immersive days, participants engage in activities that foster creativity, empathy, and innovative problem-solving, equipping them to address real-world challenges within their communities.

Program Highlights

- Interactive Learning: Engaging sessions that combine theory with practical application.
- Empathy Development: Activities designed to cultivate understanding of user needs and perspectives.
- Creative Problem-Solving: Techniques to brainstorm and prototype innovative solutions.
- Community Engagement: Projects focused on addressing local issues and challenges.
- Skill Building: Enhancement of communication, collaboration, and critical thinking skills.

Expected Outcomes

- Enhanced understanding of design thinking and its applications.
- Improved problem-solving and critical thinking abilities.
- Development of empathy and user-centric design approaches.
- Experience in collaborative teamwork and communication.
- Creation of prototypes addressing real community issues.
- Inspiration to pursue further learning or careers in design and innovation.

Schedule

Day 1: Observe & Empathize

Day 2: Ideate & Create

Day 3: Reflect & Present

Eligibility

- Youth aged 15–25 years.
- Students from schools, colleges, or community organizations.
- Individuals with an interest in design, innovation, or community development.
- No prior experience in design required; open to all enthusiastic learners.

Bharathi College Ambathur



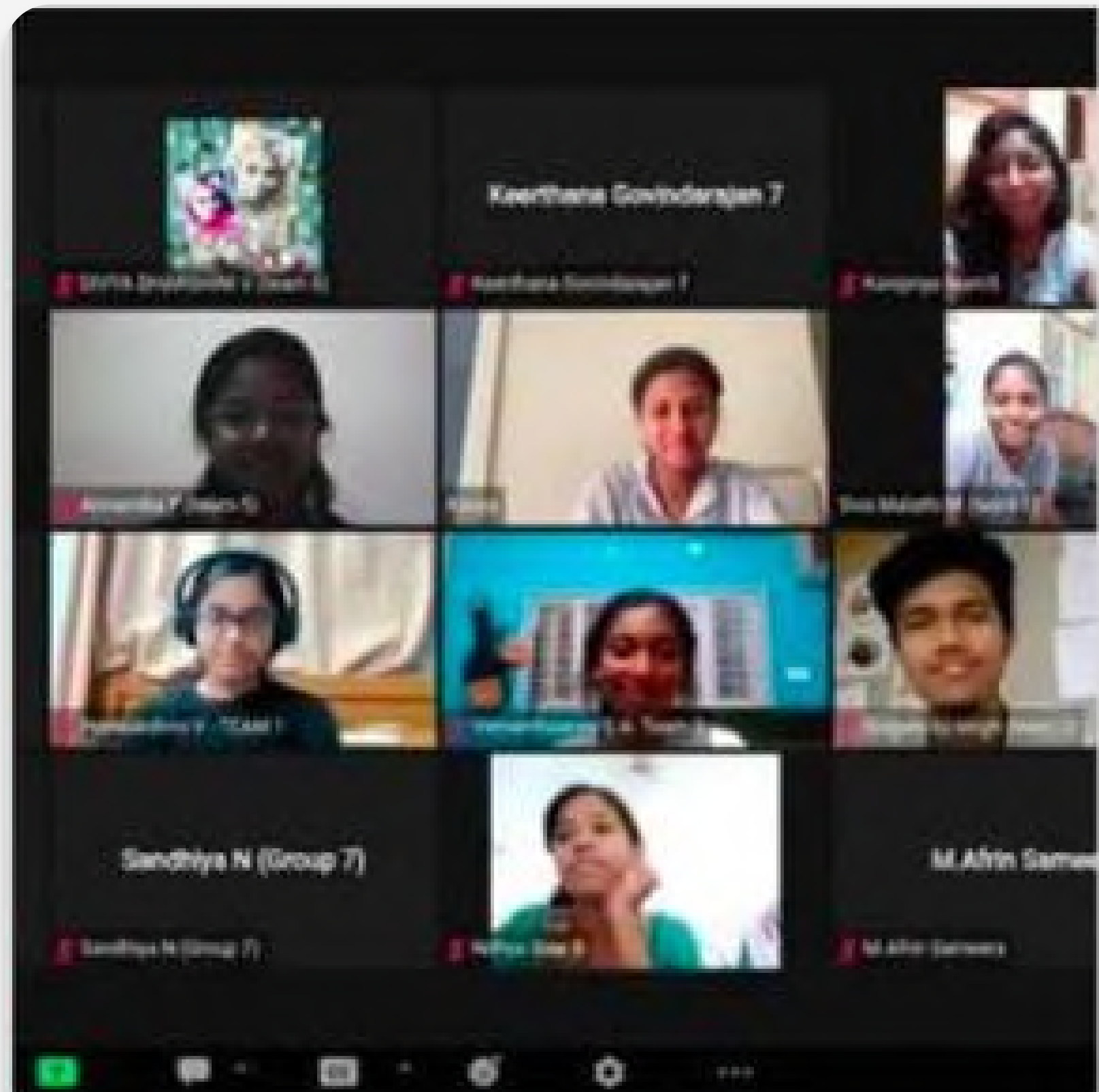
Bharathi College West Thambaram



Crescent College

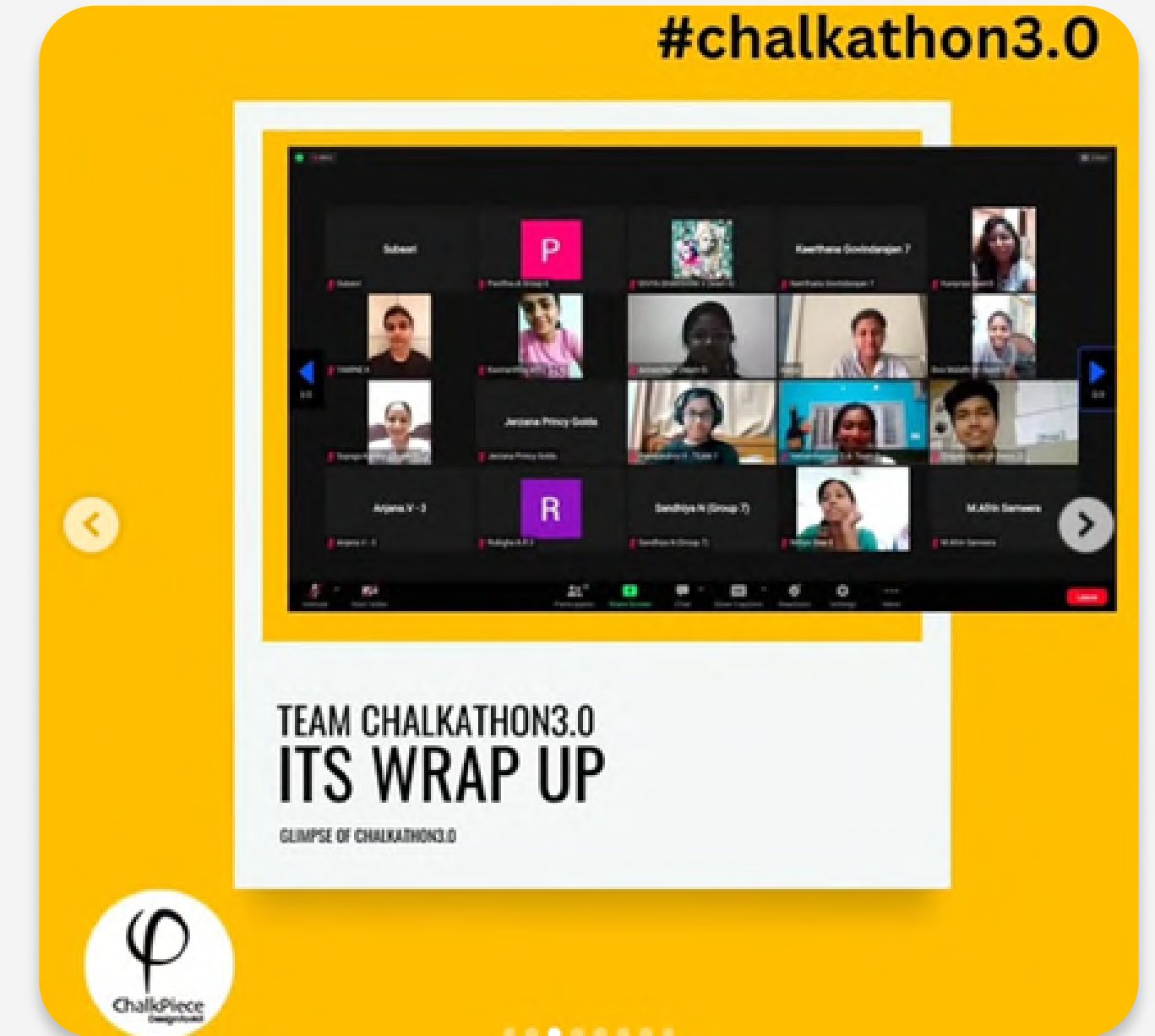
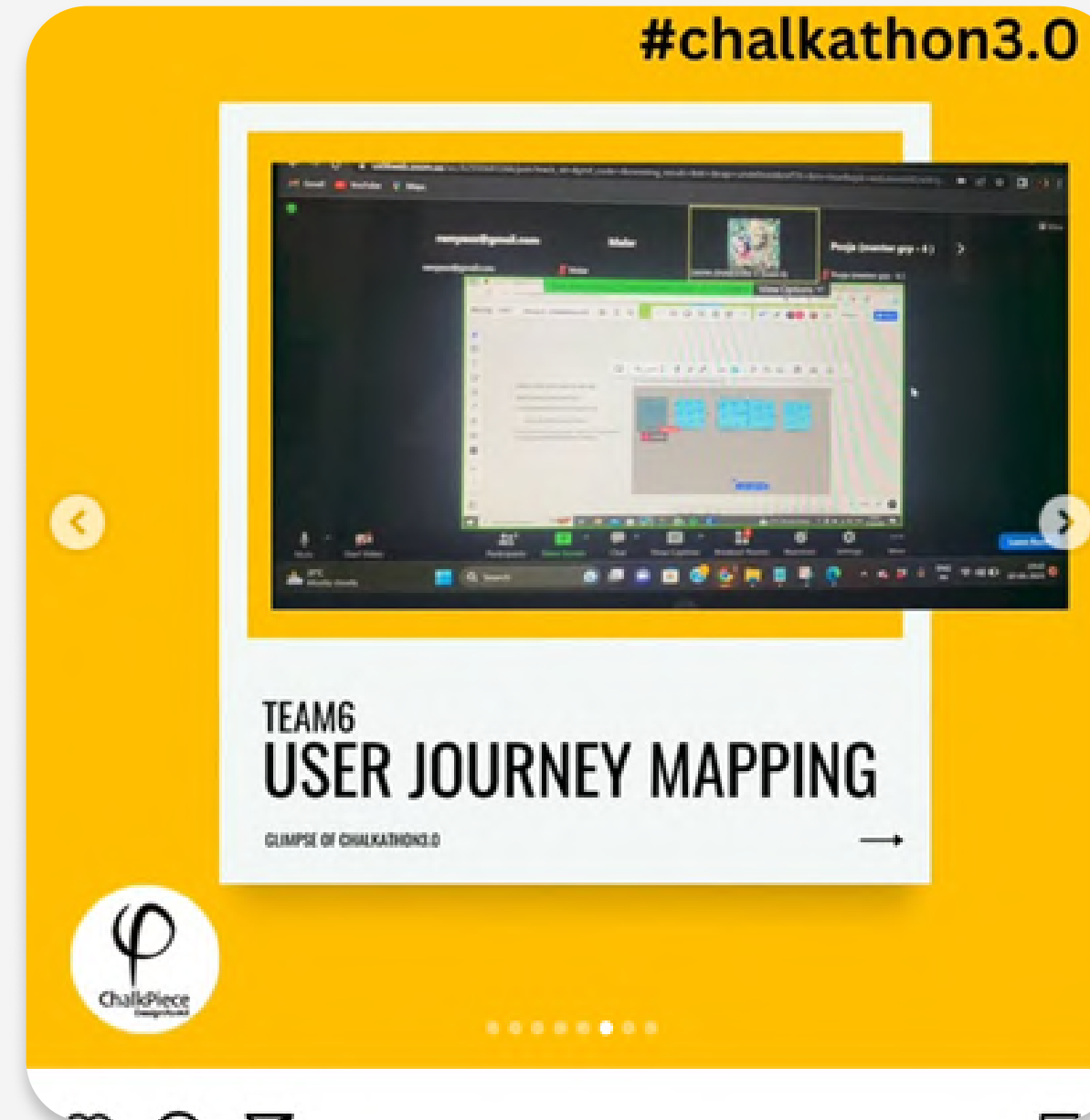


PSGR Krishnammal College



Program : Chalkathon3.0

Place : PSGR Krishnammal College , Coimbatore



3. Design and Discover Program

Who Can Attend?

School students (grades 6–12) and educators interested in design pedagogy.

Vision

The Design & Discover Program by Chalkpiece brings design education into schools through dedicated teachers in school-based design libraries, nurturing creativity, problem-solving, and innovation from early childhood to high school. We seek two-year funding to support teachers, educational resources, and infrastructure.

Objectives

- Recruit and support design educators for a two-year period
- Expand design libraries with books, materials, and digital learning resources
- Conduct interactive workshops, competitions, and student-led design projects
- Provide ongoing training for educators to ensure high-quality learning experiences

Why Design & Discover?

- Embed design education into school curricula
- Provide hands-on learning experiences that foster innovation
- Bridge gaps in traditional education systems

Action Plan

Weekly two-day, 1-hour sessions (2023–2024) conducted by trained design facilitators during school hours.

Curriculum Highlights

- Semiotics & Biomimicry
- Creativity & Social Design
- Storytelling & Design Thinking
- Design Expo
- Colors & Elements of Design

Impact

- Alumni Success: Karnika developed sustainable, homemade craft materials
- 10 schools piloted the program, introducing 1,200+ students to design thinking
- Established Chalkpiece Design Library network across Tamil Nadu

Don Bosco Design Expo 2023-2024



Kolathur Design Expo



Kanimanagar Govt School, Thiruvallur



4. UI/UX Design Internship

Overview

The UX/UI Design Internship Program by Chalkpiece empowers underprivileged students through free, socially-focused design education—fostering career transitions into UX/UI and building critical thinking for real-world impact.

Program Highlights

- Eligibility: College students & recent graduates from underprivileged backgrounds
- Mentorship: Guided by industry professionals on live projects
- Hands-on Learning: 2 hrs/day on live client projects; Saturday: 3 hrs of focused UX/UI workshops tailored to student interests
- Duration: 3 months each for UX and UI tracks
- Integrated System: Multisensory workbooks, presentations & exercises
- Mode: Hybrid—both physical classroom sessions & virtual training

Syllabus

1. UX Fundamentals: Intro to UX, User Research & Empathy Mapping, Wireframing & Prototyping, Information Architecture & Usability

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Batches Completed (physical & virtual)

300+

students from underprivileged background

Outcomes

- Career Impact: Graduates advancing in UX/UI roles and driving social change
- Community Benefit: Alumni using design skills to tackle local challenges

2. UI Fundamentals: Visual Design Principles, Design Systems & Style Guides, Interactive UI Elements, Responsive & Accessible Design

3. Digital Design in Social Context: Social Design, Inclusive & Ethical Design, Case Studies in Social Good

4. Design Thinking for Social Change: Design Thinking Process, Social Problem-Solving Workshops, Non-Profit Collaboration, Developing Impactful Solutions

5. Outcomes: Master UX/UI, Conduct User Research, Design for Social Impact, Apply Design Thinking, Develop Digital Products

10th UI UX Internship



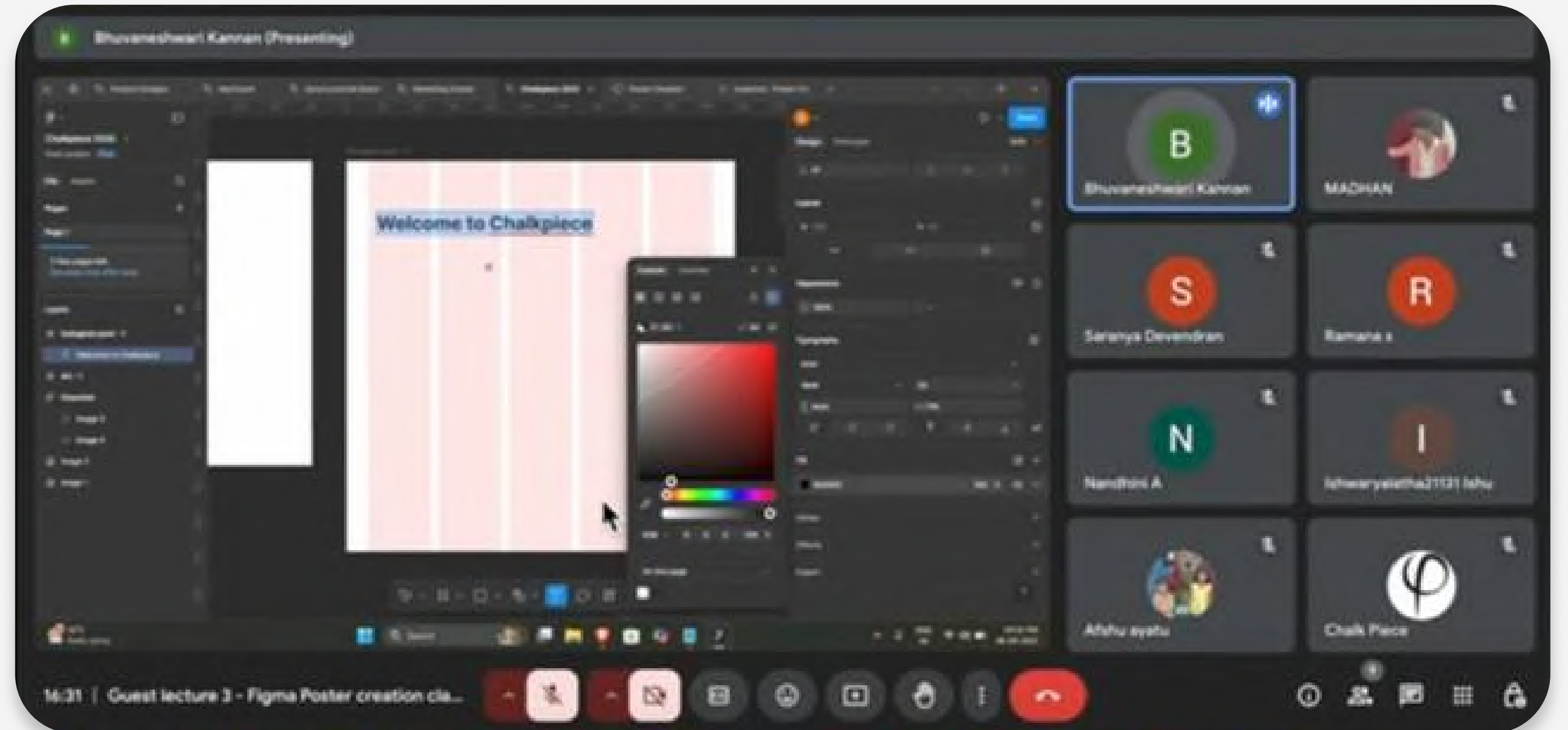
Program : Foundation in Ux Design Program
Place : SIGA Poly technique College , Chennai



Program : Foundation in Ux Design Program
Place : SIGA Poly technique College , Chennai



11th UI UX Internship





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