

CALL FOR APPLICATIONS - PRODUCT DESIGN FELLOWSHIP: TOWARDS SUSTAINABILITY & RESILIENCE



<u>Application Deadline:</u>	July 31, 2021
<u>Program Time Frame:</u>	August 15 - October 31, 2021
<u>Number of Participants:</u>	Up to 40 participants
<u>Number of Hours:</u>	An approximate number of 200 hours

ABOUT THE GOETHE-INSTITUT

The Goethe-Institut (GI) is the Federal Republic of Germany's worldwide cultural institute, promoting German language abroad and cultivating international cultural cooperation. Together with the previous partner platform, in 2018 the Goethe-Institut initiated the integrative creative industry hub called takween: a platform to support entrepreneurship within the creative industries in Jordan through qualification, exchange and networking as well as mentoring and experimenting. The focus of takween is on the design sector in Jordan including architecture, graphic design, product design, handcraft, fashion design and interior design. Design as one of the clusters of the creative industries has strong ties to other clusters such as music, gaming, media art etc.

ABOUT THE IMPLEMENTING PARTNER OF THE PRODUCT DESIGN FELLOWSHIP

[Twelve Degrees](#) is a growing multidisciplinary team of designers and engineers based in Amman, Jordan. They have been creating innovative solutions every day since Sahar Madanat founded their studio in 2013. They design products for clients and also independently when they see a need. They have won over 30 international design awards.

CONTEXT

The COVID-19 pandemic has put businesses and livelihoods of many designers in Jordan at risk. In response to this situation, the Goethe-Institut Jordan, within the framework of takween, is planning to implement a Product Design Fellowship for two parallel cohorts dedicated to (young and) mid-career designers in Jordan to enhance their expertise as well as resilience and responsiveness in a time of profound challenges.

OVERALL GOAL

The target of the program is to [expand professional activities](#) through resilience-building measures.

The [Product Design Fellowship](#) is a skill enhancing program for (young and) mid-career designers whose work has been affected by the pandemic. Apart from the learning program that focuses on the intersections of economic, social and environmental sustainability, each selected designer will receive a monthly stipend of [400.00 JOD](#) over the period of 2.5 months as a support to boost resilience.

WHO CAN APPLY?

1. Designers, design freelancers and creative entrepreneurs with 2-3+ years of professional experience.
2. Designers who have been seriously affected by the pandemic and wish to enhance their skills, or re-skill in order to attain a new source of income.
3. Designers who have a product design (service, physical, digital) background or are interested in it.

4. Self-employed, part-timers or unemployed (full-time employees not eligible).
5. Designers who have the ability to commit for max. 20 h/week within the program to guarantee a stable learning set-up.
6. Designers who have the ability to fully commit for a period of 2.5 months between August and October 2021, for an intensive curriculum-based fellowship.
7. Designers who are not benefiting from other parallel Goethe-Institut programs.

Non-binary and female designers are highly encouraged to apply.

Preference will be given to applicants who have not previously benefited from Goethe-Institut Jordan's programs or funding in the field of CCI.

PROGRAM COMPONENTS AND OBJECTIVES

Over the period of 2.5 months, from mid-August to the end of October, the curriculum-based and mentoring-driven fellowship will be delivered in an intensive schedule (an approximate of 200 hours) consisting of training sessions, individual/ group project work, and mentoring / coaching sessions.

The curriculum includes (but not limited to) the following themes:

1. **Theme One - Principles of Design:** Designed to give participants the required skills and knowledge to improve their soft and hard skills in the industry. This theme includes the following modules:
 - Principles of Product Design
 - Principles of UI UX
 - Service Design
 - Advanced Product Design
 - Design Leadership
 - Entrepreneurship
 - Storytelling

2. Theme Two - Design Beyond Products: Resilient, Sustainable & Inclusive: Designed to raise participants' awareness on urgent topics of today's world, to become more resilient, sustainable, and comprehensive in their approach to design. This theme includes the following modules:

- Design for Resilience
- Design for Inclusion
- Social Innovation
- Design for Sustainability
- Systems Thinking
- Alternative Enterprises and Finances

APPLICATION REQUIREMENTS

Applications are to be completed and submitted with all required documents by July 31, 2021 via GAP online application portal. [Link to apply: here](#)

Please upload the following documents in your online application. The documents should be in PDF format and must not exceed 10MB/document. Documents are accepted in either English or Arabic language.

1. **Portfolio** (max. 10 pages): Previous activities/projects performed in the last 2-3 years, with a focus on design (all fields of design with product design being a plus), as proof of experience in the CCI in Jordan.
2. **CV**: Mentioning the qualification and capacity building programs you previously took part in.
3. **Motivation Letter** (max. 1 Page) including:
 - Description of your career development in the context of the COVID-19 pandemic: how did the pandemic affect your income

and work activities? What are sources of optimism to overcome these challenges?

- What would you wish to learn from this program and how could it support your professional development in the current crisis?
- How do you plan to commit to this program without putting your work at risk?

The Goethe-Institut Jordan reserves the right to suspend the monthly stipends and require reimbursement upon realizing fraud or infringement in any of the submitted documents.

SELECTION PROCESS

- Applications that are incomplete, sent after the deadline, or not submitted through the portal will not be assessed. Only complete applications submitted online before the deadline will be taken into consideration. (Candidates might be asked for additional documentation after the reception of the application.)
- An expert jury will evaluate all the complete applications and select the final participants.

For technical questions on how to submit your application, please check the [Guidelines for Applications](#) on the application portal.

For inquiries, please make sure to contact the takween team at takween@goethe.de.



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