



# Youth Design Challenge Guide

Grades 7 -12 (Ages 13-18)

CREATED BY:





# Youth Design Challenge

July 20th to August 24th (Mondays, 5pm)

Calling all youth film  
makers, photographers,  
social leaders and tabletop  
game designers!



## REGISTER FOR THE BENNETT LIVE YOUTH DESIGN CHALLENGE TODAY!

The Bennett Live Youth Design Challenge is a 5-week project-based learning experience and challenge-based competition for youth in grades 7-12 (ages 13-18).

Over 5-weeks, the program will challenge you to work on creative, media, social, and/or game-play projects of personal or social interest.

You will complete a series of weekly challenges to master core competencies and develop a creative work or idea for submission and review by a panel of peers and judges.

All finalists will be invited to a demo-night at Bennett Day School in 2021 for an exclusive Bennett Live Youth Design Exhibition!

To connect, follow:  
**#BennettLive**

### Why a Design Challenge?

Design challenges mirror the way real world people, creatives, and organizations solve problems and develop ideas into solutions and innovative work. It follows what is called a design sprint mindset and process. A design sprint is a fast-paced, engaging, and creative problem-solving process in which people work in small teams or as individuals to explore and design possible solutions, and/or develop creative work and ideas to share with the world.

### Registration

To Register visit:

<https://bit.ly/BennettLiveYDC2020>





# Youth Design Challenge

July 20th to August 24th (Mondays, 5pm)



## YDC2020 > FILM

Film is one of the most powerful ways to share our stories with the world! Do you love film and movies and have a story you want to share with the world? [Register for the youth film challenge today!](#)

#bennettlive



## YDC2020 > PHOTOGRAPHY

Do you love photography and telling visual stories? Your camera is a powerful lens through which you can document the world around you! [Register for the youth photography challenge today!](#)

#bennettlive



## YDC2020 > SOCIAL LEADERSHIP

Is there a social issue or challenge you are passionate about and we need to change in our world today? [Register for the youth social leader challenge today!](#)

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## YDC2020 > TABLETOP GAMES

Do you love board, card, and table-top games? Do you have a game idea you'd love to develop into a marketable product? [Register for the youth tabletop game challenge today!](#)

#bennettlive



# - film -

with Mr. Kofi Ofosu-Yeboah (Mon, 5pm)

*Film is one of the most powerful ways to share our stories with the world! Do you love film and movies and have a story you want to share with the world? The Bennett Live Youth Film Design Challenge is a 5-week challenge-based competition for youth in Grades 7-12 (Ages 13-18). Over 5-weeks the program will challenge you to develop your film idea, and using the devices available to you, develop, document and master the skills to compose and produce your own short film.*

**Film, movies and motion picture is a visual art-form used to simulate experiences that communicate ideas, stories, perceptions, feelings, beauty, or atmosphere through the use of moving images.**

## CHALLENGE COACH

Kofi Ofosu-Yeboah is a filmmaker and cultural worker from Ghana. His film practice is in an ongoing dialogue with images, objects, sound and space. With an MFA from Columbia College Chicago Cinema Art + Science and a BFA in Television from the National Film and Television Institute in Accra, Kofi Ofosu-Yeboah's work spans four continents. He has taught television at the National Film and Television Institute in Accra and participated in a residency at Beijing's China Radio and TV Association, and Serbia's Documentary Master Class (InterDoc). In 2014, he received a 3arts fellowship and a Gamec hangers Project fellowship, a US-based national fellowship program for emerging filmmakers of color. He is also a recipient of the Albert P. Weisman Award, Chicago, and The City of Chicago's Department of Cultural Affairs and Special Events (DCASE) Individual Artists Program (IAP) Grant Award, among others.

Kofi Ofosu- Yeboah has developed media content for the National Black Programming Consortium's (NBPC) Black Public Media. The filmmaker has presented work at the annual convening of the University Film and Video Association (UFVA) at American University in Washington, D.C. and Montana State University in Bozeman. His recent work, Public Toilet Africa, set in the land of his birth debuts at the festival circuit in 2021.

## ABOUT

- Registration is required, with an admin fee of \$25
- Over 5 weeks, July 20th to August 24th, you will receive a weekly film challenge.
- Each challenge will go live with a video and resources on the LMS challenge page on Monday's at 5pm. You will also receive an email.
- You'll be challenged to use whatever camera you have to develop your story or idea, scene, actors or characters, and edit it as a short film.

## CREATIVE WORK SUBMISSION

- At the end of the 5 weeks all participants will be invited to submit their creative work to a panel of peers and adults who serve as review judges.
- **You will invited to submit 1 x Short Film (up to 5 minutes) with 2-3 minute min video elevator pitch of your film.**
- Three (3) Finalists will be invited to attend a Youth Design Challenge Demonstration night at Bennett Day School, in 2020/2021 and have their work included the exhibition.



- film -

with Mr. Kofi Ofori-Yeboah (Mon, 5pm)

*Film is one of the most powerful ways to share our stories with the world! Do you love film and movies and have a story you want to share with the world? The Bennett Live Youth Film Design Challenge is a 5-week challenge-based competition for youth in Grades 7-12 (Ages 13-18). Over 5-weeks the program will challenge you to develop your film idea, and using the devices available to you, develop, document and master the skills to compose and produce your own short film.*

**Film, movies and motion picture is a visual art-form used to simulate experiences that communicate ideas, stories, perceptions, feelings, beauty, or atmosphere through the use of moving images.**

## WELCOME

### Welcome to the Bennett Live Youth Film Design Challenge!

Hi, my name is Kofi Ofori-Yeboah and I'm a filmmaker. Why I create ... my work is interested in all things audiovisual. I like its history, theory and of course its practice, but I also like to the preservation, archiving and presentation of film and media.

You're officially welcome to the Bennett Live Youth Film Design Challenge. You get to show the world what you're capable of. It's your vision, your thought and your voice. What is the tool? I will tell you what it is, it's in your pocket ... yes, it's your phone and it's all you need. It's fine if you have access to a professional camera and sound equipment, but you already have a very powerful tool in your pocket, so why wait? It's time to take it out and turn the lens on the world. Let your voice be heard. Be a voice for your generation.

For each week of the 5 weeks leading to your completed short film, you will use your camera to respond to an aspect of the creative process that requires you to be resourceful and innovative. You will learn by doing it yourself. In your final week you may incorporate in your completed film ideas, techniques and style you may have developed in your final project or you just might decide to do the exact opposite to create your project. It's entirely your choice what path you take, the goal here is to make your short film.

And this is the juicy part after all your hard work, the finalists get an invitation to the 2021 Exclusive Bennett Live Youth Design Exhibition at a demo-night at the Bennett Day School in Chicago.

Hey! Filmmakers, directors, take it away; the world is your canvas and the camera is your paint, let's make cinema ... and ACTION!

*Mr. Kofi Ofori-Yeboah*



# - photography -

with Miss Lauren Vander Pluym (Mon, 5pm)

*Do you love photography and telling visual stories? Your camera is a powerful lens through which you can document the world around you. The Bennett Live Youth Photography Challenge is a 5-week project-based learning experience and challenge-based competition for youth in Grades 7-12 (Ages 13-18). Over 5-weeks, the program will challenge you to use whatever camera you have to develop your composition, lighting, portrait, landscape, and photo editing skills.*

**Photography demonstrates a mastery of the ability to take risks, develop an idea through a series of images, showcase a range of creative experimentation, and clearly articulate visual and conceptual ideas.**

## CHALLENGE COACH

**Miss Lauren Vander Pluym** has thirteen years of progressive education experience and is currently a Lead Teacher at Bennett Day Upper School. She received her BA in Secondary Education, Social Sciences from Millikin University and her MA in Anthropology from The University of Chicago. Lauren is a trained diversity and inclusion facilitator through The National SEED Project (Seeking Educational Equity and Diversity), and she loves telling unique and varied stories through the medium of photography.

Prior to her time at Bennett, Lauren served as Technology Coordinator at The Logan School for Creative Learning in Colorado, where she fell in love with the art of photography. The incredible natural landscapes inspired her to learn as much as she could about the craft, and eventually, she formed [Lauren Vander Pluym Creative](#). She specializes in family portraits and also photographs weddings. Lauren also enjoys newborn portraits and photographed families at Prentice Hospital for Bella Baby Photography. For Lauren, no photo is more beautiful than those that capture the learning of her students.

## ABOUT

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- You'll be challenged to use whatever camera you have to develop your composition, lighting, portrait, landscape, and photo editing skills.

## CREATIVE WORK SUBMISSION

- At the end of the 5 weeks all participants will be invited to submit their creative work to a panel of peers and adults who serve as review judges.
- **You will invited to submit 5 x photos from a unified body of work or series and a 5 min video pitch of your artist portfolio statement.**
- Three (3) Finalists will be invited to attend a Youth Design Challenge Demonstration night at Bennett Day School, in 2020/2021 and have their work included the exhibition.





# - photography -

with Miss Lauren Vander Pluym (Mon, 5pm)

*Do you love photography and telling visual stories? Your camera is a powerful lens through which you can document the world around you. The Bennett Live Youth Photography Challenge is a 5-week project-based learning experience and challenge-based competition for youth in Grades 7-12 (Ages 13-18). Over 5-weeks, the program will challenge you to use whatever camera you have to develop your composition, lighting, portrait, landscape, and photo editing skills.*

**Photography demonstrates a mastery of the ability to take risks, develop an idea through a series of images, showcase a range of creative experimentation, and clearly articulate visual and conceptual ideas.**

## WELCOME

### Welcome to the Bennett Live Youth Photography Design Challenge!

I'm Ms. Vander Pluym, and I'll be guiding you through the next few weeks. I am a Lead Teacher at Bennett Day Upper School and a proud family, newborn, and wedding photographer through Lauren Vander Pluym Creative. I fell in love with photography years ago when I was living in Colorado. The beautiful scenery was just begging to be captured! As a teacher, I made it my priority to capture the life of my school as well. There is nothing I love photographing more than the beauty of learning in progress!

Your camera is a powerful lens through which you can capture the world around you. And when I say camera, it can be ANY kind of camera. You don't need a fancy DSLR. Your phone or tablet will be just great! Together, we will challenge ourselves to use our devices to paint with light, compose a scene, capture the essence of a person, and tell the story of a place.

Use the resources provided in each week's challenge to help your work shine to its maximum potential. After our final editing challenge, you will be asked to submit your favorite photos. Portfolio finalists will get an invitation to the 2021 Exclusive Bennett Live Youth Design Exhibition at a demo-night at Bennett Day School in Chicago.

Check out this "Getting Started" section for materials you will need. You will also find some other helpful resources for getting to know your camera. When you're ready, make your way to Challenge Number One to begin "painting with light."

I cannot wait to see what you create!

*Miss Lauren Vander Pluym*





# - social leadership -

with Dr. Kelly Page (Mon, 5pm)

*Is there a social issue or challenge you are most passionate about and think we need to address today? In this design challenge, you will ideate and develop a real solution for one of today's toughest social problems! The Bennett Live Youth Social Challenge is a 5-week project-based learning experience and challenge-based competition for youth in Grades 7-12 (Ages 13-18). Over 5-weeks, the program will challenge you around ideating, prototyping, and testing your idea with others for launching in the world!*

**Changing the world starts with me and with you, and the way our word is socially designed. If we change our language and the way we organize, support and fund social ideas, we can change the world!**

## CHALLENGE COACH

A social and digital innovator, entrepreneur, educator and learning consultant, Kelly has a PhD in the Psychology of Web Knowledge and an obsession with social digital storytelling. She has over 18 years experience working at the intersection of social innovation, social design and learning of mediated social experiences for Startups, Universities, Schools and School Districts, to Fortune 500 companies.

Kelly believes that at the heart of innovative and entrepreneurial thinking is creating truly social cultures, organization, and leaders. Her work has been published in leading peer-reviewed academic business, education and technology journals, and been featured in The New York Times, Fast Company, Wall Street Journal. Her work has received awards from IDMA and a BIMA – Best in British Digital.

Kelly is regularly invited to speak on topics such as Social Leadership, The Art of Social Media and Women in Business, Technology and Leadership. A member of the TEDx community, Kelly has spoken at TEDx, Ignite and Pecha Kucha, locally and internationally. Kelly is director of Bennett Labs, a learning innovation and development lab at Bennett Day School.

## ABOUT

- Registration is required, with an admin fee of \$25
- Over 5 weeks, July 20th to August 24th, you will receive a weekly photography challenge.
- Each challenge will go live with a video and resources on the LMS challenge page on Monday's at 5pm. You will also receive an email.
- You'll be challenged to use your ideas and social networks to develop your social idea into a viable social business, with a solution, platform, social strategy for launching it into the world.

## CREATIVE WORK REVIEW

- At the end of the 5 weeks all participants will be invited to submit their creative work to a panel of peers and adults who serve as review judges.
- **You will invited to submit 1 x Pitch Deck of your social issue and solution and a 5 min video pitch of social initiative.**
- Three (3) Finalists will be invited to attend a Youth Design Challenge Demonstration night at Bennett Day School, in 2020/2021 and have their work included the exhibition.



# - social leadership -

with Dr. Kelly Page (Mon, 5pm)



*Is there a social issue or challenge you are most passionate about and think we need to address today? In this design challenge, you will ideate and develop a real solution for one of today's toughest social problems! The Bennett Live Youth Social Challenge is a 5-week project-based learning experience and challenge-based competition for youth in Grades 7-12 (Ages 13-18). Over 5-weeks, the program will challenge you around ideating, prototyping, and testing your idea with others for launching in the world!*

**Changing the world starts with me and with you, and the way our word is socially designed. If we change our language and the way we organize, support and fund social ideas, we can change the world!**

## WELCOME

### Welcome to the Bennett Live Youth Social Leader Design Challenge!

Is there a social issue or problem that you are passionate about and want to see changed? Are you already out in the world talking to your friends and family, protesting, and being an agent of change? Being a social leader is about bringing people together who share a common purpose or cause to change social norms around a certain issue. It is about using our social networks, our social power and social storytelling to change the world.

In this youth design challenge with Bennett Live, every week you will be challenged to form or contribute to a social issue in a positive way, to discovering the different elements that make a social movement or cause effective in impacting change, and to designing your own. You'll learn the business and organization side of social movements, as well as the importance of how we craft a social and digital message. You'll learn about the role of stakeholders and partners and be challenged to connect with other social agents such as yourself!

Together, we will challenge you to socially design, launch and scale a social initiative or business to impact the world!

Use the challenges and resources provided each week to help your social idea develop and be shared with others. After our final challenge, you will be asked to submit a pitch deck and video of your idea for review. Finalists will get an invitation to the 2021 Exclusive Bennett Live Youth Design Exhibition at a demo-night at Bennett Day School in Chicago.

We cannot wait to see how you want to impact the world!

*Dr. Kelly Page*



# - tabletop games -

with Ms. Kathleen Mercury (Mon, 5pm)

*Do you love board, card and table-top games? Do you have a game idea you'd love to develop into a marketable tabletop game? The Bennett Live Youth Tabletop Game Design Challenge is a 5-week challenge-based competition for youth in Grades 7-12 (Ages 13-18). In this design challenge you'll be challenged to ideate and think about game design and develop tabletop games of your own and master competencies around ideating, prototyping and testing different games with a real-world audience!*

**Card, board and tabletop games are epically fun to create and play with. They also help to develop one's imagination, creativity and intellect as well as provide for life skills.**

## CHALLENGE COACH

**Kathleen Mercury**, M.A.T., M.E.T., has been teaching gifted middle school students for fifteen years using design thinking to create functional art from designing tabletop games and RPGs to filmmaking, cosplay, and more. She shares all of her game design teaching resources for free at [kathleenmercury.com](http://kathleenmercury.com). She loves to collaborate with educators and industry leaders to promote game design curriculum at every level and format.

Kathleen currently cohosts the podcasts, Games in Schools and Libraries and On Board Games, and is a frequent guest on other podcasts. She has multiple games in various stages of design, development, and publication with the upcoming titles Greece Lightning from Wizkids and Dragnarok from Kolossal. Kathleen thinks happiness comes from being able to create the life you want, and she feels very fortunate that she's been able to do that.

## ABOUT

- Registration is required, with an admin fee of \$25
- Over 5 weeks, July 20th to August 24th, you will receive a weekly photography challenge.
- Each challenge will go live with a video and resources on the LMS challenge page on Monday's at 5pm. You will also receive an email.
- You'll be challenged to ideate and think about game design and develop tabletop games of your own and master competencies for its launch.

## CREATIVE WORK REVIEW

- At the end of the 5 weeks all participants will be invited to submit their creative work to a panel of peers and adults who serve as review judges.
- **You will invited to submit 1 x Game Brief or Sell Sheet and a 5 min video pitch and play of the game**
- Three (3) Finalists will be invited to attend a Youth Design Challenge Demonstration night at Bennett Day School, in 2020/2021 and have their work included the exhibition.





# - tabletop games -

with Ms. Kathleen Mercury (Mon, 5pm)

*Do you love board, card and table-top games? Do you have a game idea you'd love to develop into a marketable tabletop game? The Bennett Live Youth Tabletop Game Design Challenge is a 5-week challenge-based competition for youth in Grades 7-12 (Ages 13-18). In this design challenge you'll be challenged to ideate and think about game design and develop tabletop games of your own and master competencies around ideating, prototyping and testing different games with a real-world audience!*

**Card, board and other tabletop games are epically fun to create and play with. They also help to develop one's imagination, creativity and intellect as well as provide for life skills.**

## WELCOME

### Welcome to the Bennett Live Youth Tabletop Game Design Challenge!

Do you love board, card and table-top games? Do you have a game idea you'd love to develop into a marketable tabletop game? Well, you are going to love this design challenge!

Over 5-weeks you will play and create in a challenge-based competition for youth in Grades 7-12 (Ages 13-18). Every week, we'll share with you a new challenge and you'll be challenged to ideate and think about game design and develop multiple tabletop games of your own. You'll master competencies around ideating, prototyping and testing different games with others as well as pitching to a real-world audience!

Together, we will challenge you to design, create and play-test a tabletop board game that you can then play at home and with friends, and pitch to game companies in the world.

Use the challenges and resources provided each week to help your game idea develop and be shared with others. After our final challenge, you will be asked to submit a game brief, sell sheet and a video pitch of your game for review.

Finalists will get an invitation to the 2021 Exclusive Bennett Live Youth Design Exhibition at a demo-night at Bennett Day School in Chicago.

We cannot wait to see and play the game you create!

*Ms. Kathleen Mercury*





# Youth Design Challenge

July 20th to August 24th

## Guidelines

Please be sure you follow all guidelines related to your participation. Failure to comply with any of the requirements listed below may result in your submission not being included in the review process and/or make your final submission ineligible for being listed as a finalist.

### General

- Must be 13 to 18 years of age and in middle school or high school to enter.
- If selected as a finalist, you will be invited to attend a Bennett Live Demonstration Night at Bennett Day School, in 2020/2021, to take part in an exhibition of youth design works based on your submission. The review committee will be making their selections from all submitted works.
- All submitted work must be wholly original and may not infringe upon the copyright or other intellectual property or other legal or moral rights of any other person or entity. If your work has been submitted and selected for other competitions, you are responsible for getting permission to submit to the Bennett Live Youth Design Challenge.
- Starting August 24th, your submission will go to one of the judging/review panels for critique and feedback. The judges will have a rubric to rate each submission based on clarity, overall design, and the best practices as laid out in the design challenge.
- You will retain all the rights to your creative work. By submitting your film, you agree that Bennett Labs can use your work (in whole or in part) to promote the Bennett Live Youth Design Challenge Program.

### Film Design Challenge

- Film must be up to five (5) minutes long (no longer), including title, sequences, and credits. So make it short. You can have real impact in a few minutes or even seconds. Shorter films have an equal chance of an award as longer ones.
- Film submission is accompanied by a 2-3 min video of your artist portfolio statement. In this video, you are advised to include:
  - Describe your connection to film as a means of expression, as well as your point of view as an artist.
  - Please describe to the panel on your film narrative and creative process. This is an opportunity to explain your film; why you made the artistic decisions, and their relationship to each other and to you as an artist.
  - Video submitted via a link on the challenge page
- The video file must be of projection quality.
- Your film must be acceptable for a PG-13 audience.
- The first 5 seconds of your film must be a black screen.
- Filmmakers can use their own original music in their film, or they may use music that is copyright-free or public domain.
- Each filmmaker may submit one film.
- Other than being used as actors, adults cannot be involved in significant phases of the film's production.





# Youth Design Challenge

July 20th to August 24th

## Guidelines

### Film Design Challenge Cont.

- All submissions must have family-friendly appropriate content. The film cannot depict drug use in a recreational manner or include guns, sex, or nudity. We reserve the right to disqualify any film that we deem inappropriate for a teen or family audience.
- Finalists films will be screened at the Bennett Live Demonstration Night. Filmmakers are welcome to invite friends and family to the screening.
- Your entry must be your original work, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity.
- By submitting your film, you pledge that identifiable people appearing in the film consent to the submission.

### Social Leader Design Challenge

- You must submit a slide deck of your social initiative and a video pitch to be considered entry to the final competition.
- Your video pitch will be no longer than 5 minutes in length.
- You may only enter 1 social initiative, nonprofit or social business into the challenge.
- Your social initiative must be for a social cause, initiative or social business.
- It must not already be existence or was founded and launched by someone other than yourself.
- Your social initiative must be your original work and intellectual property.
- You may partner with organizations and individuals by which to develop, and launch your social initiative, or business, yet it must not have been successfully crowdfunded prior to the contest.
- It must not be finished. This means you are willing to make changes to the design to improve it.
- The social initiative cannot depict drug use in a recreational manner or include guns, sex, or nudity. We reserve the right to disqualify any creative work that we deem inappropriate for a teen or family audience.

### Table-Top Game Design Challenge

- You must submit a video pitch, and sell sheet for your game.
- Your video pitch will be no longer than 5 minutes in length.
- You may only enter 1 game in the challenge.
- Your game must be a board game, dice game, or card game. No RPGs (D&D style games).
- It must not be available for sale, preorder, or crowdfunding while it is in the contest.
- Your game cannot be available through any retail or print-on-demand outlet.
- Your game must be your original work and intellectual property.
- It must not have been successfully crowdfunded prior to the contest.
- It must not be finished. This means you are willing to make changes to the design to improve it.
- The game cannot depict drug use in a recreational manner or include guns, sex, or nudity. We reserve the right to disqualify any creative work that we deem inappropriate for a teen or family audience.





TO LEARN MORE VISIT:

[bennettday.org/bennettlive](http://bennettday.org/bennettlive)

TO CONNECT, SHARE, AND FOLLOW:

#bennettlive

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