



DESIGN AND MEDIA STUDIES FOR SUSTAINABILITY AND COMMUNITIES

September 30, 2021

EXECUTIVE SUMMARY

Objective

SUMMER 2022

Come to the center of the world to learn about how design can change our planet in 6 weeks, **6 credit** programs. See with your own eyes how traditional knowledge, science, conservation, and sustainability are creating impact within the areas of Service Design and Social Entrepreneurship. Live the magic of Universidad San Francisco de Quito and the Design Program in our campuses in the Andes (Quito) and/or the Galapagos Islands.

USFQ Design Summer School offers a comprehensive look of transdisciplinary experiences of academia and industry within a real multicultural environment in Ecuador. Thus, students can complement their training with real projects. Students can pick to assist to the first (3 weeks), the second part (3 weeks) or the whole program.

PROGRAM DETAILS

Duration:

First Part: May 29th to June 19th

Second Part: June 19th to July 09th

Language:

English

Staff:

- Professors from Universidad San Francisco de Quito (USFQ)
- Professors from guest university (if program applies)
- Representative from USFQ to accompany group on tours / excursions

Elective program:

- Optional Spanish language lessons
- Travel across Ecuador

Program Includes:

- Orientations at USFQ's Cumbayá, and/or Galapagos Campus, with a Welcome Lunch and Campus Tours.
- Hotel accommodation in Cumbayá with breakfast.
- Half Day excursion to Quito's Historic Center
- Round-trip airline tickets for the Galapagos (Program 2).
- Private Transportation for tours and excursions in the continent.

Prices:

Student Price*:

PROGRAM 1: MATERIALS FROM NATURE - \$2.722

PROGRAM 2: SUSTAINABILITY AND COMMUNITY - \$4.124

Cost per student | we require a minimum of 8 students to run the program

*This price quote is subject to change depending on the number of students recruited or a change in itinerary. Prices may also vary if USFQ needs to provide private accommodation for individual students.

Price per student includes:

- Academic Fee
- Administrative Fee
- Services included in the itinerary bellow

Price per student *does not include*:

- Meals outside those included in the itinerary bellow
- International Airfare
- International Health Insurance (required)
- Personal Expenses
- Tips and gratuities (STRONGLY recommended in the Galapagos) (Program 2).

COVID-19 POLICIES

All students must be fully vaccinated with authorized brands by the WHO.

PART 1:

MATERIALS FROM NATURE

Biomaterials and sustainable textiles for future industries

Credits:

3

Language:

English

Dates:

May 29th to June 19th

Contact Hours:

81

Campus:

Campus Cumbayá-Quito

Course Topics:

- Biomaterials
- Prototyping
- Sustainable Fashion
- Value Chain
- Social Entrepreneurship

Course Description:

Located in the middle of the globe, Ecuador has a unique location with dozens of microclimates with abundant resources. For centuries, people have grown their food and animals making the Andes part of their culture. Moreover a mestizo identity gives you the chance to live a kaleidoscope of traditional and western knowledge all combined with many techniques that are applied to many products. This abundance is also the origin for many of the future textiles and materials all coming from nature.

Come to USFQ to learn about our experience on **biomaterials** and **sustainable textiles**. Work along our experts in our beautiful campus in Cumbayá and indigenous communities in the middle of our highlands. Learn how to incorporate new materials into **social ventures** such as products and services.

At USFQ, our prototyping laboratory DLAB will be your working base. Students will also travel along the highlands to learn about traditional textile techniques and their contemporary applications.

This will be a critical studies course requiring students to go from theory to practice and social engagement.

Modules:

- Ecuadorian Culture and Conservation
- Biomaterials
- Sustainable Textiles
- Value Chain
- Social Entrepreneurship

Learning Objectives/Outcomes:

- Understand cultural components of Ecuador
- Learn about the production of biomaterials and sustainable textiles.
- Apply new materials into commercial ventures.

Requirements:

- Students interested in design, biological and environmental-sciences.
- All courses will be taught in English
- Undergrad: 2 year and above
- Graduate: Any level

Teaching Method:

Lecture: Students will have class lectures with professors from USFQ.

Field work: Students will work on field with the community

Studio Practice: Students will have time to work on their course projects at USFQ campus.

Grading:

A (100)

Bibliography:

- PAILES REBECCA (2016). SMART TEXTILES FOR DESIGNERS, INVENTING THE FUTURE OF FABRICS. LAURENCE KING PUBLISHING LTD. LONDON, UK.
- THOMPSON ROB (2014), MANUFACTURING PROCESSES FOR TEXTILE AND FASHION DESIGN PROFESSIONALS. THAMES & HUDSON. NYC, USA.

PROPOSED DAY TO DAY ITINERARY*

Day	Date	Activity	Academic Content	Lodging	Meals	Hours
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UNIVERSIDAD SAN FRANCISCO DE QUITO USFQ

Sunday	29-May	Arrive in Quito		Hotel		
Monday	30-May	AM Orientation & Welcome Lunch USFQ PM City Tour		Hotel	B,L	6
Tuesday	31-May	Lectures in Cumbayá: DLAB	Culture of Ecuador and Intro to Biomaterials	Hotel	B	3
Wednesday	01-June	Lectures in Cumbayá: DLAB	Biomaterials	Home stays	B,D	3
Thursday	02-June	Workshop in Cumbayá: DLAB	Workshop biomaterials	Home stays	B,D	3
Friday	03-June	Workshop in Cumbayá: DLAB	Workshop biomaterials	Home stays	B,D	3
Saturday	04-June	Day Trip: Otavalo. Textile Shopping.	Visit Plaza de Ponchos and workshops	Home stays	B, L, D	6
Sunday	05-June	Free Day		Home stays	B,D	
Monday	06-June	Field Trip: Salasaka	Visit textile workshops	Home stays	B, L, D	8
Tuesday	07-June	Field Trip: Salasaka	Learn textile techniques	Home stays	B, L, D	8
Wednesday	08-June	Field Trip: Salasaka	Learn textile techniques	Home stays	B, L, D	8
Thursday	09-June	Studio Work		Home stays	B,D	4
Friday	10-June	Studio Work		Home stays	B,D	4
Saturday	11-June	Day Trip: Old Downtown: Sombrerería Benalcazar, Candy shops, Museo Alabado, Museo de la Ciudad		Home stays	B,D	6
Sunday	12-June	Free Day		Home stays	B,D	
Monday	13-June	Studio Work		Home stays	B,D	4

Tuesday	14-Jun	Studio Work		Home stays	B,D	4
Wednesday	15-Jun	Studio Work		Home stays	B,D	4
Thursday	16-Jun	Final Presentations		Home stays	B,D	4
Friday	17-Jun	Farewell Dinner		Home stays	B,D	3
Saturday	18-Jun	Departure to the US			B,D	
Sunday	19-Jun	Free day for students who will participate in Part 2.		Home stays	B	
						81

PART 2:

SUSTAINABILITY AND COMMUNITIES

Connecting science, conservation, and culture in local communities of Galapagos

Credits:

3

Language:

English

Dates:

June 19th to July 09th

Contact Hours:

90

Campus:

- Campus USFQ Quito
- Campus GAIAS USFQ-Galapagos

Course Topics:

- Biodiversity
- Conservation
- Sustainability
- Social Design
- Communication Design
- Sustainable agro-biodiversity

Course Description:

Multicultural and megadiverse, Ecuador is one of the best countries to explore the complex dimensions of conservation and sustainability in the Global South. USFQ is the only university in the world with campuses in the Andes and the Galapagos islands, "living laboratories" for the study of the relationships between nature and society. The Andes have been populated for thousands of years and societies have changed nature but also have been profoundly shaped by it. The Galapagos Islands, located over 500 miles from mainland Ecuador, have some of the most unique life forms on the planet, adapted to harsh surroundings and living in ecological isolation. After the rather recent arrival of people, human-environment interactions in Galapagos have developed in diverse and complex ways.

The USFQ campuses in the Andes and Galapagos have some of the strongest research facilities in the region, being the base for dozens of local and international scientists researching in fields related to biodiversity, conservation, society, health, among others. However, knowledge still stays mostly inside of academia without connecting with the local community, a key factor in conservation and sustainability. This course aims to help students understand **problems as systems** and how **disruptive insights** can design **solutions** with impact.

This will be a critical studies course requiring students to go from theory to practice and social engagement.

Modules:

- Biodiversity, natural and cultural patrimonies
- Natural resources and environmental services
- Conservation and sustainability
- Insights & Experience Design

Learning Objectives/Outcomes:

- Understand biodiversity, natural and cultural patrimonies of the Galapagos Island, mainland Ecuador and, in a broad perspective, the Global South
- Understand the importance of biodiversity for humans, based on natural resources and environmental services provision
- Explore the complexity of human-environment interactions
- Understand global, regional and local conservation and sustainability dynamics
- Develop critical opinions about conservation and sustainability
- Create and define disruptive insights
- Propose and develop solutions
- Develop presentation skills

Requirements:

- Students interested in design, biological and environmental-sciences.
- All courses will be taught in English
- Undergrad: 2 year and above
- Graduate: Any level

Teaching Method:

Lecture: Students will have class lectures with professors from USFQ.

Field work: Students will work in the field, in natural areas and social environments with the community

Studio Practice: Students will have time to work on their course projects at USFQ Galapagos campus.

Grading:

A (100)

Bibliography:

- MENA CARLOS & WALSH STEPHEN (SERIES EDITORS) (2013-2019). SOCIAL AND ECOLOGICAL INTERACTIONS IN THE GALAPAGOS ISLANDS. SPRINGER.

PROPOSED DAY TO DAY ITINERARY*

*Subject to Change

Day	Date	Activity	Academic Content	Lodging	Meals	
Sunday	19-Jun	Arrive in Quito		Hotel		
Monday	20-Jun	AM Orientation & Welcome Lunch USFQ		Hotel	B, D, L	6
		PM City Tour: Historic Center of Quito				
Tuesday	21-Jun	Lectures in Cumbayá: USFQ- iBIOTROP, Institute of Tropical Biodiversity	Life & culture in Ecuador Biodiversity in the tropical Andes	Hotel	B, D, L	3
Wednesday	22-Jun	AM Lectures in Cumbayá: USFQ- iBIOTROP, Institute of Tropical Biodiversity.		Home stays	B, D, L	5
		PM Field trip : El Chaquiñán and Chacanahuaycu ravine	Natural and cultural heritage in the Global South			
Thursday	23-Jun		Biodiversity, natural and cultural heritage	Home stays	B, D, L	8
		Full day Field Trip : Mashpi Chocolate	Conservation and sustainability			
Friday	24-Jun		Natural resources and environmental services	Home stays	B, D, L	8
		Full day Field Trip : Antisanilla Reserve and Antisana Ecological Reserve	Conservation and sustainability			
Saturday	25-Jun	Travel to Galápagos PM Orientation & Welcome Lunch	Life & culture in the Galapagos Islands	Home stays	B, D, L	1
		PM Field Trip : Wreck Bay	Galapagos Islands: a “living laboratory”			
Sunday	26-Jun		Biodiversity in the Galapagos Islands	Home stays	B, D, L	6
		AM Field Trip : Interpretation Center, Punta Carola Beach and Tijeretas Hill PM Lectures in GAIAS-USFQ	Natural and cultural patrimonies in the Galapagos Islands			

Monday	27-Jun	Lectures in GAIAS-USFQ	Biodiversity in the Galapagos Islands Natural and cultural patrimonies in the Galapagos Islands	Home stays	B, D, L	3
Tuesday	28-Jun	Full day Field Trip : Kicker Rock. 360 tour	Biodiversity, natural and cultural patrimonies Conservation and sustainability	Home stays	B, D, L	8
Wednesday	29-Jun	Zona Alta: Hacienda La Tranquila. Sustainable agricultural farming	Natural resources and environmental services in the Global South Conservation and sustainability in the Global South			8
Thursday	30-Jun	Full day Field Trip : Highlands of San Cristobal (incl. El Junco Lagoon) and Puerto Chino Beach	Natural resources and environmental services Conservation and sustainability			8
Friday	01-Jul	Free Day				
Saturday	02-Jul	AM Engagement with fishermen communities.				3
Sunday	03-Jul	AM Field Research PM Research Workshop	Insights & Experience Design based on Human-Environment Interactions and Sustainability			3
Monday	04-Jul	Insights and Ideation	Sustainability and Communities			3
Tuesday	05-Jul	Prototyping and Iteration	Sustainability and Communities			3
Wednesday	06-Jul	Final Presentations	Sustainability and Communities			3
Thursday	07-Jul	Full day Field Trip : Isla Española	Conservation, sustainability, and communities			8
Friday	08-Jul	AM Return to Quito PM Farewell Dinner				3
Saturday	09-Jul	Red-eye Departure to US				

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