

## **Innovative Ideas – NCSA and WSSU**

**Category:** Research

**Project Name:** Center for Design Innovation (CDI)

**The Idea:** The Center for Design Innovation is set up to help ideas and companies in the creative sector gain traction and grow. The CDI facilitates interaction between businesses and partnering institutions with a focus on applying creativity, design thinking, and technology to generate innovation. Our goal is to create a powerful economic development engine with remarkable potential for generating knowledge-based economic activity that builds on the strengths of North Carolina School of the Arts, Winston Salem State, Forsyth Technical Community College and the region.

The Center for Design Innovation conducts cross-disciplinary research, fosters entrepreneurial activity, and provides educational programming focused on design and innovation. The CDI's areas of specialization include scientific and medical visualization, entertainment content creation, educational content development and delivery, and product design and marketing.

**Project Execution:** The founding partners of the Center for Design Innovation are the North Carolina School of the Arts, Winston-Salem State University and Forsyth Technical Community College. The Center was established by the UNC Board of Governors. Under Director Dr. Carol Strohecker, the CDI began operations in the Winston Tower in January 2007. Design of a 30,000 square foot permanent home for the CDI is underway, and will open in January 2009. A total of \$13,000,000 has been received from the State of North Carolina to support initial operations, equipment purchases, and the design and construction of the facility. Funding to support the leasing of interim space was provided by a grant from the Golden Leaf Foundation.

**External Impact:** Educational programs are underway and members of the business and design communities are participating in an interdisciplinary discussion forum celebrating the role of narrative in design. Plans for the upcoming \$10 million, 30,000 square-foot building include design studios, a learning lab and an auditorium. Initial projects under formation focus on 3D visualizations of medical conditions, enhancing experiences of tourism, and improving learnability of laboratory techniques for life sciences.

**Internal Impact:** The Center for Design Innovation serves the member institutions by facilitating their interaction with businesses and organizations, providing unique opportunities for faculty and students to apply knowledge to innovatively solve problems, and fostering the growth of the creative industries cluster to increase the quality and quantity of employment opportunities for skilled graduates.

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