



**DESIGN DAY
STEP - BY - STEP**

PREPARING FOR DESIGN DAY

Design Day is the kick-off event for your community-built playground, where the design is imagined by the children, drawn by hand, and presented to the community at a public “pep rally” in the evening.

In a Nutshell:

The evening before, there is a committee meeting with dinner to get to know each other, discuss the process, and review the design objective. The next morning, children are interviewed for their dream playground ideas, and the playground is designed that day. In the evening, there is a public unveiling of the design to the parents and children.

As with any special event, it is good to have a plan (and a camera!). The following outline will help ensure your Design Day’s success.

Before Design Day:

Get the word out! Public relations are key. Publish an announcement in the paper of your plan to build a playground. This should include a brief description of the unique community-built process that will achieve it. Include the projected Design Day date, describing the magic that will happen on that special day: a playground design imagined by the children that will be built by the community.

Please note that it is critically important to notify the local media—newspapers, TV, radio—and invite them to cover various aspects of the Design Day.

Have children make drawings, collages, or murals of their dream playground. The designer will review these drawings the night before Design Day. They can line the hallways or go up on the walls of the evening meeting room.

Remember, Design Day is an educational event, showing children how the design process works, as well as getting the community to understand the community-built process. A special effort should be made to ensure that moms and dads and other “important” people show up to the evening meeting! They’ll see the kids’ involvement, learn about the new design and the process, and pick up the spirit of the day and the vision of their future playground. It is important to seize this opportunity to garner volunteer support for the various committees that will make your project a success.

DESIGN DAY FEES:

\$250 Retainer fee: with	Holds Design Day Date	Due upon commitment to work Play by Design
\$950 Design Day Fee:	Design Day, Schematic Design, Materials List, and Fundraising List	Due 2 weeks after Design Day
\$TBD Travel Costs	Reimburse Travel Expenses	Due Before Design Day



DESIGN DAY SCHEDULE

This is an example of a typical action-packed Design Day schedule:

Evening Before Design Day:

- 5:00-5:30 pm. Site review where the designer and other key individuals visit and measure the site and discuss pertinent site information. The GC, an owner representative, and a maintenance rep as well as other interested parties should attend.
- 5:30-7:30 p.m. The designer reviews design ideas with the playground committee, and then goes over the community-built process (i.e., fundraising, public relations, donated materials, tools, volunteer solicitation, food, and child care). Usually, there is a potluck dinner or pizza during or at the end of the meeting.

Design Day:

- 8:30-9:00 am. Alternate time for site review.
- 9:00-11:00 a.m. Children's interviews where the designer and committee members visit local elementary school(s) and go classroom to classroom collecting ideas for the playground. Meetings are 12 to 15 minutes each, generally with 2 classrooms combined in one room (40 to 50 children per interview). The interviews can also be done by bringing up to 80 children at a time into a meeting room, such as a gym or auditorium. Either way, the goal is to reach as many kids as possible in an orderly fashion. This interview period also serves as a great opportunity for media coverage that will help in spreading the word throughout the community. If large numbers of children are involved, the designer can also teach high school student apprentices to help with the interview process.
- 11:00-7:00 p.m. The designer draws in a quiet room and finishes the preliminary schematic design. The public meeting room may be decorated at this time in preparation for the kids/parents public evening meeting (the unveiling).
- 6:00-7:00 p.m. This time slot is used to set up the room for the evening public meeting. You will need a Power Point projector and possibly a PA system, depending on the size of the room and the seating layout. There should be a volunteer sign-up table and snacks such as cake and cookies. To add to the festive

atmosphere, we highly recommend some party-type room decorations (balloons, kids' playground drawings, etc.).

7:00-8:00 p.m.

Public meeting/celebration. The playground committee spokesperson gives an introduction for five or ten minutes, then the designer takes over the rest of the meeting doing a Power Point presentation and then unveiling their new, custom-designed playground. Again, encourage the news media to attend.

So, there you have it. The Design Day serves as a rocket launch pad for the very exciting four- to twelve-month journey that will culminate in a one-of-a-kind custom playground, imagined by the kids and built by the community in a barn-raising type event.

Shortly after Design Day, the General Coordinator will receive the cleaned-up design schematic and the preliminary materials list. (See "Setting Up Your Committee" section.)



GETTING READY FOR DESIGN DAY

1. Choose a date for your Design Day
 - a. Be sure to check your own, the school, community, and committee members calendars and make sure there are no major conflicts.
 - i. Holidays or conflicting dates:
 - ii. Designer's available dates:
2. Design Day retainer fee:
 - a. \$250 to Play by Design, 119 W Buffalo Street, Ithaca, NY 14850
 - b. Reserves your Design Day date
 - c. Receive PBD's Step-By-Step guidebook
3. Confirm location for Design Day Celebration
4. Review Design Day Schedule (see attached sheet)
5. Ask Music Teacher to organize a performance for Design Day evening celebration
6. Think about possible build dates, Tuesday through Sunday (again confirming schedules)
 - a. A good idea to have scheduled by Design Day but not essential
 - b. Confirm dates with Designer
7. Get the word out about Design Day
8. Survey of the site (typically this can be donated)
 - a. AutoCAD 2000 version
 - b. Existing buildings/elements
 - c. Underground/overhead utilities
 - d. Digging conditions
 - e. Trees
 - f. Topography contours
9. Have families draw their dream playground
10. Book hotel room for PBD designer 2 nights (typically this can be donated)
11. Contact media, both newspaper and TV, and have them at the celebration (time and location-see design day schedule) and during kids interviews (time—see design day schedule).
12. Directly invite potential donors or people you would like to help and be a part of the process.
 - a. Maybe have kids color these invitations
 - b. Choose the right person to invite them.
13. Secure: table for designer to draw on, screen, power point projector, microphone, easel for drawing unveiling (at the location of the celebration)
14. Pack the house!
15. Have volunteers committed to hang kids drawings / decorating the celebration room a few hours before the celebration.
16. Have fun!