

Design and Māori Values: A Rebrand Project for the Social Enterprise Sector

Authors : M. Kiarna, S. Junjira, S. Casey, M. Nolwazi, M. S. Marcos, A. T. Tatiana, L. Cassandra

Abstract : This paper details a rebrand design project developed for a non-profitable organization called Te Roopu Waiora (TRW), which is currently located in Auckland, Aotearoa New Zealand. This social enterprise is dedicated to supporting the Māori community living with sensorial, physical and intellectual disabilities (whānau hauā). As part of a year three bachelor design brief, the rebrand project enabled students to reflect on Kaupapa Māori principles and appropriately address the values of the organisation. As such, the methodology used a pragmatic paradigm approach and mixed methods design practices involving a human-centred design to problem solving. As result, the student project culminated in the development in a range of cohesive design artefacts, aiming to improve the rentability and perception of the brand with the audience and stakeholders.

Keywords : design in Aotearoa New Zealand, Kaupapa Māori, branding, design education, human-centered design

Conference Title : ICEDT 2020 : International Conference on Educational Design and Technology

Conference Location : Los Angeles, United States

Conference Dates : October 29-30, 2020