



Cornell University
College of Human Ecology
Design and Environmental Analysis

The DEA Challenge | 2018

The *DEA Challenge* is required of all DEA applicants. Applications to the DEA major will not be considered without the submission of a *DEA Challenge*.

The goal of the *DEA Challenge* is to communicate your point-of-view. The work you submit should say something about who you are, your opinions, and your personal goals. There is also an optional category if you wish to submit additional examples of your creative expression. Submit your work for the *DEA Challenge* via <http://www.cornellche.slideroom.com/>. Mailed materials will not be accepted; mailed items will not be returned.

DEA Challenge Deadline

Your *DEA Challenge* must be submitted to SlideRoom by the application deadline that corresponds with your application status. Visit www.human.cornell.edu/admissions for more information. Late submissions will not be considered.

Required for all freshmen and transfer DEA applicants: *The DEA Challenge*

The *DEA Challenge* consists of three components: the written challenge, the two-dimensional challenge, and the three-dimensional challenge. All work must be original and produced by the applicant. Submissions found to have significant similarity to work posted on the internet or from other sources will not be accepted. Applicants must complete and submit all three components.

Written Challenge. Answer the following question: Which of DEA's three academic themes [design strategy, sustainable futures, or health and wellbeing] interests you the most and why? Your essay should not exceed 300 words. Upload one essay to *Slideroom*.

Two-dimensional Challenge. Diagram a simple everyday task (like tying your shoe) using no words or text. Consider the sequential steps, context, and objectives involved while doing the task. Create a 5-step diagram that communicates the process. Use any two-dimensional media: pen, pencils, markers, digital camera, computer software, etc. to create the diagram. Submit the finished diagram using *Slideroom*.

Three-dimensional Challenge. Design and build a three-dimensional "gift" that captures, engages, ignites, celebrates, and/or reflects the human spirit. Briefly describe what the gift is, who the recipient is, and its intended impact/effect. Limit your response to 100 words including a title. Your gift may be for someone you know, person(s) yet to be known, or to a collective group. Use any type of material(s) to create the form: clay, wood, cardboard, etc., or construct your object using digital media. Produce a maximum of eight (8) still images of your gift for *Slideroom* submission. Consider what the images depict and how they describe your idea. Explore views from diverse angles. Always submit high quality images that are well lit and large enough to easily be seen by reviewers.

Optional Creative Samples

Submit up to four (4) additional images of prior creative work for consideration. Submissions might range from poetry or videos to photography or built objects. For each image, provide a title, a short description and a reflective statement about the outcome or process. Also submit these via *Slideroom*.

FAQs

Q: Of what significance is the *DEA Challenge* in the application process?

A: It is one determinant in learning who you are as a person, understanding your point-of-view, and recognizing how you might fit within DEA. DEA faculty review and evaluate the *DEA Challenge*. Faculty feedback is included in the full review of the application. The *DEA Challenge* is required of all DEA applicants.

Q: Can I send additional work on a CD for consideration or in place of the *DEA Challenge*?

A: No. Separate CDs of student work will not be accepted. All DEA applicants must complete the *DEA Challenge* and submit their work via <http://www.cornellche.slideroom.com/>.

Q: I have no formal background in art. Will my limited artistic training negatively impact my *DEA Challenge* evaluation?

A: Not necessarily. Your creative thought processes and written rationale are as important as aesthetic aptitude. DEA accommodates students with a wide range of creative talents and experiences.

Q: Can I use any media in completing the *DEA Challenge*?

A: Yes. Your submissions may be digitally or manually produced using any material of your choice.

Q: May I submit more than the maximum number of images?

A: No. Adhere to the number of images designated in each category.

Q: Do you have any samples of the *DEA Challenge* to share?

A: No. There is no one type of correct or successful submission. Consider your submissions as exercises in experimental thinking and risk-taking more than final presentations or examples of technical proficiency.

Q: Can I meet with someone in the DEA department?

A: Yes. You can contact Tracey Sherwood (tbs46@cornell.edu) to schedule an appointment.