

FOSTERING CURIOSITY, COURAGE AND CREATIVITY







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**OUR VISION** To be the global leader in teaching the creative process from imagination to innovation.









THE FUTURE OF WORK

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# **OUR MISSION**

To develop opportunities that inspire the global community of learners to utilize diverse approaches in applying 21st century skills and creativity. The Destination Imagination (DI) program encourages teams of learners to have fun, take risks, focus and frame challenges while incorporating STEM (science, tech-

nology, engineering, and mathematics), the arts and service learning. Our participants learn patience, flexibility, persistence, ethics, respect for others and their ideas, and the collaborative problem solving process. Teams may showcase their solutions at a tournament.

"DI IS ALL ABOUT THE EXPERIENCE. IT'S
ABOUT TEAMWORK, COLLABORATION
AND LEARNING HOW TO THINK
CREATIVELY AND CRITICALLY. ALL OF
THOSE THINGS ARE WHERE THE REAL
LEARNING HAPPENS."

- GERALD FUSSELL, PRINCIPAL



"THE STUDENTS OF TODAY ARE
GOING TO HAVE MULTIPLE
CAREERS, AND SO THE SKILL
SETS THEY NEED ARE MUCH
DIFFERENT. IT'S NOT JUST
ABOUT MEMORIZATION AND
KNOWLEDGE. IT'S ABOUT
TEAMWORK, LEARNING AND DI'S
PRINCIPLES: COLLABORATION,
CRITICAL THINKING AND
PROBLEM SOLVING."

– D.R. WIDDER, VICE
PRESIDENT OF INNOVATION AT
PHILADELPHIA UNIVERSITY



Every year, local volunteers help run 200 Destination Imagination tournaments around the world.

# our IMPACT

EVERY YEAR, WE IMPACT MORE THAN 150,000 STUDENTS IN 48 STATES AND 30 COUNTRIES

















## **PROGRAM OVERVIEW**

Our programming complements K-12 education by fostering curiosity, courage and creativity.

"DI is the best thing you will ever do for your child's education, as well as for helping to shape their future as an innovator and leader." – Melissa Dick, Parent & Team Manager



WHY The exponential growth in new technologies and our 21st century global economy is outpacing K-12 education, and students and teachers need opportunities to bridge this widening gap. Through the Destination Imagination Program, students learn higher order thinking, improve in creative and critical thinking, explore their curiosity, build on their unique strengths, and learn the skills needed for the 21st century workforce.

**WHAT** Our 21st century learning programming is cross-curricular and complements K-12 education by fostering curiosity, courage and creativity.

Our open-ended academic

Challenges stimulate curiosity so that kids develop an interest in their world and can imagine opportunities to improve it.

Courage is gained when they learn their unique strengths and abilities and then step outside their comfort zones to pursue ideas, collaborate, and develop presentations.

Creativity is increased when they take a novel idea through to fruition.

HOW Annually, we provide seven fun and engaging open-ended Challenges in science, technology, engineering, visual and performing arts, improvisation, service learning and early learning. Each Challenge is designed to enable

students to apply knowledge to novel opportunities.

WHEN During the school year, our participants select one of seven Challenges to solve. At academic competitions, solutions are presented to trained Appraisers. Participants with the top-scoring Challenge solutions progress from regional competitions to state or country competitions to Global Finals, our annual celebration of creativity. With more than 17,000 attendees, Global Finals is the world's largest celebration of creativity.

### **PROVEN RESULTS**

Dr. Mark A. Runco, Professor of Educational Psychology for the Torrance Creativity Center at the University of Georgia and Board Member for the Center for Childhood Creativity, recently completed a study measuring student engagement and creative attitudes and values among students who participate in DI and students who do not. According to the statistically significant results, students who participate in DI were found to be:

- More imaginative when completing given tasks
- More creative than students who have not participated in the DI Challenge program
- More self-confident, tenacious and collaborative
- Able to elaborate on and carry more ideas through to fruition

"DI taught me how to think creatively. As a scientist, I think differently than other people, and it is certainly an advantage." – Lauren Zarzar, Ph.D. Harvard Graduate



"Our public school system cannot provide this type of creative problem solving outlet for children and I want to help fill the gap. Seeing the children on my team experience personal growth through the fun process of solving their Challenge affirms my belief of how important DI is."

– Colleen Bohlman, Team Manager



# A SYSTEM OF LEARNING

TEAM Challenges

7 Challenges: Science, Technology, Structural, Fine Arts, Improvisation, Service Learning & Early Learning



Destination Imagination Team Challenges are designed as a fun and engaging system of learning. Each Challenge participant will gain knowledge and experience in creative and critical thinking, project management, team building, conflict resolution, STEM, perseverance, and a completion mindset—the very skills needed to thrive in any chosen career. Students work together to create and develop solutions on their own without interference from Team Managers, parents or other individuals who are not on their team. Instant Challenge accounts for 25% of a team's overall score at tournaments. But no one starts off being an Instant Challenge genius. For many, the ability to think critically and creatively in a short period of time takes a lot of practice.

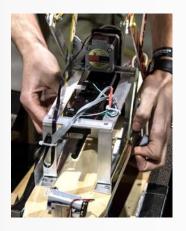
UP TO 7 MEMBERS CAN BE ON A TEAM,
AND STUDENTS FROM KINDERGARTEN
THROUGH UNIVERSITY LEVEL PARTICIPATE.



High school team, The Owl, the Portal, and the Giraleon Hollis from Brookline, New Hampshire









### TECHNICAL CHALLENGE

**OVERVIEW** The Technical Challenge is designed to introduce students to the engineering design process and have them apply real-world STEM concepts to create an innovative solution to the Challenge. Whether tasked to create a robot, vehicle or other technical device, students will research and explore how technical objects are constructed, and then work together in teams to innovate their own technical designs. Teams will also explore their creative and artistic abilities by developing an original story, building props and sets, and theatrically presenting their team-created technical designs and story to an audience.

### ONE TEAM'S SOLUTION

One high school team from Brookline, New Hampshire built a robotic creature, made of individual parts that helped it walk and stretch its neck, as well as communicate through eye expressions. During their presentation, the robotic creature, which was the main character in the team's adventure story, hatched from a 5-foot tall, Faberge-inspired golden egg. The creature encountered physical, cognitive and emotional challenges as it traveled through the team-created world.









### **SCIENTIFIC CHALLENGE**

**OVERVIEW** The Scientific Challenge is a creative-thinking springboard that blends the research and curiosity of science with the thrill and creativity of theater arts. Students research various subjects in science, as well as technical methods from fields including computer science, physics and mechanical engineering, to create a solution to the Challenge. Students showcase their creativity and artistic abilities by developing an original story, building props and sets, and presenting their solutions to an audience.

### ONE TEAM'S SOLUTION

Elementary school team, The Cymatic Fanatics from Crozet, Virginia, learned how to do some amazing things with sounds for their solution to the Scientific Challenge. The team researched sound waves and used them in various ways to create special effects for their original presentation about an imaginary TV show in a haunted beach house. For their performance, the students used sound waves to move grains of sand for a spooky effect and they built electronic circuits to create low-frequency sounds for additional effects. Their innovative solution helped them win first place in the Elementary Level of the Scientific Challenge at Global Finals.

# STEAM

STEM education refers to the areas of science, technology, engineering and mathematics. STEAM education incorporates the "A" for the arts.









### STRUCTURAL CHALLENGE OVERVIEW

The Structural Challenge allows students to take risks in the world of structural engineering and express their creativity through art and performance. Teams build weight-bearing structures—sometimes using only a designated set of materials such as balsa wood, playing cards and glue. In addition to designing, building and testing the structure, teams work together to write an original story, which includes the structure they created, as well as design props, costumes and set pieces. **ONE TEAM'S SOLUTION** Team Magnum DI from British Columbia built roughly 20 different prototypes for their Structural Challenge solution before taking a chance on the wedge system that earned them a fourth-place finish at Global Finals. For this Structural Challenge, the team had to create a structure out of specific materials that could support the weight of a 15-pound pressure board while parts of their structure were removed during their presentation. Team Magnum DI's structure, made only of playing cards, tape and wood, was the

lightest structure in the tournament. The team's performance reflected a consistent theme of

learning and revision.





### FINE ARTS CHALLENGE

**OVERVIEW** As the world becomes more interconnected through technology and creativity, arts education is key to ensuring students' success in school, careers, and beyond. The Fine Arts Challenge is an opportunity for students to flex their acting and artistic muscles. As they experiment with different types of artistic media and theater arts, teams write scripts, design and create innovative costumes, sets and props, and perform in a front of a live audience.

### **ONE TEAM'S SOLUTION**

For their Fine Arts Challenge solution, high school team, That Team with a Dragon, from Lynnfield, Massachusetts, researched a suit of

armor made by Jacob Halder, which inspired them to create a story about a hippie dragon that used his flower power to subdue a dragon slayer. This team's presentation included a cave made from paper bags, and armor created from plastic utensils. By employing magnets and recycled iron filings, the team made words magically appear in their Sorceress's "Book of Spells" during their performance. To top things off, they constructed a 7-foot tall, 10-foot long peace-loving, flower-breathing dragon from aluminum soda cans. The team's inspirational and multidimensional presentation entertained and inspired.



High school team, That Team with a Dragon, from Lynnfield, Massachusetts



The team researched a suit of armor made by Jacob Halder, which inspired them to create a story about a hippie dragon









### IMPROVISATIONAL CHALLENGE

### IMPROVISATIONAL CHALLENGE OVERVIEW

Improvisation helps students hone their research, communication and public speaking skills, while it stimulates fast thinking and engagement with ideas. The Improvisational Challenge is all about spon-

taneity and storytelling. For this Challenge, students work on elements of their solution for weeks, but they can't be sure what must actually be included in their solutions until they are presenting at the tournament. Several elements they must include in their solution—anything from international landmarks to artwork—are randomly selected right before they perform in front of an audience. Teams learn to work together quickly and creatively to produce skits right on the spot.

### **ONE TEAM'S SOLUTION**

Team FBI (Federal Bureau of Improvisation) from Denver, Colorado took first place at Global Finals after amazing audiences with their quick and creative thinking skills. Their team had to perform three separate sketches with only one minute to prepare for each. Each of their sketches incorporated different settings and situations that were randomly selected for them, ranging from miming to fortune telling to sharks losing their teeth.



Colorado team raises more than \$7,000 for the Tyler Robinson Foundation



Canadian team raises \$25,000 to provide clean water in Kenya

# CHOOSE YOUR CAUSE AND MAKE A DIFFERENCE IN LIVES WORLDWIDE.

DI teams across the globe make the world a better place.

### PROJECT OUTREACH CHALLENGE OVERVIEW

The Project Outreach Service Learning Challenge at Destination Imagination empowers youth to make a positive impact on their communities. Students (kindergarten through university) form a team, select a community need and then work together to address that need. Not only do students have fun and learn through Project Outreach, they get to make a difference, locally and globally, while inspiring others to do the same.

1: COLORADO STUDENTS
JOIN IMAGINE DRAGONS
IN THE FIGHT AGAINST
CANCER Team T.B.D. from

Boulder, Colorado raised

more than \$7,000 for the Tyler Robinson Foundation to support a local child, Cade Humphreys, in his battle against cancer. The Tyler Robinson Foundation, which was founded by Grammy Award winning band, Imagine Dragons, and the Robinson family, assists families in battling the unseen costs of childhood cancer. In addition to local and online fundraising, the team held a "Clap for Cade" benefit in which they ran the games, emceed the event, and managed the volunteers. After being inspired by the team's passion and hard work, Imagine Dragons treated team T.B.D. to concert tickets and invited the team to deliver the check to the band backstage.



### **WISCONSIN TEAM RAISES AWARENESS OF IMPAIRED** AND DISTRACTED DRIVING

The team set out to raise the \$11,000 needed to purchase a driving simulator that would mimic and display the handling characteristics of real vehicles in order to educate the public on safe driving habits.



### 2: CANADIAN TEAM **RAISES \$25,000 TO PROVIDE CLEAN WATER**

IN KENYA For team Got a Penny? from Calgary, Alberta, their Project Outreach dream started with a \$5,000 goal to provide clean water for the village of Ngosuani in Kenya. The team quickly realized, however, that the community also had an overwhelming need for better sanitation, irrigation, education and healthcare. Through penny drives in businesses, schools, hospitals and service clubs. the team collected more than 300,000 pennies and raised more than \$25,000 in six months. Through their efforts, the team was able to help build a well and a school, and provide funding for healthcare and agriculture in the Kenyan community.

### **3: WISCONSIN TEAM RAISES AWARENESS OF DISTRACTED DRIVING**

For the Project Outreach Challenge, team Stevens Point, from Stevens Point, Wisconsin, was compelled to raise awareness of impaired and distracted driving in their community after losing a classmate to drunk driving. The group of high school seniors set out to raise the \$11,000 needed to purchase a driving simulator that would mimic and display the handling characteristics of real vehicles in order to educate the public on safe driving habits. Within five months, they educated more than 1,100

individuals on the dangers of distracted driving. Team Stevens Point went on to take first place at Global Finals.

### **4: TEXAS STUDENTS ON A MISSION TO CHANGE DATING VIOLENCE LEG-**

**ISLATION** For team Somebody's Hot for Tone Tone from East Texas, the decision to help raise awareness of teen violence was an easy one. However, what started as a project for their Destination Imagination Project Outreach Challenge has since grown into a courageous push for policy change. "At first we just wanted to spread the word and educate people about the problem and how big of a problem it was," said team member Ashlyn Ellgass." We joined with Texas Advocacy

Project and the project's just grown and grown, way bigger than we would ever expect it would."In December 2015, the students headed to the Texas Capitol to discuss amendments to a 2007 bill that required students to be educated about dating violence. Since the students' day at the Texas Capital, a new bill has been filed to analyze the policies and find a better way to implement dating violence programs in schools.

# EARLY LEARNING CHALLENGE



Early learners (preschool—2nd grade) are naturally curious and can adapt well to learn new STEAM (science, technology, engineering, arts and mathematics) concepts. By appealing to their natural curiosity and creativity through a fun, hands-on learning environment, our Rising Stars! Challenge allows early learners to experience a range of invaluable concepts simply and effectively. Each year, volunteer educators and industry experts develop a new Rising Stars! for Early Learners Challenge. They focus on creating play-based curricula that allow kids to be creative, learn simple building and construction, become comfortable working in teams, and learn how to speak in front of an audience. The Challenge is noncompetitive, which helps ease pressure and lets kids play and experiment with their solutions.

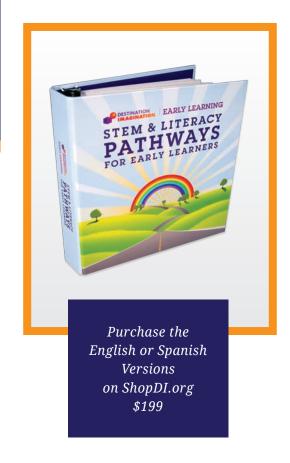
"DI provides
opportunities for our
children to think, take
risks and work together
to solve common
problems that will get
them to rule the world."
- Raymond Simon,
Educator and
Former Deputy
Secretary, United
States Department of
Education

"DI is truly making a difference in the lives of kids. It's helping develop them into amazing adults who have a great ability to think critically, use their imagination, and work together." – Tracy Hakenjos, Parent and Team Manager

# STEM & LITERACY PATHWAYS

### Designed for 3-6 year olds

Destination Imagination has developed a unique approach to support educational readiness in STEM and literacy concepts. While these areas of education are not historically associated with education at the pre-k and kindergarten grade levels, a philosophical shift in the U.S. is leading states to begin including STEM content in early childhood learning standards. To support this shift, DI created STEM and Literacy Pathways for Early Learners to provide teachers with resources to meaningfully engage students in creative learning while building STEM and literacy skills. The activities, transitions and feedback loop questions can be linked to fulfillment of all key Common Core domains.



# PROCESS

BELOW ARE THE COMPONENTS OF THE CREATIVE PROCESS THAT OUR PARTICIPANTS EXPERIENCE WHILE SOLVING OUR CHALLENGES

### Recognize

Becoming aware of the Challenge Gaining an in-depth understanding of the Challenge



### **Imagine**

Generating ideas with team members
Focusing on promising ideas
Creating a project timeline

### Initiate & Collaborate

Researching, exploring and experimenting Committing to options Building and completing all requirements





### Assess

Assessing progress Reworking or reimagining ideas Practicing presenting the solution

### Evaluate & Celebrate

Presenting at a tournament Reflecting on and celebrating the experience







Maelle Ricker became the first Canadian woman to win gold at home in the 2010 Winter Olympics. She learned competition, teamwork and goal setting at a young age as a DI team member from British Columbia.



KEVIN HOBAN TELEVISION PRODUCER

Kevin Hoban is a producer at Brian Catalina Entertainment and has worked on a variety of popular television series including the National Geographic Channel's "Ultimate Survival Alaska." "After producing three seasons of 'Ultimate Survival Alaska,' I'm forever grateful that I went through Destination Imagination," said Hoban. He was a DI participant for several years and continues to volunteer as an Appraiser.



RACHEL HALE
SINGER & SONGWRITTER

Destination Imagination alumna, Rachael Hale, is a singer and songwriter from Prescott, Arkansas. She was a featured contestant on Season 12 of American Idol, and was a Top 20 female finalist competing in the "live" shows. Billboard ranked her performance of "Nothing but the Water" as one of the Top 12 Performances of the entire season. Hale has opened for Tracy Byrd, Joe Nichols and Chris Cagle, and appeared on an episode of ABC's Nashville.



CHRIS COLFER ACTOR & AUTHOR

Actor Chris Colfer, who plays
Kurt Hummel on the hit TV
series "Glee," got his start
doing DI in Clovis, California. In addition to winning
the 2011 Golden Globe for
Best Supporting Actor in a
Television Series, Colfer won
the People's Choice Award for
Favorite Comedic TV Actor
in 2012 and 2014. He is also a
"New York Times" best-selling author and publisher of
"Struck by Lightning" and
"The Land of Stories."

Do you love DI and are an alum of the program? Are you looking for ways to give back to DI locally, nationally and internationally? Then the Alumni Ambassador Program is for you! Learn more at destinationimagination.org/aap

## INSTANT CHALLENGES

# Require teams to engage in quick, creative and critical thinking

At a tournament, a team will receive an Instant Challenge and the materials with which to solve it. Team members must think under pressure and apply appropriate skills to produce a solution to an Instant Challenge in a period of just 5 to 8 minutes. In a world with growing cultural connections, increased levels and types of communication, and a new need for real-time teamwork and problem solving, Instant Challenges enable our participants to

face challenges with optimism and confidence. Instant Challenges are performance-based, task-based, or a combination of the two. Although each Instant Challenge has different requirements, all Instant Challenges reward teams for their teamwork. Instant Challenges are kept confidential until the day of the tournament. Instant Challenge accounts for 25% of a team's overall score at tournaments.





"DI is where you learn all the elements that school does not teach you; life skills that will benefit any human being for the rest of their life." – Marshall Rainey, DI Alum



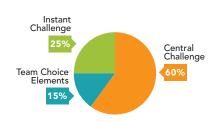
"DI is teaching tomorrow's workforce that careers in engineering and technology are not only fun, but also within their reach."

– Matt Blakely, Motorola Solutions Foundation



**THE TOURNAMENTS** Teams will solve two types of Challenges: Team Challenges and Instant Challenges. The Team Challenge is the combination of the Central Challenge and Team Choice Elements. Team Choice Elements are team-selected elements that are incorporated into the Central Challenge to showcase additional strengths, interests, skills and talent. After solving Team Challenges, teams can attend tournaments to showcase their solutions in front of Appraisers and live audiences. Teams are also

given Instant Challenges, where they must think on their feet to produce a solution in a period of just five to eight minutes. The following pie chart is a breakdown of how teams will be appraised at the tournament.











**GLOBAL FINALS** Destination Imagination teams that advance past regional and state/country tournaments are invited to participate in Global Finals—the world's largest celebration of creativity. The road to Global Finals

is one that involves teamwork, creativity, perseverance, courage and talent. Global Finals is the culminating event of every Destination Imagination season. In May, more than 1,400 teams from 45 US states, 7 Canadian

provinces and 16 countries gather in Knoxville, Tennessee to showcase their Challenge solutions. More than 17,000 people attend Global Finals to celebrate creativity and have fun. During the four-day event, participants have the

chance to present their Challenge solutions, interact with DI teams from all around the world, and enjoy an experience that is like no other.

"If you create a good Challenge, which DI is masterful at, you get remarkable results." - Gregg Maryniak, Co-Founder of the XPRIZE Foundation













### PREPARING STUDENTS FOR EMERGING CAREERS

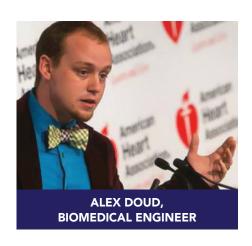
### Committed to helping students find their passions

From computer coding to life sciences to aeronautics, the exponential growth in the new digital and human eco-culture is outpacing K-12 education. The world our DI participants will be facing out of school will be significantly different

from today, Destination Imagination is committed to helping them find their passions and interests through our Challenge program, giving them opportunities to explore emerging professions and achieve their highest

potential. As an educator, Team Manager or parent who supports the Destination Imagination program, you are helping to bridge the gap between the diverse, emerging workforce and K-12 education while provid-

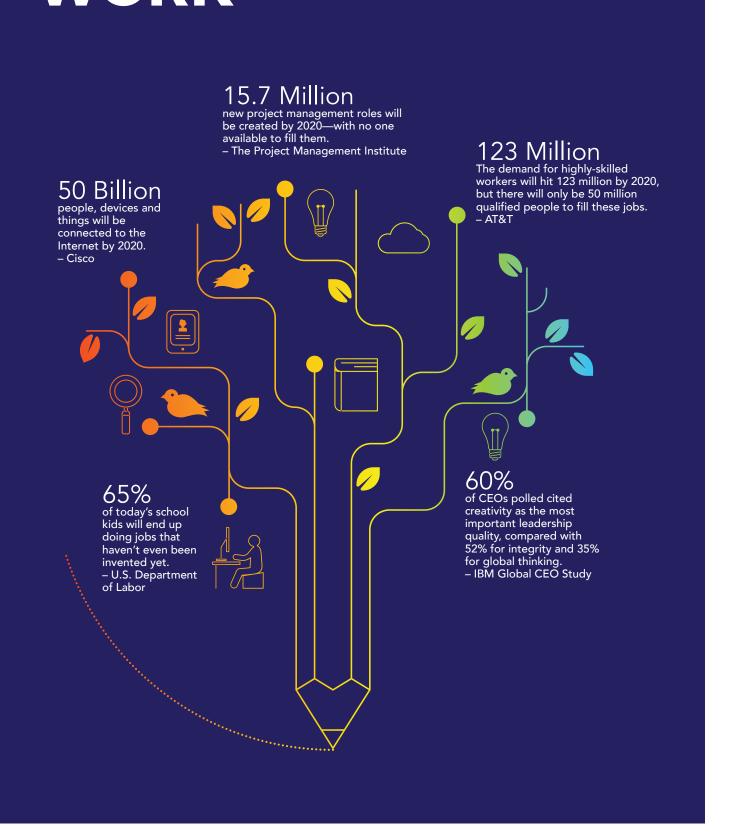
ing your students with the skills necessary to succeed in college, careers, and beyond. We are grateful for your support and wish your students the best of luck in their creative and innovative endeavors this season.

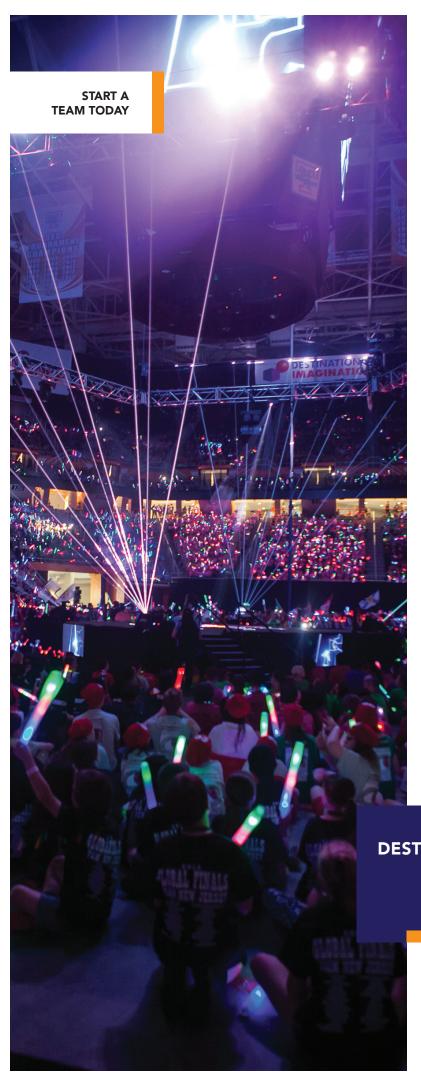


"DI allowed me to bring my interests in science and performing together. While I started out as a scriptwriter for my team, my team members got me hooked on robotics and biomedical engineering." - Alex Doud, DI Alumnus & Biomedical Engineer

# THE FUTURE OF WORK

A DECADE FROM NOW, JOBS WILL NOT LOOK THE SAME





### **1** FORM A TEAM

## 1 ADULT TEAM MANAGER + 2 TO 7 TEAM MEMBERS = DESTINATION IMAGINATION TEAM

The adult Team Manager must be 18 years of age or older.

RISING STARS!: Preschool through 2nd Grade

**ELEMENTARY LEVEL (EL):** Kindergarten-5th Grade

MIDDLE LEVEL (ML): 6th-8th Grade

SECONDARY LEVEL (SL): 9th-12th Grade

**COLLEGE & UNIVERSITY LEVEL:** Full-time, post-secondary students enrolled in college, university, trade, or technical school or military college-bound. High school seniors who are taking accredited courses offered by a college or university that will qualify for course credit when entering higher education.

### 2 PURCHASE A TEAM NUMBER

Register through ShopDI.org, or Download the Start a Team Application at DestinationImagination.org, fill out and fax, mail or email it to us at AskDI@dihq.org. Visit DestinationImagination.org/TeamPricing for pricing information.

After purchasing the first Team Number, organizations can purchase additional Team Numbers at a discounted price.

\*Depending on the state or country in which you reside, you may be required to pay additional Affiliate fees.

DESTINATIONIMAGINATION.ORG 1.888.321.1503 ASKDI@DIHQ.ORG

# **START A TEAM TODAY**



REGISTER IN YOUR STATE OR COUNTRY

Registering with your state or country organization will allow your team to attend a local tournament and possibly qualify to attend Global Finals. If you purchase a Team Number online, you will be prompted to select your Affiliate (state or country). If filling out the downloadable form, choose your Affiliate.

**LEARN MORE** 1.888.321.1503

### **CHOOSE YOUR CHALLENGE**

You will receive a hard copy of our Program Materials by mail (if in the US, Canada or Mexico) or you can download the files online. After you review the materials, decide which Challenge is the best fit for your team. Your Challenge solution should take 6-12 weeks. Start by meeting for 1-2 hour sessions.



Most Regional and Affiliate Tournaments occur between February and April. If you qualify at the Affiliate level, you advance to Global Finals.





# "LOGIC WILL GET YOU FROM A TO B. IMAGINATION WILL TAKE YOU EVERYWHERE."

- ALBERT EINSTEIN



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