

# CHARTING THE FUTURE

## Discovering Opportunities – Fostering Imagination Investing For Greatness

### DESIGN TEAM OPERATING GUIDELINES

“Good Design is a renaissance attitude that combines technology, cognitive science, human need, and beauty to produce something that the world didn’t know it was missing” Paola Antonellie

#### Principles of Good Design

**Form follows function** – With the UNC mission as the foundation, identify pertinent and essential functions of UNC to inform the development of its structure.

**Composition**- Mission, vision, and value statements together with UNC’s history and traditions serve as the foundation for design composition, to assure order to the design.

**Balance** – Distribution of the elements of the design and/or allocation of resources to support a range of programs and services.

**Unity or harmony** – Assures all parts of the composition belong together; relationship of one unit to another

**Contrast** – Adds variety of constituents and diversity of perspectives and cultures

**Rhythm** – Momentum for dynamic change; direction for the future

**Imagination** – Unleashing the creative ideas from the CTF participants

#### Desired Outcomes

1. Refinement of mission, vision, and value statements
2. Identification of functions in which to invest for greatness in both the short and long term
3. Reposition and reshape functions to maximize quality and productivity
4. Discover opportunities and set priorities for development of external funding
5. Identification of \$8M to \$12M of current state appropriated expenditures for internal reallocation in order to invest for greatness.