

## day 1

Wednesday, 24 August 2016

8.00–9.00 REGISTRATION

9.00–9.30 INTRODUCTION

PROF/PROMO PLATFORM

**TOPIC** national design policy (NDP)

## NDP and precursors to NDP

9.30–9.40

### introduction & background information

Presentation by WG members NDPs and precursors to NDPs within their home countries.

*Rebecca Blake* UNITED STATES

9.40–10.30

### presentations

#### precursors to a NDP, an IDP and a CDP

An NDP seems like a nice thing to have. But the precursors are a particular frame of reference for individual professionals and common cause within the design community.

*David Grossman* ISRAEL

#### US national design policy: american exceptionalism?

A recent effort did not result in a strategic plan for a US national design policy. Instead, the outcome is a reflection of US political culture, and the unique way the federal government supports design.

*Rebecca Blake* UNITED STATES

#### design malaysia roadmap

In April 2016, the Malaysian Design Council conducted a brainstorming workshop on a plan of action for a national design policy. The session was the first exciting step to drafting a holistic proposal to be presented to the parliament.

*Zachary Haris Ong* MALAYSIA

#### a strategic plan for indonesia's NDP 2016

Indonesia has embarked on the very first steps towards drafting a national design policy. The proposal seeks to increase understanding of the value of design and its role in society.

*Zinnia Nizar Sompie* INDONESIA

#### south korea: coordinating with stakeholders for better design policy

South Korea's Ministry of Trade, Industry and Energy is coordinating with the Korea Institute of Design Promotion to plan and execute a national design policy which is both responsive and flexible.

*Rebecca Blake on behalf of*

*Jeongman Song* SOUTH KOREA

#### queensland design policy 2020: a failure, and a new beginning

An ambitious plan for a regional design policy in Queensland Australia was announced in 2008, and subsequently scrapped by the Government in 2012. With renewed interest in 2016, the Queensland Design community is re-creating a new policy by applying design thinking processes, learning from the past, observing, engaging, and iterating in order to best define and execute a new and enduring strategy.

*Peter Florentzos* AUSTRALIA

10.30–11.00 BREAK

11.00–11.15

### Q&A from participants on material presented

11.15–11.45

### roundtable discussion

A NDP is a government program to leverage the design sector to stimulate economic development, address societal problems, and seek sustainable solutions. A Design Policy can also support the design industries by providing economic support to designers and innovators, investing in design education, and facilitating communications between designers and the business community.

Does your country have a NDP, or is there a regional or local (such as municipal) design policy in your area? If so, please describe the main components—and whether you consider them effective.

In what way does the design sector (professional association, educational institution or promotional entity) communicate and engage with policy makers, both nationally and locally?

What broad goals do you think a NDP should have? (Those goals can include introducing design methodologies to small and medium sized businesses, etc.)

11.45–12.15

### tying NDPs back to member associations

Presentation of ideas for Member resources related to NDPs, and generating feedback from participants.

12.15–12.30

### looking forward to the 2017 montreal world design summit

What policy statement can ico-D make to present NDPs as a step for stakeholders to take in addressing sustainable economic development?

12.30–13.30 LUNCH

13.30–14.30 DISCUSSION FORUM

## membership issues

The discussion forums are **your** chance to connect with colleagues from around the world and to talk about common challenges. We invite all Members to prepare to discuss the issues they need help solving. In anticipation for the discussion forums, we encourage you to prepare your contribution by exploring these areas:

#### ? model

What is the membership model now in place at your organisation?

#### ? challenges

What is the biggest challenge you face with membership?

#### ? successes

What has been your biggest success with regards to membership?

PROF/PROMO PLATFORM

**TOPIC** communicating the value of design

## design has value

14.30–14.40

### introduction & background information

The value of design is difficult to define as design function varies between sectors of industry and target markets. Do we, as designers, know how valuable design is? If so, how do we communicate this value?

*Zinnia Nizar Sompie* INDONESIA

14.40–15.20

### presentations

#### communicating the value of design to the public

The general public encounters Design every minute of the day. When it is good, it is imperceptible—hence the challenge of making everyone aware of how it transforms our lives. There are myriad examples of the value that design adds to our lives, everyday and everywhere. A few will be featured in this presentation.

*Gabriela Mirensky* UNITED STATES

#### communicating the value of design to the business community

The professional status of Design has been eroded on a number of fronts and it is more vital than ever to communicate the value of design to business—the buyers of design. The individual designer however, cannot do it alone; this advocacy requires focused, sustainable investment by like-minded partners to achieve an effective voice.

*Rita Siow* AUSTRALIA

#### communicating the value of design to government

It is important to understand how policy-makers understand Design and its value: whether to enhance a country's «brand» and global competitiveness; clarify communication between leaders and constituents; facilitate the delivery of public services; or enable the free flow of information between stakeholders. This presentation will talk about various tools designers have used in communicating the value of design to government and assess their effectiveness.

*Zelda Harrison* UNITED STATES

*Rebecca Blake* UNITED STATES

#### how designers themselves comprehend (and communicate) the value of design

Designers must be able to effectively communicate the value of design. Any successful effort to persuade end-users, the business community and government must start with the self-awareness of designers themselves. Designers must be adept at explaining «Designing» as well as «Designs».

*David Grossman* ISRAEL

15.20–15.30

### Q&A from participants on material presented

15.30–16.00 BREAK

16.00–16.45

### roundtable discussion

As a designer/design organisation, what terms do you use to describe the value of design?

As a designer/design organisation, how do you determine/measure the value of design?

As a designer/design organisation, what efforts do you make to communicate the value of design?

16.45–17.00

### summary

Concrete outlook into how to communicate the value of design.

Definition and Member contribution for «What is Design?» glossary.

## day 2

Thursday, 25 August 2016

8.30–9.00 REGISTRATION

PROF PLATFORM

**TOPIC** accreditation/certification

## raising professional standards

9.00–9.05

### introduction & overview

In a dynamically changing design ecosystem, professional designers now more than ever must delineate their service offering beyond visual outcomes, and differentiate between amateurs. A presentation of models of certification, accreditation, registration and charter from various regions of the world.

*Peter Florentzos* AUSTRALIA

9.05–9.50

### presentations

#### why norway did away with accreditation

As many countries head towards accreditation or certification programs, Norway has elected to do the reverse, explains the Managing Director of the Norwegian Organisation For Visual Communication.

*Kari Bucher* NORWAY

#### government influenced certification: how indonesia is trying to standardise for global demands

As part of the Asian Free Trade Area (AFTA), ASEAN countries' governments are presently in the process of implementing a Mutual Recognition Agreement by means of certification. This discussion outlines the pros and cons of this initiative.

*Zinnia Nizar Sompie* INDONESIA

#### australian design accreditation: the challenge of signalling quality in a non differentiated market

The Design Institute of Australia's (DIA) Accredited Designer™ program distinguishes design professionals who have an enhanced level of knowledge and experience and who are making an ongoing contribution to the design sector through engagement with their professional peak body.

*Julie Hobbs* AUSTRALIA

#### certification is just the beginning: an obligation to better our community through design

Membership-based organisations are in decline as the value of membership and certification becomes less meaningful than inclusive participation and community focused contribution. Build a membership and certification model which recognises not just design professionalism but also contributes to the industry, the buyers, and the public.

*Johnathon Strebly* CANADA

#### an overview of RGD certification

Stüssy Tschudin, President of RGD, offers a recorded presentation outlining the process of RGD certification and more specifically the staff, volunteer and administrative resources that are employed throughout the process. He'll also provide a brief overview of the 20-year history of RGD Certification and how it has evolved over this period.

*Stüssy Tschudin* CANADA

#### sharing the graphic design association of malaysia (wREGA)'s journey towards certification

wREGA shares its journey to create a nationally recognised certification of the graphic design profession in Malaysia.

*Zachary Haris Ong* MALAYSIA

9.50–10.05

### Q&A from participants on material presented and roundtable discussion

Is there a certification program in your country? What are the benefits?

Why are you a member of your design association? What are the benefits to being a member?

What value do you bring to your design association / local creative industry?

What is your design organisation doing to benefit the community at large? How does the public benefit?

Is accreditation a prerequisite of membership in your design association?

10.05–10.10

### summary

10.10–10.30 PRESENTATION

**lifelong learning**

Society and technology are driving change at a rapid pace, pushing educational institutions to adapt to new needs faced by all ages and disciplines. Moving beyond traditional learning, our understanding of ‘Lifelong Learning’ is learning that is pursued throughout life, personal and professional development that is acquired through knowledge-sharing between generations and across a diversity of settings and sectors.

*Cihangir Istek* TURKEY

10.30–10.45 PRESENTATION

**ico-D design education project**

Organised by ico-D and Sichuan Economic and Information Committee (SEIC), two ico-D educational Members, Chengdu University of Technology (China) and Shenkar College of Engineering, Design and Art (Israel) have launched a joint design project.

*David Grossman* ISRAEL

10.45–11.00 BREAK

ico-D Members pick up their voting cards

11.00–12.00 ICO-D EVENT

**MEMBERS ONLY** annual general meeting

12.00–13.00 SHUTTLE TO HILLSIDE CAMPUS

13.00–14.00 LUNCH

14.00–15.00 EDUCATIONAL PANEL

**design & complexity**

Designers have always been ‘inter-disciplinary,’ in that we regularly combine disciplines to achieve an outcome. But we are also ‘multi-disciplinary,’ in that the design process allows us to work across and bridge disciplines, even those outside of our expertise. Our panel of emerging and distinguished designers and educators will share their inter- and multi-disciplinary experiences and discuss why this integration approach to creative practice is so powerful.

Moderator:

*Heidrun Mumper-Drumm* UNITED STATES

Panel composed by:

Michele Jaquis *Otis College of Art & Design*

Jessie Kawata *NASA*

Paul Soady *ArtCenter College of Design*

Arden Stern *ArtCenter College of Design*

Karen Zimmermann *University of Arizona*

*School of Art*

15.00–16.00 CAMPUS TOUR

**artcenter college of design**

16.00–17.00 RECEPTION

17.00 SHUTTLE TO SOUTH CAMPUS

**day 3**

Friday, 26 August 2016

8.00–9.00 REGISTRATION

EDU PLATFORM

**TOPIC** curriculum development

**challenges facing design education: focus on curriculum development**

9.00–9.20

**introduction**

Representatives of ico-D Education Members discuss challenges and common cause efforts.

*David Grossman* ISRAEL

*Rebecca Wright* UNITED KINGDOM

9.20–10.30

**presentations**

**curriculum development + the «experience portfolio»**

As the design industry shifts and the role of the designer expands, we need to prepare the next generation to be able to engage, contribute and adapt to emerging creative economies. The Product Design department at ArtCenter is exploring a flexible curriculum that goes beyond teaching traditional skills and enables students to develop an «experience portfolio» with deeper collaborative and leadership skills as well as acquire diverse points of view.

*Karen Hoffman* UNITED STATES

**building a multidisciplinary and multicultural design innovation ecosystem**

Chinese design schools such as Tsinghua University are exploring new ways to integrate design education, design research, and design practice within the multidisciplinary and multicultural context.

*Zhao Chao* CHINA

**changes in design education in china**

The new trend of design integration has meant the role of design education has had to adapt. For over a decade, an education system founded on studio based practice has been progressing and deepening the professional development of students. Design is considered an everyday event and part of culture as well as a strategy for development. The design education model at CAFA is seeking to address challenges poised between the two.

*Ziyuan Wang* CHINA

**designing curricula for unknown futures and uncertain times**

Rebecca Wright, programme Director of Graphic Communication Design at Central Saint Martins, University of the Arts London, presents the recent curriculum redesign of the Graphic Communication Design programme at Central Saint Martins as a case study. This presentation looks at the challenges and opportunities in designing relevant and future-facing curricula.

*Rebecca Wright* UNITED KINGDOM

**designing the new design school**

What we should be considering when designing the new design school for the 21st century? As Ravensbourne identifies new challenges and opportunities at the intersection of creativity and technology, this presentation reflects upon the relevant questions and potential answers. Presented by the Dean of the School of Design, Ravensbourne.

*Lawrence Zeegan* UNITED KINGDOM

10.30–11.00 BREAK

11.00–12.15

**Q&A and roundtable discussion**

? What are primary challenges facing design education institutions?

? How can international exchanges and collaboration provide support and value to ico-D educational Members?

? How does your institution deal with the need for contact between educational institutions and the professional design community?

12.15–12.30

**looking forward to the 2017 montreal world design summit**

Summary and next steps.

12.30–13.30 LUNCH

13.30–14.30 SERIOUS PLAY WORKSHOP

**nuts to butter; a sustainable design exercise**

The sustainability paradigm is changing how we design: new rules, new methods, new strategies. In this workshop we will conduct an overly simplified, but nonetheless completely serious exploration of a life cycle informed design method. Workshop participants will be inspired to create innovative design solutions that meet sustainability goals.

*Heidrun Mumper-Drumm* UNITED STATES

14.30–15.00 BREAK

15.00–16.00 DISCUSSION FORUM

**bilateral exchange**

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? **student exchange**

What are the competencies you seek to develop in your students through programmes? What are the gaps in your present exchange agreements that you would like to fill?

? **mobility of faculty**

Is faculty mobility a desired outcome? To what end?

? **research collaborations**

What types of research collaborations would interest your institution? What are the benefits of such collaborations?

16.00–17.00 SUMMARY AND NEXT STEPS

17.00 END OF PLATFORM MEETINGS

**@theicoD**  
**#pasadenaPM2016**

**ico-D platform meetings & AGM**  
**24–26 August 2016**  
*pasadena california*

**this is your design council**

**PLATFORMS SCHEDULE**

**ico-D** International Council of Design  
leading creatively

**ArtCenter**