

STARTING  
YOUR  
WORLD  
DESIGN  
DAY

#WDD17StartYoung

27 April  
2017

**ico-D**  
International  
Council of Design

**Rap.**  
We are Rap.  
Power to vision

## **Kids are a blank slate**

They are at an age when their view of the world and its possibilities are limitless. As the first generation of 'pure' digital natives, today's kids already feel personally responsible for their own futures: they want to be able to choose and create work that makes a difference in the world. And they will do it in their own, unique way.

**But how do we prepare young kids to navigate this turbulent world, so they can become sensitive, intellectual, imaginative and practical leaders for tomorrow?**

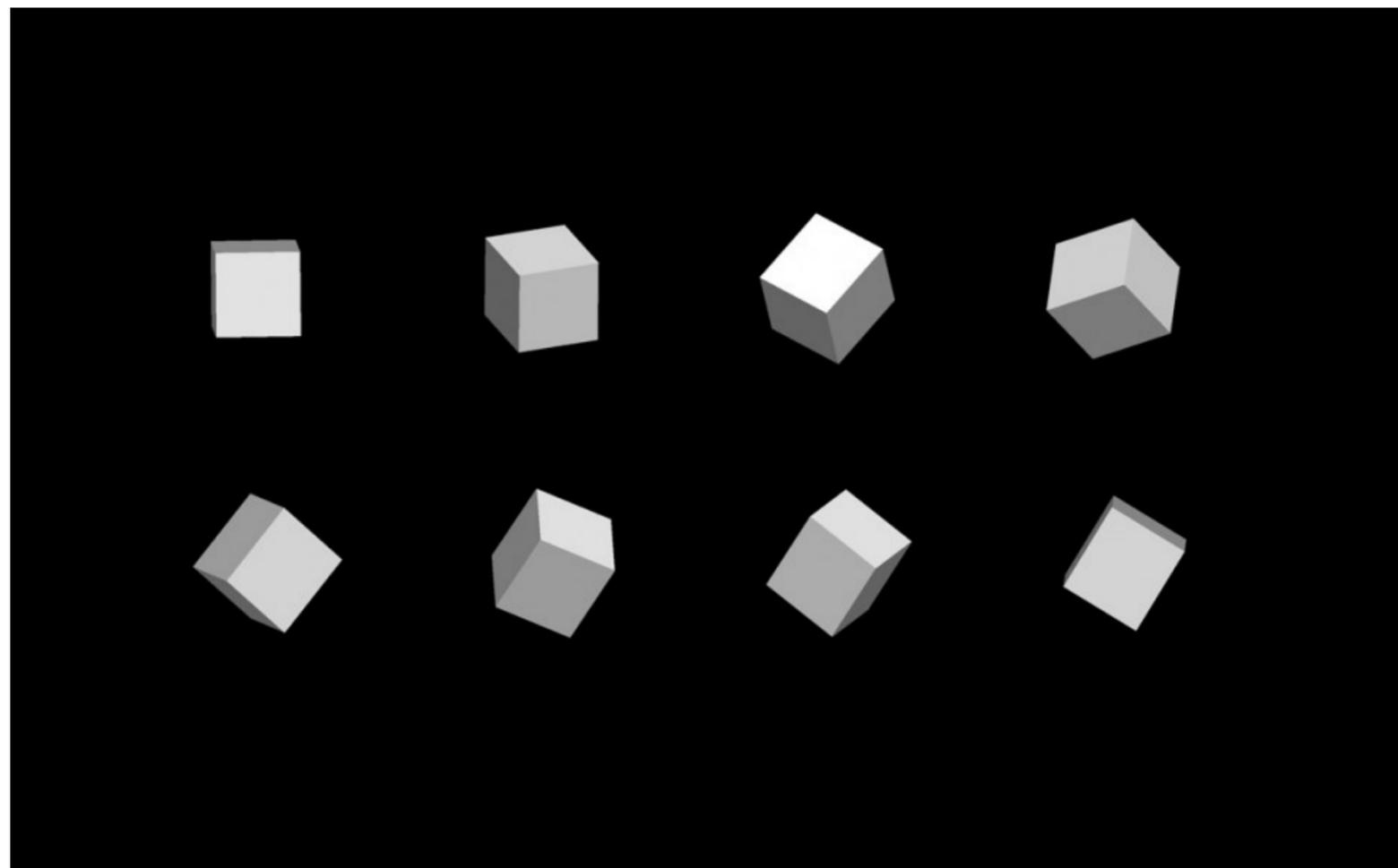
**Having a designing mindset means being tuned to the invisible things that matter to people and their relationships to each other and the world.**

ico-D, the International Council of Design, sees the great potential for design to improve the world around us. We know that design changes—for the better—how we live and thrive in everyday environments like schools, parks,

workplaces and hospitals. The profession of design and its ethics requires designers to consider context, culture, diversity and specificity before even starting to design, and this has become an essential way of thinking and being in the complex world we live in today.

**What if design was taught to children the same way math is: everyday, and on equal footing with science, history and languages?**

Nearly everywhere in the world, math is considered one of the essential subjects necessary for developing a well-rounded, young mind. The logic is, though many of us won't become mathematicians, we inherently know math is useful, as it shapes and enlarges our brains in a particular, irrefutable way. In some countries, design is already considered to be an essential subject in elementary school curriculum. The same logic stands: by teaching design to children, they may not become designers, but they will know how to think and be like them. It's about cultivating and nurturing a designing-mindset. And its best to start young.



**Every year leading up to World Design Day, we ask ourselves: How can we best impact how people think about design?**

**This year, we came up with the answer: Kids! And starting their design awareness and education young!**

**Design is transformative and knowing that the kids of today will be the leaders of tomorrow, early awareness of design as a field of professional practice and of elemental design methodology, is key.**

Whether they choose to become designers, or to apply design methodology in their approach to everyday problems, the designing mindset will be an invaluable asset for whatever future they choose.

**We are excited to announce this year's World Design day theme: Start Young, a project spanning 5 continents, in 5 languages, to introduce design concepts to kids through educational workshops.**

# **WDD2017**

## **Start Young**

**This year, ico-D has partnered with designer Marc Kandalaft, owner of Montreal-based studio We are Rap., to develop a workshop to introduce design to a whole new generation.**

**The half-day activity is a primer on design with some exercises to initiate the participants into a basic form of design methodology.**

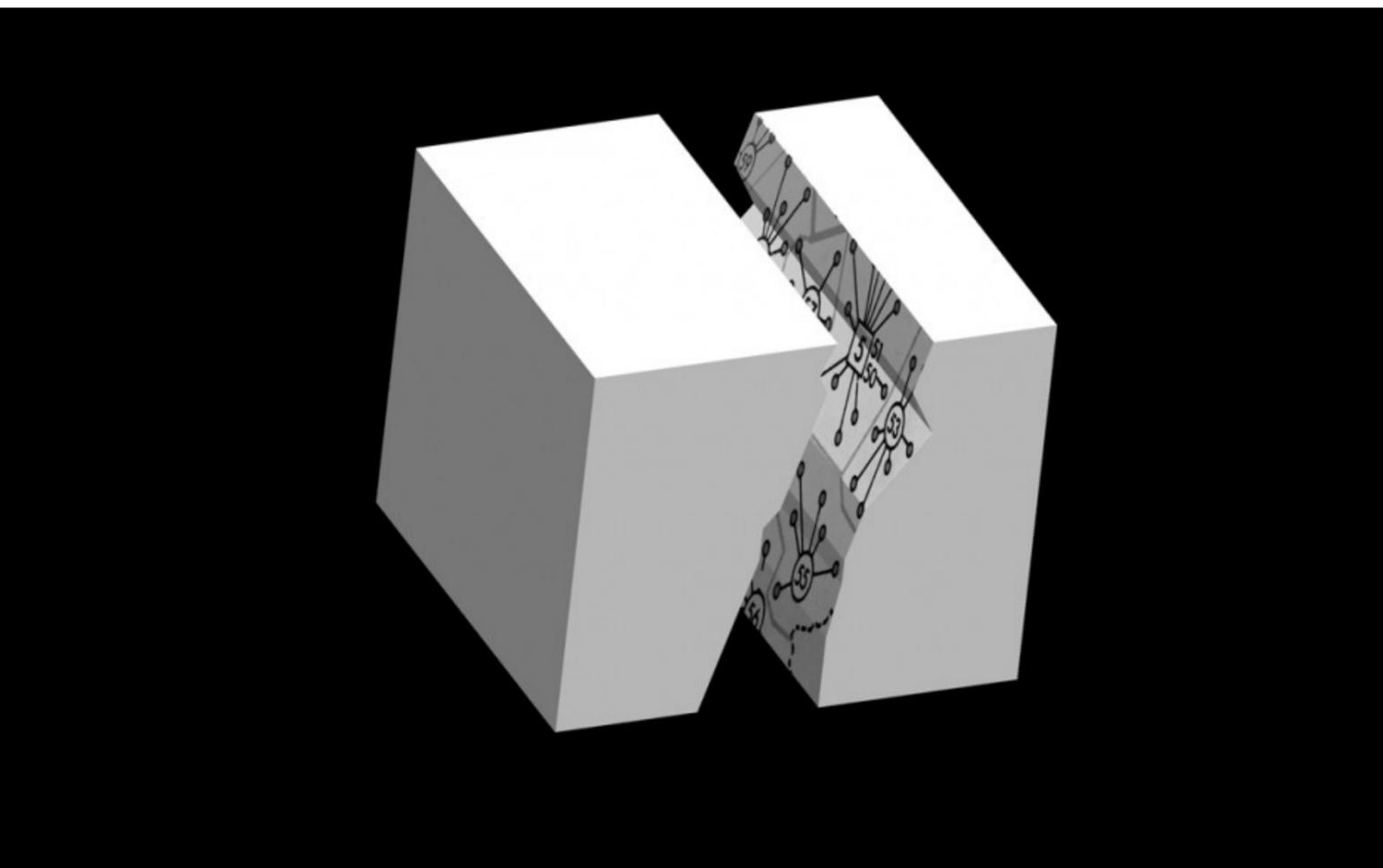
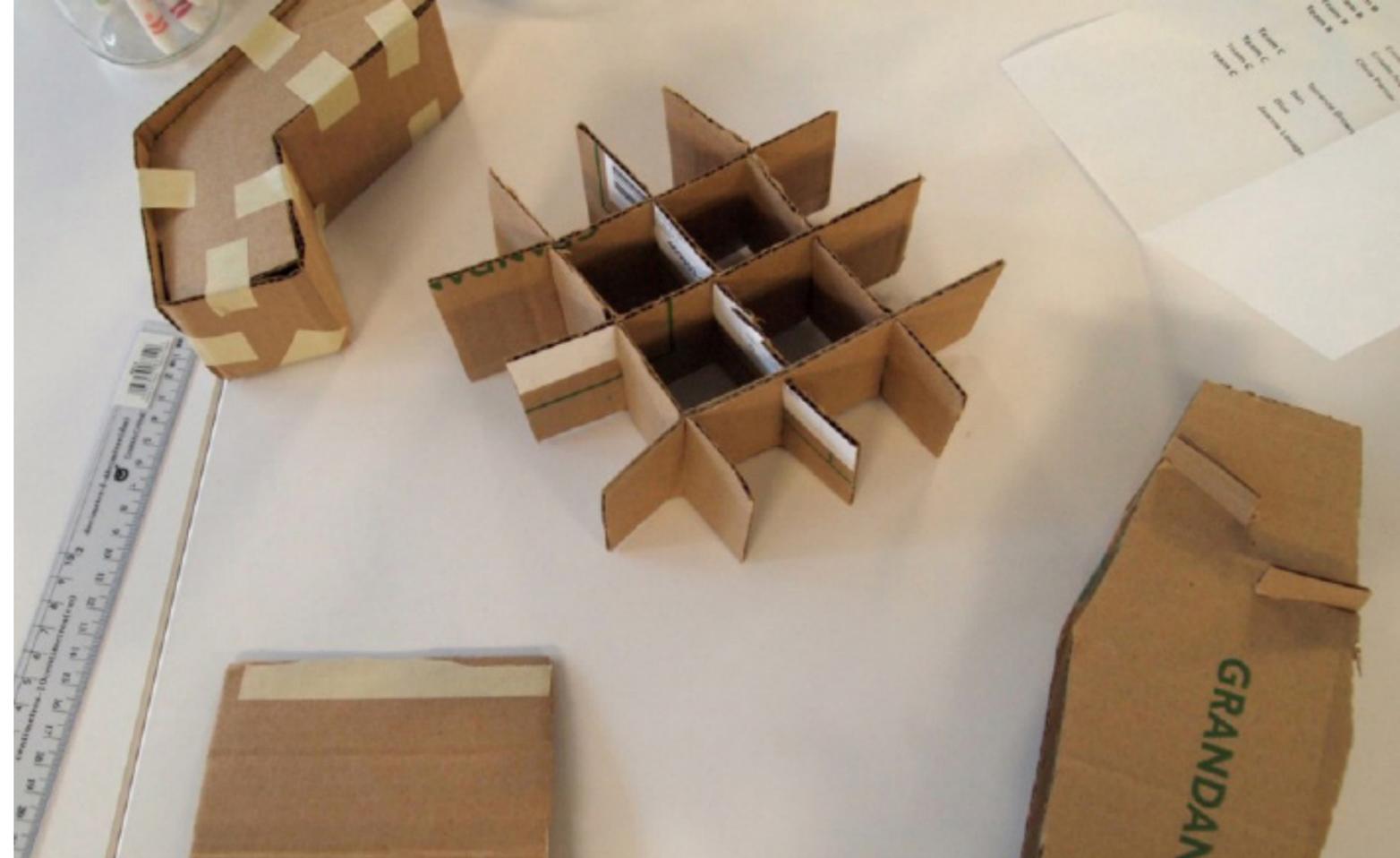
The hands-on workshops push the children participating to explore their creative potential freely and trust their capacity to solve problems and test their solutions. They will be asked to:

**> Observe > Analyse > Create > Model > Test**

**The desired outcome is to inspire and empower children to adopt innovative ways of thinking and to enhance their creative confidence.**

**It's a Small World. On April 27<sup>th</sup>, 2017 we would like you to join us in running the workshop in your country. The goal is to run the workshop on 5 continents, in 5 languages, with children from all walks of life.**

**As a partner of WDD2017, we will publish and share stories of each of the partner organisations across time-zones and encourage you to do the same.**



# The Workshop

## Schedule

- 01. Introduction (a presentation and text in English will be supplied) **20 min**
- 01. Problem-Solving Warm up **40 min**
- 02. Break
- 01. Design Module, Groups of 3 children **120 min**

**Age group:** 10/11 years old

**Duration:** half day (3-4 hours including breaks)

**Space requirements:** 9m<sup>2</sup> per group of three (worktables or empty space) + one presentation area where the whole group can be assembled

## Staff Needs

- 1 person to run the workshop (animator)
- 1 adult supervising per 3 children

+ We suggest that the event be recorded (photo and video)

## Supplies Needed

- Cardboard
- Scissors sturdy enough to cut cardboard (1/child)
- Blue Masking tape (1 roll/group)
- Metal Ruler (1/group)
- Colourful Markers and pens (\*optional)
- Snacks and beverages



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Join us!

WORLD