day 01
Tuesday, 18 September 2018

Panel participants:
China Pledget of ANDWOG
International Council of Design (ico-D)
Johnathon Strebly CANADA
International Council of Design (ico-D)
Moderator:
Alsha Piercy CANADA
International Council of Design (ico-D)

12.00 PLATFORM TOPIC
TOPIC 02
WOMEN IN DESIGN
Alpa Women in Design Award (AWDA)
AWDA Founder and ico-D Board Member Daniala Piscitelli will present an initiative whose aim is to recognize the contributions of women in communication design. Initially an attempt to re-construct an expanded history of communication design through the myriad of women professionals who have contributed to the shaping of design culture, this initiative has expanded from Italy to the entire world. Daniala Piscitelli
International Council of Design (ico-D)

12.30 LUNCH

13.30 DISCUSSION FORMS
The discussion forums will provide an opportunity for Members to connect with colleagues from around the world to talk freely about common challenges and to pool their collective resources.

DESIGNERS ARE BAD PROFESSIONALS
PRO/PROMO MEMBERS
Are they? Is it misconception?
How does your organisation support designers in acting professionally?
What are the key areas in which designers need help?

EDU MEMBERS
Do you have a professional code of ethics or other standards?

15.00 MEMBER FORUM
Small design market challenge in Lithuania
The Lithuanian graphic design community faces many challenges, from the open economy and structural reforms in Lithuania to the country’s small design market. A strong visual identity in graphics is seen as a tool that can support business and social development in Lithuania. The current market conditions and challenges in the Lithuanian design market will be presented byatu Lithuanian Graphic Design Association.

15.30 MEMBER FORUM
New visual identity for the City of Oslo
The City of Oslo recently launched the first phase of their new visual identity. This presentation will both encompass the value of a new identity for the City of Oslo and why Grafitt endorses national design processes focused on user experience, universal design and accessibility. Helge Persen
Wort Gehlen

15.45 BREAK

16.10 PLATFORM TOPIC
TOPIC 03
LIFELONG LEARNING
Introduction
What do designers’ education should reach beyond traditional formats of learning and be understood from a much broader perspective of “lifelong learning” (LLL). In this context, current ico-D Board members share insights on lifelong learning and how design continues to improve quality of life for all, the importance of LLL for professional development, and a future strategy: nine ways to engage with and to encourage LLL.

Chair:
International Council of Design (ico-D)

Study, work, retire and play along the route—will this hold for the future?
Scientists believe the first person to live to 120 has already been born. It is predicted that 65% of careers that students pursue today are preparing for how to be 120 years old. How can design continue to improve the quality of life for all in this scenario? Lifelong Learning is the solution and design is the driver.

Desmond Laubscher
Design Institute of Australia

A Manifesto—call to action for National Design Policy
A National Design Policy is a design intervention that is critical to ensure all nations and communities have access to good design that makes our lives better. As global citizens, we must understand the importance of design in everyday life.

Bradley Schoett Institute of Technology

16.30 LUNCH

17.00 END OF DAY 01 OF PLATFORMS
day 02
Wednesday, 19 September 2018

08.30 REGISTRATION

09.00 INTRODUCTION
Introductory remarks

AMAN puisapong CANADA
Indonesia Graphic Designers Association

09.55 WORKSHOP ROUND-UP
International Council of Design (ico-D)

14.05 MEMBER FORUM
Communicating the value of design in Indonesia
A discussion of how the value of design is communicated within Indonesia through various modalities, media and institutions.

Wulan Pusponegoro INDONESIA
Indonesia Graphic Designers Association

15.45 BREAK

16.00 TOPIC 04
Industries and engagement processes
Within National Design Policy documents, industry understanding of the key pivotal role design can play to improve service delivery, transform social structure and generate innovative, creative and profitable outcomes. In South Africa, these are outlined in the National Government’s National Development Policy Plan—official policy documents and the National Design Policy that will be critical for South African designers going forward.

Deaund Grain
South Africa Graphic Designers Association

09.05 BREAK

09.55 WORKSHOP ROUND-UP
International Council of Design (ico-D)

15.30–17.00 ICO-D MEMBERS-DAY EVENT
ANNUAL GENERAL MEETING (AGM) 2018

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ANNUAL GENERAL MEETING (AGM) 2018
New designer skill set for the future of work
What formats should professional-academic design research and education explore? How do we structure ‘life prototype’ research experiments across academia and industry? How questions and activities at Beijing Institute of Technology are called “Work Design”, a controversial territory that is beyond Academia. Seeking to nurture meaningful designer-researcher engagement with ‘grassroots’ design communities, Work Design addresses the changing role of designers working ‘with’ and ‘within’ organisations, moving beyond the development of product-services to instead help designers become agents of change by reimagining processes, places and mindsets in the work environment.

Antonio Iadarola
Beijing Institute of Technology

10.45 BREAK

11.45 DISCUSSION FORUM

DESIGN IS CHANGING AND DESIGNERS HAVE TO CHANGE

(MIXED EDU PROF/ PRO/ M/P)

As individuals, designers see themselves serving clients needs. As a profession, we need to see ourselves more as an important gate-keeper. We make decisions every day that impact lots of people. They impact the environment, the everyday lives of users and sometimes even the functioning of complex systems.

1. What do you see as the new role designers must play? What is our responsibility to the societies we live in?
2. How is design education keeping up? Is it about technology, culture or methodology?
3. How will we empower designers to be better, more ethical, more human in the future?

12.15 LUNCH

13.45 DESIGN SUMMIT MEETINGS

Montréal Design Declaration: next steps

The Montreal Design Declaration, signed at the first World Design Summit Meeting in Montréal in October 2017, is a milestone for the international design community. For the first time, international organisations representing designers, architects and planners convened with international social, environmental and financial agencies to consider an academic collaboration to realise the potential of design. Currently, a six-member Steering Committee, including ICDA-D, is planning the next steps in this important process. Discover the importance of this effort and learn how organisations, schools and individuals can become involved.

David Grossman
International Council of Design (ICDA-D)

13.55 MEMBER FORUM

“The Zero World”: three changes in CAA

As part of the building of a new school for the future of work, the CAA 2018 scheme is defining the future of design education. Is a focus on product-solutions enough? The School of Design & Innovation has launched the slogan “The Zero World” as its guiding principle. Drawing upon the notion of the hero’s journey, the new curriculum will focus on human perception and reflection, changing stereotypes and cultivating the ‘art of invention’.

Nan Xu
The Hong Kong Polytechnic University

15.15 BREAK

15.45 START YOUNG

Teaching design to children

In 2017, the Council developed a workshop for children to learn basic principles about design for World Design Day. The workshop has been given all over the world from the Seoul Design Foundation to the Triennale in Milan, Capetown Open Design Festival, the MALSBA in Buenos Aires and the Design Exchange in Toronto. This workshop is available to ICDA-D Members in their regions.

Ana Masut
International Council of Design (ICDA-D)

15.55 MEMBER FORUM

(Resistributed media: leakage)

The MAGMD course at the London College of Communication (LCC) has reimaged the studio as four collaborative research hubs—each approaching concerns of leakage from distinct starting points and through specific research methodologies guided by guest tutors.

Tony Crowell
London College of Communication

16.15 MEMBER FORUM

‘First Scene’ of design

The ‘first scene’ refers to the vital soil where design experiments and learning begin. The Design Intelligence Award (DIA), the first international recognised academic award for industrial design established in China, promotes a platform of creative thinking to help design multi-dimensional practices and applied disciplines. DIA proposes a unique design evaluation standard called DIA Evaluation Methodology in which links design, industry, education, paths, users, capital, intermediaries and media. Venture capital channels, science and technology creation camps and narrative theaters are part of the CAA scheme to establish a super college for innovation in design.

Wang Yun
Hubei Normal University

16.35 CLOSING DISCUSSION

16.45 MONTREAL

7.00 END OF DAY 03 OF PLATFORMS

7.00 FOUNDER NIGHT RECEPTION