

day 01

Tuesday, 18 September 2018

08.00 REGISTRATION

09.00 INTRODUCTION

Introductory remarks

Ana Masut CANADA

International Council of Design (ico-D)

Host welcome

Su Xinping CHINA

Central Academy of Fine Arts (CAFA)

ico-D introduction

Zachary Haris Ong MALAYSIA

International Council of Design (ico-D)

09.30 ROUNDTABLE INTRODUCTIONS

10.15 BREAK

10.45 PLATFORM TOPIC

TOPIC 01 CHINA IN CONTEXT

China 40 years later:

design in China after 1978

The reform and opening up of China after 1978 gave birth to Modern Design in China. With the foundations of 40 years of economic reform, developing economy and technology, design in China has flourished and reached its modernity. As the culture has expanded and diversified, so have the values and aesthetic expressions embodied in China's Modern Design.

Wang Min CHINA

Central Academy of Fine Arts (CAFA)/

Beijing Design Week

The Cultural Value of Chinese Design

A status report on China's creative design industry's development, analyzed via the example of Beijing Design Week. A New Construction design project will be highlighted as an example of the modern transformation of traditional architecture, particularly rural architecture.

Zeng Hui CHINA

Beijing Design Week

11.20 PANEL DISCUSSION

TOPIC 02 ACCREDITATION/CERTIFICATION

ico-D Members the Chartered Society of Designers and the Society of Graphic Designers of Canada each have a long established system to recognise and designate professional designers. Frank and Johnathon will explore the merits of the two systems and the challenges of garnering recognition for the profession.

Panel participants:

Frank Peters UNITED KINGDOM

International Council of Design (ico-D)

Johnathon Strebly CANADA

International Council of Design (ico-D)

Moderator:

Alisha Piercy CANADA

International Council of Design (ico-D)

12.00 PLATFORM TOPIC

TOPIC 05 WOMEN IN DESIGN

Aiap Women in Design Award (AWDA)

AWDA Founder and ico-D Board Member

Daniela Piscitelli will present an initiative whose aim is to recognise 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 spreading of design culture, the bi-annual award has expanded from Italy to the entire world.

Daniela Piscitelli ITALY

International Council of Design (ico-D)

12.20 LUNCH

13.50 DISCUSSION FORUMS

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

PROF/PROMO MEMBERS

? Are they? Is it a misconception?

? How does your organisation support designers in acting professionally?

? What are the key areas in which designers need help?

? What is it to be 'professional' in the design sector? Do you have a professional code of ethics or other standards?

EDU MEMBERS

? How can you better prepare students to be professionals?

? What are the tools and skill sets that matter?

? Have you seen any relevant best practices you are sharing? Any success stories of your own?

? How can the professional community help to ensure that young designers think of themselves as professionals?

15.00 MEMBER FORUM

Small design market challenge in Lithuania

The small, open economy and structural reforms in Lithuania have posed significant challenges to the Lithuanian design sector. By looking at how the Lithuanian Graphic Design Association has coped with this small-market context, evaluating strengths, weaknesses, opportunities and threats, we ask the question: to what extent should a design organisation be ready adapt to outside forces?

Jonas Liugaila LITHUANIA

Lithuanian Graphic Design Association

15.20 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 Grafill endorses national design processes focussed on user involvement, universal design and accessibility.

Helge Persen NORWAY

Grafill

15.40 BREAK

16.10 PLATFORM TOPIC

TOPIC 03 LIFELONG LEARNING

Introduction

We think that designers' education should reach beyond traditional formats of learning, and be understood from a much broader perspective of 'Lifelong Learning' (LLL). In this context, three current ico-D Board members share insights on: LLL and how design continues to improve quality of life for all; the importance of LLL for professional development; and a future agenda: nine ways to engage with and to encourage LLL.

Cihangir İstek TURKEY

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 200 has already been born. It is predicted that 65% of careers that students in university today are preparing for have not been invented. This means we need to switch from a linear to a cyclical life cycle in which lifelong learning will play a pivotal role. 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 SOUTH AFRICA

International Council of Design (ico-D)

The importance of Lifelong Learning for professional development

The highly dynamic nature of the design profession requires that every practitioner adopt a personal Lifelong Learning strategy. The first stages of developing such a strategy requires the self-awareness of what it means to be a professional, and recognition of the responsibilities of membership in a professional community.

David Grossman ISRAEL

International Council of Design (ico-D)

16.30 ICO-D NEWS

ASEAN Regional Meeting recap

In February of 2018, ico-D held a Regional Meeting of design organisations from the ASEAN states in Kuala Lumpur Malaysia. ico-D President, Zachary Haris Ong will present a summary of the meeting conversations and outcomes.

Zachary Haris Ong MALAYSIA

International Council of Design (ico-D)

Upcoming meetings

We have quite a few ico-D Meetings planned for 2019. Find out more here.

Ana Masut CANADA

International Council of Design (ico-D)

16.50 CLOSING

17.00 END OF DAY 01 OF PLATFORMS

day 02

Wednesday, 19 September 2018

08.30 REGISTRATION

09.00 INTRODUCTION

Introductory remarks

Ana Masut CANADA

International Council of Design (ico-D)

09.05 WORKSHOP PRESENTATIONS

TOPIC 04 NATIONAL DESIGN POLICY (NDP)

The Workshop led by the National Design Policy Work Group has three parts: presentations, a rotating round robin workshop and a mash-up session in which Members are asked to participate, give feedback and have fun!

Designing National Design Policy

Everything is designed, including Policy. We can allow this design to happen by accident, or we can consciously use a design process to achieve the best outcome. What is Good Design when we are talking about design policy?

Bradley Schott AUSTRALIA

Design Institute of Australia

A Manifesto—call to action

for National Design Policy

National Design Policies have been introduced by many countries around the world in their quest to advocate for and lead by design at a national or regional level. In order for policies to be adopted, we must first define why National Design Policy is needed, what form it best takes, and who it best serves. At the very start of this process designers must first be recognised and valued professionally in their own respective countries. Once design is recognised at a high level, the pathway to National Design Policy becomes instinctive and straightforward.

Peter Florentzos AUSTRALIA

Design Institute of Australia

The purpose of a National Design Policy

The purpose of NDP is clear for some countries yet still elusive for many others. Whether it is for strengthening a nation's GDP or 'beautifying' the country, an NDP needs to have a clear general purpose to give positive impact to citizens.

Wulan Pusponegoro INDONESIA

Indonesia Graphic Designers Association

The aims, strategic goals and stakeholders

While a country's stakeholders will develop an NDP to meet its specific needs, a review of a range of NDPs reveals an overall pattern of strategic goals that reflects global concerns with competitiveness and sustainability.

Rebecca Blake UNITED STATES

International Council of Design (ico-D)

Operation, implementation, assimilation (of an NDP)

In the end, a National Design Policy is a design practice governed at a very large scale. What can we learn from modern design strategies to make an NDP fit-to-scale with the governmental systems and policies already in place?

Sami Niemelä FINLAND

Grafia

Industries and engagement processes

Within National Design Policy documents, industry must understand the key pivotal role design can play to improve service delivery, transform social structure and generate innovative, creative and profitable businesses. In South Africa, these are outlined in the National Design Policy/Strategy and the National Development Plan—official policy documents and clear rules of engagement that will be critical for South African designers going forward.

Desmond Laubscher SOUTH AFRICA

International Council of Design (ico-D)

09.45 BREAK

09.55 WORKSHOP ROUND-ROBIN

In small, break-out groups, Members will be led through a series of exercises to explore what it means to have a National Design Policy (NDP) and how to implement it in their respective countries. Let the Post-it Notes fly!

11.25 BREAK

11.55 WORKSHOP MASH-UP SESSION

Topic facilitators present their findings

Topic facilitators each present their key findings, as distilled by their groups. Wrap-up to brainstorm the question: *What will the NDP work group do with this information?*

12.35 LUNCH

14.05 MEMBER FORUM

Communicating the value of design in Indonesia

A discussion of how the value of design is communicated in Indonesia is explored through various modalities, media and through collaboration between organisations and government.

Wulan Pusponegoro INDONESIA

Indonesia Graphic Designers Association

Addressing sustainability

challenges: Shenzhen's efforts

After almost 40 years' of high-speed development, Shenzhen is facing serious sustainability challenges. Running out of land and other resources, the city of over 20 million inhabitants—what used to be called a manufacturing hub of the world—is keen to seek alternatives to achieve sustainable development. Shenzhen Design Week and Global Design Awards are among the strategic programmes in place to address this shift.

Xu Ting CHINA

Shenzhen City of Design Promotion Association

The value of research at FAS/ASU

Accredited since 1992, Applied Science University in Jordan discusses current and future challenges faced by the Faculty of Art and Design. Research has been particularly key to their programming and development strategy. Research data reviews the benefits of working with the business community, cultural scenes and institutions.

Essam Abu-Awad JORDAN

Applied Science University

15.05 END OF DAY 02 OF PLATFORMS

15.30–17.00 ICO-D MEMBERS-ONLY EVENT

ANNUAL GENERAL MEETING (AGM) 2018

day 03

Thursday, 20 September 2018

08.30 REGISTRATION

09.00 INTRODUCTION

Introductory remarks

Ana Masut CANADA

International Council of Design (ico-D)

09.05 PLATFORM TOPIC

TOPIC 01 CHINA IN CONTEXT

Intermediate level industrial design technology

China has adopted industrial design as one of the national innovation strategies, the construction of industrial design innovation system has become the key path, and the intermediate level of industrial design technology is an effective way to develop innovation of industrial design in China, it is the key strategy of the national development of industrial design industry.

Lan Cuiqin CHINA

Beijing Institute of Fashion Technology

09.25 MEMBER FORUM

Greening the design education: achieving a sustainable graphic design

The life cycle of paper in universities has huge environmental impact. Students for Sustainable Campus (SSD) have spearheaded design education initiatives empowering students to design, recycle and also earn money from their own production. Through a close look at the process of SSD projects, we see how more ethical, sustainable design education can be led by students and not governed by the economic interest of corporations.

Roya Alagheband CYPRUS
Cyprus International University

Design for community

When it comes to improving the quality of a society, universities are ideally part of the process—contributing expertise across multiple disciplines while also remaining open and adaptable to the changing conditions faced by their local communities. University involvement to encourage the sustainable development of the industry of wooden craft and furniture in Indonesia could model as an example of how government, industry, NGOs and universities could work effectively together to support community enrichment.

Augustina Widyani INDONESIA
Tarumanagara University

Unthinking, design thinking: emphasizing creativity as design practice in education

‘Design thinking’ has been commodified. Outside of the design disciplines it serves to produce a set of ubiquitous tools that purport to allow non-designers to frame creatively-designed solutions to difficult problems. However, it may be that these tools, in the hands of novice designers, fail to deliver transformative solutions in the absence of design knowledge. As designers and educators, how does a focus on creativity and practice-led design reorient how we think about these tools, using them to invert and interrogate for problem-solving and as a way to reimagine and transform our everyday experiences?

Scott Mayson AUSTRALIA
RMIT University

Design Education at CAFA

The restructuring of curriculum and teaching at CAFA over the last three years marks a move to incorporate interdisciplinary and sustainable design. The updated academic programme works from a more global perspective and with a research methodology geared to address social issues in China.

Xiewei Song CHINA
Central Academy of Fine Arts (CAFA)

New designer skill set for the future of work

What formats should professional-academic research and education explore? How do we structure ‘life prototype’ research experiments across academia and industry? Key questions and activities at Beijing Institute of Technology highlight a new educational approach 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 reshaping processes, places and mindsets in the work environment.

Antonio Iadarola ITALY
Beijing Institute of Technology

10.45 BREAK

11.15 DISCUSSION FORUM

DESIGN IS CHANGING AND DESIGNERS HAVE TO CHANGE

(MIXED EDU/ PROF/ PROMO)

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.

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

12.15 LUNCH

13.45 DESIGN SUMMIT MEETING

Montréal Design Declaration: next steps

The Montreal Design Declaration, signed at the first World Design Summit Meeting in Montreal 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 closer collaboration to realise the potential of design. Currently, a six-member Steering Committee, including ico-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 ISRAEL
International Council of Design (ico-D)

13.55 MEMBER FORUM

‘The Zero World’: three changes in CAA

As part of the building of a new school for 2020: 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’.

Han Xu CHINA
China Academy of Art Shanghai Institute

Unfair fight: the struggle for small

Copyright Holders in the US For the past 12 years, the Graphic Artists Guild has been pursuing an effort on behalf of individual creators: a copyright small claims tribunal. The expense of bringing a copyright infringer to court means that copyright enforcement is often out of reach of individual creators. At the same time, the Internet and related technologies have enabled rampant infringement, and visual artists have seen their incomes dwindle from the loss of licensing income and new projects. While recent proposed legislation was well received by Members of Congress, the visual artist associations have encountered a formidable foe in the technology sector. It is an unbalanced fight and a struggle that has international repercussions, as the technology sector uses its influence to weaken copyright protection globally.

Yanique DaCosta UNITED STATES
Graphic Artists Guild

Think Collaborate Create—a growth strategy for Australian design

‘Think Collaborate Create’ is a collaboration between DIA and the Victorian Government Department of Economic Development, Jobs, Transport and Resources (Creative Victoria). They are the design industry peak bodies and leading education and research institutes to showcase Victorian design at the Hong Kong Business of Design Week. This four-year project involved the development of strategic relationships between industry, government and education, all focused on securing Melbourne as the 2018 Official Partner City for HKBoDW.

Claire Beale AUSTRALIA
Design Institute of Australia

Upsetting traditional knowledge creation:

Design Research, Material Practice and Embodied Research Creation at Emily Carr University fosters innovative and sustainable opportunities for a diverse community of creative and critical thinkers. The unique approach to curriculum development is highlighted through a presentation of select faculty-led tactics and practices in Research Creation and Research through Design, while briefly exploring impacts on pedagogy.

Keith Doyle CANADA
Emily Carr 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 MALBA in Buenos Aires and the Design Exchange in Toronto. This workshop is available to ico-D Members to give in their regions.

Ana Masut CANADA
International Council of Design (ico-D)

15.55 MEMBER FORUM

(Re)distributed 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 Credland UNITED KINGDOM
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 internationally-recognised academic award for industrial design established in China, promotes cross-border creative thinking to help design multi-dimensional practices and applied disciplines. DIA proposes a unique design evaluation standard called DIA Evaluation System, and constructs a collaborative global design network that links government, industry, education, research, 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 CHINA
Zhejiang Modern Intelligence and Manufacturing Promotion Center

16.35 CLOSING DISCUSSION

16.45 CONCLUSION

17.00 END OF DAY 03 OF PLATFORMS

17.00

FOUNDER NIGHT RECEPTION

platform meeting

18–20 september 2018

beijing china

this is your design council

PLATFORM PROGRAMME

ico-D International
Council of Design
leading creatively

中央美术学院
China Central Academy of Fine Arts