Design for All

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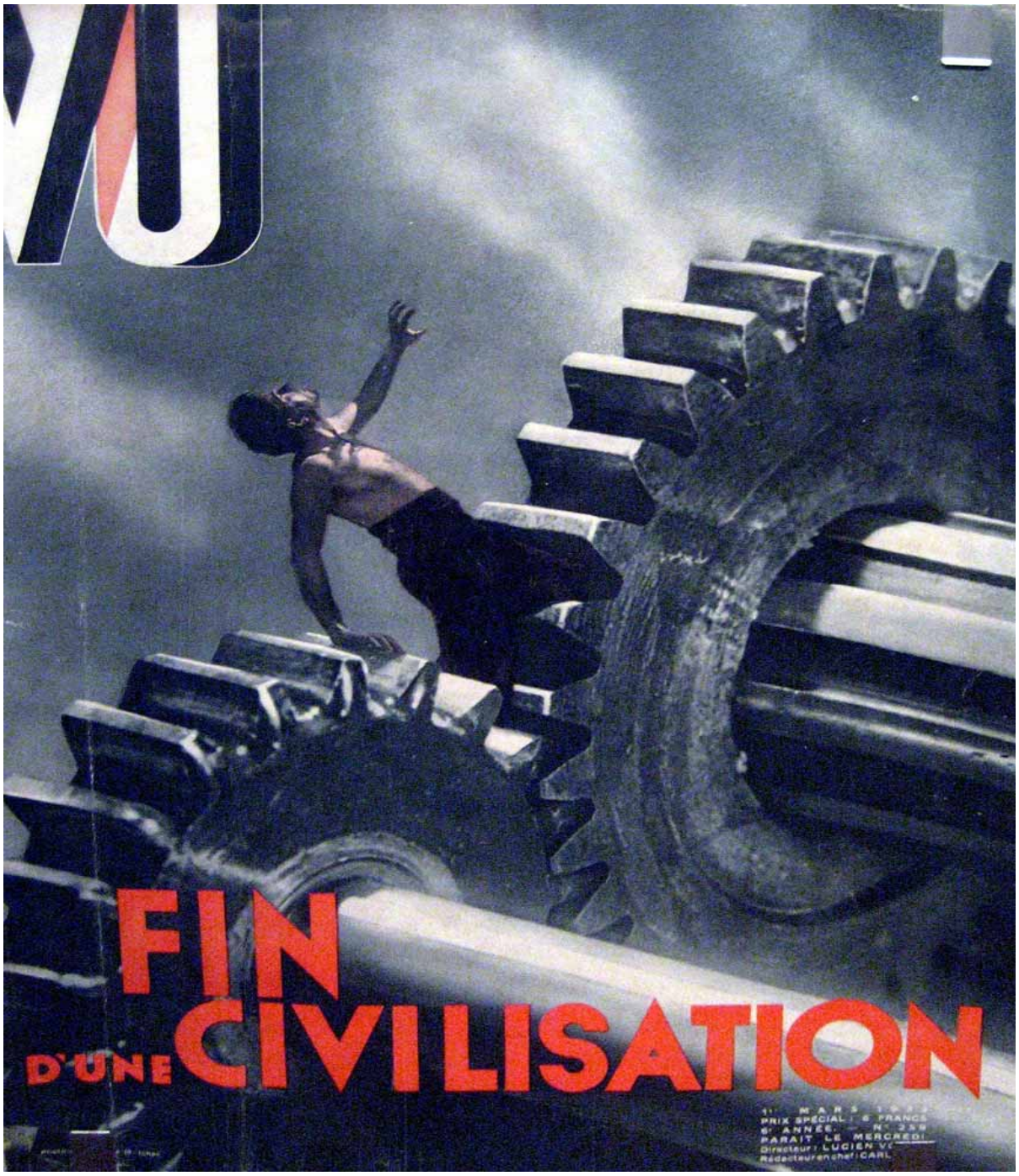

Chairman's Desk:

Idea rules the world. If some country does not evolve great ideas it is bound to doom. "Doom" word is scary and reminds the final days of civilization and they may address my utterances as a doom monger. Long back I have read a book ' The Limit to Growth' where the author's prediction was based on his computer model that 'future of civilization will face shortage of foods, and other resources if we continue to work like this and no attempt is made for change'.

His prediction has come true. There he did not warn or advise, rather he dropped the bombshell of doomsday. Some time scary and distressing predictions label the predictor as doom monger and it is out of our fear of insecurity and we refuse to act sensibly and accept his advice.

I have learnt from his mistakes and would drop the bombshell but cautiously advising and there is no need to be panicky. 'Those who work for betterment of the society and churn out new ideas are few in numbers and they are well hailed by people as heroes among them'. They generally fail in their mission and therefore do not find any mention in history or we can say history treats them as man of no consequences. It is my feeling we should learn how to respect and honor the person who had tried whole heartedly but failed to convince the people

around about their forethought. We should not out rightly ignore those who fall down while walking on tight rope as a man of no consequence. History appears to us as a continuous; actually it does not have sense and respect for continuation and it always care for winners of (reducible) powers of wealth, money and status. It has become simply a place for glorification of elites.' In short history lauds the successful.

Courage, freewill and wisdom have their own roles for betterment of society but it never figures well in history and treated as matter of shabby, cowardice, man of insignificance and poor. A common person lacks all elite qualities and goes to oblivion. Irony of wisdom, courage and will power is that these can not defend themselves. These forces are receiving recognition with the support with the hands of power or of wealth or of status. These irreducible forces can flourish under some kind of strong reducible forces.

We are not simply governed with these factors rather we are empowered in the sense that we are a part of world in which there are real powers or propensities that are distinct from irreducible to manpower properties. Hence, the powers that we have as souls- free will, for instance- are irreducible to the physical qualities. This is not true, those who have worked as metaphorical are insignificant and in my opinion history of civilization does not have

any right to treat them as insignificant lot. What our society is today is out come of reducible as well as irreducible forces. Change is inevitable because of so many forces. If we wish to know our modern civilization we should not ignore past history of reducible or irreducible powers.

While studying history of ideas of different parts of the world forces for analysis to know the style of ideas of those who have revolutionized the different eras of mankind with their ideas would unfold different patterns of thoughts that will reflect pictures of thought processes of our past and present civilizations. Judgment of a particular civilization is to be made as to how it has helped in shaping the destiny of common people. It is they who carry the caravan forward.

In our era, the common man's experience is that society is waiting for some great ideas to become leadership in sight; vacuum is visible in it and can experience degradation in every walk of life. It is not a good sign for any civilization .In such matters persuasion is the right treatment and not the force. People are generally waiting for some good souls who should emerge and remove all the ills prevailing in the sickening society with some divine power. Times are now changed. We do not see the rise of divine leadership at the firmament. In the twentieth century leaders were generally skilled army men like Churchill, Mao, and Stalin. A few men

like Gandhi, Martin Luther King, Nehru and others leaders had no armed men for waging struggles but they have acquired respectable place in History. They were intelligent and daring to take challenges in life. Admitting failure in life is most painful for any human being. No one is willing to be poor. It is forced on the majority and it becomes curse for them. They keep on fighting life long with all their energies to free themselves from that poverty. A few are by choice poor and they do not complain and keep on doing their best for betterment of the society. With all our advancement we find that civilization has not carried mankind to some idealistic standards. People in general do not rise above self interest. Our society is functioning on same style of many centuries old method. Basic nature of man remains same. If you scratch skin of any person of any national, caste creed you will find he is same old primitive man of hatred for color, fundamentalist and can kill anyone in the name of religion. External behavior is artificial. No one is ready for sacrifice and does not works honestly, sincerely. In opposite, they look for shortcuts in life for achieving their goals that to without any hard work and knowledge. Are these signs not enough to move civilization downward?

Life had never been an easy path since time immemorial. There had been heroes and heroines all along who had fought vigoursly. I remember a

century old incidence of establishments of IISc (India Institute of Science), Bangalore in India. Its first director Mr. Morris Travers who was student of great British Noble Laureate in Chemistry in the year 1904 Prof Ramsay, was forced to resign because of clash with governing body members. His contribution as a first director is undoubtly remarkable and set an example for his successors. He wrote at the time of his resignation 'I have achieved, as far as was possible, what I undertook when I left for India. But I had to accept as true "that it is in the nature and essential constitution of things, calumny and abuses are essential parts of triumph (Edmund Burke)" '. All great men are not honored. We have a long list of the unsung heroes who made remarkable contribution but we have forgotten their names. History appears to be unkind to them and few gets unnecessary undue importance for no contribution at all.

I can feel Travers's anguish, his zeal for the advancement of the society and ultimately frustration against those who are unable to foresee beyond their narrow interests and thereby making him to leave the unfinished task. One has to suffer a lot for achieving something meaningful in life. Civilization progresses with contribution of many selfless people (broad vision) and not with greedy people (narrow vision). I can personally understand the role of selfishness because it is a dynamo of

progress of individual but it turns part of the very disastrous if it carries too far to the degree of greed. Then it destroys the basic fabrics of the society or halts its growth or may lead to such a position from where recovery may be impossible. In our present day society greed has become rampant. It has bundled out our many many values from thought construct.

This century old statement of Edmund Burke always makes me psychologically prepared for every eventuality of life and I gracefully accept whatever comes out of my efforts. Our all thinking and full efforts can succeed but we can not rule out the possibilities of failure.

Our civilization is changing. This is not unusual statement. Earlier changes were very slow and it used to take centuries to climb from one level to next. Shape of civilization is changing fast is unusual. So our society is experiencing new innovations everyday. What society used to be a few years before is no more that now? What we hailed as strong pillars of civilization is no longer relevant. These have become the matter of history. These do not attract an attention since we can make no use of them in shaping our present and future. People are forgetting fast and either that pillars are smashed to pieces or reach to status of monument or become center of attraction for few museum or it has become topics of interest for academicians or

reference material for our politicians for reviving their fast losing vote bank. I call present age 'technology driven civilization'. Past civilization role is like furniture and some say marriage of convenience of ideas with selfishness. At present every idea has definite role in civilization and as its significance loses charms, it vanishes into oblivion but civilization keeps on moving with own pace with yielding new ideas.

When I look at modern companies and their so called qualified staff I feel depressed since Know how is inadequate that they can not discharge their responsibilities satisfactory. It surprises me how these companies are registering growth and profits. Answer is ERP (Enterprise Resource Program) driven company is the key reason. The role of manpower is diminished since Mr. / Ms X can be replaced by Mr. / Ms Y and he/ she can replace by Z. I want to say no one is fit for any job but they are fit for every job. In a simple word we can say they have that much knowledge to move along with our modern civilization and can enjoy best of the civilization. Will this lead us to better civilization or will it make technological driven civilization where everyone is robot, except for the few privileged ones to govern the society? One who is merely a comfortable money-making machine does not carry in himself the perfect manifestations of man. He is like a gaudily embroidered purse which is empty

We had started as hunter gathering and connecting from in early civilizations to industrial revolution to hybrid and finally network civilization. At present ours is well-knitted and interdependent civilization. If anything goes wrong somewhere it will affect everywhere. We are no longer isolated. In other words, no one can live in isolation in this complex era. Some vulnerability in distant levels makes us highly vulnerable and lives difficult. We can not escape all kinds of influences. Our one wrong decision can lead to major disasters here, there and everywhere. We have to be more sensible, careful and responsible in shaping our world better. We shall have to design the society with all care since some type of minor clash may wreck the whole system. Our designs should take extra care to prevent and should not allow germinating of negative ideas in any mind of the people. A right idea would lead us to grow. We have no choice but to be extra ordinarily careful. Acquiring knowledge, resources and hiring suitable manpower are no longer hurdles in our network civilization. These are abundant and easily accessible, but these can be easily misused for quick benefits small financial gains or say in the name of religion or sect or color or creed, nationality etc. We must teach people meanings of service, sacrifice, charity and respect for all living beings. We must make them sensitive for progress. We must train them to refrain from

these minor self centered groups and work for larger goals of life.

Great ideas can easily outgrow the energy and skills of any one inventor. The bigger the idea, the more people would be needed to develop it. So one of the initial challenges in innovation is to move the idea from one that is with the inventor, to pass to group that manages. By doing that, the idea which belonged to the inventor is now the collective responsibility of the set collaborators. That will help in growing the society. One wrong or weak link may lead whole idea to disaster. Selection of people with right minds to strike with well in time is crucial part of the future successes.

What I have written is based on knowledge of some kind of production model. There are other numerous models too. There is view we should not look at the end result of our modern civilization. Look at our each steps of the process and then as the result of long series of processes. A change that affects any step in the process may be expected often to affects a change in end result. It is the final visible effects that we see, not the point at which the effects was brought about. This is another way to study the civilization.

A few believe that the role of evolution plays vital role in shape of civilization, like – separation of thumb from rest of the fingers in human hand,

moving and running on four feet to erection on two legs for running . There is a great history of argument as to how the man had stood up and then started running. Evolutionist asserts that man is intelligent animal; he made up his mind to climb the trees because of his physiological needs and heights of fruits of trees were beyond his reach for satisfying his hunger.

I do not wish to go in detail in these arguments, rather I prefer to learn from different sources of all theories to benefit our society which should not work as catalyst for our greed rather it should tame selfishness level and it should not be taxing on living beings. Complacency is another ailment of our society. Progress of design should work, not to disturb our environment and tame instincts for betterment of society. It should be like a morning on which one feels freezing cold at dawn, very slowly warms up, and feels just hot by noon. One changes from the feeling cold to not feeling cold, and from being in a position to know that one feels being in a position to know that are feels cold. These changes are gradual, continuous and simultaneous. One destroying force is doing as its nature and destroying the existing experience of person and another constructive one is replacing in that destroyed vacuum. All the forces of ups as well as downs are side by side existing and we can organize our works in accordance with their nature.

We should design the society to get the benefits of all possible forces and develop the systems where we can tame the destructive forces to that level these should work at our will not on their own way. We need progress and we can not ignore destruction. It is involved in the march of construction. Old order changes yielding place to new. We should design the society which can transform from good to better to the best without rapid changes by not making change of affects painful processes for human as well as our environments. Destruction should be treated as discontinuity so that new way fit in for construction. The whole process should appear normal and move smoothly.

Greed should be tamed to that level it should benefit the society. Its negative side should remain under check.

Why does civilization collapse? Greedy people enjoy at the helm of affairs. They enjoy all the fruits but return nothing. These raise the façade of their rights. The real contributors are deprived, environments of churning of new ideas are missing and greed prevails everywhere that is leading to chaos. This complex design of our modern civilization suggests and it appears that we have socially developed in few areas beyond a certain level of complexity that it has become increasingly fragile. Some areas are deprived and extremely

weak and create huge imbalance in network of the society. Eventually, it has reached a point at which even a relatively minor mishap can bring everything crashing down. Remember history was never kind to our ancestors and would not change its character if we do not rise to the occasion. Dark clouds are gathering at the horizon. I wish to live in atmosphere of aspiration, aspiration for the expansion of the human spirit. 'Civilization cannot merely be a growing totality of happenings that by chance have assumed a particular shape and tendency which we consider to be excellent. It must be the expression of some guiding moral force which we have evolved in our society for the object of attaining perfection (Rabinder Nath Tagore)'

History is not in our side.

Design For simple and better living.

With regards

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He has worked as MRP in Center of Universal Design in North Carolina State University, USA for more than decade and currently he has joined organization those who designs the houses for senior citizen on the concept of Universal Design. He has very vast knowledge and few living legend in Universal Design

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Presently, Dr. Dinesh Katre heads the National Multimedia Resource Centre of C-DAC as Group Coordinator. He has envisioned the R&D charter for Human Computer Interaction Design (HCID) program for C-DAC. In this responsibility, he manages multiple teams and coordinates between diverse technology development groups.

During past 15 years at C-DAC, he has conceptualized and implemented many R&D projects that deal with Digital

Library, e-Learning, Game Design, Museum Informatics, Multimedia Authoring and Content Creation. He is the principle designer of many software, content and training products. He has published around 25 research papers in international conferences and journals. He has received many accolades for innovative design and research.

During past 2 years, he has delivered over 60 invited talks on wide ranging topics related to HCI and usability at various multinational IT companies, research and academic institutes. He has been invited by universities from USA, UK and Denmark to share his expertise in the area of HCI and Usability.

Prof. Lalita Sen, Ph.D.

Lalita Sen is a Professor in the Department of Urban Planning & Environmental Policy, in The Barbara Jordan-Mickey Leland School of Public Affairs, at Texas Southern University, in Houston, Texas. Prior to her position here, she had worked as a faculty and a researcher at the Transportation Institute at North Carolina A & T State University, and served as the Acting Executive Director of the Transportation Institute at Syracuse University, while teaching there as an Assistant Professor, in the Maxwell School of Public Affairs.

She received her BSc. (Honors) from University College Swansea, University of Wales, and MS and Ph.D. from Northwestern University, Evanston, Illinois. She was awarded a dissertation fellowship from the Transportation Center at Northwestern, while completing her Ph.D. program.

She has over thirty years of experience in research on transportation needs of seniors, the low income and the disabled population, some having been funded by the US Department of Transportation. She is currently the co-chair of the research subcommittee of the Transportation Research Board's Committee on Specialized Transportation. She is also a founding member of the Association of Transportation Professionals of Indian Origin (ATPI) in North America and is currently serving as its interim secretary.

She has been one of the earliest participants of the international conferences on accessibility, as a co-author at the first conference in Cambridge, U.K. in 1978. She has authored numerous reports listed by US DOT and publications on accessible transportation. Her interests in accessibility range from the use of non-motorized modes for the disabled to issues of accessible modes of public transportation, and the associated beneficial impact on the quality of life for the disabled, including accessible tourism. Her interests in creating a data base on accessible tourist sites and facilities using GIS/ GPS technology has great potential for increasing tourism among the market segment of retired "baby boomers " to countries with historic, archeological and cultural interests. She has recently focused her research on issues of accessibility for developing nations with some collaboration with researchers in India, including the National Institute for the Orthopaedically Handicapped. Promoting non-polluting modes of accessible transportation is another area of ongoing interest which culminated into a modified cycle rickshaw in 1998 to provide service to wheel chair users. Finally her recent focus on national policies on accessible transportation have led to a number of research projects on evaluating the planning process and the outcome of

the American With Disabilities Act since its passage in 1990.

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Publications

Stiftel, B. and Mukhopadhyay, C. (2007). "Thoughts on Anglo-American hegemony in planning scholarship: Do we read each other's work?" ***Town Planning Review*****. Manchester.**

"Designing an accessible Central Business District in New Town in India: a cost-benefit view point" presented in 11th International Conference on Mobility and Transport for Elderly and Disabled Persons, Montreal, Canada with Prof. Lalita Sen (Second Author) , Faculty of Texas Southern University

Content of June 2008 Vol-3 No-6

Forthcoming issue of July 2008 Vol-3, No-7

This is very special and unique issue because Past President of EIDD Prof Jim Sandhu is the Guest Editor and he has invited the contributors for articles of his choice for this special issue of Newsletter of July 2008, Vol-3, No-7. This issue is designed by his friends in ITALY and format will have new look. Please hold your breath till we unfold the mystery of July 2008 issue on 24th July 2008. This special issue is turning point in the history of Design For All Institute of India.

Some things are worth waiting.

A PROPOSED CENTRAL / REGIONAL BUSINESS DISTRICT IN INDIA USING UNIVERSAL DESIGN CONCEPTS

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SUMMARY

Scholars in social science define infrastructure as an object that has a fluid definition. As Star (1999) says, ones' accessible infrastructure may be another's difficulty. While infrastructure is considered as a benefit to the users, it can be considered as mere subject to the designers (Star, 1999). Infrastructure could also be segmented into its "hardware" and "software" (Herman and Ausubel, 1988). Because infrastructure controls power in the society, the "non-users" often become "less powerful" group of people, and thus, face the challenge of exclusion from the society (Graham and Marvin, 2001). This paper addresses the issue of

equity in a society focusing on the availability of infrastructure to the aged and disabled people.

Though India has passed the Persons with Disabilities Act of 1995 (PDA), it has not had the means to implement this mandate. Very little action has been taken as yet for implementation of plans in response to the PDA. Sometimes these projects have been proved "technically" non-feasible with universal design guidelines. This kind of response is very common in the tradition of social science research where social scientists used to ignore infrastructure issues considering them as "engineering stuff" and not worth of their interest (Coutard, 1999). Understanding the intense relationship between "technology", and "social rules and norms" to provide and manage those infrastructures, this paper considers a typical land use distribution pattern for a central business district that is in the preliminary stage of development in a city India with universal design features. And it broadly determines the additional cost associated with the project to make the "hardware" or the physical infrastructure accessible by all by applying universal design guidelines. Prior studies also show that imposing universal design on an existing area is not always feasible as the additional land required for increasing accessibility involves demolition of existing structure, rehabilitation of existing land use, legal transfer of

land etc. Those processes make the whole process complicated and time consuming. Thus, the project becomes infeasible finally. This study has aimed at imposing universal design on a project which demands high accessibility by all, and ~~is~~ in an early stage of its development. A Central Business District (CBD) is the hub of all commercial activities in any town. Like any other CBD, it houses highest hierarchy of land uses like business, retail, recreational, assembly, residential etc. All head quarters of governmental and non-governmental organizations, educational organizations are generally situated in the CBD. CBD is in a situation to implement accessible features to the design of public buildings. This is an opportunity to make the CBD accessible for senior citizens and disabled persons while complying with the PDA of 1995. This study has focused on the feasibility of adding accessibility into the design of the CBD, while broadly calculating the additional cost. Since we emphasis on these issues in the initial stage of design, the project can afford to undergo such experiments at this level.

Key Words: accessibility; universal design; cost-benefit analysis; willingness to pay

PURPOSE OF THE STUDY

According to the social science researchers like Star (1999), the infrastructure has fluid meaning. It

changes depending on the person who is using it and can also be another's obstacle. While the users of infrastructure consider this as a benefit and improvement in their quality of life, it is mere a subject or topic to the designers. For example, lanes with fast moving vehicles are an infrastructure for the vehicle owners, but it might be a barrier for the pedestrians who need to cross the road to reach their destination. Based on these ideas, Herman and Ausubel (1988) say, infrastructure is divided into "hardware" and "software" parts. The "hardware" part is the physical structure of it. But, financing, provision, and management of this "hardware" are the "software" part that depends on the social structure and sets the direction for social fragmentation. Aged and disabled people are one among the disadvantaged sections of society. In India this segment of the population is substantial and some view it as an underestimate of the really disabled population in the country (Table 1).

Table 1. Percentages of disabled population

		Total	Male	Female
India	Total	1,028,737,436	532,223,090	496,514,346
	Disabled	21,906,769	12,605,635	9,301,134
	Percentage	2.13	2.37	1.87

Source: 2001 Census of India Report

Social researchers have worked on the issue of equity for them. The "Persons with Disabilities Act" in India ensuring their equity of access to all public

spaces was passed in India in 1995. PDA made it mandatory to make all public space accessible by disabled and aged people. However its enforcement has not been monitored. Hence its implementation and effectiveness is limited.

To implement this mandate, public spaces could be segmented into outdoor public spaces like pavements, roads etc. and indoor spaces of public buildings. To ensure accessibility by all inside public buildings, the building bylaws include universal design guidelines. For outdoor accessibility, accessible transportation is also a discussed topic nowadays. But the other public spaces like pavements and roads of a city need attention too. Table 1 shows ignoring the accessibility issue might exclude a higher percent of the population from enjoying the basic facilities of our society. The government has to develop (finance, provide and manage) the public spaces. Imposing the universal design guidelines will introduce new design elements. This will raise the cost of the project and thus the cost incurred by the public sector. Moreover, those new facilities are not fully utilized even by the disabled users, as they are not encouraged to move independently. It becomes technically infeasible to impose such design guidelines on an existing developed area as it demands more land and private land acquirement for public purpose is a complicated process.. This paper deals more with the technical aspects of it

rather than legal and administration part and the related additional cost. This study aims at the feasibility of a proposal of imposing those universal design guidelines on a new central business.

Although we understand that infrastructure is a socio-technical process (Graham and Marvin, 2001), and proper functioning of the physical infrastructure will depend on the enforcement of the "rules and regulations" set by the government to ensure the safety and security of the users, in this paper, we focus on the feasibility of the adaptive changes in the physical infrastructure only. Modifications of basic planning issues are beyond the scope of this study. The purpose of this study is to determine the feasibility of imposing universal design guidelines on a proposed design for a Central Business District, which is at the earlier stage of its development.

MATERIALS AND/OR METHODS

The subject of this paper is a typical new Central Business District in a city in India. Based on the national average, the CBD should serve approximately 2% of the total population. The central business districts generally house the highest hierarchy of facilities in a retail, commercial hub, recreational, and residential land and Government offices, Semi-government and private offices, City court, Fire station, State offices,

Museum, Shopping mall, City library, Post office, IT campus, Apartments, guest houses, Hotels, Recreational facilities etc. Table 2 shows the typical land distribution of new CBDs without imposing universal design guidelines.

Table 2. Typical land use distribution for new CBD (without universal design guidelines)

	Without universal design guidelines
Saleable area	60%
Land value	US$ 3 million per hector
Non-saleable area	40%
Land development cost	US$ 0.5 million per hector

Now, we will impose the universal design guidelines on the design for estimating the additional cost to be incurred in project in order to introduce new accessible design elements. This study compares the costs of the project without and with imposition of universal design guidelines.

First, we will determine the costs of the project without universal design guidelines. The cost will cover the land development cost, the construction cost of public space etc. Although it is not a cost-benefit analysis, we include the estimated revenue from selling the land to show the difference in this revenue when imposing universal design guidelines,

to allow the implementation of the PWDA of 1995 in the planned central business district (CBD)

Universal design guideline uses products, services and environments to be usable by as many people as possible regardless of age, ability or situation. This design guideline promotes an inclusive society irrespective of gender, age, and physical ability. Governments, business, and industry have recognized this attempt.

In case of design consideration for public space, we can distribute the human inability in to two categories. One of those is inability to move. So, design should take care of making provision for movement. The others are inability to see and inability to hear. Hence, design should emphasize letting the people move without any obstruction, where he/she needs to move and to notify the person of presence of any interruption by providing guides to avoid movement in certain directions. The universal design attempts to minimize the problems faced by disabled people with common design features like obstruction in the middle of the way of movement. Those are obstacles and protruding elements in the path of travel, low overhanging signs, lack of warning signs around obstructions.

The universal design guidelines consider street furniture, traffic signs, direction signs, street plans, bollards, plants, trees, shop awnings and advertising signs as obstructions. The guideline says

that no protruding material should be placed on the way of movement. The way of movement should be continuous and without any obstruction. Certain changes of travel are not appreciated. Obstructions in the pathway should be easy to detect, and if possible, should be placed along one continuous line. Figure through Figures 1 through 11 show the design feature of universal design for outdoor public spaces as per a manual for a Barrier Free environment, UNESCWA.

Design features for universal design from a manual for a Barrier Free environment, UNESCWA

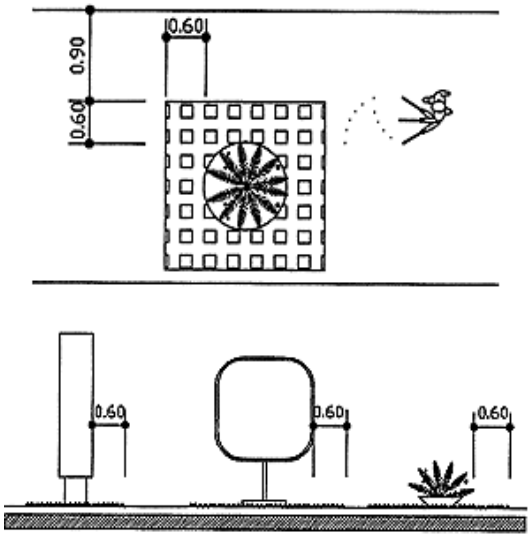

Fig 1 Tactile warning marking on the ground around the obstruction

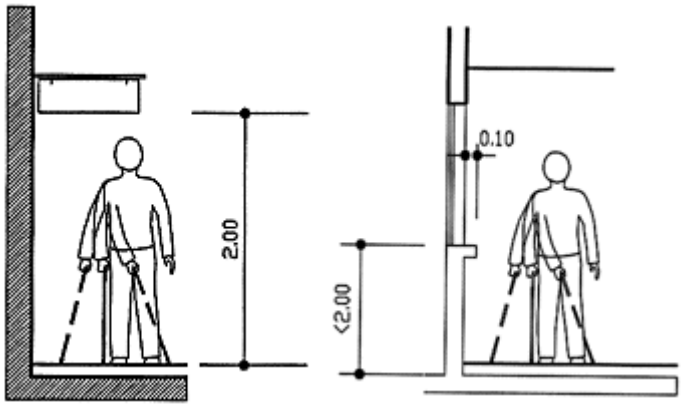

Fig 2 Height and design of sill and hanging hoarding for unobstructed movement along shopping arcade

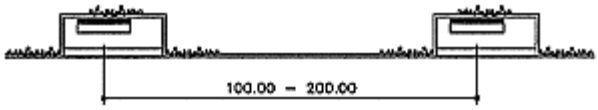

Fig 3 Street Furniture at a uniform interval of 100-200m

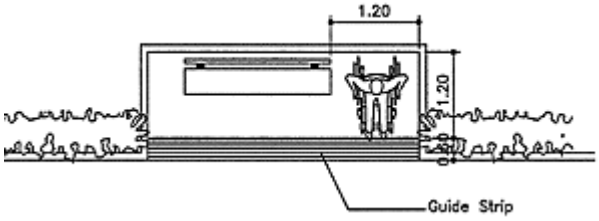

Fig 4 Extra 1.2m to accommodate wheel chair

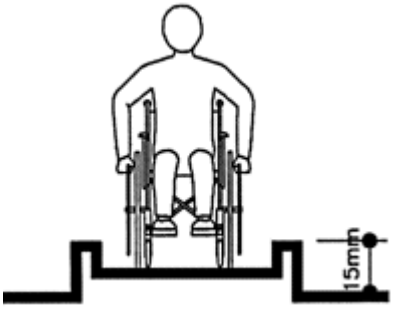

Fig 5 Provision of kerbstone along both sides of the walkway to resist a slippage

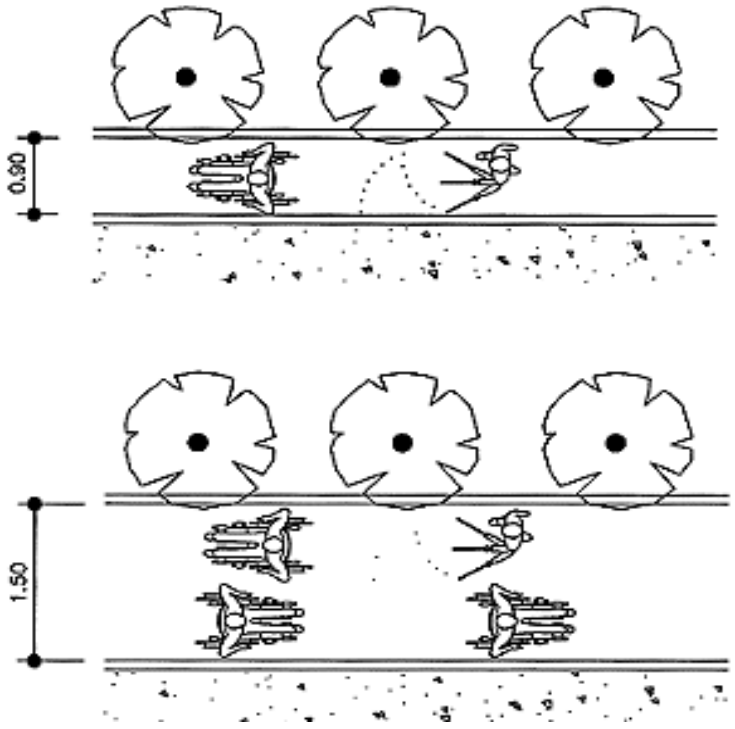

Fig 6 Separate 1.5 m wide walkway for combined traffic of wheelchair and sightless person

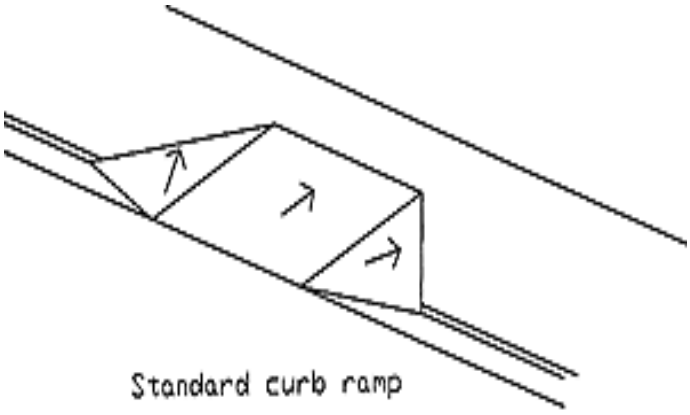

Fig 7 Measure to access the walkway from main road in a wheel Chair

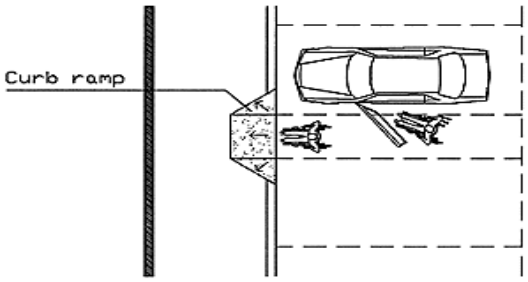

Fig 8 Location of ramp: at parking lots

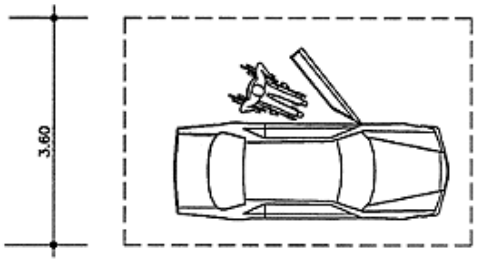

Fig 9 Parking width of 3.6 m instead of normal 2.5 m requirement

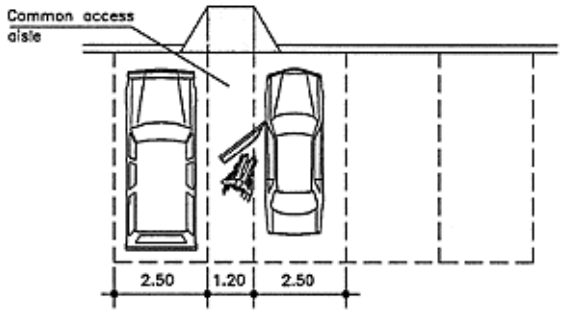

Fig 10 Parking width of 2.5 m with a common aisle of 1.2 m

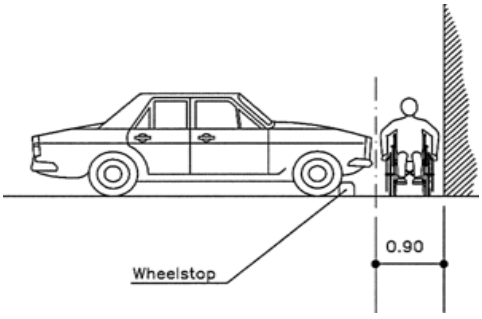

Fig 11 Provision of wheel stop to allow free passage of wheelchair

(Source: A manual for a Barrier Free environment, UNESCWA)

While universal design guideline demand for 1.5 m wide passageway, generally and the new CBDs use the typical 3 m and 6 m wide sidewalks .for ramp to access the road, the original design has 6" level change with no ramp. This demands provision of limited land as per universal design guidelines.

We have incorporated the universal guidelines on the proposed design of the CBD to make it accessible by all. Now, we will determine the additional cost of the project with new design guidelines. In this paper, we have revised the design proposal of the CBD with universal design guidelines assuming that all other design considerations like density, FAR, maximum allowable height, land use disposition remains same. Assuming that the CBD will be served by accessible transport, we need to introduce the universal design elements in the physical design of CBD. The proposed design for the CBD has been modified for the following components.

Walkway:

For free movement of wheelchair, the minimum width of walkway should be 1.5m. The minimum unobstructed width of walkway should be 0.9m. If a typical CBD follows the module of 3 m or wider sidewalk, then it should not be a problem. Generally, shopping arcade has approximately 6m wide

walkway in order to provide room for on-street hawkers. Thus, the walkway widths conform to universal design guidelines. Ramps are introduced at the pedestrian crossing points to let the wheelchair access the walkway from road. The transition between walkway and the green landscaped area should be marked with edge stone, which would protrude from the floor of the walkway to alert the sightless persons and also to guide the movement of wheelchair. None of these elements generate extra cost for implementation but demands an eye for detail.

Crossings

All pedestrian crossings should be provided with ramps. This element also does not generate any additional cost but demands designer's attention to detailing. Proper signalling system should also be installed to allow wheel chair users and other mobility impaired individuals to cross safely. Moreover, the non-users of the facility should be considerate in this matter.

Parking

A certain percentage of the parking should be transformed into parking for disabled people. Thus, the width of parking will be transformed into 3.6 m instead of 2.5m. Hence, the number of a part of the parking should be reduced to 0.70 (2.5/3.6) times. The design elements, which should raise the

construction cost, are curb stone, Ramps, Tactile materials to be used for surface of walkway, Signalling, Fewer Parking Spaces.

Impact of Universal Design on Cost of Project

The implementation cost of such a project usually includes construction cost, development cost of public space like roads, walkways, landscaped areas, land development cost for private lands etc. Additional cost is generated by the loss of revenue from the sale of additional land, which now is used for the extra land required for universal design. The benefits of the project are the revenue from selling of lots for private development to those who in the long run may need or value accessibility. In some cases, where the area of public space remains unchanged, there is no loss of private lands in new design. Table 4 and 5 shows the changed land distribution and changed broad cost and benefit while imposing universal design guidelines.

Table 4. Land distribution of CBD with universal design guidelines

	With universal design guidelines
Roads and walkway (hector)	same as before
Open space (hector)	Same as before
Utilities (hector)	Same as before

Table 5. Cost and benefit of the project with universal design guidelines

	With universal design guidelines
Cost	
Construction cost	Insignificant change
Land development cost for public space	Same as before
Benefit	
Revenue from land selling	Same as before if not more

ANTICIPATED RESULTS

The study shows that universal design guideline does not raise the construction cost of such a project significantly. The existing design features have only been modified like introducing a ramp for accessing the walkway from the vehicular road level. In a typical case, the walkways are only 6 to 10 inches higher than the vehicular road level. The horizontal movement was highly appreciated for the public spaces in the original design. Thus, the new design doesn't demand significant additional area but needs careful attention of the designer and sensible use of materials. The benefit of the new proposed design can only be measured by the willingness of the users to pay, i.e., disabled and seniors and those with temporary disability. It is difficult to obtain a quantitative measure of benefit from the "willingness to pay" criteria for this study. We have not attempted to work on monetary value

of benefits in this paper. Another study may be needed to provide such information.

DISCUSSION

The analysis showed that universal design guideline doesn't demand more land area for public use than the typical standard designs without such guidelines. of a CBDs with walkways follow module of 6 m and 3 m widths. Thus the walkways are wide enough to allow wheelchair movement. In most of the cases, the preliminary design does not incorporate the landscaping detail of the project, the concerned local authority should involve landscape designer for detailed design of the project. So, at this level, it should be feasible to incorporate these universal design guidelines into the design.

The shopping streets and other roads should plan for sufficient number of crossings. But the crossings should be regulated by properly designed signalling system and ramps. Generally the other design elements like crossing bridge accessible by escalator or ramp make the process more complicated. Since, people tend to avoid using such complicated system, which consumes more time and energy, the flow of pedestrians could be controlled by the physical design of the road , the crossings and the pavements. For example, the wheel chair users could be forced to cross the road through the appropriate ramped crossing area, but it may be necessary to enforce that all crossing of roads occur

at designated points and those trying to cross at other points be fined or penalised. Thus, the success of universal design guidelines demands more education of the stakeholders regarding new rules on public access to the pavement and roadways., The authors do not recommend adoption of universal design guidelines without any enforcement of these proposed new designs of infrastructure . For example, provision of ramp should provide access of wheelchair users to the pedestrian crossing area in the road, but absence of strong traffic management would not alert the vehicle drivers against the presence of wheelchair users on the road. Thus, the safety and security of the wheelchair users could be threatened.

This paper focused on the cost associated with the physical infrastructure only at the micro scale as it was feasible to estimate the cost. The number of parking will be affected by imposing the new design guidelines. There will be one parking space less for each five unit of normal parking to provide parking for the disabled. In a similar manner, the provision of parking for individual buildings will also be affected. If we assume that all other design criteria remains unchanged while introducing universal design guidelines, then we may have to provide some off-site parking, i.e., parking required for particular site outside the premises depending on the design period. Thus, the government may be

required to develop designated parking garages ahead of time.

Because it is difficult to qualify the measure of benefit of such a project, we include data on benefit in a general manner only. People who are working will be definitely more willing to pay for this design than those who are 60 years and older, even if they are disabled regardless of their type and level of disability, be it permanent or temporary Here the concept of stakeholders' meeting and community participation may be valuable in persuading the majority to back such a proposal. This if combined with an implementation deadline of PDA by the Central Government may result in a faster adoption of such designs. A final point is that retrofitting of such designs are far more expensive than integrating such features at the beginning of any newly developed area.

CONCLUSION

The adoption of universal design depends mainly on the attitudes of the local government towards their moral responsibility. Any sensible designer will make a provision for that. The local government should modify their bylaws according to the universal design guideline aided by penalties and other strictures from the Central Government. The final approval of design should be based on a combination of criteria including long term benefits of not paying for retrofitting universal design

concepts after buildings and infra structures have been placed.

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Home Modifications and Products for Safety and Ease of Use

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Over the course of our lives, many of us will experience home environments that no longer help, but rather hinder, our activities. Whether temporary or permanent, gradual or sudden, we may find that stairs, tubs, or kitchens have become hard or impossible to use safely. Some of these problems may arise because of functional impairments produced by disabling conditions.

These impairments come in a wide variety of forms and often in combinations. Some impairments are acquired through accidents or disease processes while others are congenital and present since birth. Changes can occur at any time during life however, the aging process and the inevitable changes in our bodies is something with which we all will become familiar. Impairment can be slight or can result in the total inability to perform a task. All our senses can be affected and often a decrease in function in

one area such as touch can manifest itself in the inability to grasp an object without crushing it or to find a doorknob in the dark. Our cognitive abilities or "the act or process of knowing including both awareness and judgment" may be affected, creating a myriad of functional difficulties. Cognitive impairments can affect all the senses, movement, balance, information processing, and speech in many combinations.

Such problems can have significant implications for carrying out routine activities around the home. The problems and their implications need not prevent people from enjoying life and independent living, however. Basic home modifications and well-designed products can facilitate independent living and privacy. They can save time, promote ease of use, and offer convenience. They can add to a home's safety too.

This paper suggests numerous modifications and products that can help when one's abilities or physical conditions change. Most of the suggestions address mild- to moderate-level problems, which are more typical than severe ones. For example, more suggestions apply to low vision than to total blindness, more to hearing impairment than to profound deafness.

The descriptions of likely issues, the discussions of implications for home activities, and the many suggestions are not intended to be comprehensive. Rather, they are meant to alert consumers, family

members, friends, rehabilitation and remodeling industry professionals, and others to possible issues and related options.

Finally, the social, economic, and environmental context for this paper is the United States. The home context is typical of home environments and the appliances, fixtures and products found in American homes.

Hearing

Issues

People who have trouble hearing may not be able to hear many sounds, particularly soft ones. Alternatively or additionally, they may not be able to hear high tones, low tones, or both. When listening to speech, they may not be able to understand certain words containing higher-pitched consonants. Further, they may have difficulty distinguishing specific sounds when background noise is present or multiple conversations are going on. People who are hard of hearing may also have difficulty locating the source of sounds.

Implications for Home Activities

Around the home, these issues imply difficulty hearing routine alerts, such as those from doorbells and telephones that herald callers, or those from alarm clocks and timers that signal "Wake up" or "Check the roast." Of greater concern, people with hearing problems may have trouble hearing

warnings, say, from smoke and fire alarms. They may have difficulty understanding face-to-face conversations, or voices on the telephone and on media such as the television and the radio.

Suggested Modifications

One strategy for modifying the home to address hearing issues is to make auditory signals louder. For example, household members might add an amplifying device to an existing telephone or replace an existing telephone with an amplified one.

When amplification is not sufficient or possible, an alternative approach is to replace auditory signals with other sensory signals. Examples of visual signals replacing auditory ones are a simple flashing light attached to a doorbell or a timer, and a strobing smoke alarm (the pulsing effect of the strobe distinguishing it from the simple flashing light and helping to communicate the notion of alarm). Another illustration is a TDD (telecommunications device for the deaf), which enables a person who is deaf to communicate over the telephone. An example of a tactile signal replacing an auditory one is a sound-activated device that shakes the bed, rousing a person who is resting or sleeping.

Still another strategy is to try to decrease background noise. Many appliances feature low sound production. A less expensive solution is to remount noisy appliances like dishwashers and

washing machines so that vibration and noise is not transmitted through the floor. Install insulating materials on floors (e.g., soundproof subflooring, covered with carpeting) or try to improve the home's acoustics to reduce the transfer of sound between levels of the home.

It is worth noting that people with impairments in vision or hearing may rely on their more dominant sense. Therefore, improvements in the auditory environment may greatly improve function and safety not only for a person with a hearing problem but also for the person who relies more on hearing. For example, a noisy and confusing auditory environment is a problem for a person who is hard of hearing. It is also difficult for someone with low vision who needs to rely on the auditory environment for the additional information that isn't provided from his or her vision. Likewise, a dim and poorly lit room denies vital information to those with low vision as well as those with hearing problems who relay more on their vision to compensate.

Vision

Issues

Vision problems may make it difficult for people to pick out details in their environment. Things may look foggy. People may be able to observe only large items, or to distinguish only shadow and light. Glare from highly polished floors and highly reflective wall

coverings may be blinding, as may bright light from direct lighting or from windows. People may not be able to see adequately at low levels of lighting. Further, their eyes may not respond quickly to abrupt changes in levels of lighting. For example, they may be unable to see well when entering a dark area from a well-lighted one. Depth perception too, may change.

Implications for Home Activities

In the home, these various issues may mean difficulty reading clocks, telephone dials or touch pads, appliance labels and controls, and thermostats. They also suggest trouble reading printed material in general—recipes, labels on packaged foods and cleaning containers, newspapers, books, telephone directories, and prescription medicine labeling. The trouble thus extends to many home activities, among them, cooking, cleaning, self-education, leisure reading, communication, health and safety.

Another implication is that people may not be able to see steps or to judge the height or the depth of stair treads. Further, they may not be able to see where one wall meets another or where a wall meets the floor.

Suggested Modifications

Many home modifications to accommodate a person with low vision employ a strategy of enhancing eyesight by providing more lighting. A handy

household member might introduce *task lighting* (heightened or special illumination of selected spaces) in the kitchen, in reading areas, in the bathroom, and on the stairs. Among the possibilities are stick-on or screw-in fluorescent lighting under kitchen cabinets and along stairwells and hallways; plug-in wall sconces or lamps; and plug-in ceiling swag lights. Light switches that glow in the dark are also available, as are *rheostats,* devices that adjust the intensity of lighting (for more or less brightness, as needed). A skylight can illuminate even the darkest room. Less costly than a skylight but giving the effect of one is a new technology, the *light tube,* a packaged lighting device that can be installed through a roof.

Another set of modifications uses the strategy of glare reduction. In this category, some possibilities are blinds or shades, or coating on windows, nonglare or low-gloss finishes on floors, and textured wallpaper or matte paint on walls.

Replacing visual cues with other sensory cues is a third approach to home modification to accommodate persons with low vision. Different floor surfaces can offer tactile cues for navigation: for example, tile in the entrance foyer, carpeting in the living room, hardwood in the hall, vinyl in the kitchen, and so forth. Another example of replacing visual cues with tactile ones is sticky-backed felt applied to the smooth surface of a microwave oven's pressure pad: one to each of several frequently used

functions, such as *Reheat, 1 minute, Start,* and *Clear.*

Finally, there is the strategy of enhancing color perception. For example, bright, contrasting colors might be used to differentiate walls, floors, and counters. Similarly, colors or contrasting patterns might be used to distinguish the *risers* on stairs (the vertical parts) from the *treads* (the horizontal parts).

Sense of Smell

Issues

People who have a diminished sense of smell may have difficulty detecting the presence of odors. Alternatively, they may simply not be able to discriminate well among odors.

Implications for Home Activities

Around the home, someone who has difficulty detecting odors may have trouble smelling those that are warnings of danger. Examples are smoke, leaking gas, and airborne pollutants and toxins.

Suggested Modifications

As with hearing and vision, a good strategy of home modification for people who have trouble smelling is to replace one kind of sensory cue with another. Thus, rather than rely on their noses to detect smoke, household members might install an extra smoke and fire alarm that gives auditory or visual

signals. They might also install detectors of other hazardous gases, such as liquid propane, used to cook, or methane, used to heat homes. Two gases that may be present in the home, carbon monoxide and radon, are colorless and odorless and thus pose a danger for everyone. Carbon monoxide may be emitted from a leaking furnace flue, radon from the rock and the soil beneath and around the home. Devices exist to detect the presence of both.

Some detectors are available that signal the presence of more than one type of danger—smoke and carbon monoxide, for example.

Sense of Touch and Dexterity

Issues

Problems with the sense of touch may make it difficult for people to discriminate textures and shapes. Their hands, arms or legs may feel numb. People may also have trouble sensing cold or hot surfaces or substances, or sensing pressure or a change in pressure.

Dexterity is the ability to execute fine finger movements—pinching, gripping, turning, twisting, and so forth. It is intimately related to touch. A person may lose dexterity in part because of numbness in the hands and the fingers.

Implications for Home Activities

Around the home, problems with touch and dexterity may result in difficulty adjusting small

controls—for example, those on appliances or thermostats. They may also mean trouble gripping, twisting, and turning doorknobs and faucet handles, bottle and jar lids. Locking or unlocking doors and windows (gripping and turning the key or manipulating another type of lock) may become a challenge, as may plugging or unplugging electrical cords, and opening packaged goods. People may unknowingly sustain a burn from a burner or a heating element on the stove, or a cut from a knife or another sharp implement. Further, they may fall because of numbness in the feet. They also risk being scalded at the sink or in the tub or the shower if they have set the temperature on the water heater incorrectly or if the flush of a toilet draws off cold water.

Suggested Modifications

One strategy of home modification for persons with a diminished sense of touch is to heighten the tactile sensation by making the surfaces of walls and counters more distinctive. Brick, vinyl, and wood are among the materials useful for this purpose.

Another approach is to enhance safety. Possibilities in this category are numerous. Lowering the temperature setting on the water heater, a measure that has long been promoted to conserve energy, also lessens the danger of scalding. Installing temperature-limiting mixer valves on existing tubs

and showers accomplishes the same purpose. Visual markers may be set on faucets to indicate preset, or desired temperatures. New tubs and showers are available that incorporate pressure-balance valves to compensate for the flush of a toilet or other sudden changes in pressure. Other products that enhance safety are covers for stove burners, guards for radiators, and locks for drawers containing knives and other sharp implements. If dexterity is also an issue, the market offers touchless faucets (activated or deactivated by heat sensors) with preset temperatures .

The strategy of replacing one kind of sensory cue with another works in this realm too . For example, the elements on most electric ranges are of the standard heat-resistant type that grow brighter and redder as the temperature increases. Sighted household members with a diminished sense of touch can thus see that an element is too hot to touch. Some smooth-top ranges pose a particular danger in this regard; elements that are still too hot to touch may no longer be brightly colored. Some ranges offer an "indicator" light which remains on as a warning that a turned off burner may still be too hot to touch. Potential buyers of such ranges should inquire about their safety features.

For people who have problems with dexterity, controls and handles that do not require pinching or gripping movements can replace ones that do. Thus a handy household member might install levered

handles or *C- or D*-shaped loop handles on doors, cabinets, and drawers; levered handles and spray attachments on kitchen and bathroom sinks; light switches with rocker panels, touch pads, or toggles; and push-button combination locks. They might also attach holders to keys, place add-on levers over doorknobs, or replace doorknobs altogether with levers. To make appliance controls more accessible, people can add simple devices to them. In purchasing new appliances, look for those with easy-to-grasp controls .

Strength and Range of Motion

Issues

Reduced strength in the arms and the legs may render people unable to sustain physical effort—to stand for long periods or to carry heavy items even short distances, for example. People who have diminished strength may also have difficulty lifting, pushing, and pulling objects or raising or lowering themselves (say, from a sitting position to a standing position).

***Range of motion* refers to the scope or the extent of movement possible—how high people can raise their arms above their shoulders or rotate their arms from the shoulders, how far they can bend their elbows or their knees, and so forth. People with decreased range of motion may have trouble reaching, bending, stooping, kneeling, and crouching.**

Implications for Home Activities

Because of the design of most homes, important household tasks like cooking food and washing dishes require standing for long periods. Others require some upper-body strength—among them, making the beds, taking out the trash, and transporting items around the house (e.g., filling a pan with water, carrying it to the stove, conveying it back to the sink, draining the water from it, putting the cooked food in a bowl, and moving the bowl to the table). When strength is an issue, pushing or pulling doors and drawers is a challenge, as is moving heavy items down from high storage areas or up from low storage areas.

Limited range of motion makes some of these same activities difficult—making the beds, for example. It affects performance of other reaching and bending tasks as well—cleaning bathtubs and toilets, for one. Reaching even lightweight items on high shelves or in low storage areas may be a challenge.

Range of motion can also be an issue of a person's height. A short person may not be able to reach high shelves without a ladder or a step stool (and climbing one may be difficult). A tall person may have difficulty reaching into floor-level cabinets and lower shelves.

Suggested Modifications

Some possible modifications enhance existing strength or provide support—for example, a stool to

sit on in the kitchen or in the bathroom, at a cut-out space under a counter or a sink, or a harness to hold a person in a standing position at a sink or a counter. Another example is grab bars in the bathroom.

Other modifications reduce the amount of strength or exertion needed. Included here are some do-it-yourself projects: adjustment of the tension needed to open and close storm and screen doors and some kinds of cabinet doors; purchase of remote controls for lamps, appliances, televisions, and videocassette recorders; and placement of rolling storage carts under counters. A handy household member or a professional can install several helpful products: *C*- or *D*-shaped loop handles on drawers and cabinets; easy-gliding hardware for drawers; a spray attachment at the sink, with an extra-long hose (e.g., to fill pans after they are placed on the stove); a trash compactor to reduce the bulkiness of discarded items and to cut down on the number of trips to the trash bins; and a garbage disposal, again to reduce the number of trips to the trash bins. In more severe cases of diminished strength, people who have trouble getting up from chairs might purchase a *catapult seat,* a device to raise them from a sitting to a standing position.

The main approach to compensate for limited range of motion involves bringing access or controls to people, rather than making people reach for them. One kind of modification in this category is to put

the operational components of the home into a zone more accessible to all humans, generously defined as an area 18 to 48 inches above the floor, with a maximum depth of 20 inches. So, for example, switches and thermostats might be placed no higher than 48 inches above the floor, electrical outlets no lower than 18 inches.

Other useful products in this category include a stove or a range with its controls mounted on the front or the side, a side-by-side refrigerator-freezer that is self-defrosting, a front-loading washer and dryer, offset bathtub controls, lazy Susans in corner cabinets and refrigerators, and again, rolling carts for under-the-counter storage. Pull-out shelves with cut-outs to hold bowls offer an easier alternative to accessing a cabinet.

Other kinds of modifications in this category make work and storage space more accessible. Constructing separate work surfaces at different heights accommodates persons within the same household who are of different age or height, or different ability levels. Installing adjustable-height shelves in kitchen cabinets, pantries, and household closets responds to both current and future needs as children grow and adult age. The market offers many products to support more efficient use of cabinets and closets. Vertical strips attached to the walls, with brackets inserted at desired heights, make adjustable shelving possible. Similar products work for sinks and countertops in kitchens and

bathrooms. (Making sinks adjustable also requires a flexible water-supply line leading to the faucet and an extra tailpiece, with a slip joint, on the drainpipe.) Mounting blocks with a series of notches permit similar adjustability of rods in closets.

Mobility and Agility

Issues

People with decreased mobility and agility may have difficulty walking or may not be able to walk at all. They may be able to stand only for short periods or to walk only short distances. They may also have difficulty moving quickly. Some people in this group, wheelchair users among them, may operate controls or perform activities of daily living from a sitting position.

Implications for Home Activities

Around the home, mobility and agility issues may translate into difficulty negotiating long, crooked, inclined, or uneven pathways, and walking up or down stairs. They may also mean trouble carrying items from one place to another and difficulty reaching into floor-level cabinets and upper shelves. Users of wheelchairs and walkers may not be able to negotiate narrow doorways and corridors or thresholds. People with limited mobility and agility may have difficulty getting in and out of bed, on and off the toilet, and in and out of the tub or the shower. Further, they too may be at risk of a

scalding at the sink or in the shower when the flush of a toilet draws off cold water—not because they cannot feel the hot water but because they cannot move quickly or without assistance.

Suggested Modifications

One strategy of home modification to promote independent living for people with limited mobility and agility is to eliminate or reduce barriers to easy movement outside and inside the home. An automatic garage-door opener facilitates arrival and departure of household members by car or another kind of vehicle. For the user of a wheelchair or a walker, a ramp or a *berm* (an earthen substitute for a ramp, often more aesthetically pleasing) leading to the entrance to the home eliminates the need to climb or descend steps, as do curb cuts in sidewalks around the home.

Modifications to doors and doorways are possible following the same strategy. One possibility is to reframe doorways to increase the clearance to at least 36 inches so that users of wheelchairs and walkers can pass through unencumbered. When additional one or two inches of space will provide the needed clearance, another possibility is to replace standard hinges with *swing-clear hinges*. When the swing of a door takes up the maneuvering space that wheelchair users need, an alternative is *pocket doors,* doors that slide back into a pocket created in the wall.

Another modification to doorways is to replace their high thresholds with low, beveled ones or with flooring to create a smooth transition. Dangerous or troublesome level changes are not limited to doorways, of course; they may occur wherever one type of flooring meets another.

A helpful alteration to doors is levered handles, which are easier for everyone to manipulate. Both add-on levers and replacement levers are available. A *C- or D*-shaped loop handle mounted on the pull side of a door, near the hinged edge, helps users of wheelchairs or walkers close doors behind them.

Around doorways and within rooms, users of wheelchairs and walkers need maneuvering space. Family and friends should give some thought to how these people might pass through a given door. This may simply involve moving some pieces of furniture that obstruct passages. Within rooms and halls, high-density, low-pile carpeting makes movement easier for these people by reducing effort and eliminating tripping hazards.

Locating a bathroom and a bedroom on the ground floor offers an alternative to negotiating stairs. This might involve converting a den or a study to a bedroom, and a half bath to an accessible full bath. A more expensive approach is an addition to the house. If these kinds of modifications are not possible, a chairlift or an elevator can be installed to transport the person from one level to another.

Suggested modifications to eliminate barriers in bathrooms include installation of a roll-in or walk-in shower, with a seat, a flexible shower hose, and a hand-held shower head. For a household member with severe limitations, some alternatives for the bathtub are a water-operated hydraulic seat; a portable, hydraulic boom lift; and an overhead track lift. A lift is also useful in the bedroom. Indeed, professionals can craft a track for the lift, to move a person from the bedroom to the bathroom and back.

A related approach in this realm is to enhance safety. For example, soft, nonskid surfaces on bathtub bottoms, shower floors, stair treads, and stair landings minimize the danger of slipping. Treads of a consistent depth, with closed risers of a consistent height, also lessen the hazards of ascending and descending stairs.

Another strategy of home modification for people with limited mobility and agility is to create supports within the home that help with movement or allow resting. Among the most useful items in this category are grab bars and handrails. Grab bars are particularly helpful in bathrooms as aids to getting in and out of the shower or the tub, and up from or down onto the toilet. Handrails installed along hallways and on both sides of stairways can offer significant security to a person whose mobility and agility are limited.

As with people whose strength and range of motion are limited, a useful approach is to bring items to

people or to relocate appliances and products. In the kitchen and the bathroom, suggested modifications and products in this category are pop-up appliance holders, pull-out cutting boards and bowl holders, and cut-out or recessed space beneath countertops, cook tops, and sinks to accommodate a seated person or a person in a wheelchair. Spacer rings and thick seats can raise the height of existing toilets. There are now new toilets with seats 19 inches above the floor.

Balance and Coordination

Issues

Loss of balance and coordination may render people unstable when standing or walking, and thus at risk of falling. Often people whose sense of balance or coordination is diminished will shuffle with the intention of reducing the risk of falling, but will actually increase the risk by doing so. People experiencing changes in this area of function may also have difficulty raising or lowering themselves from chairs, beds, and similar furniture.

Implications for Home Activities

Around the home, issues of balance and coordination may make it difficult for a person to walk without assistance. Beds may be too high, chairs and toilet seats too low, for people to stand up and sit down easily. There is also a risk of tripping on carpeting, stairs, or thresholds.

Suggested Modifications

Maximizing safety is a key strategy for addressing balance and coordination issues. Lowering or removing thresholds, putting skid-proof rug pads under area rugs, securing the corners and the edges of area rugs, and removing throw or scatter rugs all diminish the risk of tripping. Placing stabilizers–– an extended handrail at the head of the stairs, lessens the chance of an unsteady person falling. Another key strategy is to accommodate people's needs by lowering beds, or raising chairs and toilet seats. The optimum height for all three types of furniture differs for each person, but generally, it is the height at which the hips and the knees are on the same plane (or the knees are slightly lower) and the feet are approximately under the knees.

Providing supports to stabilize people as they sit down, rise up, and move about is also a good way to address balance and coordination issues. Again grab bars and handrails are among the most useful items. Placing stable objects near chairs, toilets, and beds is especially important. Strategically placed handles on countertops are also useful.

Enhancing vision by lighting the floors or stairway is also helpful.

Cognition

Issues

Cognition involves critical elements such as detecting the elements of a situation, perceiving

their functions, and comprehending the process of which they are a part. As people age, they become more susceptible to diseases such as Alzheimer's that affect cognition.

People whose cognition is diminished may not react quickly to stimuli such as a hot burner or a sharp knife, and may not be able to distinguish or sort competing signals. They may also have difficulty remembering or comprehending information and may process it slowly. Further, time and space may become disoriented for these individuals.

Implications for Home Activities

Around the home, people whose cognition is diminished may not comprehend danger—say, from radiators, sharp knives, open windows, or steep staircases. They may wander away and then not be able to remember important information such as telephone numbers and addresses that would assist them or others in alerting family members or caregivers to their whereabouts.

Suggested Modifications

One strategy for modifying the home of a person whose cognition is diminished is to create safe barriers that will keep the person from wandering away or straying into dangerous areas. Several kinds of barriers are possible, alone or in combination: fences or hedges around the yard, screens on doors and windows, automatic door-closing devices and/or alarms on doors to the

outside, double-key locks, or locks placed beyond the person's reach (high or low). Within the home, family members can take certain measures to ensure that the person does not wander around at night—for example, reverse locks on the bedroom door, bed rails, room-darkening blinds or shades, and a monitor.

Another strategy is to limit access to items that might be dangerous––knives, hot burners, electrical equipment and outlets, and household chemicals and medicines. To guard against injury or misuse, family members might put child-proof plugs in electrical outlets, place guards over radiators, put covers on stove or range burners, and install locks on refrigerator-freezers, medicine cabinets, and closets containing cleaning supplies.

Enhancing cognition is also a way to address issues in this realm. Electric-range elements that grow brighter and redder as the temperature increases, mentioned earlier as an appropriate modification for people who have lost some sense of touch, may also help people whose cognition is diminished.

It is interesting to note that cognition problems and solutions that we associate with aging can also apply to individuals of any age with intellectual impairments and in many cases to children.

Conclusion

The solutions described in this paper can have impacts that range from incidental to life changing.

Whether the home requires simple modifications, or more complex changes, these changes can simply make life easier and safer as well as help someone maintain independence. More significantly, these alterations can allow individuals to remain in the home or families to remain together. Home modifications can ease the physical and time burdens on caregivers. They can also allow significant cost savings by eliminating or delaying a move to an expensive care setting. If you are planning new construction, it is possible to include elements of universal design features that address many of the areas of concern that we have listed here, making the home more accessible and friendly to all users. When this is not an option, modifications and assistive devices can bring independence and confidence to the resident and family members.

Revised from original version published in 1999 by The Center for Universal Design

Richard Duncan, Andrea Gabriel. Michael Carter and Margo Johnson

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CASE STUDY:

Redefining the Ubiquitous

Mr. Sandip Paul

Contact: +91 9899302457

Work folio: http://www.coroflot.com/paulsandip,

India

For quite sometime now I have been deeply intrigued by the everyday mundane objects lying all around us. The market is flooded with a plethora of redesigned products but very few redefined objects.

When one re-designs a product, one tends to retain the essence of it's being…the soul.

However gives its body a complete make over…without even hitting on the mind.

When we re-define, as the word itself suggests, we work on the soul of the product, we question its very existence. Thus, giving the product a new mind and a fresh body.

Body attracts!

A beautiful body is as important as a beautiful mind.

An aesthetically balanced product drives the customer close to itself. "Form-material" relation is one of the demanding parameters of a good-looking product. It makes it desirable.

Color adds the oomph factor!

Mind is that aspect of the product, which interacts with the user/customer.

Sometime it directs the user to handle the product in a particular way and sometime it doesn't.

(Context: democratic design!)

Soul is the essence of its being, its purpose, satisfying the user's wants/needs.

It brings about the WOW! Factor. A good product is that is a perfect balance of BODY – MIND - SOUL.

Everyday products, they are so numerous and ubiquitous as to be frequently taken for granted. Yet they form the material framework of our existence, enabling it to function, not only in practical or utilitarian terms, but also in ways that give pleasure, meaning and significance to our lives.

I believe in voluntary simplicity. It is about freedom. It is about wanting less. It permits one to spend less time on innovating features (which land up adding clutter) and more time bringing in new experiences, insights, and relationships between the product and

the user. It is rather difficult to say much about my approach towards design, but I have a fascination for monolithic, mono-colored 'organo-mathematic' forms and whatever needs I have felt and observed I have tried to translate them into products.

Redefining something as ubiquitous as the clothes line clip was a risky thing. It is one of the few rare objects whose integrity, practicality and sense of purpose has remained intact over the years. Although various shapes and materials have been explored, none have an emerging brilliance of a perfect match of form and function.

'Clip' is the manifestation of my imagination of a world with interesting artifacts…which not only look good but also have a definite function to perform.

I call it - utilitarian design.

To whatever modern life style we adapt to…the need for clothes peg would still be there…especially in India. But as we are moving toward more and more eco-concerned social structure…the need to think of green design has taken the front seat. The basic aim of my design was to create a single piece product with recycled plastic with no metal components.

: Integrity of purpose:

It is a cloth line clip to be used as a daily life utility product for both indoor as well as outdoor application. Clip fulfills more than it promises – not only in use, but the perceived pleasure is far than expected.

: Technical Uniqueness:

The product is a single piece injection molded component in recycled plastic with reduced number of components. Its primary innovation is the possibility of being hanged by both of its extremities. Hence, the user does not need to check the jaw side every time he/she is hanging the laundry. Moreover, one needs to only slide this clip over the cloth, hung on the line, and does not require applying any pressure. The geometry of the Clip + the flexibility of the material (LDPE) allow it to do so. This attribute is of great help to the aged / arthritic people.

The fundamental configuration of the common cloth line clip has been altered in this design.

In the ordinary clips, the clamp and hinge goes parallel to each other where as in this case the area (surface) which is holding the cloth and the area (cross section) which is acting as hinge is perpendicular to each other, which acts as a stiffener.

It leaves no rust marks on clothes, as there is no metal component.

: Advantage by design:

How does it stay in one place and not slide along the washing line?

It is intended that they slide over the garment and cloth line, rather than open and close spring-like as most clips do.

Regular clips cling tightly onto the cloth as well as the line. Hence they are always under stress-strain situation. However, the Clip, which I have designed, rests in equilibrium once it has been slid onto the line. Hence more stable and more durable, apart from having a dual jaw which increases its life two folds.

During any heavy wind flow, a regular clip will try to come to equilibrium and hence may jump out of the line. But my clip will smoothly slide over, but will never leave the line.

Clip is simple, no moving parts, suited to less dexterous fingers and made from recycled plastic.

: Longevity (USP):

Indian customer has an irresistible propensity towards stretching the usage of any product more than its expected life.

The dual jaw design of this clip not only creates interest in it but also doubles up its life.

If one jaw is damaged, the other jaw still remains functional.

: Fair cost-fair price:

Less priced than the existing clips . Due to reduced number of components and subsequently lesser number of operations involved in production process .

: Commercial viability:

'Clip' is a desirable, useful and long lasting everyday object. It has the potential of being locally manufactured, hence being available to every household!

A pack of 12 should not cost more than Rs.15/-(In Indian currency)

CLIP is the winner of Organic Award 2007, San Francisco, CA

Mr. Sandip Paul

Contact: +91 9899302457

Work folio: http://www.coroflot.com/paulsandip,

India

INTERVIEW:

Face to Face with Mr. Aaron Marcus

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and Principal Designer / Analyst
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1196 Euclid Avenue, Suite 1F
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Web: http://www.AMandA.com

Interviewer: Dr. Dinesh Katre

Heads the National Multimedia Resource Centre of C-DAC as Group Coordinator , R&D charter for Human Computer Interaction Design (HCID) program for C-DAC, Pune, India

(Answers by Aaron Marcus, 5 May 2008, Copyright by Aaron Marcus and Associates, Inc. (AM+A). Permission is given to Design for All to publish these remarks without payment of any fees to AM+A.)

Propagation of DFA

Dr. Dinesh:

Recently, government of India has formulated its National Design Policy. It does not mention anything about 'Design for All' though India is greatly diverse in terms of its culture, languages, illiteracy and geographic conditions. In this context, are you aware of any 'model' or 'strategy' for creating the political will about 'Design for All', which many countries can adopt?

AM :

Unfortunately, many countries leave "Design for All" off their agendas. I am aware that Japan has made considerable progress in designing for the differently-abled and for senior citizens, in part because Japan recognizes that it will have one of the largest percentages of seniors of any country on earth by about 2030 or certainly 2050. I was impressed in 2002 that a Universal Design conference in Yokahama, Japan, near Tokyo, was sponsored by many leading Japanese corporations, and a representative of the royal family was scheduled to give a keynote opening lecture. In recent years, the Human-Centered Design organization HCD-Net in Japan has made progress in gaining business and government involvement, in organizing events in Japan, and participating in user-

interface conferences in other countries, including the USA and China.

I would suggest contacting the following organizations (I am on the advisory board of each one) in order to determine if there are publications or advice that these organizations can provide that would assist the Design for All strategy in India and specifically in its National Design Policy:

International Association for Universal Design, Yokahama, Japan, http://www.iaud.net

User-Experience Network (UXNet), http://www.uxnet.org

Human-Centered Design Organization, Japan, (http://www.hcdnet.org)

I would also suggest contacting the following person who has been a leader in design for all developments worldwide:

Dr. Constantine Stephanidis

Foundation for Research and Technology-Hellas (FORTH)

Institute of Computer Science

Postal Address:

POB13385, GR-71110 Heraklion, Crete, Greece

Courier Address:

Vassilika Vouton, GR-71300 Heraklion, Crete, Greece

Tel: +30-2810-391-600

Fax: +30-2810-391-601

Email: cs@ics.forth.gr

URL: www.ics.forth.gr

Dr. Stephanidis publishes the journal Universal Access and is Conference Chair for HCII 2009, San Diego, among other events.

Dr. Dinesh :

How has this concept caught up in USA and other developed countries? What strategies are adopted for the propagation of 'Design for All'?

AM:

The Design for All concept is defined and named differently in different countries. In some countries this concept is called Universal Design. In other countries, it is referred to as Universal Access to the Information Society. One key group in the USA is the following:

Adaptive Environments, Inc.

Boston, Massachusetts, USA

Web: http://www.adaptenv.org/

Another key group in the USA that sponsors one of the largest conferences for the disabled is the following:

Center on Disabilities

California State University, Northridge

18111 Nordhoff Street

Northridge, CA 91330-8340

Tel: 818-677-2578

Fax:818-677-4929

Email: "Center on Disabilities "ltm@email.csun.edu

Web: http://www.csun.edu/cod/

In Berkeley, California, where I have my office, there is a great deal of attention given to the disabled through the Center for Independent Living:
Center for Independent Living (CIL) Headquarters
2539 Telegraph Avenue
Berkeley, CA 94704
Voice: (510) 841-4776
TTY: (510) 848-3101
Fax: (510) 841-6168
However, this focus of attention is not nationwide. Some areas of this large country are more attentive than others. The CIL probably can identify the strongest centers nation-wide.
Activities centered in the Scandinavian countries, in Germany and elsewhere in Europe seem especially active.
Dr. Dinesh:
Is 'Design for All' approach constitutionally and legally supported in terms of citizen rights in USA?

AM:
I am not an expert in these matters. There are some municipal, county, state, and federal laws that require planning for minimal accessibility requirements, such as ramps for wheel chairs, Web-accessibility for government Websites, etc. However, these conditions vary greatly from locality to locality. Nevertheless, there is some progress in comparison to the situation of several decades ago

when there first came to be attention to the needs of the differently abled.

DFA standards

Dr. Dinesh

Are you aware of any standards / guidelines for 'Design for All'? During our usability research on 'Intensive Care Units' in Indian hospitals, we felt that ICU is an ideal candidate for 'Design for All'. We were searching for DFA standards / guidelines in that regard.

AM:

I apologize, but I am not an expert in all such matters, in particular for DFA standards or guidelines in medical facilities or public transportation locations.

Scope for design and technology

Dr. Dinesh:

Contrary to what designers may perceive, many times 'Design for All' turns out to be more of technological activity than design work. For example, providing brail interface or text-to-speech support for the blind, enabling the physically handicapped users with speech recognition interface, and integrating these solutions in a system turns out to be complex technological work. What can designers contribute to 'Design for All'? What is the scope for design and technology in 'Design for All'?

AM:

I agree that much DfA concentration is on technology and system requirements. The challenge for designers is to increase the professional awareness of DfA issues, the benefits, the costs, and the choices open to designers in terms of selecting products and services. The potential contribution to designers to DfA issues is simlar to the challenge facing designers in "designing green," that is, designing with ecology, sustainability, and recycling in mind, which is becoming a world-wide focus of attention. Once the subject has been raised in the consciousness of designers, they will discover possible sources of information, sources of products and services, design strategies, design techniques, and design tools that can help them achieve their objectives.

Multidisciplinary ownership / education

Dr. Dinesh:

There is still confusion about which department should own up Human-Computer Interaction due its multidisciplinary character. Similarly, what is the situation with 'Design for All' in universities?

AM:

The ownership of DfA in universities seems especially problematic. Schools/Departments that might claim the topic include Architecture, Computer Science, Design , Engineering, Human Factors and Ergonomics, Industrial Design, Law,

Visual Communication, Visual Design. Like the concepts of usability and sustainability, DfA must reach out to find powerful support and patronage wherever it works best within the particular university framework, which may vary from institution to institution.

I suspect that there are some culture characteristics that may explain the trend to have support for DfA in certain departments in one country and in another department in another country.

Dr Dinesh:

Are you aware of any educational programs specifically focusing on 'Design for All'?

AM:

I have seen special, short-term programs, themes, initiatives, or activities focusing on the DfA concept, but I am not aware of a major, specific cross-disciplinary program of this kind. However, I am sure there are such programs. I apologize for my lack of awareness. DfA must seek to gain world-wide attention and activities like the older Earth Day activities (22 April each year) and the newer World Usability Day

(http://www.worldusabilityday.org) that takes place each November .

Practice and Viability

Dr. Dinesh:

As you are aware, User Centered Design approach has caused significant change in the process of engineering. Similarly, has 'Design for All' approach impacted the way the products are being engineered? What are the trade-offs?

AM:

User-Centered Design (UCD) or, as it is called in Japan, Human-Centered Design (HCD), has affected some significant changes in product/ser vice development, especially in user-interface (UI), computer-human -interface (CHI(), human-computer-interface (HCI), or user-experience (UX) development. In particular, the importance of user profiles/personas, use scenarios, ethnographic investigation, contextual inquiry, and other techniques all attest to a major change of perspective. With additional political, social, and professional action, it seems possible that DfA-centered development can also have more importance. This will require books equivalent to *Cost-Justifying Usability*, which have extolled the virtues, benefits, and payoffs for thinking about usability. The same growth must occur for DfA.

Dr. Dinesh:

'Design for All' is an ideal and most desired thing. Can you throw some light on its commercial

viability? Are you aware of any success stories that you can share with us?

AM:

DfA often, but not always, may bring benefits for all by thinking about solutions for the relatively few. In Berkeley, California, the CIL promoted the availability of wheel-chair accessible curbs. This kind of street curb became the norm, and pedestrians in general discovered the benefits of having more accessible curbs.

Dr. Dinesh:

Can you please elaborate on what advantages the 'wheel-chair accessible curbs' have provided in the context of DfA?

AM:

The wheel-chair accessible curbs at the intersections of streets in the USA (and I think Europe, but I do not know about India, Japan, or China, for examples) offer a lowering of the height of the curb near the corner so that people in wheel chairs have a smooth transition from the level of the street to the level of the raised sidewalk.

This little area of smooth transition also enables people with heavy bags in their arms; parents or grandparents with baby strollers; children with bicycles, skates, or skateboards; and pedestrians in general to walk across the street without having to go up and down via the edge of the curbs.In other

words, the design solution for the small percentage of disabled is able to provide value for the community in general. This logic is one of the strong arguments made for giving more attention to designing for all.

In regard to photographs, I don't have one ready at hand. However, I found a few on the Web:

http://www.wsaz.com/news/headlines/18673939.html

http://www.canbc.org/universal_design.htm has picture 3 Picture4

(IMAGE 15) Good curb access

INACCESSIBILE EXAMPLES:

(IMAGE 1) 224th St Maple Ridge

(IMAGE 2) Height of the curb

(IMAGE 3) Crosswalk does not line up with the curb cut

These sites, among others can provide information:

Huntington Improving Curbs for Easier Handicap Access
May 5, 2008 ... The buildings aren't handicap accessible let alone the sidewalks and curbs. My boyfriend bought Marshall Football tickets only to be stuck in ...
www.wsaz.com/news/headlines/18673939.html - 81k - Cached - Similar pages

Universal Design and Access - Citizens for Accessible
It is impossible for those in wheelchairs or scooters to use this curb even ... (See Image 14). This curb
www.canbc.org/universal_design.htm - 16k - Cached - Similar pages
Accessible play curb - Patent D428958
Images are available in PDF form when logged in. ... 5935011, August, 1999, Morgan et al. 472/29, Wheelchair accessible carousel vehicle ...
www.freepatentsonline.com/D428958.html - 16k - Cached - Similar pages

Lassen Peak FREE Lassen Peak Information | Encyclopedia.com ...
Daily News (Los Angeles, CA); 1/17/1996; 718 words; ... lack of wheelchair-accessible curbs at Balboa Boulevard and Lassen Street in Granada Hills.
www.encyclopedia.com/doc/1E1-X-E-LassenPk.html - 71k - Cached - Similar pages

curb FREE curb Information | Encyclopedia.com: Find curb Research
Street and sidewalk ... replacing them with handicap- accessible curb cutouts. ... See all results from premium newspaper and magazine articles, images, ...
www.encyclopedia.com/doc/1O998-curb005.html - 70k - Cached - Similar pages
More results from www.encyclopedia.com »

How to Build an Accessible Curb Cut - Curb Cut
2 Responses to: ³How to Build an Accessible Curb Cut² ... which is still navigable by car or wheelchair, but which noneless offers a safe walking surface in
curbcut.net/general/how-to-build-an-accessible-curb-cut/ - 18k - Cached - Similar pages

Emerald FullText Article : A navigation system for wheelchairs
At the same time, information regarding slopes, steps, bumps, and curbs is also ... Plate 4 The

system also includes images of wheelchair-accessible ...

www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&hdAction=lnkhtml&contentId=... - Similar pages

I hope the above assists you.

Conceptual clarity

Dr. Dinesh:

How would you differentiate between 'Design for All' and 'Universal Usability'?

AM:

This challenge is a good one. Perhaps one can say that DfA refers to usability, usefulness, and appeal for all; while universal usability, like its name seems to imply, seeks to focus on only usability, and leaves aside higher level achievements of user-experience designers.

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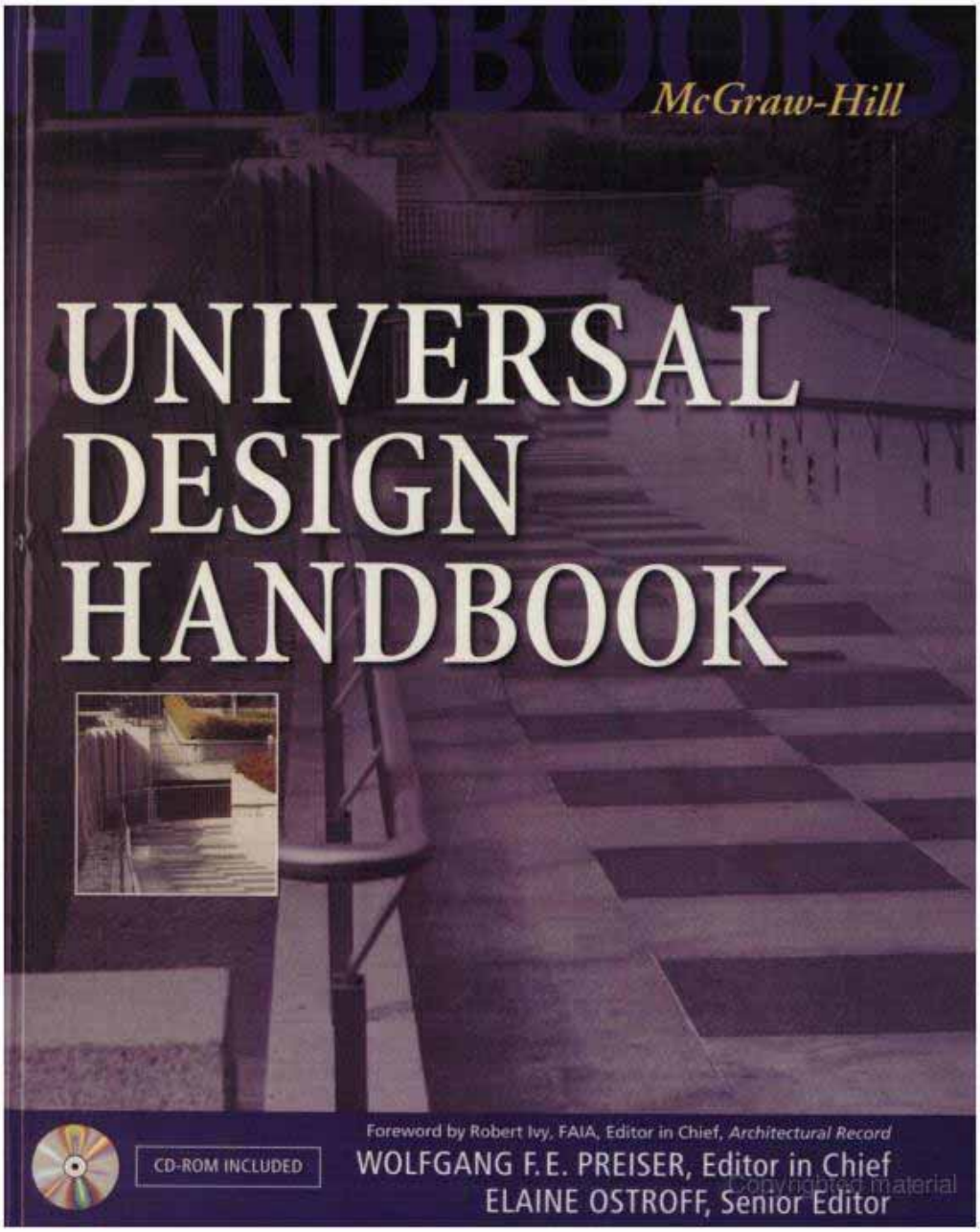

By Wolfgang F. E, Preiser, Elaine Ostroff

Published 2001 ,McGraw-Hill Professional

Barrier-free design 1216 pages ISBN:0071376054

2. Brewster, S., Wall, S., Brown, L. & Hoggan, E. (2008) Tactile displays. In: Helal, A., Mokhtari, M. & Abdulraza, B. eds. The engineering handbook on

Smart technology for aging, disability and independence . London: John Wiley & Sons.

Oleksik, G., Frohlich, D., Brown, L.M. & Sellen, A. (2008) Sonic interventions: understanding and extending the domestic soundscape. Proceedings of CHI 2008, Florence, Italy 5-10 April 2008.

Williamson, J. & Brown, L.M. (2008) Flutter: directed random browsing of photo collections with a tangible interface. Proceedings of DIS 2008, Capetown, South Africa, 25-27 February 2008.

Letters:

Dear sir
I received your newsletter its quite interesting & full of knowledge. Thank you for placing my designs.
Thank you
Aarti

Appeal:

Hi Sunil,

Well I am Rakesh Kumar, I am the member of HCIIDC group, I am UI Designer at IBM, Can you explain about INFORMATION ARCHITECTURE?.

Regards

Rakesh Kumar

9811299705

UI Designer ,IBM , "rakesh kumar"

callrakeshin@yahoo.com

2.

CALL FOR PAPERS

ACM International Workshop on Intercultural Collaboration (IWIC 2009)

http://langrid.nict.go.jp/iwic2009/

February 20-21, 2009

Stanford University, Palo Alto, CA USA

Program Co-Chairs

Pamela Hinds (Stanford University, USA)

Susan R. Fussell (Carnegie Mellon University, USA)

Toru Ishida (Kyoto University, Japan)

The main theme of this workshop is intercultural collaboration, from both technical and socio-cultural perspectives. Topics will include collaboration support (such as natural language processing, Web, and Internet technologies) , social scientific analyses of intercultural interaction, and

case studies that increase mutual understanding in our multicultural world.

Submissions will be considered for papers, panels, demonstrations, and
posters.

Papers

Papers are solicited on any aspect of intercultural communication and collaboration. Papers can describe studies of intercultural communication and collaboration or present new technologies to assess and support intercultural interaction.

Examples of suitable paper topics include:

- Field studies of intercultural collaboration in global organizations or in local communities

- Laboratory studies of intercultural collaboration

- Survey studies of cultural differences in collaboration styles

- Case studies of intercultural collaboration using information technologies

- Cultural responses to cross-cultural interaction

- Computer supported intercultural collaboration

- Ubiquitous/ambient technologies for intercultural collaboration

- Internet and web technologies for intercultural collaboration

- Frameworks for manual or automatic measurement of properties of intercultural communication

- Multilingual communication technologies

- Interoperability of language resources

- Usability of language resources for intercultural collaboration

- New methods or measures for the study of intercultural collaboration

All papers are expected to be suitable for a multidisciplinary audience and focus on issues of intercultural collaboration. Full papers should be no longer than 10 pages. Papers should be formatted according to the ACM SIGCHI template and submitted in PDF format.

Please see the SIGCHI author instruction page (http://sigchi.org/chipubform/) for more information and downloadable templates. Papers should be submitted through the Precision Conference System (www.precisionconference.com/~iwic). Authors will need to create a free account and then upload a pdf version of their anonymized paper to the site.

All full papers will be evaluated using a double-blind review process.

Authors should omit their names and affiliations from the title area of the paper and conceal references to their own prior work by referring to it in the third person (e.g., authors should say "In an earlier study, Jones and Smith found ..." instead of "In an earlier study, we found ..."). Papers that have not been appropriately anonymized will be returned without review.

Panels, Demonstrations and Posters

IWIC will also feature three categories of nonarchival submissions:

Panels, demonstrations and posters. Submissions for these categories should be no longer than 3 pages in length using the ACM template (see above). Unlike paper submissions, panels, demonstrations and posters will not be blind reviewed. Authors should include their complete names and contact information at the top of their submitted PDF file.

Panels: Individuals may submit proposals for panels of three or four talks on a related theme in intercultural communication. Panel submissions will not be archival, so panelists may discuss previously published work.

Submissions should provide each panelist's background and contact information, as well as a brief statement of his or her position on the panel theme. Panels should be submitted by email to

iwic2009-panels@ khn.nict. go.jp.

Demonstrations: Individuals may submit proposals to present demonstrations of new technologies for intercultural communication.

Demonstration proposals should clearly describe the motivation for the tool and how it will be demonstrated at the workshop. Demonstration descriptions will not be archival; therefore, demonstrations can include both previously published work and work that is not yet ready for

publication.

Demonstrations should be submitted by email to iwic2009-demos@ khn.nict. go.jp.

Posters: Individuals may submit proposals to present informal posters during the workshop. Poster descriptions will not be archival; therefore, posters can describe both previously published work and work that is not yet ready for publication.

Posters should be submitted by email to iwic2009-posters@ khn.nict. go.jp.

Important Dates:

Deadline for papers, panels, posters and demonstrations: June 30th, 2008

Author notification: September 30th, 2008 Deadline for camera ready papers:

November 30th, 2008

For further information, please contact iwic2009@khn.nict.go.jp

3.

MTV

We have a very interesting project that needs to be animated in 3D.
We have completed the preproduction and looking for someone who can handle the production of the 30sec film.
We would prefer person working in Mumbai.
Interested people can contact me and mail me links of their work.
Nupur Bhargava, producer
creative and content
MTV,India
+91 9324966154

4. Expression of the Interest called by the Commonwealth Organizing Committee, New Delhi, for Creation, Designing, Engineering and Manufacturing Of the Queen's Baton For the Relay. For More Information visit

www.cwgdelhi2010.org

Open for all Indian Individuals, Designers and Companies.

5.

we are looking for people based in Ahmedabad to do research on the following

1. apparel and textiles

2. jewellery,accessori es and body art.

interested please send cv and portfolios at nijoo@nid.edu.

Nijoo Menon

Associate Faculty (DRE)

Coordinator NID-Asian Paints Colour Research Studio ,National Institute of Design

R&D Campus Bangalore

6. During august 29th to 31st August this year we have planned Colors India 2008 CMG. Colors India is a cross industry platform for color technologists, designers, architects retailers, and marketers to meet over a series of conference workshop. This 'working' conference is an opportunity for greater interaction amongst color professionals from across industries. Design trends are transverse and so much is to be gained from the serendipity of

adjacencies. This is a working conference, a mix of speakers and split workshops.

This year we are combining with CMG. The Color Marketing Group is the premier international association for color design professionals. They create color forecast information for professionals who design and market color and are "the" place for color info exchange.

The intent of Colors India Trend and Color Forecasting is to keep one ahead and competitive. Being an open platform, it was great, the way industry responded last year. Through a series of discussions, verbal and visual presentations the trend workshop participants identified some key influences, asked penetrating questions and identified directions for trends and color for 2009 directly tied into the influences.

I am looking for thoughts on speakers and anyone who might have an interesting workshop idea or a query can please feel free to write to me at <mailto:latika@freedomtreed esign.com> latika@freedomtreed esign.com.

Latika Khosla

CMG Asia Pacific Chair

NEWS:

All for a noble cause

Chitra Unnithan & Vinay Umarji / Ahmedabad May 28, 2008,

Institutes are encouraging students to work hands-on with the underprivileged of society

High scores and handsome pay packages aside, premier institutes of the state are encouraging their students to work hands-on with the underprivileged section of the society.

So, it comes as no surprise when National Institute of Fashion Technology (NIFT) has a design studio dedicated to exhibit the works of traditional artisans and craftsmen from Surendranagar or students from Mudra Institute of Communications, Ahmedabad (MICA) enact plays to support the cause of the girl child.

Institutes are leaving no stone unturned when it comes to providing a base for interaction between future millionaires and the below-poverty-line (BPL) category through projects or the curriculum itself. The exchanges, mainly to enhance the creative talent of the underprivileged, is looked upon as an opportunity for the students to chanelise their expertise. And the students return highly enriched with the unique experience of sharing space with the deprived section of the society.

The students' initiative, supported by MICA, looks at convincing parents to send their girl child to school from the Shela village, where MICA is situated. Gautam Raj Jain, senior professor, MICA, says, "The students, as part of Sankalp, the theatre club at MICA, promote the importance of educating the girl child. The students sensitise parents to let their girl child study beyond class IX.

It is also an effort to understand the social dynamics behind not letting the girl child study."

Similarly, the students of Indian Institute of Management (IIM-A) have also contributed to development by forming a voluntary group to teach children from slum areas through a voluntary organisation called Prayas. Besides, a programme to identify, network and disseminate creative innovations from the remotest part of the country has been etched in the curriculum.

Anil Gupta, professor at IIM-A, says, "It is very important to engage the students in such projects. If 600,000 students take up a project each and atleast one per cent sincerely wishes to address the problems of the underprivileged, then we can have atleast 5,000 problems solved.

If doctors are required to work in rural areas as part of their academic programme, why shouldn't management students be? In fact the students should not be handed their degree or diploma certificates without the experience of working in rural areas."

While some institutes prefer to promote a cause, there are others that work towards providing a platform to add their expert touch to make traditional crafts commercially viable. NIFT is working on a Rs 300-crore project, that has 75 per cent funds from the Centre and 25 per cent from the state.

The project involves reviving the traditional crafts of 2,000 artisans and craftsmen and making it commercially viable. The project mainly aims at training, skill upgradation and design development for the artisans and craftsmen from Surendranagar in Gujarat.

2. European Business Conference on Inclusive Design 2008

The European Business Conference on Inclusive Design 2008 inspired participants towards a new

mindset based on user focused innovation.

This international conference was aimed at business and industry delegates, design communities as well as representatives from government authorities, academia and research institutions. And the goal was to help answer questions like; How can inclusive design help you create new products and services? How can design methods take you closer to the customer and give you an innovative edge?

Those who are interested in detail kindly click the following links:

See the program from the conference
Read about the speakers
Watch videos and download the presentations from day 1
Watch videos and download the presentations from day 2
Read about the 24 Hour Design Challenge
Read about the five teams of the 24 Hour Design Challenge

Read about the conference partner and sponsors

3. NIIFT to build state-of-art building at Mohali

Northern India Institute of Fashion Technology (NIIFT), one of the premier institutes in the country, is on the process of constructing its own building at Phase-1, Industial Area Mohali at an estimated cost of 140 million.

The state-of-art building, accommodating all the modern facilities on five acres of land, is expected to be ready in about 12 months time, confirms Mrs Vijay Sharma, Director, NIIFT.

The new building will have provision for all requisite amenities for the students. It will have well equipped labs, class rooms, studio, auditorium, library etc and the

Central Government has already granted 50 million for the news building.

NIIFT has plans to open up another center at Ludhiana. Recently, it has also organized its first annual textile design exhibition entitled 'Suvayan-08', where in students showcased their collection.

4.

Journal of HCI Vistas

Volume IV, Article 7, UX Design, June 2008

Scope of User Experience Design in Indian eBusiness Scenario

Author: Chandan Sharma

What is your idea of creating better user experience? Is it primarily usability? When we say eBusiness we mean branding, website leads, business conversions and better quality of service, which would further derive more sales, more revenue. Should the companies focus only on the final product for a better user experience? Do we need consideration for all elements that impact the total experience?

To read more...

http://www.hceye.org/UsabilityInsights/?p=97

5.

The Sunday Newsline DELHI
REAL PAGE 3
The Sunday EXPRESS | NEW DELHI | JUNE 15, 2008

THE Design Factory

Sandip Paul likes to be called an industrial sculptor. He takes everyday things and turns them into unusual products

NEELIMA MENON

ONE can add a lot of has-beens to Sandip Paul's CV. He has been an electrical engineer, journalist, socio-cartoonist and a set designer. Currently working as an assistant manager with an electronics company, Paul, 29, is a man with a fertile imagination. After his 9 to 5 working day ends, he retreats into his tiny non-descript designing studio at his Noida home and begins his other creative day.

Paul lets his "designing" ideas run riot on a multitude of simple, everyday household stuff. His first blueprint was a pair of sleek yellow indigenous cloth pins. Later he devised a feeding spoon, "spoo", that had an ergonomically twisted grip that kept wrists from turning. His version of bathroom slippers is a pair that doesn't allow water to flow below them so that you don't slip on wet tiles. There is a "bamboo mug" in his collection, which is quaint, unusual and highly impractical.

Paul, who prefers to be called an "industrial sculptor", has created a new line of thematic product design. "I have been intrigued by the everyday mundane objects lying all around us. The market is flooded with a plethora of redesigned products but very few redefined objects."

Paul is already in talks for a tie up with a Hong Kong based company to distribute his products. Jindal Steels is also keen on distributing his sharpeners and have told Paul to create a new range of stainless steel products. In 2007, he received the Red Dot, one of the most coveted international design award for his sharpener in stainless steel. Paul's ideas have also won several national and international design awards in the past few years. "I have created useful art on my own with no client in mind. Every product you see has some innovation in it which adds value to our life."

Paul has given a fresh lease of life to those products, which you tend to take for granted. Like he transforms a mundane coconut cracker into '*nariyal patta*', a kitchen accessory, which makes it presence felt when you are looking for a place to crack a coconut. "I have a fascination for monolithic, mono-coloured 'organo-mathematic' forms and whatever I have observed and felt I needed, I have tried to translate that into products," says Paul, who figures among the top 50 in the International Designers list.

Program & Events:

1

This e-mail is being sent to all individuals and organizations who have expressed interest in remote participation in the inaugural meeting of the Global Universal Design Commission. The meeting will be available via live webcast or remote CART beginning at 10 a.m. on May 30 on the GUDC website: http://www.globaluniversaldesign.org.
Links to the webcast and to the remote CART will be available from the GUDC website on the day of the meeting. Please visit the website in advance to make sure that your computer is compatible and has the appropriate plug-ins for viewing the webcast or CART. The plug-ins will be linked for download via the website.
We hope that you will be able to join us.
Global Universal Design Commission
Post Office Box 6801
Syracuse, New York 13217
((315) 442-0139
2 (315) 442-0154
/ info@globaluniversaldesign.org

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2.

DESIGN 1st Conference - A Design Conference on Design Thinking, Process, Innovation and Design Entrepreneurship at Bangalore. Date : 16th and 17th Oct 2008 Venue : NIAS, IISc Bangalore
Besides invited speakers and guests, conference would also like to give opportunity to young designers/researchers to share and present their work as case study. Designers interested in presenting design case study are also invited in send design research/case studies in following themes.
Themes for case study/paper presentation:
Design Thinking, Process and Innovation
Design Enterpreneurship
Themes for workshop:
Green Design
Design Intervention
Theme for panel discussion:
Strategic Design
Registration is open for delegates. Forms are available online at above link.
Conference fee for various participants(inclusive of Tea/Lunch/Dinner and Delegate Kit):
Industry & nbsp: Rs. 4000/-
Academicians : Rs. 3000/-
Students   : Rs. 2000/-
Please enroll for the conference.
Stage is set for making your mark on Indian Design

Scene.

Prakash Unakal

Head-Product Design Centre

M S RAMAIAH SCHOOL OF ADVANCED STUDIES, BANGALORE

3. Uitnodiging Desycling® Amsterdam 2008

Desycling Amsterdam 2008 brengt via inspirerende designworkshops in Amsterdam Geuzenveld en een interactieve tentoonstelling in Westergasfabriek een dialoog over afval en design op gang. Het stimuleert het contact tussen ontwerpers, bedrijven en het publiek. Bovendien stimuleert het de eigen creativiteit van mensen en moedigt het hen aan anders naar afval te kijken.

Professionele ontwerpers leiden tijdens het project Desycle coaches op. De ontwerpers en coaches begeleiden tijdens de tentoonstelling de deelnemers bij workshops. In deze workshops kan men een nieuwe

eigen stijl uitproberen. De ontwerpers en coaches delen hun 'know how' over hoe afvalmaterialen gebruikt kunnen worden.

Volg het project op de weblog.

Van 12 tot en met 15 juni 2008 toveren we het Transformatorhuis van de Westergasfabriek om tot een tijdelijk Desycle center. Het concept, het project en de producten worden gepresenteerd en tevens kunnen bezoekers ervaring opdoen met het maken van Desycle producten in verschillende workshops. Ook houden we een Desycle publieke discussie en een Desycle music evenement, waarbij reflectie over afval en consumentisme op een ontspannen wijze centraal staan. Tevens wordt een korte documentaire van het project getoond. De inrichting van de tentoonstelling zal ook geheel uit afval bestaan.

Openingstijden

Dagelijks van 11.00 tot 20.00, zaterdag tot 24.00. Tijdens de expo is er dagelijks een gevarieerd programma met activiteiten. Deze staan hierna genoemd.

Donderdag 12 juni
13.00 – 15.00 Desycle workshop karton en chipszakken
Voor schoolkinderen en buurtbewoners, onder leiding van professionele ontwerpers
16.00 – 18.00 Desycle workshop plastic tassen
Speciaal voor kinderen (met ouders)
18.00 – 19.30 Opening Desycling Amsterdam 2008

Vrijdag 13 juni
13.00 – 15.00 Desycle workshop karton en chipszakken
Voor schoolkinderen en buurtbewoners, onder leiding van professionele ontwerpers
16.00 – 18.00 Desycle workshop fashion
Speciaal voor kinderen (met ouders)
18.00 – 20.00 Workshop voor Desycle coaches

Zaterdag 14 juni
11.30 – 12.00 Desycle je eigen discussie stoel
Onder het genot van bijzondere hapjes maken deelnemers aan de discussie hun eigen stoel van recycled karton
12.00 – 12.30 Presentatie Desycle concept & introductie gasten
12.30 – 14.30 Desycle publieke discussie onder leiding van Joeri van den Steenhoven (directeur Kennisland)
Publieke discussie met sprekers uit diverse vakgebieden die op interactieve wijze met elkaar in discussie gaan.
Hoe ga je om met afval?
Hoe pas je mooie ideeën toe als gewoon mens? Hoe verhoog je de bereidheid om mee te denken en mee te doen? Desycle wil de discussie aangaan en tevens een handreiking bieden voor de praktische toepassing
14.30 – 17.00 Desycle dates & persrondleiding
Netwerkborrel in Desycle stijl, met bijzonder eten en diverse media
17.00 – 21.00 Desycle Music & Desycle diner
Maak je eigen instrument en creëer met DJ Sjam je eigen Desycle sound, diner halverwege
21.00 – 24.00 Desycle Party

Zondag 15 juni
13.00 – 15.00 Desycle workshop
Voor schoolkinderen en buurtbewoners, onder leiding van professionele ontwerpers.

Aanmeldingen: anke@lsdp.nl

Adres
Westergasfabriek, Transformatorhuis, Klönneplein 2, Amsterdam

Routebeschrijving

Vanuit het zuiden: Ring West afslag S 103 (Haarlem, Halfweg) richting Amsterdam Centrum volgen. Na 1,5 km naar rechts in Parkeergarage Westerpark. Cultuurpark Westergasfabriek bevindt zich aan de overkant van de Haarlemmertrekvaart.

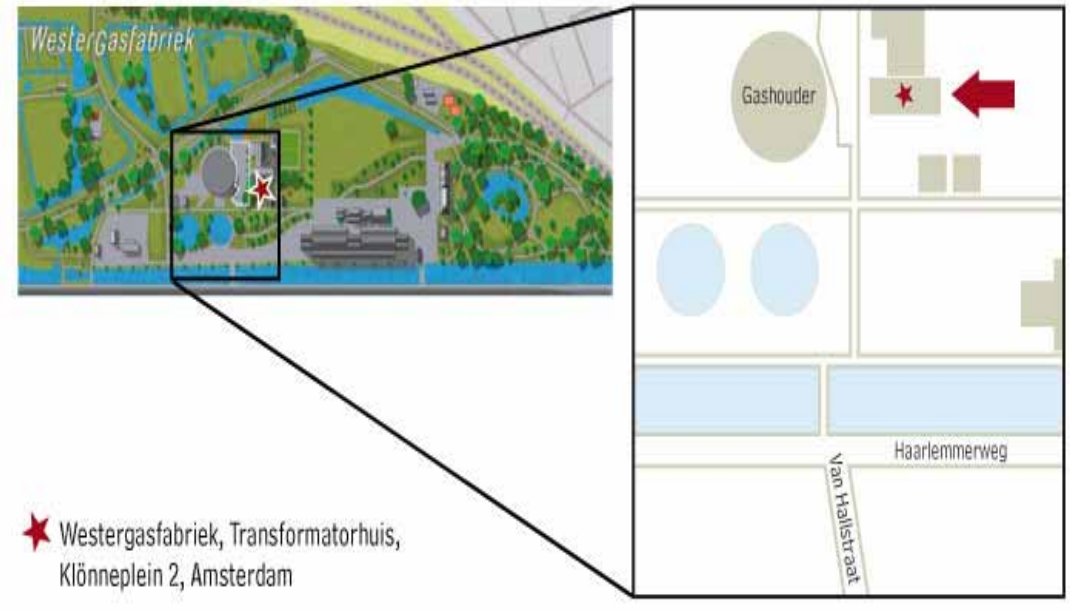
Vanuit het noorden: Ring-West afslag S 104 (Haarlem). Centrum aanhouden. Rechtsaf bij Haarlemmerweg. Na 1 km naar rechts in Parkeergarage Westerpark. Cultuurpark Westergasfabriek bevindt zich aan de overkant van de Haarlemmertrekvaart.

Openbaar Vervoer

Amsterdam Centraal Station: Buslijn 21 Van Hallstraat / Nachtbus 353
Station Sloterdijk: Tram 12 halte Bos en Lommerweg, dan Buslijn 21: halte Van Hallstraat
Schiphol: Metro 50 (Isolatorweg) halte Burgemeester de Vlugtlaan, Bus 21 halte Van Hallstraat.
Centrum: Tramlijn 10 halte Van Limburgstirumplein (voor Zuiveringshal en Machinegebouw) of Van Hallstraat (voor Gashouder en Transformatorhuis).

Parkeren

Parkeergarage Westerpark (hoek van Slingelandtstraat en Haarlemmerweg).



4.

European Conference EDeAN 2008

Training in Design for all: Innovative Experiences

León (SPAIN) 12 - 13 June, 2008

The venue: Parador Hostal de San Marcos

The hotel (Parador) is housed in an ancient hospital-monastery since 1964.

The "Parador de Turismo" has a large collection of masterpieces on display. Paintings from the Flemish school, carvings, furniture recovered from churches and old large houses in ruins, tapestry, decorated Spanish cabinets and antiques and the work of contemporary artists.

In the restaurant you can enjoy specialities like *cocido maragato, botillo, cecina curada* or the typical frog's legs.

We wait for you in León SPAIN!

EDeAN Conference

12 and 13 June 2008

5.

Design Incubator's Weekend Workshops (for Professionals) on Module UCD 04 - Usability Testing and Design Inspection Methods has important dates coming up-

URL: www.designincubator.com/training

current.htm

Workshop dates are 28th Jun '08 (Sat), 29th Jun '08 (Sun), 5th July '08 (Sat), 6th July '08 (Sun)
Full Fees for this module are 14,000 INR * (inclusive of taxes).
Last Date for registration is 25th June '08.
Early Bird Fees for this Module are 12,000 INR * (inclusive of taxes).
Last date to avail this offer is 11th June '08
Design Incubator R&D Labs Pvt. Ltd.
rohit.keluskar@ designincubator. com
+91 022 6552 9069

6. BraunPrize Competion

Competition, Prize money, Call for entries, The Braun Prize Jury, Judging, Forum and Award, Assessment criteria...

Entry

Closing date, Entry conditions, Submitting the documents, Online Account, Intellectual property rights & additional conditions, Address, Braunprize entry documents, BraunPreis entry form, Online Upload

About BraunPrize

International promoting design competition, BraunPrize Jury members since 1968, why are we committed to promoting design, our history, team ...

Communication

Corporate Design Frankfurter Straße 145

D-61476 Kronberg / Germany

Stand: 17.04.2008, 11:04

URL of this article:

http://www.braunprize.com/braunprize_1.html

7.

Job Opening:

1.

We at the NID R&D campus Bangalore are looking for a person well versed with graphic design softwares such as corel draw, photoshop, adobe illustrator to take our Software Understanding course, apart from the above we are also looking 4 a person who can take 3dsmax.
Both the above are to be taken for the Design for Retail Experience students.
Associate Faculty (DRE)
Coordinator NID-Asian Paints Colour Research Studio
National Institute of Design
R&D Campus Bangalore

2.

Thoughtworks India Pvt. Ltd. is looking to hire a User Experience Designer for their office in Pune.
Please find the details below:
Role: User Experience Designer (Pune Office)
Responsibilities:
*** Interacting with the clients and in house stakeholders to understand Business Requirements (verbal and/or written) and effectively translate and apply them to create compelling User Experience Design concepts for the applications/ products.**
*** Researching user needs and requirements, and identifying areas where constructive changes can have maximum impact.**
*** User interaction design for complex UI intensive applications: analysis of workflow, creation of Lo/Hi-Fi mockups and prototypes, design consultations.**
*** Ensure that there is no error while translating the wireframes & visual design to code.**
*** Help define roadmaps for User Experience Design within Thoughtworks by collaborating with other designers and key stakeholders.**
*** Conduct UXD workshops and presentations to transfer UX know-how to those interested within ThoughtWorks enthusiastically.**
Requirements:
*** Min. 3 yrs experience in UX Design with an enviable portfolio.**
*** A degree/ post graduation in design from a reputed institute. Experience will speak louder.**
*** You will be skilled in user experience design practices like contextual inquiries, focus group feedback, lightweight usability testing, etc.**
*** Excellent skills with quick design reviews and recommendations are a must. You should be able to quickly make concept sketches during stakeholder meetings and drive home your views on UXD.**

*** Needless to say, you need to be a good communicator with excellent negotiating and presentation skills.**
*** Proven skills to create Information Architecture, Navigation maps, wireframes and Lo/Hi-Fi prototypes along with design specifications are a must.**
*** Expert HTML and CSS skills, with cross-browser, cross-platform compatibility; familiarity with basic scripting, particularly Javascript and/or PHP for functional prototyping; translate visual design from mockups to html/css templates.**
*** You may not be a top notch visual designer, but a good sense of composition, typography and balance is definitely expected.**
*** You will be comfortable with popular design tools like: Dreamweaver, Photoshop, CorelDraw/Fireworks , Visio, etc.**
*** Ability to drive projects from start to finish with minimal supervision and to juggle multiple projects and priorities in a fast-paced environment is a must.**
*** Experience of working in a charged up Agile environment is a plus.**
If you would be interested in the above position please send in your resume and portfolio (< 4 mb) to Radhika Bokil (rbokil@thoughtworks .com)
Company Introduction:
ThoughtWorks (http://www.thoughtw orks.com), an early adopter in using lean and agile methods of building software has adapted them to suit enterprise application and distributed agile project development. Our project management methodologies allow us to take on projects with high risks and highly critical business, while simultaneously we strive in creating very high quality, innovative software assets for our customers. We have helped clients tailor and adopt similar practices in their drives to eliminate waste and improve speed to market. The knowledge gained from fourteen years of client delivery is also channeled into developing innovative products which help us and other people deliver value through technology.
What truly set us apart are our people and our open work culture. To know more, come visit us at our office and experience a whole new world. The way we seat ourselves will surprise you and the atmosphere will exhilarate you. The intensely collaborative and open workspace is a dream come true for any technologist. This is a place where you challenge assumptions, discuss and debate while demonstrating a passion and determination for delivery. You participate in 'Geeknights' , our very own geek gathering where colleagues discuss practical implementation of different cutting edge technologies and development practices. Here is where you get to mingle with luminaries like Martin Fowler.
Imagine a work environment that values technological innovation, integrity and enthusiasm. Where you get a chance to do great work, alongside some of the brightest people you have ever met.
Do you want to make a difference while doing the kind of work you love? At ThoughtWorks you can.
You can visit our office in Pune at:

ThoughtWorks Technologies (India) Pvt Ltd.
GF-01 and MZ-01 Tower C
Panchshil Tech Park
Yerwada Pune - 411006
User Experience Designer
Thoughtworks India Pvt. Ltd
Bangalore, India

3.

Department Description - Oracle Health Sciences Global

Business Unit (HSGBU)

Oracle is committed to the life sciences industry. The Oracle Life Sciences Applications Group offers several industry-specific applications to address the needs of pharmaceutical, biotechnology, and medical device companies, their contract research organizations and clinical trial sites, and delivers the most integrated suite of applications for clinical research and development on the market. These applications help life sciences organizations access, integrate, manage, query, report, and share the valuable information hidden in their clinical trial, genomic, proteomic, chemical, hospital, and related data. And they are based on the world's leading database technology.

Visit http://www.oracle.com/industries/life_sciences/index.html to learn more about the Oracle Health Sciences Global Business Unit (HSGBU).

Working with UI design in Oracle you will be able to draw upon the expertise of the central User Experience Group at Oracle. This team provides comprehensive interface design, usability engineering, and Human-Computer Interaction (HCI) research for Oracle's enterprise applications. Team members have experience in a wide variety of disciplines, including cognitive psychology, graphic design, interaction design, usability engineering, and HCI. The group is spread across Redwood Shores and Pleasanton in California, Denver, Boston, Canada, the UK, Bangalore and Hyderabad in India; Thailand, and Australia.

Visit http://ui.us.oracle.com to learn more about the global Oracle Applications User Experience Group.

- **Position: Sr. Interaction Designer**
- **Relevant Industry Experience: 4+ years**
- **Location: Bangalore**
- **Qualification: Bachelor's or master's degree in any design discipline, preferably in Industrial Design, Visual Design, Computer Science with Human-Computer Interaction, or related discipline.**

The Senior Interaction Design Lead will be responsible for all key processes and delivery aspects of product design. This position will take a leadership role in making Oracle Life Sciences products the best possible, in coordination with other Interaction Design, Usability Engineering, Product Strategy, and Development stakeholders. Successful candidates will implement the User Centered Design process across the product development lifecycle, while instilling it in the Development and Strategy world, to deliver world class products.

Specific job responsibilities

- **The UI Designer will work on continuously improving the overall user experience throughout the product development lifecycle and participate in the delivery of world class products designed to bring better, safer drugs and medical devices to market sooner.**
- **Successful candidates will work in close collaboration with both the Life Sciences team and the Oracle's worldwide User Experience teams.**
- **Plan, prioritize, coordinate, and conduct all necessary UCD activities throughout the product's lifecycle including needs analysis, task analysis, conceptual modeling, and other interaction design activities**
- **Work closely with product managers to identify and clarify customer requirements developing rich and realistic user scenarios to support product definition and design**
- **Design and specify the user interaction with the product using cooperative and iterative design techniques, including a reliance on usability engineering activities**
- **Produce and communicate storyboards, scenarios, flowcharts, wireframes, HTML prototypes, and user interface design specifications with development teams. Ensure that design specifications can be implemented and to make acceptable design adjustments in the specification as necessary**
- **Mentor junior staff members and design interns**

Eligibility

- **Must have portfolio available for review**
- **Three to Six years of industry experience designing and prototyping UI for interaction on products that will be shipped**

- **Bachelor's or Master's degree in Industrial Design, Visual Design, Human-Computer Interaction, or related discipline.**
- **Strong conceptual and analytical skills and demonstrated ability to prototype and design elegant UI solutions to user problems.**
- **Proven track record in applying user-centered design processes and methods to product development.**
- **Strong communication and people skills in working in a multi-disciplinary, collaborative environment.**
- **Experience in DHTML, Dreamweaver, Photoshop, Illustrator, Flash or interactive design / prototyping tools a plus**
- **Experience in the interaction design of enterprise business applications preferred (financials, enterprise services automation, human resources management, supply chain management, and / or customer relations management).**

Candidates Must Have

- **Strong conceptual, creative, and analytical abilities**
- **Ability to collaborate and drive design with multiple stakeholders in product teams**
- **Ability to work with technologists and business decision makers in a consultative capacity, quickly build rapport and forge strong working relationships**
- **Hands on experience with web and desktop technologies**
- **Passion for bringing the users' perspective into the design of new technology products**
- **Ability to effectively document, articulate and communicate design value**
- **Excellent oral, written communication and interpersonal skills**
- **Proven ability to work with others in a consultative capacity, quickly build rapport and forge strong working relationships**
- **Grounded experience with User-Centered Design methods and practices**
- **General functional knowledge of enterprise software products**
- **General knowledge of different development tools and system architectures**
- **Good understanding of research literature in the design and usability field**

Interested ones please apply to abhishek.x.sharma[@]oracle. com with your resume and link to portfolio. Please send some work samples if you do not have any online portfolio.

|Recruiter| +91 40 66051546
Oracle India Pvt Ltd, Plot # 18 & 21, Survey #64, Madhapur Village| Hyderabad-500081.

4.

JOB SPECIFICATION
***The Creative Designer is the stakeholder for all Graphic communication made**
to end users and will also play an important role in UI design for the various Feature enhancements being undertaken on the eBay platform*
Job Specification
1. *Overall role*:
· Perform Creative & UI design tasks taking inputs / requirements from the various internal teams. The desired output would consist of Ad Banners, Merchandising images, HTML pages, emailers. The position would also be responsible for designing Print campaigns as well as Layout design for Brochures and Booklets as required
2. *Core responsibilities* :
· Conceptualise and deliver desired creative output from the briefs provided
· Ensure creative output is in line with the brand image
· Meet all turn around time targets for creative output
· Coordinate with web dev team to ensure timely uploads of all creative
· Coordinate with global counterparts to share and leverage best practices
3. *Experience required*:
· 2 -3 years of work experience
· Track record of good performance in a Creative / UI design role (preferably in a Web-design/ Internet company)
4. *Technical skills*:
· Must be very conversant with design tools such as Adobe PhotoShop, CorelDraw, Adobe Illustrator, Adobe ImageReady, Macromedia Flash, Macromedia DreamWeaver
· Basic knowledge of Internet technologies is required (HTML, CSS etc)
· Comfortable using the Internet and Technology savvy
5. *Qualifications*
· Bachelors degree (and preferably additional qualifications in Creative design (Diploma / Degree in Applied Arts / Design))
6. *Personal characteristics or further competencies required:*
· Must be highly organized, goal oriented and attentive to detail.
· Excellent team player as well as independent achiever.
· Pleasant and fun, with a great sense of humor.
· Passion for new technologies
· Aptitude for understanding technologies/ infrastructure
· Good communication skills (verbal, written & presentation)
· Detailed and goal oriented with a passion for collaboration

Specialist - Corporate Communications & Pop Culture
eBay India
Tel: +91 22 66690000 extn 168
Cell: +91 9892594229
www.eBay.in/mediacentre <http://www.ebay.in/mediacentre>
5.

Company Brief
ENGENESIS provides product design services for automotive, consumer goods, medical devices and industrial equipment. We address the entire new product definition cycle starting from concepts, product design, engineering, tool design & manufacture, and component manufacture & assembly. Engenesis has an Industrial Designer position available at our office located in Indiranagar, Bangalore.
Job Profile:
Seeks out and applies knowledge of new trends and innovation in marketplace to identify new category/product opportunities for Engenesis.
 Take the lead in conceiving, designing, and developing new products. Work in a cross-functional team environment for new product development. Develop concept models as well as creating data for rapid prototype models. Develop and prepare project estimates and proposals. Interface with clients and suppliers/vendors.
Essential Skills:
Degree in Industrial Design from a good institute.
Fresh from College or up to 3 Year Experience
Excellent Sketching skills Ability to translate design intent into 3D modeling software (e.g.SolidWorks) . Good in Photoshop & Illustrator.
Excellent verbal communication skills
Ability to work collaboratively with an interdisciplinary team (including clients) from concepts upto production details.
Preferred Skills:
Knowledge of manufacturing processes (injection molding, casting, machining sheet metal, etc)
Knowledge of current updates in technology and product styling.
Familiar with basic electronic packaging & enclosures
Please reply on careers@engenesis.net with your portfolio.

www.cocubes. com is a firm by IIT Bombay Alumnus. The word CoCubes comes from the first two alphabets of three words, connecting colleges and companies. The idea is to bring a paradigm shift in campus recruitment by bringing all colleges (along with its students :-)) and recruiters/training firms onto a single platform and creating a community.

We are the pioneers/first movers in online campus recruitment and currently swamped with colleges wanting to

go online and corporate looking for an efficient and effective campus recruitment process. Plus with client feedback from our existing ~40 online colleges and corporate brands, we are looking to expand our technical/business development team.

We have raised venture capital to expand our sales reach and build a world class platform. These are exciting times and we are looking for more exciting people to work with!! If you are prepared for a steep learning curve and an amazing career growth, come onboard.

User Experience Designer

We are looking for an individual with strong creative skills and 3+ years of experience in product company/portal/ interactive agency to define user experience for new products and features. Role involves working collaboratively with engineering, marketing team to evolve website design and develop campaigns. Strong hands on experience with Flash, Photoshop and thorough understanding of HTML, XHTML, CSS preferred.

3+ years of design experience in a product company/ portal / interactive agency

- **We are looking for individuals with strong creative skills and a keen interest to design for the new web paradigm**
- **Defining the user experience and interface for new products and features**
- **Work collaboratively with the Engineering Team to evolve the design of the site to support new features and enhancements**
- **Business side: you will work collaboratively with the Marketing / Communication Team to develop compelling visuals & layouts for campaigns & product related communication or e-marketing collateral**
- **Design for and troubleshoot cross browser compatibility issues**
- **Create clean mark-up that is scalable, accessible and search engine friendly**
- **Strong hands on experience with tools such as Flash, Photoshop, Illustrator, Corel Draw, Dreamweaver, Go Live etc**
- **Thorough understanding of HTML, XHTML, CSS**

Content

Perhaps the most essential and difficult value to achieve for a website is to engage its end user. We are looking to build in-house content and collaborate with content providers across the country to increase traction and supplement our current revenue model. This is a lead role which will require signing deals with existing corporate houses to establishing processes

for content generation for student
Programmers

We could make a long checklist but simply put, we are looking for extremely smart, passionate and hardworking core team members who have prior experience in web programming (preferably in ASP)

CoCubes | Connecting Colleges & Companies
09873158866

6.

WIZDOM.in (www.wizdom.in) is a learning platform producing enjoyable and effective learning experiences on computing devices (PCs & Mobiles). The learning experiences are adaptive and personalized for the end user. This technology as such is ranked among the top engineering challenges in the world for the twenty first century (www.engineeringchal lenges.org). WIZDOM.in is offered by Valued Epistemics Pvt Ltd, one of the few product development companies based in India that entertains significant R&D activity - a startup, founded very much in the spirit and style of Silicon Valley, creating great technology that changes people's lives. Economic Times describes this company as one of the most innovative startups located in Chennai.
We currently have openings for Member, Technical Staff specializing in Interaction Design and Usability Studies.
Job requirements:
Key qualifications/ requisites:

- **A graduate, post-graduate or advanced research degree holder in HCI, Usability and/or Interaction Design (M.Des or equivalent), or in related fields such as Visual Communication or Graphic Design, from a reputed institute.**

- **Flair for design. Must have a strong sense of what works for the end user and what doesn't.**

- **Experience in planning and executing projects in Interaction Design.**

- **Experience in conducting Usability Studies. Strong knowledge of usability evaluation methodologies. Must be able to capture the real needs of users.**

- **Prior work or exposure to Multimedia, Animation, Visualization, etc is highly desirable.**

- **Familiarity with relevant software and technical tools, such as Adobe Photoshop, Adobe Illustrator, Flash, 3D Studio Max, Maya, etc. Should be able to learn new tools as and when required.**

- **Adequate knowledge of Cognition and the impact of interaction design on software applications driven by the human cognitive process.**

- **Creative, "ideating" personality. Should be able to express ideas well, visually and otherwise and assess them from an unbiased standpoint. Willingness to follow through on ideas, i.e the necessary diligence to apply ideas and turn them into viable products.**

- **Articulate and open-minded. Should be able to communicate and work closely with with members of varied teams such as Software R&D, Content authors, ID Experts, Teachers, Product Management, etc. Has an open mind and ability to listen and understand the needs of these teams and come up with appropriate design solutions.**

Desirables:

- **Background in education and learning, particularly e-Learning, mobile learning, m-learning or hand held learning.**

- **Interest in applications of distributed computing (client-server models), mobile computing and mobile applications would be an asset.**

- **Ability to coordinate the usability design process with the ongoing software development life cycle.**

- **Prior experience in a Product Design, software application UI development would be desirable.**

- **Prior experience in copy-writing, editing, teaching or publishing would be welcome.**

- **Exposure to Instructional Design (ID) and Pedagogy.**

- **Keeps up with latest trends in HCI and its relevance to emerging areas like Web2.0, Social Networking, Mobile Applications etc.**

- **Knowledge of marketing especially the development of consumer brands and mass market products.**

Please provide your resume and links showcasing your prior projects. A well organized portfolio or website would be great.
Email : careers@wizdom. in

7.
Cisco WebEX R&D has Sr. UI / HCI position for their Bangalore development Center.
Pls revert with your resumes to darshan@wengerwatson.com

Skills: HCI / Human Factors / UI Design / Information Architecture.
Wenger & Watson Inc

8. There is an urgent requirement for Usability Consultant @ WiproTechnologies, Bangalore.

For Details please contact - kiran.joshi@ wipro.com

9. We at DA Designs Studio are involved in the field of Architectural & Interior design consultancy for the last 7 years, located in Mumbai. Our projects range from hotels, restaurants, malls & housing complexes based throughout the country, the MEGA MALL – Andheri, BLUE SEA –Worli, Auditorium – Chennai, ZINC – Resto bar Chandigarh, are few of them.
We have a dynamic design process to address client needs with innovative and creative solutions. We are in a stage to hire new talents to be part of our process and grow with us. Fresh & couple of years experienced architects & interior designers can apply for the post of junior designer & project leader respectively.
Remuneration would be at par with the market standards & extra talent will be definitely looked into.
Kindly send resumes to the following ID, addressed to Ms Anjali Birodkar
: mail@dadesigns. in <mailto:mail@dadesigns. in>
20A, Goruund Floor, Morya House, New Link Road,
Andheri West,Opp Infinity Mall, Mumbai 400058
Tel / fax: +91 22 26735827
Architect – DA Designs

10.

Indian Institute of Crafts and Design
Jaipur
Website: www.iicd.ac.in
The Indian Institute of Crafts and Design (IICD) is an autonomous institute of excellence, set up by the Government of Rajasthan in 1995, to act as a catalyst for the crafts sector. The Government entered into a unique 'public private partnership' with Ambuja Educational Institute in October 2007 with the central idea that the Institute evolve a sustained program of efficient growth and development of both, crafts persons and the craft sector in an integrated manner. The Major Education programs at IICD are mandated to develop high quality, motivated human resource and change agents – young craft designers and design managers – who would work in a vibrant climate of experimentation and innovation. IICD is currently offering Under Graduate programs in Soft Material Application (textiles, leather, paper) and Hard Material Application (wood, metal, stone). In the Post Graduate program the specializations offered are Furniture Design and Interior Products and Home Textiles (floor covering &

furnishings) .
As a part of our Capacity Building initiative, the Institute is looking for dynamic professionals, who want to be part of the 'Craft Development Story' of India. Design professionals and Design academics with a strong emotive and cultural association with the Craft wisdom of this country are invited to participate with missionary zeal on the task at hand – to train students, do craft development work and research along with curriculum development – at the foremost Institute focused on Craft Design in India.
We invite design professionals and the positions on offer are:

1. DEAN, Post Graduate program:
Profile: Senior Academic, with prior experience in professional design practice and design academics with skills in Course and Syllabus design, pedagogies, ability to network with Industry, Govt. and Non - Govt. organizations. The person should have scholastic / research capabilities.
The position is of an Associate professor/ Professor (work experience of minimum 15 years and more}. Commensurate package would be on offer.
2. FURNITURE/PRODUCT/ ACCESSORY DESIGNER:

Profile: Dynamic young designer with a body of professional work, preferably in Craft design and a keen interest in practice as well as academics. The person should be strong on form as well as keenly interested in materials & technology.
3. TEXTILE DESIGNER:
Profile: A designer with a body of professional work in Print, Weave, Embroidery Design, ability to work hands on, with a keen interest in color and traditional textile repertoire. S/he should be willing to travel and work in rural craft clusters.
4. COMMUNICATIONS DESIGNER / ART HISTORIAN / ANTHROPOLOGIST:
Profile: A communications designer, keenly interested in Design, Craft and Art theory, research and ability to do primary theoretical and visual research or an Art Historian / Anthropologist interested in studies related to Material culture, techniques of making and production processes.

The above three positions are for Assistant professor (work experience of 3 to 7 years) / Associate professors (work experience of 8 to 12 years).
5. ADJUNCT FACULTY;
Profile: IICD invites senior design practitioners and pedagogues to have a sustained association with the Institute. (This could be in a part time format or full time). They would teach, help build academic vision and be involved in faculty development initiatives. They could also work as resident designers, being involved with our other craft development initiatives.
Two positions of Adjunct association are possible immediately. IICD would offer commensurate package.
Applications may be sent to

**Director, IICD at director@iicd. ac.in before 10th July 2008.
INDIAN INSTITUTE OF CRAFTS AND DESIGN
J 8, Jhalana Institutional Area, Near RTO, JAIPUR: 302004, Tel: 0141 2703105 Fax: 0141 2700160**

11.

**The User Experience Design (UED) team at Yahoo! Bangalore is part of a 300 member global team with a mission to create indispensable experiences that power and delight Yahoo's communities of users, advertisers, and publishers.
With the focus now on emerging markets the team here is uniquely positioned to contribute at every stage of the product life cycle ranging from ethnographic studies and conceptual design to detailed interaction design, visual design and usability testing.
Our team works on globally lauded consumer products like search, mail, messenger, maps, locals and also on exciting new products targeted at India and the emerging markets. The product portfolio also includes enterprise products that provide advertisers, publishers and advertising agencies with a fulfilling user experience, while helping them improve productivity.**

**We are looking to fill 15 new positions across various skills and experience levels to strengthen our growing team. To know more visit
http://bangalore. yahoo.com/ ued/**

12.

**we are looking for fresh graduate graphic designer or graphic designer with experience of 1-2 year in Usha Shriram (India), Head office, Naraina, Delhi.
Scope of work: Packaging design, Visual Merchandising, Pubilicity Material Design.
Skills: Candidate should have good hands on photoshop, coral draw, and should have good knowledge of colors, effects, & light for different products.
Location Delhi
Interested candidate can send their resume with portfolio and**

expected salary.
email : bhavna@ushalexus. com
bhavnaaqua@gmail. com

13. **Looking for Subject matter experts in Flash (scripting) and Maya in Bangalore.**
Need not be a expert writer. Content writer will take care of it
Please reply to me directly
Rakesh "Rakesh Barua" r_barua@yahoo.com

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About the Cover:

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