Design For All

We **don't** need permission to make the world a **better** place!

DESIGN for CHANGE

www.dfcworld.com

A special issue from Design for Change

Chairman's Desk:

Dr. Sunil Bhatia

Does life progress say in straight line or it chalks out its own course that cannot predict as what could be the outcome that is in womb of future. We can look at the past and see the bends in the course of life. Nature's creations are in general straight but many visible and invisible factors leave their marks and that changes the shape and we see bends. Straight is simple to define but nature of random of bends is bit difficult .Where there is extreme environment, for example snow bound areas or deserts normally a few varieties of living species can survive by adopting techniques of developing minimum areas as well has capacities to store the food for longer periods. Animals as well as plants of leaves of extreme environments survive by turning smaller in size, straight & sharp. This generates fewer exposures to threats as well as mechanisms of preserving foods for longer times. Otherwise in normal living environment leaves can survive in variety of shapes. That is the reason desert or snow bound areas have few varieties compared to plains where seasons are not extreme. Gardens are beautiful where extreme seasons are missing and different varieties of plants are possible to grow.

Human body can bend forward in most possible ways but it has limited backward movement. It is our defense mechanisms for survival to bend forward since it helps us to run faster. Reasons of progress of our civilizations might have many but we cannot deny the role of bend. Thought of bending at times has revolutionized the march of human progress. It can be said just as deformation of an object due to an applied load. Bend a curvature in a pipe, tube, or pipeline. Bend knot, a general term for a knot used to tie two ropes together. When a person wishes to throw something at a desired distance and faces manual restrictions he invents the technique of bending. He has designed sting shot or catapult for throwing pebbles for hitting birds for food or smaller enemies. Later on as technology improved this basic practice has continued and bending has taken the shape of bow with arrow for killing bigger animals and larger enemies. Human body is designed in such a way that stiff body cannot help in throwing something what a bend part is used for optimum throw. Most important part of our digestive system is placed in such a small area because it has bends and coils to absorb optimum nutrients of foods.

Role of bending in design is as important as role of straight object .Our universe is not straight and it is in the shape of oval so bending has a big role to play in human life. Modern designer has realized that we cannot escape from effects of bending and it is natural so accept it gracefully. He has designed the sign of bend for a motorist as a warning is indication of importance in our daily life. Our fingers can be straight but it can bend forward but not backward. Bending forward helps us in executing the work better. Bending backward creates pain and that is used for punishment or instilling pain . In uncivilized society severe physical punishment is resulted by

twisting arms for extracting truth from the criminals. The biggest advantage of not bending backward as freely as in forward provides strength to our body. That strength has given us the opportunities to live collectively because wherever an individual fails because of limitations of capability made to seek help from others. Our mountains, rivers and even earth surface have bends so have our railway lines roads and water surface transportation. Bends are natural for controlling the flow of river. To use the water for transportation people were aware about character of floating of logs but principle was unknown. They tied many logs and succeeded in designing the floating platform but fear of sinking was with high probability when water current was high. To prevent such eventualities they designed boat with bend log and it was so shaped that it had minimal chance of sinking and provided minimum resistance with water in sailing. Log cannot bend easily because it is the natural character of wood. Our ancestors developed various techniques for bending. Some tried assembling many parts of wood to achieve desired shape or steaming the wood or soak till it got soft or chemical actions or cutting specified areas. Wood bending was one of the techniques used in the wood processing from a long time ago. Even it is particularly special, but actually not a difficult technique. Some of the classic examples are boat, barrel and container types. The native Indians of the USA bend a wood to make a snowshoes, sledge, luge and canoe. How did they bend the wood? They leave the piece of wood in warm water for few hour or days as it gets soft they quickly bend. In modern city water supply is through pipeline and too many bends in water pipe lines can reduce the pressure of supply. Pipe technology used in petroleum or almost in every industry, is basically based on straight (free flow) and

bending (control) technology. Hilly railways lines have many sharp bends and that is the reason speed of train is limited. Other side at planes terrain has limited and not as sharp bends as in hill that is the reason it is manageable and helps achieving faster speed. Runways are straight for achieving optimum speed for airplane to takeoff or landing time. Any bend in runway is dangerous since it can invite accidents.

Bending is an important step in the process of manufacturing industrial pipes and tubing, which serve a vital role in both construction and the transportation of materials. Most bent pipes and tubes function as structural components or passageway that facilitates the transfer of substances. Wherever bending was required but it was difficult to achieve as in the case of opening of doors/windows, they design hinges. Hinges has come into the existence because bending was not meeting the desired objectives for doors. Basic principle of clock is based on bending where metals are forced to bend by applying external forces and allows regaining the original shape by releasing bend metal bit by bit in control way for the movement of arms of hours, minutes and seconds.

Nature of bending is based on two major factors one is stress and another is strain. Stress – applied force over a given area and Strain – amount of deformation or stretch of a material. Robert Hooke was first mathematician who established the mathematical relation in two factors. Hooke's law states that stress is proportional to strain. The bending stresses induced in the cross sections of the beams are primarily tensile stresses in the bottom sections reaching maximum at the bottom edges, and compressive stresses in the top sections reaching maximum at the top edges. This law was known to our

ancestors prior to the concept of reinforced concrete construction (RCC) and were mostly designing the building by using different types of archs . Some of the buildings prior to RCC based on arches are still considered wonder in the construction engineering. Discovery of wheel was natural but giving strength was possible because of bend technology therein. They have understood that wear & tear are reducing the life of wheel as it had been rolling on and friction is gradually killing its performance. They covered the contact area of wheel with harder material like iron or brass to give proper strength for making vehicle suitable for heavy load as well to increase the life of wheel by minimizing wear & tear. Wherever bending was not possible they invented new technologies like chiseling, forging etc. To give shape of wheel to stone was not possible because it cannot bend. They designed chiseling and with careful hammering they succeeded in creating bend of their choice. Metal has properties of melting at certain temperature. By introducing the concept of design of dye they were able to create shape of bending of their choice. It retains the same property & shape after cooling to normal temperature. It retains that shape if it is within the permissible load bearing capability. When bending properties are vanishing and reducing to bear the pressure that may invite major disaster by bending and may prove the reason of building or roof or bridge or flyover etc. collapse. There is bending that can be grouped in two classes. One is elastic where applied forced are removed it comes to original shape. Human mind has used this principle by applying external force and allow the metal to regain its shape in control manner in clocks. Another is most materials break or deform permanently before they can reach a desired curve.

A straight ruler appears bent when half-submerged in a glass of water. This appears simple but it has initiated the argument of illusion. What it appears in reality it is different. Mirage or redness of sun set or sunrise is because of bending of sun light and reality is different. Magic trick of bending of spoon is where illusion of bending is created by holding the spoon by hand. We live in the world where bend is required and another area where we are resisting the bending. It is the beauty of human mind that people use the both world as per their needs. It is helpful technique for making our society a better place. In designing bend we have hydraulic, hammering, forging & tempering process and for preventing bend we have arch/ reinforced concrete construction (RCC). 'Why bending is good for us?' A thin paper sheet cannot stand alone but if we fold the same paper zig zag and allows it for standing. Surprisingly it works. Reason it increases the surface area and can bear external forces to some limits. If we wish to carry maximum water in our palm we are bound to fold and join to prevent spillage. If we wish to take out the material where hand is prevented because of short mouth of container but finger can enter. Straight finger does not take out what a folding finger can and we are left with no choice but to fold the finger. If we wish to store our clothes in minimum areas we keep them fold by bending. Staircase is nothing but systematic bents for comfort climbing. Hanging curtains sets the limit of the sunlight to enter as much we open the folding. Pointing one figure needs rest of the fingers should be bend is sign of warning or the act of blaming someone for something or the imputation of blame. 'When a man points a finger at someone else, he should remember that four of his fingers are pointing at himself.'- Louis Nizer. Folding the sleeve of his shirt by approaching person is sign that person is

aggressive. In medical sciences, we applied plaster of Paris for restricting the movements where the crack appears or it has broken bone. Movements of muscles disturb the bone and it might lead to deformity. So it prevents the bending movements and bone heals naturally. As we age, it's natural to see some loss of strength, flexibility, balance, and aerobic endurance. But today's aging population isn't willing to just sit back and accept these physical limitations. They're looking for ways to maintain a high quality of life in their older years. There are various solutions surfacing from different walks of life in comprehensive manner to make the aging of bending manageable. Aristotle said often in dealing with other people, we need to bend the rules. Stiff and unbending are the principle of death. "Gentle and yielding is the principle of life. Thus an Army without flexibility never wins a battle. A tree that is unbending is easily broken. The hard and strong will fall. The soft and weak will overcome." -- Tao Te Ching

'Design for Change' is the organization that is working as catalyst in changing the minds of school children and shaping for better future. In this special issue our Guest Editor Ms Pooja Yadav has tried to help us in exploring the adolescence minds what they think for design. Mr. Anshul Aggarwal is playing the role of mentor just to give proper shape to young mind in exploring their own goal and path. This is a new experiment for us where school children are participating in creating their own world through design. These children motto is "I can do" and "we don't need permission to make the world a better place!"

A small bent for holding in walking stick helps in comfort, ease, sense of security and support to old people. A minor bend in our

mind for acceptance for using of concept of universal design can accommodate all and helps in inclusive growth.

With regards

Dr. Sunil Bhatia

Design For All Institute of India

www.designforall.in

dr_subha@yahoo.com

Tel 91-11-27853470®

Forthcoming issues

November 2013 Vol-8 No-11

Ms Elnaz Davoudi, Industrial Design Centre of San Francisco state university will be the Guest Editor and this special issue will be supervise by Prof Ricardo Gomes.

December 2013 Vol-8 No-12

This is our concluding issue for 'Student Designer year of 2013' with Industrial Designers of Society of America (IDSA).

Prof Sooshin Choi, Director, School of Design, Associate Professor of Industrial Design, University of Cincinnati and Education VP of IDSA will supervise the special issue. The Guest Editor will be **Krista Alley**, who is attending Master of Design Program at University of Cincinnati. Both are working on Inclusive Design and its successful applications.

"Women Designer year of 2014"

January 2014 Vol-9 No-1

IMMA BONET Executive Patron of Design For All Foundation has accepted the invitation of Guest Editor for our inaugural issue of our declared new series for highlighting the contributions of women in social movements of Design For All/ Universal Design.

February 2014 Vol-9 No-2

Dr. Lalita Sen Professor Urban Planning and Environmental Policy Ph.D., Northwestern University SPA/COLABS BLDG SUITE 402F
Areas of Specialization: Accessibility, Accessible Transportation and Mobility for Seniors Disabled, Housing, Accessible Tourism, Universal Design, Emergency Management of Vulnerable Population, Application of GIS in Spatial Analysis and Community Development, International Policy on Accessible Transportation, Smart Growth and Health Service Planning, International Policy on Accessible Transportation

March 2014 Vol-9 No-3

Dr.Margaret H. Teaford, PhD , Honors Director ,Associate Professor-Clinical, School of Health and Rehabilitation Sciences, The Ohio State University would like to focus on assessing the needs of women in designing environments and applying Universal Design. And she will be the Guest Editor of special issue

April 2014 Vol-9 No-4

Valerie Casey is a globally recognized designer and innovator. She is the Founder of the global social impact NGO, The Designers Accord, and the CEO of the US-based innovation consultancy, Necessary Projects. Casey was named a "Guru" of the year by *Fortune* magazine, a "Hero of the Environment" by *Time* magazine, a "Master of Design" by *Fast Company*, and one of the "World's Most Influential Designers" by *BusinessWeek*. The World Economic Forum has honored Casey as a "Young Global Leader." She will be Guest Editor of this issue focusing on women, design, and social impact.

May 2014 Vol-9 No-5

Rachna Khare is a Professor of Architecture and the co-ordinator of Centre for Human Centric Research (CHCR) at School of Planning and Architecture, Bhopal. Prior to this she was Senior Research Fellow, Jamsetji Tata Universal Design Research Chair at National Institute of Design, Ahmedabad. Rachna is a recipient of the Fulbright Doctoral Fellowship and was affiliated with Georgia Institute of Technology, Atlanta, USA during her PhD in Inclusive Design. Her interest in the field of 'Universal Design' has earned research grants and awards nationally and internationally. She has published extensively and is one of the authors of Universal Design India Principles released in 2011.

June 2014 Vol-9 No-6

Josyane Franc **is the Director of the common Department of International Affairs for the Cité du design and Saint-Etienne higher school of art and design (ESADSE). France**

July 2014 Vol-9, No-7

MITZI BOLLANI **Architect, Sculptor & Product Designer. She runs her own Architectural & Design Practice based in Piacenza since 1978, and focuses her work on the research of the psychological well-being for the users of her projects, acting as a primary target accessibility and safety for all individuals.**

Mitzi Bollani is one of the founders of the "Design for all" concept that she applied the first time in Genoa: "Civis Ambiente – Accessible mobility in the Historical Centre": starting from the needs of people with activity limitation such as physical, sensory and mental or cognitive limitation, spaces, buildings and products were designed to be easily accessible to all, without losing the aesthetic value and above all without incurring in additional costs.

August 2014 Vol-9 No-8

Ms. Yasmeen Abid Maan, Assistant Professor, City and Regional Planning Department, LCWU Lahore College for Women University (LCWU), Jail Road, Lahore, Pakistan, is nominated as a Guest Editor and key Note will be by Prof Atiq Ur Rehman .

Ar.Yasmeen Abid Maan. Assistant Professor at Deptt. Of City & regional Planning, Lahore College for Women University, Lahore, Pakistan.(Registered Member , Pakistan Council of Architects & town Planners.

With over ten years' experience in architectural design, I have exceptional skills and experience in planning, detailing, designing and coordinating projects both in the public and private sectors. My communication, problem-solving and leadership skills, combined with knowledge of theory and practical subject teaching, make me a highly valuable instructor in both Architecture and City & regional Planning department.

September 2014 Vol-9, No-9

Prof Lylian Meister, Dean of the faculty of design at Estonian Academy of Arts, Estonia, will be the Guest Editor. This issue will be about Design for All field research and outcomes in Estonia.

Content of October 2013 Vol-8 No-10

Other regular features

GUEST EDITOR:

Pooja Yadav is a 12th grader at The Riverside School. An avid reader, she is passionate about literature and loves writing. In her free time, you can also find Pooja dancing, playing football, listening to music while enjoying a cup of coffee.

Editorial Note

Pooja Yadav

Usually, design is perceived as a very alienated talent, only achievable by very few people who are known to be "creative" or are tagged "designers." We sometimes think that design is only for and by people who graduate from design schools or the ones that can make amazing logos and stunning sketches. What this issue is aimed at doing is changing that perception, and by shedding light on the simple fact that when design is combined by one of the most important human values of *empathy,* it moves from being an unachievable forte, to a practical strategy that makes our lives easier. Empathy incontrovertibly makes design much more effective and sensible when people start identifying issues that really matter and strive to change them.

There is no better testament to this correlation than the marvelous number of stories of children across the globe – from the hills of Bhutan, to the beaches o Brazil– changing their communities in whatever little way that they can. What is more important is, however, that they didn't have to take design lessons to solve issues and implement solutions, all they had to do is follow a simple *design thinking process*. The issue of this month thus shares with you the stories of changemakers who are the most inspiring, young superheroes.

This is not only an opportunity for us to be inspired, but it is an opportunity for us as students of The Riverside School to see what

impact a movement that begun with us, has made across the world. This issue is thus entirely inspired by children of our age who keep us stirred and remind us what we as children are really capable of. We hope it leaves you with some impact – a question, a story, a memory, or even an act of change that you would like to implement in your surrounding.

Remember, you do not have to be rich or powerful or 18 to be the change. Change starts now. It starts in the mind when you tell yourself that you can.

If you enjoy this issue, please help us spread the *"I CAN"* bug by forwarding the link to as many people as you can. We have a billion people to infect, a billion lives to change and that is not going to be possible without the global community working together!

Pooja Yadav

Ananya Gouthi

Ananya Gouthi, a 16 year old student of The Riverside School is a vocarious reader and loves playing her sitar. Apart from doodling and watching movies, Ananya will be grabbing an opportunity to be on stage for public speaking and theatre. When she isnt busy doing any of the above or procrastinating, you might occasionally, find her studying her favourite subject history!

The Seed of Empathy in Education

Ananya Gouthi

Kiran Bir Sethi
Founder, Design for Change

As a student of The Riverside School myself, I never truly put much thought into how consciously thought out, intricately designed and deliberately selected the every word, session and aspect of my experience in school has been, each shaped by Kiran Bir Sethi's philosophy. Kiran Bir Sethi is the Founder/Director of the Riverside School in Ahmedabad, India, one of the most transformational schools in the world today and the founder of Design for Change which has snowballed into a global movement. Through the opportunity of formally "interviewing" my school Principal, with whom we discuss the same ideas and beliefs otherwise every other day in school, I've begin to appreciate the calculated yet wildly imaginative effort that has gone into her every endeavour.

Design for Change, Kiran explains was a learning opportunity for her as a designer. As she pertinently pointed out, she too had to apply the design thinking process to craft this global movement – a testament, I'd say, of the power of the design thinking process.

Coming from a design background, she had to work on "demystifying design" and making it "simple and approachable" for all. "Design thinking is the foundation to making ANY human endeavour better", she explains (with a mischievous glint in her eye, very subtly hinting at my state of cluelessness regarding what I want to do – yet to me, a reassurance that here I've been armed with tools such as design thinking which will prove helpful wherever life takes me), "whether you want to be a doctor or a teacher".

For which, one needs to "design with, not for". A small, yet moving example she gave me was of the transformation of MRI equipment into a pirate ship so that the kids are mesmerized by the experience of entering a pirate ship, helping them combat the fear of entering the machine. The rate of children that needed to be sedated went from 80% to 0.01%.

In 2009, the 'Joy of Giving' week was launched, with the aim of transforming Gandhi Jayanti (birth anniversary of Mahatma Gandhi) from just a national holiday to a platform for change.

People, however, thought of their contribution as charity and volunteerism, rather than investing themselves to do something specifically designed to make a real impact. DFC and the FIDS (feel, imagine, do, share) process took genesis from her realization that today's issues need to be addressed while activating the design process, so as to creating well thought out solutions which will lead to sustainable change.

Best Minds Remind

Ananya Gouthi

Having built a network of design thinkers and innovators from around the world, DFC has the unique opportunity to draw from and incorporate in its philosophy, the cultural context, varied experiences, nuanced skills and ideologies of the best minds across the world. Christian Long, the Vice President, Education Practice, The Third Teacher+ recounts how he "first virtually 'met' Kiran about 3 years ago when [he] first saw her TED talk that inspired [him] so much that [he] reached out to her to ask how [he] could possibly help (or at least participate)." Similarly, with Poonam Bir Kasturi – the founder/Compostwali at DailyDump, despite her inhibitions or doubts, the idea swept her off her feet. "We had a conversation, and I was a bit cautious, saying, will this be able to be implemented, but Kiran being herself, took on this idea and give it life and force to move forward."

Poonam Bir Kasturi
NID Alumni-Social Design, Compostwali

Christian Long
Founder / CEO - Be Playful | Prototype

DFC recognizes that today, as Long succinctly put it, "what we need is a '21st century mindset' that is truly collaborative, truly creative, truly about looking for the right problems to solve (not just the solutions themselves), and truly about empowering young people to be the change agents our world needs." As a student and having

witnessed the magic at work, I myself resonate with Poonam Bir Kasturi when she says, "design thinking and a format like Design for Change gently enters the school space and allows students to get a taste for thinking and experiencing directly. This is important for the world, otherwise the loss of alternatives will mean we are people who live a life fabricated for us by others, we deny our freedom to be citizens and participants and become merely consumers. Design thinking in its true form enables us to think, feel and act in new ways."

Having redefined the scope and landscape of their respective field, both Poonam Bir Kasturi and Christian Long are DFC jury members who are advocates of the design thinking process because their work and achievements are testament to its impact. Seeing how children implement and sharpen the same tools they require in their professional lives today, they were deeply moved and inspired by the stories of change. Longs shares, "the 2 stories that have always impacted me intellectually and emotionally were the one about a group of children convincing a factory owner to end child labor and the village of elders who were constantly fighting to momentarily 'come together' because their children staged a cricket match that mixed the children (from both gangs / sides of the village). We see that DFC can truly change the ways adults behave, even if it would typically seem that children have no power at first glance."

Ananya Gouthi

Pooja Yadav *is a 12th grader at The Riverside School. An avid reader, she is passionate about literature and loves writing. In her free time, you can also find Pooja dancing, playing football, listening to music while enjoying a cup of coffee.*

The Stories of Change

Pooja Yadav

"Design for change is not an initiative, it is a movement" – Kiran Bir Sethi

We, as children, are used to being told that we are "too young" and "too naïve" to change something that bothered us. Whether it was our anger about a friend being bullied, or our concern about the neighborhood being polluted, we are not expected to take action to change any of that. What Design For Change aims at doing, is changing that mindset. It makes children realize that they are not helpless, that they don't have to be rich or eighteen to spark change, and that design thinking can really make that act of change effective and replicable.

Over the past four years, this movement has spread over 30 countries across the globe and we have received stories from children who have tackled issues ranging from domestic abuse to health and hygiene, from adult education to safety of their schoolmates.

The process is very simple – *FEEL, IMAGINE, DO, SHARE.* Identify an issue that really bothers you; imagine all the solutions (feasible and replicable) and picture the 'best case scenario'; implement your best solution (you may use help from your friends, family, community); lastly, make sure you have documented your entire process so that you can compile it and share it with people across the globe. This straight-forward approach to design thinking

has helped children realize that when they do want to change something, there is nothing that will stop them. It has helped changed the perception that we have to wait for someone else to change something that bothers us. Design For Change, therefore, demystifies the creative process to change the myth that brilliant ideas leap fully formed from the minds of geniuses.

We would like to share with you a glimpse of how children across the globe have used this four step design thinking process to ideate and change problems that directly affect them, and how, by their small efforts, they have ignited a vicious cycle of change – the ripples of which will help us, as a global community, to change each others lives whilst changing our own.

Educate To Empower

Pooja Yadav

They say that change begins at home, but the way I like to put it, change begins at school. We spend more than a decade of our lives, trying to get an education that gets us a good job, but good quality education does not prepare you for exams, for a job or even for a particular profession, it aims at preparing you to face life with confidence and not helplessness. Integrating DFC in schools and using the design process to solve issues relating to education help make children realize that when they become participants of their own learning, they make their knowledge sustainable and stay inspired longer.

Students of the Satya Bharti School in the village of Kaithal in India identified an issue that didn't directly relate to their education, but had to do with the education of their parents.

Children in Haryana, India teach their adults to read and write

They identified that the fact that their parents were uneducated, bothered them. When they approached their parents with the suggestion that their children tutor them, the parents were hesitant and unexcited. The children, however, stayed calm and expressed their concern and solutions, and finally ended up tutoring the women of the village for a week, by the end of which, the mothers could read and write sentences of a reasonable length. The FIDS process, here, helped the compassionate students of Satya Bharti School not only realize that their small act of change can be replicated by children around the world, facing the same problem, but gave their confidence a boost. They felt accomplished, they said, that they had used their talent to educate their adults, whereas in most cases it is the adults that "help" their children.

The demystification of the design process enabled children of the Loselling Middle Secondary School in Bhutan, to transform the library facilities of their school and tutored the younger children to improve their reading skills. They went to bookstores that were willing to provide them with a few books each, and gathered every old book that they could, from the students of their school. Using those books, they taught fourth graders to read with enunciation and the correct pronunciations. They learnt to be the masters of their own education by not only identifying an issue and waiting for the school authorities to change it, or for their parents to talk to the teachers about it. They imagined their solutions and came up with one that is easily replicable.

Children in Bhutan come up with a reading curriculum for their peers

These are glimpses of how children took on the easy four-step design process to re-design solutions that helped change issues related to education. Read on to see how they solved so many other problems.

Watch these stories at:

http://bit.ly/dfcindia-adultliteracy

http://bit.ly/dfcbhutan-effectivereading

Pooja Yadav

Manal Bole

Manal is a sixteen-year-old senior year student at the Riverside School, Ahmedabad. She is extremely passionate about football, learning new languages, travelling and meeting new people. Two words usually used to describe me - tomboy, effervescent.

Responsible Citizens

Manal Bole

With the rise in Environmental troubles, minor contributions bear major impacts as they take us a step forward towards the positive growth of our environment.

Change, truly is infectious. An observant and empathetic child of St. Anthony Primary School lead his entire community and to work towards making their environment exceptional. The prime belief of the students of St. Anthony Primary School was to promote a "Green Revolution" through recycling. The students identified that the spilling of midday meals and the spreading of waste water into the streets bothered not only the children who realized the value of wasting a hard earned meal in a jiffy, unconcerned about the consequences, but also the neighbors residing near the school. They immediately responded to the issue by filtering the wastewater and midday meals by motor, then irrigating the filtered water to the garden and converting the solid waste into natural fertilizers for the plants.

These solutions met many other problems such as the absence of a garden, which was now about to bloom due to the rich fertilization, no more wastage of the midday meals, and a happier neighborhood.

Children in Tamil Nadu, India device a way to keep their surroundings clean

With this incorporation of design thinking in their approach, a similar process of change was made possible, by the students of Kelki Higher Secondary School in Bhutan, where children took charge of changing their surrounding regardless of the age or maturity of these children. The nature club in KHSS had initiated a program called the "My Tree" program effectively. This program had been kicked off with the idea of students learning to care for and protect their environment. The students, who were required to take ownership of their tree for two years and play the role of caretakers for their own tree, planted around 25 trees. In successfully maintaining their trees, the students were rewarded with a) prize b) a greener surrounding. Through this act of change, the kids realized that they had the power to change their immediate surroundings and by spreading awareness, starting a chain of change. These are only two instances of positive transformation out of the many that Design Thinking allows children across the world to elicit.

Watch these stories at:

http://bit.ly/dfcindia-greenrevolution

http://bit.ly/dfcbhutan-mytree

Ananya Gouthi

Ananya Gouthi, a 16 year old student of The Riverside School is a vocarious reader and loves playing her sitar. Apart from doodling and watching movies, Ananya will be grabbing an opportunity to be on stage for public speaking and theatre. When she isnt busy doing any of the above or procrastinating, you might occasionally, find her studying her favourite subject history!

Mirror To Our Society

Ananya Gouthi

Societal and cultural conventions, restrictions and boundaries are man made. We have laid the foundation of the constructs of our society, and it is completely in our hands to bring apart what doesn't stand firm upon our moral foundations. We have the control to, brick by brick; re-lay the foundation and structure of our society. What better way to start with redesigning our society than with children, incorporating their ideologies - the future of our society!

Design For Change enables children to mold their society into one that they look forward to being active participating citizens of. After a report from UN stating India as the capital of child marriage, the last straw on the camel's back was one of the very students of Satya Bharti School of Rajasthan, Vishna Ram getting married in early days of his childhood, one among many similar stories, urging the children of Satya Bharti school to spread awareness among children and their parents on this burning issue.

Students of the fifth grade led the campaign against child marriage; they organized a rally through the village and stuck posters on the village walls to sensitize people against it. Not only did they persuade the parents who had already gotten their children engaged to not go through with the marriage, they also had the *sarpanch* & other key persons of society advocating their cause and got them to sign an affidavit. Alongside, the students also performed a street play to capture attention and convince their village! The *sarpanch* of village also assured that he will take action / inform the police if

somebody caught getting their children married and many children were saved of getting married at a tender age.

Children in Laos come up with ideas to tackle bullying

While on the other end of the spectrum, in Laos children created a more secure and safe environment by putting up a play and creating games to sensitize their school about the impact of bullying, appreciating each through making a quilt and building new friendships in the process. Listening to everyone's opinions was crucial in their process as even when they chose which the best issue to work up they voted.

These are just two examples of how we can change the face of our society, but the design process embedded in DFC enables our children to think and work like this on a daily basis.

Watch this story at:

http://bit.ly/dfclaos-bullying

Design Thinking in Daily Life

Pooja Yadav

I have had the privilege to study in Riverside since the year it was founded, and I have come to the realization that even though I don't look at myself as someone who is creative or can design, almost all my learning experiences have subconsciously asked me to implement design thinking to solve problems. It is nearly impossible for me to pick out one experience that has stood out, because all of them have been equally exciting and important. Most of my fun moments, though, have something to do with me leading a group. Be it a sports squad that I was appointed the 'manager' of, leading a team of students from across the key stage working towards the "learning hub" product, or being the project manager for a client project which asked us to design a Christmas special icecream, all leadership opportunities have asked me to logically solve the task/ issue. The FIDS process has therefore been a necessity. I've subconsciously always started by making clear the objectives of the task (feel), looked for the team to work together to consider all factors (CAF) before narrowing down to the first important priority (FIP) – much like what we do in the 'imagine' of DFC – and then implement the most feasible solution. This is how I incorporate the logic of FIDS in my daily life, and as Kiran has rightly pointed out, it has helped me enrich my experience in everything that I do.

Ananya Gouthi

As a Riverside student, my every learning process or decision has unconsciously been calibrated and designed to incorporate in it the FIDS process. Having said that, the most apt example, and one I'd imagine we could all relate to, is the dreaded (to say the least) "college admission" process. It is overwhelming, and my insouciant attitude towards this inevitable decision for the past couple years has eventually only made it tougher. However, if you break it down, and approach it through the "design thinking process" it seems easier - even for a 12th grader as lost as me.

Feel – what's my aim for college? After pondering a good deal, I realized that with access to courses of Harvard and Stanford online - quality my own college won't be able to provide - what I need is direction and exposure for a career, along with of course the rest.

Imagine - where do I want to be in and after college? Ever since we're children we imagine ourselves in a particular way, and while that may change, my inherent understanding of myself enabled me to realize I'm interested in Mass Communications or a Bachelor of Arts perhaps.

Do - Now that I've figured out I see myself studying international relations or journalism or politics and economics or advertising, all I have to do is find the places that offer me that and work towards getting there.

Share – The hope is, when I'm settled and happy in college, I'll be able to help my juniors figure their way out through this journey, the way my seniors have been helping me.

Without doubt, not only has the FIDS process made a responsibility I'd otherwise shrink away from easier and more dynamic, but it has also made me more confident in my belief that I'm capable of taking head on any responsibilities and tough decisions that come my way.

Mudita Vardhan

I have always been very confused and disoriented about things. As a child, if offered a choice I would always take time to make the most sensible and apt decision, even if it meant that I or someone else had to wait. But that patience's fruit was always sweet and always stood in my favor. Unfortunately, as time passed and I grew older and this characteristic of mine stopped being "sensible". Life was suddenly all about quick decisions and prioritizing everything that existed. From finishing a Literature essay, to reading a chapter in my History textbook, to cooking dinner on time or even visiting a distant friend, I always found myself losing time and at the end of the day find myself not accomplishing any of them. This situation always called for frustration and havoc.

I though do adapt to my surroundings quickly, I always take a bit longer time than usual to get comfortable myself. Riverside's ambiance and culture had always been thrilling with everyone being excellent at multi-tasking, I was overwhelmed with the things I needed to accomplish. I decided to separate all my needs and desires for the day, to make sure that my good intentions of dedicating my time towards something would actually result in something fruitful. It always seemed like a petty issue and everyone

said it was not a big deal but I realized I spent my day procrastinating and the night, stuck in guilt trips. Slowly with time, the culture of Riverside set in me and I realized that Design Thinking was that last piece to every puzzle; the FIDS process was the solution to almost everything.

Manal Bole

I was introduced to the concept of 'design thinking' last year when I joined Riverside. Previously, I had absolutely zero knowledge or opinion about how design thinking could escape from the realms of the design field to help us in almost every other field/activity.

As I was not aware of DFC until last year, it has amazed me how everyone who is familiar with this concept are consciously or unconsciously making use of the transparent mechanism of four actions- Feel, Imagine, Do, Share. As I slowly started adapting to design thinking, I realized that my entire thought process which was first vague and uncertain was now provided a shape, which made it more organized and thus, simpler. Design thinking assisted me in solving my day to day problems, my art and design projects, and providing a stepwise format for conveying and putting forth ideas that formerly were only approachable by me. But most of all, DFC has helped me grow as an individual. Even before being acquainted with this concept, I had a list of things that bothered me, about our society. DFC has provided me with a confidence that- I know I CAN make change happen as opposed to believing "I'm too young", with a platform where my intention becomes action and is not merely an idea stuck in my head.

Mudita Vardhan

Mudita is a student at the Riverside School. She loves reading and aspires to be a journalist.

How to be a Design Thinker

Mudita Vardhan

First... what is Design Thinking?
Design thinking is often defined as an analytic and creative process that engages a person in opportunities to experiment, create and prototype models, gather feedback, and redesign. It is a form of solution-based or solution oriented thinking that starts with the designated goal, instead of the common practice of starting with a certain problem. It is regularly confused for scientific method, which starts with defining all the parameters of the problem in order to define the solution. Rather, the design way of problem solving starts with a solution in order to start to define enough of the parameters to optimize the path to the goal. The solution, then, is actually the starting point!

"Design thinking harnesses the power of teams to work on a wide range of complex problems in health care, education, global poverty, government—you name it. By taking this more expansive view of design, you're able to have much greater impact." Says Tim Brown, author of Change By Design.

To mould, to change, and to inspire is the tool here. Design thinkers are inherently optimistic. They have the creative confidence to initiate the change they want to see in the world. The mind-set empowered by the power of new tools has propelled a massive development: the democratization of design. Unlike analytical thinking, design thinking is a creative process based around the "building up" of ideas. There are no judgments early on in design

thinking. This eliminates the fear of failure and encourages maximum input and participation in the ideation and prototype phases. Outside the box thinking is encouraged in these earlier processes since this can often lead to creative solutions. Design Thinking, perhaps motivates and inspires one into figuring out fixes and cracking cases. Design and redesigning design is the key and the answer to most of the complex issues.

Design thinking solves more purposes than just problem-solving!

In organization and management theory, design thinking forms part of the Architecture/Design/Anthropology (the A/D/A) paradigm, which characterizes innovative, human-centered enterprises. This paradigm also focuses on a collaborative and iterative style of work and an abductive mode of thinking, compared to practices associated with the more traditional Mathematics/Economics/Psychology (the M/E/P) management paradigm.

Companies that integrate the principles of design thinking in their innovation processes often share a certain mindset or are striving to cultivate a more creative and human-centred company culture. Tim Brown, the CEO of IDEO speculated further on this notion as he mentioned the two common interpretations of Design Thinking in the business life. First stating that designers bring their methods into business - by either taking part themselves in business process, or training business people to use design methods. Second, expressing that designers achieve innovative outputs, for example: 'the iPod is a great example of design thinking.'

Currently, there is a momentum to create awareness about design thinking among designers and other professions by teaching design thinking in higher education. The premise is that by knowing about the process and the methods that designers use to ideate, and by understanding how designers approach problems to try to solve them, individuals and businesses will be better able to connect with and invigorate their ideation processes in order to take innovation to a higher level.

"We are designing verbs," [Bill] Moggridge kept reminding us, "not nouns."- Tim Brown
10 ways how you can be a design thinker!

 1) Believing- *Believe! Have faith in yourself and believe that you have the answer and that you will fix the problem somehow. Think "I CAN".*

 2) Discovering- *Discover. Discover the issue from its root. Get your tools ready, push your hair back and roll up your sleeves to get it all done from the scratch! Think "I have a challenge. How do I approach it?"*

3) Feeling- *List the situations/problems in your space/community that has been bothering you. Note things that you want to change and things that can be taken care of. Think "Will it make others feel more comfortable? Yes? How will it so?"*

4) *Imagining*- Imagine that the problem is resolved. Figure out how its effects are on others and if it affects for the better. Think "I want to change this. What will the outcome be? Is this the best option?"

5) *Interpreting*- Interpret the problem and why you CHOSE it. How did it reach out to you? Think "I learned something. How do I use it? How do I interpret it?"

6) *Ideating*- List the different solutions you came up with and which one did you choose to implement and why? Think "I see an opportunity. What do I create?"

7) *Experimenting*- Explain the previous results or the other options you had previously chosen while working on your problem. "I achieved something. How did I do it? What were the obstacles I had to hurdle?"

8) *Doing* – Action! Your idea, your words, your dream turned to reality! Describe your action and the reasons behind it. Think "I achieved it. How did I do it?"

9) *Evolving*- Design and Redesign! So you just achieved what you had been planning and working for. The results were great, the issue was solved. Is there a better result? Can you improvise on it? Think "I tried something and I wish to improve upon it. How do I evolve it?"

*10) **Sharing**- Spread the word and let the "I can" bug proliferate! You just achieved something! Let others get inspired too! Maybe your action sparked another idea, or maybe your result is the key to someone else's problem too. Share your story of change, maybe it was not ONLY the answer to your problem. Think "If I can achieve this, people out there can too. Maybe this is the key to other problems as well."*

Be the change you want the world to see,
Be the change you want yourself to see!

Mudita Vardhan

BOOK RECEIVED:

A New eBook from UniversalDesign.com
Universal Design Tips: Lessons Learned from Two UD Homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the January 2012 issue of *Universal Design News.*

The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.

John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the

houses that he saw on the market and the UD house plans that he found online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

Knecht and Salmen were mutually impressed with the thoughtful Universal Design details present in each other's homes, and eventually they decided to co-author a book that would draw from their experiences to provide guidance for anyone planning to build or remodel their home for enhanced safety, comfort, independence, convenience and aging in place.

The eBook is available from UniversalDesign.com as a downloadable PDF, for $20. A short excerpt of the book is also available for preview prior to purchase. To buy the eBook or view the preview visit **UniversalDesign.com**.
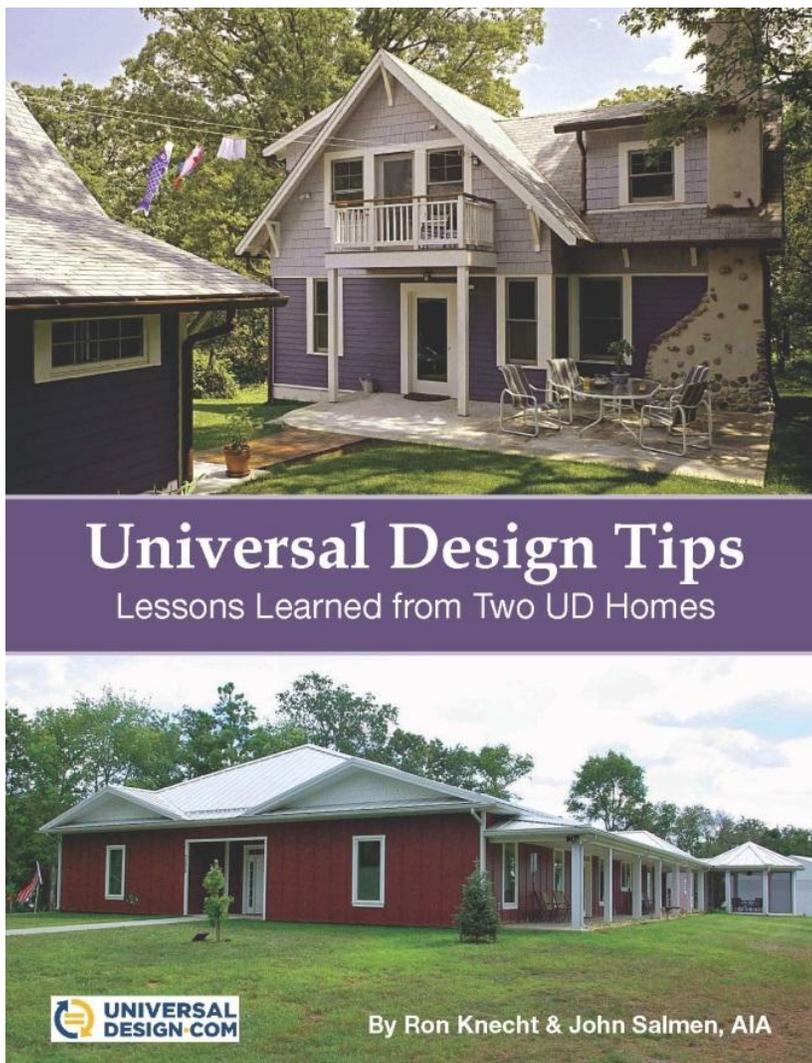
NEWS:

1.

New concepts showcased at Universal Design Conference

(Molly Smerika)

The Universal Design Conference kicked off Wednesday at the Peter White Library in Marquette.

The conference introduces city and county planners, as well as those with disabilities, unique and interesting designs and concepts to improve functionality for use in the home, office, public spaces, and recreational use.

"For many people as they age, they do not want to look at moving into an assisted living facility or even a nursing home and they are looking to stay in their own home as long as they can," Peter White Public Library Director Pam Christensen said. "Universal Design allows them to plan a home that will help them through the various stages of life."

The conference is geared toward all ages but is especially pertinent for the aging population.

2.

ACSR's symposium soon

Architects Regional Council of Asia (ARCASIA) Committee on Social Responsibility (ACSR), in coordination with the Society of Nepalese Architects (SONA) and Hong Kong Institute of Architects (HKIA), is hosting a symposium on 'Architecture and Social Responsibility', on Thursday. At the event, a design competition on 'Universal Design: Toilet for all' will also be held. "The seminar and design competition will hope to raise awareness on issues of universal access and designing for natural disasters, and further enhance the developing field of architecture in Nepal," says a statement issued by ACSR today. "Winners of ACSR design competition will be announced during this event as well

3.

Symposium on architecture, social responsibility

Experts during a symposium on 'Architecture and Social Responsibility', today highlighted the development of 'Universal Design — Public Toilet' for all. Addressing the programme, president of ARCASIA Tan Pei Ing, said that the concept of public toilets for all is aimed at advocating responsible architecture and universal design. It also demonstrates how an architect can make a difference to everyone's life, in particular those relating to the less abled.

"All of us at some stage of our life will experience some form of disability and our profession contributes to equity amongst people by facilitating the basic rights of people to have access to shelter, facilities, work, education and culture without discrimination," she said.

Meanwhile, senior journalist Kanak Mani Dixit said that along with the transformation of urban environment, the Urban Ministry should also focus on proper accessibilities along with necessary provision for the differently-abled people.

Dr Bijaya K Shrestha, who is an urban design expert, informed about the child, gender, and differently-abled friendly school toilets in Nepal, and issued related to planning, designing and implementation.

According to Dr Shrestha, the government should develop legal and institutional mechanisms including fund allocation for implementation of school toilets that are child, gender and differently-abled friendly. "There is a lack of proper policy in the rural areas as there is only one toilet for more than 40 students," he said.

Architect Abu Hena ZiaUddin from Bangladesh said that it is important that the built-up environment should be barrier-free and must be adapted to fulfil the needs of all people equally.

"As a matter of fact, the needs of the people with disabilities coincide with the needs of the majority, and all people are at ease with them. As such planning for the majority implies planning for people with variable abilities and disabilities," he said. According to him, implementing barrier-free accessibility is as important as one of the basic human right in the design process neither in building design nor in urban design. The process is to create or set up standards as code of ethics.

"Accessibility for the disabled — and barrier-free access is the universal design that is the essential part of design process," ZiaUddin said.

During the programme, Architect Noriyuki Okabe, a Japanese architect, informed about the Architect's role in disasters.

According to Okabe, architects are expected to propose desirable reconstruction plans to the communities and to mitigate from natural disasters as well.

Meanwhile, Architect David Tong, chairman of Hong Kong Architects Registration Board, informed about Hong Kong's post quake reconstruction support work in Sichuan Province, China.

ARCASIA Committee on Social Responsibility facilitated by the Society of Nepali Architects and Hong Kong Institute of Architects, organised the symposium to give rise to awareness regarding issues of Universal Access and Designing for Natural Disasters and further enhance the developing field of Architecture in Nepal

(Source: Himalayan Times)

4.

Nigerian with vision disabilities protest high cost of white cane

People with vision disabilities in Lagos State, on October 17, protested over lack of availability of the white cane, which they use as a walking tool for people with vision disabilities, even as they celebrated the annual World White Cane and Safety Day in the state.

The peaceful protest under the aegis of the Nigeria Association of the Blind, Lagos State chapter, argued that the cost of the tool was too expensive for people with vision disabilities in the state.

They argued that the central government was not concerned about producing the cane within the country. And efforts to import the walking tool were thwarted by high import duties fixed by the Federal Government.

They lamented over the improper treatment they receive from the government and citizens of the country, saying "Nigerians were not according people with vision disabilities the necessary assistance to make them live happily."

Explaining the use of the White Cane, Mr. Victor Oteri said that it assist people with vision disabilities to navigate easily, adding "It helps us to know the object in front of us. And at night, it helps to alerts upcoming vehicles that such person has sight challenges."

Confirming the protest, the Chairman of the association, Mr. Opeoluwa AKinola said "lack of availability of the White Cane angered our members today. Can you imagine that the White Cane is sold at N5, 000."

"And larger percent of people with vision disabilities in the state don't have the money to procure the material. And they believed that the Federal and State government should provide the walking tool for people with vision disabilities in the country," Akinola said.

(Source: Vanguard)

PROGRAM & EVENTS:

1.

The International Spark Design Awards
Call For Entries
Standard Deadline: 15 September, 2013
Late & Final Deadline: 10 October, 2013
If You Create Successful Designs, Show Off Your Victories!
Enter the International Spark Awards and the World Sees You
Seven x Seven
This is the seventh year of the prestigious Spark Awards, which now offer seven different design competitions
1. **Product** Design
2. **Spaces** Design, for architecture, interiors & urban planning
3. **APP** Design, for all digital applications
4. **Communication** Design, for graphics & environmental
5. **Concept & Student** Design
6. **Transport** Design, for all forms of mobility
7. **Experience** Design, for customer & user experience
Seven different live juries of senior designers, educators and experts will judge the competitions this October .The Spark Mission: promote better living through better design. The Spark founders believe Design is an important, relevant tool to help build a better world. We feel that Design and designers act as catalysts, addressing problems and improving our lives and our Earth.

To learn more, visit www.sparkawards.com and click on the competition you are interested in.

2.

'Typography and Culture'

http://www.typoday.in/

Typography Day will be organized for the seventh time on 28th Feb, 1st, 2nd March 2014 at the Symbiosis Institute of Design, Pune in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme for this year's event is 'Typography and Culture'.

3.

Submissions are open to all companies operating in India.
The details of the categories, application process and
judging criteria can accessed at **www.ciidesign.in**

Judging is based on clear criteria of design excellence including
Form and Function, Innovation, and design success besides
other parameters. The winners' will be announced on November
25, 2013 and the awards will be presented on November 26, 2013
during the 13'th CII NID Design Summit.

Contact Details:
Seema Gupta | Director
Confederation of Indian Industry (CII)
Phone: +91-11-45772046
Email: seema.gupta@cii.in

4.

5th IASDR 2013 TOKYO
5th International Congress of International Association of Societies of Design Research
"Consilience and Innovation in Design"
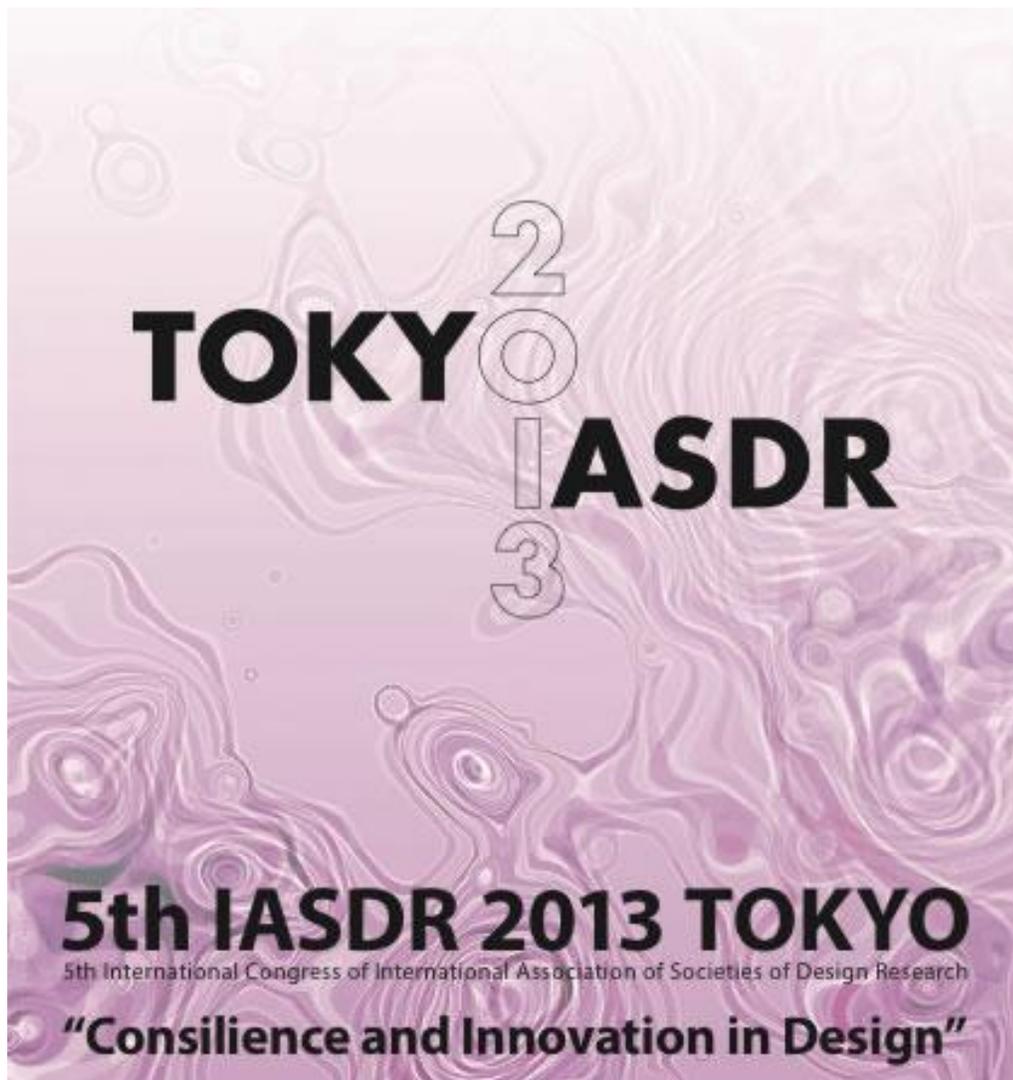
5.

products, news, business
2013 IDEA open for entries

28 November 2012 by Kate Jones
The 2013 International Design Excellence Awards is
open for entries.

home / 2012 / november / 2013 IDEA open for entries

The Industrial Designers Society of America (IDSA) are calling for entries for their annual
International Design Excellence Awards® (IDEA) competition for 2013.

6.

7.
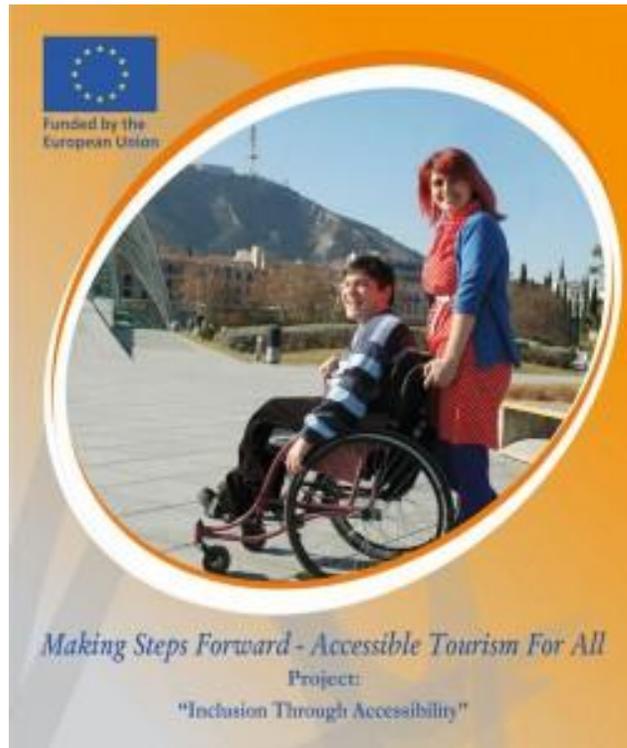
Making Steps Forward - Accessible Tourism For All
Project:
"Inclusion Through Accessibility"

8.

9.

CALL FOR ENTRIES

POSTER DESIGN COMPETITION

You are invited to design poster for ICSID interdesign 2014 workshop Contest Theme:

Humanizing the Metropolis

Background

Under the theme Humanizing the Metropolis, the Interdesign workshop aims to design solutions to address critical service issues in the metropolis. The goal is to enable the city to become self-reliant on its resources, as well as increase its citizen's sense of pride.

"In the context of emerging economies, Mumbai presents numerous opportunities for a dialogue about infrastructure, housing, sanitation, mobility, education and health care to name but a few. It demonstrated the challenges of this densely populated city and a desire to work towards the betterment of its communities through an inclusive process. In selecting their proposal, we hope to help the city bring forward a substantial level of affordable solutions to address some of these critical issues."

The competition calls for poster that expresses the interdependence of citiy's services, its resources and the people.

Awards

First winner Rs. 100,000. (One lakh) with citation)
Second winner Rs.50,000. (Fifty Thousand with citation)

Grand Jury

The member of the Grand Jury panel comprise of leading designer, thinkers and communication experts. People who love Mumbai.

Participation Eligibility

Entry to the contest is open to all Professional designers, design students living in India
Participation is open to teams and individual submissions.
Submitted designs must be original and not currently in publications.
Submit the design with a brief write-up of around 150 words.

Specifications

Dimension of the final poster: 420mm X 600mm only in portrait format
Resolution: 300dpi
File type: JPEG or PDF
Colour mode; CMYK

Your Contact Information

Name, Postal Address, E-mail, Telephone no. Cell No

Last date of Submission of your entries
Friday June 21, 2013, 4pm.

If you have any queries, pl. do not hesitate to contact us:
Sudhakar Nadkarni
nadkarni36@yahoo.com
or Anand James Dev
anand.dev@welingkar.org
Send Entries to:
ICSID Interdesign 2014
Business design
weschool,Matunga,
Mumbai-400 019

10

More for Less - Design in an Age of Austerity , Dublin, Ireland , 7 - 9 November 2013 , Call for papers extended till June 21, 2013!

Cumulus conference Aveiro ,Aveiro, Porto, Portugal ,8 - 10 May 2014

More information to follow soon!

11.

12.

13.

14.

Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example.

As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more life-friendly, for both people and the planet.

Registration is now open

Learn biomimicry and how to apply it while competing for cash prizes with students from around the world.
Register your team for immediate access to the biomimicry design resources and start developing your design solution today!

15.

DEADLINE: 16 OCTOBER 2013

Aiap, Italian Association of visual communication design

presents the *International competition to create a logo and a payoff for the city of Bologna.*

The competition, promoted by **Bologna City Council**, is organised by **Urban Center Bologna** and **AIAP** (the Italian Association of visual communication design) with the partnership of **UniCredit.**

16.

International Design for All Foundation Awards 2014

The 5th edition of the International Design for All Foundation Awards recognise achievements in the field of design for all, great and small, by governments, businesses, not-for-profit organisations and professionals from all over the world. In so doing, they aim to demonstrate that the implementation of design for all/universal design in any form contributes towards improving quality of life for everyone.

At the Design for All Foundation we believe that our awards should not be a competition, but that we should recognise all examples of good practice which arise from identifying a need or problem and satisfying user requirements and expectations. Hence from this edition onwards we will honour all "Good Practices" which meet the criteria for excellence.

However, each year an international jury will select the 5 "Best Practices" out of all the Good Practices submitted to be presented with the International Design for All Foundation Award. These will be the examples which stand out in terms of their impact and which indicate the way ahead for better implementation of design for all/universal design.

10. **30 September 2013:** Opening of call for entries.
11. **2 January 2014:** Deadline for submission of entries.
12. **12 February 2014:** Award ceremony, which will take place as part of Urbaccess: the European accessibility and universal design exhibition in Paris.

17.

18.

19.

USID2013

7th Indian International Design Innovation & UX Conference
Indian Institute of Technology, Kanpur
15th to 18th November, 2013
Conference Theme : Design Research, Education and Practice-Bridging the gap between Industry and Academia

20.

21
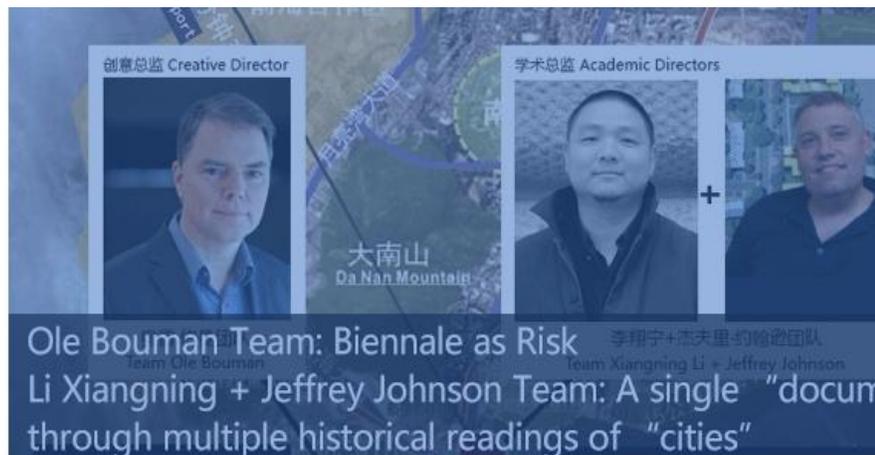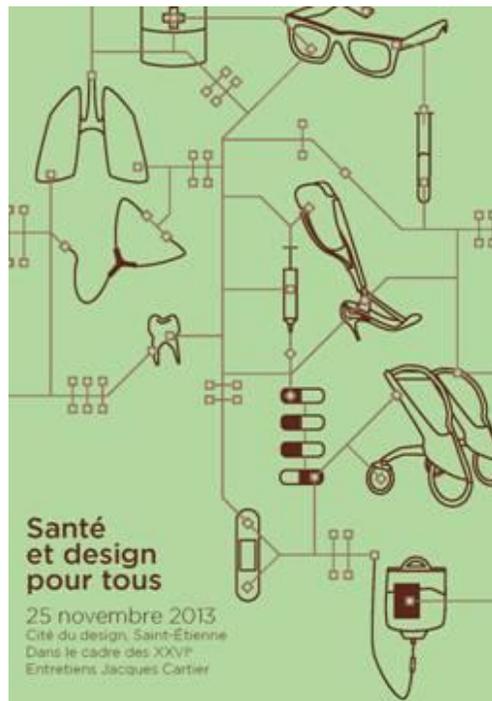
JOB OPENNINGS:

1.

THINK DESIGN COLLABORATIVE currently has the following openings:

DELHI OFFICE:

Visual Designers: 2 Vacancies

Please send your CV & Portfolio to arun[@] thinkdesign [.] in

VISUAL DESIGNER:

2 + Years Experience

Requirements:

* Ability to visualize both high-level as well as detail-level graphic concepts from wire-frames into creative visual designs.

* Responsibilities include creating layouts to the final designs

* Work with UI designers & UI developers to understand and meet UI design requirements.

* If required, interact with programmers and assist in front-end programming in getting the application pixel perfect.

* Support the tech team and the design team with creation of UI artifacts, and deliver them in the formats required primarily for web, mobile & tablet based applications.

* Create visual style guides and design icons for applications.

Aspirant's Profile:

* Bachelors or Diploma in Fine Arts / Visual Communication / Design related field.

* 2+ Years of experience in graphical and visual design in software applications/ products.

* Expertise with software tools like Photoshop, Illustrator, etc.

* Passionate about creative solutions and should be a natural problem solver

* Good aesthetic, design sense and should have an eye towards detail.

* Excellent Verbal and written communication skills in English are desirable.

What Think Design Collaborative is offering:

* Challenging and exciting projects

* Creative work environment

* Remuneration: Industry best (dependent on experience and skills)

About Think Design:

Think Design is a Research, Design and Innovation consultancy with focus on User Experience Design and Industrial Design. We work across a broad spectrum of industries, including Appliances, Telecommunications, Automobiles, Education, Retail, Software Products, Enterprise & Web Application, Mobile Interfaces and Embedded Applications.

Established in 2004, Think Design operates from New Delhi, Hyderabad & Bangalore, with partners across the globe.

2.

We're looking for freelance animators from Mumbai,with expertise in Adobe After Effects and Premiere Pro, for an ongoing real estate project.

Interested freelancers can send in their showreel links to ameet@pineappleconsulting.biz

3.

looking for UI design expert (individual or small firm) for a new project on wearable technology. if interested kindly get in touch with mr arun directly at arun.dakhole@hcitechnocrats.com

4.

Designation - Visual Designer (Web & Mobile)

Location - Gurgaon

Job Description

We are looking for a talented and motivated graphic/visual designer who is willing to take up new challenges.

Work closely with product managers and UX designer to transform complex ideas into functional, simple and aesthetically appealing designs.

Validate and refine design concepts by prototyping and user testing.

Design,enhance and standardize digital visual elements, including typography, layout, imagery, and iconography.

Collaborate with product managers and analysts to assess designs through relevant usage metrics and optimize designs based upon the inputs.

Develop and maintain visual design guidelines and ensure standardization across the channels

Required Skills

The ideal candidate for the job should have a strong graphic design background in terms of design education (communication design) and quality work experience (4+ years) preferably at an internet/e-commerce company

High level of expertise on Photoshop and Illustrator .

Should have a strong portfolio to showcase .Please mail your references to shuchita@jabong.com

Kindly do mention the Position clearly in the Subject.

5.

Job Description:

Location: India Technology Center (ITC) in Hyderabad

Position: Senior Product Designer

About Us

CA Technologies provides IT management solutions that help customers manage and secure complex IT environments to support agile business services. Organizations of all sizes leverage CA Technologies software and SaaS solutions to accelerate innovation, transform infrastructure and secure data and identities, from the data center to the cloud. CA Technologies offers a practical approach to help customers transition from maintaining IT systems to delivering new, innovative services and value through IT.

Position

Experienced UX designer to join a highly creative user experience team to work on IT Service Management web and mobile applications. The UX designer will work closely with product managers and engineers as part of an Agile team to conceptualize, design, validate and support engineering implementation processes in a fast-paced, collaborative environment. Innovation skills are a must.

Skills

● **Strong interaction design & information architecture skills**

● **Team player, great communication & collaboration skills**

- **Self-starter, able to work independently & set/adhere to deadlines**

- **Experience with Agile/Scrum development methodologies**

- **Enterprise-level web application design experience**

- **Mobile app (smartphone, tablet) design experience**

- **Axure prototyping (required)**

- **Html/css prototyping (desired)**

- **MS in Human Factors, HCI or related discipline preferred**

Note: Please submit your portfolios along with resumes to gajendra.agrawal@ca.com, candidates without portfolios will not be considered.

6.

we are hiring for User experience designers !

Experience:- 2 - 4 Years

Location :- Bangalore

UX/UI Designers

Please send your CV & Portfolio to murali.jayaraman@emids.com , full details will be provided to shortlisted profiles.

Exciting opportunity to work with one of the best Healthcare organisations.

7.

Hiring a graphic designer, who has experience in "theme park" branding for a client in Bombay?

Preference will be given to someone who has worked on similar projects.

Candidate should have experience in directional signage, mapping, conceptualizing rides, store-branding and merchandise like tee shirts, mugs, gifts etc.

Location: Andheri.

Send your updated folio and CV to dcosta.francis@gmail.com

8.

SUNDARAM MEDICAL DEVICES (SMD), Chennai is looking for Industrial designer with 2-3years experience.

Qualification & skills

- Graduate/Post graduate from reputed Design institutes like NID. IDC etc.

- Past experiences with Medical products, Consumer product/ furniture industries preferred.

- Strong Knowledge of key Industrial design processes like research, conceptualization, detailing, prototyping etc

- Good Understanding of materials/ processes & keen to learn more.

- Should have strong sense of communicating the design ideas through sketching/ mockup skills.

- Knowledge of software's like AutoCAD, Solidworks, Photoshop etc. preferred.

Job roles & Responsibilities

- As an Industrial designer you will be strengthening the companies current product portfolio with your design skills

- Design, detail & convert future design ideas into tangible products

- As a team player you will have to closely work with the R&D/ production team

- You will be required to do extensive material & product research.

- You should be willing to travel extensively.

About SMD

SMD is a company from the TVS family, started in 2010, to design & manufacture medical products for India & similar markets. The company believes on the principles of providing the customer with high quality medical products in good volumes at competitive prices. SMD is based out of Chennai with a Production facility in Madurai.

If you find this job profile interesting please mail your CV & portfolio (not more than 2MB) to jobs@sundarammedicaldevices.com

9.

Designation - Visual Designer (Web & Mobile)

Location - Gurgaon

Job Description

We are looking for a talented and motivated graphic/visual designer who is willing to take up new challenges.

Work closely with product managers and UX designer to transform complex ideas into functional, simple and aesthetically appealing designs.

Validate and refine design concepts by prototyping and user testing.

Design,enhance and standardize digital visual elements, including typography, layout, imagery, and iconography.

Collaborate with product managers and analysts to assess designs through relevant usage metrics and optimize designs based upon the inputs.

Develop and maintain visual design guidelines and ensure standardization across the channels

Required Skills

The ideal candidate for the job should have a strong graphic design

background in terms of design education (communication design)

and quality work experience (4+ years) preferably at an internet/e-commerce company

High level of expertise on Photoshop and Illustrator

Should have a strong portfolio to showcase

Please mail your references to shuchita@...

Kindly do mention the Position clearly in the Subject.

10.

We're looking for at least one talented, design-minded Lead Developer to join our team.

You might be a fit if:

   You are a craftsman/craftswoman

   You have a keen eye for design and possibly a design background

   You have amazingly solid front end skills

   You are up-to-speed on the latest and greatest in HTML5, CSS3, JS/jQuery

   You are curious and genuinely interested in your craft

   You are a problem solver and can work your way out of a corner

Bonus point for:

Experience in Rails, Ruby, Django and/or Python development

Knowledge of PHP / MySQL development and the LAMP stack

Knowledge of versioning systems like Git, SVN, or Mercurial

Experience in WordPress, Drupal, Refinery CMS, and/or Shopify

Comfort working from the command line when needed

Triple bonus points for:

Advanced knowledge of Rails, Django, CoffeeScript, SASS/LESS, HAML, NoSQL, and/or test driven development

Knowledge of creating and deploying to AWS (S3, EC2), Rackspace, and/or Heroku instances

Experience with backbone.js or node.js

Past experience in development for the mobile web or native iOS

Qualifications:

Any Graduate

Minimum Work Experience:

1-3 years in a digital agency/IT working on websites

Send your resume to joinus@designflyover.com

11.

Feel free to apply to dcosta.francis@gmail.com

In designindia@yahoogroups.co.in, "Francis Dcosta" <francisdcosta2703@...> wrote:

hiring a graphic designer, who has experience in "theme park" branding for a client in Bombay.

Preference will be given to some one who has worked on similar projects.

 Candidate should have experience in directional signages,mapping, conceptualizing rides,store-branding and merchandise like tee shirts,mugs,gifts etc.

 Location: Andheri.

Advertising:
To advertise in digital Newsletter
advertisement@designforall.in
Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India
News and Views:
Regarding new products or events or seminars/conferences /workshops.
News@designforall.in
Feedback:
Readers are requested to express their views about our newsletter to the Editor
Feedback@designforall.in
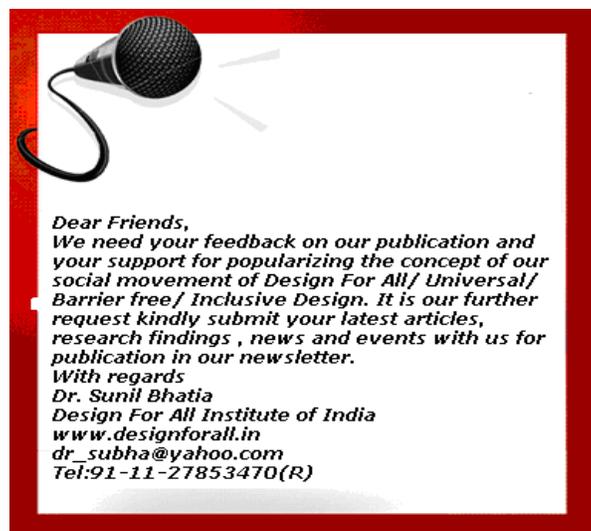
Dear Friends,
We need your feedback on our publication and your support for popularizing the concept of our social movement of Design For All/ Universal/ Barrier free/ Inclusive Design. It is our further request kindly submit your latest articles, research findings , news and events with us for publication in our newsletter.
With regards
Dr. Sunil Bhatia
Design For All Institute of India
www.designforall.in
dr_subha@yahoo.com
Tel:91-11-27853470(R)

Forthcoming Events and Programs:
Editor@designforall.in

The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

Forthcoming Events and Programs:
Editor@designforall.in
The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.
Chief-Editor:

Dr .Sunil Kumar Bhatia Faculty Member,
13, Lodhi Institutional Area, Lodhi Road, New Delhi-110003(INDIA)
Editor:

Shri L.K. Das
Former Head Industrial Design Center, Indian Institute of Technology (Delhi), India

Associate Editor:
Shri. Amitav Bhowmick Industrial Designer Small Industries Service Institute. Ministry of Small scale, Government Of India, Delhi
Editorial Board:
Mr. M.L .Dhawan
Mr. Pankaj Sharma
Mr. Pramod Chauhan

Special Correspondent:
Ms Nemisha Sharma ,Mumbai, India
Nemisha.17@hotmail.com

Contributors:

Pooja Yadav

Anshul Aggarwal

Mudita Vardhan

Ananya Gouthi

Manal Bole

Address for Correspondence:

13, Lodhi Institutional Area,
Lodhi Road, New Delhi-110 003India.

Material appearing in this Newsletter may be freely reproduced. A copy of the same and acknowledgement would be appreciated.

This Newsletter is published monthly, by
Design for All Institute of India,
3 Lodhi Institutional Area,
Lodhi Road, New Delhi-110 003 (INDIA)
Tel: +91-11-27853470

E-Mail: newsletter@designforall.in
Website: www.designforall.in

(Cover Design: Design for Change, India)