

Educational Member Survey Results

22\05/2014

At the 25 General Assembly (November 2013, Montreal), Icograda established three member-category 'Platforms' with the aim of enhancing member involvement in Icograda projects and activities.

The Platform format will include a number of components to enable the development of tangible benefits for members; amongst them are the annual Platform Meetings. These annual meetings commence with the inaugural Educational Platform Meeting in Hong Kong this August, followed by the first Professional Platform Meeting, along with the Icograda Annual General Meeting, in New York in October and the first Promotional Platform Meeting, along with an African Regional Meeting, in Pretoria in February 2015.

Icograda is currently conducting a series of focused member surveys to ascertain expectations, potential benefits, challenges and other issues of relevance. **The results of these surveys are being utilized to determine the themes, scope and schedule for each Platform Meeting and to assist in defining and redefining Icograda policies and development.** The results of each survey are to be published and shared with the international design community.

The recent Educational Member survey achieved a very high rate of response from Icograda members producing some very interesting findings. The survey's respondents represent a positive cross-section of Icograda members in terms of geographical location, size of institution, scope of disciplines taught, research focuses and other key factors.

Survey Results

- Reflecting Icograda's 50-year heritage, all participating educational members reported programmes in visual communications.
- Reflecting Icograda's ongoing transformation into a fully multidisciplinary design organization, many members reported programs in additional design specialties:
 - ▶ **65%** in product design
 - ▶ **65%** in spatial design (interiors and/or architecture)
 - ▶ **42%** in fashion design
 - ▶ **29%** in textile design
 - ▶ **23%** in jewelry design

The Platform Meeting will discuss how to better serve member needs by addressing overarching, cross-discipline, academic and institutional challenges, as well as by focusing on specific discipline issues.

- Current Icograda educational membership includes more than **75,000** design students and design academics across all continents.
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- **63%** of survey participants report that their institutions are nationally 'accredited'. Accreditation is normally academic in nature and may not be 'design' specific in professional terms.
- **74%** indicate that international formats of accreditation as a 'very high' or 'high' priority.
- **89%** see collaboration with professional design entities as of 'very high' or 'high' relevance.

This combination of interests offers important opportunities for collaboration between Educational members and Professional members and will be discussed at the Platform Meetings.

- **84%** of the respondents indicated that their countries have no national design policy and that they considered this an important challenge.

This result indicates an important need for structured collaboration between the three Icograda member categories: Professional, Educational and Promotional.

- Schools were asked to list 'greatest challenges'. Results were interesting and varied. Some answers reflect a very practical approach – the need to attract students, the need for financial support, increased competition from private schools etc, while other findings related to academic development, course content, staff development, publicity and exposure, etc.
- Interestingly, there is no clear pattern that differentiates between more sophisticated, long-established institutions and smaller, more recently established schools operating in developing economies. Some long-established institutions (the Royal College of Art in London, for example) share with some smaller, less established and geographically more remote institutions the view that Icograda could be a resource for enabling co-creation of course content for future academic provision.

- Steps institutions are taking to deal with their challenges are varied. But the wide set of activities represents a potent source of models to be shared.

All respondents confirmed that Icograda benefits were found to be of value, the 'highest' or 'high' being:

- ▶ **86%** - networking
- ▶ **80%** - exposure for institution and students
- ▶ **77%** - faculty / staff development
- ▶ **77%** - design research opportunities
- ▶ **76%** - participation in international projects and events
- ▶ **74%** - course and curriculum development
- ▶ **74%** - evaluation/accreditation
- ▶ **68%** - international design advocacy
- ▶ **66%** - best practices and design promotion

- In terms of 'relevant issues', there is also a broad agreement indicating a high rate of interest in all listed issues:

- ▶ **94%** - multi-disciplinary/design fusion issues
- ▶ **92%** - sustainability and dynamic technological development
- ▶ **89%** - collaboration with professionals
- ▶ **86%** - lifetime learning
- ▶ **71%** - protecting local cultural heritage in face of increasing globalism
- ▶ **70%** - importance of national design promotion programme

Icograda thanks its members for their participation and invites any members who have not yet responded to the survey to do so. The survey can be found [here](#).

Icograda has released event information, hotel package and a draft programme for the **Educational Platform Meeting** taking place 23-24 August in Hong Kong, hosted by HKDI. This event is about member views and requirements and will be conducted in a round-table format to provide all participants an active role.

Icograda urges all members to participate. Participation in the event by non-members will be possible, space permitting. Interested non-Icograda members can contact Jovana Milovic at jmilovic@icograda.org for more information.

Professional and Promotional Member Survey results and event information will be circulated soon.