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capital D for design value and best (not spec) practices

In recent years, many ico-D Members have expressed disagreement with the detrimental effects speculative practices have upon the value, development, and economic growth of the design industry, and ico-D wishes, at this time, to once again strongly reaffirm the Council's position on best practices for design, in light of the Government of Canada's

what is speculative practice?

As per the 2011–13 25GA Report Bylaws, *ico-D Best Practices paper: soliciting work from professional designers:*

'Speculative practices' are defined as: design work (including documented consultation), created by professional designers and organisations, provided for free or at nominal fee, often in competition with peers and often as a means to solicit new business. In harmony with ico-D's code of professional conduct for designers, ico-D recommends that all professional designers avoid engaging in such practices.

recent acquisition and release on 28 April 2015 of the winning student logo from the Canada 150 Logo Design Contest.

In January 2015 ico-D supported the **#mytimehasvalue** social campaign carried out by the **Association of Registered Graphic Designers (RGD)** of Canada, whereby student representatives of RGD issued a call to the creative community to speak out against the Canada 150 contest and other requests for speculative work by sharing the message 'My Time Has Value'. The Canadian government did not respond to that initiative nor the GDC petition signed by 5,000 people opposing the speculative contest.

ico-D stands in agreement with **Graphic Designers of Canada (GDC)** president Adrian Jean and his open letter issued 27 April 2015 expressing his industry's "collective disappointment" in the Canadian government's failure to consider the contest's impact on the design industry and on the value of professional design:

"The GDC had hoped that Canada's 150th anniversary, and the corresponding visual identity, would be the cause of great pride and celebration," Jean said in the **open letter**. "Unfortunately, it represents a glaring reminder of this government's significant lack of understanding of the value of design, the creative process and the design profession."

From a global perspective, ico-D does not support speculative exploitation of the intellectual property of students or professionals. This incident recalls the open letter from ico-D Member **Graphic Artists Guild (GAG)** protesting the 2011 **Obama for America** poster call for submissions asking designers to show support, in the form of a poster design, for President Obama's plan to create jobs during his presidential term. GAG's response to this was as follows:

"Obama for America is asking artists across the country to work for free to show they support President Obama's plan to create jobs for people other than artists."

ico-D also reacted in support of the **Croatian Designers Association (HDD)** regarding Croatian Ministry of Interior's offensive treatment of designers in the competition for the design of new national license plates, which invited all citizens with elementary school level art education to submit a proposal. Under political and popular pressure, the government decided to reintroduce the Croatian Coat of Arms onto the plates in lieu of opening the call to professional designers. Iva Babaja, ico-D President, publicly stood up to defend the professional designer's position and integrity on national TV.

ico-D President, Iva Babaja, states: "ico-D Members are united against speculative practice and recognise its detrimental impact on the professional standing of designers, standards of the profession, and design economy. It is very disheartening to see these recent examples, in which governments - given their unique role to protect and promote the value of design—are, in fact, setting precedents which undermine the design industry."

ico-D's role is to advocate for the position and value of design and to promote practices that support a professional designer's needs and challenges, as part of the vigorous pursuit of its mission and objectives and in adherence to its core values.

background

ico-D Best Practices standards already existed in the form of a comprehensive set of resource documents, however, at the 2011 24 General Assembly in Taiwan, the ico-D Executive Board formed the Speculative Practice Committee

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—ico-D Best Practices papers

to revisit and respond to the growing international issue around the rise of requests to designers for pro bono design work - a concern which had been prompted by discussions held at the regional meeting in Vancouver the same year, entitled: Design Currency. This special international committee of ico-D members worked to assess current ico-D guidelines, provide feedback, and ultimately, to clarify recommendations for model code of professional conduct—across all design disciplines—for those soliciting design work, and for designers themselves. The outcome of this meeting is reflected in the updated ico-D Best Practices papers.

ico-D's position on speculative practice

ico-D strongly believes in the value of professional design and fair compensation for design work. ico-D discourages all practices that engage designers in any kind of speculative, unpaid work, including competitions. Such practices undermine the value of design and the professional standing of designers.

why ico-D discourages speculative practice

Many of ico-D's Member associations and others have articulated their disagreement with speculative practices and have launched programmes to raise awareness of:

- the detrimental impact on the quality of business outcomes from such practices,
- resulting restraints on developing the status and standing of design as a respected profession, and the detrimental impact on the economy.

ico-D maintains its support of best (not spec) practices, values expressed in the **ico-D Best Practices** papers and thus stands in solidarity with design students and professionals worldwide in a stance against the global usage of speculative practices in soliciting design work.

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