

2015 ProfPM Report and Work Group announcement

Dear ico-D Professional Members,

This message describes the next steps to implement the conclusions reached at the **2014 ProfPM (New York)**. Based on the issues raised by the members attending that meeting, we invite all ico-D Professional Members to actively participate in the workgroups described below.

We invite all ico-D Professional Members to actively participate in the workgroups:

- ▶ Certification and professional development
- ▶ National Design Policy
- ▶ Communicating the value of design

Over the coming months, the workgroups will develop proposals for discussion at the **2015 ProfPM (Gwangju)** that will take place in conjunction with the **ico-D 26 General Assembly**. The results of the **2015 ProfPM (Gwangju)** will be carried on to the **2016 ProfPM**, scheduled for October 2016 in conjunction with the **ico-D AGM**. ico-D welcomes proposals by members to host these events. (For further information please contact the Secretariat.)

Please carefully review the materials below, register and take an active part in the process.

Introduction

At the historic General Assembly in 2013, the **lcograda** membership concluded a decade-long evolutionary process by formally redefining the organization as multidisciplinary. A year later, at the Annual General Meeting in New York, the membership completed the process by formally adopting a new name—**ico-D (International Council of Design)**. An upgraded website soon followed.

In a parallel process, to ensure provision of tangible membership benefits and more direct control by members over the **ico-D International Design Agenda**, the new Board introduced structural change by creating annual membership **Platform Meetings (PM)**. The first Educational Platform Meeting (**EduPM**) took place in Hong Kong in August.

The first Professional Platform Meeting (**ProfPM**) took place in New York in October 2014.

New York ProfPM Report

The first Ico-D Professional Platform Meeting was held at **Parsons, The New School for Design**, in New York City, on 25 and 26 October 2014. The **agenda** of the New York **ProfPM**, was based on the results of a detailed member **survey** conducted amongst **ico-D** professional members. Representation at the meeting was very good and in particular reflected an accurate cross section of ico-D membership in terms of geography, organisation size and cultural/economic environment.

The meeting included brief presentations to the assembled group in order to seed a discussion of actions that ico-D might take on topics raised as the most critical issues in the survey of all professional members that was distributed and tabulated in advance.

Very notably, broad agreement amongst the membership on issues of relevance and priorities was reflected in the survey and further strengthened during the PM proceedings. Professional members—large and small, across geographical regions—agreed that international collaboration through ico-D framework collaboration and ico-D projects was valuable in terms of organizational strategic development on many fronts.

The **ico-D ProfPM** framework was recognized as an effective framework with which to address the complicated issues facing professional designer organizations. In particular, in a world of increasing complexity, the multidisciplinary strategy of ico-D was recognized as a more effective way to address the many issues related to the fusion of design disciplines and the increasing interaction between design disciplines. At the same time, the enhanced framework was recognized as being better able to address specific design disciplines.

It was noted that as many professional designer organizations are expanding their focus to include multiple design disciplines, an integrated international framework for collaboration promises to be much more resource-effective.

Summary of proceedings

Certification and professional development. The discussion of certification is a perennial one that inevitably draws a variety of views, from those members who endorse systematic accreditation based on skill levels to those members who favour a more informal recognition of the professionalism of designers. Inevitably the question arises how buyers and clients can evaluate the quality of the design services they are engaging and the design profession itself is often challenged to relate competencies to outcomes. Ultimately it was agreed that the critical requirement is that clients must value the accreditation imprimatur. It was decided that a work group would be formed to discuss the technicalities of certification models and to consider their pros and cons and would prepare a "glossary" of terms and issues to share with members. ico-D would provide the models as templates for those members interested in pursuing accreditation. The materials will prepare the next discussion to be conducted in Korea.

National Design Policy. Though few members' countries have articulated National Design Policies, there is a strongly expressed interest in seeing them adopted. In many cases, the interest in seeing a national design policy adopted is to find a way to strengthen the design economy and the respect for design. Yet, few examples provide measurable success in these areas.

The discussion revealed the wide range of intents even among draft policies. Members want modular tools and templates, examples from countries that do have policies, as advocacy tools for members prepared to pursue national policies in their own countries. The platform group urged ico-D to serve as a facilitator and consulting resource in assisting members as they develop national design policies. A work group is being formed to collect information on existing policies and to refine a potential role for ico-D in the future, to be presented at the ProfPM in Korea.

At the Hong Kong EduPM ico-D educational members expressed the importance of an "educational plank" in National Design Policies. This is an area for cross Platform collaboration.

Communicating the value of design. All designers want business, the public and media to better appreciate the value of design, both in driving business value and in terms of enhancing the human experience. There are few convincing metrics on the value of design, although there have been conscientious efforts to capture the value, e.g., the work of the Design Council in Britain and DMI in the U.S. Many members believe the most effective means of communicating the value of design may be leveraging stories and knowledge from each other; getting ico-D's member's members to be articulate in expressing the value of design.

A work group is being formed formed to collect information among current members and to refine a potential role for ico-D in the future, to be presented at the ProfPM in Korea.

Additional subjects of Interest:

Membership growth. Membership growth challenges all ico-D members, particularly as they seek ways attract younger designers into an association, when many feel that social media and the internet provide the same benefits of community and information. It was decided to collect information on strategies and programs developed by individual professional members to increase membership.

Closer collaboration between professional designers and design educators. As professional designers deal rapidly with the evolving needs of clients, one of the greatest challenges facing the development of the discipline and practice of design is how educators can continue to support the profession in providing new generations steeped in the fundamental skills of the profession while also anticipating the competencies that will be needed in the future. For this symbiotic relationship between education and practice to serve the future of the profession, it is important to improve regular and ongoing communication between the profession (and the professional platform) and education (and the education platform). This position mirrors the conclusions expressed by the educational members at the EduPM in Hong Kong. A cross-platform collaborative effort will be established to enhance effective communication between design educators and professionals.

Next Steps

Three workgroups are being established:

- ▶ Certification and professional development
- ▶ National Design Policy
- ▶ Communicating the value of design

ico-D Professional Members are invited to appoint representatives to each workgroup by registering by April 30.

An online framework will be established for each workgroup where participants will share materials and conduct discussions. Each WG will be chaired by a Chairperson appointed by the ico-D Board who will be accompanied by a Board liaison.

Timeline

Through August: participants in each WG, led by the chair, will prioritize issues and develop discussions and proposals. The discussions will define the agenda for the **2015 ProfPM** (Gwangju) with participants taking part in the presentations and panel discussions.

September: The materials developed by the WG, edited by the WG chair in collaboration with the Board, will be used to draft proposals to be considered at the **2015 ProfPM** (Gwangju) and circulated to the membership.

October: At the **2015 ProfPM** (Gwangju), members will discuss the issues with the objective of issuing **ico-D White Papers on the different subjects**. Reflecting the outcomes, the WGs, expanded as needed, will continue to collaborate in preparation for the **2016 ProfPM**. (Note: members are invited to host the ico-D ProfPM (and AGM) scheduled for October 2016. For details, please contact the Secretariat.)

Vision

ico-D recently **announced** that it would be a primary partner in the first **World Design Summit** that will take place in Montreal in October 2017.

At this important event, representatives of the international design community will meet with leading international social, economic and cultural entities to discuss issues of central importance. The proposals developed by the **ico-D ProfPM** format will serve as important components of the Summit.