

day 01

Friday, 13 October 2017

08.30–09.00 REGISTRATION

09.00–09.30 INTRODUCTION

09.30–10.15 PLATFORM TOPIC

TOPIC ACCREDITATION/CERTIFICATION the evolution of a standard

If every designer were certified would the industry be improved? Would we be better positioned to advocate for professional practice, ethical standards, and sustainable solutions? Would we be better positioned to use our capabilities to serve society in a broader more holistic and socially beneficial way? If the answer is yes than our mandate is clear, to develop systems that will ensure that the criteria and procedures used to award professional certification are unbiased, consistent, current, defensible and provide outcomes that are consistent with our professional graphic design definition.

Johnathon Strebly CANADA

Hilary Ashworth CANADA

Michael Cober CANADA

10.15–10.35 PLATFORM TOPIC

TOPIC ACCREDITATION/CERTIFICATION the register of chartered designers

The Chartered Society of Designers operates the international Register which awards 'Chartered Designer' status to designers. It also licences other professional bodies to award chartered status.

Frank Peters UNITED KINGDOM

10.35–10.55 BREAK

10.55–11.30 PANEL DISCUSSION

Panel discussion on Accreditation/Certification moderated by Johnaton Strebly.

11.30–12.30 DISCUSSION FORUMS

The discussion forums will provide an opportunity for Members to connect with colleagues from around the world to talk freely about common challenges and to pool their collective resources.

PROF TOPIC

IS THE CURRENT MODEL FOR PROFESSIONAL ASSOCIATIONS OUTDATED?

EDU TOPIC

BRIDGING THE EMPLOYMENT GAP

12.30–13.45 LUNCH

13.45–15.15 PLATFORM TOPIC

TOPIC INDIGENOUS DESIGN

International Indigenous Design Charter—Communication Design

INDIGO acts as a meeting place to share knowledge and discuss methods pertaining to the ethical and appropriate representation of indigenous culture in communication design practice. A key project of INDIGO is the International Indigenous Design Charter—Communication Design: a practice document to guide designers on the respectful representation of Indigenous culture.

Russell Kennedy AUSTRALIA

Meghan Kelly AUSTRALIA

Jefa Greenaway AUSTRALIA

15.15–15.30 BREAK

15.30–15.55 LIFELONG LEARNING

Blueprints For Designers' Lifelong Learning

Lifelong learning is more than adult education or training—it is a mindset and a habit people may develop in order to acquire new knowledge and skills. Lifelong learning has ongoing relevance in a person's life trajectory—it is the 'glue' that holds our complex identity of competences, credentials, and actions together, and ensures a future of meaningful work. A lifelong learning approach must investigate new conceptual frameworks for designers' learning in the face of profound and accelerating changes that we all experience today in society, technology, in our professions, and as result of the changes in education in general. This talk presents on the conceptual frameworks and outcomes of the Competences, Credentials, Actions Workshop held recently at the 3rd Istanbul Design Biennale to support designers' lifelong learning.

Cihangir Istek TURKEY

15.55–16.10 RM2017: LATIN AMERICA

Recap of 2017 Santiago Meeting

In a region characterised by a common language and many similar challenges, six ico-D Member organisations and eleven invited institutions discussed potential avenues for collaboration and design issues specific to their area. A recap of the topics, discussions and outcomes of this meeting will be presented.

Ana Masut CANADA

16.10–16.40 RM2018: ASEAN

ico-D Regional Meeting: the ASEAN Design Economy

On developing new possibilities for cooperation, growth and sustainability.

Zachary Haris Ong MALAYSIA

16.40–17.00 AGM2018 & PM2018

Beijing 2018

The 2018 ico-D Events will be held in Beijing (China) hosted by ico-D Member Central Academy of Fine Arts (CAFA). The activities will include the Annual General Meeting (AGM), the 2018 Platform Meeting and a series of parallel activities planned by Members CAFA, Beijing Design Week and others.

Ziyuan Wang CHINA

17.00–17.10 CLOSING

day 02

Saturday, 14 October 2017

08.30–09.00 REGISTRATION

09.00–09.15 PLATFORM TOPIC

TOPIC NATIONAL DESIGN POLICY (NDP) introduction: an overview of NDPs

What are the different models of National Design Policies, and how they are shaped by the unique political and economic structure of a country.

Rebecca Blake UNITED STATES

09.15–10.10 PLATFORM TOPIC

TOPIC NATIONAL DESIGN POLICY (NDP) fits and starts: the bumpy road to an executable policy

Representatives from countries taking the first steps in initiating a National Design Policy will share their experiences in initiating a dialogue with policy makers, and the challenges the design sector faces. We'll also cover a stalled effort at a NDP, and the lessons learned from that process.

Emerging NDP

Zinnia Nizar INDONESIA

Zachary Haris Ong MALAYSIA

Q&A Discussion on Emerging NDP led by Zinnia Nizar and Zachary Haris Ong

Queensland and Australia

Peter Florentzos AUSTRALIA

Australia NDP

Bradley Schott AUSTRALIA

Q&A Discussion on Queensland and Australia NDPs led by Peter Florentzos and Bradley Schott

10.10–11.25 PLATFORM TOPIC

TOPIC NATIONAL DESIGN POLICY (NDP) execution and evaluation: looking back at an evolved policy

Representatives from countries with implemented and completed National Design Policies will review how the outcomes of those policies were evaluated, and how subsequent design policies were shaped from that experience.

Swedish Model

Tyra von Zweibergk SWEDEN

Finnish Model

Sami Niemäla FINLAND

Q&A Discussion on Nordic Model led by Tyra von Zweibergk & Sami Niemäla

Singapore Model

Kelvin Tan SINGAPORE

Q&A Discussion on Singapore Model led by Kelvin Tan

South Korea Model

Don Ryun Chang SOUTH KOREA

Q&A Discussion on South Korea Model led by Don Ryun Chang

11.25–11.40 BREAK

11.40–12.25 PLATFORM TOPIC

TOPIC NATIONAL DESIGN POLICY (NDP) lessons learned: a guided Q&A

We'll open the floor to questions from attendees so that our panelists converse with the audience, and each other, on the challenges the design sector faces in facilitating the implementation and execution of a successful NDP.

Rebecca Blake UNITED STATES

12.25–13.25 LUNCH

13.25–13.45 MEMBER FORUM

Is Compromise a Dirty Word? Political Realities in Advocating for Visual Artists

In advocating on behalf of graphic artists, the Graphic Artists Guild has been working with a coalition of visual artist associations in engaging with stakeholders on revising US copyright law. While the joint effort has resulted in a more nuanced understanding of the political realities we face, how do we communicate the need for compromise an increasingly divisive political climate.

Rebecca Blake UNITED STATES

Q&A Discussion led by Rebecca Blake

13.45–14.05 MEMBER FORUM

Bending Spec Work

Spec work in Indonesia is common practice, especially given that there are regulations in place that encourage and support it. Making change, in particular at the constitution level, is not an easy feat. In our organisation we try find ways to beat the system and to bend the rules slightly in hopes of developing a more decent approach to dealing with spec work in Indonesia.

Zinnia Nizar INDONESIA

Q&A Discussion led by Zinnia Nizar

14.05–14.30 MEMBER FORUM

Doctoral Design Education in Latin America

This is a brief report on the perceptions of doctoral education in design based on conversations and communications with some professors from Mexico, Cuba, Brazil, Argentina, and Colombia.

G. Mauricio Mejía COLOMBIA

Q&A Discussion led by **Mauricio G. Mejía**

14.30–14.50 MEMBER FORUM

Flux* in the UK

Unpredictable design education encounters.

Joseph McCullagh UNITED KINGDOM

Q&A Discussion led by **Joseph McCullagh**

14.50–15.10 MEMBER FORUM

Tutoring: the Role of the University and the Role of Professional Associations: Case Study Italy/Mali

The Italy/Mali project investigates how associations and universities, working together, can help governments launch virtuous developmental processes for young people and entrepreneurs, and how design can be a tool for cultural and economic development for emerging and developing countries (Africa, Asia, and all the Southern Nations).

Daniela Piscitelli ITALY

Q&A Discussion led by **Daniela Piscitelli**

15.10–15.30 MEMBER FORUM

Design is Dead... So What Now?

Design is dead... so what now? is an initiative launched last year by UDB to meet and dialogue with people who are involved, near and far, with design. This talk discusses the questions and possible solutions around the idea of “design is dead” and considers new ways of redefining the notion of design.

André-Yves Coenderaet BELGIUM

Q&A Discussion led by **André-Yves Coenderaet**

15.30–15.50 BREAK

15.50–16.10 MEMBER FORUM

A Community Support Model for Associations

Current membership and sponsorship financial models are no longer reliable sources of income. We're working to change the way we collaborate with, and bring value to support partners. The world needs creativity and designers more than ever. We believe our role as Canada's professional communication design association is evolving and we need to find innovative ways to serve our members, who are tired of being sold to and yearn for social purpose. We want to work more closely with business partners—not corporate sponsors—to increase positive impact and build capacity in our communities. Now is the time to ask ourselves “What can we do if we work together?”

Johnathon Strebly CANADA

Q&A Discussion led by **Johnathon Strebly**

16.10–16.20 MEMBER FORUM

Building a Culture of Giving Back

Designers are usually very generous, supporting their professional associations by donating their services and volunteering at events. That's great, and much appreciated, but nonprofit professional organisations also need financial support—cash—to cover expenses. Landlords want their rent paid by check, not by design! How do we create a culture of giving money, in addition to time?

Gabriela Mirensky UNITED STATES

Q&A Discussion led by **Gabriela Mirensky**

16.20–16.30 ICO-D EDUCATION PROJECT

2017 Workshop in Chengdu (China)

The ico-D Design Education Project Chengdu (China) is in its second iteration: two ico-D educational Members, Chengdu University of Technology (China) and Ravensbourne (UK) have completed a month-long joint design project to foster interaction between international designers and design schools with their Chinese colleagues.

Lawrence Zeegen UNITED KINGDOM

16.30–16.50 MEMBER FORUM

Curriculum Development in Face of Challenges of the 21st century

The world of design is currently experiencing paradigm shifts, such as the rise of new technologies and a globalised economy. This presentation aims to share HKDI's experience in design curriculum development and evolution. By widening students' exposure and deepening their learning experience, introducing new programmes and initiatives on knowledge transfer, HKDI is dedicated to nurturing students' creativity, critical thinking, cultural sensitivity and global perspective, enabling them to address the development needs of a dynamic and fast-changing business environment.

Niki Shek HONG KONG SAR

Q&A Discussion led by **Niki Shek**

16.50–17.00 CONCLUSION

17.00 END OF PLATFORM MEETINGS

17.00–18.45 MEMBER RECEPTION AND
ICO-D ACHIEVEMENT AWARDS

platform meetings

13–14 october 2017

montréal canada

this is your design council

PLATFORM SCHEDULE

@theicoD
#montrealPM2017

ico-D International
Council of Design
leading creatively