



CHARTERED  
SOCIETY OF  
DESIGNERS

The Chartered Society of Designers is aware that there can at times be tensions between purely academic based design research and that which is practice based.

However, we consider both to be of the utmost importance in furthering the design profession, especially today and over the coming years when old notions of design practice are being and will be forced to give way to new methods of working in collaboration with other disciplines and sciences.

As the professional body for designers, we are therefore keen to influence the evolving research culture in academic institutions and foster research in design practice.

We work closely with academic institutions on many levels, ranging from our annual Student Awards to our recently announced CSD Course Recognition programme and these activities are allowing us to share our knowledge and experience of the professional practice with staff and students alike.

In representing over 3,000 members in 34 countries and across all disciplines we are well suited to undertake collaborations on design research.

And equally, we wish to develop a research culture amongst our members and in particular within design consultancies and in-house design teams.

Our DA Accreditation Programme, launched last year, not only requires design consultancies and in-house design teams to demonstrate competence in the Business of Design and the Design of the Business, but encourages them to allocate research time and develop practice based research initiatives.

We believe this will not only enhance their own business, but will provide a wealth of practice based research material for the profession.

Many in practice believe that design, as a noun or verb, is not something that can be 'researched' scientifically and that at the end of the day there is an 'element' of magic that differentiates the 'designer' from the mere mortal.

And many in academia may consider that 'magic' has no place in today's design environment.

Well who knows unless we research it - and perhaps we may discover that magic has a great role to play in both practice and research.

We need empathy between those in academia and those in practice and the Society will strive to ensure it does all it can to bring this about. That is why we are pleased to support this event today.