

# The Designer

from The Chartered Society of Designers – the Chartered professional body for designers

Welcome to the first edition of The Designer. We will be keeping you posted with news, views and reviews of what's happening in the design sector.

If you have anything you think we should include, we'd love to hear from you – please send it in to [thedesigner@csd.org.uk](mailto:thedesigner@csd.org.uk). If you're a CSD member and would like to be featured in our Profile section, tell us about yourself in no more than 200 words and send in an example of your work.

And if you know someone you think would like to receive our e-newsletter, feel free to pass it on to them.

## NEWS

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### CHARTERED DESIGNER – GETTING THERE

We first had the idea of establishing a register of chartered designers back in 2001. Now, after a decade of research, consultation and sheer hard work, we're in the final stages of the process.

You'll remember that at the AGM last December we approved amendments to the by-laws allowing us to set up and manage a register of chartered designers. At this year's AGM, we'll be seeking to amend our Royal Charter to make way for those powers.

We'll put it to the vote – so you'll be able to make sure your views are fully represented one year on.

All this comes after a year of intense discussion and comment in the sector and among our membership. This has helped crystallise the arguments for a register and make sure we get our members' views before taking this any further.

The AGM will be on 15 December in central London. We'll send all members full details later this month and post it on the members' area of our website.

If you'd like to comment on our plans to set up a register of chartered designers, email us at [info@csd.org.uk](mailto:info@csd.org.uk).

### SPECIAL COMMENDATION

Congratulations to John Makepeace OBE FCSD on receiving a Special Commendation at the Prince Philip Prize awards.

### MEMBER PROFILE

#### Peta Miller FCSD



Peta, a graphic designer with over 20 years' industry experience, has always believed in 'keeping it real'. That's why in 2006 she set up miller&team design, with an ethos that identifies with the art in the science of marketing.

She trained at Ravensbourne College of Art & Design and Middlesex University and emerged as a problem-solver skilled in the fundamental rules of good typographic design.

In 2003, Peta became a Fellow of the Chartered Society of Designers, and regularly assesses on our behalf.

*"I've always been confident in the quality of my work and enjoyed the assessment process when applying to join the Society. The assessment was informal and really friendly and I*

John has a long history of designing and manufacturing furniture for both domestic consumers and commercial clients – his contribution to design education can't be overstated. In 1976 he purchased Parnham House in Dorset and set up his own college of furniture design and manufacture. For 24 years he not only built on his design philosophy, but also shared it with students at Parnham. In 2000 he moved the college to a 350-acre sustainably managed woodland at Hooke Park, where the campus buildings were built from local timber. The college was later amalgamated into the Architectural Association.



*remember thinking at the time that I really wanted to be part of this, and so when I got the letter I was over the moon. Since then it's just been great fun networking and attending events as well as exhibiting on CSD stands. As I spend much of my of time working alone as a sole proprietor, the society has given me the opportunity to mix with other like-minded designers. And I now have the enjoyable task of helping to assess new applicants on behalf of the society."*

Based in her purpose-built studio and home in south London, 15 minutes from London Bridge, Peta serves a wide range of clients from start-ups to corporates, all of whom appreciate the role that good design plays in business and the importance of creating an identity that differentiates them from their competitors.

His dedication and contribution to English furniture design, manufacture and study earned him an OBE in 1988 and the American Furniture Society's Award of Distinction in 2002. He has championed sustainable design, materials and process throughout his long career, and his design education vision was ahead of its time in developing private-sector-led academies in specific industry sectors.

Bill Moggeridge, director of the Smithsonian's Cooper-Hewitt, National Design Museum and ex- IDEO interaction designer, was the 51st winner of the prize.

Our patron, HRH The Duke of Edinburgh, speaking at the award said, 'What really matters is that this promotes designers. This promotes the design profession. I hope it makes people realise that if you get a well designed product there's someone behind it with a pencil, on the back of an envelope, who has conceived the idea. And all designers are doing that. Doing something original. And if this prize is promoting the value and the importance of designers, I'd be delighted.' We couldn't agree more.

Not only has Peta got a lot out of her membership, she's also put a lot back – assessing and also designing the graphics for our stand at Interior FitOut.

## **EIDD NOW INCLUDES US**

We've become the National Member Organisation (NMO) for Design for All Europe (EIDD), with the remit of pursuing the goals of EIDD in the UK. CSD president Christopher Ramsden FCSO, a product designer and a consultant clinical scientist, was elected to the board of EIDD earlier this year at the annual conference in Belgrade

As the professional body for design practice, we're committed to the concept of Design for All and see it as in keeping with our core values and charitable remit.

There's an increasing recognition of the need to include the ageing population and those in our community with special needs in the design thinking process. With tight economic constraints, companies need to focus more than ever on delivering inclusive design solutions across

a broad range of activities and communities.

As the NMO, we'll be working with our counterparts in the rest of Europe towards achieving the EIID goals.

For more information about EIDD visit <http://www.designforalleurope.org> or contact [president@csd.org.uk](mailto:president@csd.org.uk)

## **TEAM DELIVERY**

We've set up a team of advisors to develop our strategy for 2011–2015.

Over the past decade we've established a sound financial base and developed initiatives that will shape both our future and that of the design profession. These include:

- a framework for professional design practice
- corporate accreditation
- design course accreditation
- the current initiative to set up a register of chartered designers

Having successfully completed the first two of our 3D strategies, Debt reduction and Development, we are now focused on Delivery.

The final piece in the jigsaw that will allow us to achieve our Royal Charter objects is gaining full professional recognition for designers and being able to award the title Chartered Designer. This has been in development since 2001, and with members approving changes to our by-laws last year we're now ready to have changes to our Royal Charter approved so that we can set up a register of chartered designers.

It is fitting therefore that the first member of Team CSD to be announced is advising on how to achieve the last piece in our professional jigsaw.

### **Andrew Ramsay, MA (Cantab) CEng FIET FCIS**

Andrew was CEO of the Engineering Council from 2001 until he retired in July 2010, working closely with over 50 engineering-related professional societies, the Society for the Environment, and the Science Council. Since 2004 he's been an independent member of the board of the Quality Assurance Agency for Higher Education and is currently a member of its advisory committee on Degree Awarding Powers.



Andrew's previous career was in professional electrical engineering and then in management of professional bodies, including the Chartered Institution of Building

Services Engineers (1979-1997) and the Construction Industry Council (1989-1992).

We're looking forward to drawing on his expertise in this major design profession initiative and will be reporting on its progress over the coming months.

## BOOK REVIEW

**Inside the Sketchbooks of the World's Great Graphic Designers** by Steven Heller and Lita Talarico

Concise and informative texts by Steven Heller provide invaluable commentary on the artists' creative development, their design philosophies, sketchbooking techniques and visual influences. The combined effect of such high-level creativity is a treasure trove of design inspiration for professionals, students or anyone engaged in the visual industries.



Samples range from typographical explorations to fully fledged illustration ideas, from scrappy scribbles and eccentric handwriting to photographic collages and other wacky forms of visual inspiration.

The private sketchbooks of some 100 of the world's top design professionals are brilliantly showcased to maximum effect in a 750 colour illustrations over 352 pages. Contributors include Christoph Niemann, Sara Fanelli, Christoph Abbredederis, Shogo Ota, Milton Glaser, Michael Bierut, Bruce Mau and Jordi Duró.

Steven Heller is co-chair of the MFA Designer as Author Department at New York's School of Visual Arts. He's written many books on graphic design, most recently *Handwritten*, *New Vintage Type* and *New Ornamental Type*. Lita Talarico is the founding editor of *American Illustration & Photography* and also co-chairs the MFA Designer as Author Department at the School of Visual Arts.

*Graphic* is published by Thames & Hudson (RRP £24.96). CSD members can buy the book for £19.95 including UK mainland delivery (overseas costs available on request) using the promotional code in the [members' area](#) of the CSD website.

# NOTE THIS

## DAME VIVIENNE WESTWOOD DESIGNS NEW BRIT AWARD

Fashion designer Dame Vivienne Westwood is set to give the Brit Awards a fresh look as part of a number of changes lined up for the annual music event.



Read

more:<http://www.bbc.co.uk/news/entertainment-arts-11706838>

## NICK HANCOCK DESIGN WINS £2M NATIONAL SPITFIRE MEMORIAL DESIGN PROJECT

A polished steel Spitfire soaring 40m into the sky on the end of a metal 'vapour trail' will be twice the height of the Angel of the North.

Read

more:<http://www.bdonline.co.uk/news/uk/hancock-named-as-spitfire-memorial-competition-winner/5008641.article>

## DRAWING FASHION AT THE DESIGN MUSEUM

Running from 03 November – 06 March 2011, Drawing Fashion celebrates a unique collection of some of the most remarkable fashion illustrations from the 20th and 21st centuries.



Read

more:<http://designmuseum.org/exhibitions/2010/2010-drawing-fashion>

Image: Francois – Loves me Loves me Not, Myla UK 2001



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CSD holds Observer status of the World Intellectual Property Organisation ([WIPO](http://www.wipo.org)) and works continuously to advance an understanding and respect for the Intellectual Property Rights of designers.

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