

The Designer

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

The Designer keeps you posted with news, views and reviews of what's happening in the Society and 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. 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.

If you know someone you think would like to receive **The Designer**, feel free to forward it to them.

CSD NEWS

CSD SUBMITS EVIDENCE TO HOUSE OF COMMONS COMMITTEE

‘Creativity is the key to both cultural and economic progress in an increasingly competitive world. In the United Kingdom, we rightly celebrate the successes and achievements of our artists and designers, our musicians and engineers, our writers and creative entrepreneurs. Our creative industries define us as a nation and provide a visible celebration of our diversity and ingenuity. If we are to sustain this success and build on it the Government must do all it reasonably can to help. Necessarily, this involves examining a wide range of policies in areas such as intellectual property, education and taxation. Such is the importance of the creative industries to the UK economy, and the scale of the challenges they now face from technological change, that we believed the time was ripe to mount this enquiry, to listen to a wide range of key players and to make recommendations to Government for future action.’

And so reads the introductory comment to the recently published House of Commons Culture, Media and Sport Committee report, ‘Supporting the Creative Economy’ published recently.

With no less than 41 conclusions and recommendations the report covers the Olympic and Paralympic legacy, Creative Industries Council, Skills, Education and areas of taxation. Most importantly much of the focus is on the vexed issue of IPRs, piracy, copyright and protection.

Some highlight statistics from the report inform that:

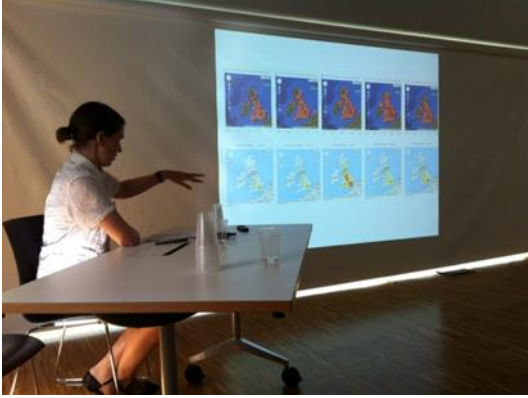
- The creative industries contributed 2.9% of the UK's Gross Value Added in 2009, equivalent to £36.3 billion.
- Some 1.5 million people are employed in the creative industries or in creative roles in other industries, 5.1% of the UK's employment.
- Exports of services by the creative industries accounted for 10.6% of the UK's exports of services, equivalent to £8.9 billion (2009 figures).

Whilst the creative industries include many areas that may be considered ‘non-design’, they are certainly areas, where there is synergy with design and thus providing a sympathetic and understanding market place for designers.

The Design Council were called to give oral evidence to the Committee and this can be read in the

report. The Society was the only design professional body to be listed as providing additional written evidence which may also be read in the List of Additional Written Evidence.

You can read the full report and the above evidences by clicking [here](#).



THE ATLAS OF DESIGN – LEAH'S PROGRESS

We have managed to catch up with Leah who is busy on her final year of her PhD... Many things have happened since some of you talked to her at the last AGM, so read on...

'I am now in the final stages of my research and am currently writing up my dissertation to submit in February 2014. Although the thesis, and the digital mapping tool I have created, represents a major outcome of my PhD research, there have also been other important outputs along the way', says Leah.

In April 2012, she curated a portrait display of **Women Designers** at the Fashion and Textiles Museum in Bermondsey - many of the women on display were at one time CSD members. This was followed, in June 2012, by a presentation of her research at a colloquium alongside: Althea McNish and John Weiss, both Fellows of the Society. Last year also saw her involved in the creation of a digital resource at the [University of Brighton](#).

Leah also spoke at a number of academic conferences including: the Digital Humanities Congress, Sheffield (September 2012) and most recently at a seminar held at the RMIT Europe, Barcelona, entitled 'Design Exchange' (pictured). 'All these events give me the opportunity to reflect, promote and evaluate my research on the CSD archive' says Leah.

On the strength of her research work, Leah was appointed Research Officer in Contemporary Design Culture (part time) at the V&A Museum in April 2013, a further challenge for her to balance work alongside finishing her PhD.

As if that is not enough to have achieved Leah adds, 'Throughout all of this, I have been programming a series of Design Culture Salons, a series of public events at which design issues of social significance are discussed openly.' You can find out more about these events and how to take part on [their website](#).

You can also follow Leah and keep up to date with the project by visiting her [blog](#).

CSD MEMBERSHIP ELIGIBLE FOR GIFT AID

As a registered Charity, members of the Society are able to Gift Aid their subscription. If you are an individual paying UK income tax then the Society is able to claim an amount determined by the HMRC.

By signing a Gift Aid declaration you are increasing the income of the Society at no cost to yourself. All you need to do is sign the form and return it to the Society by PDF or put it in the post. And you only need to do it ONCE to allow the Society to claim Gift Aid for the past 4 years and into the future.

You can download a form from the [members' area](#) of the website or send an email to info@csd.org.uk requesting a form.

Please take a minute or two to do this before reading the rest of **TheDesigner**.

CSD STUDENT AWARDS 2013

WINFRED KENT

Winfred graduated from Nottingham Trent University earlier this year with a BA (Hons) in Theatre Design. She originally studied Theatre Design attracted by its variety and the many possible career outcomes including: lighting, costume and set design, puppetry, projection and even events management. As Winfred says, 'the course is fitted around you and your talents. It considers what you want to gain from the course and therefore is great in preparing you for the future'.

Her advice to those interested in studying Theatre Design is: 'be confident about who you are and what your creating, and fight for it, because when you come up with an ambitious design you need to get other people on board and if you're not confident about it - other people won't be either. All artists no matter whether you love or hate their work will believe that their work is the best.'

Winfred's favourite project (shown here) was a set for the production of 'Dancing at Lughnasa' by Brian Freil, which was performed on the main stage at Nottingham Playhouse. The story is told through how a man perceives the memory of a traumatic moment in his childhood. The design involved researching into memory and how surreal/distorted it can be, with the aim of creating a perfect blend between the historical and the surreal without losing the richness of the play. The research paid off and as Winfred says, 'I created a surreal world for this traumatic memory floating in a space of infinity with no other life forms - as a pure telling of only this memory and nothing else'.

[BA \(Hons\) Theatre Design](#) at NTU is a CSD Accredited course.

EMMA GRENCIS

Emma graduated from Nottingham Trent University earlier this year with a BA (Hons) in Graphic Design and is currently undertaking a placement in London. Still trying to find her career pathway she is certain it will always be design related as what she loves most about graphic design is, as she says, 'the ability to take a narrow brief or a problem with all of the restrictions and challenge it'.

Her advice for any student wanting to become a graphic designer is, 'to always remember that any brief can be a challenge, so try and find an angle, as there is always something within the most mundane of briefs'. Wise words indeed!

Emma is really pleased to have won a CSD Student Award 2013 as not only has it given her the



confidence to take her portfolio for interviews but perhaps more importantly it is an acknowledgment of all the hard work she has put in over the last three years.

The work shown here was Emma's last major project during her final year. The brief was to brand a healthy and indulgent ice cream. 'My solution was to use the idea of two separate concepts -100% healthy and 100% indulgent – and bring them together to create something phenomenal. It's probably my favourite piece of work as if I compare this to a project that I completed in my first year it really does show how much I learnt and progressed', says Emma.

[BA \(Hons\) Graphic Design at NTU](#) is a CSD Accredited course.

If you are a prospective student wishing to find a CSD Accredited course or a design course seeking Accreditation or Recognition by the professional body for design then visit [The CSD Course Endorsement Programme](#).

CSD MEMBERS PROFILE

BOYSIE TONG MCSD & IRIS NG MCSD Interior Designers

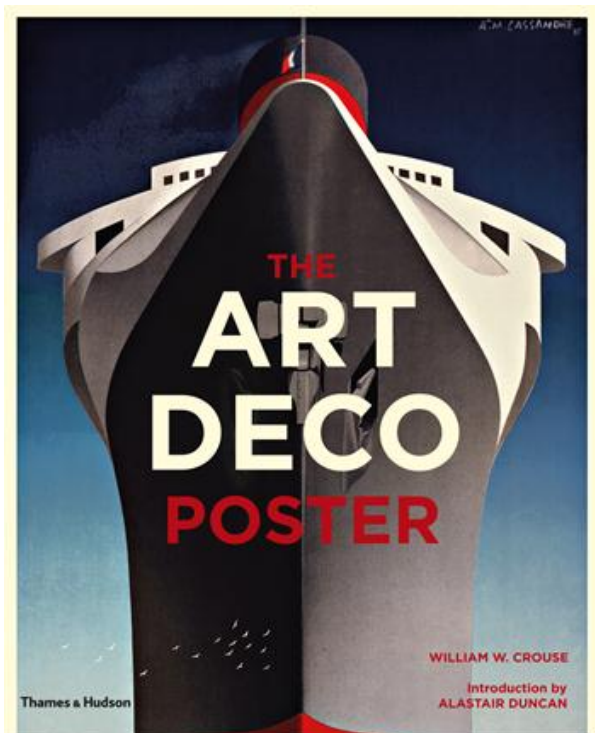
Boysie graduated from the Hong Kong Polytechnic University in the 1980s. Following his graduation he worked at the leading international design company Don Ashton / HBA. He has over 25 years' experience in the design of luxury hotel projects in: Hong Kong, Taiwan, Vietnam, Australia and India.

Iris, a graduate from the Design Institute in Hong Kong, has over 20 years' experience of working within the international hotel sector.



Together in 1989, they set up SDC, a Hong Kong based interior design practice. They provide: space planning, conceptual design, specifications and working drawings and work mainly in the hospitality industry, luxury hotels, service apartments and club houses – pictured here is work carried out for Sheraton Hotel in Changde.

They are pleased to have recently achieved membership of the Society as in their view the Chartered Society of Designers is not only the best placed international design organisation for building communication between disciplines across the world, but also is the leading force driving design practice in order to better design outcomes for a better world. 'As members, we would really like to develop the interactive platform provided by CSD, especially within China, to make professional design practice and good design a reality'. As Boysie goes on to say, 'being part of the design industry and of CSD is one of the most positive steps you can take towards building a better designed world for our children and our future'.



BOOK REVIEWS & OFFERS

The Art Deco Poster

By William W. Crouse

By nature posters are ephemeral: crookedly plastered on a roadside billboard or on the side of a bus, they last a few weeks until the advertising agency issues another imaginative image for a bar of soap or a cruise liner. While few contemporary observers understood the richness of their design or appreciated the ingenuity of their unsung creators, posters are now highly sought after.

William Crouse, a poster aficionado, has selected more than 300 of the most sought after examples of posters designed between the two great wars. They have been

organised by theme; aviation, communication, fashion and so on, showcasing rare examples by masters of the poster form such as Nizzoli, Cassandre and Beall.

Each poster, digitally photographed under carefully controlled conditions, is accompanied by an expanded caption that addresses the aesthetic, sociological, economic and/or political context of the image. If you are interested in graphic design, Art Deco and life and culture during the Jazz Age, then this is a book for you.

The Art Deco Poster by William W. Crouse, with an introduction by Alastair Duncan, is published by Thames and Hudson (RRP £35.00). CSD members can buy the book for a special price of £27.00 including UK mainland delivery (overseas costs available on request) using the promotional code in the [members' area](#) of the CSD website.

INDUSTRY PROMOTIONS AND CSD MEMBERS' OFFERS

CREATIVE BARCODE ® DIGITAL IP APP - VALUE IT BARCODE IT

Most designers want to feel that their ideas are protected before they disclose concepts to third parties. However, even experienced intellectual property (IP) lawyers agree that protection can be a minefield of course ideas alone cannot be protected under traditional IP laws. So what can you do to protect your concept?

You could attempt to obtain a Non-Disclosure Agreement (NDA) but most creative firms don't have time for this and neither do their clients -particularly during early stage discussions and pitches.

A great alternative is to join Creative Barcode® and use their digital IP system to quickly and easily protect and share your work with clear and easy terms in place. Your clients will also be reassured that the work you are disclosing to them is original and is yours to disclose.

Creative Barcode® has built a visible trust-based framework around concept disclosure, and has created a digital QR code IP App that you can use to quickly create your unique QR/Barcodes which time stamp and securely attribute concepts exclusively to you. This security is applied to all correspondence and files associated with the project before full disclosure.

Time-stamped, barcoded files disclosed through the file transfer system, where recipients accept the terms of our Trust Charter before files are downloaded, replace generalist non-disclosure agreements with more powerful, faster protection. Applicable, once you have been paid for your work, you can formally click on the transfer of IP ownership, enter your clients' details and generate an IP transfer certificate. Your client will be impressed and they might also be able to obtain R&D tax credits.

Creative Barcode® has users in more than 30 Countries, has never been breached and is supported by the World Intellectual Property Organisation (WIPO). For further information please visit [their website](#).

SPECIAL OFFER TO CSD MEMBERS – SAVE £30

CSD Members can take a year subscription, of Creative Barcode® Digital IP App, for just £84.00 instead of £114.00 using the promotional code in the [members' area](#) of the CSD website.



DesignChain@K

21 – 22 OCTOBER 2013 DUSSELDORF - GERMANY

DesignChain@K will offer insights into the practical and technical aspects of the design chain in today's plastics arena. The conference will look at the designer's use of plastics and also the manufacturing, supply chain and project management issues that product designers have to deal with. Over the course of two days, industry experts will examine the drivers for material choice use by designers across a variety of product sectors and industries.

SPECIAL OFFER TO CSD MEMBERS – SAVE 25%

CSD is a Media Partner of DesignChain@K which enables CSD members to receive a 25% discount using the promotional code in the [members' area](#) of the CSD website.



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SOCIETY OF
DESIGNERS

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CSD holds Observer status of the World Intellectual Property Organisation (WIPO) and works continuously to advance an understanding and respect for the Intellectual Property Rights of designers.
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