

# 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](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.

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

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## CSD NEWS

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### ALEX LEE FCSD CHAMPIONS CSD IN HONG KONG



'Alex Lee FCSD has been appointed to the board of the Hong Kong Design Centre (HKDC) and the board of the Hong Kong Federation of Design Associations (FHKDA) as a representative of CSD.

The Society is one of five founding members of both the FHKDA and the HKDC, which is supported by government funding from the People's Republic of China. The HKDC operates numerous initiatives, events and awards to support its work in achieving its remit - promoting the use of design and innovation to drive value creation and improve societal well-being.

Alex, a long standing Fellow of the Society, founded and manages his own consultancy, Alex Design, which offers a comprehensive range of professional product design services for Consumer Products, Toys, Electronics and Homeware.

The Society is not only privileged to have members of such calibre from around the world but is also fortunate that these members are prepared to dedicate time and effort to help CSD achieve its goals. The appointment will assist the Society with developing its international proposition in Hong Kong with initiatives such as The Register of Chartered Designers and the CSD Course Endorsement Programme.

Alex's appointment begins the process of revitalising CSD Hong Kong. As he points out, 'CSD has strong support in Hong Kong with many members practicing across all design disciplines. As the

international professional body for designers, the Society's importance is well-known and respected here by both those in practice and in design education. I am very much looking forward to the Society setting up a new Hong Kong committee in order to develop more initiatives for designers'.

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## DESIGNER COMMUNICATION: CSD WELCOMES EMILY BEESON

'I recently joined CSD as Communications Assistant and could not be more excited about the journey ahead. I plan to introduce projects that aim to connect with and show appreciation for all members of the Society, encourage new membership and promote dialogue on design'.

Digital has mutated interaction, producing nuanced changes which affect professional practice. In order to exploit this, organisations which represent the interests of designers must *'take the blog by the horns'* and communicate on a wider scale.

Good news for members: CSD will step into the blogosphere in January 2014. Whether a Fellow, a fledgling Member or an established designer in your field, I would like your help with creating the CSD blog; a space where stories and projects will be appreciated, nurtured and will serve to inspire.

Providing an account of your experiences and how you would like to see your work promoted will aid me in sharing news on your discipline and creating a valuable and influential resource. Perhaps you could offer a story on why you joined CSD and what Membership means to you?

The Designer provides insights into projects that CSD Members have worked hard to bring to life. With your assistance, I hope to make the CSD blog a productive space in which to share more narratives like these. Your accounts and images of past projects will form a tremendous visual spread of design highlights from the society's rich and detailed history.

I am thrilled to be part of a chartered organisation that helps designers and look forward to connecting with you, receiving your stories and images and sharing CSD's work with the world.

[Emily@csd.org.uk](mailto:Emily@csd.org.uk)

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## CSD ASSOCIATE PROFILE

### CHARLOTTE LITTLEHALES Assoc.CSD Graphic Designer

Charlotte Littlehailes is a 22 year old Graphic Design graduate. Having recently completed a BA Hons Graphic Design course at Nottingham Trent University, she is now employed by well-known design brand agency Stocks Taylor Benson. Charlotte describes herself as a versatile and multidisciplinary Graphic Designer undaunted by the possibility of new challenges.



Utilising her degree to act upon her proclivity for type and composition, Charlotte strove to employ unfamiliar design techniques. She says, 'my tutors persuaded me to experiment and make full use of the university's facilities which helped to make my portfolio as varied and exciting as possible.'

Citing a number of aides, such as the open-endedness of university projects and taking part in live briefs, which have helped her to push boundaries and readied her for the design industry, Charlotte also credits her website and sites such as Behance, Twitter and Tumblr, and of course CSD's online portfolio and Find-a-Designer services, as valuable publicity tools.

Among her favourite university projects was, 'Making the Mundane Magnificent', a brief which entailed transforming an everyday item into something of interest. She chose to communicate the power of more than 2600 matchsticks through a typographic piece, 'A Spark is all it Takes'. Using a single spark, the piece was burnt, filmed and destroyed in seconds.

This young designer describes the transition from study to full-time work as an enjoyable challenge. She says, 'the turn-around for projects is often shorter than at university which can be quite difficult, but it is something I am gradually getting used to. I feel that already I have engaged in a range of creative projects that have bettered my skills as a designer.'

Earlier this year, Charlotte was awarded with the Stocks Taylor Benson Design Award, she says of the experience, 'It felt like a great achievement, summed up a successful three years at university and I felt that my hard work had paid off.' View images and the video of '[A Spark is all it Takes](#)'.



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## CSD MEMBERS PROFILE

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### JAMES LAMB MCSD Product Designer

‘As far back as I can remember Design and Technology have been my favourite subjects. When I was 14, I designed and built a fold-away wheelbarrow and since then I have been committed to design.’ James Lamb is a hands-on Product Designer and the founder of [Idea Reality Ltd](#), a creative business that turns inventor’s ideas into effective, IP covered and commercially manufacturable products.



After studying Industrial Design at Loughborough University and a sandwich year spent at a product design consultancy working on items for the likes of Boots and Tesco, James dived fearlessly into industry. During his time within design consultancies and a small in-house team as Lead designer, he has brought products, from simple mass produced items to large modular building systems to market. Now, as the founder of Idea Reality, he works on a diverse range of innovative designs from Military equipment like the ‘Claymore Style Mine’ (pictured above), to helpful gadgets, fashion accessories and products for the home.

He speaks highly of his transition into professional employment via work experience and maintains that, for students, experience is crucial. ‘In my opinion’ he says, ‘it is more advantageous to join a small design team rather than be drawn to a large brand name. This gives you more opportunity to develop as a well-rounded designer and will boost your portfolio and confidence no end. Hopefully, this will also provide you with a good mentor to learn from.’ James strongly advises selecting a course that offers a placement scheme, explaining that in his experience, this is a great way of getting a head start.



James initially started as a freelance designer which then led to the creation of Idea Reality Ltd. Now he enjoys the close proximity to design briefs working on a variety of projects. For example he recently collaborated with the inventor of the ButterPod. The ButterPod makes refrigerated pure butter spreadable in seconds. The stylish design incorporates an innovative heat source, that when combined with kinetic energy, creates softened butter.

James believes that CSD Membership provides designers with credibility and clients with the assurance of expertise. He says, ‘the scope for developing professional skills and potential networking opportunities are helpful and are increasing as the economy improves. I strongly believe that holding "chartered" status as a designer is a global mark of quality.’

View the [ButterPod](#) and [Design Process Diagram](#) via Idea Reality Ltd.

## BOOK REVIEWS & OFFERS



### **Paper Engineering for Designers - Pop-up Skills and Techniques** **By Keith Finch**

Remember how delightful it was as a kid to open a pop-up book and have animals and scenes jump out at you? Then imagine the pleasure of being able to create those pop-ups for yourself. This book gives you the technical know-how to achieve just that.

The book has been designed to explain the basic techniques of paper engineering and does so in a very hands-on fashion. Its pages are bursting with shapes and creative cutting methods, starting with simple ‘V-folds’ and culminating with complex ‘pull tabs’, ‘wheels’ and ‘dissolving windows’.

As soon as you open the first page, the fun begins. You are greeted with what can only be described as an explosion

of shapes and forms, a veritable firework display of pop-up potential. Other pages are filled with templates for the most complicated shapes and structures, which can be pushed out and re-inserted to create a final masterpiece, showcasing the outcomes of the techniques involved.

Once you have mastered the basics, the endless possibilities are only limited by the imagination. The book, together with the pop out templates, can be used for future reference to repeat processes or develop new ones - you may wish to make a note of the shapes in their flat form before assembling them for future reference.

This is a book that delivers on fun-factor as well as well as being a useful design tool. Not only does it raise a smile to realise how the forms work, it's an example of where engineering meets origami; it's the sort of book you can flip through, admire, show to others and make inventive use of.

By the time you have finished looking through it, you will have accrued the knowledge needed to create a globe and your own dynamic pop-up. If you want a book to gift a designer for Christmas this year, this one will keep them occupied for days.

Paper Engineering for Designers by Keith Finch is published by Thames & Hudson (RRP £19.95). CSD members can buy the book for a special price of £14.95 including UK mainland delivery (overseas costs available on request) using the promotional code in the [members' area](#) of the CSD website. Offer is subject to availability and runs until 30th June 2014.

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## INDUSTRY PROMOTIONS AND CSD MEMBERS' OFFERS

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### THE BIG RETHINK

**MARCH 18<sup>th</sup> 2013, THE HAC, LONDON**

Rapid technological innovation means that we want to know about the whys and wherefores of it. This year, The Economist Events' Big Rethink event will address this by inspiring marketing optimisation and encouraging you to meet your customers' expectations.

The Big Rethink 2014 is about implementing tailored strategies to strengthen customer relations. Technologically, people expect marketing to be relevant, appeal to their interests and reach them in a way that connects seamlessly with their day lives.

Although marketers are partially meeting these demands, in the next 5 years technological innovation will drive consumer expectations higher, providing opportunities to engage more subjectively.

At the next Big Rethink we will discuss how to make marketing more personal. As always we will invite top marketers, and speakers from outside marketing with surprising perspectives and new ideas, to present and share insights. Take part to better understand the future of marketing and prepare yourself for the changing needs of your customers. For further details please go to [their website](#).

**SPECIAL OFFER FOR CSD MEMBERS** – The Society has once more partnered with The



customer  
marketing  
aims to  
encourage

strategies  
empower  
interests  
their own

Economist. Members will receive a 30% discount when purchasing tickets for Big Rethink using the promo code in the [members' area](#) of the CSD website.

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DESIGNERS

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