

# 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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### CHARTERED DESIGNER SURVEY - VALUABLE INSIGHTS

Apart from informing the development of the Register of Chartered Designers, the recent survey threw up some fascinating insights and valuable data.

The survey remained online throughout the summer period and was widely publicised in order to ensure all in the design sector had an opportunity to input. This was the final stage in the process of developing the Register and the Society is now hard at work analysing the responses and collating views and comments from the many consultation events on the subject over the past 18 months.

The Register is not exclusively for the benefit of CSD members and all practicing designers, in whatever design discipline, will be able to apply to become a Chartered Designer. Of those who undertook the survey only 42% were CSD members and 51% did not belong to any professional body. Almost 90% of respondents said that they were not members of any trade body.

The lowest response of less than 1% came from the North East of England with highest response of 24% coming from London. Importantly, as the Register will operate internationally, 12% of respondents were from outside of the UK.

Respondents were very clear as to some of the criteria for awarding Chartered Designer status:

- 85% considered it important or essential to be a practicing designer
- 72% thought CPD was important or essential
- 76% believed membership of a professional body was important or essential
- 95% responded that adhering to Code of Conduct was important or essential

When asked for an order of importance for the four competencies within the CSD Genetic Matrix™ respondents rated Professionalism and Creativity equally highly followed by Skills and then Knowledge.

From a list of 22 design disciplines, respondents considered chartered status to be very important for engineering, automotive, consumer and industrial product design together with commercial interior design and corporate identity design.

Whatever the statistics, the Society is now confident that it has given all those in the design sector, individuals and organisations, an opportunity to inform the Register.

Although the responses are now being analysed the survey remains online in order that the sector can still input views which will not only be noted during the development stages of the Register, but will also provide more valuable data about practitioners.

[Take a few minutes to complete the survey.](#)

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## **CSD MEMBERS' BUSINESS OPPORTUNITIES**

There are plenty of opportunities for designers to tender to supply design and consultancy services within the UK and the EU. The Society has now introduced a dedicated section within the members' area of the CSD website which will list current opportunities.

In addition to calls for tenders the section will also display commissions on offer from various clients in all design disciplines. [Login to your page](#) to view the current opportunities.

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## **CSD STUDENT AWARDS 2013**

### **ROSEANNA STARKIE**

Roseanna graduated with BA (Hons) in Furniture and Product Design from Nottingham Trent University. Brought up in a creative environment, Roseanna can pinpoint exactly when she realised that design was something she could do professionally. "I was in Year 9 and the Design and Technology's teacher wrote in my report the words: 'You are a designer' and that became my dream!"

Her advice to design students is to learn from people who are passionate about what they do; mix with people from other departments. She spent time over in the building housing the decorative arts course which enabled her to learn about materials and processes and to see design from a different perspective.

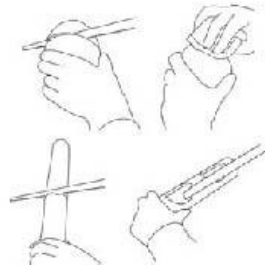
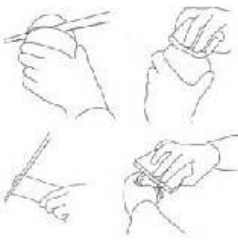
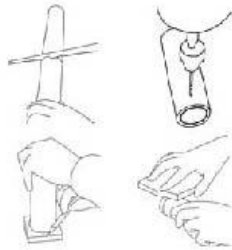
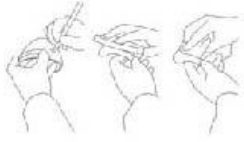
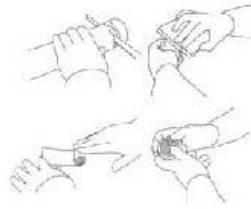
Winning the CSD Student Award 2013 was a huge compliment for Roseanna and as she says: 'It means I must be doing something right'. She believes it will help her further her career and gain employment.

One of her projects was the design of a range of luxury door handles. Although a very common everyday object, Roseanna considered the designs on offer to be less than inspiring. From her research she deduced that the consumer base was mainly male with manufacturers and builders often specify the product.

'My main challenge in the project was creating a prototype of my design. The solution was to create the handle in two parts: the main body was CNC formed while the pattern on the 6mm aluminium decorative plate was cut using a water jet. I then filed it down by hand to create the ergonomic convex shape. I think the final design is a balance between masculinity and femininity and importantly for me it received a positive response from people in the industry.'

The [BA \(Hons\) Furniture and Product Design](#) and [BA \(Hons\) Decorative Arts](#) offered by Nottingham Trent University are both accredited by CSD.





prototyping, testing and the making of a final product' says Chloe.

Her advice to students is: 'believe in yourself and your ideas. Don't be afraid to take risks and make mistakes'.

Chloe was one of the winners of the CSD Student Award 2013 which has given her a new found confidence and inner strength for future opportunities.

The project shown above takes inspiration from the Eden Project, a local business whose story epitomises the power of regeneration and is a perfect example of how to teach visitors about humans' relationship with nature. Chloe's aim was to engage the head, hands and hearts of the customers, by designing a range of tableware products that customers of all ages and abilities could make whilst participating in a workshop.

The materials used are sourced and grown at the Eden Project and the aim of the workshop is to engage:

- the head by getting customers to think about where materials come from and the processes that go into making the product;
- the hands by allowing visitors to make the products themselves, and
- the hearts by giving them that feel good factor because of what they've achieved.

The [BA \(Hons\) 3D Design, Product Designer](#) offered by the University of Plymouth is accredited by CSD.

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## CHLOE THOMAS

Chloe recently graduated having gained a BA (Hons) from the 3D Product Design course at the University of Plymouth. Born and raised in Cornwall, the love of the coastline has inspired her and as Chloe says, 'I feel very privileged to have grown up in such a beautiful place but I'd love to travel to see other areas of the world.'

Her interest in product design started at school where she enjoyed Design and Technology which led her to study A Level Product Design. 'I enjoy the whole process from getting a design brief to the challenge of finding a suitable outcome,

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## CSD MEMBERS PROFILE

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### ANDY BELL MCSD Product Designer

Andy is an Industrial Designer working for a Leicester based consultancy Canard Design. His ethos as an Industrial Designer is that everyone benefits from good design. Both the practice and Andy pride themselves on their personal and collaborative approach to projects.

‘Over the past year we have made a series of operational improvements and the next natural step to demonstrate to clients that we are credible, professional and conscientious designers who take their work seriously was to apply to join the Society’ Andy says, adding: ‘ I believe that is what membership of CSD demonstrates’.



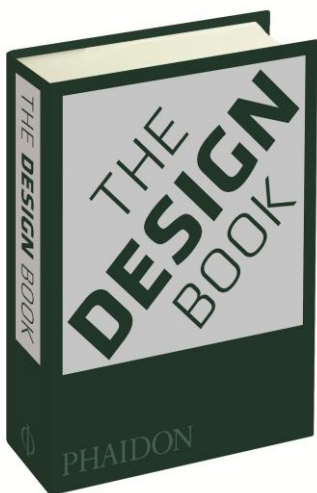
The image shown here illustrates a project called the ‘Carry Chair’. This project was part of Andy’s work shown during his assessment for Membership. The design of the chair is a re-think of an ambulance carry chair and its aim is to reduce manual handling, eliminate dangerous lifts and improving the ergonomics so that the 18kg chair can actually lift a 160kg person from the floor to a sitting position automatically.

Assessments for membership of the Society are rigorous but every support is offered to applicants to ensure they gain from the experience and all applicants receive a professional service and a warm welcome from both assessors and staff, something for which Andy said he was most grateful and therefore was looking forward to membership.

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## REVIEWS & OFFERS

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### The Design Book

The Design Book is a great introduction to the history of design, but also the history of taste and culture. The milk bottle is not in itself remarkable and yet it has come to symbolise both its contents and a particularly British way of life. The ring-pull can end has likewise become synonymous with the accessibility and convenience of mass-produced American drinks

It is the greatest compilation of inspirational design and must-have products ever assembled in one amazingly-priced collectable book. Showcasing the 500 most innovative, beautiful and influential products of the last 500 years that are still in production.

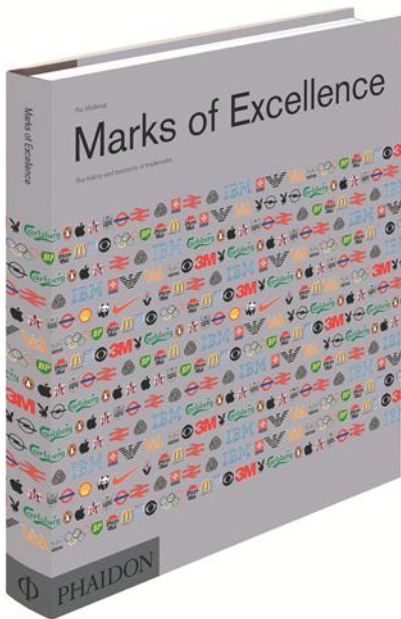
Organised chronologically, each entry includes a large image and a descriptive caption, providing information about the product, its designer, its manufacturer and its history. Selected by a global panel of experts from every part of the design world, entries include not only the wondrous creations of the internationally-renowned including: Joseph Hoffman, Marcel Bruer, Le Corbusier, Charles Eames and Castiglioni, but also products whose designers

remain unknown and yet which have achieved such perfection in design and functionality that the original leaves no room for improvement.

The Design Book is published by Phaidon (RRP £12.95) CSD members can buy the book for £9.00 (excludes shipping) using the promotional code in the [members' area](#) of the CSD website. Offer ends 1/10/13.

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## Marks of Excellence



by Per Mollerup

Marks of Excellence, first published in 1997, has been revised and expanded in this new edition published by Phaidon. Whilst keeping much in common with the original book, this edition will, in appearance and substance, add so much that it will appeal to content owners of the old book.

The book's text covers every aspect of the trademark, its history, development, style, classification and relevance in today's world, considering the relationship between trademarks and corporate identity as well as communication design with an emphasis on sign theory. At its core is a comprehensive classification of trademarks covering name marks, abbreviations and all kinds of picture marks, followed by an alphabetical index of trademark themes from animals to word puzzles.

The final section of the book covers the development of trademarks over time and across the boundaries of language and space.

Marks of Excellence is an invaluable reference tool for design students and graphic designers, and anybody else that is interested in contemporary visual culture. The original book was packed with nearly 600 illustrations of both rare and instantly recognizable trademarks, logos, signs, advertisements, and the images that inspired them. This revised and expanded edition will include at least 500 new images and 80 pages of new material, bringing this successful title right up to date.

Marks of Excellence by Per Mollerup is published by Phaidon (RRP £45.00) CSD members can buy the book for £31.50 (excludes shipping) using the promotional code in the [members' area](#) of the CSD website. Offer ends 1/10/13.

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## INDUSTRY NEWS

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### **BDI CHAMPIONING INNOVATION**

The BDI Ltd brand portfolio comprises [Innovation Bank](#), Innovation Directory and British Design Innovation, a spin-out currently on license. Additionally BDI Ltd retains a commercial interest in [Creative Barcode](#) the UK's unique digital Intellectual Property system designed to support the emergence of a digital assets economy, endorsed by World Intellectual Property Organisation (WIPO).

Designers, creators, content producers, innovators, entrepreneurs and inventors will all benefit from a collaborative and safe trading environment designed to facilitate, promote, share, exchange, sell and licence Intellectual Property and digital assets online or offline.

BDI Ltd brands support creators and innovators of all types to safely innovate, collaborate, gain recognition for their talents and generate new or enhanced income.

The new MD appointment of Andrew Atter coincides with significant opportunity in the field of collaborative innovation and Intellectual Property trading. Following the Hargreaves Review and Hooper/Lynch Reports the UK Government has highlighted the importance to the UK creative digital economy of collaborative innovation and safe trading of digital assets.

Andrew Atter states “Achieving the right balance between accessible IP mechanisms, safe-trading environments and innovation progress will result in a positive and significant impact on the UK economy. Post the London 2012 Olympics it is vital to carry forward the UK’s reputation as a hot bed of innovation and creativity”.

States Maxine Horn, CEO “We are extremely pleased to welcome Andrew aboard BDI Ltd to drive forward its portfolio of properties at this opportune time. We look forward to working with him to significantly increase the commercial opportunities for the company, its portfolio of branded properties, its client base and its partners”

The commercial assets of British Design Initiative will be exploited to their full potential to underpin the growth area of trading commercial innovation and creative concepts with corporate businesses and likewise the trading of academically robust applied research.

An immediate opportunity lies in the expanded BDI Ltd trading partnership with Creative Barcode a radically innovative IP protection and safe disclosure system specifically designed for the digital age. It attributes and protects ideas from concept to completion and is already proven to be 100% effective in 29 countries and is backed by the World Intellectual Protection Organisation.



CHARTERED  
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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