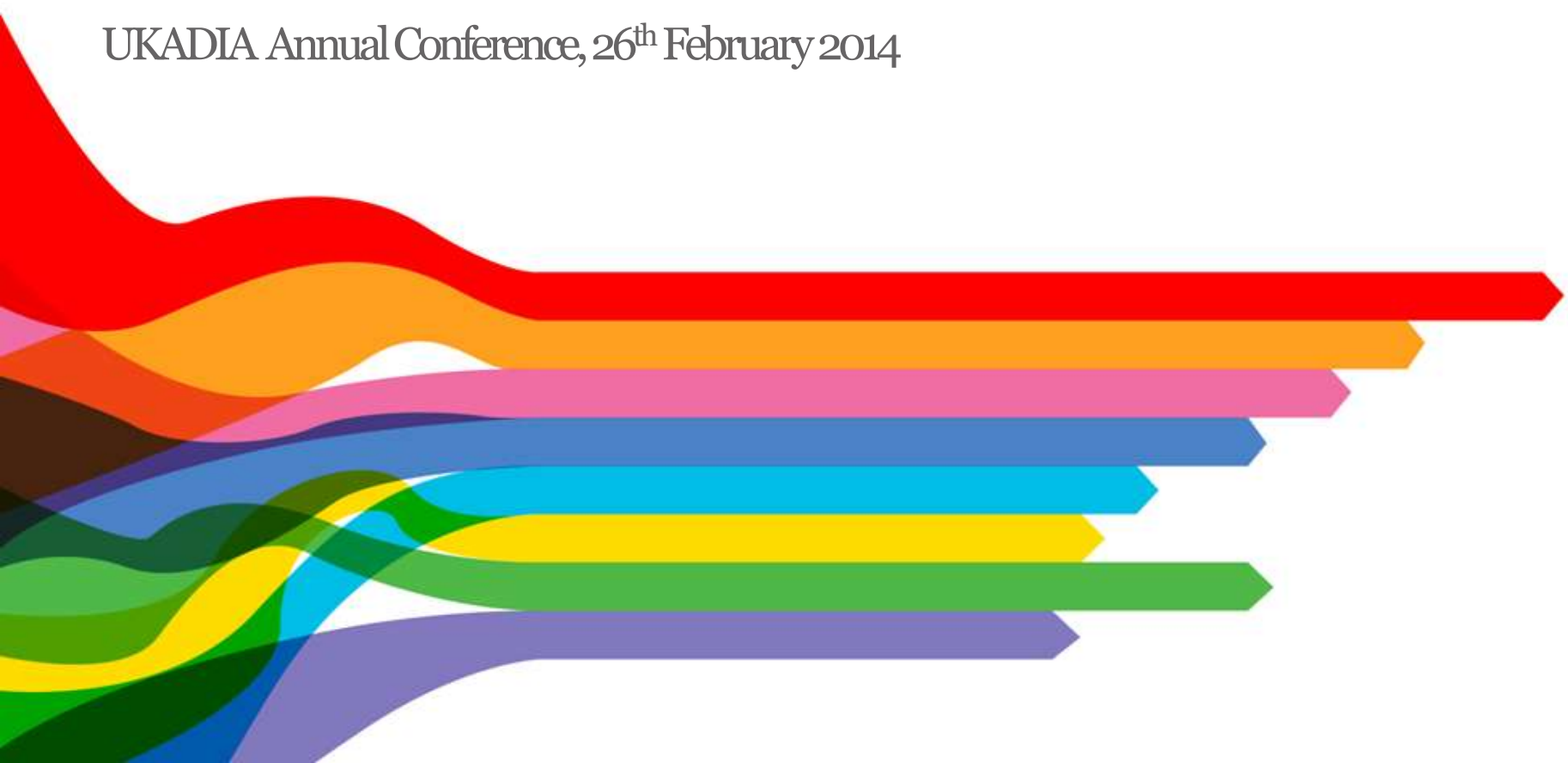
Design Council

Towards a Design Skills Academy

Andrew Davidson, Skills Academy Manager

UKADIA Annual Conference, 26th February 2014



Our history

1944
Council for
Industrial design

1924
Royal Fine Art
Commission

1970
Design Council

1999
CABE

2011
Design Council
(inc. Cabe)

Design Council

Championing great design to improve lives

Design Council

Growth

Communities

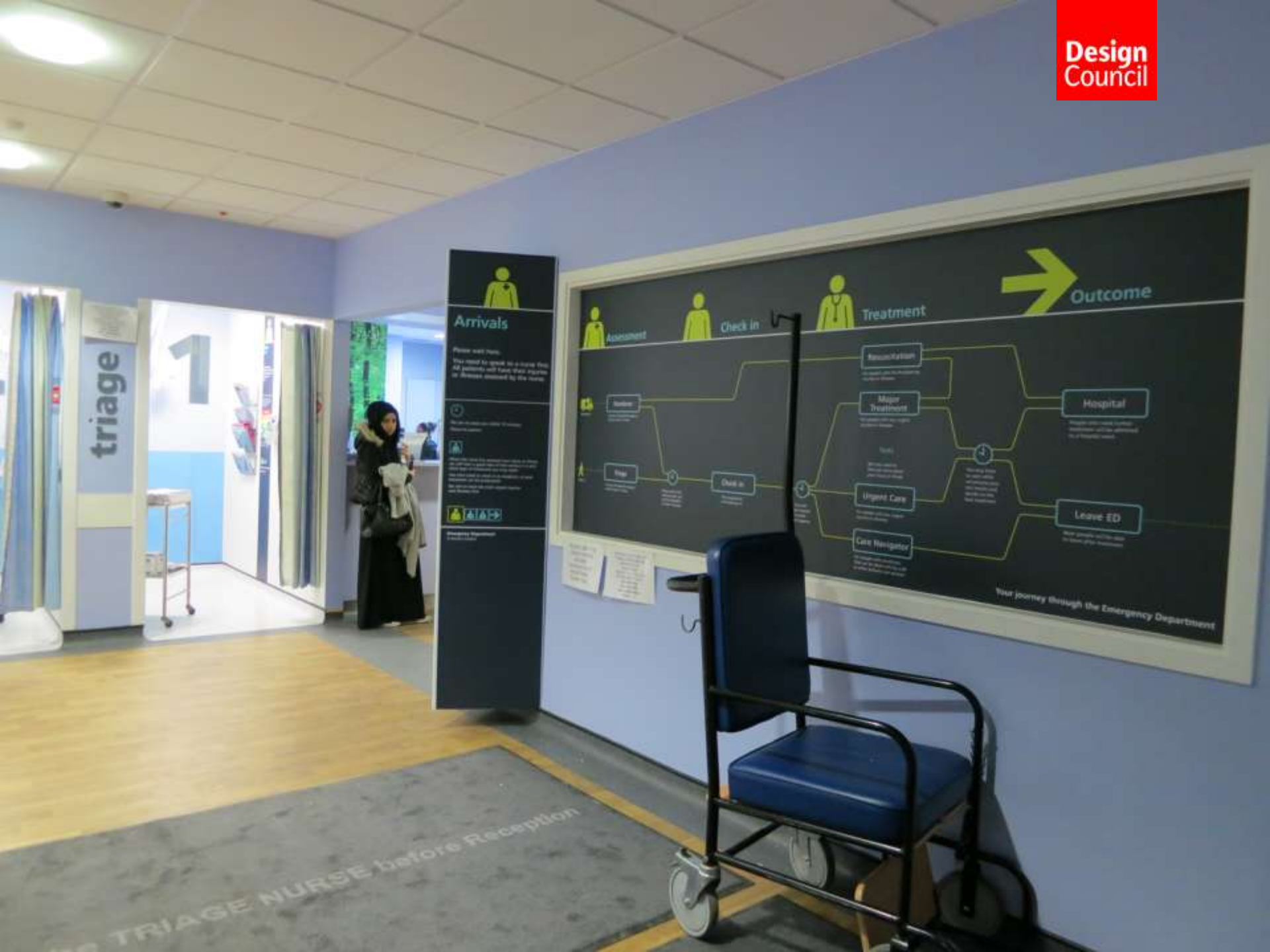
Ageing

Active

Ode

Design
Council
Dementia Dog

Reducing violence and aggression in A&E


Design Council
triage
1
Arrivals
Assessment
Check in
Treatment
Outcome
Resuscitation
Major Treatment
Hospital
Urgent Care
Leave ED
Care Navigator
Your journey through the Emergency Department
TRIAGE NURSE before Reception

Pathways to Design: Youn ×
creative-blueprint.co.uk/library/item/pathways-to-design
Apps Suggested Sites Imported From IE

Pathways to Design : Young People's Entry to the Design Sector

Creative & Cultural Skills, November 2013

Pathways to Design examines the design industry's perceptions of young people, their suitability for work and the neccessary skills and abilities needed to thrive within the sector. It is the first major qunatitative study of design employer views on the education sector in the UK.

Download file (2.68 MB)

Pathways to Design

- 76% of design employers were happiest to employ graduates

- 58% felt that those graduates did not come with the skills they expected, citing:
  - Commercial awareness
  - Communication skills
  - Basic business & workplace skills

Pathways to Design

However…

- only 14% could claim to be ‘very engaged’ with education
- 25% felt that it wasn’t their responsibility to engage

Design Council

Towards a Design Skills Academy

creative & cultural skills | The National Skills Academy CREATIVE & CULTURAL

dba design business association

THE SORRELL FOUNDATION

BIDA service · interaction · product

Design Council

2013 pilot activity

DESIGN MUSEUM

new designers

THE LONDON DESIGN FESTIVAL

CHELTENHAM DESIGN FESTIVAL

#DesignNeedsYou

- Over 300 sign-ups from the industry

Design Council

UKADIA members engaged

ARTS UNIVERSITY BOURNEMOUTH

ual: university of the arts london

UCA university for the creative arts

WSD Writtle School of Design

For your students

- Curated student content at trade events, e.g. 100% Design
- Reduced rate for Design Council and trade events
- Visiting lecturers and live briefs set by industry
- Exclusive access to national competitions judged by industry
- Opportunities to observe at Design Council professional reviews

For your staff

- Industry-led CPD for design tutors
- Industry-endorsed teaching materials on developing areas of design practice
- Visiting lecturers and live briefs set by industry
- Regular meetings with counterparts at other institutions
- Access to design teams outside the creative industries

For the institution

- Recognition of status as Design Skills Academy member
- A new national award to celebrate excellence in design education
- Programme of activities to engage with feeder schools/colleges
- Representation through the Design Council on national policy groups, e.g. Creative Industries Council and APDIG
- Involvement in Design Council's work developing design standards globally

Over to you…

Thank you

andrew.davidson@designcouncil.org.uk

@designandrewd