IDA

The IDA world design report:

progress report

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Principal, Design Connect
LEE Soon-in, Korea
Executive Managing Director,
Design Promotion Division, KIDP

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The IDA world design report is to create for the first time in one place, information to show design policy and design activity in chosen countries of the world.

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Audiences

- · politicians
- · government administrations
- · policy makers
- · designers and design companies design organisations
- · business schools
- · university libraries
- · academics
- · schools of design

An international design alliance project



Partners of the international Design Alliance

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The goal

To create the data-collection, editorial, design, production and dissemination process necessary for the publication of the first ever world design report leading to further up-dated

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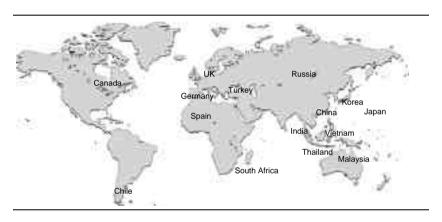
publications on an annual or biennial basis

Guiding principles

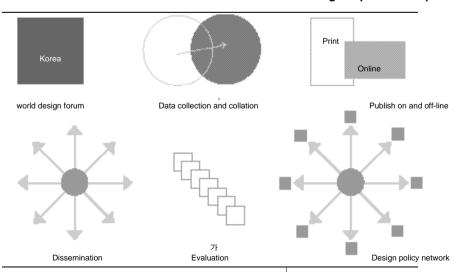
- · cannot be comprehensive
- · building a strategy and a process
- · designed to be achievable
- · walk before we run
- · not inventing or creating new information
- · harvesting what is already there
- · user-friendly data-capture

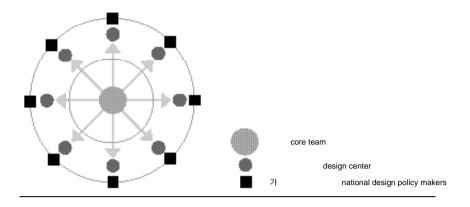
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September 2002, First ever world design forum



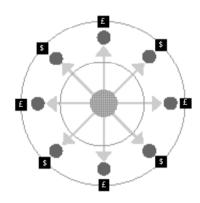
Building the process map



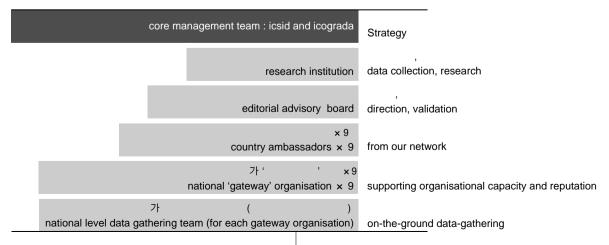


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Potential sources of income?



Structure and actors



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- a. Key 'design economy' indicators: possible key indicators
- $\cdot\,$ scale of design activity as a % of per capita GDP
- · innovation index score
- · most represented design sectors
- · no. of patents in previous 12 months

· GDP

12

- · GDP

- · no. of designers employed
- · overall contribution to GDP
- · no. of design schools
- · no. of design graduates per year
- · government policy on design
- · level of government funding to design
- · national design organisations
- · national professional representative body
- · design export figures

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. b. Country overview

- · written by an identified 'ambassador' an expert or representative of a recognised design organisation
- · open style not templated reveal diversity of voice includes 5 year prognosis

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- 가

c. For each country

Japan

- · national or regional design award winners
- · recognised nation-based design-led companies

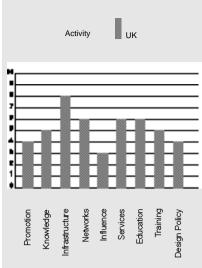
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d. National design policy indicators

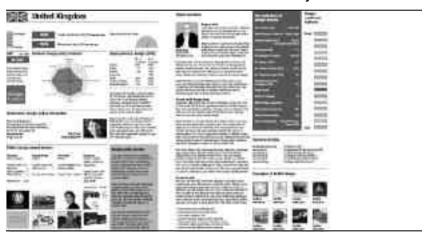
Denmark Political support Funding per capita Policy links Policy relationship Partnerships Management quality Scale of premises Industry links

Political support Funding per capita Policy links Policy relationship Partnerships Management quality Scale of premises Industry links

| 가 | 가 | |
|--|-----------------|--|
| Country Indicator | National Rating | |
| | 0 | Ac |
| Level of government commitment to design | | |
| | 2 | <u> </u> |
| Strategic effectiveness of activities | | |
| | 2 | 7 |
| Effectiveness of policy activity | | • |
| | 0 | |
| Resourcing from government | | |
| | 3 | + |
| Level of sophistication and maturity of | | 5 8 2 |
| programmers and ways of working | | Promotion Knowledge ifrastructure |
| | 1.4 | Promotion Knowledge Infrastructure |
| Average | | |



Layout overview



Progress in Asia

The Korea design report includes research and data not only for Korea, but for China and Japan as well, while also setting the format for the Asian design report. The Asian design report is produced by a professional market research company, Embrain Consulting, with the ultimate goal of creating a Northeast Asian on-line research network focusing on China, Taiwan, and Japan. We need to consider if a similar set-up is required for Europe, the Americas, Africa, and Australia.

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the ida world design report

world design forum 2003

progress report

seongnam, korea: 02 december 2003

world design forum 2003 seongnam city korea

strategic director : soon-in lee

project director: michael thomson

to create for the first time in one place, information to show design policy and design activity in chosen countries of the world

audiences politicians government administrations policy makers designers and design companies design organisations business schools university libraries academics

and schools of design

an international design alliance project

icograda IDA

International Council
of Graphic Design Associations
A Partner of the International
Design Alliance

ICSIC IDA

International Council of Societies of Industrial Design A Partner of the International Design Alliance

the goal

to create the data-collection, editorial, design, production and dissemination process necessary for the publication of the first ever world design report leading to further up-dated publications on an annual or biennial basis

guiding principles

cannot be comprehensive building a strategy and a process

guiding principles

designed to be achievable walk before we run

guiding principles

not inventing or creating new information harvesting what is already there user-friendly data-capture

last september (2002) first ever world design forum



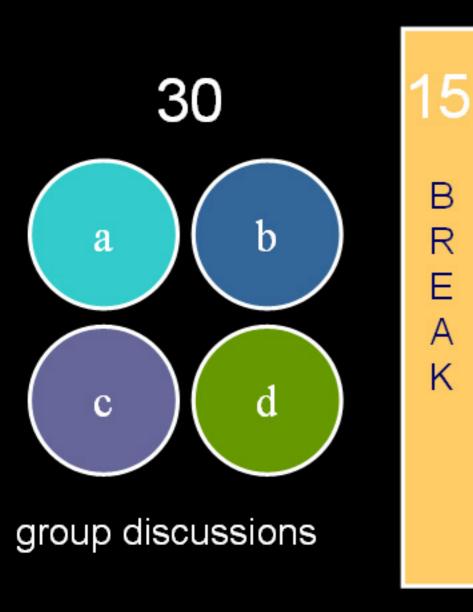
seongnam city korea





10

CLOS



20 reporting back

decisions on next steps

35





> Social What injust has it had.
What dota exists

Technic Market IS DESIGN IMPORTANT HOW MANY STUDENTS GRADUATE IN DESIGN ? HOW MANY DESKN INSTITUTIONS IN EACH COUNTRY ? What No of 35% Derign Registrations Under WDO . + IP (available on compute!) - Countrie

INDICATORS

KET

SECTOR

Sectoral

TOP DOWN

COVERNMENTA.

That stage is each

country heading to ...

Batton us

N. Awarto.

N- Fooland

INFORMATION

information

DESIGN PENETRATION

AT SELONDANY VEVEUS?

How much does Gov invest in design?

What land of R+D investment?

is design to play an impoltant note in the health sector!

now many patents taken out

BERATTHEORY PRODETS

EACH COUNTRY 2 INNOVATIONS (MEN CATES ORIES)

how can we test the principle?

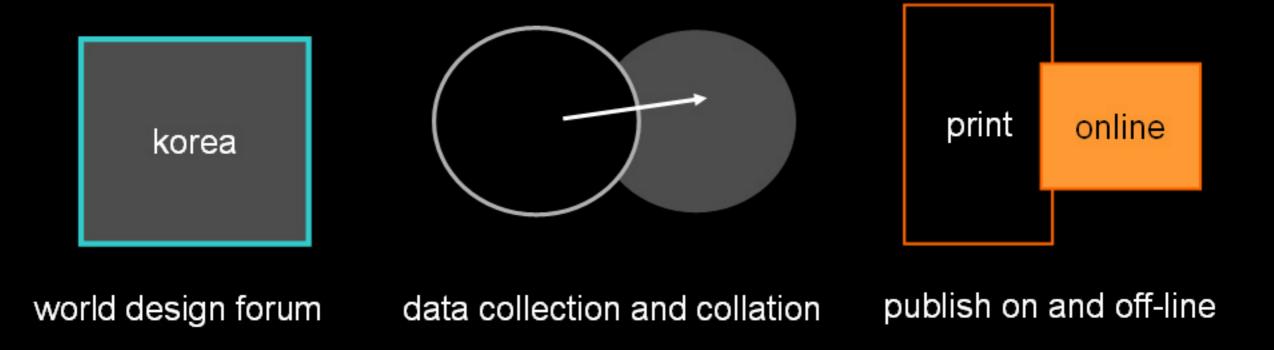


korea

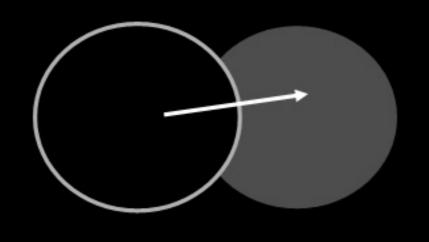
world design forum

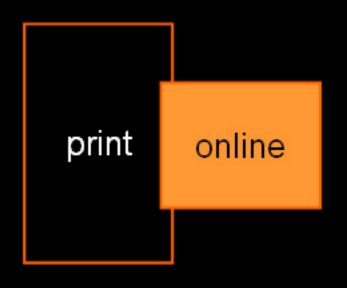


world design forum data collection and collation





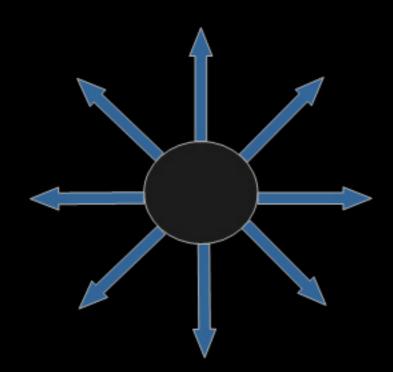




world design forum

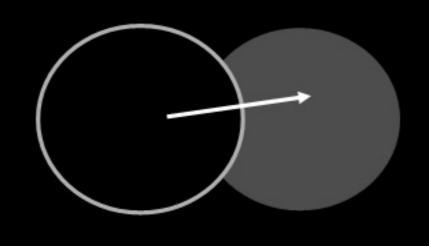
data collection and collation

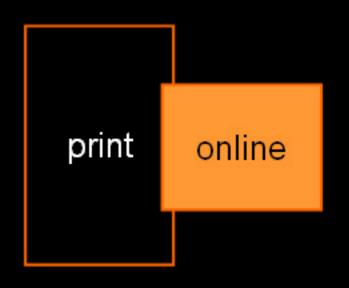
publish on and off-line



dissemination



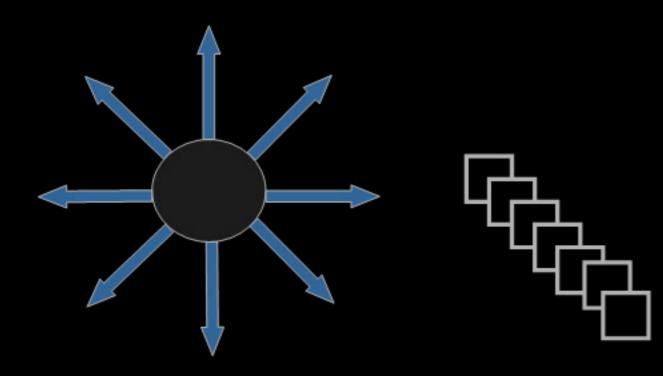




world design forum

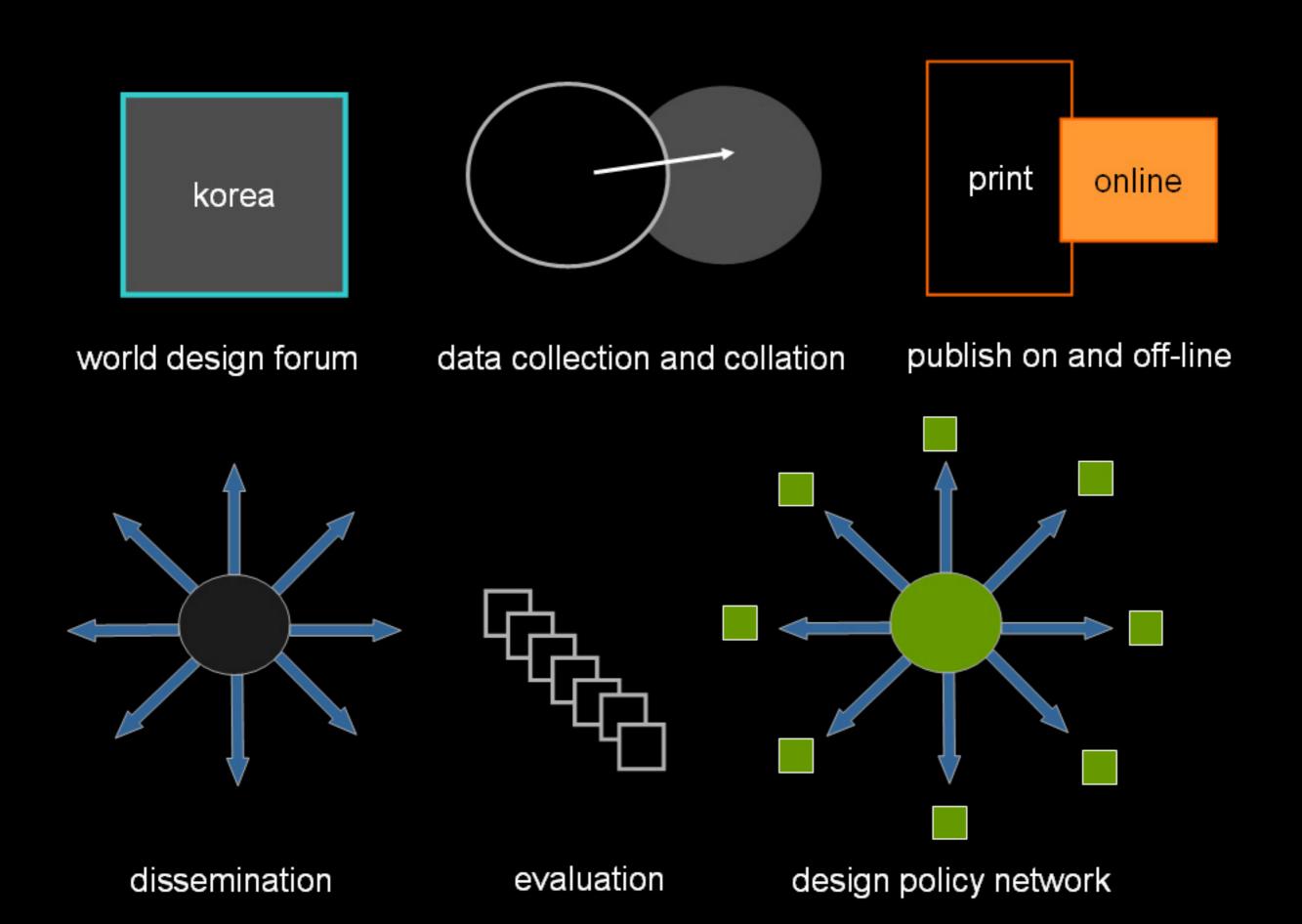
data collection and collation

publish on and off-line

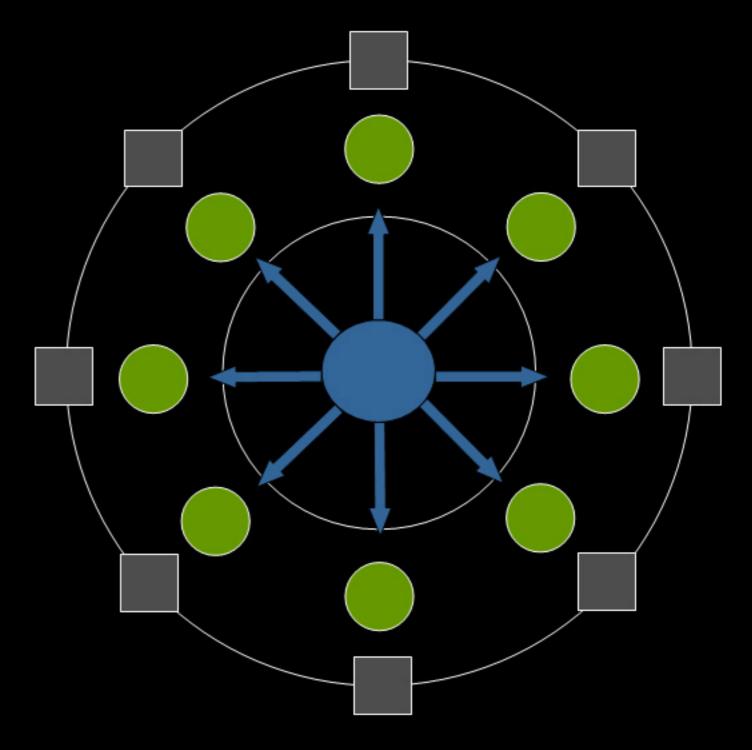


dissemination

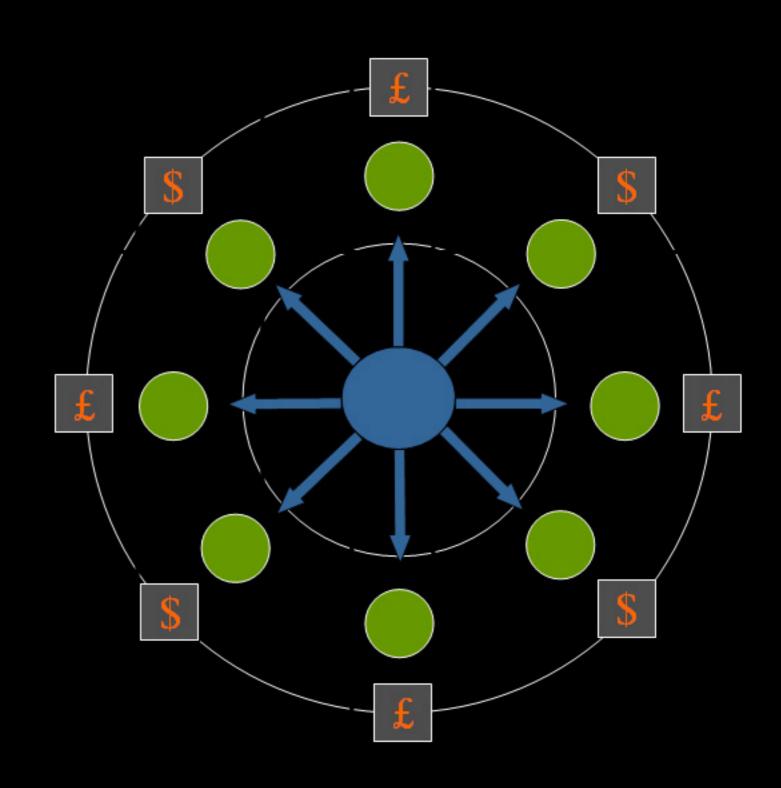
evaluation



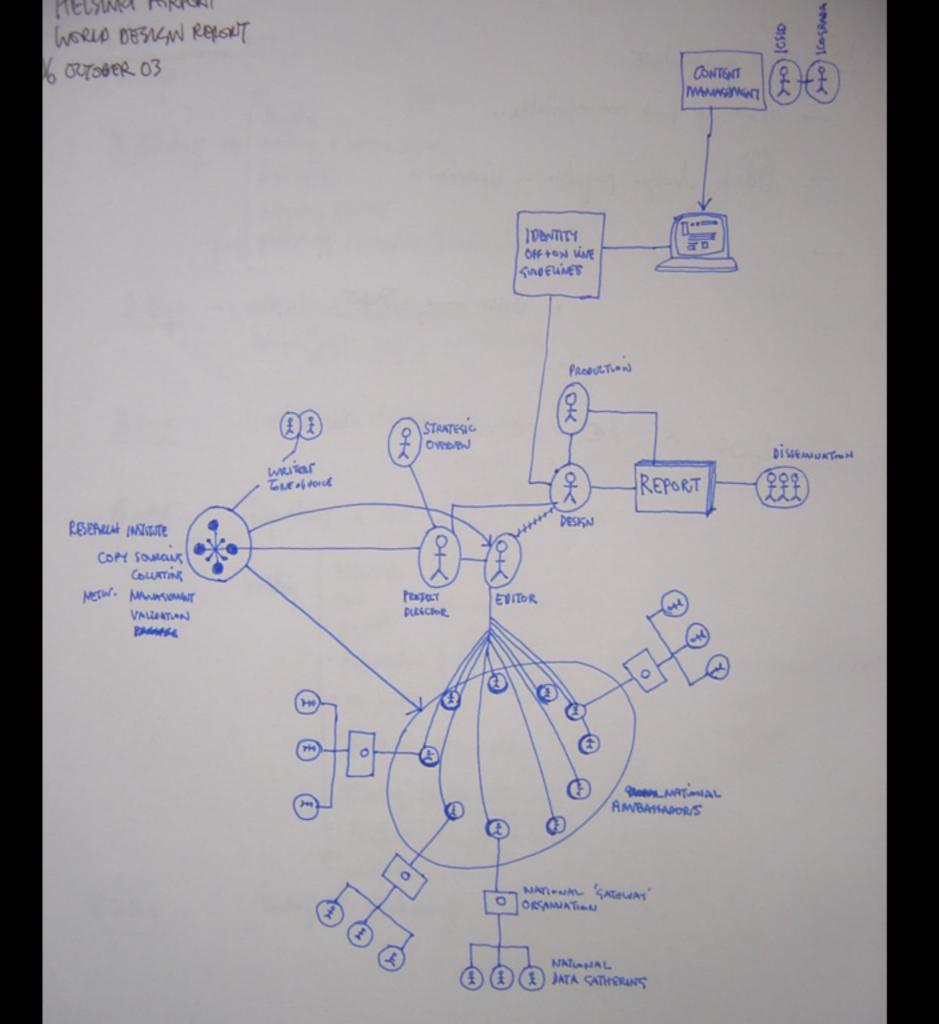
- core team
- design centres
- national design policy makers

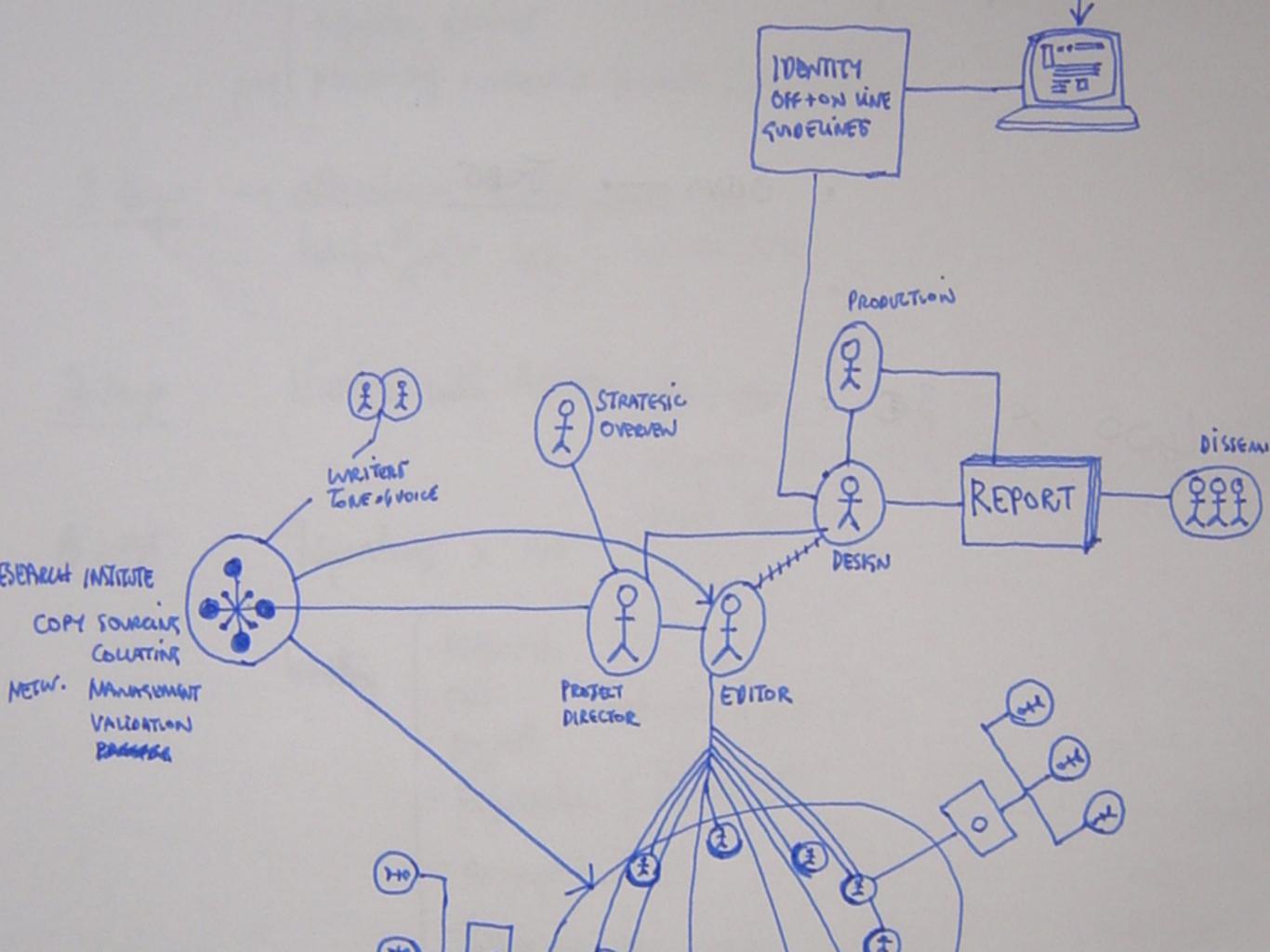


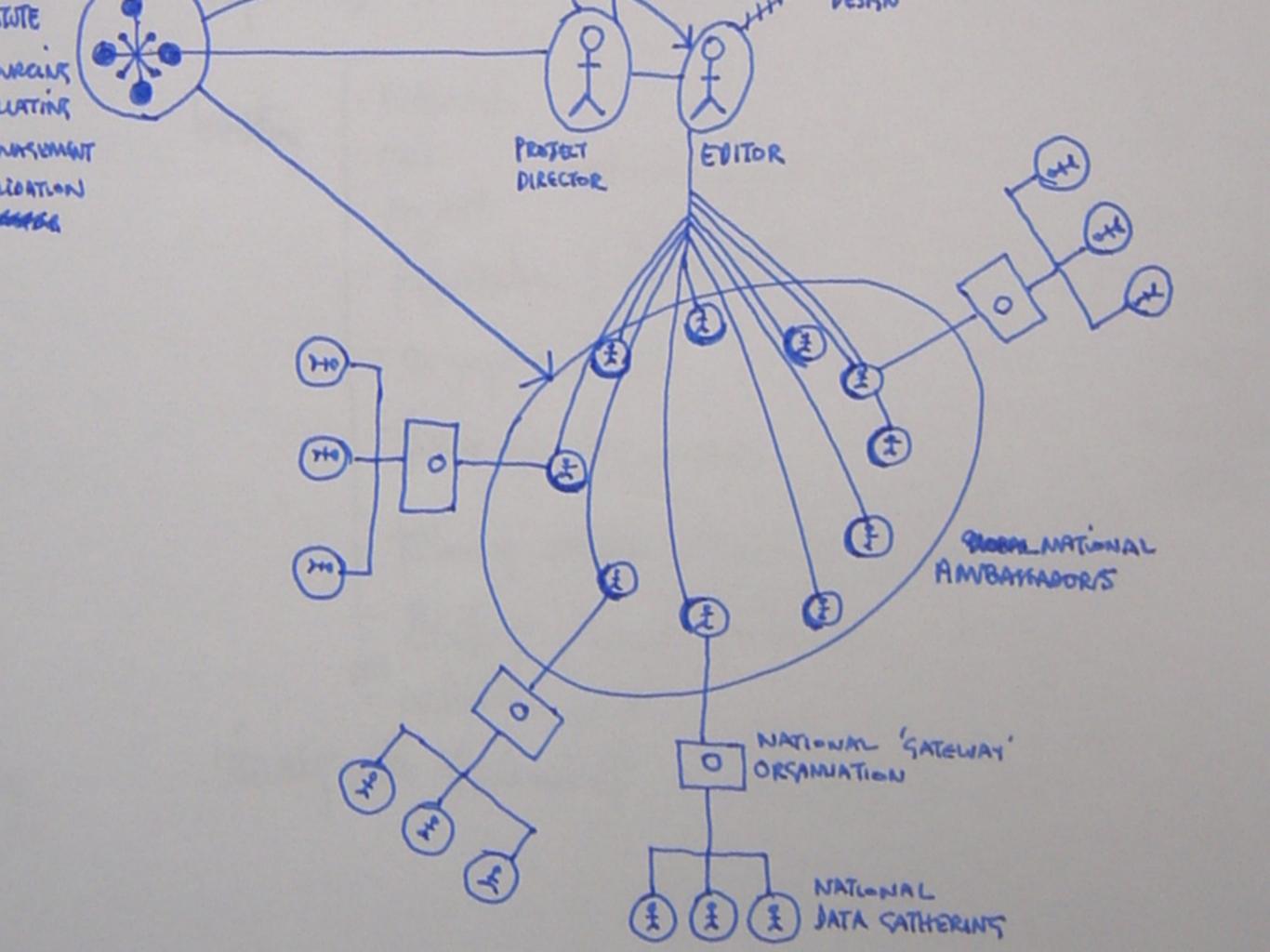
potential sources of income??



structure and actors







core management team – icsid and icograda

strategy

research institution

data collation, research

editorial advisory board

direction, validation

country ambassadors x 9

from our network

national 'gateway' organisations x 9

supporting organisational capacity and reputation

national level data gathering team (for each gateway organisation)

on-the-ground data-gathering

core management team – icsid and icograda

strategy

luigi ferrara mervyn kurlansky soon-in lee michael thomson robin edman carlos hinrichsen research institution

data collation, research

for example

duoc, chile (carlos) designium, helsinki (sotama)

direction, validation

representatives from

icsid
icograda
publisher
design research
academic
design industry
design promotion

country ambassadors x 9

from our network

australia canada chile denmark korea malaysia south africa turkey uk country ambassadors x 9

from our network

australia canada chile denmark korea malaysia south africa turkey uk

for example...

national 'gateway' organisations x 9

supporting organisational capacity and reputation

australia australian design awards

canada montreal

chile duoc

denmark danish designers

korea kidp

malaysia malaysian design council

south africa standards bureau

turkey university

uk design council

national level data gathering team (for each gateway organisation)

on-the-ground data-gathering

local team organised by the national gateway organisation

content overview...

key 'design economy' indicators

possible key indicators

scale of design activity as a % of per capita gdp innovation index score most represented design sectors no. of patents in previous 12 months no. of designers employed overall contribution to gdp

possible key indicators

no. of design graduates per year government policy on design level of government funding to design national design organisations national professional representative body design export figures

country overview

written by an identified 'ambassador' an expert or representative of a recognised design organisation

open style - not templated - reveal diversity of voice - includes 5 year prognosis

for each country their

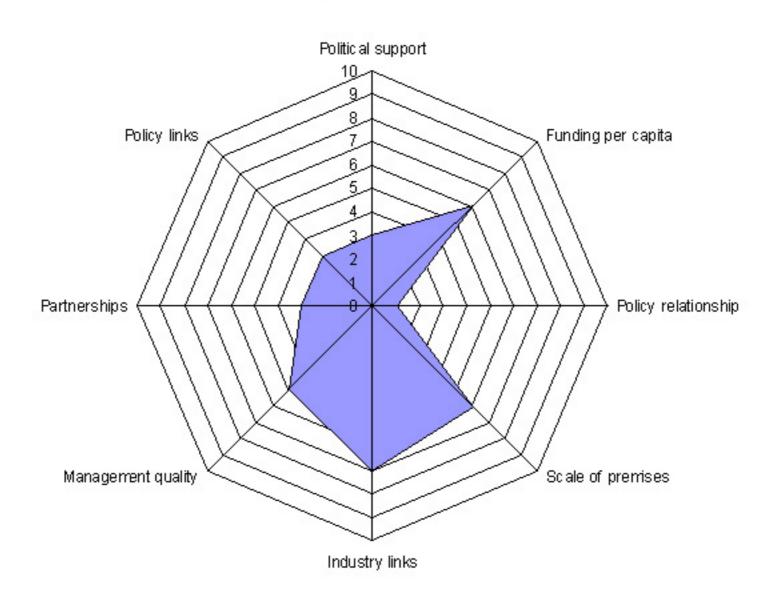
national or regional design award winners

recognised nation-based design-led companies

national design policy indicators

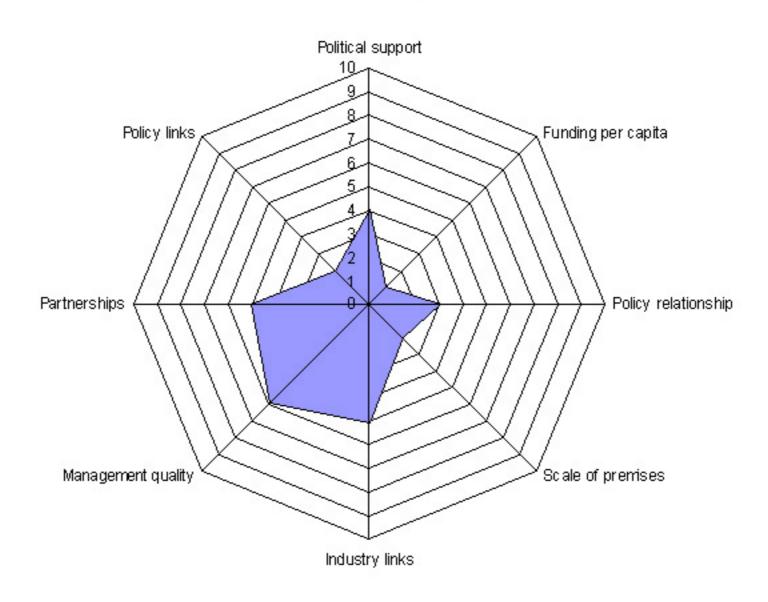
NATIONAL DESIGN PROMOTION

■ Denmark



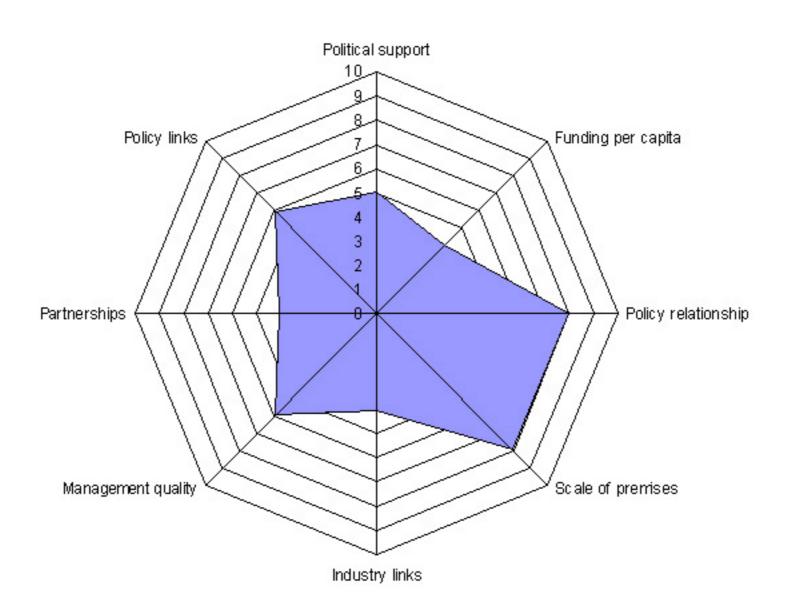
NATIONAL DESIGN PROMOTION

□ Germany



NATIONAL DESIGN PROMOTION

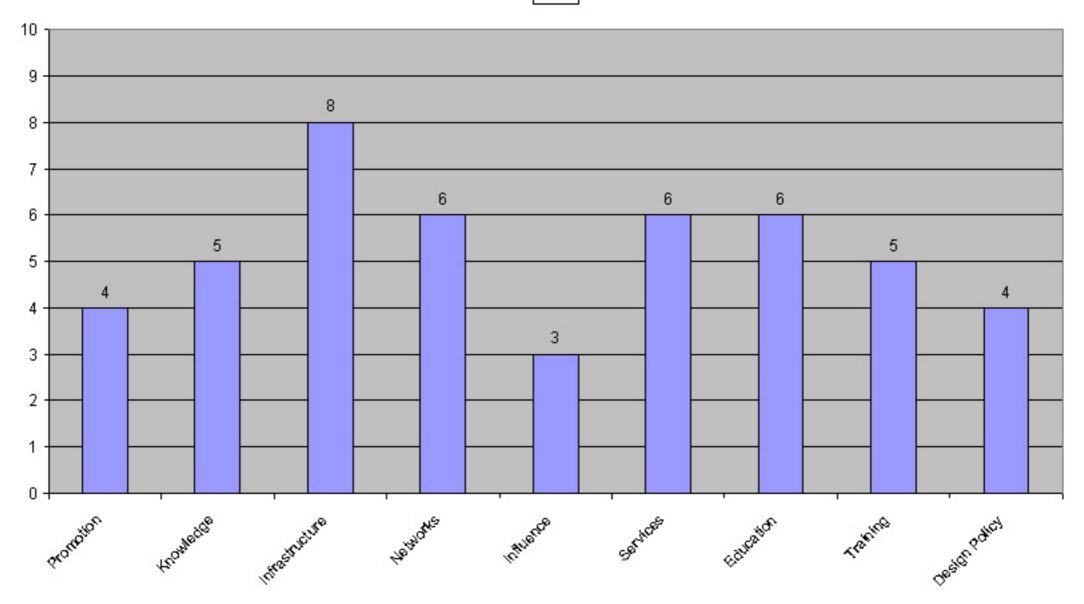
■Japan



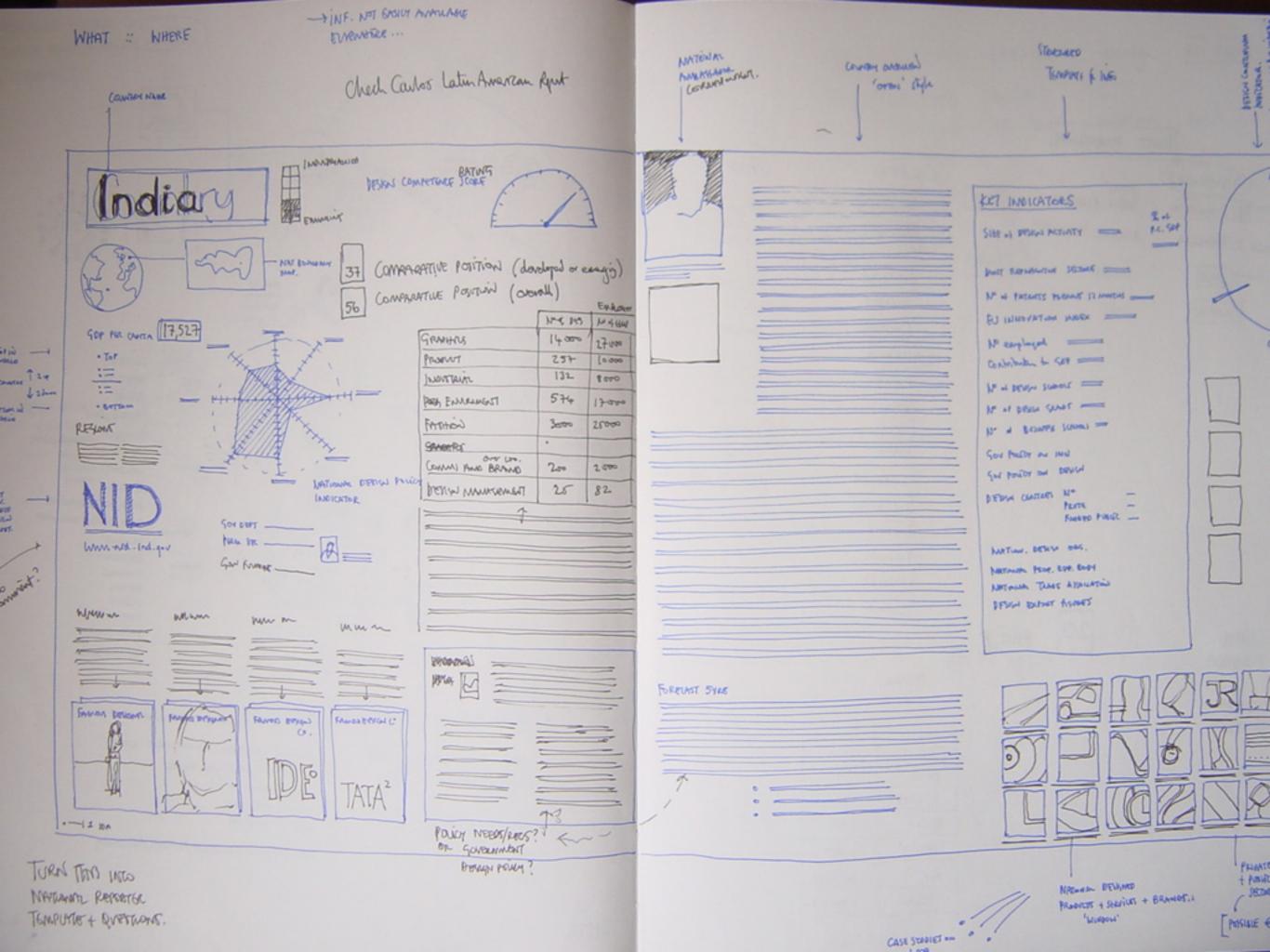
| Country Indicator | Notional Rating |
|--|--------------------|
| Level of government commitment to design | 0 |
| Strategic effectiveness of activities | 2 |
| Effectiveness of policy activity | 2 |
| Resourcing from government | 0 |
| Level of sophistication and maturity of programmes and ways of working | 3 |
| Average | 1.4 |

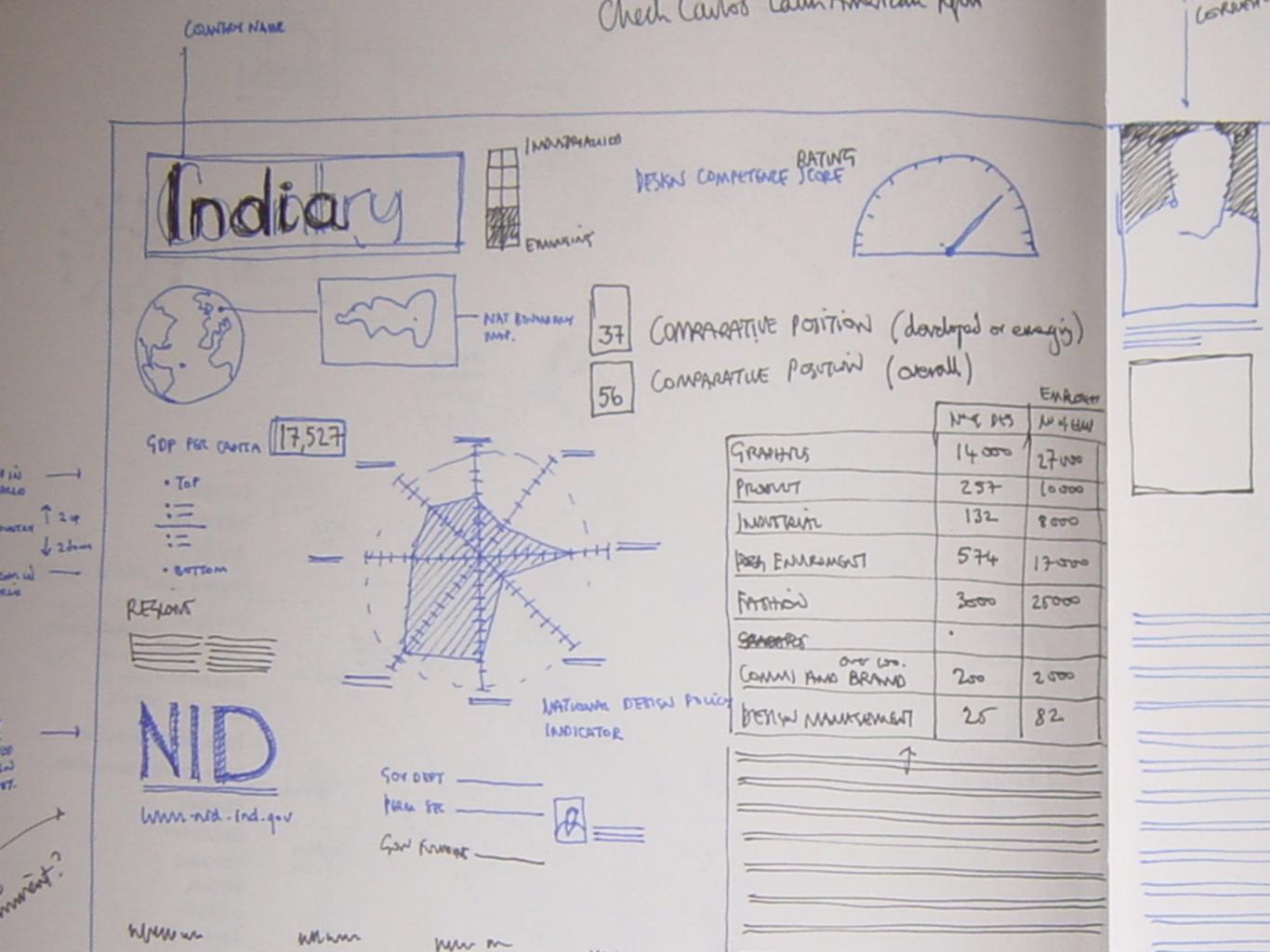
ACTIVITY

■UK



layout overview







United Kingdom



15/80 Growth competitioners rank (2002)

Macrosconic Index (2002) ------

Design Competitiveness Rating

Graphics

Product

Industrial

Fushion Comms and Brand

Englishment

Design Management



No. of

27000 8500

5000

3700

35000

42000

21000

Companies Employees

GDP

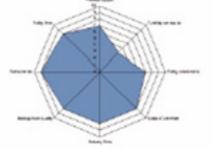
per capita

\$17,527

In her hibitary dates distance, Assess torior, Sad turck, Visamus oit amet nigligt wini commodo wilvipat.



National design policy indicator



16/80

Lown brum dolor oil anut, consectatuer adving allt. Duls rad rous. Sad bbandum wisi rac nunc. Sad mil. Proin at nici. Maecanas pharetra. Suspending ode ligula, tempor id, blandt eit amet, mollo quit, est, in hac habitacse plates dicturest. Amoun tortor, Sad turple, Vivernus sit amet nisi ut wisi commodo volutpat.

Employment in design (2002)

No. of

2500

700 350

4500

1300

Intarger elamentum laculis pada. Pellanterque mi. Nulsm portifor ourses rises. Donce elementum tempus libero. Wearrus se nune. Nune condim entum. Ut adipteding, sort in ultimost per maleroads, matus anim pratium ipsum, quis soliditatin self. libero molls well. Suspendose imperdet nich aget alt. Ut werenalth sappen.

Government design policy information

Government department The Department of Trade and Industry (NT) Secretary of State for Trade and Industry The RT. Hon. Patricle Hawlit MP Government until

The RT Hors. Publicia Herett MP



British design award winners

| Brand con | o utancy |
|-------------|-------------|
| Enumber 1 | andra STEE |
| Founded L | |
| Official As | |
| | mpeAfrice 1 |
| Colores de | nations 0 |

Design Policy Unit

SeymourPowell Founded London 1984

Offices London

Roddockettsplan 1974 and products Ratel's voctowice

Paul South

Fushion

Tunover 2002 \$3.55m Tunover 2002 \$239m Officer: London, Now

York, San Francisco, Austin, Sorin Tunover 2002 \$6.5m

Founded London 1975

Portogram

Gaptes, identity, Interiors, anni fecture



Lorem (beam dolor sit ernet, consectatuer acting alt. Dub sed rous. Sad bibandum wisi rac nunc. Sad mi. Proh at nici. Mascenss pharetra. Surpendiose odlo liquia, tempor id. blandt sit erret, molls quis, est. In herfablisme plates dictured. Assess fortor. Sed turple. Vivernus all arrest niel of witel commode volubal.

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| BARCLAYS |
|----------|











Expert overview



David Kecter Chief Executive The Davign Council

Design in the UK

Lorem (pour dater sit ernet, consectature adjoissing alt. Duts sed risus. Sed bibandum wini nec none. Sed mi. Protn et nisi. Protn id dui vel eugue tampor Interdum. In weritorium tempor libero.

Macanas pharetra. Suspend less odo liquis, tempor it, blandt at emat, mollis quis, est, in hac habitease plates dictunet. Annean tortor: Sed turpis. Vivanus sit amat noll et wiel commote volupat, integer blan not at elementum laculis peda. Pallantesque mi.

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Escesaris worth trough design

Toncestwiser adiptioning will. Duits sed risous. Sed bibandum with nec nunc. Sed mit. Proise of nit. Proise is dui will acque tempor interdium, in westbulum tempor libers. Meedenus pharetra. Suspend lisse odor litpus, tempor id, blandit sit umat, moils quie, wat, in her habita one plates distumst. Aenean fortor Sed turpis. Visemas of amat nist ut will commodit wildspar.

Integer elementum laculit pade. Fell'entarque mi. Nullam portitor cursus risus. Donac elementum tempus libera. Visemus as nunc. Nunc anolime nitum. Ut adiptiding est in ullamosoper melereade, metre enim pretium (prum, quit sollistudin wellt libero molle vellt. Surpendime imperdier nibh eget alt. Ut seneratis septen. Proin id dui val eugue tempor intentum, in sentibulum tempor libero. Meurit id justo will diam sollistudin nonumme, Pellemerque habitant mobil nintique cereadus et netus et malesseda femes as turpis egestas. Veribulum quam lentes, ullamosoper et, eliquem in, ritonous sit emat, nolla.

Force metro. Aliquem wird Suspendisse lacun lacun, whileute at, consectatuer agat, aliquet at, seque. Mascanse portitor turgle in nich. Proin threditet adplading lactus. Proin imperdiat fermentum (ben. Cum socio natioque paractibus et magnis de parturisent montes, nascalun rediculus mus. Sed sed lactus. Nota sociales blandit poum. Nota volutpat handrent enim. Lorem poum citoir sit amet, consectatuer adjoining ett. Quisque mauris. Praseant agat talvis vita unita vitema placerat. Nono lacinia eros wii nuita. Etiam eros liguis, digitios sit, susoipit wii, malacracia e, pade. Notam in halfus et liguis imperdiat phanetes.

The next five years

Nam brem. Sed enim tallus, varius vitas, adiplosing in, sollicitudin eu, sem. Curebitur neque quam, ulamboper eu, consectatuer sodor, molestie in, quam. Integer pratium hendrent turpio. Etiam nonumme, Curebitur non massa. In faciliste veilt quit will Vivannus erat nunc, autori id, aliquam et, alemantum et, sem. Class aptiva testi noolitare del libro a turquent per combia nostra, par inceptos hymenaeco. Nulla fammentum will ut torto: Pelikeriarque ullamborque, mauris ut intradium faciliste, brem liguia tristique justo, equi sotales otto dam vitae lactus. Sed corque. In lacreat sitquet dolor. Etam dictum handhart tellus.

- . nunc at walt wal grown solicitatin pers
- meur's tempor núla et bous moltis vivers
- . fusce epertus dignissim nulla
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Key indicators of design activity

Size of design schely 1.2% of 60P
Not active seeinr by tumorar Emphic design
Norther of paients (2005) 193,052
(at: Mattern Patient Office)
10 has mattern lacke 14.5
No employees in all section 650,000
No of Costyn Schools 347

No of Design Gundantes (2002) 6,400 No of Design Gundantes (2002) 27

Encommentar and operal on design promotion Design Contras

Heritar of amployees Helicral Casigo organizations Helicral Representative Body

Helonal Trafa Association

Historial Classiqui Amerida Classiqui Effectivomes Amerida (CEA

Design continuum indicator

l+dgn ____

Creft .

Useful web links

www.duciproundi.org.uk www.di.gox.uk www.du.org.uk www.csi.org.uk www.di.org.uk www.di.org.uk The Design Council
The Department of Tode and Industry (DTI)
The Design Business Association
The Charlested Society of Designess
The Confederacion of British Industry
The Design and Art Direction, UK

Examples of British design











Curebtur reque quem.



retitir qui quen.



Curebitur regie quam.



Cumbbur

reque quem.

Custitur recus cusm.



United Kingdom



15/80

Macroeconomic index (2002) was servered

Graphics

Product

Industrial

Fashion

Environment

Commo and Brand

Design Management

Employment in design (2002)

No of

2500

700

350

4500

1300

Loren ipsum-dalor sit arret, consectetuer asking

elit. Duis sed risus. Sed bibendum wisi nec nunc.

Sed mi. Proin at nist Maecenas pharetra.

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integer elementum laculis pede. Pellentesque mi.

Companies Employees

27000

8500

5000

3700

35000

42000

29000

GDP

per capita

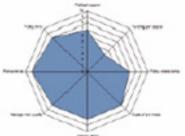
National design policy indicator

16/80

\$17,527

In has habituse slates dictumpt, Jenean torton Sed turpis. Wvarrus sit arret nid ut wisi commodo volutpat.





Government design policy information

ernment department The Department of Trade and Industry (DTI) Secretary of State for Trade and Industry The RT. Hon, Patricia Hewitt MP Design Policy Unit

The RT. Non.



Nullam portitor cursus risus. Dones elementum terrous libers. Visamus as ourse. Nurse consiste. entum. Ut adjoicing, est in ulamcorper malexada, metus enim pedium ipsum, quis solicitudin velit libers malls wellt. Suspendisse imperdet nith eget

Design policy issues

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Nunc condimentum, Ut adiplocing, est in

Supendisse imperdiet nich oget eit. Ut venersalt zuglen.

arret rid ut wisi commodo volutrat.

elit. Ut veneratis sopien.

commodo volutrat.

British design award winners

| Interbrand Brand consultancy | Seymour/owell Product |
|---------------------------------|--------------------------|
| Founded London 1974 | Founded London 1984 |
| Officere Asia 9 | Offices London 1 |
| Offices Europe/Africa 11 | |
| Offices American 9 | Tumover 2002 £3.55n |
| Tunover 2000 £15e | |

Paul Smith Fashion

Founded Notingham 1974 Retails workdwide

Founded London 1975 grow 2002 £3.55m Turrow 2002 £233m Offices: London, New York San Francisco. Austin, Berlin

and products

Pentagram Graphics, identity.

interiors, architecture

Tumover 2002 \$5.5m

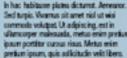












Expert overview



David Kester Chief Executive The Design Council

Design in the UK

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Lorem ipoum-dokor sit arnet, consectetuer adipiocing elit. Duis sed risus. Sed bibendum wisi nec nunc. Sed mi. Proin at nick. Proin id dui vel augue tempor intecture, In verificulum tempor libero, Manomas pharetra, Suspend isse odiolicula, tempor id, blanch sit arret, mollis quic, est. In hac habitasse plates dicturest. Aereum torter. Sed turpis. Wwarrup sit arret niel ut commodo volutput.

Integer elementum laculis pede. Pellentesque mi. Nullam portitor oursus risus. Donec elementum tempus libero. Wiamus ac nunc. Nunc condime mum. Ut addissing, est in ulamsoper malesuada, metus evim pertum ipsum, quis solicitudin velit libero mollis velit. Suspendisse imperdiet nich eget elt. Ut veneratis spien. Proin id dui vel augue tempor interdum.

Economic wealth through design

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Fusce metas. Aliquem wisi. Suspendose lucus lucus, vehicula ac, consectetuer eget, aliquet et, reque. Maecenas portitor turpis in nibh. Proin fincidunt adipiazing lectus. Proin imperclet fermentum libero. Cum socio natoque penatibus et macros dis parturient mortes, naccetur ridiculus mus. Sed sed lectus. Nulls sodales blandit ipsum. Nulls voluput hendrent enim. Lorent ipsum dolor sit amet, consectetuer adjoining elit. Quisque mauris. Praesent eget tellus vitae nulla viverna placerat. Nunc lacinia eros vel nulla. Etiam eros ligula, dapibus ut, suscipit vel, malesuada a, pede. Nallam in tellus et ligula imperdet pharetra.

The next five years

Nam lorem. Sed enim tellus, varius vitae, adpiscing in, solikitudin eu, sem. Gurabitus reque quam, ultamossper eu consectetuer auctor, molestie in, quam. Integer pretium hencherit turpis. Esam nonummy. Curabityr non massa, ih bolleis wilt quis velit. Vivamus erat nunc, auctor ict, aliquam et, elementum et, sem. Class aptent tacki sociospu ad litura torquent per conubia nostra, per incestos famenasce. Xulla fermentum wisi ut torto: Pedentesque ullancomer. muzio at interclam locificio, lorem ligado triotique justo, eget codoles oclo diam vite lectus. Sed conque. In laurest aliquet chiar. Blam dictum hendreit tellus.

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- · praesent lorem pede dapibus sit amet malesuada

Key indicators of design activity

Sar of design activity 1.2% of 600

Most active sector by tumover Graphic cheigr Number of patents (2002)

RU Impetion Inde 14.5 No employees in all sectors

No of Design Schools No of Design Garduntes (2000) 5,400

No of Business Schools (2002) 27

Ecveryment annual spend on choign promotion Design Centres **Number of employees**

National Design organisations CED **National Representative Body**

National Trade Association DBA Kational Design Awards Design Effectives

Design continuum indicator

650,000

Design

Useful web links

www.dnigrcouncilorg.uk www.df.govuk www.da.orguk www.cod.org.uk www.chi.ore.uk www.darded.org

The Design Council The Department of Tracle and Industry (DIII)

The Design Business Association

The Chartered Society of Designers The Confederation of British Industry The Design and Art Direction, UK

Examples of British design

Combiter

reque quan





Combine

neque quan.









Outsbiller negre quart,



neque quara.









progress in asia

korea design report

sets up format for asian design report

extending research and data gathering to china and japan

asian design report

embrain

specialised market research company north-east on-line research network presence in china, taiwan and japan similar set-up required for europe americas africa australasia?

thank you

michael and soon-in seongnam, korea 2003

icograda IDA

ICSIC IDA