WHERE DO WE COME FROM, WHERE ARE WE NOW, AND WHERE ARE WE GOING?

DEVELOPING
THE WESTERN CAPE
BY DESIGN

OVERVIEW

Four legs

- Advocacy – informing the policy makers and business

- Analysis of current supply of and demand for designers

- Analysis of strengths and weaknesses in Design Education at Tertiary and Secondary levels

- Design Education for the Future

First Leg: Advocacy

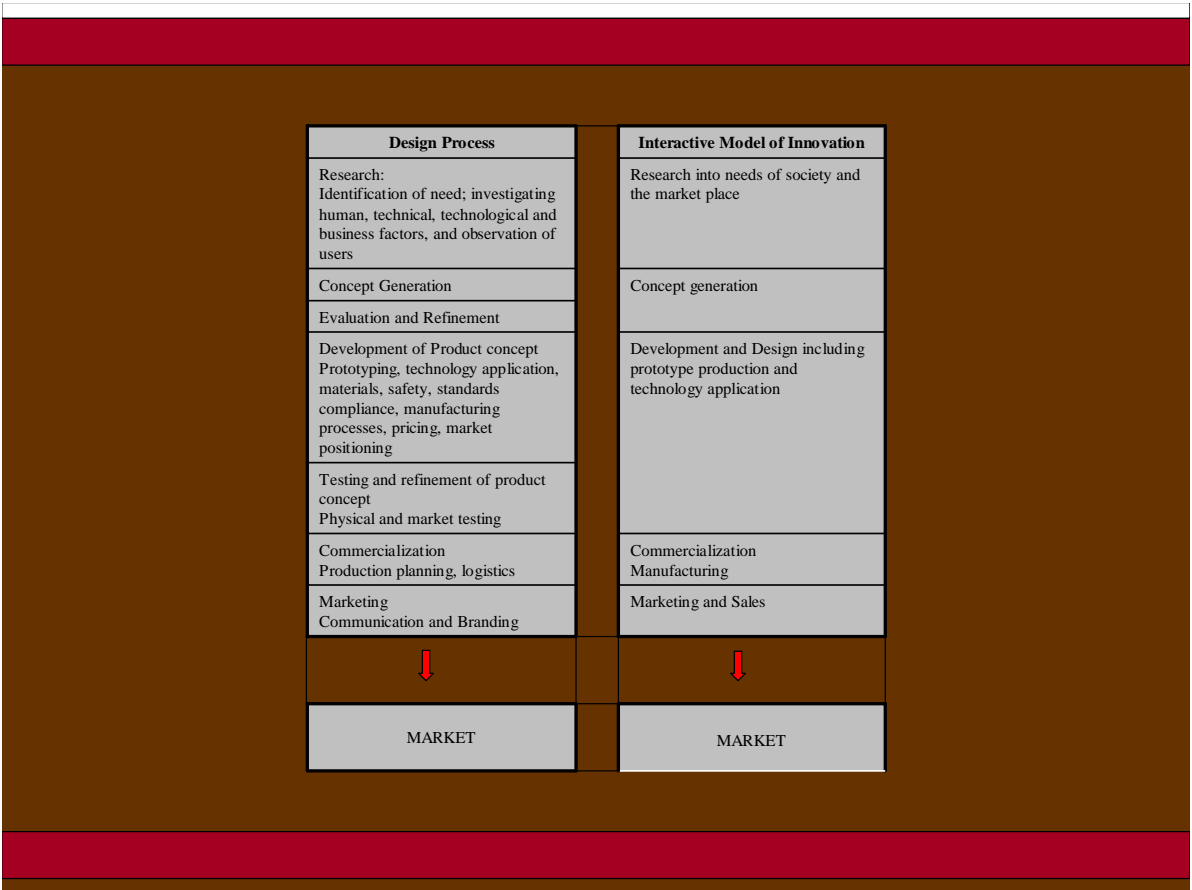## The Value-added Role of Design

- Design as a Strategic Discipline

- Design and Innovation

Globalisation

- Opportunities & Threats
- National Innovation System
  - SA National Research and Dvpt Strategy
  - White Paper on Science & Technology
  - AMTS

According to the European Commission, in the economic sphere the results of successful innovation and technology transfer strategies are…..

'the renewal and enlargement of the range of products and services and the associated markets; the establishment of new methods of production, supply and distribution; the introduction of changes in management, work organization, and the working conditions and skills of the workforce.'

Design Process	Interactive Model of Innovation
Research: Identification of need; investigating human, technical, technological and business factors, and observation of users	Research into needs of society and the market place
Concept Generation	Concept generation
Evaluation and Refinement	
Development of Product concept Prototyping, technology application, materials, safety, standards compliance, manufacturing processes, pricing, market positioning	Development and Design including prototype production and technology application
Testing and refinement of product concept Physical and market testing	
Commercialization Production planning, logistics	Commercialization Manufacturing
Marketing Communication and Branding	Marketing and Sales
↓	↓
MARKET	MARKET

First Leg: Advocacy

The Value-added Role of Design

- Design as a Strategic Discipline

- Design and Innovation

- The Economic Benefits of Design

The Business Case for Design

- Funded consultancy Scheme & Support for Design Scheme

- Relationship between Effective Design use and Improved Stock Market returns

- Macro Economic Environment

First Leg: Advocacy

The Value-added Role of Design

- Design as a Strategic Discipline

- Design and Innovation

- The Economic Benefits of Design

Analysis of Design Policies in Other Countries

Second Leg: Analysis of Current Supply and Demand

Quantitative and Qualitative surveys of the numbers of designers employed in industry in the Western Cape in key sectors, numbers of graduates coming on the market, use of design and how design is valued.

Conclusions

- Supply meets current demand
- In some areas, (Industrial, Furniture, Textile) designers severely underutilised
- The design sector is in need of transformation
- Regional well endowed with quality Design education institutions
- Government to lead by example
- Policy makers need to be informed and guided

Conclusions

- Quality of designers, and design education is highly regarded, although certain needs have been identified:

  Continuing Professional Development
  Social studies (Cultural Anthropology, Sociology, Industrial Psychology) need to be introduced
  Design and Innovation management needs to be introduced
  Restructuring of Design programmes to allow for greater interdisciplinarity, and research

- Series of Design Policy measures should be planned for and adopted to facilitate integration into regional innovation policies

Conclusions

- Barriers:

  Structural problems in industry as result of globalisation
  'Copy culture' and international competition
  Lack of awareness of value and role of design by industry, policy makers, general public
  Concentration of design functions within retail industry

- Opportunities:

  Possible export of design services
  Designing for local needs
  Design for development

WHERE TO WE COME FROM?

The past is deeply embedded in the present:

- 'Cultural Cringe'

- Marginalisation and destruction of indigenous cultures

- Social and spatial engineering

- Current HE design programmes still based on the old skills, rather than knowledge based model
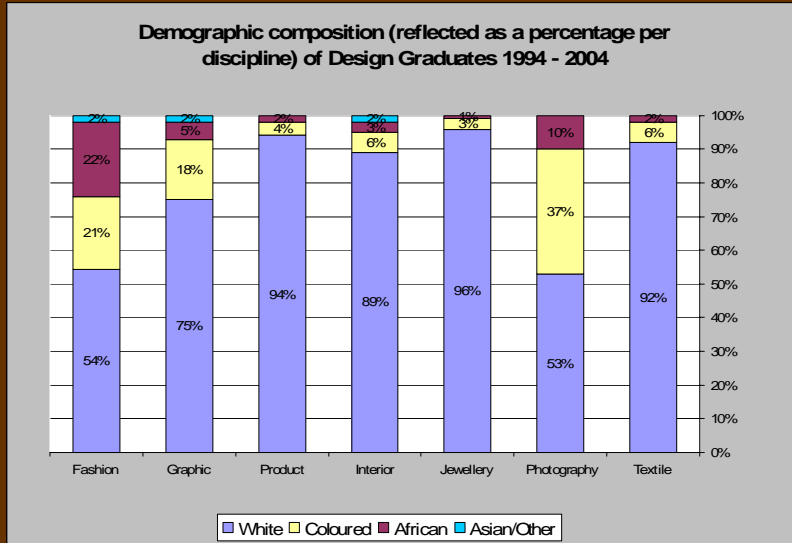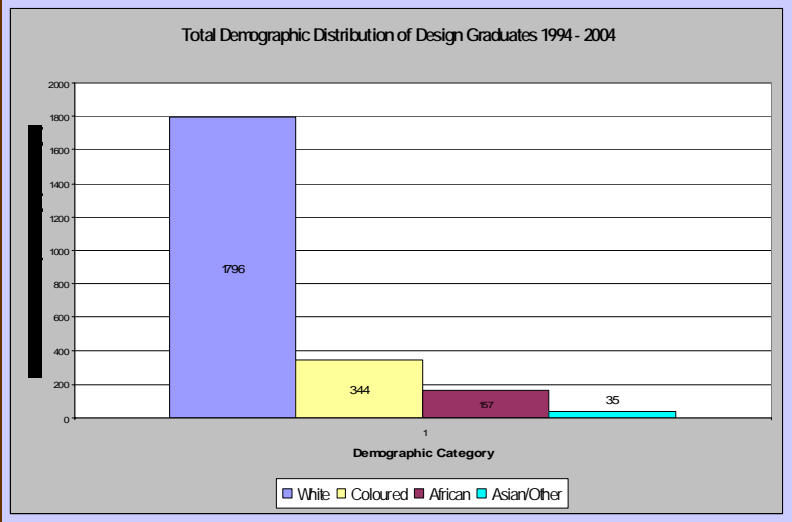
- Bantu education

Third Leg: Analysis of Design Education – Graduates from Tertiary Institutions

Transformation in the design Industry in the Western Cape -

- Exit from Higher Education - Graduating Students 1994 – 2004

  Total Demographic Distribution

  Demographic Distribution as a % of total graduates per discipline

Total Demographic Distribution of Design Graduates 1994 - 2004

Demographic composition (reflected as a percentage per discipline) of Design Graduates 1994 - 2004
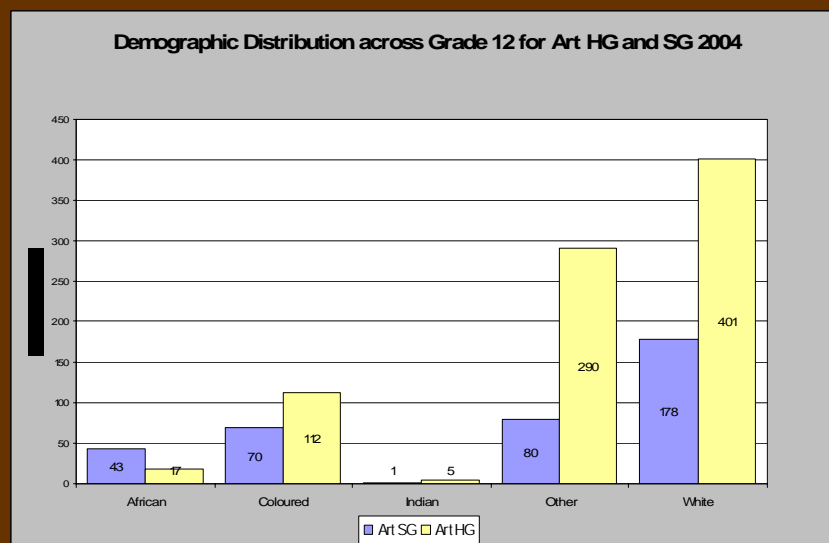
Third Leg: Analysis of Design Education – School leavers

Transformation in the design Industry in the Western Cape -

- Entry into Higher Education

   Grade 12 Learners in Art HG and SG 2004

Demographic Distribution across Grade 12 for Art HG and SG 2004

	African	Coloured	Indian	Other	White
Art SG	43	70	1	80	178
Art HG	17	112	5	290	401

Art SG   Art HG

Fourth Leg: Design Education for the Future

Schools: New Curriculum Statement: Design

- Policy makers in Department of Education

- Retraining of Teachers

- Implementation of Focus Schools

- Maintenance and improvement of existing facilities

- Retention of trained teachers

Design Education for the Future

Higher Education

- Policy makers in Department of Education

- Change the balance between skills and knowledge based disciplines – restructuring of Design programmes

- Design as a strategic resource

- Introduction of Social Studies

- Introduction of Design and Innovation management

Fourth Leg: Design Education for the Future

Higher Education

- Interdisciplinary Studies

- Research

- Dual Masters in Integral Design

- Introduction of Furniture Design

- Greater Exposure of students and faculty
  to the realities of our dual economy and
  diversity of cultures

- Design for Development

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