

Democratising innovation and innovating democracy - what can participatory design contribute to participatory democracy?

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www.designagainstcrime.com

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4. Conclusion

1. What is 'Design'
What is 'Democracy'?

What is Design?

Chart 1: Ten-Year Performance 1995-2004



‘The Design Index proves that companies which make effective use of design out-perform their peers, and it confirms design to be an integral part of good management.’

Sir George Cox, Chairman, Design Council (2006)

What is Design?

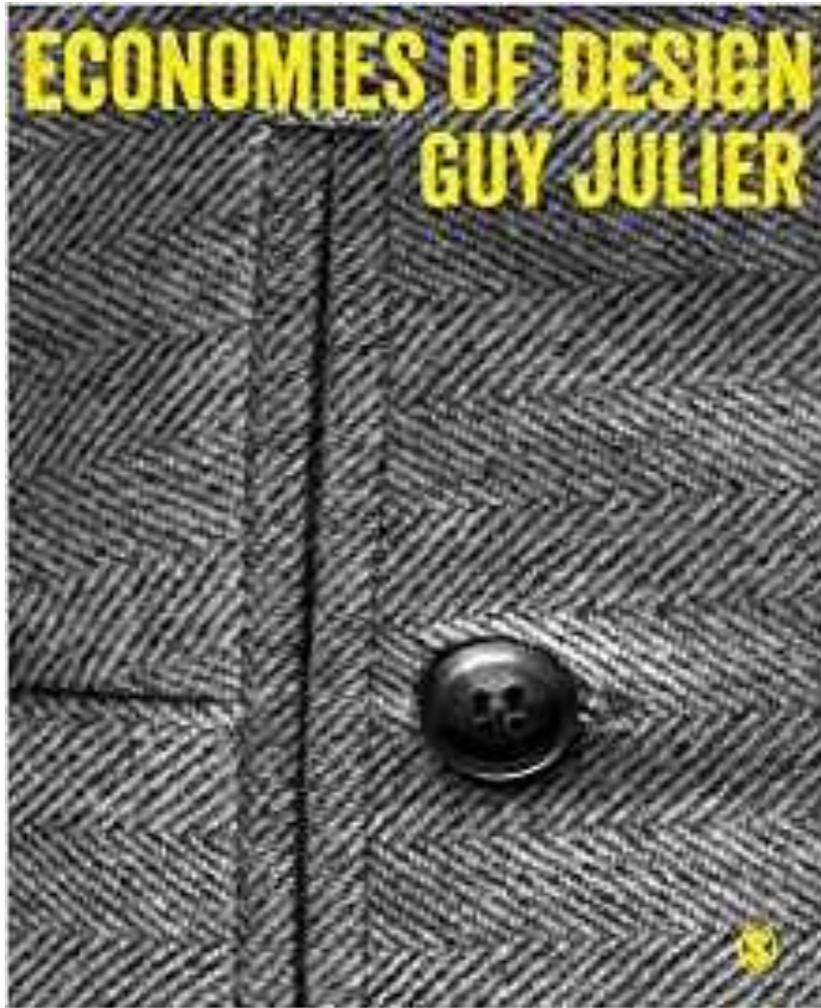
- For every £1 invested in design, businesses can expect over £20 in **increased revenues**.
- Every £1 invested in design, businesses can expect over £4 increase in net **operating profits**.
- **Design boosts exports:** for every £1 invested in design, businesses can expect a return of over £5 in increased exports.

Definition

Armstrong et al (2014) identified in a report commissioned by the Arts and Humanities Research Council (AHRC) that “**we are currently witnessing a ‘social design’ moment**” (p.1) and defined it as those who “**make change happen towards collective and social ends, rather than predominantly commercial objectives**” (p.15).

Armstrong L., J. Bailey, G. Julier, L. Kimbell (2014) Social Design futures: HEI Research and the AHRC, Brighton, University of Brighton.

Design is... Plural



“Design is far too variegated in its practices, far too widely deployed and far too diverse in how it is understood and used for us to be able to express a singular definition for it. Instead, **we have to take into account the different temporalities and territories that it operates in.** We have to understand its various and sometimes, conflicting purposes. We must recognise the many formats it appears in and the conjunctions of objects within these and between them. No object is an island. No one definition is enough.”

Guy Julier (2017) *Economies of Design*, Sage, London.p.2

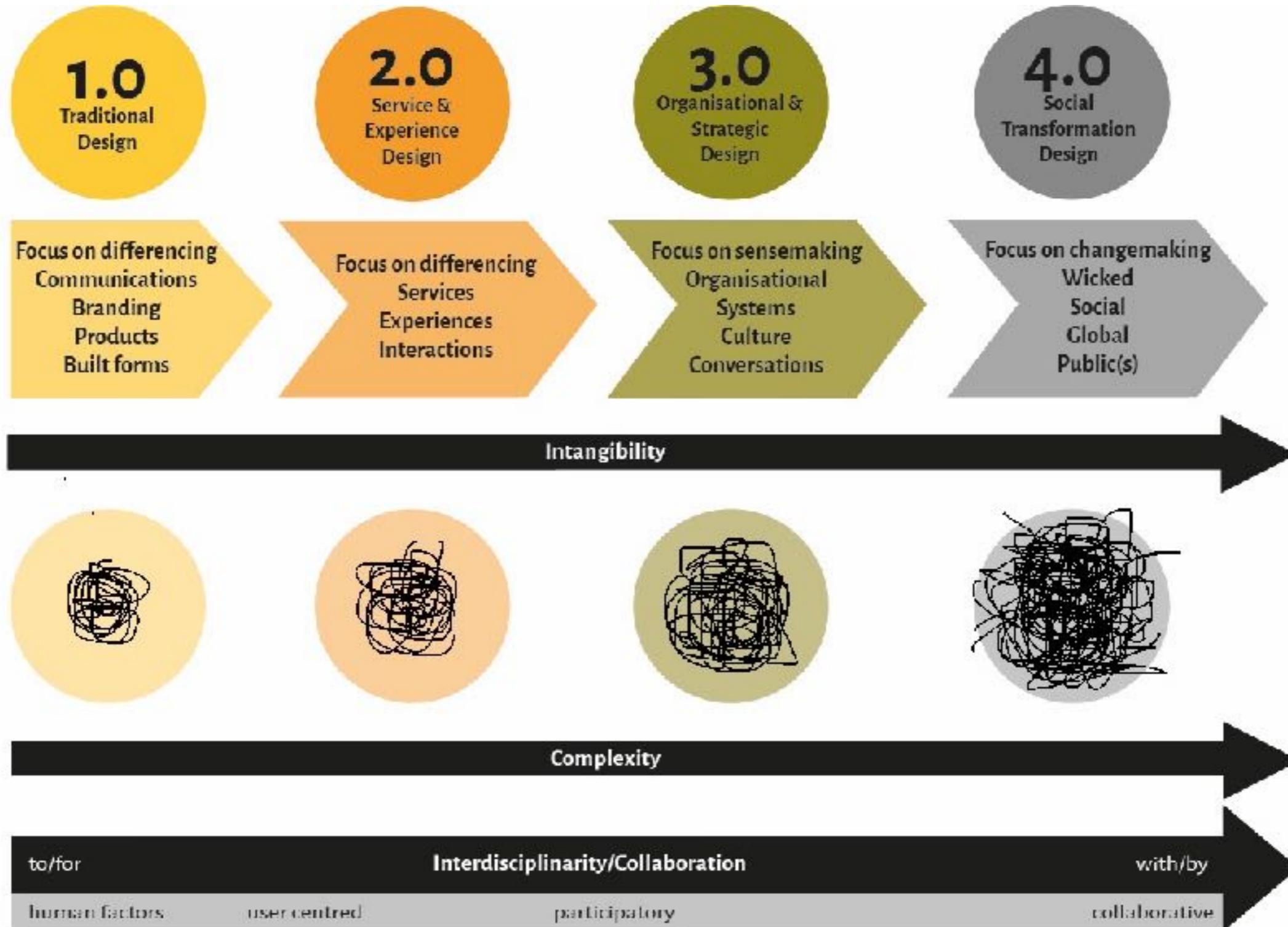
Design is... Plural

“As a field of knowledge design is an amorphous time warp that exists across several time zones or paradigms simultaneously.”

The NextD framework of D1.0, D2.0, D3.0, D4.0 is, in essence, a complexity scale. It is a post-discipline view that is process, not content focused.”

GK VanPatter, Next Design Institute, New York (2009)

Design is... Plural



Design is... Plural

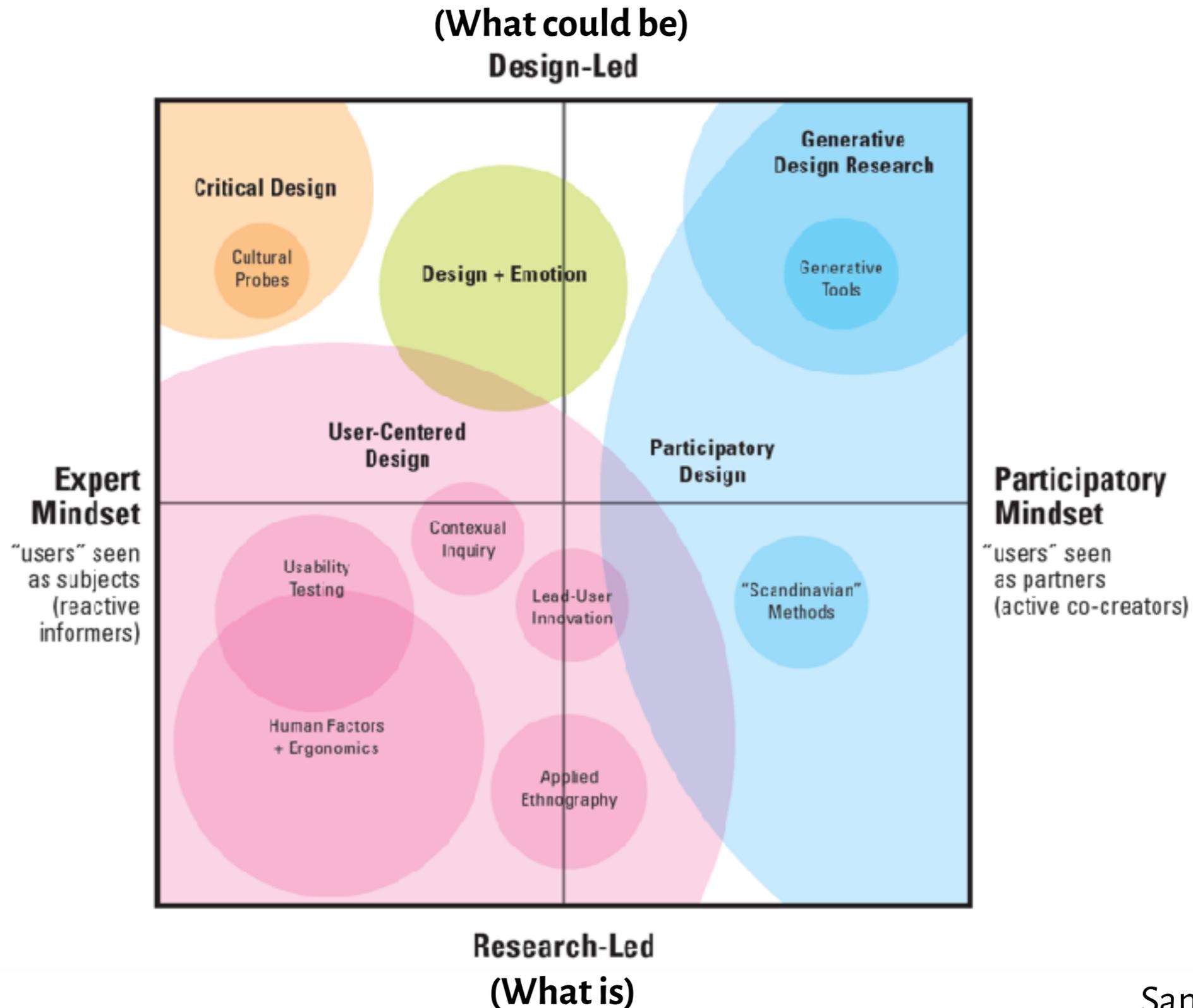
Bikeoff aimed to “kick start a design revolution to reduce cycle theft and increase cycle use”



Design is... Plural



Evolving map of design practice and design research



Participatory design/co-design

Participatory Design is a design practice in **which users and other stakeholders work together with designers in the design process**

(Sanders, Brandt & Binder 2010).

Brandt et al. specify that **participatory design is not one approach, but a ‘proliferating family of design practices** that hosts many design agendas and comes with a varied set of toolboxes’

(Robertson & Simonsen 2013).

“co-design can be understood and organised as a process of collaborative design thinking, or, as **a process of joint inquiry and imagination**”

(Steen, 2013).

“co-design describes **the creative activity of designers and people not trained in design working together in the design development process**”

(Sanders & Stappers, 2008).

Changing role of the designer

“ We're calling **transformation design** a discipline because it **requires designers to work in a very different way**. We think it is important that it stands out as **a particular approach, requiring a particular set of skills and methods, and a particular context of application....**”

“We think transformation design is unique in the **‘complex problem-solving space’**.....its provenance can be seen in a diverse range of work... including **the ambition to proactively transform systems and organisations.**”

(Colin Burns, Hilary Cottam, Chris Vanstone, Jennie Winhall Transformation Design, PAPER 02, 2004)

Changing role of the designer

This approach understands social innovations as ‘complex systems [that] are shaped by all the people who use them’ and, acknowledges that **‘in this new era of collaborative innovation, designers are having to evolve from [solely] being the individual authors of objects or buildings, to [acknowledge their role as] being the facilitators of change among large groups of people.’**

Thakara, J. In the Bubble - Designing in a Complex World (2005)

Changing role of the designer

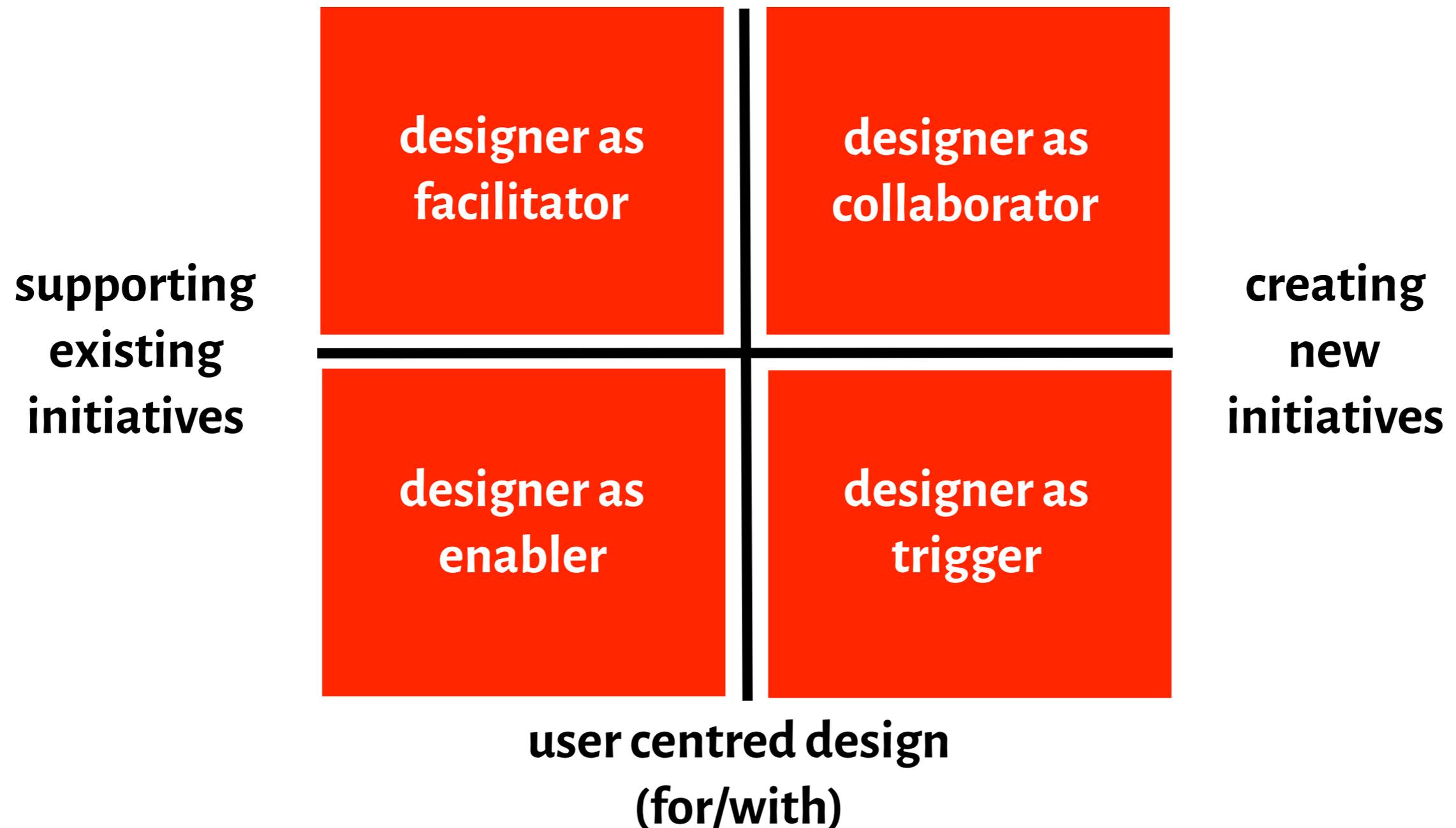
“at the heart of design is the **need to mobilise cooperation and imagination**. The design process needs to be kept open to requirements that by necessity are evolving, as well as to be able to arrive at novel, and sometimes unexpected, solutions.

Openness implies that decisions about possible design trajectories are not made too quickly, and **requires that the various stakeholders involved present their work in a form that is open to the possibility of change**. It puts emphasis on the dynamics of opening and expanding, fixing and constraining, and again reopening”

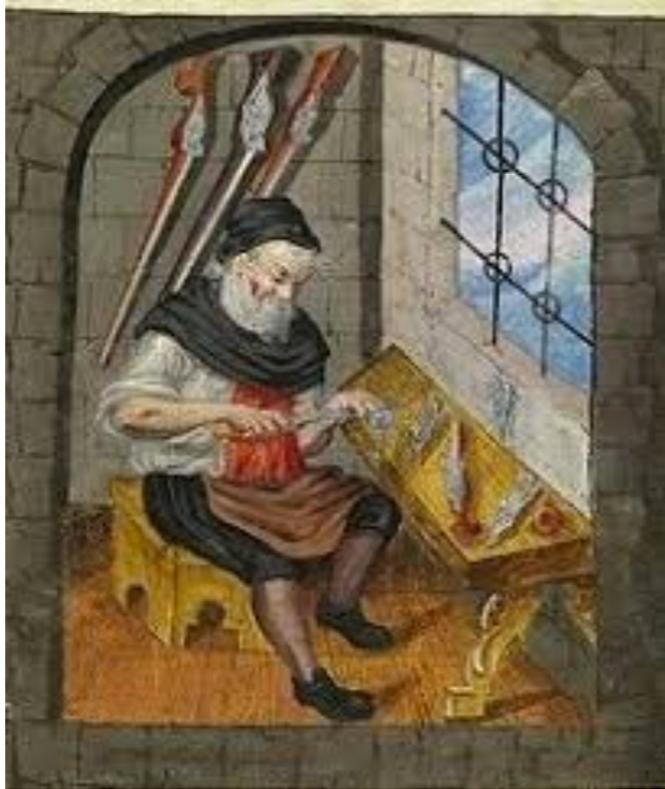
Pelle Ehn, Thomas Binder, Per Linde et al, What is the object of design? (2012)

Changing role of the designer

co-design (with/by)



Were artisans designers?

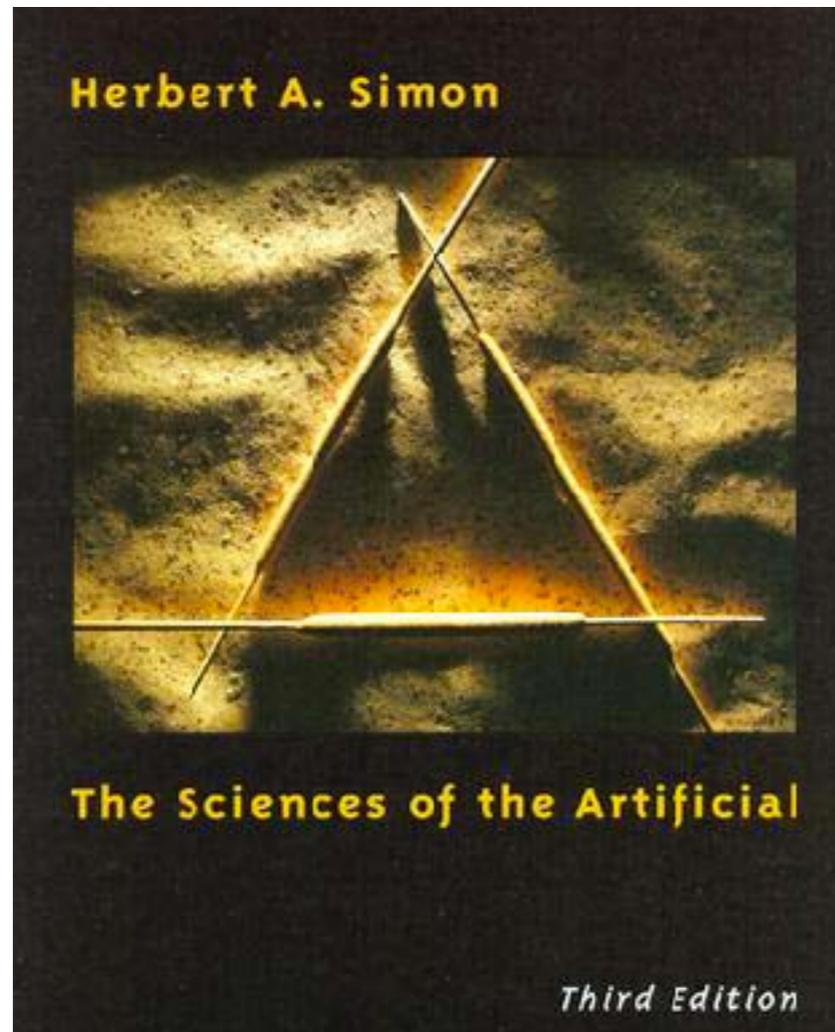


During the Middle Ages, and the early modern period, the term "artisan" was applied to those who made things or provided services (but not manual labourers). Artisans were divided into two distinct groups: those who operated their own businesses and those who did not. Those who owned their businesses were called Master tradesmen or craftsmen while the latter were called journeymen or apprentices.

“The process of industrialization is necessarily painful. It must involve the erosion of traditional patterns of life. But it was carried through with exceptional violence in Britain. It was unrelieved by any sense of national participation in communal effort, such as is found in countries undergoing a national revolution. Its ideology was that of the masters alone. Its messianic prophet was Dr Andrew Ure, who saw the factory system as ‘the great minister of civilization to the terraqueous globe’, diffusing ‘the life-blood of science and religion to myriads... still lying “in the region and shadow of death”.’ But those who served it did not feel this to be so, any more than those ‘myriads’ who were served. The experience of immiseration came upon them in a hundred different forms; for the field labourer, the loss of his common rights and the vestiges of village democracy; for the artisan, the loss of his craftsman's status; for the weaver, the loss of livelihood and of independence; for the child, the loss of work and play in the home; for many groups of workers whose real earnings improved, the loss of security, leisure and the deterioration of the urban environment.”

E.P. Thompson, *The Making of the English Working Class* (1963)

Design is... “Devising”



‘Everyone designs who devises courses of actions aimed at changing existing situations into preferred ones.’

Herbert A Simon (1968)

The Sciences of the Artificial.

Design “should be”.. manifestos

100+ Years of Design Manifestos

Since the days of radical printer-pamphleteers, design and designers have a long history of fighting for what’s right and working to transform society. The rise of the literary form of the manifesto also parallels the rise of modernity and the spread of letterpress printing.



This list of design manifestos was buried in a [previous post](#) but deserves its own permalink. The original list was largely drawn from Mario Piazza’s [presentation](#) at the [Più Design Può](#) conference in Florence, though I’ve edited and added to it. I’ve also incorporated links where I was able to find them.

- 1883 [The Ideal Book](#), William Morris
- 1889 [The Arts and Crafts of To-day](#), William Morris
- 1909 [The Founding and Manifesto of Futurism](#), F.T. Marinetti
- 1914 [Manifesto of Futurist Architecture](#), Antonio Sant’Elia
- 1918 [De Stijl Manifesto](#)
- 1919 [Bauhaus Manifesto](#), Walter Gropius
- 1919 [Das grüne Manifest](#) (“The Green Manifesto”), Leberecht Migge on the economic, political, and social importance of public gardens in urban environments
- 1920 [Down with Seriousism!](#), Bruno Taut
- 1922 [Manifesto of the Painters’ Union](#), Taller de Grafica Popular
- 1923 [Topology of Typography](#), El Lissitzky
- 1923 [The New Typography](#), László Moholy-Nagy
- 1933 [Charter of Athens](#). Congres Internationaux d’Architecture Moderne
- 1952 [The Industrial Aesthetics Charter](#), l’Institut d’Esthétique industrielle
- 1959 [The journal “New Graphic Design,”](#) though not explicitly a manifesto, called for a radical rethinking of design along more scientific lines.
- 1964 [First Things First](#), Ken Garland
- 1967 [The Society of the Spectacle](#), Guy Debord
- 1971 [La coscienza del designer](#), Albe Steiner
- 1978 [Atlante Secondo Lenin](#) - not so much a design manifesto, as a designed manifesto. The innovative infographics visualize theories for gaining power.
- 1979 [Ahmedabad Declaration on Industrial Design for Development](#)
- 1983 [The Free Software announcement](#), later clarified in 1985’s [GNU Manifesto](#)
- 1987 [Design memorandum. Dall’etica del progetto al progetto dell’etica.](#)
- 1987 [Ten Rules of Good Design](#), Dieter Rams
- 1989 [Carta del progetto grafico](#), Giovanni Anceschi, Giovanni Baule, Gelsomino D’Ambrosio, Pino Grimaldi, Giancarlo Iliprandi, Giovanni Lussu, Alberto Marangoni, Gianfranco Torri
- 1990 [A Scandinavian Design Council Manifesto on Nature, Ecology and Human Needs for the Future](#)
- 1991 [The Social Role of the Graphic Designer](#), Pierre Bernard
- 1991 [The Munich Design Charter](#)
- 1991 [The Riot Grrrl Manifesto](#), Kathleen Hanna
- 1992 [The Hannover Principles](#), William McDonough
- 1996 [Viewer’s Declaration of Independence](#)
- 1996 [A Declaration of the Independence of Cyberspace](#), John Perry Barlow
- 1998 [Ne Pas Plier](#) statement
- 1998 [People’s Communication Charter](#)

Design “should be”.. manifestos

- 2000 [The Manifesto of January 3, 2000](#), Bruce Sterling
- 2000 [First Things First](#) update - not just about advertising this time, but setting new values.
- 2000 [Icograda Design Education Manifesto](#)
- 2000 [Incomplete Manifesto for Growth](#), Bruce Mau (though I thought Dean Allen did a tidy job of [demolishing this](#).)
- 2001 [Diseno etica e comunicazione](#), AIAP
- 2001 [Socialist Designer's Manifesto](#) - a series of ideologically driven limitations along the lines of [Dogme 95](#).
- 2001 [Designers Against Monoculture](#), Noah Scalin
- 2001 [Manifesto for Agile Software Development](#)
- 2002 [First Declaration of the St. Moritz Design Summit](#)
- 2002 [Triangular Design Manifesto](#), Conceptual Devices
- 2003 [The Economy of Ideas](#), John Perry Barlow. A framework for patents and copyrights in the Digital Age.
- 2004 [The Free Culture Manifesto](#)
- 2005 [Draft Craft Manifesto](#), Ulla Engeström
- 2006 [The Public Role of the Graphic Designer](#)
- 2006 [Free Font Manifesto](#), Ellen Lupton
- 2006 [Owner's Manifesto](#), The Maker's Bill of Rights
- 2006 [Karimanifesto](#), Karim Rashid
- 2007 [The Designer's Dilemma](#) and subsequent [Designers Accord](#)
- 2007 [1000 Words: A Manifesto for Sustainability in Design](#), Allan Chochinov
- 2007 [Um Manifesto Anti-Design](#)
- 2008 [White Night Before A Manifesto](#), Metahaven
- 2008 [Kyoto Design Declaration](#), Members of [Cumulus](#)
- 2008 [Parametricism as Style àC" Parametricist Manifesto](#), Patrik Schumacher
- 2008 [Conditional Design Manifesto](#)
- 2009 [The Repair Manifesto](#) from [Platform21](#)
- 2009 [The Cult of Done Manifesto](#)
- 2009 [A Short Manifesto on the Future of Attention](#), Michael Erard
- 2009 [Information Visualization Manifesto](#), Manuel Lima
- 2009 [The Awesomeness Manifesto](#), Umair Haque
- 2009 [Internet Manifesto](#): How journalism works today. Seventeen declarations.
- 2009 [Charter for Innovation, Creativity and Access to Knowledge](#), assembled at the Barcelona Culture Forum for citizens' and artists' Human Rights in the digital age
- 2009 [Not In Our Name, Marke Hamburg! \(English here\)](#)
- 2010 [The Role of Design in the 21st Century](#), Danish Designers Manifesto: A Vision for the Future of Danish Design
- 2010 [The Obstructionist Manifesto](#), Mark Goldman against harmful, insider-driven city planning
- 2010 [Anti-Design Festival Manifesto](#)
- 2010 [The Win Without Pitching Manifesto](#), Blair Enns
- 2010 [The Glimmer Manifesto](#), Warren Berger
- 2010 [Big Potatoes: The London Manifesto for Innovation](#)
- 2010 [A Design Education Manifesto](#), Mitch Goldstein
- 2010 [LeNS Project Manifesto](#), on sustainable development and the role of design (and design thinking) in promoting system innovation
- 2011 [Post Typographic Manifesto](#)
- 2011 [Icograda Design Education Manifesto, 2011](#) (an update of their 2000

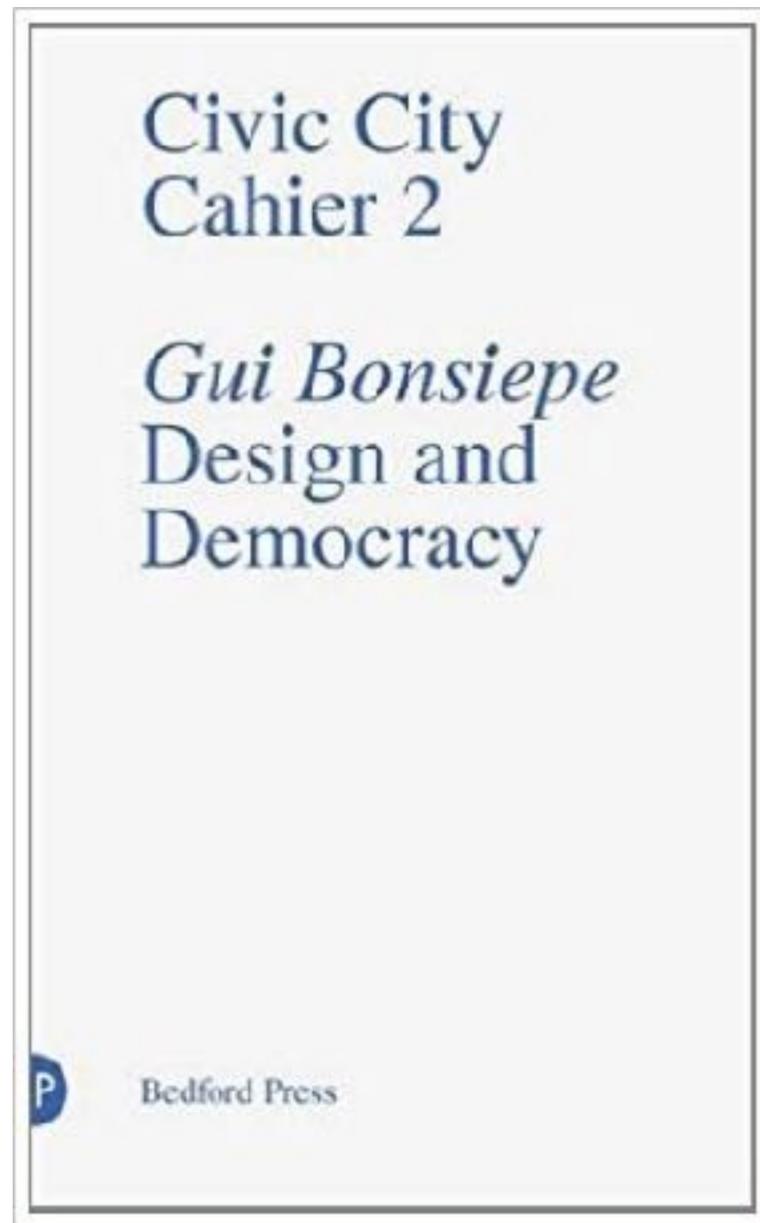
Design “should be”.. manifestos

- 2011 [Icograda Design Education Manifesto, 2011](#) (an update of their 2000 manifesto)
- 2011 [No Chair Design Challenge](#), pledge to not design a chair in 2012.
- 2011 [Open Architecture Manifesto](#)
- 2012 [Web Design Manifesto 2012](#), Jeffrey Zeldman
- 2012 [Online Public Services Manifesto](#), Consumer Focus Labs, UK
- 2012 [Draft Manifesto for an Open Internet of Things](#)
- 2012 [Certifying REsponsible Design Manifesto](#), towards certification for the communications design profession.
- 2012 [Subcompact Publishing Manifesto](#), towards a minimal model of publishing and design for the modern tablet, mobile, and web.
- 2013 [A manifesto for creative professionals](#) by Paul Jarvis on professional ethics.
- 2014 [First Things First 2014](#), an update to the [1964](#) and [2000](#) manifestos addressing design in the Digital Age.

And a few un-/anti- manifestos:

- 2008 [Project H Design \(Anti\)Manifesto: A Call To Action For Humanitarian \(Product\) Design](#)
- 2009 [This is Not Manifesto — towards an alternative design practice](#) - hard-hitting anarchist perspective

Design and Democracy



“Neoliberals believe that democracy is synonymous with the predominance of the market as an exclusive and almost sanctified institution for governing all relations within and between societies. So we face such questions as: How can we[design] recover the true meaning of democracy”

Gui Bonsiepe Design and Democracy, *Design Issues*, Vol 22, Number 2, Spring 2006.

What is Democracy?

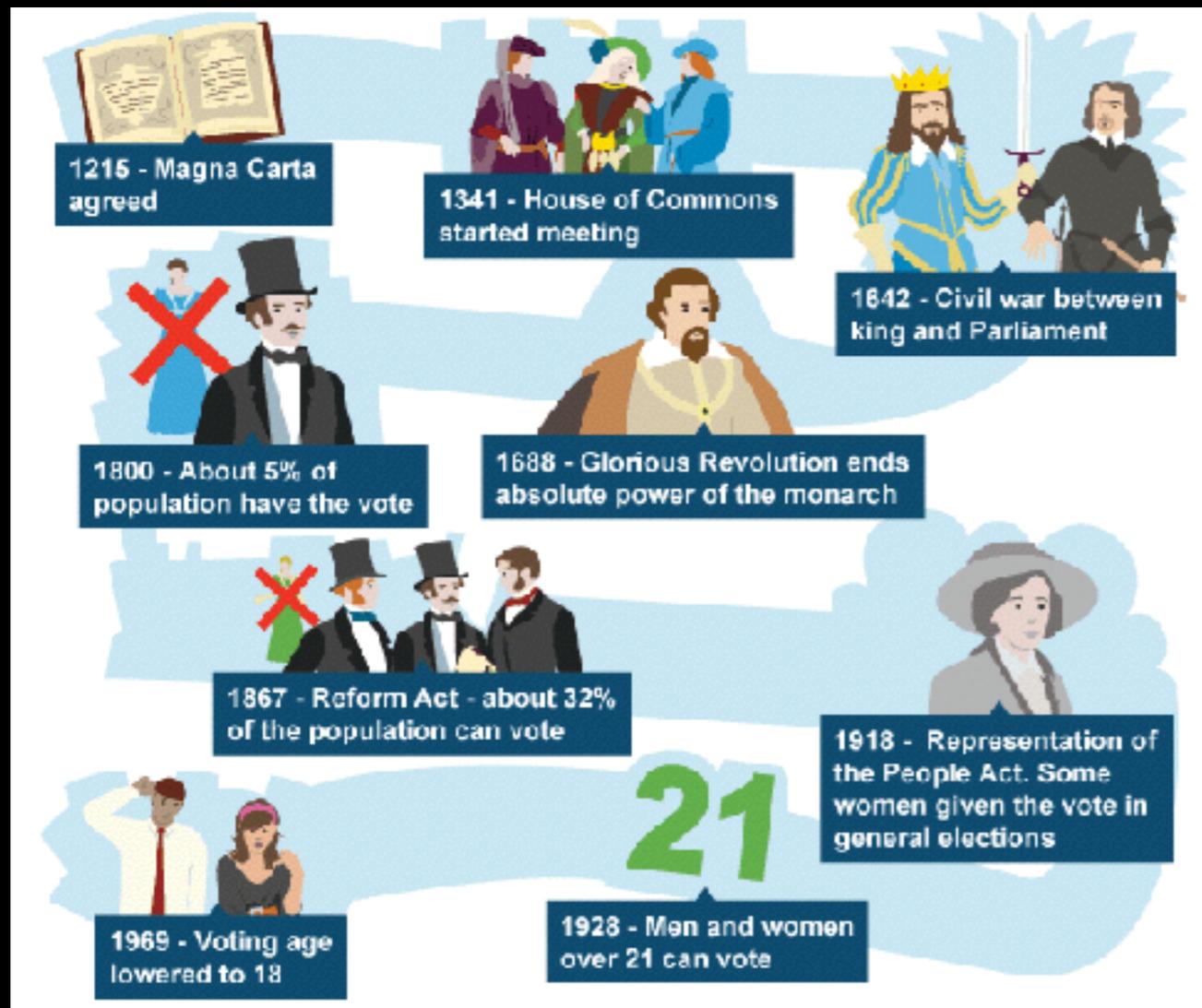
Both a condition and a system of governance.

As a ***condition*** it is the result of a governance process that is based on citizen participation, fairness, and justice.

As a ***system of governance*** it consists of the institutions and procedures that can serve as an example for the discussion of others.

Broader reading: democracy foregrounds the idea of individual freedom as a “**space for self-determination**”.

What is Democracy?

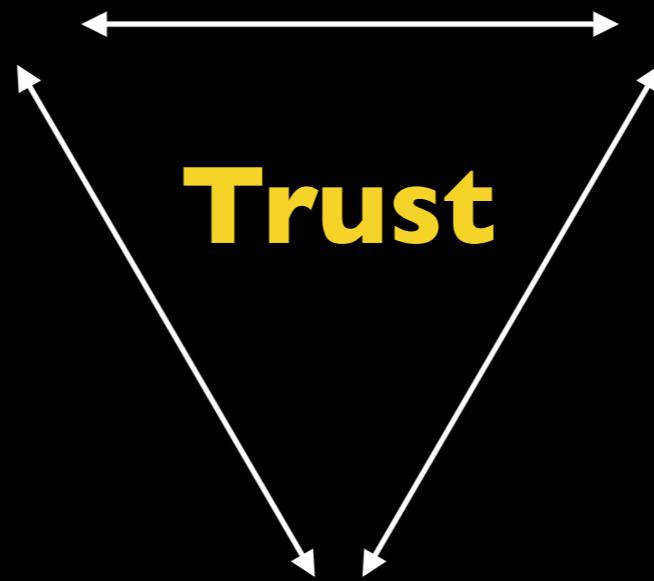


The **belief in freedom and equality between people**, or a system of government based on this belief, in which power is either held by elected representatives or directly by the people themselves.

Source: Cambridge English Dictionary.

What is Democracy?

Transparency Participation



Agonism

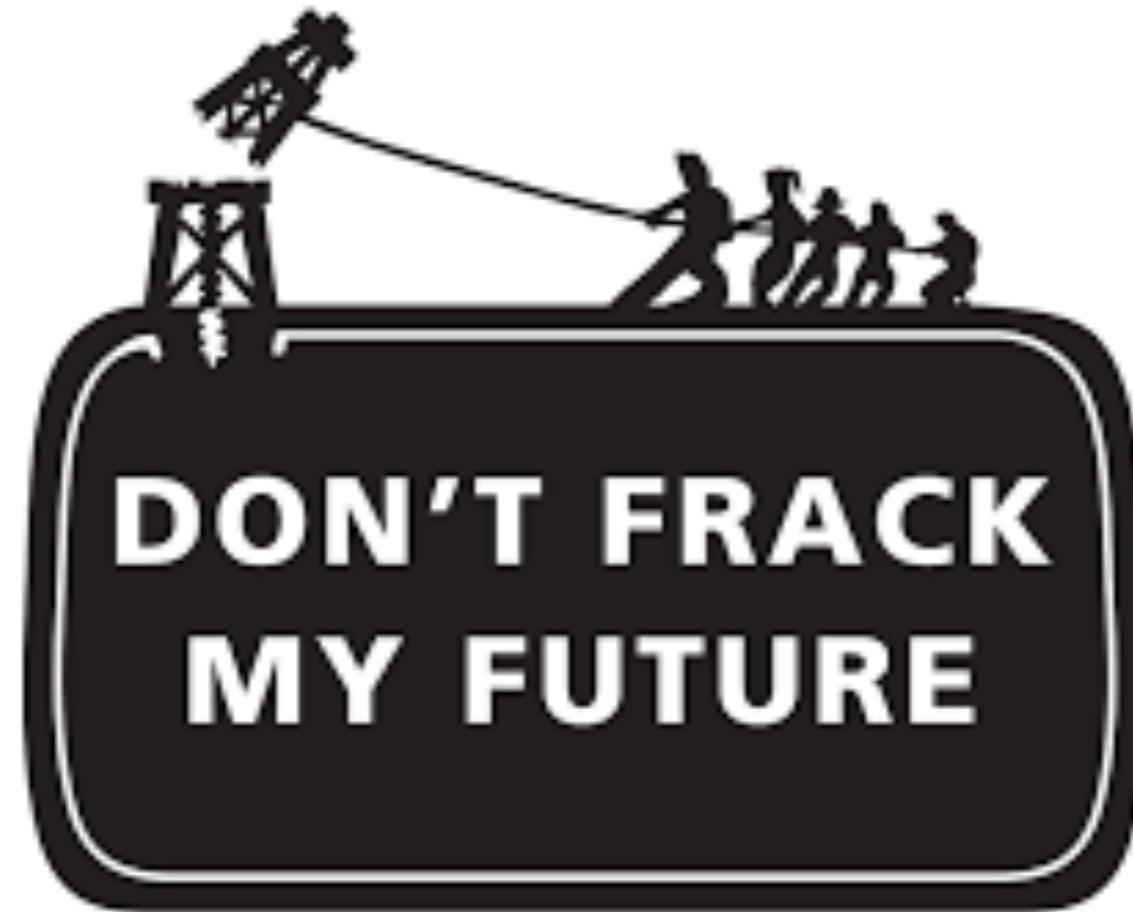
Democracy Today

Your details		Your details	
Name	GORDON BROWN MP	Name	GORDON BROWN MP
Constituency	KIRKCALDY + COWDENBATH	Constituency	KIRKCALDY + COWDENBATH
Claim details You can only claim for: <ul style="list-style-type: none"> additional expenses which are necessarily incurred to enable you to discharge your Parliamentary duties. Please list: <ul style="list-style-type: none"> all items costing £200 or more and include receipts - except for those for which receipts are not required. Please attach: <ul style="list-style-type: none"> receipts or invoices for any item over £100 less than £200. 		Claim details You can only claim for: <ul style="list-style-type: none"> additional expenses which are necessarily incurred to enable you to discharge your Parliamentary duties. Please list: <ul style="list-style-type: none"> all items costing £200 or more and include receipts - except for those for which receipts are not required. Please attach: <ul style="list-style-type: none"> receipts or invoices for any item over £100 less than £200. 	
Period of claim	01.07.07 - 30.09.07 x 3	Period of claim	01.07.07 - 30.09.07 x 3
Total cost of hotel stays	£	Total cost of hotel stays	£
Mortgage payments	£	Mortgage payments	£
Food	£	Food	£
Utilities	£ 253.42	Utilities	£ 253.42
Council Tax/Rate	£ 1293.33	Council Tax/Rate	£ 1293.33
Telephone and telecommunication	£ 139.60	Telephone and telecommunication	£ 139.60
Cleaning	£ 1040.65	Cleaning	£ 1040.65
Service/maintenance	£ 837.50	Service/maintenance	£ 837.50
Repairs/maintenance	£	Repairs/maintenance	£
Other	£ 55.09	Other	£ 55.09
Other	£ 114.00	Other	£ 114.00
Other	£	Other	£
Total	£ 3733.79	Total	£ 3733.79

The truth about cabinet expenses.

Source: The Telegraph, June 2009.

Democracy Today



Source: www.frackoff.org.uk

Democracy Today



PARADISE PAPERS

- 1.4 terabytes of data
- 13.4 million records
- More than 380 journalists
- in 67 countries
- 96 media partners
- Powered by:  neo4j

The infographic features a background image of a tropical beach with palm trees and a blue sky. The text is overlaid on this background. The ICIJ logo is a brown square with white text. The Paradise Papers logo is a circular emblem with palm trees and the text 'PARADISE PAPERS'.

Paradise Papers and the powers of investigative journalism.

Source: www.neo4j.com.

Not Agonistic enough?

Agonism

1. **Contention for a prize; a contest.**

Agonistic

adjective

1. **striving for effect; strained**
2. **eager to win in discussion or argument; competitive**

Agonism

“What is specific and valuable about modern liberal democracy is that, when properly understood, it creates a space in which this confrontation is kept open, power relations are always being put into question and no victory can be final. However, such an ‘agonistic’ democracy requires accepting that conflict and division are inherent to politics and that there is no place where reconciliation could be definitively achieved as the full actualization of the unity of ‘the people’”.

Mouffe, C. (2000). The Democratic Paradox. London: Verso. 2000, p. 15).

Democracy and Agonism

Mouffe (2007) also suggests such creative activity “can play an important role in the hegemonic struggle by subverting the dominant hegemony and by contributing to the construction of new subjectivities”. Democracy does not focus on stable structures or frames but instead is built on mechanisms and instruments for participation.

This is Democracy?



This is Democracy?



Internationalist Perspective / November 2016

De-Democratisation



Design and Democracy

DEMOCRACY
AND DESIGN
PLATFORM

Stand Up
for Democracy

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Search here..

Conceive, develop and connect
new possibilities for democracy

Learn more on the initiative [Stand Up for Democracy](#)

Source: <http://www.democracy-design.org>

2. Design and Democracy

Victor Margolin (2012) offers three ways of understanding the democratic system as a designed system of governance.

1. design **OF** democracy
- 2 design **FOR** democracy
3. design **IN** democracy

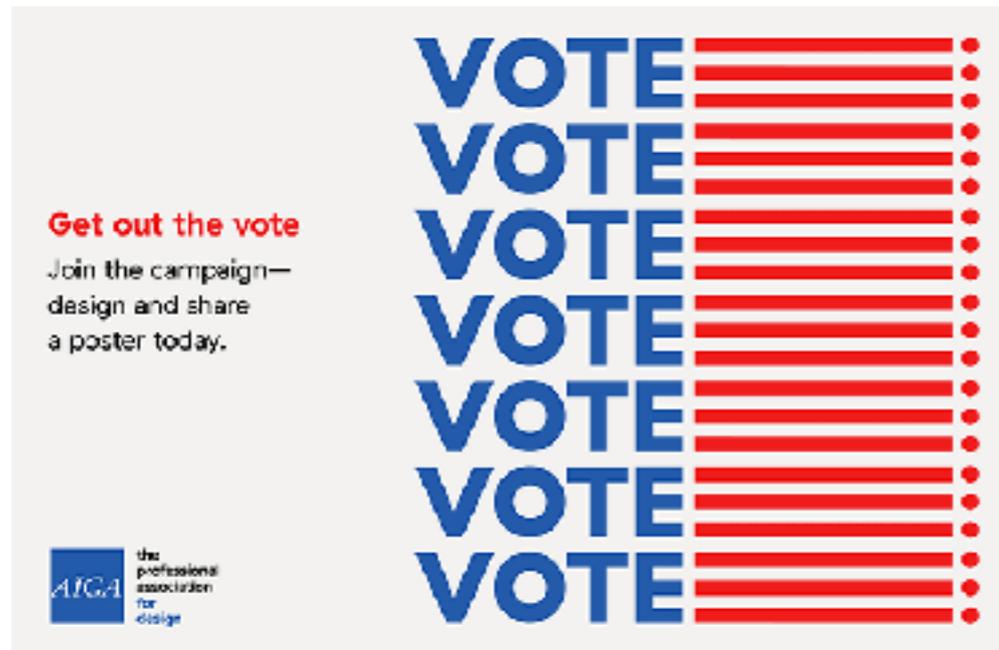
When thinking through this typology we found it useful to consider Binder et al's question - 'what is the object of design?' (2012)...

Binder, Thomas, et al (2012) 'What is the Object of Design?'
presented May 5-12 2010 Austin, Texas, USA (published 2012)

i. design **OF** democracy

Design **of** democracy means to improve the potential of a given environment to sustain a high number of conversations for action. It addresses **the structural elements that function as frames and regulators of human action in a democratic system.** It focuses on **institutions** (such as: branches of government, agencies, bureaus, courts, and offices) and **procedures** (such as: laws, regulations, rules, and protocols).

OF democracy



Get Out the Vote campaign, AIGA.
Source: <https://www.aiga.org/vote>.

Polling Place Photo Project, AIGA.
Source: <http://pollingplacephotoproject.org/>

The American Institute of Graphic Arts (AIGA), USA, worked on redesign of ballot boxes and getting people to vote.

AIGA DfD because it “applies design tools and thinking to increase civic participation by making interactions between the U.S. government and its citizens more understandable, efficient and trustworthy.” (AIGA 2008)

OF democracy



MindLab, Denmark. Source: <http://mind-lab.dk>.

MindLab is a cross-governmental innovation unit which involves citizens and businesses in creating new solutions for society.

OF democracy



Introduction to the Policy Lab, UK.

Source: Slideshare/OpenPolicyMaking

Policy Lab is bringing new policy techniques to the departments across the civil service, helping design services around people's experience, using data analytics and new digital tools.

ii. design **FOR** democracy

Design **for** democracy means to increase people's opportunities to take informed decisions in the framework of different deliberative processes. It increases the opportunities for citizens to participate in deliberative processes. It focuses on **transparency** (which enables citizens to be aware of the on-going process of governance) and **deliberative** methods (which is the opportunity to be better involved in **decision making** processes).

FOR democracy

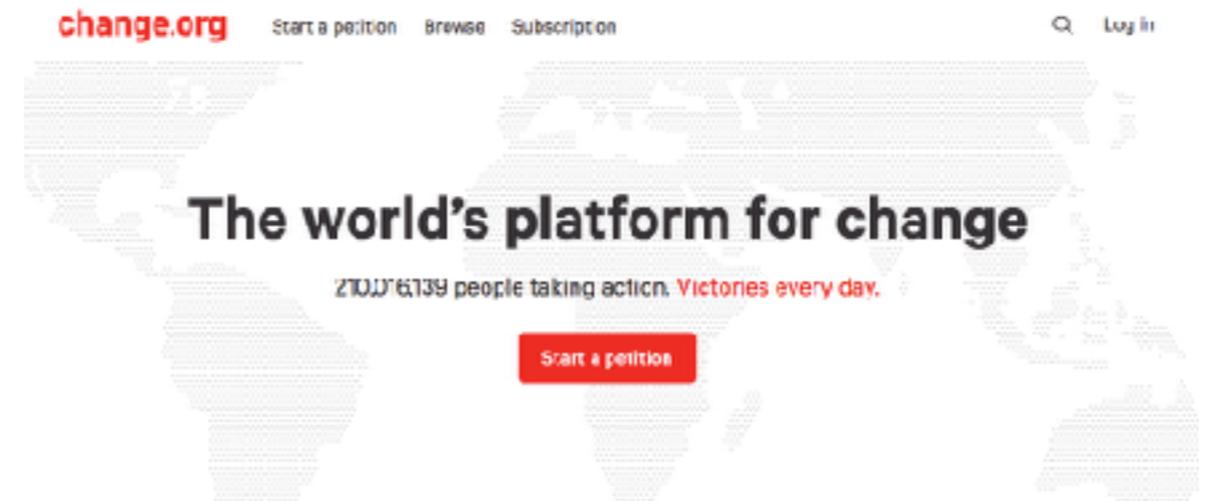


Citizen Journalism/Open Platforms

Source: <https://sociable.co>.

FOR democracy

CREDOTM
action



Online Petitions

FOR democracy



Market Road Gallery (2017)

Design Against Crime

FOR democracy



KICKSTARTER

Crowdfunding platforms

FOR democracy



The Protest Banner Lending Library

Source: Design Museum (2017).

FOR democracy

THE CENTER
FOR
URBAN
PEDAGOGY

ABOUT
PROJECTS
PEOPLE
STORE
GET INVOLVED
PRESS
RESOURCES
NEWS & EVENTS



CUP Store

[SORT BY](#)

[YEAR](#)

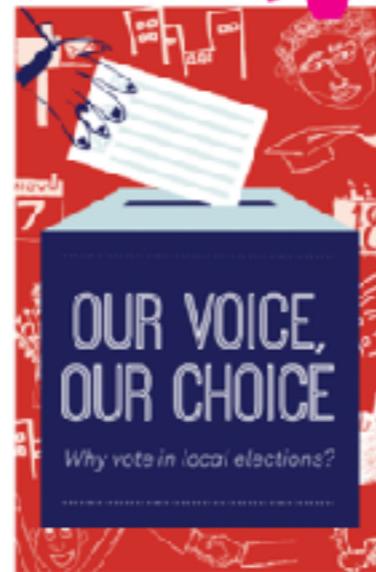
[PROGRAM](#)

[NAME](#)

[TYPE OF PRODUCT](#)

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[URBAN INVESTIGATIONS](#)



Our Voice, Our Choice

Every year New Yorkers vote in an election. What are local elections? Who and what are you voting for? Why vote?

In our latest *Urban Investigation*, CUP and the New York City Campaign Finance Board collaborated with Teaching Artist Emily Young and students from Fannie Lou Hamer Freedom High School in the Bronx to dig a little deeper into local elections.

Students got out of the classroom and into the middle of local issues, from surveying community members to interviewing local government officials. Students created this booklet as a guide to teach you about how to get your voice heard in local elections and what choices you have as a resident of New York City.

[GO TO PROJECT](#)

16-pages, 5.5" x 8.5"

\$5.00 [BUY](#) [FREE DOWNLOAD](#)

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Centre for Urban Pedagogy

FOR democracy



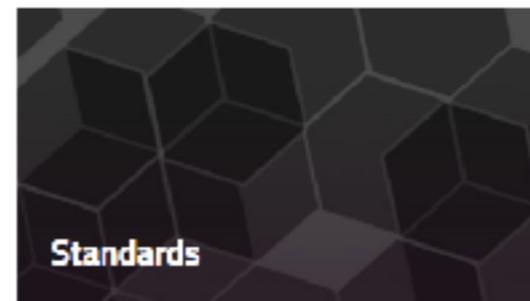
Resources

Research Videos Presentations Brochures Newsletters Logos

Research



Show all



Show all

DCent activities have been behind new political parties that have emerged.

Source: <https://dcentproject.eu/resources/#anchorResearch2>

FOR democracy

“Now I think we're at a turning point where the array of digital tools at our disposal mean it is now possible to completely rethink every aspect of democracy from how parties work, how Parliament's work, how the state interacts with the citizens and that makes this an incredibly exciting time...”

“The D-Cent project is really about offering simple easy-to-use tools for any institutions which *do* democracy.”

Geoff Mulgan

Why use D-CENT?

FOR democracy



Seven leading examples of digital democracy

Digital Democracy, The tools transforming political engagement

By Julie Simon, Theo Bass, Victoria Boelman and Geoff Mulgan, Nesta (2017)

FOR democracy



Police Body Cameras.

Source: <https://www.economist.com>.



Henry Hicks - Limitations.

Source: www.mirror.co.uk.

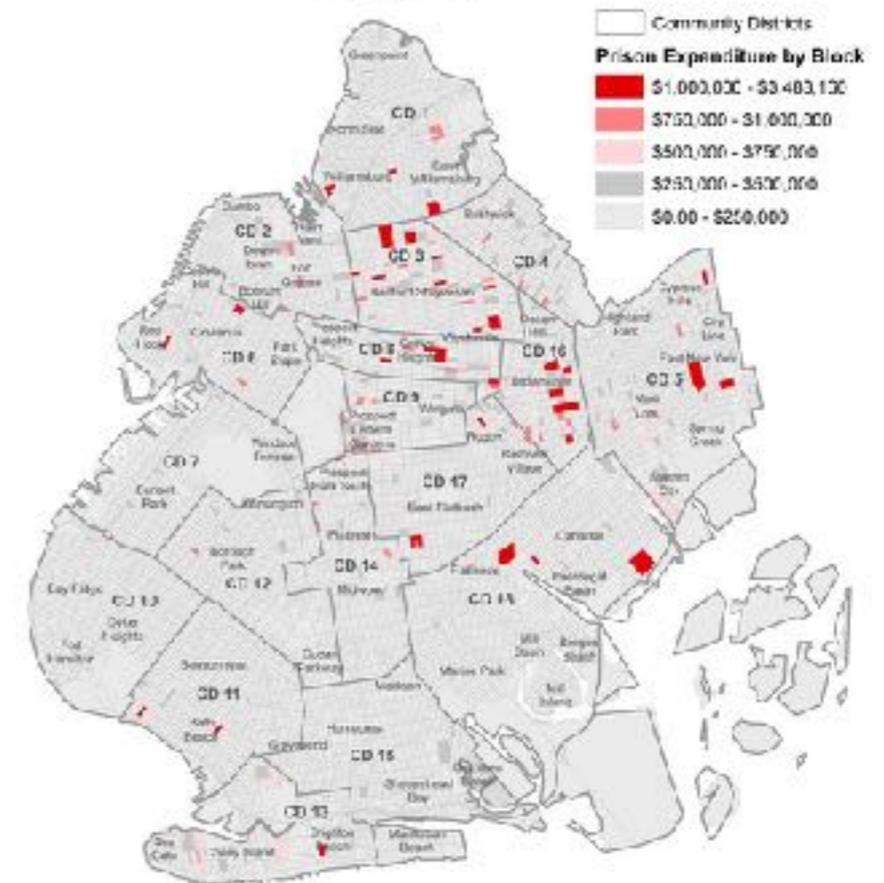
FOR democracy

Adversarial design

Million Dollar Blocks (Spatial Information Design Lab & Justice Mapping Centre) by asking *Where does the prison population come from?*, reframes the discussion of crime and the built environment.

Million Dollar Blocks comes from the recognition that there are patterns: within any given city, there are sets of city street blocks in which the government is spending more than \$1,000,000 annually to incarcerate residents of those blocks.

Prison Expenditure and Million Dollar Blocks
Brooklyn, NY



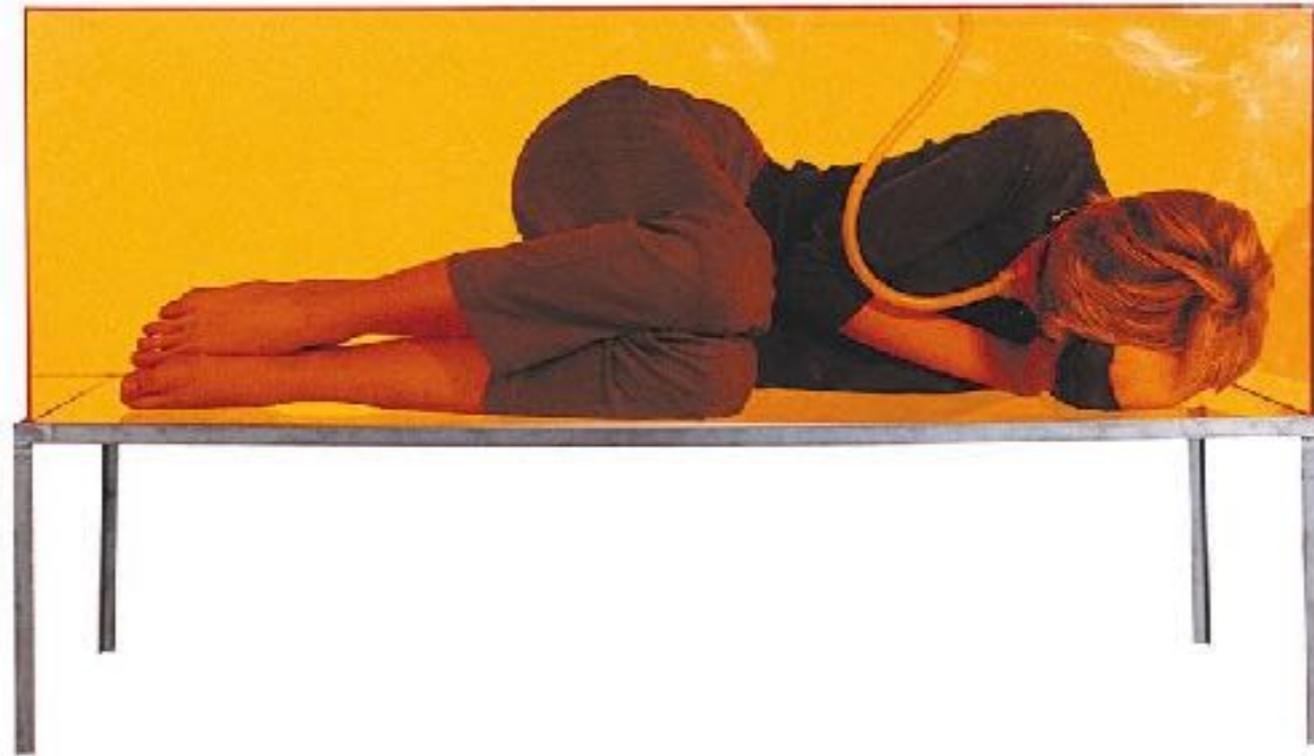
Data Source: Justice Mapping Center (JMC) analysis of NY State DOCCS (Prison Admissions 2009) data. DOCCS not responsible for JMC findings. Please note that Community District-level data represent only records with mappable addresses. There may be unrecorded prison expenditures that are not included.

FOR democracy



Tools for Action, Artur Van Balen (2012)
Redlines London (December 2015)

FOR democracy



Critical Design , Faraday Chair, Dunne & Raby (1994-1997)

FOR democracy

“Design in the activist tradition of Manzini, Di Salvaio and others means articulating issues in order to let agency form around emerging publics. In those cases, design does not perform the agency, but rather prepares for a public to form and for some sort of civic engagement to be enacted”.

T. Binder et al (2015) Democratic design experiments; between parliament and laboratory.

iii. design **IN** democracy

Design **in** democracy means to feed and sustain people's conversations for action with triggering ideas and dedicated enabling systems. It refers to all the **design initiatives that are particularly responsive to the goals of democracy**. It may deal with the provision of basic human rights (such as access to food, shelter, health care, and education) and, more in general, with the transition towards a more resilient, fair and sustainable society - **equitable access to public amenity/public goods**.

Designing for users on the autistic spectrum		Designing for users of screen readers		Designing for users with dyslexia		Designing for users with physical or motor disabilities	
Do...	Don't...	Do...	Don't...	Do...	Don't...	Do...	Don't...
use simple colours	use bright contrasting colours	describe images and provide transcripts for video	only show information in an image or video	use images and diagrams to support text	use large blocks of heavy text	make large clickable actions	demand precision
write in plain English	use figures or speech and volume	follow a linear, logical layout	spread content all over a page	align text to the left and keep a consistent	underline words, use italics or other emphasis	give form fields space	batch interactions
use simple sentences and bullet points							
make buttons descriptive							
build simple and consistent layout							

Universal design – design for all has over a 25 year history and IS now embedded in planning law – it makes sure the physical and digital environment are equally accessible, linked to pioneering work of many in USA and UK including the Helen Hamlyn Centre. But problem is without recognition **by law** how do we ensure that design's address to any social issue does not fail? Margolin (2012) suggests connecting design and social issues need to be linked to policy or at least “connected to agreed social goals” that have political meaning.

use subtitles or provide transcripts for video	put content in audio or video only	publish all information on main pages	bury information in downloads
use a linear, logical layout	make complex layouts and menus	use a combination of colour, shape and text	only use colour to convey meaning
break up content with sub-headings, images and videos	make users read long blocks of content	200% magnification	200% magnification
let users ask for an interpreter when booking appointments	don't make telephone the only means of contact for users	put buttons and notifications in context	separate actions from their context

For more information, contact: access@helenhamlyn.org.uk



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

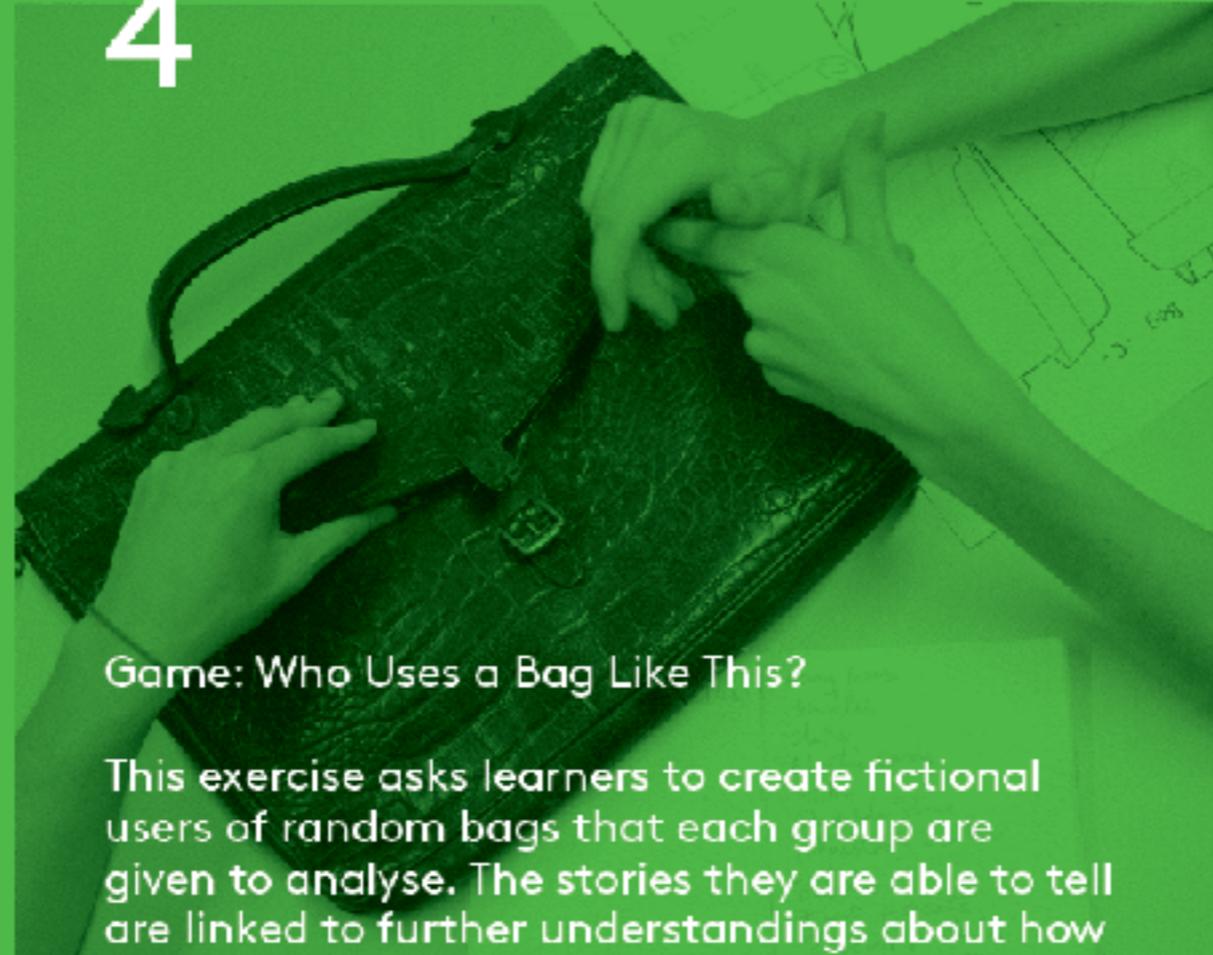
IN democracy



Makeright (2017) democratising creativity

IN democracy

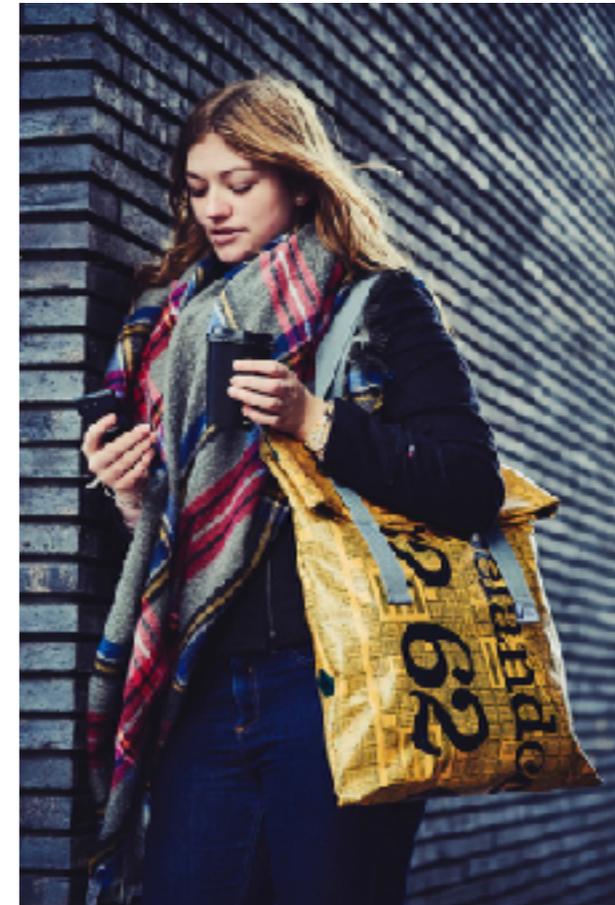
4



Game: Who Uses a Bag Like This?

This exercise asks learners to create fictional users of random bags that each group are given to analyse. The stories they are able to tell are linked to further understandings about how to create 'personas' for 'users'.

IN democracy



Makeright (2017) democratising creativity

Following discussion with Ezio Manzini about where our own work with local government fits into the **OF, FOR, IN** account we agreed on the addition of a fourth term...

design **AS** democracy

Democracy, here, is **not** the *object of design* but rather integrated within the *action of design*, embodied and rehearsed within the process of collaborative address to societal challenges.

It is distributed, localised, practical, and ***experiential***...

3. design **AS** democracy

Design **as** democracy means to extend people's capabilities to have conversations and to move from them to **practical actions**. It sets a stage on which **diverse actors can come together and democratically collaborate** in shaping their present and future world. It engages diverse people and publics in co-design and co-production processes concerning different aspects of their everyday life.

AS democracy



Malmö Living Labs. Source: <http://medea.mah.se/malmo-living-labs/>.

“Malmö Living Labs at Malmö University, Sweden, has since 2007 been working with participatory design approaches and social innovation in the city of Malmö. Explorations are carried out through a **design practice-based approach which entails long-term engagements with different actors in the city (e.g. civil servants, NGOs, companies and citizens) for the co-design and co-production of new practices, services and products.**”

AS democracy



Public Collaboration Lab
(UAL/Camden Council, 2015 - present)

What does local government do?

Councils make and carry out decisions on local services.

London boroughs are 'unitary authorities' which means they are responsible for all local services [in the borough]

including; **housing, education, social care, libraries, waste management (rubbish collection, recycling), planning, trading standards, Council Tax collections.**

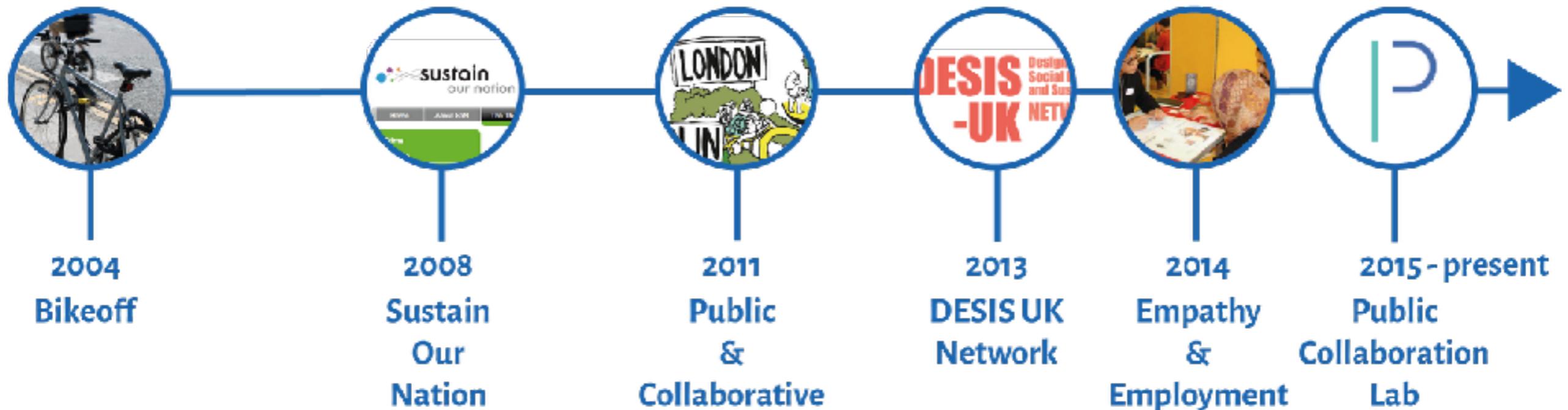
Fire, police and public transport, are provided through 'joint authorities' (in London by the Greater London Authority).

What does local government do?

In the UK, local government has **four main sources of funding**; the **Revenue Support Grant** received from Central Government, monies from local business via the **Business Rates Retention Scheme**, **Council Tax** paid by residents and **fees and charges** for council services.

Department for Communities and
Local Government, 2017

Working with local government - building trust and shared value through collaboration



UK context

Central government funding to local government via Revenue Support Grant has **reduced by 37% between 2011- 2016.**

A further £7.8 billion, or 78%, reduction is predicted by 2020.

The Chartered Institute for Public Finance and Accountancy predict this is **likely to drive an unprecedented number of councils into financial crisis.**

Sean Nolan and Joanne Pitt, Balancing Local Authority Budgets (CIPFA, 2016),

Camden context

By 2017 Camden's funding from central government will have been cut in half.

This means making tough choices about funding local services.

Talk to us about how we tackle Camden's financial challenge together.

Wednesday 1 October

2 to 8pm, Pancras Square Library, N1C 4AG

3pm - the Leader of the Council, Cllr Sarah Hayward, will talk about inequality in Camden

4pm Cllr Theo Blackwell will talk about where the council gets its money from



Synergy between learning objectives of design education and local government operational objectives

Design Universities

Local Government



**Design education as societal resource -
community context as learning environment**

Public Collaboration Lab

Collaborative action research project

18 months (April 2015 - October 2016)

Funded by the Arts and Humanities Research Council (AHRC)

A prototype of Local Government/Design HE collaboration to be trialled and tested

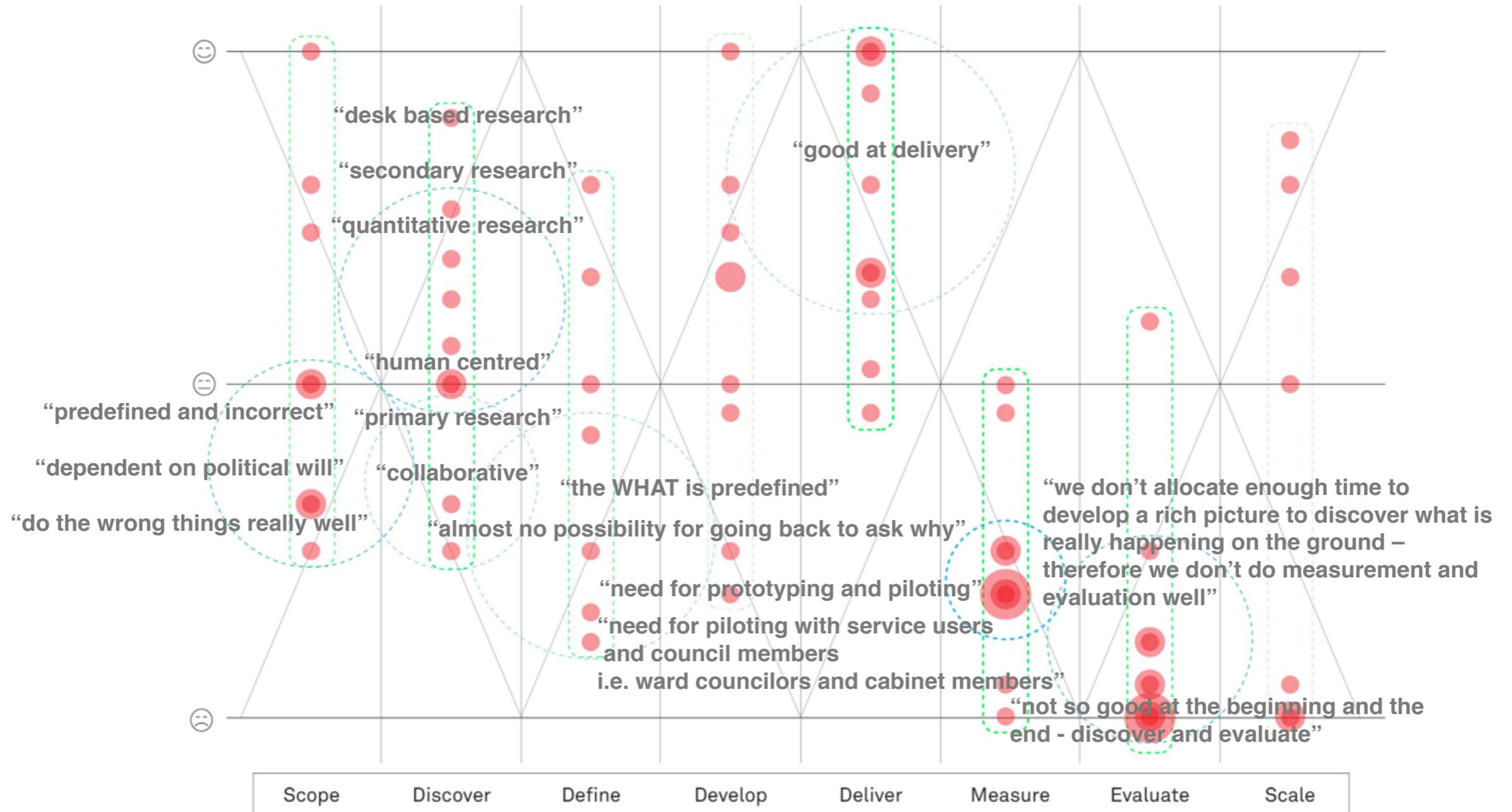
A space for experimentation and experiential learning

Learning together by doing together

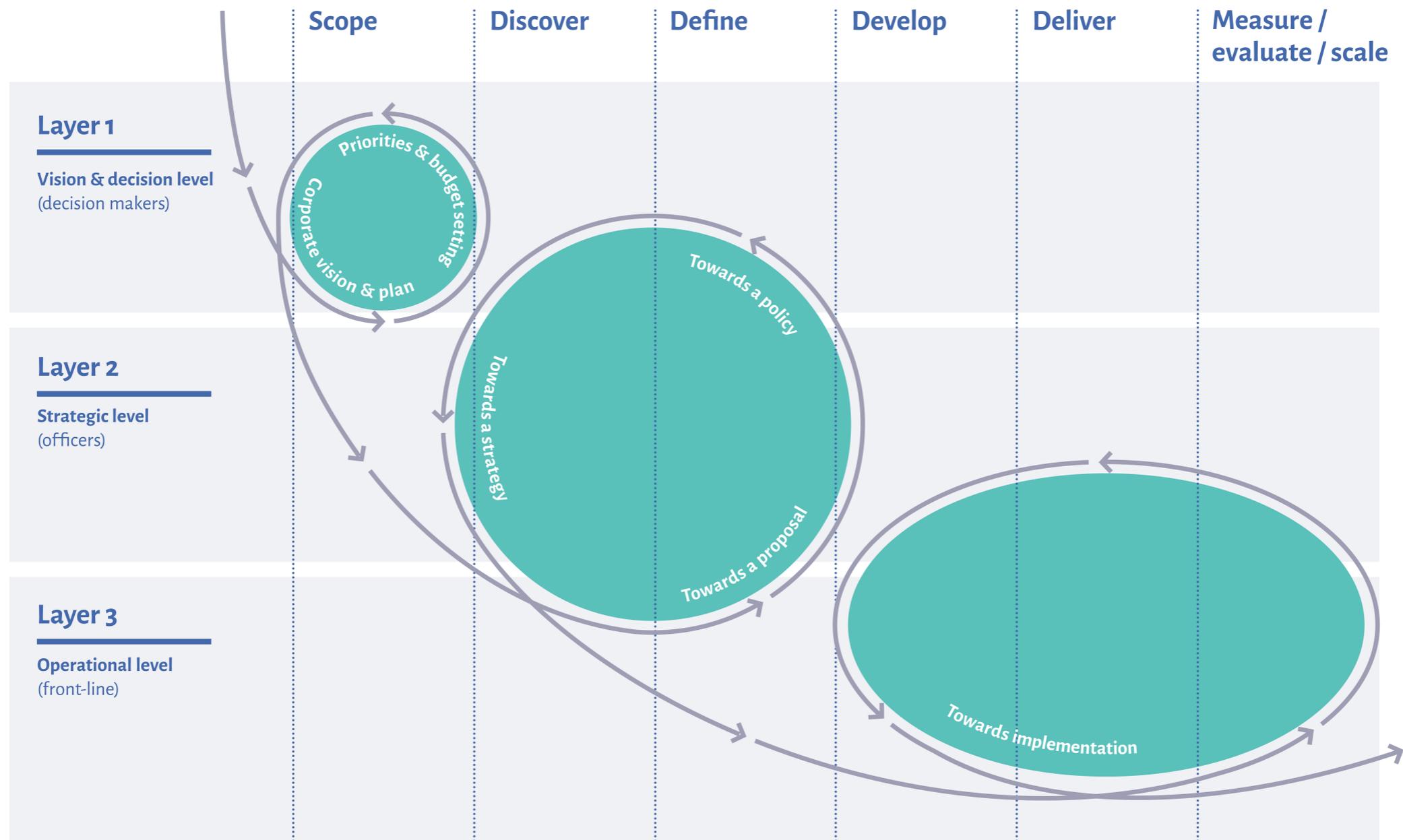
Research Team: Adam Thorpe, Alison Prendeville, Sarah Rhodes, Lara Salinas, Chloe Griffith, Dani Davies, Suzanne Marcuzzi, Suzi Griffiths, Chris Widgery



Where can design education contribute to the work of local government?



Understanding local government process as design process



Participatory design experiments - residents, civil servants and designers

public consultation and engagement



Future Libraries, April-July 2015



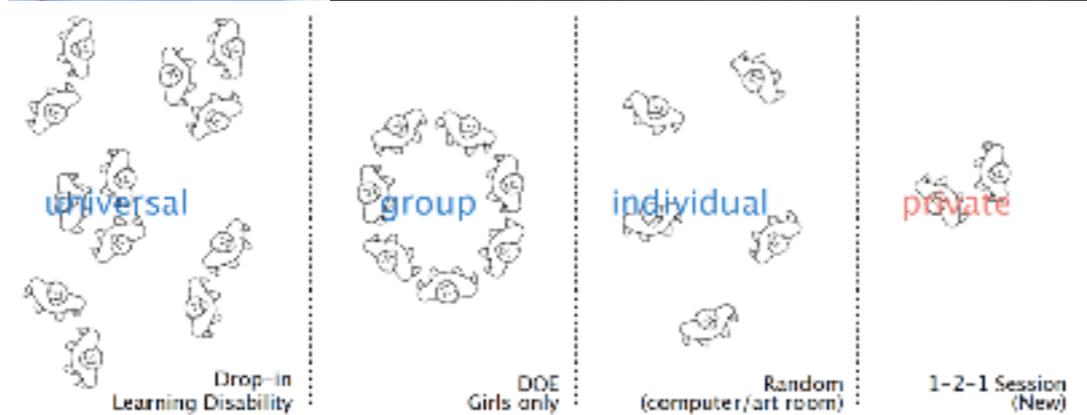
Reimagining Planning, January - February 2016



mainstreaming creative consultation

Participatory design experiments - residents, civil servants and designers

service transformation



Youth Hubs, January - April 2016

Home Library Service, September 2015 - June 2016

exploring implementation

Participatory design experiments - residents, civil servants and designers

behaviour change



Let's Sort It Out, January - April 2016



Healthy Weight, Healthy Lives, January - April 2017

networks and insights

Participatory design experiments - residents, civil servants and designers

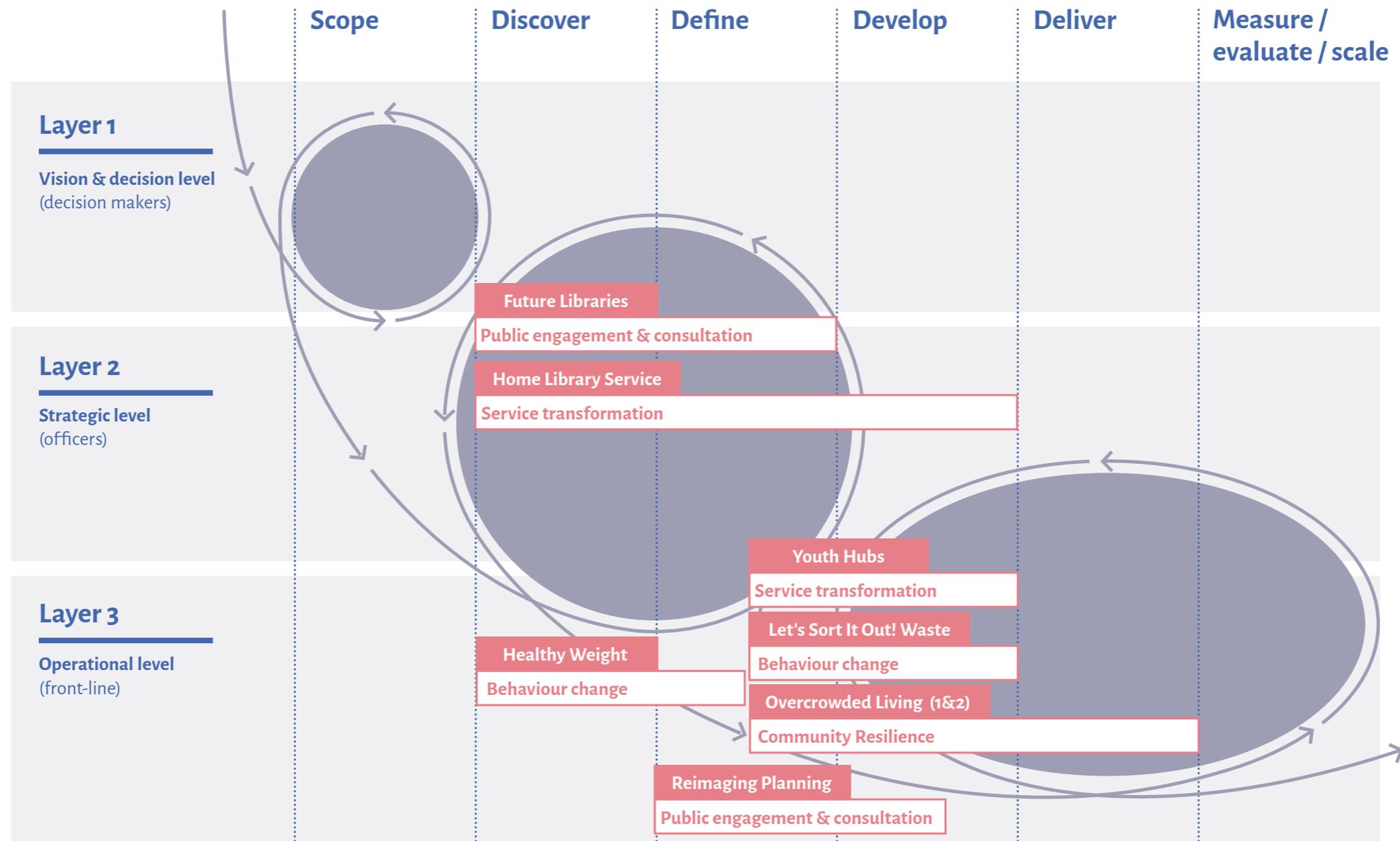
community resilience



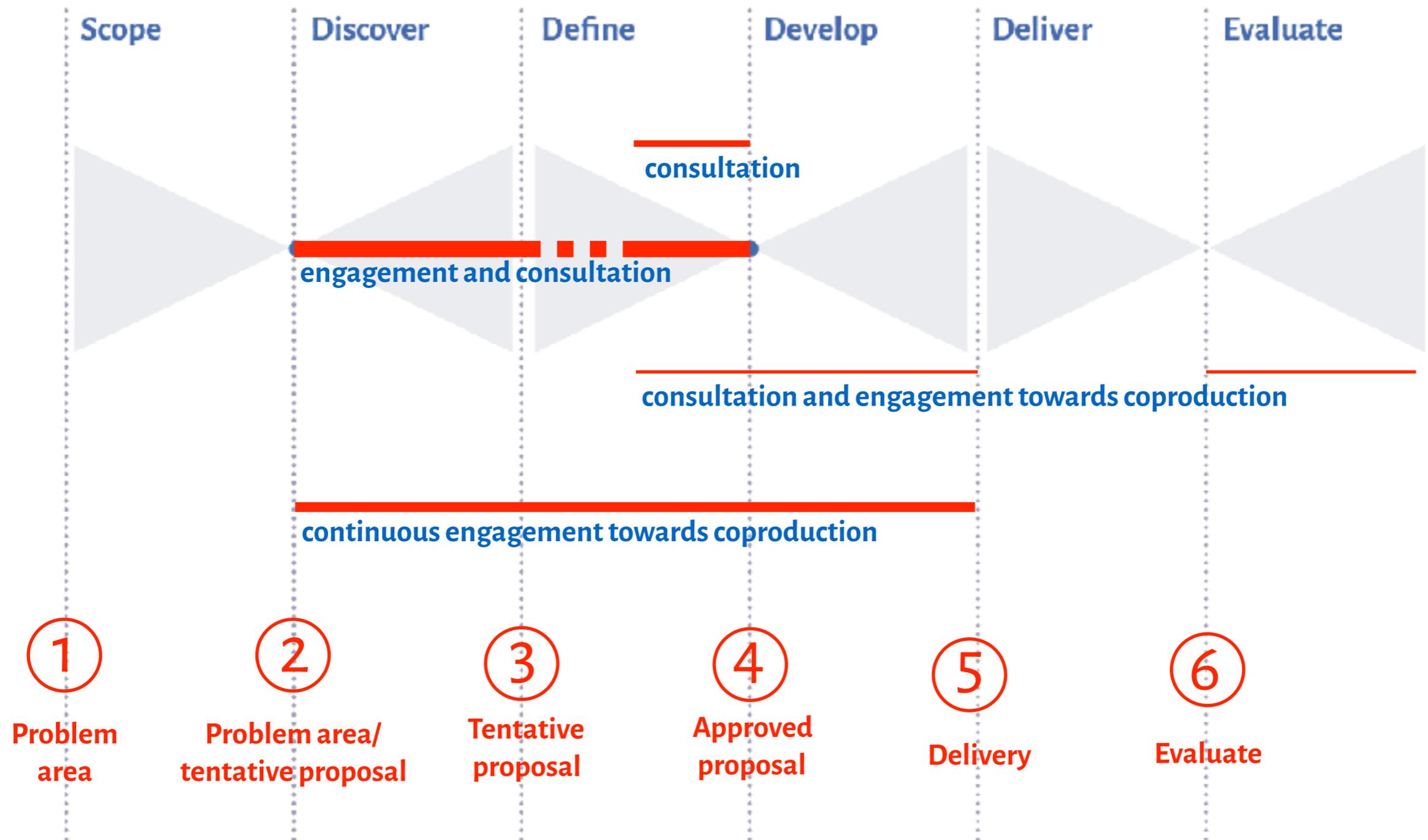
Overcrowded Living 1 & 2, March - June 2016, March - June 2017

implementation and scaling

Locating PCL projects within local government process



participation in local government decision making process



Intensities of participation

“Participatory design is also a political process, giving priority to human action and people's rights to participate in the shaping of the worlds in which they act (ibid 2014: 4). It is democratic and emancipatory; with a commitment to ensuring everyone's voice is heard in the decision-making processes that will affect them. Robertson and Simonsen describe ‘genuine participation’ as the change in the users’ role from being informants in the design process to being ‘legitimate and acknowledge participants’ in it.”

(Simonsen, J. & Robertson, T. eds. (2013) Routledge International Handbook of Participatory Design. New York: Routledge.

Power and participation



Mary Parker Follett (1868 -1933)

“A large organization is a collection of local communities. **Individual and institutional growth are maximized when those communities are self-governing to the maximum extent possible.**”

Mary Parker Follett (1924), Creative Experience

Power and participation

constituted power

vs

constitutive power

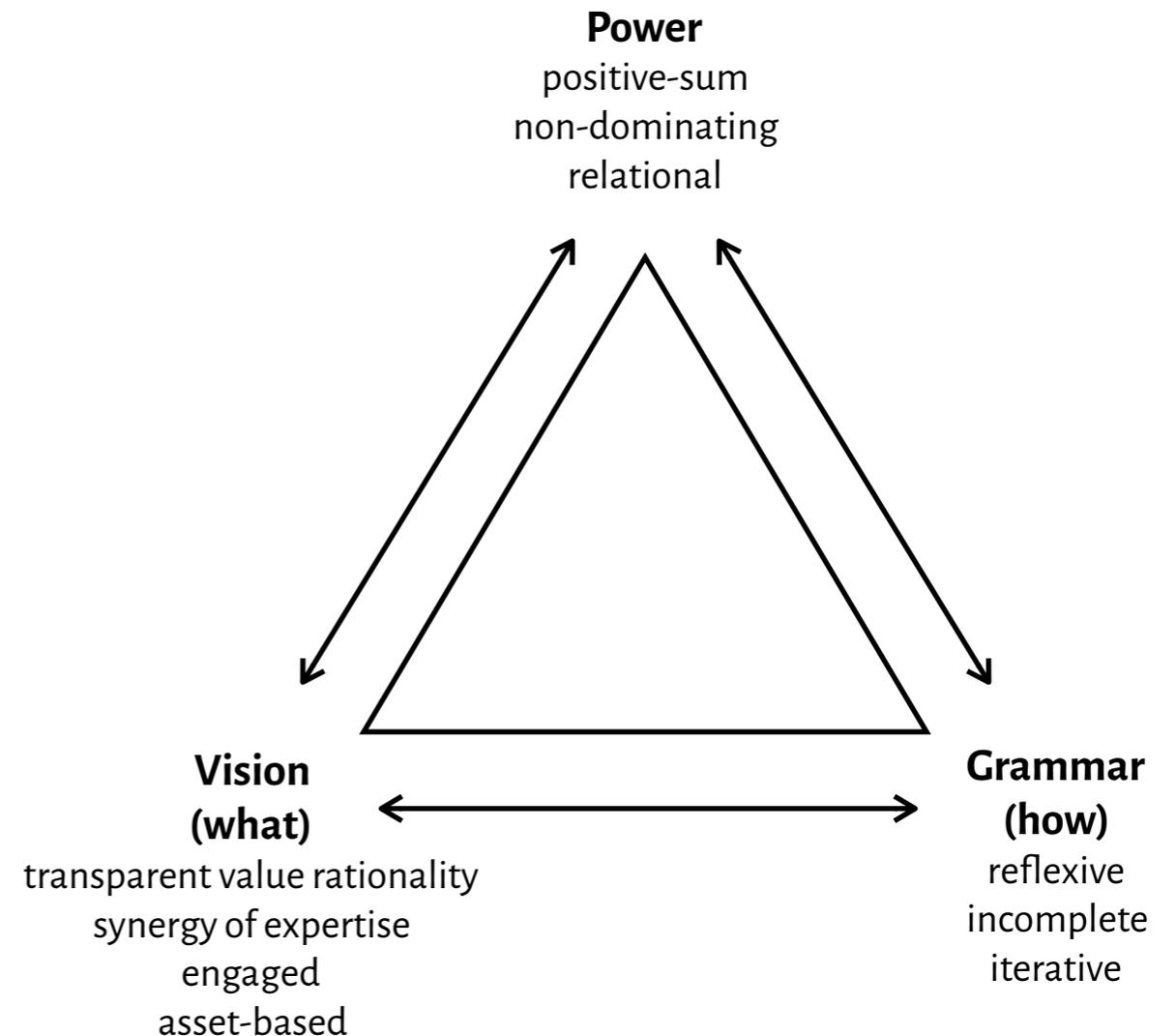
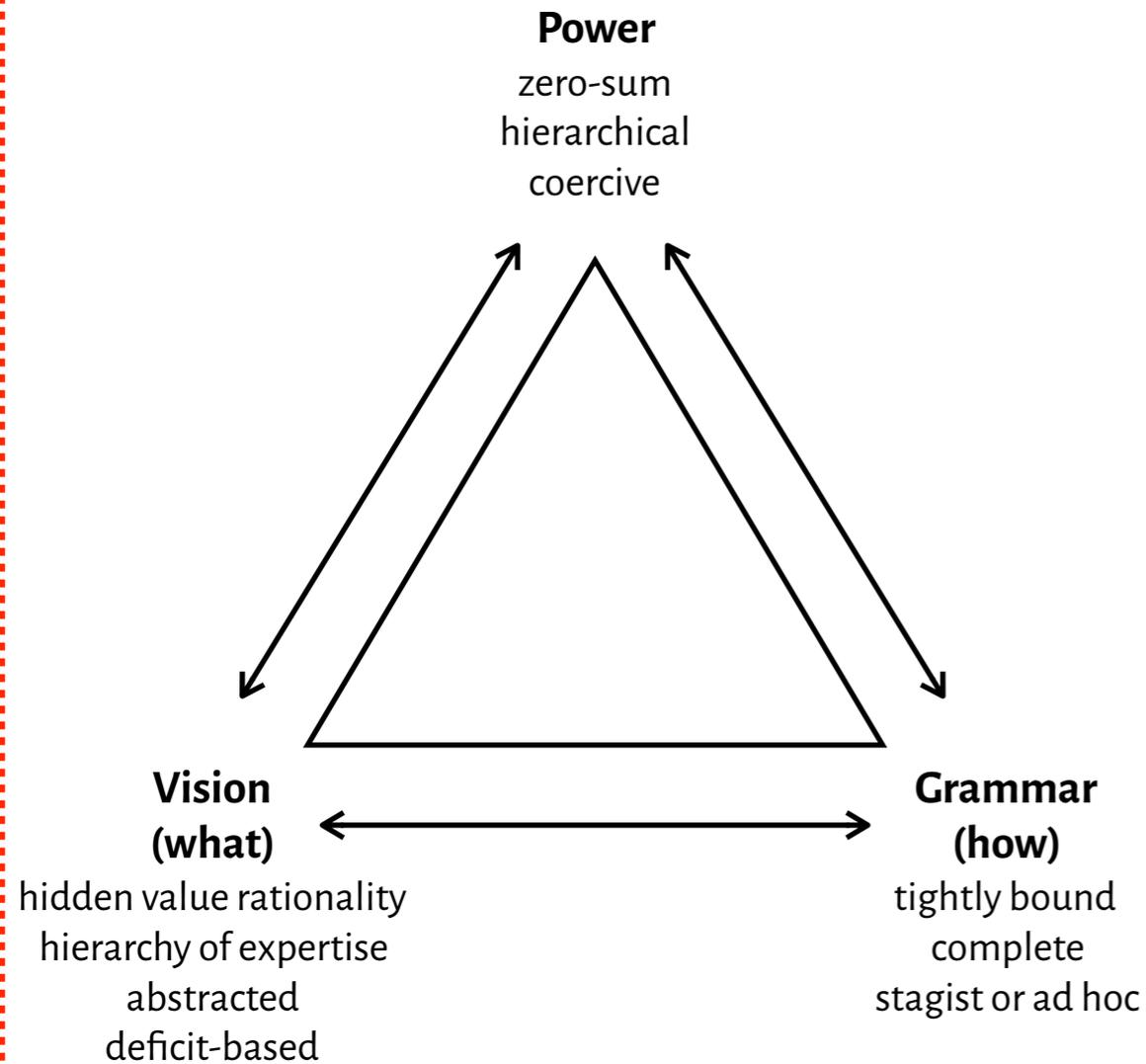
**'power over'
zero-sum
hierarchical
coercive**

**'power with'
positive-sum
non-dominating
relational
discursive**

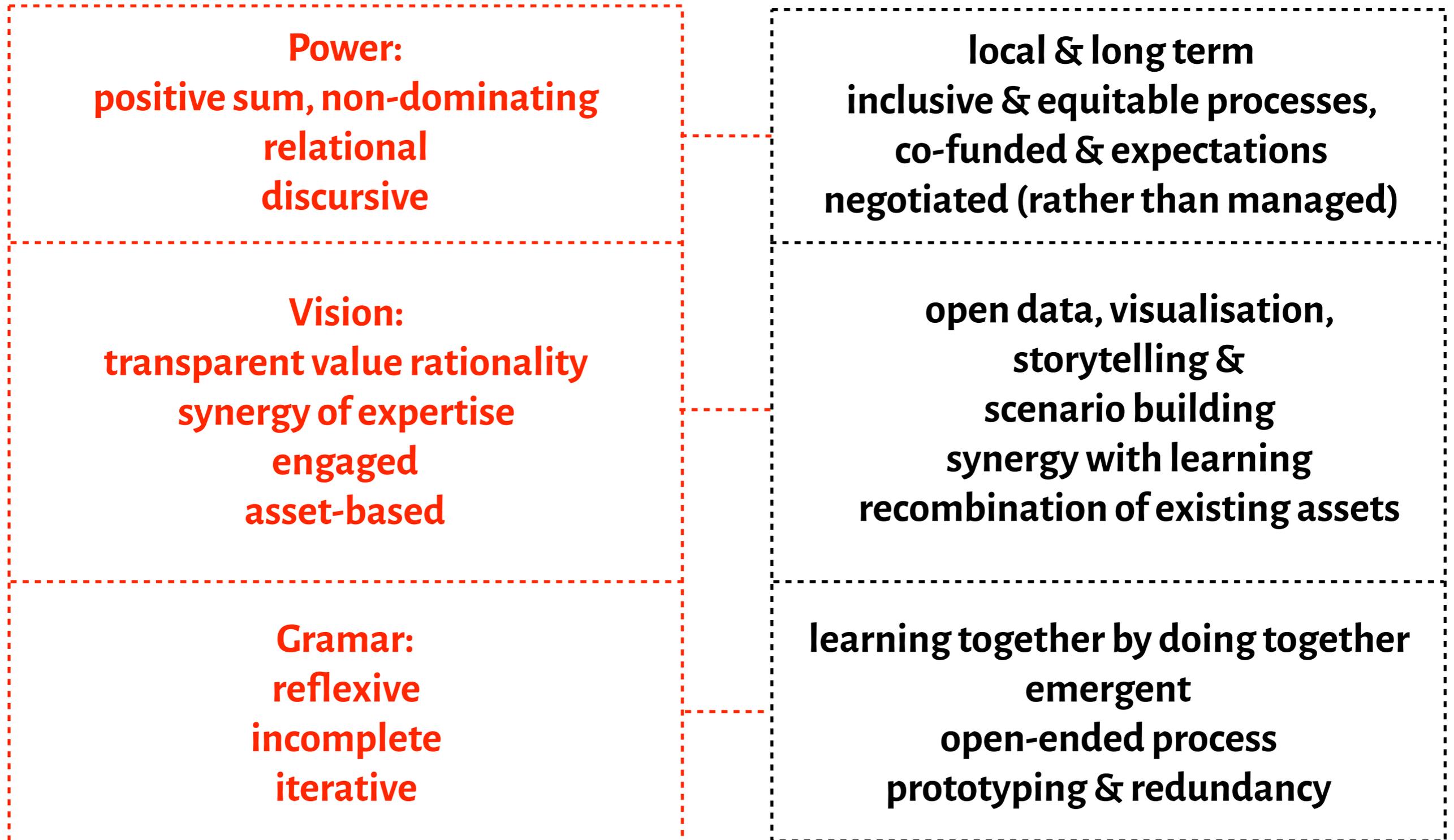
conventional policy design

vs

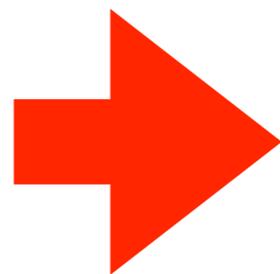
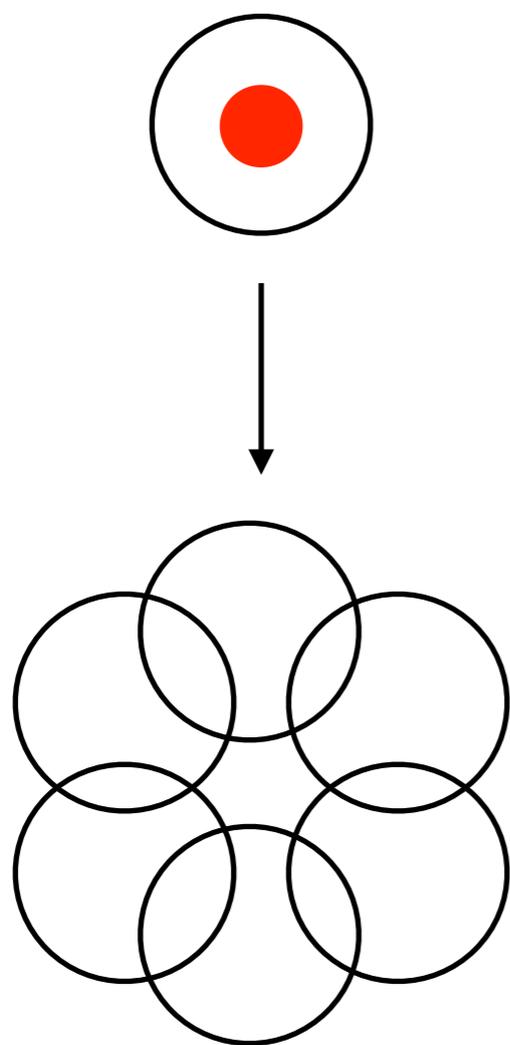
co-productive policy design



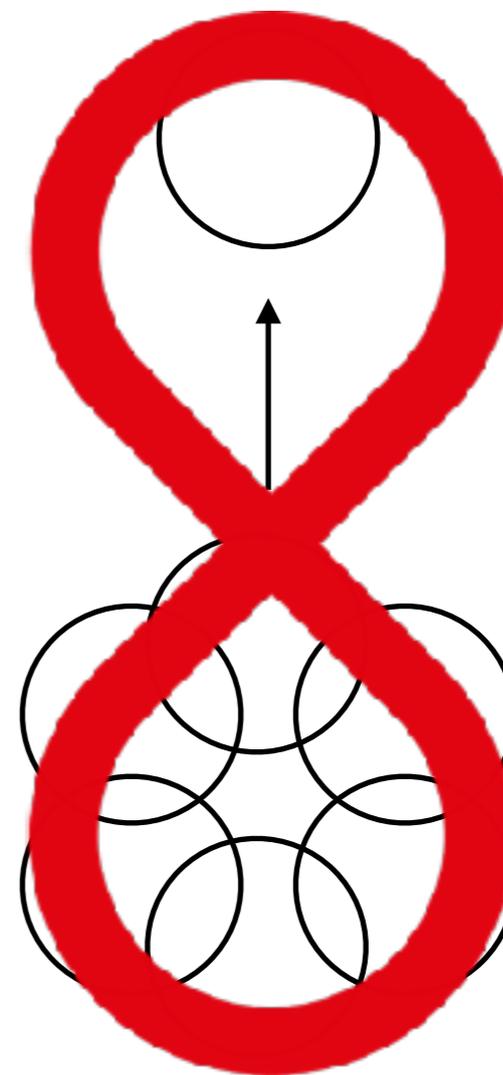
How participatory 'problem posing' design education can help address challenges to constitutive democracy



democratising innovation



innovating democracy



“The training for the new democracy must be from the cradle – through nursery, school and play, and on and on through every activity of our life. Citizenship is not to be learned in good government classes or current events courses or lessons in civics. It is to be acquired only through those modes of living and acting which shall teach us how to grow the social consciousness. This should be the object of all day school education, of all night school education, of all our supervised recreation, of all our family life, of our club life, of our civic life.”

(Mary Parker Follett, *The New State*, 1918: 363)

4. Conclusion

We propose that the design school, a bastion of the critical thinking and doing that affords innovation, has a key role to play in democracy – through focusing our collaborative design efforts (in the ways described earlier) to:

- Reshape the institutions and procedures of democracy
- Innovate and strengthen ways in which people can access information
- Embody democratic principles of equality
- Extend opportunities for people to experience democracy



Questions for discussion:

1. Far Right movements that thrive in economic crisis. Threats to democracy and the form of disrespect for democratic systems that such movements bring. What can design do to address?
2. Examples from the audience of new design movements who are addressing issues of our time (we could not discuss as beyond the scope of this lecture) that are worth considering and referencing?
3. Design's different role inside and outside of the academy?