‘Design Blueprint’

Strengthening employability through collaborations across the design sector

5th National Conference Supporting Creative Industries

15 June 2010

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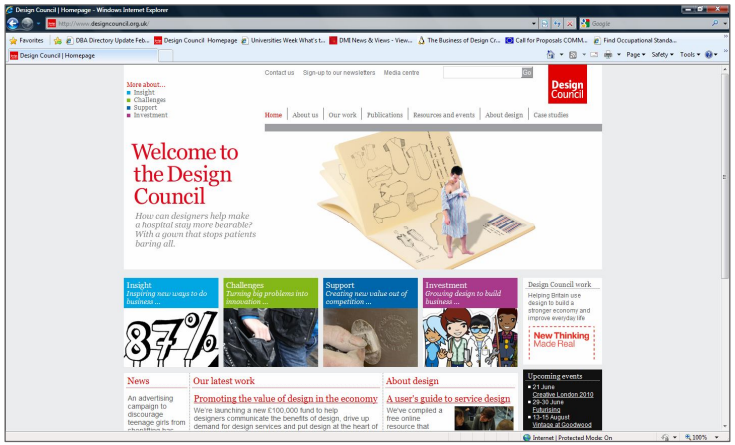
Who we are



http://www.designcouncil.org.uk/

Backing the design sector

Industry
- Designers' Business Knowledge Base
- Professional Development Campaign
- Strategic Analysis & Future Thinking
- Programme of Professional Practice CPD

Colleges & Universities
- Visiting Design Professionals
- Multi-disciplinary Networks
- Careers Advice and Guidance

Schools
- Designers working with schools
- Design Mark for schools
- Teacher Development

SUPPORTING GOOD DESIGN PRACTICE

Our ambitions

- Stronger design industry that makes greater contribution to UK economy
- UK design winning more business in global markets
- Higher levels of professionalism across the design industry and increased engagement with continuous professional development
- Designers will have a greater range of skills and be better equipped to respond to key issues such as the environment and sustainability
- Increased capacity of the industry employing more designers and design graduates
- Greater employer engagement with design education

Design insights: Industry research

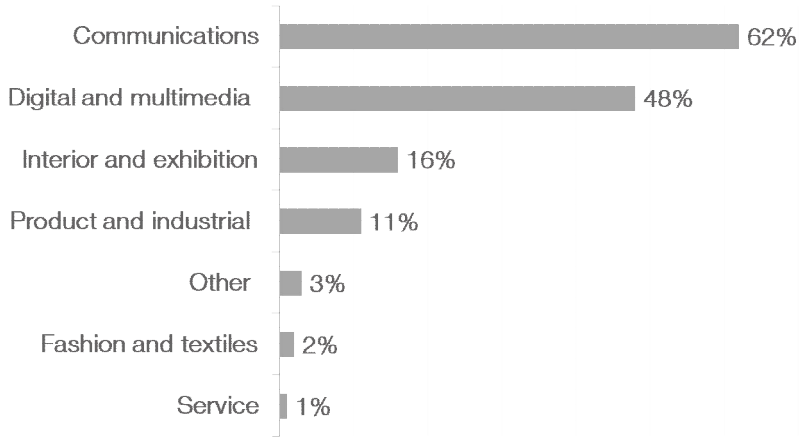
Design Industry insights

There are an estimated **232,000** designers in the UK
65,900 are freelance designers (28%)
82,500 work in design consultancies (36%)
83,600 work in in-house design teams (36%)

How many design consultancies and in house design teams are there in the UK?
10,800 design consultancies
6,500 in-house design teams* (*in businesses with 100+ employees)

Design Industry insights

What disciplines are UK designers working in?



Design Industry insights

Degrees: Just over half of designers (51%) have a degree or equivalent qualification

Graduate recruits: Satisfaction has grown (over 50%)

Students: 55,000 design studies undergraduates

Design education:
Less than half of design businesses say they are willing to provide placements and only a quarter of design businesses are actually involved in education

Design Industry insights

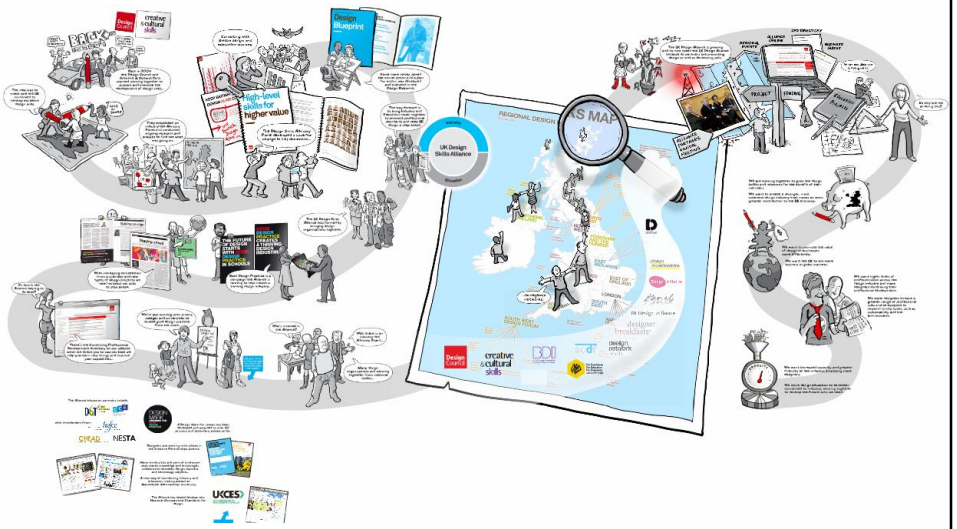
Skills gaps: 48% of designers want to improve their IT skills, 12% their business awareness

Forms of training:
Design consultancies – informal mentoring and coaching
Freelancers – using computer packages
In-house teams – external courses

Barriers to participating in training: 40% say there are no barriers but only 13% have undertaken training recently (compared to over 30% of architects and civil engineers for example)

The future of design in the UK

What we're doing now



UK DESIGN ALLIANCE MANIFESTO

JUNE 2010

We are a group of design organisations and networks committed to making the UK's design industry as skilled and professional as it can be. That's why we've come together to form the UK Design Alliance.

Here are our shared ambitions:

- We want a strong, cohesive design industry that can make an even bigger contribution to the UK's economy
- We want to promote design to businesses, so they understand how it can help to take their ideas to market
- We want UK designers to win more overseas business
- We want designers to have a broader range of professional skills and we want them to carry on learning throughout their careers
- We want designers to use their skills to take the lead on big challenges, like the urgent need for designing more sustainable products, services and communities
- We want design education to be better connected to industry, so the two work together to build the skills the UK will need in future
- We want a design industry that better reflects the diversity of the society it serves
- We want to work together to help design organisations and networks to grow, so we strengthen the industry's infrastructure and help it to benefit more designers.

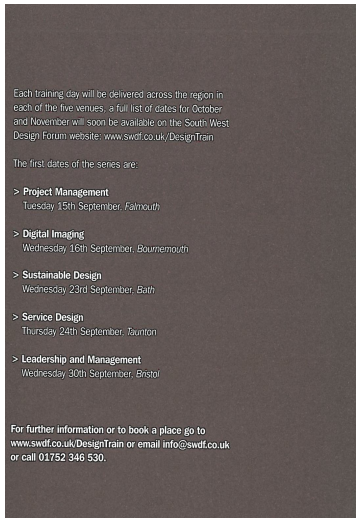
The UK Design Alliance is guided by an industry-led advisory board and facilitated by the Design Council and Creative & Cultural Skills. By signing this manifesto, we agree to work towards these ambitions by promoting the Good Design Practice campaign and making an active contribution to the Alliance's work.

SUPPORTING GOOD DESIGN PRACTICE

UK DESIGN ALLIANCE FOR GOOD DESIGN PRACTICE

Partners projects – collaborations across the design sector

Partners projects – collaborations across the design sector



Each training day will be delivered across the region in each of the five venues, a full list of dates for October and November will soon be available on the South West Design Forum website: www.swdf.co.uk/DesignTrain

The first dates of the series are:

> **Project Management**
Tuesday 15th September, *Falmouth*

> **Digital Imaging**
Wednesday 16th September, *Bournemouth*

> **Sustainable Design**
Wednesday 23rd September, *Bath*

> **Service Design**
Thursday 24th September, *Taunton*

> **Leadership and Management**
Wednesday 30th September, *Bristol*

For further information or to book a place go to www.swdf.co.uk/DesignTrain or email info@swdf.co.uk or call 01752 346 530.

Partners projects – collaborations across the design sector

Stepping Out:
Visiting Design Professionals

The Higher Education Academy

Art : Design : Media Subject Centre

CHEAD
council for higher education in art and design

Partners projects – collaborations across the design sector

Multi-disciplinary Design Network

Multi-disciplinary design education: 'making it count' event invitation

When	Time	Where
Friday 25 June	10.45 - Registration 11.00 - 16.00 - Event, followed by drinks	Design Council 34 Bow Street London WC2E 7DL

In association with

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PROMOTING GOOD DESIGN PRACTICE

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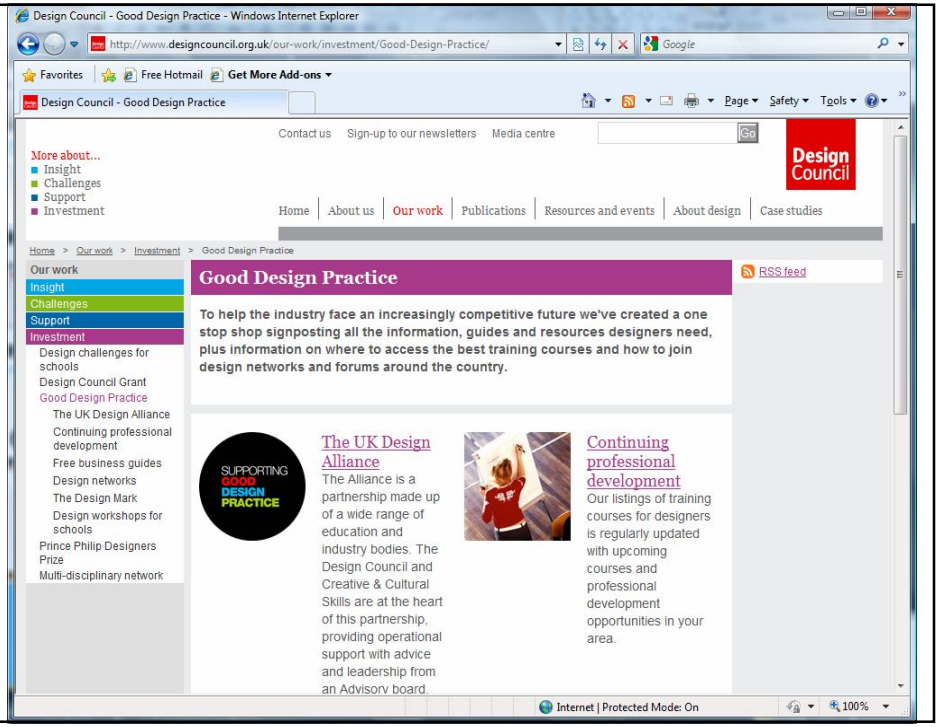

Thank you!

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