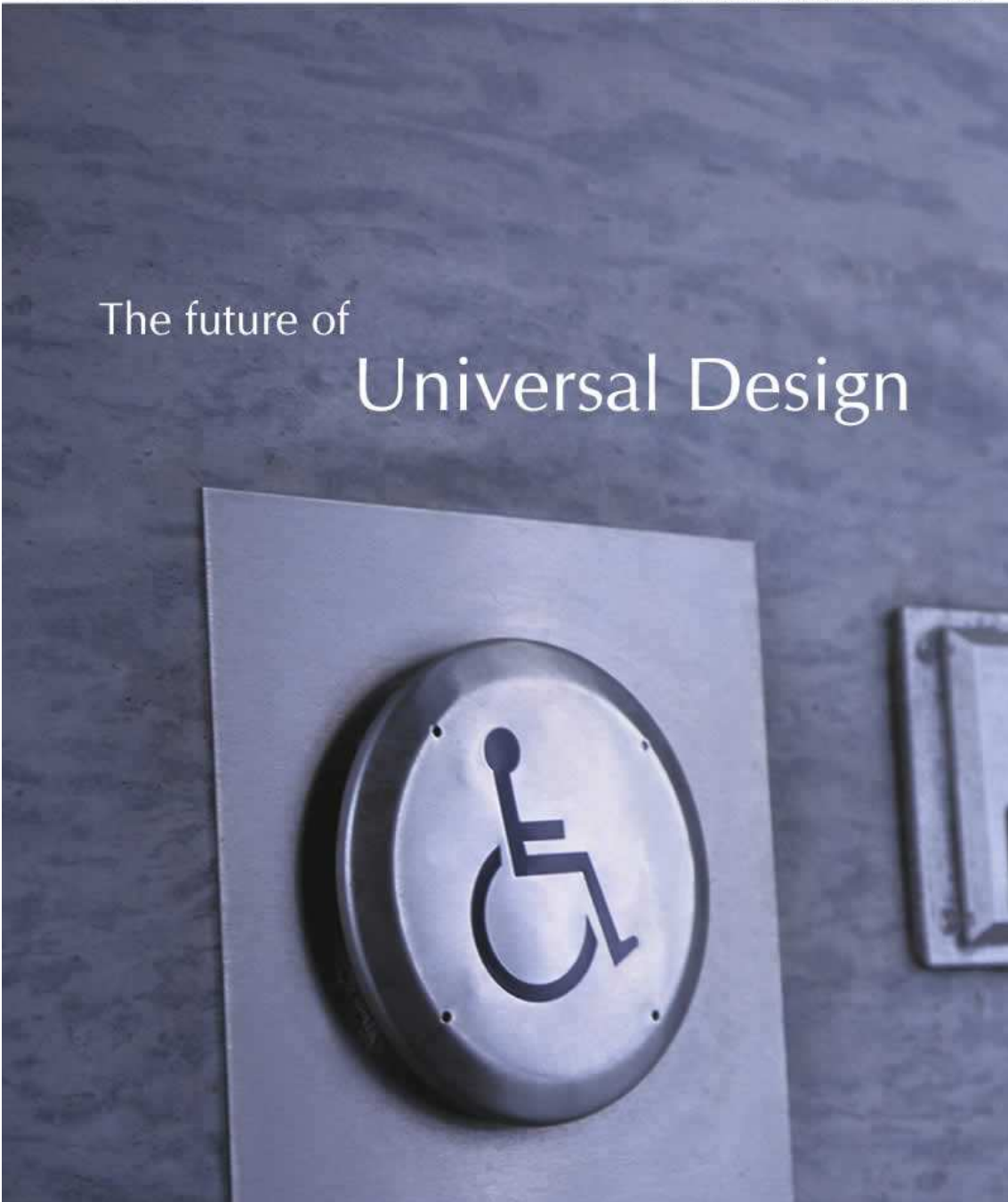


# Design for All

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The future of  
Universal Design



**When we receive the feedback either criticism or praise, it works same for us. We take criticism for improvement of our efforts and we try to rectify errors for achieving good results. Their praise becomes milestones for us and we work still more to fulfill their expectations from us. When we have received a valuable letter from Emeritus Prof. Jim S Sandhu (the letter is in this issue under the headings LETTERS), it is source of inspiration for us. I am thankful to him for providing a valuable piece of work of draft for our vast numbers of subscribers from design and allied areas. I am also highly indebted to Prof. Edward Steinfeld for his contribution of the article.**

**A wise man had once told me that if you look deeply enough at anything thought of as local- be it music or an idea or a tradition- we can find that the local thing has global roots. When I close my eyes and think of electricity, my dresses, safety razor, soaps, even edible items like tomato, potato etc. all are part of our local life but all these come from different countries. When some one talks about pride of his culture I feel pity for his ignorance. The society can not progress in isolation. It is the collective effort for achieving happiness. I remember a book "Small is beautiful" by German author, where he has taken the concepts of Buddhist economics and defined happiness and greed. We think of ancient people as of no consequences. They have many important views which are relevant even today.**

**I was invited to a seminar in Mumbai (India) on September 12-13, 2006 as a speaker for Innovations in Design for Elder**

Care. I spoke on topic entitle "Design and Old person in the context of Universal Design. (The brief of lecture is in this issue). The theme was "flexible, cost-effective, efficient and secure design" and I asked the society to "aim at compatibility and change of mindset".

This issue is a turnaround for us and our subscribers from the design fields and allied areas shall appreciate our efforts in design. We have taken their request very seriously and the result is that we have published articles which are informative and what are the latest happening in the field of Universal Design should be also known to our subscribers.

We have received very positive and encouraging response for our change of style of newsletter. We are multisensat people, so multimedia makes sense.

Our entire team at *Design for All Institute of India* heartily thanks all our contributors.

We need help and encouragement in our unusual task.

With warm regards,

Dr. Sunil Kumar Bhatia [ e-mail: [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com);

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### **LOOKING AHEAD:**

**1. Our forthcoming issues shall be related to on different topics regarding to Universal Design/ Design For All and allied area. We hope to cover the multidiscipline, multilevel, and multidimensional activities for our designers for sharpening their faculties of mind or energizing their minds to think in afresh the new option. We request all kindly suggest more relevant topics and contribute articles for our Newsletters. Kindly help us in making our efforts world-class and we should be in position from where people from all walks of life can raise their voice and promote the concepts of Design in Asia and India.**

**2. We wish to organize a international seminar of 4-days on Design For All/ Universal Design in the month of January 2007 in New Delhi ( India) We hope to invite the eminent persons**

**from this areas ( not exceeding 100 )from different walk of life. The persons should have capability for discussing the topics in fruitful way at lest for 14-18 hours a day. We are not keen to create a crowd. We are looking for plausible results. The participants should bear their traveling expenses to and fro from their residence to venue of seminar. We wish to fix the registration fees of US \$ 2,500 ( US two thousand five hundred ) for their stay in five star hotel + breakfast+ lunch + dinner ( Buffet ) + traveling expenses in and around Delhi for four days. Suggestions are welcome Seats are limited. We need your opinion for availability for attending the seminar for date in the month of Jan, 07. We need sponsors for those country's representatives can not afford to attend the seminar.**

## **Editor's Desk**

**It is a great pleasure for all of us that our Newsletter of August 2006 has received enthusiastic appreciation by critics, designers, entrepreneurs and government/non government organizations. The response was overwhelming from all walks of life.**

**People are appreciating the contents and contributors but have criticized on us the layout of our web site ([www.designforall.in](http://www.designforall.in)). We are sincerely striving on improving the presentation.**

**We are sending you our Eighth issue of September 2006 monthly newsletter with the latest news from Design for All Institute of India and the field of Universal design/ barrier free.**

**We do hope you will find this issue both interesting and informative. As ever, we are awaiting your proposals, criticisms and contributions.**

**Letters to the editor are welcome and may be E-mailed to [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com). Not all correspondence can be printed, and those letters chosen may be edited for clarity and space as needed. The editors and publishers assume no responsibility for contributor's opinions.**

**Warm regards from the team of Design for All Institute of India.**

**Editor**

## **The future of Universal design**

**Prof. Edward Steinfeld , Director, IDEA  
Center, University at Buffalo, SUNY, USA**

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Newsletter)**

### **Introduction**

**The most important tool for the practice of universal design is a document titled *The Principles of Universal Design* (Connell et al., 1997; Story, 1998). This document was developed to clarify the scope of universal design and to provide guidance in both design and evaluation activities. The developers were a multidisciplinary group of experts (including this author).**

**The Definition that appears in this document is as follows:**

**The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design” (Connell et al., 1997).**

**In universal design, the objective is not to design special settings and devices**

**(assistive technology) for a protected class of people. Rather, the idea is to improve the general environment in order to reduce the need for such settings and devices. Everybody benefits from universal design, not just people with disabilities. The curb ramp is often used as a good example. When curb ramps were not universal, people who used wheeled mobility devices were trapped within a boundary of inaccessible sidewalks. When curb ramps became common, other citizens like parents with strollers, bicyclists, rollerbladers and skateboarders, realized that they benefited also.**

**While not included in the Definition itself, one important argument advanced to support adoption of universal design was to reduce the stigma caused by the association of special products and settings with disability. For example, although everyone can benefit from the added safety provided by grab bars in bathtubs and showers, few people without disabilities are willing to recognize their universal value because acknowledging a need for a grab bar is perceived as perceiving oneself as**



**disabled.**

**In general, the Definition and Principles have been widely accepted and have certainly helped to communicate and diffuse the idea of universal design. Many researchers and practitioners throughout the world have been using them for almost ten years. Translations have appeared in many languages (see, Story, 1997). Researchers developed and tested a set of evaluative tools that can be used by both consumers and design professionals to compare and rate different designs using the Principles and the Guidelines (Story, et al., 2000).**

**As we approach the 10th anniversary of the Principles of Universal Design and the Definition, it is useful to consider what we have learned over the last ten years and how we might move forward to advance the adoption and effectiveness of universal design.**

### **Critique**

**To understand where the future of universal design might begin, it is helpful to take a critical perspective on the concept as currently practiced to understand where the directions should be for improvement. There has been**

**criticism of the Definition of universal design, the Principles and the Guidelines. In fact, many variants of each have appeared in the literature, suggesting that they don't quite fit all stakeholders' needs. Even some of the authors have modified them to make them useful for their own work.**

### **Relationship to ergonomics design.**

**Human factors experts argue that universal design is simply good human factors or ergonomic design. Universal design is indeed based on many human factors principles but it includes an additional goal—a social justice agenda—that is not always addressed by ergonomic design. For example, design of a new mobile phone keyboard may accommodate a range of finger sizes; it may have voice activation; and, the volume control may provide options for different hearing abilities. But, can the keyboard be used by people who have deformed fingers; does it have voice activation that can be trained to the accent of a user with a speech impediment; and is it compatible with a TTY machine used by many deaf people to send messages? Universal design should**

**address all these issues. In general, it would include a search for new ways to increase the traditional user population served by mobile phones. Thus, universal design is heavily based on ergonomic design with the overlay of social goals. Yet, neither the most widely used definition nor the Principles of Universal Design explicitly reference the human factors literature and do not even use the standard human factors terminology. For example, "Principle 7: Size and space for approach and use" is really about anthropometric fit yet there is no mention of this area of research and practice.**

**Relationship to assistive technology. Another criticism is that universal design as defined is nothing more than assistive technology for the masses. It is true that many ideas for universal design emerge from assistive technology. In fact, assistive technology has historically been a source of innovative ideas for products. For example, the telephone, email and voice recognition products all had their origins in assistive technology. But, universal design requires more than just functional benefits. It extends the concept of**

**inclusion to consumer “appeal” and benefits to people beyond those who have disabilities. A universal design would not be successful if other users found its appearance to be stigmatizing. As an example, consider the built up handles commonly used by occupational therapists to adapt silverware and utensils for people who have gripping limitations. It was not until the OXO company adapted this concept to a mass marketed product that anyone else used built up handles. Moreover, the availability of inexpensive, large, easy to grip handles in the local discount store and supermarket radically increased the availability and lowered the cost of this feature to people with disabilities as well. This product penetrated the market and resulted in many imitators. It eliminated the stigma associated with built up handles with advanced materials and a high-tech aesthetic and made the big handle an element of style in itself.**

**Language.** Another focus of criticism has been the language and form of the **Definition and Principles**. The **Definition** itself seems so general that it is criticized as being too obvious. Moreover, if taken

literally, it seems utopian and unrealistic. Everyone knows, for example, that there will always be someone who will not be able to use a product or environment but the Definition does not explicitly convey the message of evolutionary design. This author has suggested that the emphasis should be on a verb form, e.g. 'universal designing' rather than a noun to communicate the fact that progress toward achieving a true universal design is best represented as an "asymptotic" curve. With regard to the Principles, at least two of them do not translate well into other languages and some of the titles are not clear. For example, "Tolerance for Error" seems to imply that errors can actually be tolerated whereas the intent of this Principle is to reduce errors in the use of a product and environment. "Equitable in Use" translates literally in at least one language to "Equal Opportunity" which is a legal term related to civil rights. Although it is a related concept, universal design in itself cannot guarantee civil rights and it can be practiced without legal mandates. "Flexibility in Use" seems to imply that objects should bend during

use.

**Clarity of goals.** The Principles and Guidelines also lack clarity in the goals they embody. *Equitable in Use*, focuses on a social justice goal; *Flexibility in Use* seems to promote a design strategy; and, the rest focus on performance goals.

There has been criticism that the concept of social participation as an outcome of intervention, as incorporated in the International Classification of Function (WHO, 2001), the authoritative definition of disablement, is not explicit in the Definition and the Principles. Thus an important goal of universal design practice seems slighted.

**Scope.** Although universal design is generally associated with design based on functional abilities, some critics have argued that the concept can also be used as a “big tent” to encompass many other aspects of design for social justice. This would strengthen its power and increase its constituency. For example, Leslie Kanés Weisman has described how conventional housing design practices discriminate against women, especially if they are single parents (Weisman, 1992). She argues that universal design should

**address all aspects of environmental design related to discrimination against a user group, with a disability or not. This is in keeping with the ICF notion that disablement is a universal condition (Bickenbach, in press). Others suggest that it should also address affordability to ensure that the benefits of adopting universal design accrue to all income strata and societies with different levels of development. For example, although all the features that would be possible to include in a home for affluent empty nesters may not be affordable in public housing units for low income families, some key features of universal design could be included in the latter without significantly affecting the affordability of the home. Obviously the result in terms of performance would be very different in the two economic contexts so the relationship between resources and performance seems to be an important factor to consider. Finally, others have argued that universal design should address cultural differences that can affect usability and safety. Examples include the use of colors, whose meaning varies from culture to culture, differences**

**in personal hygiene methods or differences in norms for clothing that affect human performance.**

**Generality.** The Guidelines associated with each principle are perceived by many to be too general. In an attempt to develop guidelines that could be used by the widest range of practitioners, the authors deliberately cast them in a general form. However, they are perceived to be more useful for product design than other domains of design like architecture, graphic design and urban planning. Many publications have since elaborated other guidelines and strategies for design to address these other domains (e.g. Danford and Tauke, 2003).

**Metrics and benchmarking.** Another criticism of the Definition and the Principles is that they do not provide any standard against which to measure whether a product is indeed a good example of universal design. Although other people argue that the lack of specific standards is good because it reduces barriers to innovation caused by standards. But, the lack of a means to measure (metric) the degree to which a design satisfies each Principle makes it



**difficult to measure the effectiveness of “universal designs or create benchmarks for best practices. The lack of a body of evidence tied to the Principles is a serious barrier to their use in practice. In fact, even the Guidelines are not in a form that can be easily tied to the research literature. There is no information provided, for example, on what criteria one would use to determine whether a product did accommodate both right and left-handed individuals.**

### **Evidence Based Guidelines Project**

**The Rehabilitation Engineering Center on Universal Design and the Built Environment, housed at the IDEA Center, University at Buffalo - SUNY and Co-Directed by the author, has started a five year project called “Evidence Based Guidelines.” The objective of this project is to assemble a body of evidence on universal design from existing documented research findings. This project will review the scientific literature to produce metrics for the Guidelines and the design literature to gather best practice examples to illustrate their implementation. To facilitate the work, we are exploring improvements to the**

**Definition, Principles and Guidelines to address the criticisms above. Specifically, we propose the following:**

- 1. The Definition should address affordability and the evolutionary nature of implementation by defining universal design within the context of available resources and incorporating a view of design as a continuous process of quality improvement**
- 2. Explicit statements of the key design goals of improved function and social participation should be incorporated in the Definition and carried through to redefinitions of the Principles themselves.**
- 3. The Definition and Principles should be reconciled with the International Classification of Function (WHO, 2001) so that the energies and resources of the ICF community can be tied to further development of universal design, in particular, tying research knowledge bases to design practice.**
- 4. The Principles should all be stated as measurable performance goals for function or social participation.**
- 5. The Guidelines should be replaced by many different sets, each one demonstrating how the Principles map**

**onto different domain of design.**

**This current effort is part of the Evidence Based Guidelines Project. But rather than undertake the proposals above unilaterally and produce yet another re-invention, we hope that others will join with us in this effort, which we see as an important means to advance the adoption and effectiveness of universal design practice in the next 10 years.**

### **Acknowledgement**

*This document was developed with funding from the U.S. Department of Education, National Institute of Disability and Rehabilitation Research, Contract No. H133E050004. The contents of this report do not necessarily reflect the views of the U.S. Department of Education.*

## **Draft Convention on the Rights of Persons with Disabilities**

Emeritus Prof Jim S Sandhu, Director , Inclusive Design Research Associates Limited has provided this information to Design For All Institute Of India

**Editor**

**Ad Hoc Committee on a Comprehensive and  
Integral International Convention on the  
Protection and Promotion of the Rights and Dignity  
of Persons with Disabilities  
Eighth session, New York, 14-25 August 2006**

## **DRAFT CONVENTION ON THE RIGHTS OF PERSONS WITH DISABILITIES**

### **ARTICLE 1 – PURPOSE**

**The purpose of the present Convention is to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity.**

**Persons with disabilities include those who have long-term physical, mental, intellectual, or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.**

### **ARTICLE 2 – DEFINITIONS**

**For the purposes of the present Convention:**

**“Communication” includes spoken and signed languages, display of text, and Braille, and tactile communication, large print, written, audio, accessible multimedia, plain language, human reader and augmentative and alternative modes, means and formats of communication, including accessible information and communication technology;**

**“Discrimination on the basis of disability” means any distinction, exclusion or restriction on the basis of disability which**

**has the purpose or effect of impairing or nullifying the recognition, enjoyment or exercise, on an equal basis with others, of all human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field. It includes all forms of discrimination, including denial of reasonable accommodation;**

**“Language” includes spoken and signed languages and other forms of non-spoken languages;**

**“Reasonable Accommodation” means necessary and appropriate modification and adjustments not imposing a disproportionate or undue burden, where needed in a particular case, to ensure to persons with disabilities the enjoyment or exercise on an equal basis with others of all human rights and fundamental freedoms;**

**“Universal design” and “inclusive design” mean the design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. “Universal design” and “inclusive design” shall not exclude assistive devices for particular groups of persons with disabilities where this is needed.**

### **ARTICLE 3 - GENERAL PRINCIPLES**

**The principles of the present Convention shall be:**

**(a) Respect for inherent dignity, individual autonomy including the freedom to make one’s own choices, and independence of persons;**

**(b) Non-discrimination;**

**(c) Full and effective participation and inclusion in society;**

**(d) Respect for difference and acceptance of disability as part of human diversity and humanity;**

**(e) Equality of opportunity;**

**(f) Accessibility;**

**(g) Equality between men and women;**

**(h) Respect for the evolving capacities of children with disabilities and respect for the right of children with disabilities to preserve their identities.**

## **ARTICLE 4 – GENERAL OBLIGATIONS**

**1. States Parties undertake to ensure and promote the full realization of all human rights and fundamental freedoms for all persons with disabilities without discrimination of any kind on the basis of disability. To this end, States Parties undertake:**

**(a) To adopt all appropriate legislative, administrative and other measures for the implementation of the rights recognised in the present Convention;**

**(b) To take all appropriate measures, including legislation, to modify or abolish existing laws, regulations, customs and practices that constitute discrimination against persons with disabilities;**

**(c) To take into account the protection and promotion of the human rights of persons with disabilities in all policies and programmes;**

**(d) To refrain from engaging in any act or practice that is inconsistent with the present Convention and to ensure that public authorities and institutions act in conformity with the present Convention;**

**(e) To take all appropriate measures to eliminate discrimination on the basis of disability by any person, organization or private enterprise;**

**(f) To undertake or promote the research, development, availability and use of:**

**(i) Universally designed goods, services, equipment and facilities, to meet the specific needs of persons with disabilities, which should require the minimum possible adaptation and the least cost to meet the specific needs of a person with disabilities, and to promote universal design in the development of standards and guidelines;**

**(ii) New technologies, including information and communication technologies, mobility aids, devices, assistive technologies, suitable for persons with disabilities, giving priority to technologies at an affordable cost;**

**(g) To provide accessible information to persons with disabilities about mobility aids, devices, and assistive technologies, including new technologies, as well as other forms of assistance, support services and facilities,**

**(h) To promote the training of professionals and staff working with persons with disabilities in the rights recognised in this Convention so as to better provide the assistance and services guaranteed by those rights.**

**2. With regard to economic, social and cultural rights, each State Party**

**undertakes to take measures to the maximum of its available resources and, where needed, within the framework of international cooperation, with a view to achieving progressively the full realization of these rights, without prejudice to those obligations contained in this convention that are immediately applicable according to international law.**

**3. In the development and implementation of legislation and policies to implement the present Convention, and in other decision-making processes concerning issues relating to persons with disabilities, States Parties shall closely consult with and actively involve persons with disabilities, including children with disabilities, through their representative organizations.**

**4. Nothing in the present Convention shall affect any provisions which are more conducive to the realization of the rights of persons with disabilities and which may be contained in the law of a State Party or international law in force for that State. There shall be no restriction upon or derogation from any of the fundamental human rights recognised or existing in any State Party to the present Convention pursuant to law, conventions, regulation or custom on the pretext that the present Convention does not recognise such rights or that it recognises them to a lesser extent.**

**5. The provisions of the present Convention shall extend to all parts of federal states without any limitations or exceptions.**

## **ARTICLE 5 - EQUALITY AND NON-DISCRIMINATION**



**1. States Parties recognize that all persons are equal before and under the law and are entitled without any discrimination to the equal protection and equal benefit of the law.**

**2. States Parties shall prohibit all discrimination on the basis of disability and guarantee to persons with disabilities equal and effective legal protection against discrimination on all grounds.**

**3. In order to promote equality and eliminate discrimination States Parties shall take all appropriate steps to ensure that reasonable accommodation is provided.**

**4. Specific measures which are necessary to accelerate or achieve de facto equality of persons with disabilities shall not be considered discrimination under the terms of the present Convention.**

## **ARTICLE 6 – WOMEN WITH DISABILITIES**

**1. States Parties recognise that women and girls with disabilities are subject to multiple discrimination, and in this regard shall take measures to ensure the full and equal enjoyment by them of all their human rights and fundamental freedoms.**

**2. States Parties shall take all appropriate measures to ensure the full development, advancement and empowerment of women, for the purpose of guaranteeing them the exercise and enjoyment of the human rights and fundamental freedoms set out in the present Convention.**

## **ARTICLE 7 - CHILDREN WITH DISABILITIES**

**1. States Parties shall take all necessary measures to ensure the full enjoyment by children with disabilities of all human rights and fundamental freedoms on an equal basis with other children.**

**2. In all actions concerning children with disabilities the best interest of the child shall be a primary consideration.**

**3. States Parties shall ensure that children with disabilities have the right to express their views freely on all matters affecting them, their views being given due weight in accordance with their age and maturity, on an equal basis with other children, and to be provided with disability and age-appropriate assistance to realize that right.**

## **ARTICLE 8 – AWARENESS-RAISING**

**1. States Parties undertake to adopt immediate, effective and appropriate measures:**

**(a) To raise awareness throughout society, including at the family level, regarding persons with disabilities, and to foster respect for their rights and dignity;**

**(b) To combat stereotypes, prejudices and harmful practices relating to persons with disabilities, including those based on sex and age, in all areas of life;**

**(c) To promote awareness of the capabilities and contributions of persons with disabilities.**

**2. Measures to this end include:**

**(a) Initiating and maintaining effective public awareness campaigns designed:**

**(i) To nurture receptiveness to the rights of persons with disabilities;**

**(ii) To promote positive perceptions and greater social awareness towards persons with disabilities;**

**(iii) To promote recognition of the skills, merits, abilities and contributions of persons with disabilities to the workplace and the labour market;**

**(b) Fostering at all levels of the education system, including in all children from an early age, an attitude of respect for the rights of persons with disabilities;**

**(c) Encouraging all organs of the media to portray persons with disabilities in a manner consistent with the purpose of the present Convention;**

**(d) Promoting awareness training programmes regarding persons with disabilities and their rights.**

## **ARTICLE 9 - ACCESSIBILITY**

**1. To enable persons with disabilities to live independently and participate fully in all aspects of life, States Parties shall take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and in rural areas. These measures, which shall include the identification and elimination of obstacles and barriers to accessibility, shall apply to, inter alia:**

**(a) Buildings, roads, transportation and other indoor and outdoor facilities, including schools, housing, medical facilities and workplaces;**

**(b) Information, communications and other services, including electronic services and emergency services.**

**2. States Parties shall also take appropriate measures to:**

**(a) Develop, promulgate and monitor the implementation of minimum standards and guidelines for the accessibility of facilities and services open or provided to the public;**

**(b) Ensure that private entities that offer facilities and services which are open or provided to the public take into account all aspects of accessibility for persons with disabilities;**

**(c) Provide training for stakeholders on accessibility issues facing persons with disabilities;**

**(d) Provide in buildings and other facilities open to the public signage in Braille and in easy to read and understand forms;**

**(e) Provide forms of live assistance and intermediaries, including guides, readers and professional sign language interpreters, to facilitate accessibility to buildings and other facilities open to the public;**

**(f) Promote other appropriate forms of assistance and support to persons with disabilities to ensure their access to information;**

**(g) Promote access for persons with disabilities to new information and**

**communication technologies and systems, including the Internet;**

**(h) Promote the design, development, production and distribution of accessible information and communications technologies and systems at an early stage, so that these technologies and systems become accessible at minimum cost.**

## **ARTICLE 11 – SITUATIONS OF RISK AND HUMANITARIAN EMERGENCIES**

**States parties shall take, in accordance with their obligations under international law, including international humanitarian law and international human rights law, all necessary measures to ensure protection and safety of persons with disabilities in situations of risk, including situations of armed conflict, humanitarian emergencies and the occurrence of natural disasters.**

## **ARTICLE 13 - ACCESS TO JUSTICE**

**1. States Parties shall ensure effective access to justice for persons with disabilities on an equal basis with others, including through the provision of procedural and age appropriate accommodations, in order to facilitate their effective role as direct and indirect participants, including as witnesses, in all legal proceedings, including at investigative and other preliminary stages.**

**2. In order to help ensure effective access to justice for persons with disabilities, States Parties shall promote appropriate training for those working in the field of**

administration of justice, including police and prison staff.

## **ARTICLE 14 - LIBERTY AND SECURITY OF THE PERSON**

**1. States Parties shall ensure that persons with disabilities, on an equal basis with others:**

**(a) Enjoy the right to liberty and security of person;**

**(b) Are not deprived of their liberty unlawfully or arbitrarily, and that any deprivation of liberty is in conformity with the law, and in no case shall the existence of a disability justify a deprivation of liberty.**

**2. States Parties shall ensure that if persons with disabilities are deprived of their liberty through any process, they are, on an equal basis with others, entitled to guarantees in accordance with international human rights law and shall be treated in compliance with the objectives and principles of this Convention, including by provision of reasonable accommodation.**

## **ARTICLE 15 - FREEDOM FROM TORTURE OR CRUEL, INHUMAN OR DEGRADING TREATMENT OR PUNISHMENT**

**1. No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment. In particular, no one shall be subjected without his or her free consent to medical or scientific experimentation.**

**2. States Parties shall take all effective legislative, administrative, judicial or other measures to prevent persons with disabilities on an equal basis with others from being subjected to torture or cruel, inhuman or degrading treatment or punishment.**

## **ARTICLE 16 – FREEDOM FROM EXPLOITATION, VIOLENCE AND ABUSE**

**1. States Parties shall take all appropriate legislative, administrative, social, educational and other measures to protect persons with disabilities, both within and outside the home, from all forms of exploitation, violence and abuse, including their gender based aspects.**

**2. States Parties shall also take all appropriate measures to prevent all forms of exploitation, violence and abuse by ensuring, inter alia, appropriate forms of gender and age sensitive assistance and support for persons with disabilities and their families and caregivers, including through the provision of information and education on how to avoid, recognize and report instances of exploitation, violence and abuse. States Parties shall ensure that protection services are age, gender and disability sensitive.**

**3. In order to prevent the occurrence of all forms of exploitation, violence and abuse, States Parties shall ensure that all facilities and programmes designed to serve persons with disabilities are effectively monitored by independent authorities.**

**4. States Parties shall take all appropriate measures to promote the physical, cognitive and psychological recovery, rehabilitation and social reintegration of persons with disabilities who become**

victims of any form of exploitation, violence or abuse, including through the provision of protection services. Such recovery and reintegration shall take place in an environment that fosters the health, welfare, self-respect, dignity and autonomy of the person and takes into account gender and age specific needs.

5. States Parties shall put in place effective legislation and policies, including women and child focused legislation and policies, to ensure that instances of exploitation, violence and abuse against persons with disabilities are identified, investigated and, where appropriate, prosecuted.

### **ARTICLE 19 - LIVING INDEPENDENTLY AND BEING INCLUDED IN THE COMMUNITY**

States Parties to this Convention recognise the equal right of all persons with disabilities to live in the community, with choices equal to others, and shall take effective and appropriate measures to facilitate full enjoyment by persons with disabilities of this right and their full inclusion and participation in the community, including by ensuring that:

(a) Persons with disabilities have the opportunity to choose their place of residence and where and with whom they live on an equal basis with others and are not obliged to live in a particular living arrangement;

(b) Persons with disabilities have access to a range of in-home, residential and other community support services, including personal assistance necessary to support living and inclusion in the



**community, and to prevent isolation or segregation from the community;**

**(c) Community services and facilities for the general population are available on an equal basis to persons with disabilities and are responsive to their needs.**

## **ARTICLE 20 - PERSONAL MOBILITY**

**States Parties shall take effective measures to ensure personal mobility with the greatest possible independence for persons with disabilities, including by:**

**(a) Facilitating the personal mobility of persons with disabilities in the manner and at the time of their choice, and at affordable cost;**

**(b) Facilitating access by persons with disabilities to quality mobility aids, devices, assistive technologies and forms of live assistance and intermediaries, including by making them available at affordable cost;**

**(c) Providing training in mobility skills to persons with disabilities and to specialist staff working with persons with disabilities;**

**(d) Encouraging entities that produce mobility aids, devices and assistive technologies to take into account all aspects of mobility for persons with disabilities.**

## **ARTICLE 21 - FREEDOM OF EXPRESSION AND OPINION, AND ACCESS TO INFORMATION**

**States Parties shall take all appropriate measures to ensure that persons with**

**disabilities can exercise their right to freedom of expression and opinion, including the freedom to seek, receive and impart information and ideas on an equal basis with others and through sign languages, Braille, augmentative and alternative communication, and all other accessible means, modes and formats of communication of their choice, including by:**

**(a) Providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost;**

**(b) Accepting and facilitating the use of sign languages, Braille, augmentative and alternative communication, and all other accessible means, modes and formats of communication of their choice by persons with disabilities in official interactions;**

**(c) Urging private entities that provide services to the general public, including through the Internet, to provide information and services in accessible and usable formats for persons with disabilities;**

**(d) Encouraging the mass media, including providers of information through the Internet, to make their services accessible to persons with disabilities;**

**(e) Recognizing and promoting the use of sign language.**

## **ARTICLE 23 – RESPECT FOR HOME AND THE FAMILY**

**1. States Parties shall take effective and appropriate measures to eliminate discrimination against persons with disabilities in all matters relating to marriage, family, parenthood and relationships, on an equal basis with others, so as to ensure that:**

**(a) The right of all persons with disabilities who are of marriageable age to marry and to found a family on the basis of free and full consent of the intending spouses is recognized;**

**(b) The rights of persons with disabilities to decide freely and responsibly on the number and spacing of their children and to have access to age-appropriate information, reproductive and family planning education are recognised, and the means necessary to enable them to exercise these rights and the equal opportunity to retain their fertility are provided;**

**(c) Persons with disabilities, including children, shall retain their fertility on an equal basis with others.**

**2. States Parties shall ensure the rights and responsibilities of persons with disabilities, with regard to guardianship, wardship, trusteeship and adoption of children, or similar institutions where these concepts exist in national legislation; in all cases the interests of the children shall be paramount. States Parties shall render appropriate assistance to persons with disabilities in the performance of their child-rearing responsibilities.**

**3. States Parties shall ensure that children with disabilities have equal rights with respect to family life. With a view to**

realising these rights, and to prevent concealment, abandonment, neglect and segregation of children with disabilities, States Parties shall undertake to provide early and comprehensive information, services and support to children with disabilities and their families.

4. States Parties shall ensure that a child shall not be separated from his or her parents against their will, except when competent authorities subject to judicial review determine, in accordance with applicable law and procedures, that such separation is necessary for the best interests of the child. In no case shall a child be separated from parents on the basis of a disability of either the child or one or both of the parents.

5. States Parties shall undertake that where the immediate family is unable to care for a child with disabilities, to take every effort to provide alternative care within the wider family, and failing that, within the community in a family setting.

## **ARTICLE 24 – EDUCATION**

1. States Parties recognize the right of persons with disabilities to education. With a view to realizing this right without discrimination and on the basis of equal opportunity, States Parties shall ensure an inclusive, education system at all levels, and life-long learning, directed to:

(a) The full development of the human potential and sense of dignity and self worth, and the strengthening of respect for human rights, fundamental freedoms and human diversity;

(b) The development by persons with

**disabilities of their personality, talents and creativity, as well as their mental and physical abilities, to their fullest potential;**

**(c) Enabling persons with disabilities to participate effectively in a free society.**

**2. In realizing this right, States Parties shall ensure:**

**(a) That persons with disabilities are not excluded from the general education system on the basis of disability, and that children with disabilities are not excluded from free and compulsory primary and secondary education on the basis of disability;**

**(b) That persons with disabilities can access an inclusive, quality, free primary and secondary education on an equal basis with others in the communities in which they live;**

**(c) Reasonable accommodation of the individual's requirements;**

**(d) That persons with disabilities receive the support required, within the general education system, to facilitate their effective education;**

**(d) bis That effective individualized support measures are provided in environments that maximize academic and social development, consistent with the goal of full inclusion.**

**3. States Parties shall enable persons with disabilities to learn life and social development skills to facilitate their full and equal participation in education and as members of the community. To this end, States Parties shall take appropriate**

measures, including:

**(a) Facilitating the learning of Braille, alternative script, augmentative and alternative modes, means and formats of communication, orientation and mobility skills, and facilitating peer support and mentoring;**

**(b) Facilitating the learning of sign language and the promotion of the linguistic identity of the deaf community;**

**(c) Ensuring that the education of persons, and in particular children, who are blind, deaf and deafblind, is delivered in the most appropriate languages and modes and means of communication for the individual, and in environments which maximize academic and social development.**

**4. In order to help ensure the realization of this right, States Parties shall take appropriate measures to employ teachers, including those with disabilities, who are qualified in sign language and Braille, and to train professionals and staff who work at all levels of education. Such training shall incorporate disability awareness and the use of appropriate augmentative and alternative modes, means and formats of communication, educational techniques and materials to support persons with disabilities.**

**5. States Parties shall ensure that persons with disabilities are able to access general tertiary education, vocational training, adult education and lifelong learning without discrimination and on an equal basis with others. To this end, States Parties shall ensure that reasonable accommodation is provided to persons**

with disabilities.

## **ARTICLE 25 – HEALTH**

**States Parties recognize that persons with disabilities have the right to the enjoyment of the highest attainable standard of health without discrimination on the basis of disability. States Parties shall take all appropriate measures to ensure access for persons with disabilities to health services that are gender sensitive, including health-related rehabilitation. In particular, States Parties shall:**

**(a) Provide persons with disabilities with the same range, quality and standard of free or affordable health care and programmes as provided other persons, including in the area of sexual and reproductive health and population-based public health programmes;**

**(b) Provide those health services needed by persons with disabilities specifically because of their disabilities, including early identification and intervention as appropriate, and services designed to minimize and prevent further disabilities, including among children and the elderly;**

**(c) Provide these health services as close as possible to people's own communities, including in rural areas;**

**(d) Require health professionals to provide care of the same quality to persons with disabilities as to others, including on the basis of free and informed consent by, inter alia, raising awareness of the human rights, dignity, autonomy and needs of persons with disabilities through training and the**

**promulgation of ethical standards for public and private health care;**

**(e) Prohibit discrimination against persons with disabilities in the provision of health insurance, and life insurance where such insurance is permitted by national law, which shall be provided in a fair and reasonable manner;**

**(f) Prevent discriminatory denial of health care or health services or food and fluids on the basis of disability.**

## **ARTICLE 26 - HABILITATION AND REHABILITATION**

**1. States Parties shall take effective and appropriate measures, including through peer support, to enable persons with disabilities to attain and maintain their maximum independence, full physical, mental, social and vocational ability, and full inclusion and participation in all aspects of life. To that end, States Parties shall organize, strengthen and extend comprehensive habilitation and rehabilitation services, particularly in the areas of health, employment, education and social services, in such a way that:**

**(a) Habilitation and rehabilitation services and programmes begin at the earliest possible stage, and are based on the multidisciplinary assessment of individual needs and strengths;**

**(b) Habilitation and rehabilitation services and programmes support participation and inclusion in the community and all aspects of society, are voluntary, and are available to persons with disabilities as close as possible to their own communities, including in rural areas.**



**2. States Parties shall promote the development of initial and continuing training for professionals and staff working in habilitation and rehabilitation services.**

**2. bis States parties shall promote the availability, knowledge and use of assistive devices and technologies, designed for persons with disabilities, as they relate to habilitation and rehabilitation.**

## **ARTICLE 27 - WORK AND EMPLOYMENT**

**1. States Parties recognize the right of persons with disabilities to work, on an equal basis with others; this includes the right to the opportunity to gain a living by work freely chosen or accepted in a labour market and work environment that is open, inclusive and accessible to persons with disabilities. States Parties shall safeguard and promote the realization of the right to work, including for those who acquire a disability during the course of employment, by taking appropriate steps, including through legislation, to, inter alia:**

**(a) Prohibit discrimination on the basis of disability with regard to all matters concerning all forms of employment, including conditions of recruitment, hiring and employment, continuance of employment, career advancement, and safe and healthy working conditions;**

**(b) Protect the rights of persons with disabilities, on an equal basis with others, to just and favourable conditions of work, including equal opportunities and equal remuneration for work of equal value, safe and healthy working conditions,**

**including protection from harassment, and the redressing of grievances;**

**(c) Ensure that persons with disabilities are able to exercise their labour and trade union rights on an equal basis with others;**

**(d) Enable persons with disabilities to have effective access to general technical and vocational guidance programmes, placement services and vocational and continuing training;**

**(e) Promote employment opportunities and career advancement for persons with disabilities in the labour market, as well as assistance in finding, obtaining and maintaining and returning to employment;**

**(f) Promote opportunities for self-employment, entrepreneurship, the development of cooperatives and starting one's own business;**

**(g) Employ persons with disabilities in the public sector;**

**(h) Promote the employment of persons with disabilities in the private sector through appropriate policies and measures, which may include affirmative action programmes, incentives and other measures;**

**(i) Ensure that reasonable accommodation is provided to persons with disabilities in the workplace;**

**(j) Promote the acquisition by persons with disabilities of work experience in the open labour market;**

**(k) Promote vocational and professional rehabilitation, job retention and return-to-work programmes for persons with disabilities.**

**2. States Parties shall ensure that persons with disabilities are not held in slavery or in servitude, and are protected, on an equal basis with others, from forced or compulsory labour.**

**ARTICLE 28 - ADEQUATE STANDARD OF LIVING AND SOCIAL PROTECTION**

**1. States Parties recognize the right of persons with disabilities to an adequate standard of living for themselves and their families, including adequate food, clothing and housing and to the continuous improvement of living conditions and shall take appropriate steps to safeguard and promote the realization of this right without discrimination on the basis of disability.**

**2. States Parties recognize the right of persons with disabilities to social protection, and to the enjoyment of that right without discrimination on the basis of disability, and shall take appropriate steps to safeguard and promote the realization of this right, including measures:**

**(a) To ensure equal access by persons with disabilities to clean water services, and to ensure access to appropriate and affordable services, devices and other assistance for disability related needs;**

**(b) To ensure access by persons with disabilities, in particular women and girls with disabilities and the aged with disabilities, to social protection programmes and poverty reduction programmes;**

**(c) To ensure access by persons with disabilities and their families living in situations of poverty to assistance from the State with disability-related expenses (including adequate training, counselling, financial assistance and respite care);**

**(d) To ensure access by persons with disabilities to public housing programmes;**

**(e) To ensure equal access by persons with disabilities to retirement benefits and programs.**

## **ARTICLE 29 - PARTICIPATION IN POLITICAL AND PUBLIC LIFE**

**States Parties shall guarantee to persons with disabilities their political rights and the opportunity to enjoy them on an equal basis with others, and shall undertake to:**

**(a) Ensure that persons with disabilities can effectively and fully participate in political and public life on an equal basis with others, directly or through freely chosen representatives, including the right and opportunity for persons with disabilities to vote and be elected, inter alia, by:**

**(i) Ensuring that voting procedures, facilities and materials are appropriate, accessible and easy to understand and use;**

**(ii) Protecting the right of persons with disabilities to vote by secret ballot in elections and public referendums, without intimidation, and to stand for elections and to effectively hold office and perform all public functions at all levels of government, facilitating the use of**

**assistive and new technologies where appropriate;**

**(iii) Guaranteeing the free expression of the will of persons with disabilities as electors and to this end, where necessary, at their request, allowing assistance in voting by a person of their own choice.**

**(b) Promote actively an environment in which persons with disabilities can effectively and fully participate in the conduct of public affairs, without discrimination and on an equal basis with others, and encourage their participation in public affairs, including:**

**(i) Participation in non-governmental organizations and associations concerned with the public and political life of the country, and in the activities and administration of political parties;**

**(ii) Forming and joining organizations of persons with disabilities to represent persons with disabilities at international, national, regional and local levels.**

### **ARTICLE 30 - PARTICIPATION IN CULTURAL LIFE, RECREATION, LEISURE AND SPORT**

**1. States Parties recognize the right of persons with disabilities to take part on an equal basis with others in cultural life, and shall take all appropriate measures to ensure that persons with disabilities:**

**(a) Enjoy access to cultural materials in accessible formats;**

**(b) Enjoy access to television programmes, films, theatre, and other cultural activities, in accessible formats;**

**(c) Enjoy access to places for cultural performances or services, such as theatres, museums, cinemas, libraries and tourism services, and, as far as possible, enjoy access to monuments and sites of national cultural importance.**

**2. States Parties shall take appropriate measures to enable persons with disabilities to have the opportunity to develop and utilize their creative, artistic and intellectual potential, not only for their own benefit, but also for the enrichment of society.**

**3. States Parties shall take all appropriate steps, in accordance with international law, to ensure that laws protecting intellectual property rights do not constitute an unreasonable or discriminatory barrier to access by persons with disabilities to cultural materials.**

**4. Persons with disabilities shall be entitled, on an equal basis with others, to recognition and support of their specific cultural and linguistic identity, including sign languages and deaf culture.**

**5. With a view to enabling persons with disabilities to participate on an equal basis with others in recreational, leisure and sporting activities, States Parties shall take appropriate measures:**

**(a) To encourage and promote the participation, to the fullest extent possible, of persons with disabilities in mainstream sporting activities at all levels;**

**(b) To ensure that persons with disabilities have an opportunity to organize, develop and participate in disability-specific sporting and recreational activities, and to this end, encourage the provision, on an equal basis with others, of appropriate instruction, training and resources;**

**(c) To ensure that persons with disabilities have access to sporting and recreational and tourism venues;**

**(d) To ensure that children with disabilities have equal access to participation in play, recreation, and leisure and sporting activities, including those activities in the school system;**

**(e) To ensure that persons with disabilities have access to services from those involved in the organization of recreational, tourism, leisure and sporting activities.**

## **ARTICLE 31 - STATISTICS AND DATA COLLECTION**

**1. States Parties undertake to collect appropriate information, including statistical and research data, to enable them to formulate and implement policies to give effect to the present Convention. The process of collecting and maintaining this information shall:**

**(a) Comply with legally established safeguards, including legislation on data protection, to ensure confidentiality and respect for the privacy of persons with disabilities;**

**(b) Comply with internationally accepted norms to protect human rights and fundamental freedoms and ethical principles of statistics.**

**2. The information collected in accordance with this article shall be disaggregated as appropriate and used to help assess the implementation of States Parties obligations under the present Convention, and to identify and address the barriers faced by persons with disabilities in exercising their rights.**

**3. States Parties shall assume the responsibility for the dissemination of these statistics and ensure their accessibility to persons with disabilities and others.**

## **ARTICLE 33 - NATIONAL IMPLEMENTATION AND MONITORING**

**1. States Parties, in accordance with their system of organization, shall designate one or more focal points within government for matters relating to the implementation of the present Convention, and shall give due consideration to the establishment or designation of a coordination mechanism within Government to facilitate related action in different sectors and at different levels.**

**2. States Parties shall, in accordance with their legal and administrative systems, maintain, strengthen, designate or establish within the State Party, a framework, including one or more independent mechanisms, as appropriate, to promote, protect and monitor implementation of the present Convention. When designating or**



**establishing such a mechanism, States Parties shall take into account the principles relating to the status and functioning of national institutions for protection and promotion of human rights.**

**3. Civil society, in particular persons with disabilities and their representative organizations, shall be involved and participate fully in the monitoring process.**

## **Design and Aged in the Context of Universal Design**

(This is a reproduction of the lecture delivered on 12-13 September 2006 at Mumbai in the National symposium-cum-Exhibition on “Innovations in Design for Elder Care” in the partnership with Industrial Design, IIT, Mumbai (India))

**Dr. Sunil Kumar Bhatia**  
**[dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com)**

**Design For All Institute Of India, New Delhi, (INDIA)**

## **What is Design For All Institute Of India?**

**Design for All Institute of India is trying to establish the concepts of Universal Design / Design For All in India as well as in Asia. Initially we have started with the publication of the newsletter to make aware about our efforts to those who are**

associated with Universal Design / Design For All .We have till today published seven monthly issues on different topics. Our aim is to create awareness among other allied areas that your contributions are as important as designers and without your involvement we can achieve success but it will be not multidisciplinary, multilevel and holistic. We request individual eminent from all walks of life should come forward and help us in achieving our goal of establishing a world class platform for these concepts.

We are situated in New Delhi and those who are interested in our efforts are welcome. They can join us by subscribing to our newsletter at our web site [www.designforall.in](http://www.designforall.in) or may send their request to [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com) .

We have made collaborations with many international premium institutes and organizations.

We are planning to organize an international seminar in the month of November 2006 at New Delhi. I would like the concerned should participate in our 4-days seminar.

## **What are general concepts of Design?**

When as a designer, I develop products or services; I keep the following points in mind

It should be **operative with common intelligence**

It should be **flexible**

It should be **cost effective**

It should be **efficient**

It should be **secure**

**While designing, I may face the following constraints:**

**Hardware-As designer I know the design but hardware is not available**  
**Software-I can develop the design but limitation of software is handicap**  
**Budget-I know the design but I do not have sufficient budget**  
**Time -I may have all above but time is not sufficient to design**

**But as a Universal Designer, I know how to use the concepts of Universal Design. We lack standards in UD. Innovators are free to develop their products with their own standards. People in general believe that adding an assistive technology into existing products is Universal Design. The exact definition of Universal design is" Universal Design of Products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design" Let me illustrate by narrating a interesting story when Mr Carl who was a brilliant car designer who claimed himself to be an individualist. In 1960 he designed an excellent car and every one was in very high praise for that car. One thing was lacking in it. It was not having enough leg room for driver. The real reason was he himself was short stature person.**

**Universal design is exactly opposite of Mr. Carl approach to design. UD focuses on the following questions : To what extent can products used by the general public be designed in such a manner as to allow the greatest number of people of varying physical and mental capacities to use them safely without hindrance, that is; without having to overcome mental, psychological, and physical barriers?**

**I always speak with force on every platform that UD has two motives: One is social and another is marketing. Social motive is to enable and support the participation of everybody in social and political life. The special focus of this motive is to have all concernment of older people who have limited abilities or concrete disabilities.**

**The purpose behind this is to attend these people and enhance their independence that will maintain their individual personality to the extent.**

**The marketing motive is aimed at the market potential of people over 60 years of age and their high purchasing power because Design For All is naturally connected with consumers and their demands. A large market is calling the intelligent designers to seize the opportunities awaiting them. The demand for such products is definable and objectively present as a result of the demographical change.**

**I call we should have at least an aim for compatibility. We should change the minds set up of Manufacturers, entrepreneurs to think the products or services in technology of UD/ DFA .The future of the market is UD/DFA.**

**Once I have mentioned Design For All and Universal Design I must explain UD. It suggests a comprehensive philosophy, whereas DFA relates to practical applications. In initial phase was that the term UD was divorced from the idea of design for people with disabilities and projected onto design in general.**

**DFA is a design process for products (appliances, environments, systems, and processes) that can be used by people with broadest possible spectrum of**

**abilities in the broadest possible spectrum of situations (environments, conditions, and circumstances)**

**When we are talking about Universal Design, I must inform all of you that we have translated the principle of Universal Design in Hindi, Sanskrit and Punjabi on the request of Prof Duncan of Center for Universal Design, North Carolina State University. Our efforts are also for Marathi language is on and I invite anyone who has good knowledge of English and Marathi should assist us in translation.**

**The basic principles are as follows:**

**Equitable Use**

**Flexibility in Use**

**Simple and Intuitive Use**

**Perceptible Information**

**Tolerance for Use**

**Low physical Effort**

**Size and Space for Approach and Use**

## **What is old age?**

**The aging of the world population is a matter of concern for everyone. All generations and in all countries (universe) the policy makers and common people are worried for the aged. In 1960, world Summit for Social Development in Copenhagen adopted the concepts of 'Society for All'. By integrating the age in their declaration it became multigenerational and holistic. People demanded that we should work on the principle of reciprocity and equality with young and old generation. Out of my personal experience I can cite some cases. I have noticed that the old person**

have not been fair to their daughters and they lose them, and they are too concerned with their sons and again they lose them. I must advise those who are old or in the process of aging should not be gender biased. They should maintain right balance.

When I see the plight of old persons in Banaras or Vrindavan, it reflects sad part of our social life. When we practice Sati it confirms our meanness and hollowness. It is a social evil. It has nothing to do with religion.

Our old system has four stages of human life .One is Brahmcharya; where we are supposed to learn from the society and our mistakes are forgiven and corrected. Second, Grahstha- here we apply that knowledge which we have learnt in Brahmcharya and attend to our familial responsibilities and rear the children. It helps us to correct your learnt knowledge. Once we are mature enough to have discharged our family duty, you are supposed to enter in Vanprastha. Here we work with our acquired as well experienced knowledge for the welfare of the community. Once we did enough then we work for Universe irrespective of caste, creed and community and enter into Sanyas. We are not following this course of life. Present generation older person are not following this process? If they do not like these old concepts what new method have they devised to do better for society? They did not improve the old system and could not throw a better system to follow. We believe we have moral duty to look after them as citizens. Their lot is miserable. They have no resources to look after their basic needs. Their sons and daughters have abandoned them. The society is engaged in other issues. I request all the

**concerned people and designers, everyone should step into their shoes and walk for a mile. Without knowing the hard realities no one can design any products or services which suits them. Imagine! They have umbrella. At what point it converts into shelter, they know. My point is that design those products that fits into their budgets. When we design a sari, it fits everyone. Purpose may differ. Some wear to cover themselves, some for exhibiting strength, power, and fashion. I consider that length of sari which serve the purpose of covering and protect from vagaries of weather is best and rest is wastage of cloths. We must concentrate on art of Living. Our minds are not tuned to control the wastage.**

**I request everyone that we should do lot in Gerontological studies We are primarily concentrating on biological dimension of ageing The study relating to social, physiological, demographic, environmental, and anthropological and health aspects of ageing and aged are still neglected and we must draw broad generalizations on aging in the change context of our society, culture and ethnicity.**

**What are standards and Rules for old age person's products and services?**

**We have nothing much in area of standard for aged people. We should allow active participation of consumers in the process of designing the product and services. As ISO 13407 allows consumers to participate at the time of design. Activities have already been addressed toward implementing UD in various fields. In**

**Japan , they have similar guidelines of old persons and persons with disabilities are in operation in the name of JIS X 8341, with an aim to ensure elderly and disabled persons accessibility to everywhere. It has inspiration from US section 508 of the Rehabilitation Act. The Kofi Annan of UNO has made clear that "it is not merely an issue of social security and welfare, but one of overall development and economic policy. He further said " The challenge before us now is to implement the Madrid Plan of Action and place global ageing on the development agenda for this century" He emphasized " there is no time to lose "In my opinion old person should allow to live in dignity and respect**

**While developing the concepts for promoting Universal Design, we should attack from all the level of hierarchy**

**Top Level- Basic Concepts of Universal Design (We should develop guidelines for standards developers to address the need of older persons and persons with disabilities.**

**Middle level- Overall standards for products and services (Guidelines for older persons with disabilities for equipment, hardware software and services)**

**Operational Level- Processing guidelines, manuals**

### **Steps for Achieving Universal Design**

- 1. Establishment of consensus on Universal Design (Understanding of meaning and purpose by all people concerned.)**



- 2. Self Evaluation toward UD (2.1 – Understanding of potentials of current products and services, 2.2- setting a improvement target)**
- 3. Objective evaluation from viewpoint of UD (3.1 – Participation by users and evaluation from the standpoint of users: understanding of user’s status and needs)**
- 4. Product Development( 4.1 Development- 4.1.1-Study of specification,4.1.2- Prototype, 4.1.3- Mass production Design, 4.1.4- Merchandize)( 4.2- Evaluation) ( 4.3- Support, 4.3.1-System Study, 4.3.2 – Creating and applying guidelines. 4.3.3- Creating an applying check tools)**
- 5. Placement on the Market (5.1- Collecting customer opinions)**

## **What is the future of Universal Design?**

**Everybody benefits from Universal Design, not just people with disabilities. The curb ramp is often used as good example. We should not fall in the trap of a single area. It is a multidisciplinary activity, when relation to ergonomics designs; we should not only consider the size of finger while designing the keyboard of Mobile. Although it is important factor but it is not all factors. Design is beyond one factor. Can the keyboard accommodate the deformed fingers?**

**It is also not as assistive technology. UD is more than any functional value It extends the concepts of inclusion to**

**consumer" appeal" and benefits to people beyond those who have disabilities.**

**The language of the UD is obvious. It is not the fault in language it is in interpretation. When person believe Flexible means use in easy. It actually means that whatever design it should have capability to accommodate the new technology and absorb it to enhance the efficiency**

**Equitable use in use does not mean "Equal opportunity" which is a legal term. Those who are engaged in UD are active minds who understand the significance of human determinants in shaping of design.**

#### **Conclusion:**

**By organizing seminar, workshop we can create awareness among select class and they will pressurize the policy makers for considering their viewpoints in formulating new policies. We should not depend on one discipline. Rather it is work of multidiscipline. We must try to organize our program in such a way that it encourages people from multidiscipline in establishing a movement of Universal Design in India as well as in Asia . We are providing a platform of Design For All institute Of India and welcome with open arms those who want to prove themselves or repay the society or those who wish to do better for society**

**One day or another, each of us can be confronted with a dramatic reduction of mobility, be it for a short while or permanently. Indeed, getting older, getting sick or being the victim of an accident, can cause a dramatic decrease of our faculties (to see, to hear, to**

walk,...). The environment, once accessible, can become in this way un-adapted to allow us to live independently. As the life expectation of each of us increases, more of us will be concerned. Taking this into account, it is more than clear that our cities in general should be made more accessible to all citizens. Accessibility, beyond the prevention of the handicapping situations, it is also the improvement and the research for the comfort of all.

It is time for designer to catch up. Design is a tool for social equity. UD provides a blueprint for maximum inclusion of all people. UD does not operate in a political vacuum but at the forefront of societal change where 'commitment' and 'values' are driving forces. As Sartre states-“(Design For All/ Universal) Design is a Humanism”

## **News**

**II INTERNATIONAL CONFERENCE FOR  
UNIVERSAL DESIGN, 22-26 OCTOBER 06 IN  
KYOTO.**

**The International Association for Universal Design will organize the 2nd International Conference for Universal Design in Kyoto in October 2006. This conference, which will inherit the ideals of the international conference held in Yokohama in November 2002, is positioned as an opportunity for presenting the results of research and activities that saw progress in the last four years. <http://www.ud2006.net/en/>**

**Universal design is a concept for designing appliances, architecture, and living space with the intention that they can be used by as many people as possible. In the International Universal Design Declaration, which was proclaimed in the finale of the conference in Yokohama in 2002, they went a step further and defined universal design as creation of social environment in which the humanity of each and every person is respected. They also proposed rebuilding the relation between the user and the creator and stressed the importance of framing a human-centered system, which should be applied to every aspect of society.**

**In 2005, the percentage of senior citizens of 65 years old and above has reached 20 percent of Japan's total population, as Japan enters an era of "super-aged society" that no nation has ever experienced**

**For firms that aim to improve corporate social responsibility (CSR) and customer satisfaction (CS), universal design is now a requisite, without which they cannot hope to attain sound development of their firms.**

**It is said that universal design is a basic policy of the government for improving urban areas so that different people can live together with a sense of security. The practice of universal design is beneficial to all people of our country and will ultimately contribute to enhancing the welfare of all people of the globe.**

**Francesc Aragall, President of the for Design All Foundation, will participate in the plenary session making an analysis of**

**the different strategic expositions for the application of the "Design for All" to the products and services. On the other hand, he will also present the results of the Accessibility Plan in the City of Barcelona.**

**Hi Dr. Bhatia,**

**I'm writing to ask if you'd be interested in doing a webcast for the Accessibility Channel of World Usability Day (WUD) this year, November 14.**

**WUD is both local events all over the world and a multi-session webcast. Here's the website:**

**<http://www.worldusabilityday.org>**

**Last year's accessibility webcasts went really well - 26 sessions, 400 attendees in 16 countries - and we're looking for more sessions and more attendees this year.**

**Our webcasting tools this year will make it a lot easier to present, and they support Windows, MacOS, and Linux. You can use websites, documents, or presentation tools like PowerPoint. Your voice is sent to all attendees, who are able to send text in real time.**

**We will have 60 minute slots, 30-40 for your presentation, 15-25 for dialogue, and 5 minutes to buffer the next session.**

**Please reply with your interest, your topic, and any questions. Thanks in advance.**

**Jim Tobias  
Inclusive Technologies  
[tobias@inclusive.com](mailto:tobias@inclusive.com)**

**The website of Scholars without Borders is a one-stop online bookshop for scholarly books published in India.**

**<http://www.scholarswithoutborders.in/>**

**... Downloadable digital Books, texts that are of interest in the developing world and gateways to open access journals.**

**LONDON, September 25 /PRNewswire/ - An ageing population and improved Diagnosis rates will be the main drivers of the European Alzheimer's disease (AD) therapeutics market. The high levels of unmet patient need combined with increasing patient awareness are set to further expand market revenues.**

**Frost & Sullivan (<http://www.pharma.frost.com>) finds that the European Alzheimer's disease Therapeutics Markets earned revenues of \$1.39 billion in 2005 and estimates this to reach \$3.75 billion in 2012.**

**"The key reason for positive growth trends in the market is high prevalence of AD in the elderly, coupled with increasing disease awareness amongst patients and physicians leading to a spurt in diagnosis rates," notes Frost & Sullivan Research Analyst Sumanth Kambhammettu. "With no existing effective therapies in the market, a variety of research approaches are on trial for the elusive wonder drug that can halt, slow or stop the progression of the disease", he adds.**

**However, market penetration will not be easily achievable due to**

**Factors such as reimbursement, competition from parallel imports and lower-priced generics. Spiralling healthcare costs in most European nations have resulted in stringent cost containment measures.**

**"The National Institute of Clinical Excellence (NICE)'s recent recommendations on Alzheimer's therapeutics in the United Kingdom have garnered all round criticism," says Mr. Kambhammettu. "However, with several European countries also likely to demand greater evidence regarding clinical advantages and cost-benefit studies, there is significant pressure on market participants to, on the one hand, develop genuinely innovative drugs and on the other, price these products competitively."**

**Despite competition, there is still a significant level of unmet need.**

**The market features an abysmally low number of innovative drugs, and has the potential to accommodate blockbuster products.**

**However, new drugs will require robust clinical data and cost-benefit studies to support reimbursement claims. This will intensify the pressure on profit margins.**

**"Therefore, market participants must focus on developing genuinely innovative products with significant clinical and cost benefits," opines Mr. Kambhammettu. "Factors such as clinical trial design are expected to become critical in this regard", he adds.**

**Disease awareness campaigns and physician training will further boost diagnosis rates and promote overall market expansion. Moreover, strategic alliances and competitive benchmarking, among others, will be catalysts for success in a dynamic environment.**

**If you are interested in a virtual brochure, which provides manufacturers, end users, and other industry participants with an overview of the latest analysis of the European Alzheimer's Disease (AD)**

**Therapeutics Markets (H041- 52) then send an e-mail to Radhika Menon Theodore-Corporate Communications at [rmtheodore@frost.com](mailto:rmtheodore@frost.com) with the following information: your full name, company name, title, telephone number, e-mail address, city, state, and country. We will send you the information via email upon receipt of the above information.**

**European Alzheimer's Disease Therapeutics Markets is part of the Pharmaceutical and Clinical Diagnostics Subscription, which also includes research in the following markets: European Central Nervous System (CNS) Therapeutics Markets, European Antidepressant Markets and, European Sleep Disorders Markets. All research included in subscriptions provide detailed market opportunities and industry trends that have been evaluated following extensive interviews with market participants. Interviews with the press are available.**

**Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets,**



technologies, econometrics, and  
demographics. For more  
information, visit <http://www.frost.com>.

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**Letters**

## **Namaskaran Sunilji**

**I am now very much on my feet and as mobile as a small dose of tiredness allows. I had my last chemotherapy session eight days ago. The pump was removed two days later and finally the line which fed me noxious chemicals was taken out yesterday. I feel great when I look up at the clear blue sky above our abode and marvel at the nightmarish journey I have just completed but for which I have no regrets aside from missing out on a number of European and Indian activities on behalf of the European Commission.**

**This means I am back in harness to goad, niggle and badger you about design for all in our Indian context. During my sojourn as a temporary invalid I established that I first used the term "design for all" way back in 1974 when alongwith seven so-called world experts on disability I recorded six programmes with the inimitable doyen of interviewers - Barbara Walters. It is all on a video tape produced by NBC.**

**During my horizontal phase I read all your issues with some excitement as well as with some trepidation. I was aghast to watch your issues grow longer and longer with the last one exceeding 70 pages. Some articles run into 37 whilst most take over 20 pages. Sadly, these articles have nothing or very little to do with design for all. The writers clearly have no understanding what the term means. Subjects like exercise, sports, cooking, anthropology, philosophy, etc., mean very little in the abstract. An article showing page after page of photographs of some one doing some basic exercises does not add one iota to elucidating and clarifying**

**design for all. These topics only take on meaning in the context of your institute, journal and your objectives when there is tangible reference to design or usability issues. I would rather a dozen pages that really focus on design for all than 200 that are largely contentless and frankly irrelevant.**

**You may remember my main plea to your team was to have a rigorous editorial policy in order to target content and to give shape to the shapeless. Please do not forget that American universities in particular pressure their academics to publish as much as possible as a measure of their academic credence. Normally this should be in rigorous peer reviewed journals. However, many academics take their chances and will publish anywhere they can, then skew the reference to fit in with academic requirements. I would also eliminate a lot of the additional material that appears towards the end. Anyone who needs to ask you what they should write for you does not deserve to be published.**

**Finally I am asking that your editorial team seriously consider publishing the attached UN Convention which has been agreed by member states. Although it is a serious policy document you can see that I have edited out Articles that do not have a direct design content. In fact, although design for all is not spelt out in detail many of the Articles clearly express the need to use it in order to realise the objectives of the Convention eg. accessibility, equal opportunities, education, employment, travel, information, awareness, etc. As you can see I have underlined the key topics relevant to design. We must also realise that the Convention covers many areas that our own Indian Disability Act of 1997**

**covers. Sadly, although the Act is legally binding few in India have taken much notice of its design for all attributes or requirements. You and your team are in a unique situation to rectify this.**

**I sincerely hope that I succeed in pulling your journal/newsletter back to the topics that are central to your objectives and away from a very scattered and fragmented approach which has very little to do with design for all.**

**Nameste**

**Jim S Sandhu  
Emeritus Professor**

**Dr. Bhatia,**

**We appreciate your interest in the work of the Design for the Environment group at the EPA, however, unfortunately we will be unable to submit an article for your publication. We wish you well in your endeavors.**

**Best,**

**Catherine Manzo**

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**Catherine Manzo**

**Design for the Environment Branch  
Office of Pollution Prevention and Toxics  
U.S. Environmental Protection Agency**

**Mail Code 7406M  
1200 Pennsylvania Avenue, NW  
Washington, DC 20460**

**voice: 202.564.2866  
fax: 202.564.8893**

**web: [www.epa.gov/dfe](http://www.epa.gov/dfe)**

**Dear Sunil Bhatia,**

**I have sent you mail further to our Consortium for review.**

**K. Harald Drager**

**TIEMS President**

**Østvangveien 29**

**0588 Oslo**

**Norway**

**Tel: +47 91 69 30 12**

**Fax: +47 22 65 24 64**

**e-mail: [khdrager@online.no](mailto:khdrager@online.no)**

**Dr. Sunil Kumar Bhatia,**

**Please add me to your distribution list:**

**Thank you!**

Lynne Duddy

Humanize Technology

[lynned@humanizetechnology.com](mailto:lynned@humanizetechnology.com)

**Dear Mr. Sunil Bhatia**

**Greetings..!**

**Hope you remember the article about the New Wagon R , 2006 design.**

**The detailed design understanding and hard work has done good. We have successfully doubled the sales of the brand Wagon R . In the first month of the launch it has got very positive response.**

**Best regards**

**J a g j i t R a n a**

**Automotive designer**

**Maruti Udyog Ltd.**

**Gurgaon, INDIA**

## **Program & Events**

**1. Dear Sir / Madam**

***September 2006 hosts a remarkable array of design events and visitors to South Africa. Three international design bodies will be holding their board meetings in the country and there will be opportunities for local designers to meet with the Board Members of the International Council of Societies of Industrial Design (Icsid), International Council of Graphic Design Associations (Icograda) and the International Design Alliance (IDA).***

***The SABS Design Institute has put together a series of events under the banner:***

***DESIGN FOR DEVELOPMENT LEKGOTLA  
2006***

***It will focus on the importance of dedicated design interventions to benefit the economic and social development on the African continent. We would like to invite you to be part of one or all of these exciting events to be held at the Innovation Hub, Tshwane (Pretoria).***

***DESIGN FOR DEVELOPMENT EXHIBITION:  
13-22 SEPTEMBER 2006  
Wednesday, 13 September 2006 | 18:30  
| Opening***

***LEKGOTLA DAY 1***

***Design for Development: African Perspectives | Thursday, 14 September 2006 | 10:00 - 16:00***

***LEKGOTLA DAY 2  
Design for Development: The Design Economy | Friday, 15 September 2006 | 09:00 - 14:00***

***AFRICA DESIGN: BEYOND 2010  
Friday, 15 September 2006 | 16:00 - 20:00***

***Please find attached the registration forms and the detail programme content. No attendance fees are charged. Attendance is strictly limited. Registration closes on 11 September 2006. Map to the venue is available on request.***

***Enquiries:  
Tanya Smit  
Design for Development Lekgotla  
coordinator  
on behalf of the SABS Design Institute  
smitta@telkomsa.net  
Tel: 012 644 1075***

**2. A forum for recognizing the best in Indian design, the Businessworld-NID Design Excellence Awards were instituted by Businessworld, India's largest selling business magazine & National Institute of Design, India's premier design institute in the year 2003. The concept - of design awards for the corporate sector - was a first of its kind in India.**

**In the past few years, as product clutter increased and cutting edge technology became a mere commodity that could be bought for a price, marketers started finding it increasingly difficult to differentiate products on attributes alone. In this scenario, 'product design' grew in importance in India and emerged as the key differentiation factor. Yet, till very recently there existed no forum that encouraged and recognized excellence in consumer product design, brought the design community closer to industry and created a national consciousness for the quality work being done in India.**

**The Businessworld-NID Design Excellence Awards created such a forum and were the first to recognize excellence in the field of concepts and designs for the Indian consumer. Now in their fourth year, the Businessworld-NID Design Excellence Awards have earned recognition as 'India's Premier Corporate Design Awards'.**

## **Appeal**

- 1. *Design for All Institute of India* appeals to their members, subscribers and well**



**wishers to kindly contribute towards for ways of establishing a state of the art Design Institute and in what way it can benefit all living.**

**2. We seek opinion on formulating curricula of different program of 1-year of 2-semester for beginners, 4-year Bachelors program of 8-semester, 2-year master program of 4-semester and areas of research for PhD program. It is a backbone of society and if we produce competent workforce for future, we can make a better society. All the experts, intellectuals, philosophers of different walks of life should contribute their opinion freely and help us in making a world class Design Institute.**

**3. Those of you who are really working for the cause for the betterment of society and are known to few persons in and around are working at individual level or looking for some platform to raise genuine issues or not being registered with any institute/ organizations, either you can e-mail us. We will request them to join our institute and we can work mutually for common cause in effective**

**ways or they are welcome to us and directly registered with us through e-mail or write to our correspondence address.**

**Many readers were inspired to voice their opinion about our special issue on "Fitness and Design" (August 2006, Vol-1, Number-7) - so many, in fact, that even after we expanded our "feedback" this month. We still had many more thought provoking responses.**

**Design for all Institute welcomes correspondence from readers. Letters should be sent via e-mail to [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com) . All letters should include daytime telephone number, and all letters may be called for length and clarity.**

**We are sorry to inform all those who have encouraged us by giving us their valuable suggestions, comments and appreciations and we can not accommodate all and we have selected few letters on first cum first basis. Our intention is not disheartened and discouraged any one .Your guidance is source of inspiration for us. Kindly do write us and help us in making our efforts world class.**

**Editor**

Prof. L.K.Das

## **Job openings**

**These job openings are informed to us by our members and we don't claim any responsibility. It is just a beginning.**

Editor

**1. There is a job opening at Trina Systems, Hyderabad for Visual Communicator in e learning industry. Hello group members, I manage the Auto Adayana India group that churns out Automotive e Learning products for US and India markets. We are on the look out for Visual Communicators and it would be great if anyone matching the job description can send resumes, CVs' at the following email IDs - [gautami@...](mailto:gautami@...), [nafeez@...](mailto:nafeez@...). We have an urgent requirement.**

**Company Profile - Adayana India, Hyderabad (Trina Systems) is a leading eLearning design and development house in the country. With a large volume of specialized eLearning projects in both domestic and offshore scene in the areas of automotive, agriculture, information technology and non governmental development sector, and with a host of specialized technology driven learning solutions ranging from custom Learning Management Systems, Knowledge Portals and Online Universities. The Company is the ideal place to experience and contribute to the latest developments in**

**the fast emerging knowledge industry.**

**Please visit - [www.trina.biz](http://www.trina.biz), and [www.adayana.com](http://www.adayana.com) for greater details.**

**The Automotive eLearning development team handles the design and development of a range of eLearning products in the areas of general automotive training, automotive maintenance and servicing, sales training and technical assessments. Enhanced with state of the art media production techniques and interaction design, the team produces learning material that has already become benchmarks in the area of automotive eLearning.**

**Job description -**

- Analyze, Conceptualize and Design eLearning solutions based on specific contextual requirements.**
- Provide active domain support for the business and team practices.**
- Design sophisticated graphic interfaces and user friendly interaction sequences for varying eLearning products like courses, portals and knowledge management systems.**
- Create story boards and media guidelines for production.**
- Define guidelines and on-floor production patterns for media.**
- Assist and guide external media partners and internal graphic team in the contexts of specific project requirements.**
- Validate the correctness of product and its development from the perspective of Visual Communication.**
- Research, innovate and communicate new practices and concepts in the area of eLearning and visual design**

**Required Skills -**

- The candidate should be able to maintain excellent team dynamics and communication skills with internal and external stakeholders.**
- Should have an eye for detail and perfection**
- Should have excellent content comprehension, abstraction and visualization skills**
- Should be good at graphic design, info graphics and content architecture**
- The candidate should be able to express his ideas to the team through verbal and visual communication tools like documents, email, checklists, power point storyboards, sketches etc.**
- He/She should be able to make mock prototypes and interaction sequences and detailing using Adobe(Macromedia) Flash. Knowledge of tools like Dreamweaver, Photoshop and Illustrator is a plus.**
- Should be a good critique of methods and ideas and should constantly push the limits of the team.**
- Should have a prior experience/knowledge in conducting user studies, heuristics, contextual inquiry and documentation.**
- Should have working experience/awareness with audio visual tools for documentation and presentation.**

**Looking forward to hearing from you.**

**Thanks, & Regards ... Gautam**

**2. Srishti invites applications from outstanding & motivated individuals from India and abroad for 2-year**

**teaching positions, in the following areas:**

**a.. Senior Lecturers: Digital Film/Video, Animation, Textile Design (printed, digital, interactive), Interaction, Product Design. Must have Masters/PhD and teaching experience at undergrad level.**

**b.. Lecturers: Illustration, Book Design, Information Visualisation, Broadcast Journalism, Creative & Journalistic Writing, Mechatronics, Ergonomics, Design Research. Must have Masters with relevant teaching/work experience.**

**c.. Lecturer-cum-Tech Executive: To teach & create databasing & archiving using web-based tech, develop & maintain websites.**

**d.. College Counsellor: MPhil/PhD trained clinical psychologist with specific interest in emotional well-being of urban youth.**

**e.. Knowledge Management Executive: To plan, create & manage archives in photo, film & other media.**

**f.. Corporate Communications Producer: To strategize, create & execute various content in print, web & other media.**

**g.. Tech/DTP Execs: To manage computers (PC & Mac) and networks/ to**

**undertake various DTP/multimedia projects.**

**Please send your detailed CV with photo and a CD/DVD portfolio (if applicable) at the earliest to:**

**The Executive Director, Srishti School of Art, Design & Technology, PO Box 6430, Yelahanka New Town, Bangalore 560064 INDIA**

**3. Mary Elaine Hegland  
Santa Clara University  
Anthropology**

**Position Advertisement  
Dept. of Anthropology  
Santa Clara University**

**Santa Clara University, Department of Anthropology, invites applications for an appointment in Cultural Anthropology at the Assistant Professor (tenure-track) level beginning in September 2007. The successful applicant should have a Ph.D. in anthropology at time of appointment. Research and teaching interests in several of the following areas preferred: applied, development, education, medical, methods or urban. Additional areas and courses with**

**applied potential are possible. Geographic research areas should complement existing faculty. Ability to develop research with local multicultural communities and interest in community-based learning desirable. The University has a well developed community-based learning program in the Ignatian Center's Arrupe Program ([www.scu/ignatiancenter/arrupe](http://www.scu/ignatiancenter/arrupe)). The Department of Anthropology offers a Bachelor of Science degree. Santa Clara is a Catholic Jesuit, value-oriented university located in the heart of the Silicon Valley. Faculty must excel in both scholarship and teaching undergraduates. The University is committed to the strategic goal of enriching the quality of our community of scholars by increasing the diversity among faculty, staff and students.**

**Please submit the following: cover letter that includes statements of teaching philosophy, research agenda, academic experiences with and interest in culturally diverse groups; a curriculum vitae, including names of three references; teaching evaluations; sample publications. Send documents to:  
Dr. Mary Hegland, Department of Anthropology, Santa Clara University, 500**



**El Camino Real, Santa Clara, CA 95053-0310.  
Email: [mhegland@...](mailto:mhegland@...)**

**We will conduct prearranged interviews with applicants at the AAA meetings in San Jose. Application deadline is October 16, 2006. Santa Clara University is an Equal opportunity /Affirmative Action employer, committed to excellence through diversity, and, in this spirit, particularly welcomes applications from women, persons of color, and members of historically underrepresented groups. The University will provide reasonable accommodations to all qualified individuals with a disability**

#### **4. Communication Designer**

**The Concept Studio is a multi-disciplinary group within Pitney Bowes chartered with creating innovative product and service concepts that will enable Pitney Bowes to grow within the mail and document management market and expand into new adjacent businesses. Our current team of anthropologists, technologists and designers collaborate with existing lines of business in fast-paced innovation projects to discover unmet needs and rich market opportunities and to translate those insights into tangible B2B product and service innovations.**

**We currently have an opening for a Communication Designer with experience conducting user research. If you are a well-rounded designer with strong visual and conceptual design skills, we would like to hear from you. We are seeking an individual who thrives working on multi-disciplinary teams and with end-users as part of concept development. You have**

**experience conducting user observation and rapid prototyping in both physical and electronic media.**

### **Design Responsibilities**

- **Bring concepts and strategy to life through visualizations, storytelling, and representations; communicate to customers and business leaders**
- **Employ communication techniques that instruct, interpret, and provoke**
- **Apply visual grammar to abstract data models and frameworks**
- **Lead and mentor teams in communication theory and practice**
- **Playfully create, prototype and test new product concepts**

### **User Research Responsibilities**

- **Develop effective protocols for acquiring data through observation, diary studies, interviews, video ethnography, co-creation, game play and more**
- **Conduct ethnographic interviews with empathy; observe customers in their own environment**
- **Participate in cross-functional teams; lead small teams of 2-3 researchers**
- **Use analytical frameworks to generate insights from customer research**

### **Qualifications**

**The successful candidate will have a strong background in Communication Design, Interaction Design or a related field and 3+ years of relevant work experience. Mastery of Adobe Creative Suite required; ability to create powerful representations in Flash a plus.**

**The Concept Studio is located in Southwestern CT overlooking the Housatonic River Valley. It is 30 minutes from New Haven,**

**CT and 90 minutes from New York City.**

**Jill Lawrence**

**Workplace Anthropologist**

**Pitney Bowes Inc.**

**Advanced Concepts & Technology**

**35 Waterview Drive**

**Shelton, CT 06484**

**t: 203.924.3120**

*More job vacancies are in our web site [www.designforall.in](http://www.designforall.in)*

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**[News@designforall.in](mailto:News@designforall.in)**

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**Readers are requested to express their views about our newsletter to the Editor**

**[Feedback@designforall.in](mailto:Feedback@designforall.in)**

**Forthcoming Events and Programs:**

**[Editor@designforall.in](mailto:Editor@designforall.in)**

**The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.**

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