

A Publication of Design For All Institute of India

September 2015 Vol-10 No-9

Design for All



Guest Editor: Samanta Bullock

Chairman's Desk:



Dr. Sunil Bhatia

Man's biggest achievement was succeeding in management of fire. Other animals are having knowledge about consequences of fire but helpless in managing the fire for own benefits unlike humans. It has made human superior race compared to other living beings. Next biggest evolution has come in human life is journey from hunting for food to design of agriculture. This allowed them to control the continuous of possible hovering of uncertainty over their lives and has given some stability because of agriculture and changed their life style and thought process of primitive person. It changed their thought process from uncertainty of survival instinct to making life free from chances of dying in unnatural ways and compelled to understand the concept of optimization of available resources that further shaped as commercial world. It was this thought process distinct us from animals. Animals could not think beyond survival and accepted living within the fear of death where man moved further by forgetting the fear of death. Commercial world's pivotal

element is minimizing the input and maximizing the outputs. It suits the mind set of humans because we are born lethargic and work under the compulsion of physiological needs. It helped in designing controls for wastage. Concept of wastage led to various applications of designed that helped in optimization. Optimization in agriculture gave us new ideas of design of various products associated to lessen our manual works as well mental pain from production to storage and disseminating the finish goods. Crops did not give that output what it was suppose to if it was not protected from animals, birds and insects. They designed catapult, bow and arrow and many devices to keep away birds and animals from standing crops. Similarly designed gunny bags for storage and concept of warehouse allowed to understand the need of design to control wastage. They kept warehouse underground or in isolation by designing separate dark with possible minimum moisture room where entry is restricted and that did not allow entering rodents as well insects to damage stored crops. All insects were not harming the crops rather some were helping in grew crops better. Butterfly, honey bees and many more helped us in achieving our goal of optimization. Even they learnt that curd, wine made of yeast were good for staying healthy. That idea gave us new industries of dairy products, poultry, and beef. Sheeps and goats gave us idea of woolen clothes for protection from harsh winter. Later on man learnt that leaches are good for fertilization of earth for better crops and they designed vermicomposting mainly with red wigglers, white worms and earthworms. Vermin were harmful for crops and some ate leaves as food and a few enjoyed roots of plants. Once it was uprooted that was permanent damage where leaves could grow again for achieving the original form in due course of time and it only delayed the

outputs and consider as temporary damage. Ancient people understood these two affects in early stage of agriculture and designed various tools in instilling fear among animals for preventing from damaging crops. Rats, birds and wild animals and insects were identified as major player and designed to prevent their attacks. Some time they used physical prevention like hedging with bushes and shrubs, fencing with bamboos or barbed wire and even electric live wire and in few occasions spray of chemicals and fixing sound producing devices. Some animals like monkeys or elephants experienced fear with high volume of noise and they beat drums and others like rats or rodents are controlled with ultra sound. Snakes, frogs are controlled by hitting with stones or bamboo stick. Snakes vanish under the high luminous area to avoid their visibility. Rats are tricky so to catch modern people have designed mouse trap cage by placing food items for attraction and paper pasted with strong glue to trap and placed where ever his movements are possible. Some techniques were effective in instilling fear in night by using fire as tools but it was not as effective in day time. Sound of firecrackers is effective in controlling the enemies in day as well as in night.

Wild pigs are a serious pest to crops cultivated in areas near the jungle. The wild pig is an intelligent animal. It is also prolific, has excellent smell, sight and hearing, and is highly adaptable. Crow is bird with similar character. As an omnivore, a wild pig will eat anything. Wild pigs sleep during the day, and are active at night. Control measures such as fencing, baiting and traps are practiced, but are not very effective. In south East Asia where coconut plants are in abundance, farmers are now using coconut fruit bunches to deter the wild pigs from entering cultivated areas. Wild pigs not only

eat leaves but mostly attack the root of the plant believing it suits his requirement or relish its taste or it is healthier to eat roots. Some farmers' even uses drum beat or firecrackers sound after some duration for instilling fear but it proved ineffective tools.

Initially primitive person might have used the physical strength of chasing with holding tools like dry branch or pebbles for hitting the animals. They might have possibly used vocal cord sound for smaller animals for instilling fear. As it proved ineffective for some animals they devised prevention of their entry by designing physical fencing or hedging. Even to keep watch on their attacks they designed raised platform in fields. It serves dual purpose, watchman is keeping himself in safe distance from enemies and raises alarm for help . Where physical watch by man is difficult they used domesticated dogs to keep the animals away from attacking crops. In India, they designed a bird scarer with bamboo wearing man's dress and head is made of earthen pot. They designed the scarer in ugliest and unstable but firmly erected on ground for instilling fear among birds and its lose clothes waves with slightest wind gives the impression of live person standing in the field. They designed this technique after observing the behaviors of birds and realized and shape looks like living man instills more fear and used as deterrent for birds. They found many weaknesses in different animals and designed to trap them. Birds attracts toward food grains and they noticed once their paw is spread they do not know to squeeze. It squeezes involuntarily when they attempt for flying. That helped in designing net by weaving the strong threads in rows and columns for designing cells of size that allow entering the paws but prevents to take out once it is spread or resting on land. Similarly monkeys are

trapped by fixing narrow neck of earthen pot in earth filled with grams. As monkey placed his hands in pot for taking out grams his fist prevents to take out his hands. He does not leave the gram out of greed and in the mean time people catches him. Elephants are trapped in large pit covered with grass over weak platform. Fishes are trapped by placing papaya stem in pond or river and to catch the prawns just leaving a hanging thread and as they try to climb man pull them . Design of Bird scarcer is the best example where humans understood that how to keep away birds or animals at the time of standing crops.

As we progressed there are two distinct cultures started coexisting in modern time . One is rural where agriculture or handicrafts is central idea and other is urban where administration is focused. Urban people also face the impact of nuisance values of animals, birds or insects and to prevent from them they designed various products. Mosquito net placed around bed, iron net are fixed in places where possibilities of entering and repellent devices with ultra sound or slow burning devices for chemical or cream are placed our exposed human body parts for prevention of their bites. Metro rail is major transport means and birds create havoc if anyone touches and dies with overhead live high tension electric transmission line. To keep away they hang hard paper board color with various color in concentric circles. That movement of color paper instills fear among flying birds and they avoid flying from that areas. Birds are defacing the aesthetic of high rise buildings and to control them they design exterior chemical paints, poly carbonate bird scarcer and used iron meshes where ever it is possible.

It is great honor for us that Ms Samanta Bullock , model, speaker , tennis player and writer has accepted our invitation for Guest Editor and she was so excited that she submitted the publishing materials much before the last date. She did her role of Guest Editor so meticulously that shows her commitment and concern for welfare of society. Her personality has different aura that makes who so ever comes to her contact changed by her inspirational personality for society. She is woman with many dimensions and one dimension is reflected as Guest editor.

Dr. Sunil Bhatia

Design For All Institute of India

www.designforall.in

dr_subha@yahoo.com

Tel : 91-11-27853470

Content of September 2015 Vol-10 No-9

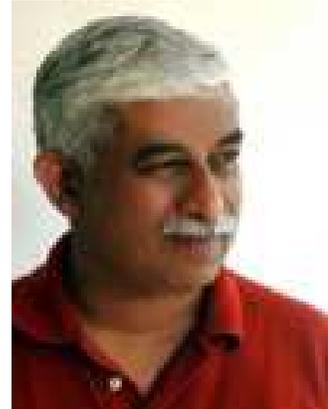
- 1. Chairman's Desk:.....2***
- 2. Guest Editor (Samanta Bullock):inclusive design.....15***
- 3. Inclusive Design of Sports Facilities/Spaces :.....19***
- 4. Paralympic :.....27***
- 5. Is Disability A Perception?:.....32***
- 6. Why We Are Seeing More Disabled People in the Media:.....37***

Other regular features

Forthcoming Issues

October 2015 Vol-10 No-10

Prof Ravi and Dr Ajanta Sen of Indian Institute of Technology Mumbai India will be the Guest Editor and theme of the special issue is Design and Children.



November 2015 Vol-10 No-11

Ewa Golebiowska, Poland is the president of EIDD Design For All and she has accepted our invitation of Guest Editor and she will invite the authors from European countries for special issue.



December 2015 Vol-10 No-12

Mara Kaplan is an educator, an advocate for inclusive play and a parent of a child with profound disabilities. She has more than 20 years' experience reviewing toys and designing playgrounds.



Mara's consulting business, *Let Kids Play!*, designs inclusive playgrounds, reviews and recommends toys and edits the website accessibleplayground.net, which includes a comprehensive listing of accessible playgrounds in North America.

Mara facilitated the creation and writing of the *Inclusive Play Design Guide* in conjunction with Playworld Systems. She has also worked with Playworld Systems to train their staff about inclusion and worked with their designers on new products.

Mara speaks around the country about her journey as parent of a child with disabilities as well as on topics such as universal design, inclusive playgrounds, and playgrounds for children with autism, and inclusion.

Special issue

Julie Irish is an interior designer with long experience in both the public and private sectors in the UK specializing in universal design. She has an MSc in Inclusive Environments from the University of Reading, England. She currently lives in the USA where she is studying for a PhD at the University of Minnesota. Julie's research interest considers how the design of the physical environment could support children with autism spectrum disorder (ASD) in the educational setting. She is a strong advocate for evidence-based design. This special issue will focus on current and innovative design for children with ASD from a variety of perspectives.



January 2016 Vol-11 No-1

Dr Peter graduated with a PhD in Sociology and since then he has researched as an honorary fellow at the University of Melbourne, writing over 50 articles. Peter Gibilisco, B Bus (Acc) Ph.D. (Melb).

Honorary Fellow University of Melbourne. His New Book: *The Politics of Disability* is out and available in market See my website <http://petergibilisco.com.au/> He will be Guest Editor for our inaugural issue of 2016



February 2016 Vol-11 No-2

Professor Jan Staël von Holstein

Visiting Professor at Hong Kong Polytechnic London, UK will be Guest Editor



March 2016 Vol-11 No-3

Dr. Shatarupa Thakurta Roy

is presently an Assistant Professor at the Indian Institute of Technology Kanpur. She is associated with the discipline of Fine Arts in the Department of Humanities and Social Sciences offering courses in Art Appreciation and Criticism and History of Art. She has been jointly associated with the Design Programme at IIT Kanpur teaching courses on Design Theory, Graphic Design, and several other courses on visual communication. She completed her art education in Kala Bhavana, Visva Bharati University, Shantiniketan followed by a PhD in Design from IIT Guwahati.



April 2016 Vol-11 No-4

Prof Beth Tauke is an associate professor in the Department of Architecture at the University at Buffalo-SUNY, and project director in the Center for Inclusive Design and Environmental Access (IDEA), the leading research center on universal design in the built environment in the U.S. Her research focuses on design education and inclusive design, especially the empowerment of minority groups through design. Tauke was principal investigator of the Universal Design Identity Program and Increasing Access to Universal Design to Meet the Needs of African American Communities, both sponsored by the U.S and Prof Korydon Smith is an associate professor and associate dean in the School of Architecture and Planning at the University at Buffalo-SUNY, USA.



May 2016 Vol-11 No-5

Prof Pekka Harni Artist ,Professor; architect and designer at Harni - Takahashi Ltd will be the Guest Editor. He is an architect MSc. and industrial designer MA., who works widely on applied art, furniture design and architecture.



He has been teaching at the University of Art and Design (now Aalto University) in Helsinki since 1988. He has been a visiting lecturer in several European design universities and a leader of several design workshops in Europe and in Mexico.

His study about morphological “object categories”, delves into the possibility of dividing basic home objects into seven main categories, that correspond to different functional and morphological categories of objects, has already been applied in several European design schools. This study is published by Aalto University in his book “Object Categories” 2010.

In 1999, he received the Design Plus Award from the Ambiente Frankfurt Fair. In 2011 he was awarded as “the industrial designer of the year” by the Finnish Designers association. Since 2012, he is Artist Professor for 10 years, appointed by the Arts Council of Finland.

June 2016 Vol-11 No-6

GAATES(GLOBAL ALLIANCE ON ACCESSIBLE TECHNOLOGIES AND ENVIRONMENTS) Mukhtar Al Shibani – President will be the Guest Editor for special issue



July 2016 Vol-11 No-7

Prof Cigdem Kaya Associate Professor at Istanbul Technical University, Turkey will be the Guest Editor.



September 2016 Vol-11 No-9

PROFESSOR YRJÖ SOTAMAA PRESIDENT EMERITUS University of Art and Design Helsinki and Cumulus Association, **ADVISORY DEAN AND PROFESSOR** College of Design and Innovation, Tongji University and **DEAN LOU Yongqi** of Tongji University will be the guest Editor



October 2016 Vol-11 No-10

David Berman Accessible design thinker, expert speaker, author (Do Good Design), UN advisor on IT accessibility, GDC ethics chair .Communications strongly believes that we can design a better world that leaves no one behind. We've been leaders in the online accessibility field for over 15 years, and we're eager to help you gain from the benefits of inclusive design. David is a senior strategic consultant to the Canadian government, as well as other governments on four continents



Guest Editor



Samanta Bullock is residing in United Kingdom and she is Wheelchair Model, Tennis Player and Public Speaker, Self Employed will be guest editor

Inclusive Design

Samanta Bullock

Inclusive design is critical to allow people to enjoy a 'normal' life and do the same activities with friends and family. All buildings and activities need to be designed to be accessible by all. I like to lead life to the full and participate in a wide range of activities with disabled and non-disabled people. I need to be able to access all services in the same way as anybody else. I like to go to restaurants, shops, parks, sporting facilities, the cinema and go on holiday. Most of the time I am looking to do take part in activities with non-disabled family and friends or alone. My personal perspective is through the eyes of a wheelchair user but inclusive design permits all impairment groups and others to access and use services.

My immediate family is non-disabled so it is important that I can engage with them in all activities like any other family member. I go to the gym with my husband to swim, use the health suite and take part in classes. We use the Thames Tow Path to run and cycle and we play tennis and do a wide range of sporting and leisure activities together. I play a wide range of games with my nephew and nieces including tennis.

Design is improving but there are often occasions when I am unable to do things in the same way here the use of inclusive design would assist. It is rare that I can't do something at all but maybe I have to go into a restaurant through a back door as the front entrance is not fully accessible or enter an indoor tennis centre or cinema through the fire exit.

Inclusive design is more than just the infrastructure. It requires staff to be trained and welcoming to all people. Disabled toilets should not be used as store rooms and lifts should be available to use at all times. I have experienced several occasions when the disabled toilet has been used as a storeroom and have been to restaurants where the lift is used to move rubbish and the staff have not been in a hurry to make the lift available.

I have done some work for the BBC and their costume venue was not accessible so wardrobe comes to my house which provides access but it does mean that potentially I miss out on meeting people. When I was learning to drive in the UK it was very difficult to find a driving school that provided instructors in cars with hand controls so I had to gamble and take the test, fail and learn from my mistakes. So I had to take two tests and pay twice.

At my local gym the lower lockers in the disabled changing rooms are not usable as the keys are missing meaning that I can only go with a non-disabled companion until the keys are replaced.

Information is a key part of inclusive design. Recently a new ramp has been installed to access the Thames Path a few hundred meters from my home. I wasn't aware of it. My husband saw it by chance on a Sunday morning run. He only took that route because he was alone. Had we been together we would have taken a different route as we would have assumed there were still only steps.

In conclusion inclusive design allows everybody to access facilities and take part in activities together without a feeling of being treated differently. I look forward to inclusive design allowing more and more people to access all aspects of life together with family, friends and work colleagues.

“Transform yourself to the best you can be.”

www.samantabullock.com

Samanta Bullock



Samanta Bullock



Mark Bullock, ITF Wheelchair Tennis Manager

Mark holds an Economics degree from the University of Nottingham (1989) and an MSc in Recreation Management from Loughborough University (1991) in the UK. He was Athletic Union President at the University of Nottingham from 1989 – 1990 and worked as Tennis Development Officer for the City of Nottingham Tennis Centre from 1991 - 1995 before moving to the Welsh National Tennis Centre in Cardiff to perform the same role. In 1997 he returned to the City of Nottingham Tennis Centre as General Manager, a role he performed until joining the ITF in 2001. He is the former coach to the Great Britain Men's Wheelchair Tennis team. He attended 4 Invacare World Team Cups and the 1996 Paralympic Games. He was the personal coach of Jayant Mistry, the former British No. 1, for a number of years. He also worked with wheelchair athlete Dame Tanni Grey-Thompson at the 1996 Olympic Games. In 2001 Mark joined the International Tennis Federation as the Development Officer for wheelchair tennis before becoming the Manager of the Department in 2008. As Manager Mark is responsible for all aspects of the sport including development, coach education, the BNP Paribas World Team Cup, the UNIQLO Wheelchair Tennis Tour,

communications, classification and the wheelchair tennis event at the Paralympic Games. He has undertaken workshops, clinics, attended tournaments and spoken at conferences in more than 80 countries and has been instrumental in a project to develop low cost sports wheelchairs for developing countries. In 2010 Mark received a Special Achievement Award from the University of Nottingham for his work in wheelchair tennis. He is chair of a Working Group to establish a new Association of Paralympic Sports Organisations and a member of the International Paralympic Committee Paralympic Games Committee.

Twitter: @tennisomwheels

LinkedIn:

https://www.linkedin.com/profile/view?id=14507068&trk=nav_responsive_tab_profile

Inclusive Design of Sports Facilities/Spaces

Mark Bullock

ITF Wheelchair Tennis Manager

Introduction

'design that considers the full range of human diversity with respect to ability, language, culture, gender, age and other forms of human difference'

***'The practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.'* The Olympic Charter.**

Given that participation in sport is a human right under the Olympic Charter is vital that sports provision takes place within the context of inclusive design enabling everybody to have the opportunity to access sporting facilities and spaces.

Many things need to be in place for a sports facility or recreational area to be inclusive and attract a diverse customer base. It is not simply a matter of making the facility or space physically accessible. Sport and physical activity can take place in purpose built facilities and/or in open spaces or on water e.g. rivers & lakes. A number of other factors also need to be inclusive to enable a wide range of users and/or spectators access a facility or recreational space.

The facility

Sporting facilities and areas of recreational spaces should be designed with the participant and the spectator in mind. This is true

of large stadiums, sports clubs, community and school facilities, parks and open spaces. The playing area, locker rooms, catering areas, viewing areas and car park all need to be accessed by all. In larger stadiums corporate hospitality should also have an inclusive approach. Viewing areas should be flexible enough to cater for mixed groups and not assume that a customer with a disability will be with one companion. They may want to participate or spectate with a wider group of family and friends.

The people

In addition to the facility being physically accessible the people delivering the service need to be trained in making everybody welcome with an inclusive approach to all services. In larger venues this includes car park attendants, stewards, volunteers, catering staff, receptionists, coaches and managers.

The wider environment

In order for everybody to be in a position to access a sporting facility the wider environment also needs to have an inclusive design. Transport networks need to permit people to access venues. This may include people arriving on foot, by car, bus, train or aeroplane. People involved in providing these wider services that allow access to the sporting facility or space also need to embrace the concept of universal inclusion and design.

Information about all of the above

To create a truly inclusive environment where sports venues and recreational spaces of all sizes can be accessed a diverse customer base information on all of the above factors needs to be available in

an accessible and inclusive form. People need to be aware that all the elements required to visit a sporting facility are accessible and have inclusive design including transport systems and all aspects of the venue. Websites promoting sporting events and activities need to be accessible to all and promotional campaigns need to be designed to reach all sectors of the community.











Mark Bullock



Martin McElhatton, Chief Executive, WheelPower

Martin is Chief Executive of WheelPower, the UK national charity for wheelchair sport where he has held a variety of roles since 1987. Based at Stoke Mandeville Stadium, WheelPower provide opportunities which transform the lives of physically disabled people.

Martin represented Great Britain at the 1984 Paralympic Games in Wheelchair Basketball and also at the 1986 World Championships and 1987 European Championships.

Martin is Chairman of the National Wheelchair Tennis Association of Great Britain and was President of the International Wheelchair Tennis Association and is a member of the ITF Wheelchair Tennis Committee having played and coached wheelchair tennis for over 25 years.

Paralympic

Martin McElhatton, Chief Executive, WheelPower

As someone with a disability who has worked in at Stoke Mandeville for over 25 years it is interesting to see the changing attitudes towards disabled people and disabled sport and how one event can make such a difference in public perception. London 2012 had a massive impact on the UK and even more so at a local level around Stoke Mandeville itself. As the birthplace of the Paralympic Movement, Buckinghamshire was the focus of the World and the work which went on leading up to the Olympic and Paralympic Games presented the local community with a unique opportunity following the Games.

Before London 2012, attitudes to disabled people probably focussed on the things they can't do and whilst not everyone who uses a wheelchair can race around a track as fast as David Weir, his achievements and those of the Paralympians in London caused a shift in attitude so that people now see the person rather than the impairment and the positive opportunity rather than a negative stereotype.

So how do we deliver the mystical "legacy" from London 2012. By opening doors and creating opportunities for young disabled people to take part in sport and physical activity making it accessible and welcoming for disabled people so they can develop talents and abilities which can lead to skills and even jobs and careers helping them to feel part of a society which values their contribution and celebrates their achievements. Through the development of an

inclusive approach to the development of facilities they can be accessible to all, barrier free and building on positive attitudes to ensure disabled people are made welcome from the Reception, through physical accessible facilities to inclusive programmes where disabled and non-disabled people are offered the chance to take part in sport and physical activity for recreation and fun leading to health and well-being and a greater quality of life.

I've always believed that as a disabled person I should work. I'm lucky I have a job I love which is interesting, stimulating, challenging and hugely rewarding but I like to think that I have made a contribution and can be a positive role model for other disabled people to know that they too can work. Access to sport and physical activity needs to consider that disabled people work, have families, have time pressures, do not always want to do things with other disabled people but may wish to do so....choice is everyone's right.

Founder of the Paralympics, Sir Ludwig Guttmann, built the original Stoke Mandeville Stadium, opened in 1969. The facilities were redeveloped in 2003 and annually are used by some 500,000 users with around 10% use by disabled people of all ages and abilities. WheelPower is now looking at the next phase of development building on our unique place as the birthplace of the Paralympic movement but looking to the future. Vital will be the need to understand what can be done to ensure the new facilities provide an opportunity to get inactive disabled people active, to inspire them to see sport and physical activity as part of life and to provide an inclusive setting which is welcoming to the whole community.

For me, London 2012 was a powerful, life affirming event which showed to the world that the Paralympics has the power to positively change lives, something I have believed since it changed mine! As Chief Executive of WheelPower at Stoke Mandeville Stadium it is my aim and hope that through making more inclusive opportunities, whether in sport and physical activity or through facilities we can positively transform lives through sport.



Martin McElhatton, Chief Executive, WheelPower



ANNE WAFULA STRIKE

(Paralympian, author, life coach and part time model and public speaker)

Having competed in wheelchair racing since 2002, Anne became the first wheelchair racer from East Africa to compete in Wheelchair Racing at a Paralympic Games and on becoming eligible to represent Great Britain, she made her GB debut at the Paralympic World Cup in 2006 and scooped a Bronze at The Paralympic World Cup and three gold medals at the DSE Championships in Manchester. Anne has raced and won numerous medals internationally.

Anne has since turned her focus to charity work and is a keen servant and spokesperson to disability awareness and equality issues. Anne played a pivotal role in The British Polio Fellowship's 75th Anniversary Celebrations in 2014 and her powerful speech at Rotary's International Offices in London in May 2014 to leading lights in the fight against Polio, led to her being invited by Sir Emeka Offor (Sir Emeka Offor Foundation, SEOF) to an international conference in Sydney, Australia to talk about her experiences with Polio and the late effects.

Anne Wafula-Strike was made an MBE in the Queen's birthday honours for her services to disability, sport and for her charity work. A past winner of the BBC's 'My Story' competition, her autobiography 'In my Dreams I Dance' was published in 2010.

IS DISABILITY A PERCEPTION?

Anne Wafula Strike

Equality Act 2010 clearly states against anyone being discriminated. Over the past twenty years or so, Disability Rights have improved greatly here in the UK and other parts in the Western World. Most public buildings are now accessible, shopping centres have specialist disabled toilets, the vast majority of public transport can now be used by all disabled people, and we can now participate in sport on a world stage.

However, there is one area of life that I consider important that is in the dark ages; fashion. To me fashion is the ability and freedom to express my identity by how I dress. My sense of dressing should 'speak' about who I am, my beliefs, my likes. It is believed that the choices of the colours of our clothes also bring out our personality.

Fashion keeps changing with times and seasons but does this mean our personality shifts with it? To some people, fashion is an art, an escape to 'hide' what is really beneath, and to some it's an obsession that has turned into a form of religion.

I am not a slave to fashion but a sense of dressing is very important, but how would society justify 'overlooking' persons living with disability in relation to expressing our individuality? When will most designers follow the passion of Izzy Camilleri, founder of IZ Adaptive clothing? She a Toronto-based designer, who understands that everyone wants clothing that is professional, sophisticated, and sometimes sexy yet also totally wearable. In 2009, she debuted the IZ Adaptive Collection for people with disabilities. Available online at

www.izadaptive.com, the Izzy Camilleri Adaptive Clothing line features a multitude of fashionable day and evening pieces.

The world seems to be at peace after labelling us 'disabled' but to me there's no word in a dictionary that is capable of clearly defining who we are as a people. It is only when we successfully step out of that labelled box, that our abilities begin to be fully recognised, allowing us to be individuals who are fully inter granted into society.

The world of fashion has moved on greatly since the sixties where diversity is constantly engaged in fashion. Gone are the days when 'beauty and fashion was predominantly graced by people from one racial background. The discoveries and media presence of models of colour such as Naomi Campbell, Jourdan Dunn and others are revolutionising the industry. It is indeed a struggle to get the world of fashion to embrace people living with disability.

Attitude may be a small thing that makes a big difference but how far down the line is a person with disability represented in this 'crazy' yet mostly talked about industry.

Ask most people living with disability about their experiences and you will be shocked at the assumptions and discriminations they face in almost all areas of life. It may appear that once you are labelled disabled, comes with a full signed certificate of being disqualified from having full access to most vital aspects of life. These attitudinal barriers put a block to disabled people from being able to have a voice in society which plays a significant factor to being denied the basic human rights.

Over 20 years ago, women demanded more consideration in how they were valued and treated in contributing to development. It's now 2015, and persons with disability feel they are being overlooked when planning for development and changing trends in fashion. We are constantly trying to positively change how our differences is perceived and as much as each of us may have a distinctive voice, we speak for a common goal - we want to live without limits because when you know you are 'different' and you are not defined by it is the sweetest feeling. There is a warrior in every person living with a disability crying for equal opportunity and not sympathy. My big question today is ' Is there a legitimate aim for this oversight?'



Anne Wafula Strike.

"I am not what happened to me, I am what I choose to become". by

Anne Wafula Strike

www.annestrike.org



Louise Dyson at VisABLE People ... creating mainstream professional opportunities for actors, presenters and models with disabilities.

013 86 555 170 Mobile: 07930 345 152

www.visiblepeople.com

Why We Are Seeing More Disabled People in the Media

Louise Dyson

21 years ago, Louise Dyson founded VisABLE, the world's first initiative to create mainstream professional opportunities for actors, presenters and models with disabilities. The result of this is a completely new market which puts disabled artists into the media focus.

The most exciting development has been to capture the global imagination and there is now a worldwide movement for change and inclusiveness, trail-blazed by VisABLE.

The years of promoting the inclusion of the very talented people on the agency's books, for jobs in TV, film and advertising, has paid off and VisABLE believes that the move to include people with disabilities will become totally unremarkable. It is only then that we will have an attitude of acceptance.

The agency supplied many of the skilled performers in the fantastic London 2012 Paralympic Opening Ceremony and is succeeding in its objective is supplying professional actors, presenters and models with disabilities, for mainstream roles for the advertising industry, television and film companies, radio and theatre.

They book highly motivated individuals of all ages and disabilities but above all, abilities, including actors and presenters, award-winning sportspeople, World Champions and Paralympian medallists.

Successfully placing young actors in leading roles on major television series gives confidence that this is now a viable career for disabled youngsters leaving school.

It began when in 1994, Louise owned one of the major UK model agencies and, keen to integrate disabled people into mainstream advertising and media campaigns following a request from a client wanting genuinely disabled people for their own advertising, she launched the agency with a contest, "Model in a Million". Over 600 disabled people applied for the chance to work as models.

Louise says: " The whole point of VisABLE is to persuade advertisers and producers to offer bookings to people irrespective of the fact that they have characteristics, which distinguish them as "disabled".

I find the very word "disabled" very unhelpful and rather dreary and altogether quite laughable that there should be any misconception of inability, in view of the exemplary abilities of the artistes I represent at VisABLE".

VisABLE is the one agency which sees disability as no disadvantage at all. While respecting particular needs such as access for a wheelchair user or advance possession of scripts for a blind or learning disabled actor, no allowances are made or expected, something welcomed by artistes who are fed up with over-polite people anxious not to offend!

However, a complete change of public mindset is necessary and Louise believes the best way is to try to get people whose

disabilities are irrelevant (although usually easy to see) into mainstream drama and advertising. "It is only when every member of society is represented in mainstream productions as a matter of course and in ordinary advertising campaigns promoting goods and services, where individuals are portrayed as consumers with spending power that we can hope for any kind of equality, in my view". The agency finds work for people with a wide range of disabilities.

For 21 years, Louise has been leading the way and persuading advertisers and film and theatre producers to change their ideas about casting actors and selecting models.

The only reason I created VisABLE is because I have an absolute passion to make this idea work - I really am highly motivated about getting the VisABLE artistes to succeed and this is entirely out of a belief in the enormous importance of making it happen".

The agency objective is to change the mind set throughout the media and arts industry, to then achieve a change of public attitude towards disability, challenging any preconceptions by providing very able talent.

The name VisABLE is designed to emphasise how very ABLE artistes from VisABLE People are, while making them much more VISIBLE in society than ever before, portraying disabled people as empowered individuals, as consumers.

They regularly supply people to the BBC and all major broadcasters in the UK, for roles in drama and comedy and to film companies for films, cinema and television commercials, voice artistes for radio drama and for good roles in the most prestigious theatres.

The agency is responsible for booking long term characters in many popular television series, which are shown all over the world. A very important success to date, is placing famous actors and presenters on Children's TV. Their influence as role models for the next generations growing up and seeing popular TV stars, with completely irrelevant disabilities, is a very powerful message.

The VisABLE impetus has captured global imagination and there is now a worldwide movement for change and inclusiveness, with enquiries coming in every day from all over the planet, including India.

Many television documentaries and interviews have been broadcast about the original idea of the VisABLE People Agency, broadcast on prime time TV in the USA, Japan, Russia, Germany, Holland and Italy.

The time has come. Disabled actors and models are popping up on TV and in magazines all over the world and Louise believes this is inexorable.

For more information, go to www.visiblepeople.com



Louise Dyson

Appeal:



Aiap book sales 2015

Aiap proposes new sales and promotions for Fall 2015

Dedicated to Aiap members

20% off, on all Aiap publications (except for CDPG Folders)

10% off, on all the others titles available in Aiap's bookshop.

Open to all

Free shipping: for every order exceeding 50 euros, Aiap will take charge of all shipping costs (the promotion is in effect for all European shipments)

Visit the website, see [the online bookstore](#), and choose now wich books buy.

For more informations

Aiap

Associazione italiana design

della comunicazione visiva

via Amilcare Ponchielli, 3

20129 Milano

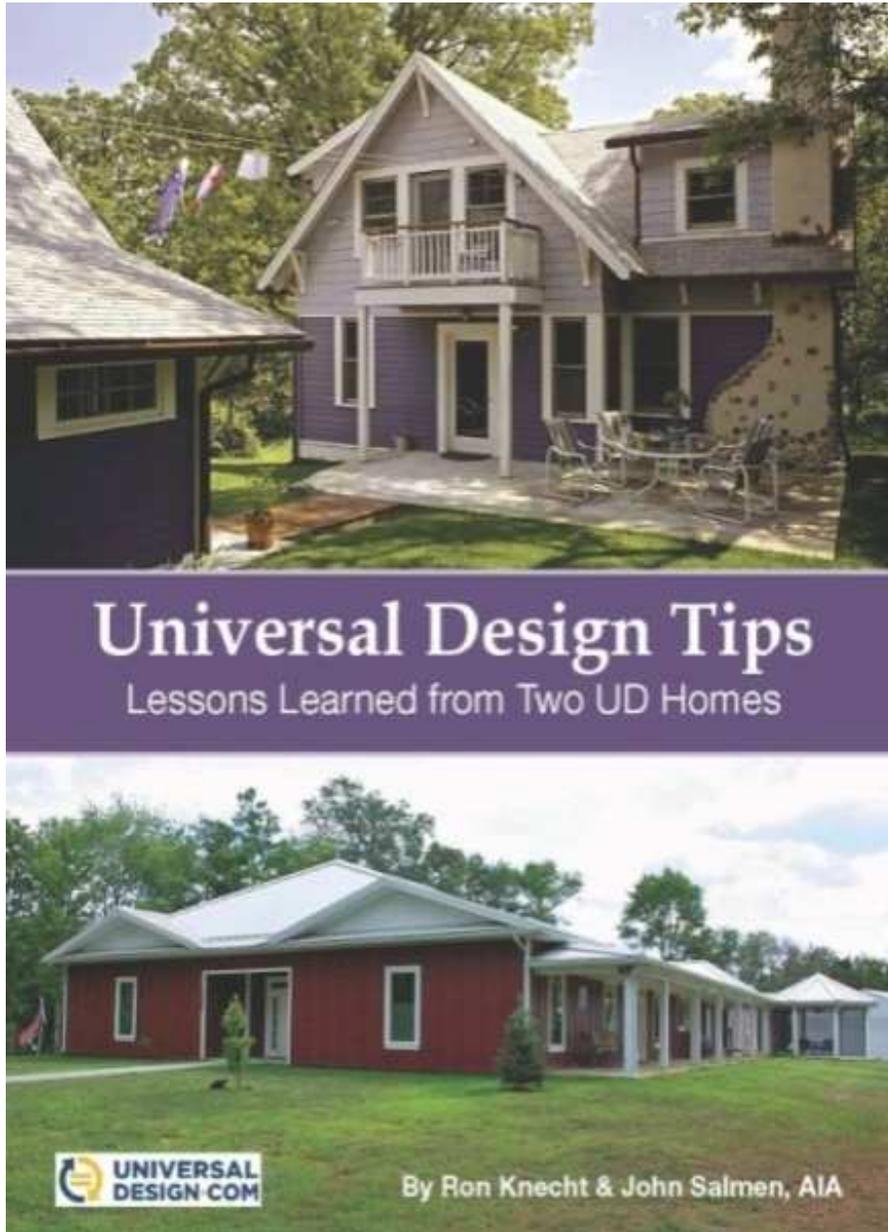
tel. 02 29520590

aiap@aiap.it

www.aiap.it

New Books:

A New eBook from UniversalDesign.com



Universal Design Tips: Lessons Learned from Two UD homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and

constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the [January 2012 issue of Universal Design News](#).

The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.

John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

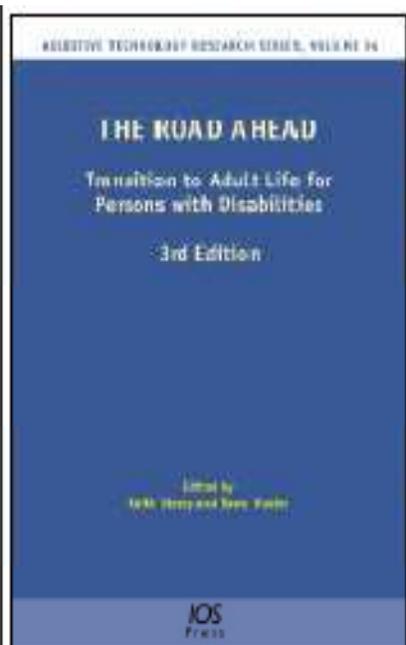
Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the houses that he saw on the market and the UD house plans that he found online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

China Design Index 2014



China Design Index 2014: The essential directory of contacts for designers
Paperback – February 1, 2014 by Robert A. Curedale (Author)

The Road Ahead, Transition to Adult Life for Persons with Disabilities



The Road Ahead

Transition to Adult Life for Persons with Disabilities

Volume 34 Assistive Technology Research Series

Editors: Storey, K., Hunter, D.

December 2013, 318 pp., hardcover (revised 3rd edition)

ISBN 978-1-61499-312-4 (print)

ISBN 978-1-61499-313-1 (online)

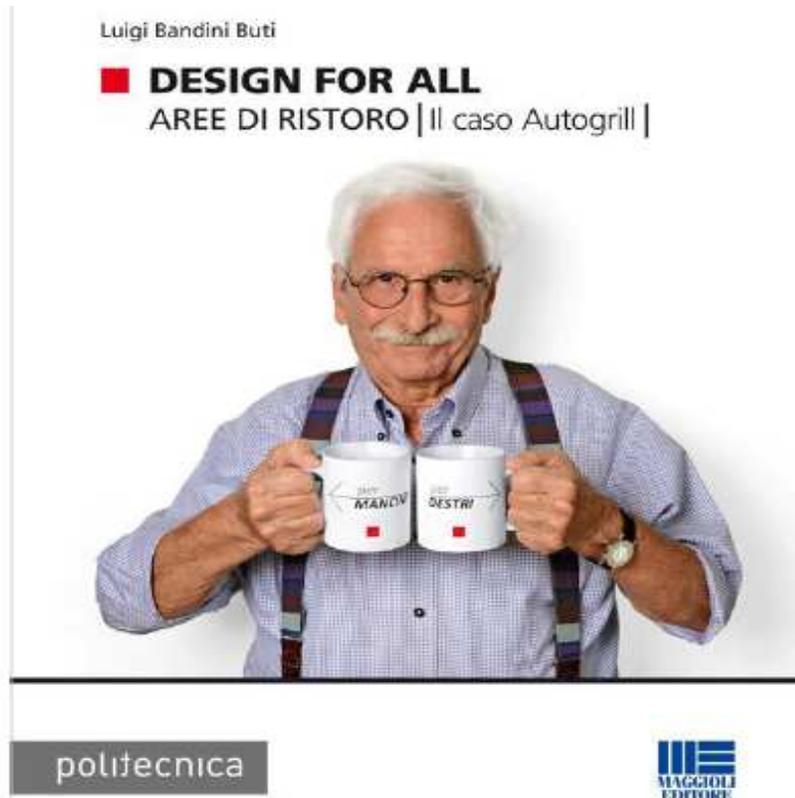
Price: €69 / US\$100 / £59

Successful transition from school to adult life has always been difficult for people with disabilities, especially in the area of employment. The vast majority of people with disabilities are either unemployed or underemployed with low wages and few benefits, and many governments are struggling to find a way of providing employment and benefits to people with disabilities without creating disincentives to work.

This book provides strategies and ideas for improving the lives of people with disabilities, exploring new ways of enabling a successful transition to an integrated adult working life by providing effective instruction and support. Following an introduction which outlines the importance of transition services and meaningful outcomes, topics covered in the remaining chapters include: person centered transition planning; enhancing competence and independence; employment assessment and career development; collaboration between agencies for a seamless transition; independent living and supported living; and community functioning skills.

The book will be of interest to all those who work with transition age students as well as those who work with adults with disabilities and want to enable them to have the best life possible. To paraphrase Helen Keller: "People with disabilities not only need to be given lives, they need to be given lives worth living."

Design for ALL, Aree DI Ristoro



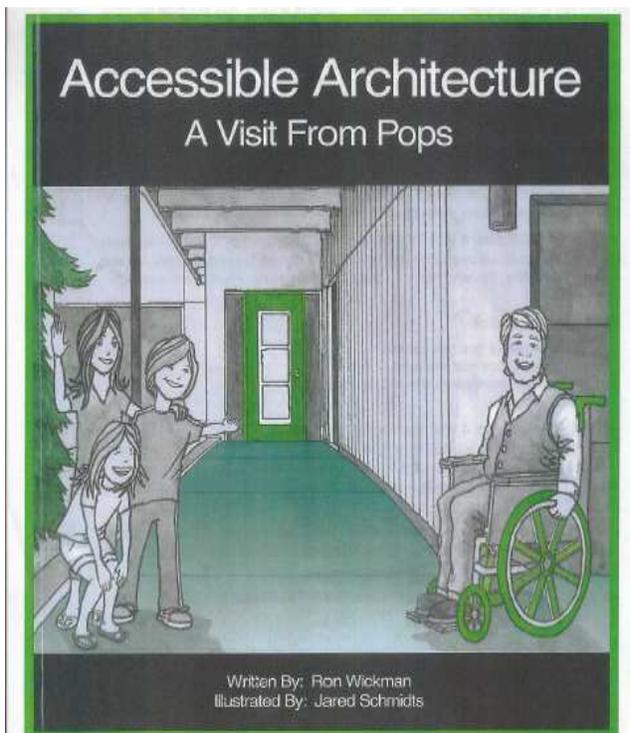
Luigi Bandini Buti
DESIGN FOR ALL | AREE DI RISTORO | il caso Autogrill |
Maggioli Editore, 2013
<http://shop.wiki.it/risultatoricerca.aspx?indizioricerca=luigi+bandini+buti>

This book has been born following the collaboration with Autogrill that, for its new facilities "Villoresi Est", has developed an innovative, Design for All oriented project. We then realized that the cares foreseen for "all" would not be noted by "the majority". If you are not on a wheel-chair, or blind, or you are not travelling with a large family or you don't have to look after your old grand-father, you will not be able to appreciate many of the attentions included into the project. It was therefore necessary to make more visible the virtuosity of the planning process and its results, which may not appear obvious to many people.

This publication is not meant to be a mere description, it is rather a critical analysis of the Villoresi Est rest area, included in a context that wants to examine in depth the methods and the means of Design for All.

Its main objective is therefore to use the "Autogrill case" to investigate the necessary steps to develop projects Design for all oriented, hopefully in an authoritative way.

Accessible Architecture



Edmonton Architect publishes - Adult Children's Book—Accessible Architecture: A Visit From Pops.

Edmonton Architect Ron Wickman launches his first book titled: *Accessible Architecture: A Visit From Pops* at the City Room in City Hall, Tuesday, March 15 at 5 p.m. Ron, son of the late Percy Wickman, MLA Edmonton-Rutherford 1989-2001, is a story written on the focus of Percy and his 3 grandchildren. Ron is best known for his accessible design. His most recent endeavor published by Gemma B. Publishing draws on his knowledge. Edmonton draughtsman Jared Schmidts illustrates with wit and precision the need for a house to be visitable by everyone.

As a child, Ron Wickman learned firsthand about the need for accessibility. His father became paraplegic after being injured by an industrial accident. Ron wheeled his father into many inaccessible places. A longtime Edmonton City Councilor Percy Wickman advocated for people with disabilities throughout his life.

Ron Wickman studied architecture in Edmonton and in Halifax, Nova Scotia, specializing in barrier-free design, designing houses and public spaces that were both beautiful and accessible.

Accessible Architecture: A Visit From Pops—is an adult children's book, which demonstrates the three principles for ensuring a house can be visited and enjoyed by everyone equally, including those with a disability. Following Wickman's design and renovation also enables homeowners to age in place.

Visitability principles include

- the front entrance must have no steps;
- all main floor doors must be at least 36" wide;
- an accessible washroom must be on the entrance floor.

Accessible Architecture: A Visit From Pops, by Ron Wickman, illustrated by Jared Schmidts and edited by Sarah Yates, is published by Gemma B. Publishing, a Winnipeg-based publisher. Gemma B. Publishing creates heroes and heroines living with a disability, in both fiction and non-fiction. The book will be launched at Edmonton City Hall, March 18 at 6 p.m. and available later at Audrey's Books in Edmonton.

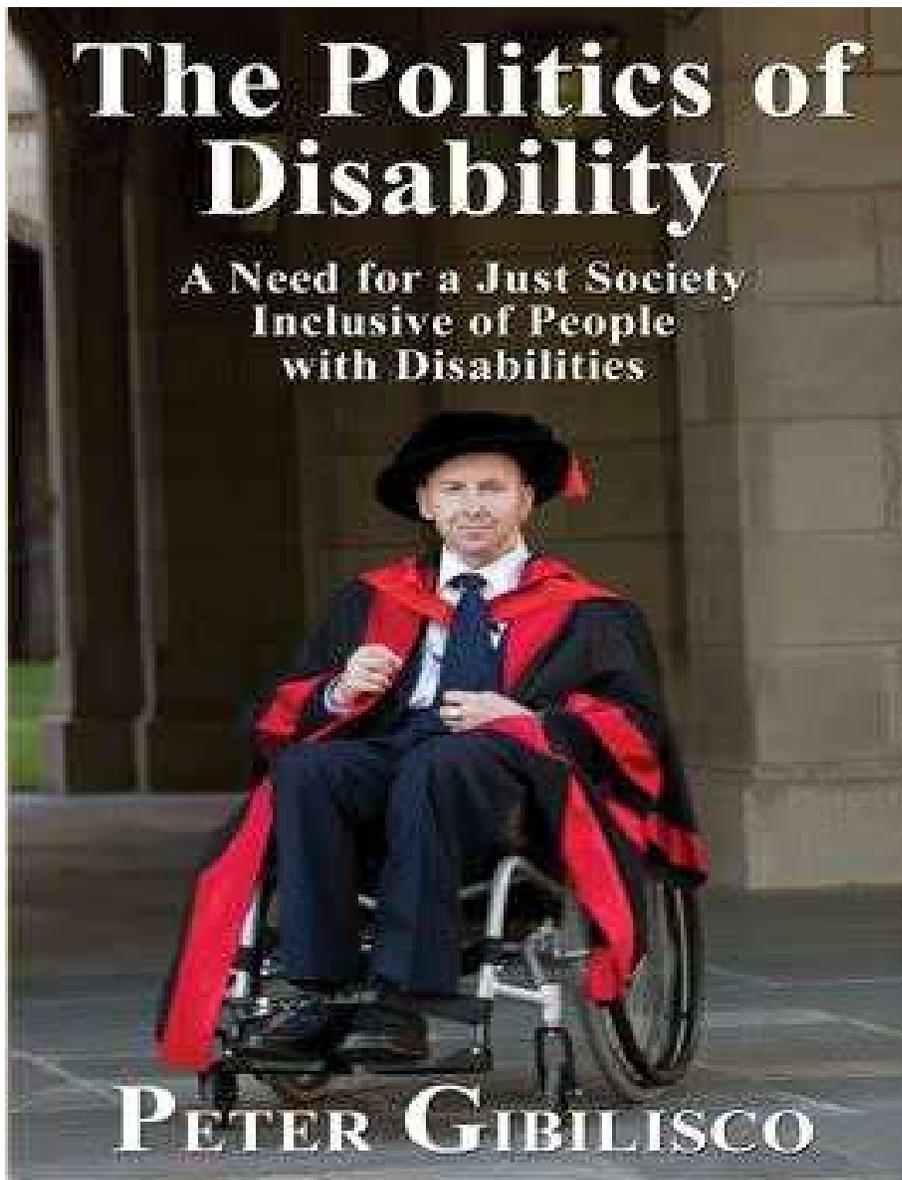
Ron Wickman will be available for interviews after the press conference at City Hall. His lecture at the Buildex Conference, Edmonton Expo Centre, Northlands will be held Wednesday, March 19 at 2:30 p.m.

Accessible Architecture: A Visit From Pops ISBN978-0-991697-0-8 sells for \$20.

- 30 -

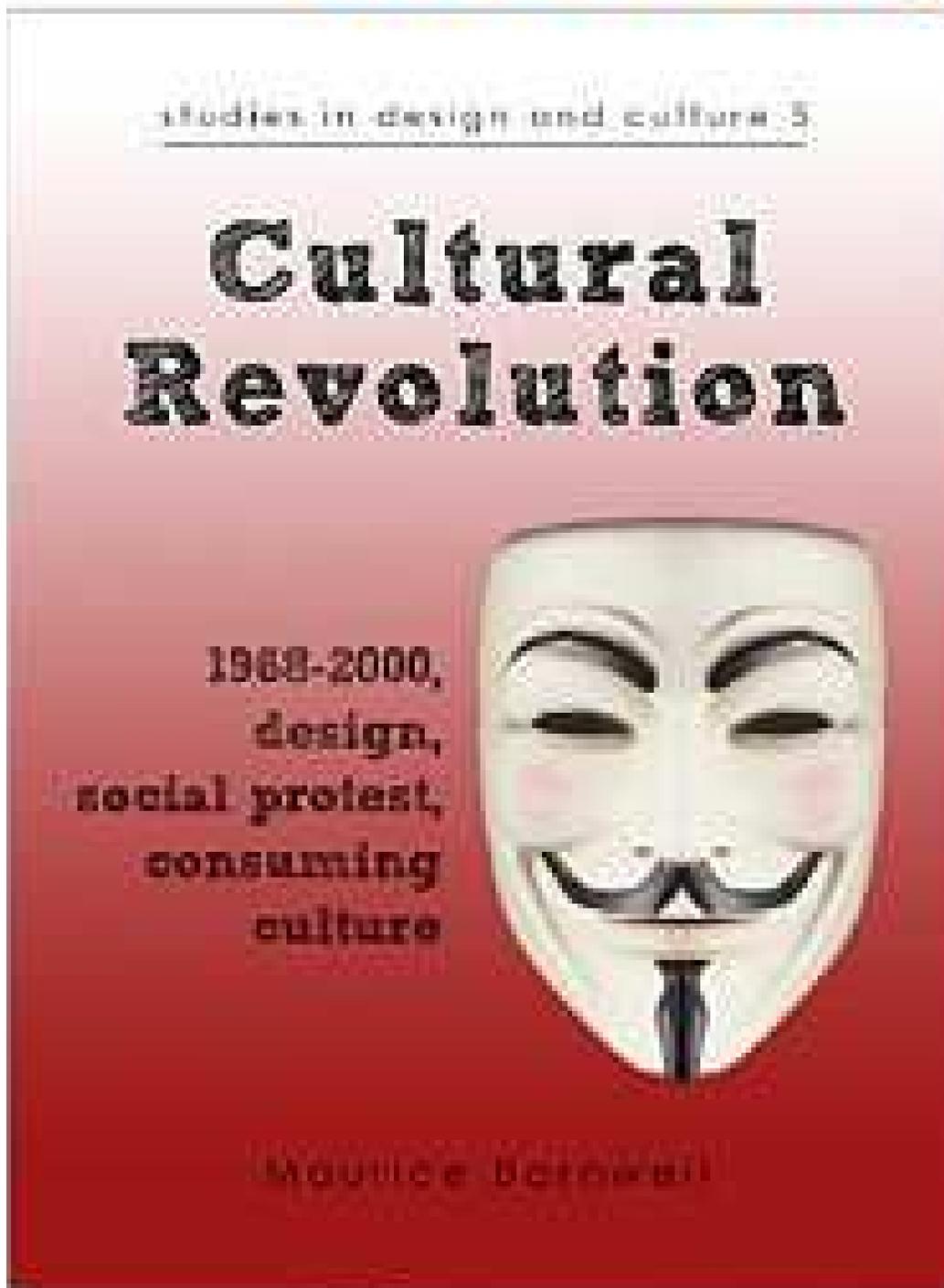
For additional information, contact:
Ron Wickman
Architect
780-430-9935
E-mail: rwickman@shaw.ca

The Politics of Disabilities, Peter Gibilisco



This book will retail for a recommended price of \$19.95 USD ISBN 978-1-77143-155-2, with an ebook version also available at a recommended price of \$7.95 USD ISBN 978-1-77143-156-9. You'll be able to buy it from all the usual places - Angus & Robertson, Bookworld, Fishpond, Amazon, Kobo, iBookStore, and Google's Play Store, amongst others.

Cultural Revolution by [Maurice Barnwell](#) (Author)



Design For All – the project for everyone.
Methods, tools, applications Volume 1 – 2 (Steffan, 2012)

Design for All – the project for everyone. Methods, tools, applications.
Volume 1- 2 (Steffan, 2012)

The publication highlights the multidisciplinary and cross-disciplinary of the Design for All approach, both in terms of issues addressed and of field of application. The accessibility of places and objects is nowadays a minimum requirement: it is only the starting point to allow their use by the widest range of people possible. Through professional experience and research, the paper tackles problems, methodologies and working tools, benchmarks.

The first volume covers the main areas of research and presents some examples at urban scale; the second volume illustrates examples of architectural design, products, services, university education.

The lack of compliance of the built environment and of the products, with needs that can be very different, causes a state of handicap. The lack of ability is a handicap only if the project has not taken it into account.

With these books we intend to stimulate debate, in-depth research, specialized studies, so that Design for All can be increasingly known and applied in more and more research and professional areas.



Published in Italian in December 2012 by Maggioli Editore (Santarcangelo di Romagna RN, Italy).

http://ordini.maggioli.it/clienti/product_info.php?products_id=8831 Volume 1

http://ordini.maggioli.it/clienti/product_info.php?products_id=8831 Volume 2

The on-line English version is also available since October 2014:

<http://www.maggiolieditore.it/ebook/tecnica/design-for-all-the-project-for-everyone-first-part.html>

<http://www.maggiolieditore.it/ebook/tecnica/design-for-all-the-project-for-everyone-second-part.html>

"Ideas, even good ideas, flourish only when practitioners commit to sharing their experiences, perspectives and aspirations. By organizing this publication and convening a distinguished international group of contributors, Editor Isabella Tiziana Steffan helps to establish the current state-of-the-art and affirms the significant potential of Design-for-All. She also delivers fresh inspiration to an expanded audience critically important to engage if Design-for-All/Universal Design is to realize its promise in the coming years.(...)We salute Editor Steffan for her passion, focus and hard work to bring this valuable contribution to fruition." (Valeria Fletcher)

NEWS:

1.

Capturing the Baby Boomer market in the digital revolution



Njonjo Githuka explores the Baby Boomers' spending power and how it relates to the importance of inclusive, accessible web design.



For Generation Y and the Millennials, it's hard to fathom a world where entire financial systems, healthcare or military applications did not run via a digital interface. Digital dependency is at an all-time high, and it is expected to grow at a blistering rate. However, as we race towards digitisation, who are we leaving behind?

Baby Boomers in the digital divide

For the Baby Boomer, formative years took place before the onset of the current digital revolution. As a result, Baby Boomers have had less exposure to digitised environments compared to their Generation Y and Millennial counterparts. Subsequently, their lack of 'digital fluency' has resulted in a 'digital divide' and marginalisation of sorts.

The Baby Boomer: A snapshot

The 'Baby Boomer' – also referred to as the 'Post-World War II baby' – is born between 1946 and 1964. Entering the world at a time of great optimism, hope and ideology, Baby Boomers created influence and the foundation behind the cultural, financial and social environments we live in today.

Technically, the Baby Boomer generation comprises two segments:

- The first Baby Boomers: Born between 1946 and 1955, the first Baby Boomers epitomised cultural changes in the sixties. Characterised by their individualism, social cause orientation, experimentation and free spirit, they were also the group that 'walked on the moon', and**
- Generation Jones: Generation Jones was the second lot of Baby Boomers born between 1956 and 1965. The term was coined by Jonathan Pontell, derived from the phrase "Keeping up with the Jones'", used to characterise competitiveness, yearning or craving. Enduring events such as the Vietnam War and the Watergate Scandal, Generation Jones' were less optimistic, cynical and had a collective distrust for government.**

We can assume the second group, Generation Jones, has been more exposed to digital trends due to being born at a slightly later date. However, while Generation Jones may be more receptive to technology, a holistic and inclusive outlook that collectively considers both segments may still be required.

The key consideration here is that the entire group is approaching retirement age and the overarching effects of aging will apply to both segments of Baby Boomers within the next 10 years.

Already, the first set of Baby Boomers is living longer than any other generation in history. Advances in medicine and healthcare have

seen lifespans increase significantly. Baby Boomers are expected to live three decades longer than their predecessors.

The Baby Boomers' spending power in Australia

Despite the 'care-free hippies from the swinging 60's' label, Australian Baby Boomers have lived through some of the most turbulent times in recent global history. From the great credit squeeze of the 70s to the massive global recessions of the 80s and 90s, they not only endured – they flourished.

It is estimated that a significant portion of the Baby Boomer population boasts higher than average annuity and significantly low or no debt. In addition, four out of five own their home outright. Comparatively, you would be hard-pressed to find another age group that is not struggling with its mortgages.

To put the Boomers' size and buying power into context, consider this. In Australia:

- **More than 40% of Baby Boomers are over the age of 50,**
- **Collectively, Baby Boomers control more than 40% of the nation's wealth, and**
- **Baby Boomers' inherent drive for survival, identity and independence has seen more than 40% delay retirement and become more financially secure since the 2008 global financial crisis.**

Baby Boomers have now become one of Australia's most lucrative consumer groups. Consequently, we need to consider how Baby Boomers are adapting to today's rapidly evolving digital landscape. This is crucial given that technology and digital trends are driven by a financial component: ecommerce.

Baby Boomer attitudes, behaviours and lifestyle trends

- **More than 70% of Baby Boomers view technology positively and see it as an important part of their lives,**
- **globally, more than 60% of Baby Boomers actively consume socially generated content, and these numbers are growing rapidly,**
- **due to convenience, the internet is fast becoming the Baby Boomers' primary means of shopping. In the US, those aged 50+ spend nearly \$7 billion per year online,**

- the typical US Baby Boomer customer spends \$367 online per year – double the average spend of US Generation Y customers in the same timeframe,
- globally, Baby Boomers spend more than any other consumer group,
- in Australia, Baby Boomers are spending more on high-end products that are typically marketed to Millennials,
- the average household net worth of the Australian Baby Boomer is in excess of \$1 million,
- more than 63% of Baby Boomers in Australia own financial assets and investments,
- in Australia, 75% of online purchases made by Baby Boomers are processed by Australian merchants, compared to 59% made by 18-to-24-year-olds who opt for cheaper overseas goods. This study by MasterCard suggests Baby Boomers demonstrate support for local industries and loyalty to homegrown brands, and
- in the US, Baby Boomers' spending power outweighs the GDP of some developed nations. Spending over \$3.2 trillion annually, Baby Boomers in the US spend more than the GDP of France, Italy and UK, just to name a few.

Capturing the Baby Boomers market and getting them involved

Given everything we know about the Baby Boomers' formidable spending power, it does not make sense to ignore the consumer group – especially given the explosion of its social media use in recent years. About 11% (14.8 million) of Facebook users are seniors, representing a 1,448% yearly growth for the older demographic.

With such strong interest in the digital revolution, our conversations need to shift from 'What can technology do for the Baby Boomers?' to 'What can the Baby Boomers do for technology?' The debate is no longer about the effect digital has on them, but the other way around.

Inclusive design and (aged) accessibility

So what do Baby Boomers have to do with web design and development? Accessibility.

Chatter around accessibility has been getting louder in recent years. The Australian government has become increasingly involved,

implementing directives such as a requirement for all Australian government websites to reach a certain level of accessibility compliance. Such rulings not only highlight legal requirements, but also promote 'accessibility for the masses' – a compounding problem that requires more creative, all-inclusive and user-centric solutions.

Current accessibility requirements are, for the most part, 'prescriptive'. While official web content accessibility guidelines (WCAG) may cover age related disabilities, they do not go far enough and certainly do not consider age-related issues – such as attitudes, task learning curves, diminishing attention spans, scepticism, new technologies, security and privacy concerns – that impact overall usability.

Inclusive design and web accessibility are intrinsically connected. However, accessibility only focuses on disability requirements and how to remedy them. Inclusive design, on the other hand, ensures all accessibility considerations are incorporated into a design.

Inclusive design case study

Norwegian electric car company, TH!NK, explored how inclusive design could influence the internal digital interfaces for its cars by running a study on various designs applicable to all user groups. Katrina von der Lippe, Director Design and Product Planning at TH!NK explained the outcome:

"We were quite ignorant about inclusive design until this project... We realised it is not specifically aimed at disabled people, but something that is benefiting the whole product and all users. That led to a new mindset in the company."

Inclusive design is now more important than ever. Bigger segments of the population are entering their twilight years, and it is unreasonable to expect full physical and cognitive ability for the entire duration of our lives. We are all dispositioned to age related disabilities. This concept has seen the term 'inclusive design' – also known as 'universal design', 'design for all' or 'barrier-free design' – sometimes referred to as 'designing for our future selves'.

Identification with a disability

The noble endeavour to include all users in the digital revolution will undoubtedly have its challenges. An ageing population presents a unique set of barriers for older cohorts.

For seniors, physical and cognitive abilities required to perceive digital content diminishes with age.

- Physical ability and motor skills impairments reduce dexterity, motor control and reflexes,**
- hearing impairments present difficulty perceiving high- or low-pitched sounds,**
- vision impairments reduce visual perception, colour contrast, sensitivity and near-focus, and**
- cognitive impairments inhibit concentration and short-term memory, making it difficult for users to complete task-based processes (such as navigating content or completing online forms).**

But it is not only the elderly at risk. Hearing and/or visual impairment also affect large segments of young people – and scientists have proven that reduced concentration is a problem more common in younger generations. With this in mind, we really need to question how disability is defined in the context of user experience and how this thinking has been limiting a wider adoption of inclusive design strategies in UX design.

Benefits of inclusive and universal design in UX for e-commerce

When it comes to business, the unequivocal benefits of 'designing for all' range from opening new curative potential markets to increased customer satisfaction and loyalty.

Increased market share, reach and bottom line

Accessible digital offerings and products are more usable and appealing to a wider audience. This complements and optimises marketing efforts, widens market scope and boosts profit. For example, Legal and General, a supplier of financial services in the United Kingdom, was aware its online presence was not accessible. After implementing universal design, Legal and General saw an increase of 13,000 viewers each month, along with a 90% increase in online sales, and an annual cost saving of £200,000 in web

maintenance. The entire project yielded a 100% return on investment over a 12-month period.

Higher level of user satisfaction and retention

Increased usability via a universal design heightens user satisfaction and promotes user retention. Efforts to 'include all' are also perceived positively by consumer groups, promoting a company's corporate social responsibility.

Market crossover for digital products

Like most innovations, digital designs begin with identifying target user groups. The result usually comprises highly specialised designs for these groups. However, such an approach makes it difficult to 'cross over' to other market segments. Universal design opens doors to wider markets, more users and potentially more financial benefit.

Satisfaction of customer needs and expectations

Where technology is concerned, the pressure to provide more usable designs is now commonplace. Consumers and consumer groups now directly engage providers with more accessible systems. Companies are now evolving design processes to accommodate a wider range of users. Universal design enables companies to create digital products that more closely match users' needs.

Reduced cognitive load at 'first use'

At first glance, users become dismissive of designs that are visually unappealing and hard to navigate. Due to its complexity, task abandonment may occur, or a user may take alternate measures such as phone calls to operational teams. This increases labour and internal business costs. Universality in designs results in accessible, simple, easy-to-use digital systems.

Increased productivity and employee retention

In digitised workplaces, the 'digital gap' also presents a 'performance gap' for the older workers. Inclusive digital environments facilitate productivity across the board, and help support an employer's business goals. The presence of older workers also enables the sharing of extensive experience, knowledge, and guidance down to younger staff members.

Advances in medicine and healthcare

There have been great technological advances in self-care and self-diagnostic personal medical devices for seniors. However, while we have seen a reduction in patient loads and associated medical costs, usability still remains a major barrier to innovation in this space. Without an inclusive approach to design, the full potential of technology cannot be realised. For example, the usability of healthcare applications has been below standard. Over 67% of medical practitioners and staff share dissatisfaction with current healthcare digital designs. The potential benefits of universal design in high pressure, high stress situations should be further explored. Users working in areas such as law enforcement, military, and rescue and fire services would undoubtedly benefit from simple, intuitive, and easy to learn digital tools. Reduced learning curves would also lead to lower training costs.

The future of accessibility and design

As the global appetite for digital consumption grows, UX research methodologies will be under pressure to provide solutions that appeal to a wider audience. Current research methodologies will need to be adjusted to include accessibility considerations, while testing will require a larger spectrum of users as opposed to highly targeted user segments.

While an important component of universal design is accessibility, its application and benefits are not restricted to people with disabilities. Universal design is a pattern of design thinking that incorporates the needs of all user groups, regardless of age, ability or situation.

More studies should be done to explore the desires of Baby Boomers, and how products and services suit them. Furthermore, businesses should put more emphasis on factoring older generations in their marketing plans. Actionable insights from these studies can then be aligned with expectations of younger market segments for maximum benefit.

As the legal and commercial pressures around accessibility and inclusive design grow, notions around 'designing for everyone' become difficult and complex. It is important to note that retrofitting accessibility and inclusive solutions are complex and expensive. The

good news is the cost benefit of inclusive design far outweighs current design approaches.

Njonjo Githuka is a UX consultant at U1 Group

(Courtesy Marketing)

2.

Persons with disabilities protest against new norms

THANJAVUR, INDIA: Persons with disabilities staged a demonstration in front of the taluk office on Tuesday protesting against the stringent conditions laid down for availing the benefits of the Social Welfare Department.

Led by the district secretary of the Tamil Nadu All Type of Differently Abled Persons' Association P.M. Elangovan, the protesters raised slogans denouncing the relevant Government Order stipulating certain stringent conditions for persons with disabilities to get the benefits. They wanted the GO MS No. 26 of the Social Welfare Department that "outraged" the honour of all applicants with disabilities to be withdrawn.

Among those who participated in the demonstration included district president S. Sivapriya, district vice-president P. Sangilimuthu, deputy secretary C. Rajan and Town president K. Mohan.

(Source: Hindu)

3. GAATES Board Member Dr. Victor Santiago Pineda Named to US Access Board

GAATES is pleased to offer our congratulations and share the news that our board member Dr. Victor Santiago Pineda has been named to the Architectural and Transportation Barriers Compliance Access Board (US Access Board). In sharing the news with the GAATES family, Victor added "...what an honor it is to be chosen to serve on the Architectural and Transportation Barriers Compliance Access Board. Furthermore, on the Board I have been nominated chair of committee developing regulations on passenger vessels. The next few years we will be addressing access regulations in a variety of areas including medical diagnostic equipment, trains, and smart

homes/smart appliances. I am eager to share the developments of this important work with you in the months to come.”

Please see the full WHITE HOUSE Press Release below for more information on Victor and other individuals named to the US Access Board.

President Obama Announces More Key Administration Posts

**THE WHITE HOUSE – Office of the Press Secretary
FOR IMMEDIATE RELEASE
September 8, 2015**

WASHINGTON, DC – President Barack Obama announced the appointment of the following individuals to key Administration posts:

- Victor Santiago Pineda – Member, Architectural and Transportation Barriers Compliance Access Board**
- Regina Blye – Member, Architectural and Transportation Barriers Compliance Access Board**
- Christopher Stephen Hart – Member, Architectural and Transportation Barriers Compliance Access Board**
- Mathew McCollough – Member, Architectural and Transportation Barriers Compliance Access Board**
- Karen Tamley – Member, Architectural and Transportation Barriers Compliance Access Board**

President Obama said, “I am honored that these talented individuals have decided to serve our country. They bring their years of experience and expertise to this Administration, and I look forward to working with them.”

Dr. Victor Santiago Pineda, Appointee for Member, Architectural and Transportation Barriers Compliance Access Board

Dr. Victor Santiago Pineda is President of the World Enabled and the Pineda Foundation, positions he has held since founding the organizations in 2003. Dr. Pineda was the University of California, Berkeley Chancellor’s Postdoctoral Research Fellow in Academic Diversity and an Adjunct Professor in City Regional Planning at University of California, Berkeley, positions he held in 2012. He was a Senior Research Fellow at the World Institute on Disability in 2011. Dr. Pineda was a Summer Associate at the Department of the

Treasury in 2006, a Researcher at the Institute for Urban and Regional Development in 2005, a Researcher at the University of California, Berkeley Kujacic Endowment in 2004, a member of the Youth Advisory Committee of the National Council on Disability in 2003, and a Principal Investigator with Energiz do Brasil in 2002. He has received numerous grants and awards, including a National Science Foundation Innovation research grant, a Fulbright-Hays Scholarship, and the AAPD Paul G. Hearne Leadership Award. Dr. Pineda received a B.A., B.S. and M.C.P. from the University of California, Berkeley and a Ph.D. from the University of California, Los Angeles.

Regina Blye, Appointee for Member, Architectural and Transportation Barriers Compliance Access Board

Regina Blye is the Executive Director of the Texas State Independent Living Council (SILC). Ms. Blye is a member of several national and statewide boards, including SILC Congress, National Council on Independent Living, Association of Programs for Rural Independent Living, Traumatic Brain Injury Advisory Council, Access Empowerment, and the Coalition of Texans with Disabilities. She has been a member of the Architectural and Transportation Barriers Compliance Access Board since 2011. Ms. Blye received an M.P.A. from the University of Texas and a B.S. from West Texas A&M University.

Christopher Stephen Hart, Appointee for Member, Architectural and Transportation Barriers Compliance Access Board

Christopher Stephen Hart is a consultant specializing in the Americans with Disabilities Act and Universal Design whose principal work is serving as the Technical Advisor for the Massachusetts Bay Transportation Authority and Boston's disability community. Previously, he was the Director of Urban and Transportation Projects for the Institute for Human Centered Design. Mr. Hart formerly served as an appointed member of the Governor's Transportation Advisory Reform Committee in Massachusetts and the National Steering Committee for Project ACTION, a national organization dedicated to promoting universal access to transportation for people with disabilities. Mr. Hart currently serves as a board member for LivableStreets Alliance, Disability Law Center, and Agassiz Village. He has been a member of the Architectural and Transportation Barriers Compliance Access Board since 2011. Mr. Hart received a

B.A. from the College of Public and Community Service at the University of Massachusetts, Boston.

Mathew McCollough, Appointee for Member, Architectural and Transportation Barriers Compliance Access Board

Mathew McCollough is the Executive Director of the District of Columbia Developmental Disabilities Council (DDC), which promotes independence and equal opportunity for individuals with intellectual and developmental disabilities. Prior to assuming the current position as the DDC Executive Director, he served as the Communications Manager for the D.C. Office of Disability Rights, the Americans with Disabilities Act compliance office for the District Government. Previously, he served as a grants manager and trainer with the Association of University Centers on Disabilities and for the National Service Inclusion Project – a training and technical assistance provider that advocates on the behalf of individuals with disabilities to fully participate in service and civic-minded programs within their communities. He has been a member of the Architectural and Transportation Barriers Compliance Access Board since 2011. Mr. McCollough received his M.P.A. in Public Administration from American University and his B.A. from James Madison University.

Karen Tamley, Appointee for Member, Architectural and Transportation Barriers Compliance Access Board

Karen Tamley is Commissioner of the Mayor's Office for People with Disabilities for the City of Chicago, a position she has held since 2005. Ms. Tamley co- founded the Disability Rights Action Coalition for Housing, where she served as a National Organizer from 1994 to 2004. She was Director of Programs at Access Living of Metropolitan Chicago from 1996 to 2005. Previously, Ms. Tamley was Housing Director at Atlantis Community, Inc. from 1992 to 1996 and an Executive Assistant at the National Disability Action Center from 1990 to 1992. She is a member of the Executive Committee of Meals on Wheels Chicago, the Board of Directors of Pace Suburban Bus, the National Advisory Panel of the Institute for Human Centered Design, and the Transit Access Advisory Committee of the Regional Transportation Authority. Ms. Tamley received a B.A. from University of California, Berkeley.

(Source: Post) (Courtesy: GAATES)

PROGRAM & EVENTS:



endorsed by



CII DESIGN
EXCELLENCE
AWARDS 2015

Welcome to CII Design Excellence Awards 2015

In an ongoing pursuit to establish design as a tool for national competitiveness, CII initiated the 'CII Design Excellence Awards' in 2011. In its fifth year, we are pleased to announce that applications are now open for the CII Design Excellence Awards 2015.

Endorsed by The India Design Council, CII Design Excellence Award is a celebration of Indian Design which will present the emerging face of design in India and its newer manifestations. The award seeks to demonstrate the value of design to the Indian industry and will be a true acknowledgement of the prowess of Indian design, innovation and originality.

This Design Award is a perfect opportunity for your company to hog the limelight and gain increased appreciation for being a design-led organization.

32 AWARDS

4 CATEGORY WINNERS

28 SUB CATEGORY WINNERS

Eligibility

Design

- ▶ The entry submitted for the CII Design Excellence Award has to be designed for / designed in India and manufactured and or marketed in India
- ▶ Submitted by a company registered in India

Period

- ▶ Design must be fully commissioned and in market or usage at the time of entry
- ▶ The design must have been realized in the calendar year of 2014 or 2015
- ▶ Prototypes cannot apply
- ▶ The entries must comply with the mandatory applicable standards for the given entry

TypographyDay 2016

Focus on 'Typography and Education'

25 - 27 February 2016 at [Srishti Institute of Art, Design and Technology](#), Bangalore

Call for Logo (deadline 31 July 2015)

Call for Papers (deadline 30 September 2015)

Call for Poster Design (deadline 31 October 2015)

<http://www.tyopday.in>

RFT Awards



Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example.

As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more life-friendly, for both people and the planet.

Registration is now open

Learn biomimicry and how to apply it while competing for cash [prizes](#) with students from around the world.

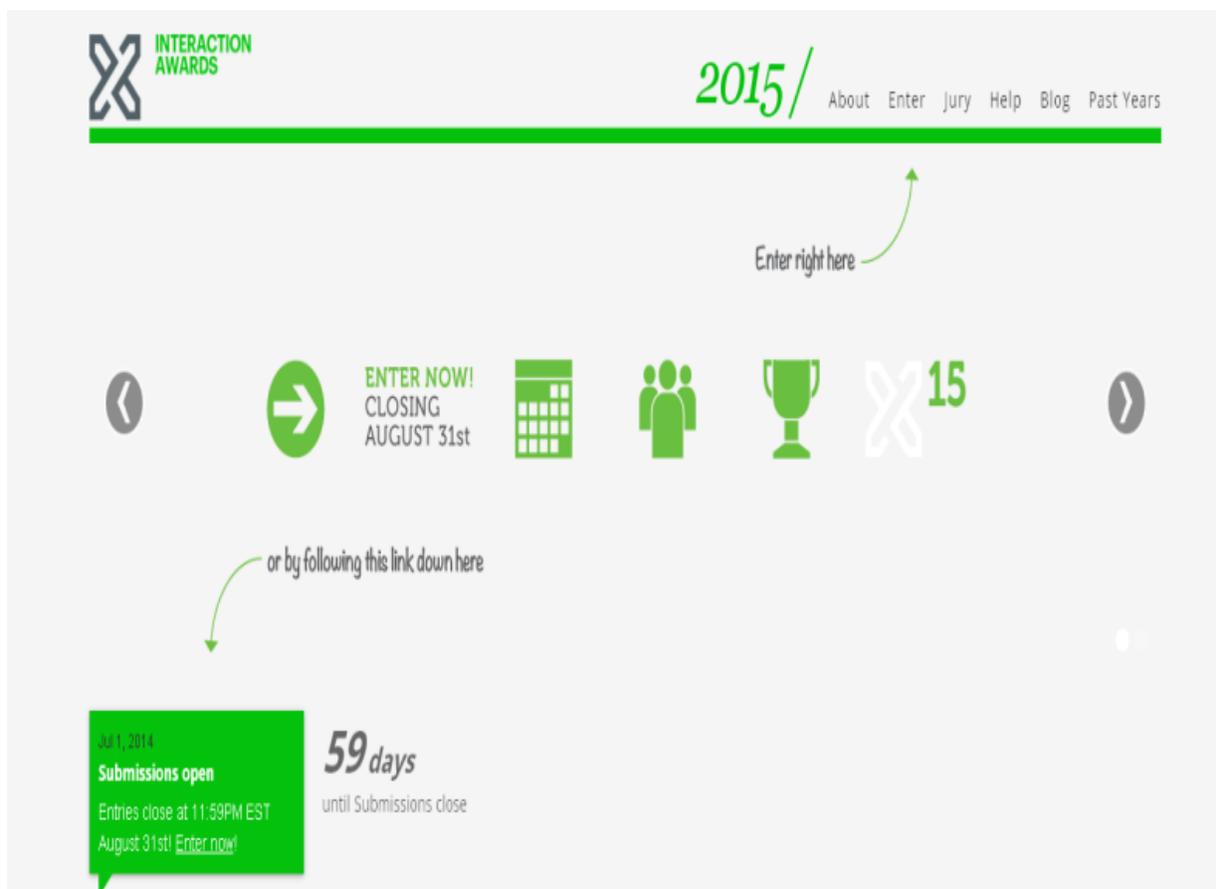
[Register](#) your team for immediate access to the [biomimicry design resources](#) and start developing your design solution today!



Transcend 2015



Interaction Awards 2015



EBU, The Vision for Equality Award



The voice of blind and partially sighted people in Europe

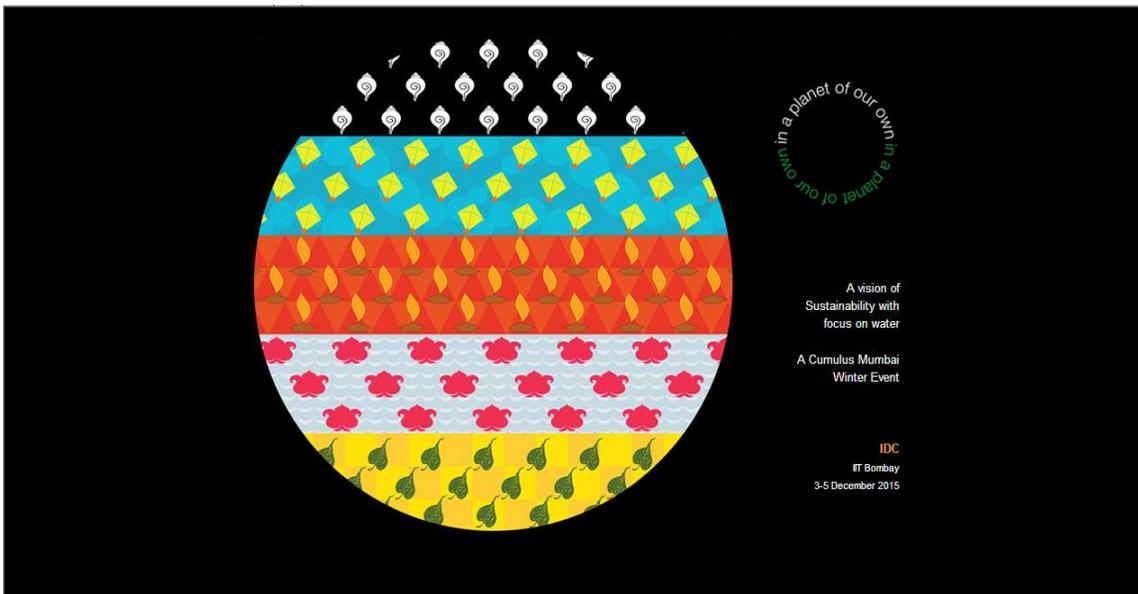
The Vision for Equality Award

The **EBU Vision for Equality Award** is given to European organisations, institutions, policy makers, enterprises or individuals in recognition of their commitment to protect and promote the rights of blind and partially sighted people and to improve their living conditions. The Award, which consists of a certificate and a piece of art by a visually impaired artist, is presented every four years on the occasion of EBU general assemblies.

Nominations may be put forward by EBU national members and are processed by the EBU Awards Working Group.

CALL FOR NOMINATIONS FOR THE 2015 EBU "VISION FOR EQUALITY" AWARD

A Planet of Our Own Cartoon Competition



Car
toon

Competition

We invite you to participate to showcase your ideas on sustainability during the Cumulus Mumbai 2015: In a planet of our own - a vision of sustainability with focus on water' by submitting a Cartoon created by you.

Design Cartoons on the theme of Sustainability with focus on Water

We invite cartoons which humorously communicate the seriousness of the theme, by rethinking sustainability with respect to water in terms of conservation, preservation and recycling. Rethink situations, rethink water, life, thirst, cleanliness, greenery, energy resources and everything else we use day in and day out to keep going. Rethink and depict how the saving of water that can fully give a new lease of life by either going back to nature or going back into the design process as a new paradigm that can affect our world..

Cartoonists are invited to interpret the theme of the event 'In a Planet of Our Own – a vision of Sustainability with focus on Water' as representations through designing of Cartoons. The **Winning Entries:**

- 1. The winning cartoons will be displayed as an exhibition during the event. We expect the exhibition to travel to other places as part of other events.**
- 2. The winning entries will also be published as part of a book to be released during the conference in December 2015.**
- 3. Each of the winning participants will receive 5 copies of the book.**
- 4. The winning participants will also be given the 'Certificate of Winning the Cartoon Competition'.**

**This competition is done in partnership with [Usability Matters.Org](http://UsabilityMatters.Org)
The Jury and the Judgment Criteria:**

The jury will be well-known professionals and socially active personalities. The names will be announced in due course. For judgment, the jury will use criteria such as creativity, humor, visual communication, presentation, persuasiveness, originality, cleverness, relevance of content and execution.

Submission Guidelines:

Entries : up to 5 cartoons per person

Size (hard-copy): A4 (210 X 297 mm) or A3 (297 X 410)

Size (digital): 300dpi and in dimensions of A4 or roughly 2500 x 3500pixels
Please make sure the resolution is 300 dpi so that it is suitable for printing

Technique: free - can be either hand drawn or digital using any medium

and email these with the subject line 'Cartoons' to:
contact@inaplanetofourown.net

or snail mail to:
Cartoons - in a planet of our own

IDC, IIT Bombay
Powai, Mumbai
400076
India

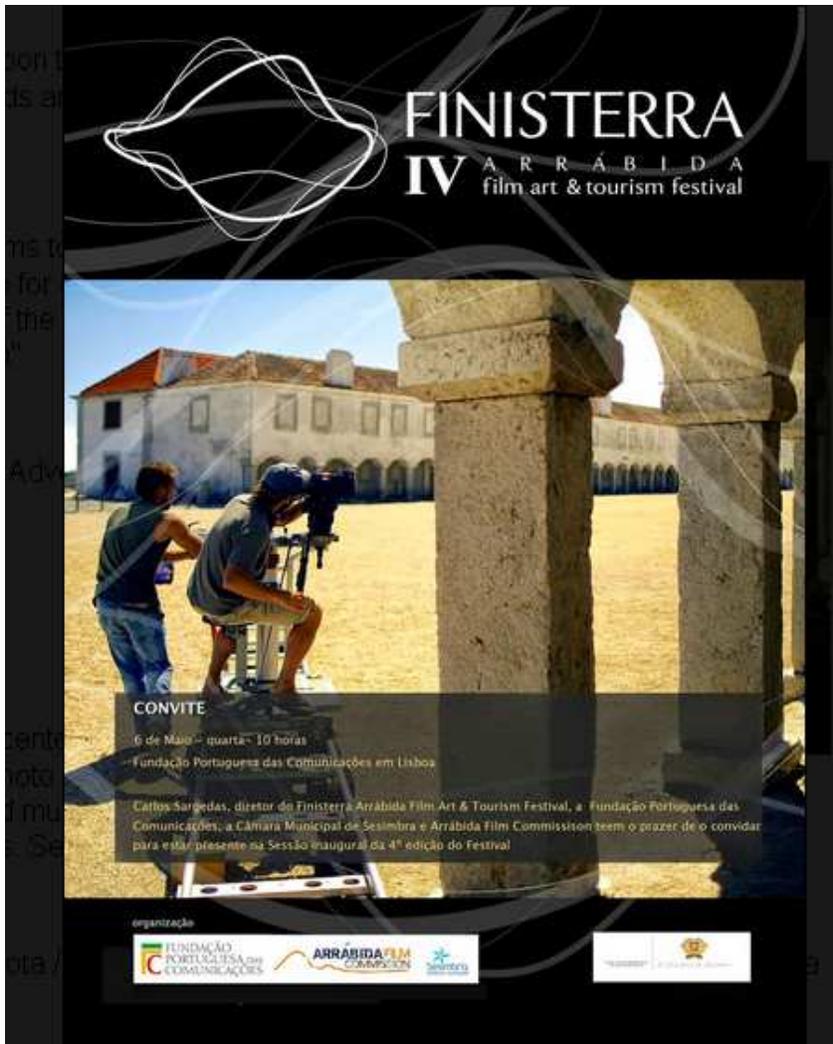


臺北設計獎 
Taipei International Design Award 2015



19th Triennial Congress of the
International Ergonomics Association
MELBOURNE • 9-14 August 2015
www.iea2015.org
Reaching Out



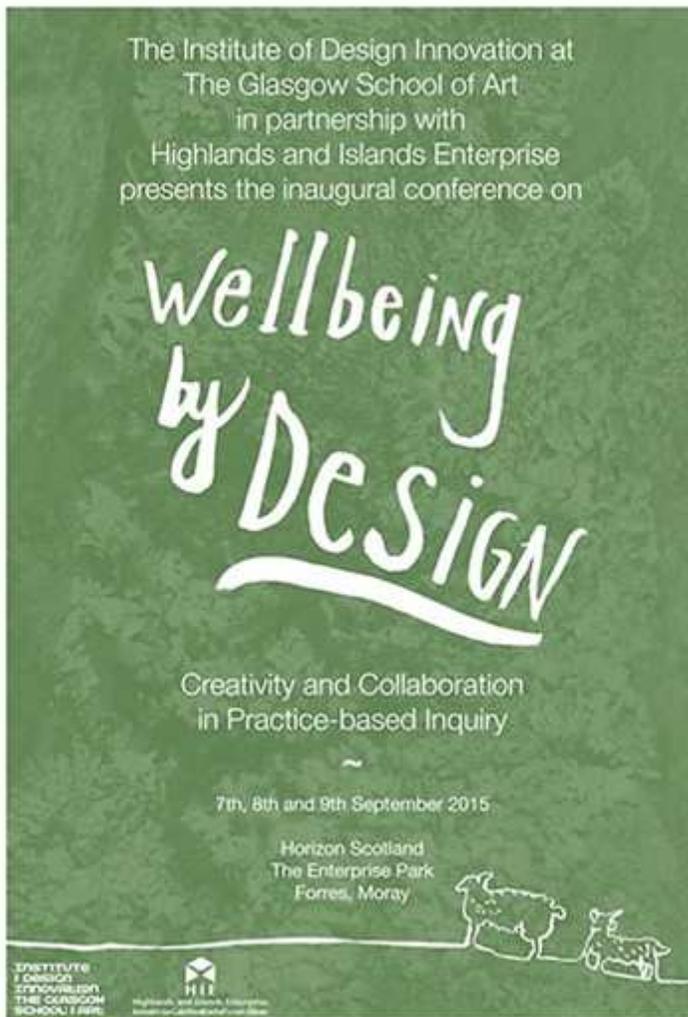




国際福祉機器展

Int. Home Care & Rehabilitation Exhibition

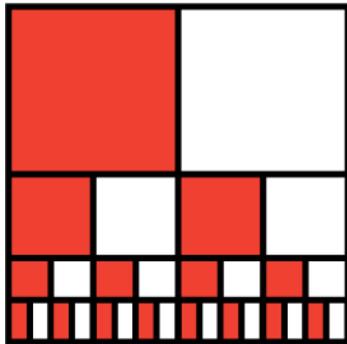
The 42nd International Home Care and Rehabilitation Exhibition 2015 will be held on October 7 – 9, 10:00 a.m. – 5:00 p.m. at Tokyo Big Sight, Tokyo International Exhibition Center, 3-11-1 Ariake, Koto-ku, Tokyo 135-0063, Japan.



14th Participatory Design Conference

15 - 19 August, 2016

Aarhus, Denmark



'Expo infoDesign'

3 Day Workshop:

Information Structuring, Architecture and Visualisation'

8th - 10th October 2015 from 9.30am - 5.30 pm at IDC, IIT Bombay

<http://www.idc.iitb.ac.in/events/expo-infodes-2015.html>

A banner for the 'UX Talent Fair 2015'. The background is a blue geometric pattern. On the left, there's a cluster of blue triangles. In the center, the text 'UX TALENT FAIR' is written in large white letters, with 'Job fair connecting employers with talent' below it. On the right, a hand in a suit sleeve is shown holding a small figure of a person in a suit. At the top left, it says 'ux india | 2015' and '2015.UX-INDIA.ORG'. At the bottom, there's a black bar with the text 'Venue: Vivanta by Taj Yeshwanthpur, Bangalore' and '5th, 6th, 7th October 2015'. There are also some small icons and a navigation bar at the bottom.

AIAP WOMEN in DESIGN AWARD



AIAP
WOMEN
in DESIGN
AWARD
PREMIO BIENNALE DESIGN
DELLA COMUNICAZIONE



SPARK



CALL FOR ENTRY
출품작 공모
INSCHRIJVING GEOPEND!
徵件中!
火热征集
AUSSCHREIBUNG ZUM WETTBEWERB
応募者募集中
DEMANDEZ VOTRE ENTRÉE!





**Real People,
Real Lives,
Real Progress**



DISABILITY INCLUSIVE PHOTO CONTEST

Sponsored by *New Mobility Magazine*
and PhotoAbility.net Stock Images

We are looking to break the mold and discover the best inclusive photos that will change the way the public, advertisers, magazine editors and business owners see disability. Your images can help eliminate social, structural and professional barriers!

Images should depict real people with disabilities of all ages in the following categories:

1. Lifestyle activities (dinner with friends, gardening, working, parenting, or enjoying a hobby)
2. Travel
3. Creative (unusual places, stylized, creative use of wheelchair parts, reflections, shadows, etc.)
4. Sports
5. Business/education
6. Portraits



The contest will run for 4 months, from September 1 to December 31, 2015. We'll announce monthly winners online and award the Grand Prize in the February 2016 issue of *New Mobility*.

- Monthly winners will each receive a \$100 cash prize
- Finalists and winners will be published on PhotoAbility.net (you'll receive royalties for images sold)
- Finalists and winners will be featured in a special gallery on PhotoAbility.net
- Winning images will be published in *New Mobility*
- Grand Prize winner will receive a \$500 cash prize and a write-up in *New Mobility* that includes the Grand Prize image

Photos must be taken with a camera that is at least 8 megapixels and may include iPhones and other mobile. All people featured in the images must be willing participants in the competition and sign a model release. You may enter as many photos as you wish. See all terms and conditions and register for contest and upload images at photoability.net/disability-inclusive-photo-contest.html

CORE77
CONFERENCE

20
15

DESIGNING HERE NOW

Join us October 22 - 24 in Los Angeles for an exploration of the spaces between design disciplines where today's most impactful work is taking place. The speakers are changing the definition of designer in business, production, creative partnerships and what we can expect from the field in the near future. You'll gain valuable insight and perspective on how to redefine what it means to be a designer, here and now.

Job Openings:

1.

Freelance visual web-designer wanted for funded recruiting startup

Shortlist Professionals

Description of Shortlist and need:

Shortlist is looking for a freelance visual web designer for part-time work that could turn into a fulltime role.

Shortlist is a funded online recruiting startup that is building an automated platform to help mid-career white-collar professionals find jobs in scaling small and medium enterprises. In particular, we look to place candidates in scalable social sector enterprises in the areas of access to finance, alternative energy, education, and healthcare. We are differentiated from other recruiting solutions in both the markets we target and the 3D nature of the assessments we put candidates through to determinewhere they will be the best fit (including personality tests, practical case exercises, voice interviews, and big-data analysis). Shortlist is a multi-national company with operations commencing simultaneously in the US, India, and East Africa.

While major components of the site's UI and design are being finalized, as we launch the site in the next few weeks, we will have plenty of need for project-based support from a capable and user-experience oriented designer. They will expand on the design direction that we've established, detailing out new components of the site and adding more detail to existing wireframes.

In particular, we believe the following qualities are desirable:

- **Willingness and ability to work effectively from remote locations (if located outside Mumbai)**
- **Experience and savvy with consumer-oriented design for web in India**
- **Passion: for UI/UX, recruiting, or startup entrepreneurship (or really anything at all!)**

Logistics and other details:

- Attached to [this link](#) are early sample wireframes of the site.
- Compensation will be highly competitive at market rates.
- Interested candidates are asked to submit their portfolios and 1-2 sentences on what makes them passionate about what Shortlist is trying to build.

Send materials and details to:

Rishabh Khosla

Managing Director, India

Shortlist Professionals

rkhosla@shortli.st

www.shortli.st

+91 981 981 4817

2.

ABOUT SAP

As the market leader in enterprise application software, SAP helps companies from various industries “Run Simple”. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations.

The Suite Engineering User Experience Team is responsible for designing the latest and greatest SAP offerings.

You will work on projects from Internet of Things to core next generation ERP software with some customer facing work thrown . We use Design Thinking as our core methodology.

We have dramatically simplified our user experience with SAP Fiori (<https://experience.sap.com/fiori>) and you can become part of this journey going forward.

Educational Qualifications :

Bachelor’s / Master’s with Art/ Bachelor’s Science Degree in Human-Computer Interaction, Media or Industrial Design from a reputed design institute like NID, IDC, Srishti etc preferred or with relevant work experience.

Please drop in a mail with CV and portfolio link to srividya.v@sap.com

ONLINE Portfolios preferred. Just put up your work in a blog somewhere or an online pdf.

Please don't send large pdf portfolio files.

3.

Turian Labs is a Innovation Research & Strategy consulting company based at Pune. Our services encompass user centered-research for product/brand/cultural insights, megatrend driven business foresights & executive learning programs with an aim to build 'design-led' organizations.

Our team consists of people from diverse backgrounds and universities. We are looking for self-motivated and talented people to join our team at our Pune office.

Graphic Designer & Researcher - One Position

Turian Labs uses graphics as a tool for design led innovation, beyond the conventional realms of just identities, brochures, packaging & UI design. Our research assignments need intelligent use of communication design to create visual stimulus. The innovation strategy projects where we work with senior management in the organizations, require compelling storytelling skills. We are looking for a candidate who aspires for a seat on the decision making table, using the graphic design & communication skills.

Candidate must be a graphic/communication design graduate (or from other design streams but with significant body of work in graphics) from any of the renowned design colleges/applied arts colleges. He/She should be ready to travel in India/abroad on the research assignments. Experienced profiles would be preferred. Immaculate command on written and verbal communication in English is a must.

Send your résumé with half a page cover note about yourself to manoj at turianlabs dot com.

4.

Position: Communication designer

Experience: 0 - 3 years

About the position:

Koove is looking for a Visual / Communication Designer who can communicate the context of our product and lead the design of visual/ communication materials. If you're excited about working in a start-up, multi-tasking and trying new approaches, this would be the perfect opportunity for you.

Responsibilities:

- **Working closely with the marketing team to prepare communication plans and create visual identities for different marketing requirements and its various manifests (Koove app, Facebook promotions etc).**
- **Produce high-quality visual designs—from concept to execution, including those for web and mobile devices at a variety of resolutions (icons, graphics, and marketing materials).**
- **Create and iterate on assets that reflect the brand and enforce a language.**

Qualifications

- **We are open to receive applications from recent graduates as well as more experienced professionals (upto 3 years of experience)**
- **Bachelor's or Master's degree in graphic design, visual design, or art from a competent program in India or abroad.**
- **High level of skills in Adobe Creative Suite (Photoshop, InDesign, Illustrator) and presentation softwares.**
- **Ability to think critically and have exceptional attention to detail.**
- **An appreciation for the psychology and cognition of visual design, and a strong interest in design research, storytelling and information design.**

Interested candidate can email your resume and portfolio at paulami@koove.com

5.

We are looking to hire a UI Developer. Here's brief JD in case you/anyone you know is interested in this position.

Job Title: UI Developer

Education Level: Bachelors/Masters in Computer Science or Engineering or any relevant discipline, 2+ years of experience

Location: NCR, Currently in South Delhi

Who We Are:

JyotKiran Networks Private Limited is a consumer facing e-Commerce startup. The founding team consists of serial entrepreneurs with an Ivy League educational background and several successful exits of companies they founded. Over the last 20 years, we have built companies that have been acquired for over \$500M in value by major MNCs. Additionally, one of the founders is an experienced investor, as a partner in a large US-based VC fund and has within the last 4 years invested in over 20 start-up companies based in India and in USA. We are Stanford University, Oxford University and Columbia Business School alumni and are currently based in New Delhi. You will be part of the excitement at a well-funded start-up company with the stability to challenge the best in the industry. We have built a world-class team, which is driven by innovation and the ability to create game changing businesses.

As we currently are in stealth mode all we shall disclose publicly for now is that our USP is using a behavioral science based approach and data analytics to provide a better match between consumers and products by better understanding consumers needs and desires.

What You Will Do:

You will report to our Chief Software Architect and work closely with our Head of Content Strategy, Creation and Distribution and be involved in key activities that will drive the development of the website and mobile app.

We are building a world-class consumer facing platform with front-end native-mode app for mobile (android) as well as a web-based app capable of running on several popular browsers. You will play a key role in leading the efforts with regards to designing and architecting our products and HTML templates and also work to simplify complex UI flows on our web and mobile applications. You will work closely with our marketing team to make design and functional changes based on requirements for marketing purposes, consumer A/B testing and consumer feedback.

What You Will Gain:

You will get the opportunity to get in at the ground level of a start-up. You will work with very accomplished founders and become part of a world-class team, which is driven by innovation and the ability to create game changing businesses. This is an amazing, personal career growth opportunity, the opportunity to get onto a rapid career growth path.

Who We Are Looking For:

We're looking for someone with

- **2+ years of experience in which they have independently architected and developed websites to modern standards with HTML5 and CSS3.**
- **Strong experience with Javascript/jQuery, HTML, CSS, preprocessors such as SASS or LESS, and Javascript frameworks like AngularJS or Backbone**
- **A portfolio that represents a range of developed websites**
- **Strong knowledge of website development**
- **Passion for emerging technologies and the hunger to innovate**
- **Excellent written and verbal communications skills.**
- **Strong organizational skills and attention to detail.**
- **Team player attitude**
- **Creative personality**

How to Apply:

Please send your resume to Kavita Singh at kavita@jyotnet.com. Please feel free to mail us if you have any questions/clarifications.

6.

Company Information:

Our startup project (in Mumbai) [hubbnw](#) is an online learning platform where each course, each session, each day is led by an instructor. So students are not just watching a pre-recorded video but are actually having fun learning and interacting. We are targeting parents directly and want to bring the learning experience into their homes as either after school sessions or sessions throughout the summer.

Scope:

We want to redesign hubbnow.com. As of now, the current website is trying to sell our service to the customer without educating them on what we actually do, how we're different from competitors, our benefits, etc. This is what we aim to accomplish on our new landing page.

On top of that, we would need redesigns for our:

-How It Works page

-About Us page

-List of courses we offer page

-Course description page (same format for each course)

-Jobs/Careers page

-dashboards for user accounts (parent, student, admin, instructor, academic performance manager(apm))

As well as illustrations throughout the whole site. Simple line-frame illustrations is all we need

We will have basic mockups with the information that we want to portray on these pages.

Interested people can please email Prashanth with some samples of work at prashanth.sankaran@hubbnow.com with cc to me mgvaze@gmail.com and write in the Subject line: Hubbnow design project

Please note that the deadline on delivery is very tight by first week of October.

7.

There is an urgent opening for Fashion Design Faculty at Vanita Polytechnic, Varanasi (Affiliated to SNTD Women's University).

They are keenly interested in hiring a NIFT graduate. Especially Fashion Design graduates who can teach the fashion design related subjects.

I request you to please circulate this message to all Alumni (freshers can also apply) so, that the Interested candidates may contact Dr.Annapurna Shukla (Director) at E-mail: annapurna.shukla@yahoo.com,vanita@gmail.com Or Mobile: +91 9451887474.

8.

Please write with your resume directly to hr@iihs.co.in.

Senior Associate – Design

About Us The IIHS is a national education institution committed to the equitable, sustainable and efficient transformation of Indian settlements. IIHS is a prospective national University for Innovation, focused on India's on-going urban transformation. It will address the challenges of urbanisation through an integrated programme of high quality education, research and knowledge generation, executive training, distance learning, design and advisory services, advocacy and intervention. For more information, please see <http://www.iihs.co.in>

Job Description

The Senior Associate - Design shall create visual concepts to communicate ideas and messages. S/he is expected to develop the concept, overall layout and production design for advertisements, brochures, posters, reports and infographics, for print and on-line requirements.

Activities and Tasks The responsibilities would include, but not be limited to the following:

To be in charge of all internal and external visual communication (Brochures, flyers posters, reports, websites, newsletters, e-mailers, collaterals, etc.);•

To handle projects from ideation to execution: From design to artwork to final execution ;•

To actively engage in concept discussion with all internal teams;•

To manage multiple deliverables with minimum guidance and without compromising quality;•

To work on different branding solutions: Brand Identity, Brand Support, Outreach Design;•

To be able to work well within teams and handle multiple requirements, concurrently.•

Structure and Reporting Senior Associate - Design, will report to the Lead – Media and Design.

Person Specification The candidate should possess:

7- 8 years of professional experience;•

Strong technical skills in Adobe Acrobat, Adobe Photoshop, Adobe Illustrator• & CorelDraw;

Strong working knowledge of MS Office tools;•

Good experience in brand identity design and website design;•

Great aesthetic sense, high quality work output, versatility, quick response to deadlines and a keen eye for detail;•

A well rounded design portfolio;•

Ability to work in a non-micro managed environment;•

High integrity and work ethics;•

Drawing skills, animation, Knowledge of HTML, web-programming, WordPress or any CMS based web applications and Hosting sites on FTP;•

Excellent communication skills and high degree of proficiency in various graphic and design tools/software; experience in digital/web design and programming;•

The position requires good language skills in English, Kannada or Hindi. S/he should possess excellent inter-personal skills, and should be comfortable working in an inter-disciplinary environment.

Contact Please send an updated resume and a cover letter addressing how you meet the above requirements to:

Human Resources

IIHS Bangalore City Campus

No. 197/36, 2nd Main

Sadashivanagar

Bangalore 560080

P: +91-80-67606666

F: +91-80-23616814

Email : hr@iihs.co.in (*Subject : Senior Associate - Design*)

9.

UED @ Quikr India Pvt. Ltd. is expanding at its headquarter in Bangalore. We are looking for energetic and creative guys for following positions.

- 1. Creative & Visual Designer (2-5 Yrs Exp)**
- 2. Communication Designer - Online Marketing (1-6 Yrs Exp)**
- 3. UX / Interaction Designer (2-7 Yrs Exp)**
- 4. Front-end HTML Developer (2-8 Yrs Exp)**
- 5. Mobile Application UI/UX Experts (2-6 Yrs Domain Exp)**

Candidates from internet companies will be preferred.

Mail your CV and Portfolio at:

nitin.sethi@quikr.com

aman.mehta@quikr.com



Advertising:

To advertise in digital Newsletter

advertisement@designforall.in

Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India

News and Views:

Regarding new products or events or seminars/conferences /workshops.

News@designforall.in

Feedback:

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

Feedback@designforall.in



Forthcoming Events and Programs:

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.

Forthcoming Events and Programs:

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.

Chief-Editor:



Dr .Sunil Kumar Bhatia Faculty Member,

13, Lodhi Institutional Area, Lodhi Road, New Delhi-110003(INDIA)

Editor:



Shri L.K. Das

Former Head Industrial Design Center, Indian Institute of Technology (Delhi), India

Associate Editor:

Shri.AmitavBhowmick Industrial Designer Small Industries Service Institute. Ministry of Small scale, Government Of India, Delhi

Editorial Board:

Mr. M.L.Dhawan

Mr. Pankaj Sharma

Mr. Pramod Chauhan

Special Correspondent:

Ms.Nemisha Sharma ,

Mumbai, India

Nemisha98@gmail.com

Address for Correspondence:

13, Lodhi Institutional Area,

Lodhi Road, New Delhi-110 003India.

Material appearing in this Newsletter may be freely reproduced. A copy of the same and acknowledgement would be appreciated.

This Newsletter is published monthly, by Design for All Institute of India,

3 Lodhi Institutional Area,

Lodhi Road, New Delhi-110 003 (INDIA)

Tel: +91-11-27853470

E-Mail: newsletter@designforall.in

Website: www.designforall.in