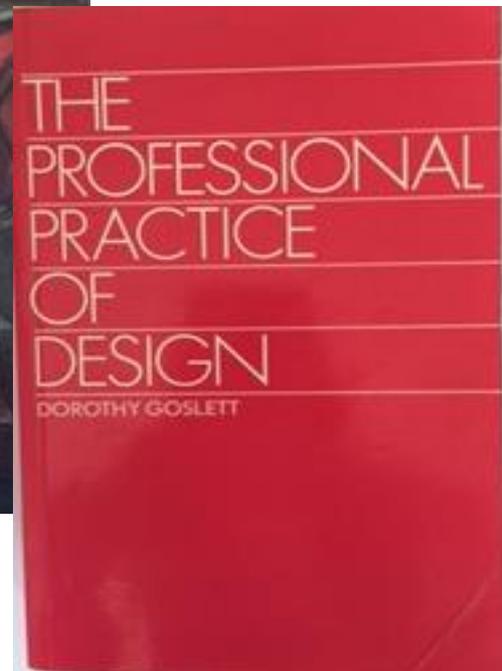
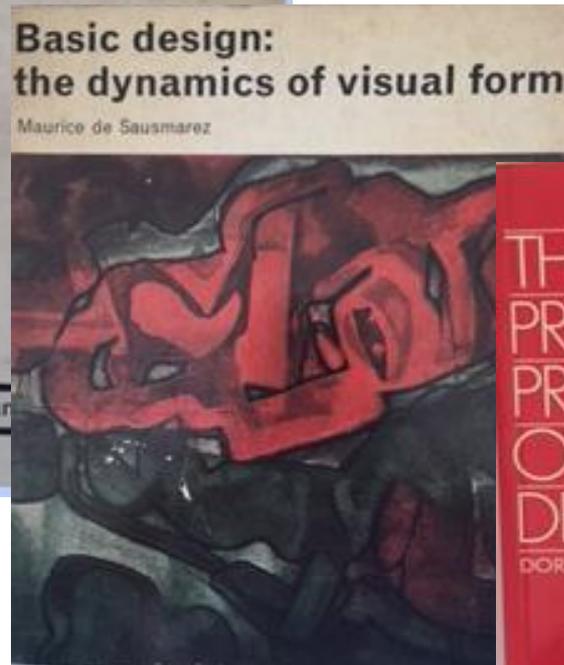
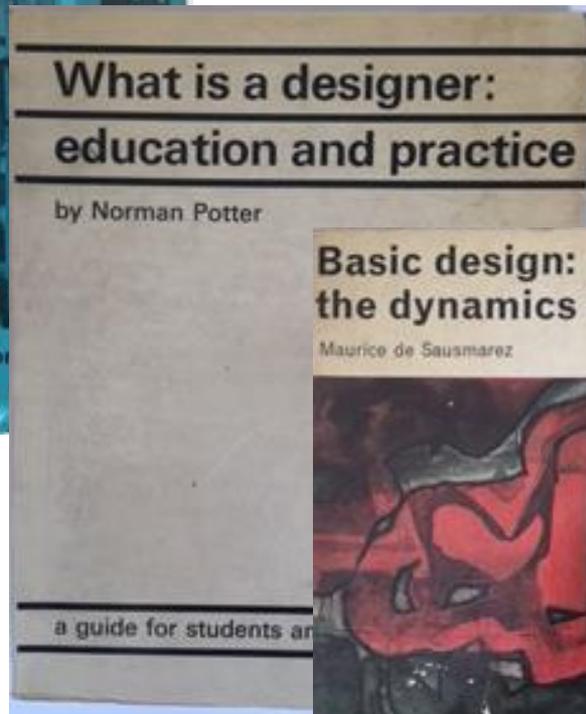
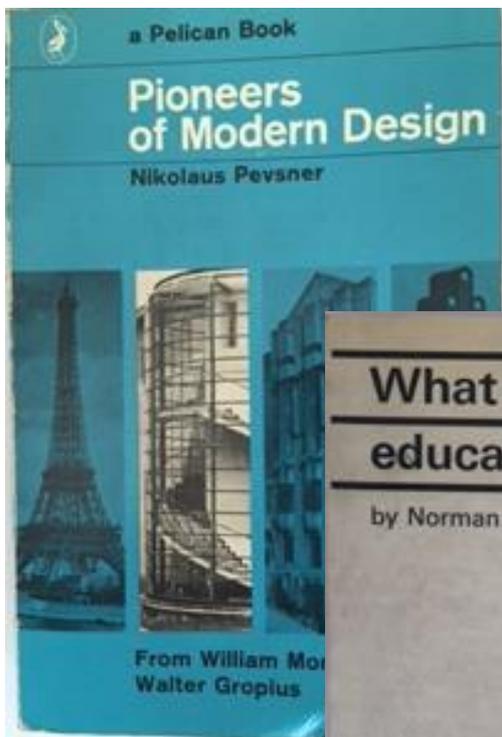
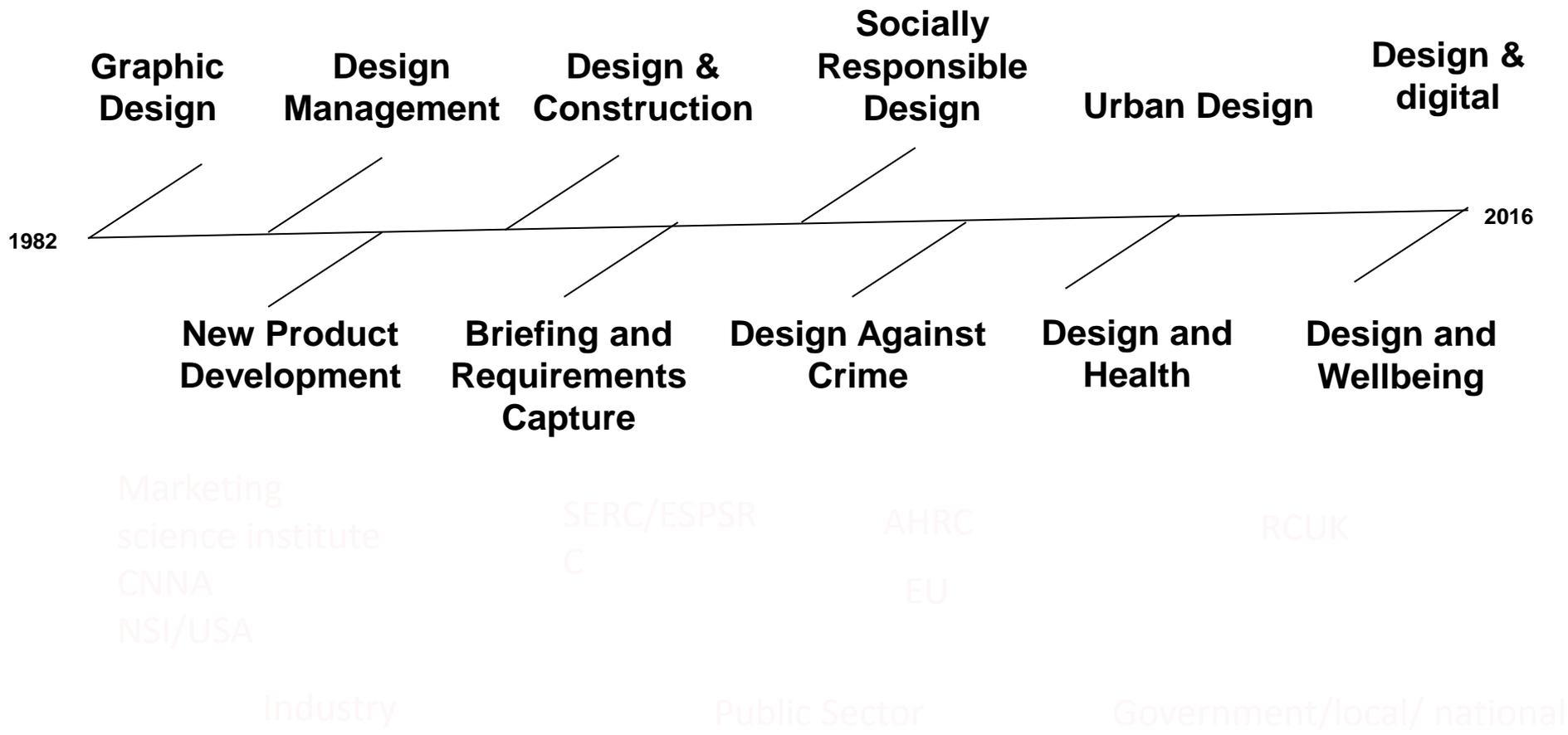
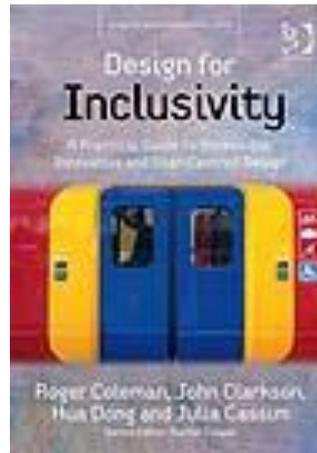
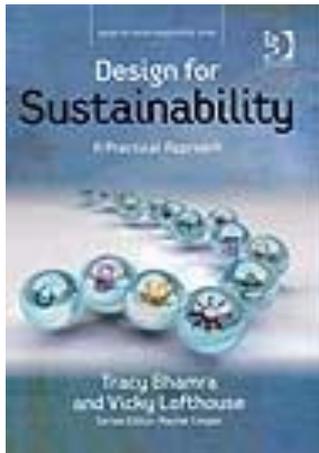
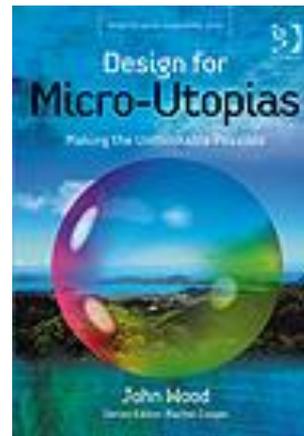
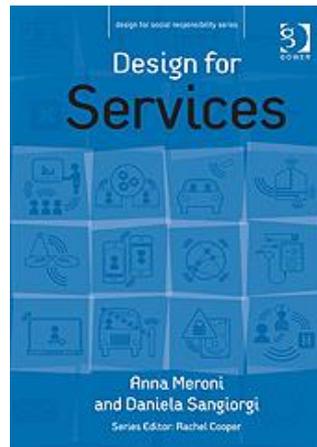
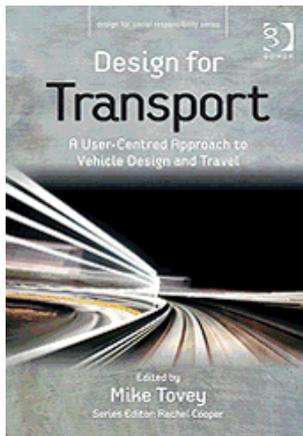


Design Schools & the educational turn

Rachel Cooper PhD OBE







Forthcoming

Design Against Crime

Caroline L. Davey and Andrew B. Wootton

Design for Personalisation

Edited by Iryna Kuksa and Tom Fisher,

Design for Healthcare

Rachel Cooper and Emmanuel Tseklevs

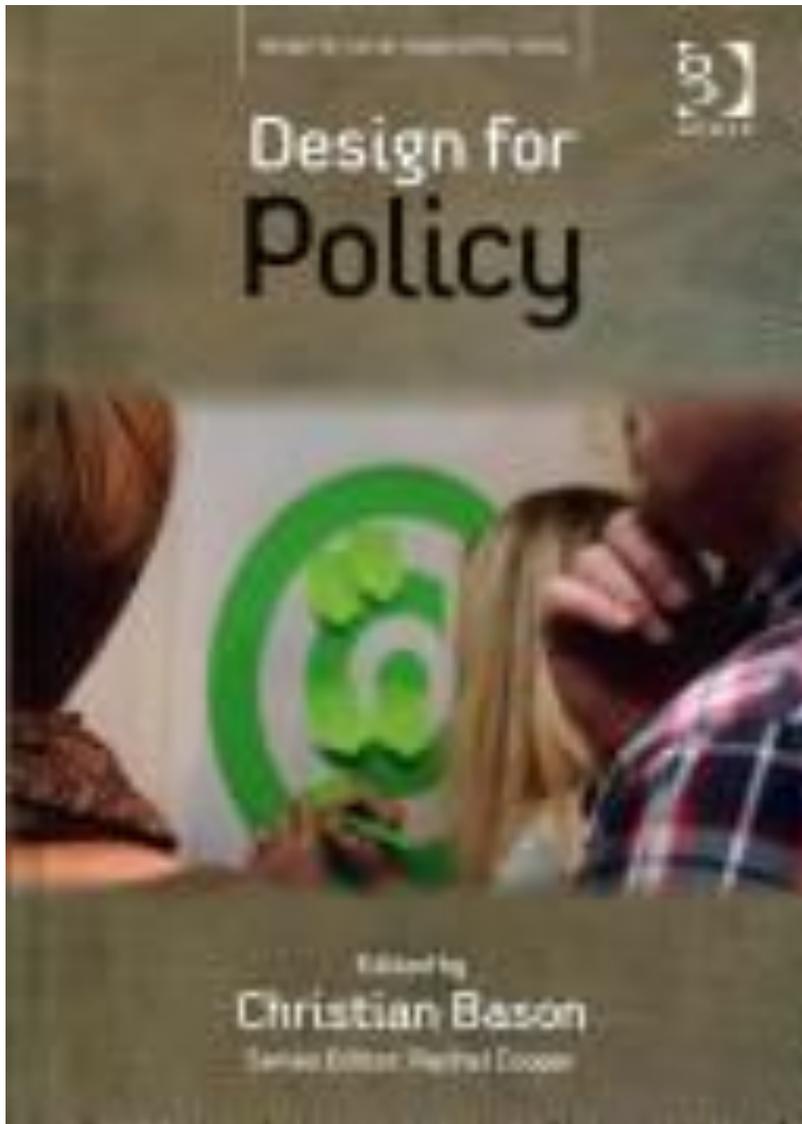
Books from 2000's
design school traditions

Thinking about:

Design for Development

Design for Education

Design for

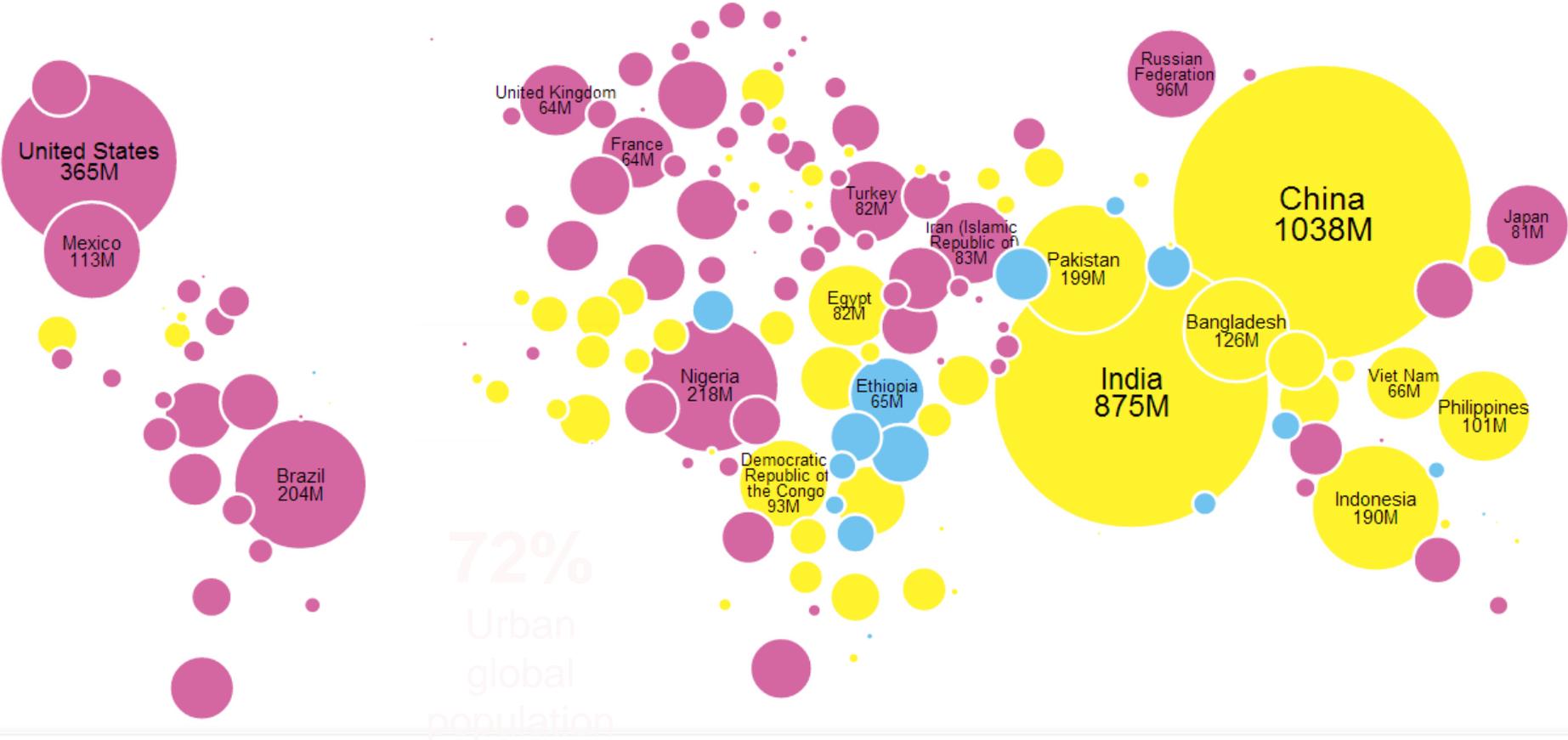


Design for Policy charts, for the first time, the emergence of collaborative design approaches to innovation in public policy.

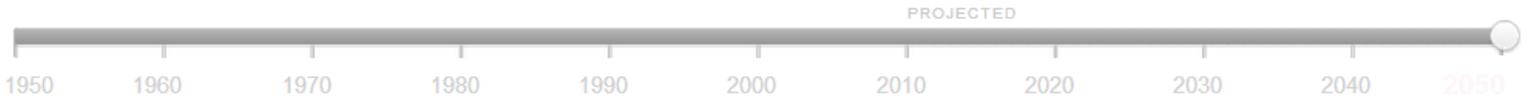
Why is this change
important?

The Changing Urban World

This graphic depicts countries and territories with urban populations exceeding 100,000. Circles are scaled in proportion to urban population size.



72%
Urban
global
population



UNICEF Urban Population Map (2012)

- Urban Population
- Greater than 75%
 - 50% - 75%
 - 25% - 50%
 - Less than 25%

9.3m additional urban in uk residents by 2062

Estimates of demand require

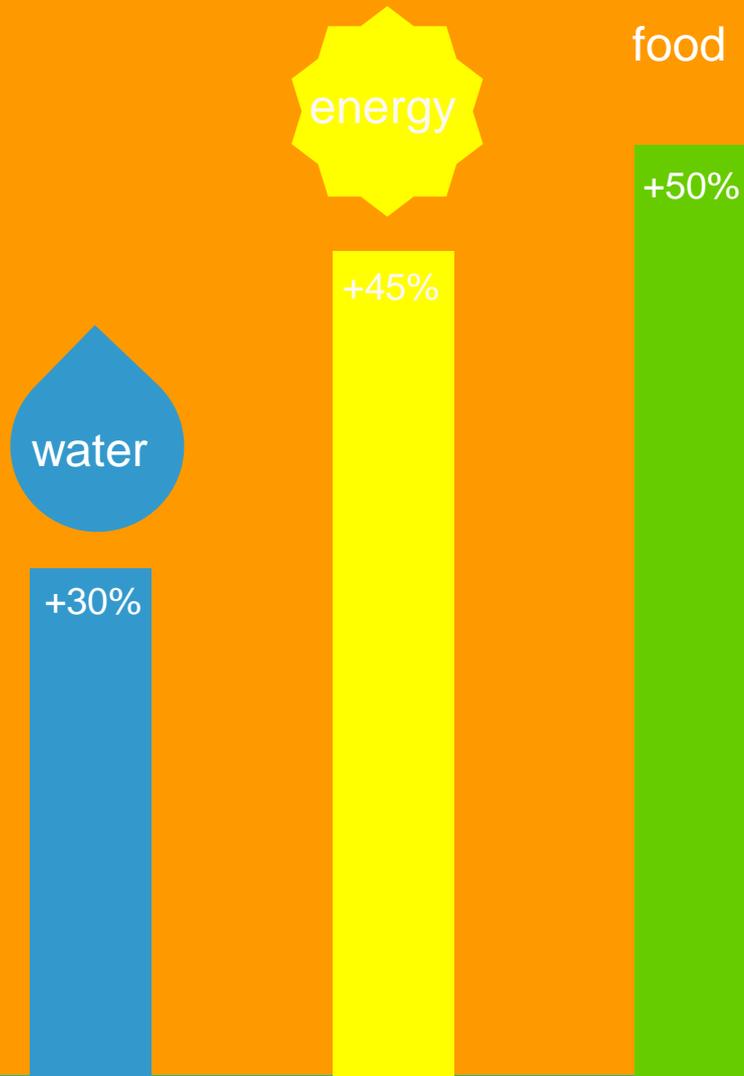
245,000 new

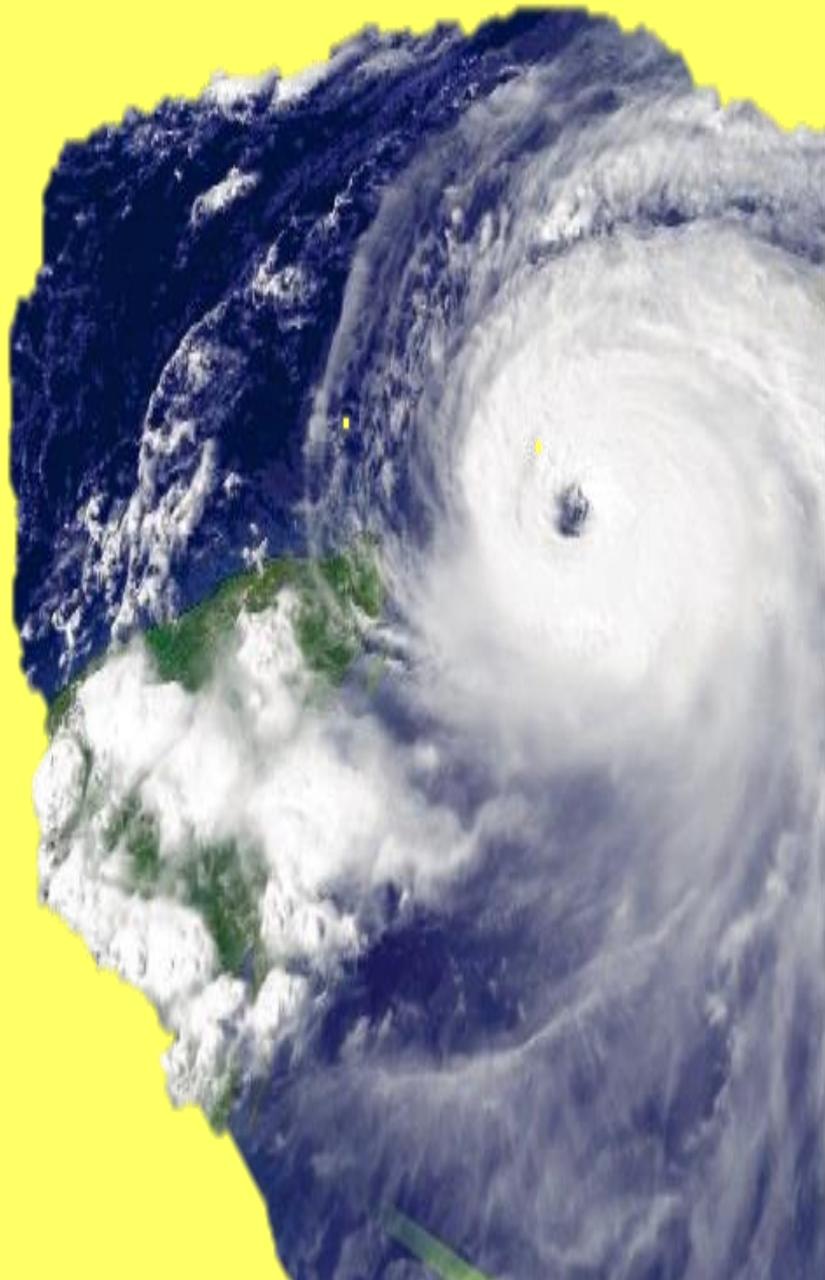
homes per year

by 2050 **eight**
million aged

over 80 most will
live in cities

In the next 15 to 20 years alone we will need:

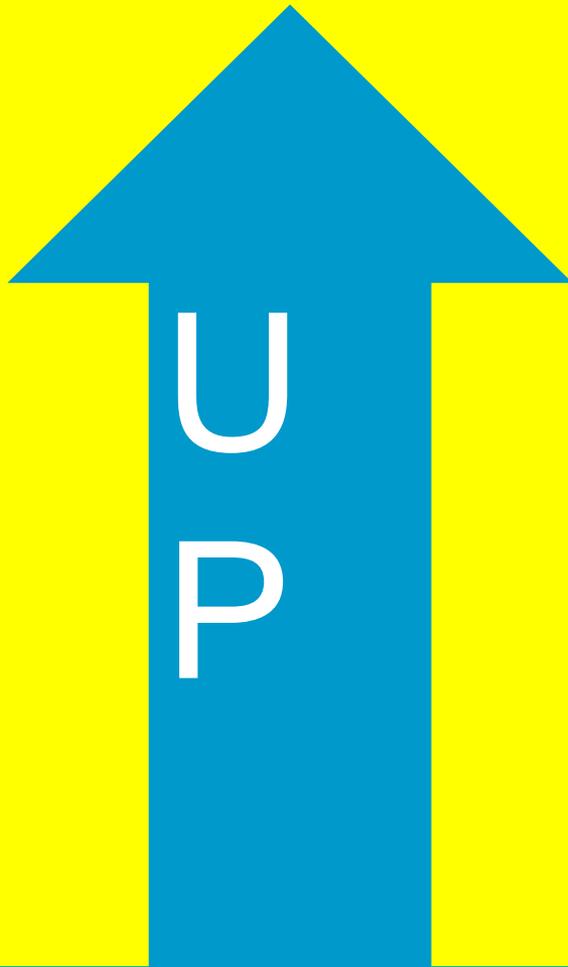








**Cardiovascular diseases,
cancer, chronic respiratory
conditions, diabetes,
depression,**



**CAUSE
Lifestyle
Issues**

**Low Activity levels
Poor Nutrition
Obesity,
Alcohol & Tobacco use**

Design Paradgim shift?

education, research and practice

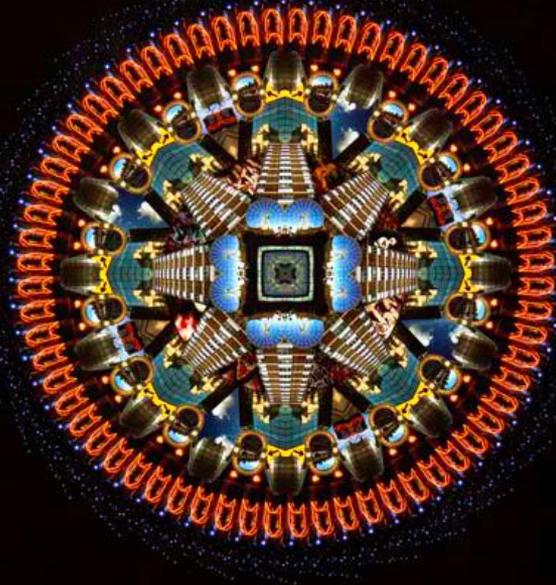
Design Decisions

Who makes them?

Who influences them?

- Decision-approvers: People who authorise decisions and assign funding
- Decision-takers: People who use their position to ensure that high-quality proposals are submitted to Decision-approvers
- Decision-shapers: People who develop the proposals and whose work is approved, rejected or deferred
- Decision-influencers: People who are internal and external to the project who may have some influence, formally or informally,

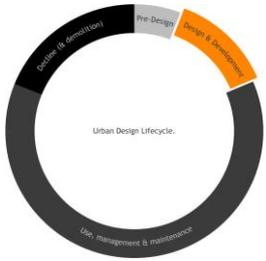
Design tools



DESIGNING SUSTAINABLE CITIES

 WILEY-BLACKWELL

EDITED BY RACHEL COOPER,
GRAEME EVANS & CHRISTOPHER BOYKO



Urban design process

Decision-making stages

Need/
opportunity
identification

Exploration

Design
and
development

Detailed
design

Detailed
design
implementation

Sustainability tasks

Create sustainability
agenda

Agree on
sustainability
agenda

Develop sustainability
advice and make
trade-offs

Assess and
agree revised
sustainability
agenda

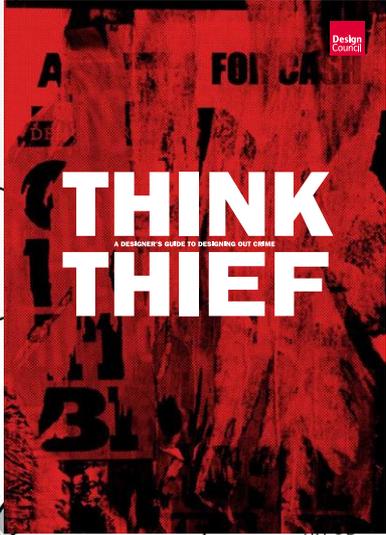
Provide sustainability
performance
advice

Agree on
sustainability
performance

Develop strategy
for sustainability
monitoring

Assess and agree
on strategy for
sustainability
monitoring

Sustainability reviews



- OFFENDER'S READINESS TO OFFEND**
- Predisposition
 - Life circumstances
 - Local environment
 - Motives
 - Emotion

- AVAILABILITY TO OFFENDER OF RESOURCES FOR CRIME**
- Skills
 - Knowledge
 - Equipment/tools
 - Co-offenders
 - To assist in crime
 - To dispose of stolen property

- OFFENDER'S PRESENCE IN/ ACCESS TO SITUATION**
- Opportunistic crime situation
 - Car park
 - Alleyway at rear of housing
 - Conflict situation

- DESIGN ATTRIBUTES OF PRODUCT/PLACE/ENVIRONMENT**
- Vulnerability of target person or property
 - Easily carried
 - Anonymously; not easily identified or targeted
 - Easy access

- BEHAVIOURS, ACTIONS & ABILITIES OF OTHERS**
- Preventer roles (active & passive)
 - Potential victim
 - Authorities
 - Promoter roles (deliberate & careless)
 - Potential victim
 - Offenders

- OFFENDER'S ANTICIPATION OF RISK, EFFORT & REWARD**
- Risk of detection/identification
 - Potential reward
 - Financial
 - Status
 - Role fulfillment

- INITIAL IMPACT**
- Victim response
 - Offender response
 - Actions
 - Offender's family
 - Actions
 - Victim's family
 - Offender response

- DETECTION OF CRIME**
- By potential witnesses
 - By authorities
 - Provision of evidence

- PROSECUTION OF OFFENDER (& CO-OFFENDERS)**
- Witness testimony
 - Valid evidence

- LONGER TERM CONSEQUENCES**
- Victim
 - Future behaviour
 - Offender behaviour
 - Future behaviour
 - Designed product/place/environment
 - Popularity/sales
 - Legislation
 - Community
 - Society

Design Evidence

World Economic Forum Annual Meeting 2010
Improve the State of the World: Rethink, Redesign, Rebuild
Davos-Klosters, Switzerland 27-31 January



- Global Agenda Council for Wellbeing: Non Communicable Diseases
- Cooper R and Boyko C, (2011) Design for Health: the relationship between Design and Non-communicable Diseases, Journal of Health Communication 16: pp134 -157

Health and Wellbeing



Design knowledge and practice

Products

Services

Comms

Place

INDIRECT

Digital applications

Public services, Transport

Branding, Advertising

Cities Workspaces Homes

DIRECT

Medical equipment

Care pathways

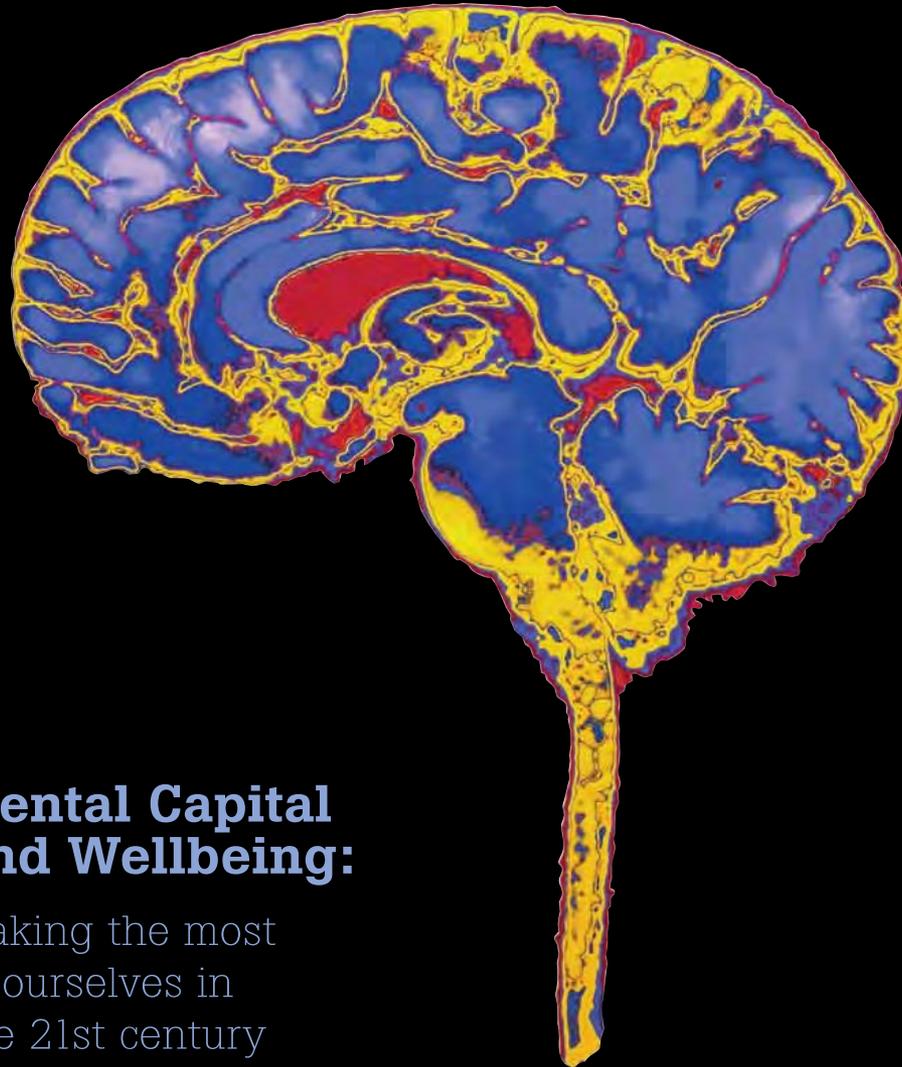
Public health info

Hospital design



Government
Office for
Science

••• Foresight



Mental Capital and Wellbeing:

Making the most
of ourselves in
the 21st century

FACTOR: Quality of the fabric of the physical environment

CONSTRUCT: Design, construction and maintenance of buildings, the spaces between buildings and associated infrastructure

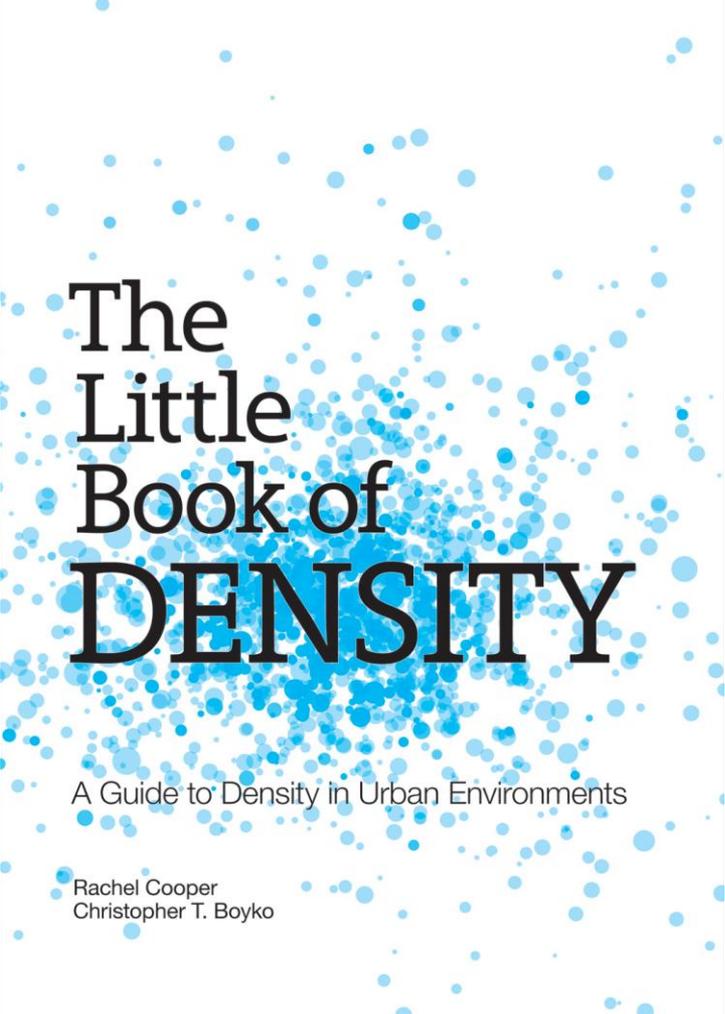
FACTOR: Quality of the ambient environment

CONSTRUCT: Lighting, noise/acoustics, thermal quality, access to nature

FACTOR: Psychological impacts of physical and ambient environment

CONSTRUCT: Density
Accessibility
Safety and fear
Wayfinding

Design factors in the built environment that affect our health & wellbeing

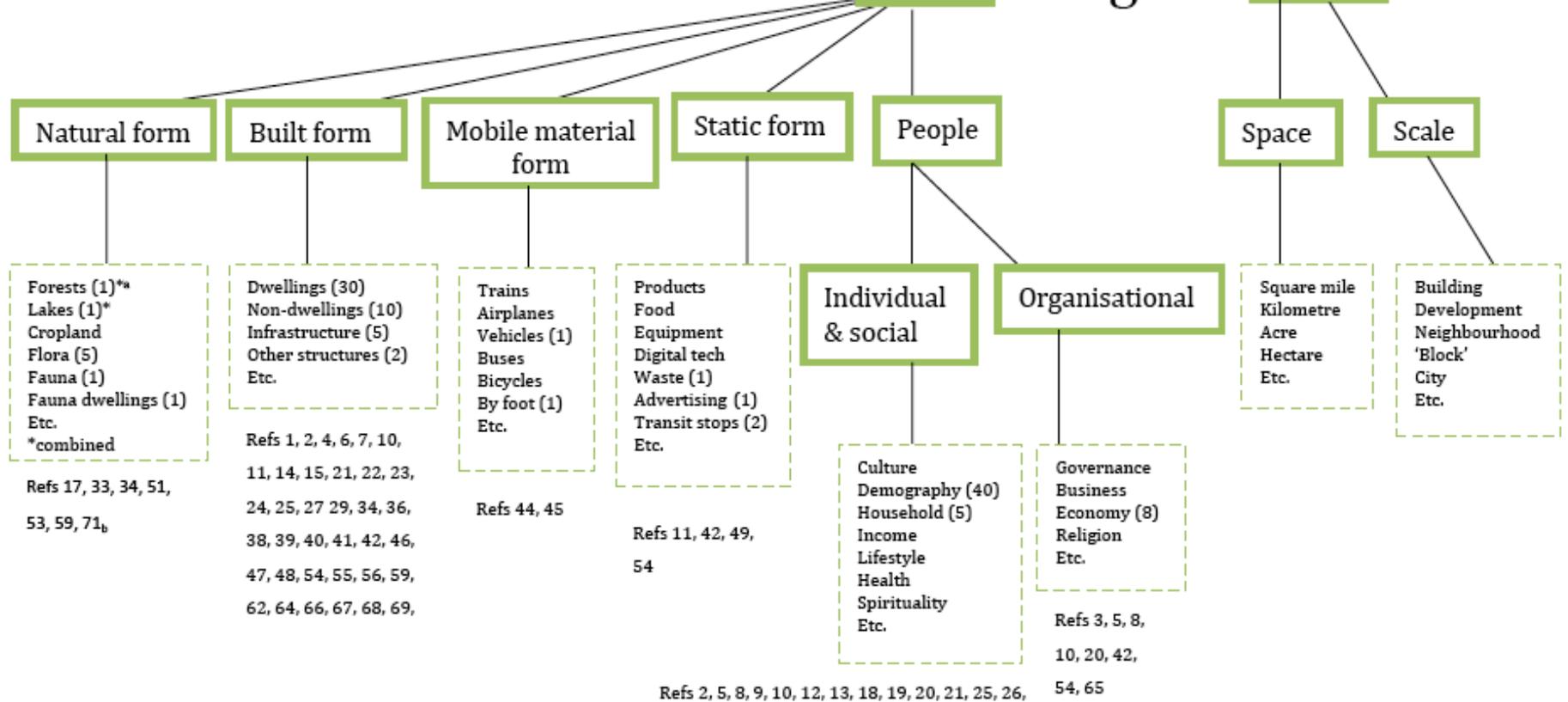


The Little Book of **DENSITY**

A Guide to Density in Urban Environments

Rachel Cooper
Christopher T. Boyko

DENSITY: A number of *units* in a given *area*



Engagement (Co-Design)

Co-creation



Futures Cities

○ TRANSPORT AND UTILITIES

○ HERITAGE

○ RETAIL

○ COMMUNITY

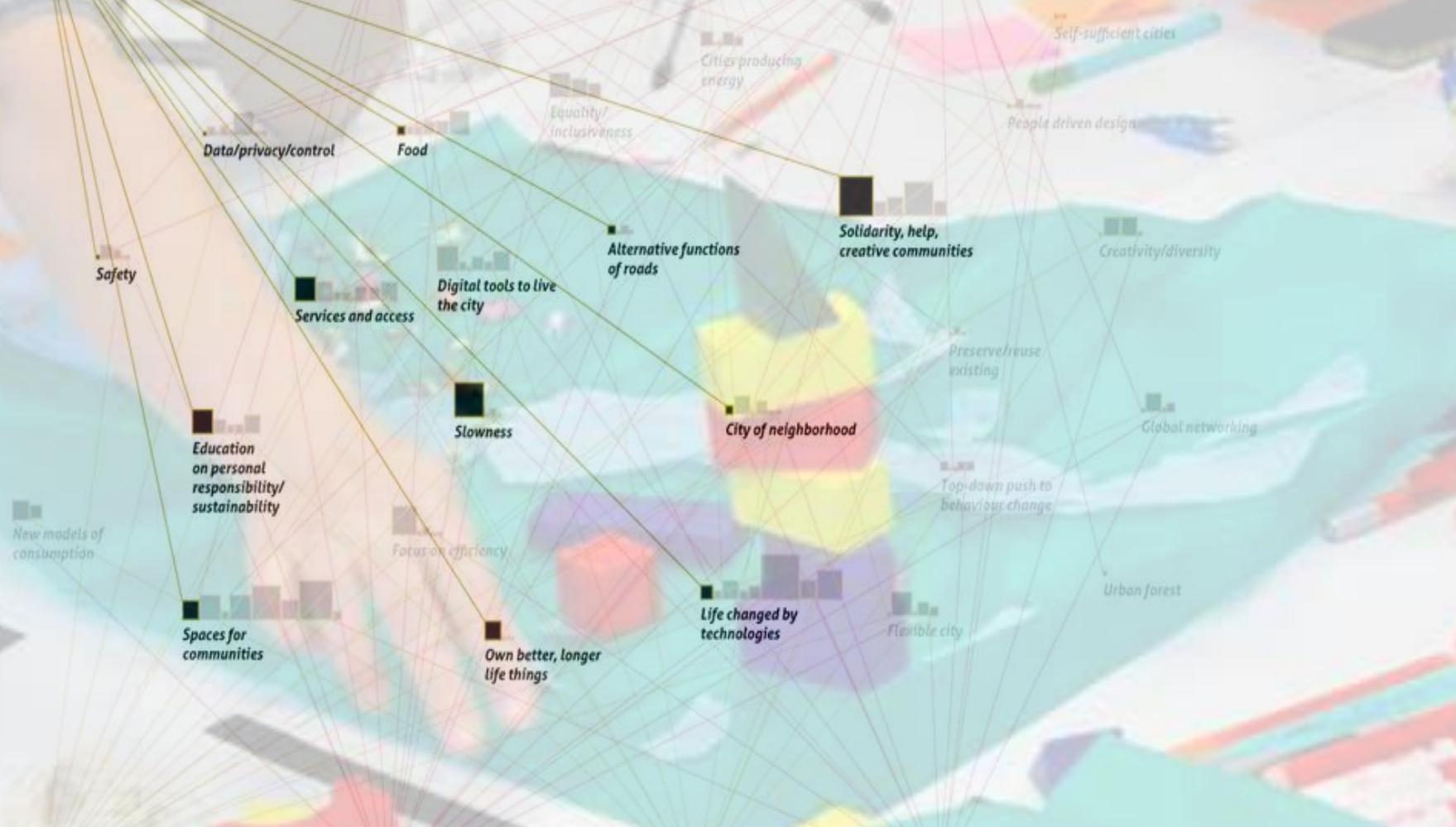
○ ENVIRONMENT

○ ARCHITECTURE AND URBANISTS

○ AGEING POPULATION

○ EDUCATION

○ IT SECTOR



Futures infrastructure



Design Fiction

Mail Online

No more second guessing! Concept 'emotion detector' could reveal if a person REALLY finds you attractive on a first date



© University of Lancaster

- Inspired by a gadget from the 1982 sci-fi fantasy film 'Blade Runner'
- Researchers made a copy of the polygraph-like Voight-Kampff machine
- Measures skin and heart rate responses and has a pupil-dilation measure
- Not in use yet but created to raise questions about future of technology

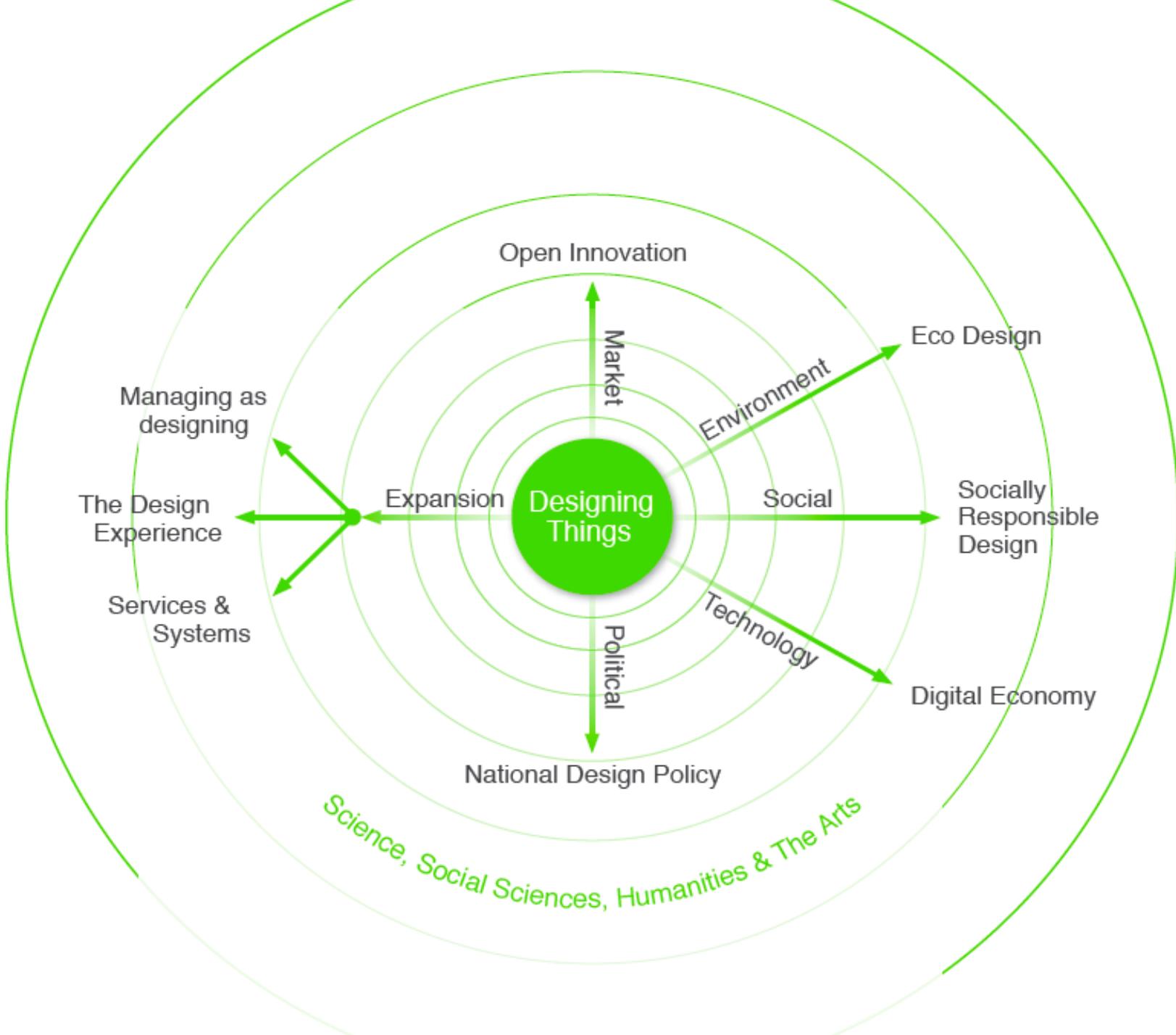
Are there alternative ways to solve the critical challenges that face us at all scales?

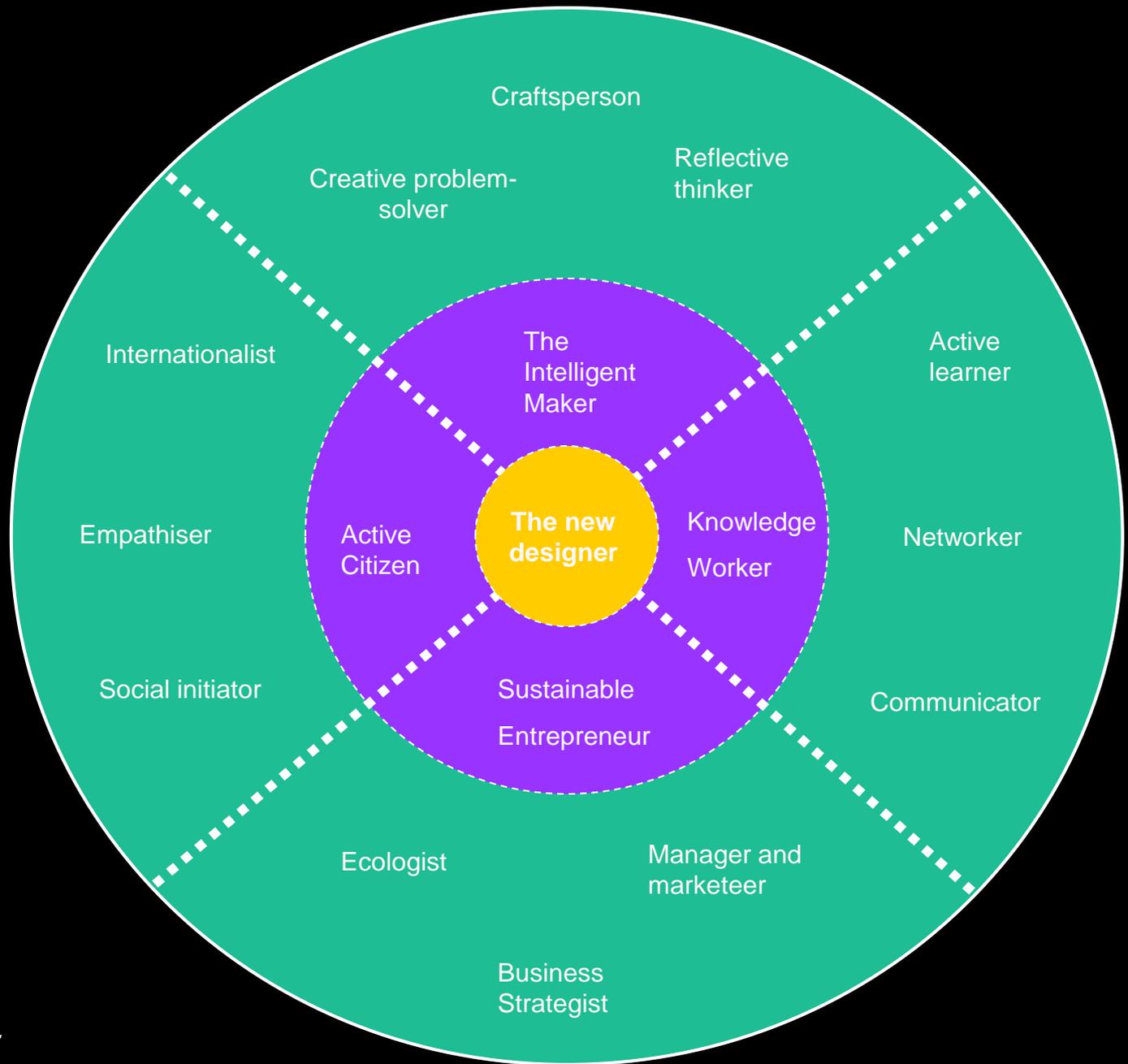
What is the role of the designer?

lack of
imagination,
foresight,
or intellectual
insight

Myopic Design vs Holistic Design

characterised by
comprehension of the
parts of something as
intimately interconnected
and explicable only
by reference to the
whole





How does design step up
its game?

What role does it have?



**World Design
Organisation**

So what is the
educational turn?

What does the design
school look like?

More importantly what
does it produce?

Thank you.