

Design for Civic Good: A universal design approach

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Theme: Civic Good by Design

- Thinks beyond the individual
- Encourages a sense of belonging
- Serves the common interest

A universal design approach does that

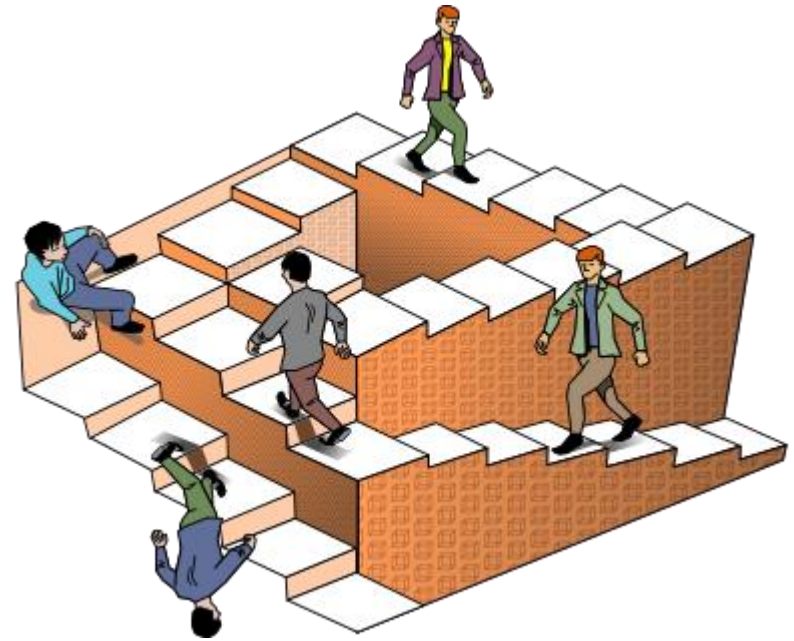


What is good design?

Depends on who is asking

Depends on who and what it's for

Depends on who is judging it



Attribution: Penrose (father and son) and M. C. Escher, great magicians ; reworked from the wikipedia model : en.wikipedia.org/wiki/Penrose_stairs



Put simply...



Universal design



CARES



THOUGHTFUL



INVISIBLE



The universal design journey

From the kerb cut...



The universal design journey

To co-design



Along the way...

Kerb cut – to getting in the door

- Disability focus
- Built environment focus
- Designers responsible for getting it right
- 7 Principles of Universal Design



The journey continues...

Thinking of users - to involving users

- Socially focused
- Beyond built environment
- More people responsible
- Democratic values



Photo from Camp Manyung in Victoria



The journey evolves...

Involving users – to understanding diversity

- Focus on people
- Social inclusion
- Digital inclusion
- Design is a process: emphasis on outcomes
- 8 Goals of Universal Design
- Health and wellbeing appears



We've arrived at...

Co-design and co-creation

- More than consultation
- More than engagement
- Begins at the early planning stage
- Many stakeholders
- Not just about disability
- Responsibility shared
- Iterative process



But not everyone has kept up

- Evolution has caused confusion
- Staking claims with new terms
- Academia and educators not keeping up
- Stuck in 1990s with 7 Principles



Established terms

Interchangeable terms:

- Universal Design (USA, UN Convention, SDGs)
- Inclusive Design (UK)
- Design-for-All (EU)

Three terms, one goal – inclusion





A universal design approach

Good design is for
Everyone, Everywhere, Every time



That's Life!

Life is unpredictable

Ageing is ordinary

Design should care



"Life is like a box of chocolates".
Forrest Gump



Thank you!



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Along the way...

Getting in the door – to thinking of users

- Disability focus
- Built environment focus
- Involvement of users appears



Photo from the Longevity Project

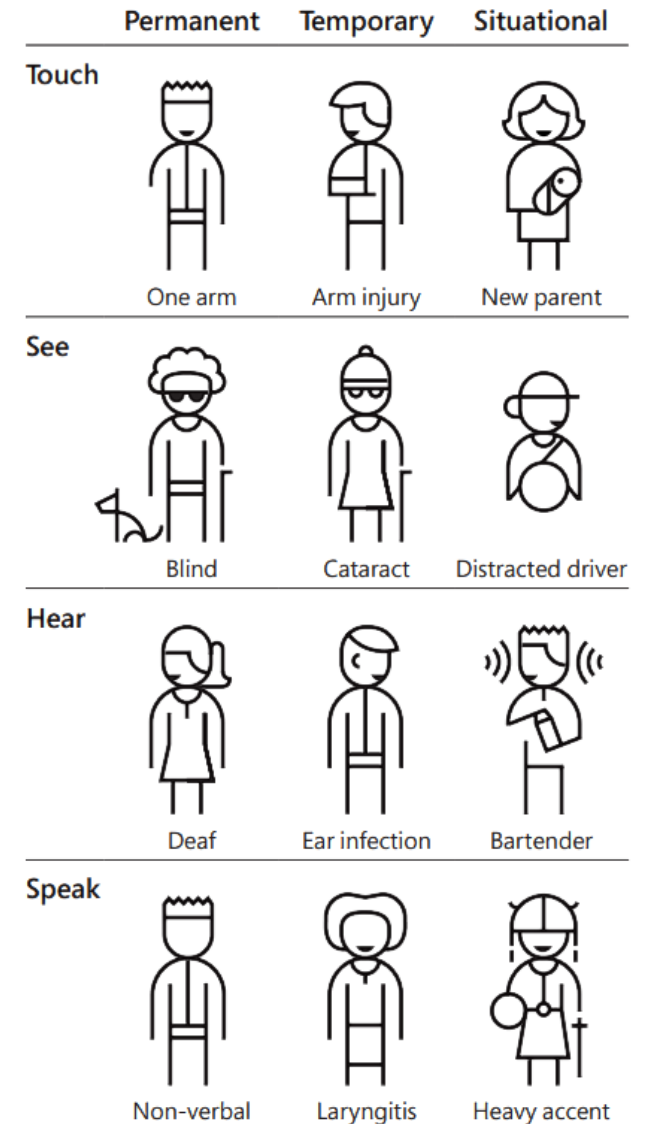


New ideas or variation of a theme?

- Human Centred Design
- User Centred Design
- Co-Design
- User Experience Design (UX)

Sub groups:

- Human Computer Interaction Design
- Participatory Design
- Accessible Design – Equal Access



Infographic courtesy Microsoft



Let's sort it out

