

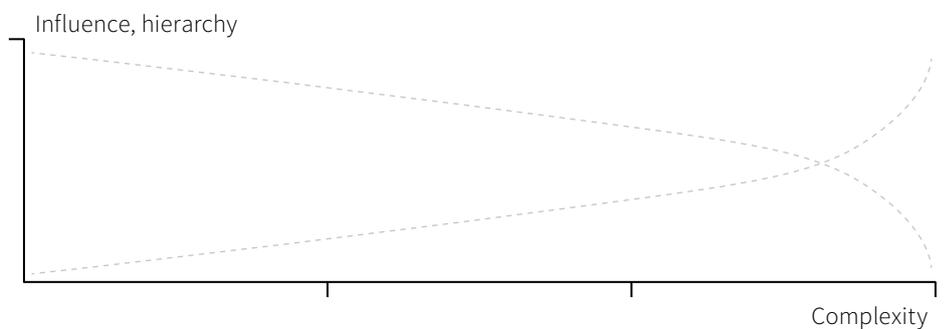
Design Education and Innovation Framework

Sam Bucolo, Marjolijn Brussard, Ulrich Schendzielorz

The Cumulus working group „Innovation and Industry“ will continue its discussions on, curricular value, desired outcomes for higher design education and industry partners, financing models, and organisation of cooperation with industry partners.

Basis for a continuative discussion is the proposed framework draft for partnerships with industry (table below). As last we did at the last Cumulus Conference in Hongkong, the moderators will invite a local industry partner ((who to invite?, who will take care of this?)) to present and discuss current examples of cooperation.

Design education	For industry	With industry	Shaping industry
What	Basic design knowledge, internships	Project brief	?
How	Curriculum	Seminar, thesis	?
Why	Employability	competitiveness, social relevance	Influence, evolution of the design discipline
Who	Undergraduate (B.A.)	Postgraduate (M.A., PhD)	Postgraduate (M.A., PhD), researcher, professor
	known known	known unknown	unknown unknown





Industry and Innovation – Cumulus Working Group (open to all)

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This Cumulus working group aims to better understand and shape the role of design education to match the future demand of industry to innovative within a rapidly changing global economic environment. The changing nature of Design has gained attention from governments to address structural economic shifts brought upon through global financial challenges. Within this context design has been viewed as a mechanism of building resilience within a national economy by driving innovation, productivity improvements and social cohesion.

The working group was started in 2013 in Kalmar as the *Design and Innovation* network to address the broader issues addressing the changing nature of design within industry, government and society. After two engaging meetings, it was felt that this topic should be refined to reflect a stronger focus on the role of design within industry to support innovation. To reflect this change the working group has been retitled *Industry and Innovation*.

The revised Cumulus network aims have also been updated to reflect to bring together a global network of academics, educators and practitioners to share and explore approaches and challenges to the repositioning of 'design' as a downstream operational activity to a driver of strategic value at an organisational level. The network will aim to complement the activities of various National research programs investigating the role and value of design by framing the educational implications to enhance innovation within industry through design.

Specific questions that the working group will aim to address include:

- What are the emerging engagement frameworks to enable design capability to be embedded within education, practice and industry to enhance innovation and drive demonstrable impact and change?
- What will be the emerging design education content to enable industry to address structural economic shifts and remain globally competitive?
- What is the ideal balance between design, science, art and business education to address issues relating to industry and innovation
- What are the challenges prepare design education, practice and industry to operate within this context?
- What exemplars projects exist and what forums should these be shared in?
- How can this group provide input to influence regional and global policy?

Focus for the Kolding Conference

The next working group will be held in Kolding where we will hear from a local Industry / Design Education partnership to better understand collaboration models in Denmark to understand approaches to aligning design education programs to industry needs to drive an innovation agenda. We will then build upon this discussion to extend the conversation from our HK workshop where we discussed a position paper from BEDA on the graduate skills to meet future industry needs. The goal is to bring a wider voice on this discussion paper and compare challenges being faced from a European perspective to the Asian region. The output from the working group will be an updated position paper, which will be discussed at the Kolding Conference working group.



Cumulus Industry and Innovation Working Group

Sam Bucolo and Marjolijn Brussaard

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In response to the BEDA Design Skills Discussion paper, the Cumulus Industry and Innovation Working group held in Hong Kong on November 21 generated the following observations. Following the workshop, the group was asked to identify additional questions / actions / points of clarification that they believe needed to be addressed to shape the document and continue the discussion.

These comments will be provided back to the BEDA and will be used to frame the Kolding working group to be held in early 2017.

- Action: collecting of case studies – good examples of cooperation of design schools with industry – points of reference for future discussion
- BEDA need to define what is great curriculum content. Can academia afford to deliver it or does industry need to sponsor with dollars?
- BEDA Discussion Point #4 Continuing Professional Education is important to both Alumni designers but also teaching staff. Particularly vis-a-vis technological innovations
- Having more long-time strategic discussions with relevant industry partners
- Diversity
- Inclusive design programs/capabilities



- We need an advisory board between:
academia <-> industry <-> society → → → meeting point
- Industry can/should be able to/want to provide significant funding (could be a pay back to society for educating their future workforce) to education looking at long-term benefits/gains/PR
- Universities to lead the way through research
- Interdisciplinary
- Openness and sharing knowledge with the software or medical field. Design educators and Industry like to work in secrecy, as if being a medieval guild
- Train the ability to work closely together with other competencies
- Education should focus on teaching individual design processes that will enable students to deal with any issue in an ever-changing world with an ethical dimension. Acknowledging and respecting.
- All natural systems
- BEDA should work closely with professional associations and societies to build a common platform to promote the education in design industry
- Quality design education should encompass a gradual increase of complexity always promoting a balance between creativity, criticality and skills development. This is done in an open and constant dialogue with industry and society.