

design
excites
people
about
public
services

designdoesit

dba

The benefits Design Does It

Who is the programme for?

Design Does It is aimed at individuals up to and including senior information officer level in publicity, marketing and communications teams. Their work will typically span the areas of integrated campaigns, internal communications, branding, online accessibility design, information design, environments and customer experiences.

What will it do for me?

Design Does It will provide the opportunity to exchange ideas with leading practitioners, share and debate issues and learn to use tools for dealing with everyday challenges.

Delegates get to grips with issues such as:

- What is effective design and how can I measure it?
- How can I develop more innovative ways of engaging my target audiences?
- How do I demonstrate to colleagues that design is a powerful tool?
- How do I join a network of communication leaders who set standards in creative thinking?
- How can I get the best from design consultancies and other creative partners?
- How do I balance creativity, content and project management to achieve an effective outcome?

Who is leading the initiative?

Design Does It is the result of a partnership between the leading organisations in public sector communications, who are collaborating to deliver a unique personal development programme. The aim is to promote the application of creative thinking to support policy, and ensure best value through design effectiveness. DesignDoesIt workshops are delivered by Viadynamics Ltd, an innovation consultancy specialising in leading edge design management technology.

Design Does It is an initiative developed by the Design Business Association (DBA), sponsored by the Design Council and COI Communications, and endorsed by the Government Information Communication Service (GICS) and Centre for Management and Policy Studies (CMPS).

What is the format?

Design Does It consists of three one-day workshops.

- Workshop 1 covers briefing, creativity and measuring effectiveness.
- Workshop 2 covers customer engagement, evaluating design concepts and design process.
- Workshop 3 covers building relationships with design consultancies and engaging colleagues.

design lends a hand in recruitment drive.

The design of the integrated campaign for the NHS Management Training Scheme increased applicants by 7% to the highest number since 1996, and put the NHS into the top 20 of The Times Top 100 Employers, for the first time.
DBA Design Effectiveness Award winner.

Each workshop includes a mix of speaker sessions, interactive exercises and project work including the commissioning of design work from fictional briefs, and responses to the consultancies ideas. Delegates are asked to bring along examples of their own real projects and use them to explore the difficulties of achieving effective outcomes in the real world.

Who delivers the programme?

Design Does It draws on a teaching faculty of leading design practitioners and design users from the public sector, industry, business, design and communication. The workshops are facilitated by these experts as well as specialists in areas such as research, accessibility, editorial, planning and branding.

What additional resources are available to me?

Delegates have access to bespoke resource materials including case studies. Viadynamics will facilitate the workshops and introduce delegates to their unique set of proprietary design management tools and frameworks. They will also assist delegates in understanding how to use the materials beyond the workshop.

Dates and venues for Design Does It

Each programme consists of three workshop sessions. All three days are linked together. Places are limited.

The fee for each programme of three workshop sessions is £1500 plus VAT.

The next three day programmes will be held on:

**Friday 20 November, Friday 27 November,
Friday 4 December 2009**

Programme days run from 8.45am – 5pm and are held in London. Lunch is provided.

How do I register?

To register or for more information contact:

Harsha Patel at the DBA on 020 7251 9229
Email harsha.patel@dba.org.uk

design puts roofs over residents.

The design of Lambeth Council's Homes for Rent Event led directly to 25 households finding a new home immediately, saved the council £160,000 and 80% of attendees felt it increased their knowledge.
DBA Design Effectiveness Award winner.

Workshops 1, 2 and 3 Design Does It

Each day is designed for maximum interactivity between delegates and teaching faculty. Delegates will work on live and simulated projects in small groups, allowing everyone the chance to present and provide feedback. The structure for each day is similar in format, but the teaching faculty will change depending on the nature of the subjects covered.

design fits the bill.

The redesign of Lambeth Council's Tax bill resulted in their best ever collection rate of 90.1%, with pre-payments up-by 80% on the previous year, and Direct Debit payments up by 7% – saving the council an estimated £150,000 in administration costs. DBA Design Effectiveness Award winner.

design makes life a breeze.

The redesign of the Royal Mail's Change of Address Service transformed the public's completion of forms, from 87% incorrect to 90% correct and entirely eliminated the need-for staff training. DBA Design Effectiveness Award winner.

design fights bugs.

The National Patient Safety Agency's 'The cleanyourhands campaign' campaign increased the use of alcohol handrub by 24% in NHS trusts, helping to significantly reduce the spread of infection. DBA Design Effectiveness Award winner.

Workshop 1 Design Does It

Theme: What is design effectiveness?

Goal: "I know what design effectiveness means, and how to apply it to my work."

The first day gets to grips with the basics of design effectiveness, the start of a project, why use a designer and the role of design in public services.

8.45am Keynote. Design effectiveness success stories

The day starts with an introduction to the programme and to day one, followed by a presentation of DBA Design Effectiveness success stories to illustrate the importance of design and what can be achieved.

9.00am Icebreaker. What are your issues?

Delegates introduce the issues they face in dealing with design projects in their day-to-day work, to establish areas of examination during the work sessions.

10.00am Speakers' session

A series of key topics from four different points of view.

- Design and effectiveness
- "Design can make a difference" from the consultants perspective.
- "Designing for real life" from a client's perspective.

11.00am Work session one. "If only I'd known that"

In this session delegates will introduce their live projects which will act as a "reality check", for the theoretical design process described throughout the programme. Delegates will work in facilitated groups and be encouraged to think about:

- The sort of challenges that arise in real projects and how to deal with them.
- Issues common to all design projects.
- Design effectiveness measures.

12.15pm Lunch

1.30pm Creative challenge

After lunch, a creative activity will stimulate delegates to think differently about design issues and apply creative thinking to typical problems.

2.30pm Work session two. "From brief to idea"

The simulated projects which delegates will work on over the three day programme will be introduced. These projects replicate the design process from brief through to delivery and evaluation, and will involve briefing design consultancies to produce creative work. Delegates work in small groups and use the range of design management tools and techniques developed for Design Does It. Delegates will:

- Develop the design brief.
- Decide the evaluation criteria to be applied at the end of a project.
- Select and brief a real design consultancy.

4.30pm End day one, introduction to day two

This session is to ensure that the days goal has been met, and that issues raised by delegates at the start of the day have been covered. In addition:

- The brief for day two will be introduced.
- The online teaching faculty and resources will be described.
- The evaluation of the programme will be detailed.

Workshop 2

Design Does It

Theme: Understanding and engaging internal and external audiences through design
Goal: "I know how to use design to reach customers effectively, and how to achieve 'buy-in' from colleagues."

Reaching and engaging customers is a massive challenge for policy makers and communicators. Design can be used in a whole raft of ways to achieve this. Workshop two explores how design can help, how to ensure that creative thinking is challenging and appropriate, and how to engage internal clients in the chosen design approach.

9.00am How is it going?

In the first session delegates bring the group up to date with their work and how the programme has helped them so far. This recap provides the context for the day and confirms the themes that are explored during the work sessions.

9.30am Speakers' session. "Points of view"

Three specialist speakers present points of view on topics that directly relate to the issue of engaging customers.

Delegates question and debate the themes which include:

- What do we mean by branding public services?
- Getting the message right to fit your medium.
- Why, what and how can research help?.
- Getting customer buy-in

11.30am Work session one. "Getting under the skin"

The speakers host a mini-surgery where delegates examine how the issues raised can be directly applied to individual projects.

12.30pm Lunch

1.45pm Evaluating and defining success criteria

3.00pm Work session two. "He likes it, but wants it in blue"

The creative work briefed to designers on day one is presented back to the delegates. Working in small groups, delegates explore the issues of expected and unexpected solutions, keeping designers on brief, how to make the right decisions in choosing creative solutions and how to bring colleagues on board. All these factors dictate the success of the work.

- Delegates use tools to enable them to review and evaluate creative work.
- Delegates assess how to present design work internally, how to get internal buy-in and how to feed back responses.
- Delegates consider the significance of content, message and tone of voice.

Delegates present back to the other groups and will play out consultancy, communications and policy roles.

4.30pm End day two, introduction to day three

This final session ensures that all the design effectiveness themes and issues discussed during the day have been satisfactorily covered. The brief for day three is introduced.

Workshop 3

Design Does It

Theme: Enabling design consultancies to deliver
Goal: "I know how to get the best from the design consultancies I work with."

Starting a project, selecting a consultancy and interpreting their thinking is only part of the story in ensuring design is effectively applied to your work. How can designers consistently deliver for their clients? The benefits of using design to support policy delivery relies on a commitment by designers to understand their clients issues and audiences. It also relies on a commitment from clients to a partnership approach to relationships, within procurement frameworks.

9.00am Is it working for you?

Delegates update the group with progress on their projects and issues that have arisen between the workshops and how they have tackled them. Unforeseen problems and specific issues will be raised, logged and applied later in the day.

9.30am Speakers' session. "Choosing the right agency and managing the relationship"

11.00pm Work session one. "Project surgery: issues with agencies"

12.45pm Lunch

2.00pm Work session two. "What to think about before getting involved with a design agency"

The session is focused on issues related to choosing and utilising appropriate design skills and defining actions for developing better relationships in order to achieve improved outcomes.

Using design management tools and frameworks, delegates will:

- map design consultancy types.
- experience the approach of different consultancies.
- understand how to brief different designers.

4.00pm End of day three and course evaluation

The final wash up will include an evaluation of the effectiveness of the programme, and a review of the course.

5.00pm Creative challenge and course completion

The final creative activity signals the completion of the programme.-

design hits the mark.
The National Assessment Agency's 'Examine Their Future' campaign recruited double their target number of examiners for GCSE and A-level exams, overcoming poor perception of the role. DBA Design Effectiveness Award winner.

Good design really can make communication more effective. It's been proven time and again. No wonder design is being valued more and more in the public sector. That said, commissioning effective design is complex.

Design Does It is a series of personal development workshops for people working in-the public sector who use design. It dispels design myths, debunks the jargon and provides the tools to help you commission more effective design.

design takes care of customers.

The design of the Heathrow Express customer experience resulted in it being voted best train journey in the UK, saves the British economy £82.4m and removes 2.2 million cars annually from the regions roads.

DBA Design Effectiveness Award winner.

If you work in a publicity, marketing or communications team, up to and including senior information officer level, then Design Does It will provide you with the most up-to-date design industry thinking and share best practice skills and professional techniques covering every aspect of the design process.

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35-39 Old Street London EC1V 9HX
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