

Design for All



**MARCH OF
THE PENGUINS**

Chairman's Desk:



Dr. Sunil Bhatia

However, a new study shows that exceptional performance need not depend on special talent, experience or even sheer luck. Instead, it is the result of sustained, intense and deliberate practice in a particular area, says Robert A. Baron, professor of management and psychology in the University of Iowa who led the study. The study authors show that most people work only 'hard enough' to achieve a certain performance level, acceptable to themselves and others, with no further gains. The path to true excellence can be attained through perseverance, says the study.

There are various options for achieving one's predefined small or big goals but one thing is clear that without perseverance no one can achieve his / her goal except it is possible for those who are born lucky. Luck has its own limitations and it will not take to that height what a person with perseverance. I don't know personally whether small or big ideas have inbuilt character to lead us for progress of our so-called developed, peaceful world but the role of perseverance is beyond doubts

for our successes. Most of the time perseverance lost its charm when person is struggling to meet his/her daily needs and majority are victim of crunch of resources. Few lucky one who have tasted the success sing in chorus, 'Keep on trying and one day you will succeed.' Poverty is prevailing every where in the world and few select pockets of the world has skyscrapers, latest gadgets and it gives the impression that we are living in advance develop world but in reality it is contrast .If we look through the deep layer of our develop cities we find stark naked truth that poverty ridden society is living along with majority of our few in number of wealthy society. Poverty ridden society is busy day & night throughout their life to manage their struggles for survival and that keeps them with utmost alert. This is the reason they keep on inventing new way to manage their survival with their available resources. One small mistake and they will be no more. This misery works as dynamo for inventions.

I have made the inference from our past human development history that new small idea comes to existence from poverty ridden society and small ideas grows because of its inherent character and it has to go out of proportion to come to the true colour of inheritance of destructions. This cycle is essential for progress of our society because it helps in replacing the old idea with new ideas. This way we eliminates those ideas proved more harmful in social context and less beneficial for the society. We think it is better to discard these ideas for larger interest and concentrate only for improving on those useful for all. Designers design the product because their role

is to incorporate all the functionality in this product designed by product development team to create easiness in use for all. While designing we create flexibility in the product so that we can later on add new features according to new available technology. Once it is no more useful or does not suit with our desired objective or fail to enhance the product by adding new technology we are left with one option either development team or manufacturers allow to die this product and works on new. It makes us whatever path we may choose with extreme cautious into our accounts of progress we are destined to destruction. It is small or big idea that will lead us to temporary so called progressive materialistic world but it robs side by side our human sensitivity. It appears for the time being that we are progressing but in long run it turns out to be our illusion and we realize 'We have lost a lot compare to what we have gained.' Damage is already done by introduction of market demand new technology and there is no rectification for society. We have flaw in judging new technology because we never judge the utility of ideas with social needs rather innovations are judged according to market needs. It is the same way a young woman by the age of 24 has delivered four or more children and family planning people visit and advise her for birth control and government allowing her avail the incentives. What she was supposed to do she has already done the damage in her early age and there is no point giving various schemes' benefits.

We are left with one option that slow down our so-called progress by applying small ideas and don't entertain any big

ideas whatever may it looks lucrative. We should learn the art of controlling the temptation of big ideas. We can slow down the ultimate destiny of destruction by selecting appropriate ideas by learning from our trail & error method but can't escape and ruled out destiny of destruction. History always reminds us whenever we have thought to or followed big ideas it had invited huge destruction for us or in simple word over ambitions of few select one among us with no proper vision and overestimation in calculation of resources led us to disproportionate, created imbalance and mismatched with ideas and resources was sign of destruction for our past generations and they had suffered a lot because of these big ideas. What we are today is result of so many small collective ideas generated from different parts of the world in our long human history. Our modern progressive world is result of all such ideas generated by individual and beauty is that each individual was free to choose, select and modify any idea according to their need and available resources. They were inspired and majority of the time their perseverance made their ideas a successes story. Neither have they gained nor their family members out of their noble selfless efforts. History was always unkind to these types of people who have used small ideas for real growth of the society I call them real unsung, unnoticed heroes and their contribution is beyond imagination by our present generation. They were men of history and should be our ideal .Who has invented the concept of comb, mirror, wheel, fire, nails, rope, mud for making homes and there is endless list of these type of inventions. We never bother to pay attentions & respects to those heroes. These are

beyond our knowledge and these practices are from centuries old and no historian has mentioned their names in entire human development history. No one has ever exploited their inventions for commercial personal gains as our modern generation does. Although these ideas are small but it has changed the human thought process and help in changing the face of humanity. Small ideas by the time attain the status of big ideas it indicates that life of small idea is over and wait for this newly attained big idea to collapse. It is matter of time that big is to collapse and small to replace the old idea with new. We are mere spectator or mutely helping in expediting this process of construction & destruction, invention with reinvention. We have two designs concepts for human progress 'think big' or follow 'small is beautiful'.

We have coined the slogan 'think big' and we live in illusion that 'thinking big' is the only option left with us for our fast, quick & all round progress. Do we need such a fast progress? We go back to our past history of development of man we notice that earlier civilization witnessed those person were using stone for revenge or attacking for defense or hunting for food they were capable to attack single person with stone and were never in position to harm his/ her family or associate with that instruments. There society was need base. Gradually we entered in 'iron age' we had developed arms and they were capable to harm individual in-group or can harm more than two in-group. That was the time our moral values were slipping and to fulfill our goal they thought whosoever is supporting our rivals should be punished. In this age selfishness and greed

was emerging to satisfy their needs. In Stone Age they might have feeling to attack the many but they were in frustration because technology was not giving proper support to vent out their frustrations. As time had passed they forgot the ethics and they started harming the person and his family members or associates with iron arms. As civilization entered in modern times we are equipped with weapons of mass destructions and have capability to wipe out the entire civilization. Is it not result of our thinking of 'big'? Does not our modern society more selfish & greedy compare to past? Is these technologies have not taken the shape from very small ideas of quantum particles? Once, a press reporter has questioned Albert Einstein, 'what is your opinion about third world war? He replied, 'I don't know what will happen in third world war but I am sure forth world war will be with arrows and bows.' This is not result of our thinking for approach for 'think big'. A famous personality has made statement "Make no small plans for they have not the power to stir men's blood".

Growth for the growth sake is nature of cancer. In modern time we need growth at any cost and we forgot the real meaning. Growth should ease our life not create hurdles for our progress. I am opposing what others are blindly following, imitating the ideas of few select of so called developed countries & imposing on the majority in the name of progress. I consider progress means it should reduce our complexities rather than increase our existing complexities. As designers we should not blindly follow our minds because our present designers are trained like what developed countries are

practicing rather they should allow to open their faculty of minds for betterment of the society and should strive in such a way that while designing they should focus on requirements of others not on what they can design . They should work with values of what best will be universally acceptable to all. Partially this practice may be justified among a few select designers who have understood the importance of Universal/ Design For All concept and religiously following in their design. It will take longer time for complete acceptance from design fraternity but process has begun. I am sorry to mention that Design For All/ Universal Design concepts are few decades old but it has not made such great presence in the mind of our designers what our traditional thinking of generalization is enjoying in the mind of our current designers. To change the mindset we need rigorous training and should need complete overhauling in our education techniques for real universal benefits. Modern world is nothing but confined to urban and we think & act for urban peoples and follow what we have been trained 'think big'. We ignore the majority those are living in rural areas with small ideas with small needs. We talk, think and act day & night to satisfy the need of urban and believe these tickling effects of developments will benefit rural people. They need small lake not big dams. Big dams are urban thinking of those who are not aware of need of rural. We need complete change in our thought process. I remember a highly sensitive statement by Mother Teresa 'When Christ was suffering I was not there to serve Him when I look at these sufferings among our people I feel like to serve Him. I am not social worker but I am serving Christ who is around me. My

service may be my repentance I could not serve the Christ when he was suffering.' I murmured and concluded by saying 'Will I be ever come across such a sensitive personality in my entire life? My answer was in negation and those words of her changed my orientation of philosophy of life. She has never worked with big ideas and her soul strength was her small ideas and she tried to change the face of humanity by her selfless service. 'Those look at God and His creations find themselves less than dust', their thinking is based on 'Small is beautiful'. Those look at surrounded fellow human beings with their inflated false ego and it makes them to 'Think Big'. It is their artificial ego that forces them to go for big concepts. It is bound to collapse sooner or later because these big thinking has no proper foundation rather foundation of false ego. 'Foundation of all creation is happiness' and if it is on selfishness or malfe intentions or some hidden agendas, it will never beckon happiness for humanity rather invites destructions.

There is another most popular concept 'Small is beautiful'. As we come to the end of the first decade of the 21st century and what many consider the end of 'The Information Age', a recent flurry of books, articles, and initiatives seem to indicate that a new, pervasive mind shift is afoot. It's called design, and like arithmetic, which was once a peripheral human aptitude until the industrial age forced it to be important for everyone, recent global changes and the heralding of a new age are positioning design as the next human literacy. Does the world need another chair? The sensible answer is "no." Why are our young

designers busy in wasting their creative energy in what already we have? The world is already stuffed with chairs merely introducing aesthetic is not creation. We don't need more of them, just as we don't need more tables, lamps, vases, and closets. Is imitation creative for them? They are confused with commercial gain to their success and never dare to question "Why Design now?" I thought it is best way to train the young minds and they should be interesting to explain how our past common designers take an idea and make it real by asking questions, because that's how they make sense of change. Design needs to be seen more as a critical process, and less about making things looks good."

Our modern education till today is based on early years of industrial revolution and as time is passing technology is changing our education system mostly is still on old tracks. Our students learn, retain but we never allow to open their faculty of minds for progress of their areas and we make them neither a good designer nor good human nor best crooks. They live confused life and feel misfit in both world of good or bad. Neither they feel like to be good human because it is difficult path and demands continuous sacrifice nor wish to be bad because of its consequences .Their life continue to act like chimpanzee- half human half animal and do not know when to be human and when to be animal. Those only survive adapt with new environments & learn the tricks of the markets. When I look back I am shocked to see most of the new ideas have emerged from our bad world of crime, cheating and murder etc. Contribution of bad world can not be denied. It is my advise

that go to extremity of any (good or bad) world and you will experience your work will be later on prove useful for both world.

I am personally admirer of small ideas and believe a seed is small but has big tree in it. It grows when correct environments, season and soil are available for growth. A child is born out of small sperm and entire life program of human developments are store in it. When I look at skyscraper I admire the person who has laid the foundation of skyscraper by inventing murky material made with dust and water we call it concrete. The idea of murky material with water has unique attraction for me. There's something about concrete that prompts certain people to wax lyrical about its qualities, extol its aesthetic attributes - even to make life-changing decisions. This was the small idea of preparation of concrete but led to big idea of skyscraper. We have this murky material made of dirt and water. It's seductive and revolutionized the modern thoughts. It's the 'craziest' design, but patently very beautiful. Any complex form can be die- cast, there's nothing better than concrete. Simply pour it in wet and it dries hard, and it's fairly forgiving when we grind it to get the desired finish." We can design of any shape of buildings simply by casting columns, beams and slabs. This is possible because some one has invented the small idea of preparation of concrete and use of iron bar. Small ideas beckon big ideas but big ideas have hidden agenda of huge consequences and it has nature of changing the face of humanity. Neil Armstrong famous phrases ever spoken "That's one small step for man, one giant leap for

mankind." Small is practical as well as beautiful. A small idea doesn't need as large a budget as a big idea. Which means small idea is under less scrutiny from the lawyers, accountants and naysayers. We don't struggle hard to perfect a small idea. We simply jump into action and during implementation we keep on improving the idea.

Other side big idea needs perfection and any small variable that we thought is insignificant may prove reason of our disaster and eventually it will lead to big disaster. Small idea has less risk of failure and invites minor disaster. I always advised my students "Rome was not built in a day. It has taken centuries. Remember when you are in search of job- start your career with lowest step of ladder and gradually move upward. Rare people get the chance at higher and they start their carrier from a top. In the end those begin with Small is beautiful will be declared winner. This approach makes you to respect the power of poverty, power of numbers and power of "Thinking Small" We must eschew poverty of mind and spirit .

Technology, culture and thought process of human is fast changing and change is quick that our past generations never witnessed such pace of change. So today's big idea will appear small ideas in future. Everyone wants to hit one out of the park with a solution that is so elegant, so profound that it stuns by virtue of its brilliance. But really, how often does that happen? And when it does? If our mind is always occupied, struggling & keep looking for one such idea then it may happen once in lifetime. The simplest way is to have more benefits by

gathering and implementing small ideas. Small ideas, besides remaining proprietary, enable organizations to pay extraordinary attention to detail. Excellence means getting the details right in all aspects of the ideas, from quality to delight. Beyond a certain level, it's simply impossible to improve performance without getting lots of small ideas. The smallest idea may very well be a partial response to a bigger problem or opportunity. When we go back to the history we realized many big ideas have struggled, over the centuries, to dominate the planet, but only one has achieved total supremacy. Its compulsive attractions rob its followers of reason and good sense. It has created unsustainable inequalities and threatens to tear apart the very fabric of our society. More powerful than any cause or even religion, it has reached into every corner of the globe; it is consumerism. Once consumerism appears the role of designers becomes more vital and concept of using Universal/ Design For All is only option left with us for inclusive growth. Why our present designers fail in creating a respectable position in social hierarchy? I believe they never consider themselves the part of hard core business. They feel they are from soft business. Reason is, their mind set is tuned with big ideas and believe that big ideas can revolutionize the society. They are in hurry and believe big ideas can establish them what small ideas can not and ignore the role of small ideas. Our present generation designers' minds are preoccupied with what is the latest trend of design, what is the market demand and above all their self commercial interest 'What is the gain out of this design?', are the reasons that is not allowing them to think small. Their knowledge of human

civilization is poor and they are not trained to pick up various small ideas from different areas and assemble them in creating their desired solutions. Think small. Then realize that's not small enough. They live in conflict world of Big Ideas vs. Small Ideas; Forest vs. Trees. I say "The big idea, today, is small ideas. Small ideas may attain the status of big idea in future"

Thinking big and thinking small, have important consequences that impact all of us, and the varied outcomes our lives presents to us all, this is human thinking, that are translated into our actions, behaviors or conducts, and naturally, some consequences are pleasant but at other times, some undesirable results are wrought upon humankind, in our fiendishly complicated world; Thinking big or beyond oneself, while forsaking instant gratification or self-ingratiation of the individual, is most desirable for our progress, this is what enthroning a common-good mantra would do for citizens of world and our developmental advancements. Thinking big and always preferring our collective interests in positive ways, benefits us individually and all of us as a collective, it is really a win-win proposition, and it is very simple and realistic, just as the benefits are apparent.

Imagination is one of the world's greatest forces. Human beings have progressed and developed in direct relationship to their collective imagination. All of our world's greatest achievements were once just thoughts in the minds of people who dared to dream them. All successful people men and women are big dreamers. They imagine what their future could

be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose. Are you the kind of person who is full of ideas and wants to make something of themselves? Often in life ideas need bigger thinking in order to see them through, and this can be hard when those around can't think big. Thinking large is not just about having huge ideas, it is about having the drive and determination to realize your goals and achieve them. So do you know how to think big when those around you don't? In order to think this way you need to see the bigger picture. What might seem like a waste of time right now could in fact be the vital foundations that an idea needs. "We proved that we are still a people capable of doing big things and tackling our biggest challenges."
Barack Obama

It's the little details that are vital. Little things make big things happen

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IMPORTANT ANNOUNCEMENT:

We have released a video film of approximately 40 minutes on concept of Universal/ Design For All/ Inclusive Design in the Month of June 2009 and speakers are

Prof Peter Zec of Red Dot, Germany,

Prof Jim Sandhu, Uk

Mr Mike Brucks , ICDRI

Prof Lalit Das, India

Mr John Salmen of Univesal Design Consultant Inc, USA

Mr Pete Kercher, Ambassdor EIDD (2nd Volume)

Prof Ricard Duncan, USA,(2nd Volume)

Ms Onny Eiklong, Norweign Design Council(2nd Volume)



Those who are interseted in free DVD kindly write to us along with their postal address or you can download from our website www.designforall.in or download from below links for single clipping .

If you wish to download the film kindly click the below link of your choice

Prof Peter Zec of Red Dot Min -8

<http://www.youtube.com/watch?v=3JML2EbzxDM>

Mr. Mike Brucks of ICDRI Min 1.5

http://www.youtube.com/watch?v=4_7CbkLOkWc

Prof Jim Sandhu, UK Min-8

<http://www.youtube.com/watch?v=Std4PuK4CmM>

Index of the film Min-1.2

<http://www.youtube.com/watch?v=kFyCLPuQgkx>

John Salmen of UD Min-3

consultant Inc, USA

<http://www.youtube.com/watch?v=bU770Vqu19o>

Indian Example of Sari (female dress)

and Dhoti(Male dress) Min-4

http://www.youtube.com/watch?v=_vmAmRUFptE

Mr. Francesc Aragall Min- 5

http://www.youtube.com/watch?v=d-D3JH_JGpA

Welcome note of Design For All

Institute of India Min-1.3

<http://www.youtube.com/watch?v=yqW2vR-3kRg>

We solicit your cooperation and looking for feedback at Dr_subha@yahoo.com

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Other regular features



Dr .Alaknanda Banerjee(PT)

Rehabilitation Expert

Head-Physiotherapy and rehabilitation Max hospitals saket.

Previous Appointments: Indraprastha Apollo Hospital, New Delhi, Fortis Hospital, Noida, Asansol Medical Center, West Bengal

Dr Alaknanda Banerjee joined Max Healthcare as Head Department of Physiotherapy & Rehabilitation in May 2006. She has handled the project development of rehabilitation facilities in three major hospitals. For Max Health Care (MSSH And MHVI), the project designing and assessment and treatment protocols of each area of the rehab department was done by her. Earlier to this she was Head of the Rehabilitation Department at Fortis hospital and Deputy Chief at the Rehab Center of Indraprastha Apollo hospitals where she contributed largely in developing a world class comprehensive Rehabilitation Centre for acute & chronic care. .She was invited in 2007 by Institute of rehabilitation of Mayo clinic Rochester, USA to share work done by rehabilitation experts in India. She introduced dysphagia management in acute and chronic patient care for the first time in India. Her recent work is for care of elderly, involving assistive technology and promotion of health in elderly in community. She has been invited to lecture & help students of Masters of Industrial Design centre at Delhi IIT. Her areas of expertise include Neuro rehabilitation, dysphagia management, urinary incontinence, renal rehabilitation, geriatric rehabilitation & assistive technology. She has

published various papers in national and international journals and was actively involved in Research on Pain Pathways at Aalborg, Denmark. She is frequently quoted in national media and is regarded as an authority in her specialty. She is available for consultation and clinical services at max super specialty hospital Saket.

Current Appointment

Head – Physiotherapy & Rehabilitation, MSSH and MHVI Saket

Education & training

School of Physiotherapy

GS Medical College, KEM Hospital Mumbai

Rehabilitation Projects

- **Asansol Medical Center ,West Bengal**
- **Indraprastha Apollo Hospital ,Sarita Vihar ,New Delhi**
- **Fortis Hospital noida**

Memberships

- **Indian council of continuing education**
- **Indian Association of Physiotherapy**
- **International Federation of Ageing**

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MEDICAL TECHNOLOGY

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Scientists hold the view that the natural world is understandable and can be explained or predicted using historical data, experimental findings, and methods of quantitative or qualitative analysis. However, scientists recognize that this understanding is subject to change based on new information or theory and that some of the natural world will never be understood completely. Science does not have fixed borders, but it is defined by differing levels of discovery and overlapping interest. A critical tenet of medical technology is that it is highly dependent on the integration of sciences such as acoustics, chemistry, electronics, mechanics, and optics. Without these areas of scientific investigation, medical technology would not be possible.

Technology is the modification of the natural environment in order to satisfy perceived human needs and wants. Generally, there are three layers of the meaning of the word technology.

- a physical artifact, machine, or an instrument**
- an activity, or as a means to accomplishing a goal,**
- and what people know**

Technology provides human beings with the ability to modify their environment. In the broadest sense, technology extends

the abilities of the human beings to create, innovate, or change the world

Medical Technology

Medical technology is designed to improve the detection, diagnosis, treatment, and monitoring of disease and illness. The nature of medical technology is contextual, interdisciplinary, interdependent, and systems-based.

- **Medical technology is dependent on the application, purpose, environment, and setting in which it is applied.**
- **Medical technology draws on knowledge, information, and theory from many fields of study.**
- **Medical technology has interdisciplinary linkages with many other disciplines such as science, arts, humanities, mathematics, and engineering.**
- **Medical technology, science, mathematics, and engineering have become so interdependent that they can scarcely be separated.**
- **Medical technology is systems-based (i.e., it represents a collection of devices, procedures, and knowledge).**
- **Medical technology consists of energy forms (mechanical, optical, electrical, and acoustical, etc.) which can be applied to body systems (circulatory, digestive, muscular, respiratory, etc.) for specific diagnostic or therapeutic purposes.**

Medical technologies are generally applied for six purposes: prevention, diagnosis, treatment, rehabilitation, patient

support, and administration. If one applies these definitions, then medical technology is the application of devices, procedures, and knowledge for diagnosing and treating disease for the purpose of maintaining, promoting, and restoring wellness while improving the quality of life.

Diffusion of Medical Technology

The process of developing a medical technology starts with the recognition of a problem or need. This problem is a result of a social construction and is based upon both scientific/technological expertise and political forces. Medical technologies developed to address a problem or need generally come from the interaction between basic and applied research. Basic research is the development of scientific knowledge for the sake of knowledge; it does not have a specific purpose or objective. Conversely, applied research is the specific investigation of a technology to solve practical problems. Applied research uses basic research as a starting point. Occasionally, a medical technology is discovered by accident such as the invention of the stethoscope.

Once a technology is identified and tested through research, it is then developed by putting it into a form that is likely to meet the expected needs of those who will adopt the technology to solve the identified problem.

This form typically includes a prototype or model of the innovation. Once a prototype is successful, it is converted into a product or service for sale in the marketplace. This process

includes production, packaging, marketing, and distribution of the innovation and is called commercialization.

Development of medical technology typically involves extensive testing before being accepted as common practice. Because medical technology is inextricably linked with human beings, it creates a need for extra caution and care with respect to implementation.

The final phase of innovation development is the consequence of the technology. Consequences are the changes that occur, both positive and negative, as a result of the adoption or rejection of a technology. Not all medical technologies are adopted and some are discontinued after their introduction.

An example of discontinuance was the banning of silicon implants because of leakage problems.

Why is Knowing about Medical Technology Important?

Knowledge of medical technology is important for several reasons. First, the field of medical technology is expanding.

There continues to be an increasing demand for technical skills and people who have a basic level of medical technology understanding. Individuals may also encounter situations in their own lives where knowledge of medical technology is helpful as they seek diagnosis for illness or become interested in alternative treatments..

Thus, medical technology knowledge is of great importance to the health and economic well-being of society.

Procedures

Procedural technologies can also be thought of as processes. In manufacturing, there are certain processes that are used throughout industry for different products and different applications are applied. The processes and devices create the environments that change the world, but they would not be possible without medical knowledge.

The applications of medical technology can be knowledge-intensive, procedure-intensive, or device-intensive. Even though medical technology is strongly linked to human application, it is more grounded in its scientific roots.

Core Concepts of Medical Technology

The following are the desired enduring understandings of medical technology:

- The study of medical technology requires the development of both science and technological literacy.**
- Medical technology applies natural energy forms to various body systems for the purpose of diagnostic or therapeutic outcomes.**
- Medical technology integrates knowledge sources, procedures or processes, and various types of devices.**
- Medical technology interacts with society and the environment.**
- Medical technology has both positive and negative consequences.**

- **The design of medical technology is generally a structured process while its diffusion tends to be random.**

- **Students must be fluent with medical technology to be able to work and live with it productively and successfully.**

Science is typically inquiry-based whereas technology is typically application based.

Science builds knowledge slowly through repetitive inquiry and sophisticated methods.

Technology applies scientific knowledge through experiments, practice, or trial-and-error using creative, social, and political methods. The scope of science is infinite; the scope of technology is usually well-defined and has a specific focus.

Interaction with Society and Environment

Another core concept is to understand the relationship between technology and society.

Technology does not exist in a vacuum. It is developed by humans, used by humans, and interacts with the environment. Technology affects and is effected by cultural, economic, political, environmental, social, and historical factors. For example, many grocery stores and pharmacies now provide free access to blood pressure monitoring gages (sphygmomanometers) that can be used by the public for general health information in a social environment. No medical diagnosis is provided by these machines, only information.

Scientists and engineers develop technology first as a response to satisfy perceived human needs and wants. Once basic needs

and wants have been satisfied, higher levels of innovation become important, not just because of increased expectations, but also because of the innate need of human beings to create and produce

.

Fluency with Medical Technology

It is not enough to understand and have knowledge of technology. Today, most people must also have a basic level of fluency with technology in order to successfully interact with each other or use basic services. People also need to be technologically literate in order to assess the technical products, services, the systems available, and be able to make sound choices or decisions about them. The nature of the technological world will require that people be able to manage the technology around them and be able to observe, investigate, test, and analyze its effectiveness.

The primary reason for the development of medical technology literacy is that the management of technology should not be left in the hands of the uninformed. People who do not understand the potential implications, benefits, or consequences of a technology run the risk of misusing it

Conclusion

The first priority of medical technology education is to provide literacy in medical technology to all students. This literacy will benefit students and society in multiple ways.

Medical technology literacy will create a more diverse pool of graduates who are able and interested in pursuing professional careers in medicine using medical technology. Medical technology literacy will create a more informed consumer; a consumer who is able to distinguish and make sound choices regarding treatments and medical services for themselves or others.

Medical technology literacy will improve the relationships between the professional medical community and patients because they will begin to communicate using common terms and understand both the human and technical limitations of the technology.

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Natalie is the Awards Manager at the DBA, responsible for running and consulting on the DBA Design Effectiveness Awards and the DBA Inclusive Design Challenge.

Before immersing herself in design effectiveness, Natalie held a variety of marketing communications roles, specifically publishing for newspapers and magazines for over 8 years, producing everything from community projects for regional weeklies to a glamorous awards scheme for a beauty magazine.

Commercially minded, the subject of design effectiveness is a passion for Natalie as it combines her love for the aesthetics of design with the need to deliver results back to the bottom line. Natalie's role is not limited to producing the Awards, she is also responsible for driving the message of design effectiveness throughout both the design industry and commerce, promoting the successful case studies and establishing standards of best practice for both consultancies and clients.

DBA Inclusive Design Challenge 2010

Ms Natalie Maher

Introduction:

A collaboration between the Design Business Association (DBA) and the Helen Hamlyn Centre, it was launched in 2000 as a creative response to the poor level of design endemic to the disability aids and equipment sector.

How does it work?

DBA member consultancies from all design disciplines are invited to respond to a design challenge: to create a mainstream product, service, environment or communication, which can be enjoyed equally by consumers of all abilities.

The shortlisted teams work with the centre, disabled users and other experts to ensure that all aspects of inclusivity are considered. The centre mentors the teams throughout the design process.

The aim is to develop innovative scenarios for a new generation of inclusive products, services, environments and communications - ones that meet the needs of the widest range of consumers. In short, inclusive design at the cutting edge of innovation.

The Challenge's competitive yet participatory approach has set the standard for a new style of awards scheme. Innovation is

the keyword and design-friendly knowledge transfer about the inclusive design process the aim.

Winning projects are determined by their innovative approach to inclusive design within the context of the brief, creating a solution that is most outstanding to the judges, and develops a new opportunity for the widest number of users.

To date, it has resulted in 47 beacon projects in inclusive design, involving over 400 designers and been likened to the 'combined Oscars and Olympics of the inclusive design world.'

Inclusive Design Challenge 2010

We are delighted to announce London-based creative agency Clinic as the winners of the Design Business Association's Inclusive Design Challenge 2010.

The DBA Inclusive Design Challenge is an annual design competition to create a mainstream product, service, environment or communication which can be enjoyed by people of all abilities and meet the needs of the widest market spectrum.

Now in its 10th year, the Challenge was launched by the Royal College of Art Helen Hamlyn Centre in collaboration with the Design Business Association (DBA) as a creative response to the poor levels of design of goods and services aimed at older and disabled people, a significant and growing market sector as the population ages.

This year's brief, entitled Active Ageing - designing for our future selves, looked at the challenges of our growing ageing population remaining active and productive in later life.

Clinic created Sage & Onions, a not-for-profit communications initiative aimed at stimulating activity and community participation. It encourages people to trade their time and skills with each other - knitting tutorials for lightbulb changing, cooking lessons for dog walking. Whilst the scheme would benefit people of all ages, there are great benefits for the elderly population, offering a sense of community and support.



CLINIC's Jenny Theolin, who led the project team said: "Working on this has really opened my eyes to the subject, we've worked incredibly hard over the last three to four months on this project - so we are

absolutely thrilled to win. We've met some very interesting people throughout the process what we'd love to see now is the concept take shape and live in the real world...it's too good an idea not to become real."

Congratulations also go to the fantastic runners up at BWA, 1HQ and Epitype

Winner

Clinic

Sage & Onions: the experience exchange



Sage & Onions is a not-for-profit communications initiative aimed at stimulating activity and community participation.

It encourages people to trade their time and skills with each other. Individuals and businesses can market events, share experiences and create new networks.

<http://www.clinic.co.uk>

Runners Up

footnote[®]



BWA

Footnote

Footnote is a means by which difficult online forms and guides can be made accessible to anyone, via a Wiki-style set of advisory notes left by previous users who give tips on how to navigate the process successfully.

Given the future switch to online services and information, Footnote will provide guidance to the digitally excluded, whether paying their car tax or learning how to set up a mobile phone.

<http://www.bwa-design.co.uk>

1HQ

Move: Adaptive Surface



Surfaces play an integral part in all our lives. How can we make these surfaces more helpful and adaptive to our needs?

Move is a transitional surface 'futures' concept utilising new and emerging morphing, material and power technologies to help shape the way we use and interact with our surroundings.

<http://www.1hq.co.uk>

Epitype



Open

Open is an awareness campaign and accreditation scheme designed to highlight and address issues of ageism in the workplace.

Open is designed to talk to employers, employees and those looking for work. It highlights the undervalued but crucial resource of the older worker.

<http://www.epitype.co.uk>

Ms Natalie



Pande Krishna Kishore
User Experience Lead
IBM Interactive - India

Essence of Information Architecture

Pande Krishna Kishore

Information Architecture is the term used to describe the structure of a system, i.e the way information is grouped, the navigation methods, and terminology used within the system. An effective Information Architecture enables people to step logically through a system, confident that they are getting closer to the information they require.

What is IA ?

Information architecture - It is the blueprint of the site upon which all other aspects are built - form, function, metaphor, navigation and interface, interaction, and visual design. Initiating the IA process is the first thing you should do when designing a site.

Define the Site's Goals

What is the mission or purpose of the application?

What are the short- and long-term goals of the site?

Who are the intended audiences?

Why will people come to your site?

Are you selling a product?

Do you have a unique service?

Why will people come to the site the very first time?

Will they come back?

If the client already has a site, try finding answers to this question there.

Filter the Answers

Design Document - Site Goals

Define the Audience

It is the basis for a list of all possible audiences. Add as many audiences as you can think of to the list, and ask everyone if they have any additions. If the list gets too long, you may have to break it down into categories.

Say, for example, you are building a site to sell cars. Audience categories might be Buyers, Sellers, Dealers, and Other. Buyers would consist of people who need a car right away, those who need a car within the next couple months, and people unsure if they need a car and are only doing research. The Other audience would consist of people trying to learn about who built the site, as well as possible investors in the site, and those searching for different kinds of information.

Have everybody rank the importance of each audience on the list. Gather the results, and create an audience list. Remember you will want to weigh each person's response appropriately when creating the list.

Then give the list of intended audiences to everyone so that they can write down what they think the most important needs and goals are for each one. Once again, compile the results, and create lists. Have everyone rank the importance of each need and goal for each audience. Once you have processed all

opinions, add the needs and goals to the list of intended audiences.

Create Scenarios

Scenarios are stories. They tell the tales of users experiencing the site, and they help you and your collaborators visualize the site and its users. Scenarios are also useful in validating the site's design once it is finished:

Using the previous definitions of your audience, try to come up with a set of users who represent the majority of visitors. The size of the site and audience determine how many users you will write scenarios for. Usually three to six scenarios are sufficient. However, you may need to come up with as many as 20.

For each user, write a scenario. To get started on a scenario, you need to bring the user to life. Create a character for that user, and give him a name, a background, and a task to accomplish on the site. Use a task from your list of audience needs and goals. Then write a story about how the character uses the site to complete the given task. Scenarios will be important later on, when you are defining the content and functional requirements of the site.

Competitive Analysis

Knowing your competition is a good way to learn about your own site. Whether you are casually browsing your rival's site or

seriously evaluating each and every competitor, you need to be aware of what other sites are doing.

To get started, make a list of your competition. Ask around, since you probably don't know all of the sites. Do a few Net searches as well; you may find some sites your client is unaware of?

Next, you want to generate a set of features and criteria to evaluate each site. Start with your goals, using them as the basis for a set of features in your competitive analysis. As you evaluate sites, be sure to add any features or functionality you find interesting. Criteria include things like download time, page size, layout, and look and feel. It is helpful to create a grid with the name of a site for each column and the features and criteria as the rows. This grid provides a rough, objective measure of how other sites compare. Here is an example:

Design Document: Audience, Scenarios, and Competitive Analysis

It is time to document what you have just done. Create a new chapter in your design document called User Experience. Add the audience definition, and incorporate the scenarios. You could try to integrate the scenarios with the audience definition, but it is probably better to put them in their own section. Next, write up a summary of the competitive analysis and add it to the design document. The competitive analysis

itself should be included as an appendix. Remember to publish these results so that everyone can see them.

Site Content

The point of this part of the information-architecture process is to gather the pieces for creating the structure and organization of the site. You will need to answer two questions

What pieces of content does the site need?

What sorts of functionality will be required?

These pieces represent the functionality.

**Content : static, dynamic, functional, and transactional.
Copyright notices, privacy statements, and membership rules.**

Functional Requirements: Member logon pages, signup pages for email newsletters, and other pages involving forms or transactions

The content inventory can be used to start this process early.

Group and Label Content

Order out of chaos - that's what this step is all about. Here you organize the content and define the basis for the site's structure. Begin by writing each element of the content inventory on an index card. Take the cards and organize them into groups. (You will want a big table to do this.) Try organizing them in different ways. When you are satisfied with how you have grouped things, name each group; try to be as

descriptive as possible, and avoid being verbose. Record the name of each group and the elements within it.

Repeat this process with everyone involved. It is important to record how each person organizes the information and names each group. Be sure to tell everyone that there is no right or wrong answer. All opinions are valid. Excellent ideas often come from the most unlikely sources.

After everyone has gone through the exercise, compare and contrast how each person organized the information. Depending on how you want to do this, you might call everyone together to discuss the pros and cons of each layout, work one-on-one with the most intriguing people and their ideas, or just organize all of the thoughts on your own.

When you decide on the final groupings and names, use them as the basis for defining the major sections of the site and the names of each section. This is the basis for your site structure. Be warned, though: Consider the major sections as transient - their names and content may change in the next stage of the IA process. Be sure to run the sections and their names by a few key players to make sure they are OK with them. Finally, revise the content inventory, if necessary, to reflect the new organization of the information.

Site Structure

If you've followed the first three lessons, by now you have a good handle on your site's goals, who the audience will be, and what kinds of content and functionality you'll need. It is now

time to define the site's structure, which is the foundation on which you build everything else.

Think of the site structure as a skeleton that holds the body together. Without it, your site will be a jumbled up, confusing mess - kind of like an amoeba. Do you want an unorganized, hard-to-use, crappy site? No! You want an evolved, highly structured, and easy-to-use site that can walk upright on its own two legs.

After creating a good site structure, everything else will fall into place. It can't help but do so! A well-designed structure makes it easy to define a navigation system, and the two together make designing page layouts and templates a snap. This is the last step before you can actually get into building things.

Metaphor Exploration

It's useful to explore various metaphors in trying to determine the site's structure. A good metaphor can go a long way in helping users understand how to use and navigate the site. However, no metaphor is perfect, so don't feel that you have to adhere rigidly to just one.

Three types of metaphors are useful to site design:

Organizational metaphors

Organizational metaphors rely on the existing structure of a group, system, or organization. For example, if you are creating a site to sell groceries, your metaphor could be a supermarket,

where products are grouped logically by type (canned vegetables, dairy products, cereal, snacks, household items, etc

Functional metaphors

Functional metaphors relate tasks you can do on the site with tasks you can do in another environment. Photoshop, a graphics program, relies on a lot of functional metaphors: You can figuratively "cut," "copy," and "paste" graphics on a computer - as though you were using real-world scissors and glue.

Visual metaphors

Visual metaphors are based on common graphic elements familiar to most people in our culture. If you are designing a music site that allows users to play songs, you might want to use the traditional "start," "stop," and "pause" icons found on CD players everywhere.

To begin exploring metaphors, gather your people and brainstorm ideas. Review and evaluate each metaphor. Try not to discourage any suggestions you do not like, at least not right away. A metaphor's punch might not be obvious right away. Try to map out the major sections of the site by connecting elements from the content inventory to each metaphor.

Architectural blueprints are visual representations of the site structure. They are diagrams showing how elements of the site are grouped and how they link or relate to one another.

You'll need to make up a legend that defines how on- and off-site links, page components, pages, and groups of pages are

represented in the blueprints. You might want to distinguish among parts of the site that perform a function or transaction, parts of the site that are generated dynamically, and pages merely comprised of text. If your site is large, you may have to make several architectural blueprints, starting with a generalized overview of the site and working toward diagrams with a finer and finer grain.

Define Navigation

How will users use the site?

How will they get from one place to another?

How do you prevent them from getting lost?

Defining the navigation system for the site solves these problems.

Take a look at the site structure listing. What are the major sections? These are excellent candidates for the global navigation system, which appears on every page of the site and enables users to quickly jump between sections. If at all possible, try to limit the number of global navigation elements to between five and seven. Another good idea is to incorporate the branding of your site - the company logo - into the global navigation as part of the link back to the site's homepage.

Local navigation can take a number of forms

Visual Design

The goal of this lesson is to take the site's structure and map it onto the visual design. A number of tools are useful in creating

the design. The first step is to make layout grids that define the structure and organization of the site as it will show up on the page level. Then design sketches will establish a general look and feel. Layout grids and design sketches together lead to page mock-ups, which in turn lead to the construction of Web-based prototypes.

Layout Grids

Layout grids are templates that describe Web pages. Content - the focus of every page - requires prominent placement. You'll need to block out space for global and local navigation and integrate other aspects of the site that may not be part of the site structure

To get started, take the site structure listing and make a list of all the possible page types. Individual pages within the site should be very similar in form across all the major sections. Review the content inventory, then try coming up with two or three generic page types. You'll start by designing these and then use them as the basis for all the other page types.

Finally, navigation also has to play a prominent role. Global navigation must be consistent across every page of the site. Local navigation systems can change, depending on the content, but try to be as consistent as possible.

This is an iterative process. You will need to revise the layout grids several times. You will probably want to do two or three different styles for the layout, if you have time.

Design Sketches and Page Mock-ups

Design sketches are used to establish the look and feel of the site. They can be integrated with the metaphor or site structure rationale, but this isn't always necessary. Often, they are done concurrently with the rest of the information-architecture process, so you may already have the design sketches worked out and approved by the client.

The sketches don't necessarily need to represent structure or organization. However, the graphic designers do need to know the size of the graphics files, as well as any technical constraints.

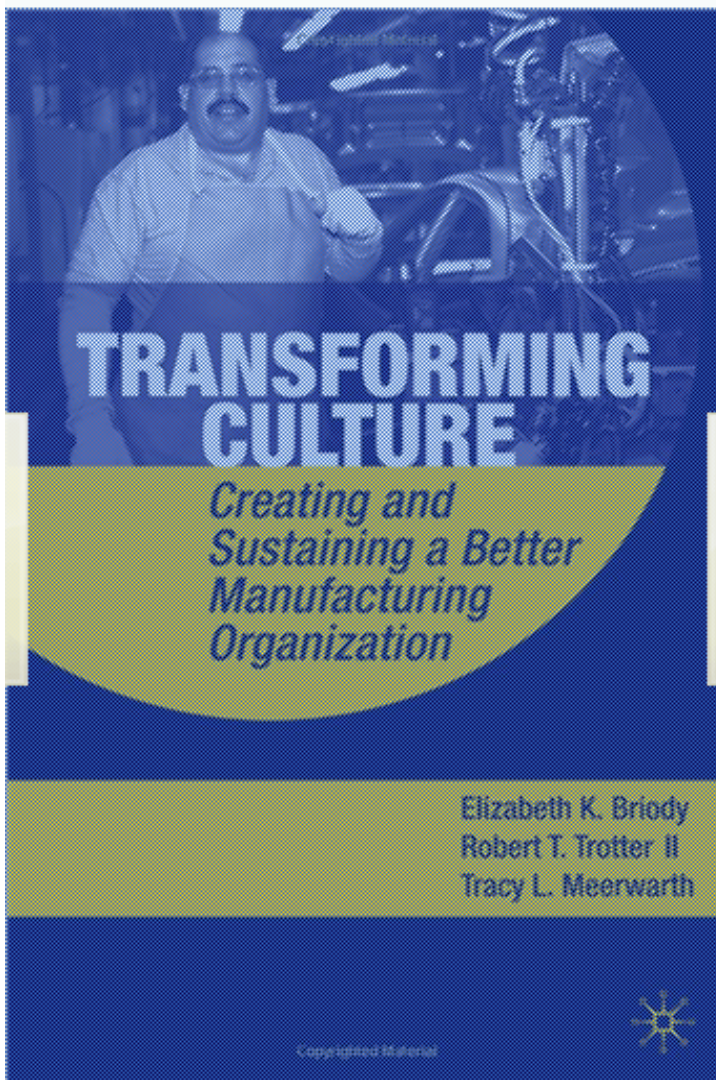
The next step is to create page mock-ups, which represent the actual site, by integrating the design sketches with the layout grids. These should be as close to the actual pages as possible. Use your favorite graphics program to break up your sketches. Try cutting and pasting the pieces over their respective parts of the layout grids. Another option is to build the page mock-ups in HTML, using the pieces of the design sketches as the graphics.

The page mock-ups are the basis for a Web-based prototype or, if your site is small enough, the basis for building the actual site. Page mock-ups need to be approved by the client, although it may be sufficient to have approval on the site structure and design sketches in order for you to move forward with the prototypes.

UI designers must recognize the importance of Information Architecture or else they run the risk of creating great content and functionality that no one can ever find.

Pande Krishna Kishore
User Experience Lead
IBM Interactive - India

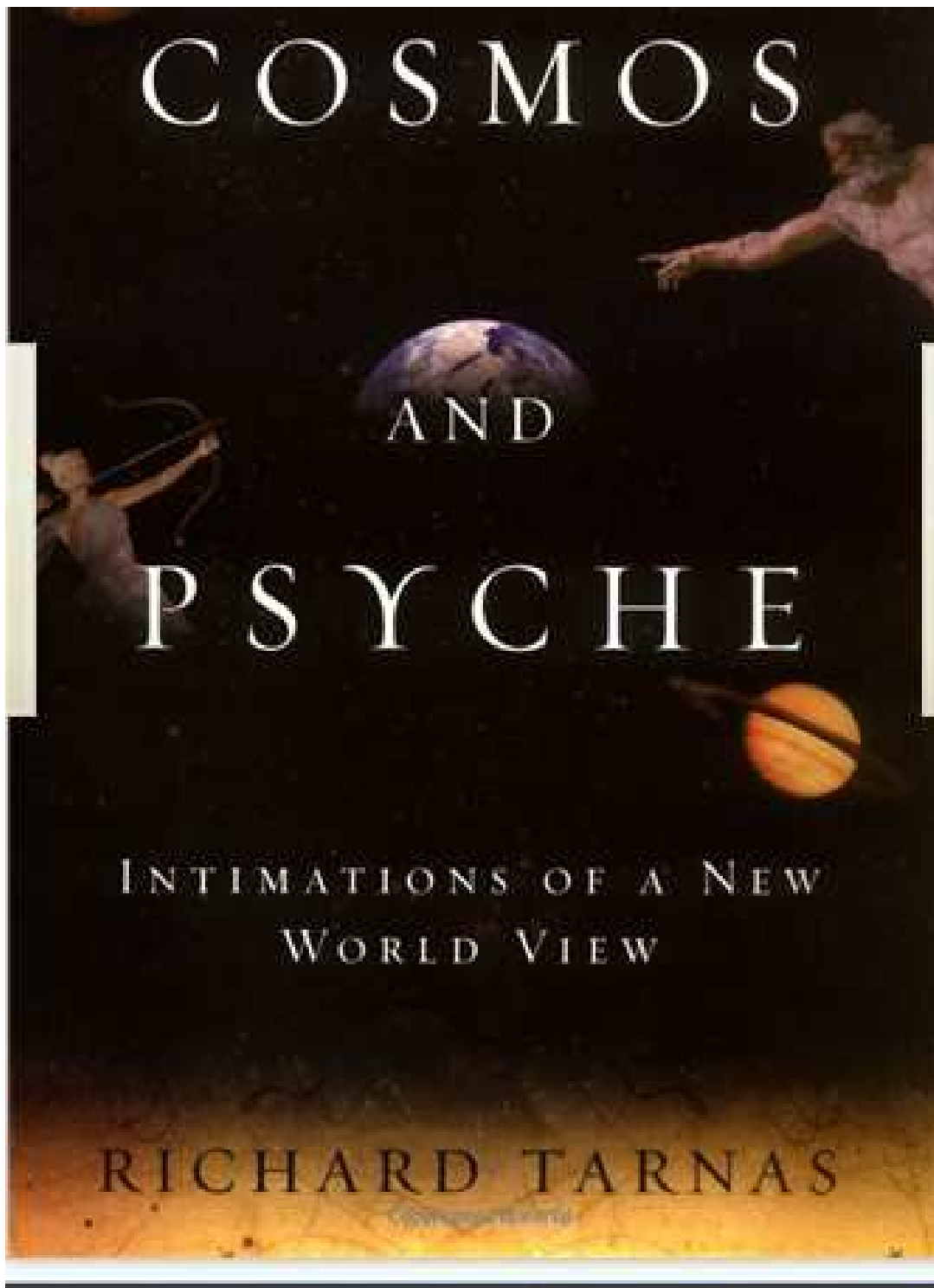
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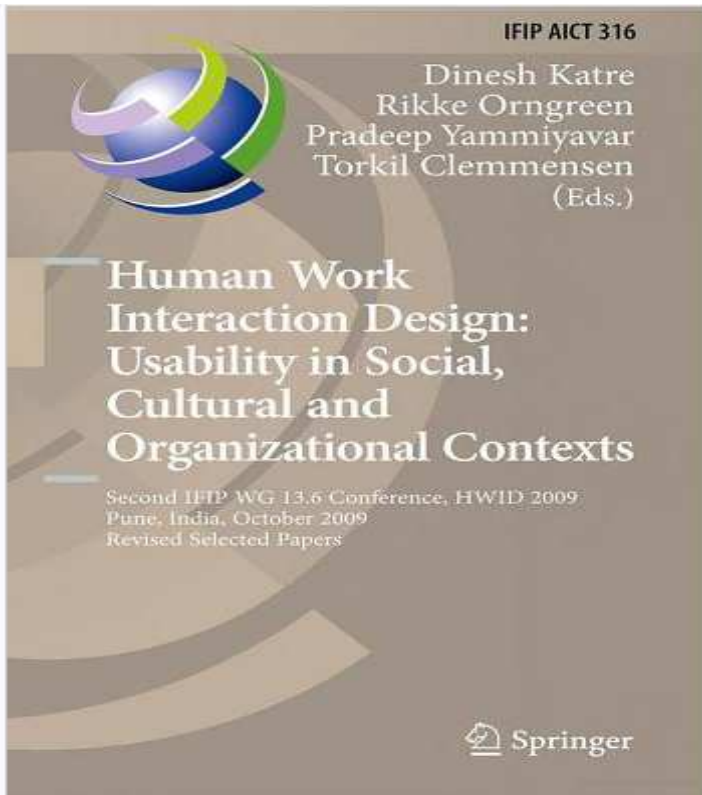
I wanted to announce the launching of our book today! Please go check it out on Amazon. This book is geared toward practitioners interested in culture change and theory. It details 4 years of ethnographic work on culture change at General Motors. We offer in depth analysis and tools for aiding culture change. Please email me with any questions and follow the link!

http://www.amazon.com/Transforming-Culture-Sustaining-Manufacturing-Organization/dp/0230623468/ref=sr_1_2?ie=UTF8&s=books&qid=1269956507&sr=8-2

2.



3.



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Interview with Francesc Aragall about the project 'Design for All'



Prodintec Foundation has launched the publication which reflects the experience of 9 Asturian companies that have decided to incorporate the principles of Design for All in their processes and products within the pilot project 'DESIGN FOR ALL', funded by **IDEPA**.

The project, which has relied on the advice of the Design for All Foundation, has also helped implement **H.U.M.B.L.E.S.** methodology developed by Francesc Aragall, and confirm its benefits.

Francesc Aragall is president of the Design for All Foundation and CEO of ProAsolutions, SL

We interviewed Francesc Aragall about the pilot project and the application of the methodology in the participating companies:

How was the H.U.M.B.L.E.S. methodology born?

The methodology was born out of observing, during years of collaboration with companies, the impact of DfA, that economic benefits it generates and the best practices in each company. Specifically, on a trip to Japan in 2006 saw the results of DfA in

different companies; in Japan the UD (Universal Design) is widespread. And yet, every company is implementing it in their own way, in a very partial and biased way. There was no methodology to collect all the aspects to consider for a successful implementation of DfA in business. Therefore I thought it was necessary to develop a method for anyone, though he had no knowledge, could implement DfA and get results immediately.

What was the origin of the pilot project?

The first contact with the Foundation Prodintec emerged at a conference in Leon. Prodintec worked for years in design management from the perspective of integral design, and for them the DFA was the next step. They were very interested in collaborating with the Foundation to implement the DfA in companies of Asturias and then the opportunity arose to carry out the pilot project to test the effectiveness of the H.U.M.B.L.E.S. methodology with real companies.

How was the publication conceived?

In Prodintec it is a common practice in all the projects carried out; they always publish the process and results. It emerged as a natural consequence of the project.

How do you evaluate the experience? What would you highlight?

Of all the things that struck me I'd like to highlight the reaction of entrepreneurs once you explain the methodology. Everyone understood perfectly and were receptive and confident, agreed to participate and invest in the project. Since the beginning they saw very clear the potential of Design for All as something that could bring benefits. The proof is that of 10 companies contacted, 9 agreed to participate. Moreover, given the diversity of businesses, it was a challenge to implement the methodology. From a university spin-off that makes chips to a company that makes hórreos ... We could see that Design for All really does work for All.

Did you notice a change in business, a 'before and after' the project?

Regarding the economic aspect, the terms of the project ended before we could see the benefit and track the progress of the companies. It would be necessary to follow up the progress of the companies.

The Foundation should conduct an analysis / assessment of the economic impact on businesses.

A direct benefit we've noticed is that it forces them to think about their processes internally, and also about their situation in relation to competitors and the market indirectly, the methodology proves to be a tool of analysis for the entrepreneurs.

All have used this analysis in perspective: externally used to measure the competitiveness and assess the needs of customers, and internally to analyze the organization and design management.

The drawback is that the intensity of everyday does not always facilitate the implementation of the changes, or allow time for reflection and rethinking of strategies, and it always takes time to reflect and readjust / redirect.

Are there any intentions to develop expertise in other areas or adapt to other sectors?

Yes, it is expected to repeat in Catalonia, France and the Canaries, we also want to repeat the experience with Prodintec for deepening other aspects of the project. We'd like to review the process by stressing the importance of the commitment of company management as a key to successful implementation, adapting the process according to the type of business and tracking down the results. Prodintec works with industry and we want to develop the project in the service sector.

Are there plans to expand on the methodology in a publication?

The guide 'Design for All' Prodintec is a guide of the

implementation of the method but the section dealing methodology is very short.

This year will be launched a publication, edited by **Gower Publishing Ltd.**, which focuses on the H.U.M.B.L.E.S. methodology, explaining each step in detail.

****H.U.M.B.L.E.S. stands for the 7 stages that comprise the method for the implementation of DfA in an organization:***

- Highlight Design for All opportunities.***
- User identification.***
- Monitor interaction.***
- Breakthrough options.***
- Lay out solutions.***
- Efficient implementation and Communication.***
- Success evaluation.***

(Courtesy:Design For All Foundation, Spain.)

Appeal:

1.

Call for Papers

Workshop Series: Anthropology of Business

Date: November 22 to 2 December 2010

Venue: The University of Hong Kong

Convenor: Andrew MacNaughton/ Wong Heung Wah

Workshop Series Abstract:

Anthropology has recently moved into the study of modern corporations and business organizations. In responding to this new movement, this workshop series aims to explore how anthropology and business studies as academic disciplines approach the same human (business/social) phenomenon in terms of different theoretical and methodological frameworks and how these different frameworks would lead to different understandings of the same phenomenon. The second general purpose of this workshop series is to trace the origins of these different theoretical and methodological frameworks to some basic assumptions of these two disciplines such as the ontological nature of business organizations and the human actions within such organizations. This workshop series welcomes papers which try to compare the theoretical and methodological frameworks of anthropology and business studies and examine how the differences in the theoretical and methodological frameworks of the two disciplines would lead to different interpretations of the same human phenomenon. We also expect the papers to search out the reasons for the different theoretical and methodological frameworks of the two disciplines and through this search we hope that we can make a judgment, no matter how tentative this may be, on whether anthropology and business studies as academic disciplines can complement each other or whether they are just two mutually exclusive disciplines.

All the above general purposes are expected to be achieved in a concrete rather than abstract context: concrete case studies of companies. The workshop series therefore includes three workshops: companies and families, companies and religions, and companies and states. Each workshop in the series lasts for 2 and a half days and will include 15 papers.

(1) Companies and States

Date: November 22 to 24, 2010

Venue: The University of Hong Kong

Abstract:

This workshop explores how anthropology and business studies have been and are studying the relationship between companies and states. Recent efforts in anthropology to 'map' the symbolic reach of states have turned their attention to the peripheral interactions of state with corrupt, non-state, or becoming-state communities, but scales of analysis are acknowledged to be problematic. With arguably anomalous degrees of belonging and similarly exclusive systems of governance, it may be that companies can offer a view on processes of becoming that provide insights on states and vice-versa, but it is a certainty that this remains off the agenda for business studies and unmentioned by anthropologists. Can and should either discipline do anything to draw these two spheres of analysis together? This workshop tries to evaluate and compare the achievement of the two disciplines in the study of the relationship between companies and states. We welcome papers that try to answer these questions through concrete case studies.

Deadline for submitting paper abstracts: May 1, 2010

**Deadline for announcing the acceptance of paper abstracts:
May 8, 2010**

Deadline for submitting full papers: November 12, 2010

Please send your paper abstracts and full papers to:

Andrew MacNaughton (amachku@hkucc.hku.hk)

Wong Heung Wah (hwwongc@hku.hk)

(2) Companies and Religions

Date: November 26 to 28, 2010

Venue: The University of Hong Kong

Abstract:

This workshop explores anthropologically the relationship between companies and religions through intensive case studies. Although Max Weber's classic work on the relationship between the protestant ethic and capitalism has already reminded us of the importance of the categorical link between "economy" and "religion", not many scholars in the field of business studies pay particular attention to the relationship between companies and religions. We therefore intend this workshop to demonstrate, through intensive case studies, the complicated relationships between companies and religions and their importance in understanding the performance and behaviors of contemporary companies. Given the importance of the relationship between companies and religions, we also

expect papers to address why business studies as a discipline pay insufficient attention to that relationship.
Deadline for submitting paper abstracts: May 1, 2010
Deadline for announcing the acceptance of paper abstracts: May 8, 2010

Deadline for submitting full papers: November 16, 2010

Please send your paper abstracts and full papers to:

Andrew MacNaughton (amachku@hkucc.hku.hk)

Wong Heung Wah (hwwongc@hku.hk)

(3) Companies and Families

Date: November 30 to December 2, 2010

Venue: The University of Hong Kong

Abstract:

This workshop explores how anthropology and business studies have been and are studying family businesses; and what theoretical, methodological, and empirical issues these two different disciplines have been and are concerned with; and why. Finally, this workshop also tries to evaluate and compare the achievement of the two disciplines in the study of family businesses. We welcome papers that try to answer these questions through concrete case studies of family businesses.

Deadline for submitting paper abstracts: May 1, 2010

Deadline for announcing the acceptance of paper abstracts: May 8, 2010

Deadline for submitting full papers: November 20, 2010

Please send your paper abstracts and full papers to:

Andrew MacNaughton (amachku@hkucc.hku.hk)

Wong Heung Wah (hwwongc@hku.hk)

Format:

Each workshop within the series will be kept small, with a group of 15 paper presenters. In the workshop, we plan to ask each presenter to present their papers in 20 minutes and he or she will be given 40 minutes for discussion. The workshop will therefore last for two and a half days. The first day will be paper presentation session and the last half day will be for round-table discussion on possible publications and future collaboration.

Publications:

In order to reach global audiences, we plan to publish three volumes out of this workshop series and each volume will be published in English, Chinese, and Japanese. Papers can be in English (6,000-8,000 words), Japanese (18,000-20,000 characters) or Chinese (20,000-25,000 characters).

Remarks:

The School of Modern Languages and Cultures at The University of Hong Kong is trying to provide 3-nights of accommodation for each paper presenter for each workshop. If you have two or three papers accepted, you will be provided sufficient accommodations accordingly. We hope to have sufficient resources for all paper presenters but we are not sure at the moment. However, we will try our best. Air-fare subsidies could also be provided for some if not all paper presenters.

Dr. Robert Guang Tian

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2.

Friends,

1) Do you know anybody who knows Tamil and would be interested in volunteering?

RoughRider User Manual Translators- we need help translating & editing in French, Tagalog, Russian, Afrikaans, Tamil, Navajo and Arabic

Their web site:

<http://www.whirlwindwheelchair.org/>

If so have the volunteer with Keoke Whirlwind Wheelchair"

2) Do you know anyone residing in the US who knows Tamil, Hindi or both and would be interested in volunteering with Bookshare.org.

Bookshare International was launched in Oct 2008 to reach out to the global community and bring the online library services to the print disabled to many countries. Bookshare is currently working with partner organizations in India, Kenya, Ghana, Denmark, Canada and a few other countries.

Interested volunteers should contact Viji Dilip. Her email address is vijid@bookshare.org.

Visit India: Agenda & Action Plan for Inclusive Tourism at:
http://tournet.ning.com/groups/group/show?id=1851603%3AGroup%3A24816&xg_source=msg_mes_group

News:

1.

The Americans with Disabilities Act (ADA) prohibits discrimination on the basis of disability in employment, state and local government, public accommodations, commercial facilities, transportation, and telecommunications.

"Disability" Under the ADA

The ADA only applies to persons who meet the definition of "disabled" under the Act. A person is considered disabled, and so protected under the ADA, if he or she either actually has, or is thought to have, a physical or mental impairment that substantially limits what the ADA calls a "major life activity." Major life activities are the basic components of any person's life -- including walking, talking, seeing, and learning. If a person has impairment that substantially limits his or her ability to perform one or more of these activities, that person is considered disabled under the ADA.

The ADA does not specifically name all of the impairments that are covered, but common examples of disabilities include confinement to a wheelchair, reliance on assistive devices such as canes and walkers, blindness, deafness, a learning disability, and certain kinds of mental illness.

ADA Title I: Employment

Title I of the ADA requires employers with 15 or more employees to provide qualified individuals with disabilities an equal opportunity to benefit from the full range of employment-related opportunities available to others. For example, it prohibits discrimination in recruitment, hiring, promotions, training, pay, social activities, and other privileges of employment. It restricts questions that can be asked about an applicant's disability before a job offer is made, and it requires that employers make reasonable accommodation to the known physical or mental limitations of otherwise qualified individuals with disabilities, unless it results in undue hardship. Religious entities with 15 or more employees are covered under title I.

Title I complaints must be filed with the U. S. Equal Employment Opportunity Commission (EEOC) within 180 days of the date of discrimination, or 300 days if the charge is filed with a designated state or local fair employment practice agency. Individuals may file a lawsuit in federal court only after they receive a "right-to-sue" letter from the EEOC.

Charges of employment discrimination on the basis of disability may be filed at any [EEOC field office](#). Field offices are located in

50 cities throughout the U.S. and are listed in most telephone directories under "U.S. Government."

ADA Title II: State and Local Government Activities

Title II of the ADA covers all activities of state and local governments regardless of the government entity's size or receipt of federal funding. Title II requires that state and local governments give people with disabilities an equal opportunity to benefit from all of their programs, services, and activities (e.g. public education, employment, transportation, recreation, health care, social services, courts, voting, and town meetings).

State and local governments are required to follow specific architectural standards in the new construction and alteration of their buildings. They also must relocate programs or otherwise provide access in inaccessible older buildings, and communicate effectively with people who have hearing, vision, or speech disabilities. Public entities are not required to take actions that would result in undue financial and administrative burdens. They are required to make reasonable modifications to policies, practices, and procedures where necessary to avoid discrimination, unless they can demonstrate that doing so would fundamentally alter the nature of the service, program, or activity being provided.

2.

Universal Access

There's plenty of information about how to incorporate universal design into mainstream, market-driven homes. Here's why builders ought to do it, and how to go beyond the basics for an accessible and convenient lifestyle for all buyers.

IMAGINE HOW MUCH easier it would be for a parent with a toddler and an infant to get from the garage or driveway into their new house without having to navigate even one step up to the door, or to haul a load of laundry or groceries, with one kid in tow and another one on hip, through slightly wider door openings and hallways. How much more would that family pay for a house with those and similar lifestyle or convenience features, or at least be more likely to purchase it instead of one without them?

Somewhere in the complexity of today's housing market, the concept of universal design (UD) got a little lost in the shuffle, or at least pushed down the priority ladder, as a point of

marketable (and profitable) distinction for home builders. Or maybe it is simply masked in a variety of increasingly popular products and design schemes, including refrigerator drawers, walk-in showers, covered porches, and modular garage and closet storage systems.

But make no mistake: UD is a sleeping giant awaiting the alarm of demand from aging baby boomers, up-and-coming echo boomers, and softening market conditions. "Designing a house for an average-size, able-bodied adult male is no longer realistic given our changing culture and demographics," says John Salmen, president of Universal Designers & Consultants in Takoma Park, Md. "Accommodating disabilities is only the tip of the iceberg of universal design's value."

Like green building, an equally worthy ideal for better housing, universal design has slowly but surely progressed—albeit stealthily—in its marketability, affordability, and available options to serve the mainstream. Designers and builders who already employ single-lever kitchen and bath faucets, wall ovens, pocket doors, main-level master suites, hard-surface flooring, and thoughtful, task-driven lighting layouts to attract buyers who care about aesthetics find themselves more than a few steps down the universal design path already.

Builders either dedicated to the concepts of UD or some variation of it, or aware of its impending market value enough to consciously implement and sell some of its principles, enjoy a bevy of how-to information about the concept and its execution. UD-specific design idea and house plan books, printed and electronic catalogs of accessible products, illustrated technical manuals for critical rooms and conditions, and online guides and checklists abound in both volume and detail (see "Resources," page 166), showing how to apply UD to any and all types of market-driven housing.

The stumbling block, of course, is why to do it. Save some scattered municipalities mandating "visitability" (a scaled-down derivative of UD) in new one- and two-dwelling homes, there are no laws governing private-sector single-family builders regarding accessibility, as there are for multifamily and commercial developers.

“Builders tell us that younger buyers don't value it, unless they know for sure that an older parent or relative is going to move in with them,” says Richard Duncan, senior project manager at the Center for Universal Design at North Carolina State University in Raleigh, N.C. But, he suggests, “builders can sell the ease of use and convenience as differentiating points” to all of their buyers.

Devote some thought to it, and it becomes clear how stepless entries, wider doors and hallways, lever handles, D-shaped cabinet pulls, and midheight lighting, electrical, and environmental controls on the walls—among a host of UD features and products—can appeal to a true mainstream of buyers instead of a select few measuring exactly 5 feet 8 inches tall who will go through life without even an occasional injury, much less arthritis, back trouble, or an even more severe chronic disability. “The more people who experience those things, the more receptive they'll become” to UD features, says Dr. Betty Jo White, a professor at Kansas State University in Manhattan, Kan., who leads a departmental focus on UD.

White says the same goes for builders who also may experience or have to manage physical limitations on a personal level, either their own, a spouse's or child's, or an elderly parent's. The experience of not being able to function in their own homes, she says, will likely inspire or motivate builders to consider adding UD features in their future new-home projects.

Some builders' reluctance to incorporate UD stems from a concern about building houses that look institutional, highlighted by grab bars, wheelchair ramps, and lower counter heights. “That's confusing UD with a fully accessible home,” says Duncan, a common mistake made by builders, he says. “Know what you're building and what to call it. The ideal for UD is a mainstream spec house, not a nursing home

White is equally intolerant of such excuses from builders. “Sometimes, what makes a wider door look institutional is a wheelchair going through it,” she says.

Builders, of course, also worry about costs. While there is a slight premium for some UD features—primarily with regard to

site grading for at least one stepless entry—accommodating UD early in the design process mitigates much of the extra expense. “It could be zero if you're already building a variety of home styles and simply make some adjustments,” says Duncan, who estimates up to a 5 percent direct-cost premium for UD.

Some UD features, in fact, might be cheaper; a 3-0 door requires less wall structure than for a 30-inch opening, says Salmen, saving more money in rough framing materials and labor than the cost of a larger, prehung door.

Consider the universal design principles and guidelines illustrated on the previous two pages—the basics that every UD-programmed house should have, plus, suggestions for features that go beyond the basics, to enhance the marketability and profit potential of new single-family homes suited for a diverse buyer demographic. “Understanding how our society is changing is the key,” says Salmen, such as aging-in-place buyers, multigeneration-al households, and echo boomers. “Not taking that into consideration is a mistake if you want the housing stock to be valuable for a long time.”

RESOURCES

The following list is only a smattering of what's available on the Internet and elsewhere regarding universal design and its application in single-family housing, but all are excellent places from which to start:

Center for Universal Design, Raleigh, N.C.;

www.design.ncsu.edu:8120/cud/index.htm

Universal Design Demonstration and Research Facility,
Manhattan, Kan.; [www .k-](http://www.k-state.edu/humec/atid/UDF/index.htm)

[state.edu/humec/atid/UDF/index.htm](http://www.k-state.edu/humec/atid/UDF/index.htm)

Universal Designers & Consultants, Takoma Park, Md.;

www.universaldesign.com

NAHB Research Center LifeWise Home project and Directory of
Accessible Building Products (2006 ed.); Bowie, Md.,

www.nahbrc.org

Steven Winter Associates and Accessible Housing by Design:

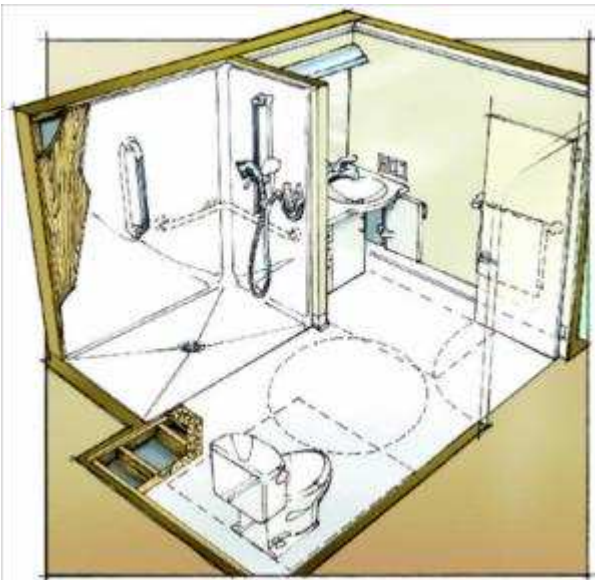
Universal Design Principles in Practice (1997);

www.swinter.com EVERYBODY LOVES UD

Think universal design is ugly? Institutional? Obvious? Tell that to the manufacturers of these products, who consciously or not have given style and popularity to the concept of accessibility:



BD060801162L1.jpg [CLICK HERE FOR IMAGE GALLERY](#)



BATH BENEFITSA 5-foot, square roll-in shower, complete with a warped threshold entry and a handheld shower fitting on a slide-bar mount, is a luxurious, multi-functional upgrade. If the plan or price point demands a tub/shower combination, leave adequate maneuvering space beside the tub and offset the controls and spout to the outside edge of the wall and deck. Rough-in blocking for grab bars that can support 250 pounds of force in any direction. Beyond the basics: Pocket or outswing door with swing-away hinges and adequate floor clearance on

handle side in the hallway; pedestal sink or open vanity and single-control lever faucet; anti-scald valves.



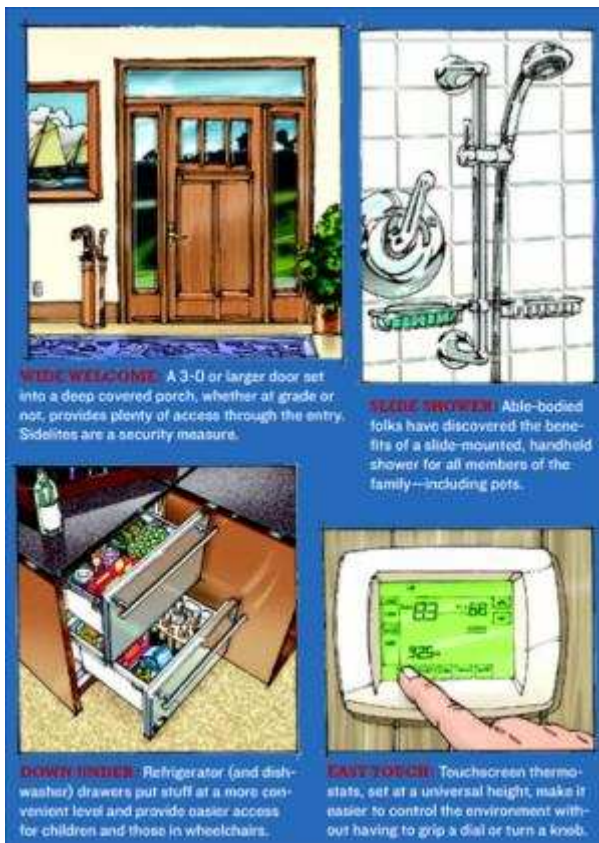
KITCHEN TRICKSThe minimum clear space for a wheelchair is 5 feet, but some house plans can't accommodate such spaciousness. So enlarge only the toe space of the cabinets (6 inches to 9 inches high) to accommodate the minimum clear space without changing the distance between the cabinet fronts and tops. Also, overlap maneuvering spaces to limit the need for a larger kitchen plan. Finally, consider varying countertop heights. No one standard suits all, and it's a boring look besides. Lower and higher tops, in fact, might benefit certain food prep, eating, and/or serving tasks. Beyond the basics: Full-extension drawers and pull-out shelves; wall oven with one rack even with the countertop; side-by-side refrigerator with door-mounted ice and water dispenser and/or refrigerator drawers; appliances with front-mounted controls; rolling cart set within the base cabinet run; single-control faucet; built-in desk with knee space; glare-free task lighting; D-shaped cabinet pulls and/or touch-latches; modular pantry storage (a good idea for all closets and the garage too; also, it's space-efficient).



GOOD GRADES Make at least one entrance (not necessarily the front entry) at grade with a garage, carport, driveway, or sidewalk, which not only accommodates people with disabilities but also is more convenient and safer for everyone. On sloping lots, look for opportunities and options to either grade the parcel or place the footprint to allow an at-grade entrance. (Hint: The uphill side of the house will best enable the stepless entry.) Earth-filled approaches or slightly sloping walks to the entry also require no handrails, lowering costs. Beyond the basics: Covered entry for climate shelter and enhanced lighting; full-length sidelites or lowered/twin peepholes for security; at least a 3-0 door; lever-handled hardware; 12-inch to 16-inch kickplate on push side of doors; flush thresholds.



SINGLE-LEVEL LIVING Put all key functions, including a bedroom (ideally a suite) and laundry, on the main or accessible level. An alternative might be to design a plan in which the dining room or parlor can be easily and logically converted to a bedroom, if necessary. Then again, main-level master and/or home office suites, complete with private baths or a shared bath, are mainstream already. Beyond the basics: Hallways should be a minimum 42 inches wide, and doorways and passages should be a minimum 2 feet 10 inches wide, with a minimum 18-inch clear floor area on the handle side; swing-away hinges or pocket doors to increase clear space through openings; lever-handled hardware; 12-inch to 16-inch kickplate on push side of doors; flush thresholds; contrast the floor and wall finishes, as well as finishes on the wall (switchplates, etc.); focus on task lighting instead of general ambient lighting schemes.



BEST OF THE REST: Full-extension cabinet drawers and/or roll-out shelves; kitchen range/cooktops with front-mounted controls; D-shaped cabinet pulls; side-by-side refrigerators;

adjustable/modular garage or closet storage systems; and engineered hardwood flooring or wood-look laminate flooring.

3.

This *eNewsletter* is also available for viewing and printing at:
http://www.whitehutchinson.com/news/learnenews/2010_april/

Children's **LEARNING ENVIRONMENTS** eNewsletter

A newsletter of the White Hutchinson Leisure & Learning Group

Vol. IX, No. 1, January-April 2010

In this issue

1. From the Editor
2. Institute Tour Announced for June 9, 2010, 10 a.m.-4 p.m
3. Trained on New Nature Curriculum
4. What Is an Interior Designer?
5. Vicki's Favorite Environments
6. LEED and Acoustics in Green Child Care Buildings
7. Choosing a Safe Site for your Center/School
8. Renovating, Repairing or Painting your Center/School?
9. Recent Projects

4.

Dear Madam / Sir,

I have the pleasure to inform you that TIEMS India Chapter has been approved by TIEMS Board and is now in operation with the following contact details:

**venu madhav maroju / President TIEMS India Chapter
Managing Trustee, CONTINUUM PLANNING AND DEVELOPMENT
103-B, SHREE VIJAY VIHAR**

**IIT (MUMBAI) EMPLOYEES CHS LTD, POWAI
MUMBAI - 400 076 INDIA**

E-mail: madhav.vahdam@gmail.com

This is an important extension of TIEMS global network of chapters, which in addition to India, comprises approved chapters in Romania, BeNeLux, South Korea and China. The dialogue is also on for approving chapters in other regions of the world.

Furthermore, please also be informed that because of unexpected delay of the review process for papers for the annual conference in Beijing, the *Early Bird Rate deadline* is extended to *15th April 2010*.

Please, also remember your visa for travelling to Beijing.

Details can be found on TIEMS web-site: www.tiems.org

Yours sincerely

**K. Harald Drager
TIEMS President**

5.

Launch of Web Design for All (wd4all.com), a Website Dedicated to Web Design and Community Building

Shoopz proposes a new website filled with news, online tutorials and other resources about web design, mainly targeted at novice and mainstream users

Shoopz announces the immediate launch of a new information website dedicated to web design: www.wd4all.com or Webdesign for All. This will complement the website of their official product, www.kameleoon.com.

Webdesign for All focuses about website and community building in general, and web design in particular. Its purpose is not to replace the current website of the company, but to provide additional articles with a broader scope. The editorial line will be as neutral as possible, with a diverse content: recent trends analyses, software reviews and tutorials, web design news or in depth discussions on Internet technologies and standards. Competing solutions to Kameleoon will have

their place on wd4all.com and will be featured as the site's content keeps growing.

Webdesign for All is born as a result of the lack of clear information about this topic on the Web. There are a lot of sources available but it is often mandatory to consult several of them to have a correct overview on a given subject, and the information is usually not presented in a way suitable for the mainstream public. Jean-Noël Rivasseau, CEO of Shoopz, comments: "Usually the web design aspect is omitted from community building guides, resource sites or even vendor's solutions - although it is essential for large online platforms to offer more to their users than a dozen templates." Kim Loeber, commercial manager, adds: "To sell online services, it is almost always mandatory to propose design solutions packaged and integrated. Template based solutions have a lots of disadvantages and many web users prefer custom web design or software tools, both offline and online. To allow users to find the best solution for their needs, we concluded it was necessary to educate and inform them a lot more." The target audience for Webdesign for all is quite large since we aim to provide useful information to any person interested in webdesign, whatever the reason. The main challenge will thus be to provide a set of information consistent with the technical level of visitors. Shoopz invites specialized writers and journalists to contribute articles about their favorite subjects. A section of the site dedicated to partnerships will host links to various actors in the web design world, ranging from small web agencies to large software publishers. The Shoopz team hopes to make a relevant contribution to the general understanding of web design and of its importance in the Web 2.0 universe, and looks forward to a large and creative audience.

Program & Events:

1.

Advanced Photography Workshops

Sheil's Photography
www.sheilphoto.com
(m) +919860080909

Advanced Photography Workshop : Bird Photography



www.sheilphoto.com

ONE DAY WITH BIRDS...

for true bird lovers.

Learn to photograph birds in action.

- Bird Identification*
- Bird Watching*
- Bird Tracking*
- Bird Behavior*
- Bird Photography*

with expert guidance and practical tips.

Venue : Bhigwan, bird's paradise 100km from Pune.
Start time : 5:30 AM, reach venue by sunrise
Capture morning activity of birds
Afternoon : **Cook lunch at site**
Rest and discussions in shade in fields
4:30 PM to 6:30 PM : Evening photography session
Return : by 9:00 PM

Transportation : Self managed, preferred pooling
Fees : Rs. 1000/- per participant
(inclusive of course material)



WORKSHOP DATES : 3rd APRIL, 2010

To participate, mail to workshops@sheilphoto.com

2.

Stanford India Biodesign



The goal of Stanford-India Biodesign is to train the next generation of medical technology innovators in India. This is facilitated through a fellowship, internships and events.

Funded by the Department of

Biotechnology, Ministry of Science and Technology, Government of India, Stanford University, and other supporters, the SIB Fellowship Program is centered in New Delhi and administered as a collaboration between [Stanford University](#), the [Indian Institute of Technology Delhi](#), and the [All India Institute of Medical Sciences \(AIIMS\)](#) in partnership with the [Indo-US Science & Technology Forum \(IUSSTF\)](#). In future years, the fellowship and associated teaching programs will be developed in other centers in India.

Fellows receive tuition, stipend, and international travel support (for trips required for the fellowship.)

Fellowship

This highly competitive program is directed towards Indian citizens who have an interest in the invention and early-stage development of new medical technologies. Successful applicants will have advanced degrees and/or significant work experience. University faculty are strongly encouraged to apply.

During the fellowship, approximately half of the fellows' time is , at Stanford University and the other half spent in India.

Fellows work on a multidisciplinary team joining other innovators with a combination of engineering, medical and business backgrounds.

The team examines clinical needs within the Indian setting, identifying opportunities for medical technology innovation. Working closely with Stanford, AIIMS and IIT Delhi faculty, the teams invent, prototype, develop and patent one or more new technologies. Fellows are also mentored by "real-world" experts from the medical technology, legal and venture capital industries in the United States and India.

The fellowship begins in January each year.

Fellows must commit to remaining in India at the completion of the program, with the intent of returning to academia (to develop Biodesign-related programs), founding startup companies or joining existing medical technology companies.

Fellows are paid a full stipend while they are in the fellowship, although the amount varies between Stanford and Delhi. Any required tuition and health benefits are also covered.

Internship

Internships are offered at the AIIMS SIB Centre on an annual basis. Interns spend three months at the SIB Centre working with the fellows to find solutions to the needs they have identified. Interns are mentored by the SIB Fellows and Faculty during their stay at AIIMS. Interns are paid a modest stipend. We are currently seeking applicants for the Spring 2010 Internship. Further information is available on the [Internship page](#).

Events

Every year we hold an Indian Medtech Summit in Delhi, India. The AIIMS SIB faculty, fellows and staff facilitate the event and many members of the medtech community attend including AIIMS faculty, industry representatives, government officials, local and US-based entrepreneurs, students and others. The 2010 Summit will be held in Delhi on December 10, 2010.

Contact Information

The address at AIIMS for the SIB Centre

**Stanford India Biodesign (SIB) Centre
Room No.108, Old OT Block (First Floor)
All India Institute of Medical Sciences (AIIMS)
Ansari Nagar, New Delhi-110029
Ph:+91-11-26593758
Ph/Fax: +91-11-26588168**

3.



The Starkloff Disability Institute
133 South 13th Street, Suite 500
St. Louis, Missouri 63102 USA
314.588.7090
Colleen Starkloff colstark@starkloff.org
www.starkloff.org

The R.L. Mace Universal Design Institute
430 Yorktown Drive, Suite 205
Chapel Hill, North Carolina 27516 USA
919.960.6734
Richard Duncan rduncan@udinstitute.org
www.udinstitute.org

UNIVERSAL DESIGN SUMMIT 4

CREATING UNIVERSAL HOMES & COMMUNITIES

October 10 - 12, 2010 – St. Louis, Missouri

Universal Design Summit 4: Creating Universal Homes and Communities is a national conference focusing on the design concept known as universal design. The R.L. Mace Universal Design Institute (UDI) has collaborated with the Starkloff Disability Institute (SDI) to provide a unique educational experience showcasing good examples of universal design that can be incorporated into housing and communities.

As North America's only conference exclusively focused on universal housing and neighborhoods, the conference goal is to bring about community integration, participation, and enhancement of the independence of all people at home and throughout the course of their daily lives. UDS₄ will continue the tradition of providing exceptional content with regard to universal design features in housing, sustainability, community design, green design, and affordability to create housing and communities usable by all. Universal design is transparent, inclusive, attractive, and integrates features that improve function, safety, and usability for everyone. It is a better approach to design and construction, and can be achieved in all types of buildings, and at all price points.

The Need For Universal Design

UDS₄ responds to the growing need for information about the changing customer and home and neighborhood design issues in the 21st century. The altered demographics of America have produced a growing need for homes and communities that better support average people's typical activities and are more accommodating as their abilities change. The need is great and growing, and trends in home styles have not kept pace. There are 60 million individuals living in this country with some type of disability, a population bubble of 77 million baby boomers moving into middle age (and beyond), and a group of older people whose numbers will double by 2030. There are 125 million residential units in the U.S. right now.



Fewer than 15 million of them have significant accessibility features. Few new universal homes are built each year.

No domain is more in need of universal design than housing and community design. If we want sustainable communities, we need both housing and communities designed for lifespan utility. UDS4 focuses on this dynamic relationship.

New in 2010

This year's conference will provide learning opportunities through informal discussion, breakout, and plenary sessions. The conference will feature an area for exhibits, design charrettes, workshops, and tours of universally designed neighborhoods and housing. This year's conference will be expanded to include a preconference day that will gather experts to discuss critical issues in universal housing.

Audience

The conference will attract over 250 national leaders in the field: architects, landscape architects, designers, planners, developers, builders, contractors, students/faculty in architecture and design, nonprofit housing organizations, code officials, public health professionals, and other related disciplines.

In addition, thousands more will access the conference Web site and obtain conference materials before, during and after the conference. Interested professionals who cannot attend will be able to participate through our online simulcasts. Continuing Education Units will be available for architects and occupational therapists, interior designers, landscape architects and planners.

Collaborators

These local and national sponsors, many of whom were collaborators in the third conference, are providing support:

- Host Sponsor - Saint Louis University
- Organizing Sponsor
 - Washington University
 - AIA St Louis
 - Maryville University
 - Trivers Associates
 - AARP



The Starkoff Disability Institute
REDEFINING INDEPENDENCE



The R.L. Mace UD Institute
DESIGN FOR HUMAN DIVERSITY

- Sponsor
 - Partners for Livable Communities
 - McCormack Baron Salazar
 - Missouri Housing Development Commission
 - St. Louis County Office for Community Development
 - City of St. Louis Affordable Housing Commission
 - Burton Blatt Institute, Syracuse University

Event location

UDS 4 will be held in St. Louis, Mo., on the campus of Saint Louis University in the Busch Student Center. Saint Louis University is located in midtown St. Louis and is easily accessible by major highways, light rail, and public transportation. Lambert International Airport is the nearest airport, located approximately 20 minutes from the university.

CALL FOR PRESENTATIONS - Submissions due: April 9

Please contact the conference organizers with any questions:

Colleen Starkloff
Starkloff Disability Institute
314-588-7090
cstarkloff@starkloff.org

Richard Duncan
RL Mace Universal Design Institute
919-960-6734
rduncan@udinstitute.org



The Starkloff Disability Institute
REDEFINING INDEPENDENCE



The R.L. Mace UD Institute
DESIGN FOR HUMAN DIVERSITY

EVENT SCHEDULE

Day 1: Sunday, October 10 – 12:00 pm to 6:00 pm: Site Visits

St. Louis has innovative housing and neighborhoods that provide unique learning opportunities. Sunday will feature tours to local sites with universal features.

Day 2: Monday, October 11 – 8:30 am to 7:00 pm: Plenary and Concurrent Sessions Evening Reception (Busch Conference Center)

The second day includes plenary sessions, breakout sessions and informal discussions. Exhibits will be open during breakfast, lunch, evening sessions and all breaks.

Topics will include:

- Single-family Housing
- Multifamily Housing
- Community Planning and Design
- Design for Aging
- Green / Universal Design Overlap

Featured Topics / Events will Include:

- AARP / NAHB Livable Communities Awards Program Winner
- Book Authors including several from the Second Edition of the Universal Design Handbook
- Global Universal Design Council's (GUDC) New Design Standards
- International Universal Design Case Study Collection

Day 3: Tuesday, October 12 – 8:00 am to 5:00 pm: Seminars, Design Charettes and Workshops (Busch Conference Center)

The third day will continue the conference center-based events in the morning while adding charettes and workshops in the afternoon. Exhibitors will have contact opportunities during breakfast, lunch and all breaks.

SPECIAL POST CONFERENCE EVENT

On Wednesday, October 13 a new advanced CAPS (Certified Aging in Place Specialist) curriculum will be piloted. This event, held in collaboration with NAHB Remodelers (NAHBR) and the St. Louis Home Builders Association, will be provided later and will include separate registration.



The Starkoff Disability Institute
REDEFINING INDEPENDENCE



The R.L. Mace UD Institute
DESIGN FOR HUMAN DIVERSITY

4.

The Industrial Design Department at School of Planning and Architecture, New Delhi, is organising an exhibition along with HelpAge India. The whole event circles around, 'Healthy Ageing: Life with Independence and Dignity'. The event starts off with a seminar on the above mentioned subject while the exhibition showcases innovative products designed by industrial design students.

The details of the event are:

Opening Seminar: On Healthy Ageing; Life with Independence and Dignity

Exhibition: Innovative Products Friendlier for the Elderly; By Industrial Design Dept. SPA, New Delhi

Date & Time: Monday, April 5, 2010 from 10am to 4.30pm

Venue: Gulmohar Hall, India Habitat Centre, Lodhi Road, New Delhi

Please find the attached invitation. It would be great to have discussions and feedback on the work.

5.



12th International Conference on Computers Helping People with Special Needs

July 14-16, 2010, Vienna University of Technology, Austria

Pre-Conference July 12-13, 2010

[ICCHP - Intl' Conference on Computers Helping People with Special Needs on Facebook](#)

WELCOME TO ICCHP 2010!



The 12th International Conference on Computers Helping People with Special Needs will be held at the Vienna University of Technology July 14 - 16, 2010 (Pre-Conference July 12 - 13).

ICCHP focuses on all aspects related to Assistive Technologies (AT) and Information and Communication Technologies (ICT) for people with disabilities. According changes in awareness and understanding of disability as well as social and legal frameworks, driven by Disability Rights and Independent Living Movements led to what is known as eAccessibility, Universal Design or eInclusion. User involvement and user centred design are the underlying general topic of ICCHP leading to an interdisciplinary discussion of all stakeholders in the value chain that allows social innovation in the information society.

Interfacing the existing and emerging Human-Computer Interface is and will stay a key issue if ICCHP.

ICCHP provides a unique platform for end users, researchers, developers and practitioners including amongst others:

- A **scientific conference** presenting and discussing reviewed papers (~50% acceptance rate) which will be published in **SPRINGER Lecture Notes in Computer Science**.
- A pre-conference including major German spoken events and **Workshops/Tutorials and Meetings**.
- **Special Thematic Sessions** organised, chaired and supervised for publishing by leading experts to provide a comprehensive overview to very specific aspects of eAccessibility and eInclusion.
- A **Young Researchers Consortium** to support the formation of the next generation of experts in eAccessibility and eInclusion.
- A **Summer University** for young blind students intending to enter math, science and engineering studies.

- Facilities to organise **Workshops/Tutorials** or **Meetings**.
- Space for **Exhibition and Poster Presentations**.
- Handing over the **ICCHP Roland Wagner Award** sponsored by the **Austrian Computer Society**.
- An agreeable **Social Programme** in the charming town of Vienna

ICCHP has been attended by more than 400 international and 200 national guests the last years making it a major event in this field.



FIRST ANNOUNCEMENT

ICCHP conferences focus on all aspects of information, communication and assistive technology for people with disabilities and elderly people.

www.icchp.org

share your knowledge

- A unique platform for researchers, practitioners and experts.
- Publication in **SPRINGER Lecture Notes in Computer Science**:
<http://www.springer.de/comp/lncs/index.html>
- Organize, chair and publish your own Special Thematic Sessions.
- Young Researchers Consortium. Workshops, Tutorials, Meetings.
- Presentation of the 5th ICCHP Roland Wagner Award.

COME AND GET INVOLVED

Usability
eInclusion
Accessibility
Design for All
Assistive Technology
Ambient Assisted Living



Conference Location

Vienna University of Technology
Gußhausstrasse 27-29
1040 Wien, Austria

Conference Office

Johannes Kepler University
Institute Integriert Studieren
Altenberger Strasse 69
4040 Linz, Austria

Contact

web www.icchp.org
mail icchp@aib.uni-linz.ac.at
phone +43(0)732 2468 8821
fax +43(0)732 2468 1272



6.

ServDes. SERVICE DESIGN AND INNOVATION CONFERENCE

[Conference](#)
[Participate](#)
[About](#)
[Practical information](#)



WHAT

The Nordic Conference on Service Design and Service Innovation is the premier research conference within service design and service innovation.

[> Read more about the conference](#)

WHEN

The 2nd Nordic Conference on Service Design and Service Innovation will be held **1-3 December 2010**. There are many ways for you to participate!

[> The conference program has more details](#)

WHERE

Linköping, Sweden, hosts the 2010 edition of ServDes. Linköping is Sweden's fifth largest municipality and easily accessible by air, rail and road.

[> More about Linköping](#)

DESIGN FOR THE FIRST WORLD

RegisterLog in

> about > the competition > rules > jury > apply



> OBESITY IN THE US

Hello (first) World!

We live in a complex world. One full of inequities and wonderful things. Wonderful things are usually well distributed but inequities not so much. Our fellows in the first world have been concerned with us having the major part of the badness for a while, so we thought, why don't we pay back? After all, their life isn't problem free either.

What? How much?

Our fellows in the first world often come to visit and give us their well intentioned but often very problematic "solutions". We thought, why don't we pay back? Dx1W is a competition for designers, thinkers, artists, scientists, architects and anyone in developing countries to provide solutions for the first world problems.

Search

Find

Human rights watch paper on the discriminatory Dutch migration policy

<http://bit.ly/dqXef6>

, the Dutch are ignoring...

<http://bit.ly/9F3MB7>

My Twitter, by Xhanch

Get in touch



8.

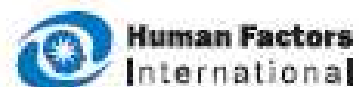



...You are invited to HFI's Premiere Cruise Course on
"Designing for Persuasion, Emotion, and Trust (PET)"
Aug 22-25 (Singapore-Penang-Phuket)

"This is incredibly important work that, if done correctly, with proper diligence and ethics, can open up entirely new ways of thinking about business and web strategy. This course gracefully refines what user experience means. Organizations that do not adopt at least some of these principles will be left behind in very short order."

Richard Wamsle - Erie Insurance


PET design™
Persuade your customers to act
Learn how to design for Persuasion, Emotion and Trust






International Conference of Intercultural Collaboration ICIC 2010

August 19-20, 2010
Copenhagen, Denmark
<http://langrid.nict.go.jp/icic2010/>



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- Gala Dinner
- Committees
 - Program Committee
 - Organization
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ICIC 2010: Call for Papers

| Papers Panels Demonstrations and Late-Breaking Papers Review Process Important Dates

International Conference on Intercultural Collaboration
<http://langrid.nict.go.jp/icic2010/>
August 19-20, 2010
Copenhagen, Denmark

Call for Papers and Other Submissions

This conference explores the nature of Intercultural collaboration and ways to improve Intercultural collaboration processes and outcomes. It is a continuation of the former International Workshop on Intercultural Collaboration (IWIC) series, with this being the third conference.

The conference incorporates both socio-cultural and socio-technical perspectives, with the objective of creating multidisciplinary dialogue and progress in the important field. Topics include collaboration support (such as natural language processing, web, and internet technologies), social scientific analyses of intercultural interaction, and case studies that increase mutual understanding and learning in our multicultural world. Submissions will be considered for archival papers, to be published in the ACM Digital Library, and non-archival papers, demonstrations, and posters. Examples of relevant topics include but are not limited to:

- Conceptual frameworks, methods, and measures to study Intercultural collaboration and/or learning.
- Real studies of Intercultural collaboration in global organizations and/or in local communities.
- Intercultural issues in offshore / global businesses
- Laboratory studies of Intercultural collaboration
- Cultural differences in collaboration styles and/or technology use
- Case studies of Intercultural collaboration
- Computer supported Intercultural collaboration
- Internet, web, ubiquitous, and/or ambient technologies for Intercultural collaboration and learning
- Enriching in multicultural environments
- Frameworks for measurement of properties of intercultural communication
- The role of language, language proficiency, and language resources in Intercultural collaboration
- Multilingual communication and communication technologies
- Interoperability of language resources
- Usability of technologies, including language resources, for Intercultural collaboration

Important Dates

International Conference of Intercultural Collaboration, August 19-20, 2010

We extended the submission deadline

Full Papers and Panels submission and review timeline:

- Submission Deadline: **March 1st, 2010**
- Reviewer Deadline: **April 5th, 2010**
- Author notification for papers and panels: **April 19th, 2010**
- Papers due in camera-ready form for ACM Digital Library: **May 17th, 2010**

Late-Breaking Papers and Demonstrations submission and review timeline:

- Submission Deadline: ~~April 23rd, 2010~~ **May 10th, 2010**
- Reviewer Deadline: ~~May 3rd, 2010~~ **May 23rd, 2010**
- Author notification for Late-Breaking Papers and demonstrations: ~~May 17th, 2010~~ **May 24th**
- Late-Breaking Papers due in camera-ready form for ACM Digital Library: **May 31st, 2010**

Doctoral Consortium submission and review timeline:

- Submission Deadline: **April 19th, 2010**
- Reviewer Deadline: **May 3rd, 2010**
- Author notification for Late-Breaking Papers and demonstrations: **May 17th, 2010**
- Late-Breaking Papers due in camera-ready form for ACM Digital Library: **May 31st, 2010**

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ICIC 2010 Organization

General Co-Chairs

- Pamela Hinds (Stanford University, USA)
- Anne-Marie Søderberg (Copenhagen Business School, Denmark)
- Ravi Valtava (Copenhagen Business School, Denmark)

Program Co-Chairs

- Toru Ishida (Kyoto University, Japan)
- Martha Maznevski (International Institute for Management Development (IIMD), Switzerland)
- Gary Olson (University of California-Irvine, USA)

10.

Design Incubator R&D Labs announces UXD Training 2010 in 5 cities in India: Mumbai, Pune, Bangalore, Hyderabad and Delhi. Early Entry Discounts are available for a limited time period, so register early!

- Discount End Dates for Mumbai and Pune: 14th May 2010

- Discount End Dates for Bangalore and Hyderabad : 20th July 2010

- Discount End Dates for Delhi: 20th September 2010

City Wise Schedule: http://www.designincubator.com/training_current_city.htm

Course 01- Introduction to User Experience Design:

One-day primer course for those who wish to formally learn the basic fundamentals of UXD.

Course Details: http://www.designincubator.com/training_current_c01.htm

Course 03- Advanced User Interface Design:

One-day advanced level course focuses on Information Architecture, Interaction Design Principles, Usability Best Practices, Rapid Visual Prototyping Techniques and a step-by-step approach to visualizing User Interfaces.

Course Details: http://www.designincubator.com/training_current_c03.htm

Course 04- Advanced Graphics & Information Design for Web / Rich Interactive Applications (RIA) / Mobile:

One-day advanced level course focusing on Graphic Design and Information Design fundamentals that apply to designing user friendly and sleek Web / RIA / Mobile applications.

Course Details: http://www.designincubator.com/training_current_c04.htm

Course 05- Advanced Usability Testing for Web, GUI and Mobile User Interfaces:

One-day advanced level course focusing on techniques, variations and skills needed in planning, conducting and analyzing Usability Tests.

Course Details: http://www.designincubator.com/training_current_c05.htm

Contact us:

[training \(at\) designincubator \(dot\) com](mailto:training@designincubator.com) or call 022-6552 9069 (Mumbai)

Atul N Joshi
Communication Designer- NID 97
Design Research Scholar- Fabrica, Benetton 2001)
Director- Design Incubator (R&D Labs Pvt Ltd)
For more information please visit :
<http://www.designincubator.com>
11.



GOOD DESIGN 2010

An International Industrial and Graphic Design Awards Program

THE MOST PRESTIGIOUS WORLD DESIGN AWARD

The Chicago Athenaeum: Museum of Architecture and Design and Metropolitan Arts Press Ltd. present the Museum's annual GOOD DESIGN® Awards Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world.

The deadline for submission is July 1, 2010.

HISTORY 1950-2010 - SIXTY YEARS

Now in its 60th year, GOOD DESIGN is the oldest and the most prestigious Awards Program organized worldwide.

Founded in Chicago in 1950 by the former MoMA curator Edgar Kaufmann, Jr., together with such pioneers in modern design as Charles and Ray Eames, Russel Wright, George Nelson, and Eero Saarinen, GOOD DESIGN honors the yearly achievements of the best industrial and graphic designers and world manufactures for their pursuit of extraordinary design excellence.

Nearly six decades later, The Chicago Athenaeum continues the organization of the program to create a revived awareness about contemporary design and to honor both products and industry leaders in design and manufacturing that have chartered new directions and pushed the envelope for competitive products in the world marketplace.

Annually, designers and manufactures in over 30 nations have been honored for their singular achievements in producing hallmarks of contemporary design.

For 60 years, everything and anything produced in and for the environment from a paperclip to a Boeing 787 Dreamliner or NASA Space Ship have been honored.

The GOOD DESIGN logo was designed by Chicago designer, Mort Goldsholl, in 1950.



Eero Saarinen



Charles and Ray Eames



George Nelson

paperwork to be done by the Designer or Manufacturer have been honored.

The GOOD DESIGN logo was designed by Chicago designer, Mort Goldsholl, in 1950.

GOOD DESIGN AWARDS CRITERIA

The emphasis of the GOOD DESIGN program is on quality design of the highest form, function, and aesthetic—a standard beyond ordinary consumer products and graphics. The Chicago Athenaeum's GOOD DESIGN program forwards the ideals of a design process that embodies product excellence and endurance and strong public identity.

Submissions to the program are judged by a jury of distinguished design professionals and leading industry specialists and design press on criteria established in the original 1950 program for the highest aesthetic in terms of innovative design, new technologies, form materials, construction, concept, function, utility, and energy efficiency, and sensitivity to the environment.

Awarded design firms and manufacturers have the right to enter into a limited legal licensing agreement to use of the Museum's GOOD DESIGN logo to mark and identify the selected product or graphic in their marketing, publications, promotions, and communication campaigns as a public symbol of product and service quality. This public seal of approval immediately informs consumers to understand that the selected product and graphic meets the most rigorous test and criteria for absolute design excellence.

GOOD DESIGN is an international symbol of a company's firm commitment to innovation and superior design embodiment.

All materials and products are accessioned into the Museum's Permanent Design Collection and exhibited in the United States and abroad.

FORMAT: PRODUCT DESIGN

Anything produced and/or designed from January 2008 to the present is eligible including:

Electronics, Protective Equipment, Bionics/Robotics, Energy Systems, Office and Residential Furniture, Housewares, Tabletop, Textiles, Floorcovering, Building Materials, Lighting, Appliances, Transportation, Consumer and Household Products, Business and Industrial Equipment, Hardware, Tools, Machinery, Children's Products, Personal Effects, Sports and Recreation, Telecommunications, Computer Equipment, Medical Products, Kitchen and Bath, Environmental Design, Public Environments, Materials.

All submitted products must have been produced by a manufacturer or scheduled for production.

Products, Kitchen and Bath, Environmental Design, Public Environments, Materials.

All submitted products must have been produced by a manufacturer or scheduled for production.

FORMAT: GRAPHIC DESIGN

Any graphic produced and/or designed from January 2008 to the present is eligible including:

Books, Magazines, Websites, Advertisements, Catalogues, Corporate Identity Programs, Annual Reports, Handbooks, Posters, Signage, Labels, Packaging, Product Communication, Typography, Atmosphere, Sales Promotion, and Digital and Media Interfaces.

All submitted graphics must have been produced by a client or scheduled for production.

OUTCOME

In this year's edition, selected products and graphics for GOOD DESIGN are announced to the international press in December. The Awarded products and graphics are accessioned into the Museum's Permanent Design Collection. Selected designers and manufacturers are allowed use of the Museum's GOOD DESIGN logo in publications, promotions, and marketing as specified in the joint legal agreement with The Chicago Athenaeum.

ENTRY FEE

The fee is \$300.00USD per entry. Checks are made payable to Metropolitan Arts Press or payment by American Express, Master Card, or VISA.

Foreign checks must include a \$25.00USA additional payment for bank processing fees.

For bank wire information contact the museum at lary@chicagoathenaeum.org.

DEADLINE

All entries must be postmarked no later than July 1, 2010 by 5:00 PM Central Standard Time.

Late submissions add \$100.00 per entry.

APPLICATION REQUIREMENTS

Each entry must be accompanied by an application form; a one-page description of the entered product or graphic; plus one color digital image per product or graphic in a Jpeg format (no larger than 4MB) along with the description reproduced on the same CD.

Entries without forms, descriptions, fees and images will not qualify for review.

Graphic design entries should include one actual copy/sample of the completed entered project.

Please print out [the application](#), or [apply online here](#).

For mailed applications, please submit entry materials to The Chicago Athenaeum: Museum of Architecture and Design, 601 South Prospect Street, Galena, IL 61036 USA. For questions call +815/777-4444 or Fax +815/777-2471. Email: info@chicagoathenaeum.org.

All photographs and CDs must be labeled with project, designer, manufacturer and photographer credits.

All winning entries become property of the Permanent Design Collection at The Chicago Athenaeum: Museum of Architecture and Design. Projects selected for exhibition will require the physical use of the product or model for exhibition purposes.

Good Design™ is a trademark of the Chicago Athenaeum.

Copyright Metropolitan Arts Press Ltd. ©2010

THE CHICAGO
ATHENAEUM
MUSEUM OF
ARCHITECTURE
AND DESIGN

ABOUT
BOARD
EVENTS
MEMBERS



LANDMARK
SCULPTURES
CHILDREN
STORE

Administrative Office:
601 South Prospect Street
Galena, IL 61036
Tel: (815) 777-4444
Fax: (815) 777-2471

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without the permission of The Chicago Athenaeum.
The GOOD DESIGN logo was designed by Mort Goldsholl in 1950.

website © 2001 The Chicago Athenaeum

12. Innovation for All

20.05.2010 - 21.05.2010 / European Business Conference on Inclusive Design

INNOVATION FOR ALL 2010



People-centred design is an increasingly important part of building better business solutions and achieving social inclusion and sustainability. Would you like to discover how this approach can bring you closer to your customers and give you an innovative edge?

The European Business Conference on Inclusive Design 2010 will give you the information and inspiration you need through practical advice, interactive sessions and cutting-edge speakers.

The conference will take place over two days from 20th to 21st May in Norway's capital city of Oslo positioned between mountain ranges and fjords. There will also be pre conference workshop in the afternoon of 19th May.

Follow us on twitter @innovation4all to receive updates on the conference! Please use the hash-tag #inno4all when referring to us.

WELCOME TO
EUROPEAN BUSINESS CONFERENCE ON INCLUSIVE DESIGN
NORWEGIAN DESIGN COUNCIL, 20-21 MAY 2010 IN OSLO

INNOVATION FOR ALL 2010



WHERE GOOD INTENTIONS MEET GOOD BUSINESS!

Inclusive Design is not just about good design. It is also about good business! Get inspired through practical advice, interactive sessions and world-class speakers - including:



From left: Trond Giske (Minister of Trade and Industry), Toru Abe (Panasonic), Safak Pavay (United Nations), Dan Formosa (Smart Design), Jeremy Myerson (RCA Helen Hamlyn Centre), Michael Wolff (Michael Wolff & Company) and Katinka von der Lippe (THINK).

Learn from lectures, seminars and interactive sessions on the following topics:

- Digital Inclusion
- Visual Inclusive Communication
- Designing With People
- The Innovative Design Process
- Inclusive Product Innovations
- The Inclusive Workplace
- How the UN Convention will affect business
- Inclusive, Sustainable Housing
- How concepts can be developed within 24 hours using Inclusive Design

The conference will be opened by HRH Crown Princess Mette-Marit who will be giving the Conference Opening Speech.



Date: 20-21 May, 2010
Venue: DogA (Norwegian Centre for Design and Architecture) in Oslo, Norway
Organiser: The Norwegian Design Council

READ THE PROGRAM AND REGISTER FOR THE CONFERENCE AT
www.norskdesign.no/inno4all

Experience this and much more at Innovation for All 2010!

Conference partner: 

Conference sponsors:  

13. DESIGN FOR ALL



CALL - FOR - ENTRIES SEOUL DESIGN FAIR 2010

together with designboom promotes an international design competition. participation is open to applicants from every country in the world, to professionals, students, and design-enthusiasts. free registration required.

seoul international design competition 2010 is hosted by seoul metropolitan government and organized by seoul design foundation in collaboration with designboom.

design for all

future technology and daily living. the motto of seoul international design competition 2010 envisions the realization of an egalitarian society and human values through design proposals that are easy, convenient, and pleasant to use. especially in the environment of a contemporary city, as well as product and space, the importance of communication is rapidly increasing (most of it is based on digital technology), and design can bring convenience, safety, equality and pleasure to citizens through establishing a new order between components constituting a city.

The design for all objective is made to increase the efforts and the pursuit of design production that can be shared by all, removing emotional and physical barriers by becoming an universal communicative social solution.

The total prize money of seoul design competition 2010 amounts to **USD 26,000**.

14.

The screenshot shows the homepage for 'The Web Excellence Challenge' in Mumbai, May 2010. The header includes the challenge title, navigation links (Home, Challenge Brief, Rules, How to Enter, Judging, Prizes, Submit), and logos for Silverlight and Microsoft Advertising. The main content area is titled 'ACCEPTING THE CHALLENGE' and lists three steps: 1. Read the challenge brief (Discover the UX needs for IndiaTimes and NDTV), 2. Prepare your presentation (Present a compelling visual redesign strategy), and 3. Submit your ideas (Create and upload the presentation). Below this, there is a 'Download the brief' button. The page also features a large graphic of silhouettes of people dancing, and text announcing a prize of 'WIN OVER INR 4 LAKHS IN CASH, 5 VIP PASSES TO WEBBYS GALA IN NEWYORK AND A CHANCE TO IMPLEMENT YOUR SOLUTION.' Logos for Platinum partners (India Times) and Gold partners (NDTV) are also visible.

Job Openings:

1.

Position:User Interface Designer

Location:Noida

Experience:4 Yrs+

Position Summary

The Team is looking for a highly creative candidate with 5+ years of experience in Visual designing,interactive or interface designing or UI designing.

Responsibilities

- Production of wireframes, storyboards, and other prototypes
- Generating original and innovative designs from published specs
- Generating functional design specs for original concepts
- Troubleshooting workflows and devising design_based solutions
- Working with the engineering team to implement designs
- Creating designs for everything system dialogs to icons to new UI objects
- Develop expert - level knowledge of competitive and complementary products and bring new ideas to the team.

Requirements

- Experienced with design of desktop software
- Knowledgeable of Adobe Products like Connect, photoshop.
- Passionate about visual design
- Expert in use of Photoshop or other primary design tool
- Familiar with a variety of software design and prototyping tools
- Able to communicate/ collaborate with a multi_disciplinary team
- Able to accept criticism
- Able to design under a bit of stress now and then

Would appreciate if you share your profile on sahil@cyborg.co.in so that we can discuss further

C-79 ,Sector -2,Noida-201301

E- sahil@cyborg.co.in

D- 91-120-4326552

M- 91-9873252555

L - www.linkedin.com/in/sahiljain

W- www.cyborg.co.in

2.

A big CMM 5 company needs a Usability expert having about 3-7 years experience in the complete process from usability to the creation of actual working prototype using html/xhtml css etc. Must have a good experience on various media platforms like websites, mobiles, ipad, ipods, 3g mobiles, netbooks etc using the accessibilty guidelines.

Should be able to convert the site objectives, stakeholders and user objectives to actual applications prototypes.

Education : Any education related to Human Factors, ergonomics, cognitive methodology etc

Package : 8-18 lac pa

Please send your resumes to [surendra1975@ gmail.com](mailto:surendra1975@gmail.com)

3.

Bangalore for Interaction/ HCI/UX Leader with 14+yrs exp. Send resume/contact to darshan@wengerwatson.com to discuss

Will be responsible for overall UX architecture/ people management/delivery and consulting.

Darshan | Wenger & Watson Inc | Bangalore |
darshan@wengerwatson.com

4.

Ziba Careers

Date: March 24, 2010
Position: Senior Consumer Insights Analyst
Reference: CIT/III/0310

About Ziba. Ziba Design, Inc. is an internationally recognized design consultancy that drives meaningful innovation through exciting consumer insights. Our success comes from a working environment that attracts the world's finest creative talent.

Position. We're looking for a senior design and trends researcher to join our Consumer Insights and Trends team in Portland, Oregon. This is an opportunity for a talented behavioral expert to uncover new sources of meaning in people's lives, while solving high-impact business problems. If you are excited about helping businesses create innovative products and services that meet fundamental human needs, this may be a great opportunity for you.

The right person for the job will be someone who has strong experience and demonstrated track record generating insights about behavioral patterns and cultural trends, and has shown an ability to help companies solve design problems in exciting new ways.

To succeed in this position you must possess:

- Creative problem solving skills.
- Established toolkit of trends analysis, design planning and ethnographic research methods.
- Experience conducting primary research and interpreting, distilling and presenting research findings.
- Firm grasp of how research guides and inspires the design process.
- Demonstrated ability to work effectively with a wide variety of creative professionals, and to remain flexible in a changing environment.
- Strong communication and presentations skills.
- Natural ability to think on your feet.

At least 2 years doing applied research in a consulting or corporate environment. A graduate degree in a design, research-focused or design planning field is preferred.

Interested? Email a cover letter, resume, and work references in PDF format with the subject line CIT/III/0310 to Jobs@ziba.com

Learn more about opportunities with ZIBA at www.ziba.com. Ziba is an EEO employer.

5.

Role as Senior User Researcher, you will be responsible for:

- **Defining and leading user research to evaluate software prototypes and value propositions**
- **Getting hands-on by developing and executing research plans for diverse projects including field studies, prototype evaluations, usability studies and quantitative studies**
- **Jumping in and creating new research methods if typical user research methods are not appropriate for questions you are trying to answer**
- **Understanding new areas of user needs and behavior and looking for new opportunities for products and services**
- **Collaborating deeply with roles like design, program management and development to create new user experiences together**
- **Thinking strategically, being creative and communicating a lot of information simply and in an organized way**
- **Defining new ways of measuring success and answering challenging research questions**
- **Being detail-oriented and results-driven**
- **Most importantly, you'll need to be passionate about our customers - consumers who want great user experiences**

Additional qualifications:

- **At least 5-7 years of experience in the industry conducting user research using various methods and working successfully with prototype teams to drive application of results into concepts**
- **Experience generating research plans, defining and tracking user experience metrics, coordinating work on multiple products/releases and managing the work of additional resources**
- **Solid knowledge of the field of human-computer interaction, experimental design, observational and field methods and data analysis is required**
- **Keen prioritization skills and ability to keep continual focus on what is most important**
- **Strong aptitude for learning new technologies a must**
- **Strong written and oral communication skills a must**

Major pluses:

- **Shipping product experience**
- **Agile development environment experience**
- **Hands-on experience in a secondary field such as interaction design, industrial design, software engineering, etc.**

Education requirements include either an MA/MS or PhD in human factors, psychology or highly related field, OR a BA/BS in one of the above fields with significant industry experience.

6.

invites applications for the post of Teaching Associate / Intern from recent alumni of the dept. and/or fresh graduates of Film & Video / Mass Communication / Visual Communication from reputed colleges in the country.

The Intern / Teaching Associate will be appointed for a period of 1 year. He/She will assist the Coordinator (Film & Video) in various academic &

administrative tasks, as well as contribute to departmental/ faculty initiatives in education, research and dissemination.

It is a full-time commitment. We would need the intern preferably from 1st June 2010 onwards.

Please apply with a detailed resume. The applications can be emailed to guptarun@nid.edu

7.

Graphics Design Studio in Andheri East, Mumbai. At the moment we wish to hire a Client Servicing Executive / Business Development Executive. We aim to hire someone with moderate experience and business acumen.

Please contact Mr. Parekh on: 9819543906.

8.

CONTACT INFORMATION: nancy falkenburg (intuit - mint.com)
iPhone: 650.336.3645 email: nancy_falkenburg@intuit.com

JOB LOCATION: Mountain View, CA

JOB TITLE: GROUP USER EXPERIENCE DESIGN MANAGER (69456)

JOB DURATION: FTE

JOB DESCRIPTION:

Come join Intuit as part of the Small Business - Grow team as a Experience Design Group Manager. We are looking for creative problem solvers with a passion for innovation to join our team and revolutionize the way the world does business.

Responsibilities:

This leader will have a proven track record in setting a vision for great customer experiences, inspiring others to get behind the vision, and ultimately delivering products and services that are known for their delightful experience and ease of use. The individual will have 8+ years of demonstrated results as a practitioner of design and research. He/she will bring deep knowledge of innovation, customer research, ideation, storytelling, prototyping, design frameworks, concept visualization, and will inspire the 16-person Experience Design team to produce great outcomes. In addition, this person will have a demonstrated ability to collaborate effectively with a variety of business leaders, technology leaders, Product Marketers and other key people to develop large growth businesses.

The successful candidate will:

- * Have strong leadership and change management skills, being able to galvanize energy and great people around delighting customers through great user experiences, and insure successful implementation through influence and hands-on leadership

- * Have a strong understanding of software products and services environments for small business, while also having a strong acumen and deep understanding of how customer experience drives key business metrics.

Attract, develop, and excite Experience Design talent

*** Have great communication skills, being able to paint an exciting vision for experience design and drive it into practical reality**

Qualifications : Experience/Education:

*** 8+ years or equivalent of significant track record in defining and delivering great user experiences**

*** Extensive experience designing web applications and services, including workflow, information architecture, and UI components.**

*** Master's in design, HCI or related fields; or equivalent experience**

*** Experience in designing and delivering great mobile experiences**

a plus
*** Excellent command of: user experience methods, design principles, problem-framing skills, verbal and written communication skills**

*** Ability to masterfully articulate/define/ integrate the role of design and research**

*** Exemplary ability to build positive, collaborative relationships across teams/groups/ functions through facilitative leadership, and to "raise the bar" continually as an effective leader of positive change**

*** Strong track-record of developing and hiring great people**

*** Experience, comfort and track-record in dealing at all levels in a large organization, and in leading both through influence and hands-on ownership**

9.

three positions open at Razorfish in our Consumer Research Group. If you're interested please feel free to send your credentials to me directly, as well as apply through www.razorfish.com. The descriptions are listed below. It's a great time to be a Researcher Fish!

Chad R. Maxwell | National Research Practice Lead

Consumer Insight Group

Office 312.696.5042

Mobile 917.776.1246

Fax 312.696.5001

razorfish.

Consumer Insight Researcher (2) <http://jobs-razorfish.icims.com/jobs/6653/job>

The Consumer Insight Researcher (also known as a user researcher or design researcher) is responsible for supporting primarily qualitative consumer research initiatives across a variety of industries and audiences—this includes research investigation preparation, execution, analysis, and application.

The position supports the generation of actionable, tactical, and inspirational consumer insights that can be applied to help reach business objectives and inform innovative experiences (digital and non-digital) . The consumer insight researcher also acts as a secondary research connoisseur and fact-finding expert. Finally, this role spearheads ongoing knowledge management, organization, and distribution.

Consumer Insight Senior Researcher (1) <http://jobs-razorfish.icims.com/jobs/6654/job>

The Consumer Insight Senior Researcher (also known as a user researcher or design researcher) is chiefly responsible for leading primarily qualitative consumer research initiatives across a variety of industries and audiences—this includes research investigation preparation, execution, analysis, and application.

The position spearheads the generation of actionable, tactical, and inspirational consumer insights that can be applied to help reach business objectives and inform innovative experiences (digital and non-digital) .

The senior researcher also acts as an insight aggregator and distributor in a highly interdisciplinary and collaborative environment. In addition, the senior researcher will be responsible for identifying and mapping out new research opportunities for clients, developing and applying innovative data collection and analysis methods, and acting as an internal / external evangelist for consumer insight.

10.

UX Design discipline at Microsoft India R&D Center at Hyderabad.

Those interested please send your resume & portfolio to Shailaja: vshpitt@microsoft.com.

Do not reply to this message (if you do then your mail would not reach where it matters ;-)).

The job description for UX Designer:

Microsoft India Development Center

Microsoft India Development Center (MSIDC) is a key part of Microsoft's future strategic direction. Located in a sprawling 50-acre state-of-the-art campus at Gachibowli, Hyderabad, it's designed to mirror Redmond quality standards, our 1400-plus employees get to work in a lively and fun-filled environment which combines the best of technology with great recreational amenities and helps them achieve the desired work-life balance.

At MSIDC the designers and user researchers are part of a Central User Experience Team, where they work on diverse range of products from incubation projects, to simple or complex consumer and enterprise applications on web, mobile, desktop environment. The design team has its own usability lab fitted with latest equipment. Designers work as an integral part of the team that have end-to-end responsibility for every product, feature or technology they develop. Designers own the UX strategy, are responsible for gathering customer requirements, conceptualizing, designing the UX, testing it and seeing it through implementation and release of the product to the market. The designers at India Development Center are integral part of more than 800 designers that Microsoft globally has, which enables them to constantly learn from and leverage the internal knowledge and design inspiration sources.

What you will be working on

The UX team at Microsoft India Development Center is looking for a self-motivated, dynamic and extremely passionate individual to help deliver world-class User Experience for Unified Communications.

Unified Communications

The Office Communications Group is developing the next generation real time communication software - which will change how people communicate through voice or instant messaging and provide for a rich, person-centric communication experience. We are looking for a creative, entrepreneurial User Experience Designer who will play a central role in driving this User Experience.

The ideal candidates are the ones who have a good blend of design sensitivity, user empathy and technical skills, affinity for new technology and innovation and demonstrated expertise in understanding and solving complex problems. (S)he should be a thought leader who can develop compelling user experiences and can create/sell a strong user experience vision and roadmap. So if you love challenges of working in cross group, cross cultural environment, have a passion for new technology and gadgets, this position is just right for you.

Responsibilities:

- In this position, you will be a part of the product development team to define the feature and scope of these products.
- Be responsible for driving the process around gathering user data. Whether it's collaborating with UX Researchers to drive usability testing or leading cross disciplinary team to do contextual enquiries at customer premises.
- Use data gathered to identify, create or extend existing persona.
- Be very strong in ideating and brainstorming to come out with multiple ideas around complex workflows.
- Be very creative in synthesizing the user data into simple, exciting and very compelling designs.
- Collaborate very closely with Program Management, Development and Test teams in seeing the designs through right from planning to implementation stage.
- Coordinate and build relationship with peer design teams in Microsoft for knowledge transfers, cross group collaborations.

Qualifications:

- Passion for design.
 - Excellent Communication, Analytical and Technical skills.
 - Have a educational background in Interaction Design or related field.
- Optional for highly experienced candidate who can demonstrate great and evolved sense of design.
- Have design experience in a product development environment.
 - Need to demonstrate a portfolio of work that showcases creative problem solving, innovative and exciting user interaction solutions that are rooted to real world needs.

11.

Location of work: Bangalore

Desired Profile - User Experience Designer

- * 2 to 3 years of total experience in the field of user experience/interface design, of which, 1 yrs of relevant experience should be in designing interfaces for handheld devices such as mobile phones
- * Familiarity with mobile interfaces and visual execution of styles and navigation
- * Familiarity with prototyping techniques for the purpose of user/usability

testing

Mandatory skills:

- * **Strong conceptual & graphic design ability**
- * **Proficient in human-centered design methods, tools, and processes required for information, interaction & user interface design**
- * **Excellent communication and documentation skills (both written and verbal) with high attention to details**
- * **Proficient with 2D software's such as Adobe - Photoshop, Premier, Illustrator, In Design; Corel DRAW Graphics Suite)**
- * **Exposure in handling constraints of file sizes, frame rates, etc., typically for mobile phones**
- * **Adapt to the testing environment to carry out random quality checks on UI design specifications**
- * **Familiarity with localization, internationalization**
- * **Well-organized and self-motivated to complete deliverables with limited supervision**
- * **Exposure to flash**

Optional skills (Exposure to any two of the skills below will be a big plus)

- * **Knowledge of 3D software's such as 3D Studio, Maya, Blender, Milk shape, etc.**
- * **Experience in sound design**
- * **Experience in using heptatics for enhancing user experiences**

- * **Experience in design for touch screens**
- * **Know how of software engineering methods and tools, open source, scrum model**
- * **Working knowledge of XML, OpenGL engine(should have interacted with the execution team working on XML, Open GL)**
- * **Knowledge of Symbian Series 30/40/60, Andriod platform/s**
- * **Knowledge of flash-lite & action-scripting**

Mail your application to: siddharth.gaikwad@sasken.com

12.

We are assisting a start-up company to bring to market a novel hygiene product for women. The product is in the process of being patented. We are looking for a freelance female product designer with at least 2 years of experience to streamline the product form and design the packaging. The designer will also be responsible for ensuring design integrity through out the manufacturing and shipping process. The company is based in Pondicherry and preference will be given to a designer based in Bengaluru, Chennai or near by. The project will be on an assignment basis and can start immediately. If you are interested, please send your project portfolio link and contact details.

Raghu Kolli

Co-founder, Auroville Consulting

13.



Position: User Interface Designer
Reports To: Experience Design Manager
Business Unit: Creative Solutions Segment
Location: Bangalore

Overview

Adobe believes in hiring the very best. We are known for our vibrant, dynamic and rewarding workplace where personal and professional fulfillment and company success go hand in hand. We take pride in creating exceptional work experiences, encouraging innovation and being involved with our employees, customers and communities. We invite you to discover what makes Adobe such a great place to work.

Click this link to experience A Day in the Life at Adobe:

<http://www.adobe.com/aboutadobe/careeropp/fma/dayinthelife/>

About Adobe's Creative Solutions Business Unit

Adobe's solutions meet the needs of a diverse customer base that spans from consumer to enterprise. Our Creative Solutions Business Unit focuses primarily on the needs of the creative professional customer who use and rely on Adobe's solutions for professional publishing, Web design and development, professional photography, video production, animation and motion graphic production, and printing visually rich information.

Products include Adobe After Effects Professional, Audition, Creative Suite Master Collection, Dreamweaver, Encore, Fireworks, Flash, Illustrator, InCopy, InDesign, Photoshop, Premiere Elements, Premiere, Soundbooth, Story, Visual Communicator, Business Catalyst, Flash Video Streaming Service, Open Source Media Framework, Ovation, Photoshop.com, and Scene7 On-Demand.

Position Summary

The position is for User Interface Designer in Adobe Bangalore. The Team is looking for a highly creative candidate with 5+ years of experience in Visual designing, interactive or interface designing or UI designing.

Relana Nisar, HR Representative
relana@adobe.com | 0120-2444711 Extn 33483
www.adobe.com/careers

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media, the impact of Adobe solutions is clear to anyone who creates, views, and interacts with information.

With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies.

Adobe at a Glance

Headquarters: San Jose, CA
Founded: 1982
IPO Date: 1986
Employees: 7,900+
Offices: 70+ offices worldwide
Fiscal 2009 revenue: \$2.95 billion
Fiscal 2008 revenue: \$3.58 billion
Fiscal 2007 revenue: \$3.15 billion
Business units: Business Productivity, Creative Solutions, Omniture, Platform, and Print and Publishing

About Adobe India

Adobe India offers a brilliant work environment that thrives on innovation, a great corporate culture, core values and some of the brightest coworkers anywhere. Adobe has approximately 1600 employees in India and has facilities in Bangalore and Noida. Employees in the Bangalore office mainly work in the areas of product development and quality assurance. The employees in Noida primarily focus on product and quality engineering, in addition to supporting Adobe's Global Customer Care center. Visit www.adobeindia.com for more information about Adobe India.

Other Info

About Adobe

<http://www.adobe.com/aboutadobe>

Adobe Executive Bios

<http://www.adobe.com/aboutadobe/pressroom/executivebios>

Adobe Investor Relations

<http://www.adobe.com/aboutadobe/invrelations>

Adobe Culture and Benefits



Rehana Nisar, HR Representative
rehana@adobe.com | 0120- 2444711 Extn 33483
www.adobe.com/omniture
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Responsibilities

- Production of wireframes, storyboards, and other prototypes
- Generating original and innovative designs from published specs
- Generating functional design specs for original concepts
- Troubleshooting workflows and devising design-based solutions
- Working with the engineering team to implement designs
- Creating designs for everything system dialogs to icons to new UI objects
- Develop expert-level knowledge of competitive and complementary products and bring new ideas to the team.

Requirements

- Experienced with design of desktop software
- Knowledgeable of Adobe Products like Connect, photoshop.
- Passionate about visual design
- Expert in use of Photoshop or other primary design tool
- Familiar with a variety of software design and prototyping tools
- Able to communicate/collaborate with a multi-disciplinary team
- Able to accept criticism
- Able to design under a bit of stress now and then

Adobe's dynamic working environment is well known – including recognition as one of India's "100 Best Workplaces" by the Great Places to Work Institute in 2008 and 11 years on [FORTUNE magazine's "100 Best Companies to Work For"](#) list. By hiring the very best and brightest, we continue to be a simply better place to work.

Adobe is an equal opportunity employer. We welcome and encourage diversity in the workplace.

Adobe Overview

Adobe (NASDAQ: ADBE) revolutionizes how the world engages with ideas and information. For more than two decades, the company's award-winning technologies and software have redefined business, entertainment, and personal communications by setting new standards for producing and delivering content that engages people anywhere at anytime. From rich images in print, video, and film to dynamic digital content for a variety of

Rehana Nisar, HR Representative
rehana@adobe.com | 0120- 2444711 Extn 33483
www.adobe.com/careers
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14.

IDEO is looking for a Human Factors (HF) Specialist with a minimum of 3 years of experience to join the IDEO India team. The Human Factors Specialist will lead the team and the client through the user research that uncovers the insights that guide design and innovation.

**<http://www.ideo.com/culture/career/human-factors-specialist-india/>
Human Factors Specialist - India**

Position Summary:

Founded in 1991, IDEO is an innovation and design firm that uses a human-centered, design-based approach to help organizations innovate and grow in three ways: Identify new ways to serve and support people by uncovering their latent needs, behaviors, and desires; Visualize new directions for companies and brands and design the offerings - products, services, spaces, media, and software - that bring innovation strategy to life; and enable organizations to change their cultures and build the capabilities required to sustain innovation.

At present, IDEO has just over 520 employees worldwide situated in 8 offices globally. IDEO is opening their new office in Mumbai, India in 2011. They are looking to hire talented and passionate designers to work on a range of projects in corporate, social and public sectors. Candidates will come from various fields and will include disciplines such as industrial and product design, interaction design, human factors, business design, communication design, service systems, environments design and more. We are looking to hire 6-8 people between June and December 2010. These people will begin their IDEO career in one of our global locations (US, UK or Shanghai) for a period of approximately 3-4 months before joining the IDEO-India team in Mumbai.

IDEO is looking for a Human Factors (HF) Specialist with a minimum of 3 years of experience to join the IDEO India team. The Human Factors Specialist will lead the team and the client through the user research that uncovers the insights that guide design and innovation.

Key Activities:

We are looking for...

- **Passionately curious – We look for those who have a natural skill to engage with people at a deep level. They should be passionate about representing a human and humane perspective and should have skills in bringing this passion to life for the team**
- **Captivatingly articulate – We want compelling storytellers who can get people out of their seats and help them empathize.**
- **Skilled at design research methods - HF team members must be prepared to plan and lead user research to discover insights first hand. They must have deep insights that help the team read between the lines and discover latent needs**
- **Provocatively thoughtful – We want people who can challenge conventions and inspire teams and clients to translate keen observations and insights into compelling ideas and useful foundation for design**
- **Rich with diverse experiences - We are looking for people with diverse experience in multiple domain areas like software, health care, service design, industrial design, interaction design, brand strategy, communications design, and environmental design**
- **Leading synthesis – HF specialists must be able to lead the team and often the clients through analysis and synthesis processes, helping to distill the most important insights and linking them together in frameworks or principles for design**

We want people who are experimental, sensitive, savvy and even quirky. We are open to people who have an academic background in design but who have moved through their experiences in to the world of research. And we are also open to researchers (sociologists, anthropologists, psychologists, etc.) who have made their way to the world of design.

Candidates must be fluent in English and Hindi or another local language to be considered.

Additional Skills Required:

In addition to your resume, please send us examples of your work. Please do not send text only versions of your work. It is helpful to see how you communicate with design teams. For example, please send: A description of a project in which you had the chance to develop your field-based discoveries to the point of design outcomes or actionable design principles.

15. Passionate, curious, creative? Our designers have helped to create popular and engaging online products and destinations that attract over 150 million unique visitors each month globally. As a result, AOL is a leading global web services company with a substantial worldwide audience, a suite of powerful web brands and industry leading products, and one of the largest advertising networks in the United States .

AOL Design Studio Bangalore is an integral part of AOL Design Studio New York , with excellent track record in designing end to end solutions for multiple platforms as well as designing for devices such as iphone, Blackberry, Android and more.

We look for people that are exceptionally imaginative, collaborative, and truly psyched about our mission to inform, entertain and connect the world.

User Interface Designer / Senior User Interface Designer

The User Interface Designer is accountable for delivering consumer-centric design solutions for AOL Design Studio. They accomplish this through a complete understanding of how consumer needs translate into interaction design.

They showcase their thinking through timely delivery of:

- Competitive and internal analysis tied to data
- Conceptual models
- Site maps
- User flows tied to user stories
- Wireframes and related documentation.

ESSENTIAL JOB FUNCTIONS

1. Contribute to an environment where established metrics, quality improvement, experience design craft, consumer-centricity , and inclusiveness of ideas thrive.
2. Track a given experience through all phases in the lifecycle from initial strategy through optimization tied to data points.
3. Ensure that the expanded team ultimately builds branded customer experiences that are effortless to use, and connected to the things our users value most.
4. Create the deliverables of a User Interface professional, which include site maps, user stories and flows, profiles, and interface designs.
5. Present multiple solutions to a problem.
6. Lead consumer testing efforts to validate directions.
7. Collaborate with other disciplines to define the vision and requirements for a given initiative.
8. Continually research outside consumer trends and competitive experiences to keep our vertical products innovative and competitive.
9. Question problem definitions and reframe to address the true underlying issues.
10. Possess a strong design vision and have sufficient UI and technical knowledge to constructively challenge current practices and approaches.

11. Create consensus among diverse stakeholders around new ideas and initiatives, building confidence in the outcome.

EDUCATION

Bachelors degree (in Design, HCI or BFA preferred but not required). Masters degree in related field is attractive. And/or 5-8 years of related experience working on actual consumer experiences.

EXPERIENCE AND SKILLS:

In terms of professional profile, the ideal candidate will be highly intelligent, team-oriented, affable and well rounded. They will have had experience leading UI initiatives at a Web company or start-up, an interactive agency or a consulting service. S/he should quickly be viewed by her/his peers as reasoned, apolitical, constructive and driven by common corporate goals.

They must be regarded as an expert on UI design and usability issues and possess mastery of the fundamentals of design, design process, technologies, and workflow, and will have fundamental knowledge of HTML, CSS , and publishing systems.

Visual Designer / Senior Visual Designer

The Visual Designer is accountable for delivering consumer-centric visual design solutions for AOL Design Studio. Visual Designers should have a minimum of 3-4 years of interactive design experience / Senior Visual Designers should have 6-8 years interactive design experience and be fluent in standard interactive design software tools (Adobe CS, Microsoft Office, as well as above-beginner Flash level). Bachelor's degree or higher in Graphic or New Media Design preferred.

The position will involve design and some production for existing and future products and editorial packages. Experience with CSS and large-scale, content management driven environments is desirable.

ESSENTIAL JOB FUNCTIONS

- 1. Executing visual designs based on style guide for existing websites.**
- 2. Creating and executing new design concepts for editorial packages and new websites.**
- 3. Writing CSS to customize editorial feature packages and providing finishing touches on new products**
- 4. Creating visual specs for the front-end build of the websites**
- 5. Assisting Art Director with visual QA of new products.**
- 6. Assisting Art Director with research for competitive analysis and mood boards.**
- 7. Small production tasks that may include resizing and optimizing graphics.**

EDUCATION

Bachelor's degree (in Design, HCI or BFA preferred but not required). Masters degree in related field is attractive. And/or 5-8 years of related experience working on actual consumer experiences.

EXPERIENCE AND SKILLS

- 1. A thorough understanding of design fundamentals including color theory, typography, scale, hierarchy, composition, and photo retouching.**
- 2. Ability to execute numerous rounds of iterative work in a consistent fashion, with strong attention to detail and in alignment with visual standards and guidelines.**
- 3. A thorough understanding of optimization and production of art assets for the web.**

4. Demonstrated experience in designing sites executed in CSS. And the ability to write intermediate level CSS.
5. Ability to work in team environments, follow direction well and consistently deliver work on time, on schedule.
6. Demonstrated experience in visual QA with Development teams a plus.

Please send your profiles to - prasanna.revan@corp.aol.com

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IridiumInteractive specializes in building world class Interactive solutions with proprietary frameworks in Healthcare/Pharma, Higher Education, Media & Entertainment, Retail and Non-Profit Sectors. With an established practice in Digital Strategy, building new media solutions, Creative development and Digital marketing solutions for web 2.0 and Enterprise 2.0, iridium has serviced over 300+ clients across 3 Continents and facilitated measurable online business growth for its clients across nine verticals. Iridium's differentiator lies in providing a unique integrated approach of digital strategy, creative excellence, technological support and digital marketing solutions. As one of the Top 100 IT Innovators in India Iridium's core strength lies in applying the principles of innovation and creativity to the Internet and Mobile medium creating "disruptive" strategic value adds to the business.

Contact: Sriram Bharatam, CEO & Founder

sriram@iridiuminteractive.com

Mobile: +91 98 490 12428

17.

looking for a producer, a game designer, an art manager, a bunch of artists (both pixel and vector), developers in J2ME and BREW for a niche gaming company in bengalooru and also we need folks with server-side programming with J2EE expertise too. It's Digital Chocolate.

Meanwhile, we have thought of hiring computer artists/designers freshers now. Mail me to [krshnaraj\(\(at\)\)googlemail\(\(.dot\)\)com](mailto:krshnaraj((at))googlemail((.dot))com),

18.

Srishti Labs is a new initiative of Srishti School of Art, Design & Technology, to focus on early-phase innovation through a combination of user & business research and design exploration. Our website is at <http://labs.srishti.ac.in>.

b.. We are looking for innovation specialists in a doer-manager role, having hands-on experience with multidisciplinary innovation and also capable of managing such work with external partners. The candidate should believe that better work is done through collaboration and be able to lead and inspire diverse teams through collaboration and respectful influence, not control, as well as direction, vision and planning. Successful candidates must know what excellence is. They not only identify and evangelize best practices, but also are able to push new boundaries and explore new territory in order to deliver innovation.

c.. Formal education in any of the design fields such as industrial design, business design, visual design, interaction design, UX design and human factors engineering is a must. Additional formal education or on-the-job experience in ethnographic methods, user research methods is a plus.

d.. Email your resume & portfolio to Warren Greving, Director at labs@srishti.ac.in.

e.. In case of any queries or doubts, please don't hesitate to get in touch

with me personally.

Arvind Lodaya

Dean, Research @ Srishti School of Art, Design & Technology

Design Principal @ Srishti Labs

19.

The IIT Institute of Design (ID) invites applications for four tenure-track faculty positions.

The positions are intended to strengthen ID's research and teaching of methods and theories related to the early stages of the design and development process. Consideration of candidates will be on an ongoing process with the intention of making a selection as soon as suitable candidates are identified. The search will continue until the positions are filled.

The Institute of Design, one of seven schools within the Illinois Institute of Technology, offers the degrees of Master of Design, Master of Design Methods, and Ph.D. in Design. Founded as the New Bauhaus in 1937, ID continues to attract faculty, researchers, and students from around the world who want to experiment with new theories and methods in design. ID is currently a community of over 150 graduate students, 10 full-time faculty, numerous visiting and adjunct faculty, and researchers.

The Master of Design program has the majority of our students and teaches theories and methods that humanize technology and meet people's unspoken needs. Students may elect to focus on one or more areas such as understanding users, interaction design, communication, product design and development, strategic design, and systems design. The goal is to support the creation of innovations in both the corporate and civic realms, and the emphasis is on innovation, teamwork, and building sustainable and repeatable methodologies, thus demonstrating the relevance of design in both business as well as social contexts.

The Master of Design Methods is a professional program for mid-career people who have extensive professional experience, focusing exclusively on advanced methods and frameworks for preparing leadership roles in innovation.

The Institute of Design developed the first U.S. doctoral program in design in 1992. Faculty and Ph.D. candidates work within a general research agenda which includes exploration and development of theories, methods, and tools in the following areas: users and contexts, communication, interaction design, strategic design, and design systems.

While applicants with specialized backgrounds are encouraged to apply, the nature of the work at ID also requires faculty to have interests that cross into other areas of the school as outlined above and be open to interdisciplinary work in general. Research and writing are important for this faculty position. Candidates should have an international perspective and a keen interest in the furtherance of teaching and researching methods

that are relevant to the future of design practice and the development of the field.

These appointments carry the responsibilities of full-time faculty including participating in governance, management of student and faculty programs, and curriculum development. A Ph.D. degree is desirable. Rank and salary are open and will be competitive and commensurate with experience.

Applications should include a letter describing areas of interest in teaching, practice, and research; examples of design and/or research work; examples of student work, when available; a curriculum vitae; and five academic and/or professional references. Application materials will be returned if accompanied by return envelope.

People who are considering applying but have questions about the position and criteria are invited to send an informal query.

Send application materials to: Faculty Search, IIT Institute of Design , 350 LaSalle, 4th floor Chicago, IL 60654, faculty.search@id.iit.edu

20.

looking for a Visual Merchandise in Mumbai for a short term project in a retail store.

If anyone would like to connect, please mail us your resume and work samples on paymach@yahoo.com

21.

This position is responsible for leading and independently planning UCD research, including UI design and usability deliverables for assigned projects that span large products or product families.

Key Responsibilities:

- Lead and independently plan, perform, and oversee UCD research, including UI design and usability deliverables for assigned projects that span large products or product families
- Help plan the creation and coordination of the implementation of the large-scale corporate UCD programs including standards, compliance testing methodologies and maintaining parity with UI or assistive technologies and governmental and industry regulations
- Create innovative and achievable strategic and tactical UCD programs around assigned product families with measurable results
- Educate developers, development managers and executives to explain UCD value and process
- Author UI Standards
- Produce all UCD deliverables as an individual contributor
- Create interaction prototypes, standards/patterns, style guide documents, and user model definitions across product lines, as well as architectural direction white papers
- Coordinate and track implementation of usability recommendations among designers and developers
- Access healthcare industry trends and their impact on product design alternatives and competitive advantages or disadvantages.

Preferred Education:

Bachelor's Degree or global equivalent in Human Computer Interaction,

Information Design, Industrial Design, Human Factors, Cognitive Psychology, or related HCI discipline

Work Experience:

- Typically possesses a portfolio demonstrating 5 or more years of experience designing and testing excellent enterprise software user
- Repeatedly demonstrated the ability to successfully lead a small group in the planning, performance, and communication of UCD projects
- Recognized status in the HCI industry, by having refereed publications or conference papers, or sits on HCI industry-wide committees or organizations
- Developed and implemented UI standards/Patterns

Skills:

- Expert working knowledge and application of advanced HCI principles
 - Expert understanding of UCD analytical methods and how/when they effect the design process
 - Expert status in either usability engineering or UI design AND advanced proficiency in the other
 - Expert knowledge of thick-client (e.g., Windows, Java) and thin-client (e.g., HTML,XML, JavaScript) specific GUI platform standards as well as software technology (database, multi-tier, mobile, security, systems, storages, business intelligence, etc.)
 - Expert design and prototyping skills and the ability to successfully train other team members on these skills
 - Demonstrated ability to coach junior staff how to document root cause of UI design issues instead of symptoms and propose clear solution as well as the ability
 - Possess excellent written and oral communication, presentation, project management, and negotiation skills
 - Ability to build cooperative relationships with product teams
 - Accessibility Specialist
 - Expert knowledge and the ability to train those skills to other team members
 - Ability to communicate accessibility design requirements to both technical and non-technical colleagues and independently run corporate-wide accessibility programs
 - Expert knowledge in third party tools and adaptive technology used by users with disabilities and the ability to influence new technologies through relationships with tool vendors
 - Expert knowledge in the W3C Web Accessibility Initiative and the ability to influence the organization' s direction and new guidelines
 - Expert knowledge in the UI design implications derived from legislative and governmental regulations
 - Possess familiarity with usability evaluation methods, metrics, and data and how they are applied in the UCD process.
 - Understand systemic design issues at the information architecture and design language levels, where problems impact multiple product lines or divisions
 - Keep abreast of emerging UI technologies (e.g., languages, methods, standards) that have adoption or traction with competitors and assess the value added to Oracle to embrace or ignore those emerging areas
- please mail ur resume if you find the above posting interesting to vidya_icpl@yahoo.com

22.

Opening at Filament for the position of an Graphic designer/Illustrator.

About Filament

Filament is a firm offering niche services in the space of workplace branding and communications. A great employer brand attracts great people, retains your best employees and greatly reduces employee costs. It was founded by alumni from XLRI in the month of Oct 2009, catering to this drastic need of Human Resources. The team constitutes of HR professionals experienced with leading HR consulting firms like Ernst & Young & Hewitt.

We are growing really quickly and are in the process of building a top notch creative team to deliver all creative work. We currently work with clients like Nokia, Nestle, Unilever, Puma, Hewitt Associates, Axis Bank etc.

You can know more about us at www.filament.co.in

The Profile

We would require the candidate to be

* Well versed in platforms like Adobe Illustrator, Photoshop etc.

* Really good at illustrations

The work profile would include a spectrum of communication needs across Communication campaigns, On-boarding Kits, Recruitment Brochures, Career Websites, Corporate Videos, Campus Presentations and branding/recruitment campaigns across print, radio and digital mediums etc.

We are a start-up and life is always exciting! Your work will involve designing campaigns with industry professionals as well as with huge brands. You might have to get the occasional coffee, get the photocopies, send the couriers.. etc Just kidding!

We are seeking out creative blood with a wild imagination and a beautiful sense of art. Send in your sample illustrations. We might just be looking for someone like you.

Experience Required : Preferably with an Ad agency / Minimum 2 years. (developing illustrations for campaigns)

Location : Bangalore (if not, should be able to relocate to Bangalore)

Do let your friends know. We really look forward to working with great talent!

Filament

Ph: +91 99018 99008

Email: Sebastian@filament.co.in

Web: <http://www.filament.co.in>

23.

Job title: Visual/Creative Designer

No. of Positions # 2, Type: (Full-Time/Contract), Date posted: April 21, 2010 ,Location: New Delhi, Employer: Meros Technologies

How to apply:

Email: ashish.goel@meroscorp.com

Description:

Meros is looking for a creative and enthusiastic Intermediate- to-Senior Visual/Creative Designer to join our team of young professionals. We need a designer to design and visualize software interfaces and layouts, identities, and other design work in a software company. We have lot of

existing applications and are continuously working on new apps and cool interfaces to give our clients a rich user experience when using our applications.

The role of the Designer primarily involves working closely with the Design and Development Team to set the creative direction of all applications. This position needs a lot of out of box thinking and creativity at the same time to provide the application interfaces with real life use cases.

All candidates must provide work portfolios demonstrating their ability to design their creativity on screen.

This position is full-time and contract-based and located in New Delhi.
Responsibilities:

- Work independently to deliver design and visualizations of Software Interfaces and Web Applications with a new and rich look.
- Collaborate with Development Team when required to understand the purpose of applications and the usage scenarios.
- Ensure the final deliverables within the deadline.
- Provide guidance and inputs to the Design and Development team.
- Ready to work late hours when required.

Qualifications:

Software Skills:- Adobe Design Suite: - a. Illustrator b. Flash c. Photoshop d. In Design e. Premium Pro f. Dream Weaver g. After effects Website Development (Preferred) a. HTML b. Javascript c. CSS d. Browser Compatibility e. Table-less design and Web 2.0 Most Importantly a. UI designing

24.

LG India is looking for Design Head- Retail Experience for their Greater Noida Corporate office.

The Job description and preferred candidate profile is as follows

Role and Responsibilities

- 1. Shop layout and Fixture Design (Brand Shop & Multi Brand Outlets)**
- 2. Material Specs for Production to suit the Retail Landscape**
- 3. Vendor Management: Fixture Production**
- 4. Retail Deployment of Fixtures basis Business Objectives & Store Formats**
- 5. Supervise field teams and vendors for quality execution and maintenance of Fixtures in the Market.**
- 6. Work with Global Design Team & other associates to trend Evolutions.**
- 7. Monitor Cross Industry practices.**

Candidate Profile

- 1. Furniture/Product Design graduate with relevant experience of 8-10 years in Retail industry (store formats, Layouts, Fixture Design).**
- 2. Deep understanding of Indian Retail scenario as well as awareness of**

global trends. Should be able to translate global trends to meet Indian consumer needs.

3. Good leadership qualities. Should be a team player and excellent communicator.
4. Exposed to multi vendor collaboration projects. Should be able to manage and develop world class vendors for quality execution.
5. A deep understanding of materials and process is must.
6. A knack for research and trend hunting is highly appreciated. Should have understanding of research methods and Experience Design.

Candidate will be directly reporting to CMO of LG India and will be heading a team of experienced retail professionals.
Please send in your resume and relevant Portfolio(less than 3Mb) to:
narendradahiya@lgindia.com

25.

IECCI immediately requires designers for its community development programme in Madhya Pradesh to work on following materials:
Terracotta
Turned wood
Wrought iron
Other materials like stone, bell metal, leather, bamboo, etc may also come in future.

Job Profile:

1. Conceptualization of Designs in the above categories and developing prototype with the artisans.
2. And imparting training to the artisans.

Kindly send your CV and portfolio latest by 24th April, 2010.

26.

Research In Motion Limited® (RIM)® is a world leader in the mobile communications market and has a history of developing breakthrough wireless solutions. RIM's portfolio of award-winning products, services and embedded technologies is used by thousands of organizations around the world and includes the BlackBerry® wireless platform, the RIM Wireless Handheld™ product line, software development tools and software/hardware licensing agreements.

POSITION SUMMARIES

Research In Motion (BlackBerry) is currently seeking to fill a number of opportunities on the User Experience team in the Redwood City, California or Mississauga, Ontario Canada locations.

Positions include:

- 1) Interaction Designers (Contract & Full-Time positions)
- 2) Design Manager (Full-Time)
- 3) Senior User Interaction Designer
- 4) Social Experience Designer (Full-Time)
- 5) User Experience Copywriter (Full-Time)

To APPLY VISIT : <http://bit.ly/9jWnVa>

QUALIFICATIONS

• A graduate or post-graduate degree in a product design related field such as; Interaction or Interface Design, Interactive Media, HCI, Graphic or Industrial Design, or the equivalent experience and training in an area

directly relevant to this position, is required.

- 3+ years experience in a similar role; preference for direct mobile experience. To APPLY VISIT : <http://bit.ly/9jWnVa>

27.
we are looking for someone to work on projectUNITE long-term (i.e. someone you can hand ideas off to that would then work to build the functional system). Ideally, we'd find someone who has strong technology/software skills and 5-7 years of experience shipping software. The position would most likely be in Mumbai, but there is some flexibility. There is a complete job description online at <http://www.grameenfoundation.org/node/549>.



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