Design for All

Chairman's Desk:

Dr. Sunil Bhatia

Roads are difficult to design. These are difficult to understand but it is simple and not that complex what we imagine. Roads have many dimensions. Explore the road more, it adds new dimension of what we have never imagined. Secrecy of exploration of road lies beneath its black beauty. Road has its own language. It whispers, screeches, skids and sometime speaks in bang. Honking is another tool. Sometime we honk long out of frustration, low just to warn and quick honking indicates we are in hurry. Designers should have such sensitive ears for listening of its whisper as well as loud sound. A minute detail of listening & designing of road can save lives and averts many possible accidental deaths. Road designing is therefore matter of life & death.

Roads are major tool for managing our smooth businesses. Roads set out our prospect. Roads past us. These elevates our moods, imaginations, possibilities .It drops & dejects us. Roads are one of the reasons of surfacing our hibernated unwanted, uncontrollable energy. These provide platform for expressing extremity of our thoughts for extending our hands for the

humanity and sometime we go out of the way for helping those who are needy. Our role appears admirable and sets good example for others, follows by hallucination within us and we feel proud. We come under shame & drop when we act in such a manner that humanity is disgraced by our actions and we do what humanity was not expecting. We do not care for those who are desperate for anticipating our help and we ignored our duty and look at them as they are nonentity. A few go beyond this shameful act and plan a heinous crime of either eliminating the existence of the person or robbery; they never ignore the role of the road and while designing the escape route. Reason of road razed is intolerance & impatience in us. It tests our tolerance and impatience levels and teaches us how to control our feelings and respect others and act suitably what time is demanding. Roads prevent the crime because of fear of presence of police in close quarters and can reach to the crime spot in no time. Flouting of the signal is in born character of all civilized or uncivilized world and it is universal phenomena. It gives the pleasurable feeling 'we are special and no one can challenge our authority'. Roads are like school where these educate us how to survive and achieve our destined goals inspite of so many odds. These teaches us how to reach destination safely & quickly, when to surrender in front of powerful, suppress those who are weak & tackle the situation however tricky it may be. Bribing is an art and common person normally encounter first time this colorful world of bribery and learns from the road. It is experience of killing his consciousness to accept bribery as a part of life and opens his faculty of mind to handle prevailing corruption. Roads are

associated with happiness as well as sadness. Roads make a few special and most deprived and ordinary. Hawkers are attracted for earning by roadside and there presence on pavement prevents the crime. The rich build up huge commercial buildings for earning fabulously. Criminals fear witnesses and I advocate business along the pavement is better for reducing the crime of the society. Roads help the military as well as civilian. Roads are where romances blooms and roads where romance changes to tragedy. It reminds me classic film 'A Girl on Motorcycle' where the film tragic end was that newly married Rebecca leaves her husband's Alsatian bed on her prized motorbike-symbol of freedom and escape-to visit her lover in Heidelberg. En route she indulges in psychedelic reveries as she relives her changing relationship with the two men and met with an accident . Roads are lifeline and reason of saving of lives because of ambulance services or doctor can visit the patients in no time. Congestion of roads is reason of many deaths. A few underprivileged spend entire lives and raise their family along roadside. They are born on roadside and die on roadside. Never have a chance to live decent life. There economy is major reason for their doom & preventing them to have better life.

Roads are dynamo of our economy but these hamper the growth of real persons. A person with high sensitivity, touch of humanity, and thoughts are always engrossed for the welfare of the society is diminishing in our present society with the advent of financial successes and it is becoming rare species. One of the reasons of our fast financial achievements is better

global roads infrastructure. Ancient people were not working for that type of recognition from such motives, technology was limited and exploitation of resources was least or they were deliberately ignoring the exploitation of resources on large scale. They were otherwise caring from their hearts & souls for future generations. They were working on the principle 'Reason of our birth in this world is for welfare, not to hurt or disturb or encroach the possibilities of generations to come for own little benefits. They believed themselves to be the caretaker of this earth for future generations' .Their needs were limited because mobility was limited. Their lives were need based like all other living beings around. Roads were less developed and mostly rough pathways were not allowing them to go beyond certain limits. Man was living within limited boundary and was at his peace. Roads have expanded his circles so his ambitions. It has reduced the fear of person from another living beings and another side it has increased the fears manifolds in other areas in his surroundings. Absence of roads made the religious places difficult & impossible to reach and that has developed the strong faith in their gods. More the difficulties stronger their faith those succeeded in visiting the worship places. Difficult path discourages majority for venturing into such places, so their faith is not that strong who dare to venture and ultimately they live an ordinary life and always at receiving end.

Road teaches us how to be manipulators, calculators and generate all the characteristics what our current generation needs. In nutshell, roads are vital part of our humanity & civilization and these need special attention of designers. While

designing the road for universally accepted or in simple word design for all because it caters all the age group, sex, and satisfies various needs because everyone has different purpose. These are useful to all irrespective of their motives. We must consider those points that can improve the utilities and emphasize on those in elimination that are hampering and killing the growth. Roads witness vagaries of weather & all sorts of cruelties of man. We should design the roads thinking globally for transportation but never ignore the local environments & local culture. Road carries side by side the load of electricity, water and sewer connections and we witness most of the time roads are either under repair or digging is on or 'men are at work' sign for quick repair because of its heavy load & high volume of traffic. Better the design-decent the person-improve culture-leads to advance civilization and progressive world as a platform for generations to come. Can our present designer ignore their responsibility of not designing the better road for decent person, culture & civilization?

In 21st century one of the Indian communities still practices a primitive ritual whenever a person dies, that community people carry the corpse to do the last rites along the riverside. And normally rivers were at quite distance from their village. While traveling for last rites one of the villagers spread the puffed rice where ever procession passes. In my opinion this practice may come into the existence because roads were non existence and rough pathways were due to treading of men were narrow and greenery was prevailing everywhere. These puffed rice are

light and can stay on the grass and easily visible. It was guiding the villagers who are left out and wished to attend the last rites. They can follow the puffed rice and reach to the riverside where they were performing last rites. Puffed rice were path indicators for them those could not join the procession. It was the wisdom of ancient people that they have designed the guide route by selecting the easily available material- rice, white color is easily visible and light in weight helps in carrying and it also stay on top of the grass. Later on these left out and work as food for living beings .In modern time our scout people uses different types of knots in the grass to locate their team in the jungle. These techniques were nothing but modern signage.

A road is an identifiable route way or path between places. Roads are typically smoothed, paved, or otherwise prepared to allow easy travel though they need not be, and historically many roads were simply recognizable routes without any formal construction or maintaince. That the first pathways were the trails made by animals has not been universally accepted, arguing that animals do not follow constant paths. Others believe that some roads originated from following animal trails. By about 10,000 BC, rough pathways were used by human travelers. There is history that stone paved streets are found in the city of Ur in the Middle East dates go back to 4000 BC and brick paved streets were used in India as early as 3000 BC . The existance of the roads comes in the mind of the ancient people to use their minimum energy for optimizing their output. Intially it takes various resouces and quantum of

manpower to execute the road but reduces the burden of journey for generations to come.

Intially no one has ever imagined that road will be reason of cut throat competion among his fellow countryman and it will add wings to the greed of the common person. Often our greeds are clouding our thoughts and it is the reason we are unable to behave what we are suppost to as a senstive human toward our living beings. Ancient man's transportion was either through animals or walking, and it used to take months sometime even years to reach from one destination to another. Man was compelled to think within his reachable boundary and that was his entire known physical world. Sir James George Frazer was blind and he never travelled beyond 50 miles from his residence and written a book that is considered to be Bible of anthroplogy 'Golden Bough'. His inner vision was so strong that whosoever has travelled far distance and narrateed their experinces he has inertpreted in correct theory. Earlier man was behaving in control manner and was conern & caring for his fellowmen. Annoyance or enmity with fellowmen would cost him dearly. Roads have made our boundary limitless and reason of replacing our old wisdom with intensive selfishness, meanness in our thoughts and actions . Even a gold medal has a dark shadow.

The early road builders of significance in Western Europe were the Romans, who saw the ability to move quickly as essential for both military and civil reasons. It is from the Romans that the term highway comes, as all their roads were elevated 1m

above the local level of the land. This was to minimize the risk of an ambush, as was the best-known characteristic of the roads, their lack of corners. The standards set by the Romans in terms of durability far exceeded anything achieved after the fall of the empire.

The modern roads are with bitumen and this technology is hardly few decades old & came to the existence after many years of discovery of petroleum. The waste extracted from the crude oil was bitumen and they thought instead throwing this huge volume into the river or land and it was polluting our river & seawater and making land infertile. They thought why not use this to smooth the road surface. It is waste and best way to utilize for development of roads. Before invention of these technology roads were of brick or stone or concreted. There is strong rumor in India that one of the kings who had made a road linking Peshawar (Now In Pakistan) via Amritsir to Calcutta (it is Asia's longest roads, trees were planted both side of the road to give shade to the passers-by, after every mile there was highway inns one for human and another for animal) used the different types of pulses because of sticky in nature for strong foundations before concreting the roads. I do not know what was the significant of using the pulses in the foundation but my father still believes this theory and he told me in many occasions that 'our Grand father has used tons of pulses while building our parental house.' What is logic of using those pulses is still beyond my imagination.

A road without users will no more bring about development than a school with no teachers will produce literacy. Roads

came into being to facilitate the movement of wheeled vehicles. Design of the roads have changed a lot because of introduction of better technology of automobiles. With the introduction of two wheeler, four wheelers, trailars, Heavy vehicles needs are varying so the design. New laws were introduced. Earlier roads were with full of animal carts for transportation , then introduction of bycycle and automobiles have compelled the authority to introduce new law for better management. In our parliament they have introduced the bill for animalcart. Later on they have discused about banned and permitted for shorter route with wheel equipped with tyre and enflated tube with air. Earlier huge iron wheel cart is no more visible even in remotest areas. Law does not permit those carriage because it was damaging the road wherever it was passing. Our government was keen to recover the cost of building of the roads for utilizing the funds for expansion of road network as well focus on introducing the latest technological vehicals for fast moving economy. Our roads were of course useful for pedestrians or pack animals but it is unlikely that their improved mobility alone would have been sufficient to cover the cost of building and maintaining a road. Automobile industries was in bad shape and trasportions of goods was mostly from rail. Trams were major means of urban trapsportion. Industrilization was forcing the authority to abondon slow means of transportation like river for within the country transportation . Sea route can carry huge loads and it is still ecnomically viable and helps in transporting for distances for huge volume. Earlier sea /river were major part of our transportation; reason was it was much economical compare to building roads. Currently roads are

everywhere and its presence can be felt by national highways, roads, lanes, and by lanes. Roads are inbuilt significant part of our thought process and we cannot think our life without roads. It is our part of civilization and decides the future course of our civilization to come. By making it easier for motorvehicals to operate, a good road can reduce their operating costs and enable them to travel to places they could not before. Introduction of various road taxes on every vehicle has changed the face of road and what we see the global modern road infrastrucutre is result of tax of each goverments of the world. However, vehicle owners may not seize the opportunity to improve transport services or cut fares. Instead, they may prefer to simply pocket the savings. If they pass at least a fraction on to users, then we can expect a multiplier effect as individuals exploit the increased mobility available to them, for example, by marketing perishable products which would otherwise have rotted.

Road design is one of these endlessly important factors that can completely change the everyday safety level of a commute. Hours of labor by skilled engineers, scientists and statisticians go into road design for major thoroughfares. We are developing country and we are learning from our mistakes. One of the states has straight road of long stretch of 28 kilometers where almost on an average two or more accidents by automobiles are occurring. Reasons are road design is fuelling lethargy among the automobiles drivers and in the stretch driver does minimal activity of driving; controlling the vehicle and it makes them nap for a while. Design of road permits them to drive fast.

A small mistake of napping, reflexes are slow and it leads to fatal accidents in that stretch. While designing the road if they would have considered the human weaknesses, I feel, they would have introduced the curvy road instead of straight stretch where the driver would have in alert while driving to avert the accident and will be busy with steering in controlling the vehicle. It's better to crash into a nap than to nap into a crash. Our roads are with old technology and introduction of latest bus of low floor is facing major hurdles of roads. We have BRT in few cities but it is proving failure attempt. We have mobile phone technology but it is one of the reasons of increasing our road accidents. Our mindset is primitive and to make successful any policy or technology, our cultural supports is required. Culture is missing so our technology growth is hampering. Designers should understand building a new culture takes years so using latest technologies.

There are seemingly endless factors that can potentially contribute to traffic accidents. Until about 30 years ago, public transport suppliers almost always took as their first priorities technical efficiency and economic profitability. User abilities and requirements came a clear second; passengers were expected to cope with the systems provided. The ones that get the most attention in the media are those that involve modern technology and thus spark debate. But while devices such as cell phones certainly do act as a distraction to drivers on the road, there are other more fundamental things that can completely change the way traffic flows and seriously lessen or increase the number of traffic fatalities each year. All over the

world, we see infrastructure, vehicles and services that are not as easy to use as they might be. Sometimes this is because technical and economic priorities dominate, or funding is not available. Often it is because designers give greater priority to moving traffic than to pedestrians. Sometimes it is because the designer has not understood the requirements and abilities of the users, even though these are now reasonably well known. Sometimes it is a result of failure to maintain or manage the situation. Almost always, it is a result of the designer or operator not looking at their system or service through the eyes of a user. The saddest examples are where the designer has tried to get it right, but not knowing of guidance that is available, has spent considerable amounts of money getting it wrong.

There is an urgent need for color universal design for road display in colors that satisfy the requirements of color normal and color defective persons. In 21st century society, use of color is increasingly becoming an important means of information transmission. Several years ago, for example, black and white printing was the norm for newspapers, magazines, textbooks and general publications. But recent development of color printing technology has dramatically turned them into color. These days, even simple guide maps would look rather inadequate unless they were in color. The use of a variety of colors has also become the standard for electronic information boards. Attention must be paid to road signs and color tones of lines painted on roads, electronic information boards that indicate road information such as traffic congestion, etc. When

we design the road with divider and vehicles are coming in opposite directions with glaring headlights. It disturbs the vision of the drivers and vehicles may go beyond control and they might meet with fatal accidents. To control these glaring effects of vehicles of opposite directions disturbing one another while crossing can be control by introducing thick fence of bushes height of minimum five feet. Intersections, merging and dispersions of the traffics need our special attention while designing the roads. Accidents, and particularly street and highway accidents, do not happen - they are caused.

It is advisable for designers while designing roads they should focus on the degree of the turns, the size of the lanes, and the thickness of the asphalt, speed of vehicles, integration of pedestrian, slow & fast , light & heavy vehicles and their controlling speed to avoid any accidents among many other things. This stage of road design requires the careful work of team of designers with civil engineers, expert physicists on kinematics & statisticians. June Hill Robertson McCarroll was a nurse (later a physician) in the early twentieth century who is credited by Caltrans with the simple but revolutionary idea of delineating highways with a painted line to separate lanes of traffic. The concept of painting lines to separate lanes is now in use all over the world. In the fall of 1917, McCarroll was driving on the road leading to her office on a stretch of highway. She was literally run off the road by a truck, as she recalled many years later and concept of yellow centerlines was born. This small idea has revolutionized the safety on roads and drastically reduced the vehicales accidents. Road fixture is significant in designing, this includes the number and

placement of road signs, the removal of trees that may become a danger in the event of a storm or other unforeseeable issues. Safety barriers are present on most highways as well as roads that extend past rivers or cliffs. A barrier can be the one thing that keeps an out of control automobiles from moving into on coming traffic, resulting in a head on collision. Safety barriers must be able to absorb impact energy while minimizing the risk to automobiles occupants. Changes in safety include side rails that are anchored to the ground and light poles that break at the base. Pavement marking-reflective materials used to indicate lanes, appropriate passing areas, road shoulders and two way or one way roads. Designers should think all together in different ways when they are assigned to design highways. It may strike to our mind to be by far the scariest part of driving. On highways there are automobiles swishing by at extreme speeds with optimum carriage, large semis taking that have limited vision, dangerous lane changes by said speeding automobiles, unforeseen road hazards that are difficult to deal with at high speeds among many other frightening challenges. Highways are required and it actually improves safety. They allow for the free flow of traffic and decongest smaller roads. Highways also have much fewer distractions and hazards as compared to roads with intersections and stop lights. Each direction of traffic needs to be handled similarly, but separately. The physical features of the highways should have to be encountered in a particular order for them to have the desired effect. As a simple explanation of why, consider the result if we built a "speed bump" and a "speed dip" near each other, across all the lanes of traffic: Traffic going one way

would experience the bump first, while traffic going the other way would experience the dip first. We need this Idea to work the same way in both directions of traffic.

This is not enough. We need integration of bicycle (it justifies in reducing obesity among citizens of any age, helps in economic development—Study after study show when you put people on the streets it increases the opportunities for development in those neighborhoods, and at last, it does social justice—all the people can not afford car), slow moving, light or heavy vehicle and vehicle with latest technology in terms of efficiency, speed and solar cell while designing the road. It should suit the requirement of all. Earlier roads were decorated with long trees all along both sides of the road to provide shade to save the pedestrians and bicyclist from scorching sunlight. Now we are facing oil crisis and to control the global warming most of the automobiles companies are focusing on solar or electric vehicles. We need proper orientation of road designing by providing the best services to its users by accommodating the latest technologies. In future trees may be uprooted along both sides of the roads for proper sunlight for solar vehicles. Earlier motel, PCO, and trauma center were needed so developed. Currently PCO's are in less demand because mobile phones are in practice and latest vehicles are so fast & comfortable that drivers with ease can drive for few hundreds distance with not much problems and may feel for rest after that log drive. The motels after 10 to 20 kilometers are out of fashion and economically not viable. It is replaced with small refreshments of fast food joints after few kilometers. Noise pollution is serious problem and every

designer should use all possible techniques of calming the traffics especially in urban areas and integrate all modes and users in the same space. A properly designed roadway takes into consideration of various aspects of mobility and safety while addressing natural and human environments. To achieve such a balance tradeoff among these factors are needed and are routinely performed explicitly or implicitly. We must design the road that should be universally acceptable for all. Roundabouts are considered to be most safe and efficient means of intersection controls. Improvements are required in this area and appeal to design community to design roundabout that can accommodate more vehicles per hour but not at the cost of safety. We should not blame the driver or technology all the tie for accidents. Faulty designs of the roads are major reasons. Designers should design the roads in such a way that the traffic should behave and be under their command of what they wish. Slope, dips bent and many technologies are available tools for controlling the traffics on their wills. Vehicles are equipped with maximum speed and can move with the wish of the driver. It is the design of the road that controls the wish of the driver otherwise he will invite trouble for himself. Vehicle with driver is open system and road is near to close system. Designer should know the art of controlling the traffic for smooth motion in economically and shortest time but not overlooking safety.

Out of this nettle, danger, we pluck this flower, safety. - William Shakespeare

Enjoy the journey; build the road of better tomorrow for all.

Better a thousand times careful than once dead

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IMPORTANT ANNOUNCMENT:

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)

Professor Dr. Peter Zec
President of red dot

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=kFyCLPuQgxk

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

Sherri Backstrom, Director and co-owner of Waypoint Yacht Charter Services is the only broker in the industry who is certified as an "Accessible Travel Specialist". With many years of experience as a sailor with a disability she is also a member of the US Power & Sail Squadron and ASA-certified. Waypoint represents a global fleet including partially and fully accessible boats for charter. One of Ms. Backstrom's primary goals in 2009 is to work with shipbuilders and marinas to improve their designs as she visits as many existing accessible yachts and venues as possible. To inquire about her services or to schedule a stop on her itinerary contact her at: sherri@waypointcharter.com

Sherri Backstrom ~ Director

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WAYPOINT YACHT CHARTER SERVICES ~ ACCESSIBILITY ASSESSMENT FORM

Please be as thorough and complete as possible, use any "white

space" for additional notes Assessed by:
⌐ *Waypoint Yacht Charter Services (Name)_____*

⌐ *Yacht or Central Agent staff (Name)_____*

<mark>**Questions highlighted in yellow are essential.**</mark>

<mark>**Specify here if assessment is measured in: Inches OR Centimeters**</mark>

A   **Type of Yacht**   **Power**
                                        Sail

                                          Monohull

                                        Multihull

                                        Other

B   **Name of Yacht:**

C   **Central Agent of Owner (specify): Address: (Street, number):**

D **Town / City**

 E **Postal Code**

F **Country**

G **Telephone [Country code, Area code, number]**

 H **Fax [Country code, Area code, number]**

 I **Email**

J   Name of Contact Person(s) for accessibility resources

K   Website

VESSEL ENTRANCE – AT DOCK / ANCHOR / TENDER TRANSFERS		
MAIN ENTRANCE FOR PEOPLE WITH DISABILITIES		

A1   Are there any steps to the **main entrance**? ☐ YES ☐ NO *Photo optional*

A2   **If 'yes'**, how many steps? ____

A3   **If 'yes'**, is there a handrail by the steps? ☐ YES ☐ NO

A4   Is there a ramp to the main entrance? ☐ YES ☐ NO

A5   If there is a ramp, what is the width of it? ____

A5   **If 'yes'**, is there a handrail by the ramp? ☐ YES ☐ NO

A6   What is the width of the clear | opening space at the main entrance door? ____

Is the main entrance door::
☐ Manual   ☐ Automatic
☐ Revolving with alternative side-hung manual door
☐ Revolving with NO alternative side-hung manual door
A7   ☐ Other

(tick at least one)   *Photo optional*

LIFT / INTERNAL ELEVATOR		

B1   Is there a lift?
     If "NO" please go to next section ☐ YES ☐ NO

B2   **If yes**, what is the width of the clear opening space at the lift-door? ____

B3   **If yes**, what is the internal width of the lift? ____

B4   **If yes**, what is the internal depth of the lift? ____

| B5 | If yes, is there a verbal announcement for stops at each floor? | ☐ YES ☐ NO | |
| B6 | If yes, do the lift buttons have raised numbers or letters? | ☐ YES ☐ NO | |

ACCESS TO PUBLIC AREAS

| C1 | **Is there level access** (with no steps or thresholds), or access by a ramp or lift to public areas: | YES NO | |
| | **If yes**, list these: _____ e.g. salon, dining, sun deck, pool deck, | | Photo optional |

BREAKFAST / DINING ROOM

| D1 | Is there level access (with no steps or thresholds), or by ramp or lift to the breakfast / dining-room? | ☐ YES ☐ NO ☐ N/A | Photo optional |
| D2 | What is the width of the clear opening space at the entrance door to the breakfast / dining-room? | ____ | |

GUESTROOMS

GUESTROOMS – FOR GUESTS WHO USE A WHEELCHAIR

E1	Are there rooms, with en-suite bathrooms, intended for guests who use a wheelchair?	☐ YES ☐ NO	Photo optional
E2	How many rooms are available for guests who use a wheelchair?	—————	
E3	Do these rooms have level access (including access by a ramp or lift) from the boarding gate to door of the stateroom?	☐ YES ☐ NO	
E4	What is the width of the clear opening of the bedroom door?	____	
E5	Can the bedroom furniture be re-arranged?	☐ YES ☐ NO	Photo optional
E6	What is the widest free space at the side of the bed?	____	
E7	Number of beds available in rooms for wheelchair users? ___ King ___Queen ___Double ___Single		Photo optional
E8	What is the height of the bed from the floor to the top of the mattress?	____	
E9	What is the clear space height from the floor to under the bed base?	____	

E10   What is the height to the top of the desk?

_____

E11   What is the clear space height from the floor to under the top of the desk?

_____

E12   What is the height of the clothes rail in the wardrobe?

_____

F1   What is the width of the clear opening of the bathroom door?   _____

F2   Is there a separate shower with level access (no raised shower tray or step-up)?   ☐ YES ☐ NO   Photo optional

F3   If there is a raised or sunk shower tray, what is the height of the step into it? (Please circle if the step is up or down)   _____   Up/Down

F4   If it is a shower cubicle, what is the clear opening space of the door?

_____

F5   Is a fixed shower seat or shower chair provided?   ☐ YES ☐ NO   Photo optional

F6   Are there handrails for support beside the shower?   ☐ YES ☐ NO   Photo optional

F7   If there is a shower seat, what height is it from the floor?   _____

F8   Are there handrails for support beside the W.C.   ☐ YES ☐ NO   Photo optional

F9   What is the width of the widest floor space at the side of the W.C.   _____   Photo optional

F10   What is the length of the floor space in front of the WC   _____

F11   What is the height of the toilet seat from the floor?   _____

F12   Is there an emergency call system in the bathroom?   ☐ YES ☐ NO

F13   If there is a bath, what is the height of it from the floor?

_____

F14   If there are grab bars or handrails, at what height are they?

_____

F15   What is the height of the sink?

_____

F16   What is the height from the floor to the bottom of the sink?

_____

F17   What is the height from the floor to the base of the mirror?

_____

SPECIAL SERVICES

G1   Is 24-hour guest service provided?

YES
NO

G2   Are service dogs allowed in your premises?

☐ YES
☐ NO

G3   **If service dogs are allowed** in your premises, are they allowed to stay in bedrooms?

☐ YES
☐ NO

G4   Can your catering staff provide meals for **guests with special dietary requirements?** (Please tick those that apply)

☐ sugar free (diabetic)
☐ gluten free (celiacs)
☐ lactose free (diary free)
☐ low fat and fibre with no gastric content
☐ low potassium
☐ low sodium
☐ nut free
☐ additive free
☐ organic
☐ vegetarian
☐ vegan
☐ kosher
☐ halal
☐ other

☐ **None of the above**

G5   **If you selected "Other" please describe:**
(Text field 100 characters)

G6   Do you provide services for **guests with hearing impairments?** (Please tick)
☐ text telephone
☐ emergency call system with vibrating pads (if fire alarm is activated)
☐ emergency call system with flashing lights (if fire alarm is activated)
☐ **other**

☐ **None of the above**

G7   If you selected "Other" please describe:
(Text field 100 characters)

G8   Do you provide services for guests with asthma or allergies?
(Please tick)
☐ non-smoking rooms
☐ rooms with non-allergic bedding (e.g. non-feather pillows)
☐ rooms with no fitted carpets,...
☐ non-smoking area in the bar/restaurant/...
☐ other:

☐ None of the above

G9   If you selected "Other" please describe:
(Text field 100 characters)

G10   Do you provide services for guests with visual impairments?   Photo optional
(Please tick)
☐ contrast markings on glass doors and full-height windows
☐ guest information in large print format
☐ restaurant/bar menus/bar prices available in large print format
☐ tactile route within or outside the premises
☐ audible alarm system
☐ other:

☐ None of the above

G11   If you selected "Other" please describe:

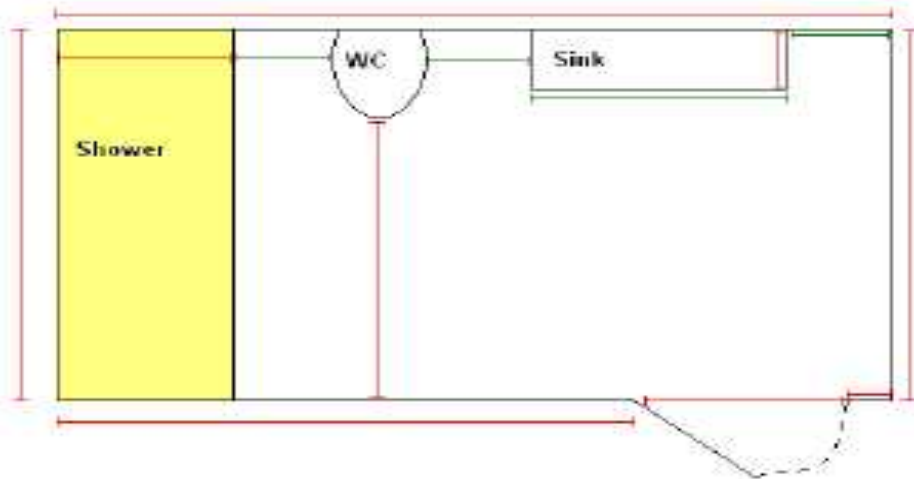G12   Do you provide other special services for elderly and/or disabled guests?   ☐ YES   Photo optional
☐ NO

G13

If yes, which services?

1._____

2._____

3._____

WHL Bathroom Diagram for People with Disabilities

Where possible Waypoint Yacht Charter Services also requires a floor plan of the bathroom as above. Please use this diagram to take measurements. The lines indicated in red are the most important, however the measurements in green are also very useful for people with disabilities. This floor plan, combined with photos may be posted on our website in to help people with disabilities make decisions about if the bathroom is suitable for their needs.

An example of a field sketch is provided below:

Photos sent via email should be labeled/named with the corresponding item number from this assessment.
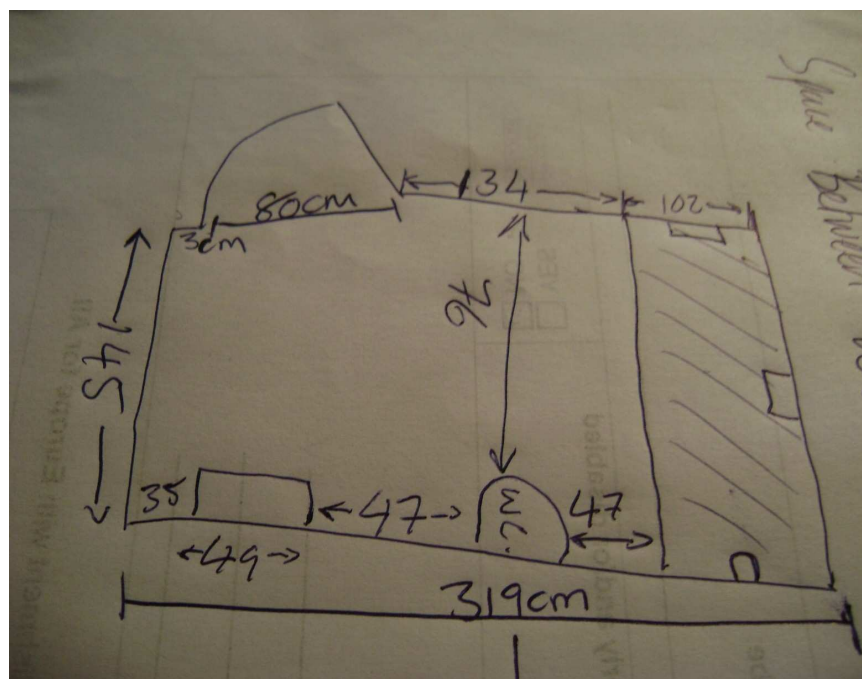
On behalf of the staff and professional colleagues of Waypoint Yacht Charter Services and our clients who love to travel, regardless of physical ability restrictions; we want to thank you for taking the time to complete this assessment of your charter vessel. Together, with your help, we will continue to promote the expansion of an *Inclusive* yacht charter industry and maritime environments.

Please feel free to contact us with further questions, photos or ideas. We work with the world's leading experts in Universal Design and Inclusive Tourism and can offer many resources for improving the accessibility of your yacht charter business.

Completed forms, along with photos and additional page notes or drawings, can be sent by FAX to our office; Attention: Sherri, at the number below.

Sherri Backstrom ~ Director

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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 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 clinicRochester, 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*
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INTRODUCTION OF TECHNOLOGY AND DESIGN IN SCHOOLS IN INDIA: A PROPOSAL

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Principles to inform teaching and learning in design and technology:

The examples describe work planned to meet the requirements of the program of study for design and technology and the expectations described in the level descriptions. The context of the work can be selected with the needs and abilities of the pupils at the forefront and, in particular, an understanding of the community in which the school is set.

By using the concept of" Design and make Assignments (DMA)" students can do product analysis techniques from a range of cultural contexts, pupils develop insights into different societies and so improve understanding of how their own culture compares and contrasts

The following program of study requirements can be divided in 4 levels which may provide opportunities and challenge to integrate technology and design.

Aim

- Providing effective learning opportunities for all pupils.
- Design and make assignments
- Product evaluation activities and focused practical tasks
- Principles to inform teaching and learning

- **Teaching design and technology in a global context**

By developing, planning and communicating ideas, the pupils can be taught to:

- **Generate ideas by drawing on their own and other people's experience**
- **Talk about their ideas, saying what they like and dislike**
- **Generate ideas for products after thinking about who will use them**
- **Recognize that the quality of a product depends on how well it is made and how well it meets its intended purpose, for example, meets social, economic and environmental considerations**
- **Generate design proposals that match criteria**
- **Consider aesthetics and other issues that affect their planning, for example the needs and values of intended users, function, hygiene, safety, reliability, cost identify and use criteria to judge the quality of other people's products, including the extent to which they meet a clear need, their fitness for purpose, whether resources have been used appropriately, and their impact beyond the purpose for which they were designed, for example, the global, environmental impact of products and assessment for sustainability**
- **Consider issues that affect their planning, for example the needs and values of a range of users: moral, economic, social, cultural and environmental considerations**

- Ensure that their products are of a suitable quality for intended users, for example how well products meet a range of considerations such as moral, cultural and environmental
- Setting suitable learning challenges;
- Responding to pupils' diverse learning needs;
- Overcoming potential barriers to learning and assessment for individuals and groups of pupils.

Pupils' work builds directly on their own experience and interests, and honors their own cultural experiences. This can make a significant contribution to how valued pupils feel, which in turn affects their self-esteem and eventually their level of achievement; They can develop communications skills Pupils' achieve this goal by discussing difficult issues, listening to other's viewpoints and working in teams to accomplish collaborative activities.

Product evaluation activities and focused practical tasks help in the follows:

- They can find out about new products and applications
- Pupils discover how society has been enriched by the contributions of different groups of people;
- They can learn how to use and evaluate products in relation to their indigenous culture
- Pupils learn to use a range of techniques and materials to evaluate a variety of familiar and unfamiliar cultures;

- **They can come to appreciate that every product has a cause and effect**

- **Pupils develop the insight that products are made in response to the needs of a society or of the individuals within that society;**

- **They can understand approaches to product development**

- **Different societies and cultures have different ethical and moral values. Pupils learn how to develop and use appropriate technologies within restrictions of design briefs written to reflect a range of contexts;**

- **They can consider how technology reflects different cultures and values**

- **Pupils realize that all products are linked closely to the societies in which they are made. Also, no single culture has a monopoly of achievements in the field of design and technology.**

Promoting cultural sensitivity

Design and technology contributes to cultural understanding by exploring the contribution of products to the quality of life within different cultures and by valuing the responses of people from other cultures to design problems they face.Cultural sensitivity is actively promoted and assessed in all aspects of design and technology, enabling pupils to learn about the cultural impact on design. The inclusion of a range of contexts should permeate all design and technology activities, rather than being seen as a one-off project or week of activities. There should be a multicultural learning environment

that is reflected in the choice of design briefs, teaching and learning materials, displays, and products chosen for product evaluation activities. Products and systems from different cultures and contexts should be valued and understood in their own right. No product can be isolated from the people who develop and use it or from an interaction with the environment. Analyzing and evaluating existing products and their applications teaches pupils a great deal about how products are designed and manufactured. Pupil's critical awareness and knowledge can be developed and they can use what they have learnt to inform their own designing and making. They can also identify the choices made by a designer, the thought processes behind these decisions, and outside factors that inspired and constrained the design. Staff should develop clear, practical strategies for dealing with comments that are insensitive or racist with regard to looking at, say, products from different cultures.

A carefully chosen range of products/subject helps pupils to:

- consider user needs and how these can be met;
- identify and explore how a product might be used;
- learn how a product is made;
- learn how other designers develop solutions;
- explore value judgments;
- Explore issues of sustainability, economics, justice, citizenship.

Generally speaking, designing and making should occur in contexts that enable pupils to. Show awareness that some products are made in different countries and cultures. By the end of this learning experience a pupil should be able to

- recognize and have considered the impact that technology and manufacturing processes makes to indigenous cultures and traditions, contribute their own cultural values to their design ideas.
- demonstrate that cultural sensitivity has been considered during the development of pupil's specifications and testing;
- experience a small range of materials and techniques, including those used in their own homes and communities.
- demonstrate appropriate choice of materials and justify their suitability to the cultural context in which they are used;
- Simulate basic technological processes from other cultures and countries.
- should be able to select and apply knowledge and skills of processes and materials to their own creative ideas.

Conclusion

Design and technology offers a unique opportunity to equip young people with the attitudes and skills to enable them (as future designers and consumers) to contribute to a

multicultural society. Pupils also gain an understanding of the impact of technology choice and developments on a local, national and global level. Teaching design and technology in a global context can help pupils to understand and appreciate the following cultural similarities

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She received her BSc. (Honors) from University College Swansea, University of Wales, and MS and Ph.D. from Northwestern University, Evanston, Illinois. She was awarded a dissertation fellowship from the Transportation Center at Northwestern, while completing her Ph.D. program.

She has over thirty years of experience in research on transportation needs of seniors, the low income and the disabled population, some having been funded by the US Department of Transportation. She is currently the co-chair of the research subcommittee of the Transportation Research Board's Committee on Specialized Transportation. She is also a founding member of the Association of Transportation Professionals of Indian Origin (ATPI) in North America and is currently serving as its interim secretary.

She has been one of the earliest participants of the international conferences on accessibility, as a co-author at the first conference in Cambridge, U.K. in 1978. She has authored numerous reports listed by US DOT and publications on accessible transportation. Her

interests in accessibility range from the use of non-motorized modes for the disabled to issues of accessible modes of public transportation, and the associated beneficial impact on the quality of life for the disabled, including accessible tourism. Her interests in creating a data base on accessible tourist sites and facilities using GIS/ GPS technology has great potential for increasing tourism among the market segment of retired "baby boomers " to countries with historic, archeological and cultural interests. She has recently focused her research on issues of accessibility for developing nations with some collaboration with researchers in India, including the National Institute for the Orthopaedically Handicapped. Promoting non-polluting modes of accessible transportation is another area of ongoing interest which culminated into a modified cycle rickshaw in 1998 to provide service to wheel chair users. Finally her recent focus on national policies on accessible transportation have led to a number of research projects on evaluating the planning process and the outcome of the American With Disabilities Act since its passage in 1990.

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What Next After The American With Disabilities Act? : An Assessment of the Accessibility Needs of the Disabled to Live a Quality Independent Life in the Urban Environment

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Oluponmile Olonilua**
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Abstract

People with disabilities continue to be marginalized in the United States in spite of the passage of the American with Disabilities Act of 1990 (ADA). Though, there have been some improvements with the implementation of the ADA since its passage in 1990, yet, it is faced with the problems of "compliance responsibility" and Congress' interest in its hearings (Percy, 2001, 633). Past research has addressed the various needs of this population in the areas of employment however; less has been done regarding the effectiveness of ADA in addressing their transportation and accessibility to public facilities especially for persons with physical disabilities in order to improve their quality of life. Most of these works on persons with disabilities have been done by researchers outside the planning profession and this paper serves as a pilot study, using a case study approach, to assess the accessibility to transportation and public facilities through focus group meetings and participant observation. Findings show that transportation and accessibility to public facilities are still major barriers for participation by persons with physical disabilities and this paper provides the foundation on which more needs assessment in the built environment may be laid

for planning. The following sections provide an overview the American with Disabilities Act, barriers to participation by persons with physical disabilities, Data Collection, Analysis and findings and Policy Recommendations.

Introduction

While planning theories begin to call on the inclusion of marginalized population such as persons with disabilities (see for e.g. Davidoff, 1965; Fainstein, 2000; Friedman, 1993; Fischer, 2000; Healey, 1996; Young, 2000) communication, collaboration and equity towards formerly marginalized groups, calls also mounted in the 1990s for the specific inclusion of persons with disabilities which resulted in the enactment of the American with Disabilities Act (ADA) in 1990 by President George Bush. This act specifically prohibits discrimination against persons with disabilities on the basis of employment, public accommodations, commercial facilities, transportation, and telecommunications. An individual with disability is defined by the ADA as a person who has a physical or mental impairment that substantially limits one or more major life activities and is a person who is perceived by others as having such impairment (ADA, 2004). The passage of ADA brought with it an increased awareness of the need to monitor the situation for people with disabilities.

Several studies have been carried out on the problems and challenges faced by persons with disabilities however, significant number of the American population that have

disabilities are still marginalized. Over 35% of Americans over 65years old have severe disability (McNeill 2001).

Table1: Persons with disabilities Population and Proportions in the United States

BOTH SEXES, ALL RACES	Tot. Population in thousands	Population with disabilities	%	Pop. with severe disabilities	%	Pop. who need assistance	%
All ages	267,665	52,596	19.7	32,970	12.3	10,076	3.8
Under 15 years	59,606	4,661	7.8	2,256	3.8	224	0.4
15 years and over	208,059	47,935	23	30,714	14.8	9,851	4.7
15 to 24 years	36,897	3,961	10.7	1,942	5.3	372	1
25 to 44 years	83,887	11,200	13.4	6,793	8.1	1,635	1.9
45 to 54 years	33,620	7,585	22.6	4,674	13.9	1,225	3.6
55 to 64 years	21,591	7,708	35.7	5,233	24.2	1,280	5.9
65 years and over	32,064	17,480	54.5	12,073	37.7	5,339	16.7
65 to 69 years	9,555	4,291	44.9	2,930	30.7	777	8.1
70 to 74 years	8,514	3,967	46.6	2,407	28.3	898	10.5
75 to 79 years	6,758	3,897	57.7	2,565	38	1,140	16.9
80 years and over	7,237	5,325	73.6	4,170	57.6	2,525	34.9

Source: Jack McNeil, 2001, Americans with Disabilities: Household Economic Studies available on http://www.census.gov/prod/2001pubs/p70-73.pdf

The data from Table 1 indicate clearly that there is a significant group who are persons with disabilities in the country and the fastest growing age cohort comprised those who are eighty-five years or older which further raises the urgency in addressing the needs of persons with disabilities. 33% do not leave home because there is limited or no public transportation, 26% do not have a car, 17% find that transportation is harder with their disability and 12% have no one to depend on (BTS, 2004).

Clearly even after a decade after ADA, accessibility is still a major issue for the persons with disabilities which are primarily understood as the ability to have access to buildings and to use accessible means of transportation to get to their destinations of choice. This also includes to services, as well as the ability to participate in everyday activities including visiting, shopping and access to jobs which varies with each type of disability.

While there are the physical barriers created in public buildings, housing, transportation, houses of worship, centers of social life, and other community facilities; no less important are the social barriers that have evolved and been accepted toward those who differ more than a certain degree from what the general population has been conditioned to regard as "normal". The Americans with Disabilities Act addresses these civil rights issues and sets the stage for barrier removal. Political struggles over allocation of costs and benefits associated with the new legislation continue into the implementation phase, as each interest group vies for its fair share. From an intergovernmental frame of reference that retains the power to decide the allocation in Washington or to the state and local governments, this affects the eventual implementation (Edwards, 2002). In the end, community interests, political commitments, and administrative experience and skill all factor into the level at which implementation will occur.

Transportation and Tourism for the Persons with disabilities

While much public attention and many policy formulation efforts since the late 1960s have been given to barrier-free architectural design and local public transportation access, few similar consistent efforts have been made in the areas of long-distance travel and tourism. The persons with disabilities represent a significant portion of the population (Adler et.al 1990). Cavinator and Cuckovich (1992) examined and analyzed general issues and opportunities related to travel and tourism for the persons with disabilities. They presented a travel-related background of the persons with disabilities as part of the population in the United States. They also looked at the evolution of transportation access that has been made through public policy and investment directives, as well as at the effectiveness of private sector services and are able to present the federal government's efforts aimed from a very early stage at increasing accessibility of the persons with disabilities to all public buildings and transportation, as can be seen from the series of acts passed from 1968 onwards:

- The Architectural Barriers Act of 1968 requires that facilities constructed using federal funds must be accessible to all persons, regardless of disability.
- The Urban Mass Transit Act of 1970 asserts that persons with disabilities persons have the same right to use public transportation, as do non-persons with disabilities persons (Urban Mass Transportation Act of 1964).

- The Air Carriers Access Act of 1986 as promulgated in Title 14, Code of Federal Regulations, prohibits discrimination on the basis of disability by all air carriers (Cavinator & Cuckovich 1992).
- The Americans with Disabilities Act of 1990, Public Law 101-336 covers employment, places of employment, transportation, public accommodations and public facilities.

In travel and tourism, the ADA has impacted intercity and local passenger rail transportation buses—both public accommodations as well as services operated by private entities. These include, but are not limited to inns, hotels, restaurants, theatres, stadiums, convention centers, stores, shopping centers, services and places of recreation. Much progress has been made in reducing the constraints of and opening accessibility to transportation for the persons with disabilities. While these barriers to general mobility have been reduced, there is still an inadequate overall travel and touring systems perspective for this population.

Methodology

Based on the research objectives, several sources of data were explored. These included primary data collection using purposeful sample, existing data from previous studies, as well as secondary data sources through various government agencies. The researchers were cognizant of the debate around issues of collecting data from a sample of the persons with disabilities and attempted to address some of the shortcomings in developing their methodology by using purposeful selection method (Mathiowetz, 2001). While some of the existing data sources were useful, the research objectives required detailed

data collection that was not available from any published sources. A case study approach in the Houston Metropolitan Area was employed with focus group meetings conducted in order to assess the effectiveness of ADA in addressing the needs of three disability groups: hearing, visual, and mobility impaired. Participant observations were done with the researchers observing the various persons with disabilities groups while going on trips in order to explore coping mechanisms in public spaces.

Data collection was conducted around the Houston Metropolitan Area in four phases:

1. Locations were selected according to their ranked importance by residents and tourists in the Houston Metropolitan area and are classified as public facilities that should comply with ADA using information obtained from previous research ((Sen, McDaniels, & Nimley, 2002)

   . [Figure 1 about here]

2. Information on these selected locations is obtained from published sources, telephone, or on the Internet, as well as access to public transportation to these locations.

3. Data collection from focus group meetings and participant observation were conducted over Summer 2003.

4. General feedback was obtained from the persons with disabilities population regarding their lifestyle; this included what they may perceive as areas of accessibility, which they feel require improvements, and which can help to enhance their quality of life.

For the focus group meetings, each group was asked how they access information on travel, whether they had visited sites from a list of accessible tourist and recreation sites in Houston and how they made these trips and what barriers they encountered.

For the participant observation, individuals were taken by public transportation to recreational facilities (NASA, The Galleria etc) to observe and record their behavior and reactions. For each trip, the total trip length, waiting time at bus stops, cost, their perceptions and reactions to specific recreation sites and the degree of accommodation of their disability were all recorded.

Since Houston is the fourth largest city in the United States and has a representative population from diverse ethnic and socio-economic backgrounds, it is also likely that Houston has a representative persons with disabilities population from whom a sample of the persons with disabilities would exhibit unmet needs of the persons with disabilities population anywhere in the United States. Therefore the data was collected from a purposeful sample of persons with disabilities volunteers in Houston, Texas, to provide answers and possible solutions to the question of quality of life for the population. The standard method of obtaining a representative sample through a simple random sampling frame was not feasible for the persons with disabilities population. Even attempts to contact the persons with disabilities student population from The University of Houston and Texas Southern University failed to produce any

volunteers. As a result of these failures the team then approached the Independent Living Center in Houston (HCIL) for help in contacting the local persons with disabilities population. Volunteers for participation in the study were sought using flyers and word of mouth information. Therefore the data was collected to provide answers and possible solutions to the effectiveness of ADA in addressing the needs of persons with disabilities population. Although the persons with disabilities individuals who volunteered may not be representative of the entire persons with disabilities community, they nevertheless can collectively represent the three major types of disability categories identified regarding implementation of ADA and its effectiveness in helping them to lead independent lives.

Through HCIL, it was determined that an effective approach to collecting the required data would be best through three separate focus group meetings: one for those who are wheel chair bound, one for those who are hearing impaired, and one for those who are visually impaired. This would ensure that any special difficulties or features that may be of value by someone with a specific need can be established more easily than if there was a combined focus group meeting for people with various disabilities.

Focus group meetings took place for approximately two hours for each group with all discussions recorded and transcribed. During the discussions an effort was made to bring up issues concerning quality of life, as well as other factors which

influenced an individual participant's choice to go out for recreation and non-essential trips within the metropolitan area. Detailed data was also collected using participant observations from individuals who were willing to undertake trips by the available public transportation system to visit a shopping mall, the museum district, the down town recreation area, and NASA Space center. The travel dairy was constructed to reflect the issues that may confront a persons with disabilities passenger in determining how to get to the location, and go on to their next location or return home. Additional responses about their mode of travel and their reactions to the facilities at their destinations were also recorded. Participants were asked to state their opinions about whether or not they would recommend the trips to their persons with disabilities friends, or for that matter, make a return trip to any or all their destinations.

The portion of the data collection using a participant observation constituted a learning experience in the form of "travel training" for a majority of the volunteers, as a number of these individuals had never gone to some of the selected destinations. The participant observation approach was designed to help record opinions regarding each trip segment and the facilities at each destination. One of the two optional methods of public transportation was used-- Metrolift (door to door service) or Metro (fixed route bus service). The persons with disabilities volunteer chose the mode and booked Metrolift, when appropriate.

The NASA trip was made to assess transportation issues, using the regular bus service from downtown Houston to Clear Lake and back. Unlike all other travel trips, which were made during weekends, this trip was made on a weekday, since the public transit service is available only during certain hours of the day Mondays through Fridays, primarily to accommodate commuters to and from NASA and Houston.

Analysis

1. Unlike the classification developed by Reid-Howie Associates (1998) on the factors which affect quality of life for the persons with disabilities, this study has selected only those quality of life factors, which are affected by accessibility. A person with disabilities cannot achieve his or her full potential without having an opportunity to the basic needs of life such as accessibility to information, transportation and public facilities. Much research, combined with the enforcement of ADA through the courts, has ensured physical accessibility by improved access to buildings and to transportation services however, there is need for more research to assess accessibility to individual buildings and transportation facilities in order to answer questions related to the adequacy of existing transportation and public services in meeting their needs.

Focus Group Findings

Separate focus group meetings were held for each disability type. Each disability group, while facing some common problems, had a variety of responses.

Table 2: Results from the Focus groups interview

	Visually impaired	Hearing impaired	Wheel chair bound
Forms of communication/ information	Telephone, phone books	Telephone (TTY), phone books, friends, relatives, other hearing impaired people	Telephone, phone books, internet
How do you get to your destination?	Bus, walk	Bus, need people to accompany, rides	Bus, ride in a van, MSP taxi, metro-lift, own van with personal attendant, train, airplane
Distance from residence to the destinations	Time more important than distance, safety, and a day in advance for preparation	0-2miles	Varies.
Places visited	Museums, Zoo, Theater district, Galleria	Museums, zoo, concert at Herman Park, Boats/fishing, walking outside, Galleria	Church, Seminars, theaters, restaurants, ballet
Places unable to go	San Jacinto National Monument because there are no bus services, Avoid places due to safety, Avoid those destinations requiring too many bus changes, Need to know direction to go by bus. State of the sidewalk maybe a major deterrent	Galveston Island as it does not have captioning around the city sites, Texas Star Monument in Dallas due to shortage of funds, Prefer to avoid places where there are no one using sign language	If there are no accessible transportation, or no scheduled trips during the time a trip needs to be made, missing side walk causes problems, safety as a factor for traveling at night on the sidewalk

Some overall findings are shown by the issues and difficulties identified during the actual trips made (Table 2). The hearing impaired individuals have the greatest difficulties. They are unable to enjoy many trips they would like to make, either due

to a shortage of money, or because they feel insecure due to a lack of captions or signs in many recreation areas. Because they do not have obvious disability, their needs are often ignored. The most important values from the feedback received with respect to problems and expectations are listed below.

Table 3: Summary of Problems and Expectations

	Visually impaired	Hearing impaired	Wheel chair bound
Problems	1. Metro schedule needs to be expanded to accommodate recreation and work option. 2. Announcements on buses are not made. 3. Lack of tactile guide ways in open spaces like stores/ bus stop entry way.	1. People don't listen when the hearing impaired call using TTY. 2. SBC charges more for touch tone phone. 3. Need interpreter to sign when people are not understandable. 4. Cannot go to the library as there are no sign interpreters. 5. Money is a big issue as most do not have jobs.	1. Metro schedule should be expanded to accommodate recreation and work option. 2. Drivers need to know if stops are too narrow as wheel chairs can flip over. 3. Metro no longer offers emergency trips
Expectations	1.Public address systems would be helpful 2. Tactile guide ways to points where there are Braille signs. 3. Metro drivers should be better trained	1. Need to promote gathering of hearing impaired people. 2. Police officers need to be aware of the need to sign for hearing impaired people, as the hearing impaired drivers have a hard time understanding why they are getting a ticket. 3. Hospitals also need to provide a sign interpreter. 4. Houston should have TTY on highways for emergency calls 5. Theater should	1. Helper behind the ticket counters need to be more accommodating. 2. 1-800 number for 24 hour reservation will be very useful. 3. Metro needs to hire more qualified drivers with better training to handle wheel chair passengers. 4. Need to run service like a car pool. 5. Colleges need to be more accessible for people to move

		have captions on movies and plays periodically to accommodate the hearing impaired. 6. Provide sign language training for ambulance drivers. 7. Need TTYs at malls and other public places. 8. Provide interpreters at job fairs. 9. Make colleges accessible for the hearing impaired. 10. Signs and captions should be engraved on buses. 11 Public should be sensitized on ways to accommodate the hearing impaired and their culture, and how to get their attention.	around with little or no assistance. 6. Apartments should be made accessible. 7. Need to expand the Metro lift area of service. 8. Provide attendant services in public places so that one can go alone. 9. Enforcements of ADA to include ramp size, width of doorways, and maneuverability within rooms and around houses. 10. Increase the visit-ability factor by the above features and an accessible bathroom on the ground floor.

Those individuals with hearing problems perhaps have the greatest of difficulties, as they lack the sympathy that the other two groups of the persons with disabilities may often elicit. Their concerns range from their inability to understand the speaking community in the absence of a sign language interpreter, to the difficulty of expressing emotions through written messages as the only way they can dialog with the speaking world. Concerns are raised about the lack of understanding on the part of police officers, ambulance drivers and others in public settings with whom they may have to interact, and who do not understand how to communicate with them.

Two related issues are stressed: the availability of TTY phones in strategic locations—for example, near highways or in libraries—and the need for handlers of the TTY phones to be patient enough to take a relay call. In fact, the major criticisms appear to indicate that their language is not spoken by most of the hearing community and hence they are "isolated". All expectations and suggestions for improvements are related to providing a more effective means of communication with them through signing, or by providing captions for the purposes of information/announcements, as well as for entertainment. This is reinforced by their stated preference for socializing within the hearing impaired community. Members of this group also face a shortage of money (due to a lack of jobs for them) and as a result, are dependent on social security for income. This then becomes one of the major limitations affecting the quality of life of a hearing impaired person.

This group also mentioned their need for the availability of college level training so they might have a better chance for employment. Most appear to be aware of their lack of education and how this impacts their ability to seek jobs. Since most of the hearing impaired volunteers were older adults, they were exposed to limited lip reading training during their mandatory schooling years, and thus have difficulty fitting into the current job market. Only one member of this group had attended college at Gallaudet University for the Hearing impaired in Washington, D.C. It should also be noted that many of their family members did not know sign language, which made it harder for them to keep in touch with relatives.

Those who are visually impaired are more concerned about their ability to enjoy certain environments. They also feel more secure in certain open spaces with a companion. They also face the problems of inadequate auditory and physical cues, which enable them to be independent in their quest for daily and recreational activities. Thus personal safety and psychological comfort is at stake when they are going to an unknown environment without anyone accompanying them. Other issues, such as the lack of announcements on buses and audible signals at busy intersections, tactile guide-ways at stops or from entrances to counters, and to doorways are considered all desirable additions for these individuals. The audible message or signals that they depend on, have become more difficult for them to use to provide directions and for information in general. This is due to a higher level of "noise pollution" and hence making it difficult for these visually impaired individuals to understand and absorb the "mixed messages" they are getting from their surroundings. A concern for them to get around also included their fear of walking on incomplete or broken sidewalks, which they cannot see and could be dangerous for them. Majority of this group had heard of computers and some knew how to use them through training to learn the use of JAWS and other software. However, this training was not readily provided, and they still encountered major discrimination from employers who were reluctant to hire them and make the necessary adjustments in their work environment.

Those who are wheel chair bound have the most options once the issue of accessible transportation is taken care of, except at night. Their mobility is limited after dark due to concerns about possible breaks in sidewalks. This and other barriers may impede safe passage. Most buildings are not designed adequately to allow them easy access and easy maneuverability with their vehicles. While most places were technically accessible, they mentioned the fact that ramps, sidewalks and other physical attributes were not always sufficiently wide to accommodate individualized wheel chairs. In addition, comments were made about the lack of adequate physical accommodation for their needs in institutions of higher education.

It is clear that each major disability group is facing quality of life issues related to accessibility in different ways. Common points made by two or all three groups were the need for Metro to alter schedule to accommodate weekend travel by buses and to expand services to include recreational locations such as the San Jacinto Monument. The lack of public transportation at affordable rates to Galveston was also mentioned, as many did not know or could not preplan trips to Galveston using the Greyhound Bus service, which require over twenty four hours' notice to provide an accessible bus. A common complaint by all was the lack of courteous bus drivers who understood or were properly trained to handle their particular disability. A final common concern reflected their inability to use public transportation to travel to many locations due to limited disposable income.

Participant observations

The data on non-essential recreational trips in the Houston area, which could enhance the quality of life for the persons with disabilities individuals, was collected based on prior research conducted in this area which identified key recreational and tourist areas around the Houston Metropolitan area (Figure 1).

Figure 1: Recreational Sites in the Houston Metropolitan Area
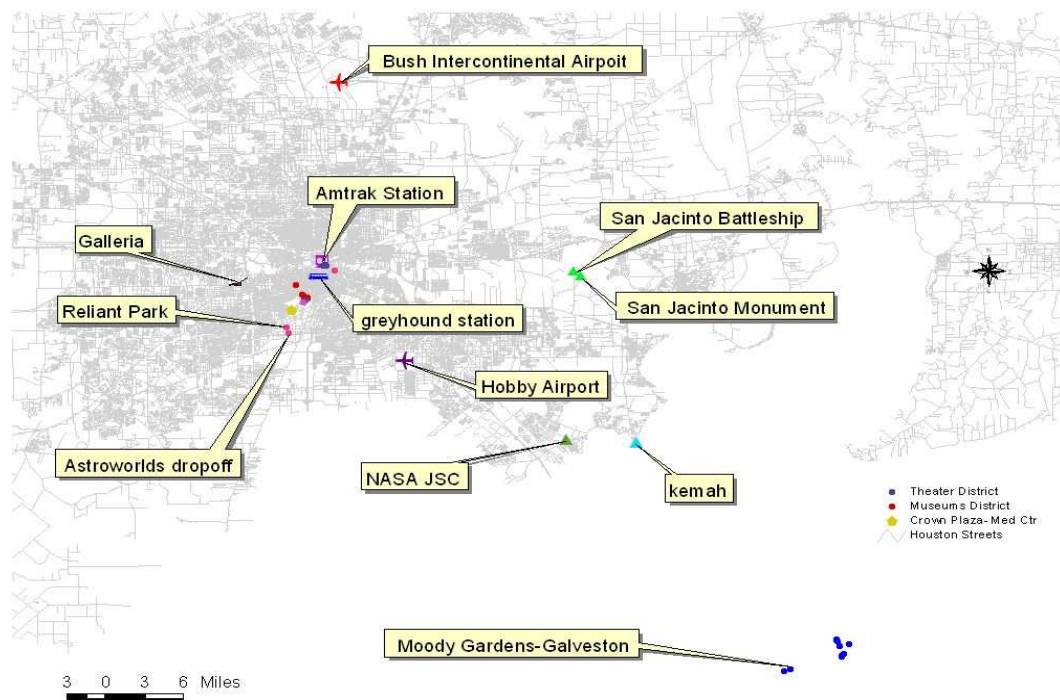
The participant observation method of data collection was used and designed to solicit responses on the trip itself, the length of travel time for each segment, and responses on comfort, "enjoyability", security, and likelihood of a return trip to the same location, and general feelings of acceptability by everyone else in the environment. The destinations visited by the volunteers included NASA Space Center, the museum

district, the theater district, and the Galleria from their respective homes.

Table 4: Feedback from the Travel Dairy

	Visually Impaired	Hearing Impaired	Wheel chair bound
Trip to the Galleria	1. The average travel time varied depending on their residence' location and varied from ½ hour to over an hour. 2. The Shopping Mall was not that enjoyable as there was a feeling of not being accepted. 3. There is a need to have audio cues for the floor on the escalator. 4. Braille signs are not helpful in letting a visually impaired person know where to go.	1. Have gone to galleria. 2. Do not find the trip easy as cannot get information very easily. 3. Do not enjoy the trip due to shortage of money.	1. Galleria trip was acceptable but not very interesting. 2. Would come there again with a friend, as the elevators were very spacious. 3. Did not have an overall impression.
Trip to the Museum	1. This trip from the Galleria took shorter time by Metrolift (20mins.) and longer by Metro Bus. 2. The museum was more enjoyable as a destination and the volunteers did not feel unacceptable as in the Galleria. 3.Suggestion was made that there should be items which a visually impaired/visually impaired person can touch as a full way to enjoy a museum.	1. Have been to the museum. 2. Should have more captions and written documents. 3. Should consider providing information using a person with the ability to sign.	1. Tip to the museum was enjoyable and would consider coming again.

The data corroborated many of the same concerns that were brought up during the focus group sessions. The data is of great value in soliciting detailed information regarding the reactions to certain recreational or discretionary trips taken by the persons with disabilities volunteers. The special needs of the hearing impaired for captions and signing at information booths or in special recreational sites like the Space Center and museums are valuable in providing a glimpse of the need for entities like the museum, or the mall manager to consider implementing some of these suggestions.

The needs of the visually impaired could also be implemented to include more audio assistance and tactile guide ways in selected areas, in addition to Braille. Clearly areas of concern such as the lack of announcements at bus stops became evident as a result of the detailed data collected during the trip segments. The time it takes to make a long journey by public transportation was more evident as a result of the trip made to NASA Space Center. Most individuals left their home very early in the morning to come to the down town bus stop from where the NASA bus departed. This, when added to the wait, meant that many had spent from three to four hours traveling by the time they arrived at their destination in NASA. As a result, the actual time left to spend sight seeing was limited to no more than three to four hours before the last bus would leave to return to Down Town Houston. Some of the visually impaired volunteers expressed their desire for a companion to assist them in new or less known environments.

While most the needs of the wheel chair bound were met, the need for more information about transportation by friendlier personnel was forcefully made. An issue that came up was the lack of training of the drivers both in securing the wheel chairs and in lowering the lifts in the long distance buses to NASA. Of concern to all wheelchair participants, was the potential danger of being lowered from a greater height in the wheel chair lift from the long distance bus. Likewise, the lack of width for the sidewalk at bus stops was of concern. One other problem faced by the wheel chair bound passengers is that fixed route buses can only accommodate two wheel chairs at a time. So, any trip with more than two wheel chair users involves a wait for the next bus for every one, once the first two wheel chair bound passengers have boarded the bus, as was the case for the NASA trip. The lack of punctuality of the drivers was also an issue, which deterred many of the persons with disabilities from making multi-purpose trips on any single day. In general, the wheel chair bound had the least difficulties and did not ask for any attendant or companion.

Conclusions and Policy Recommendations

This study supports other works on barriers hindering full integration of persons with disabilities into the mainstream society however; it specifically brings out issues that planners need to address in implementing ADA and their roles as facilitators who would include the persons with disabilities in their planning processes especially in the built environment and transportation planning. The dependence on public transportation also meant that the majority of the persons with

disabilities were limited to where they could go by the service area and the hours of operation of the public system and thereby hindering them in their quest for a greater range of trips and activities they wished to engage in.

The overall findings from the research show there is need for a major evaluation of ADA to assess its effectiveness and make necessary amendments to the Act to address the major issues identified in this and past studies. Areas of improvement would involve both the transportation and service providers in both public and private facilities. These facilities need to provide a more comprehensive means of communication with all categories of the persons with disabilities, including the hearing and visually impaired individuals. This would require a more sensitive approach towards meeting their need to be informed through Braille signs, announcements, and captions wherever needed, whether inside the bus or at the head of the escalator or on elevators. Additional means of guidance or communication for these two groups could also involve the use of tactile guide-ways, and people who can sign and technological training such as JAWS or other software combined with voice synthesizers for the visually impaired and general training for Internet use for information (Sen and McDaniels, 2004). Continuing education environments need to be more user-friendly for the persons with disabilities to acquire further training, especially for the older persons with disabilities individuals to come for training and information on the latest tools available for their use and benefit.

A more general improvement that can take place is making the public at large more aware of the needs of the different groups of the persons with disabilities, and to treat their need with greater sensitivity. A hearing impaired person's needs are similar to that of another person with a language barrier, which could be dealt with universal written signs and written announcements. The person who cannot see must be given assistance to become as independent as he/she chooses. On the other hand, wheel chair bound individuals require adjustments to the design of the physical environment which can also benefit those who are temporarily persons with disabilities such as pregnant women, the frail elderly, or the small child.   These findings, while general, do point to the need for a large-scale study that requires time and resources, which were beyond the scope of this research.

Although no specific question was asked regarding their perceptions of being marginalized, this was implied from comments made by individuals during the data gathering process. All the findings suggest the need for a greater and a more comprehensive review of the special needs of the different types of persons with disabilities individuals and how their specific requirements may be met with a combination of new technological innovations and better sensitization and education of the general public to them as a group. While this is a long process, starting sensitization from the lower schools would benefit everyone, including those who are persons with disabilities and can then become better adjusted to the outside world at large. It is also anticipated that the addition of retired

"baby boomers" within the next ten years may help to accelerate the changes for the persons with disabilities as these more activist "seniors' make greater demands on services and information made available to them.

It can be concluded that while ADA has helped to provide essential services for the persons with disabilities, there is a need to assess the areas that require further improvement and awareness about the needs of the persons with disabilities among the general population. This is especially true for service providers who may have to interact with them in their professional capacity such as the hospital emergency room personnel, the police, the bus drivers and others interfacing with these people.

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Universal Design in Postsecondary Institutions: Promoting Systemic Change

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The author of this article shares the activities and results of a four-year project designed to promote systemic changes toward more inclusive practices at postsecondary institutions in the United States. The project employed multiple interventions to promote applications of universal design (UD) nationwide. The author tells how evidence-based practices are now being applied in a new project and how other campuses can learn from these experiences as they incorporate UD into educational practices.

DO-IT (Disabilities, Opportunities, Internetworking, and Technology) programs at the University of Washington in Seattle have, since 1992, worked to increase the success of individuals with disabilities in postsecondary education and employment. The ultimate goal of its *AccessCollege* project, funded by the U.S. Department of Education from 2005 to 2009, was to ensure that students with disabilities receive the same opportunities for college and career success as those of students without disabilities. One *AccessCollege* objective was to create measurable, systemic changes in policies, procedures, and practices at postsecondary institutions that promote the project goal. This article summarizes the need for change on postsecondary campuses, describes the composition of the *AccessCollege* Team, shares Systemic Change Indicators, tells

about systemic change efforts conducted in the project, reports evidence of impact, and shares how evidence-based practices of *AccessCollege* are being applied in a new project.

The Need for Change

The number of students with disabilities entering higher education is growing due in part to their increased participation in precollege inclusive education. However, when compared to their nondisabled peers, individuals with disabilities experience less success in college and careers, including studies and employment in science, technology, engineering and mathematics (STEM) (National Center for Education Statistics, 2004; National Council on Disability and Social Security Administration, 2000; National Science Foundation, 2009).

Many fields can now be made accessible to more people due to the combined effect of (1) the increasing use of computers and scientific equipment in engineering fields and (2) advancements in assistive technology (American Association for the Advancement of Science, 2002). For example, an engineer who is blind can access computer applications and databases with the assistance of speech and Braille output technologies. A student with dyslexia can more effectively read course materials when they are available in a format that can be presented by a computer in a synthesized voice. Success stories of people with disabilities demonstrate that opportunities exist for those who overcome existing barriers imposed by inaccessible facilities, curricula, computers, and scientific equipment, and lack of encouragement and role models (DO-IT, 1993-2009; Stern & Woods, 2001).

Postsecondary institutions in the U.S. typically provide reasonable accommodations once a student discloses a disability and provides appropriate documentation to the office that supports students with disabilities. However, it is estimated that only one-fourth of postsecondary students who actually have disabilities disclose their disabilities to the institution (National Center for Education Statistics, n.d.). Therefore, instructional approaches are ideal when they benefit students with a wide variety of characteristics, including disclosed and undisclosed disabilities. Universally designed instruction (UDI) proactively considers the diversity of students (e.g., gender, race/ethnicity, age, socioeconomic status, ability, disability, learning style) and applies strategies that benefit all students (e.g., multiple modes of delivery and assessment). It reduces, but does not eliminate, the need for accommodations for specific students. UD can also be applied to technology and physical spaces to make them more usable by everyone (Burgstahler, 2008a). With UD, products (e.g., websites, curricula) and environments (e.g., labs) are designed for students with a wide range of characteristics, including disabilities, instead of simply for the average student. Although relatively few educators have begun to apply UD within postsecondary environments, there is increasing interest in this approach. More work is needed to routinely integrate UD in college and university settings.

The *AccessCollege* project took on the challenge of creating systemic changes in policies and practices to incorporate UD at

postsecondary institutions nationwide. The paragraphs below share the composition of the *AccessCollege* Team, the Systemic Change Indicators, systemic change efforts conducted in the project, evidence of impact, and how evidence-based practices of *AccessCollege* are being applied in the current DO-IT project, *AccessSTEM*.

The AccessCollege Team

The collaborative Team of faculty and administrators represented a diverse set of two- and four-year postsecondary institutions from 20 states in the United States. To broaden project impact and maximize diversity, throughout the four years of the project, Team member schools each worked with an institutional partner in their state. If a Team member was from a four-year institution, the partner school was a community or technical college; if the Team member was from a community or technical college, the partner school was a four-year school. To further ensure diversity, each partner school had demographics (e.g., racial diversity, size, location) that were different from those of the Team institution. At the Team member and partner campuses, professional development programs were delivered, materials were disseminated, strategies for institutionalizing change were explored and implemented, and vehicles for ongoing collaborations were established. Together, project Team members developed Systemic Change Indicators to promote institutional change toward more accessible courses and services and provided input on the development of resources that include the book *Universal Design in Higher Education: From Principles to Practice* which was published by Harvard

Education Press; comprehensive professional development materials, *Building Capacity for a Welcoming and Accessible Institution*; the popular online *Center for Universal Design in Education*; a comprehensive collection of concise publications on UD in postsecondary education; and two training videos.

Systemic Change Indicators and Results

Throughout the project, *AccessCollege* Team members implemented a wide range of strategies resulting in systemic change on their campuses. They developed high-level Systemic Change Indicators to guide them in their work on Team and partner campuses. These indicators are starting points for conversation about how to create an inclusive campus to ensure that all people experience the campus fully and equally through the same venues. They reflect high values with respect to diversity of all types, including those defined by abilities and disabilities. The eleven Indicators are listed below under three subheadings (*AccessCollege*, 2007).

University conversations:

1. The university level mission statement is inclusive of people with disabilities.
2. Disability is included in discussions of diversity and special populations on campus.

Administrative empowerment:

3. Policies, procedures, and practices are regularly reviewed for barrier removal and inclusivity.
4. Administrators, staff, faculty, and student leaders are trained and empowered to take action around disability and Universal Design issues.

5. **People with disabilities are visible (even if their disabilities are not) on campus including in positions of power or authority (administrative, faculty, student leaders, etc.)**

Infusion in all aspects of campus:

6. **Budgeting reflects the reality of the cost of accommodating current and prospective employees, students and visitors with disabilities and does not serve to inadvertently discriminate in hiring or admissions.**

7. **Measures of student success (retention, course completion, graduation, etc.) are the same for all student populations - institutional research includes this data.**

8. **Campus marketing, publications, and public relations are accessible and include disability.**

9. **Campus websites, including web-based courses, meet established accessibility standards.**

10. **Disability is a component of the curriculum.**

11. **All campus facilities are physically accessible.**

These Indicators guided the work of *AccessCollege* Team members. Listed below are examples of specific systemic changes that were implemented in at least one Team or partner school during the project:

- **Members of a disability initiatives committee were appointed to the major repairs and renovations committee that determines how millions of dollars are expended for campus improvements to buildings.**

- **Annual Disability Awareness Day activities were institutionalized.**

- **Training for summer orientation leaders now includes both academic accommodations and accessibility with regard to students with disabilities.**
- **Online courses were launched under a new policy where universal design is a priority.**
- **A website was created on which students with disabilities can access scanned texts from any location.**
- **A policy on accessible meetings, events, and programs was developed and implemented.**
- **A Tapestry Award was created to recognize staff and faculty who have made significant contributions towards acceptance and promotion of diversity.**
- **UD and accommodation training is required of all faculty.**
- **Engagement with area high school transition coordinators was institutionalized to help students with disabilities enroll for services while still in high school.**
- **The campus map was redesigned to reflect accessible routes.**
- **It is mandated that all syllabi use inclusive language and provide information about services for students with disabilities.**
- **Disability-related resources were added to the campus web page on diversity.**
- **Articles on disability are routinely included in the campus diversity newsletter.**
- **The disability services office is represented on the distance learning planning team.**
- **University president and provost video addresses on the campus website are routinely captioned.**

- **New faculty orientation now includes information on disability services and the campus policy on web accessibility.**
- **The director of disability services is now a presenter at regular teaching assistant trainings.**
- **Sign language courses qualify for language credit.**
- **UD processes were implemented in student service offices.**
- **A student technology fee policy was instituted with part of the fee allocated to the purchase of accessible computer software and hardware.**

Systemic change has also occurred on state and national levels. For example, the governing body for all the two-year colleges along with the professional organization of disability services personnel in one state formed a procurement committee to assist in the process of considering UD issues before purchasing equipment for its colleges. And, *AccessCollege* Team members worked with a professional organization for college administrators to ensure that conference activities are accessible to attendees with disabilities and that adaptive equipment is set up for attendees with disabilities to access computers. In addition, a consortia of online learning units at post-secondary institutions has taken steps to promote UD principles in their programs.

Communities of Practice

One successful intervention employed in the *AccessCollege* project was the development and support of communities of

practice (CoPs). The CoP paradigm has origins in business, where CoP members are practitioners who help each other improve practices (Brown & Duguid, 1991; Wenger, 2006; Wenger & Snyder, 2000). CoPs are groups of people who share a common concern in their practice and interact regularly to advance their field, develop innovative and efficient work strategies, and improve their outcomes.

An electronic discussion list facilitated communication between *AccessCollege* Team members and staff throughout the project period and continues to operate as a CoP. Members develop and share evidence-based and promising practices for making postsecondary campuses more welcoming and accessible to students with disabilities. Many discussions specifically focus on implementation of UDI strategies, information technology (IT), student services, and physical spaces.

In addition, *AccessCollege* Team schools fostered campus-wide CoPs. The focus of each *AccessCollege* CoP was on systemic change toward a campus that is welcoming and accessible to all students, including those with disabilities. CoP members identified accessibility problems, set goals, assessed measurable changes, monitored activities, adjusted plans, and developed resources. Twenty-three CoPs were active during *AccessCollege* funding period and most continue operation, thus extending the impact of *AccessCollege* many years beyond the funding period. Some were general in nature, others focused on specific issues, such as accessible technology. Their

diversity is represented in a few of their statements of purpose included below.

- To reduce physical barriers around the campus and improve access for everyone.
- To identify barriers that exist and corrections that might be made to improve accessibility now and in the future.
- To reduce attrition and retain students, including those with disabilities.
- To develop awareness of and tools and methods for compliance with the campus web accessibility policy.
- To increase the accessibility of web-based applications and services.
- To make recommendations to governance committees relative to student equity issues with respect to course and service access, course completion, retention, graduation, and transfer.
- To bring people with and without disabilities together to share ideas and advocate for resources that will increase access and full participation.
- To provide support and resources to student veterans, including those with disabilities.

Professional Development

The *AccessCollege* Team delivered almost two hundred professional development presentations and workshops to more than 7,000 faculty, student services personnel, students, and community stakeholders on campuses and at professional conferences nationwide. Presentations varied in length from one-half hour to several hours; most covered legal issues,

accessibility considerations and universal design, accommodation strategies, and campus resources. Out of the evaluations that were returned following these presentations, 84% of respondents indicated they were better able to assist students with disabilities by making services and courses more accessible; they reported gaining knowledge about referring students with disabilities to specific accommodations (92%); technology available to support students with disabilities (80%); applying UD principles and strategies (80%); and legal obligations relating to students with disabilities (77%). In presentation surveys 98% of faculty reported that they plan to change at least one thing about their teaching from the ideas they learned in the training. These changes include:

- Be prepared to respond to requests for accommodations. (85%)
- Use multi-modal presentations. (67%)
- Include a statement in the syllabus/program brochure/website that indicates how to obtain disability related accommodations. (65%)
- Create simple directions for assignments and forms and otherwise make them easier to complete. (65%)
- Arrange the physical space to be more easily accessed by everyone. (65%)
- Ensure that all materials used in a class/program are available in alternate formats. (53%)
- Ensure that commercial media (e.g. DVDs) are captioned. (38%)

The following representative sample of comments from participants in presentations also suggest positive outcomes:

- "[I'm] more comfortable with students with [learning disabilities] LD."(faculty)
- "[New faculty stated that they] will include a disability services statement on syllabi, will ensure accommodations are provided, and will use UD concepts."(student services staff)
- "I will apply the knowledge from this presentation to events and how I approach situations." (student service staff)
- "I intend to build my programs around the concept of universal accessibility. I never placed a lot of stock [on this concept] before. Also, I will be more aware of disability related needs and referral." (student service staff)
- "The Disability Resource Committee will be invited to the new faculty orientation to discuss universal design and appropriate accommodations for students with disabilities." (administrator)
- "[We] will make sure accommodations are provided for online courses [and] disability information is provided on the website." (administrator)
- "[I] will add UD concepts to syllabi [and] will add UD concepts to the classroom." (faculty)
- "Very helpful overall. [I] took away a number of ideas that I will try to incorporate into my classes." (faculty)

- "Great ideas that will encourage me to make changes in my teaching." (faculty)
- "This is a great way of thinking through my teaching. Thank you." (faculty)

Presenters also reported feedback that suggests that training resulted in positive changes at postsecondary institutions with long-term impact. A few comments are shared below.

- "A faculty member said she would add a statement about accommodations to her syllabus."
- "One faculty member said she was going to include UD as part of her course content on curriculum development in education!"
- "Several academic counselors stated they wanted extra materials to pass along to colleagues."
- "[Student service staff and administrators] said they would put [disability] statements on their brochures."
- "The Disabled Student Services staff members from my university said they now intended to work with Admissions to include on a student's acceptance letter the contact person to send documentation to or call with questions."
- "One faculty member said she was going to include UD as part of her course content on curriculum development in education!"

In summary, the project data collected from participants and trainers suggests that training increased awareness in making

postsecondary education accessible to students with disabilities and suggests a positive impact on the behavior of student service personnel, faculty, and administrators.

Research conducted by *AccessCollege* also revealed a positive impact of UD practices on student achievement, in terms of course grades. In a quasi-experimental research design, *AccessCollege* Team members collected grade data for students in classes taught by faculty who received training and for students in classes taught by "matched" faculty who did not. The grades of students with and without disabilities in those two categories were compared before and after the training period. In summary, (1) overall, the average course grades of the students with disabilities before the faculty training period were significantly lower than those of their non disabled classmates, (2) in the post-training period the grades of students with disabilities and without disabilities in courses where faculty members received training were closer to the same level, but this pattern was not observed in the grades of untrained faculty. This result suggests that faculty training can have a significant impact on the ability of the instructors to effectively teach students with disabilities (DO-IT, 2009).

Capacity Building Institutes

Offering Capacity Building Institutes (CBIs) was another intervention to promote systemic change employed in the *AccessCollege* project. Twenty-two CBIs were held at Team and partner schools. In contrast to the more traditional professional development described above, the CBIs engaged multiple stakeholders (e.g., administrators, faculty, teaching

assistants, support staff for faculty and students, students with disabilities, student veterans) and focused on institution-wide change (DO-IT, 2007). CBI participants learned to make courses, campus services, physical spaces, and information resources more welcoming and accessible to students with disabilities. They identified access challenges on their campuses and made plans to implement and institutionalize policies, practices, and procedures that lead to universally-designed institutions. Some CBIs focused on creating systemic change toward a more inclusive campus in general; others focused on specific topics than included UDI, accessible IT, serving veterans, web accessibility; design of an inclusive classroom, and listening to student perspectives. CBIs resulted in specific changes on Team and partner school campuses. For example, a direct outcome of one CBI was that the library hired a student with a disability as part of their full-time staff. Direct results of several other CBIs were improvements in the accessibility of campus websites.

Applications in a New Project

The Northwest Alliance for Students with Disabilities in STEM (*AccessSTEM*, n.d.) is funded by the National Science Foundation (NSF) to increase the number of students with disabilities successfully completing STEM degrees and entering the STEM workforce. It began in 2008 as one of four such alliances supported by NSF in the U.S. Through mentoring, industry and research internships, transition workshops, networking opportunities, and other activities, *AccessSTEM* works directly with high school and college students with disabilities to support their pursuit of studies and careers in

STEM (Burgstahler & Chang, 2008; Burgstahler, Lopez, & Jirikowic, 2007; Burgstahler, Moore, & Crawford, 2009). In addition, it promotes systemic change within its partner precollege, college, and university partner institutions by employing evidence-based practices, some developed in *AccessCollege*. Project staff conducted a CBI that included stakeholders from all institutions partnering in the effort to identify challenges and opportunities for promoting STEM with students with disabilities in the region. Partners are also actively engaging in an online CoP as well as periodic phone conferences. Faculty training uses materials developed in earlier projects and applies teaching strategies and delivers content found to be effective in changing faculty behavior and increasing the success of students with disabilities.

Conclusion

AccessCollege made a unique contribution in this field by building on current research and evaluative data; developing methods and materials through a nationwide collaboration of geographically and demographically diverse set of colleges and universities; hosting CBIs that focus on systemic change; and collecting data to document effectiveness. Data collected in *AccessCollege* suggests that project activities (1) resulted in systemic change toward more inclusive college and university environments, (2) changed teaching practices of faculty to make postsecondary learning environments more welcoming and accessible to students with disabilities and (3) increased the success of students with disabilities in college courses nationwide. Its focus on systemic change, development of innovative online resources, and development of ongoing

communities of practice ensure long-term impact. Other campuses can learn from their experiences, keeping in mind that to create measurable change toward UD ongoing staff training, encouragement, and systematic monitoring is required; implementation of UD can occur in incremental steps; and a growing number of resources are available to support UD efforts.

DO-IT Resources

The following resources are most relevant to the content of this article and provide further opportunities for learning and applying UD in postsecondary educational settings.

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AccessCollege: Postsecondary Education and Students with Disabilities
http://www.uw.edu/doit/Resources/postsec.html

AccessSTEM
http://www.uw.edu/doit/Stem/

The Center for Universal Design in Education
http://www.uw.edu/doit/CUDE/

DO-IT Searchable Knowledge Base (of questions and answers, case studies, and promising practices)
http://www.uw.edu/doit/kb.html

Acknowledgements

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Book Received:

Sustainable Alternatives in Design: It's High Time We Start Losing Time

Issue of a book

The Architecture Museum of Ljubljana and the Pekinpah Association have released a book of lectures in design theory. The book features texts by: Dieter Rams, Ezio Manzini, Jonathan Chapman, Clive Dilnot, Per Mollerup, Victor Margolin, Cvetka Požar and Barbara Predan.

Content of a book

For orders please contact:
 infobio@aml.si.

2.

Recently received a copy of my second book, 'Our Toxic World', from the publishers, Sage. The book's been brought out in the name of Toxics Link, a Delhi-based environmental NGO which provided all the inputs for the content, with me as the 'scriptwriter'. The book -- sub-titled 'A guidebook to hazardous substances in our everyday lives' -- is in the form of a series of short comic stories (not 'funny' comic, though) revolving around the members of a fictional family and their acquaintances.

OUR TOXIC WORLD
A Guide to Hazardous Substances in our Everyday Lives
<u>**TOXICS LINK**</u> *New Delhi*

A graphic book from SAGE!

Published   : January 2010
Pages   : 180   Size : Crown: 7" x 10"
Imprint   : SAGE India
 ISBN   9788132103066

3

Dinesh Katre (Editor), Rikke Orngreen (Editor), Pradeep Yammiyavar (Editor), Torkil Clemmensen (Editor)

Human Work Interaction Design: Usability in Social, Cultural and Organizational Contexts

Second IFIP WG 13.6 Conference, HWID 2009, Pune, India, October 7-8, 2009, Revised Selected Papers

Series: IFIP Advances in Information and Communication Technology, Vol. 316

Katre, D.; Orngreen, R.; Yammiyavar, P.; Clemmensen, T. (Eds.)

1st Edition., 2010, X, 10 p., Hardcover

ISBN: 978-3-642-11761-9

Appeal:

1.

CALL FOR ENTRIES – 22nd Biennial of Industrial Design, Ljubljana, Slovenia

Period for Entry Submissions:
1 February–12 April 2010

On 7 October 2010 the 22nd Biennial of Industrial Design will open at the Architecture Museum of Ljubljana. The Biennial of Industrial Design (known also by its Slovene acronym as BIO) is an international design exhibition that highlights current trends in contemporary design through its selection of well-designed products with an emphasis on quality, originality and innovation. The works that will be exhibited will be chosen by international Selection Committee, composed of experts from various areas of design. A selection of the best design works from around the world will be presented in three groups: A. Products, B. Product graphics and Information design, and C. Concepts.

Conditions for participation and selection criteria are stated in the Rules for Participation in the 22nd Biennial of Industrial Design.
BIO info brochure

On Information Design 2009/2010

A Series of Lecture from Visual Communications Theory

Series of lectures will present significiance and complexity of information design which is a deficient and largely undeveloped branch of visual communications in Slovenia. Its main characteristic is interdisciplinary blending of experiences and knowledge from the areas of graphic design, psychology, applied linguistics, architecture, information technologies, ect.

The next lecture from the series will be by Rob Waller (Great Britain) on 23 February 2010 at the Architecture Museum of Ljubljana. more >>

ISKRA: Non-Aligned Design 1946–1990

Overview exhibition
12 November 2009–28 February 2010
The Architecture Museum of Ljubljana, Fužine castle

Photo: Domen Pal

AML and the Pekinpah Association prepared an overview exhibition on the development of design at the Slovene company Iskra. Presented items are from the period of the company's founding in 1946 to the breakup of the Iskra Group in the early 1990s. The main focus of the exhibition are the industrial and graphic design items that resulted from Iskra's know-how and its design department's efforts, with emphasis on technological progress.

Info BIO

Architecture Museum of Ljubljana
BIO Secretariat
Pot na Fužine 2
SI-1000 Ljubljana
T: + 386 1 540 03 48
: + 386 1 540 03 44
bio@aml.si
www.bio.si
www.aml.si

2.

Special Issue on

Designing for Aesthetics of Interaction

Full Paper Due: 1 March 2010

Call for PapersNow that the world of HCI has united with the world of product design, and computers are no longer merely a means for doing our jobs but also an integral part of our lives, one might question the appropriateness of functionality and efficiency as the main guiding principles for design. The spectrum of efficiency, productivity and, in general, "getting things done" has been enriched by other values, such as those represented by curiosity, playfulness, intimacy and creativity. User experience and the aesthetics of that experience are becoming increasingly paramount.

Furthermore, when we look at the abundance of interactive products on the market, we can see a shift in aesthetic focus, moving from aesthetics of appearance to aesthetics of interaction. Can designers design products that not only look attractive at first sight, but are also beautiful to use? What makes for aesthetics of interaction, how can we design for such an interaction, and how can we model and study the interactive experiences that are central to such an approach? Some more specific questions might be: What is the role of embodiment and narratives in the interactive experience? Does aesthetics of interaction require a phenomenological point of view? Can one study aesthetics of interaction without using one's hands, that is, without actually designing and building experiential prototypes?

The field of Aesthetics of Interaction is indeed emerging, and emerging in many different directions, with different definitions, different models, different implementations. This special issue of the International Journal of Design aims to reflect on the status quo and to find new paths toward a maturity of this area of research. We are seeking high-quality, original papers that address conceptual, theoretical, methodological and practical issues of designing for aesthetics of interaction—papers that will serve to enhance the overall body of interaction design knowledge. Possible topics include:

- **Theoretical approaches to aesthetics of interaction--foundational notions, theoretical frameworks, philosophical embedding, and links to existing theories that are relevant to interaction design**
- **Methods, tools and approaches for designing and evaluating aesthetics of interaction**
- **Design and evaluation cases, including experiential prototypes**

Schedule

**   Full Paper Due:**
Notification of Acceptance:
Final Version of Paper Due:

Special Issue Publication Date: 1 March 2010
1 May 2010
1 June 2010
1 August 2010

Submission of Papers

Manuscripts should be prepared with the template file and guidelines found at the AuthorGuidelines page. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. A double-blind review process will be employed for this special issue.

Manuscripts should be sent through the online submission page. Authors should choose "Special Issue on Cultural Aspects of Interaction Design" as the Journal Section when submitting papers.

Special Issue Editors

Kees Overbeeke   **Caroline Hummels**

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3.

Uniting Designers in Disaster is an open forum for designers of all disciplines to come together with ideas and initiatives to help address the current crisis in Haiti.

4.

Seeker is looking for device design, which should allow a player to set up the dominos faster than any other traditional method of setting them up possible today.

The device design should allow the user to create interesting patterns, including but not limited to circles, trees where one row becomes two and two becomes four, curves. Also allow predefined shapes, which could connect to each other to make a longer domino queue. Patterns and shapes could be created by using the device multiple times (in other words, the device does not need to release the pattern or design in one go)

Player should be able to repeat the whole process for any number of times, which means that once the dominos fall, it should be easy to set them again.

Solver need to submit the technical design for the device with details.

Go to www.ideaken.com to check out more details and submit your solution.

5.

Typography Day 2010
27th – 28th February 2010
Sir J. J. Institute of Applied Art, Mumbai

Focus on 'Typography and Identity'

'Typography Day 2010' will be held on Saturday, February 27 and Sunday February 28 at Sir J. J. Institute of Applied Art, Mumbai.

The event will include a seminar which will be devoted to addressing issues faced by type designers, type users and type educators in the context of identity design. The program will feature presentations, along with a whole day of workshops dedicated to typography.
The event has been envisaged to provide an opportunity to interact with experts working in the field of typography in India.

The event is planned over two days,
Day 1:
Seminar focusing on 'Typography and Identity'
Day 2:
Workshop on Typography/Calligra phy
This mail is to let you know that the call for presentations is now open.

Call for Case Study Presentations:
We invite a 200-300 word abstract on case studies relating to the theme of typography as a part of identity design. This could involve both design of identity systems using type or the design of type to include identities.
Deadlines:

Deadline for Abstract submission: 15th of February 2010
Acceptance of Abstract: 20th of February 2010

'Typography day 2010' is being organized by the Sir J. J. Institute of Applied Art, Mumbai and Industrial Design Centre (IDC) along with India Design Association (InDeAs) at the Sir J. J. Institute of Applied Art, Mumbai.
If you have specific questions regarding this event, please do not hesitate to contact us typography@idc.iitb.ac.in, or call the Santosh Kshirsagar at 09322651187.

For more information about the event please visit:
http://www.idc.iitb.ac.in/ typo/

6.

Connections through Culture: India – UK 2nd Pilot Grant Scheme now open.

We are pleased to announce that the 2nd pilot grant scheme for Connections though Culture: India – UK is now open. The closing date for applications is 8th March 2010.

Connections through Culture: India - UK is a British Council led programme which aims to create exchange and collaboration through the arts between the UK and India. The scheme is designed to:

·   Seed and support collaborative working and exchange

·   Generate long-term partnerships between arts organisations and producers in the UK and their counterparts in India

On the new web pages http://www.britishc ouncil.org. in/arts you'll find a 'how-to' guide to working within India alongside information about the grants available to help with developing creative partnerships and collaborative work.

The pilot grant scheme offers support in 3 principle areas:

Bespoke Visits
We have a number of small grants available towards the costs of research visits to the partner country. This is aimed at helping organisations further potential partnerships with face to face discussions needed to develop projects beyond initial interest.

Development Support
We have a number of grants available to help with developing collaborative work and which is primarily aimed at contributing towards travel and production costs.

Showcasing Collaborative Work
While Connections through Culture is primarily about the development of relationships to enable collaborative work to happen, there are cases where we can support showcasing of work in India, through small grants which can form part of overall costs.

Any arts producer or representative from an arts organisation is eligible to apply.

Please contact Tanima.Maniktala@ britishcouncil. org for further information. We look forward to hearing from you about your interest in this programme!

Pablo Rossello | Project Manager | Creative Economy Unit | **Arts Department** | British Council | 10 Spring Gardens | London SW1A 2BN | T + 44 (0)20 7389 3104 | F +44 (0)20 7389 3101 | BCTN (8) 0103104

For information on the Creative Economy Unit and our work please visit: www.creativeconomy.org.uk

NEWS:

1.

Volunteers visit single elderly tenants in public housing Hong Kong (HKSAR) - The following is issued on behalf of the Housing Authority: More than 2,000 volunteers today (January 31) participated in the 'Volunteer for Seniors Day' to send warm regards to more than 900 elderly tenants living alone in 50 public rental housing estates. Officiating at the kick-off ceremony of 'Volunteer for Seniors Day 2010', the Chairman of the Housing Authority (HA), Ms Eva Cheng, said that 'aging in place' has been one of the important considerations of HA's housing policies and public housing designs. "We have introduced a series of enhanced allocation schemes and management measures for public rental housing to encourage more young family members to take care of their parents or elderly relatives," Ms Cheng said, adding that HA has adopted Universal Design for all new public housing estates starting from 2002 to provide a barrier-free living environment which can allow tenants to age in place. Moreover, HA has implemented a number of improvement programmes in aged estates to facilitate the elderly. These programmes include installation of additional lifts, installation of handrails and ramps in public areas as well as provision of recreational facilities suitable for the elderly. The 'Volunteer for Seniors Day' is co-organised by HOPE worldwide and HA. This is the fourteenth year that the two organisations jointly arrange volunteers to visit the elderly living alone in public housing. During today's home visit, volunteers helped clean

and redecorate homes of the elderly in need. They also made use of the chance to promote healthy living and the importance of physical exercise to health as well as tips on prevention of fall.A 'fortune bag' containing daily commodities and spring scrolls with best wishes for the festive season was presented to each elderly tenant.

Source: HKSAR Government

2.

Join the 25-school, 75-day, 6300-mile "**Design Revolution Road Show" @SFSU**

Design Revolution
Road Show

25 schools. 75 days. 6300 miles. 1 vintage Airstream trailer.
40 humanitarian products and projects.

We believe design can change the world.
Come and see how.

www.designrevolutionroadshow.com   @DesRevRoadShow   A Project H Design initiative

Date: Details:

Project H "Design Roadshow" Event @ SFSU

Friday, February 5th, 2010

10:30 AM - 3:30 PM

SFSU Centennial Plaza

Coppola Theatre Lobby, FA 101

Fine Arts Building

10:30 AM – 3:30 PM Project H Design Roadshow Exhibit Display, SFSU Centennial Plaza & Coppola Theatre Lobby

FA 101, Fine Arts Building

12:00 – 1:00 PM, Project H Design Roadshow Lecture

 1:00 – 3:00 PM Post-Project H Design Roadshow Reception (Coppola Theatre Lobby) - Light Food/Refreshments

Post-lecture reception would be complimented by group tables:

- Project H Roadshow T-shirts/paraphernalia

- "Design Revolution" book signing/selling;

- Whirlwind Wheelchair

- Alemany Farms

- iDO

- Buckminster Fuller Editorial Book signing- Hsiao-Yun Chu

- SFSU "PARKing Day" promo

- IDSA; AIGA Student Groups

www.projecthdesign.org
@ProjectHDesign
Product design initiatives for Humanity, Habitats, Health, and Happiness

Ricardo Gomes, IDSA

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Design Revolution on the road to change world

Emily Pilloton is about to embark on a 6,300-mile trip in a silver Airstream trailer. She'll be gone for 75 days and stop at 25 high schools and colleges along the way. Her goal is simple: To spread the word that good design can change the world.

This is not your ordinary idea of good design, though. It's not about "stuff" like a slimmer laptop, a sleeker toaster or a better fitting pair of jeans. This is the kind of design that improves the lives of people who don't normally benefit from the finer points of good design.

Take the children at Kutamba School in Uganda who were orphaned by AIDS, for example. It was there that Project H, the venture that Pilloton leads, installed a Learning Landscape - a grid of half-buried tires that teaches kids about addition and subtraction and multiplication while they mistakenly think that they are just having a good time on the playground.

Or take the Hippo Roller, which helps women in South Africa transport water from remote sources back to their villages far more efficiently - and less painfully - than carrying jars on their heads or shoulders. The Project H team created an affordable, larger barrel that can be pushed along the ground with a handle, as Pilloton demonstrated wheeling one around the stage during a recent appearance on Steven Colbert's "The Colbert Report" on Comedy Central.

Or take the computer lab in rural North Carolina, where the challenge was to design a work station that didn't put students against the wall, their faces buried in the glow of monitors, but rather had them facing each other, the better to collaborate, instigate and invent.

The Design Revolution Road Show, which kicks off this week, is meant to show that these and many other small things can mean big changes in people's lives. It's fitting that the tour

begins in Marin, at Redwood High, because in many ways that's where Pilloton discovered her inner nerd, and found the courage to embrace her.

"I was a total dork in high school," the 28-year-old Pilloton said as she scurried around the Airstream, which for now is parked on the property of a generous and accommodating design firm in Half Moon Bay. "I started the calculus club there." The Airstream has been home to Pilloton and her partner and fellow road warrior, Matthew Miller, an architect, for more than a year. The Airstream is an unlikely presence in the fishing-village type neighborhood, with sailboats in dry dock and corrugated metal warehouses all around.

Pilloton's journey began when she quit a nice-paying job with one of the leading clothing stores in the country to pursue a dream of designing for the global good. Some sacrifices had to be made, and being able to pay rent was one of them. But working for the clothing chain did provide Pilloton with her "Eureka!" moment. It came after a heated, hours-long meeting, during which the relative merits of a particular kind of doorknob were being discussed.

"It was like a scene out of the movie "Office Space," she said. Passions were apparently running quite high on the doorknob issue, and Pilloton knew then and there that her life had led her to a place she no longer wished to be. She quit the next day. "I didn't really see it as a rebellious act," she says. "I just realized that I'm not really wired to work for anyone else but myself."

She also realized that the years she'd spent studying for her bachelor's in architecture at UC Berkeley and her master's in architecture and product design at the School of the Art Institute of Chicago could be put to better, more socially responsible, use. "Really, I felt like I had no other choice."

So she went to work as managing editor of Inhabitat.com, a Web site "devoted to the future of design, tracking the innovations in technology, practices and materials that are pushing architecture and home design toward a smarter and more sustainable future." Which is to say, it was about more than doorknobs.

She's still affiliated with Inhabit, but after a couple of years there, she wanted to do more. By that time she had acquired a deep roster of friends and like-minded colleagues in the industry, and she could articulate many of the principles and values that had drawn them all into design in the first place. And while she acknowledges the importance of sustainability, it's not the primary goal.

"When you talk about making a $5,000 coffee table out of bamboo (because it's sustainable), that's green design. (But) we reconsider what we're making in the first place," she said. "If it has social impact, if it's changing our lives, *then* we can talk about how we're making it."

So she started Project H, a collaboration of designers and architects and builders who wanted to use design to make the world a better place. In a little over two years, the project has gone from being an idea in Pilloton's head to an organization

with hundreds of members around the world, nine local chapters, 20 completed projects and 25 more in the works. All this done last year on a total budget of about $60,000.

How did it happen so quickly? For one thing, Pilloton wasn't alone. The secret was Dan Grossman, a 25-year-old housewares designer who now heads the project's New York City chapter, who said "there were a million people who felt like me" who Pilloton reached with her message.

Grossman told MetropolisMag.com, "It's almost like, "How was this puzzle piece missing for so long?" That and the fact that Pilloton said she "didn't sleep for a year" and sent out an average of 200 e-mails a day, pleading the case and looking for people who shared her vision.

So now it's time to spread the word. That's where the Design Revolution Road Show comes in. Pilloton and her crew renovated the Airstream to make it a rolling exhibition space. They've filled it with 40 gizmos and gadgets and just plain cool things that can make the world at least a bit more livable, all of them culled from Pilloton's book, "Design Revolution: 100 Products That Empower People" (Metropolis Books, 2009.)

"It started as kind of joke," Pilloton said. "We were sitting around, laughing about it, and then we said, wait, that's kind of a good idea." One of many you can see on display when the Road Show plays near you. After Larkspur on Monday, the show rolls into the California College of the Arts in San Francisco on Thursday, and there's a kickoff party Friday night at 6 pm at

the Academy of Art. Saturday is San Francisco State, then on to Southern California and the rest of the country. And the world.

Design Revolution Road Show

Wednesday: California College of the Arts, 1111 Eighth St., S.F, 11 a.m.-6 p.m. Lecture at Timken Lecture Hall, 4 p.m.

Thursday: Academy of Art University, 601 Brannan St., San Francisco, 10 a.m.-8 p.m. Lecture at noon, party 6-8 p.m.

Friday: San Francisco State University Centennial Plaza, 11 a.m.-4 p.m. Lecture at Coppola Theatre, noon.

More info: DesignRevolutionRoadshow.com and ProjectHDesign.org.

2.

Evos: Playgrounds For All

From the Foundation we would like to introduce and acknowledge this new good practice in the field of the Design

for All, in this case applied to children's playgrounds. EVOS, a system of children's playgrounds made according to the principles of Universal Design, created by a North American company, Landscape Structures, and distributed in Spain, Portugal and Andorra by the company

Microarquitectura, member of the Foundation. Evos is the biggest example of the commitment of Landscape Structures, specialised in the design and making of areas of accessible games inspired on nature and addressed to all children.

In Evos, the participation of children with limited functionality goes beyond empathy, since they can play along the whole round and enjoy the challenges of the games suspended by cables, using the upper part of their body and the most important muscles, while they wave taking advantage of gravity. It is a physical challenge for all children.

The game is developed on an only level; there are no different levels or heights and, thanks to its design, which opts for transparent modules, all children can play together, which is also an advantage for the accompanying adults.

You can have a look at the catalogue of Landscape Structures in their web to learn other options of accessible games and to know more about their commitment.

Microarquitectura participates in the creation of urban projects, offering coordination and assessment for all stages of the process of creation, promoting the principles and criteria of the Design for All that our Foundation defends.

(Courtsey : Design For All Foundation, Spain)

3.

'Magic knee'- Poor nations to benefit from Jamaican prosthetic invention

From left: Professor Gordon Shirley, pro vice-chancellor and principal, UWI,Mona, looks on as Joel Sadler, inventor of the Jaipur Knee that was rated at number 18 on the Time Magazine 50 best inventions of 2009, shows Andrew Holness, minister of education, how the knee works, at the official opening of UWI Research Day 2010, last Thursday. - Ricardo Makyn/Staff Photographer

Although only 25 years old, Joel Sadler has pioneered a major development recognised by TIME magazine as being among its 50 best inventions of 2009.

Sadler, a lecturer in mechanical engineering at Stanford University in California, developed an artificial knee that is being used to help hundreds of amputees in India to walk again.

Known as the JaipurKnee, the device costs only US$20 (J$1,790) and was developed by Stanford University in collaboration with the Jaipur Foot Group, a charity that provides prostheses to Indian amputees.

High-end titanium knee joints, particularly those made in the United States, can cost anywhere from US$10,000 upwards.

Sadler, who developed the device along with American teammate Eric Thorsell, displayed the artificial knee to an extremely receptive audience during a presentation at the University of the West Indies Mona campus' research day last week.

Heart-warming reception

The former Wolmers' Preparatory student, who attended Campion College prior to pursuing an engineering degree at Massachusetts Institute of Technology, told The Gleaner he was encouraged by the reception he received in Jamaica for his invention.

He said that at no time did he imagine that the story surrounding his invention would have spread so far.

It all started as a class project in January, 2008 when he and Thorsell were doing a course in biomedical device design as part of their masters degree programme.

"We chose to work on a prosthesis. We didn't know what we were going to work on at the time, but we knew somebody needed something, " said Sadler of the project that would later evolve into the JaipurKnee.

It was only when both young men went to India, for the first time to observe amputees in clinics being fitted with artificial limbs, that they began to understand what was needed.

It was there Sadler and Thorsell met 17-year-old Kamal, an amputee with whom they would work closely to improve the device over the next two years.

"He needed something that would enable him to function in his community, to earn money, walk around, look normal and feel normal. That was what really drove home the need to us," said Thorsell.

A rough prototype knee had been developed and taken to India for testing. Early prototypes were developed from paper and underwent testing during the two years it took from design to implementation.

Various testing cycles

Sadler said the device went through various testing cycles in the lab, mimicking real world environmental conditions in which the prosthesis would be used.

However, the project was not without its challenges.

Thorsell acknowledged the team had to contend with cultural and language differences, adding that at times it posed difficulty obtaining feedback vital for the prosthesis' design and construction.

"People were so grateful just to have anything that it was hard for them to say anything that could be construed as negative criticism. But that's what we really needed as designers."

Sadler would visit India twice, including during his summer vacation, as he fine-tuned designs for the prosthetic limb.

The end result was a stable, low-cost artificial knee containing just five high-performance plastic parts, and four nuts and bolts.

Sadler says the device has been fitted on over 600 persons, and is built to last for a minimum of three years with 'normal' use.

He says although the prosthesis continues to undergo trials in India, other countries such as the Phillippines, Bolivia, Cameroon and Vietnam have expressed interest in the device.

The team is already working on the next version of the Jaipur Knee. However, Sadler did not disclose details as to when the new version would be available.

Extending global

"Our intention is to make this technology available to everyone who needs it, " said Sadler.

"We're looking at other developing countries where there are people who may not be able to afford prostheses, and even in the developed world, in places like the US where some people can't pay for prostheses."

"I definitely see there's a great potential for an affordable prosthesis for people not just in Jamaica, but worldwide. I have been talking with orthopaedic surgeon Dr Rory Dixon at the Mona Rehab and I am confident we'll eventually see the technology evaluated, eventually, in a setting like Jamaica."

Sadler also encouraged young Jamaicans to seek out paths for exploration and creating innovations that mattered.

"It's within everyone's reach and that encouragement, the creative confidence, is what's going to really take Jamaica out of any complex problems that we have right now," he said.

(Courtsey :The Gleaner)

4.

Ahmedabad BRTS gets international award
Uday Mahurkar

The Bus Rapid Transport System (BRTS), long seen by India's urban planners as an answer to traffic chaos in big

cities, has turned out to be a headache. Even the national capital has suffered this BRTS ailment. But now the planners who envisioned the mass transport system based on the BRTS model of Columbia can take some heart.

The Ahmedabad Municipal Corporation (AMC) has made the BRTS a big success utilising the services of the experts of Ahmedabad-based Centre for Environment Planning and Technology (CEPT) in planning and design.

Last fortnight, AMC Commissioner I.P. Gautam accompanied by CEPT's Shivavand Swamy and AMC's standing panel head Ashit Vora, the troika behind BRTS's success, flew down to Washington to receive the prestigious sustainable transport award for visionary achievement in mass transport from the UN-backed Institute for Transportation and Development Policy.

The award followed another award by the centre that found Ahmedabad's BRTS to be the best in India. Superb planning and design that removed the past lacunae of the BRTS in India, excellent quality of work, and above all, a marketing effort that made the people feel that the BRTS was the city's pride helped AMC made it a success.

The BRTS spread in Ahmedabad is over 25 km presently but will touch 90 km in 18 months. For the first three months AMC ran the BRTS free and then based on the commuters' feedback made changes in the design, even changing the design of the bus in the process.

As Gautam puts it: "Apart from the precautions, we took to plug the loopholes and we made the people feel that they owned the system." Clearly, where there is a will there is a way.

(Courtesy India Today)

Program & Events:

1.

Challenges and Opportunities for Design Research, Education and Practice in the XXI Century

INVITATION TO THE CONFERENCE

Sustainability in Design: NOW!

Challenges and Opportunities for Design Research, Education and Practice in the XXI Century

Bangalore, India, 29th of September – 1st of October 2010

Deadline for abstract submission 31st of March 2010

Get more info and register on-line at www.lensconference.polimi.it

The *Sustainability in Design: Now!* conference is a platform for **sharing the latest knowledge and experiences in product, service and system design, to promote sustainable systems thinking in design education, research and practice** communities. The conference approach is to look at various stakeholders in this arena - designers, design educators and design researchers - as a unique learning community. The objective is the creation of a **new ethos**, within such a community, enabling all possible synergies and fruitful processes of **knowledge and know-how osmosis and cross-fertilisation**.

This conference is promoted and organized as the conclusive event of the LeNS - Learning Network on Sustainability - project, funded by EU under the Asia-link program, that aims at the development and diffusion of design for sustainability in design institutions.

There is no conference fee and proceedings will be published (with ISBN).

For more information on the conference please visit **www.lensconference.polimi.it** or contact **lens.conference@polimi.it**

For information on the LeNS project please visit www.lens.polimi.it or contact lens@polimi.it

Looking forward to meeting you in Bangalore!

The LeNS partners

2.

Innovation for All

20.05.2010 - 21.05.2010 / European Business Conference on Inclusive Design

INNOVATION FOR ALL 2010

European Business Conference on Inclusive design. Oslo, 20-21. May

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 #inno4all when referring to us.

Tid: 20.05.2010 kl. 09:00, til 21.05.2010 kl. 15:00
Sted: DogA, Hausmanns gate 16, 0182 Oslo
Pris: 3500 NOK incl VAT

3.

EPIC2010 道 Dō / The way of ethnography

Call for Papers (CFP)
When: August 29-September 1, 2010
Where: Midtown Conference Center, Tokyo, Japan
Papers: Abstract submission deadline March 14, 2010
Workshops: Proposal submission deadline April 22, 2010
Artifacts: Proposal submission deadline May 2, 2010
Pecha Kucha: Proposal submission deadline May 9, 2010

The start of this new decade marks an exciting new departure for EPIC, as we move beyond North America and Europe for the first time – to Tokyo.

EPIC is the premier international forum bringing together artists, computer scientists, designers, social scientists, marketers, academics and advertisers - and others! - to discuss recent developments and future advances around ethnographic praxis.

We seek original, high quality and engaging papers, workshops, artifacts and presentations concerning ethnographic praxis in industry, including case studies on research investigations, methodological & theoretical advances, discussions on outcomes, standards, and new applications of ethnography around this year's conference theme:

道 Dō / The way of ethnography

Dō captures the sense of individual mastery that is achieved only with the help of a community and its rich heritage. Dō implies a body of knowledge and tradition with an ethic and an aesthetic.

Dō is the "path" we have travelled and also the way ahead of us.

'Dō' is one's sense of value reflected in a number of spiritual, martial, or aesthetic disciplines which has been very influential in every aspect of Japanese cultures and societies. 'Bushidō,' as portrayed in the movie 'Last Samurai,' is one of the most famous examples of the Japanese way of thinking. Also, dō can be seen in martial arts (e.g. Judō, Aikidō and Karate-dō), and in aesthetics, such as Sadō (the way of tea), Kadō (the way of flowers) and Shodō (the way of writing).

EPIC 2010 will feature a wide range of ethnographic applications in industry, different "ways" forward. Ethnographic praxis in industry is global in scope, but adapted to different geographies (Asia, Latin America, Middle East, Europe, North America), different contexts (academia, business, NGO's, government), different industries (technology, healthcare, consumer goods, advertising) and different purposes (product innovation, strategy, interorganizational collaboration, communications, policy making).

Join Epic 2010 and help define Ethnography's Dō. Show others "the way" of doing ethnography in your context, in your industry, in your geography, for your goals.

We are looking to feature different aspects of Ethnography Dō:

Normativity: Quality standards, best practices, proficiency/mastering the discipline, benchmarks, rigorous process/outcomes

Specialization: Inclusion of new disciplines to enrich the practice, new contexts/applications of ethnographic praxis, new ways to do ethnography (online

Transmissivity: Taking to new heights, exploring new territories, opening doors, spreading the value of ethnography, communicating results in new ways.

Authoritativeness: Tradition, recognition, acknowledgment /appraisal of the past, and solid foundations, deep reflection for inner strength and energy.

Universality: Optimism, human values, path towards the future, balancing science + art, growth, innovation to be prepared for what's next

As we enter a new decade we want to focus on defining the practice from within, exploring different applications of ethnography in industry and defining as a community what the future will hold for us. Come join us at EPIC2010 in Tokyo, one of the most innovative, but also one of the most traditional cities in the world – the perfect setting for exploring, learning, discussing, reflecting and defining:

道 Dō / The way of ethnography.

In the rest of this document you will find details about how to make submissions for the Papers, Workshops and Artifacts and Pecha Kucha sessions.

EPIC2010 Co-chairs:

Simon Pulman-Jones, GfK

Luis Arnal, in/situm

Hiroshi Tamura, Hakuhodo

For up to date information and further details please visit:
http://www.epiconference.com/epic2010

Send any inquiry about the conference to:
info@epic2010.com

To receive updates about EPIC2010 Conference, follow us on twitter (epiconference) or join the Linkedin group (EPIC)

4.

AIA SAN FRANCISCO
A Chapter of the American Institute of Architects

Call For Entries: AIA San Francisco 2010 Design Awards

08 Feb 2010
Deadline: 14 February 2010

AIA San Francisco's Design Awards program celebrates the best in architecture and urban design in the Bay Area.

Recognizing achievement in a broad range of architectural work by members and nonmembers, the program serves to inform the public of the breadth and value of architectural practice.

The categories are: Excellence in Architecture; Excellence in Interior Architecture; Energy + Sustainability; Integrated Project Delivery; Historic Preservation and Innovation in Rehabilitation (New); Unbuilt Design; Urban Design, co-presented with SPUR; Young Architects and Associates and Special Achievement.

Winning projects will be featured in *California Home + Design* and all entrants are considered for inclusion in the San Francisco Living: Home Tours weekend as well as top, national design publications.

5.

The International Emergency Management Society (TIEMS)
www.tiems.org
1ª Workshop in Latin America and Caribbean

13th & 14th April 2010 in Santiago de Chile

The International Emergency Management Society

Workshop First Announcement

TIEMS cordially invites you to its first international workshop in Latin America and the Caribbean (LAC) to take place in Santiago de Chile on the 13th & 14th April 2010 at the Auditorium of the Diplomatic Academy of Chile. The event is sponsored by the Chilean Ministry of Foreign Affairs, the National Emergency Bureau of the Ministry of the Interior (ONEMI), Bomberos de Chile, Asociación Chilena de Seguridad and the Norwegian Embassy in Chile.

Workshop Focus

This meeting aims for a fruitful global dialogue and exchange of experience in emergency and disaster management in the LAC region. It will examine potential hazards, both of a natural or a technological origin, applied technologies and operational and organizational methods for preventing and reducing the impact and speeding the recovery from potential disasters. International and LAC experts are invited to participate and to present their ideas and studies. The workshop will have simultaneous translation English / Spanish.

TIEMS has built a network of emergency and disaster experts and invites the participants, through this workshop, to establish TIEMS chapters in the LAC region that are willing to join its global network of experts.

Who Should Attend

National authorities, emergency and rescue services, first responders, researchers, industry, and other individuals within emergency and disaster management are invited to take part in this important workshop for discussion of emergency and disaster management in the LAC region.

For Questions, Information, Presentation and Participation

Please, contact Rolando Stein, TIEMS Director in LAC at Rolando_stein@yahoo.com or telephone: (+562) 2325623 or (+562) 2325429.

The workshop is sponsored by:

Chilean Ministry of Foreign Affairs | BOMBEROS CHILE | GOVERNMENT OF CHILE NATIONAL EMERGENCY BUREAU (ONEMI) | Norwegian Embassy Santiago de Chile | ACHS Asociación Chilena de Seguridad

1

About TIEMS

TIEMS was founded in 1993 in Washington, USA, and is today registered as an international, independent, non-profit NGO in Belgium. TIEMS is an International Network of Users, Planners, Researchers, Industry, Managers, Response Personnel, Practitioners, Social scientists, and other interested Parties and individuals concerned with Emergency and Disaster Management. TIEMS stimulates the exchange of information regarding the use of innovative methods and technologies within emergency and disaster management to improve our ability to avoid, mitigate, respond to, and speedily recover from natural and technological disasters.

TIEMS President: K. Harald Drager

TIEMS is building a network of experts through local chapters all over the world, with the aim of "think globally and act locally". TIEMS believes in a global dialogue to learn from exchange of expert information and experience. TIEMS also initiates and takes part in research & development projects which aim at developing and/or improving methods and technologies within emergency and disaster management.

TIEMS is dedicated to developing and bringing the benefits of modern emergency management tools and techniques to society for a safer world, through exchanging information of the use of innovative methods and technologies to improve our ability to avoid mitigate, respond and speedily recover from natural and technological disasters.

Program Layout

Workshop host: Rolando Stein, Director of LAC

The workshop opens with a general introduction to risk prevention and then focus on a few important themes in emergency and disaster management in Latin America and Caribbean, with presentations from experts from different countries in LAC, and international experts that can add value to the improvement of the LAC situation.

Experts from all countries in LAC are invited to propose a presentation by contacting the workshop host.

Tuesday 13th April 2009

0900 - 1000: Workshop Inauguration.

Welcome speeches from representatives of Chilean Ministry of Foreign Affairs and ONEMI, the Norwegian Ambassador in Chile and TIEMS President.

1000 – 1100: General introduction to Risk
      Prevention
1100 – 1700: Technical Program with questions
      and discussions interrupted by coffee
      breaks and lunch

1800 – 2000: Networking Reception

Wednesday 14th April 2009

0900 – 1400: Technical Program with questions
      and discussions interrupted by
      coffee breaks and lunch

1400 – 1600: Panel Discussion
1600 – 1700: Conclusions and Summing up

1700 – 1900: Farewell Reception

2

Job Openings:

1.

Practice CoLeader, UnderstandingLab
Position Summary:
Humantific is looking for a highly motivated senior Practice CoLeader for the growing UnderstandingLab part of our New York office. The opportunity involves coleading a growing practice within the Humantific family, hands-on visual SenseMaking design work, leading teams, managing multiple work streams, and managing client engagements. You will also have the opportunity to work closely with the company founders to continuously enhance the knowledge and delivery capabilities of the practice. This is a senior position requiring exceptional capabilities. Visual SenseMakers at Humantific are engaged in making sense of is not just data, information or user behaviors but rather complexity in all its forms in the context of organizations and societies.

Humantific Visual SenseMakers work at the intersection of human–centered research, advanced strategic problem/opportunity framing, visual thinking, and cross-disciplinary innovation. What we do at Humantific is not taught in any graduate school of business, anthropology, technology or design so finding professionals with a natural sensemaking brain, a good mix of some of the foundational skills and deep interest in continuous learning at mid career is our goal in looking for talent.

If you are not already operating at a high level of information design skill these are not positions to apply for. Among the basic foundational skill for these positions is high proficiency in high quality information design. Humantific is not set up to teach those now basic skills.
Orientation:
• Do you think in systems?
• Do you see the world through navigation structures?
• Are you passionate about creating organizing principles?
• Are you comfortable on the fuzzy front end of the innovation process?

- **Do you find yourself diagramming thinking, methods, ideas?**
- **Do you care about people?**
- **Do you want to apply design in new ways to help solve complex problems?**
- **Are you optimistic about making the world a better place?**

Qualifications:
- **10+ years professional consulting experience**
- **graduate or post graduate degree in design**
- **exceptional information visualization mastery**
- **passion for business sensemaking**
- **citizenship or work permit for the US**
- **excellent English written and oral communications**
- **entrepreneurial outlook**
- **ability to work & lead in collaborative environment**
- **excellent time management, job scoping, and estimating skills**
- **exceptional client management skills**
- **Mac mastery / multiple communication applications**
- **business savvy**
- **familiarity with global economy**
- **street smarts**
- **knowledge of information design history**
- **knowledge of information architecture & experience design history**
- **continuous learning orientation**
- **presently located in New York is A+**
- **fluency in Spanish is A+**
- **graduate of NextD WorkshopONE is A+++**

Duties:
- **CoLead UnderstandingLab Practice**
- **Coordinate with other Humantific practices**
- **Lead client engagements**
- **Hands on design work**
- **Coordinate and manage resources**
- **Manage and develop client relationships**
- **Participate in other practices development**

If this is you, and you are interested in this position please send resumes

and portfolio links to jobs@humantific.com

Place "Practice CoLeader, UnderstandingLab / New York" in the subject header.

Only short-listed candidates will be contacted.

Senior Visual SenseMaker, UnderstandingLab

Orientation: See Orientation above

Qualifications:

• 5+ years professional consulting experience

• degree in design (graduate degree A+)

• citizenship or work permit for the US

• presently located in New York

• fluency in English

• fluency in Spanish or other languages A+

• graduate of NextD WorkshopONE A+++

(This is not an Information Architecture position.)

If this is you, and you are interested in this position please send resumes

and portfolio links to jobs@humantific.com

Place "Senior Visual SenseMaker / New York" in the subject header.

Only short-listed candidates will be contacted.

Visual SenseMaker, UnderstandingLab

Orientation: See Orientation above

Qualifications:

• 2+ years professional consulting experience

• degree in design (graduate degree A+)

• citizenship or work permit for the US

• presently located in New York

• fluency in English

• fluency in Spanish or other languages A+

• graduate of NextD WorkshopONE A+++

(This is not an Information Architecture position.)

If this is you, and you are interested in this position please send resumes

and portfolio links to jobs@humantific.com

Place "Visual SenseMaker / New York" in the subject header.

Visual SenseMaker Intern, UnderstandingLab

Orientation: See Orientation above

Qualifications:

• presently studying information design (graduate study A+)

• citizenship or work permit for the US

• presently located in New York

• fluency in English

• fluency in Spanish or other languages A+

(This is not an Information Architecture position.)

If this is you, and you are interested in this position please send resume and portfolio links to jobs@humantific.com Place "Visual SenseMaker Intern / New York" in the subject header.

Only short-listed candidates will be contacted.

About Humantific:

Founded in 2002 Humantific is a new breed of SenseMaking-based Transformation Consultancy. We understand that in the 21st century, SenseMaking and ChangeMaking have become equally important partners in the quest to create a more human-centered world. Today many innovation consultancies remain focused on new product, service and related experience design with a focus on making sense of user behaviors.

In contrast Humantific helps organizations with a much wider range of change, innovation and transformation challenges. We are therefore doing SenseMaking around much broader complexity arrays in addition to "user behaviors."

We recognize that many challenges facing organizations, societies and ultimately planet earth cannot be solved by creating more products and services. At Humantific, we are already working on the other side of that realization that is rapidly emerging in the global marketplace. Our human-centered work includes innovation research, strategy co-creation, visual sensemaking and cross-disciplinary innovation skill-building. Our clients include large global Fortune 500 organizations as well as entrepreneurial start-ups and social innovation non-profit organizations in numerous countries.

Humantific is an Equal Opportunity Employer.

No Phone Calls Please!

Humantific

Making Sense of Cross-Disciplinary Innovation Now!

www.humantific.com

Follow Humantific on twitter: http://twitter.com/humantific

Join SenseMaker Dialogs on Facebook

http://www.facebook.com/group.php?gid=108739564847

Join Social SenseMaking on Facebook

http://www.facebook.com/group.php?gid=63415711568

2.

2 -3 POSITIONS

If you are interested in this position, please send your resume and portfolio (if you have one) + references to:

pooja@humanfactors.com **Human Factors International**

About HFI

Human Factors International Pvt. Ltd. is a fully owned subsidiary of Human Factors International, Inc., a 250-person, $20 million user-centered systems integration and innovation company. Our mission is to improve the interactions that people have with computers. We offer end-to-end software solutions for Web/Intranet and Internet-based applications, and help make our clients' existing software more friendly and efficient when dealing with customers, clients and employees. HFI consultants have led over 200 interface design projects for Fortune 500 clients. Industries we have helped include telecommunications, insurance, banking, financial services, manufacturing, software development, shipping, medical equipment, government, and consumer products.

Our Tag Line is: User Experience for a Better World.

You are the right candidate for this job, if...

- **You like being creative – coming up with ideas—new concept development— creating presentations round them**

- **You are a Problem solver – "My peers come to me"**
- **You enjoy solving systems / design problems – good at figuring out systems issues - high level –underlying**
- **You have excellent written and spoken communication skills**
- **You are helpful, empathetic, team player**
- **You thrive to work in a Learning organization, an organization that**
  - **Gives people hope that things can be better**
  - **Provides a playground for creative ideas**
  - **Provides a safe place to take risks with new ideas and behaviors and the challenge needed to stretch beyond perceived limits**
  - **Values everyone's opinion and believe that amount people can contribute is not determined by position in the organization**
  - **Is more fun to go to work in.**
  - **Empowers people to effect change**

- **You are a CUA with minimum 4 years of experience relevant to HFI's area of work in UX and innovation such as but not limited to user research, task analysis, designing user interfaces and interaction architecture, expert review, usability testing etc.**
- **Preference will be given to candidates with Mobile UI experience.**

Core Objective of this position

The Senior User Experience Specialist (SXS) role is the highest individual contributor technical level role at HFI. As the senior specialist, you will provide billable consulting services of varied kinds including usability, user research, expert reviews and user experience design. In this role, you support the Team Leader in completing all user experience analysis and design activities.

Job Responsibilities

In this job you will....

- **Deliver quality technical products and services in alignment with HFI's UX and Innovation framework**

- **Provide technical leadership in delivery of projects, including quality assurance**
- **Conduct project planning**
- **Plan and conduct information gathering**
- **Conduct user interface structure projects and design of standards**
- **Oversee detailed design and implementation.**
- **Conduct usability tests including remote usability tests**
- **Take active participation in internal projects aimed to that provide HFI better tools.**

You will operate with the HFI values and policies. This includes ensuring...

- **Comfort, growth, and satisfaction of staff**
- **Excellence in performance**
- **Freedom from any bias or pressure based on religion, ethnicity, background, disability or sexual orientation**
- **Integrity and honesty in all operations**
- **Adherence to law and spirit of the law**

3.

Ravish Kapoor design studio, which primarily deals with hi-end invitation design along with other branding and gifting projects is looking for full time graphic designer with minimum experience of 2-3 yrs.
We primarily need someone who's fast with graphic executions and taking instructions along with systematic functioning.
Job location is GK2, New Delhi.
Please apply along with work samples:
paulami@ravishkapoor.com
john@ravishkapoor.com

4.

Honeywell Technology Solutions - Design Innovation Team, Hyderabad, is looking for Interaction Designer who will be responsible for the Interaction Design for various products.

About Honeywell

Honeywell International is a diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, homes and industry; automotive products; turbochargers; and specialty materials.

Whether you're flying on a plane, driving a car, heating or cooling a home, furnishing an apartment, taking medication or playing a sport, Honeywell products touch most peoples' lives everyday. We are building a world that's safer and more secure ... more comfortable and energy efficient ... more innovative and productive

http://www.honeywel l.com

About the Design Innovation Team
Our Vision is to take ownership of all human facing attributes such as usability, aesthetics, cognition etc to create a complete and satisfying user experience for Honeywell's customers. This team works in domains like Home and Building Solutions, Access Control & Security Video Surveillance Systems, Aerospace, Process Solutions etc. The Design Innovation team also conceptualizes new products and solutions which address human-system interface needs and achieve required effectiveness of human performance during system operation and maintenance

About the Position
Positions: Interaction Designer

Location: Hyderabad (preferred if the candidate is from in and around Hyderabad or willing to settle down in Hyderabad)

Experience: 2 to 4 years, preferably in a software product based environment

Education: Formal education in Human-Computer Interaction Design, Visual Communication, New Media Design

Core Skills & Responsibility:

1. Must have demonstrated skills in User Research, Scenario Building, Focus Groups, Concept Generation, Prototyping, Heuristic Analysis, etc

2. Create task flow diagrams; define navigation and interaction pattern, create Low/High fidelity prototypes, storyboards and guidelines for UI development

3. Manage the user experience and interface design effort, including the visual design

4. Developing User experience strategy for larger development projects/programs

5. Inclination to understand and solve complex technical issues pertaining to human computer interaction.

6. Obtain stakeholder buy-in for the proposed designs and mentoring of internal teams on interaction design

7. Conduct quality evaluations to ensure the user experience vision, design and standards are being fulfilled in the applications

8. Work on multiple projects within the Software Development Life Cycle (SDLC) in a faced paced environment.
9. Conduct Usability Training to Developments teams.
Other skills:
1. Creative and Proactive
2. Excellent visualization skills
3. Good understanding of prototyping tools
4. Strong communication, analytical and interpersonal skills working within cross-functional teams a must.
Interested candidates should forward their resume to
"Utpala.Wandhare at <u>Honeywell.com</u>"

5.

Position: Design Director
Location; Bangalore
Company: July Systems
Contact: <u>vandana@julysystems .com</u>

THE COMPANY
July Systems is one of the pioneers of the mobile internet industry. July`s Mi™ Platform enables some of the largest brands in the world to power their mobile internet business. At July, the team gets to work and interact with the top media brands in the world - CBS Sports, Vh1, Fox Entertainment Group, National Geographic, Comedy Central, Nickelodeon, NBA, PGA Tour, Indy Racing League, NBC Sports, Discovery, Sports Illustrated, ESPN, Disney, Travel Channel, Lifetime Network, CricInfo, NDTV, IBNLive, Moneycontrol. com, CricketNext. com, Wall Street Journal, and the Times Group - Zoom TV.
We are looking for people who are driven by passion - for innovation, user-centered design and the mobile internet world.
THE ROLE
We are looking for an experienced Interaction Designer or Design Director to lead a multi-functional design team in the creative execution of innovative, interactive rich-media services for mobile. The designer needs to be an innovator and a natural leader with a proven understanding of interactive technologies and experience in user-centered design.
The Design Director will need to define the creative trajectory of July's programs and services, including early strategy and concept development, and will create documentation that defines and articulates the experience design from concept through to execution of design.
The Design Director will need to oversee the daily activities of a team of designers assigned to multiple projects and foster an environment of creativity and growth. He/She would be responsible for design direction, team effectiveness, and client relationships. The design director is also expected to play an active, hands-on role in key projects and other multi-channel initiatives that July would bring to the market.

This position requires proven project & time management skills, and the design director will be required to coordinate resources to complete the tasks on time with emphasis on appropriate delegation and follow through. The position will interact closely with the Account Management & Delivery teams, Graphic Designers and Global Sales team. The Design Director reports to the Senior Director, UX & Mobility.

Interested designers should send an email with the subject line titled, "Design Director," explaining their interest in July Systems, with their resume attached. Please email to: **vandana@julysystems .com**
POSITION DETAILS
Company: July Systems
Location: Bangalore, India
Job Level: Senior Staff
Functions: Creative Direction, User Experience, Information Architecture, Project Management, Usability, Design Management
Description: Senior Designer/Design Director
Department: Marketing
Reports to: Senior Director, User Experience & Mobility

6.

Need only UI Developers not UI designers

Job Title: Senior UI Developer/ Senior Front End Developer - UI, JavaScript, CSS
Skill set: JavaScript, CSS, XHTML, DHTML, AJAX, XML, JQuery, JSON
Location: Hyderabad, AP
Positions: 10 Positions
Senior UI Developer - General Responsibilities:
As a Sr.UI Developer you will work with a large team of Front-end developers using cutting edge technology's to build and maintain publicly facing websites.
Must be able to work in a high pressure high volume web shop meeting strict deadlines.
Working on the presentation layer of Client's website using JavaScript/ CSS/ XHTML/ DHTML/ AJAX.
JavaScript library like JQuery and prototype.
Work with Graphics and Java team to Build JSP's from layouts using CSS.
Programming for all supported browsers: IE6, 7 and 8, Firefox, Safari, Chrome.
Senior UI Developer - Mandatory Requirements:
Skill set: UI, JavaScript, CSS, XHTML, DHTML, AJAX, XML, JQuery, JSON
Expert in JavaScript/ CSS/ XHTML/ DHTML skills.
Experience using web user interface frameworks such as prototype, JQuery
Experience with JSTL
Experience with web related technologies such as JSON, XSLT
Experience with AJAX
Excellent written and verbal communication skills.
Ability to work independently and in team environment.
Comfort working in fast paced environment on multiple projects that are very different in nature.
Desired Skills:

Double Click or Ad Management Tool
XML/XSLT

If interested, please send your resumes to jatinb@techaspect.com

7.

Looking for top-notch interaction and Visual Designers for web-based applications (including social networking applications) , mobile apps (iPhone, Andrioid platforms) & enterprise class desktop applications.

An ideal candidate should have 2 – 5 years experience in high level design as well as deliver detailed design/resources. You should be able to create rich visual interfaces by understanding the structure and type of information in close interaction with information architects and product management.

Responsibilities:
- Participate and collaborate in information architecture and design iterations

- Deliver visual design solutions for new features and product requirements that fit with both brand and platform consistency

- Produce design deliverables in form of resources – Images, CSS, HTML, Flash resources

- Communicate design thinking through UI mockups/prototypes

Job Qualifications:
- 2 – 4 years of working on the visual design of software applications on various platforms

- Formal training in graphic design, digital media design or the visual arts

- Good experience designing, creating, and producing multimedia experiences for the Web (B2C and B2B experience is preferred)

- Highly skilled in Photoshop, Illustrator and Flash, Dreamweaver

- Concept, design and create solutions that meet project goals

Please email your resume and samples/portfolio at [s.n.kelkar@gmail. com](mailto:s.n.kelkar@gmail.com)

8.

ABOUT THE COMPANY:
Alcatel-Lucent is a global communications solutions provider with the most robust portfolio of wireless, wireline and converged products and applications and the largest services and support team in the industry. We are committed to innovation with a portfolio of 25,000 patents and the industry's largest research and development capabilities.
The company enjoys a rich cultural diversity, with our worldwide headquarters in Paris, France and operations in 130 countries around the world. Alcatel-Lucent is a local partner with customers in virtually every market.
JOB DESCRIPTION:
Currently we are looking for a Sr.UI Developer for the Alcatel-Lucent product R&D center at Bangalore with 5+ years of experience.
RESPONSIBILITIES:
The candidate must be a skilled front-end UI developer, who can implement user experience for Web, Mobile and Desktop platform.
Experience in developing Rich Internet Applications with Adobe Flex a must.
Should have developed UI applications using HTML, Javascript, XML, CSS, JSP, jQuery/AJAX libraries, Actionscript, & Adobe Flex.
This position requires excellent written and verbal communication skills and an understanding of W3C standards-compliant CSS, HTML, and Javascript coding using javascript frameworks
Should be able to work as an individual contributor, with a team of developers, develop the screens and carry out code reviews,
CONTACT:
Please send your resume with details ONLY to naveen.nk1.kumar@ alcatel-lucent. com

9.

About us:
FreeElective™ is a Chicago-based company that aims to improve how people connect online. We are building and preparing to launch jodi365.com™, a superior online matchmaking site for Indians. We are a well-funded, privately-held company, backed by a seasoned group of entrepreneurs and advisors.
About this job:
We are looking for a brilliant visual designer to champion the creation of jodi365.com' s visual identity and also to design web/interactive experiences that advance our strategic initiatives. The ideal candidate will have a proven record of designing web interfaces that are both aesthetically pleasing and intuitive to the user. If you think your particular skills and experience would add to our team, we would love to hear from you.
Responsibilities:
o Design and execute various aspects of our online presence, including web user interfaces, page layouts, navigation elements, promotional landing pages, e-mail campaigns, online banners, newsletters, partners channels, print collateral and other site features/enhancemen ts
o Generate original ideas and translate complex concepts into clear visual

representations and devise creative solutions to meet marketing objectives
o Create detailed sitemaps, wireframes and interactive prototypes, and user flow and requirements specifications
o Translate your designs into standards-based xHTML/CSS for use by the engineering and marketing teams
o Collaborate with other creative, development, and agency team members
o Follow user-centered design best practices
o Assist management team in ensuring efficient progress of workflow and transforming business visions into reality
Qualifications:
Requirements:
o Strong creative problem solving skills and the ability to visualize and articulate the big picture in a project
o Proficient in graphic/multimedia creation and manipulation software, including Adobe CS4 applications such as Photoshop, Dreamweaver, Flash, InDesign, and Fireworks, and also PowerPoint and Visio
o Intimate knowledge of information design and interaction design
Preferences:
o 3+ years of relevant experience (as an art director or graphic designer) in interactive web design, ranging from conceptual development to execution of creative assignments
o Bachelor's degree in fine arts, graphic design, visual communications or related field
Bonus points:
o Good understanding of user testing, cross-browser compatibility, SEO/SEM and content management technologies
o Fluency in xHTML/CSS, as demonstrated in the ability to build rapid prototypes and implement designs with clean hand-coded xHTML/CSS
o Familiarity with JavaScript, Ajax, and PHP
Desired soft skills:
o Team player who takes pride in doing great work and gracefully manages multiple projects, revisions, and tight deadlines
o Organized individual who cares about details
o Willingness to learn, switch roles as necessary, and to roll up one's sleeves to get a job done
o Self-starter with the ability to work independently in a fast-changing environment
o Demonstrated passion for social networking and consumer-facing, interactive website applications
o Energized by the opportunities and challenges of working at a small and growing company
How to Apply:
Want to work with us? To apply for this position:
o E-mail careers (at) FreeElective. com, with the subject "Visual Designer"
o Instead of a cover letter, simply provide short answers (less than 250 words each) to the following questions:
1. What do you think of the online matchmaking industry?
2. Why do you want to work with us?
3. What are your salary requirements and career growth expectations?
4. Why should we hire you?
o Attach a resume and links to an online portfolio or samples (JPGs) of web user interface designs that you are proud of
For more information, please visit http://www.FreeElec tive.com.

10.

We have are looking for a freelance Flash based illustration artist from Bangalore.This is for an elearning project. Drop me a mail([sam@neointeraction. com](mailto:sam@neointeraction.com)) if any one is interested.

11.

If interested please contact msrivast(at) cisco(dot) (com)
PRODUCTION ENGINEER
Production Responsibilities
- Responsible for Engineering and technical support for single and multi camera productions, web casts, vod's, and network feeds. Set up, configure and route all equipment. Insure all phases of productions run smoothly
- Responsible for the technical configuration of video/audio/ network equipment and systems for optimum up-time performance, including emergency reconfigurations if necessary.
- Assists the Production team when needed. Ensures that Producers are provided with appropriate consultation: Offers assistance with equipment requirements and utilization proposals, facility integration and accommodations, post-production design integration, and optimum equipment and facility utilization
- Meet with producers, clients and production crews to coordinate equipment
- Monitor technical quality of all studio projects to insure quality.
- Ability to troubleshoot video issues like incorrect framing, overexposure, under lit shots
- Communicate with remote engineering staff & coordinate technical rehearsals and events.
- Excellent verbal and written communication skills
- Set up, operate video switcher for productions.

Engineering responsibilities
- Good understanding of lighting fundamentals three point lighting system, lighting for event spaces, understand throw and intensity of various types of lights and difference between color temperatures

- Ability to troubleshoot live audio problems like clicks and pops , Mic feedback, gain-before- feedback, incorrect placement or positioning, mic'ing techniques
- Expertise in operating and troubleshooting audio video gear like Video mixer, Audio mixer, Teleprompter software (EZPrompt / QMaster), Title One
- Understanding of Digital Video Camera's like Sony DXC series, Canon XLH1, Sony HVR 27U
- Deep understanding of Audio, Video & Camera operations like white balancing, black level balancing, color balancing, setting audio levels, operating faders vs. gain
- Creates facility documentation, including connections and interfaces

12.

Director-Product Development
CFM (www.whycfm. org) is a social enterprise based out of New Delhi, India whose mission is to create wealth for its primary stakeholders- artisan communities at the bottom of the supply chain by offering quality handmade products to its customers at competitive prices. CFM has a market presence in USA, Europe, UK and India.
We are looking to recruit a team member to lead our Product Development activities across our artisan clusters spread across India. The individual will lead a team of designers to come out with products based on market needs and in accordance to skill level of artisans. The position is based in Delhi.
Requirement
● A graduate or postgraduate from NID, NIFT or reputed institute or anyone who has a passion for handicrafts and fine arts etc
● At least 5 years of experience in working with craft related products.
● The ability to adjust quickly to changing priorities and make quick decisions with limited information.
● Strong organizational, communication, leadership, and customer service skills.
● Willingness to travel to remote areas.
Remuneration negotiable.

Send us your willingness at **jobs@whycfm.org**

13.

www.whitelight.in is looking for experienced full time copy writers and graphic designers. Interested people can kindly zip in their folios at jobs@whitelight.in

14.

Kern is a leading user research and innovation consulting company in India. Kern works closely with clients like Nokia, Samsung, Research in Motion (Blackberry) , Google, Skype, Finnair, and Lufthansa innovate products & services for India.

Kern is venturing into web-based products and is looking for a great Visual Designer to be an important part of the product team. These exciting products address niche segments and are slated to release this year.

What's the job all about?

- You will be responsible for evolving a distinct visual language for the products

- You will be responsible for the complete "feel" of the product

- Drive product communication

What kind of person you should be?

- You should have education in Visual Communications/ Graphic Design - NID, IDC, Shristi, or good design school

- About 2 years exp in graphic design (publications, websites, web-based products, elearning)

- Must be able to do good illustrations

- Good familiarity with tools like Illustrator, Photoshop, Flash, InDesign

- Excellent communication skills in English

How do you apply?

Apply with your recent portfolio (PDF format or online) and a Resume in PDF format to ripul@kern-comm. com by 15 Feb 2010.

Director, User Research & Innovation

Kern Communications Pvt. Ltd.

http://www.kern- comm.com

15.

Job Title: Senior Front End Developers - JavaScript, CSS

Skill set: JavaScript, CSS, XHTML, DHTML, AJAX, XML, JQuery, JSON

Location: Hyderabad

Experience : 3 - 10 years

We need highly Advanced people in Javascript

send responses to **jatinb@techaspect.com**

16.

Semnox solutions (**www.semnox.com**) is urgently looking for experienced (2-4 yrs exp) Flash Designers. The candidate needs to be good in "drawing/animating characters in Flash" and proficient in Flash.

We are looking for: a designer who is good at sketching and animating in flash, strong knowledge of "Flash" is a must!

What kind of work is involved?

- Design a "Interactive/ un-interactive" presentation in flash

- Coming up with the "character (2D) and later animating the same in "Flash" will be part of the work. So candidate should be strong in drawing and should have in-depth knowledge of "Flash"

Qualities required:

● Working between the "tight" deadlines, Multitasking and a team player.

● One needs to be very flexible and should be able to adapt fast

If interested, please send your works/CV to "**lohith@semnox.com**"

17.

We have a challenging opportunity with our Esteemed Client,SAPIENT

Position- Interactive Developer

Location: Gurgaon/Bangalore

Experience: 3-7 yrs+

Job Description -

· AJAX and Site Development is responsible for developing interactive web based, mobile, and/or desktop applications .

·   **Proficient in HTML, DHTML, Java Script, CSS,W3C.**

·   **Develop standards compliant markup and code**

   o xhtml

   o CSS2 / CSS3

   o Object Oriented Javascript / Jscript

·   **Develop Javascript using standard Frameworks**

                    o jQuery

                    o Yahoo UI

·   **Salary would be above Industry Standards.**

Would appreciate if you could share your cv at sahil@cyborg.co.in

C-79 ,Sector -2,Noida-201301
E- *sahil@cyborg.co.in*
L - *www.linkedin.com/in/sahiljain*
W- *www.cyborg.co.in*

18.

Here is an opening in US for candidate with valid work permit/permanent residency status in US. Please circulate in your network.
A leading Financial Services consulting company is looking for an outstanding graphic designer to work on highly interactive financial applications.
- Experience as a Visual Designer within a client or an agency environment. You will have worked on a diverse range of projects.
- Ability to design rich internet applications, including info visualization, charting, forms, and data tables
- Good interaction design skills and complete familiarity with tools such as Photoshop, Illustrator and Flash
- Good communication and interpersonal skills that enable you to understand and interpret a brief to deliver an outstanding solution
- Ability to effectively collaborate with FLEX developers
- Experience working with offshore set up will be a plus
- Minimum 5 years experience

- Travel (minimal)
- Portfolio of sample work must be reviewed before an interview will be scheduled

If interested, please email your resume to:

abhijit.thosar@capgemini.com

19.

August Communications (www.itsaugust.com) is a creative boutique dealing with both mainstream advertising and BTL work for various reputed clients.

We are looking for an Art Director who has the knack for thinking visually, generating great communication ideas and that rare capability of making average ideas appear wow with the strength of a good design.

We also need a copywriter who can work on both campaign headlines and brochure copies with equal ease. We are a little old fashioned when it comes to grammar and spellings. Contact at : 9810402903

20.

Visual Designer

Paper Plane is looking for young and dynamic web designers with 3-4 years hands-on experience designing websites and interfaces.

Requirements

1. Minimum of 3 years experience working in a Visual Design position in a   product company/ portal / design agency.
2. A Black-Belt in Flash, Photoshop, Illustrator, Corel Draw etc.
3. Ability to think out of the box with a keen eye to detail
4. Ability to work independently and collaboratively to bring projects to completion
5. Must possess a strong portfolio that demonstrates high-quality design work
6. Must be able to work and communicate effectively in a cross-functional team, and present ideas and designs effectively.

7. **Must be an effective problem solver. Comes up with creative solutions and considers many alternative solutions to each problem.**
8. **Understands the importance of web site performance and is motivated to design for extreme optimization.**
9. **Fluent in HTML and CSS, and full knowledge of their capabilities and limitations.**

Responsibilities

1. **Responsible for the conceptualization and implementation of design concepts, graphic images and branding of websites & interfaces applications.**
2. **Possesses basic understanding of information architecture and user interface essentials and how they relate to visual design.**
3. **Works with Information Architects and User Experience consultants to create and design visual treatments and interaction solutions.**
4. **Understand functionality requirements and client's brand values.**
5. **Creating cutting-edge website layouts and graphics such as interactive demos, information diagrams/ icons / promos/ banner campaigns using Photoshop/ Illustrator or Flash as required.**
6. **Support existing client web sites with design enhancements.**

Company Profile

Paper Plane is looking for experienced Design & Usability professionals to join our design team in Mumbai, India. As a leading experience and interaction design firm we have an unrelenting focus on cutting edge design techniques and standards used to build interfaces for online brand experiences & application interfaces. We rely heavily on understanding and addressing user needs through the lifecycle of each engagement and provide value to our clients by helping them create usable, functional and adaptive interfaces to enhance the online experience.You will work as a valued member of a team dedicated to ensuring that our client sites/interfaces meet the highest design, quality and content standards. This is a great opportunity to be part of a team that develops and manages websites for large brands in India, United States & United Kingdom. Paper

Plane also has secure engagements with leading products and services companies in the US and UK, and is making a concerted attempt to increase its global presence. Our client list includes HDFC Securities, Thomas Cook India, Thomas Cook Publishing UK, Verve Magazine, Development Credit Bank and Sula Vineyards, ABN-Amro Asia Equities, among others.

21.

About Honeywell
Honeywell International is a diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, homes and industry; automotive products; turbochargers; and specialty materials.

Whether you're flying on a plane, driving a car, heating or cooling a home, furnishing an apartment, taking medication or playing a sport, Honeywell products touch most peoples' lives everyday. We are building a world that's safer and more secure … more comfortable and energy efficient … more innovative and productive

http://www.honeywel l.com

About The Design Innovation Team

Our Vision is to take ownership of all human facing attributes such as usability, aesthetics, cognition etc to create a complete and satisfying user experience for Honeywell's customers. This team works in domains like Home and Building Solutions, Access Control & Security Video Surveillance Systems, Aerospace, Process Solutions etc. The Design Innovation team also conceptualizes new products and solutions which address human-system interface needs and achieve required effectiveness of human performance during system operation and maintenance

About the Position
Position: UI Designer

Location: Bangalore

Experience: Relevant years of experience 0- 2 years, preferably in a software product based environment

Education: Formal education Graphic design, BFA, MFA or B.Des or any other equivalent qualification

Core Skills & Responsibility:

1. **Experienced with design of desktop software**
2. **Understanding of UI Design techniques**

3. **Understanding of Design evaluation techniques**
4. **Generating functional design specs**
5. **Working with the engineering team to implement designs**
6. **Conduct quality evaluations to ensure the user experience vision, design and standards are being fulfilled in the applications**
7. **Able to coordinate with multi-disciplinary teams**
8. **Effective communication skills**
9. **Proficient in Adobe Products like Photoshop, Illustrator**

Other skills:

1. Creative and Proactive

2. Excellent visualization skills

3. Good understanding of prototyping tools

4. Strong interpersonal skills working within cross-functional teams

5. Preferable if worked on small screen display environment (not mandatory)

6. Adobe Flash knowledge will be an added advantage

Interested candidates should forward their resume to

"Utpala.Wandhare at Honeywell.com"

22.

We have a very challenging position with ADOBE@Noida
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 multidisciplinary 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*
L - *www.linkedin.com/in/sahiljain*
W- *www.cyborg.co.in*

23.

The All India Artisans and Craftworkers Welfare Association (AIACA) is an apex, non-profit body for the crafts sector in India. It carries out a range of activities including policy advocacy and market access initiatives to help expand the market for handicraft products and increase the incomes of craftworkers. AIACA's Board of Directors comprises of senior figures in the Crafts sector in India and it currently has 80 member organizations comprising both leading NGOs as well as leading private sector players in the crafts sector. A detailed description of AIACA's initiatives is given on its website: www.aiacaonline. org

The Craftmark Program is an initiative of AIACA that seeks to help increase sales of Indian handicraft products in mainstream retail markets. Under the Craftmark Initiative, we are seeking to build the identity of genuine Indian Handicrafts, and help increase consumer awareness of distinct handicraft traditions. The Craftmark is a Certification Trademark under registration by the Trademarks Authority. AIACA licenses the Craftmark logo to craft-based businesses, cooperatives and NGOs for use on product tickets and labels. We promote sales for our members in both domestic and international markets.

Location: AIACA, New Delhi

The Craftmark Coordinator reports to the Manager- Market Access Initiatives.

Duties & Responsibilities:

Customer Relationship Management: Day to day communication with customers related to shipments /documents / payments/pricing and follow up; Interaction with foreign buyers; Liaison between Craftmark and Craftmark members to coordinate orders.
Executing / Generating Orders; Co-ordination for production and dispatch of Customer orders with Craftmark member groups; Co-ordinating product quality; Processing invoices; Organizing shipping.
Responsibility for managing all incoming inventory and outgoing stock & samples
Coordinating Export Promotion Activities: Gift Fairs & marketing events
Developing and maintaining relationships with buyers and helping to generate new leads
Tracking and reporting market (customer) & competitor information, including market feedback
Performing administrative duties such as faxing, mailing, and filing, including mail-outs of bulletins and newsletter
Support staff in assigned project based work
Development of marketing pieces for print, internet, television and radio
In addition to these typical duties, may perform other duties as assigned and required
Qualifications/ Experience
● Masters Degree with a strong academic record.
● At least 3 years of professional work experience, in an area of export, sales, and or customer service
● Experience in exports and knowledge of international sales procedures, import laws, shipping and documentation preferred.
● Experience in working with international buyers. Experience working with South North America/European clients preferred.
● Proven customer service and sales record.
● Team player with a cooperative, positive attitude.
● Willingness to take on new tasks and challenges.
● A desire to grow both personally and professionally.
● Excellent attention to detail.
● Strong interpersonal and relationship building skills, and excellent communication skills and follow through
● Ability to multi –task and manage multiple projects & responsibilities.

- **Willingness to travel**
- **Experience and knowledge of design, and marketing.**
- **Knowledge of craft sector.**
- **Understanding of Craftmark initiative, and commitment to**

AIACA objectives.
Computer skills: Excellent knowledge of Ms Office, Photoshop/Corel Draw/Publisher and Online Social Media/Internet
Language skills: Fluent in English and Hindi.
Compensation: Salary will be dependent on relevant experience and qualifications.

Only applications with a cover letter will be accepted. Interested candidates could send their resume with cover letter to:

 Administrative Manager
All India Artisans & Craftworkers Welfare Association (AIACA)
18, Community Center, 3rd Floor,
East of Kailash,
New Delhi-110065
Tel:+91 11 26416492/26416493
Fax: + 91 11 26416491

24.

Full-Time - Bangalore, INDIA-UI Designer/IxD Analyst
Your responsibilities will include:
 # Applying user-centered design processes to develop high quality user flows, wireframes, and detailed visual UI designs
 # Successfully communicating conceptual ideas and design rationale
Minimum Job Qualifications:
 # 3-6 years designing highly usable, elegant interfaces for large-scale web or desktop applications
 # Expertise with Adobe Illustrator, InDesign and/or Photoshop
 # Extensive experience creating detailed wireframes, user flows, and detailed UI design specifications
 # Strong organization skills and an eye for detail
 # Experience and knowledge of HTML,JavaScript, Advanced CSS, or Flash
 # Experience with RIA technologies like JQuery, JSP, openLaszlo etc
 # Strong visual design skills in color, typography and layout

Manoj.Kaushik@isoftplc.com
company site : www.isofthealth.com

For free Registration: write to subscribe@designforall.in

Write to us about change of e-mail address: address@designforall.in Advertising:

To advertise in digital Newsletter advertisement@designforall.in

Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India

News and Views:

Regarding new products or events or seminars/conferences /workshops. News@designforall.in

Feedback:

Readers are requested to express their views about our newsletter to the Editor Feedback@designforall.in

Forthcoming Events and Programs:

Editor@designforall.in The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

Chief-Editor: Dr .Sunil Kumar Bhatia Faculty Member, 13, Lodhi Institutional Area, Lodhi Road,New Delhi-110003(INDIA)
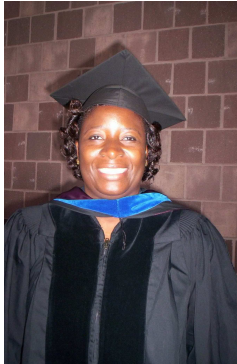
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Prof Dr. Olonilua

Prof Sheryl Burgstahler, Ph.D

*(Erratum: It is inadvertent mistake in our
January 2010 Vol-5, No-1 issue on page No-
67 in the last paragraph instead of Elaine
Ostroff we have published Ostrich.
Error is regretted- Editor)*