

Projekt „Uniwersalne projektowanie podstawą programów kształcenia na kierunkach projektowych ASP w Katowicach – program szkoleń kadry dydaktycznej”, współfinansowany ze środków Unii Europejskiej w ramach Europejskiego Funduszu Społecznego w ramach Programu Operacyjnego Wiedza Edukacja Rozwój

## Harmonogram szkoleń 6 – 10 marca 2023 r. Projektowanie uniwersalne

### 6 marca 2023 (poniedziałek)

#### Część I wykłady

9:00–10:00	R37 102	<b>Marie van Driessche</b> , wykład w j. angielskim <b>Inclusive design: more than you hear</b>
10:00–11:00	R37 102	<b>Philippe Moreau, Marie-Laure Even Moreau (Tactile Studio)</b> , wykład w j. angielskim <b>Inclusive design: main principles</b>
11:00–11:30	R37 Sala Senatu	przerwa kawowa (kawa dostępna stale do 17:00)

#### Część II szkolenie A

11:30–14:00	R37 102	<b>Marie van Driessche</b> , szkolenie w j. angielskim <b>Designing digital services and products for deaf people, with a special focus on content building and differences in the methods of communication (language and tools): case studies</b>
14:00–14.30	R37 Sala Senatu	przerwa obiadowa
14.30–17.00	R37 102	<b>Marie van Driessche</b> , szkolenie – cd.

#### Część II szkolenie B

11:30–14:00	R37 103	<b>Philippe Moreau, Gabriel Morisson, Fanny Dureault, Marie-Laure Even Moreau (Tactile studio)</b> , szkolenie w j. angielskim <b>Designing inclusive artistic, educational and thematic exhibitions for cultural institutions, with an emphasis on multisensory experience and the needs of people with disabilities</b>
14:00–14.30	R37 Sala Senatu	przerwa obiadowa
14.30–17.00	R37 103	<b>Philippe Moreau, Gabriel Morisson, Fanny Dureault, Marie-Laure Even Moreau (Tactile studio)</b> , szkolenie – cd.

## 7 marca 2023 (wtorek)

### Część I wykłady

9:00-10:00	R37 102	<b>Marie van Driessche</b> , wykład w j. angielskim <b>How to be beyond the persona in design thinking &amp; empathy</b>
10:00-11:00	R37 102	<b>Gabriel Morisson, Philippe Moreau, Marie-Laure Even Moreau (Tactile Studio)</b> , wykład w j. angielskim <b>Inclusive design applied to a project</b>
11:00-11:30	R37 Sala Senatu	przerwa kawowa (kawa dostępna stale do 17:00)

### Część II szkolenie A

11:30-14:00	R37 102	<b>Marie van Driessche</b> , szkolenie w j. angielskim <b>Co-design with deaf people: how to run participatory workshops</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 102	<b>Marie van Driessche</b> , szkolenie – cd.

### Część II szkolenie B

11:30-14:00	R37 103	<b>Philippe Moreau, Gabriel Morisson, Fanny Dureault, Marie-Laure Even Moreau (Tactile studio)</b> , szkolenie w j. angielskim <b>Designing inclusive artistic, educational and thematic exhibitions for children, with an emphasis on multisensory experience</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 103	<b>Philippe Moreau, Gabriel Morisson, Fanny Dureault, Marie-Laure Even Moreau (Tactile studio)</b> , szkolenie – cd.

## 8 marca 2023 (środa)

### Część I wykłady

9:00-10:00	R37 102	<b>Madelaine Dowd</b> , wykład w j. angielskim <b>Designing for disasters: synthetic empathy</b>
10:00-11:00	R37 102	<b>Piotr Źrółka (Kinaole)</b> , wykład w j. polskim <b>Strategia wprowadzenia i projektowanie inkluzowego dla e-commercu w Europie</b>
11:00-11:30	R37 Sala Senatu	przerwa kawowa (kawa dostępna stale do 17:00)

### Część II szkolenie A

11:30-14:00	R37 103	<b>Madelaine Dowd</b> , szkolenie w j. angielskim <b>How to analyze the needs of different people in a temporary and unforeseen environment (e.g. after a catastrophe, or emigration crisis) through research and an in-depth understanding of perceived and real barriers in the physical environment - based on case studies. Think fast: rapid ideation</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 103	<b>Madelaine Dowd</b> , szkolenie – cd.

### Część II szkolenie B

11:30-14:00	R37 102	<b>Piotr Źrółka (Kinaole)</b> , szkolenie w j. polskim <b>Projekty dotyczące inkluzywnych i dostępnych produktów cyfrowych – strony www (uwzględniających potrzeby osób o szczególnych potrzebach, np. z niepełnosprawnościami, dzieci, osoby starsze). Strategia projektowania inkluzywnego dla e-commercu w Europie</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 102	<b>Piotr Źrółka (Kinaole)</b> , szkolenie – cd.

## 9 marca 2023 (czwartek)

### Część I wykłady

9:00-10:00	R37 102	<b>Madelaine Dowd</b> , wykład w j. angielskim <b>Designing for disasters: cultural responses and innovation</b>
10:00-11:00	R37 102	<b>Daniela Barbeira, Claire Horne, Yasheen Hadlow (Transport for London)</b> , wykład w j. angielskim <b>Discover the physical environment of digital services with Transport for London</b>
11:00-11:30	R37 Sala Senatu	przerwa kawowa (kawa dostępna stale do 17:00)

### Część II szkolenie A

11:30-14:00	R37 103	<b>Madelaine Dowd</b> , szkolenie w j. angielskim <b>How to create an inclusive service design that integrates and builds communities in extreme situations - based on case studies. Gamification for problem solving</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 103	<b>Madelaine Dowd</b> , szkolenie – cd.

### Część II szkolenie B

11:30-14:00	R37 102	<b>Daniela Barbeira, Claire Horne, Yasheen Hadlow (Transport for London)</b> , szkolenie w j. angielskim <b>The physical context – How to analyse accessibility needs for different customer groups through research and a deep understanding of perceived and actual barriers in the physical environment</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 102	<b>Daniela Barbeira, Claire Horne, Yasheen Hadlow (Transport for London)</b> , szkolenie – cd.

## 10 marca 2023 (piątek)

### Część I wykłady

9:00-10:00	R37 102	<b>Piotr Źrółka (Kinaole)</b> , wykład w j. polskim <b>Figma i projektowanie uniwersalne</b>
10:00-11:00	R37 102	<b>Daniela Barbeira, Claire Horne, Yasheen Hadlow (Transport for London)</b> , wykład w j. angielskim <b>Design inclusive digital services with Transport for London</b>
11:00-11:30	R37 Sala Senatu	przerwa kawowa (kawa dostępna stale do 17:00)

### Część II szkolenie A

11:30-14:00	R37 102	<b>Daniela Barbeira, Claire Horne, Yasheen Hadlow (Transport for London)</b> , szkolenie w j. angielskim <b>How to develop digital features and products that address accessibility needs based on research and qualitative and quantitative insight on barriers based on case studies for public transport</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 102	<b>Daniela Barbeira, Claire Horne, Yasheen Hadlow (Transport for London)</b> , szkolenie – cd.

### Część II szkolenie B

11:30-14:00	R37 103	<b>Piotr Źrółka (Kinaole)</b> , szkolenie w j. polskim <b>Projekty dotyczące inkluzywnych i dostępnych produktów cyfrowych – aplikacje (uwzględniających potrzeby osób o szczególnych potrzebach, np. z niepełnosprawnościami, dzieci, osoby starsze). Figma i projektowanie uniwersalne</b>
14:00-14.30	R37 Sala Senatu	przerwa obiadowa
14.30-17.00	R37 103	<b>Piotr Źrółka (Kinaole)</b> , szkolenie – cd.

## O prowadzących i o szkoleniach



### **Marie van Driessche**

As a Deaf UX designer and teacher, Marie van Driessche (Amsterdam) is fascinated by the way people interact with digital products and each other. Her focus is to design proper, meaningful and inclusive solutions. Currently she works as a user experience designer with a focus on accessibility at Unc Inc. Marie also teaches UX / UI design and is graduation supervisor at Amsterdam University of Applied Sciences.

Besides all the above, she loves to kitesurf, gardening and reading cookbooks in bed before falling asleep.

### **6 marca**

#### **Designing digital services and products for deaf people, with a special focus on content building and differences in the methods of communication (language and tools): case studies**

When designing and developing solutions, people, universities and organisations may overlook the deaf perspective when ensuring accessibility. Simply adding captions to videos isn't enough anymore. The class will explore the common quirks that fall short of the full accessibility expected for the users. I also will demonstrate how the power of deaf inclusion makes solutions more appealing and robust.

Learn more about Deafness, Deaf Culture, the deaf and hard of hearing community and their barriers and needs, find solutions for accessibility for deaf people, and for everyone actually. To find the common inaccessible design patterns through, for example, Deaf Lens. Compare your learnings with the current issues, and find solutions.

Break through those Inclusive Design Conventions. The original Inclusive Principle says that you should use conventions that people know. But are the current Inclusive Design Conventions still valid? Could we break through those conventions because they're designed by, and for designers.

Together we will try to approach inclusivity within the bigger questions beneath the "list that should be ticked off". We will challenge the deep systemic issues of exclusion we face in society, the digital world, and face the blind spots in ourselves.

## **7 marca**

### **Co-design with deaf people: how to run participatory workshops.**

Following a series of predictable steps and processes has a lot of benefits: it might help teams secure funding, get stakeholder buy-in, or reduce complexity by giving teams a starting point. On the flip side, universalisation, or a one size fits all approach, can narrow our field of attention. I'll explain why the Design thinking method does not work for disabled people.

We will discuss what Empathy actually is, how to apply (or not) in our work, during lessons. Discover your own blind spots, how to ask better questions. We will learn how to engage in inclusivity as a process, as a designer, and tutor. Which role do you can play as a tutor within Inclusive Design?

How can you realise a vision of the future as designer and tutor in education? We will discuss further about the future vision of inclusive design and accessibility in education. Together we will brainstorm to solve the barriers and try to realise a vision of the future.

## **Tactile Studio**



### **Philippe Moreau**

CEO of Tactile Studio

Founder of Tactile Studio, Philippe is a devotee of design for all. He has managed numerous cultural projects - fourteen projects for Le Louvre Paris, Le Louvre-Lens, Le

Louvre Abu Dhabi, with a desire to create devices that are in keeping with their surroundings – for all.

Philippe manages a group's 30 or so regular employees who work in accessibility, itinerary design, graphics and signage. During his 13 years of experience, he has taken part in the openings of more than 200 museums and public venues.

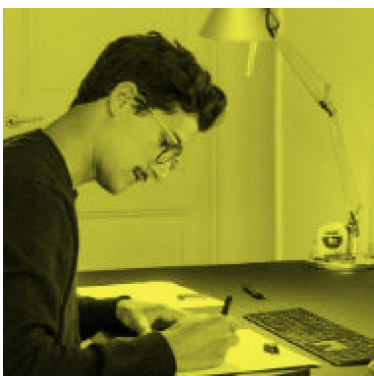


### **Fanny Dureault**

Graphic & product designer

After finding an interest in the social aspect of design, Fanny joined the Tactile Studio team to continue in this direction. It's the creative aspect of researching, prospecting and discovering the public that motivates her in the projects.

She led a project in partnership with the Monnaie de Paris, which resulted in the creation of a multi-sensory game case for people with Alzheimer's disease. From the conception, a part of manufacturing and user testing.



### **Gabriel Morisson**

Industrial and Product Design

Specialised in environmental design, Gabriel is a French designer with international experience. He worked for two years with Turner, an Australian architectural firm,



before joining Tactile Studio in 2019. He designed the inclusive stations of the Fondation Luma Arles to help visitors to explore the tower's architecture and outdoor areas, and the inclusive experiences of the family trail of the Museum of Islamic Arts, Doha, Qatar. Gabriel believes that the role of designer lies in collaboration between craftsmanship and emerging technologies and so wishes to forge new relationships between old and new.ues.



### **Marie-Laure Even Moreau**

PhD researcher UX x Inclusive Design

Marie-Laure co-founded the MUXXE observatory within the Tactile Studio agency to develop studies of visitor experiences for cultural venues. She participated in the study of the uses of inclusive stations at the Louvre Museum (2019) and worked on the inclusive trail of the Von Sinnen exhibition, in Karlsruhe (2022).

Starting a thesis to examine the role of inclusive mediation in the appropriation of cultural and scientific heritage for all visitors, she aims to define new museum practices.

### **6 marca**

**Designing inclusive artistic, educational and thematic exhibitions for cultural institutions, with an emphasis on multisensory experience and the needs of people with disabilities**

PART 1 Workshop /Exploration of the senses

Scientific knowledge about the senses (touch / hearing / smell) and exploration of the senses : tactile exploration with a mystery box, test of the mental image construction based on an audio description.

Goals/skills

- to acquire a first level of scientific knowledge on sensory abilities.
- to learn to use certain senses rather than others depending on the subject
- to be confronted to the limits of some medias
- to develop empathy

PART 2 Workshop /Creating an inclusive pathway: meaning x content

Explanation of the first challenges of an inclusive mediation project: prioritisation of contents, vulgarisation and role of mediator between the museum team, scenographer and other designers. Case study on a cultural mediation project.

Goals/Skills

- to identify the challenges facing the mediator designer and his or her working methodology
- to understand each other's requirements.

**7 marca**

**Designing inclusive artistic, educational and thematic exhibitions for cultural institutions, aimed at children, with an emphasis on multisensory experience**

PART 1 Workshop /Creating an inclusive pathway: graphic design

Presentation of the toolkit with recommendations (Braille, raised letters, textures, technical standards, accessibility standards (furniture).

Possibilities offered by the material: UV or relief printing...).

Goals/Skills

- to become familiar with the techniques of inclusive graphic design,
- be aware of what is (not) possible to do

PART 2 Workshop /Creating an inclusive device

In the manner of a "cadavre exquis", the participants take words and materials at random. From there, they imagine an inclusive device taking into account the knowledge and observations made during the previous workshops and conferences.

GOals/skills

- to express creativity,
- to identify the challenges from the intention to the implementation
- set up its own inclusive toolbox



### **Madelaine Dowd**

Madelaine Dowd an award winning multidisciplinary practitioner with a focus on social innovation and impact strategy.

Madelaine uses design thinking to develop real world solutions to human problems, which has led to her developing patented designs as well as influencing policies around disaster victimhood exploitation. To date she has been developing tsunami escape routes in Japan, communication systems to help survivors of earthquakes rebuild their lives in Italy, advising on the rebuilding of urban design in Syria as well as winterising refugee shelters, developing ethical theories for disaster communication, project managing Covid research projects to help communities rehabilitate post-lock down as well as developing business strategy for ethical impact.

Her interests cover spatial design, product design, service design, environmental psychology, entrepreneurship, business strategy, sustainable development and inclusive design. She has independently pursued different projects to support survivors of disasters and works with charities advising and collaborating in creating impactful solutions to provide resilience.

### **8 marca**

**How to analyze the needs of different people in a temporary and unforeseen environment (e.g. after a catastrophe, or emigration crisis) through research and an in-depth understanding of perceived and real barriers in the physical environment - based on case studies. Think fast: rapid ideation**

Disaster Case Studies and Frameworks: You will be presented with case studies that you will explore collaboratively. This will be of various disasters or crises, past or present globally. The intention of this is to challenge participants to address unfamiliar cultures and situations. Through the day, you will be taken through frameworks to explore the pain points and stakeholders involved to inform creative problem solving.

Rapid Ideation: Through a curated time activity you will be pushed to rapidly ideate based on your morning session. This is a tool used within Madelaine practice and teams commonly. Through this process she has developed patents and award winning products. So embrace the illusive nature at this stage and come ready for a challenge.

Objective: to learn to analyse the needs of different people in temporary and unforeseen environments (e.g. after a catastrophe, or emigration crisis) through research and an in-depth understanding of perceived and real barriers in the physical environment - based on case studies.

## **9 marca**

### **How to create an inclusive service design that integrates and builds communities in extreme situations – based on case studies. Gamification for problem solving**

This session will take you through a method of gamification to explore the potential in communicating and solving wicked problems (seemingly impossible problems) through play. This can be a way of approaching tasks that are deemed as intangible. You will be invited to set out the principles of your game aligned with your subject area and goals. This could be to teach children about natural disasters, or to get adults to develop creative solutions to the climate crisis. This can be carried across from the Disaster Case Studies and Framework workshop, or be based on your own personal research.

You will be invited to co-/design a game based on the principles developed in the morning session, to then test these within the workshop.

To find out more about gamification, here is a recently published article:

<https://www.theguardian.com/environment/2023/jan/28/board-games-climate-crisis-daybreak>

Objective: to learn how to create an inclusive service design that integrates and builds communities in extreme situations - based on case studies and gamification.



### **Piotr Źrółka (Kinaole)**

Projektant i doradca, od ponad 14-lat pomaga mniejszym i większym firmom w projektowaniu uniwersalnych usług. Prowadzi studio UX Kinaole we Wrocławiu. Ekspert w dziedzinie dostępności cyfrowej. Ukończył kurs DHS Trusted Tester organizowany przez Homeland Security Office of Accessible System & Technology. Certyfikowany CPACC. Członek IAAP. Specjalizuje się w service design i projektowaniu uniwersalnym. Wykorzystuje wiedzę z zakresu użyteczności i analizy biznesowej w pracy z klientami. Współpracował z takimi markami jako: Volvo, Collibra, ONZ, Genentech, Roche, Unilever, BNP Paribas.

#### **8 marca**

##### **Projekty dotyczące inkluzywnych i dostępnych produktów cyfrowych – strony www (uwzględniających potrzeby osób o szczególnych potrzebach, np. z niepełnosprawnościami, dzieci, osoby starsze). Strategia projektowania inkluzywnego dla e-commerce w Europie**

Uczestnicy podczas warsztatu otrzymają zestaw problemów i wyzwań, z jakimi Piotr Źrółka i jego zespół spotkali się projektując jedno z największych e-commerce'ów w Europie w duchu projektowania uniwersalnego.

Grupa zaproponuje rozwiązania oraz sposób podejścia czasowego i zasobowego. Celem tych warsztatów jest zwiększenie świadomości w zakresie dostępności cyfrowej i nauczenie się, jak projektować produkty i usługi, które są dostępne dla każdego użytkownika, bez względu na jego indywidualne potrzeby i wymagania.

#### **10 marca**

**Projekty dotyczące inkluzywnych i dostępnych produktów cyfrowych – aplikacje (uwzględniających potrzeby osób o szczególnych potrzebach, np. z niepełnosprawnościami, dzieci, osoby starsze). Figma i projektowanie uniwersalne**  
Czy wiesz, że projektant (UX/UI) jest odpowiedzialny za 50% kryteriów sukcesów?

Zaprojektujemy produkt cyfrowy w FIGMA (program do projektowania produktów cyfrowych), który będzie dostępny (będzie spełniał wymagania WCAG 2.1 AA) i gotowy do wdrożenia.

W jaki sposób opisywać produkt cyfrowy, by był gotowy do wdrożenia?

Ile czasu to zajmuje?

W jaki sposób opisywać, by wszyscy zrozumieli kontekst? Tworzenie produktu cyfrowego dla wszystkich.

### **Transport for London**

Transport for London's Experience Design team creates digital services used by millions of Londoners every day, including the TfL Go app, tfl.gov.uk website and digital displays across the London network. The team ensures digital experiences are more connected, inclusive, personal and future-proof. Meeting the constantly changing needs of Londoners and visitors alike and delivering on the Mayor's Transport Strategy.



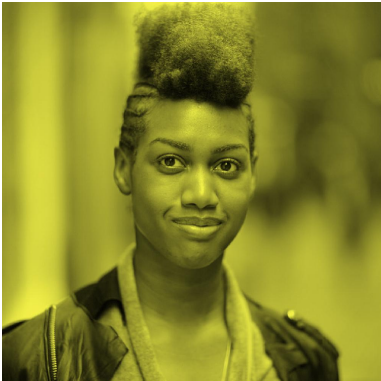
### **Daniela Barbeira**

leads on strategy and design to support travel planning. Before joining the team, she worked as a graphic designer for agencies and clients in London, Barcelona, and Porto.



### **Claire Horne**

leads on the customer discovery of features, services and offers. Before this role she had a diverse career as a graphic designer and project manager working across branding, print, digital and exhibition design for a range of agencies.



### **Yasheen Hadlow**

leads on payments and customer accounts. Before joining TfL, she worked as service and interaction designer for clients in the public and private sector and various design and software consultancies.

### **9 marca**

#### **The physical context — How to analyse accessibility needs for different customer groups through research and a deep understanding of perceived and actual barriers in the physical environment**

Discover the physical environment of digital services with Transport for London. Spend the day with the Transport for London Experience Design team to analyse accessibility needs for different customer groups through research and design thinking methodologies.

Meet lead designers from Transport for London and find out about one of our latest digital products. We'll explain our strategy and design considerations for creating inclusive products in different spaces on the transport network.

Thinking more about users' needs, we'll consider Katowice's transport system, exploring ideas about how to discover, define and ideate features that can help customers travel across the city.

Expect group-participation, Q and A sessions and design activities.

**10 marca**

**How to develop digital features and products that address accessibility needs based on research and qualitative and quantitative insight on barriers based on case studies for public transport**

Learn about TfL award-winning app and how we designed a digital design language from our iconic brand heritage. This includes how we developed an inclusive design language for a city as diverse as London.

Through workshops and design activities learn how to develop features that are inclusive and effective to communicate complex ideas.

Take a deep-dive into iconography design and rapid prototyping.