

# DESIGN FOR INCLUSION AND DIVERSITY

A programme of training and knowledge exchange activities  
for the Academy of Fine Art, Katowice



Royal College of Art

**THE HELEN HAMLYN  
CENTRE FOR DESIGN**

## 1 Expertise and capability

### The Royal College of Art

The College started life in 1837. In 1967 the RCA was granted a Royal Charter and to this day, it remains the world's most influential wholly postgraduate university institution of art and design, offering MA, MPhil and PhD degrees.

The Court of the RCA appointed Sir Jony Ive KBE as the university's Chancellor in 2017. Sir Jony is one of the world's most highly regarded designers and was formerly the Chief Design Officer of Apple. Our graduates have led many global businesses (including IDEO, Kia Motors, Jaguar Land Rover, Burberry, Dyson and Apple).

The RCA is ranked as having 'the highest number of student spin-outs with university ownership in recent years in the UK' and InnovationRCA was recently acknowledged by the UK Business Angels Association as the leading UK University Accelerator.

The Royal College of Art (RCA) is the world's leading university for art and design (2021 QS Rankings for the seventh consecutive year).

### The Helen Hamlyn Centre for Design

The Helen Hamlyn Centre for Design (HHCD) is a globally recognised Centre of excellence with a 30-year history of applying Inclusive Design, Design Thinking and Creative Leadership to improve people's lives. To date, the Centre has worked with over 200 clients from business, government and the voluntary sector and has a track record of nearly 300 projects that bring people-centred innovation strategies to products, services, technologies and experiences.

Our approach is inclusive and interdisciplinary. Our work is organised in two Research Areas: Age & Diversity and Healthcare, and two Impact Areas: Inclusive Design for Business Impact and Inclusive Design for Social Impact. We develop innovative and empathic research methods – and we exchange knowledge via education, events, publications and industrial collaboration. The centre's Director is [Rama Gheerawo](#).

HHCD clients to date include:

- Academic institutions including design, engineering, social science and business schools in the USA, Russia, India, Australia, SE Asia and across Europe
- SMEs, NGOs, start-ups and entrepreneurs including the London Olympic Park, and the Design Management Institute
- Large multinationals such as Toyota, P&G, Heathrow, Sony, Samsung, Panasonic and the National Bank of Kuwait
- Civil servants and policymakers in the UK and Hong Kong governments, with 700 future leaders trained for the Hong Kong Civil Service
- Designers, marketers, innovators, business people, CEOs and members of the general public globally
- Sectors as diverse as finance, logistics, technology, pharmaceutical, health, wellbeing, social and creative
- Diverse global contexts ranging from social issues associated with ageing, health, wellbeing, migration, disaster relief, and discrimination by gender, ability and economic circumstance – to name a few.

## 2 Programme outlines

### 2.1 Course overview

This programme balances group lectures (Building Blocks) and exercises (Activities) with experiential elements and case studies based on 'real world' contexts. It delivers information and inspiration, aiming to create effective knowledge transfer to the participants and upskill.

The programme will train a group of ca. 16 academics from the Academy of Fine Art, Katowice who will be hosted at The Helen Hamlyn Centre for Design, Royal College of Art for an overall period of 5 days. This will include:

- Introduction to Inclusive Design (ID) as defined by the HHCD from three decades of research, teaching and knowledge exchange
- Understanding the value of ID in designing for disability and diversity in the classroom context, as well as the field of research
- Taught experience of applying the principles of ID via the Design Thinking innovation process as practiced at The Helen Hamlyn Centre for Design
- Practical understanding of teaching ID frameworks, tools and processes, including methods such as Empathy tools, Design Provocation and Design Futuring
- Case studies on the application of Inclusive Design for research and innovation with people across age, ability, gender and race, to inspire future Katowice students
- Processes and tools for communicating and teaching Inclusive Design (upskilling the research and teaching staff of the Academy of Fine Art).

The proposed programme is planned to take place during London Design Festival (**September 2022**) and will include an HHCD-curated programme of places and events that demonstrate best practice examples of Inclusive Design in action.

#### Learning outcomes will include

- Understanding of Inclusive Design theory and practice
- Practical understanding of how to apply methods
- Frameworks for individual and organisational application
- Understanding the concept of 'lead users'
- How to create and design a novel idea in three hours (or less)
- Demonstration of the value through dissection of 'real life case studies'

#### What to expect as participants

- A mixture of taught lectures and active exercises
- Building Blocks (lectures) to develop expertise and deliver new information
- Group exercises working in teams to complete tasks that increase learning
- Individual and group feedback from facilitators
- Visits to select examples of Inclusive Design in practice, e.g., the Olympic Park which in 2012 hosted "the greatest Paralympic Games ever" and the London Design Museum
- Visits to specialist London-based inclusive design expertise. London was the birth place of Inclusive Design.

An HHCD workshop is a place to learn, experience new ideas and raise personal and organisational creative value. Facilitators will lead the sessions to create an environment of open learning. The workshop is about teaching, learning and experiencing through doing.

*'Learning is finding out what you already know. Doing is demonstrating that you know it. Teaching is reminding others that they know just as well as you. You are all learners, doers, teachers.'* (Richard Bach, *Illusions*)

## 2.2 Programme structure and timing

The programme will have an overall duration of five days, as follows:

### September 2022

#### DAY 1

##### INCLUSIVE DESIGN

- 09.30 **Welcome and introductions**
- 09.45 Ice-breaker activities
- 10.00 **Building Block 1:** Inclusive Design: an introduction
- 10.45 Break (10 mins)
- 11.00 **Activity 1:** Explore and focus phases of the design process
- 12.00 Lunch
- 13.00 **Visit to the Design Museum (Designer-Maker-User exhibition)**
- 15.00 END DAY 1.

#### DAY 2:

- 09.30 **Welcome back:** discussion of insights from museum visit
- 10.00 **Building Block 2:** Case studies
- 10.45 Break (10 mins)
- 11.00 **Activity 2:** Develop and Deliver phases of Inclusive Design
- 12.00 Lunch
- 13.00 **Visit to London Design Festival**  
(selected Inclusive Design exhibitions in the West Brompton Design District)
- 15.00 END DAY 2.

**DAY 3:**

- 09.30 **Welcome back:** discussion of insights from LDF visit
- 10.00 **Building Block 3:** Curating ideas and mapping
- 10.45 Break (10 mins)
- 11.00 **Activity 3:** Curating insights and assessing Inclusive Design criteria
- 12.00 Lunch
- 13.00 **Visit to London Design Festival**  
(selected Inclusive Design exhibitions in the Shoreditch / Camberwell Design District)
- 15.00 END DAY 3.

**DAY 4:**

- 09.30 **Welcome back:** discussion of insights from LDF visit
- 10.00 **Building Block 4:** Defining briefs
- 10.15 **Activity 4:** Creating visual briefs
- 11.00 Break (10 mins)
- 11.15 **Final presentations:** Participant presentations and feedback
- 12.00 Lunch
- 13.00 **Free afternoon**
- 18.30 Drinks reception followed by optional dinner.

**DAY 5:****VISIT TO LONDON OLYMPIC PARK AND THE GLOBAL DISABILITY INNOVATION HUB**

Presentation on the Global Inclusive Design standards developed by the London Legacy Development Corporation. Tour of the most inclusive Olympic Park site internationally. Discussion with the academics, users, designers and architects working in the community. Exact times to be confirmed.

## 4 Delivery Team

The course will be led by HHCD Director Rama Gheerawo, Senior Research Fellow Dr Chris McGinley and Innovation Fellow Dr Ninela Ivanova, with expert contributions from HHCD colleagues and wider RCA staff.



### **Rama Gheerawo**

Director, The Helen Hamlyn Centre for Design, Royal College of Art  
Visiting Professor, Royal Danish Academy of Fine Art

Rama is an international and inspirational figure within design. He is a serial innovator in the fields of Inclusive Design, Design Thinking and Creative Leadership having personally led over 100 projects working internationally with governments, business, academia and the third sector. He won a 'Hall of Fame' award for his work at the Design Week Awards in 2019 and was named Creative Leader by Creative Review in 2018 alongside Paul Smith and Björk. Empathy is at the heart of his practice. As Director of the Helen Hamlyn Centre for Design, he uses design to address society's toughest issues from ageing and healthcare, to ability and diversity. He looks at how to instigate positive change in individuals and organisations through personal research in Creative Leadership, with workshops delivered globally to thousands of people including 700 civil servants. He is in high demand as a keynote speaker, writes, curates exhibitions and runs workshops for audiences that range from students to business executives. Rama advises major institutions such as the UK Design Council, the Design Museum, the Royal Society of Arts and the Design Management Institute.



### **Dr Chris McGinley**

Senior Research Fellow: Age & Diversity  
The Helen Hamlyn Centre for Design, Royal College of Art

Dr Chris McGinley is an award-winning designer, researcher and writer. He is a Senior Research Fellow at the Helen Hamlyn Centre for Design, where he leads the Age and Diversity research space, managing a range of projects in the fields of technology, product, service and transport for a global client base. He has successfully delivered an extensive range of outputs across the design disciplines for clients such as: GlaxoSmithKline, Osaka Gas, and The Home Office; which have been commercialized, disseminated and exhibited internationally. Chris has pioneered innovation approaches combining empathy and design ethnography to inform research driven people-centred outputs. He has published extensively in the area of inclusive people-centred design, and delivers lectures and workshops in educational settings such as The Imperial College, London and Kyushu University, Japan; in addition to regularly delivering keynotes and executive education in industry, government and public-sector settings.

**Dr Ninela Ivanova**

Innovation Fellow: Inclusive Design for Business Impact  
The Helen Hamlyn Centre for Design, Royal College of Art

Dr Ninela Ivanova is an Innovation Fellow at the Helen Hamlyn Centre for Design (HHCD) at London's Royal College of Art. Ninela is an interdisciplinary designer, researcher and facilitator, who is passionate about working co-creatively with people to educate and inspire audiences towards innovation and collaboration on a global scale. She heads the Inclusive Design for Business Impact area, which looks at how the methods, tools and processes of Inclusive Design, Design Thinking and Creative Leadership can directly impact and transform business and industry. Project partners in this impact area include Tata Consultancy Services, Panasonic, OnePlus, WORKTECH Academy and MindRheo among others, with whom the HHCD team of designers and researchers are developing creatively leading, empathic and socially sustainable processes, technologies, environments and systems.