

IDI Code of Professional Conduct

The Code aims to establish a pattern of professional behaviour for the benefit of the members of the Institute of Designers in Ireland and of those who employ their services.

All members of the Institute are expected to comply with the Code whether they are working on their own, are principals in a private practice employing both member and non member staff, are employed by a member or non member in private practice, or are employed in industry, commerce or the public service.

Any questions arising from the interpretation of this Code may be referred to the Council which has empowered its Conduct Committee to question any member thought to be behaving in a manner contrary to the Code. Should a member be dissatisfied with the Committee's findings he has the right to appeal direct to Council, through the Honorary Secretary. Council may, however, as a result of the Committee's report, reprimand, suspend or expel that member.

1. The Member's responsibility to the community

- (a) A member accepts a professional obligation to further the social and aesthetic standards of the community.
- (b) A member shall not act in a way contrary to the honour and dignity of his profession.
- (c) A member shall not consciously assume or accept a position in which his personal interest conflicts with his professional duty.

2. The Member's responsibility to his client or employer

- (a) A member shall act in his client's interests within the limits.
- (b) A member shall not work simultaneously on assignments which are in direct commercial competition without the agreement of the clients or employers concerned, except in specific cases where it is customary for the designer to work at the same time for various competitors.
- (c) A member shall treat all knowledge of his client's intentions, production methods and business organisation as confidential and shall not, at any time, divulge such information without the consent of the client. A member shall not divulge any information relating to or arising from the design commission and the work carried out in relation to it unless or until such information lawfully comes into the public domain. It is the Designer's responsibility to ensure that all members of staff are similarly bound to confidentiality.
- (d) The Institute recommends conditions of engagement to enable a clear understanding of services and responsibilities to be established between members and their clients.

3. The Member's responsibility to other designers

- (a) A member shall not knowingly accept any professional assignment upon which another designer has been acting without notifying the other designer.
- (b) A member must not attempt, directly or indirectly, to supplant another designer nor must he compete with another designer by means of a deliberate reduction of fees or by other unfair inducements.
- (c) A member shall not charge nor receive a fee, neither make nor receive a gift or other benefit, from a fellow member, in recognition of a recommendation to a post or an assignment.
- (d) A member must be fair in criticism and shall not denigrate the work or reputation of a fellow designer.
- (e) A member shall not accept instructions from his client which knowingly involve plagiarism, nor shall he consciously act in any manner involving plagiarism.
- (f) A member working or seeking work in a country other than his own shall observe the relevant Code of Conduct of the national institute concerned.

4. Remuneration

- (a)* A member shall not undertake any work at the invitation of a client without payment of an appropriate fee. Whether members work for a fee, salary, royalty or honorarium must ultimately depend upon the circumstances, providing always that members shall not use the offer of reduced charges to gain an advantage over their fellow members to obtain work or some other professional benefit.
- (b) Before accepting an assignment a member shall define exactly and comprehensively to the client the basis on which his total remuneration is calculated. Separate charges shall allow, where necessary, for time spent on contracting or supply services on behalf of the client.
- (c) A member who is financially concerned with any company, firm or business which may benefit from any recommendations made by him in the course of his work shall notify his client or employer of this fact in advance.
- (d) Where it is common practice for designers whilst acting as buyers for their clients, to benefit from discounts offered by the trade, the Institute regards such a practice as permissible.

5. Competitions

- (a)* Any advertising or publicity material must contain only truthful factual statements. It must be fair to clients and other designers, and in accordance with the dignity of the profession.
- (b) A member may allow his clients to use his name for the promotion of articles he has designed or service which he had provided conditional on this being accomplished in a manner appropriate to the status of the profession.
- (c) A member shall not allow his name to be associated with the realisation of a design which has been so changed by the client that it is no longer substantially the original work.
- (d)* A member may employ the services of an agent to sell his work on his behalf or a public relations consultant to promote his services.

*Notes for members on clauses marked**

- 4(a) In certain circumstances a member may make no charge to a charitable or non-profit making organisation, provided that by so doing he gains no advantage over a fellow member.
- 5(a) There are occasions when, in the interests of informed design judgement, it is better for the Institute to be represented by a member on a judging panel than to have no say in the judgement, even though the Institute may not have been able to give the competition its official approval.
- 6(a) Members are advised to refer to the Code of Standards published by the Advertising Standards Authority for Ireland for guidance on what is regarded as fair and reasonable advertising.
- 6(d) Members should ensure that their agents or whoever may be acting on their behalf also observe these conditions and that they act with the same propriety as would the members themselves.

Published by the Institute of Designers in Ireland, 2000

Member of

BEDA

Bureau of European Designers Associations

ECIA

European Council of Interior Architects

Icograda

International Council of Graphic Design Associations

ICSID

International Council of Societies of Industrial Design

IFI

International Federation of Interior Designers