

IDI ANNUAL REPORT

2013

**INSTITUTE
DESIGNERS
IRELAND**

**LEADING
DESIGN**

**OUR ROLE IS TO ACT
AS A VOICE FOR YOU
AND ALL DESIGNERS
WORKING IN IRELAND**

**INSTITUTE
DESIGNERS
IRELAND** **LEADING
DESIGN**



2013 PRESIDENT'S REPORT

ANDREW BRADLEY

YOUR IDI

The Institute Designers Ireland is a community of design professionals representing our members right through their design careers. We promote design excellence; we set high standards and we aim to advance the cause of design in Ireland. We believe that Ireland's commercial and industrial life benefits greatly from the inputs of qualified committed professional designers. We believe our vision and creativity enhances the community as a whole.

We recognise that the landscape of design in Ireland is fluid and constantly changing as new technologies change the course of our design lives, but the basic raison d'être of the Institute remains firmly focussed. The IDI is a community of design professionals representing our members right through their design careers. We welcome new blood into our fold. IDI is where your design career can take off.

A NEW YEAR: A NEW STRUCTURE

We started off 2013 with a new operating structure that saw our council drop in numbers and our subcommittees increase in size. I believe this has allowed the IDI to be more efficient and host more events. So I would like to start this report by thanking and congratulating all those members who participated in events the IDI hosted and made 2013 such an active year.

EGM

On September 4th, we held an EGM to enable the passing of some necessary amendments to the IDI Constitution, which had been suggested and agreed at the AGM in Griffith College on 13th April. Some divergence had crept into what was proscribed by the constitution and what was happening in practice in respect of the operation and management of the IDI. The EGM helped to tidy up these matters both efficiently and democratically. Thanks especially to Martin Crotty, Gerry Brouder and Con Kennedy for their advice and inputs in the necessary changes.

BRAND REVIEW QUESTIONNAIRE

In June and July 2013, the IDI undertook a Brand Review Questionnaire. We had over 350 designer respondents, many of whom saw the IDI's role in promoting design in Ireland and promoting professionalism in design as the more important facets of what IDI does.

In other findings, roughly a third of designer respondents indicated an interest in IDI providing courses on Marketing of design (32%); Presentation skills (30%); Project management (27%) & Digital design (28%) Other respondents indicated an interest in developing a personal brand (35%); and attracting more clients & fees through social media (33%).

This initiative has allowed IDI to better plan for some future events and to focus on what designers want. We have now partnered with DPP Skillnets to facilitate these training course events in the future. We hope to follow up this questionnaire with others on e.g. Salaries and other key issues that affect designers.

ANDREW BRADLEY, IDI PRESIDENT

IDI COUNCIL 2013-14

OFFICERS AND COUNCIL

Andrew Bradley (President)

John Walsh (Immediate Past-President and Acting Treasurer)

Aileen Dempsey (Hon. Secretary)

John McDonald (Griffith College Dublin)

Julie Richards (PwC)

Paul Finnegan(Mola Architecture),

Alex Milton (NCAD)

Peter Whittaker (Martello Media)

Eunan Byrne (Axum Global and Donban Contracting)

Clarke Fyfe (PwC)

Con Kennedy (Con Kennedy Visual Communications)

Liz Quin (Fashion Designer)

EXECUTIVE OFFICER

Denis O'Kelly

DESIGN AWARDS COMMITTEE

Conor Clarke, Chairman, (Design Factory / Head of Visual Communications NCAD)

Alex Milton (Head of Design, NCAD)

Peter Whittaker (Martello Media)

Andrew Bradley, President

Con Kennedy (Con Kennedy Design & Carlow IT)

COMMUNICATIONS COMMITTEE

Simon Richards (Richards Dee)

Daragh O'Toole (Persuasion Republic)

Tom Skinner (PTools)

Aileen Dempsey, Honorary Secretary

EVENTS & TRAINING COMMITTEE

Julie Richards (PwC)

Paul Finnegan (Mola Architecture)

EDUCATION

John Walsh (DIT and Immediate Past President)

Alex Milton (NCAD)

John McDonald (Griffith College, Dublin)

26 JUN SERVICE DESIGN MASTERCLASS

On Wednesday, 26th June 2013, Robert Bau, Professor of Service Design at Savannah College of Art & Design in Georgia, USA delivered a Masterclass to a group of senior design professionals, on the emerging field of Service Design and how well it marries into the creative industry.

The workshop looked at how Service Design helps clients to improve the quality of their interactions with their customers, enabling them to grow and develop their business through a greater understanding of their customers' behaviours, needs and motivations. At its heart is a human-centred innovation process that uses a combination of social research, creative problem-solving and collaborative design methods.

Robert talked about the three roles (The Researcher, The Strategist and The Designer) and the ten competencies (from "understanding people in context" to "crafting stories in multiple formats and media") that any agency should master in order to offer service design as a fully-fledged service to its clients. He also introduced three types of service design projects, and explored the overlaps with adjacent fields such as design management, interaction design, industrial design and graphic design.

After a lively four and a half hour session, which included input and discussion from the group, it became clear that Service Design is a really beneficial avenue for the creative industry to explore further. Allowing agencies to take an even more holistic approach to the services they offer clients in the future.

ATTENDEE FEEDBACK

"I thought it was really good. From both a design and business point of view it made good sense. In an environment increasingly demanding of our time and attention services that clearly meet user needs will have a strategic advantage."

Tom O'Rahilly, National Leprechaun Museum

"Congratulations to IDI for demonstrating potential business growth opportunities through this Masterclass on a new offering agencies can potentially bring to our clients"

John Moore, Clickworks

"When running a design studio it can be difficult to take the time away from client work to focus on developing skills and improving your offering to clients. The IDI Masterclass was an excellent opportunity to access industry expert thinking and best practise that would not necessarily be available in Ireland.

Robert Bau is an excellent speaker and delivered an efficient well-researched masterclass. He took the time to find out about each participant and what their goals were for the session. The morning ran smoothly without any time-wasting and was a great way to gain an insight into the world of Service Design."

Karen Hanratty, Pixel Design

"Challenging the design community to think outside-the-box about design, design practice, and the extent to which design thinking can influence business and society is exactly what IDI should do. In the long term this will have a much deeper and more long-lasting impact than pointlessly lobbying disinterested ministers about the importance or value of design (however true this may be)."

Martin Crotty, BFK

7 DEC THE ART OF DATA VISUALISATION

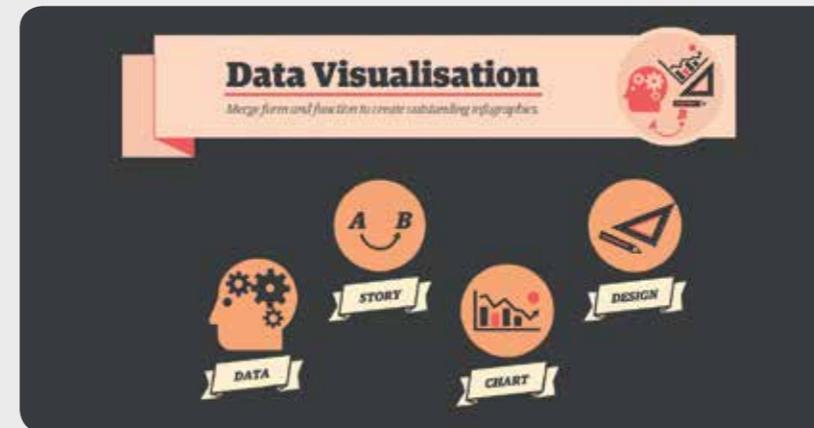
On Saturday 7th December, we invited Tobias Sturt and Adam Frost from the Guardian Digital Agency to talk to over 50 designers, about their experience of data visualisation and how raw numbers can be turned into striking visual stories.

Tobias has over two decades experience in digital storytelling and, alongside the Guardian, Adam has worked on data visualisation projects for clients as diverse as Vodafone, SAB Miller, Ofsted, Kantar, Millward Brown and Walmart.

This half day seminar looked at the emerging practice of data visualisation and covered both flat graphic design (infographics) and interactives.

Principally focusing on the importance of good visual storytelling and offering advice and guidance on how data can be found, analysed and matched with audience needs, it also contained a workshop element in which participants were asked to collaborate on creating their own visualisations before presenting back to the group.

This was a fun, interactive, lively session with plenty of conversation and practical experience. It highlighted the widespread adoption of infographics for link building and viral marketing, and how important it is to create great visual content that is easy for people to digest and share.



images © the guardian digital agency



ATTENDEE FEEDBACK

"I GOT SOME GREAT IDEAS AND DIRECTION ON HOW TO PRESENT DATA BETTER."

"VERY GOOD, EXCELLENT PRESENTATION!"

"EVERYTHING WAS CLEAR AND WELL EXPLAINED"

"WOULD HAVE REALLY LIKED A LONGER SESSION, – I COULD HAVE LISTENED TO THOSE GUYS ALL DAY!"

"CAN YOU RUN IT AGAIN? THERE ARE MORE PEOPLE IN OUR TEAM THAT WOULD LOVE TO GO...!"

EVENTS & COURSES

29 JUNE

WORLD INDUSTRIAL DESIGN DAY

Andrew Bradley (President of IDI) was a speaker at World Industrial Design Day on 29th of June for a celebration and design event in NCAD in partnership with National College of Art and Design and Design Partners. The event 'Product and Interaction Design in the Connected World' consisted of a presentation with guest speakers, discussion and Q&A session and a networking lunch.

The speakers, including Cormac Ó Conaire and Brian Stephens of Design Partners, Paul Adams of Intercom (and formerly of Facebook and Google), Andrew Bradley (President of IDI) and Prof. Alex Milton of NCAD and others debated the untapped potential of the internet and how we should view product design in the connected world.



L-R: Diarmuid MacMahon, Andrew Bradley, Alex Milton, Paul Adams, Cormac Ó Conaire, Brian Stephens, Cathal Loughnane

PRODUCT & INTERACTION DESIGN IN THE CONNECTED WORLD

6-8 OCT

THE INTERIORS AND FURNITURE FAIR, ROYAL DUBLIN SHOWGROUNDS

The Interiors and Furniture Fair 2013 took place in the RDS from Oct 6-8th, John McDonald of Griffith College and IDI Council member, co-ordinated a student furniture design competition in association with McNally Findlay.

17 OCT

DAVID
ROONEY

MAX
KISMAN

The IDI presents Oranje & Green #1
Illustration, typography and graphic design

SMOCK ALLEY | 17 OCT | 6:30PM

Tickets 15 euro
Students 10 euro
id-design.ie
smockalley.com
davidrooney.com
kismanstudio.nl

ORANJE & GREEN #1: KISMAN + ROONEY ILLUSTRATION, TYPOGRAPHY & GRAPHIC DESIGN FROM HOLLAND & IRELAND.

This was an inspiring evening of creative illustration, typography and graphic design from two of Europe's leading creative talents held at Smock Alley Theatre. 150 people attended the event.

Max Kisman from Holland and David Rooney from Ireland shared insights into their working methods, explained their ideas and told stories about the many creative projects they have undertaken over the course of their distinguished careers.

The talk was illustrated with visual examples from their extensive portfolios.

7-22 NOV

DESIGN AWARDS EXHIBITION, NCAD

We were delighted to reintroduce the Awards Exhibition in 2013 to celebrate and recognise the very best of Irish design. It's our industry's foremost showcase of excellence; our proof positive that the Irish design industry continues to operate on an ever-improving scale. (Plus, we know that deep down our members love to get a look at the work other members are up to!)

The Lord Mayor of Dublin, Councillor Oisín Quinn, opened the exhibition on 7th November at the National College of Art and Design Gallery as one of the anchor events of Design Week 2013. We were grateful to the Director of NCAD, Prof. Declan McGonagle and Alex Milton, Head of Design, for their support in loaning us the gallery for a three week period. We were delighted the exhibition

was being held in association with the NCAD as it reinforces the ever increasing important link between education and industry. Furthermore, the exhibition allowed NCAD students to see the standard they need to aspire to as they commence a career in design.

From the 220 entries to the awards, the judges selected around half the entries for exhibition. This was a great result as we asked the international judges to set the bar high. From the shortlist on display, there were 26 winners and 22 highly commended entries.

Finally, thanks to the team at Designgoat for designing and installing the exhibition. It was great to have one of Dublin's young design agencies across the exhibition design.



Andrew Bradley, President IDI, The Lord Mayor of Dublin, Councillor Oisín Quinn, with Professor Declan McGonagle, NCAD at the exhibition



DESIGN AWARDS EXHIBITION 2013



14 NOV

IDI DESIGN AWARDS 2013, VICAR ST.

A new look awards committee led by Conor Clarke set about expanding the awards from 22 categories to 31 to reflect the design disciplines our members are now working in. This resulted in a record number of entries in 2013, totalling over 220.



At the judging meeting on 5th October, our six-man jury, under the guidance of Awards Chairman Conor Clarke, worked in pairs to assess each of the 31 categories of entries. The jury consisted of:

- **Mary-Ann Bolger**, (Design Historian and DIT lecturer)
- **Rory Dodd**, (Designersblock London)
- **Max Kisman**, (Kisman Studios, Amsterdam)
- **Jane McDonnell**, (The Gloss Publications)
- **Alex Milton**, (Head of Design, NCAD)
- **Tadhg O'Driscoll**, (Irish and International furniture designer)



Grand Prix Winner for **The Architecture Factory** by Marc O Riain & Deborah Ní Riain of C.I.T.

From the 220 entries, the judges selected around half as being of a standard worthy for public exhibition. The criterion the judges adopted in order for an entry to gain a place in the show was simple – the work had to be good enough to speak not only for itself, but for all of us. So congratulations to all members who were shortlisted of the exhibition. In itself, this achievement constitutes a great result as we asked the international judges to set the bar high.

From the exhibition short-list, the jury finally decided on a total of 26 winners and 22 highly commended entries which were presented on the 14th November at our Awards Ceremony in Vicar Steet, attended by just under 300 members and friends.

AWARDS SPONSORS



McGowan's Printing • pTools Software • The Crafts Council of Ireland • HI Macs • Peroni Beer • NCAD • The Centre for Excellence Universal Design@the NDA • Compu b • Bo Bristle Brewing Co.

GRADUATE DESIGN AWARDS - WED 6TH NOV 2013, LIMERICK

The event was sponsored by Kilkenny Group and hosted by Limerick School of Art and Design & University of Limerick. Eight students from all over Ireland were honoured at the annual Institute of Designers in Ireland Graduate Awards. The event which was held for the first time ever in Limerick was staged in the unique setting of the Church Gallery at Limerick School of Art and Design on Clare St.

The winner of the Grand Prix Award in this year's Institute of Designers in Ireland Graduate Design Awards was Neidin Lavery who received the top prize of €1,000 for her textiles.

Gregory O'Gorman, Marketing Manager of The Kilkenny Group stated that "The judging of the Grand Prix Award was a very difficult decision due to all the finalists showcasing some excellent work and quality of design, however Kilkenny felt that the winning designs reflected a level of creativity and innovation which could be applied across several different categories.

Andrew Bradley, President of the IDI presented the awards on the night.



◀ Overall Grand Prix winner 2013 was Neidin Lavery, Textiles, University of Ulster featured here with James Greenslade, Head of Department of Design in Limerick School of Art & Design and Mike Fitzpatrick, Head of Limerick Institute of Technology

▲ Shortlisted Product Design + Technology Graduate, Laura Cantero Calderon

Fashion Category Winner Sarah Ryan ▶



THE EIGHT CATEGORY WINNERS ANNOUNCED AT THE CEREMONY WERE:

Adriana Renee Skaar	Interior Design & Interior Architecture	Griffith College Dublin
Neidin Lavery	Textiles	University of Ulster
Barry Levey	Product Design	University of Limerick
Brett O'Mahony	Visual Communications	Limerick School of Art & Design
Sam Keehan	Motion Graphics	Limerick School of Art & Design
Eileen Mooney	Craft Product	National College of Art & Design
Sarah Ryan	Fashion	Limerick School of Art & Design
Laura Hobson	New Media	Limerick School of Art & Design, Clonmel

THINKING AND TYPOGRAPHY:

When: Thursday 3rd April 2014

Where: Smock Alley Theatre

Speakers: Hamish Muir, founding principal 8vo and editor Octavo, co-founder Outcast Editions, co-founder MuirMcNeil Design Systems.

Paul Hughes, Ten Metres of Thinking. Paul is an NCAD graduate and former partner at Lava Design in Amsterdam.

Overview: An evening of Design Thinking and Typographic Design by two leading practitioners.

SKETCHING FOR DESIGNERS:

When: Friday 11th & Saturday 12th April 2014 @ 10:00 am 5:00 pm

Where: Fumbally Exchange

Speaker: Luan Lawler, a practising multi-disciplinary designer with expertise in Product, Medical, Graphic, Interior & Multimedia design who specialises in retail and food service channels

Overview: We will explore the skills needed when sketching for design, as distinct from more artistic sketching. The emphasis here is on speed and clarity of meaning, rather than realism. Based on a simple and systematic approach, attendees will learn the tricks and shortcuts used to produce professional looking design sketches every time. This will be a practical and intensive session, run over two days and will include a workshop element in which they will be asked to work on and develop their own sketching style.

GROW YOUR DESIGN BUSINESS

When: May (Date to be confirmed) @ full day event **Where:** Fumbally Exchange

Speakers: Derek Howard - sales and marketing consultant, executive coach and a qualified accountant and Niamh O'Connor - digital marketing and customer insights.

Overview: A practical, hands-on workshop. The session will cover growing your design business, Building client relationships and increasing client loyalty, Getting the best from your people and Developing your personal profile and reputation in the marketplace

NEW HORIZONS - ADOBE CC NEW FEATURES

When: Thursday, 12 June @ 9am - 1.30pm **Where:** New Horizons Training Centre

Speakers: New Horizons Adobe Certified Instructor

Overview: In this half-day session, participants will experiment with some of the most useful additions to Adobe Photoshop, Illustrator, InDesign and will run through improvements like the new Lens Corrections, Camera Raw filter, Camera Shake corrections. They will look at combining Adobe Photoshop's generator, Edge Reflow, Inspect and Code for workaround workflow and using PhoneGap to convert an optimised web site into a Mobile Web App. On the session, several online platforms like BeHance, DPS, and font ToolKit will also be demonstrated.

OTHER TRAINING EVENTS TO BE CONFIRMED...

INTELLECTUAL PROPERTY FOR DESIGNERS

When: June - Midweek morning session (to be confirmed)

Where: Fumbally Exchange (to be confirmed)

Speaker: Niall Rooney, European Trade Mark & Design Attorney & Fred Logue (to be confirmed)

Overview: Introduction to the various IP rights and a more practical session addressing specific issues facing designers (whether agencies or freelancers) including screening of new brand names, protecting creative work when tendering, other contract and legal issues. [€800 based]

THE FUTURE OF MOTION GRAPHICS

When: Possibly hold in July - Saturday @ 9.30am - 4.30pm (to be confirmed)

Where: (to be confirmed)

Speaker: Amy Gilsean, RTE (has also done work for BBC, Jam Media and Caboom) (to be confirmed)

Overview: Talk on future of motion graphics followed by a demo/workshop in After Effects [€50pp based on 15-20 people]

DIGITAL COPYRIGHT LAW

When: June

Where: Fumbally Exchange (to be confirmed)

Speaker: Elizabeth Fitzgerald Solicitor in Digital Media (to be confirmed)

WRITING CREATIVE COPY

When: Possibly September - Half day session (to be confirmed)

LOOKING INTO 45 MINUTE NETWORKING SESSIONS ON...

UX, Blogging, Designing campaigns for Social Media, Designing for different devices, Finding inspiration in uninspiring environments, Balancing work and personal projects, Typography/fonts

PAST PRESIDENTS

1973	Raymond McGrath	1989	Denis Handy	2005	Arthur Duff
1974	Arthur Gibney	1990	John Sugrue	2006	Cameron Ross
1975	Alpho O'Reilly	1991	David Morgan	2007	Tracy Fahey
1976	Kevin Fox	1992	Niall Brennan	2008	Barry Sheehan
1977	Raymond Kyne	1993	Frances McDonogh	2009	Damian Cranney
1978	Frank Ryan	1994	Brian Donnelly	2010	Derek McGarry
1979	Robin Walker	1995	John Tobin	2011	Carol Coffey
1980	Alan Pleass	1996	Michael Grogan	2012	John Walsh
1981	Gerry Brouder	1997	Catriona Shaffrey		
1982	Alec Pamplin	1998	Steve Conlon		
1983	Peter Metcalf	1999	Hugh Wallace		
1984	George Hutton	2000	Sheila Robinson		
1985	Donal Gilligan	2001	Sean McNulty		
1986	Liam Birkett	2002	Libby Carton		
1987	Iseult McCarthy	2003	Selma Harrington		
1988	Martin Crotty	2004	Martin Gaffney		



ANDREW BRADLEY, PRESIDENT, IDI

Andrew is an entrepreneur in the Irish design sector having successfully built his own design management and brand strategy consultancy starting out in the early 1990's. He was student member of the IDI in the 1980's, and was instrumental in the establishment of the Irish Design Awards in 1999 under the Presidency of Hugh Wallace.

He regularly lectures and hosts clinics on brand understanding on behalf of state agencies and private organisations. A graduate of Industrial Design at the NCAD (1984), he also holds a Master's Degree in Environmental Design from the University of Calgary, Canada (1989).

Today, Andrew is Managing Director of Bradley Brand & Design which focuses on building Irish brands in the SME and retail sector.

IN MEMORIAM – BILL BOLGER 1938–2013



Bill's 30 years (1973-2013) as head of the Department Of Visual Communications at the National College of Art and Design (NCAD) meant that he was a mentor for generations of graphic designers. In this way, his influence reached into a great array of types of publications.

His sudden death on Thursday 18 April 2013 means for us not just the loss of a trusted friend and adviser, but also of a much-appreciated collaborator. He carried out his work for us, and for all the other publishing houses who were clients, with great dedication enlivened by a wondrous capacity for humour.

His own private practice as a designer was equally wide-ranging and diverse. He had a close friendship with The Columba Press, designing their logo and promotional materials as well as all their book covers. He designed also for Veritas Publications and for Gael Linn as well as album covers for Clannad. In addition, Bill worked for An Taisce and for the National Gallery of Ireland. His work with An Post began when he supervised a student project at the NCAD to produce the logo for the company. In more recent years he greatly enjoyed contributing as a member of the Stamp Design Advisory Committee.

Reflecting on the years of working with him, Gregg Ryan offered a tribute which echoes the experience and thoughts of all who knew Bill:

"Bill was one of that rare mixture of understated expertise, talent, wit and compassion – and with a deep spirituality too. He wore none of his virtues on his sleeve, and we all found ourselves sharing the same humour, hospitality and appreciation for a job well done. His devotion to his wife, the late Eithne, in her declining years was inspirational to us all, as was his love and encouragement of their daughter Mary Ann, who has inherited his talent and warm personality."

Bill's beloved wife Eithne died in July 2011; and he is survived by their daughter Mary Ann with her fiancé Eduardo, and by his sister and brother and their families. To all we extend our sincere sympathy and our lasting appreciation of a man of beautiful talent and loyalty, commitment and humour.

