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CANADA



4TH/FEDERAL/PROVINCIAL
DESIGN MEETING

PRE-MEETING MATERIAL

Hyatt Regency Hotel

Vancouver, British Columbia

January 23 & 24, 1975

PRE-MEETING MATERIAL

- 1. Introduction by Robbins Elliott
- 2. Conference Agenda
- 3. List of Invited Participants
- 4. Industrial Design Policy for Canada
 - a. Product Development Incentive Program
 - b. Design Application in the Provinces
 - c. Design Research
 - d. Design Education
 - e. Design Awareness
 - f. Design Management
 - g. Design Through Procurement
 - h. Design Promotion
 - i. Design Liaison
 - j. Design Co-ordination
- 5. Office of Design Activities
- 6. Provincial Reports
 - a. British Columbia
 - b. British Columbia Design Council
 - c. Alberta
 - d. Saskatchewan
 - e. Manitoba
 - f. Ontario
 - g. Québec
 - h. New Brunswick
 - i. Nova Scotia
 - j. Prince Edward Island

December 23, 1974

Your file Votre référence

Our file Notre référence

62/311

Dear Provincial Colleagues

I am pleased to have this opportunity to address you in advance of our 4th Federal-Provincial Design Meeting to be held in Vancouver, British Columbia on January 23 and 24, 1975.

This pre-conference material has been developed to help us all prepare for a productive and concentrated meeting. I want the Vancouver meeting to meet all your individual needs, recognizing, of course, that these will vary appreciably from province to province. We have reached, I believe, an important crossroad in the development of design in Canada; that being the division of responsibility and activities between Federal and Provincial representatives in the promotion and encouragement of this needed discipline. It is hoped that we can develop appropriate policies and strategies at the Vancouver meeting so that this cooperative program may develop into an effective instrument of government policy.

A key component comprising the pre-conference material are the various Provincial summaries that were available at publication time, reporting on the state of design in each area and discussing 1975 plans and programs. Also included is some material which the Office of Design has developed on a proposed Industrial Design Policy for Canada, together with various papers which form the rationale for that policy. We are attempting to have this policy adopted and endorsed at senior management levels of our Department before early January, and then hopefully to secure your concurrence so that the formulation of mutually acceptable objectives can be translated into a truly national policy statement to which you and the departments you represent can relate.

Yours sincerely

Robbins Elliott General Director

Jobbus Emas

Office of Design

Ottawa, Canada K1A 0H5

FEDERAL/PROVINCIAL DESIGN MEETING

JANUARY 1975

VANCOUVER HYATT REGENCY HOTEL

TENTATIVE AGENDA

Wednesday,	January	.22

7 p.m.

Reception and Dinner (hosted by

British Columbia)

Gary Lauk; Minister of

Industrial Devmt., Trade and Commerce

The Honourable

Place to be determined

Thursday, January 23

8:00-9:00 a.m.

Breakfast -

Plaza West Ballroom - Hyatt

9:00-9:15 a.m.

Opening address and welcome

The Honourable Gary Lauk

9:15-9:30 a.m.

Introductory remarks by Chairmen

Robbins Elliott David Eggleston

9:30-10:30a.m.

The attitude of the small manufacturer to design and its use--how to work with a design consultant and the role of the

Manufacturer/ Manager to be selected

consultant

Discussion and questions

10:30-10:45a.m.

Coffee Break

10:45-12:15

Presentation and Discussion of the Manitoba Product Design and Development Program

15 min.

(a) Organizational and Administrative background

John Norget

35 min.

(b) Case study of the Program

Manufacturer and team member

in action

20 min. (c) Results, evaluation and spin Julius Hueniken offs John Norget

20 min. (d) Questions and discussion

12:45-2:15 p.m. Luncheon National Design Council Report on Sonja Bata Highlights of 1974-75

2:30-3:30 p.m. Three simultaneous workshops

Leader and Reporter respectively

Lord Byron Room

1. Considerations for establishing a provincial design function to identify and approach manufacturers re design improvements

Julius Hueniken David Eggleston

Tennyson Room

2. Techniques of Design Promotion: how-to, benefits and pitfalls

Guy Simser John Norget

Kensington Room

3. Provincial Design Resource Centres/libraries, data/file records-problems

Bill Mantle Peter Brett

3:30-3:45 p.m. Coffee Break

Plaza West Ballroom - Hyatt

Reports of workshops, questions 3:45-5:00 p.m. and discussion

5:00-6:30 p.m. Free time

6:30 p.m. Bus to Burnaby Gallery to see "Shape of Things Now" exhibit

8:30 p.m. Return bus from Gallery to Hyatt

Friday, January 24

8:00-9:00 a.m. Breakfast

Plaza West Ballroom - Hyatt

9:00-9:45 a.m. Statement on proposed Industrial Lubor Drahotsky Design Strategy

Friday, January 24 (continued)

9:45-10:15 a.m.	Part I of General Discussion on the	Chairmen
	respective roles of the Federal	
. ·	and Provincial Design Offices	

- Cooperative Programs
- Joint Federal/Provincial
- Joint Provincial

10:15-10:30a.m. Coffee Break

10:30-11:15a.m. Part II of <u>General Discussion</u> on roles of Federal and Provincial Design Offices--Federal material support

Chairmen

- brochures-
- themes for displays
- advisory services, research etc.

11:15-12:00 noon The IT&C Regional Office and the information and assistance it can provide.

Jim Murray

12:00-1:30 p.m. Informal luncheon

1:30-2:00 p.m. The IT&C line branch attitude toward effective use of design-or how to get your department to help you with your task

Speaker to be selected

2:00-2:45 p.m. The Issues in Design Education-Federal, Provincial, long term,
target groups and priorities,
mechanisms

George Rolfe and Jack Swann

2:45-3:30 p.m. Workshop--general discussion on how to develop a comprehensive design awareness program (education of industry and consumer)

Bill Mantle

3:30-3:45 p.m. Coffee Break

Friday, January 24 (continued)

3:45-4:15 p.m.	Series of <u>brief</u> status reports on:	
	(a) IDAP and related financial incentive programs	Bob Eytel
	(b) Improved Design through government procurement	Bob Eytel
	(c) Record of Designers	Jack Swann
	(d) Relations with ACID	Jack Swann
	(e) New design society	George Rolfe
4:15-4:45 p.m.	Questions and discussion on provincial reports and on fore-going status reports	
4:45-5:00 p.m.	Concluding remarks by Chairmen	David Eggleston Robbins Elliott

PARTICIPANTS LIST

PARTICIPANTS LIST (tentative)

PROVINCIAL REPRESENTATIVES

British Columbia

- The Honourable Gary Lauk, Minister of Economic Development

- A. L. Peel, Deputy Minister of Economic Development

- David Eggleston, Executive Director, Business Development,
Department of Economic Development

- George Baker, Director, Information Dervices, Department of Economic Development

- Blythe Rogers, Chairman, Design Council of British Columbia

 Carolyn Nicholson, Executive Secretary, Design Council of British Columbia

Alberta

- Werner Wenzel, ADM Economic Development, Department of Industry and Commerce
- Roy Leer, Director of Professional Services, Industrial Development Branch

Saskatchewan

- Bob Patterson, DIrector, Business Assistance Branch, Department of Industry, Trade and Commerce

Manitoba

- Ian Blicq, ADM, Department of Industry and Commerce
- John Norget, Executive Secretary, Manitoba Design Institute
- Debbie Lexier, Director, Design Management Centre, University of Manitoba (observer)
- Dave Johnson, Marketing Specialist, Manitoba Product Design and Development Program (speaker)
- Bill Mitran, General Manager, Parkland Plastics (speaker)

Ontario

- Hugh Forbes, Section Manager, Technology Branch,
Division of Industry, Ministry of Industry and Tourism

Québec

New Brunswick

- Bill Bryden, Acting ADM, Department of Economic Growth

Nova Scotia

- Peter Brett, Executive Secretary, Nova Scotia Design Institute
- Terry Ball, Director, Industry Services Branch,
 Department of Development

Prince Edward Island

- Don Smith, Design Consultant to P.E.I. Market Development Centre
- Stan Hayes, Group Manager, Industry, P.E.I. Market Development Centre

FEDERAL REPRESENTATIVES

Department of Industry, Trade and Commerce Office of Design

- Robbins Elliott, General Director
- Bob Eytel, Chief, Application Division
- Guy Simser, Chief, Capability Division
- Julius Hueniken, Senior Design Consultant
- George Rolfe, Senior Design Consultant
- Jessie Falconer, Design Liaison Co-ordinator

(other)

- Lubor Drahotsky, ADM, Industrial Policies
- Jerry Doyle, Chief, Furniture Divison, Textiles and COnusmer Products Branch
- Harry Traynor, Information Services Branch
- Jim Murray, /Vancouver Regional Office (speaker)
- Anne Pollock, Vancouver Regional Office (speaker)

National Design Council

- Sonja Bata, Chairman
- Phil Weiss, Secretary General

Department of Supply and Services

- Douglas Marshall (observer)

Department of Consumer and COrporate Affairs

- Jane Johnson (observer)

INDUSTRIAL DESIGN POLICY FOR CANADA

AN INDUSTRIAL DESIGN POLICY FOR CANADA

Objective

To develop and extend throughout Canada the effective use of design in secondary industry.

Scope

Nationwide involving national government and all ten provincial governments working co-operatively.

Nature of the Problem

The problem is to formulate workable methods and techniques by which Canadian manufacturers will be persuaded to make design an integral part of their strategy, notwithstanding the traditional impediments of limited market size, an inadequate technology base, a poor climate for investment, improper location of industry, tarif and non-tarif barriers, inadequate management skills, and the multi-national corporation.

Components of a Canada Design Policy (A seven-point program)

- 1. To add the design function to the range of services available to small industry the design function should, in part consist, diagnostic services, design incentive services, and design reward or encouragement activities.
- 2. To develop and secure agreement on product categories likely to achieve market success, with provision made for regional differences.
- 3. To establish a design data base (information available on single companies) common to all Provinces.
- To secure agreement on the nature of the interface with manufacturing establishments.
- 5. To make industry-wide or product category studies to develop information on current and future market opportunities.
- 6. To consult with the three national design associations Association of Canadian Industrial Designers, Interior Designers of Canada, Graphic Designers Society of Canada.
- 7. To secure endorsation from all participating governments in a 1975-78 program comprising the following principal activities:

- a) Product Development (incentive program)
- b) Design Use (PD&D)
- c) Design Research
- d) Design Education (establish) new university or community college courses)
 - e) Design Awareness (develop 3 year orientation program with high schools through provincial departments of education)
 - f) Design Management (extending provision of courses in management of design to west coast and Atlantic area)
- g) Design Scholarship (add 2 provincial reps to OOD jury with a view to eventual financial participation in the provision of scholarships)
- h) Design through Procurement (establishing a design use pattern in the procurement of better products)
- i) Design Promotion (publications & brochures; lectures; seminars; exhibitions; awards; centre; design index)
- j) Design Liaison (with universities, professional groups, associations, other governments)
- k) Design Coordination (fulfillment of complete network of 11 design offices by 1978)

IT&C PRODUCT DEVELOPMENT INCENTIVE PROGRAMS

Objective:

To formulate a comprehensive and flexible Product Development Program to assist Canadian manufacturers in the development of new or improved products or processes.

Problems:

At the present time, a proliferation of individual Product Development Incentive Programs exist within IT&C. Because of the varying criteria and administrative procedures, the promotion and administration of these programs are somewhat ineffective and cumbersome. It is difficult for the manufacturer to determine which program to apply for -- and many worthwhile potential projects fall within the "cracks" that exist between the programs. Many confusions of a similar nature exist within the Department.

Existing Conditions:

At the present time, a report being studied by senior management recommends the consolidation of PAIT, IDAP and DIP into one comprehensive Product Development Program, which is intended to be more flexible and more responsive to the needs of industry. The Office of Design has whole-heartedly recommended the adoption of this new program, even though the IDAP Program, as a separate entity, would cease to exist.

Alternate Actions:

- 1) Encourage senior management to initiate the proposed consolidated program as soon as possible.
- 2) Provide a continuing design advisory input into this new program to insure that design considerations are properly integrated into the over-all scheme.
- 3) For the present time, issue the new IDAP brochure and continue with a series of IDAP promotional efforts in order to sustain and increase participation in the program. (It is difficult at this point in time to anticipate when the consolidated program will be launched.)
- 4) Indicate in a general way to our various audiences that IT&C is making a comprehensive study of the various Product Development Incentive Programs with the intent of initiating major improvements in scope and application.

DESIGN APPLICATION IN THE PROVINCES

Objective:

To create a receptive environment for the application of good design principles in both the provincial government and regional industry.

Problems:

Good design as it applies to manufacturing and marketing activities has not yet been fully recognized by company executives in the various provinces to the extent that products are competitive with foreign imports within Canada or on the export market. In addition the procurement procedures of the various provincial governments do not utilize the advantage good design can have on all products specified.

Existing Conditions:

The major percentage of manufacturing firms in the various provinces consists of small and medium size firms, many of them managed by the original group of entrepreneurs or by management teams recruited from within the company. Exposure to good design practices frequently is limited to visits to foreign markets or a comparison with competitive import products. Various provincial governments already have or are currently in the process of establishing a design office which can assist in establishing an awareness for good design to the industry and in actually making companies familiar with the process of design application.

Alternate Actions:

- 1) Support provincial government activities by way of financial grants and advisory activity.
- 2) Produce literature, audio visual material and exhibits which can effectively communicate good design principles to company managements.
- 3) Conduct seminars and workshops on regional basis in close co-operation with provincial authorities.
- 4) Utilize the services and regional understanding of the IT&C regional offices in bringing awareness for good design to the industry and provincial government officials.

DESIGN RESEARCH

Objective:

To research, analyze, evaluate and develop policy proposals in specific areas of industrial design opportunity in order to directly aid in the development of strategy, decision-making and implementation programs of the federal and provincial government design organizations.

Problems:

Even with the present rate of growth and diversity of Canadian industry, no adequate information data base has been developed on areas of industrial design opportunity, the volume of industrial design that should be carried out in Canada and the national and international market potential for well-designed products. In addition, extensive design research is required to develop product categories likely to achieve current and future market success. These research programs must be developed in cooperation with all provincial governments working cooperatively.

Possible Research Program Initiatives:

- 1. Conduct industry wide studies in key product category areas to determine current and future market opportunities for industrial design.
- 2. Quantify the volume of industrial design that should be carried out in Canada.
- 3. Quantify the national and international market potential of well-designed products.
- 4. Conduct research to identify areas of emerging concern and present recommendations for policy formulation and action.
- 5. Analyze design advisory services to ensure maximum contribution from within the federal government.
- 6. Analyze and evaluate the impact and cost-effectiveness of a variety of design awareness Communications programs with specific audiences in Canada and abroad.

- 7. Conduct educational research in specific areas to assist in the development of a design education strategy and policy.
- 8. To evaluate the attitude and impediments of secondary industry towards the use of industrial design and in concert with Communications experts, to develop approaches to mold the opinions towards positive actions.
- 9. Continue to utilize and refine available information systems and resources, such as the CAN/SDI retrospective search system.

DESIGN EDUCATION

Problem

- A) limited opportunity for obtaining a professional training
 education to undergraduate level in industrial design
- B) shortage of qualified industrial designers to service industry (potential)
- C) absence to a large extent of any reference to the subject of design in all three levels of education, i.e., primary - secondary - university
- D) proliferation of 2 3 year design courses at diploma and certificate level and the question of quality and rationalization
- E) relationship between profession of design and design education

Potential

- a) development of 2 or 3 new undergraduate courses in industrial design and one graduate program over the next four years
- b) integration of design "philosophy methodology" in all levels of education
- c) development of specialized "design" courses for use by teachers at all levels
- d) development of quality standards for use by colleges teaching design; the levels to relate to international standards, professional and business requirements
- e) introducing a program proposal of rationalization in order to help lower education costs, raise standards, and concentrate capable teachers and the best equipment in selected locations
- f) to bring practicing designers into the education process and conversely move students out into the "real" world, i.e., sandwich courses

Alternative Course of Action

- . (mandatory not alternative) enlist the aid of the provincial departments of education
- create a Design Education Advisory Committee to advise this Office
- to work directly with school boards to establish design education models

Recommendations

- 1) establish a Design Education Advisory Committee
- 2) carry out research to establish validity of A & B
- 3) establish support of educational authorities to develop program to rectify C & D
- 4) work through professional societies (teachers & designers)

November, 1974

DESIGN EDUCATION

(AWARENESS)

THE PROBLEM

The problem implicit at the time of enactment of the bills governing the Department and the NDC is that Canadian industry did not give as much regard to the design of its products as other nations with whom we engage in trade and commerce. The Acts specifically require us to frame objectives and activities to aim at these goals:

To promote and assist:

- the utilization of improved industrial design
- an awareness in industry and the general public of the need for good design
- improvement in the design of Canadian products

Supporting goals in the Acts are: To promote and assist:

- product and process development
- greater use of modern management techniques

A more direct statement of the problem, around which objectives may be framed, must be related to the different situation between that time and now.

There is still not a sufficient awareness of the value of good design among industrialists to make it a natural consideration in the management process.

There is still no element in the training of management that ensures that whatever consideration is given at present to the value of good design is supported by future managers.

The ratio of designers available to industry is still below that of Canada's trading competitors.

The training of designers in Canada is still below the standards obtained by those in competing countries.

The accreditation of competence in designers of all disciplines is still an uncertain area.

The level of awareness of good design in the general public is still below that required for the encouragement of a sound domestic market from which export trading ventures may be confidently launched.

Whatever advances are made toward the goals are not sufficiently well know outside of Canada.

THE POTENTIAL

The potential may be expressed in this way.

There is now a general, though not strong, awareness that successful competition in world and domestic markets demand an application of good design principles.

There is now a sound base of Canadian educational institutions from which the future expertise required by industry may be drawn, which has already substantially increased the numbers of practising professionals.

There are distinct indications that the professional designers practising in Canada are about to gain a maturity equal to the professional conduct and delivery of those practising in other countries.

There is now a growing awareness in those institutions that train designers that a uniformity of standards is desirable so that general standards can be measured and raised.

The general level of awareness of good design has risen since the Acts were written and now provides at least a reasonable base from which new programs may be devised.

ALTERNATIVES

From this statement of the Problems and Potential that still exist, these courses of action can be taken in the area of Design Education. Bearing in mind that the jurisdiction in the field of education resides in the provinces, the Office of Design must limit itself to advice and assistance.

Therefore the central objective of the Design Education Program may be fairly stated as:

- to promote and assist provincial programs of qualification and acceptance of more and better trained designers available to service Canadian industry so that the present ratio may be brought closer to that in other developed nations.

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To this end these activities are recommended:

- 1. The provision of a mechanism to provide an up-to-date information anlysis and exchange on matters relating to design education and practice between the Office of Design, the educational community, the practising professionals, and the general public.
- 2. The encouragement and assistance of an academic climate within universities that would allow the acceptance of design studies as a scholarly pursuit that has relevance to many disciplines.
- 3. The promotion and assistance of formal exchanges of information and views between provincial authorities concerned with design education on what should constitute a common body of know-ledge at graduation and what basis should pertain to the formation of criteria for the recognition of post-graduate studies.
- 4. The encouragement and assistance of colleges and universities to achieve a recognizable relationship between their respective courses that pertain to design.
- 5. The encouragement and assistance of various bodies and sectors to produce learning materials and teaching aids for the educational community to enable the courses taught to move closer to a common core, thus creating a wider acceptance of professional designers qualifications.
- 6. The encouragement and assistance of provincial authorities to produce a series of guidelines, with resource lists, to assist in the development of suitable curriculum for design oriented courses or course content at the Primary, Junior, Intermediate and Senior levels.
- 7. The encouragment and assistance of provincial authorities to produce similar guidelines to those described above for use at the post-secondary level.
- 8. The promotion and assistance of industrial competitions, bursaries and other activities, to facilitate exchanges of information and views between industry and students.

RECOMMENDATIONS

The central need in all of these activities is an accurate and easily retrievable bank of information and analysis of that information. This is not limited to the flow and retrieval within the office, but is central to the whole spectrum of activities. No confident decisions may be made without it. Further, it is vital to the process of program and activity evaluation.

The first recommendation, then, is that activity number one be regarded as having the highest priority.

The jurisdictional constraints on Federal programs in the field of education make it improper for a Federal agency to engage in direct programs. Therefore, the promotion and assistance of activities within Provincial jurisdiction can only take the form of the promotion of an idea or objective and on general agreement, and assistance to carry it out.

The second recommendation is that activities which fall in this category give priority to the assistance at the operating level, seeking agreement through promotion only at the policy level.

A very strong need in the actual teaching programs at all levels is for learning materials and teaching aids.

The third recommendation is that means through the programs of other departments be sought to provide assistance in this area.

DESIGN MANAGEMENT

The Problem

Canadian Management in industry, commerce and government is not fully exploiting the economic and social values available from the use of good design and design management practices. Design is considered to be an added rather than integral part of management's strategy and tactics to achieve its goals. In most organizations design decisions are made by people with inadequate knowledge and no continuing or delegated responsibility for making these decisions; and little knowledge and few policies or procedures exist in most Canadian organizations for carrying out a design management function.

Potential (Objectives)

- 1. To improve the capability of members of industry, commerce and government to utilize, manage and benefit from design activity.
- 2. To help members of industry, commerce and government become aware of design, and the available design talents, techniques and services upon which they may call to assist them to achieve their organizational objectives.
- 3. To show members of industry, commerce and government how, when, where and why to use design effectively as part of an overall management effort to achieve corporate and institutional goals.
- 4. To influence the attitudes of members of industry, commerce and government so they will incorporate appropriate policies and procedures into their operations so as to foster the productive use of design talents.

Alternative Course of Action (Possible Courses of Action)

- Design Management Courses for executive development government and industry.
- 2. Design Management Courses academic graduate and under-graduate.
- 3. Introduction of Design Management information into relevant existing courses -- executive development courses, undergraduate and graduate academic courses, training courses for government management personnel, small business management training courses.

- 4. Sponsorship of seminars aimed at selected groups of industry activity and at selected industries.
- 5. Co-sponsorship of seminars with industry, trade, professional and consumer and government agencies to promote 'design awareness'/benefits to specific groups.
- 6. Development of basic Design Management criteria checklist for small companies who cannot/will not afford use of professional design services (a 'what to do 'till the doctor comes' type of publication).
- 7. Development of Design Management checklists for people involved in specific corporate activities (purchasing, marketing, distribution, production).
- 8. Introduce material (chapter) on Design Management into textbooks on Business Management, Marketing, Purchasing manuals.

Recommendations

- 1. Support one top-notch Design Management Course directed to industry. Adequate person-to-person promotion should be done to ensure required participant revenue to make course reasonably self-supporting.
- 2. Develop Design Management Course into a text for members of industry and for educators.
- 3. Develop Design Management material for easy inclusion into existing relevant Executive Training Courses. This material could also be introduced into existing adademic (graduate and undergraduate) courses.
- 4. Develop 6 and 7 above.
- 5. Explore possibility of Toronto Design Management Course being implemented in Vancouver and Maritimes on visiting basis.
- 6. Electrohome or similarly sponsored lectures should be resultoriented. Speaker should be a satisfied user of Design Management techniques and designers. Designers should not be <u>key</u> speakers.

DESIGN IMPROVEMENT THROUGH GOVERNMENT PROCUREMENT

Objective:

To utilize the economical leverage of being major procurers of government to improve the design of products produced in Canada.

Problems:

The Federal Government, through Supply and Services Canada and other departments and agencies, is the largest procurer of products and services in the country. The provincial and municipal governments are other major procurers. However, in most cases, procurement is based on lowest bid or price, with some secondary considerations given to reliability of source, quality, etc. Only nominal consideration is given to how the design of the purchased product best meets the needs of the end user.

Existing Conditions:

At the various levels of government procurement, in addition to the demand for lowest price, the issuance of tight design specifications perpetuate obsolete designs and stifle innovation. In many cases, the products produced for government orders deviate from the company's usual production methods and are uneconomical operations per se but are nevertheless accepted by the manufacturers in order to remain in consideration as government procurement sources.

Within Supply and Services Canada, a number of furniture and furnishings committees exist on which the Office of Design is represented. In some cases, user design considerations are gradually being incorporated on a more sophisticated basis, approaching the establishment of performance specifications as opposed to design specifications.

Alternate Actions:

- 1) Encourage the approval and facilitate the implementation of a proposed program to improve design through federal procurement practices jointly proposed by Supply and Services Canada, the Ministry of Science and Technology and the Department of Industry, Trade and Commerce. The latter Department is designated to provide the funding.
- Encourage the provincial governments to take similar actions as outlined in (1).
- 3) Encourage the user departments of the Federal Government to more thoroughly analyze their product requirements and define them in the form of performance specifications.
- 4) Develop the concept of life-cycle costing and the inclusion of other than the obvious economic considerations, such as pollution, safety, etc. in procurement considerations.
- 5) Develop other techniques whereby government suppliers will be encouraged to submit for approval concepts for design and cost-reduction improvements on government products they are producing.

DESIGN PROMOTION

Objective:

To achieve a high level of industrial design awareness and acceptance in key Canadian secondary industry sectors by using a variety of communications media and promotional programs developed in close cooperation with all ten provincial design organizations.

Problems:

- most communications programs are developed by the federal government as an overall umbrella with little imput and guidance by provinces
- promotion programs are developed on the basis national appeal rather than relating to specific regional design problems
- distribution systems remain crude, specialized and miss many key audiences
- design promotion literature and information must be educational and instructional rather than persuasive and general in approach
- as production costs continue to rise, communications programs will, by necessity, become more cost effective
- no clear policy and distinction between federal and provincial roles in area of design promotion
- communications programs must be keyed directly to meet prime objectives of the Office of Design

Possible Design Promotion Initiatives:

- 1. develop and have accepted a coordinated national-provincial two year design promotion and communications program in which the Office of Design would provide the leadership role
- through research and evaluation programs. continue to refine and explore new avenues of attitude influencing within the manufacturing community
- 3. continue to develop a broad communications media mix, trade press specialization and a retail approach to publications, while using the popular media for opportunities.

- 4. complete a feasibility study of initiating a design and information centre
- 5. initiate a regular Canadian Design Magazine for Canadian secondary industry which would have substantial provincial inputs
- 6. develop a national industrial design products award and exhibitions program in concert with the provinces as a prime attitude and influencing device with secondary industry

Design Coordination

Objective

Fulfillment of a complete network of eleven cooperating offices of design by 1978, to assist industry to benefit from industrial design on a regional basis.

Problems

- 1) Lack of conviction that a provincial design office would serve any purpose in those provinces having little secondary industry
- Provincial uncertainty about local design needs and priorities, leading to uncertainty about how to structure a design office and program
- 3) Shortage of funds to set up an office and implement a program really a result of (1) and (2) since without a plan there is no budget planning and approval.
- 4) Difficulty in finding suitably qualified people to set up and manage design responsibility centres.

Alternative Actions

- 1) Provide provinces with constantly updated information on available qualified people, on existing or potential organizational structures and programs.
- 2) To provide start-up funding for offices and programs where proper budget planning has been approved for necessary continuing funding.
- 3) To provide advisory assistance in the development of objectives and programs and in program implementation and evaluation.
- 4) To provide and exchange information on any design topic on request, or as appropriate.
- 5) To conduct research in areas of value to the provincial offices.
- 6) To provide advice and assistance in conducting seminars for a wide variety of target groups, but primarily industry groups.
- 7) To provide a promotional and informational publication service to better satisfy provincial needs.
- 8) To assist in the establishment of contacts with experts in various design fields.
- 9) To assist provinces with exhibits, displays and promotional undertakings generally.

Recommendations

- 1) Gather information on and periodically reassess provincial needs and priorities, or potential needs and priorities where not already established
- 2) Gather information likely to serve these needs and priorities, evaluate and disseminate the information.
- 3) Conduct research in areas where no useful information exists.

LIST OF OFFICE OF DESIGN ACTIVITIES

DECEMBER 1974

The following activity list, broken down into the three divisions, has been prepared to assist provincial representatives in identifying areas of mutual interest or areas of duplication where further cooperation or discussion is warranted.

APPLICATION DIVISION - (Bob Eytel)

- . General IDAP policy and administration.
- . Advisory and liaison activities in Quebec (Provincial Government and private industry).
- . Divisional representative on R&D program consolidation committee.
- . General liaison with line branches.
- . Continuation of Product Design Seminars (with line branches),
- . Development of Industrial Design Strategy.
- . Processing of IDAP applications pertaining to urban transportation and related areas.
- . Urban transit design advisory functions.
- . Advisory and liaison with design functions in provincial governments and IT&C Regional Offices.
- . Adivsory and liaison with Product Design and Development Programs in various provinces.
- . Tourism design services (Federal Government).
- . Continuing participation on various D.S.S. committees (furniture).
- . Project Director for 'Home activity' section on NDC Design Assembly Task Force.
- . Coordination with D.S.S. on Federal Procurement Program.
- . Design Advisory Services to Canadian Prison Industries.
- . Liaison with design functions within U.S. Federal Government.
- . Liaison with I.D.S.A.
- . Design in Government Produrement.
- . Encourage increased design activity at regional level.
- . Federal Design Assembly February 1975
- . Development of design in work environments.
- . Products for the Handicapped Advisory Services
- . CIDA/UN Intermediate Technology Project Advisory Services
- . PAIT Program Advisory Services
- . Program Decentralization Advisory Services

COMMUNICATIONS DIVISION - (Bill Mantle)

Special Projects

Plastics Industry Seminar Pole Design Information Centre Design Magazine Sports & Recreation Seminar Olympic Coins - Advisory Services Industrial Design Information System ITC-graphic design improvement program Research into Consumer's Guide Mailing list/Information System Designing with Zinc Manual Metric Conversion program Single information sheet program ACID Liaison program Feature Reports (Newsletter) Design Research & Evaluation Retailing Marketing Concept for Publications

Award Programs

Chairman's Award M.D.C.
Look of Books
Crafts Awards
Governor General Award for Engineering Design
ACID product award
Design Awards for Construction/Stainless Steel
Map Design (EMR), Naval Architecture (MOT)

Publicity

trade press program internal publications films audio/visual advertising programs information requests news releases speech writing

Exhibitions

[&]quot;Designed to Be Used", NMST Exhibition "Shape of Things Now" Exhibition

[&]quot;Design Evolution" Exhibition

Publications

Newsletters
Archer Book Flyer
1974 Electrohome Lecture Series and Flyer
Design Education in Canada Checklist
Pulos Book and Flyer
Governor General Announcement Brochure
Trade press reprints
Product Design Case Studies (6)
Case History folder
Scholarship Announcement Folder
CEGIR Case History Booklet
AGO Canada Tour Exhibition Folder
Guest-Room Handout

Additional publications:

Interdesign 74 book Restaurant manual Design Assembly material Fed/Prov. proceedings

CAPABILITY DIVISION - (Guy Simser)

DESIGN EDUCATION DEVELOPMENT

Post Secondary Education - Non-Design Programs

. Design awareness activity directed to existing academic programs.

Post secondary education - Design Programs

 Expansion and development of design programs universities and colleges (grants and advisory service).
 Post Graduate Education

. Establishment of design education at post graduate level. Further Education - Non-Designers
Further Education - Designers

. Development of design awareness course - mid-career. Educational Authorities Liaison

 Liaison with government & professional organizations to include subject of design in educational programs.
 Public Design Awareness

. Generate material and programs to foster a better understanding of design by general public.

Publications

Framework for industrial design education.
Design School Profiles
International Industrial Design School Index
Design Career Guidance Manual
Consumers Guide(s)

Research

State of design education in Canada

Seminars

Post Secondary Design Education Seminar Secondary School Design Education Seminar Elementary School Design Education Seminar Design Teachers Training Seminar Adademic Associations Seminar Guidance Counsellors Seminar Home Economics Teachers Seminar Consumer Associations Seminar

DESIGN MANAGEMENT DEVELOPMENT

Policy Makers - Private Sector

. Courses in design management.

Working Management - Private Sector

. Courses in the application of design management (manpower and immigration training agency involved).

Publications

A guide for development, operating, and promoting a design management course - (operational).

A guide and compendium of design management material - (materials guide).

Statement of objective for the working management project. Course curriculum for the working management project.

DESIGN AWARENESS DEVELOPMENT

Design as Part of Existing academic courses - "plug in" in kits.

Design as part of existing business courses - university level
- "plug in" kits.

Design as part of non-academic business courses - management development agencies.

New courses in design for use by non-academic teaching agencies.

Publications

Statements of Objective

. These are required in order to communicate with those concerned in the four projects above.

Seminars

Aimed at selected industries and to be complementary to design management activity.

Probable Industries:

- . domestic furniture
- . rubber and plastic products
- . capital equipment
- . wood products
- . packaging
- . footwear and garment industry
- . small appliances

Aimed at individual professional groups: (examples)

- . Purchasing Management Association of Canada
- . Retail Merchants of Canada Inc.
- . Packaging Association of Canada
- . Canadian Institute of Management Consultants
- . C.M.A.

Public Servants

Courses in design awareness.

Research

The State of Design - by Province

Design Canada Scholarships Design Canada Grants Design Internship Program Record of Designers

Design Liaison

Vancouver Federal Provincial Design Conference
Line Branch "Designed to be Used" Seminars (with P. Lee)
Support Staff Orientation Sessions (last one of series this month)
Liaison - ongoing - with provincial responsibility centers and
potential centers.
Developing liaison with departments of education.

Develop liaison with Trade Commissioners to obtain information.

Develop liaison with professional and industrial organizations.

Develop design programs with management training agencies (private sector).

PROVINCIAL REPORTS

The use of Industrial Design in British Columbia is still very much in its infancy. To this point in time, the Provincial Government has been unable to assign a high priority to this function and has not yet created an Office of Design, or similar function.

Relatively few companies in the province have registered designers on their staff, and this is a major reason for a lack of understanding of this whole subject within industry in the province.

Where companies do recognize the advantages of an emphasis on design, quite frequently designers resident in Central Canada have to be utilized, due to lack of appropriate talents in B.C.

At the beginning of 1974 the Provincial Department of Economic Development, together with the Federal Government Department of Industry, Trade and Commerce, agreed to subsidize the activities of the B.C. Design Council, and are sharing in the operational costs for that group in this calendar year.

The Department is hopeful that in 1975 it will be able to initiate a product design and development group in Vancouver which will then be required to give appropriate emphasis to this area. It is certainly our feeling that only such a full time commitment between Departments will ensure that provincial manufacturers are both made aware of the benefits of design and also to utilize it to the fullest in the product planning.

Recognizing that very few provinces have on staff people with design capabilities, I believe it would be most useful if the Office of Design in Ottawa were to initiate a program whereby it would make available a design expert from its own staff to the individual provinces, for a one or two year period. In that time the specialist would be charged with finalizing the design function within the provincial government and initiating the activities required to make provincial manufacturers more aware of the value of design, and more able to utilize it in their operations.

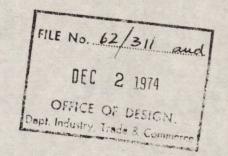
Once that introductory period were over, it would then be highly appropriate for the provincial government to take over this function and staff and finance its operations.

David Eggleston
Executive Director
Business Development

Department of Economic
Development - December 1974

DESIGN COUNCIL OF BRITISH COLUMBIA

November 28, 1974.



Ms. Jessie Falconer,
Design Liaison Coordinator,
Office of Design,
Department of Industry, Trade, and Commerce,
Ottawa, Ontario.

Dear Mrs. Falconer,

Here we are at last--with some comments relating to your questions about the provinces and design. I have combined Blythe's list of ideas which he passed to me before leaving for the East on Thursday and some of my own thoughts and hope that this will be of some use to you.

Notes on Design Happenings in the Province of B.C.

1. a Government

There is no official Government design coordinator or office for design in the R.C. government at the present time. A government representative from Economic Development is on the Council but has not attended meetings for some time. To date only the first installment of the promised grant to the Design Council has been received from the province. The Design Council is at present working out of a private home studio on a part time basis.

Government design awareness in projects:

1. new Government buildings-A. Erickson architects

2. Furniture for the above (Wade, Stockdale, and Armour?)

3. B.C. Government ferries Dale Matthews & Assoc. / Seattle interior designer

4. new logo on Hydro buses

5. major Federal Government and Vancouver city, private development of False Creek project, and Granville Island

h. Industry

Some areas of industry seem very aware of design although in many areas there is still trememdous apathy. In the architectural commercial art and craft fields there is naturally more awareness and the results are becoming more evident.

Areas of awareness

- 1. Logging equipment (ie. Chip-n-Saw) and related forest product equipment (portable spar poles, power saws)
- 2. truck manufacturing-very successful (Kenworth, Hayes, White)
- 3. sailboat, small boat, fish boat building industry successful due to some export

4. larger marine yards fluctuate (work picture good at the present moment)

5. new department of Ocean Engineering at B.C. Research Council

6. due to isolation, many furniture manufacturing companies (small) have succeeded (ie. Laidlers, Small and Boyes, Cyril Birch)

c. Commerce

Design awareness is much more evident in the commercial sector than it was five years ago and some good products and good graphic and display approaches are evident—due to both local and international talent.

Areas of awareness

- 1. Graphics are good in relationship with other areas of North America.
- 2. Eatons new store

3. new hotels (Regency Hyatt)

4. some small grocery chains successful (Stongs)

5. Renaissance occurring on 4th Avenue--leather, wool, plants etc.
There are 35 plant stores in the city!

6. large tourist industry

7. the large cosmopolitan population helps the design cause.

8. craft schools and supply shops successful
**area of unawareness: Blythe notes that the furniture
marts are dreadful!!

- 2. The Design Council has sponsored several seminars directed towards manufacturers and industry.
 - ie. Sir Paul Riley of Design Center, London 1968 lday seminar 90 people

Design and IDAP
Doug Kaill 1972 20 people
Doug Kaill panel discussion 1973 72 people
(Profit by Design)

Newsletters are sent out periodically to a mailing list of about

2300; soproxinately 1000 are manufacturers or in the industrial sector. One design index with reports on B.C. products has been circulated and another will so to press shortly together with a special report.

The film "By Design" is being circulated to interested manufacturers and groups at the present time.

Two major projects using industrial designers teams have been held up due to a shortage of approvable venture capital either private or government research and development funds.

3. see enclosed list -- this is a basic program outline subject to change according to the availability of speakers, funds etc.

In the coming months we hope to make a few things happen! We would like to be able to carry out the work as outlined in our budgets, get provincial help in the form of manpower and money, and establish an education policy and try to work toward getting it put into action. Other aims are to try to secure research and development funds for secondary industry and to try to show to the consuming public by means of slides, movies, publication, and exhibition as well as actual products what Design is all about.

4. Design attention is needed in all industries, particularly the smaller ones. We feel the approach used in Manitoba and Australia could work very well in B.C. The larger resource based industries should be made aware of "Design" and how it can affect the attitude of their employees. Macmillan and Bloedel, the largest company in the province, has done an excellent job.

Some items that might merit more concentrated attention

new school furniture, park furniture, planters,
benches etc., office furniture, innovative transportation
equipment (ferries, trains etc.) lighting of all kinds
(especially units for wide use in home and office
situations) also street and sign lighting.

5. Frustrations:

1. the lackluster attitude of the Provincial Government and lack of communication (with the exception of the Department of Public Works) in regard to their future intentions in the matter of Design.

2. The attitude of industry to Industrial Designers and what

they do.

3. Lack of funds and material in the past; lack of an office location with full-time liaison staff. Volunteer representives who already are employed full-time have very limited time available to pursue the activities and work expected of the Council. This is also true of the part time secretarial and bookkeeping help available to the Council.

6. Miss Ann Pollock represents the regional office of the Federal Department of Industry, Trade, and Commerce on the Council and is available to answer queries upon request and is helpful and informative. We are on a first name basis with a number of the people in the Federal office and feel that they understand only too well the problems we are trying to overcome.

Our past member from Public Works, Mr. Rafe Gillett was an industrial designer in the U.K. before coming to B.C. and is sympathetic to our cause. Our present member from the Depart-

ment of Public Works is Don Lindsay.

The one member of the Provincial Government department of Economic Development who has been most helpful is Mr. Don Mollison. To date Mr. David Egglestone has not attended our meetings on a regular basis, nor does any other member of the department. When George Baker attended we were told the Provincial Government was going to hire a design director and start a programme like that of Manitoba. However, there has been silence on this issue for a number of months now so we are 'in the dark' as to any intentions which they may have. We continue with our work and plans as before!

The Office of Design might be responsible for the overall policies, guidelines, and promotion of Design which could be implemented with cooperative programs, and suggestions by the provinces as each has its own particular problems. A Design Council or Board could give guidance and input with ideas, - or philosophies, information etc. from a more general overall point of view.

Hoping that some of this is of use to you, I remain, Yours sincerely,

Canolyn M. Nicholson.

DESIGN COUNCIL OF BRITISH COLUMBIA

Members are asked to give careful consideration to the following, and to come prepared for an in-depth discussion at the next meeting.

PRELIMINARY PROGRAMME PLANS PRESENTED BY EDUCATION COMMITTEE

An outline of programme proposals for the coming months was presented to the meeting by the Education Committee -- Art Corry (Chairman), Derek Franklin, Bob Merriam, Paul Schleicher, Peggy Schofield, Carolyn Nicholson.

Three areas to be considered in education programme:

- 1. Manufacturing
- 2. Consumer
- Education Schools (Suggested that local colleges be involved in supplying resource people for various sections of programmes)

Programme Suggestions:

- Major Lecture involving a noted speaker -- general audience appeal and broad interest. Suggested topic: Colour and Design. Suggested speaker: Faber Birren (Colour analyst and Scientist)
- Manufacturers' and Businessmen's Seminar -- March "Selling Your Product by Design" -- testimonial speaker
 - a) ideas and preliminary design
 - b) product development
 - c) design management
 - d) marketing thrust -- packaging and advertising)

Companies which might provide testimonial information -- Canadian Car, Madill Spar, Comptec, Blue Chip. Contact Office of Design re speaker suggestions.

discussion areas

- Noon hour Lecture Series -- February -- featuring Chairman of Design Council and Design Slide Series
 - * to be held in several locations to serve business areas.

"Design For You" - How industrial design can be used to help you

- 12:00 12:30 Reception
- 12:30 1:15 Luncheon
- 1:15 1:50 Speaker and Slides
- 4. Design for the Consumer or in the home -two or three meeting concentrated workshop, either sponsored or co-sponsored, i.e., extension or district night school.
 - General introduction on interior design for the home a)
 - b) Product, appliance and home furnishings selection
 - Design approaches with plants and flowers in the home
- 5. Education:
 - a) Continuing use of Design Slide Series
 - in schools
 - request lectures -- Burnaby Art Gallery January

- b) Collaboration between DCBC and B.C.Shopteachers Association to produce an annual "Index" of student-designed items.
- 6. Marketing Assistance for Craftsmen
 possible liaison between DCBC and B.C.Craftsmen's Association
 for marketing suggestions and instruction.
- 7. One or Two-Day Seminar on Furniture Design and Manufacture
 - a) General talk -- Stephen Hogbin Sheridan School of Design
 - b) Workshops on aspects of furniture design and manufacturing to suit craftsmen, business, education people. Co-sponsored with B.C.Craftsmen's Association.

The areas outlined will be considered in more detail at the next meeting.

General discussion followed on the directions that education presently seems to be taking, both here and abroad. Steve Harrison commented on what he had observed on his month-long exchange visit with students to an Art School in Amsterdam, Holland. He noted that there were signs of individualism in the work of the Dutch students, but he felt that their training programme as a whole is too traditional and specified.

Mr. Harrison feels that British Columbia's art school design programme must be more generalized in its approach, as there seem to be fewer and fewer specific desk jobs available. He noted that the Vancouver School of Art has "kicked out" the classroom approach, but has not yet completely found a replacement answer.

There is increasing need for people to solve a variety of problems -- and for people who can make things.

Mrs. Nicholson reported that through Mr. Derek Franklin the Council has been approached by Mr. David Peterkin of Douglas College on the matter of an Industrial Design Course for college students. Some members of the Council will meet with Mr. Peterkin and other staff members to discuss the feasibility, merits, philosophy and criteria possibilities for such a course.

"BLYTHE T. ROGERS" Chairman "CAROLYN M. NICHOLSON" Executive Secretary

TENTATIVE PLANS FOR 1975

- 1. (a) Alberta as a provincial government, has demonstrated an understanding of the use of graphics and design.
 - (b) Alberta has barely scratched the surface of industrial and commercial design.
- 2. We are, at this time, in the process of acquiring a Provincial Design Officer and hope to complete formation of the Alberta Institute of Design and its related consulting groups by April or May of next year.
- 3. It is our belief that the small industrial enterprises (those under 15 employees) require first priority as recipients of Industrial Design Assistance.
- 4. The entrepreneurial activity of the small manufacturing enterprises in Alberta suffer from creative syndrome that inhibits their acceptance of any ideas not their own. Basically, these individuals have exceptional technical background in actual fabrication; but have little or no training in costing or budgeting; and the effects of good design.

Paragraphs 3, 6, and 7 have not really affected our efforts to this point, however, we are hoping to achieve some relationship with the Regional Office of Industry, Trade & Commerce by the end of October.

As to our preliminary thoughts on the future of the respective roles of the provincial design responsibility centre and the Office of Design; I believe that the provincial officers responsible for industrial design will have their problems in proving the economic desirability of designs. We will have to depend on the Office of Design for co-ordination and guidance for the achievement of a recognizable "Canadian Design".

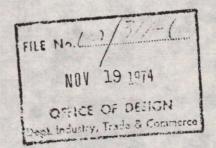
Roy A. Leer Director of Professional Services Industrial Development Branch Department of Industry & Commerce DEPARTMENT OF INDUSTRY AND COMMERCE
OFFICE OF THE DEPUTY MINISTER

Saskatchewan Power Building Regina, Saskatchewan S4P 2Y9 R.L.E. NOV 20 1974;

November 14, 1974.

Mr. Robbins Elliott,
Office of Design,
Department of Industry,
Trade and Commerce,
Ottawa, Ontario.
K1A OH5

Dear Mr. Elliott:



Our deliberations, prompted by the interest shown by you and by your colleagues, have made us recognize the low level of acceptance of Industrial Design in Saskatchewan and the desirability that this situation be changed. In advance of establishing a permanent product development capability in our Department, it is our intention to mount a comprehensive one-year promotion program, starting January 1, 1975 and having the following objectives:

- to upgrade design awareness within our own Department
- 2. to upgrade design awareness of Saskatchewan manufacturers
- 3. to sponsor model product development programs for two or three selected Saskatchewan manufacturers with the intention being to bring new and innovative products to market within the time frame of the program.

Our Department of Industry and Commerce is organized into three line branches; Industrial Development, Trade, and Business Assistance. The Industrial Development Branch provides technical production expertise to existing Saskatchewan manufacturers and to new manufacturers anticipating locating in the province; the Trade Branch encourages export of Saskatchewan products to other provinces and other countries; and the Business Assistance Branch provides a management advisory service through a decentralized corp of Regional Business

Representatives backed by a business specialists section. These three line branches are supported by two highly competent staff branches; a Research Branch and a Communications and Public Relations Branch. Our initial intention with respect to the introduction of a Product Development and Industrial Design capability was to locate it in a special section within one of the branches, and to hire appropriate staff. More detailed analysis has convinced us that it should be treated, at least initially, as a departmental responsibility, involving the co-ordinated effort of all of our branches.

We intend to commit resources to this Industrial Design Promotion Program as follows:

1. Program Co-ordination

- (a) Mr. Bob Patterson, Director of our Business Assistance Branch, will co-ordinate the program and will provide liaison between our Department and the Office of Design, the Design Management Centre and other provinces. Mr. Patterson has a diversified educational background in mechanical and industrial engineering, management science and economics. During the past five years, his professional career has shifted to emphasis of the latter two disciplines; prior to that, he practiced for some fifteen years as an engineering consultant to the architectural profession. He is therefore very familiar with the design process.
- (b) We will engage the services of Clifford Wiens, an internationally recognized Regina architect and industrial designer, to act as advisor to the co-ordinator and consultant to the program. His contract will also involve participation in seminars and specific design commissions related to the Product Development phase of the program.
- (c) The possibility of establishing a design advisory board will be investigated.
- (d) The program will be evaluated during the later part of the year and more permanent structures will be established.

2. Promotion

(a) The first activity in the program, in mid-January, will be a comprehensive two or three day private design management seminar, to orient and educate our own staff. This will be organized in co-operation with the Design Management Centre and your Office of Design. A second shorter staff seminar will follow in September to evaluate progress and renew enthusiasm.

- (b) A series of design management seminars will be sponsored in the Province, in co-operation with the Design Management Centre.
- (c) Our Communications Branch will mount a comprehensive informational program by devoting the entire January issue of Saskatchewan Business Forum to the theme of Industrial Design and New Product Development. Subsequent editions will complement this initial thrust. In this way we will present the topic to a subscription list of over 25,000 business and related readers. Posters, brochures and advertising will be employed as appropriate.
- (d) The Regional Business Representatives will present the theme on a very personalized basis to their clients and to small trade association and Chamber of Commerce groups.

3. Product Development

(a) The Department will provide comprehensive assistance to selected manufacturers to assure that the theme is actually put into practice. Development teams assigned to each of these clients will draw marketing expertise from our Business Assistance and Trade Branches; engineering and technical personnel from our Industry Development and Research Branches. Industrial design expertise will be provided by the office of Clifford Wiens and the services of other private consultants will be commissioned as requirements demand. We anticipate that funding will be provided under your Industrial Design Assistance Program.

Peter Korol, a marketing analyst in our Business Assistance Branch, will co-ordinate this important phase of our program.

(b) The Department intends to establish a Handi-craft Project Development Centre at the Town of Battleford to serve as a central crafts design and marketing facility. It is intended to apply Industrial Design expertise to this venture in order to achieve a melding of mass production and labour specialization techniques with individual craftsmanship.

We respectfully solicit the support of the Office of Design to assure the success of this program. Our first need is for your participation in our staff seminars and contributions for our theme edition of the Saskatchewan Business Forum. We also request your financial support, and in order that you may establish your contribution, we attach an estimate of the project costs. The timing of the program is such that it spans

two fiscal years. We would appreciate receiving your comments on this proposal. If you wish to review any aspects in further detail, please contact Bob Patterson.

Yours sincerely,

Keith 0. Saddlemyer.

Attach

1. WHAT IS THE STATE OF DESIGN IN ONTARIO?

a) In Government

The government has recognized the importance of design by setting up at the beginning of 1974 a design function within the Ministry of Industry and Tourism. This, in itself, is a healthy sign for the encouragement of design.

Some progress has been made in developing an awareness within industry, educational institutions and government. A tremendous challenge still remains, however, if the province wants to achieve a degree of expertise obtained by many countries.

Further cognizance of the importance of design was made by the City of Toronto in establishing a Design Council responsible for recommendations on design policy, reviewing purchasing and procurement policy.

b) In Industry

We feel there are increasing signs of progress in recognizing the importance of design by industry. This is evident by the increasing interest which industry has in IDAP. It is, by no means, a rapid turn around, however, based upon the number of enquiries received we think some progress has been made.

2. TO DATE WHAT HAS ONTARIO DONE OR ACHIEVED TO ENCOURAGE INDUSTRY TO USE DESIGN?

As mentioned under 1a) above, the government has taken the initiative by formally setting up a design organization within its Ministry of Industry and Tourism.

We have sponsored Interdesign '74 Ontario which was a two week intensive workshop bringing together 40 Canadian and international designers to study and develop solutions to the growth problems facing small communities living in the shadow of the larger cities. This action, on behalf of the government, should serve to give creditability to the importance of designers.

The government has continued to encourage design by helping to sponsor the Design Management Program offered by the University of Toronto.

Ministry sponsored Product Development Seminars were also held in various cities throughout the province. Manufacturers were given the opportunity at these seminars to discuss their problems on an individual basis with design consultants.

Our Industrial Development Officers, located throughout the province, encourage manufacturers to use IDAP and will provide assistance in completing the required application forms.

The Ministry has EEDEE and Trillium Award Programs to encourage better design in the furniture industry. Consideration is being given to expand these awards to other sectors of industry.

One Ontario university has initiated a degree course in Industrial Design and a number of our Colleges of Applied Arts and Technology have introduced courses for low and middle management personnel.

3. WHAT ARE YOUR PLANS FOR 1975?

Our plans for the coming fiscal year are still in the development and/or tentative stages. We expect, however, to continue with most of the programs outlined above.

We are planning a Design Assistance Program for secondary manufacturers. This will involve a team approach in problem solving using expertise in industrial design, engineering and marketing. The consulting team will zero in on problems facing a selected number of manufacturers and help the companies to overcome their difficulties.

Another program involving a Product Design Advisory Board is also being considered. This program is still at the drawing board stage and may take the form of providing a service to industry capable of assessing and evaluating product design and recommending practical design solutions and/or improvements.

Seminars aimed at management training for specific industry sectors in order to develop greater design awareness, appreciation and usage within industry are also being considered.

Seminars aimed at management training programs within government services to develop design awareness and greater usage of design are being looked into.

We feel these are opportunities to encourage greater design awareness and appreciation within the community colleges, initially to encourage its inclusion in Management Development Programs and, ultimately, into the curriculum of technical education programs.

4. WHICH INDUSTRIES IN ONTARIO REQUIRE OR MERIT PRIORITY DESIGN ATTENTION?

This is a difficult question to answer as any industry showing the willingness should be assisted. Our initial reaction may be to look favourably on those industries that have the potential of replacing imports and, also, those that would have a high added value to their products. Other considerations would be good export potential and the opportunity for creating jobs.

5. WHAT PROBLEMS HAVE FRUSTRATED OUR PROGRESS OR LIMITED OUR SUCCESS IN GETTING DESIGN TO INDUSTRY?

I believe most problems are related to industry itself. Practically all these industries have almost a total lack of awareness and understanding of the need of good design practice. They lack the experience in using a designer and, and too often on those occasions when they do, misunderstand and misuse his services.

A major factor affecting greater use of design within industry is present government purchasing and procurement policies. As a general rule, requirements are filled on the basis of product specification and lowest price.

6. WHAT IS YOUR RELATIONSHIP WITH THE REGIONAL OFFICE OF THE FEDERAL DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE?

To date our contact has been minimal, usually limited to information requests or an occasional discussion on some aspect of a Federal program.

7. WHAT IS YOUR RELATIONSHIP WITH OTHER AREAS OF THE PROVINCIAL DEPARTMENT OF WHICH YOU FORM A PART?

The design function is administered by the Industry Technology Branch which is part of the Division of Industry within the Ministry of Industry and Tourism.

8. WHAT ARE YOUR PRELIMINARY THOUGHTS ON THE FUTURE RESPECTIVE ROLES OF THE PROVINCIAL DESIGN RESPONSIBILITY CENTRE AND THE OFFICE OF DESIGN: -I.E. IN WHAT AREAS SHOULD EACH CONCENTRATE AND WHERE SHOULD WE IMPLEMENT CO-OPERATIVE PROGRAMS?

We think the Office of Design should continue to concentrate in the promotional field by attempting to make industry develop a greater awareness of design. It should also continue with its many programs to encourage design improvements and particularly incentive programs for industry, such as IDAP.

Our Ministry has an intensive field staff organization throughout the province and, consequently, is in an excellent position to encourage and assist industry to participate in existing and future Federal programs. We see our role continuing in this area.

Greater provincial participation in formulating incentive programs is essential both to ensure they take account of and provide for regional needs and to ensure industry effectively participates and benefits from these programs.

Hugh Forbes Division of Industry Ministry of Industry & Tourism The following is a brief and admittedly personal view, of the state of product design in Nova Scotia as of November, 1974. This overview has been gleaned after five months in the position of Executive Secretary of the Nova Scotia Design Institute and is therefore open to criticism as arising from a lack of background and experience in the Province.

Because of the very recent implementation of the Nova Scotia Design Institute and the parallel position of Supervisor of Design in the Department of Development, is really too soon to be able to comment and reply in a meaningful fashion to the 8 questions outlined in Ms. Falconer's letter of September 23rd., 1974.

Where possible, the following comments are an attempt to reply to these questions.

- design within the various Governments in Nova Scotia, both Provincial and Municipal. Purchasing Department policies appear to be based more on price and standard specifications than aesthetic and function above standard requirements. Government office design, choice of furniture, colors, layout environmental problems appear to be carried out on a hit and miss basis. Choice of school design is generally up to the local municipality and seems to be based on maximizing the floor area for a given dollar expenditure. This list could be made quite extensive but is merely meant to indicate that the situation in Nova Scotia regarding design is not greatly different than elsewhere; certainly no better.
 - (b) The use of industrial designers in industry is rare. We have only one practicing consultant industrial designer in the Province and the use of outside consultants seems to be few and far between. There is, of course, only a relatively small number of potential manufacturing organizations where industrial design input is applicable. If the food industry and corporate graphics were to be included, the number becomes much larger.
- 2. To date the Council of the Nova Scotia Design Institute has not been appointed and thus, any activity toward the promotion of industrial design in industry has been based on Department of Development activity. This consists mostly of direct contact with management in manufacturing companies where it is felt there is a potential for industrial design input. The most important basic tool, of course, is the offer of Federal assistance through IDAP and possible Provincial assistance through

our own Design Assistance Improvement Program. Without these, it would be much more difficult to make the initial contact and encourage a positive attitude within company management toward design improvement and new product design. We presently have several manufacturers with a real interest in a Design Improvement Program and with a potential for increased commercial activity arising out of design improvement.

Our plans for 1975 are to first of all activate the Nova Scotia Design
Institute by the appointment of Council members. After talking to Directors of the Manitoba Design Institute through the good offices of John Norget, I personally am quite convinced that real and effective activity will spring from the activities and encouragement of the Nova Scotia Design Institute Council.

A Maritime Product Review Program will become active during 1975. It will be supported by cooperative action of New Brunswick, Prince Edward Island and Nova Scotia. Design award winners will be a source of promotion for improved Maritime Design and they will further help Maritime export through a travelling show of product award winners.

An active program within the Design Division of the Department of Development, of contact with manufacturers, will continue during 1975.

- 4. There would appear to be no particular industry in the Province which has a priority on industrial design activities.
- 5. A number of internal problems have created some frustration and slowed down the activities of the Nova Scotia Design Institute:

- (a) Delay in the appointment of councillors to the Nova Scotia Design Institute.
- (b) Problems of finalizing our Graphics Design Manual which has prevented printing of letterhead, envelopes and other stationery.
- (c) Internal problems within the Department which have prevented the establishment of a small resource design library.
- (d) Delay in the establishment of a Design Improvement Fund within the Province.

- 6. Some contact has been made with the Regional Office of the Federal Department of Industry, Trade and Commerce but as yet there is not a strong working tie.
- 7. Within the Department of Development there exists a good working relationship with the other Divisions. Assistance and support between the various divisions in the Department is at a high level and is now beginning to include the Design Division. A great deal of support has been received from various other divisions in the promotion of product design.
- 8. From my own observations of the relationship between the Office of Design and the Province of Nova Scotia and that of Manitoba there appears to be an excellent working arrangement which is complementary and effective.

 The Office of Design appears to support the philosophy that the Provincial Design Responsibility Centre is the vehicle through which the Office of Design can best put into effect their programs. The Provincial Centers are the contact point with the users of Design and look toward the Office

of Design for supporting programs, ideas, and assistance in achieving their aims. The situation does not seem to prevail where the Office of Design and the Provincial Design Center appear to be in competition directly with the user and the right hand does not know what the left hand is up to. In the case of other Department of Industry, Trade and Commerce Divisions, particularly DREE, this seems to be an ever present problem.

At present, I don't feel that I have had the background to recommend specific programs which would be better handled by the Office of Design and which should be cooperative between the Federal and Provincial Departments.

In summation, it seems to me there is a real job to be done but, due to the insubstantial nature of the very term "design" it is often difficult to define and come to grips with the problem. When one considers the commercial success that some countries have achieved based solely on design excellence, it is hard to argue against Canada giving high priority to the promotion and implementation of design excellence throughout Canadian manufacturing.

PAB:CD

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December 17, 1974

Mrs. Jessie Falconer
Design Liaison Coordinator
Office of Design
Department of Industry, Trade
and Commerce
Ottawa, Ontario
K1A OH5

Dear Mrs. Falconer:

Thank you for letter of December 6, 1974. I must apologize for the delay in submitting a pre-conference report for the Vancouver meeting and I trust the following information will prove sufficient.

The understanding and appreciation of design in Prince Edward Island is limited to a few government departments and a very small segment of the business sector.

The Department of the Environment and Tourism, the Prince Edward Island Market Development Centre and the Department of Industry and Commerce appear to be taking the lead in design promotion and use among government departments and agencies. It is interesting to note that the Department of Tourism has an "in house" design capability in the Tourism Communication Division consisting of a director and staff, all of whom are design educated.

Using this capability as a foundation, the department has developed a comprehensive information system which includes tourist literature, interpretive centres and displays, scenic drives and a new highway signage system, all making strong use of design as an instrument for distributing information.

The Prince Edward Island Market Development Centre provides a marketing and design consulting service to all primary producers, processors, manufacturers and other government departments and agencies. Part of the objectives of the Market Development Centre consists of product promotion with programs which include displays, trade shows, trade fairs, exhibitions and trade missions; labelling and packaging design; advertising and point-of-sale promotion and assistance in the preparation of brochures, posters, booklets, slide shows and other graphic materials. The end result of this work is the improvement of the public image of Prince Edward Island



producers and their products. These activities also involve other departments and agencies who request Market Development Centre Assistance for their projects.

The Handcraft Division of the Department of Industry and Commerce is taking an active role in the promotion of design among both the public and the craftsmen themselves. By providing promotion, the public becomes awars of the work being done by Island craftsmen which encourages them to develop well designed products that can be produced in sufficient quantities for domestic and possibly export markets. As an aid to the development of proper recognition for craftsmen, a successful handcrafts awards program was initiated in 1974. The purpose of this program was to create design awareness, to encourage the development and use of good design, to provide recognition for the achievements of Island craftsmen and to increase the public's awareness of the craft industry.

Industry in Prince Edward Island is slowly becoming aware of design particularly in the fields of corporate image, promotional material etc. but since the industrial base consists largely of agriculture and fishing, design activities have been limited to these areas and then only on a small scale. Some work is being done in fiberglass fabrication but this again is largely limited to agriculture and fishing.

Commercial activity has been confined largely to the "let's get a new letterhead" type of corporate identity program. There has been some interior design done but this is limited mainly to restaurants and lounges.

To date, the Market Development Centre has been very active in the promotion of good design. Through promotional material, award programs and personnel visits by Market Development officers, an attempt is being made to create design awareness within industries in the province so they will take advantage of the design-related programs offered by the centre. Some success has been achieved particularly among food processors in labelling, packaging and promotional material since new labelling requirements have been established. These requirements afford a good, if not unique, opportunity to use proper design processes in the development of new labels and packages since the changes are required by law. To view it in a simple light, if it has to be done, why not do it. properly. This work will be receiving high priority in 1975, along with further development of promotional material and involvement in display work, trade shows etc. all of which will have a large design input in order to help develop markets for Prince Edward Island products. We also will be taking part in a Maritime Product Review Program which should become active in 1975. This program will be supported jointly by New Brunswick, Prince Edward Island and Nova Scotia.

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The major problem we have encountered is that of educating people to the values of good design and the fact that it can't be achieved with nickel and dime expenditures. It's one thing to convince a processor he needs good design and quite another to convince him of the expenditure necessary for design implementation. In short, the general feeling seems to be "the government can do it." A major source of frustration is not so much from attempts to creata design awareness but from attempts at getting industry to implement designs.

There is a strong working tie between the Market Development Centre and the regional office of the Federal Department of Industry, Trade and Commerce with contact being in a fairly regular basis. The Market Development Centre, being a crown corporation, is involved in projects that are initiated at the request of private companies, organizations, individuals and other government departments and agencies. Naturally, all these projects are not design orientated but this interaction is indicative of the cooperation between government departments and with the private sector.

Our preliminary thoughts on the futura respective roles of a provincial design responsibility centre and the office of design relate specifically to the educational aspect of design. In apite of accomplishments made and projects successfully completed there is a real need for a comprehensive design awareness program directed towards industry with special attention being paid to processors and packers who are confronted with label and package changes due to metric conversion and new consumer projection laws to take effect in 1976.

To accomplish this a certain amount of co-operation will be required between the Market Development Centre and the Office of Design in other fields of design, particularly graphic design, and specifically on packaging and labelling as this is where the greatest need lies. Industrial design is fine when there is a lot of primary and secondary industry who could greatly benefit from it, but in an area where the major activity is processing, our main interest lies in the proper development of programs to aid these processors in the marketing of their products.

In conclusion, any and all co-oparation between Prince Edward Island and the Office of Design on all aspects of design cannot be anything but beneficial. Where previous design input from outside sources has been measured in negative values, we can look forward to input from many sources, all of which will help in the very necessary task of creating design awareness, and in turn, design use.

I look forward to seeing you in Vancouver.

Yours sincerely,

Donald B. Smith
Design Consultant

Market Development Centre





CANADA