



Universal Design 2011 Invitation

The Centre for Excellence in Universal Design (CEUD) at the National Disability Authority (NDA) invites you to attend **two key events, in one afternoon, for free.**

Flash Conference on Universal Design for Irish Education

6 brief presentations on new projects advancing UD for education in Ireland

Universal Design Challenge 2011 – Judging and Awards

Help judge team designs from the 2 day Universal Design Challenge 2011.

The theme for 2011 is **Everyday Consumer Products.**

Keynote on design by Brian Stephens, Managing Director/CEO, Design Partners

When: 13:00 – 17:00 **Friday, 4th November, 2011**

Where: **The Tullamore Court Hotel**, Tullamore, Co Offaly. One hour west of Dublin. See <http://www.tullamorecourthotel.ie/location> for directions and travel

For updates see: <http://www.universaldesign.ie/UDchallenge2011>

Who should attend:

- Key representatives of design education in Ireland
- 2nd and 3rd level design related course lecturers and students
- Professional designers (architects, products, services, technology)
- All interested parties welcome

Why attend: Be at the front of learning about research and standards projects that are developing the foundations for promoting Universal Design (UD) in Irish education. Irish graduates educated in UD will improve products, services and environments so that they can be used, understood and enjoyed by all people regardless of their age, size, abilities or disabilities.

The **Flash Conference** will show you how UD is being introduced at 2nd level, being integrated at 3rd level and in CPD.

The **UD Challenge 2011** will demonstrate UD being applied by designers and students in a fun and informative competition.

RSVP: Linda Rowan at lbrowan@nda.ie or (01) 6080 456 by **26th October, 2011**, indicating any dietary and accessibility requirements. No meals provided but light refreshments will be available. Seating is limited to registered attendees only.
(All places on the Design Teams for the Universal Design Challenge are now filled)

Flash Conference on Universal Design for Irish Education

The Flash Conference on Universal Design for Irish Education on November 4th, 2011 will briefly showcase 6 projects advancing Universal Design in education in Ireland. The research represents advances in embedding Universal Design into curriculum for design, engineering, architecture and Information and Communication Technology (ICT).

The projects to promote Universal Design in Irish education will show alignment with best practice in creativity, usability, accessibility and knowledge translation. A poster about each project has been prepared and they can be viewed at www.universaldesign.ie/UDchallenge2011

The projects represent CEUDs national and international collaborations with:

- Blanchardstown Institute of Technology
- Dublin Institute of Technology
- Cambridge University, UK, Engineering Design Centre
- Irish Research Council for Science Engineering and Technology
- National Council for the Blind, Ireland
- National University Ireland, Maynooth
- Trinity College Dublin
- University at Buffalo, NY, USA

Agenda 13:00 – 15:00

Flash Conference on Universal Design for Irish Education

- 13:00 **UD Curriculum for training ICT Professionals**, D. Rice, CEUD
(This recently published European Standard sets curriculum for CPD training)
- 13:15 **UD tools for the Need to Knowledge Model**, J. Condrón, DIT/UB, USA
(This research is linking UD to the USA model for product development)
- 13:30 **UD Product Design Curriculum for Engineering**, S. Hermann, TCD
(This research is preparing tools to support UD curriculum in engineering)
- 13:45 **UD Rating Scale Development for Buildings**, E. O'Shea, TCD
(This research is setting evidence for rating the Universal Design of buildings)
- 14:00 **UD Module for 2nd Level Transition Year**, I. Hosking, EDC, Cambridge
(This project is piloting the "Designing our Tomorrow" module in Ireland)
- 14:15 **UD Modules on Universal Design for 3rd Level**, D. Gordon, DIT
(This project is preparing national curriculum on UD for 3rd Level in Ireland)
- 14:30 **Q & A** - Discussion, G. Craddock, Chief Officer, CEUD

Universal Design Challenge 2011 Awards Programme

The Universal Design Challenge 2011 is a two day competition for design teams working to a design brief to present a new Universal Design idea. The theme for 2011 is Universal Design for **Everyday Consumer Products**. The immersive challenge format embeds Universal Design as a memorable design experience.

Five teams of 3rd level design students and recent graduates from across Ireland are mentored by experienced designers as they compete to win awards and prizes. Design users with diverse abilities and disabilities participate as consumer advisors with the design teams to ensure usability and accessibility of the designs.

The Universal Design Challenge Awards Programme final team presentations will be coordinated by Julia Cassim of the Helen Hamlyn Centre for Design, Royal College of Art. The design teams will pitch their new design concepts to the audience. A jury and audience vote will select the winning team. Brian Stephens, Managing Director/CEO of Design Partners will keynote the event and the awards will be presented.

Agenda 15:00 – 17:00

Universal Design Challenge 2011 Awards

15:00 **Welcome Address** - Ger Craddock, CEUD/NDA
Team introductions - Julia Cassim, RCA/HHCD
Universal Design Challenge 2011 - overview
Jury and audience voting process described

15:30 **Design team presentations** (6 minutes each)

16:15 **People's choice award**

Keynote - Presentation on Design by Brian Stephens, *Design Partners*

16:45 **Awards Presentation**

17:00 **Close and Reception**

The Centre for Excellence in Universal Design (CEUD) was established by the National Disability Authority (NDA) in January 2007 under the Disability Act 2005. Universal Design is the design and



Údarás Náisiúnta Míchumais
National Disability Authority

composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people, regardless of their age, size, ability or disability. This includes public places in the built environment such as buildings, streets or spaces that the public have access to; products and services provided in those places; and systems that are available including information and communications technology (ICT). The Centre is dedicated to the principle of universal access, enabling people in Ireland to participate in a society that takes account of human difference and to interact with their environment to the best of their ability.