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National Forum on Design
Outline

Design Program

Need

DESIGN—of products, services, communications, and environments—is a strategic national resource whose full potential has yet to be realized.

While there is a breadth of talent and energy being devoted to enhancing American design excellence, the efforts are diffused. The message about the value and power of design to help achieve America's goals rarely reaches the appropriate audience, coordination of programs and strategies is difficult, and overall, opportunities to take advantage of design resources simply go unexercised.

What is lacking is focus and leverage to maximize design as a national resource.

Goals

- Discuss the potential of design as a strategic national resource in helping to achieve America's economic, environmental, educational, and social goals.

- Develop national design agenda and list of action items identifying specific opportunities for demonstrating the use of design to improve economic performance and quality of life.

Long Range Objective

Document the need for and value of some type of national design council and establish the foundation for the work and on-going efforts of such a council.

Target Audience

- Corporate managers of small and large business businesses
- Government officials and policy makers at the local, state and federal level
- Business educators
- Media

Time of Event

October 1995—to coincide with the presentation of the Presidential Design Awards

Place

Washington, DC
NATIONAL FORUM ON DESIGN

Potential Themes for the National Forum on Design

- Design for Global Competitiveness
- Design for Effective Government
- Design for Quality of Life and Livable Communities
- Design for Education

Please choose one or two themes and answer the following questions for the theme or themes chosen.

What are the 3-4 major, systemic issues in this theme area?

What are some models that illustrate the effective use of design in addressing one or more of these issues? How have they worked?

What has not worked? Why?

How can design help address these issues as we look toward the next millennium?

- What connections need to be made between government, business, and education?
- How should these connections be made? Which individuals, organizations, and institutions should be involved?
- What are the specific benefits?
- What is the potential cost and what resources are required? How will the funds and other resources be obtained to address these issues?
- What is the procedure for addressing these issues? Is there a sequence of events? How is the sequence prioritized?
- How will the project specifically be evaluated? By whom?
- What is the deliverable?