Win/Win: Working with live projects for the public and educational ‘good’

Siân Cook, Graphic Designer & Senior Lecturer
London College of Communication
@nostarpro
Brad prayed his HIV detector wouldn’t let him down

How do you know his status?

You can’t be sure of a guy’s HIV status from his looks, behaviour, the sex he likes or where you meet. You can protect yourself and your partners by using condoms when you fuck.
The Women's Design + Research Unit (WD+RU) was founded in 1994 with the intent of raising awareness about women working in the field of visual communication while also addressing related issues such as those affecting women in design education. WD+RU often collaborates with design students or design professionals in the realisation of a range of self-initiated projects from the experimental typeface Pussy Galore for FUSE 12: Propaganda, to a website on social responsibility in design (www.deskwithdrawers.org.uk). As educational activists, members of WD+RU regularly lecture and facilitate workshops at design colleges and have presented to design professionals working in Britain, Norway, Sweden, Germany, Israel and the United States. WD+RU is a multi-inclusive organisation.
Part 1: Designing Thinking
Section 1: Socially Responsible Design
Section 2: Design Activism
Section 3: Design Authorship

Part 2: Design Methodology
Section 1: Collaborative Learning
Section 2: Participatory Design
Section 3: Service Design

Part 3: Making a Difference
Section 1: Getting Involved
Section 2: Resources
Working with Charities / 3rd Sector / Pro Bono Clients in an Educational Setting

Approaches:
1. Primary Research Source
2. External Client
3. Collaboration / Co-Design
4. Skill Share
5. Immersive / Embedded Experience
gypo. ch*nk. p*ki. crip*le. scum. pikey. po*f.nig*er. qu*er. chav. trailer trash.

Why is it still acceptable to discriminate against this minority?
Support an awareness campaign to stop traveller abuse.

www.voice-out.co.uk
Adopt a Researcher is a social platform which allows you to adopt a researcher and bring diabetes research and your role to the next level.

Research is not possible only with researchers. They need your support and help to make it possible.

Researchers and donors need to communicate, share, interact and support each other throughout their journey.

Your role is fundamental for the research and you can decide in which researcher to invest and support.

Explore the website and see what others have done and choose which researcher needs your help.

Adopt a researcher. Be part of a big community and make a difference.

Diabetes is looking for new friends. Find out if you are the perfect match for a lifetime relationship...

www.adoptaaresearcher.org.uk

General Campaign Awareness Poster

Location / Topic Specific Campaign Poster
**HANDING DOWN THE ‘MEMORY CLOTH’ at the Elephant & Castle: an exploration into cultural identity & the role of women in craft & design history**

A project between students & staff at the London College of Communication, the Women’s Design + Research Unit & local community groups

**Funder:**
Royal Female School of Art Foundation, University of the Arts London

**Visiting Speakers:**
- Linda Sandino, Senior Research Fellow (Voices in the Visual Arts) Camberwell College of Art
- Mary Chamberlain, Professor of Caribbean History, Oxford Brookes University

**Project Organisers:**
- Siân Cook, Pathway Leader, Design for Advertising, BA Graphic & Media Design
- Teal Triggs, Professor of Graphic Design

**LCC Tutors:**
- Anna Gerber, Associate Lecturer, Personal & Professional Development
- Penny Hilton, Associate Lecturer, MA Graphic Design
- Rebecca Wright, Senior Lecturer, BA Graphic & Media Design, Illustration pathway

**Visiting Speakers:**
- Catherine Jordan
- Angela O’Callaghan

**Exhibition Contributors & Interviewees:**
- Mrs Husain
- Mrs Hye
- Gerard Allt
- Bola Owolabi

**Activity Day:**
- **Fanzine Workshop:** Suzy Wood, Izzie Klingels
- **Fanzine Contributors:** Angharad Lewis, Sophie Beard, Rick Myers, John Morgan Studio, Susanna Edwards, Ruth Sykes (Reg), Nina Chakrabati, Holly Wales, Ben Branagan, Sam Winston, Kate Wasterholt, Joseph Yok, Chantal Young, Chrissie Macdonald, Alexandre Bettier, Denise Gonzales Crisp, Rachel Thomas, Harrington & Squires Milena

**Local History, the War and Crafts:**
- Elizabeth Puddick, Community Learning Officer, Imperial War Museum
- Hazel Kingdon, Katharina Koall, Claudia Boldt, Jason Skowronek, Cecile Maurud Barstad, Kristjana Williams, Patrick Laing, Pete Hellicar, Rachael House

**Publication Editors:**
- Sandra Gomez
- Beth White
- Catherina Jordan
- Angela O’Callaghan

**Supporters:**
- Andrew Keen-Hammerson
- Tara Langford
- LCC
- Bill Long
- Clarinda Bendon
- Martin O’Neill
- Cut It Out
- Sheila Sloss
- Clara Terne

**Organisations:**
- Bengali Women’s Group
- I Knit London
- Waterloo Action Centre, Out & About Club
- Marguerite Albert, Pearl Carney, Violet Villa

**Local History, the War and Crafts:**
- Bengali Women’s Group

**Knick Hand Painting:**
- Bengali Women’s Group

**Learning to Knit:**
- Kate Buchanan, Gifted Knits + I Knit London

**Fanzine Contributors:**
- Angharad Lewis
- Sophie Beard
- Rick Myers
- John Morgan Studio
- Susanna Edwards
- Ruth Sykes (Reg)
- Nina Chakrabati
- Holly Wales
- Ben Branagan
- Sam Winston
- Kate Wasterholt
- Joseph Yok
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- Chrissie Macdonald
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- Denise Gonzales Crisp
- Rachel Thomas
- Harrington & Squires Milena
- Hazel Kingdon
- Katharina Koall
- Claudia Boldt
- Jason Skowronek
- Cecile Maurud Barstad
- Kristjana Williams
- Patrick Laing
- Pete Hellicar
- Rachael House

**Publication Printer:**
- Liz Shackleton, Jamm Print & Production
The London College of Fashion is helping to run the project at the women’s prison

Front cover of Issue 4 of The Beauty's Inside Magazine.
Working with Charities / 3rd Sector / Pro Bono
Clients in an Educational Setting

Previous Lessons Learned:
Prejudices / Stereotypes
Professionalism
Educating Clients
Managing Expectations / Damage Limitation
Building Successful Relationships
University: London College of Communication

Course curriculum

BRIEF

Lifeline requirements

Briefing & Presentation

Formative Feedback

Digital pitch submission

10 shortlisted: Client Presentations

Final design selection

Visit & Team Presentation

Design development

Support via tutorials & group crits

Support via email

Summative Assessment

Client: Lifeline, HMP ISIS
This is a ‘live’ project, running in collaboration with GMD alumni Alex Rose from Lifeline Transform Service. Alex is setting up a mentoring scheme for young offenders to support lifestyle change and reduce reoffending.

Industry Practice, key areas for investigation:
- Designing for the public sector – examples of good practice from in-house or specialist agencies/studios.
- Accessibility and inclusivity in design (i.e. clarity of communication, literacy levels, appropriate language, cultural norms and stereotypes, visual metaphors etc).
- Awareness of audience needs and measuring impact.
- Client/designer collaboration and relationships.
- Working creatively within budget and resource limitations.


Project specific reference materials will be made available on Moodle.

For the Industry Practice Unit submission requirements & guidelines, assessment and marking criteria, etc., see the Unit brief.
This Instruction may be printed or emailed to visitors to make staff aware of what articles are prohibited or controlled.

**Purpose**

To make staff aware of what articles are prohibited or controlled.

**Prohibited/Controlled Articles**

**Prohibited Items**

- Articles that must not enter the prison

**Controlled Items**

- Items or articles that must be carefully controlled by PCT staff

**Effective Date**

16.06.11

**System**

1. Prohibited Items. These are items or articles that must not enter the prison.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>IT equipment, unless authorised under OMA Sec 40E</td>
</tr>
<tr>
<td>Firearms (incl. toy and replica guns)</td>
<td>Mobile phones, Blackberry &amp; associated items, until authorised under OMA Sec 40E, or to specific Emergency personnel</td>
</tr>
<tr>
<td>Ammunition/explosives/pyrotechnics</td>
<td>Cameras/sound recording equipment, unless authorised under OMA Sec 40E</td>
</tr>
<tr>
<td>Any electrical item with a USB port or equipment with Wi-Fi capability</td>
<td>'Legal Highs' e.g. NRG-1, Spice Gold, unless with permission of Head of Security and Ops</td>
</tr>
<tr>
<td>Knives or any other weapons, equipment</td>
<td>Metal cuttly, needles</td>
</tr>
<tr>
<td>Wire and other abrasives</td>
<td>Scissors, nail files etc</td>
</tr>
<tr>
<td>Controlled drugs (except Healthcare issue)</td>
<td>Wax, bags/small suitcases no larger than 40cm x 30cm x 25cm (with the exception of legal visitors whose case load requires a bigger bag)</td>
</tr>
<tr>
<td>Motorcycle clothing (must be left in the staff changing rooms outside)</td>
<td></td>
</tr>
</tbody>
</table>

2. Controlled Items. These are items or articles that must be carefully controlled by PCT staff.

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarettes</td>
<td></td>
</tr>
<tr>
<td>Food &amp; drink (staff should be aware that they may be required to open containers)</td>
<td>Syrups (only as required for personal use during shift or as controlled by PCT staff)</td>
</tr>
<tr>
<td>Prescribed medication (only as required for personal use during shift)</td>
<td>Smoking requisites (20 cigarettes or 1 pouch of tobacco only)</td>
</tr>
<tr>
<td>Leather items</td>
<td></td>
</tr>
<tr>
<td>Motorcycle clothing (must be left in the staff changing rooms outside)</td>
<td></td>
</tr>
</tbody>
</table>

The maximum penalty on conviction for committing offences in respect of list A items is 10 years imprisonment and/or an unlimited fine. The maximum penalty on conviction for committing offences in respect of list B items is 2 years imprisonment and/or an unlimited fine. All such offences attract a criminal record on conviction.

**List C Offences and Penalties**

A person (e.g. prisoners, staff, social, and professional visitors) commits an offence if he/she carries out any of the following listed activities without obtaining prior authorisation:

- Brings, throws or otherwise conveys a list C article into a prison intending it to come into the possession of a prisoner;
- Brings, throws or otherwise conveys a list C article out of a prison on behalf of a prisoner;
- Leaves a list C article in any place (whether inside or outside a prison) intending it to come into the possession of a prisoner;
- Leaves a list C article to a prisoner.

All such offences carry a criminal record on conviction.

**List A Articles**

1. Article 1 (List A) – drugs, explosives, firearms or ammunition and any other offensive weapon
2. Article 2 (List A) – alcohol, mobile telephones, cameras, sound recording devices (or constituent part of the latter three items)
3. Article 3 (List A) – any tobacco, money, clothing, food, drink, letters, paper, books, tools, information technology equipment (1 set only)
4. Article 4 (List A) – prescribed medication (only as required for personal use during shift)

**List B Articles**

1. Article 1 (List B) – any tobacco, money, clothing, food, drink, letters, paper, books, tools, information technology equipment (1 set only)
2. Article 2 (List B) – prescribed medication (only as required for personal use during shift)

**List C Articles**

1. Article 1 (List C) – any tobacco, money, clothing, food, drink, letters, paper, books, tools, information technology equipment (1 set only)
2. Article 2 (List C) – prescribed medication (only as required for personal use during shift)

**References**

- Security: Control of Access to Items That Could Be Used in an Escape or To Undermine Security
- PSO 1100

**General**

This list gives guidance on those items that staff should be aware of when searching people entering the establishment. Further guidance can be sought from the Security Department. Only the Governor, Deputy Governor or Head of Security and Operations can give exemptions to this list. These must be in writing and recorded at the Gatehouse.
“Alex stressed that our work had to communicate quickly, efficiently and clearly in order to grab and maintain the offenders’ attention.

I also figured the Swiss/Modernist movement would be appropriate as they’d often stick to a very limited colour palette, which was a major restriction in this case as everything had to work if it were reproduced using a photocopier.”

Anthony Moscelli, Student
Lifestyle Change Mentoring Services

Lifestyle Mentoring

Holding a grudge is letting someone live rent-free in your head.

Lifestyle change
- Reduce conflict
- Overcome challenges
- Strengthen your goals
- Achieve personal goals
- Improve yourself
- Mental health
- Take control of your life
- Promote positive changes
- Learn new skills

Lifestyle mentoring services: Support for you to overcome challenges and accomplish personal goals.

Make a referral request for lifestyle mentoring through any of the following:

- Biometrics
- Lifeline member of staff
- Offender supervisor
- Lifeline peer mentor

How are you?

Lifestyle Change Mentoring is a personal development service made up of 1-1 mentoring and small groups for individuals with substance use and a history of serious group offending.

We will help you accomplish your goals: no matter how big or small.
Practice Review: Second

Details

20 Nov 201
LS Tower Block 6

Involved
- Ed Gask
- Ingrid Jones
- wreck

Presented
- Chelsea Holt
- Simon, Josh

Statement

What are the words before the numbers?

The text below the subheading "What are the words before the numbers?" is missing or unclear.

Research

I went back to the drawing board with my mentor by showing my own ideas some of which I have avoided.

I explained that I wanted to do everything right from my concept which would involve rethinking the idea of colour and even design. This paper asked a lot of what each candidate had to say about some of the visual elements of the presentation.

For more research I got more into the minds of my target audience to understand more about me, and I also included some feedback from the group as well. The main tool I used was

Lifestyle Change

- LIFESTYLE CHANGE
- LIFESTYLE CHANGE
- LIFESTYLE CHANGE
- LIFESTYLE CHANGE
- LIFESTYLE CHANGE

Developing Logo Ideas

- LIFESTYLE CHANGE
- LIFESTYLE CHANGE
- LIFESTYLE CHANGE
- LIFESTYLE CHANGE
- LIFESTYLE CHANGE

Doing Public Innovation

I added learning at Public Service design as it was made to respond to a range of different people. I developed ideas with focus on home designs and research on a community project.

Some other designs I chose to work on were just simple handouts and presentations but the parameter was that I was looking for
“The brief was one of the most challenging I have tackled so far, though surprisingly one of the most enjoyable.”

The limitations to funding and resources meant a great deal of thinking and problem solving... I felt that having these restrictions was really helpful... in realising the importance of context and also gaining experience working with clients in the real world.”

Sarah Louise Bingley, Student
“I was taken aback by finding a statistic regarding the average reading age of an offender [48% below 11 yrs old]. I would have to take this into consideration...”

Luke Taylor, Student

“Experiencing pitching my ideas to my client has been one of the highlights for me...”

Wing Mei, Student

“For the future, I would hope to take on pro bono work for those most in need.”

Maria Hamer, Student
“Students begin their studies with abstraction – projects isolated from the rich contexts in which design problems reside and that provide frameworks for action and judging the success of design solutions. They advance through undergraduate curricula tightly defined by products...; tools...; or segments of practice...”

“We must anticipate new places where design can have influence.”

Meredith Davis, Leveraging Graduate Education for a More Relevant Future, Visible Language 46.1/2
Working with Charities / 3rd Sector / Pro Bono Clients in an Educational Setting

Benefits:
For Students
For Clients
For Staff
For Institution
“Skills I have gained from this project:...
The ability to make work I can justify and not just do things for the sake of them looking nice. All of the elements of this project were considered and aimed towards the user. This made my work authentic and true to the people I designed it for.”

Roxanne Bottomley, Student
"EVERY MAN GOTTA DO RIGHT TO DECIDE HIS OWN DESTINY"

"EVERY ACCOMPLISHMENT STARTS WITH THE DECISION TO TRY"

LIFESTYLE CHANGE MENTORING PROVIDES EXTRA SUPPORT TO OVERCOME CHALLENGES AND ACCOMPLISH PERSONAL GOALS.
Lifestyle Mentoring
Service Leaflet
2015/2016

Resolve conflict
Structure your goals
Access opportunities
Build positive networks
Learn new skills

Lifestyle Mentoring

Be brave enough
to start a conversation
that matters.

Lifestyle Mentoring

Service
Support for you
to overcome
challenges and
accomplish personal goals.

Make a referral
request for lifestyle
mentoring through any of
the following:

 Biomaxis: Lifeline member of st
Offender Supervisor
Lifeline peer mentor

Lifestyle Project

Lifeline Project

Lifeline Project
Win/Win!: Thank You

Siân Cook, Graphic Designer & Senior Lecturer
London College of Communication
@nostarpro