

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.

SAFER CHEMS



www.gmfa.org.uk/saferchems #saferchems



SEX ADVICE | DOSING ADVICE | HELP AND EMERGENCY ADVICE



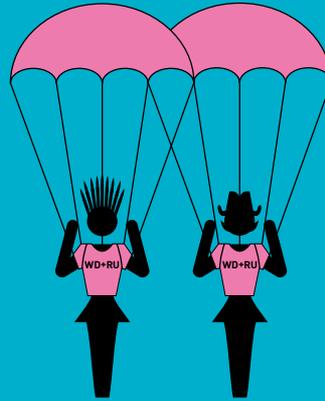
GMFA projects are developed by HIV-positive and HIV-negative volunteers. Disclaimer: No assumptions should be made about the HIV status, veins or drug use of the models featured in this ad. Support GMFA by making a donation at: www.gmfa.org.uk/donate

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BETTER CHOICES
BETTER HEALTH
GREAT SEX!

~~I~~ We Profess

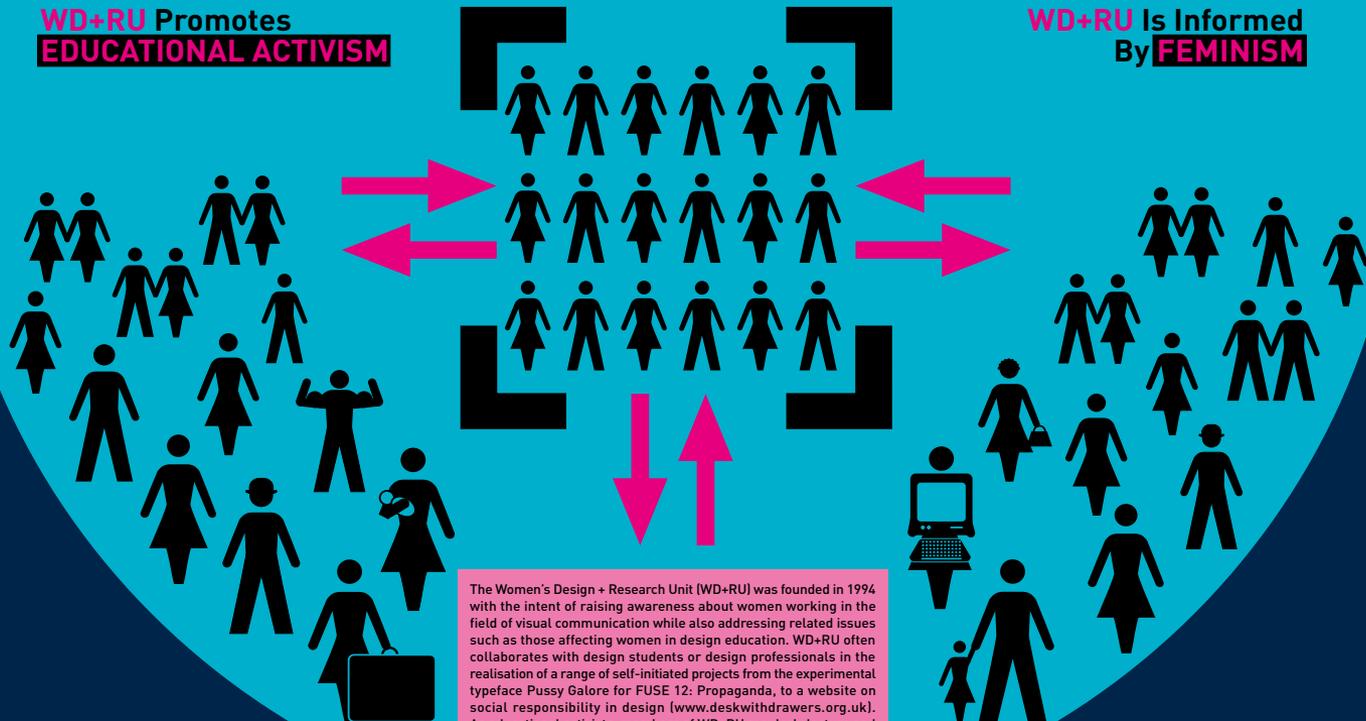


**WD+RU Demands
DIALOGUE**

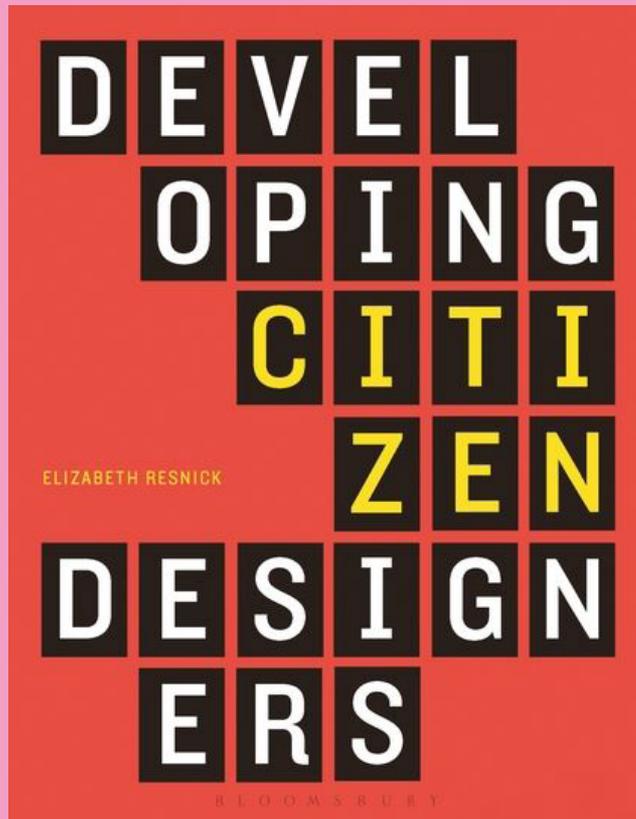
**WD+RU Insists On
COLLABORATION**

**WD+RU Promotes
EDUCATIONAL ACTIVISM**

**WD+RU Is Informed
By FEMINISM**



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

MOVED ON
TAKING A 2ND LOOK AT TRAVELLERS



WWW.ETNICA.ORG

ADOPT A RESEARCHER



ADOPT
EXPLORE

play ▶

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 through 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**.

EVER YOURS

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

www.areyoucompatible.org.uk



General Campaign Awareness Poster

Enjoys a varied fast food diet

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

www.areyoucompatible.org.uk



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

Project Organisers:
WD+RU Project Team:
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:
Linda Sandino, Senior Research Fellow (Voices in the Visual Arts) Camberwell College of Art
Mary Chamberlain, Professor of Caribbean History, Oxford Brookes University

Publication Editors

Publication Printer:
Liz Shackleton, Jamm Print & Production

Organisations:
Bengali Women's Group
I Knit London
Waterloo Action Centre, Out & About Club

Exhibition Contributors + Interviewees:
Mrs Husain
Mrs Hye
Gerard Allt
Marguerite Albert
Pearl Carney
Violet Villa

LCC Students:
Catherine Jordan
Angela O'Callaghan
Graduate Certificate in Design for Visual Communication
Bola Owolabi
Agnes Sile
BA Graphic & Media Design, Illustration pathway
Sandra Gomez
Beth White
MA Graphic Design

Knitting Identity

Publication Design

Activity Day:
Fanzine Workshop:
Suzy Wood
Izzie Klingels
Hooky Rugs & Clippen Mats:
Pearl Carney, Out & About Club
Local History, the War and Crafts:
Elizabeth Puddick, Community Learning Officer, Imperial War Museum

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 Westenholt
Joseph York
Chantal Young
Chrissie Macdonald
Alexandre Bettler
Denise Gonzales Crisp
Rachel Thomas
Harrington & Squires
Milena
Shane Kingdon
Katharina Koall
Claudia Boldt
Jason Skowronek
Cecilie Maurud Barstad
Kristjana Williams
Patrick Laing
Pete Hellicar
Rachael House

Poetry & Letterpress Workshop:
Martin McGrath
Learning to Knit:
Kate Buchanan, Gifted Knits
+ I Knit London
Henna Hand Painting:
Bengali Women's Group

Supporters:
Andrew Kean-Hammerson
Tara Langford
LCC
Bill Long & Chris Bendon
Martin O'Neill,
Cut It Out
Sheila Sloss
Clara Terne



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

BA GMD Year 3/4 2014–15

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 (ie. 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 Keywords: Innovation (this is a new service and approach). Live Brief. Clear Communication. Branding. Infographics. Illustration. Print. Moving Image. Public Sector. Promotion. Digital. Copywriting.

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

Industry Practice Unit: Live Project

LifeLine Transform

The Challenge:

To promote a new mentoring service for young offenders and add value to the scheme through the use of clear and appropriate design.

Must Haves:

The service requires:

- A visual identity (it has to sit within the overall Lifeline Project umbrella brand, but the mentoring items should have a unifying look and feel).
- A practical leaflet to introduce the service.
- A poster/s to promote the service.
- In-cell workbook.
- Certificate of completion.

Other Desirables:

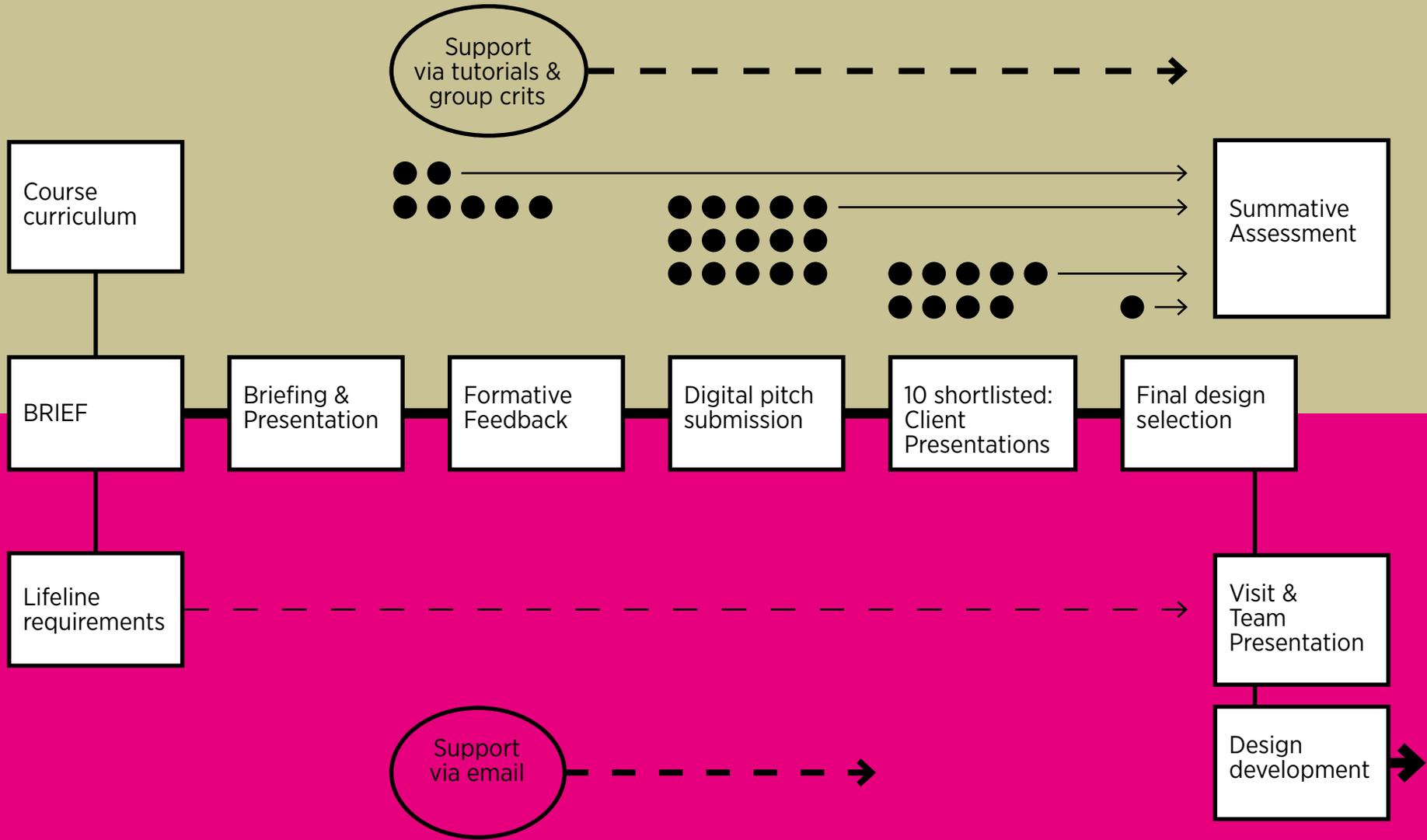
- Ways of visualising the mentoring journey.
- Designs for resources to be used in mentoring sessions eg. concept visuals, illustrations, worksheets, infographics, 3D representations, animations, digital / interactive presentations.
- A 'Toolkit' of elements for non-designers to use.
- An 'Image bank' of visuals to help aid recall and illustrate abstract concepts.

You are encouraged to consider all of the possibilities above and how design works across a number of formats, but may ultimately choose to focus on producing specific elements according to your own area of expertise and interest. eg. illustration, moving image, infographics etc.

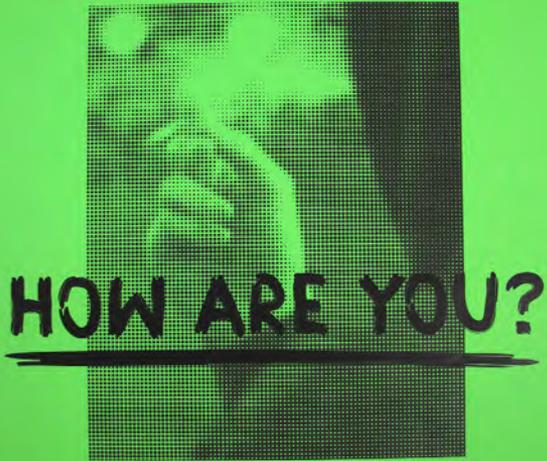
HMP/ YOI Isis	LOCAL INSTRUCTION 2.102	
EFFECTIVE DATE	16.06.11	
LOCAL INSTRUCTIONS FOR	PROHIBITED/CONTROLLED ARTICLES	
RESPONSIBLE MANAGER	Head of Security and Operations	
PURPOSE	To make staff aware of what articles are prohibited or controlled. THIS INSTRUCTION MAY BE PRINTED OR EMAILED TO VISITORS TO STAFF IN ORDER TO ENSURE THEY ARE AWARE OF RESTRICTIONS	
REFERENCES	Security – Control Of Access To Items That Could Be Used In An Escape Or To Undermine Security PSO 1100	
SYSTEM	1. Prohibited Items. These are items or articles that must not enter the prison.	
Alcohol	IT equipment, (unless authorised under OMA Sec 40E)	Chewing gum
Firearms (incl. toy and replica guns)	Mobile phones/ Blackberry & associated items (unless authorised under OMA Sec 40E, or to specific Emergency service personnel)	Perfume/ EDT/ aftershave with the exception of ATAR which is permitted to Muslim offenders and staff
Ammunition/ explosives/ pyrotechnics	Cameras/ sound recording equipment (unless authorised under OMA Sec 40E)	Hats/ caps (unless uniform issue or recognised religious headwear)
Any electrical item with a USB port or equipment with wi-fi capability	'Legal Highs' e.g. NRG-1, Spice Gold	CD/ DVD (unless with permission of Head of Security and Ops)
Knives or any other weapons (incl. penknives)	Metal cutlery	magnets
Wire and other abrasives	Scissors, nail files etc	Pornography
Controlled drugs (except Healthcare issue)	Wax	Bags/ small suitcases no larger than 40cmx30cmx25cm (with the exception of legal visitors whose caseload requires a bigger bag)
Motorcycle clothing (must be left in the staff changing rooms outside)		
	2. Controlled Items. These are items or articles that must be carefully	

monitored when in the prison and must not be issued to unaccompanied offenders		
Glue/ solvents/ blu tack (only as ordered through the prison)	Prescribed medication (only as required for personal use during shift)	Pager (1 only official issue and 1 personal only)
Food & drink (staff should be aware that they may be required to open containers)	Syringes (only as required for personal use during shift or as controlled by PCT staff)	Smoking requisites (20 cigarettes or 1 pouch of tobacco only)
Clingfilm	ladders	Dustbins
Foil	Sports kit & personal equipment (1 set only)	Skips
Bleach	Jewellery (only as worn and in line with the dress code)	ladders
Rope	Make up (only as required for shift e.g. 1 lipstick etc)	Tools (contractors and Estates staff only)
House & Car keys (1 set of each)	Aerosols (1 small anti-perspirant, body spray etc)	yeast
Matches	Plastic comb/ hairbrush (plastic only)	vinegar
Aqueous / E45 Cream (Must be less than 500ml)		
3. All staff should be aware of the Offender Management Act 2007. Prohibited articles are now graded according to their seriousness and perceived threat to security and safety within a prison, and are classified as List A, List B or List articles, as set out below:		
<ul style="list-style-type: none"> List A articles – drugs, explosives, firearms or ammunition and any other offensive weapon List B articles - are alcohol, mobile telephones, cameras, sound recording devices (or constituent part of the latter three items) List C articles - any tobacco, money, clothing, food, drink, letters, paper, books, tools, information technology equipment. 		
<p>List A and B 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:</p> <ul style="list-style-type: none"> brings throws or otherwise conveys list A or B items in or out of a prison by whatever means; causes another person to do so; leaves a list A or B item in any place (in or out of the prison) intending it to come into the possession of a prisoner; Knowing a person to be a prisoner, gives a list A or B item to him/her. 		
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:	
<ul style="list-style-type: none"> brings, throws or otherwise conveys a List C article into a prison intending it to come into the possession of a prisoner, causes another person to bring, throw or otherwise convey 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, causes another person to bring, throw or otherwise convey 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, or while inside a prison, gives a List C article to a prisoner. 	Offences relating to list C items are subject to a maximum penalty of a level 3 fine (currently £1000). All such offences carry a criminal record on conviction.
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. See Security – Control Of Access To Items That Could Be Used In An Escape Or To Undermine Security for the control of items that may aid an escape.
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Lifestyle
MENTORING



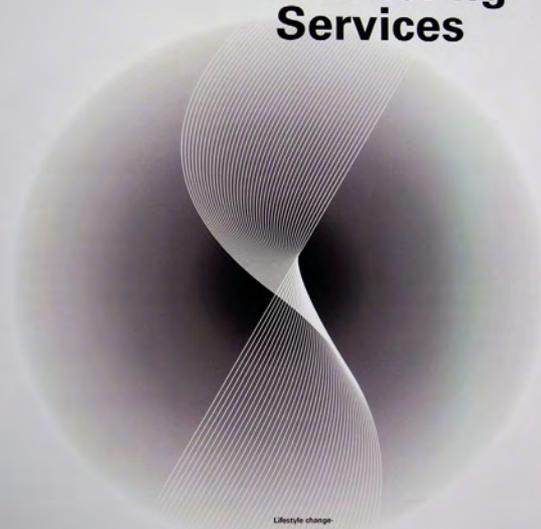
HOW ARE YOU?

Lifestyle Change Mentoring is a personal development service made up of 1-2-1 mentoring and small groups for individuals with substance use and a history of serious group offending.

We will help you accomplish positive goals no matter how big or small.

020 3356 4267
Buckton Way
London
SE28 0NZ

Lifestyle Change Mentoring Services



Lifestyle change
Resolve conflict
Overcome challenges
Structure your goals
Accomplish personal goals
Empower yourself
Personal support
Take control of your life
Build positive networks
Learn new skills

[Lifestyle Change](#)

Lifestyle Mentoring

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

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:

Biometrics
Lifeline member of staff
Offender Supervisor
Lifeline peer mentor

Lifeline Project



“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

“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



Session 02 Conflict

name _____

prison number _____

location _____

transform worker _____



“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.”

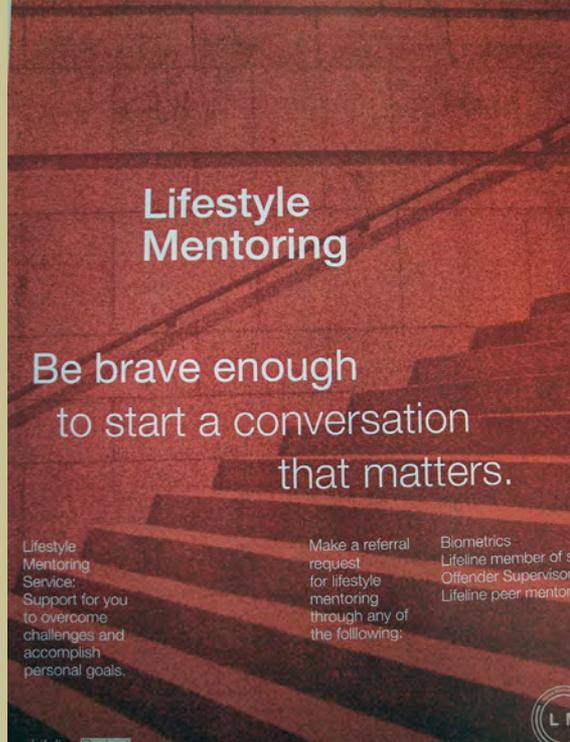
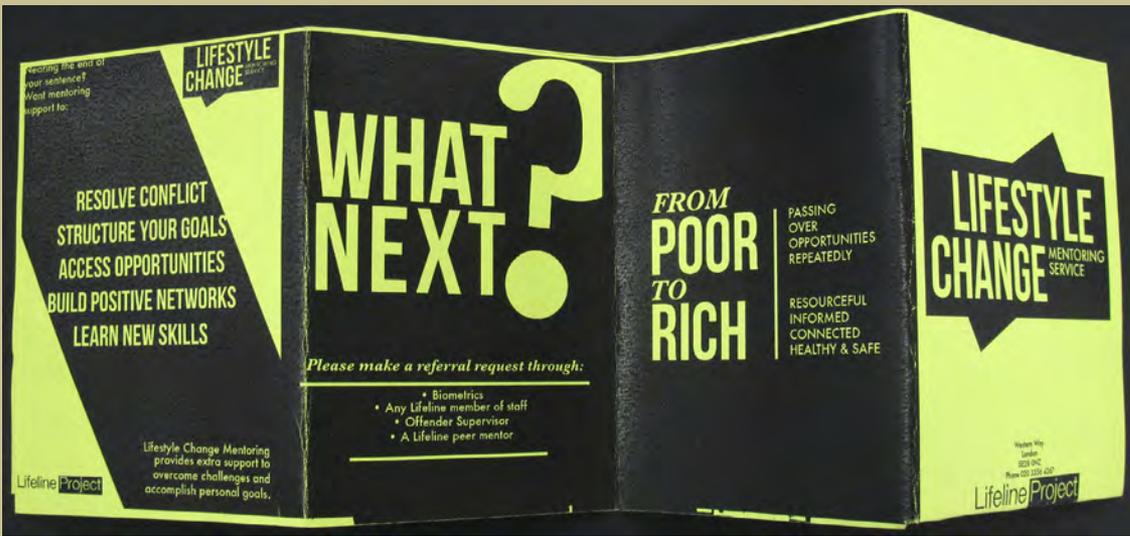
Sarah Louise Bingley, Student

Lifestyle Mentoring Service Leaflet

2015/2016

Lifeline Project

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



“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

**“EVERY MAN
GOTTA DO
RIGHT TO
DECIDE
HIS OWN
DESTINY”**



LIFESTYLE CHANGE MENTORING PROVIDES
EXTRA SUPPORT TO OVERCOME CHALLENGES
AND ACCOMPLISH PERSONAL GOALS.

**“EVERY
ACCOMPLISHMENT
STARTS WITH THE
DECISION TO TRY”**



LIFESTYLE CHANGE MENTORING PROVIDES
EXTRA SUPPORT TO OVERCOME CHALLENGES
AND ACCOMPLISH PERSONAL GOALS.

Win/Win!: Thank You

Siân Cook, Graphic Designer & Senior Lecturer
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