

A group of people, likely participants in a summit, are shown in a meeting setting. The image is overlaid with a red grid pattern. The text is centered on the page.

**REPORT OF THE
U.S. NATIONAL
DESIGN POLICY SUMMIT**

JANUARY 19, 2009

“Design necessity is recognizably present in projects ranging in scale and complexity from a postage stamp to a highway system.”

FROM THE TEN PRINCIPLES OF DESIGN NECESSITY OF THE
1ST FEDERAL DESIGN ASSEMBLY, 1973

“The legitimate object of government is to do for a community of people, whatever they need to have done, but cannot do at all, or cannot so well do for themselves, in their separate and individual capacities.”

PRESIDENT ABRAHAM LINCOLN

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EXECUTIVE SUMMARY

On November 11–12, 2008, leaders from the major profession design associations, the design education accreditation bodies, and Federal designers met in Washington, D.C. for a two-day workshop Summit to propose a U.S. National Design Policy.*

* List of participants on next page

The consensus of the Summit is that design is paramount to U.S. economic competitiveness, through design promotion and design innovation policy; and democratic governance, through design standards and Policy as Designed (i.e. the role of design in the formation, understanding, and implementation of policy). This report outlines the plan of action created at the Summit, for ways the American design communities and the U.S. government can work together to drive:

- *Innovation that supports the country's entrepreneurial spirit and economic vitality, (e.g. introducing a patent process that supports the specific forms of design intellectual property);*
- *Better performance in government communications, effectiveness, and accountability (e.g. adopting standards for accessibility, literacy, and legibility in all government communications);*
- *Sustainable communities, environments, cultures, and the earth (e.g. requiring carbon neutral buildings by 2030); and*
- *Forms of thinking that advance the educational goals of all areas of knowledge (e.g. introducing design-based learning and design thinking into K–12 education).*

This plan of action was developed through examinations of other international design policies, the U.S. Federal Design Improvement Program of the 1970s, and the design policy-related activities of participating design organizations. Individual policies are organized by their level of direct impact for the American people, the level of effort required for implementation and operational and political feasibility.

The Summit reconfirmed that the professional design and design education communities already act as agents of change. The American design communities seek to partner with the U.S. government to ensure that the change is for the better.

LIST OF SUMMIT PARTICIPANTS

from PROFESSIONAL DESIGN ORGANIZATIONS

Richard Grefé, *Executive Director*

AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN

Paul Mendelsohn, *Vice President, Government and Community Relations*

AMERICAN INSTITUTE OF ARCHITECTS

Deanna Waldron, *Director of Government and Public Affairs*

AMERICAN SOCIETY OF INTERIOR DESIGNERS

Earl Powell, *Lifelong Fellow*

DESIGN MANAGEMENT INSTITUTE

Frank Tyneski, *Executive Director*

INDUSTRIAL DESIGNERS SOCIETY OF AMERICA

Allison Levy, *Managing Director of Government and Regulatory Affairs*

INTERNATIONAL INTERIOR DESIGN ASSOCIATION

Leslie Gallery Dilworth, *Executive Director*

SOCIETY FOR ENVIRONMENTAL GRAPHIC DESIGN

Paul Sherman, *President*

USABILITY PROFESSIONALS ASSOCIATION

from DESIGN EDUCATION ACCREDITATION BODIES

Catherine Armour, *National Board Member*

ASSOCIATION OF INDEPENDENT COLLEGES OF ART AND DESIGN

Holly Mattson, *Executive Director*

COUNCIL FOR INTERIOR DESIGN ACCREDITATION

Samuel Hope, *Executive Director*

NATIONAL ASSOCIATION FOR SCHOOLS OF ART AND DESIGN

from U.S. FEDERAL GOVERNMENT

Clark Wilson, Sr. *Urban Designer/Environmental Protection Specialist*

U.S. ENVIRONMENTAL PROTECTION AGENCY

Frank Giblin, *Director Urban Development Program*

U.S. GENERAL SERVICES ADMINISTRATION

Janice Sterling, *Director of Creative Services*

U.S. GOVERNMENT PRINTING OFFICE

Ronald Keeney, *Assistant Director of Creative Services*

U.S. GOVERNMENT PRINTING OFFICE

SUMMIT FACILITATORS

Renata Graw, *Principal Plural*

UNIVERSITY OF ILLINOIS AT CHICAGO MFA 2008

Siobhan Gregory, *MFA student in Industrial Design*

UNIVERSITY OF ILLINOIS AT CHICAGO

Alicia Kuri Alamillo, *MFA student in Graphic Design*

UNIVERSITY OF ILLINOIS AT CHICAGO

Matthew Muñoz, *Principal DesignHeals*

NORTH CAROLINA STATE UNIVERSITY MGD 2008

Sean Burgess

IDSA

Tim Adkins

IDSA





WHY DOES THE UNITED STATES NEED A NATIONAL DESIGN POLICY?

“The absence of design is a hazardous kind of design. Not to design is to suffer the costly consequences of design by default.”

FROM THE TEN PRINCIPLES OF DESIGN NECESSITY OF THE
1ST FEDERAL DESIGN ASSEMBLY, 1973

D/d: BIG-D DESIGN & LITTLE-d DESIGN

When the u.s. Government and the design communities think of design, they are often thinking of two different things. The u.s. Government considers design in relation to the processes and outcomes of policy design. This consists of the activities of defining a policy problem and its source, identifying the most effective policy instruments, determining the metrics of measurable change, and figuring out which instruments and metrics provide solutions to the problem. Nobel Laureate Herbert Simon defined this type of design as “...devising courses of action aimed at changing existing situations into preferred ones.”¹ The design communities recognize this as “big D” Design (i.e. uppercase D) and it forms the basis of design thinking and strategy.²

The design communities think also of “little d” design. This consists of the skillful choices about words, images, shape, and forms that exercise a strategic thought process to create products, communications, experiences, and environments. These choices are guided by formal principles of point, line, shape, texture, color, harmony, space, typography, pattern, materials, and movement.

The two notions of Design and design are directly interlinked. Political scientists, Anne Schneider and Helen Ingram state:

*Policies are revealed through texts, practices, and symbols, and discourse that define and deliver values including goods and services as well as regulations, income, status, and other positively or negatively valued attributes. Policy design refers to the content and substance of public policy — the blueprints, architecture, discourses, and aesthetics of policy in both is instrumental and symbolic forms.*³

Little-d design is what translates abstract policy Design into experiences everyday people can see, hear, touch, smell, and taste. The proposal of a u.s. National Design Policy seeks to translate people's experiences with designed objects, communications, experiences, and environments into policies that reDesign American economic and democratic life.

THE 10 PRINCIPLES OF DESIGN NECESSITY

The best reasons for a u.s. National Design Policy were provided over 30 years ago as part of the Federal Design Improvement Program (1972-1981). Initiated by former National Endowment of the Arts director, Nancy Hanks, the First Federal Design Assembly created ten principles of the Design Necessity:

- 1 There are sound, proven criteria for judging design effectiveness.*
- 2 Design is an urgent requirement not a cosmetic addition.*
- 3 Design can save money.*
- 4 Design can save time.*
- 5 Design enhances communication.*
- 6 Design simplifies use, manufacture, and maintenance.*
- 7 Design necessity is recognizably present in projects ranging in scale and complexity from a postage stamp to a highway system.*
- 8 The absence of design is a hazardous kind of design. Not to design is to suffer the costly consequences of design by default.*
- 9 On any given project, designers and Government officials have the same basic goal: performance.*
- 10 Effective design of public service is itself an essential public service.⁴*

These ten principles have inspired the American design communities to propose a u.s. National Design Policy for economic competitiveness and democratic governance. Their continued relevance informs our rationale for why a design policy is needed now.

DESIGN POLICY FOR ECONOMIC COMPETITIVENESS

“Designed by Apple in California.
Assembled in China.”

LABEL ON BACK OF ALL APPLE PRODUCTS

Design policy for economic competitiveness takes the form of design promotion and innovation policy activities.

- *Design promotion activities include the establishment of design centers, publications, shops, competitions, and exhibitions to showcase new and established national design and designers.*
- *Innovation policy includes activities that enhance design industry innovation by supporting research and development (R&D), government procurement, transfer and diffusion of design, and maintaining intellectual property. It also includes activities that address human innovation including small and medium enterprise support, large enterprise support, higher education, and industry employment.*

The professional design associations carry out many U.S. design promotion activities. (See Appendix B.) They produce over 100 publications and hold over 50 competitions and awards. Architects Institute of American (AIA) and AIGA, the professional association for design, have national design centers. AIGA has traveling exhibitions. Nearly all the professional design associations support human innovation by measuring industry employment, working with the design education accreditation bodies to certify curriculum standards in higher education, and providing information and training for small and medium enterprises.

Within the U.S. Government, the National Endowment for the Arts and the Cooper-Hewitt National Design Museum both promote design through grants and exhibits. The General Services Administration and Bureau of Labor Statistics support and measure large design enterprises.

So why does the U.S. Government need to partner with the American design communities to promote design and enhance innovation policy? Unfortunately, most of these efforts fail to scale up to have true national impact in a country as large and diverse as the United States. The inability to scale impact has significant consequences because design is one of the vital areas of the U.S.'s economic competitiveness and entrepreneurial spirit.

With approximately 70–80% of the cost of a product determined in the design phase, American manufacturers seek to maintain their design in the United States, even if they often outsource their production to China, India, Mexico, or other low-wage countries. According to the Institute of Supply Management November Manufacturing ISM Report on Business, the U.S. manufacturing sector continues to contract with PMI the lowest since 1982 and ISM Prices Index the lowest since 1949.⁵ Yet, the success of products such as the iPod, an MP3 player only differentiated from its competitors by its product and interaction design, demonstrates that the U.S. maintains its competitive edge in design. The design industries — architectural services, landscape architectural services, interior design, graphic design, industrial design, custom computer programming (including interaction design), computer systems design, advertising agencies, commercial photography* — generate \$251 billions of U.S. dollars in estimated revenue for taxable employer firms.⁶ This figure does not take into account the estimated revenue contribution of the design phases within U.S. manufacturing processes nor its creation of brand value for corporations. As part of the service industries, design represents a continued area of economic growth, creativity, and innovation. In terms of entrepreneurial spirit, the design industries combined represent 118,171 of the U.S.'s small business firms or 15% of all professional, scientific, and technical services small business firms.⁷ This is more than the separate major service industries of Information, Education Services, Management Services; and Arts, Entertainment, and Recreation.

* NAICS 54131, 54132, 54141, 54142,
54143, 54149, 541512, 54181, 541922

The business community is ahead of the U.S. Government in recognizing the significant role of design in U.S. business innovation. This is reflected by publications such as *Business Week* and the *Harvard Business Review* (HBR). To quote Tim Brown's article on Design Thinking in HBR, "Today, as innovation's terrain expands to encompass human-centered processes and services as well as products, companies are asking designers to create ideas rather than to simply dress them up."⁸

Unfortunately, the u.s. Government does not view the design industries as a major service industry. Because design is handled by many different agencies, there is no way to accurately measure its contribution to the U.S.'s economic vitality. No government granting body supports basic design research and development. The National Endowment for the Arts provides grants for Artistic Excellence in Design and community development, but is not allowed to provide individual grants to support research. And the National Science Foundation, which does support research, does not fund design. The Department of Commerce's International Buyer Program only promotes the Graphics of America (printing equipment), the Home and Houseware Show, and the Architectural Engineers trade shows. The patent process undermines design intellectual property in two ways. First, it defines a design patent as strictly ornamentation, an approach that does not reflect the contemporary practice of design where form and function are one. Second, under the current system, a designer must file a separate design patent and utility patent to protect a single design. This increases both the financial and legal burden of protecting design intellectual property, a burden which does not exist for industries such as the pharmaceutical industry or technology industries. This burden penalizes the individual designer, who may not have the same resources as a corporate designer.

The American design communities believe that these oversights of design's economic contributions and innovation barriers represent a great opportunity for the u.s. Government and the u.s. design communities. A u.s. National Design Policy would provide the remedies to enable u.s. design to help make the nation more economically competitive.



DESIGN POLICY FOR DEMOCRATIC GOVERNANCE

“Good design can help us meet our commitment to improve the efficiency of government... and reaffirm our concern for the human side of government.”

FROM LETTER WRITTEN BY PRESIDENT JIMMY CARTER
IN SUPPORT OF THE 4TH FEDERAL DESIGN ASSEMBLY IN 1978

Although governments in Asia, Europe, and Latin America have been more advanced than the U.S. in establishing design policy for economic competitiveness, the U.S. has proven more advanced than other nations in developing design policy for democratic governance. Design policy for democratic governance takes the form of design standards — which we call *Policy as Designed*. Design standards consist of regulations and guidelines for safety, technical and aesthetic quality, sustainability, and social inclusion. An extension of the arguments of scholars Schneider and Ingram, *Policy as Design* addresses design’s role in government policy creation, the understanding of issues, and the implementation of policies as related to social values and the problems of justice, citizenship, and democracy.⁹ In other words, it focuses on how design makes government policy tangible to people through designed objects, communications, environments, and experiences, and how the improvement of the designs can positively affect the experience of government for all citizens.

There is historical precedent for design policy for democratic governance. The U.S. government has led the world in two initiatives: the Federal Design Improvement Program in the 1970s and the Americans with Disabilities Act of 1990. In 1972, NEA Chairman Nancy Hanks responded to a call by President Nixon for federal agencies to consider the role of the arts and design in helping their programs. Her response was the establishment of the four-component Federal Design Improvement Program.¹⁰ The first component was a series of design promotional exhibitions or Federal Design Assemblies to demonstrate the value of design. The first one, *The Design Necessity*, brought together over 1000 designers and government administrators. The second one, *The Design Reality*, had over 800 participants. Two more regional assemblies followed focusing on the Western regions and governmental design teams. In addition, several states held their own design assemblies.

The second component was the Federal Graphics Improvement Program, which set design standards for technical and aesthetic quality. Over 45 Federal agencies from the Dept. of Agriculture to the National Zoo had their graphics critiqued and redesigned by prestigious designers such as Danne and Blackburn and John Massey.

The third component was the Federal Architecture Project. From the Dulles Airport, opening the accessibility of post offices, to the Harlem River Bronx state park, the Federal Architecture Project accomplished the setting of design standards for governmental architecture and landscape design. Its hallmark achievement was the passing of the Public Buildings Cooperative Use Act of 1976, which legislated that governmental built environments be accessible to people with disabilities and for public use.

The fourth component was the Federal Designer Recruiting and Rating Procedures that sought to increase the quality of designers entering the Federal government through professionally reviewed portfolios. It sought to further professional design development through design seminars and training led by top designers. In spite of these accomplishments, the Federal Design Improvement Program did not survive the transition to the Reagan administration in the 1980s. More tragically, there is little common knowledge about the Program by designers or government today.

The U.S. was not to see another significant government design policy initiative until the passing of the Americans with Disabilities Act (ADA) of 1990. In Appendix A of the Title III Regulations, the ADA Standards for Accessible Design provides one of the most sophisticated set of regulations guiding a range of designs from sidewalks and ramps, signage and doors, ATMs and drinking fountains, to toilet stalls and seating areas. It remains a hallmark of design standards for social inclusion.

Federal designers and professional design organizations like American Institute of Architects (AIA), Society for Environmental Graphic Design (SEGD), Industrial Designers Society of America (IDSA), the American Society of Interior Designers (ASID) and the International Interior Design Association (IIDA) have been instrumental in the refinement and implementation of the ADA design regulations and guidelines.

With the record of accomplishments by the Federal Design Improvement Program and the ADA, why does the U.S. Government need to partner with the American design communities to establish design standards and address *Policy as Designed*? Two events illustrate the urgent necessity for design policy to support democratic governance. The first is the U.S. recognition of the global environmental crisis. The second is design and usability failures of the 2000 Presidential Election's "butterfly ballot."

SUSTAINABILITY AND THE GLOBAL ENVIRONMENTAL CRISIS

A comprehensive U.S. policy regarding sustainability has still yet to be proposed and cannot be written without the design communities' expertise and experience with *Cradle to Cradle* eco-effectiveness.¹¹ The professional design associations, sometimes in partnership with the Environmental Protection Agency and the General Services Administration, have led the establishment of sustainable design standards as well as the understanding of the issues of sustainability. In terms of design standards, the AIA has developed programs and recommendations regarding sustainability for over 30 years. The establishment of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System in 1998 by the U.S. Green Building Council (USGBC) provided the metrics to support the green initiatives of the AIA and the interior design associations, ASID and IIDA. In 2008, the ASID and USGBC teamed up for ReGreen, which are guidelines for sustainable interior design. For industrial design, IDSA established their eco-design practices and principles in 2001. AIGA's 2003 Annual Conference sub-theme of the Environment led to the establishing of its Center for Sustainable Design in 2006 which establishes environmental practices and principles for graphic design. In terms of Policy as Design, AIGA has currently teamed up with the INDEX Design Award for the INDEX Aspen Design Challenge, in which students compete in awareness campaigns *Designing Water's Future*. The compelling graphic and motion design of Nobel Laureate Al Gore's presentation, *An Inconvenient Truth*, galvanized public understanding of the lasting ill effects of the lack of a comprehensive U.S. policy regarding climate change. The American design communities believe that design policy is part of any comprehensive U.S. sustainability policy.

INCLUSIVE CIVIC PARTICIPATION AND THE BUTTERFLY BALLOT

Voting is the cornerstone of the u.s. political system. It represents the formal mechanism by which the people voice their preferences for how they are governed. A poorly-designed punch card ballot in Florida's 2000 Presidential Election shook the core of America's trust in its election process. The recognition that voting errors resulted from a design and usability problem provided an opportunity for the design communities to work with the u.s. Government to improve the efficiency and effectiveness of the election experience.

From 2005–2007, AIGA's Design for Democracy initiative, with the Usability Professionals' Association (UPA) Ballot Design and Usability initiative, fulfilled a government contract with the Election Assistance Commission (EAC) to develop best practice design standards for US voting ballots and voter information signage. The project met part of the EAC's mandate from the Help American Vote Act (HAVA) of 2002. Design for Democracy applied a rigorous citizen-centered design process that consisted of: HAVA and Voting Rights Act of 1965 requirements analysis, existing ballots and voter information signage audits, observations of 2006 New Jersey primary elections; consultation with advocates for the blind, people with low vision, people with mobility impairments, the elderly, low literacy, multilingual and multicultural communities; an over 500-respondent voter survey, questionnaires with election experts, field interviews with poll workers, 54 usability evaluations in seven states, and a pilot test of electronic ballots and voter information signage in Nebraska's November 2006 general elections; and three public hearings. The outcome was models and documentation of the best practices design standards for voter information signage, the optical scan paper ballots, the full-face Direct Recording Electronic (DRE) ballot, and the rolling DRE ballot.¹²

The American design communities believe that the rigorous process of citizen-centered design represented in the EAC ballot design best practices should become the standard approach for the creation of government objects, communications, environments, and experiences. Design standards improve everything from e-Government portals, post office interiors, government forms, municipal parking meters, to highway signage. A u.s. National Design Policy would ensure the continued democratic governance of the American people through effective design standards and an understanding of how policy is made tangible through design.



SCALING THE NATIONAL IMPACT

“There is no reason we can’t do this. We are a people of boundless industry and ingenuity. We are innovators and entrepreneurs and have the most dedicated and productive workers in the world.”

REMARKS OF PRESIDENT BARACK OBAMA
WEEKLY ADDRESS, JANUARY 3, 2009

Through the framework of design policy for economic competitiveness and democratic governance, the American design communities offer its case for why the U.S. needs a National Design Policy. We have demonstrated the many individual efforts for design promotion, innovation policy, design standards, and *Policy as Designed* carried out by government designers, the professional design associations, and the design education accreditation bodies. The American design communities believe that U.S. needs a comprehensive design policy in order to be able to scale these efforts to a level of significant national impact and effectiveness.



WHAT ARE THE PROPOSALS RESULTING FROM THE U.S. NATIONAL DESIGN POLICY SUMMIT?

The American design communities present the prioritized policy proposals that resulted from the Summit. In the first day, participants in the u.s. National Design Policy Summit generated:

- *70 proposals to support design promotion for economic competitiveness*
- *40 proposals to support innovation policy for economic competitiveness*
- *60 proposals to support design standards for democratic governance*
- *80 proposals to support policy as designed (i.e., the role of design in the formation, understanding and implementation of policy) for democratic governance*

These raw proposals were later consolidated into 62 refined proposals. On the second day of the Summit, participants evaluated and ranked the proposals according to four criteria:

1. *Value to the American People*
2. *Value to the Design Communities*
3. *Operational Feasibility*
4. *Political Feasibility*

FOR...	SCORE	CRITERIA
VALUE TO THE AMERICAN PEOPLE	4	contributes directly to both the economic competitiveness and democratic governance of the u.s.
	3	contributes to either u.s. economic competitiveness and democratic governance
	2	contributes indirectly to both the economic competitiveness and democratic governance of the u.s.
	1	contributes indirectly to either u.s. economic competitiveness and democratic governance
VALUE TO THE DESIGN COMMUNITIES	4	provides direct value to three or more design fields, professions, or educational bodies. Examples: increase leadership reach, the number of members/employees/ students, or provide additional funding for programs
	3	provides direct value to one or two design fields, professions, or educational bodies
	2	provides indirect value to the design community as a whole (i.e. good public relations)
	1	provides indirect value to only one or two design fields, organizations, or bodies
FOR...	SCORE	CRITERIA
OPERATIONAL FEASIBILITY	4	requires both funding and staff resources from only one or two design organizations or bodies
	3	requires both funding and staff resources from more than three design organizations or bodies
	2	requires only staff resources in partnership between government and multiple design organizations
	1	requires both funding and staff resources from both government and multiple design organizations
POLITICAL FEASIBILITY	4	fits within existing and continuing political priorities already in motion
	3	aligns with the top priorities of the incoming Obama administration (i.e. supporting state and local government, major infrastructure projects, helping unemployed workers and working families, enhancing education, creating green jobs and alternative energy sources, expanding healthcare to the uninsured, and ending the war in Iraq)
	2	aligns with secondary priorities of the incoming Obama administration
	1	introduces new political priorities

Brad McConnell, economic policy advisor in the Office of Senator Richard Durbin, provided assistance in understanding potential political priorities.

RANKING OF THE POLICY PROPOSALS

The proposals were ranked based on their level of direct impact and level of effort. The overall level of direct impact was determined by the average score of the proposal’s value to the American people and design communities. The overall level of effort was determined by the average score of the proposal’s operation and political feasibility. Legislative and executive branch partners were listed for guidance.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Text of the proposal	Area name	#	#	#	#	#	#	List	List

The ranks of policy proposals were as follows:

RANKING	IMPACT SCORE	EFFORT SCORE
High Direct Impact / High Effort	4-3.5	1-1.5
High Direct Impact / Moderate Effort	4-3.5	2-2.5
High Direct Impact / Low Effort	4-3.5	3-4
Moderate Direct Impact / High Effort	3-2.5	1-1.5
Moderate Direct Impact / Moderate Effort	3-2.5	2-2.5
Moderate Direct Impact / Low Effort	3-2.5	3-4
Low Direct Impact / High Effort	2-1	1-1.5
Low Direct Impact / Moderate Effort	2-1	2-2.5
Low Direct Impact / Low Effort	2-1	3-4

HIGH DIRECT IMPACT AND HIGH EFFORT PROPOSALS

These proposals are characterized by requests for direct funding or requiring of coordination among several government agencies. The American design communities believe that the potential impact of these proposals make their high level of effort worthwhile, although we recognize that processes of implementation will take time. Estimated time frame for full implementation is 6–8 years.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Modify the patent process to reflect the specific types of intellectual property created by designers	Innovation policy	4	4	4	1	1	1	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Department of Commerce: Patent and Trademark Office
Create a government supported multi-disciplinary think tank that brings together design, engineering, the arts, the sciences, and humanities to holistically address policy issues	Policy as designed	4	4	4	1	1	1	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Multiple
Establish national grants to support community design assistance programs	Policy as designed	4	4	4	1	2	1.5	Committee on Banking, Housing, and Urban Affairs: Subcommittee on Housing, Transportation, and Community Development (Jurisdiction for community development)	National Foundation on the Arts and Humanities: National Endowment for the Arts
Establish national grants for design promotion and basic design research	Innovation policy	4	4	4	1	2	1.5	Committee on Appropriations (NEA and NSF); Committee on Commerce, Science, and Transportation: Subcommittee on Interstate Commerce, Trade, and Tourism (Jurisdiction over trade promotion)	National Foundation on the Arts and Humanities: National Endowment for the Arts; National Science Foundation

Encourage direct government investment in design innovation	Innovation policy	4	4	4	1	2	1.5	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation; Committee on Small Business and Entrepreneurship	Department of Commerce: Office of Secretary, Economic Development Administration: Small Business Administration
Introduce into K-12 educational curriculums learning modules on design creativity and innovation	Innovation policy	4	4	4	2	1	1.5	Committee on Health, Education, Labor, and Pensions	Department of Education: Office of Elementary and Secondary Education
Promote existing private, public state, and local community design centers	Design Promotion	3	4	3.5	1	1	1	Committee on Banking, Housing, and Urban Affairs: Subcommittee on Housing, Transportation, and Community Development (Jurisdiction for community development)	National Foundation on the Arts and Humanities: National Endowment for the Arts; Dept. of Housing and Urban Development: Assistant Secretary for Community Planning and Development
Establish an semi-independently viable American Design Council	Design Promotion	3	4	3.5	1	1	1	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Multiple agencies
Commission a report to measure and document design's contribution to the U.S. economy	Design Promotion	3	4	3.5	1	1	1	Committee on Commerce, Science, and Transportation: Subcommittee on Interstate Commerce, Trade, and Tourism	Department of Commerce: Economics and Statistics Administration: Bureau of the Census; Department of Labor: Bureau of Labor Statistics
Re-develop the intellectual property process to encourage and protect design innovation	Innovation policy	3	4	3.5	1	1	1	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Office of the US Trade Representative: Intellectual Property and Innovation

HIGH DIRECT IMPACT AND MODERATE EFFORT PROPOSALS

These proposals are characterized by mostly design promotion efforts or either sustainable design standards that meet the Obama administration's priorities. Estimated time frame for full implementation is 3-5 years.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Target 2030 for carbon neutral buildings	Design standards	4	4	4	1	3	2	Committee on Environment and Public Works: Subcommittee on Private Sector and Consumer Solutions to Global Warming and Wildlife Protection	Council on Environmental Quality; Department of Energy Standards and Quality Assurance; Environmental Protection Agency; General Services Administration
Foster innovation with regular reviews of existing design standards	Design standards	4	4	4	3	1	2	Committee on Homeland Security and Governmental Affairs: Subcommittee on Oversight of Government Management, the Federal Workforce, and the District of Columbia	Office of Budget Management; Office of Information and Regulatory Affairs
Create promotional videos and materials of u.s. based CEOs promoting American design	Design Promotion	4	4	4	4	1	2.5	Committee on Banking, Housing, and Urban Affairs: Subcommittee on Security and International Trade and Finance	Office of the us Trade Representative Industry, Market Access, and Telecommunications
Build academic programs for design policy research in higher education	Policy as designed	3	4	3.5	3	1	2	Committee on Health, Education, Labor, and Pensions	Department of Education: Office of Post Secondary Education
Foster relationships to international design organizations and efforts	Design Promotion	3	4	3.5	3	1	2	Committee on Banking, Housing, and Urban Affairs: Subcommittee on Security and International Trade and Finance	Office of the us Trade Representative: Industry, Market Access, and Telecommunications; Smithsonian: Cooper Hewitt National Design Museum

Set ethical design standards for design firms	Design standards	3	4	3.5	3	1	2	Committee on Small Business and Entrepreneurship	Small Business Administration; Consumer Product Safety Commission; us Access Board
Employ post-occupancy surveys for design impact in government buildings	Policy as designed	4	3	3.5	3	2	2.5	Committee on Homeland Security and Governmental Affairs: Subcommittee on Oversight of Government Management, the Federal Workforce, and the District of Columbia	General Services Administration: Public Buildings Service; Government Accountability Office
Develop financial awards for innovations in business	Innovation policy	3	4	3.5	1	4	2.5	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation; Committee on Small Business and Entrepreneurship	Department of Commerce: Office of Secretary, Bureau of Industry and Security
Prepare designers to speak in public about shared government and design issues	Design Promotion	3	4	3.5	4	1	2.5	None, American design communities activity	General Services Administration: Office of Citizen Services and Communications

HIGH DIRECT IMPACT AND LOW EFFORT PROPOSALS

These proposals are characterized as mostly innovation policies that can be accomplished by the American design communities or broad based design standards. Estimated time frame for full implementation is 1–2 years.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Create shared u.s. standards for sustainability in multiple areas of design	Design standards	4	4	4	2	4	3	Committee on Environment and Public Works: Subcommittee on Private Sector and Consumer Solutions to Global Warming and Wildlife Protection	Environmental Protection Agency; Department of Energy Standards and Quality Assurance
Provide direct incentives for industrial sustainability	Innovation policy	4	4	4	3	4	3.5	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation; Committee on Small Business and Entrepreneurship	Department of Commerce: Office of Secretary, Economic Development Administration; Small Business Administration
Create advanced (employer-based) learning opportunities for personal skill development	Innovation policy	3	4	3.5	3	3	3	None, American design communities activity	General Services Administration; Department of Education: Office of Vocational and Adult Education
Promote interdisciplinary collaborations and partnerships between design, engineering, and social sciences	Innovation policy	3	4	3.5	4	2	3	None, American design communities activity	National Foundation on the Arts and Humanities; National Endowment for the Arts; National Science Foundation
Encourage ceremonial government recognition of design innovation initiatives	Innovation policy	3	4	3.5	4	4	4	Committee on Commerce, Science, and Transportation: Subcommittee on Interstate Commerce, Trade, and Tourism	Office of the us Trade Representative: Intellectual Property and Innovation

**MODERATE DIRECT
IMPACT AND HIGH
EFFORT PROPOSALS**

These proposals are characterized as primarily design standards and design promotion activities that require direct funding or coordination among several government agencies. The American design communities believes that the potential impact of these proposals make their level of effort worthwhile, although we recognize that processes of implementation will take time. Estimated time frame for full implementation is 6–8 years.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Develop model processes for human-centered design including anthropometric databases	Design standards	4	2	3	1	1	1	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Department of Commerce: National Institute of Standards and Technology
Encourage citizens to participate in design policy forums online and offline	Policy as designed	4	2	3	1	1	1	Committee on Homeland Security and Governmental Affairs: Subcommittee on Federal Financial Management, Government Information, Federal Services, and International Security	Office of Budget Management: Office of E-Government and Information Technology
Charge the USAID to fund an annual us traveling design exhibit to promote design	Design Promotion	3	3	3	1	1	1	Committee on Banking, Housing, and Urban Affairs: Subcommittee on Security and International Trade and Finance	Office of the us Trade Representative: Industry, Market Access, and Telecommunications
Revive the Presidential Design Awards to be held every year and use triple bottom-line measurements for evaluation	Design Promotion	2	4	3	1	1	1	At President's discretion	General Services Administration
Provide more support and higher appropriations for the NEA including the hosting of a Design Assembly in 2010 and launch of Federal Design Improvement Program 2011-2012	Design Promotion	2	4	3	1	1	1	NEA Appropriations Committee	National Foundation on the Arts and Humanities: National Endowment for the Arts

Set minimum performance guidelines for designs across different sectors	Design standards	4	1	2.5	1	1	1	Committee on Commerce, Science, and	Department of Commerce: National Institute of Standards and Technology
Collaborate with international organizations to develop standards in design	Design standards	3	2	2.5	1	2	1.5	Committee on Banking, Housing, and Urban Affairs: Subcommittee on Security and International Trade and Finance	Department of Commerce: National Institute of Standards and Technology
Subsidize the cost of design books for low income people at community centers	Design promotion	3	2	2.5	2	1	1.5	Committee on Commerce, Science, and Transportation: Subcommittee on Interstate Commerce, Trade, and Tourism	Dept. of Housing and Urban Development: Assistant Secretary for Community Planning and Development; Smithsonian: Cooper Hewitt National Design Museum
Create an Assistant Secretary for Design and Innovation position within the Department of Commerce to promote design	Policy as designed	1	4	2.5	1	2	1.5	Committee on Homeland Security and Governmental Affairs: Subcommittee on Federal Financial Management, Government Information, Federal Services, and International Security	Department of Commerce: Office of Secretary, Bureau of Industry and Security

DIRECT IMPACT AND MODERATE EFFORT PROPOSALS

Moderate direct impact proposals represent ones that provide some direct value to the American people or the design communities. They tend to bias toward direct impact for the design communities and indirect impact for the American people. Moderate effort proposals represent ones that either require significant resources from the u.s. government and design communities, yet rank high in terms of President Obama’s political priorities; or require less effort for the American design communities to implement and thus limited government resources. Estimated time frame for full implementation is 3–5 years.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Create open source/crowd sourcing design standards process	Design standards	4	2	3	3	1	2	Committee on Commerce, Science and Transportation: Subcommittee on Science, Technology, and Innovation	Department of Commerce: National Institute of Standards and Technology; Office of Budget Management: Office of E-Government and Information Technology
Develop teaching methods for design education in K-12	Design Promotion	2	4	3	1	3	2	Committee on Health, Education, Labor, and Pensions	Department of Education: Office of Elementary and Secondary Education
Build relationships with manufacturing so that design’s economic contribution is recognized	Innovation policy	2	4	3	2	2	2	None, American design communities activity	Office of the us Trade Representative: Industry, Market Access, and Telecommunications
Expose the public to design through the media	Design Promotion	2	4	3	3	1	2	None, American design communities activity	Smithsonian: Cooper Hewitt National Design Museum; National Foundation on the Arts and Humanities: National Endowment for the Arts

Conduct research on metrics that describe the impact of design decisions on outcome performance	Policy as designed	2	4	3	3	2	2.5	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Department of Commerce: Economics and Statistics Administration
Promote design through a dot.gov website	Design Promotion	2	4	3	3	2	2.5	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Office of Budget Management: Office of E-Government and Information Technology
Provide technical and financial assistance for emerging design innovation professionals	Innovation policy	2	4	3	3	2	2.5	Committee on Small Business and Entrepreneurship	Small Business Administration
Develop a shared definition of design between the design community and government	Design Promotion	2	4	3	4	1	2.5	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Department of Labor: Bureau of Labor Statistics; Department of Commerce: Bureau of the Census
Hold national and regional design contests and exhibits	Design Promotion	2	4	3	4	1	2.5	Committee on Commerce, Science, and Transportation: Subcommittee on Interstate Commerce, Trade, and Tourism	National Foundation on the Arts and Humanities: National Endowment for the Arts
Create interdisciplinary briefs and studies on design's value	Innovation policy	2	4	3	4	1	2.5	None, American design communities activity	Multiple agencies depending on design sector

Require “qualification base selection” procurement process	Design standards	2	3	2.5	1	3	2	Committee on Commerce, Science, and Transportation: Subcommittee on Science, Technology, and Innovation	Office of Budget
Create design centers at universities, which include mentoring programs	Design Promotion	1	4	2.5	3	1	2	Committee on Health, Education, Labor, and Pensions	Department of Education: Office of Post Secondary Education
Publish series of case studies of successful design innovation with storytelling and metrics	Innovation policy	1	4	2.5	4	1	2.5	None, American design communities activity	Government Printing Office; National Foundation on the Arts and Humanities: National Endowment for the Arts

**MODERATE DIRECT
IMPACT AND LOW EFFORT
PROPOSALS**

This proposal is part of a larger activity to measure design’s contribution to the U.S. economy. Estimated time for full implementation is 1–2 years.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Develop metrics for specifically for the economic value of design innovation	Innovation policy	2	3	2.5	4	2	3	None, American design communities activity	Department of Commerce: Economics and Statistics Administration

LOW DIRECT IMPACT AND HIGH EFFORT PROPOSALS

This proposal consist of secondary activities that are useful but not instrumental to larger programs. The estimated time frame for full implementation 6–8 years, not because of the level of effort, but rather because these activities fall in lower priority compared to others.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Build a database of civic-oriented design organizations	Policy as designed	2	2	2	2	1	1.5	None, American design communities Activity	Corporation for National and Community Service

**LOW DIRECT IMPACT
AND MODERATE EFFORT
PROPOSALS**

These proposals are characterized as broad advocacy campaigns or revisions to existing design standards. The estimated time frame for full implementation 3–5 years, not because of the level of effort, but rather because these activities fall in lower priority compared to others.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Advocate for citizen-centered design guidelines to local government on constructive citizen participation	Policy as designed	2	2	2	3	1	2	None, American design communities Activity	General Services Administration: Office of Citizen Services and Communications
Redefine public safety design standards	Design standards	3	1	2	1	4	2.5	Committee on Environment and Public Works: Subcommittee on Superfund and Environmental Health	Environmental Protection Agency

LOW DIRECT IMPACT AND LOW EFFORT PROPOSALS

These proposals are characterized as modifications to existing policies or opportunities for international design students. The estimated time frame for full implementation is longer because of their lower priority.

DESIGN POLICY		SCORE FOR VALUE TO...			SCORE FOR FEASIBILITY...			PARTNERSHIPS REQUIRED FOR SUCCESS	
POLICY TEXT	POLICY AREA	AMERICAN PEOPLE	DESIGN COMMUNITIES	IMPACT SCORE	OPERATIONAL	POLITICAL	EFFORT SCORE	LEGISLATIVE COMMITTEES	EXECUTIVE DEPARTMENTS
Require OMB approval of information design for all surveys and reports	Policy as designed	3	1	2	2	4	3	Committee on Homeland Security and Governmental Affairs: Subcommittee on Federal Financial Management, Government Information, Federal Services, and International Security	Office of Budget Management: Office of Information and Regulatory Affairs
Require plain language in public policy communications	Policy as designed	3	1	2	3	4	3.5	Committee on Homeland Security and Governmental Affairs: Subcommittee on Federal Financial Management, Government Information, Federal Services, and International Security; Committee on Rules and Administration	General Services Administration: Office of Citizen Services and Communications
Increase educational opportunities for international students	Innovation policy	1	2	1.5	1	1	1	Committee on Health, Education, Labor, and Pensions	Department of Education: Office of Post Secondary Education
Commission research study to map the design education process and standards	Design standards	1	2	1.5	1	1	1	Committee on Health, Education, Labor, and Pensions	Department of Education: Office of Post Secondary Education: Office of Vocational and Adult Education
Establish resource center for international design standards	Design standards	1	2	1.5	4	1	2.5	None, American Design Communities Activity	Department of Commerce: National Institute of Standards and Technology



CONCLUSION

The Summit ended with the proposal of several immediate action steps for developing a u.s. National Design Policy:

1. ***Re-establish the American Design Council to serve as a unified body representing all the u.s. design fields***
2. ***Create a report of the Summit as the first publication of the American Design Council***
3. ***Seek funding to develop a u.s. Design version of the British HM Treasury Cox Review on the contribution of creative industries to the British economy http://www.hm-treasury.gov.uk/cox_review_creativity_business.htm***
4. ***Encourage and support the NEA proposing a u.s. National Design Assembly in 2010 and Federal Design Improvement Program in 2011***
5. ***Develop at least one case study from each design field that uses both triple bottom line metrics (economic, social, and environmental impact) and effective storytelling to demonstrate the value of design***
6. ***Invite Design Innovation Captains of Industry to provide testimonials and demonstrations of the value of design***
7. ***Propose a holistic design award that will represent the highest honor in American design, perhaps even extending the frequency (from every 10 years to every year) and the prestige of the Presidential Design Awards***

This report is one of two publications that chronicle the outcomes of the u.s. National Design Policy Summit. The second publication, *Redesigning America's Future*, introduces ten design policy proposals in the form of a policy brief for the 111th Congress and the new Obama-Biden Administration. The American design communities are confident that their efforts will have lasting effects on the u.s. economic competitiveness and democratic governance.



1. Welcome to the summit and introduce the program.
2. Welcome to the summit and introduce the program.
3. Welcome to the summit and introduce the program.

**APPENDIX A:
DESIGN POLICY SUMMIT PROGRAM**

AGENDA

DAY 1: THE DESIGN NECESSITY

09:00AM-10:30AM	Greetings, overview, and introductions
10:30AM-11:00AM	Historical overview of u.s. design policy
11:00AM-12:00PM	Design policy activities self-assessment exercise
12:00PM-01:30PM	Lunch
01:30PM-03:30PM	Design policy ideation breakouts
03:30PM-04:00PM	Break
04:00PM-05:30PM	Ideation group sharing and discussion
05:30PM-07:00PM	Open
07:00PM	Dinner: Café Tropé

DAY 2: THE DESIGN REALITY

08:30AM-09:00AM	Breakfast reception
09:00AM-09:30AM	Recap of previous day
09:30AM-11:00AM	Idea prioritization and feasibility breakouts
11:00AM-12:30AM	Prioritization group sharing and discussion
12:30PM-02:00PM	Lunch
02:00PM-03:30PM	Next steps and commitments discussion
03:30PM-04:00PM	Wrap-up and evaluation

U.S. National Design Policy

Current Acti

for ECONOMIC COMPETITIVENESS

Design promotion

Innovation policy

DESIGN CENTRES

PUBLICATIONS

SHOPS

COMPETITIONS

EXHIBITIONS

Design Center & Bookstore:
Philadelphia
AIA

30 Online Publications
AIA
DHI News eBulletin
DHI
Online Management Review

AIA online bookstore
AIA
The IA Bookstore
AIA

AIA National Home Awards
AIA
AIA Educational Home Awards
AIA
AIA Award for Excellence
AIA
The Building Information
Award Awards

Storage of Information
AIA
AIA 20th Anniversary
AIA
AIA 20th Annual Design
Exhibition

APPENDIX B: LIST OF CURRENT ACTIVITIES BY SUMMIT INVITEES BY ORGANIZATION

ACCESS BOARD

Current activities *for* DEMOCRATIC GOVERNANCE

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
							Courthouse Access Advisory Committee		Voting and Polling Place Accessibility	

ACCESS BOARD

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
Development of a Classroom Acoustics Standards				Accessible Sidewalk Videos		
Emergency Transportable Housing Advisory Committee (addresses access)				Rights-of-Way Design Guidance		
Resources on Emergency Evacuation and Disaster Preparedness				Proposed Guidelines for Federal Outdoor Developed Areas		
				The Rehabilitation Act Amendments (Section 508)		
				Telecommunications Act Accessibility Guidelines		
				Supplements To ADA Accessibility Guidelines (ADAAG) for Play Areas		
				Department of Transportation ADA Standards for Transportation Facilities		
				Current research projects to promote accessible design (6 projects)		
				Uniform Federal Accessibility Standards (UFAS)		

AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
National Design Center	AIGA Year in Design.	AIGA online store	50 Books/ 50 Covers Competition	Average of three exhibitions a year (AIGA)
	4 Online Journals		365: AIGA Annual Design Competition	AIGA 50 Books/ 50 Covers
	Business and ethics brochures		Winterhouse Awards for Design Writing & Criticism	365: AIGA Annual Design Exhibition
	Collaboration with Peachpit Press			
	8 mentoring guidebooks			

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY
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Professional Practices in Graphic Design: Copyright

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
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Annual Salary Survey

AIGA Center for Practice Management

AIGA Design Jobs

AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
	Transportation Symbols	AIGA Center for Sustainable Design website				Diversity Initiative
	Design For Democracy Best Practices in Ballot and Signage Design	Urban Forest Project				Center for Cross-Cultural Design

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
										AIGA Get out the Vote Polling Place Project

AMERICAN INSTITUTE OF ARCHITECTS (AIA)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
Design Center & Bookstore: Philadelphia	20 Online Publications	AIA Online Bookstore	AIA National Honor Awards AIA Education Honor Awards CES Award for Excellence The Building Information Model Awards	

INNOVATION POLICY

DESIGN INNOVATION				HUMAN INNOVATION			
R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
		The AIA Technology in Architectural Practice Knowledge Community		AIA Contract Documents			Continuing Professional Education programs AIA Career Center

AMERICAN INSTITUTE OF ARCHITECTS (AIA)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
		Sustainable Design Policy Center	Design for Aging Knowledge Community			The Committee on Architecture for Education
		Sustainability 2030 Toolkit				
		The Committee on the Environment				
		The Academy of Architecture for Health				
		The Public Architects Committee				

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
Design for Aging Knowledge Community		The Committee on Architecture for Education		AIA Government Advocacy Center						
				The Local Relations team						
				Government Affairs team						
							The Academy of Architecture for Justice			DesignVote08

AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	Average 20 books per year		Bloom Awards	
	ASID ICON		ASID/Southern Accents Residential Design Competition	
			7 Professional Awards	
			Student Chapter Awards	
			Student Design Competition	
			Student Legislative Award	
			ASID Foundation Scholarships and Awards	
			Industry Partner Merit Award	

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
ASID Marketing Tools	ASID Environmental Scanning Report	RealWorld Design Week: the ASID Student Career Project	STEP program (NCIDQ exam preparation workshop)
State Licensing Regulations list			Continuing Education Units
			ASID Job Bank

AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
	Building Codes and Standards resources	Bloom Awards ASID Research Series on Sustainability: Interior Design and Global Impacts ASID Sustainable Design Council REGREEN program: green residential remodeling guidelines		Publication on Residential Design for Aging in Place		

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
2008 ASID Interior Design Legislative Symposium	Legislative Issues in interior design Interior design legislative talking points ASID Legislative Outlook Newsletter			ASID Government and Public Affairs Capitol Connections ASID's online legislative hotline						

ASSOCIATION FOR COMPUTING MACHINERY SPECIAL INTEREST GROUP ON COMPUTER-HUMAN INTERACTION (ACM-SIGCHI)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	Communications of the ACM magazine		SIGCHI Awards	
	Queue magazine			
	Interactions: new visions of human-computer interaction			
	41 journals			
	43 newsletters			

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
ACM SIGCHI Development Fund			ACM SIGCHI Tutorials To Go Program ACM Online Courses

ASSOCIATION FOR COMPUTING MACHINERY SPECIAL INTEREST GROUP ON COMPUTER-HUMAN INTERACTION (ACM-SIGCHI)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

			INCLUSION			
SAFETY	QUALITY	SUSTAINABILITY	COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
						Intercultural web page

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
				SIGCHI US Public Policy Committee						

ASSOCIATION OF INDEPENDENT COLLEGES OF ART AND DESIGN (AICAD)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT **GOVERNMENT
PROCUREMENT** **TRANSFER &
DIFFUSION** **INTELLECTUAL
PROPERTY**

HUMAN INNOVATION

**SMALL &
MEDIUM
ENTERPRISE
SUPPORT** **LARGE
ENTERPRISE
SUPPORT** **GRADS IN
HIGHER ED** **INDUSTRY
EMPLOYMENT**

School and Major
Finder

BUREAU OF LABOR STATISTICS (BLS)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT **GOVERNMENT PROCUREMENT** **TRANSFER & DIFFUSION** **INTELLECTUAL PROPERTY**

Productivity
Statistics

Economic
News Releases

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT **LARGE ENTERPRISE SUPPORT** **GRADS IN HIGHER ED** **INDUSTRY EMPLOYMENT**

Occupational
Employment
Statistics for
27-0000 Arts,
Design, Enter-
tainment, Sports,
and Media
Occupations

Occupational
Outlook Hand-
book (OOH)

Career Guide to
Industries

Occupational
Employment and
Wages Reports

Statistics on
Compensation
and Working
Conditions
Online

Occupational
Projections and
Training Data

Statistics on Pay
and Benefits

Compensation
and Working
Conditions
Online

BUREAU OF LABOR STATISTICS (BLS)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/ CULTURAL

Statistics on
Safety and
Health

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

**R&D OUTPUT GOVERNMENT
PROCUREMENT TRANSFER &
DIFFUSION INTELLECTUAL
PROPERTY**

HUMAN INNOVATION

**SMALL &
MEDIUM
ENTERPRISE
SUPPORT LARGE
ENTERPRISE
SUPPORT GRADS IN
HIGHER ED INDUSTRY
EMPLOYMENT**

North American
Industry
Classification
System Manual

COOPER-HEWITT NATIONAL DESIGN MUSEUM

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
Cooper-Hewitt National Design Museum		The Shop at Cooper-Hewitt	The National Design Awards People's Design Award	Average of seven exhibitions a year

INNOVATION POLICY

DESIGN INNOVATION

HUMAN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
							Teen Design Fair

COUNCIL FOR INTERIOR DESIGN ACCREDITATION (CIDA)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT GOVERNMENT PROCUREMENT TRANSFER & DIFFUSION INTELLECTUAL PROPERTY

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT LARGE ENTERPRISE SUPPORT GRADS IN HIGHER ED INDUSTRY EMPLOYMENT

Annual policy updates

Annual report of Professional Standards

Accreditation Manual

DEPARTMENT OF COMMERCE (DOC)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

HUMAN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
			Manual of Patent Classification	Small Business Paperwork Relief Act (SBPRA) (OMB-OIRA)			
			Manual of Patent Examining Procedure				
			On-line Patent information, facts, forms, attorneys/agents, and publications	CORE.GOV: Component Organization and Registration Environment (OMB-OIRA)			

DEPARTMENT OF COMMERCE (DOC)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/ CULTURAL
	Information Quality Guidelines			Electronic & IT Accessibility		

DEPARTMENT OF JUSTICE (DOJ)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT

GOVERNMENT
PROCUREMENT

TRANSFER &
DIFFUSION

INTELLECTUAL
PROPERTY

HUMAN INNOVATION

SMALL &
MEDIUM
ENTERPRISE
SUPPORT

LARGE
ENTERPRISE
SUPPORT

GRADS IN
HIGHER ED

INDUSTRY
EMPLOYMENT

ADA Guide
for Small
Businesses

DEPARTMENT OF JUSTICE (DOJ)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
			Disability Rights News	ADA Standards for Accessible Design		
			Access for All: Five Years of Progress	Model Policy for Law Enforcement on Communicating with People Who Are Deaf or Hard of Hearing		
			ADA-ABA Accessibility Guidelines			

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
							ADA Enforcement			

DESIGN MANAGEMENT INSTITUTE (DMI)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	DMI News eBulletin		Muriel Cooper Prize	
	Design Management Review		Design Management Team of the Year award	
	Design Management Journal		John F. Nolan Award	
	Design Management Institute Case Studies			
	DMI Academic Journal			

INNOVATION POLICY

DESIGN INNOVATION

HUMAN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
			18 articles on Intellectual Property		The International Forum on Design Management Research and Education	DMI Research Grants	DMI Job Bank

GENERAL SERVICES ADMINISTRATION (GSA)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
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Design
Excellence
Awards

Construction
Excellence
Awards

GSA
CONNECTIONS
Award

GENERAL SERVICES ADMINISTRATION (GSA)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT **GOVERNMENT PROCUREMENT** **TRANSFER & DIFFUSION** **INTELLECTUAL PROPERTY**

The Learning Center in the Center for Acquisition Excellence

COMMITTS NexGen (Commerce Information Technology Solutions-NexGen)

HUBZone (Historically Underutilized Business Zone)

Alliant

GSA Heartland Office of Business and Support Services

FedBizOpps Website

Center for Acquisition Excellence

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT **LARGE ENTERPRISE SUPPORT** **GRADS IN HIGHER ED** **INDUSTRY EMPLOYMENT**

Office of Small Business Utilization

GSA Schedules Contract Training

Vendor Support Center

Vendor Support Center

e-Resolve

GSA Schedules Program

Capital Investment Program

List of E-Professional Organizations and Resources for Site Selection

GENERAL SERVICES ADMINISTRATION (GSA)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
The GSA Fire Protection and Life Safety Program	Design Excellence Program	Strategic energy management programs				
Asbestos Management Plans	Construction Excellence Program	Environmental Services The GSA Environment Program Sustainable Design Program Design Excellence Program 2008 GSA Global Supply Environmental Products Catalog GSA's Solid Waste Management program GSA's Energy Center of Expertise				

GOVERNMENT PRINTING OFFICE (GPO)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	ePUB Magazine	U.S. Government bookstore		

INNOVATION POLICY

DESIGN INNOVATION

HUMAN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
	Simplified Purchase Agreement (SPA) (streamlined printing procurement vehicle for use by the U.S. Government Printing Office's Federal customer agencies.)						Workforce Development, Education & Training
	GPO Contractor Connection						Training Opportunities at the Institute for Federal Printing & Electronic Publishing
							Training Opportunities at the Institute for Federal Printing & Electronic Publishing

GOVERNMENT PRINTING OFFICE (GPO)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/ CULTURAL
	Downloadable Forms & Stan- dards for Federal Agencies	GPO Online Paper Store (order online environ- mentally friendly paper)				

INDUSTRIAL DESIGNERS SOCIETY OF AMERICA (IDSA)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	Innovation Journal	The ID Bookstore	IDEA: Industrial Design Excellence Awards	
	Design Perspectives newsletter		Student Merit Awards	
			Catalyst Awards competition	
			IDSA Education/Young Educator of the Year Awards	
			IDSA Fellowship Award	
			IDSA Personal Recognition Award	
			IDSA Special Award	

INDUSTRIAL DESIGNERS SOCIETY OF AMERICA (IDSA)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

HUMAN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
			The Contract Terms and Conditions Reference for Product Design Consultants	Directory of Industrial Designers The Contract Terms and Conditions Reference for Product Design Consultants The IDSA Compensation Study: 13th Edition The New Face of Design Business: an IDSA Consultant Office Management and Operating Study	Influence and Vision: an IDSA Corporate Design Group Study		Getting an Industrial Design Job

INDUSTRIAL DESIGNERS SOCIETY OF AMERICA (IDSA)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/ CULTURAL
		Ecodesign Center				

INTERNATIONAL INTERIOR DESIGN ASSOCIATION (IIDA)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	Perspective Journal		IIDA's 1st Annual Government Design Awards	
	Design Matters newsletter		Annual Interior Design Competition	
	GRAction		IIDA and HD Product Design Competition	
	Custom		IIDA/Metropolis Smart Environments Awards	
			Sustainable Leadership Awards	
			Chapter Awards	
			IIDA/Contract Magazine Showroom & Booth Design Competition	
			Best of NeoCon Competition	
			ALA/IIDA Library Interior Design Awards	
			IIDA Sustainable Design Student Competition	

INTERNATIONAL INTERIOR DESIGN ASSOCIATION (IIDA)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT GOVERNMENT
PROCUREMENT TRANSFER &
DIFFUSION INTELLECTUAL
PROPERTY

HUMAN INNOVATION

SMALL &
MEDIUM
ENTERPRISE
SUPPORT LARGE
ENTERPRISE
SUPPORT GRADS IN
HIGHER ED INDUSTRY
EMPLOYMENT

Knowledge
Center

The IIDA Career
Center

NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN (NASAD)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT GOVERNMENT
PROCUREMENT TRANSFER &
DIFFUSION INTELLECTUAL
PROPERTY

HUMAN INNOVATION

SMALL &
MEDIUM
ENTERPRISE
SUPPORT LARGE
ENTERPRISE
SUPPORT GRADS IN
HIGHER ED INDUSTRY
EMPLOYMENT

NASAD
Directory
(annual)

Searchable
NASAD
Directory
Information

Accreditation
Procedures
documents

Assessment and
Policy Studies

NASAD
Annual
Handbook

NASAD Brochures
and Advisory
Papers

Annual Meeting
Papers

NATIONAL ENDOWMENT FOR THE ARTS (NEA)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	NEA Arts News-letter		The National Medal of Arts	Presentation of Foreign Artists in the us
			Save America's Treasures grants	us Artists International
			NEA National Heritage Fellowship	First Juried Collection of Universal Design Exemplars
			National Accessibility Leadership Award	
			U.S./Japan Creative Artists' Program	
			ArtsLink Residencies	
			Open World Cultural Leaders Program	

INNOVATION POLICY

DESIGN INNOVATION				HUMAN INNOVATION			
R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
	The Governor's Institute On Community Design™		18 articles on Intellectual Property			Arts Education publications	National Forum on Careers in the Arts for People With Disabilities
	The Mayors' Institute on City Design®						

NATIONAL ENDOWMENT FOR THE ARTS (NEA)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
	<p>Your Town: The Citizens' Institute on Rural Design</p> <p>Arts in Health-care Symposium, Research and Resource List</p>		<p>Accessibility publications</p> <p>Arts in Universal Environments Workshop (2000)</p> <p>Meeting on Envisioning Universal Design: Creating an Inclusive Society: October 2-3, 2003</p> <p>First Juried Collection of Universal Design Exemplars</p> <p>Universal Design and Accessibility Resource Lists</p>	<p>Publication: Design for Aging: An Architects Guide, by the National Endowment for the Arts and the American Institute of Architects, 1986</p> <p>Publications: The Accessible Museum: Model Programs of Accessibility for Disabled and Older People</p> <p>Publication: Design for Accessibility: A Cultural Administrator's Handbook</p> <p>NEA Office for AccessAbility</p>	<p>The Big Read</p> <p>To Read or Not To Read: A Question of National Consequence</p> <p>NEA International Literary Exchanges</p>	

NATIONAL ENDOWMENT FOR THE ARTS (NEA)

Current activities *for* DEMOCRATIC GOVERNANCE

POLICY AS DESIGNED

POLICY CREATION

AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS
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Legislation and Art and Design information

ISSUES

GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS
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SOCIAL CONTEXTS

JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
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Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
Innovative Fire Protection Technologies (28 projects for 2008)		13 projects for Healthy and Sustainable Buildings				
High Performance Construction Materials and Systems (25 projects for 2008)		The BEES (Building for Environmental and Economic Sustainability) software				
Homeland Security and Disaster Resilience (17 projects for 2008)						
Enhanced Building Performance (21 projects for 2008)						

OFFICE OF MANAGEMENT AND BUDGET (OMB) / OFFICE OF INFORMATION AND REGULATORY POLICY (OIRA)

Current activities *for* ECONOMIC COMPETITIVENESS

INNOVATION POLICY

DESIGN INNOVATION

HUMAN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
	Office of Federal Procurement Policy		Privacy and security of data (OMB-OIRA) Computer Security (OMB-OIRA) Privacy Guidance (OMB-OIRA) Privacy Reference Materials (OMB-OIRA)	Small Business Paperwork Relief Act (SBPRA) (OMB-OIRA)			
				CORE.GOV: Component Organization and Registration Environment (OMB-OIRA)			

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
	Information Quality Government-wide Initiatives (OMB-OIRA)					

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
Capital planning (OMB-OIRA)								Regulations.gov (website to comment on Federal regulations)		
The Management Watch List (OMB-OIRA)								Federal Enterprise Architecture (FEA) (OMB-OIRA)		
The High Risk List (OMB-OIRA)								RegInfo.gov (OMB-OIRA)		
Government Paperwork Elimination Act (GPEA) (OMB-OIRA)								E-Government Initiatives (OMB-OIRA)		

SOCIETY FOR ENVIRONMENTAL GRAPHIC DESIGN (SEGD)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
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	segdDESIGN		SEGD's annual Design Awards Program	
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INNOVATION POLICY

DESIGN INNOVATION				HUMAN INNOVATION			
R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY	SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT

				SEGD Compensation & Billing Survey			
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SOCIETY FOR ENVIRONMENTAL GRAPHIC DESIGN (SEGD)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/ CULTURAL
		SEGD Green Paper: Best Practices, Strategies, and Scenarios for Sustainability in Environmental Graphic Design				

USABILITY PROFESSIONALS' ASSOCIATION (UPA)

Current activities *for* ECONOMIC COMPETITIVENESS

DESIGN PROMOTION

DESIGN CENTRES	PUBLICATIONS	SHOPS	COMPETITIONS	EXHIBITIONS
	ux: User Experience magazine Journal of Usability Studies The Voice UPA Monthly newsletter Book: Essays on Usability 3 published methodologies for usability	The UPA Store	Bringing Usability to Life Student Competition	

INNOVATION POLICY

DESIGN INNOVATION

R&D OUTPUT	GOVERNMENT PROCUREMENT	TRANSFER & DIFFUSION	INTELLECTUAL PROPERTY

HUMAN INNOVATION

SMALL & MEDIUM ENTERPRISE SUPPORT	LARGE ENTERPRISE SUPPORT	GRADS IN HIGHER ED	INDUSTRY EMPLOYMENT
	Professional Development website STC Usability SIG Toolkit	Usability in the Enterprise	Job bank

USABILITY PROFESSIONALS' ASSOCIATION (UPA)

Current activities *for* DEMOCRATIC GOVERNANCE

DESIGN STANDARDS

SAFETY	QUALITY	SUSTAINABILITY	INCLUSION			
			COGNITIVE DISABILITIES	PHYSICAL DISABILITIES	LITERACY	MULTI-LINGUAL/CULTURAL
					Center for Plain Language	Cross-cultural Usability

POLICY AS DESIGNED

POLICY CREATION				ISSUES			SOCIAL CONTEXTS			
AGENTS AND IMPLEMENTATION STRUCTURES	TARGETS, RULES, AND TOOLS	RATIONALES AND ASSUMPTIONS	GOALS AND PROBLEMS	GOVERNANCE STRUCTURES	INSTITUTIONS AND THEIR CULTURES	SOCIAL CONSTRUCTIONS	JUSTICE	CITIZENSHIP	DEMOCRATIC VALUES	PROBLEM SOLVING
										Usability in Civic Life



APPENDIX C: LIST OF RAW POLICY PROPOSALS

DESIGN POLICY RAW PROPOSALS

DESIGN PROMOTION

1. Hold more National design events, contests, and exhibitions
2. Promote National action through WPA or similar
3. Support K-12 education in design
4. Prepare designers to write more letters to editors
5. Set up bureau of design experts to media
6. Hold more awards programs
7. Have business opinion leaders give endorsements of design's value
8. Provide government leaders speaking points about design
9. Establish design.gov internet community and resources
10. Provide Government design publications
11. Support design 'mentors' for educational programs at secondary and post-secondary levels
12. Gather and distribute data facts on Design for Publication
13. Offer more awards programs with IDEA catalyst
14. Speak more to press media and PR
15. Get corporate CFO support (Bill Gates, Steve Jobs)
16. Get ROI numbers on Design
17. Create design publications online and in print
18. Create design and design process case studies
19. Hold Presidential design competitions
20. Support inter-organizational promotional activities
21. Encourage regional and local involvement in design activities
22. Develop tours and visits to design firms
23. Package lecture series for clubs, business, chambers of commerce, etc.
24. Develop data and facts on web publications
25. Develop 'Design Corps' (like the Peace Corps)
26. Redefine design so that people understand it's not just 'hit it with the pretty sticks'
27. Create more exhibitions and road shows
28. Develop case studies based on effective storytelling
29. Promote design outside the design community
30. Change language used in promotion to 'laymen's terms'
31. Support design research, grants and promotions of grants and fellowships nationally
32. Create a level of design consciousness
33. Hold summit for all federal agencies that provide technical assistance
34. Recognize how design is permeating our environment
35. Create awareness that design happens whether by designers or non-designers
36. Amplify definition of design not just as art, but as problem-solving with economic consequences
37. Increase recognition for design on the small scale as well as large scale

38. Establish links to other international efforts, sharing information, exchange
39. Promote with one voice, all of us together!
40. Integrate design in schools and universities
41. Promote inter-disciplinary design education (i.e urban design and public health)
42. Offer Federal funding for design centers at universities
43. Offer more Webinar series- quick, easy, and cheap
44. Capture power of Internet and web 2.0 for promotion (ex. Facebook, twitter, rss feeds)
45. Design as celebrity and promotion
46. Capitalize on the design 'image' as the 'place where fun happens'
47. Take responsibility for design to be inclusive and not exclusive (beware the ivory tower)
48. Promote private/public state and community and national design centers
49. Promote design exhibitions for art museums and universities
50. Subsidize or create less expensive publications about design process
51. Conduct survey of architecture centers worldwide
52. Produce more TV shows and movies using designers instead of lawyers and detectives
53. Create programs addressed to general public and decision makers
54. Encourage tourism organizations to promote their architecture as an asset
55. Develop means for selecting and preparing designers who speak effectively to the public
56. Show by example how good design is not just for rich
57. Develop a series of teaching videos about design for use in elementary schools
58. Document measured value created by design
59. Educate the media
60. Skip design centers focus on Internet
61. Be willing to thump your chest
62. Collaborate on promoting all design awards not just your own
63. Cater the message to the audience
64. USAID promote and fund annual us design and innovation and traveling exhibit abroad
65. Revive presidential design awards
66. Reestablish American design council to create a shared promotion campaign
67. Curate a national exhibition on National Design
68. Get design exposed to public via the USA Today route
69. Reach public through showcasing regional design
70. Partner with respected company that have already pierced the public consciousness (Target, Apple, etc)

INNOVATION POLICY

1. Promote multidisciplinary partnerships with industry and design fields in multidisciplinary perspectives
2. Seed money and grants as “investment”
3. Promote humility about innovation
4. Look at ramifications of how tax policy is working to discourage innovation
5. Change attitudes towards willingness to create conceptual, financial, economic, and space for people to work in a creative way
6. Protect intellectual property
7. Create education programs for designers about intellectual property
8. Intellectual property law should be written and organized so that designers can develop expertise themselves
9. Define better who owns work that firms are doing overseas
10. Stop export of American innovation processes because of cheap labor
11. Create compendium of innovation models
12. Develop processes to be innovative without having to actually manufacture
13. Establish innovation in the framework for sustainability
14. Directly address how providing an incentive not to copy will promote innovation
15. Develop a clear intellectual property policy
16. Establish clear and rational guidelines for intellectual property
17. Make it easier for an accredited organization to have impact on a national scale
18. Define clear goals for innovation — the term is too vague
19. Use executive orders to break down disciplinary silos for innovation
20. Encourage local domestic production
21. Need innovative production methods to keep the price down that support domestic production
22. Establish sustainable design assessments
23. Establish design innovation research for research sake
24. Encourage smart use of resources and space
25. Allow for failure in funding of innovation
26. Adopt flexible work schedules to foster innovation where best level of performance is tied to things outside of the office
27. Accept that R&D can happen in small steps
28. Support interdisciplinary collaboration between education and industry
29. Offer advanced learning opportunities for innovation
30. Promote recognition of design within industry
31. Create “World’s Fair” kind of thing to transfer design
32. Make “good enough for government” a positive standard for design innovation

33. Increase funding for the patent and trademark office
34. Establish innovation process based on using customer base for design through participatory and contextual design
35. Educate all for the creative spirit found in designers
36. Allow for free official government patent searches
37. Make it easier for designers to get government grants without an MBA
38. Establish a department within patent and trademark office for designers to get help
39. Create an innovation mentoring program
40. Offer tax breaks for companies that innovate in new product categories

DESIGN STANDARDS

1. Create uniform standard for sustainability
2. Define Quality standards
3. Define “sustainability standards” & get licenses
4. Make pro-active plans for inclusion of standards (not just writing them up)
5. Foster innovation with regular review of existing standards
6. Reach out to specialty groups not always voiced in creation of standards
7. Expand department of safety to identify negative outcomes — i.e. too wide of streets for fire but then unsafe for pedestrians
8. Enforce existing standards
9. Introduce understanding of design & design standards in early education K-12.
10. Define what is a standard Ideal? Low end? Medium?
11. Establish clear accountability for keeping standards current up-to-date
12. Ensure flexibility of standards to adapt to changing technologies (i.e. green roofs)
13. Calculate the cost meeting standards incentives vs. mandates
14. Calculate costs that consider equitable sharing of savings not just up-front costs
15. Calculate cost of inaction
16. Design benchmarking (design/ID, graphics, ECO, UI)
17. Define/develop Quality Gates QFD process
18. Provide easy to understand model for human-centered design
19. Clarify nomenclature for material identification for disposal/recycling
20. Define the benefits for improving design. Why it is important.
21. Design to LAST! Put an end to a disposable culture.
22. Adapt and adopt global standards including ECO standards.
23. Establish design standards for design firms: bidding process and baseline credibility
24. Develop an international design standards resource center
25. Create Universal Design Standards like EPA
26. Support usable standards not just ISO-like requirements documents
27. Develop a manual or software guided tool for creating design standards
28. Use crowd sourcing for creating best design standards
29. (DIAGRAM) System Model + Users Mental model + Implementation model
30. Adopt open source for design and development standards
31. Support improved design through a national organization — commission on government entity
32. Develop design process standards
33. Re-tool the patent IP systems

34. Define international anthropometric research standards
35. Update internationalization localization of anthropometric measures
36. Don't reinvent the wheel — start with what is already out there.
37. Leave room to innovation in standards
38. Allow for flexibility in standards to encourage innovation
39. Broaden design standard to include design operations that take place off site
40. Include triple bottom line criteria (economic, environmental, and social benefit) in design standards
41. Encourage quality not quantity
42. Ensure accessible environment
43. Require QBS procurement process
44. Make assurance of public safety a goal of any standard
45. Place designers at the table when standards are written
46. Encourage beauty, excellence, on occasion, at a civic responsibility beyond the utilitarian brief (think statue of Liberty)
47. Give triumph a chance — don't avoid risk at all cost.
48. Understand that standards are not static, but must be continually re-assessed and updated
49. Craft design standard guidelines through usability research (and, of course ethnographic research) of multiple sectors of citizens
50. Set integrity standard for all communication at 8th to 10th grade level and 60 years of age plus
51. Use research and testing to establish standards
52. Provide symbols and communications for all
53. Approach standards enforcement with carrot and stick
54. Establish bodies for creating design standards for which audiences
55. Creating standards is not about being the same (strict uniformity)
56. Set performance as goal of design not beauty
57. Find balance between innovation and standardization
58. Try to develop design standards that are specific to fields of design and audiences within these fields (ex. different for toys and book design)
59. Draw careful distinctions between health and safety, visibility and aesthetics
60. Set minimum performance guideline for designs

POLICY AS DESIGNED

1. Create an executive office level design position
2. Create design-related sub-committee in Congress
3. Place more designers in Federal agencies
4. Place more designers business and industry
5. Place more designers municipal and state agencies
6. Place more designers institutions of higher education
7. Place more designers K-12 education
8. Encourage the development of more not-for-profit design organizations
9. Have more government funded projects for buildings
10. Encourage young talent through government design competitions
11. Target 2030 for carbon neutral building
12. Set clear guidelines on communication with legibility, literacy, accessibility, and understanding
13. Engage design expertise across disciplines
14. Foster collaboration on advocacy
15. Establish federal community input requirements for major public projects (would be deeper and more formal than NEA)
16. Establish principles for private sector government relationships
17. Build credibility by being clear about what design can and cannot do in specific circumstances
18. Support academic work in design policy analysis to inform evidence and design policy discussion
19. Recognize that design has value in government
20. Recognize that design is the process of making the complex clear (whether architecture, industrial, design or communication design. This is critical for democracy)
21. Encourage better government performance through design
22. Support design's role in public discourse that the best investment is in infrastructure and buildings
23. Determine how do we measure effectiveness in government services
24. Need to quantify design impact
25. Establish specific vernacular of design policymakers
26. Develop clear definition of "value of design" that bridges all design disciplines
27. Show how design impacts across disciplines: core, fundamental aspects; the big "why design"
28. Increase the design knowledge of most policy makers
29. Shift policy focus from bottom line to good design
30. Establish how designing well = better bottom line
31. Clarify relationship between individual/ institutional/ corporate decisions and common approaches /general politics/government action
32. Establish one design policy that addresses multiple issues for minimum moves that create maximum of benefits
33. Create Cabinet-level position on competitiveness and innovation

34. Create position at Department of Commerce Asst. Secretary for design coordination and innovation
35. Increase respect for and bridge impact of NEA
36. Place more designers on agency boards and public advisory groups
37. Spend energy and time and resources on cooperation rather than consolidation
38. Have a design representative in government that can speak policy and design
39. Design communications and find environments for multiple cultures, accessibility and understanding
40. Establish design curriculum requirements for K-12
41. Task OMB with seeding designers on government design staff
42. Task OMB to craft and codify design standards for information design
43. Task OMB with demonstrating best practices in citizen-centered design
44. Reward “good design” for the public with publicity and awards
45. Require post-occupancy surveys
46. Conduct more research on impact of design decisions
47. Require design knowledge competencies that are tested, because what is tested can be what is taught in K-12
48. Establish business-government bridges for policy implementation and support
49. Ensure inclusion and diversity in policy formation
50. Create well-designed communities that reflect culture and needs of citizens
51. Create grant program for community design assistance
52. Enhance community input elements of LEED
53. Identify role of design in reducing controversy, adversarial systems, synthesis, and compromise
54. Create OMB required review and approval of information design for all public surveys and reports
55. Legislate requirements for simple English version (8th grade) all legislation; compare with Canada
56. Encourage active participation through buy-in
57. Explore/promote relationships between design and access to information
58. Establish think tank supported by government to bring art, innovation, science, and design together
59. Revive presidential design awards
60. Identify ownership of how hour resources are used to improve quality of life
61. Establish that the environment has the right to standing trees and water
62. Establish that everyone has right to clean air and water
63. Create database of civic oriented design organizations, like municipal arts society
64. Have more respect for people and less for oil
65. Promote work concepts of balance between expert and “lay” opinion while raising the level of design understanding among the public

66. Use plain language while defining policy goals
67. Advocate in all communications transparency in government activity
68. Advocate citizen-centered design guidelines to local government on constructive citizen participation
69. Develop examples of integrated thinking for use by government agencies in problem solving
70. Promote better strategic thinking through less linear interdisciplinary approach
71. New designs should not just trickle down from Space program
72. “Keep it simple, but no simpler.” Albert Einstein
73. Seed in every government office with a speechwriter, a designer
74. Improve the user friendliness of e-government websites
75. Use design to create conditions for active participation in policy decisions
76. Raise level of design understanding in policy making among the public
77. Ensure equitable distribution of policy benefits to targets
78. Recognize that people understand policy through designed things
79. Improve the process for hiring government designers
80. Offer incentives for state and local government to hire designers

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ENDNOTES

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