

# THE GLOBE AND MAIL

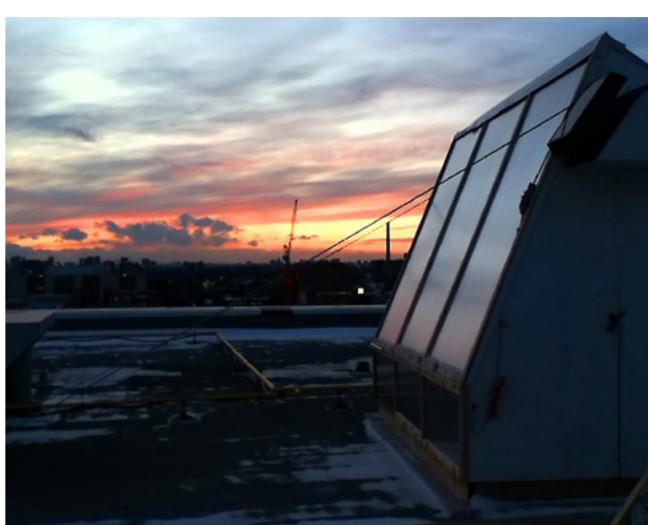
CANADA'S NATIONAL NEWSPAPER • FRIDAY, NOVEMBER 25 2016 • globeandmail.com

## ART & CULTURE

# By Design

### Globe and Mail/OCAD University series highlighting design thinking, issues and innovation

In 2016, OCAD University partnered with the Globe and Mail Report on Business to publish a series of six op-eds titled "By Design," highlighting design thinking, related issues and innovation.

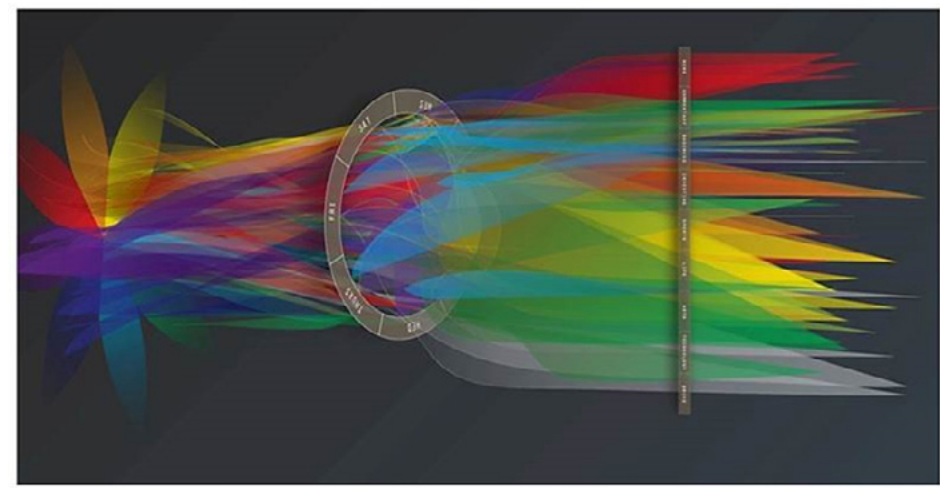


CREDIT: IAN CLARKE



August 10, 2016

**"Urban agriculture may be inefficient, but it's a model for a sustainable future"** — Ian Clarke, Associate Dean of the Faculty of Liberal Arts and Sciences and School of Interdisciplinary Studies at OCAD University discusses the topic of efficiency and its effects on the future employment prospects of millions of Canadians, and on the environment. He argues that when we talk about efficiency, we are usually talking about producing the most product or service for the least input or cost, including labour cost. But this definition of efficiency is counterproductive for job creation and for the environment. Clarke argues that "the real measure we should aspire to is an economy that is most efficient at producing meaningful jobs and quality of life for as many people as possible, while using only renewable supplies of material resources and energy." Clarke asserts that the rapidly expanding urban agriculture sector is a good example of efficiency at producing good food and local jobs. While urban agriculture can't replace rural farms, "we should embrace the future of such inefficiency — ultimately, we will find that it tastes good."



CREDIT: GUIA GALI

August 22, 2016

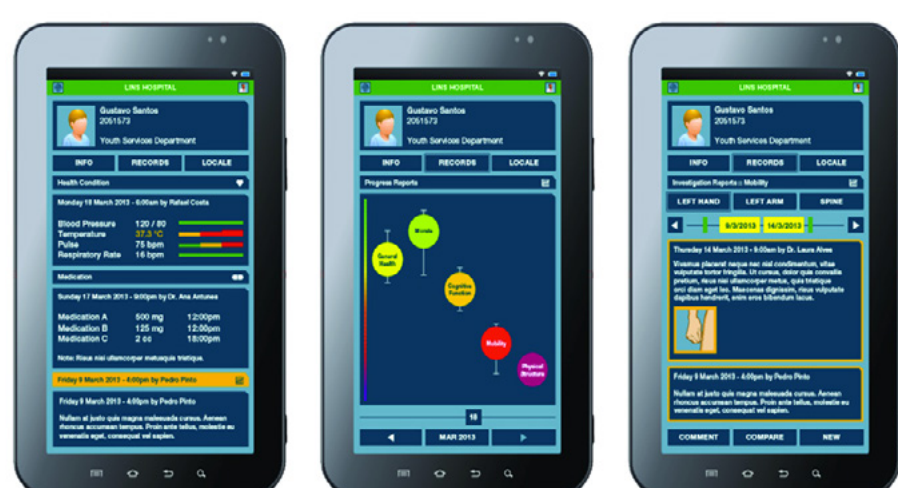
**"There's no Big Data without intelligent interface"** — By Dr. Sara Diamond, OCAD University President, and Dr. Patricio Davila, Associate Professor, Director of the Zero Lab and a member of the Visual Analytics Laboratory at OCAD U, and Steve Szigeti, researcher and Manager, Visual Analytics Lab. In this article, the authors assert that we need the skills of designers and artists, and widespread data literacy, to ensure that Canada succeeds in the Big Data era. Data is described as "one of the remarkable new materials of the 21st century — as important to our future as water." It can include measurements of physical phenomena (such as weather patterns) or virtual phenomena (such as telecommunications packets). The challenge remains that data is meaningless without curation, interpretation and representation. In a world increasingly driven by data analysis, designers, digital media artists and animators provide essential tools for users. OCAD University faculty, researchers and students are among those exploring data visualization's potential to provide meaningful interfaces among data, databases, machines and humans. Canada has developed significant scientific skills in data analytics within its universities and knowledge industries. However, we need to remember, the authors insist, that science, technology, engineering and mathematics (STEM) disciplines are not enough. We need to ensure that we graduate individuals with interpretive and communication skills into the world of Big Data.



CREDIT: NATALIE VERY B.

September 5, 2016

**"Gaming our way to understanding the barriers faced by women in tech"** — Suzanne Professor and Director of the Super Ordinary Lab and Prateeksha Singh, graduate research assistant, Super Ordinary Lab, discuss Silicon Valley, which, while it continues to be characterized as "an open sandbox of dreams and experimentation," it keeps many potential players out of the sandbox just because of who they are: women. OCAD University's Super Ordinary Lab set out to understand the gender imbalance of participation, and barriers to female leadership, in the Information Communication Technologies (ICT) sector. "The benefit of being a design school is that we seek to bring a fresh and unexpected perspective, and this project was no different," write the authors. They found that the number of women employed in tech industries is not increasing. It's actually declining. Women's heyday in the sector was in the early 1980s, before the mass commercialization of personal computing. Many studies point to rampant sexism and/or female exclusion across the entire ICT sector, identifying various sources of the problem: gender-based prejudices regarding the arts and sciences, a lack of female mentorship and "good-old garden-variety male chauvinism." Gender stereotypes stand out as a common feature. The OCAD University team proposed six possible interventions to get at the underlying myths and ideologies perpetuating the exclusion of women. While workshoping the games with current sector leaders at an industry conference, participants were asked to consider: "How might we keep the door open for female leaders tomorrow?"



OCAD U VISUAL ANALYTICS LAB

August 6, 2016

**"There's no innovation agenda without design thinking"** — Dr. Sara Diamond and Karel Vredenburg, head of IBM Studios Canada, discuss the importance of innovation for organizations and the importance of design thinking, design practice and creative skills. The article explores the dilemma that many organizations face, in that they often recognize the importance of innovation, but don't know how to achieve it. "The answer is design," according to the op-ed. Designers allow companies to stay ahead of their customers by anticipating and addressing human needs and behaviours in a complex and changing world. IBM hired hundreds of designers, created design studios and infused a culture of design into all business units of the company. This sparked a major design transformation of the entire company, helping other companies do the same. The article also discusses the role of provincial jurisdictions and the federal government in creating pathways to innovation and supporting industry design strategy development.



CREDIT: AVERY KUA

August 15, 2016

**"Are we living in a social economy, or a precarious one?"** — Sarah Trantum, Assistant Professor of Social Innovation Design and Dr. Alia Weston, Assistant Professor of Creative and Business Enterprise at OCAD University discuss the current job market in North America and the new reality affecting job seekers and the next generation of workers. While the current job market no longer offers the same opportunities for full-time, long-term employment, it does offer "flexible employment and greater opportunities to work on various projects of one's own choosing, to even self-direct a career about creating impactful social change." At OCAD U, undergraduate art and design students are taught about the historical contexts of work, including the consequences of the Great Recession and the effects of technology. The authors assert that students need to understand how the job market came to be, and how it continues to evolve. "They need to navigate ambiguity, think entrepreneurially and engage in a socially responsible way," which is the impetus behind OCAD U's new entrepreneurship and social innovation minor. Rooted in community, ethics and social responsibility, the program is focused on teaching business and economic principles through a lens of critical and creative thinking and practice.



CREDIT: CHRISTINA GAPIC

August 29, 2016

**"We're all misfit consumers — we need inclusive design"** — In her article, Jutta Treviramus, director of the Inclusive Design Research Centre at OCAD University, discusses a course titled Unlearning And Questioning, part of the two-year master's study in Inclusive Design, intended to question assumptions, unlearn conformity and remove boundaries to thought. The students from very diverse backgrounds are challenged with unlearning the fear of "drawing outside the lines" — the compunction to label, sort, rank, filter and conform. They relearn the priceless value of mistake-making and failure. The ultimate learning outcome is a "radical form of inclusive design" that is seen as the next generation of design thinking. The inclusive-design students imagine scenarios of successful innovation agendas, stretching into several successive generations. They consider the potential impact on the complex adaptive system that is our global society. The class soon discovers that if we are rethinking innovation, we also need to rethink common assumptions about entangled factors such as markets, customers, employment, design, research and development. Invariably, our inclusive design students propose that the innovation race we should embark upon is not a race against other countries, but a race against escalating economic disparity and environmental deterioration. They conclude that collaboration and inclusion are good economic strategies — and challenges that Canada is uniquely prepared to accept.



# IGNITE IMAGINATION