



CONCEPT NOTE ON GRAPHIC DESIGN WORKSHOP SCHEDULED ON 4TH OCTOBER 2019 AT SAROVA PANAFRIC HOTEL, NAIROBI.

1. Background.

- i. The Association of Designers of Kenya (ADKE) is registered as a professional body under the provisions of Chapter 108 of the Laws of Kenya to advance professional practices and promote standards of design profession in Kenya.
- ii. The Association operates a Chapter for **Graphic Designers** covering Graphic Design, Advertising, Illustration, Art Directors, Print Media, Photography, Visual Communication, Packaging among others.
- iii. The Association has registered Corporate, Graduate, Technician and student Members under the Graphic Design Chapter

2. Overview

The Graphic Designers Workshop 2019 is a celebration of the power of Graphic design and its role in National Development in Kenya.

3. Workshop Objectives

- i. ADKE is co-organizing this Workshop together with State Department of Public Works and other partners, to present and discuss the Status of Graphic Design Profession in the Kenya.
- ii. It's a platform to share lessons learnt during design practice, make recommendations on how to move the profession should move forward and how best to include Graphic Designers in matters of National Development especially realization of the Big Four Government Agenda.
- iii. Pegged as the "largest annual gatherings of creative professionals" in the Kenya, it's anticipated to attract over 100 delegates and some of the most influential Keynote Speakers. In addition to hosting this Workshop various Capacity Development Programme in partnership with Key Design Market Leaders, Design & Materials Exhibition, and introductory Courses for Graphic Designers in Kenya will be conducted thereafter.

- iv. The Workshop will see presentation of papers sessions, keynote presentations and panel discussion sessions. The Workshop will provide insights on two major areas
 - a) Promotion of sustainable graphic design practices
 - b) Professionalizing the Profession- Ethical Practice

4. Workshop Sub-themes.

a) Changing Mindsets for sustainable graphic design practices

- i. To further advance the adoption of green concepts in Graphic design practices, a presenter will discuss and make presentations on Eco-Labels & signage, Environment & recycling and other Sustainable Graphic practices.
- ii. The objective is to understand sustainable Graphic Design concepts and practices applicable in Kenya and beyond familiarize with best global practices including Graphic design contribution to sustainable development goals within the creative sector.

b) The Big 4 Pillar; Design Involved.

The Government of Kenya has committed to delivering its Big Four agenda in the next five years, in line with country's Vision 2030. To actualize the delivery, the Government will rely heavily on professionals to drive the agenda to all Kenyans. Massive budget allocations to fund ambitious projects under the relevant departments in the next five years have been set aside. There lies a greatest opportunity for Graphic Designers in realization of Affordable Housing, Manufacturing, Affordable & Universal Health Care and Food Security Programmes. Where do these opportunities lie and what shall it take for graphic designers to participate in realization of the Big Four for National Development?

A discussion will highlight how designers can tap the opportunities that come with this five year plan.

c) Design Industry status in Kenya

This is an overview presentation detailing design professional's efforts in the public sector and non state actors in keeping the momentum of graphic design practice in Kenya.

The discussion will focus on efforts, challenges, opportunities and way forwards for the graphic design industry in Kenya. Further, situational analysis of the graphic design industry, existing Government policies that support the industry, Global best practices on Design & Innovation and opportunities that exist especially in Enterprise Development as well as potential threat from quacks in the industry will be discussion.

d) ETHICS IN GRAPHIC DESIGN PRACTICE IN KENYA.

Graphic Design professionals have been left behind in major regulatory, statutory, legislative and policy frameworks in the yester-years due to lack of professional formations to steer this agenda;

The Values and Principles Act of 2015 empowers professional Associations to develop strategies for professional compliance and development for its members within provisions regarding registration and continuous professional development provided by the Association. It further describes a code of ethics for all professionals in Kenya;

what is your role as a member to a Professional Association,? To be discussed will be within the context of;

- i. Role of Professional Associations to professional development.
- ii. membership to a graphic design professional body;
- iii. Professional and regulatory frameworks available for graphic designers in Kenya.
- iv. Roles of professional bodies in promoting ethical practices.
- v. Roles of a professional association in policy and standards formulation in Kenya.
- vi. Professional Associations roles in protecting and regulating graphic design profession in Kenya.

e) Kenya progress in Design policy

Kenya has made various efforts since 2011 in developing a Legal Framework on matters of registration, professional development, regulation of standards and practices in designers. The Draft National Design Bill proposes to establish an Institution that shall register professionals, develop professional standards and code of practice for its members and carry out Capacity Development Programmes.

The discussions will be on understanding the proposed legal framework and establishing a way forward towards giving the Design industry the Best Policy to steer National Development and Realization of Vision 2030.

5.0 Design in private sector; missed opportunities

The Private sector has a role to play in driving the economic pillar of this country based on systems the Government has put in place overtime. However, it has faced challenges and has missed opportunities to fully exploit the expanding market nationally and beyond and especially for design professionals.

The need to expand knowledge, altitude and practices of private sector players in the field of design shall tremendously grow the National Economy of Kenya.

There is need to advance and co-opt Private Sector Development Initiative like Advancing Public-Private Partnerships and develop increased partnerships between players involved to tap existing opportunities in the country's national development agenda.

A presentation shall dig deeper into the issues that facilitate the private sector players in design practices for achievement of their potential.

5. Target Audience

Graphic Designers, , Head of Graphic Design consultancies, Design experts, Design Educators, business professionals, , Art Directors, Illustrators, Photographers, Print Media, Visual Communicators, Design student's, Advertising & Packaging experts, professionals in Art, Design, Interior , Product and industrial designers and creatives .

For further enquires or clarifications, kindly contact us on;

Association of Designers of Kenya- ADKE
Trascom Annex, First Floor, Ngong Road
P.O. Box 14118-00200 **Nairobi**

M: +254 720 400358 | +254 725 210178 | +254 722 443136

E: info@adke.or.ke

W: www.adke.or.ke