



CODE OF CONDUCT FOR ADKE MEMBERS.

“This document is developed by Association of Designers of Kenya-ADKE for compliance by its members during the time being recognised as either Graphic Designer, Interior Designer or Industrial Designer in Kenya.”

Published by
Association of Designers of Kenya-ADKE
©2018

Preamble .

The establishment of this Code is in pursuant to the ADKE Constitution towards realization of its agenda to steer the purpose and objects of the association. The Governing Council recognises that anchoring the institutional framework of ADKE on the best professional practices places the association at par with international Associations well as giving direction to the design Industry in Kenya.

This Code aims at establishing and promoting professionalisms in the design industry for wider usage across all related professionals.

As a mandatory requirement, all members subscribe to adhere to this code as they register to be members of the association.

To achieve professionalism as prescribed, ADKE expects its members to conduct themselves honourably and honestly in their dealings with their clients, the community and their professional colleagues.

Definitions

The terms used in developing this Code shall be defined in the same manner in which they are defined in the by-laws as enshrined in the Constitution of the ADKE

PRINCIPLES OF PROFESSIONAL CONDUCT AS A DESIGNER

There are a few elements that enable designers to be exceptional in their line of work. It's based on these attributes that forms the background of professionalism in the Industry. The association requires every member to bear minimum the following principles while practicing.

a) Open Mindedness

In as much as most design involves creating solutions out of nothing, good designers are just as great in making existing environments even better, and this enables them see opportunities where other do not.

b) Teamwork

Good Designers work well with others. Some designs require input of other professionals, and every good Designer must be able to work well with everyone involved in the design process.

c) Communication

A great Designer has to convey a message with every work they do, so they need to be able to appreciate the importance of communication.

Effective communication also extends to the ability to understand client expectations.

d) Attention to Detail

A great Designer have an eye for detail that enables them to see things regular people do not.

e) Patience

Producing designs that are pleasing to a client, are relatable to the end user and at the same time aesthetically pleasing is not only hard work, but also nerve wrecking.

A good designer is one who has the patience to undergo numerous revisions, a horde of questions and tight schedules and still come up with the best possible design solution.

f) Perception

A great designer should be able to connect things. Design is not just about offering the obvious solutions to all problems presented.

Instead, good design involves the ability to introduce something new, something that people who don't possess the knowledge and insight of design will not be able to do, something that only a designer can do.

CODE OF CONDUCT.

a) Duty to the Clients

A member

- shall be truthful in all their professional communications.
- shall not sub-contract the principal design work commissioned by a client without the client's full knowledge and consent.
- may offer professional services to a client for any form of legal compensation.
- shall undertake to perform professional services only when they, together with their consultants, are qualified by education, training or experience to perform the services required.
- shall treat all knowledge of a client's intentions, production methods and business organisation as confidential and shall not, at any time divulge such information without the consent of the client. It is the designer's responsibility to ensure that all members of his/her staff are similarly bound to confidentiality.

b) Responsibility to Other Designers and Colleagues

A member shall;

- pursue their professional activities with honesty, integrity and fairness, and with respect for other Designers or colleagues contractual and professional relationships.

- not accept instruction from their clients which knowingly involves plagiarism, nor shall they consciously plagiarize another's work
- only take credit for work that has actually been created by the Member or the Member's firm or under the Member's immediate direction and control.
- not attempt, directly or indirectly, to supplant another designer who has a firm commitment with a client in relation to a particular project.

Responsibility to this Association and Design Profession

A member;

- Shall seek continually to upgrade their professional knowledge and competence with regard to the i design profession pursuant to the ADKE Constitution.
- Shall carry appropriate insurance, to include Employers' Liability, Public Liability, Product Liability and Professional Indemnity. Members shall also, where appropriate, carry directors' and Office bearers' Insurance where appropriate.
- Any company who has not renewed membership of the Association must remove any logo and initials of the Association designation from all product literature, advertising and stationery on termination of membership.
- Shall, wherever possible, encourage and contribute to the sharing of knowledge and information among designers, the design industry and the general public.

c) Responsibility as an Employer

A member shall;

- adhere to the requirements of Labour Laws.
- ensure that sub-contractors engaged by them carry insurance cover appropriate to their role, including Public Liability and Employer's Liability.

d) Responsibility as an Employee

A member shall

- adhere to the agreed contract of employment, and shall not divulge confidential business information to another party.
- not identify as their own any plans or designs prepared by the employer or employer's company.

e) Responsibility to other Consultants, Design Team Members and Suppliers

Members shall ensure that information provided to consultants and suppliers for the execution of a project is professionally prepared and accurate.

f) Responsibility to the Public

A member shall

- exercise reasonable skill and care in conformity with the normal standards of their interior design profession, competence in the conduct of their business and act at all times with honesty.
- In performing professional services, members shall at all times consider the health, safety and welfare of the public.
- accept a professional obligation to enhance quality of life within the community through design excellence.
- In performing professional services, not knowingly violate the law or advise or assist clients in conduct they know to be illegal.
- not make misleading, deceptive or false statements or claims regarding their professional qualifications, experience or performance.
- undertake to perform professional services only when they are qualified by education, training or experience to do so.
- endeavour to act in the best interests of ecology and the natural environment and wherever possible to promote the conservation of energy and the recycling of materials.

g) Publicity

Members may themselves, or by means of persons or organizations acting on their behalf, promote and publicize their practice provided the advertising material contains only truthful, factual statements and does not breach copyright agreements.

DISPUTES & COMPLAINTS

While the Association demands high standards of professionalism from its members, it is recognized that occasionally a member may breach this Code. If you feel that one of our members has breached the Code and wish to make a formal complaint, please write to info@adke.or.ke for full details of our disciplinary process.

Please note that the Association cannot:

- Award compensation to a complainant
- Impose any fines on our members
- Restrict one of our members from practicing as a designer

Whilst the association members shall conform to the existing laws, regulations and professional codes as established by the Kenya Government, the association shall have the power only to enforce its own Code and derivatives from its constitution or any of its regulations provided. Any member, who, in the opinion of the Disciplinary Committee of the Association, has acted in contravention of the Association's Code, may be cautioned, suspended, expelled from membership or such as may be decided. Such action shall only occur after a member has been given the opportunity to answer all allegations of misconduct brought by the Disciplinary Committee. The decision of the Disciplinary Committee shall be final and binding.

MEMBER APPELATIONS

If you are a member in good standing, you can use the ADKE acronym after your name. Using your ADKE designation shows your clients, employers, and peers that you are deeply committed to your profession. It demonstrates to a prospective employer that you have the qualifications that give you an edge.

Use your ADKE credential:

- On your business cards, website, and letterhead
- When being interviewed by the Media
- When receiving recognition in press releases, newsletters, and announcements

