Welcome to your session on INCLUSIVE DESIGN

Drag Syndrome – Alternative Miss World

Say hello, state your name and give us a wave or a wink!

LO 1: Develop a range of research methods that inform your work and show an awareness of ethical responsibility (enquiry)

By the end of this session you can

- understand the principles of inclusive design

- integrate these principles in their design thinking and consider their application in the context of hair and make-up design

What is inclusive design?

Add 3 key words to this word cloud that defines what
 inclusive design means to you ..

https://www.menti.com/al1ykx7ogcm2

The British Standards Institute (2005) defines inclusive design as:

" The design of mainstream products and/or services that
are accessible to,
and usable by,
as many people as reasonably possible ...
without the need for special adaptation or specialised design."

Inclusive design addresses accessibility, age, culture, economic situation, education, gender, geographic location, language, and race. It ensures designs not only meet business requirements but also respect the needs and expectations of the diverse range of users the digital product or applications aims to serve.

techuk.org

Drag Syndrome – photographed by Damien Frost

- **Inclusive design places people at the heart of the design process**
- Design and development should create spaces and buildings that people can use to form strong, vibrant and sustainable communities. To achieve this, you should ensure that you involve as many people as possible on the design. This will help to promote personal well-being, social cohesion and enjoyment for all.

- **Inclusive design acknowledges diversity and difference**
- Good design can be achieved only if the environment created meets as many people's needs as possible. Everyone at some point will probably experience limited mobility – as a tourist laden with bulky luggage, a parent with young children, an older person or an individual with injuries. It is important to identify barriers to inclusion as early as possible within the design process so that good design can overcome them.

  Inclusive design celebrates the diversity of people and should not impose disabling barriers. While the needs of wheelchair users and mobility impaired people are important it is also necessary to understand the barriers experienced by people with learning difficulties, mental ill health, visual impairments and hearing impairments.

- **Inclusive design offers choice where a single design solution cannot accommodate all users**
- An inclusive environment does not attempt to meet every need. By considering people's diversity, however, it can break down barriers and exclusion and will often achieve superior solutions that benefit everyone. Disabled people are not homogenous, of course, but considering their needs within the design process will secure benefits for everyone.

  By applying the same high design standards to meet the access requirements of all users, a design embraces everyone on equal terms. An environment should exceed minimum technical specifications and inspire users.

- **Inclusive design provides for flexibility in use**
- Meeting the principles of inclusive design requires an understanding of how the building or space will be used and who will use it. Places need to be designed so that they can adapt to changing uses and demands.

- **Inclusive design provides buildings and environments that are convenient and enjoyable to use for everyone**
- Making environments easy to use for everyone means considering signage, lighting, visual contrast and materials. Access to buildings isn't simply a question of their physical layout. It also requires people having sufficient information, often before they leave their house, that makes them feel confident enough to access a building or space. Ensuring this 'intellectual' and 'emotional' access means considering signage, lighting, visual contrast and materials.

designcouncil.org.uk/resources/guide/principles-inclusive-design

Create an inclusive environment that is a welcoming as possible in this classroom…….

Drag Syndrome – Fifi presents at Elsker, Oslo

Drag Syndrome – Fifi presents at Elsker, Oslo

Who are we thinking about including?

The Equality Act 2010

It prohibits conduct and creates duties in relation to 'protected characteristics'.
There are nine protected characteristics, listed in section 4 of the Act, ranging from age through to sexual orientation.
The Act prohibits direct and indirect discrimination, and harassment and victimisation.

The House of Commons Library

https://commonslibrary.parliament.uk/research-briefings/cbp-9448/#:~:text=The%20Equality%20Act%202010&text=It%20prohibits%20conduct%20and%20creates,discrimination%2C%20and%20harassment%20and%20victimisation.

Drag Syndrome – photographed by Damien Frost

It is against the law to discriminate against anyone because of:

• age

• gender reassignment

• being married or in a civil partnership

• being pregnant or on maternity leave

• disability

• race including colour, nationality, ethnic or national origin

• religion or belief

• sex

• sexual orientation

https://www.gov.uk/discrimination-your-rights

Drag Syndrome : Alternative Miss World

Let's take a break !

How can **we** work inclusively?

US AND THEM
A thought-provoking exhibition of specially-commissioned work in a collaboration between award-winning portrait and social documentary photographer Emma Brown, and disabled artists from Freewheelers Theatre and Media Company.
Together they have co-created portraits exploring visual representations of physical disability and mental illness in Surrey, past and present.

https://www.emmabrownphotography.com/wet-plate-collodion-us-them

https://thehortonepsom.org/events/us-and-them-exhibition/

chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.kcl.ac.uk/assets/research/project-upload-2021/case-study-alana-harris.pdf

Let's look at a few industry examples:

- Drag syndrome
https://www.dragsyndrome.com/

- Access all areas
https://accessallareasproductions.org/

- Clelia Rodrigues
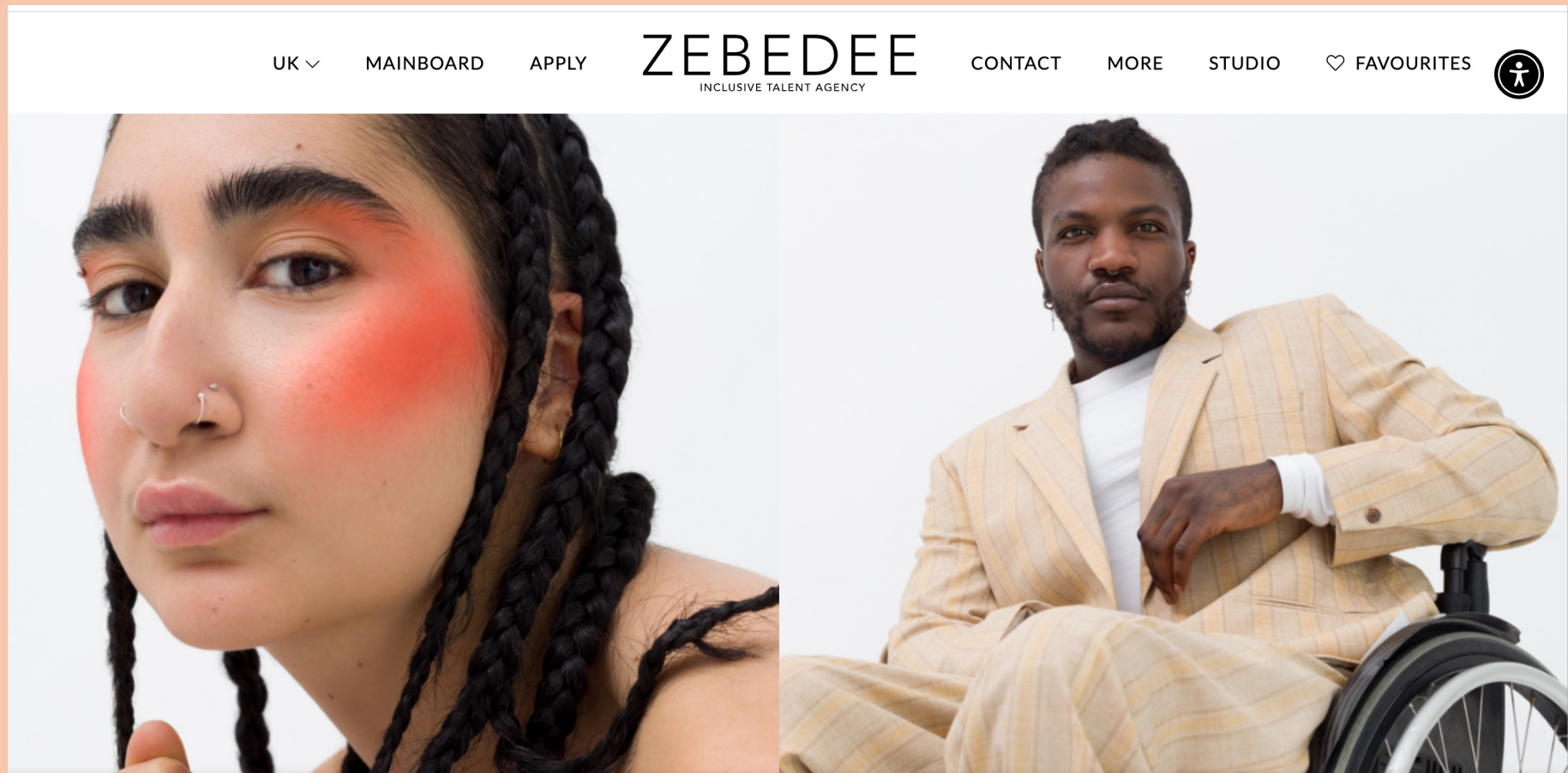https://www.instagram.com/cleliarodriguesmakeup/?utm_source=buzzfeed&utm_medium=iframely

- Useful articles on inclusivity in Beauty
https://nataliesetareh.com/disabled-makeup-artists/)

https://www.huffingtonpost.co.uk/entry/disabled-makeup-artists-social-media_n_661e7946e4b046441aa2f43d

How might this influence your design?

https://www.zebedeetalent.com/uk/

Choose a model from this agency and consider designing your character for them

– how would you tailor your design to them and then open that out to an audience?