



## Knowledge Exchange Seminar Series (KESS)

*...is a forum that encourages debate on a wide range of research findings, with the overall aim of promoting evidence-based policy and law-making within Northern Ireland*



# Hide and Seek

**Where is design in the creative industries network of Northern Ireland and do we really understand its power in the growth of our economy?**

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**18<sup>th</sup> Feb 2015**

- Very little recognition of design as a distinct and essential factor in success within the wider arena of Creative Industries in Northern Ireland.
- No policy or ministerial advisory committee that promotes the value of design in Northern Ireland.
- No physical space or a council to advise on design policy or academic research for the creative industries.
- Design is currently aligned with the Creativity Industries sector under the Department of Culture Arts and Leisure (DCAL).
- Design could be more visible / aligned with the Innovation sector of Department of Enterprise Trade & Industry (DETI)

GVA of the Creative Industries (CI) was £76.9bn in 2013 and accounted for 5.0 per cent of the UK Economy.

Growth in the CI was higher than in any other UK industry and was three times the average increase in the UK economy during the period.

The 9 sectors in the CI including architecture, crafts, **design**, film, games, publishing, museums and galleries, music, **IT software and computer services** and television.

1.71m jobs in 2013

5.6 per cent of total UK jobs – (a 1.4 per cent increase on 2012)

## Employment in the Creative Economy 2011 - 2013

*\*Changes in **bold** indicate a statistically significant change between 2011 and 2013.<sup>5</sup>*

	Employment in the Creative Economy 2011	Employment in the Creative Economy 2012	Employment in the Creative Economy 2013	Difference (2011-2013)	Percentage Difference (2011-2013)
Advertising and marketing	468,000	465,000	482,000	15,000	3.2%
Architecture	121,000	120,000	136,000	15,000	12.3%
Crafts	104,000	102,000	96,000	-9,000	-8.5%
<b>Design: product, graphic and fashion design</b>	<b>151,000</b>	<b>166,000</b>	<b>177,000</b>	<b>27,000</b>	<b>17.7%</b>
Film, TV, video, radio and photography	232,000	266,000	259,000	27,000	11.8%
<b>IT, software and computer services</b>	<b>709,000</b>	<b>791,000</b>	<b>825,000</b>	<b>117,000</b>	<b>16.4%</b>
Publishing	236,000	255,000	231,000	-5,000	-2.1%
Museums, galleries and libraries	113,000	108,000	110,000	-3,000	-2.5%
Music, performing and visual arts	274,000	277,000	300,000	25,000	9.2%
<b>Total Creative</b>	<b>2,407,000</b>	<b>2,550,000</b>	<b>2,616,000</b>	<b>209,000</b>	<b>8.7%</b>
<b>UK Total Employment</b>	<b>29,935,000</b>	<b>30,150,000</b>	<b>30,643,000</b>	<b>708,000</b>	<b>2.4%</b>
<b>Percentage Share of UK Total</b>	8.0%	8.5%	8.5%	-	-

*Image Source: Creative Industries Economic Estimates – Jan 2015 (DCMS 2015)*

# Northern Ireland CI Statistics

Gross Added Value change 2011 – 2012 by industry

Broad Industry Group & Creative Industries	2011	2012	Percentage change 2011-2012
Agriculture(part <sup>2</sup> ), forestry & fishing	47	54	15.0%
Creative industries	639	714	11.7%
Information & communication	830	899	8.3%
Accommodation & food service activities	611	657	7.7%
Others	1,095	1,171	6.9%
Transport & storage	1,392	1,469	5.5%
Administrative and support service activities	959	1,003	4.6%
Real estate activities	484	505	4.2%
Wholesale and retail trade; repair of motor vehicles and motor cycles	5,073	5,200	2.5%
Production	4,601	4,693	2.0%
Professional, scientific & technical activities	1,079	1,093	1.3%
Construction	1,731	1,656	-4.3%

Image Source: Creative Industries Economic Estimates NI Experimental Statistics – (DCAL, 2014)



## Creative Enterprises operating in NI 2009 - 2013

More than a third (35.8%) of all creative enterprises in Northern Ireland in 2013 were in the IT, software and computer services group.

In addition, this group showed the largest annual average increase over the period 2009-2013 of 3.6%, with 2013 showing an increase of 8.1% when compared with 2012.

**Design** and Advertising & marketing were the only other creative industry groups with annual average increases in their number of enterprises for 2009-2013 (2.0% and 1.5%, respectively).

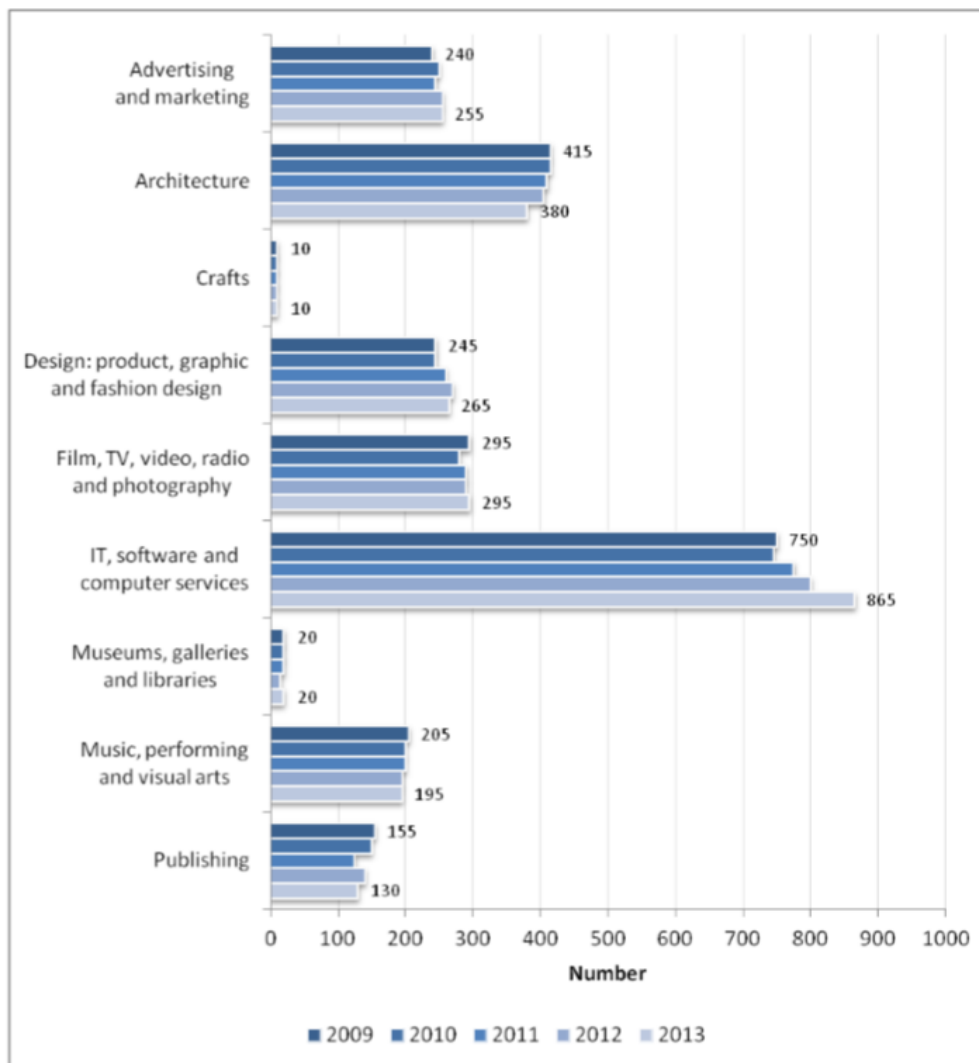


Image Source: Creative Industries Economic Estimates NI Experimental Statistics – (DCAL, 2014)



# Creative Industries Occupations

Creative Occupations Group	SOC (2010)	Description
Advertising and marketing	1132	Marketing and sales directors
	1134	Advertising and public relations directors
	2472	Public relations professionals
	2473	Advertising accounts managers and creative directors
	3543	Marketing associate professionals
Architecture	2431	Architects
	2432	Town planning officers
	2435	Chartered architectural technologists
	3121	Architectural and town planning technicians
Crafts	5211	Smiths and forge workers
	5411	Weavers and knitters
	5441	Glass and ceramics makers, decorators and finishers
	5442	Furniture makers and other craft woodworkers
	5449	Other skilled trades not elsewhere classified
Design: product, graphic and fashion design	3421	Graphic designers
	3422	Product, clothing and related designers
Film, TV, video, radio and photography	3416	Arts officers, producers and directors
	3417	Photographers, audio-visual and broadcasting equipment operators
IT, software and computer services	1136	Information technology and telecommunications directors
	2135	IT business analysts, architects and systems designers
	2136	Programmers and software development professionals
	2137	Web design and development professionals
Publishing	2471	Journalists, newspaper and periodical editors
	3412	Authors, writers and translators
Museums, galleries and libraries	2451	Librarians
	2452	Archivists and curators
Music, performing and visual arts	3411	Artists
	3413	Actors, entertainers and presenters
	3414	Dancers and choreographers
	3415	Musicians

Image Source: Creative Industries Economic Estimates – Jan 2015 (DCMS 2015)

## Design orientated careers

Advertising and Marketing {  
Marketing and Sales directors  
Advertising and public relations directors  
Public relationships professionals  
Advertising accounts managers and **creative directors**  
Marketing associate professionals

Crafts {  
Smiths and forge workers  
Weavers and knitters  
Glass and ceramics makers, decorators and finishers  
**Furniture makers** and other craft woodworkers  
Other skilled trades not elsewhere classified

Design: product, graphic and fashion design {  
**Graphic Design**  
**Product**, clothing and related designers

IT, software and computer services {  
Information technology and telecommunications directors  
IT business analysts, architects and systems designers  
**Programmers and software development** professionals  
**Web design and development professionals**





Sectors and opportunities	
Aerospace and defence	
Business and professional services	
Connected health	
Construction	
<b>Creative industries</b>	<p><b>Northern Ireland's creative industries sector is a fusion of exceptional talent and state-of-the-art technology.</b></p> <hr/> <p><b>The region's fast growing expertise in all areas of TV and film production is reflected in its record of successes including HBO's fantasy series Game of Thrones, which is currently filming Series 4 in Belfast's Titanic Studios and other locations throughout Northern Ireland.</b></p> <p>Northern Ireland's society is rich with musicians, writers, craftspeople, actors, designers and programmers that can create and support creative enterprise. Our universities produce around 850 graduates a year from Creative Arts &amp; Design and Mass Communication &amp; Documentation.</p> <p>We have some 250 media production companies delivering on a global stage. Belfast's Titanic Studios is one of the largest and most modern film and television production studios in Europe.</p> <p>With world-class facilities and talent, Northern Ireland is fast becoming the location of choice for international film and TV companies including Universal, BBC, C4, UTV and a host of others.</p> <hr/> <p><i>This support is part funded by the European Regional Development Fund under the Sustainable Competitiveness Programme for Northern Ireland.</i></p>
Financial services	<p><b>The success of HBO's Game of Thrones is in large part due to our presence and the collaboration with the people here in Northern Ireland</b></p> <p>Jay Roewe - HBO, Senior Vice President for West Coast Productions</p>
Food and drink	
ICT and electronics	
Life sciences	
Materials handling	
Renewables and energy	
Security	
Tourism	

Image Source:  
<http://www.investni.com/invest-in-northern-ireland/sectors-and-opportunities/creative-industries.html>



# What is design?

Design is a diverse sector encompassing a wide range of professions and activities, including **interaction design, system design, automotive design, sustainable design, retail design, product design, service design, graphic design** as well as **architecture** and **urban design** disciplines.

## Overview

“Great design can change lives, communities and organisations for the better. It can create better places to live, and bring communities together. It can encourage healthier living. It can transform business and public services.” The Design Council 2015

## Philosophy

“Design is the conscious and intuitive effort to impose meaningful order.” Victor Papanek (b. 1923 – d.1998)

## Process

“Design thinking is a deeply human process that taps into abilities we all have but get overlooked by more conventional problem-solving practices.” Tim Brown, IDEO



## Product



## Process



# What does the process look like?

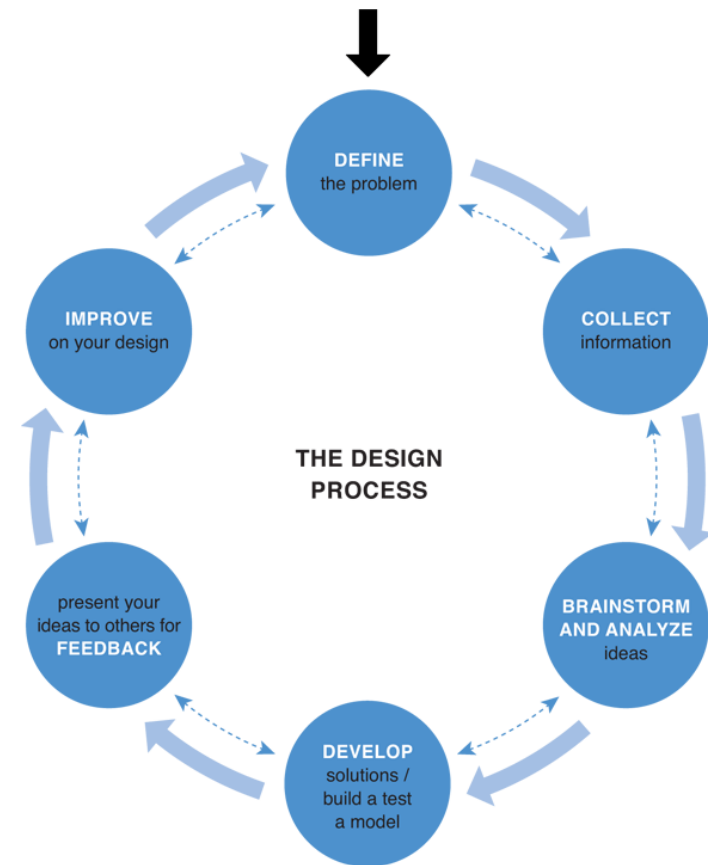
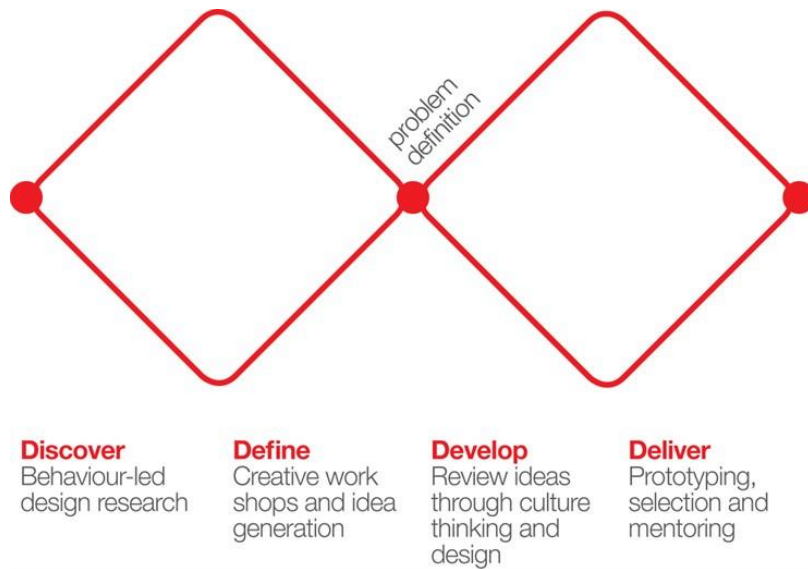
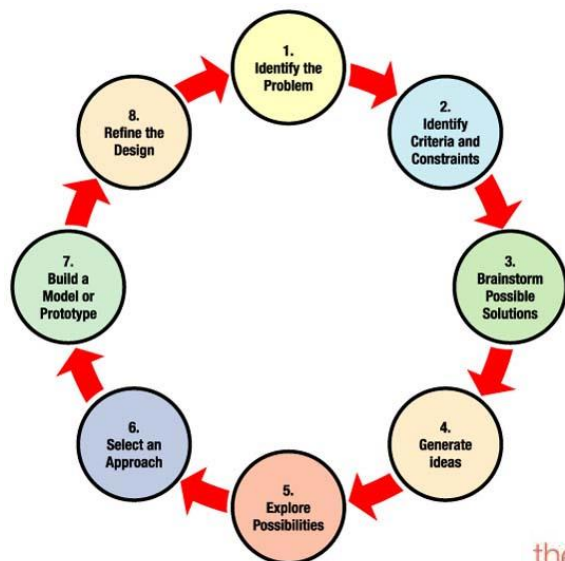


Image Source:

<http://www.thecreativeindustries.co.uk/uk-creative-overview/news-and-views/view-what-is-design-and-why-it-matters>

<http://discoverdesign.org/design/process>





the ux design process

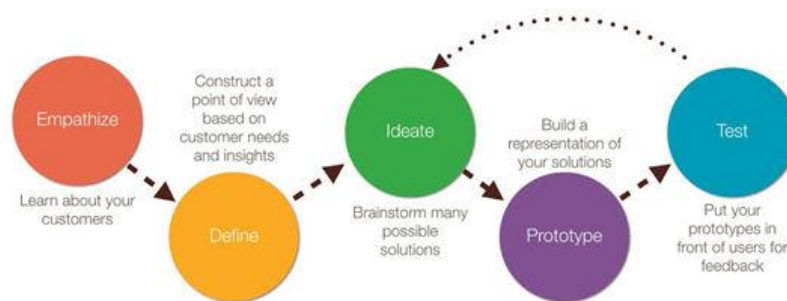
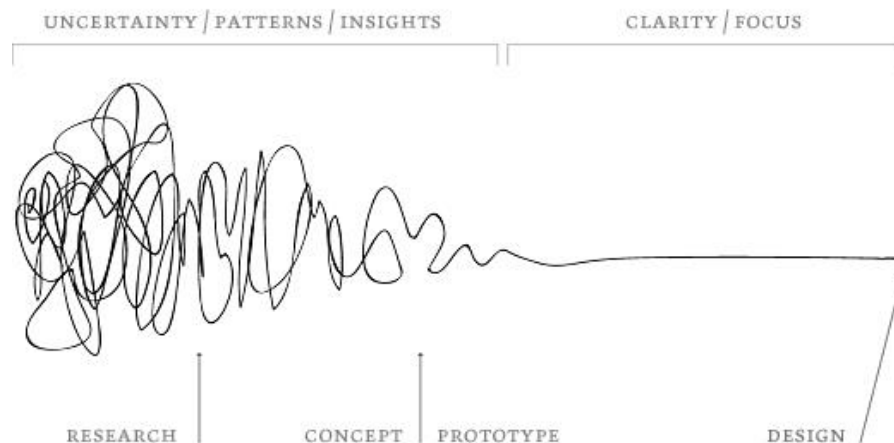
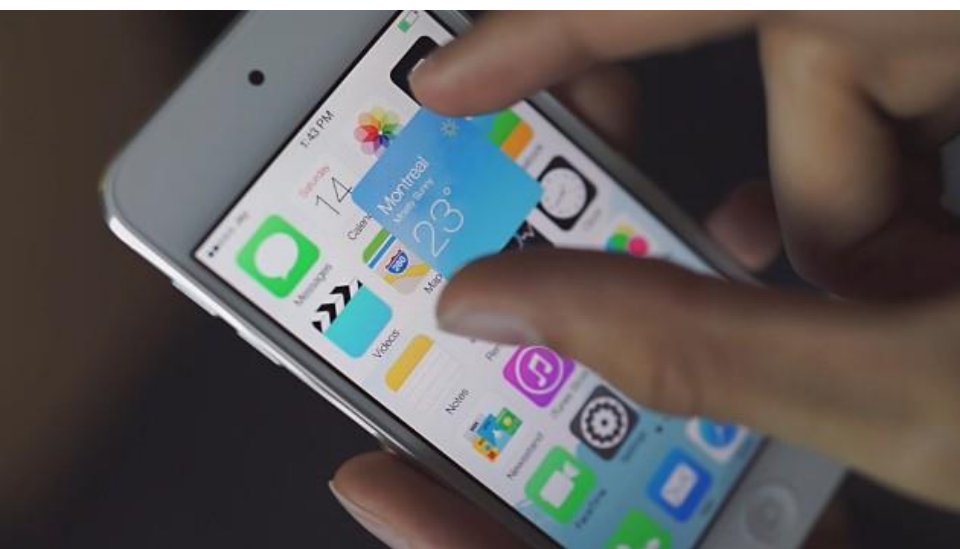


Image Source:

[http://www.nasa.gov/audience/foreducators/plantgrowth/reference/Eng\\_Design\\_5-12.html#.VNiOSC64feg](http://www.nasa.gov/audience/foreducators/plantgrowth/reference/Eng_Design_5-12.html#.VNiOSC64feg)

<http://www.designsojourn.com/category/design-process/>

<http://www.effectiveui.com/blog/wp-content/uploads/2014/08/ux-design-process.jpg>



Content  
User Experience  
User Interface  
Experience Design  
Service Design  
Game Design  
Apps



# Design Thinking



**‘Design is what links creativity and innovation.** It shapes ideas to become practical and attractive propositions for users or customers. Design may be described as creativity deployed to a specific end.’ Cox Review of Creativity in Business, 2005



- Design professions: central to the strength of the UK's creative and engineering industries. Also support innovation in many other sectors.
- Manufacturing, science and technology: design approaches support new product and service development, open new markets, help to better understand users and investor needs and aid long-term planning.
- Design is highly export-facing.
- The UK's leading engineering/manufacturing sectors of high-tech, aerospace, energy, automotive, chemical and food production rely on engineering design, design skills and other design disciplines to develop ideas pre-production and to successfully take products to market.

Source: <http://www.publications.parliament.uk/pa/cm201213/cmselect/cmcumeds/writev/supprec/sce70.htm>



“Successful firms such as Jaguar Land Rover embed design throughout their product and service development, as well as marketing and selling strategies, and design thinking is integrated at the highest strategic level into boardrooms in some of the world’s most successful companies, as the well-cited example of Apple shows.”



Source: <http://www.publications.parliament.uk/pa/cm201213/cmselect/cmcumeds/writev/supprec/sce70.htm>

## **Design increases turnover:**

for every £1 businesses invest in design, they can expect over £20 in increased revenues (Design Council, 2012)



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Northern Ireland  
Assembly



Queen's University  
Belfast



The Open  
University



Ulster  
University

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