



3-16 April 2005  
Rustenburg  
North-West Province  
Republic of South Africa

## Interdesign 2005: Overview

Presented by Ria van Zyl

On behalf of the Communication  
Design Team

21 September 2005

SA Reserve Bank

## Overview of presentation

- Overview – activities of the Communication Design Team



## Structure

- Field trips (intended to take place day 1 and 2)
- End of week one – presentations of initial findings and prelim ideas
- Week two – development of selected ideas
- End week two – development of selected ideas

## Field trips

Syferbult



Mathopestad



Pitsudisulejang



## Field work – communication team

- School children identified as **initial focus**
- **Purpose**  
Children's opinions are often overlooked  
Children's needs were identified as important  
Opportunity for design promotion e.g. career choices
- **Method** – Participatory Action Research (PAR); interactive workshops; use of visual language



Workshops

## Other sources of information

- Adults
- Women and girl child - gender issues
- Sick, elderly and disabled
- Other Interdesign2005 teams
- Expert briefing sessions e.g. Department of Transport (DOT), SPCA, Community reps
- Extensive publications available

**Methods** – interviews, dialogue, observations, visual documentation (photographs and drawings)

## Limitations and challenges

- **Time** – insufficient time to build relationships
- International researchers with **little local knowledge** (advantage – no pre-conceptions)
- **Language** – four designers with local language skills

**Result of research** – exploratory

## Preliminary findings relevant to communication

- Perceptions
- Needs
- Expectations, desires and aspirations
- Surprises

## Perceptions – use of animal power

### Children

- “Un-cool”
- Experience of peer group pressures
- Lack comfort (e.g. soft seats)
- Could be more like a car – indicators, style

**Women** – socially acceptable

**Social perceptions** –e.g. wedding cars

## Some perceptions – use of bicycles

- **Children**

Cool

Awareness of technology and problems e.g. tires, chains, parts, fixing etc

- **Girls**

Mixed messages – needs further exploration

- **Women**

Donkey cars preferred

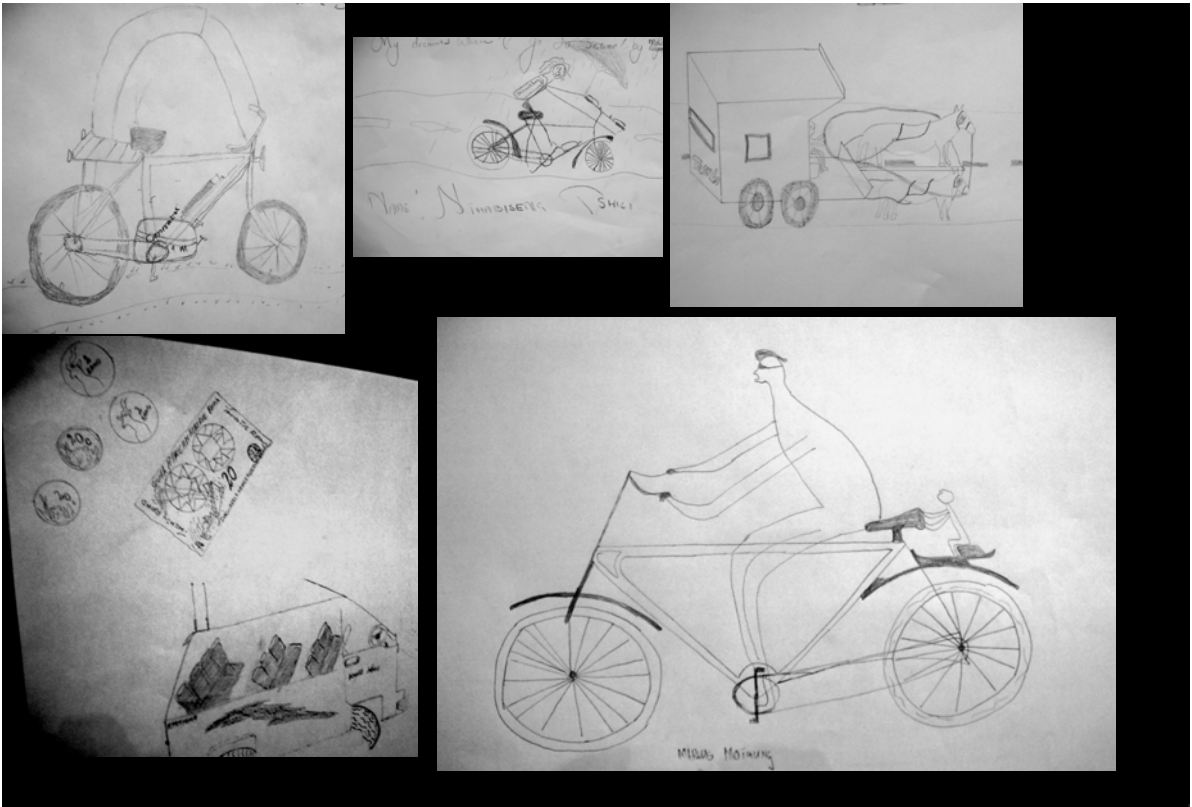
Bicycles not regarded as suitable

## General transport needs

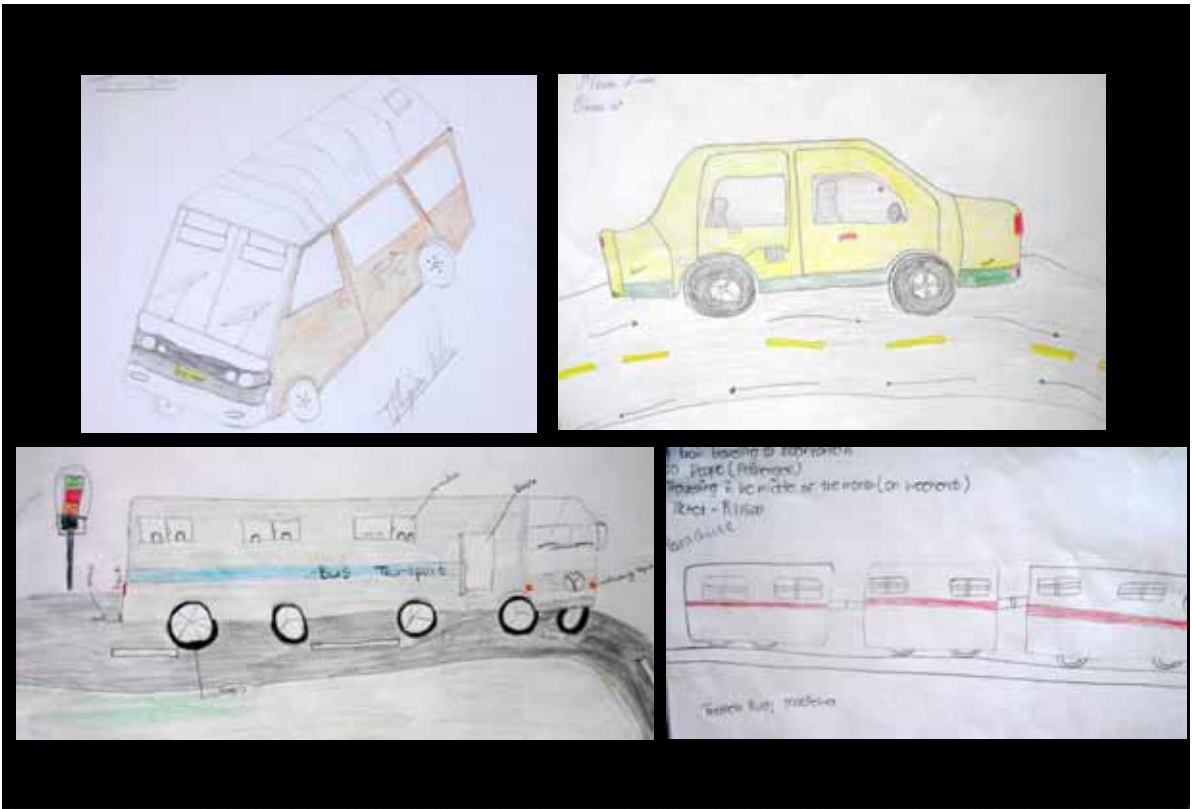
### Children

- Shelter when going to school (rain, dust, cold, sun)
- To be accepted and to be cool
- Faster – better use of time
- Travel in a group
- Space for additional storage e.g. baskets, bags.
- Recreation

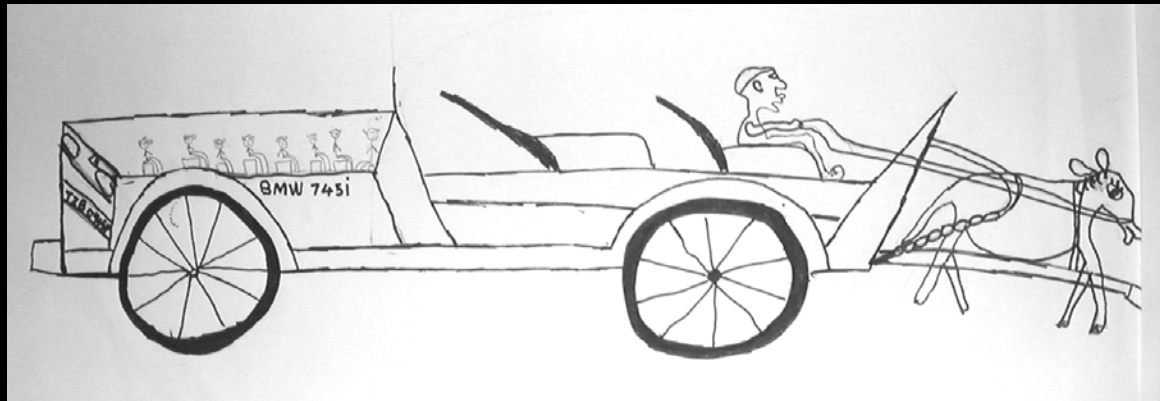




**Needs**



**Expectations, desires and aspirations**



A "Cool" donkey cart

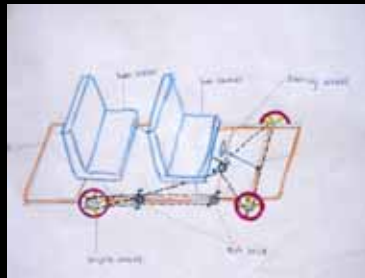
## Other findings at the school workshops

### Children

- Innovative thinking
- Drawing a "plan" with construction in mind – an "I can build this" attitude
- Clear indications of technical ability and interest
- Drawings of systems showing transport networks and infrastructure – indication of social awareness.



3d-Models



Technical drawing and planning



Infrastructure as solution



Detail, multiple views, soft leather seats, use of colour



**"Surprises"**

**Communication design in context**

# COMMUNICATION: LINEAR MODEL

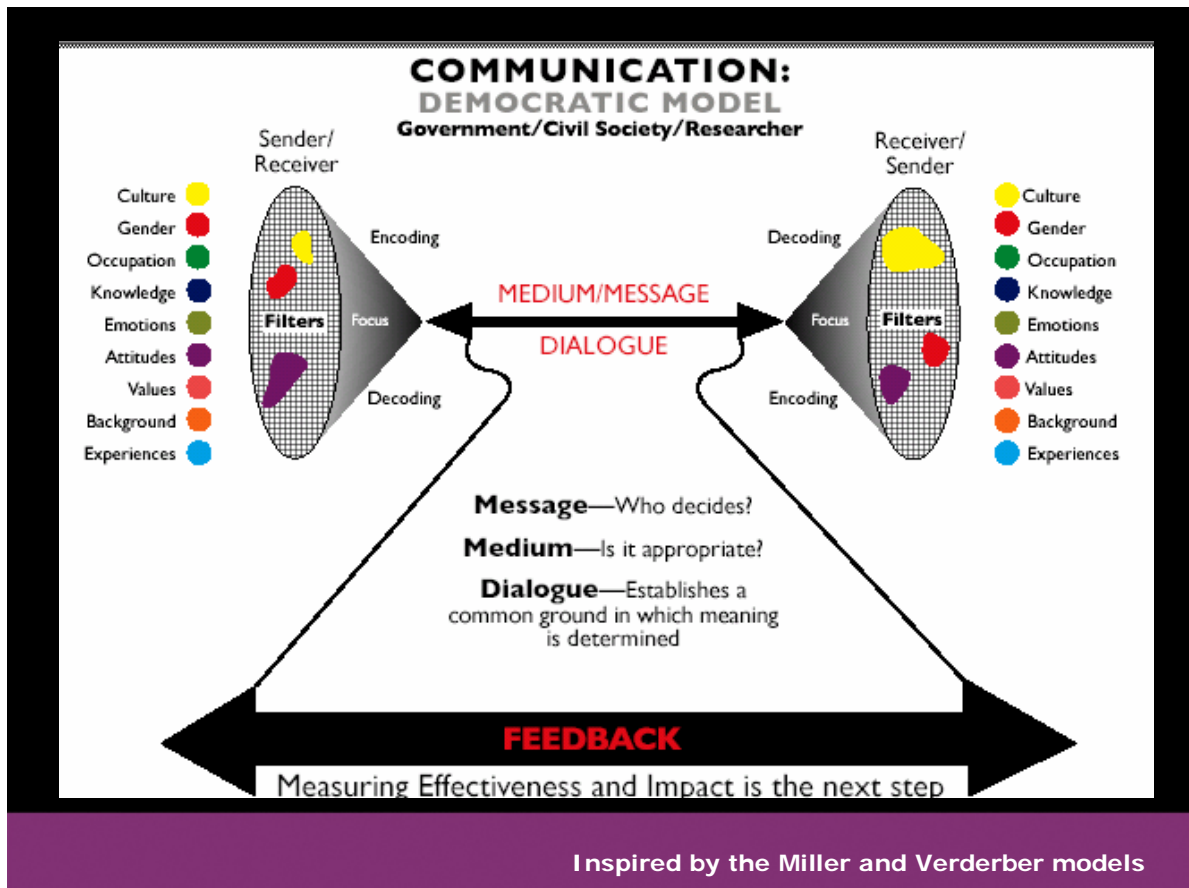


## LIMITATIONS

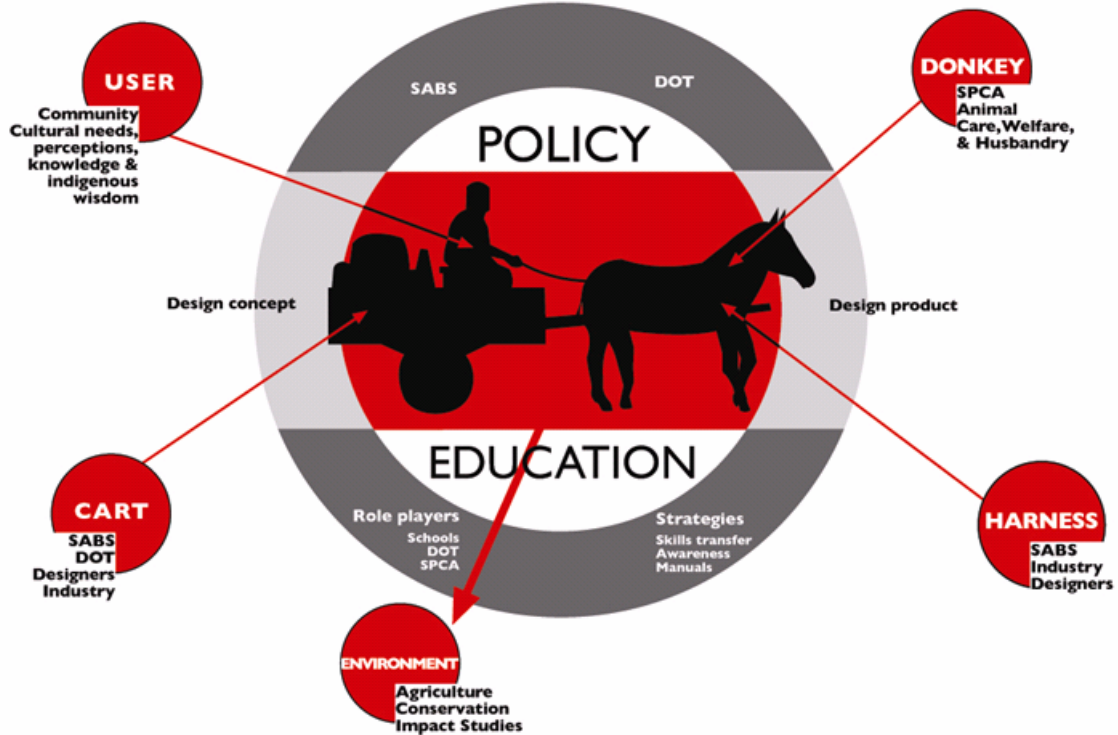
One way

Top down

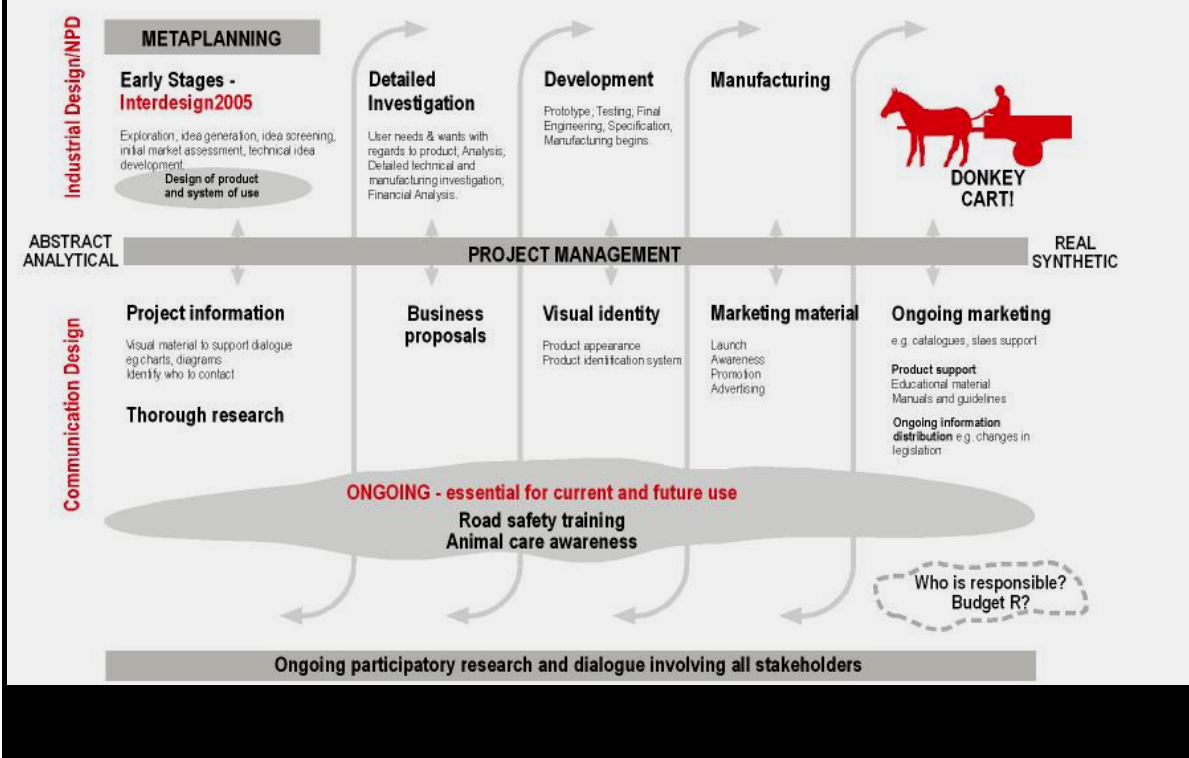
Ineffective for community-based research



# COMMUNICATION: INTEGRAL MODEL



## Donkey Cart - Project Plan





## Illustration of Benefits/Needs



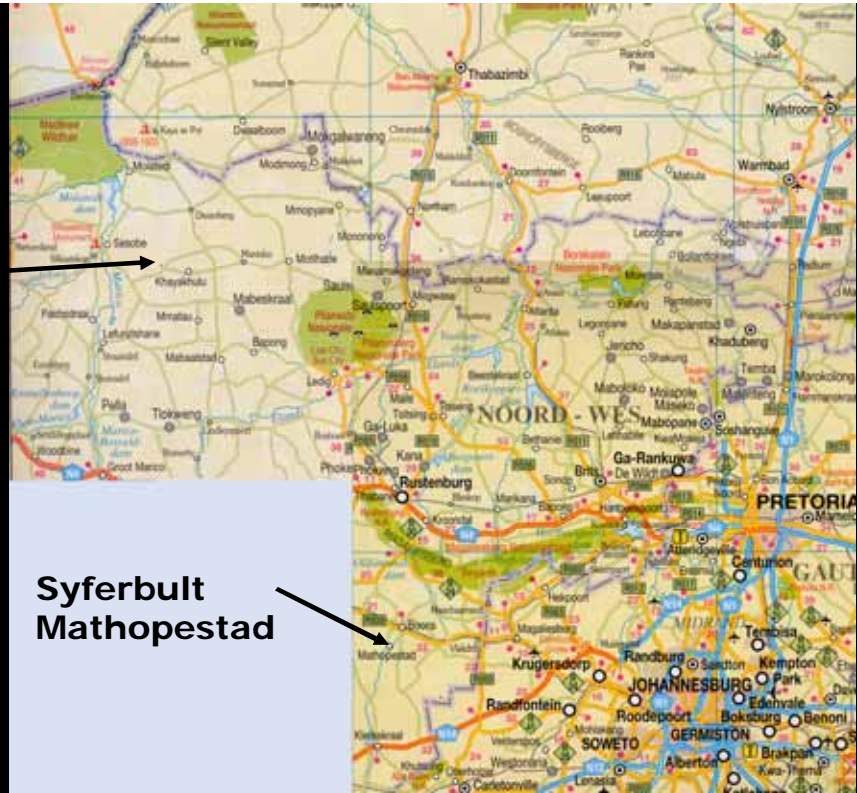
## Community Transport Information Centre

(Dual purpose – shelter and dissemination of information)

Pitsudisulejang

Rural areas  
often poorly  
mapped

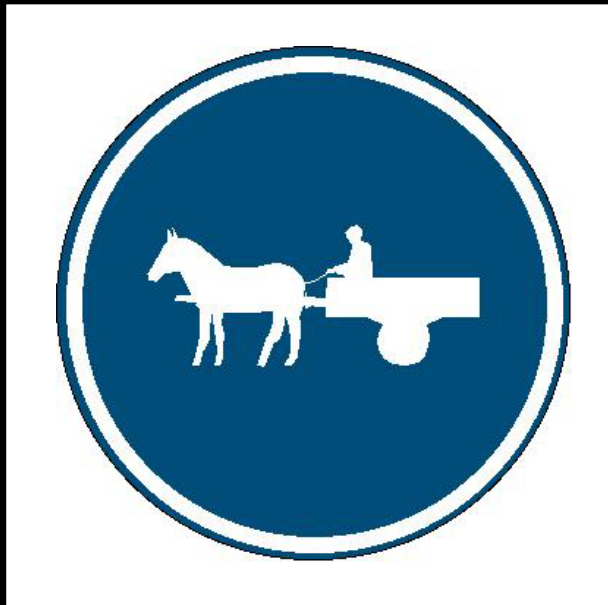
Syferbult  
Mathopestad



Purposes of maps – planning



# Road Safety Signage and Education



## WATER IS LIFE

All animals need clean drinking water



**FOR CATTLE**  
1. Provide clean water for all animals.  
2. Provide water for all animals.  
3. Provide water for all animals.  
4. Provide water for all animals.  
5. Provide water for all animals.  
6. Provide water for all animals.  
7. Provide water for all animals.  
8. Provide water for all animals.  
9. Provide water for all animals.  
10. Provide water for all animals.

**FOR HORSES**  
1. Provide clean water for all animals.  
2. Provide water for all animals.  
3. Provide water for all animals.  
4. Provide water for all animals.  
5. Provide water for all animals.  
6. Provide water for all animals.  
7. Provide water for all animals.  
8. Provide water for all animals.  
9. Provide water for all animals.  
10. Provide water for all animals.

**FOR PIGS**  
1. Provide clean water for all animals.  
2. Provide water for all animals.  
3. Provide water for all animals.  
4. Provide water for all animals.  
5. Provide water for all animals.  
6. Provide water for all animals.  
7. Provide water for all animals.  
8. Provide water for all animals.  
9. Provide water for all animals.  
10. Provide water for all animals.

# SPCA Animal Care Poster



## Branding and advertising



This would be the area where we could place the relevant fruitful information on which ever image is used for the campaign for the purpose of education.

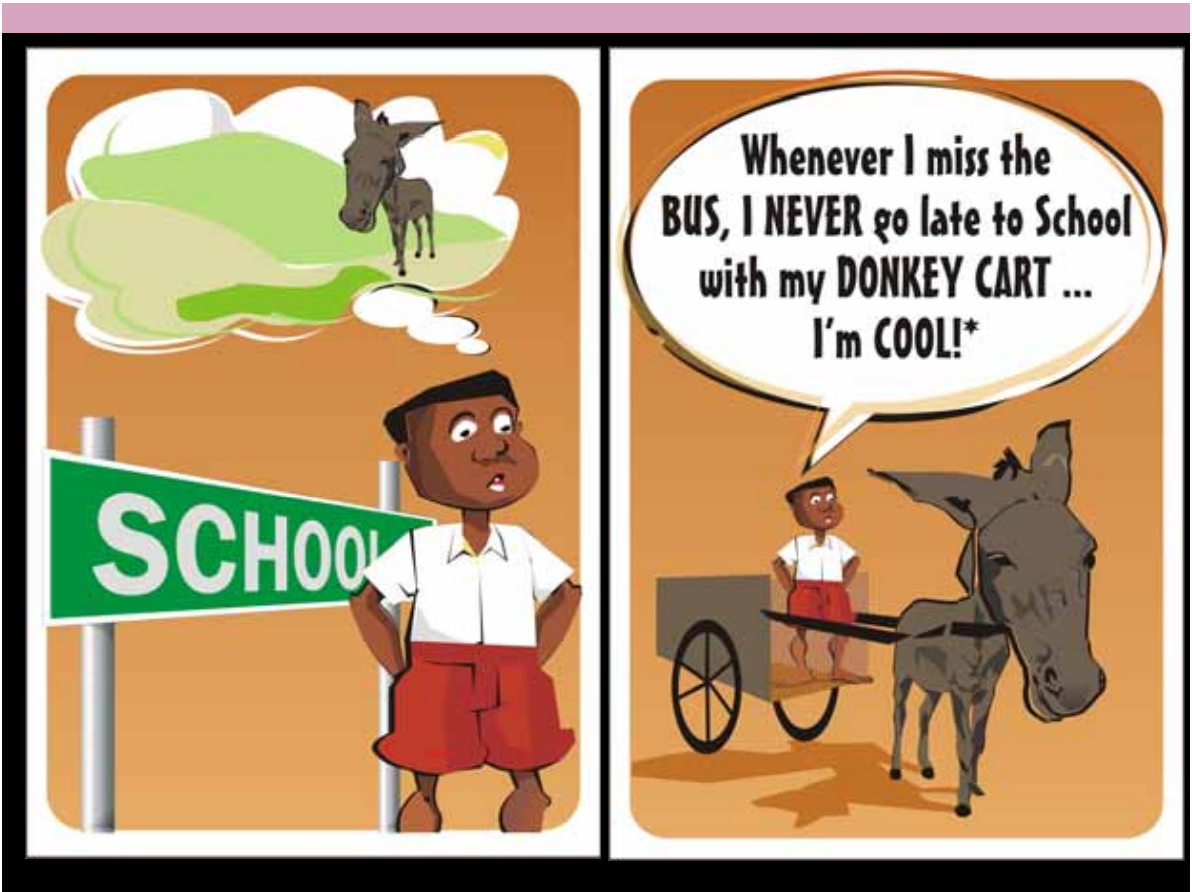
**February**

This is another area where we suggest that some more fruitful information on the bicycle.

MON	TUE	WED	THUR	FRI	SAT	SUN
6 13 20	7 14 21	8 15 22	9 16 23	10 17 24	11 18 25	12 19 26

## Promotional items





## Did the communication design team achieve its objectives?

- Achieved some objectives, some objectives were rewritten as the Interdesign progressed (individuals with special capabilities utilised by other teams, communication skills, languages, observational capabilities, perceptions, specialised skills e.g. Hettie, Retha)
- Resulted in fragmented team for most of the time (maybe a good thing?) (Fragmentation vs Integration)

- Getting the team together: not yet a known event in Communication Design Field (private sector – two weeks very long for an employer, academia, not worked into the syllabi (only UP and UJ willing, small team)
- Some practical problems – fragmentation of team, the famous Interdesign flu, “relay nature of team”, many designers worked for the first time on PC, not beloved Apples!
- A good start (young, enthusiastic individuals)
- Most positive - interdisciplinary collaboration



Thank You

End