

JOIN A TWO-WEEK WORKSHOP IN INCLUSIVE INDUSTRIAL DESIGN

AT
HADASSAH
ACADEMIC COLLEGE
JERUSALEM, ISRAEL

MAY 19 – 30, 2013

Hadassah Academic College is a fully accredited and internationally recognized public institution of higher learning located in the heart of downtown Jerusalem, Israel.

Week One will be devoted to a five-day intensive workshop led by Ms. Julia Cassim, visiting senior research fellow at the Helen Hamlyn Centre, Royal College of Art (London, England). The workshop aims to deepen industrial design students' practical and theoretical understanding of inclusive design. This is achieved through the mentored use of a range of ID methodologies in a live design project based on teamwork, empathy, insight, communication skills, and the ability to deliver a prototyped design result to a deadline.

The workshop will take place over five days and culminate in the presentation by the student teams of their realized design concepts in prototype form with an accompanying visual presentation of the project process and results.

Overseas participants will be grouped together in teams that include Israeli undergraduate students at the College's Department of Inclusive Industrial Design. Each team will work with an individual design partner drawn from a range of occupations. The students will be asked to shadow the design partner, document their working lives, and come up with an inclusive design response to their situation that will actively enhance and alleviate their environment.

This workshop is intended for second-year and above students of industrial design and other design disciplines such as visual communications or interaction design.



Week Two Participants will have an opportunity to visit museums and studios of industrial design led by a Hadassah Academic College faculty member.

Study site visits will include the world renowned Israel Museum in Jerusalem, the Holon Design Museum; Jerusalem's "Museum on the Seam"; and the Yad Vashem Holocaust Museum. Students will be hosted at design studios in Tel Aviv and the north of Israel that specialize in product development for special needs populations.



Academic credit

Hadassah Academic College will award two academic credits for participation in this two-week program. The College will provide all documentation necessary to ensure a smooth credit transfer.

Accommodations

Students will be offered accommodations in double-occupancy furnished apartments in easy travel distance to the College. Students may choose to live elsewhere on condition that they comply with program components.

Cost

US \$2,000

Cost includes full program participation; accommodations; and meals while touring during the second week.

The cost does not include airfare; health insurance; and meals during the first week of the program.

To apply:

Write to global@hadassah.ac.il

Website: www.hadassah.ac.il/mainen.html

Admission to the workshop closes on Friday, March 15, 2013.

