

Attachment 3

# **QUESTIONS ABOUT THE DESIGN RESOURCE**

The 'Questions about the design resource' are questions which have arisen during the initial qualitative research phase of the project as well as in the process of writing up the typology for the design resource in the Nordic countries.

The partner organisations hope to be able to answer as many of these questions as possible when the data collection is completed, and thus the questions should act as starting points for the web/data scraping and data analysis.

The questions have been grouped in four clusters; one cluster asks general questions about the constitution of the design resource, the next two asks questions specifically for the design-educated vs. the non-design-educated professionals of the design resource respectively, and the last cluster asks questions about the many roles which the design resource is thought to take on.

## **1. GENERAL QUESTIONS**

1. How many people are working with design today?
2. What are the cross-national differences in the distribution of the design resource on the parameters of disciplines and backgrounds?
3. How has design education developed over time? With respect to quantity, foci, disciplines, etc.?

## **2. THE PROFESSIONALS WITH FORMAL DESIGN EDUCATION**

4. How many formally trained design resources are there?
5. How are they distributed between disciplines?
6. How are they distributed across the Nordic countries?
7. Do their titles correspond to education or job function?
8. Which disciplines are in demand? (Nationally? Local hotspots?)
9. Which disciplines are under-employed?
10. Where do they practice design?
  - a. Public vs. private sector
  - b. Small, medium sized or large organisations?
  - c. Creative industries vs. non-creative industries?
11. Where are they geographically?
12. What are their main skills: competencies, methods and tools?
13. How do the disciplines differ?
14. How are they distributed across the continuum of tactical vs. strategic disciplines?
15. How are they distributed across the continuum if physical vs. digital disciplines?
16. Who are their clients?
17. Results/What are they adding?
18. Is their potential fully utilised?
19. What kinds of problems do they solve?

### **3. THE PROFESSIONALS WITH NO FORMAL DESIGN EDUCATION**

20. How many design resources with training in other domains are there?
21. What is their educational background?
22. How did they learn design methods?
  - a. Executive education vs. Learning by doing?
23. Why did they learn design methods?
24. How are they distributed across the Nordic countries?
25. Where do they practice design?
  - a. Public vs. private sector
  - b. Small, medium sized or large organisations?
  - c. Creative industries vs. non-creative industries?
26. What are their main skills: competencies, methods and tools?
27. How are they distributed across the continuum of tactical vs. strategic disciplines?
28. How are they distributed across the continuum if physical vs. digital disciplines?
29. Results/What are they adding?
30. Is their potential fully utilised?
31. What kinds of problems do they solve?

### **4. THE ROLES OF THE DESIGN RESOURCE**

32. Where designers work with innovation in organizations, do they create more design resources?
33. The higher in the organizational hierarchy the design process is rooted, the easier the implementation of design. Who are the design-oriented decision-makers in these organizations? Are they in fact design resources themselves, or are they buyers/users?
34. What kinds of teams are the design resources part of when they solve the very distinct problems which design resources can solve?
35. Which design disciplines work together best/most often?
36. How tightly is the design resource interconnected?