



# D&AD Student Awards 2008

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CREATE A PRODUCT, SERVICE OR COMMUNICATION PIECE  
DESIGNED TO SPECIFICALLY REDUCE CRIME IN A GIVEN AREA

**Social Design**  
**Designing out crime**  
**Sponsored by Design Council**



## **The brief**

Create a product, service or communication piece designed to specifically reduce crime.

Select one of the following areas as a focus for your work then deliver a creative solution that realistically tackles the problem and meets end users' needs. It should aim to make crime unattractive and improve your user group's quality of life:

- Crime and/or antisocial behaviour in public spaces/streets
- Theft or bullying in school buildings and playgrounds
- Theft of high value 'hot products' (such as mobile phones, ipods and bicycles)
- Prevention of alcohol-related crime, violent incidents and disorder (such as providing better information labelling systems as a barrier to drink-driving)

## **Mandatory requirements**

Develop a clear set of scenarios to generate insight into the nature of crimes committed in your chosen area. Consider a number of perspectives on the problem you have identified, including the victim and the perpetrator as well as the impact and role of the broader community and public service providers (such as the police, teachers and cleaners for example). You may wish to consider how your design might affect, or is affected by, the wider system such as the insurance claim process or police operations.

The design solution should consider its part within a system of crime reduction and take into account a wide picture of cause and effect. For example, crime related to the theft of mobile phones has been reduced dramatically through the mobile industry blocking 80 percent of stolen phones within 48 hours of the crime being reported\*. Vehicle crime has also been reduced dramatically by design improvements introduced in the last decade such as immobilisers and toughened glass.

*\* Independent test results showed this year that the Mobile Industry Crime Action Forum (MICAF) made good its pledge to block 80 per cent of mobile phones within 48 hours of them being reported stolen, making them less attractive to criminals. Figures published in the MICAF annual report today show that over five million lost and stolen phones have been blacklisted by the mobile networks. A summary of the report can be found at [www.micaf.co.uk](http://www.micaf.co.uk).*

## **Target users**

Be specific about the main user or group that will benefit from your design (this could be any of the following; children, the elderly, young professionals, families, single women, teenagers and so on). Research ways to understand the motives, behaviours and concerns of your users before you start observing them (for example, ethnographic techniques such as diaries or interviews – see Design Council's website below for more information on this).

**Considerations**

- A positive approach to addressing crime through design
- Demonstrate that design against crime is attractive and high-value. This will potentially drive sales of your design through increased consumer value
- How could your design reduce the likelihood of crime happening in the first place, rather than devising security add-ons like bulky locks, bolts and security features that users don't like or use?
- Focus on a current crime issue but also consider that criminal opportunities and technologies will evolve
- The broader system that the design will be part of including (where relevant) its long-term sustainability

**Background**

Designing out crime from products and services is a key strand of the UK Government's new crime strategy. The aim is to encourage industry and commerce, when designing and marketing its products or services, to take into account and guard against likely crime consequences.

**Further information**

- [www.designcouncil.org](http://www.designcouncil.org)
- [www.designagainstcrime.com](http://www.designagainstcrime.com)
- [www.dandad.org/studentawards08](http://www.dandad.org/studentawards08)
- Design Council publications – “Cracking Crime” and “Think Thief Designer's Guide and Evidence Pack”

**Deliverables**

Work mounted on no more than four A2 or A3 boards. Digital media must be formatted as stated in the “Digital Work Specification” (see D&AD URL above).

Your final presentation must include the following:

- An outline of the problem you are tackling as either a written statement (maximum 500 words) or visual 'storyboard' of the problem
- Scenarios and research into end users' needs including visual descriptions of the problem from a user-perspective
- The benefits of your final design – show how your concept will positively impact on crime

**Brief set by**

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