



RAD

Asociación Colombiana
RED ACADÉMICA
DE DISEÑO

Colombian Association

RAD

RED

ACADÉMICA

DE DISEÑO

(ACADEMIC

DESIGN

NETWORK)



Clara Isabel López Gualdrón

- **RAD PRESIDENT 2022-2024**
- *Active member of RAD Board of Directors since 2020.*

UNIVERSIDAD INDUSTRIAL DE SANTANDER **INDUSTRIAL DESIGN PROGRAM DIRECTOR**

Clara Isabel López Gualdrón. Director of Industrial Design School of Universidad Industrial de Santander. Industrial Designer, Master in Engineering and Materials Science. She obtained her PhD in Engineering - Technological Management Area. She is the current director of INTERFAZ Research Group and Leader of 3D Technologies Laboratory. Her research projects have been aimed at areas of industrial design and technological innovation management for the construction of innovation capabilities in new product development involving digital and additive manufacturing processes.

The areas in which she has worked are design and innovation and innovation capabilities for the development of new technology-based products, design for health innovation, flexible manufacturing methods, and application of reverse engineering, modeling and additive manufacturing technologies. She has led research projects with management models for technological innovation and social innovation, design of innovation capacity building strategies for the development of products oriented to specific patients through the integration of digital biomodel generation technologies, surgical pre-planning and aid guides in surgery.

FOUNDED IN
03/2004
17 YEARS
AGO

ABOUT

RAD

The purposes of **RAD** are

REPRESENT

RECOGNIZE

PROMOTE

the discipline of

DESIGN

*academic / professional / state /
research / business / social*

in national and international scenarios



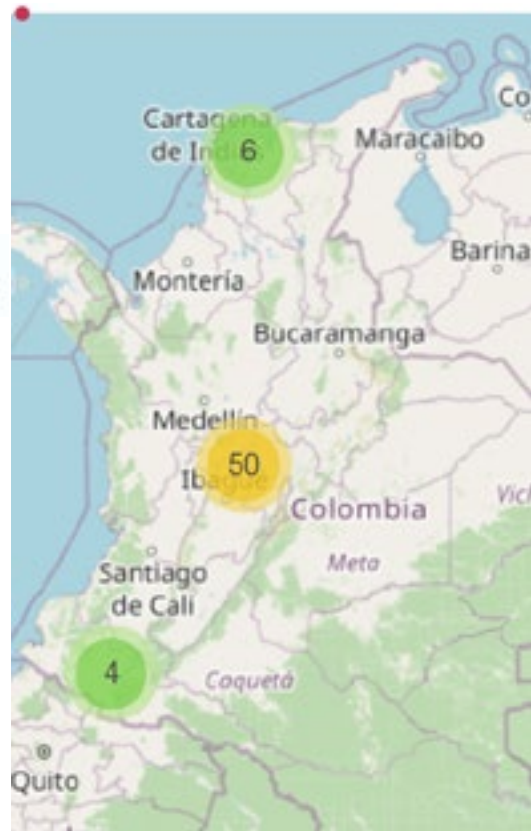


RAD connects different design academic programs from university institutions in Colombia. RAD builds synergies for dialogue, construction and management of knowledge and representation of Design Academy in the country.

RAD seeks excellence, quality, common interests and usefulness for its affiliates and the Colombian Design Academy.

RAD IS FORMED BY:

62 associated programs of Bachelor and postgraduate degrees from **39** Institutions of Higher Education



MISION

We are a network of institutions with design academic programs in Colombia, which connects different national and international actors for the representation, promotion and recognition of the discipline of design in professional, academic (research), state, social and business scenarios in Colombia.



HOW DO WE DO IT?

The RAD's strength lies in its associative power which allows them to bring together talents, infrastructure, and resources of our partner programs. This synergy is reinforced by the work of the administrative committee, which, based on the reflections, definitions, and planning of the Board of Directors, thinks, coordinates, aligns, and manages the alliances which multiply the strengths of the collective. The growth of this capacity depends entirely on the awareness and commitment of RAD partners.

VISION

In 2034, RAD would be a recognized, versatile and solid academic network at national level and with international projection that, guided by its values, and through the recognition of the complexity and ethics of design, assembles, represents and supports the several academic communities that it brings together.

This work will be carried out through the management, promotion and facilitation of spaces for convergence, reflection and synergies that guide the individual decisions and support the collective decisions -of its members- regarding training, research, creation, transfer and social action of design, and its professional practice.

STATED VALUES

- Enthusiasm / dynamism
- Creativity
- Service
- Leadership
- Respect
- Community
- Tolerance / diversity
- Commitment

ESTABLISHED VALUES

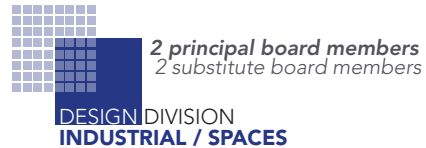
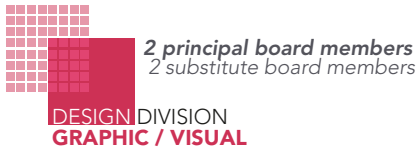
- Co-building diversity
- Honesty
- Prevalence of the common benefit
- Humility and autocracy
- Resilience
- Leadership
- Commitment to transforming realities
- Solidarity

RAD GENERAL ASSEMBLY OF MEMBERS

Maximum deliberative and decision-making authority, made up as follows:
founding members, affiliated members and honorary members.

RAD BOARD OF DIRECTORS

Permanent governing body, elected for periods of two (2) years,
each division appoints representative members to the RAD Board of Directors as follows:



The members of RAD Board of Directors appoint:

PRESIDENT

of RAD Board of Directors

RAD's highest academic representative, elected for periods of two (2) years

Administrative and operational management of the association:

Administrative
Director

General
Secretary

Statutory auditor
and accountant

RAD COOPERATIVE SUPPORT COMMITTEES

[They support selected projects associated with the strategic lines work with specific scopes guided by delegated members of the RAD Board of Directors.]

RESEARCH

RAD Committee - Research Advisor

In charge of advising on the implementation of the RAD's policy for the promotion of research in design and acting as peer evaluators in the different research calls promoted by the RAD.

RAD Committee - MinCiencias

In charge of interaction with the Ministry of Science to contribute in research policy and to consider the perspective and contributions of design in research.

BUSINESS AND SOCIAL TRANSFER

RAD Committee - Production Sector

In charge of interaction with the state or private companies for the development of activities aimed to position design as a generator of value and wellbeing for the industry located in the national economic sectors.

PUBLIC POLICY

RAD Committee - Design and Public Policy

In charge of interaction with the state for the formulation of public policies related to design, excluding activities with the productive and research sectors.

RAD'S STRATEGIC LINES:



INTERNAL STRENGTHENING

BUSINESS AND PRODUCTIVE TRANSFER

PROMOTION OF RESEARCH CREATION

POLITICAL TRANSFER OF DESIGN

INTERNATIONAL PROJECTION

TRANSFER TRAINING ACTION

INTERNAL STRENGTHENING

Strengthen RAD by improving internal and external communication, promoting the participation and ownership of our associates, increasing the guild's representativeness, the visibility and positioning at national level, and our economic sustainability.

INTERNAL STRENGTHENING

Main projects of the line:



Learning design experiences.



RAD meeting.



Concept bank.



RAD publisher house.



Designing for peace.



Strategic planeation.

DISCIPLINARY REFLECTION IN DESIGN

- Special issue of the Academic Journals: Designia, Iconofacto «Epistemology in Design. #17».
- RAD Meeting «Academic Quality Assurance System - 2019».
- RAD Meeting “Design Curricular Perspectives” - 2020
- RAD Meeting “Experiences of Education in Design in the Pandemic - 2021
- RAD Meeting “Fourth Industrial Revolution: A reflection on the impact of design on sustainability” 2022



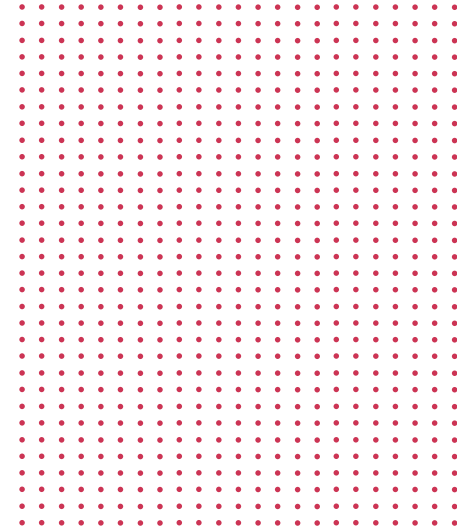
RAD meeting banner “Fourth Industrial Revolution: A reflection on the impact of design on sustainability” 2022.

RELATIONSHIP OF THE DISCIPLINE WITH TRADE UNIONS AND SOCIETY

- Creation of the RAD publishing house, with documentation of RAD memories and reflections.
- Vertical workshops project in alliance with the clusters of the Bogota Chamber of Commerce.



RAD Publisher Banner.



BUSINESS AND SOCIAL TRANSFER

Promote the integration of design in national productive business sector by increasing the visibility of design, strengthening the relationship with trade unions and business sectors and supporting activities of coordination between academy and industry.

BUSINESS AND SOCIAL TRANSFER

Projects highlighted in this line:



RAD studio.



RAD-social workshop.



Learning design experiences.



Discussion of expected learning results.



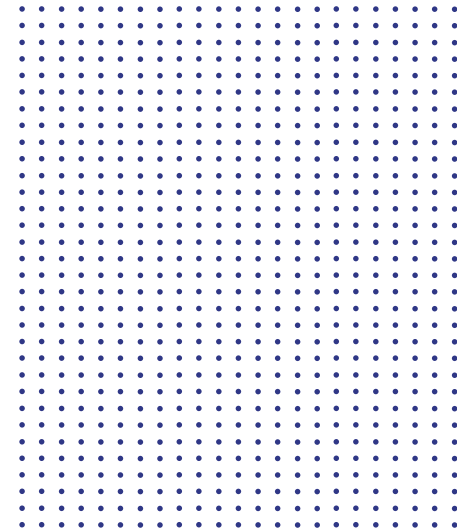
Design shows.

EXHIBITION OF **ACADEMIC** DESIGN PRODUCTION

- Cycle of lectures - Design Learnings - since 2020
- Distinguished Academic Projects - 2020
- National Design Exhibitions / RAD-Social Workshop - since 2015.
- Design Exhibitions - Bogotá Chamber of Commerce - 2013-2015.
- RAD Awards for top design projects



RAD Awards Banner.

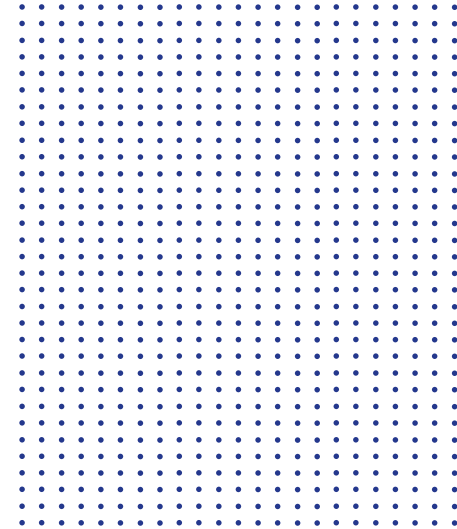


GROUPING, **GROWTH** AND IMPROVEMENT

- Grouping of 62 programs in the different design specialties of bachelor and postgraduate degrees in the country.
- Project - RAD Interdisciplinary Vertical Design Workshop - since 2003.
- Project - Vertical Interdisciplinary Design Workshop focused on social innovation - Social RAD - since 2015.



RAD-social workshop banner.



PROMOTION OF RESEARCH CREATION

Promote research in design through encourage the assemble of associated institutions to create knowledge and identify the impact of design on society.

RESEARCH

Main projects of the line:



RAD call for support design research projects



Platform and organization of observatory of trends in design - research.



Banner about the 4th RAD meeting on formative design research.



RAD MinCiencias Committee R+C table - Research+Creation.



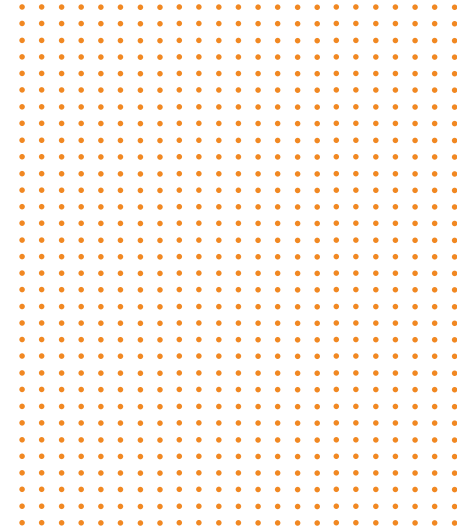
Panoramas on design.

PROMOTION OF DESIGN IN DIFFERENT MEDIA

- «Formative Research» meetings - since 2018. Permanent management of the «Observatory of Trends in Design». OTD
- Permanent management of the «Design Trends Observatory». OTD
- Calls for support for Academic Publications in Design - since 2018.
- Calls for support Design Research - since 2018.
- Creation of the “ Professional Designers Registry” in Colombia.



Banner about the 5th RAD meeting on formative design research.



TRANSFER DESIGN POLICY

Lead development, discussion and implementation of Public Policies to strengthen and make Design more visible.

PUBLIC POLICY

Projects highlighted in this line:



RAD Committee design and public policy.



RAD seminar in public design policies.



ICFES PRO artifact generation module.



Project to reform law 157 and designer's code of ethics.

RAD Interlocution before:



RAD proposal quality guidelines design programs.



	La educación es de todos	Mineducación
	El progreso es de todos	Mincomercio
	La cultura es de todos	Mincultura

TRADE UNION

DISCUSSION ABOUT THE DISCIPLINE

- MinEducación> proposal of minimum quality conditions for programs in Design - 2008/2011
- DANE> formulation of «International Standard Classification of Education - 2018» in the discipline.
- MinCiencias> construction of the “ Measurement Model for Research Groups in Science, Technology and Innovation” - since 2013.
- MinCultura> definition of Colombia’s Design Policy - since 2019
- National Arts Plan - MinCultura> participation in the formulation of the plan focused on the inclusion of Design. 2021



RAD design and public policy committee members banner.

RAD'S ACHIEVEMENTS:

REPRESENTATION OF INTEREST OF ASSOCIATES AND PROFESSION

- Participation in the review process of the reform of Law 157 - which recognizes and regulates the profession of Industrial Design in collaboration with the Colombian Professional Commission of Industrial Design - MinCIT.
- Participation in the ASCUN Association working table.
- Creation of RAD seminar, promote knowledge and generate appropriation of public policies on design.



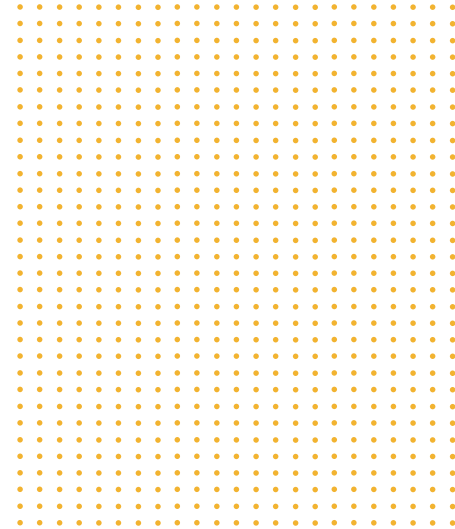
RAD seminar banner about public design policies.

RELATIONSHIP AND EXCHANGE WITH INTERNATIONAL PEERS

- RAD representation «World Design Organization» WDO.
- RAD representation before ico-D «International Council of Design».
- Representation RAD «Latin American Network of Public Policies and Design».
- Participation on Global Design Industry Organization - GDIO
- Strategic alliance with the European Institute of Design.
- Strategic alliance RAD - Bid Design Education Meeting and



ico-D International
Council of Design
leading creatively

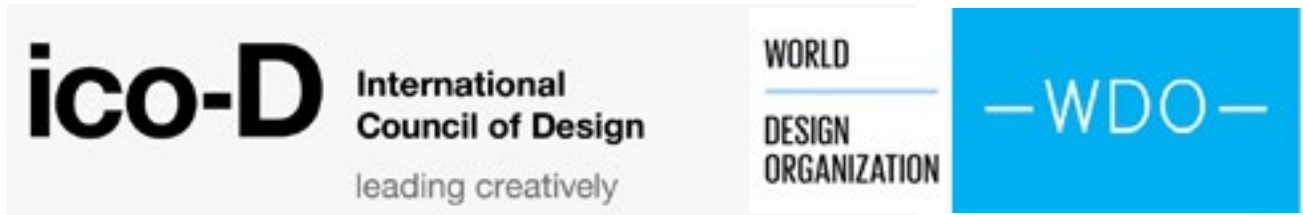


INTERNATIONAL PROJECTION

Strengthen the international presence of Colombian Design through the linkage and reinforcement of relationships with academic networks and other significant actors in the international scenario, the visibility of Colombian disciplinary practice in international spaces and the recognition of the RAD by our academic peers.

INTERNAZIONALIZATION

RAD representation before:



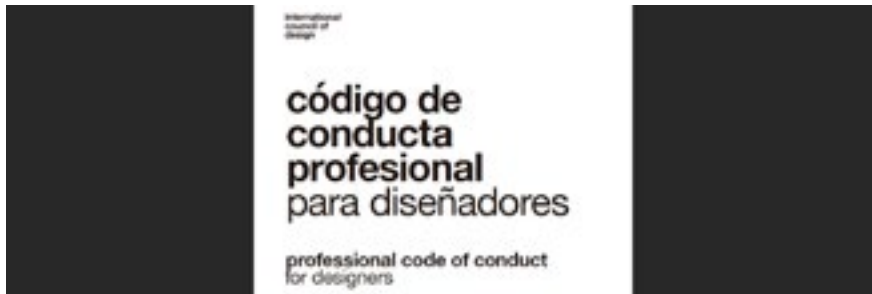
Estrategic aliance:



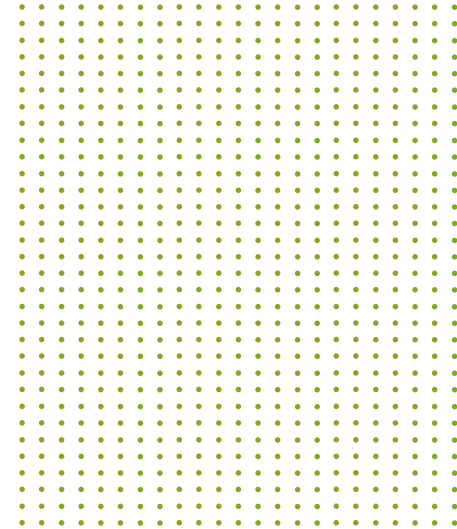
9th BID_ teaching and design meeting.

PROMOTING THE ETHICAL PRACTICE OF DESIGN

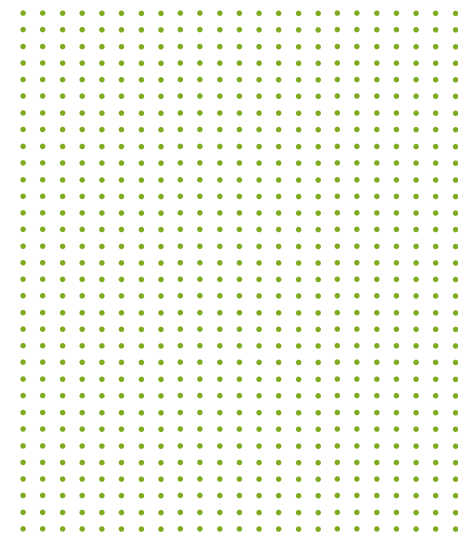
- Official Spanish translation of the “Code of Professional Conduct for Designers” presented by the International Council of Design.
- Participation in the construction of the «Designer’s Code of Ethics» under the leadership of the Colombian Professional Design Commission, attached to the Ministry of Commerce, Industry and Tourism MinCIT. Participation in the construction of the «Designer’s Code of Ethics» under the leadership of the Colombian Professional Design Commission, attached to the Ministry of Commerce, Industry and Tourism MinCIT.



Professional code of conduct for designers papers.



CONTRIBUTION TO ASSURE ACADEMIC QUALITY



- ICFES> definition and development of the specific Design test «Generation of Artifacts - Saber PRO State Exam» - since 2010.
- MinCiencias> Creation of «MinCiencias Creation Research Technical Committee» with associations Acofartes and Acafa - since 2013.
- Sectoral Design Committee, administered by SENA, members since 2016.
- MinEducation> definition of “Quality guidelines for Design programs - 2018”.
- Creation of a “Concept Bank” for the Design discipline - 2019.



RAD MinCiencias Committee R+C table - Research+Creation banner.

TRAINING ACTION TRANSFERENCE

Structuring the joint training offer of partners, bringing together, conceptually and logistically linking the projects of each one of the RAD's strategic lines.



RAD

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RED ACADÉMICA
DE DISEÑO

THANKS

