

VISUAL COMMUNICATION DESIGN

UNIT 2 – CULTURALLY APPROPRIATE DESIGN PRACTICE

Below is a list of the 10 Principles of the International Indigenous Design Charter. Discuss how designers can imbed culturally appropriate design protocols into their own practice and the practice of the clients and design studios they work with.

1. Indigenous led. Ensure Indigenous representation and Indigenous led projects.

2. Self-determined. Respect for the rights of Indigenous peoples to oversee representation of their culture in design practice.

3. Community specific. Ensure respect for the diversity of Aboriginal and Torres Strait Islander culture by following community specific cultural protocols.

4. Deep listening. Ensure respectful, culturally specific, personal engagement behaviours for effective communication and courteous interaction are practiced.

5. Impact of design. Always consider the reception and implications of all designs so that they are respectful to Indigenous culture.

6. Indigenous knowledge. Respectfully ask the client if there is an aspect to the project, in relation to any design brief, that may be improved with Indigenous knowledge.

7. Shared knowledge (collaboration, co-creation, procurement). Develop and implement respectful methods for all levels of engagement and sharing of Indigenous knowledge (collaboration, co-creation, procurement).

8. Legal and moral. Demonstrate respect and honour cultural ownership and intellectual property rights, including moral rights, and obtain appropriate permissions where required.

9. Reconciliation Action Plan (RAP). Develop a RAP incorporating the AIDC:CD.

10. Charter implementation. Ensure the implementation of the AIDC:CD to safeguard Indigenous design integrity.
