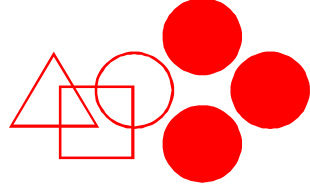


**DESIGN STRATEGY PAPER AND  
ACTION PLAN  
(2014-2016)**



# **DESIGN STRATEGY PAPER AND ACTION PLAN (2014-2016)**

Design Strategy Paper and Action Plan (2014-2016)

By the Higher Planning Council;

By considering the resolution of Turkish Design Advisory Council dated 29/10/2009 and numbered K/02/09; it was decided to approve the attached %Design Strategy Paper and Action Plan (2014-2016) which is finalized in accordance with the opinions and assessments made in Economy Coordination Council Meeting held in 29/4/2014 which is prepared by receiving the opinions of the attending agencies and organizations under the coordination of Turkish Patent Institute.



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## ABBREVIATIONS

ASD	: Packaging Manufacturers Association
ATMK	: Turkish National Committee on Illumination
BTYK	: The Supreme Council for Science and Technology
ETMK	: Industrial Designers' Society of Turkey
GMK	: Turkish Graphic Designer's Association
ICOGRADA	: International Council of Graphic Design Associations
ICSID	: International Council of Societies of Industrial Design
IFI	: International Federation of Interior Architects
İHKİB	: İstanbul Ready-to-Wear and Apparel Exporters' Association
İMMİB	: İstanbul Minerals and Metals Exporters' Association
KOSGEB	: Small and Medium Enterprises Development Organization
MEB	: Ministry of Education
MTD	: Fashion Designers Association
MÜSİAD	: Independent Industrialists' and Businessmen's Association
MYK	: Vocational Qualifications Authority
TESK	: Confederation of Turkish Tradesmen and Craftsmen
TİM	: Turkish Exporters Assembly
TMMOB	: Union of Chambers of Turkish Engineers and Architects
TOBB	: Turkish Union of Chambers and Exchange Commodities
TPE	: Turkish Patent Institute
TRT	: Turkish Radio and Television Corporation
TTGV	: Technology Development Foundation of Turkey
TÜSİAD	: Turkish Industry and Business Association
YÖK	: Higher Education Council

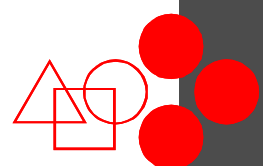
## 1. INTRODUCTION

Design having adopted as an aesthetic and artistic concept having a privilege for luxurious product groups in traditional terms, in present days has been widespread to widest areas from advance technology products to food and from automotive to household furniture and has begun to be used as a strategic tool for competitive aspects by differentiating the products.

Design's product innovation and its role in marketing activities are redefined. Design is defined as the "innovation process that brings in aesthetic value to products" in scientific and management literature. Design in this perspective reveals as an artificial expression of managerial processes covering design, product innovation, communication, distribution channels and renewed customer affairs. In other words, design rather being a tool used during innovation process is being located in the center of the studies carried out to create added value to the product.

Changing consumption habits of human being and communities and contributions of technological developments to production processes were effective for the importance being of design. Consumers in contemporary communities watch over considering of their specific needs and personal preferences. Products preferred are assessed as a form of a style and personal expression. In contemporary consumption model, technologic and functional aspects of products are falling behind providing standalone competition advantage. Competition advantage can be provided in the event when an aesthetic appearance that means style is brought in to produces developed as a result of technical innovation.

There are various studies supporting the reality that the design enhances management and economic design performance. However number of studies analyzing this situation with numeric data is not much. Studies made exhibit that there is a significant connection in production processes from product concept creation to product marketing and operating performance as to cover production phase of design.



Global Competitive Power Reports published by World Economic Forum reveal design's effect towards international competition. When indices in reference to design are compared to general competitive power sorting it can be seen that there is a strong connection between competitive power and design.

Place of design in contemporary production and consumption have revealed concrete fixation for the method of use of design by companies as a competitive tool. Many countries in world, began to comprehend importance of design in terms of competitive power in national economy and industry fields and have developed design policies and programs in close co-operation with the relevant sectors. Objective of using design as strategic tool in the point of economic development and bringing in competitive advantage lies in the basis of these policies.

Design policies basically focus on design activities in the country, designer, organizations, design institutes, relevant education institutes, relevant government agencies and to guide them in line with the targets and strategies by creating a network among all inputs and by providing communication and to organize co-operation activities. In order to enable these policies to be successful it is inevitable to fix future oriented objectives and plans and monitoring new information and researches that is to provide sustainability and currency of policies.

## 2. STRATEGY PAPER ABSTRACT

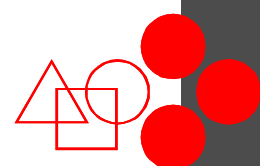
Within the Turkish Design Advisory Council workshop dated January 28<sup>th</sup>, 2010 realized with the attendance of representatives of public and private sector providing contribution for studies to create design strategies and continuing their activities in design area, non-governmental organizations, academicians, designers and relevant stakeholders Design Strategy Paper preparing studies was commenced.

“Overall objective” has been fixed during the Workshop in line with the common opinion of all attendants as follows: “Enhancing the required administrative, statutory and technical infrastructure for the purpose of ensuring creating and conserving designs sensitive to human and environment and having higher added value and making our country's designs and designers to compete with globe and recognition and settlement of “Turkish Design” identity.”

By the fixing of the overall purpose constituting the basis for the strategy paper, strengths and weaknesses of our country and recommendations in the field of design has been analyzed with the attendance of each participant and area of intervention, objectives, activity and performance indicators are fixed via group works.

Strengths of our country for design basically focus on the following fields:

- Young population and human resource potential
- Creativity potential
- Entrepreneurship
- Historic and cultural wealth





Besides weaknesses in design can be outlined as follows:.

- Shortage of consciousness
- Education problems and design culture shortages
- Incentive and finance problems
- Policy and planning shortage
- Problems between co-operation and coordination
- Lack of promotion
- Legislative problems

Solutions proposed for strengthening the weaknesses determined under the framework of strategy paper by the attendants and these recommendations are presented in details in the scope of Strategy Paper by main topics.

According to the areas of problem fixed under specific titles groups created for the following topics,

- Legislation
- Incentive and Finance
- Education and Culture
- Co-operation and Coordination
- Awareness rising and Promotion

And group works carried on with thanks to own wills of attendants and their attendance to these groups in line with their area of interest.

Working groups have set five objectives in reference to each problem area in order to reach the overall objective:

1. Adapting design related legislation with international standards to respond designers' and business world's requirements and to activate practices
2. To diversify supports in reference to design and to increase effectiveness of such supports
3. To widespread design sensitivity to all aspects of education and to educate designer capable of creating designs sensitive to human and environment
4. To enhance communication and co-operation among the different players such as industrialists, trainers, professional organizations and public agencies
5. To increase design awareness in society and in industry.

### 3. CURRENT STATUS

#### 3.1. DESIGN RELATED LEGAL FRAMEWORK AND DESIGN APPLICATIONS

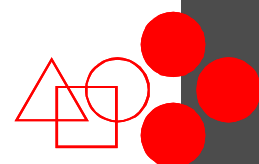
##### 3.1.1. Design Related Legal Framework

The primary legislation currently in force about designs in our country is given below:

- a. Decree-Law No. 554 of June 24, 1995 on the Protection of Industrial Designs
- b. Law making an amendment in some laws dated 03.11.1995 and numbered 4128
- c. Law making an amendment in some Decree-Laws dated 22.06.2004 and numbered 5194
- d. Law on Intellectual and Artistic Works dated 05.12.1951 and numbered 5846
- e. Decree-Law No. 556 on the Protection of Trademarks
- f. Decree-Law No. 551 on the Protection of Patents
- g. Decree-Law for the Protection of Patent Rights and Draft Law for making an amendment in some Laws and Decree-Law (Currently discussed in TBMM's General Assembly)
- h. Turkish Commercial Law dated 13.01.2011 and numbered 6102

International conventions about designs to which our country is party to are given below:

- a. Paris Convention
- b. Bern Convention
- c. Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS)
- d. Hague Agreement for the International Registration of Designs (Geneva Text)
- e. Locarno Agreement for the Classification of Designs



In our country the protection of design can be realized with various methods in the framework of diversified legislations. Protection methods to be applied for the protection of designs are outlined below:

- Decree-Law No. 554 of June 24, 1995 on the Protection of Industrial Designs
- Law on Intellectual and Artistic Works dated 05.12.1951 and numbered 5846
- Decree-Law No. 556 on the Protection of Trademarks
- Decree-Law No. 551 on the Protection of Patents
- Protection in the scope of unfair competition provisions

#### **3.1.1.1. 554 Protection in the Framework of Decree-Law No. 554 Pertaining to the Protection of Industrial Designs**

New and individual designs are protected by certification in the scope of Decree-Law No. 554 Pertaining to Protection of Industrial Designs. It is necessary to file industrial design application to Turkish Patent Institute to take advantage of this protection. Protection period granted for a registered design as per Decree-Law No. 554 is limited with total 25 years with the condition of being renewed every 5 years.

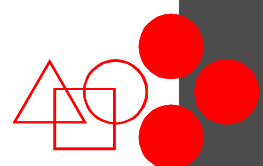
Registration process covering application, publication, objection and certification phases lasts approximately for 8-9 months.

### 3.1.1.2. Protection in the Scope of Law on Intellectual and Artistic Works numbered 5846

Designs with the condition of being accepted as works of art are also protected under the framework of Law on Intellectual and Artistic Works numbered 5846. Pursuant to the law in question, literary and artistic works is a product of every kind of intellectual and artistic works involving one of the science and literature, music, fine arts and movie works of art and bearing the characteristics of the author. Accordingly, a study should bear the characteristic of its author (subjective condition) and to be involved in one of the works of art types anticipated in law (objective condition) in order to enable the protection of a design under a Law.

Author in paragraph (b) of Article 1/B of the Law in question is defined as the person generating the work of art. However, as different from the trademark and design legislation there is no necessity to record works of ownership to any registry or to be informed to any governmental agency to enable the protection of rights on the works of art. Protection within the scope of law simultaneously commence with by the creation of the work of art. As a rule period of protection of author's rights pursuant to Law continues for the period author lives and 70 years by his/her passing away.

There are some special regulations in reference to the protection of designs in Law numbered 5846. Namely; in 2<sup>nd</sup> Article of law regulating scientific and literature works of art "... every kind of architectural and urban design and projects, architectural mock-ups, industrial, environmental and stage design and projects..." are put under protection as scientific, literature works of art. On the other hand, in Article 4 of the Law with title "Works of Fine Art" "... handicrafts and small works of arts, miniatures and products of emblazonry and textile and fashion designs.... Bearing aesthetical value" was adopted as works of fine art. In the same article; it was ensured that utilization of sketches, drawings, mock-ups, designs and similar works of art as industrial models and drawings shall not affect their title of being intellectual and works of arts. Consequently designs in accordance with the principle of "multiple protection" also protected as works of art in the framework of Law numbered 5846 in the event that they fulfill conditions in addition to the brand and design legislation.



### **3.1.1.3. Protection in the Framework of the Decree-Law No. 556 on Protection of Trademarks**

Besides registration of two or three dimensional figures as design, it is possible to register as a trademark in the event that an enterprise fulfills the condition of discriminating its own goods and service from the goods and services of the other enterprise. Trademark; in the first paragraph of Article 5 of the Decree-Law No. 556 on Protection of Trademarks Trademark is being defined as follows “every kind of indications those can be viewed with specification, words, figures, letters, numbers, form or packages of goods including persons' names or those can be expressed in a similar form, those published or replicated via the method of printing with the condition of an enterprise to distinguish its goods and services from the goods and services of the other enterprise”.

Utilization of two or three dimensional figures as trademarks shall mean the use intended for the distinguishing goods and services bearing these figures from other goods and services. Right to use the figure registered by the rightful owner is granted by trademark protection however do not deliver a right such as having the exclusive right to use the figure he has registered. Despite, industrial design protection is limited for a period of 25 years protection as a trademark has been anticipated as unlimited with the renewal periods of 10 years.

### **3.1.1.4. Protection with the Framework of Decree-Law No. 551 on the Protection of Patents**

In Turkish Law, it is also possible to register and protect design as utility models in the event that they fulfill the requirements laid down under Decree-Law No. 551 on the Protection of Patents. There are special regulations in Decree-Law numbered 551 for the issue in question these regulations form the legal basis for the practice. In Article 169 of Decree-Law numbered 551 there is an expression “The subject matter of a utility model can also be registered as an industrial design. Provisions laid down under the relevant law should be implemented in this case.” Furthermore, in Article 167 of the Decree-Law in question, conditions for converting utility model applications to patent application and in Article 168 issues of converting patent applications to utility model applications are specified. As a result of shared consideration of the specified provisions, inventions those to be registered as patent or utility models it can be reached to a result that these can be protected in form of design in other words they can be protected in form of patent or utility model fulfilling the conditions. For that reason, it should be legally adopted that there is a principle of “multiple protection” between patent and utility models and designs.

Despite the existence of multiple protections each of the protection procedures in question subject to different periods. Although industrial design protection is limited with 25 years period protection period of patent for inspection is 20 and utility model protection period is 10 years.

#### **3.1.1.5. Protection in the Scope of Unfair Competition Provisions**

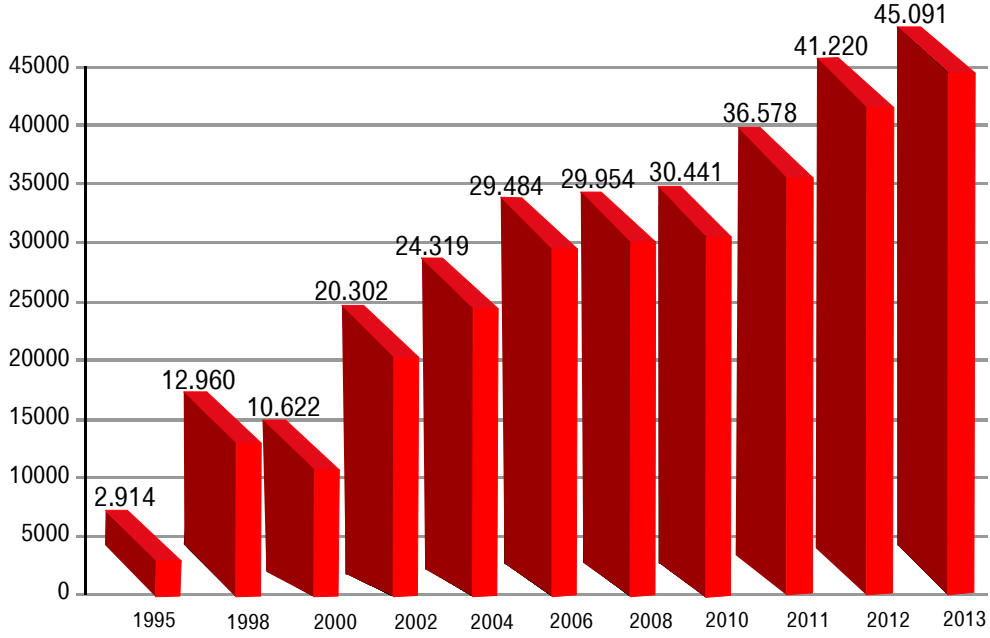
Since there was no special regulation for design before 1995 design rather protected in terms of unfair competition provisions. However by the entering into force of Decree-Law for the Protection of Industrial Design numbered 554 which is a special regulation for design application area for the provisions of unfair competition has narrowed.

Design legislative protection aims to prevent intellectual property rights on the product appearance and provisions for unfair competition aim to prevent every kind of unfair and injustice competition. In this respect unfair competition prevent consumers to purchase a competitive firm's goods by supposing that it is owned by the other company and revealing of confusion during the decision making to purchase. Protection in Decree-Law numbered 554 has been limited with the period and despite registration was stipulated for protection there is no legal period restriction of Turkish Commercial Law for unfair competition provisions it did not stipulated formal procedures such as registration.

#### **3.1.2. Design Applications**

Turkey has recorded significant developments for design applications since 1995 when the Decree-Law for the Protection of Industrial Designs numbered 554 entered to force till the present day. Distribution of applications filed to Turkish Patent Institute between years 1995-2013 is given in the following graphic.





As it can be seen from the graphic design application numbers being 2.914 in year 1995 reached to 43.673 in year 2013 as 15 folds. Turkey originated design application form 97% of the design applications.

Turkey ranks in a remarkable place in world in terms of application numbers. According to World Intellectual Property Indications Reports published in 9<sup>th</sup> December 2013 by World Intellectual Property Organization Turkey ranks in 4<sup>th</sup> row for design application performance in national level; and ranks in 14<sup>th</sup> row according to national and international application performance.

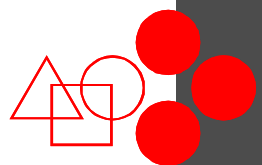
On the other hand, ranks in the very first row of the countries frequently utilizing Hague System for the International Registration of Designs. Thus, according to year 2012 data, Turkey ranks in 7<sup>th</sup> row for the applications in the scope of Hague System and in 3<sup>rd</sup> row among the countries requesting design protection.

## 3.2. EDUCATION

### 3.2.1. Development Process for Design Education

The significant phases for the development process of design training in Turkey are outlined below:

- 1928: Ornaments Department of in Sanayi-i Nefise School was named as Academy of Fine Arts.
- 1957: State Applied School of Fine Arts started to training activities.
- 1957: It was suggested to establish industrial design department in METU.
- 1971: Applied Industrial Arts Academy was subordinated to State Academy of Fine Arts.
- 1973: State Academy of Fine Arts has been re-organized as Department of Higher Decorative Arts Interior Architecture and Industrial Design Department.
- 1978: Industrial Products Design Department in State Academy of Fine Arts independently started for training under its own name.
- 1979: Industrial Products Design undergraduate program is established in METU.
- 1979: Industrial Design Research and Publication Institute (ETAYE) has been founded as a subsidiary of İDGSA Higher Decorative Arts Department.
- Industrial Design Department is founded as post graduate program in Faculty of Architecture in Dokuz Eylül University.
- 1982: Marmara University Industrial Product Design undergraduate program is established.
- 1993: İTÜ Industrial Products Design Undergraduate Program is established.
- 1995: Industrial Products Design Department is founded in Faculty of Architecture of İzmir Higher Technology Institute.
- 1996: Yeditepe University Industrial Products Undergraduate Program is established.
- 1997: Kadir Has University Industrial Products Undergraduate Program is established.
- 2000s: Industrial Products Design Undergraduate Programs founded in Anadolu University, İzmir Economy University, Doğuş University, Okan University, Haliç University, Işık University and in Gazi University.





### 3.2.2. Design Training in Undergraduate Level

Design training in Turkey is delivered in different faculties in Turkey. Faculties where design training is delivered in undergraduate level are as follows:

- Faculty of Fine Arts
- Faculty of Fine Arts, Design and Architecture
- Faculty of Fine Arts and Design
- Communication Faculty
- Faculty of Architecture
- Architecture and Design Faculty
- Engineering and Design Faculty
- Engineering – Architecture Faculty
- Arts and Social Sciences Faculty
- Textile Technologies and Design Faculty

Design departments were established in different names in undergraduate level intended for different disciplines of Turkish design training. In Turkey, design training is delivered in undergraduate level in the following departments:

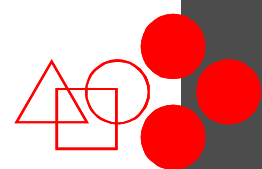
- Industrial Design
- Industrial Products Design
- Visual Communication Design
- Visual Arts and Design
- Graphics
- Graphics Design
- Interior Architecture
- Interior Architecture and Environmental Design
- Communication Design
- Communication and Design
- Fashion Design
- Fashion and Textile Design
- Advertisement Design and Communication
- Arts and Design Management
- Ceramics and Glass Design
- Ceramics and Glass
- Textile Design
- Textile and Fashion Design
- Yacht Design

Design departments delivering training in Turkey admit students in two different methods. Some universities admit students by central exams organized by ÖSYM while others admit student by organizing skills / drawing exams.

In our country industrial design training is delivered in approximately 25 department, graphic design training in 35 departments, fashion and textile design in 25 departments and interior architecture training is delivered in more than 40 departments. Detailed information for the training institutes in question are given attached.

Design departments in associate degree continuing their activities in Turkey. These departments deliver training under the following names:

- Shoe Design
- Socks and Fashion Design
- Industrial Products Design
- Graphical Design
- Indoors Design
- Jewelry and Ornament Design
- Fashion Design
- Design



### 3.3. PROFESSIONAL ORGANIZATION

#### 3.3.1 Associations and Organizations

##### 3.3.1.1. Industrial Designers' Society of Turkey (ETMK)

Industrial Designers' Society of Turkey founded in year 1988 is the unique professional organization carrying out studies in the field of industrial design in Turkey. The Association has total 490 members in home and in abroad. İstanbul Branch of the Association has been established in 1998, İzmir Branch in 2010 and Ankara Branch in 2012. The basic objective of ETMK to promote industrial products design profession to society and to establish and protect rights and authorizations of designers, to strengthen communication and solidarity among the colleagues and to carry out studies in producer and consumer level for the purpose of rendering designed qualified products to society. ETMK, is a member of International Industrial Design Organizations Council.

##### 3.3.1.2. Turkish Graphic Designer's Association (GMK)

Turkish Graphic Designer's Association (GMK) has been founded in year 1978 to develop graphic design and to gather graphic designers and to protect their rights. GMK with its 200 members, is the member of International Council of Graphic Design Associations (ICOGRADA) since 1993.

##### 3.3.1.3. Fashion Designers Association

Fashion Designers Association has been established with the vision of making Turkish fashion design sector a determinant “cult” for the creation of word fashion trends in year 2006 by 7 fashion designers contributed for the creation of Turkish Fashion Design Sector. MTD has 163 members.

##### 3.3.1.4. Chamber of Interior Architects

TMMOB Chamber of Interior Architects, has commenced its activities as an association and taken the status of Chamber in 1976 and it is one of the first interior architecture professional organizations gaining the status of Chamber. Chamber of Interior Architects has 2694 members as of 31.12.2012. Chamber of Interior Architects is the member of International Interior Architects / Indoor Designers Federation (IFI).

### 3.3.2. International Organizations in the Field of Design and Relations of Turkey with These Organizations

#### 3.3.2.1. International Council of Societies of Industrial Design (ICSID)

Icsid aiming to enhance industrial design discipline in international level has been founded in 1957. Prof. Dr. Alpay ER from Özyeğin University has been officiated as Member of Board of Directors of Icdis between years 2011-2013. Organizations and institutes member to Icsid in our country are as follows:

- Turkish Patent Institute
- İstanbul Technical University
- İzmir Economy University
- Middle East Technical University
- Özyeğin University
- Industrial Designers' Society of Turkey Industrial Designers Professional Organization
- Technology and Design Center Association
- Arçelik A.Ş.
- Kale Group
- Uluslararası Fuarçılık A.Ş.
- Vestel

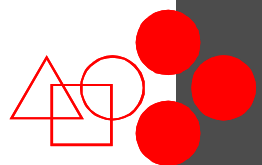
#### 3.3.2.2. International Council of Graphic Design Associations (ICOGRADA)

ICODRADA is the top rank organization in international level for communication design issues. Having founded in 1963 the council has members from 67 countries. Yeşim DEMİR is the member of Board of Directors of ICOGRADA. Persons and organizations member to ICOGRADA in our country are as follows:

- Turkish Graphic Designer's Association
- Özyeğin University
- Bahçeşehir University
- İstanbul Bilgi University
- İzmir Economy University
- Sabancı konomi University
- Yeşim DEMİR
- R. Hakan ERTEP
- Sadık KARAMUSTAFA
- Didem ÖZBEK

#### 3.3.2.3. International Interior Architects Federation (IFI)

Having founded in Denmark in 1963, International Interior Architects Federation is the unique platform carrying on activities for interior architecture profession. Chamber of Interior Architects in member to the federation having members from 110 countries. On the other hand, Doç. Dr. Özgen Osman DEMİRBAŞ, from İzmir Economy University is the Member of Board of Directors in IFI 2011-2013 period.



### 3.4. SUPPORTS INTENDED FOR DESIGN

Support mechanisms developed and applied by Ministry of Economy and KOSGEB intended for designs in our county are outlined below.

#### 3.4.1. Contributions by Ministry of Economy

For the purpose of providing direct contribution to design being a significant component of branding; designer companies, design offices and unions have regulated "Decree for Design Support" in Official Gazette dated 18.04.2008 and numbered 2008/2 and Implementation Procedures and Principles for the aforementioned Decree intended to meet the costs for the units they will establish in abroad and for promotion, advertisement, marketing, employment, consultancy expenditures.

Information for the supports provided in the framework of the decree in question are given below:

Competent Body	: Ministry of Economy
Designated Authority to Apply	: Exporter Unions
Beneficiary Firms	: Designer Companies, Design Offices and Unions and Design Associations – Unions carrying on activities in the field of Industrial Product Design or Fashion Design
Support Period	: Designer Companies- Design Offices, maximum 4 years; Unions and Design Associations-Unions in project basis.
Support Rate	: 50 %

##### 3.4.1.1. Supporting Designer Companies and Design Offices

Designer companies' and design offices'

- Costs for advertisement, promotion, marketing, etc activities to be organized intended for abroad and their expenditure for stand decoration and exhibition admittance fees in the event of participation to international industrial exhibitions organized abroad,
- Inventory and decoration costs of unit they will establish in abroad and assessed under the scope of the support (company, offices, shops, depots, branch offices, showrooms, sections, gondola, etc.) and Gross rental expenses and consultancy costs for the hiring of these units and tax/duties/stamp costs,

- Costs for the registration of patent, utility model and industrial design and costs for the registration and protection of trademark in abroad,
- Gross salary costs of the designers employed,
- Every kind of consultancy costs they will purchase in the scope of business management,

Should be supported in 50% and in specific annual limits.

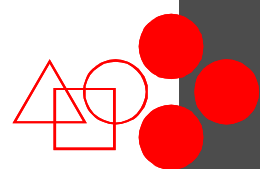
#### **3.4.1.2. Supporting Unions, Design Association- Unions**

Visual and documentary promotion costs of the unions intended for abroad and expenses intended for promotion, advertisement and marketing activities such as promotion of these activities, brand-promotion agencies, strategic consultancy, should be supported in 50% rate and with maximum 300.000 USD.

The whole of training costs in abroad for maximum 30 designers ranked in design competitions organized by the unions and expenses to be realized by the unions for their living expenses not to exceed monthly rate of 1.500 USD should be maximum supported for a period of 2 years.

16 different design competition organized by Exporter Unions organized in year 2013 has been supported. By acknowledgement of training of 22 designers ranked in the said competitions in year 2013; currently training of 39 designers who ranked in design competitions in 2011, 2012 and 2013 in abroad is continued to be supported.

Total TL 4.752.924 payment was made to companies and unions in the scope of support applications made in 2013. By this way; total TL 7.797.746 was paid in 2011, 2012 and 2013 in the scope of Design Decree.



### 3.4.2. KOSGEB Supports

13 ea. supports renders in the scope of Overall Support Program by KOSGEB to increase share and efficiency of small and mid scaled enterprises for meeting our country's economic and social requirements, to enhance their competitive power and levels and to realize integration in industry in conformity with the economic developments and Design Support and Industrial Property Rights Supports are supports renders in the scope of direct design.

Overall Support Program Supports	Support Upper Limit	Support Rate	
		1 <sup>st</sup> and 2 <sup>nd</sup> Regions	3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> and 6 <sup>th</sup> Regions
Design Support	15.000	%50	%60
Industrial Property Rights Support	20.000		

TL 44.633 Design Support was provided to 7 enterprises by KOSGEB in the scope of Overall Support Program in year 2013; TL 52.833 support was provided for 53 enterprises for Industrial Design Registration Certificate support in the scope of Industrial Property Rights Support.

On the other hand, R&D innovation and Industrial Practice Support Program is executed as a support program involving design industrialization by KOSGEB and there remains "Machine-Equipments- Hardware, Consumables, Software and Design Costs Supports" among the support items for Industrial Practice Support Program.

Industrial Implementation Program	Support Upper Limit (TL)	Support Rate (%)
Rental Support	18.000	75
Staff Cost Support	100.000	75
Machine- Equipments, Hardware, Consumables, Software and Design Costs Support	150.000	75
Machine- Equipment, Hardware, Consumables, Software and Design Costs Support (Pay-Back)	200.000	75

KOSGEB, provided approximately TL 16.700.000 support to 211 ea. enterprises under Industrial Practice Support Program in year 2013.

On the other hand, KOSGEB has no specially designed support for the establishment of design offices, entrepreneurs intending to establish design offices can take advantage of “Entrepreneur Supports”.





### 3.5. DESIGN CONTESTS, ACTIVITIES AND PERIODICALS

#### 3.5.1. Design Contests

In our country there organized many design contests intended for different design disciplines. A significant part of the contests in the field of industrial design and fashion design are organized by exporter unions. Graphical design contests generally aims to prepare preparation of the contest organizing company's logo or the contest poster.

The aim of the contest in reference to design contests realized in the field of industrial design, fashion design and graphical design in years 2012 and 2013, organization organizing the contest, contest history, prize categories and prize information are attached.

#### 3.5.2. Design Activities

In this section information is given about the activities organized in a regular manner for designs.

##### *Ankara Design Week*

Ankara Design Week having its first realized in 2007 is the first activity in Ankara in the field of "Design Activities". Activity is realized with the co-operation of design departments of various universities in Ankara.

##### *World Industrial Design Day*

29<sup>TH</sup> June World Industrial Design Day is celebrated by various organizations every year mainly by ETMK.

##### *Grafist İstanbul International Graphic Design Days*

The activity organized since 1997 by Mimar Sinan University of Fine Arts, Faculty of Fine Arts, Graphics Department has celebrated its 17<sup>th</sup> Anniversary in 2013.

##### *İstanbul Design Week*

İstanbul Design Week activity being the first design week in Turkey is being organized since 2005 and it covers exhibition, conference, panels, seminars, contests, workshops and other design activities with theme.

*Istanbul Design Biennale*

Istanbul Design Biennale, biennially organized by İstanbul Foundation for Culture and Arts aiming to emphasize design's positive impact on production, economic development, social development, cultural interaction and life qualities of individuals, cover major design professions such as urban design, architecture, interior architecture, industrial design, graphical design, fashion and textile design and new media design and all creative areas in reference to these professions.

*Fairs*

Various fairs organized in our country with design theme are outlined below:

Eurasia Shop Design Fair  
 Interior Architecture and Decoration Fair  
 İstanbul Leather and Fur Fair  
 İstanbul Furniture Fair  
 İstanbul International Fashion Fair  
 Furniture, Decoration and Accessories Fair  
 International Packs, Packing and Food Processing Systems Fair  
 International Furniture Industry, Interior Design, Accessory and Equipments Fair  
 International Ceramics, Bath, Kitchen Fair  
 International İstanbulLight Lighting Technologies Fair

**3.5.3. Periodicals**

In this Chapter information is given about the various periodicals published intended for designs.

*Anadolu University Arts and Design Magazine*

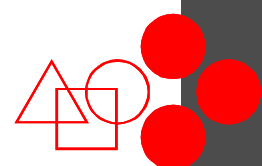
Anadolu University Arts and Design Magazine is a magazine involving studies about plastic arts, design, music and performing arts and biennially published magazine with arbitrators.

*Gazi University Arts and Design Magazine*

Gazi University Arts and Design Magazine is a magazine with arbitrators biennially published by Gazi University Faculty of Fine Arts in the fields of visual arts and design.

*Graphical Design Visual Communication Culture Magazine*

Magazine started to be broadcasted in October 2006 to allow recognition of graphical design in the environment we live; and to underline that involves from expertise from different disciplines, continued to its broadcast life until year 2009; and began to be published as bimonthly by 2009.



*Interior Designer*

İçmimar, is the official media organ of TMMOB Chamber of Interior Architects. It has published 30 series up to date.

*Ceramic Turkey Magazine*

Seramik Türkiye Maganize has 43 series published up to date by Turkey Ceramic Federation. The magazine by July 2011 is published as two separate magazines as Architectural and Sectoral.

*Design Newspaper*

Tasarım Gazetesi published by Kale Design Center monthly published since 2009 and distributed to Turkey wide via a national newspaper.

*Tasarım Copyright Group Publications*

Various periodicals are published mainly as Design Magazine in the fields of architecture, interior architecture, landscape, industrial products design, furniture, graphics, photography by the Tasarım Copyright Group

*Tasarım + Kuram Magazine*

Tasarım+Kuram Magazine, is the media organ with arbitrators of Mimar Sinan University of Fine Arts, Faculty of Architecture published biennially. The Magazine aims to contribute architecture, urban and regional planning, interior architecture and industrial products design disciplines and for the information generation and publication in the relevant disciplines and for the development of academic- professional environment.

*XXI of Architecture Design and Space Magazine*

Monthly published XXI Mimarlık, Tasarım ve Mekan Magazine monitors indoors, industrial products design areas over the projects in Turkey and in worldwide and shares the brand new and updated productions. 125 series of the magazines has been published up to date.

#### 4. METHOD AND METHODOLOGY APPLIED IN THE STUDY

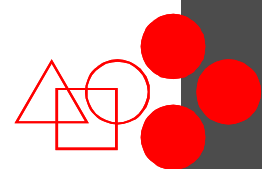
In line with the resolution of Turkish Design Advisory Council dated October 23<sup>rd</sup>, 2009 taken in the initial meeting, Design Strategy Paper and Action Plan Workshop has been realized with the attendance of public, private sector and representatives of the non-governmental organization to provide contribution to strategy building studies held in İstanbul in 28<sup>th</sup> January 2010.

Before the Workshop besides the Council Members stakeholder analysis studies were made where persons and agencies anticipated to provide contribution to design strategy creation studies and it was paid effort to fix representatives covering wider areas in contribution and representation point however limited with 40 representatives in average for the effective and efficient execution of the studies.

In the workshop, “Card Technique” method was followed used for the strategy paper preparation studies and workshop coordination was undertaken by Former Deputy Undersecretary of Ministry of Science, Industry and Technology Mr. Niyazi İLTER.

In the initial section of the study “Overall Aim” fixed in line with the common opinions of all participants to form the basis of the Strategy Paper. In the second part of the study, strengths and weaknesses of our country and recommendations fixed. Each participant asked to write down strengths in the field of design on the and handed over to them and cards grouped and written on the board. The same method was also used to investigate the weaknesses however each participant is asked to specify two weaknesses.

After fixing and grouping strength and weaknesses, each participant asked to submit solution recommendations. Recommendations received from each participant are recorded on the board under the titles fixed by the participants.



In the third part of the study, participants specified their preferences for fixing the area of response and prioritizing these areas. After fixing these areas each participant fixed the group he would like to involve and group works started.

Participants divided to five groups fixed a target in their relevant group basis and also fixed activities and performance indicators in reference to these activities. In the last part, each group's spokesman made a presentation to all participants about the objectives, activities and performance indicators and the study is completed.

## **5. STATUS ANALYSIS AND AREAS OF INTERVENTION**

### **5.1. STRENGTHS**

Participants asked to specify one strength in order to fix strengths of our country in the area of design for the purpose of fixing Design Strategy and Action Plan.

In this study our country's historic and cultural wealth and savings came into prominence. A significant part of the participants specified that Turkey has a rich cultural saving and diversity.

Turkey's young, entrepreneur and population potential having appetite for success was the second strength coming into prominence after cultural savings. Geo-political status of our country, creativity and imagination of our people, our obligation for success has been mentioned other strengths of our country in the field of design.

### **5.2. WEAKNESSES**

In the study with the purpose of fixing the weaknesses of our country in the field of design each participant asked to specify two weaknesses. Weaknesses fixed by the participants are gathered under eight topics as Legislation, Education and Culture, Incentives and Finance, Awareness Rising, Policy and Planning, Co-operation and Coordination, Promotion and Others.

Issues such as failing to finalize legislation in our country for design and in the recent times emerging the problems about the legal sanctions against counterfeiting has been specified as weaknesses in Legislation.



Shortages for the creativity training are indicated as the weakness in Education and Culture area. Besides, lack of occupational training, unplanned training schedules, industrial products design education/training not being equivalent in all departments in Turkey, lack of design culture in society, importance of design and designer not being adequately understood in Turkey and failing to create a design consciousness drawn attention as major deficiencies.

Insufficiency of incentive mechanisms, commercial concerns and disabilities of KOBİs (Small and Medium Sized Enterprises) for finance has been fixed as the weaknesses under “Incentive and Finance” topic. Significant insufficiencies were fixed in the workshop in the field of co-operation and coordination. Failing to transfer design o production process and having no common culture are weaknesses coming into prominence in this field.

In addition to those, issues such as our country getting late for industrialization process, our disability of long term planning and implementation, having no country policy in this field, lack of promotional policies in global means were emphasized as our country's weaknesses in the field of design.

### **5.3. RECOMMENDATIONS**

After specifying strengths and weaknesses participants asked to present two solution suggestions to strengthen weaknesses and obtained data are gathered under eight topics. These topics are Legislation, Education, Finance and Incentive, Awareness Rising, Research, Co-operation and Coordination, Promotion and Structuring.

### **5.4. RESPONSE AREAS FIXED**

In line with the weaknesses and suggestions presented in the previous part primary response areas are fixed. Areas of response are divided into groups by joining some related topics emerged in “Weaknesses” and “Suggestions” parts. In this situation areas of response are set as follows:

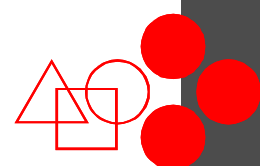
1. Legislation
2. Incentive and Finance
3. Education and Culture
4. Co-operation and Coordination
5. Awareness Rising and Promotion

## 5.5. RELATION OF DESIGN STRATEGY PAPER AND ACTION PLAN WITH PRINCIPAL POLICY DOCUMENTS

In majority of basic policy documents mainly as Tenth Development Plan there are significant policies and targets for design issues. Targets intended for design given place in Top policy documents are outlined below.

### 5.5.1. Tenth Development Plan (2014-2018)

- Original design activities for export products intended for consumption will be encouraged, training of qualified designers will be provided, patent registry and creating international brand will be supported and incentives for promotion and marketing will be developed in line with the exporters' requirements. (Innovative Production, Stabilized Higher Development / Balance of Payments/480)
- Enterprises shall be encouraged to developed pre-competitive collaboration, creating networks and development of common R & D and design and supply and marketing activities. (Innovative Production, Stabilized Higher Development / Transformation in Production Industry/662)
- Transformation of textile, garment industry and leather industries to a structure capable of developing producer characteristics with speed and flexibility, creating trademarks with design, collections, innovative, environment sensitive and a structure being effective in production channels will be supported. (Innovative Production, Stabilized Higher Development / Transformation in Production Industry/670)
- Capacity of design skills, brand development, utilization of contemporary production techniques, and registered employment and access capacity to resources shall be developed in furniture industry. (Innovative Production, Stabilized Higher Development / Transformation in Production Industry/671)
- Added value will be enhanced by providing in home development of design/R & D, production and sales- marketing process covering supply chain in automotive industry. Development of environment sensitive new technologies will be supported. Collaboration and integration with other industries such as electronics, software, electrical machinery, primary metal and defense industries in home shall be provided. Branding shall be encouraged via tools having original design intended for the requirements of domestic market and global markets. (Innovative Production, Stabilized Higher Development/Transformation in Production Industry/678)





- Share taken from the global markets for ship design and production in the areas where Turkish ship building industry facing significant drops in export and production levels due to global crisis via R & D studies shall be increased. (Innovative Production, Stabilized Higher Development/Transformation in Production Industry/679)
- Defense industry will gain a competitive structure. Fulfillment of defense system and logistic requirements in an integrated and sustainable manner with the country's industry as based on original design and increasing of share reserved for R & D and rate of indigenusness with the suitable use of civil technologies shall be provided. Network and clustering structures in specific defense industry fields shall be supported. (Innovative Production, Stabilized Higher Development/Transformation in Production Industry/681)

#### **5.5.2. Industry Strategy Paper of Turkey (2011-2014)**

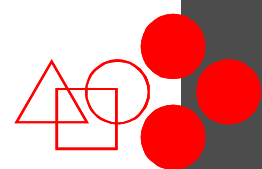
- Currently our country has obtained a significant production scale and savings in traditional industries. These savings creates a remarkable advantage for transition to products having higher added values in sub-sectors of the sector group in question. In these sectors support intended to enhance added value shall be delivered. Development of added value increasing activities such as design, branding and logistics shall be provided by aiming to develop efficiency of Turkish companies in value chain in the global markets. (Strategic Targets/74.b)
- In the forthcoming period policies aiming to increase design potential for the industry, developing models aiming to reduce design potential, creating joint supply system, popularizing management consultancy services and professional management comprehension, market research and developing common after sales services, supporting marketing consultancy services, increasing market shares of neighbor countries such as Turkic Republics and North African Countries for machine export and developing finance systems enabling sales with multi installments without harming companies' financial structure, supporting practical and occupation training, popularizing branding, quality and certification services, enhancing and popularizing R & D sources and building technology reservoirs in the framework of this aim shall be implemented. (Machinery Industry/293)

**5.5.3. 2023 Turkey Export Strategy**

- Design Strategy Paper and Action Plan will be implemented and design activities of the companies shall be supported in an efficient manner. (Increasing Recognition Rate of Turkish Brands) /Action 12)
- İstanbul shall be converted to an international shopping, fashion and fair center.( Increasing Recognition Rate of Turkish Brands) /Action 16)
- For the purpose of developing companies' innovative products and process opinions based on scientific and technologic developments and their commercialization; projects involving industrial design, preparing to production, production process verification, site tests, certification studies, presentation to market and preparation studies intended for after sales service shall be supported. (Increasing Product Export with Advanced Technology via Investments and Practices intended for Innovation and A & R for Export/Action 51)

**5.5.4. Turkish Patent Institute 2012-2016 Strategic Plan**

- Unique designs will be encouraged and contribution is to be provided for the development of “Turkish Design” image. (Target 2.6)



## **6. OVERALL PURPOSE, OBJECTIVES AND PRIMARY ACTIVITIES**

### **6.1. OVERALL PURPOSE**

Developing required administrative, statutory and technical infrastructure to enable creation and protection of designs sensitive to human being and environment and having higher added value, making our country's design and designers to compete with globe in a sustainable manner and providing recognition and settlement of "Turkish Design" identity.

Role of design in social life and effects on human lives are also considered besides the commercial potential owned by designs when the overall purpose of the Design Strategy is set. In this context it was aimed with the overall purpose expression for design to be "sensitive to human and environment" besides having "higher added value".

Since effective protection of designs having set their characteristics in general purpose expression bears great importance, dimension of protection of designs are given place in overall purpose expression. On the other hand, together with the objectives intended for design in the overall purpose expressions enhancing competitive power and making them competitive with the globe with thanks to that also given place.

While overall purpose expression involves objectives intended for design for design creation and protection, recognition and settlement of "Turkish Design" identity in the public it also involves expectation intended for designers as a professional group. In this respect the expression of overall purpose is rather inclusive.

Five basic objectives were set to reach overall objective:

## 6.2. TARGET - 1

“Integration of legislation in reference to design in conformity with the international standards to respond requirements of designer and business world”

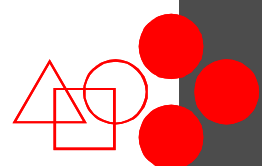
Industrial designs of Turkey began to be protected with “Code of Obligations” and “Unfair Acts” provisions in the framework of prevention of unfair competition in the first article of Paris Convention in year 1925 and by the provisions of “Turkish Commercial Code” and “Unfair Competition” by 1957. Intellectual Property Law numbered 5846 entered into force in year 1951 protects designs having aesthetic characteristics with industrial design and projects having no aesthetic characteristics as Literary and Artistic works. Special protection was provided for designs with Decree-Law entered into force in 1995 numbered 554 for the Protection of Industrial Designs.

Correction of problems related with the not effective operation of protection system intended for design activities and failing to meet full integration with international standards and EU legislation and for the correction of problems meaning by not-recognition of designing as an occupation status bears great importance for the future of the design activities.

Four activities were set to reach this target in reference to the legislation:

### *Activities*

1. *Making required studies and regulations for the recognition of design as an occupational status*
2. *Providing legalization of Draft law involving arrangements of the protection of designs and observing its implementation*
3. *Strengthening administrative and technical infrastructure in reference to legislation practice*
4. *Assessment of the design activities in the scope of the exemptions in the tax legislation*



### 6.3. TARGET - 2

“To diversify support in reference to design and increasing efficiency of these supports”

Design activities in our country recently began to be given place in public incentive and support system. Direct support is provided for design by Ministry of Economy and KOSGEB. Besides, incentives provided for design are intended to indirectly support design activities in the scope of industrial property rights, R & D and innovation activities. However it can be claimed that support mechanisms provided direct and indirect support are insufficient to cover all areas in terms of design disciplines and it has a limited level to consolidate industry with design activities.

Although the concept of “design” is indirectly under the scope of the supports provided in R & D and innovation activities design activities are frequently out of scope of the incentives due to the reasons lack of identification and not representing academicians and professionals for the creation of these mechanisms.

Support and incentive mechanisms in terms of design in the process of producing original and designs with higher added value shall play a vital role .

Seven activities were set to diversify supports in reference to design and to increase the efficiency of the supports:

#### *Activities*

1. *Providing various supports by giving “Design Center” certificate to a specific number of companies employing designers.*
2. *Optimization of mechanisms supporting establishment of design office*
3. *Supporting design services to be rendered from design offices*
4. *Supporting participation costs of designer to international design contests*
5. *Supporting the commercialization of innovative design projects realized by SMEs*
6. *Supporting support costs of designs to be exhibited in design contests having specific criteria*
7. *Supporting innovative and design based activities of the exporter companies in project basis*

#### 6.4. TARGET - 3

“To widespread design facility to all aspects of education and to educate designer respectful to human and environment and to create designs having higher added value”

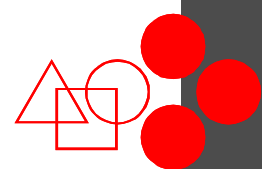
Education activities in our country in the field of design has begun by the establishment of relevant departments in university branches in 1970s. Issue of designers' education, has given place in Third Five Years Development plan (1973-1977) under the Chapter “Education and Culture” with the title “Higher Education”.

Creativity training in our country being not is a requested level constitutes a major problem. There is need for solutions in terms of all phases of the education system for the correction of the current problems for designers' education.

Seven activities were fixed in order to widespread design sensitivity to all education phases and to realize the objective to educate designers having adequate qualification to make designs with higher added value:

##### **Activities**

1. *Searching for the popularity and efficiency of creative activities during preschool education*
2. *Giving place to design and creative activities in primary and secondary school curriculums*
3. *Increasing efficiency of design courses in occupational secondary education*
4. *Executing projects and activities encouraging creativity and design in secondary education primarily as Fine Arts High Schools and Vocational High Schools*
5. *Reviewing names and curriculum of design departments of Vocational High Schools*
6. *Reviewing minimum criteria in reference to curriculum and education staff of the undergraduate program in the field of design*
7. *Establishing an accreditation system for the education of industrial design in undergraduate and postgraduate levels*



## 6.5. TARGET - 4

“Strengthening communication and cooperation between different actors such as industrialists, trainers, occupational organization and public agencies”

There are some problems in the field of cooperation and coordination amongst the different actors related with design. None the less industrialists, trainers, occupational organizations, non-governmental organizations and public agencies obliged to have a strong cooperation for the development of design sector.

Seven activities set to reach the target of strengthening communication and cooperation amongst the different actors such as industrialists, trainers, occupation organizations and public agencies:

### **Activities**

1. *Establishing design inventory of Turkey*
2. *Establishing communication network amongst the stakeholders in reference to design*
3. *Organizing mobile design weeks intended for the different disciplines of the design*
4. *Organizing workshop studies, seminars and scientific, cultural and training activities aiming to develop cooperation in different design disciplines*
5. *Organizing activities for international practices for design*
6. *Developing relationships of international design agencies and councils and public and sector agencies*
7. *Developing joint projects by gathering domestic and foreign designers with industrialists*

## 6.6. TARGET - 5

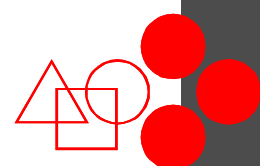
“Increasing design awareness in society and in industry”

Lack of design culture in the society, failing to comprehend importance of design in adequate manner and failing to settle the consciousness of design is amongst some serious obstacles for the development of design activities in Turkey.

Nine activities were fixed in order to increase awareness of design consciousness in society and industry.

### **Activities**

1. *Executing design awareness activities intended for all social levels via written and visual media*
2. *Converting Design Turkey to an international activity*
3. *Organizing activities intended for industrial section for the issue of effective design management*
4. *Awarding top rank designs in design contests for their contribution to “Turkish Design” image*
5. *Organizing design contests amongst students of primary and higher education*
6. *Realizing activities to create awareness in the field of social aspects of intellectual property for primary and high school students*
7. *Establishing a design museum*
8. *Making design awareness survey in universities and high schools*
9. *Realizing awareness rising activities intended for designers*





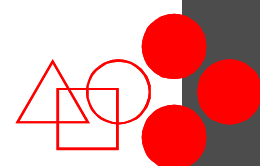
## 7. ACTION PLAN

**TARGET-1: To make design related legislation in conformity with the international standards to respond to the requirements of designers and business world and to activate practices**

No	Activity Description	Responsible Organization	Organizations to be Cooperated	Period	Works to be Done	Performance Indicators
1	Making required studies and arrangements to enable definition of designing as an occupational status	Vocational Qualifications Authority ETMK	Ministry of Labor and Social Security, Ministry of Education, State Personnel Presidency, Relevant Professional Organizations, Non-Governmental Organizations	End of 2015	Assessment report will be prepared for the issue of designer titles and identity, Occupation Map will be prepared with the stakeholders, Occupational standard preparation Co-operation Protocol will be signed and Professional Standards will be prepared.	Assessment Report Occupational Map Cooperation Protocol National Occupational Standards
2	Providing the legalization and implementation of Draft Law including regulations for the protection of designs	Ministry of Science, Industry and Technology, TPE	TPE, TOBB, TÜSİAD, TİM, TESK	End of 2015	Legalization of draft will be provided and report for the effects of practice will be written.	Law enforcement Effect Analysis Report
3	Strengthening administrative and technical infrastructure in reference to the implementation of the legislation	TPE, Ministry of Justice, HSYK	Ministry of Science, Industry and Technology, Ministry of Customs and Trade, Ministry of Interior, Ministry of Culture and Tourism, TÜSİAD	Continuous	Corporate structure will be enhanced by developing TPE's expert staff number and informatics infrastructure.  Number of Specialized Courts will be increased.	Shortening the registry period  Increasing the number of Specialized Courts
4	Assessment of the design activities in the scope of exemptions in the tax legislations	Ministry of Science, Industry and Technology, Ministry of Finance	Ministry of Economy, TİM, Relevant Professional Organizations	End of 2015	Design activities those to be assessed under the exemptions in tax legislation will be fixed and Draft Law for the issue shall be prepared.	Draft Law

**TARGET-2: Diversifying supports in reference to design and to increase efficiency of these supports**

No	Activity Description	Responsible Organization	Organizations to be Cooperated	Period	Works to be Done	Performance Indicators
1	Providing various supports by granting "Design Center" certificate to companies employing specific number of designers	Ministry of Science, Industry and Technology	Ministry of Economy, Ministry of Finance, Relevant Professional Organizations	End of 2015	Support mechanism will be put into operation.	Support mechanism
2	Developing mechanisms supporting the establishment of design mechanism	KOSGEB	Ministry of Science, Industry and Technology, Ministry of Economy, Ministry of Finance, Ministry of Education, TÜBİTAK, YÖK, TOBB, Relevant Professional Organizations	End of 2014	Support mechanism will be put into operation.	Support mechanism
3	Supporting design services to be rendered from the design offices	KOSGEB	Ministry of Economy, Ministry of Finance, TÜBİTAK, TOBB, TİM, TESK, TUSİAD, Relevant Professional Organizations	End of 2015	Support mechanism will be put into operation	Support mechanism
4	Supporting attendance costs of designers to international contests	Ministry of Economy	Ministry of Science, Industry and Technology, Ministry of Education, TOBB, TİM, TESK, TUSİAD, Relevant Professional Organizations	Continuous	Costs for attending to international design contests will be supported.	Number of annual supports: Minimum 20
5	Supporting commercialization of the innovative design projects realized by SMEs	KOSGEB	TOBB, TESK, Development Agencies	Continuous	Commercialization of the innovation design projects will be realized.	Number of annual supports: Minimum 10
6	Supporting registry costs of designs to be exhibited in design contests having particular criteria	Ministry of Science, Industry and Technology	Ministry of Economy, Ministry of Finance, Ministry of Education, KOSGEB, TPE, ETMK, TİM, TOBB, TUSİAD	End of 2015	Support mechanism will be put into operation	Support mechanism
7	Supporting innovative and design base activities of our export companies in project basis	Ministry of Economy	TİM, Relevant Professional Organizations	End of 2014	Support mechanism will be put into operation.	Support mechanism



**TARGET-3: To widespread design sensitivity to all aspects of the education and to educate designers respectful to human and environment and capable of making designs having higher added value**

No	Activity Description	Responsible Organization	Organizations to be Cooperated	Period	Works to be Done	Performance Indicators
1	Searching for the popularity and efficiency of creative activities during preschool education	Ministry of Education	YÖK, TTGV, Relevant Professional Organizations	End of 2014	Research report will be prepared.	Research report.
2	Giving place to design and creative activities in primary and secondary school curriculums	Ministry of Education	Ministry of Science, Industry and Technology, Relevant Professional Organizations	Continuous	Required updated for the legislation shall be made.	Curriculum update
3	Executing projects and activities encouraging creativity and design in secondary education primarily as Fine Arts High Schools and Vocational High Schools	Ministry of Education	YÖK, TTGV, Relevant Professional Organizations	Continuous	Projects and activities shall be realized.	Minimum 5 projects and activities per annum
4	Reviewing names and curriculum of design departments of Vocational High Schools	YÖK	Ministry of Education, Ministry of Science, Industry and Technology, Occupational Qualification Organization, Relevant Professional Organizations	End of 2014	Assessment Report will be prepared.	Assessment Report
5	Reviewing minimum criteria in reference to curriculum and education staff of the undergraduate program in the field of design	YÖK	Ministry of Education, Ministry of Science, Industry and Technology, Ministry of Economy, Relevant Professional Organizations	End of 2015	Analysis Report will be prepared.	Analysis Report
6	Establishing an accreditation system for the education of industrial design in undergraduate and postgraduate levels	Academic Council for Industrial Design, ETMK	YÖK, ETMK, Ministry of Education	End of 2016	Quality Assessment Registration Certificate Application will be made.	Quality Assessment Registration Certificate Application
7	Increasing the efficiency of design courses in occupational secondary education.	Ministry of Education	YÖK, TPE, TOBB, TESK, TMMOB, Relevant Professional Organizations	End of 2015	Effects Analysis report will be prepared.	Effects Analysis Report

**TARGET-4: Strengthening communication and cooperation between different actors such as industrialists, trainers, professional organizations and public institutes related with design**

No	Activity Description	Responsible Organization	Organizations to be Cooperated	Period	Works to be Done	Performance Indicators
1	Establishing design inventory of Turkey	ETMK, TOBB	Ministry of Science, Industry and Technology, Ministry of Development, Ministry of Education, TPE, TÜBİTAK, KOSGEB, Relevant Professional Organizations,	End of 2014	Inventory will be prepared.	Inventory
2	Establishing communication network amongst the stakeholders in reference to design	TPE	Ministry of Science, Industry and Technology, Ministry of Economy, Relevant Professional Organizations	End of 2015	Online Design Platform will be established.	Design Platform
3	Organizing mobile design weeks intended for the different disciplines of the design	TİM	Ministry of Economy, Ministry of Culture and Tourism, MEB, TOBB, Relevant Professional Organizations, Universities	Continuous	Activities will be organized in different cities.	Minimum once per annum
4	Organizing workshop studies, seminars and scientific, cultural and training activities aiming to develop cooperation in different design disciplines	TPE	Ministry of Science, Industry and Technology, MEB, Ministry of Culture and Tourism, Relevant Professional Organizations, Universities	Continuous	Activities shall be realized with the attendance of the different stakeholders.	Minimum once per annum
5	Organizing activities for international practices for design	TPE	Ministry of Science, Industry and Technology, Ministry of Culture and Tourism, Ministry of Economy, TOBB, TİM, Relevant Professional Organizations	Continuous	Activities shall be organized with the attendance of the representatives of international agencies for design.	Minimum once per annum
6	Developing relationships of international design agencies and councils and public and sector agencies	TPE	Relevant Professional Organizations, TİM, TOBB, TÜSİAD	Continuous	Coordination meetings will be held with the attendance of the stakeholders	Increasing representation of the international agencies
7	Developing joint projects by gathering domestic and foreign designers with industrialists	TOBB	Ministry of Science, Industry and Technology, Ministry of Economy, TPE, TESK, TÜBİTAK, KOSGEB, Relevant Professional Organizations	Continuous	Common projects will be realized.	Minimum 5 projects per year



**TARGET-5: Increasing design awareness in society and in industry**

No	Activity Description	Responsible Organization	Organizations to be Cooperated	Period	Works to be Done	Performance Indicators
1	Executing design awareness activities intended for all social levels via written and visual media	TPE, TRT	Ministry of Science, Industry and Technology, Ministry of Culture and Tourism, TOBB, T M, Relevant Professional Organizations	Continuous	Attractive stories will be edited and shared via media. Short films, documentaries, etc productions will be prepared for design and broadcasted	Increase in productions and broadcast for design
2	Converting Design Turkey to an international activity	Ministry of Economy	TİM, ETMK, Relevant Professional Organizations	End of 2014	Conceptual product category in Design Turkey will be opened for international applications.	International Activity
3	Organizing activities intended for industrial section for the issue of effective design management	TOBB	Ministry of Science, Industry and Technology, TPE, KOSGEB, TESK, ETMK	Continuous	Activities will be organized.	Minimum 3 activities per year
4	Awarding top rank designs in design contests for their contribution to "Turkish Design" image	TPE	Ministry of Science, Industry and Technology, Ministry of Economy, TÜSİAD, TİM, Relevant Professional Organizations	End of 2015	Award Ceremony mechanism will be established.	Award Ceremony
5	Organizing design contests amongst students of primary and higher education	Ministry of Education	TOBB, TESK, Relevant Professional Organizations	Continuous	Contests will be organized.	Minimum 3 contests per year
6	Realizing activities to create awareness in the field of social aspects of intellectual property for primary and high school students	Ministry of Education	TPE, Ministry of Culture and Tourism, KOSGEB, TİM, Relevant Professional Organizations	Continuous	Activities for awareness rising will be organized.	Minimum 3 seminars and workshops per year
7	Establishing a design museum	TOBB	Ministry of Culture and Tourism, TPE, TİM, Relevant Professional Organizations	End of 2016	Design museum will be opened.	Design museum
8	Making design awareness survey in universities and high schools	TPE	Ministry of Education, YÖK, ETMK, Relevant Professional Organizations	End of 2014	Survey will be applied its result to be edited and reported.	Survey results Report
9	Realizing awareness rising activities intended for designers	TPE	Ministry of Economy, Ministry of Culture and Tourism, TİM, Relevant Professional Organizations	Continuous	Awareness rising activities will be organized intended for designers for industrial and intellectual property rights.	Minimum one activity per Year

## 8. MONITORING AND ASSESSMENT

During the process of implementation of targets and activities determined with the scope of Design Strategy Paper and Action Plan, committees continuing their activities in Turkish Design Advisory Council will be responsible for each target. There will be Design Strategy Paper and Action Plan Committee to carry on activities as Practice Monitoring and Assessment Committee over these committees.

Committees and targets they are responsible for are as outlined below:

TARGET-1: Legal Affairs Committee

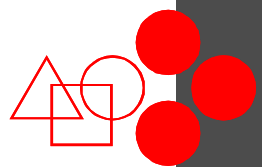
TARGET-2: Supports Committee

TARGET-3: Education and Research Committee

TARGET-4: Co-operation and Coordination Committee

TARGET-5: Promotion and Awareness Committee

Turkish Design Advisory Council shall undertake the mission of “Steering Council” during the implementation process of the Strategy Paper. The primary agenda article of the regular meetings of the council held for two times in a year will be the assessment of Progresses Recorded in Design Strategy Paper and Action Plan. Progress reports shall be submitted in reference to Action Plan to the council by the Design Strategy Paper and Action Plan Committee.



## 9. RESULT

Turkish Design Advisory Council has been founded with the aim of maintaining the following studies as primarily determining the strategies and policies for design issue to enable enhancing competitive power of Turkey in international arena;

- Creating infrastructure in order to implement created policies;
- Creating designs with higher added value,
- Making Turkish designers and designs preferable in global market,
- Providing co-operation between designers and industrialists
- Settlement of "Turkish Design" image

And to provide coordination and co-operation amongst the persons and agencies to take place in these studies.

In line with the resolution of Turkish Design Advisory Council dated October 23<sup>rd</sup>, 2009 taken in the initial meeting, Design Strategy Paper and Action Plan Workshop has been realized with the attendance of public, private sector and representatives of the non-governmental organization to provide contribution to strategy building studies held in İstanbul in 28<sup>th</sup> January 2010.

As a result of results obtained from this workshop,

- Overall objective were set for design,
- Strength and weaknesses of our country for design was put forward,
- Required areas of intervention were defined,
- Targets for each response area were set in line with the overall purpose and activities and performance indicators to reach these targets were set and
- These activities were converted to an action plan.

Design Strategy Paper and Action Plan prepared with the attendance of the stakeholders in reference to design bears importance that it is the first comprehensive strategy paper created in our country.

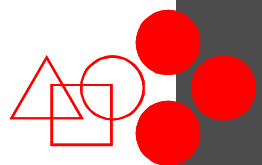
## 10. APPENDICES

10.1. STATUS ANALYSIS TABLES

10.2. INFORMATION FOR DESIGN EDUCATIONAL INSTITUTES

10.3. DESIGN CONTESTS ORGANIZED IN OUR COUNTRY

10.4. CONTRIBUTING AGENCIES AND INSTITUTES





## 10.1. STATUS ANALYSIS TABLES

### STRENGTHS

- 1 Population potential
- 2 Geo-politic location advantage
- 3 Our country's special location
- 4 Existence of an age in need of a young, hard working, eager and success
- 5 Our historical heritage and cultural wealth
- 6 SME weighted economy
- 7 Close relations with neighbors and opportunity for travelling without visa
- 8 Our status of being more eager and needer than anyone else
- 9 Rapid seating of design consciousness
- 10 Number of qualified young designers
- 11 Ecologic needs for design
- 12 Being recognized in particular industries in world
- 13 State support
- 14 Our experience and success for historical architecture, calligraphy, etc areas.
- 15 Turkish entrepreneurship spirit and quick-wit
- 16 Our country ranking amongst the developing countries
- 17 Cooperation of Turkish designers - Turkish Industrialists
- 18 Entrepreneurship spirit
- 19 Production
- 20 Obligation

## WEAKNESSES

### **Legislation**

- 1 Incomplete statutory legislation (2) \*
- 2 Bureaucratic obstacles
- 3 Statutory regulations taking too much time
- 4 Requirement of legal and administrative infrastructure
- 5 Shortage of infrastructure protecting design production (1)
- 6 Counterfeiting having no legal sanctions (1)

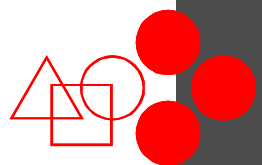
### **Education and Culture**

- 1 Deficiencies in creativity education, lack of system developing creative opinion (12)
- 2 Ease of counterfeiting (1)
- 3 Our mentality forms (2)
- 4 Lack of self confidence
- 5 Insufficiency of social education level
- 6 Tendency for counterfeiting
- 7 Insufficiency of vocational training (1)
- 8 Education insufficiency for educating young designers
- 9 Social perspective for creative opinions
- 10 Education and Culture (2)
- 11 Inexperience and brand new design tradition (1)
- 12 Unplanned education schedules (2)
- 13 Insufficiency education means
- 14 Lack of design culture (1)
- 15 Education not being in sufficient level (1)

### **Awareness Rising**

- 1 Lack of conscious (1)
- 2 Insufficient understanding by the industry in Turkey of design and designers (1)
- 3 Limited level of consciousness
- 4 To insist on our own opinions
- 5 Apathy
- 6 Belatedness
- 7 Action with changing minds
- 8 Insufficient formation of design awareness in society and industry (9)
- 9 Not appreciating creative opinion
- 10 Inadequate adoption of design
- 11 Attitude of minds in need of change
- 12 Distrust towards designer
- 13 Not evaluating design as a technical concept
- 14 Lack of interest for reading
- 15 Not to pay attention for higher degree of income anticipated in long term
- 16 Not to believe to importance of design (2)
- 17 Lack of self confidence
- 18 Awareness and mentality (1)
- 19 Ease of counterfeiting
- 20 Idea of thrift
- 21 Primary assessment in commercial aspects
- 22 Design not being recognized as correct and popular by industry and people

\* Numbers in parenthesis indicate the number of votes the relevant article has from the participants according to its degree of importance.



***Incentive and Finance***

- 1 Insufficiency for source allocation
- 2 Support policies no being efficient and widespread
- 3 Finance deficits of KOBİs (1)
- 4 Finance burden
- 5 Insufficiency of incentive mechanisms (2)
- 6 Commercial concerns (2)
- 7 Deficient risk capital

***Policy and Planning***

- 1 Delay in industrialization process (1)
- 2 Institutionalization (2)
- 3 Lack of state policy
- 4 Deficient design policies (1)
- 5 Failing to create strategies
- 6 Long term planning and implementation frailty(3)
- 7 Having no country policies for design (1)
- 8 Military and Civil Bureaucracy

***Cooperation and Coordination***

- 1 Coordination disconnection
- 2 Failing to realize designer - industrialist co-operation
- 3 Failing to transfer design to production process (7)
- 4 Having no collaborative work culture (3)
- 5 Insufficient university - industry co-operation
- 6 Individual approach to issues rather than the whole society and rejecting cooperation

***Promotion***

- 1 Insufficient global promotion policies (1)
- 2 Insufficient branding
- 3 Occupational recognition
- 4 Media (1)

***Others***

- 1 External dependence

## SUGGESTIONS

### **Legislation**

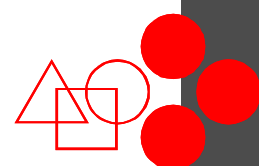
- 1 Companies should be encouraged to collaborate with domestic designers
- 2 To be specified as profession in DMK numbered 657 (5)
- 3 Seeking designers' signature for industrial products, converting this situation to statutory legislation
- 4 Regulating design legislation (4)
- 5 Ministries, chamber of trades and local administrations stipulating employment of design consultants
- 6 Creating designers' right by legal regulations
- 7 Facilitating design registration (1)
- 8 Encouraging registry system (1)
- 9 Designers' organization
- 10 Effective and feasible legislation and corporate organization (1)

### **Education**

- 1 Considering engineering and other factors by going beyond the visuality in design (1)
- 2 Directing superior skilled students to design area (1)
- 3 Increasing occupational education for design (2)
- 4 Applying formal / non-formal education programs for developing social creativeness (1)
- 5 Making design and innovation course mandatory from the primary school (2)
- 6 Attaching importance to creativeness training starting from pre-school period. si (1)
- 7 Quality and improvable training
- 8 Design focused training in primary and secondary training
- 9 Attaching importance to technology design courses in schools (4)
- 10 Establishing industrial design schools (6)
- 11 Education planning
- 12 Starting from the primary education
- 13 Fixing systematic approach for occupation education (6)

### **Finance and Incentive**

- 1 Providing support for the production of design (1)
- 2 Creating industrial support mechanisms (1)
- 3 Granting design and product development supports to KOBIs (5)
- 4 Increasing incentives and reducing taxes to reproduce creative opinions
- 5 Financial support for design education
- 6 Realities of 21st country to bring us to fore in technology
- 7 Support for the risk capital to convert design projects to real products (1)
- 8 Granting supports for design registration given to patent applications
- 9 Minimum 10 design contests should be organized for each industrial sector and support should be granted for all attendants (5)
- 10 Reserving more resource



- 11 Turkish designer employment to be encourages in technical and manager level in industry (1)
- 12 Design incentives (1)
- 13 Taking original product development as a parameter for company assessment (1)
- 14 Financially supporting design trademarks but not designers (1)
- 15 Establishing an efficient incentive system
- 16 Fixing the primary sectors (1)
- 17 Developing support mechanisms intended for training, state encouragement for investment sponsorships of private sector

### ***Awareness Rising***

- 1 Creating demand for design (1)
- 2 Delivering training from the primary education level to leverage awareness and effective used of media
- 3 "Design promotional" activities aiming the society
- 4 Our cultural wealth and entrepreneurship young population potential
- 5 Organizing educational programs by the experts for design in KOBİs (1)
- 6 To inform industry and society via media for design issue
- 7 Studies for awareness rising (1)
- 8 Do not counterfeit (1)
- 9 Establishing design departments in private sector and employing qualified managers in these departments
- 10 Differentiation

### ***Research***

- 1 Taking inventory of Turkish design world (5)
- 2 Attaching importance to design related publications
- 3 Recording design culture and fund of knowledge of Turkey, promoting Turkish designers

### ***Cooperation and Coordination***

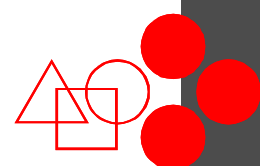
- 1 Co-operation of Ministries and Turkish Design Consulting Council (in terms of strategy development with KOBİs (1)
- 2 Co-operation of Ministries and Turkish Design Consulting Council (in terms of expanding overseas)
- 3 Supporting interfaces carrying on activities for design (3)
- 4 Developing every kind of co-operation self proven countries and international organizations
- 5 Providing formation of political will for design
- 6 Common studies of industry - university and design organizations (5)
- 7 Projects and actions enabling co-operation and coordination of training organizations, public agencies, designers, associations, non-governmental organizations and industrialists
- 8 Design congresses (symposium) should be annually organized for co-operation between designers
- 9 Institutionalization of effective co-operation of public, private secotr and relevant universities

**Promotion**

- 1 Success stories should be created for industry (2)
- 2 Information via media
- 3 Informing people and industry by discriminating design / industrial design / product design difference via media (1)
- 4 Putting the word "design first" to circulation for mentality transformation
- 5 Concept shops should be established to enable promotion of design products to wider mass
- 6 Utilization of contemporary promotional factors in a planned manner
- 7 Establishing Design / Product Design promotional centers by state and ETMK co-operation
- 8 International education, arts and scientific activities should be organized in order to take advantage of motivation effect of competition for creation.
- 9 A communication publication organization with multiple partners (1)

**Structuring**

- 1 Sub-design workshop should be established (Sector basis / in chambers, associations and industrial zones)
- 2 Establishing design village (4)
- 3 Creating Design R & D Academy for general disciplines (packing, etc) (2)
- 4 "Design Support Center" focused on design culture and promotion working in a flexible structure should be created (1)
- 5 There should be design managers capable of correct routing of designers (1)
- 6 Institutionalization of designer's works (3)



## 10.2. INFORMATION FOR DESIGN EDUCATIONAL INSTITUTES

### 10.2.1 . Industrial Design Education in Undergraduate Level

In Turkey industrial design education is given in the following higher education institutes in Turkey by 2013:

- Anadolu University, Industrial Arts Academy, Industrial Design Department, Eskişehir
- Amasya University, Faculty of Architecture, Industrial Products Design Department, Amasya
- Atılım University, Fine Arts, Design and Architecture Faculty, Industrial Products Design Department, Ankara
- Bahçeşehir University, Faculty of Architecture and Design, Industrial Products Design Department, İstanbul
- Doğuş University, Arts and Design Faculty, Industrial Products Design Department, İstanbul
- Gazi University, Faculty of Fine Arts, Industrial Products Design Department, Ankara
- Gebze Higher Technology Institute, Faculty of Architecture, Industrial Products Design Department, Kocaeli
- Gedik University, Faculty of Fine Arts and Architecture, Industrial Products Design Department, İstanbul
- Haliç University, Faculty of Architecture, Industrial Products Design Department, İstanbul
- İstanbul Arel University, Faculty of Engineering and Architecture, Industrial Products Design Department, İstanbul
- İstanbul Bilgi University, Faculty of Architecture, Industrial Products Design Department
- İstanbul Technical University, Faculty of Architecture, Industrial Products Design Department, İstanbul
- İzmir Economy University, Faculty of Fine Arts and Design, Industrial Products Design Department, İzmir
- İzmir Higher Technology Institute, Faculty of Architecture, Industrial Products Design Department, İzmir
- Kadir Has University, Faculty of Fine Arts, Industrial Products Design Department, İstanbul
- Karabük University, Safranbolu Fethi Toker Fine Arts and Design Faculty, Industrial Products Design Department, Karabük
- Marmara University, Faculty of Fine Arts, Industrial Products Design Department, İstanbul

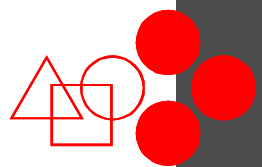
- Melikşah University, Engineering Architecture Faculty, Industrial Products Design Department, Kayseri
- Mimar Sinan University of Fine Arts, Faculty of Architecture, Industrial Products Design Department, İstanbul
- Namık Kemal University, Faculty of Fine Arts, Design and Architecture, Industrial Products Design Department, Tekirdağ
- Okan University, Faculty of Fine Arts, Industrial Products Design Department , İstanbul
- Middle East Technical University, Faculty of Architecture, Industrial Products Design Department , Ankara
- TOBB Economy and Technology University, Faculty of Fine Arts, Design and Architecture, Industrial Products Design Department , Ankara
- Yaşar University, Faculty of Arts and Design, Industrial Design Department, İzmir
- Yeditepe University, Faculty of Fine Arts, Industrial Design Department, İstanbul

#### 10.2.2. Graphical Design Education in Undergraduate Level

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Since 2013; graphics and visual communication design education is given in the following departments in Turkey:

- Akdeniz University, Faculty of Fine Arts, Department of Graphics , Antalya
- Anadolu University, Faculty of Fine Arts, Department of Graphics, Eskişehir
- Atatürk University, Faculty of Fine Arts, Department of Graphics, Erzurum
- Batman University , Faculty of Fine Arts, Department of Graphics, Batman
- Beykent University , Faculty of Fine Arts, Department of Graphics, İstanbul
- Bilkent University , Faculty of Fine Arts, Design and Architecture, Graphics Department, Ankara
- Çanakkale Onsekiz Mart University, Faculty of Fine Arts, Department of Graphics, Çanakkale
- Çankırı Karatekin University, Faculty of Fine Arts, Department of Graphics, Çankırı
- Çukurova University, Faculty of Fine Arts, Department of Graphics, Adana
- Doğuş University, Faculty of Arts and Design, Graphic Design Department, İstanbul





- Dokuz Eylül University, Faculty of Fine Arts, Department of Graphics , İzmir
- Dumlupınar University, Faculty of Fine Arts, Graphics Department, Kütahya
- Ege University, Communication Faculty, Visual Communication Design Department, İzmir
- Erciyes University, Faculty of Fine Arts, Visual Communication Design Department, Kayseri
- Gazi University, Communication Faculty, RTVS Department, Ankara
- Hacettepe University, Faculty of Fine Arts, Graphics Department, Ankara
- Harran University, Faculty of Fine Arts, Department of Graphics , Şanlıurfa
- İstanbul Bilgi University, Communication Faculty,
- Işık University, Faculty of Fine Arts, Department of Graphics
- Kadir Has University , Faculty of Fine Arts, Graphic Design Department
- Kocaeli University , Faculty of Fine Arts, Photograph and Graphics Department
- Maltepe University , Visual Communication Design Department
- Marmara University , Faculty of Fine Arts, Department of Graphics
- Mersin University , Faculty of Fine Arts, Department of Graphics
- Mimar Sinan Fine Arts University , Graphics Department
- Muğla University , Faculty of Fine Arts
- Mustafa Kemal University , Faculty of Fine Arts, Department of Graphics
- Okan University , Faculty of Fine Arts , Department of Visual Arts, İstanbul
- Sabancı University, İstanbul Faculty of Arts and Social Sciences, Visual Arts and Visual Communication Design Department
- Sakarya University , Faculty of Fine Arts, Department of Graphics
- Selçuk University , Faculty of Fine Arts Graphic Design Department
- Süleyman Demirel University , Faculty of Fine Arts, Department of Graphics
- Trakya University , Faculty of Fine Arts, Department of Graphics
- Yeditepe University , Faculty of Fine Arts, Department of Graphics
- Yüzüncü Yıl University , Faculty of Fine Arts, Department of Graphics

### 10.2.3. Fashion and Textile Design Education in Undergraduate Level

Fashion design education is delivered in the following higher education institutes in Turkey since 2013:

- Anadolu University, Higher School of Industrial Arts, Fashion Design Department, Eskişehir
- Atılım University , Faculty of Fine Arts, Design and Architecture, Fashion and Textile Design Department, Ankara
- Beykent University , Faculty of Fine Arts , Textile and Fashion Design Department, İstanbul
- Çanakkale Onsekiz Mart University , Faculty of Fine Arts , Textile Design Department, Çanakkale
- Çukurova University , Faculty of Fine Arts , Textile Design Department, Adana
- Dokuz Eylül University , Faculty of Fine Arts , Fashion Design Department, İzmir
- Dokuz Eylül University , Faculty of Fine Arts , Textile Design Department, İzmir
- Gazi University , Faculty of Arts and Design, Fashion Design Department, Ankara
- Gazi University , Faculty of Arts and Design, Textile Design and Production Department, Ankara
- Giresun University , Şebinkarahisar Applied Science High School, Fashion Design and Confection Department, Giresun
- Haliç University , Faculty of Fine Arts , Textile and Fashion Design Department, İstanbul
- Işık University , Faculty of Fine Arts , Fashion and Textile Design Department, İstanbul
- İstanbul Arel University , Faculty of Fine Arts , Fashion and Textile Design Department, İstanbul
- İstanbul Aydın University , Faculty of Fine Arts , Fashion and Textile Design Department, İstanbul
- İstanbul Bilgi University , Applied Sciences Higher School, Fashion Design Department
- İstanbul Gelişim University , Faculty of Fine Arts , Fashion and Textile Design Department, İstanbul
- İstanbul Kemerburgaz University , Faculty of Fine Arts and Design, Fashion and Textile Design Department, İstanbul
- İTÜ, Textile Technologies and Design Faculty, Fashion Design Department, İstanbul
- İstanbul Trade University, Faculty of Engineering and Design, Fashion and Textile Design Department, İstanbul
- İzmir Economy University , Faculty of Fine Arts and Design, Fashion Design Department, İzmir



- Marmara University , Faculty of Fine Arts , Textile Department, İstanbul
- Mersin University , Faculty of Fine Arts , Textile Department, Mersin
- Mimar Sinan University of Fine Arts, Faculty of Fine Arts , Textile and Fashion Design Department, İstanbul
- Okan University , Faculty of Fine Arts , Fashion Design Department, İstanbul
- Süleyman Demirel University , Faculty of Fine Arts , Textile Design Department, Isparta
- Yeditepe University , Faculty of Fine Arts , Fashion and Textile Design Department, İstanbul

#### 10.2.4. Interior Architecture Education in Undergraduate Level

Interior architecture training is delivered in the following higher education institutes in Turkey by 2013:

- Afyon Kocatepe University , Faculty of Fine Arts , Interior Architecture and Environment Design Department, Afyonkarahisar
- Akdeniz University , Faculty of Fine Arts Architecture and Environment Design Department, Antalya
- Anadolu University , Faculty of Architecture and Design, Interior Architecture Department, Eskişehir
- Atılım University , Faculty of Fine Arts Design and Architecture, Interior Architecture and Environmental Design Department, Ankara
- Bahçeşehir University , Faculty of Architecture and Design, Interior Architecture and Environment Department, İstanbul
- Başkent University , Faculty of Fine Arts Design and Architecture, Interior Architecture and Environmental Design Department, Ankara
- Beykent University , Faculty of Engineering – Architecture, Interior Architecture Department, İstanbul
- Canik Başarı University , Faculty of Engineering, Interior Architecture Department, Samsun
- Çankaya University , Faculty of Architecture, Interior Architecture Department, Ankara
- Çukurova University , Faculty of Fine Arts , Interior Architecture Department, Adana
- Doğuş University , Faculty of Arts and Design, Interior Architecture Department, İstanbul
- Fatih Sultan Mehmet Vakıf University , Faculty of Engineering-Architecture, Interior Architecture Department, İstanbul

- Gedik University , Faculty of Fine Arts and Architecture, Interior Architecture and Environmental Design Department, İstanbul
- Gediz University , Faculty of Engineering- Architecture, Interior Architecture Department, İzmir
- Hacettepe University , Faculty of Fine Arts , Interior Architecture and Environmental Design Department, Ankara
- Haliç University , Faculty of Architecture, Interior Architecture Department, İstanbul
- Hasan Kalyoncu University , Faculty of Fine Arts and Architecture, Interior Architecture and Environmental Design Department, Gaziantep
- Işık University , Faculty of Fine Arts , Interior Architecture Department, İstanbul
- İhsan Doğramacı Bilkent University , Faculty of Fine Arts, Design and Architecture, Interior Architecture and Environmental Design Department, Ankara
- İstanbul Arel University , Faculty of Engineering- Architecture, Interior Architecture Department, İstanbul
- İstanbul Aydın University, Faculty of Architecture and Design, Interior Architecture Department, İstanbul
- İstanbul Bilgi University, Faculty of Architecture, Interior Architecture Department, İstanbul
- İstanbul Kemerburgaz University, Faculty of Engineering- Architecture, Interior Architecture and Environmental Design Department, İstanbul
- İstanbul Culture University, Faculty of Arts and Design, Interior Architecture and Environmental Design Department, İstanbul
- İstanbul Technical University , Faculty of Architecture, Interior Architecture Department, İstanbul
- İstanbul Trade University , Faculty of Engineering and Design, Interior Architecture and Environmental Design Department, İstanbul
- İzmir Economy University, Faculty of Arts and Design, Interior Architecture and Environmental Design Department, İzmir
- Kadir Has University , Faculty of Arts and Design, Interior Architecture and Environmental Design Department, İstanbul
- Karadeniz Technical University , Faculty of Architecture, Interior Architecture Department, Trabzon
- Kocaeli University, Faculty of Architecture and Design, Interior Architecture Department, Kocaeli
- KTO Karatay University , Faculty of Arts and Design, Interior Architecture and Environment, Konya
- Maltepe University , Faculty of Architecture and Design, Interior Architecture Department, İstanbul



- Marmara University , Faculty of Fine Arts , Interior Architecture Department, İstanbul
- Mimar Sinan University of Fine Arts , Faculty of Architecture, Interior Architecture Department, İstanbul
- Okan University , Faculty of Fine Arts , Interior Architecture Department, İstanbul
- Özyeğin University , Faculty of Architecture and Design, Interior Architecture and Environmental Design Department, İstanbul
- Selçuk University , Faculty of Fine Arts, Interior Architecture and Environmental Design Department, Konya
- TOBB Economy and Technology University , Faculty of Fine Arts , Interior Architecture and Environmental Design Department, Ankara
- Yaşar University, Faculty of Architecture, Interior Architecture and Environmental Design Department, İzmir
- Yeditepe University , Faculty of Fine Arts , Interior Architecture Department, İstanbul
- Yeni Yüzyıl University , Faculty of Engineering and Architecture, İstanbul
- Zirve University , Faculty of Architecture and Design, Interior Architecture Department, Gaziantep

### 10.3. DESIGN CONTESTS ORGANIZED IN OUR COUNTRY

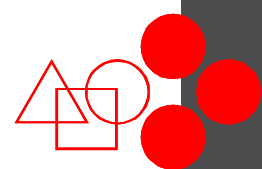
#### 10.3.1. Competitions Realized in the Field of Industrial Design

##### *Packing Design Student Contest*

Purpose	Developing new package design recommendation having paying regard to environmental effect and creating difference and facility for consumption forms.
Issuing Organizations	Packing Industrialists Association Reed Tüyap
History	Organized every year since 2005.
Categories	Amusement Time, Breakfast Time, A Special Gift, An Experience of a New Beverage, Personal Care and Cosmetics, Perfume, Innovative Packing, Medical product Packs, Cleaning Products, Swinging to Traditional, Cartoon Box and Corrugated Cardboard, Off the Shelf Packs and Exhibition Stands, Graphical Design
Prize	1 <sup>st</sup> place award : TL 2.500 2 <sup>nd</sup> place award : TL 1.500 3 <sup>rd</sup> Place award : TL 1.000 Mention : TL 300 (9 pieces)

##### *Design Turkey Awards*

Purpose	Supporting branding efforts of TURQUALITY
Issuing Organizations	Ministry of Economy, Turkish Exporters Assembly, Industrial Designers Vocational Organization
History	Biennially realized since 2008.
Categories	Product design Conceptual Design
Prize	Product Design Award (Prestige) Good Design Award (Prestige)



***Düş Çizgisi International Design Olympics***

Purpose	Contributing to design sector, gathering leading academicians and designers in world		
Issuing Organizations	Technology and Design Center Association		
History	Organized every year since 2005.		
Prize	Students 1 <sup>st</sup> place award : TL 3.500 2 <sup>nd</sup> place award : TL 2.500 3 <sup>rd</sup> Place award : TL 1.500	Teachers 1 <sup>st</sup> place award : TL 1.500 2 <sup>nd</sup> place award : TL 1.000 3 <sup>rd</sup> Place award : TL 750	

***Natural Stone Design Contest***

Purpose	Supporting design quality for natural stone industry of Turkey and symbolizing contemporary Turkey design		
Issuing Organizations	Mine Exporters Union of İstanbul		
History	Organized every year since 2008.		
Categories	Professionals Students		
Prize	Professionals 1 <sup>st</sup> place award : TL 20.000 2 <sup>nd</sup> place award : TL 15.000 3 <sup>rd</sup> Place award : TL 10.000 TL Mention : TL 5.000	Undergraduate Student 1 <sup>st</sup> place award : TL 10.000 2 <sup>nd</sup> place award : TL 7.500 3 <sup>rd</sup> Place award : TL 5.000 Mention : TL 2.500	

***İMMİB Industrial Design Contests***

Purpose	Developing products having higher added value, popularizing and encouraging industrial design activities, enhancing export oriented competitive power		
Issuing Organizations	Mine and Metals Exporters Union of İstanbul, Industrial Designers Vocational Organization		
History	Organized every year since 2005.		
Categories	Products Made of Metal Product Made of Plastic Small Electrical Appliances Concept		
Prize	Professional Category 1 <sup>st</sup> place award: TL 15.000 2 <sup>nd</sup> place award: TL 10.000 3 <sup>rd</sup> Place award: TL 7.000 Mentioned : TL 4.000 Attendance to international fair and training	Students Category 1 <sup>st</sup> place award: TL 7.000 2 <sup>nd</sup> place award: TL 5.000 3 <sup>rd</sup> Place award: TL 3.000 Mention : TL 2.000	

***İnovasyon Haftası Ödülleri***

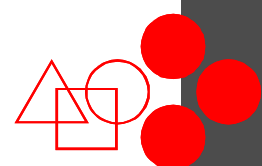
Issuing Organizations	Ministry of Economy, Exporters Assembly of Turkey
History	Organized since year 2012.
Categories	Best Innovative Company, Best Innovative Design Project, Best Innovative Automotive Project, Best Innovative Project R&D Award, University Most Participating to Design Contest, University Sending Maximum Projects to R & D Project Market
Prize	Prestige

***JTR Jewelry Design Contest***

Purpose	Creating platforms for the creation of attractive, contemporary designs by encouraging creativeness for jewelry design, to contributed for the protection of traditional jewelry like a treasure and to promote to future generation and world by designing in contemporary manner
Issuing Organizations	Jewelry Exporters Union
History	Organized every year since 2009.
Prize	1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 7.500 3 <sup>rd</sup> Place award: TL 5.000

***Cartoon Packing and Stand Design Contest***

Purpose	Designing cartoon packs and cartoon stands keeping pace with the changing technology and in bringing in young designers in these areas
Issuing Organizations	Wooden Products and Forestry Products Exporters Union
History	Organized every year since 2012.
Categories	Cardboard Packs Cardboard Stand
Prize	1 <sup>st</sup> place award: TL 7.000 2 <sup>nd</sup> place award: TL 5.500 3 <sup>rd</sup> Place award: TL 3.000





**MOSDER National Home Furniture Design Contest**

Purpose	Contributing developing future vision in the field of home furniture, Supporting design quality of Turkey's furniture industry and product identity symbolizing contemporary Turkey design, providing designer candidates meeting with furniture industry and to award successful designs in this field
Issuing Organizations	Furniture Industrialists of Turkey (MOSDER)
History	Organized every year since 2005.
Categories	Seating- resting Storing, protection, regulation Complementary Furniture Service Unit Coat Hanger, Phone Holder, Coat Rack etc.) Sleeping Young Furniture Home Furniture Category for Disabled
Prize	18 finalists: TL 3.000 each Category Qualifiers: TL 3.000

**Automotive Design Contest**

Purpose	Encouraging and assessment of projects corresponding to the requirements of automotive industry, involving distinction, creativity and innovation and assessment, developing original and innovative component based project	
Issuing Organizations	Uludağ Automotive Industry Exporters Union	
History	Organized every year since 2012.	
Categories	Ergonomic, Seucrity, Mechanical Functionality Renewable Power and Environment	
Prize	Free Category 1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 6.000 3 <sup>rd</sup> Place award: TL 3.000 Mention : TL 2.000	Student Category 1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 6.000 3 <sup>rd</sup> Place award: TL 3.000 Mention : TL 2.000

**National Ship Design Contest**

Purpose	Bringing together successful companies in Turkey and producer companies, supplying ship and yacht sectors with very positive designs, providing development of design aspects of students trained in the industry and developing design opinions
Issuing Organizations	Ship and Yacht Exporters Union of İstanbul
History	Organized every year since 2012.
Prize	1 <sup>st</sup> place award: TL 15.000 2 <sup>nd</sup> place award: TL 10.000 3 <sup>rd</sup> Place award: TL 5.000

***National Furniture Design Contest***

Purpose	Inviting today's and future designers to design furniture units and systems by considering opportunities brought by the new materials, decreasing locations and furniture industry's structure, flexible, applicable to new conditions, sensitive to environment, providing ease of transport, granting more opportunity of intervention to users	
Issuing Organizations	Middle East Exporters Union	
History	Organized every year since 2008.	
Categories	Home Furniture Office Furniture Kitchen and Bath Furniture Smart Furniture	
Prize	Professional TL 10.000 (Each Category)	Undergraduate Student TL 5.000 (Exporter Unions Award) TL 2.500 (Other)

***International Elevator Design Contest***

Purpose	Developing products with higher added values in elevator industry and popularizing design activities, supporting innovative designs for elevator sector and elevator users	
Issuing Organizations	Elevator and Escalator Industrialists Association (AYSAD) İFO İstanbul Fair Services INC.	
History	Biennially organized since 2005.	
Prize	1 <sup>st</sup> place award: EURO 5.000 2 <sup>nd</sup> place award: EURO 3.000 3 <sup>rd</sup> Place award: EURO 1.000	



### 10.3.2. Contest Realized in the Field of Fashion Design

#### ***ATHİB Weaving Design Contest***

Purpose	To given chance for candidate designers and designers to assist for the strengthening of designer identity for weaving cloth production to express themselves, to enhance competitive power of the industry in international market by bringing in the young skills to industry who wish to record progress in cloth design area and by giving them chance to make original cloth designs
Issuing Organizations	Mediterranean Textile Raw Materials Exporters Union
History	Organized every year since 2012.
Categories	Professional Student
Prize	1 <sup>st</sup> place award: TL 75.000 2 <sup>nd</sup> place award: TL 5.000 3 <sup>rd</sup> Place award: TL 2.500 Abroad Training and abroad fair visits award

#### ***Derin Fikirler Leather Design and Production Contest***

Purpose	Supporting product identity symbolizing design and production quality of leather industry in Turkey, increasing opportunity of use of leather produced in Turkey, developing feasible original ideas applicable leather industry in Turkey.
Issuing Organizations	Aegean Leather and Leather Products Exporter Unions, Dokuz Eylül University, Ege University
History	Organized every year since 2011.
Prize	1 <sup>st</sup> place award: TL 5.000 2 <sup>nd</sup> place award: TL 3.000 3 <sup>rd</sup> Place award: TL 2.000

**Detailed Leather Products Design Contest**

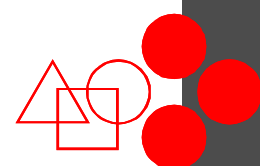
Purpose	Increasing creative power of Turkish leather industry, empowering creation and selling claims of original designs, students bringing in the industry and encouraging talented young persons and original designs
Issuing Organizations	İstanbul Leather and Leather Products Exporters Union, Leather Promotional Group
History	Organized every year since 2012.
Categories	1. Leather, fur, suede confection 2. Shoe 3. Leathercraft
Prize	1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 5.000 3 <sup>rd</sup> Place award: TL 3.000 Opportunities for attending to various fairs

**EİB Fashion Design Contest**

Purpose	Appreciating every moment we live in our life journey assessed as a unit in the universe, living our lives fully by saving more time to our friends and lovers
Issuing Organizations	Aegean Exporters Union
History	Organized every year since 2005.
Prize	1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 6.000 3 <sup>rd</sup> Place award: TL 4.000

**Home and Beach Wear Design Contest**

Purpose	Increasing export rate of home and beach wear industry in
Issuing Organizations	Denizli Exporters Union
History	Organized every year since 2012.
Categories	Home wear Beach wear
Prize	1 <sup>st</sup> place award: TL 8.000 2 <sup>nd</sup> place award: TL 6.000 3 <sup>rd</sup> Place award: TL 4.000 Jury's Special Award: TL 2.000



***Carpet Design Contest***

Purpose	Investing to future and open opportunity doors to new skills in our country
Issuing Organizations	İstanbul Carpet Exporters Union
History	Organized every year by 2007.
Prize	1 <sup>st</sup> place award: TL 5.000 2 <sup>nd</sup> place award: TL 3.000 3 <sup>rd</sup> Place award: TL 2.000 Participation to Fair

***If Wedding Fashion İzmir Wedding Dress***

Purpose	To bring in young designers to wedding dress industry in Turkey and bringing acceleration to industry
Issuing Organizations	İzmir Fuarçılık Hizmetleri Kültür ve Sanat İşleri Tic. A.Ş. (İZFAŞ)
History	Organized every year by 2010.
Prize	1 <sup>st</sup> place award: TL 7.500 2 <sup>nd</sup> place award: TL 5.000 3 <sup>rd</sup> Place award: TL 3.000

***İTHİB Cloth Design Contest***

Purpose	Increasing creative power of Turkish Textile Industry forming the most important part of the Turkey's production and export, strengthening their will to create and sell original design, rapidly bringing in students in these institutions to industry and encouraging original designs of talented young
Issuing Organizations	Textile and Raw Materials Exporters Union of İstanbul
History	The contest has been realized for the 8 <sup>th</sup> time in 2013
Prize	1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 6.000 3 <sup>rd</sup> Place award: TL 3.000 Opportunity for attendance to various training, fairs

**Koza Young Fashion Designers Contest**

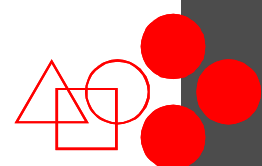
Purpose	Bringing in new names, new styles to Turkish fashion
Issuing Organizations	Textile and Confection Exporters Union of İstanbul
History	Organized every year since 1992.
Prize	1 <sup>st</sup> place award: TL 7.500 2 <sup>nd</sup> place award: TL 5.000 3 <sup>rd</sup> Place award: TL 2.500

**Fashion Designers Union and Solidarity Association  
Fashion Design Contest**

Purpose	To bring in new talents to our country and fashion industry by giving opportunity to use power of design with competition in order to allow candidate designers to show their creativity
Issuing Organizations	Fashion Designers Union and Solidarity Association
History	The first contest organized in 2013.
Prize	1 <sup>st</sup> place award: TL 3.000 2 <sup>nd</sup> place award: TL 2.000 3 <sup>rd</sup> Place award: TL 1.000 Mention awards: TL 500

**Taç “Show Your Design” Contest**

Purpose	To enable emergence of designs and designers to create style in home textile
Issuing Organizations	Zorlu Tekstil
History	It is organized for the 11 <sup>th</sup> time in 2013.
Prize	1 <sup>st</sup> place award: TL 10.000 2 <sup>nd</sup> place award: TL 7.000 3 <sup>rd</sup> Place award: TL 5.000 Various special prices



***“We weave your design “ Carpet Pattern Design Contest***

Purpose	Making out original designs those can create style for fashion in machine carpets industry, to assist candidate designers to transfer their artistic creativity to production area
Issuing Organizations	Gaziantep University Naci Topçuoğlu Vocation High School, Southeast Anatolian Exporters Unions
History	Organized every year since 2010.
Prize	1 <sup>st</sup> place award: TL 5.000 2 <sup>nd</sup> place award: TL 3.500 3 <sup>rd</sup> Place award: TL 2.500 4 <sup>th</sup> and 5 <sup>th</sup> place award: Laptop Computer

***Turkey Home Textile Design Contest***

Purpose	Bringing together designers of future with home textile
Issuing Organizations	Uludağ Textile Exporters Union
History	Organized every year since 2011.
Categories	Bed, Bath, Curtain, Chair
Prize	1 <sup>st</sup> place award: TL 7.500 2 <sup>nd</sup> place award: TL 4.000 3 <sup>rd</sup> Place award: TL 3.000 Most Innovative Product: TL 10.000

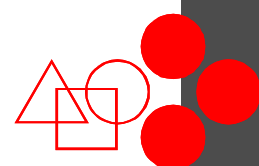
### 10.3. 3. Contest Organized in Graphical Design Area

#### ***RAF Product Magazine Cover Design Contest***

Purpose	To enable young designers to take advantage of distribution capacity of RAF Product Magazine by promoting their names to wider mass.
Issuing Organizations	Arkitera Architecture Center
History	Organized every year since 2006.
Prize	To be used in Cover design for RAF Product Magazine 16GB new iPad Jury membership in the next contest

#### ***Art Vespa Design Contest***

Issuing Organizations	Ferco Motor
History	Organized every year since 2009.
Prize	1 <sup>st</sup> place award: Vespa LX 150, Marley Hitch Wrist watch and Training in Vespa Academy 2 <sup>nd</sup> Place award: Marley Lively Up Messenger bag and Training in Vespa Academy 3 <sup>rd</sup> Place award: Marley Lively Up Back pack and Training in Vespa Academy





## 10.4. INSTITUTES AND AGENCIES CONTRIBUTING TO STRATEGY PAPER STUDIES

### *Institutes and Agencies Member to Design Council*

Ministry of Science, Industry and Technology  
 Ministry of Economy  
 Ministry of Development  
 Ministry of Culture and Tourism  
 Ministry of Education  
 Undersecretariat of Treasury  
 Higher Education Council  
 TÜBİTAK  
 Turkish Patent Institute  
 KOSGEB  
 Turkish Union of Chambers and Exchange Commodities  
 TESK  
 Turkish Exporters Assembly  
 TUSİAD  
 TMMOB  
 Industrial Designers' Society of Turkey  
 Turkish Graphic Designer's Association  
 Fashion Designer Association

### *Other Institutes and Agencies*

Ministry of Justice  
 Ministry of Finance  
 İstanbul Technical University  
 İzmir Economy University  
 Mimar Sinan University  
 Gazi University  
 MÜSİAD  
 Packing Industrialists Association  
 Furniture Industrialists Association  
 Automobile Industrialists Association  
 İstanbul Fashion Academy  
 European Union Business Development Centers  
 Technology Design Center Association  
 Patent and Brand Attorneys Association  
 İHKİB  
 İMMİB  
 Arçelik A.Ş.  
 Eczacıbaşı  
 VESTEL A.Ş.