

ENGAGE PEOPLE TO PRODUCE BETTER POLICIES AND SERVICES

Course summary

Engage People to Produce Better Policies and Services is an applied professional module for public designers who need to involve users, stakeholders and colleagues effectively in design work.

Public designers improve policies and services by involving people with different experiences, responsibilities and forms of expertise. This requires judgement about who should participate, how they should be involved and what level of participation is appropriate.

The module develops the professional capability needed to engage users and stakeholders, work in and coordinate multidisciplinary teams, and plan and facilitate effective workshops inside and outside the design team.

Students apply the practice to a work-based challenge and produce an engagement plan that sets out who should be involved, how they will participate and how the activity will be coordinated and facilitated.

Who this course is for

This module is designed for existing and aspiring public designers who need to involve users, stakeholders, colleagues and specialist professionals in design work.

It is relevant to people designing public policies, services, interactions, communications, operational systems or spaces.

Students must complete Introduction to Public Design before taking this module. They should also have access to a suitable work-based challenge through which they can apply the practice independently.

What you will learn

By the end of this course, you will understand:

- why it is important to identify and engage users and stakeholders;
- methods for identifying and engaging users and stakeholders;
- methods for engaging users or stakeholders in design processes;
- the different intensities of user or stakeholder participation in a design process;
- the methods and considerations used to select an appropriate intensity of participation;
- methods for planning and facilitating workshops for people;
- why multidisciplinary design teams are valuable and what their typical profile is;
- methods for coordinating a multidisciplinary team;

By the end of this course, you will be able to:

- identify users and stakeholders;
- engage users or stakeholders in a design process;
- select an appropriate intensity of user or stakeholder participation;
- plan and facilitate workshops for people;
- work as part of a multidisciplinary design team.

How the course works

This is an applied professional module combining classroom learning with independent workplace practice.

Students learn through a structured sequence:

- teaching of the concepts, methods and frameworks that underpin the practice;
- public-sector case studies that show how the practice is used;
- short practical exercises using individual tools and methods;

- group application through a realistic scenario developed across the module;
- reflection on learning and planning for workplace application.

Following the classroom component, students complete a two-day independent work-based project in which they apply the skills to a real challenge. They then spend a further day preparing their portfolio entry, completing their project reflection and taking part in a design crit.

Assessment and accreditation

This module is formally assessed. Students submit a portfolio entry demonstrating how they have applied all the skills associated with the practice in a real work environment. The expected professional artefact is an engagement plan, supported by evidence of how the student:

- identified users and stakeholders;
- selected an appropriate intensity and method of participation;
- worked in and coordinated a multidisciplinary team;
- planned and facilitated engagement inside and outside the design team.

Students also complete a project reflection and present their work at a design crit.

A teacher from the Government School of Design assesses the portfolio evidence against the Public Design Capability Framework. Students are assessed on their deployment of the required skills, rather than the scale of the engagement activity or whether all participants reached agreement.

Students who successfully complete the module receive professional certification jointly badged by the Government School of Design and the Chartered Society of Designers.

Each completed module contributes to the student's professional portfolio. Students who successfully complete all seven Universal Public Design Practice modules will be assessed for chartered status through the Chartered Society of Designers.

Course format

Item	Details
Programme	Design for Experts
Duration	2 classroom days, a 2-day independent work-based project, and 1 day for portfolio write-up, reflection and design crit
Delivery format	Classroom days are in person, with independent work-based learning, plus remote design crit
Location	London or the North (Manchester / Sheffield)
Schedule	Takes place over four consecutive weeks, excluding school holiday periods. Classroom day 1: 11:00–17:00. Classroom day 2: 09:00–15:00.
Price	650 per person

Booking

Courses are listed on Civil Service Learning and Government Campus, but bookings are made directly through the school's website at: www.schoolofdesign.gov.uk. To book a place, complete the booking form for this course. You will need a purchase order number from your organisation before submitting a booking. The school does not accept payment by credit or debit card. This course is VAT-exempt.

The Government School of Design is hosted by the Department for Education, which acts as the supplier organisation and handles payments. Use **Department for Education** as the supplier name when raising a purchase order. You can download the supplier information from the Booking & Contact section of the school's website.

Further information

For questions about the course or the booking process, contact the school via its website.