

INTRODUCTION TO PUBLIC DESIGN

Course summary

Introduction to Public Design is an immersive one-day course that introduces the principles, practices and value of public design in government. It explores how design helps officials make better public policies, services and spaces by connecting policy intent, citizen experience and operational delivery.

The course challenges participants to think differently about how government makes change and provides practical tools for designing more effective, responsive and valuable public outcomes.

Through practical activities, case studies and discussion, participants learn how design operates within government, how it differs from other approaches to problem-solving, how public policies, services and spaces are designed, and how design can help organisations create public value while reducing delivery risk.

The course also introduces the seven universal public design practices and connects participants to the wider public design community.

Who this course is for

This course is designed for anyone involved in making, improving or delivering public policies, services or spaces.

It is suitable for:

- officials from any profession or function (including policymakers, operational delivery professionals, communication professionals and digital & data professionals);
- all grades and levels of experience;
- leaders seeking an introduction to public design;
- non-designers, aspiring designers, or current designers;
- multidisciplinary teams that want to develop a shared understanding of public design practice.

You do not need any prior knowledge, experience or training to take this course.

What you will learn

By the end of this course, you will understand:

- what public design is;
- what public designers make;
- what the process of public design is;
- how design capability operates within government;
- how public design creates public value;
- what the 7 universal public design practices are;
- what specialist public design roles exist;
- how to participate in public design communities and capability development.

How the course works

This is a highly interactive course combining short lectures, practical exercises, group discussion and collaborative problem-solving.

Participants will:

- Explore real public-sector case studies
- Take part in design activities and simulations
- Apply design concepts to practical government challenges
- Work with officials from different professions and organisations (*cohort dependent*).
- Complete a public design capability self-assessment

- Reflect on how public design can be applied in their own context.

The course emphasises multidisciplinary learning, peer discussion and practical application rather than theory alone.

Assessment and accreditation

There is no formal assessment for this course.

Participants who complete the course receive a certificate of completion from the Government School of Design.

The course provides a foundation for further study through the Government School of Design's Design for Everyone, Design for Leaders and Design for Experts programmes.

Course format

Item	Details
Programme	Design for Everyone
Duration	1 day
Delivery format	In-person
Location	London or the North (Manchester / Sheffield)
Schedule	1000-1600
Price	£350 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.