

# UDita



# ARCAUSE UDita GOLD MEDAL 2023-2024



### Advisors





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# Arcause UDita Gold Medal

With an objective of spreading awareness and mainstreaming Universal Design in practice the Arcause UDita Gold Medal will be conferred upon students and young professionals as part of an advocacy campaign for a more inclusive and accessible world.

Arcause UDita Gold Medal under Project UDita is brought to you by Mphasis F1 Foundation and AVAS, with Ethos Foundation as the knowledge partner.

## Premise

Design education is a transformative learning experience that shapes our minds and lays the foundation of our beliefs and practice systems. It's an amalgamation of art, science, humanism, emphasizing both the aesthetic and functional aspects of design. Through rigorous studio practices, theoretical coursework, and hands-on experience, we are equipped to envision, analyze and create built environments that resonate with human needs and aspirations.

A design thesis is the pinnacle of any student's academic journey, representing their transition from a guided learner to a professional, preparing to enter the real-world with a responsibility to serve all the members of society equally.

"How can we create spaces that cater to everyone, regardless of age, ability, or other factors?" The answer resonates loud and clear : Universal Accessibility and Design.





# Design Brief - Need for Universal Design in Thesis

Universal Design is not just a set of guidelines but a philosophy that designers should integrate deeply into their practice, ensuring inclusivity, dignity, and accessibility for everyone. Incorporating Universal Design as a core principle in thesis offers an excellent opportunity for students to explore inclusivity in depth, both as a conceptual framework and as a practical design strategy.

The Arcause UDita Gold Medal serves as a platform to break barriers, spread awareness, support ideas, inspire change, recognise, and celebrate universal designs that ensure a more inclusive future for all. We invite you to demonstrate and showcase the elements of Universal Design (through your Thesis Projects) to create more innovative, inclusive, and universally accessible design concepts that cater to the people of all age groups, abilities, and backgrounds.



# Design Suggestions

Participants may demonstrate and highlight the elements of Universal Design through these 7 principles.

- 1. Equitable Use:** The design is useful and marketable to people with diverse abilities. It avoids segregating or stigmatizing any group of users.
- 2. Flexibility in Use:** The design accommodates a wide range of individual preferences and abilities. It provides choice in methods of use and adapts to the user's pace.
- 3. Simple and Intuitive Use:** The use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
- 4. Perceptible Information:** The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
- 5. Tolerance for Error:** The design minimizes hazards and the adverse consequences of accidental or unintended actions. It allows the user to easily reverse errors or provide simple ways to prevent errors.
- 6. Low Physical Effort:** The design can be used efficiently and comfortably, with a minimum of fatigue.
- 7. Size and Space for Approach and Use:** Appropriate size and space are provided for approach, reach, manipulation, and use regardless of the user's body size, posture, or mobility.

These principles of Universal Design guide the creation of products, environments, and systems that are accessible and usable by the widest possible range of people, without the need for specialized adaptations or design modifications.



# How to Participate?

## Competition Format/Eligibility

- **UG** and **PG** Graduates, who completed their degree in **the last 5 years** or later can submit their thesis projects.
- **Open to all the current/recent graduates** of Undergraduate and Postgraduate courses in **Architecture, Planning, and Design**.
- All **2023 graduates** are eligible to participate
- Only **individual** entries allowed.

## Submission Process and Format

- It is a fully **ONLINE** Submission. **[Click here](#)** to register and plan your content to be reviewed accordingly.
- After registration, upload your presentation of a maximum of six **A3 sheets (landscape orientation preferred)**. Please compile all your sheets into a **single PDF** of maximum of **8MB** in size.
- A brief design statement of not more than **500 words** (include in the design sheets)
- **Your name** and **identification** should not appear on any of the sheets.
- Name your PDF files in the format **abc\_xyz**, where **abc** is the participants' **first name** and **xyz** is the **name(s) of the institution**.
- Only **one entry** is allowed per participant.

**SPECIAL NOTE:** Participants are encouraged to revive their old Thesis-works in line with the brief and submit them as their entry.



# Evaluation Criteria

- Demonstrates clear understanding of Universal Design
- **Incorporating Universal Design Principles:** How well the design addresses the principles of Universal Design
- **Design Innovation:** Designs that are truly inclusive and user-friendly, while also being innovative and creative. Originality and forward-thinking solutions.
- **Empathy and User Experience:** Demonstrate through user journeys and user feedback (if any)
- **Functionality and Relevance:** Focus on the practicality and long-term viability of design project
- **Aesthetics:** Visual and Sensory appeal, intending to create more inclusive and immersive design experience
- **Design Presentation:** The uploaded submissions will be reviewed on a digital device. Kindly make sure your sheets are well-composed with clarity and creativity for digital viewing - Label all your presentation sheets for ease of understanding

## Awards



# Important Dates

- Registrations begins : 10th October 2023
- Registration Deadline : 7th February 2024
- Submission Deadline : 10th February 2024

## Reading Suggestions

- Universal Design
- 7 Principles of Universal Design
- 10 Things to Know About Universal Design
- When we design for disability, we all benefit | TED Talk by Elise Roy
- Accessible India Campaign - Documentary
- Moving Beyond Disability To Accessibility
- CASE STUDY - Enabling Village, Singapore
- CASE STUDY - Dilli Haat Ina, New-Delhi
- CASE STUDY - Hazelwood School, Scotland





## Get in touch with us!

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