



seGD

Designers of Experiences

Professional Standards

INTRODUCTION

The Society for Experiential Graphic Design (SEGD) is a global multi-disciplinary community of professionals who plan, design and build experiences that connect people to places. Membership in SEG D implies a high standard of conduct. It is expected that members demonstrate principled judgment and ethical behavior in all business and SEG D-related activities.

SEGD asks that you carefully read these Professional Standards and agree to abide by their principles in governing your activities. It is intended to be a standard of what the public and other professionals may expect of SEG D designers, fabricators, and manufacturers, as well as, what designers, fabricators, and manufacturers can expect from each other. It is important to bring these Standards to the attention of your colleagues, employees, and clients, as well as, students and the public with whom you may be working.

These Professional Standards are an affirmation of SEG D's commitment to uphold the highest levels of responsibility in this specialized area of practice.

BACKGROUND

This document has been informed by the Code of Conduct published by Icograda, the International Council of Graphic Design Associations, and also by the AIGA Standards of Professional Practice. The SEG D Professional Standards is intended to compliment these documents, while clarifying meaning in the context of Environmental and Experiential Graphic Design practice.

PURPOSE

The purpose of these Standards is to define a uniform and reasonable standard of conduct for SEG D members. It presents voluntary guidelines for the conduct of members in the practice of environmental and experiential graphic design.

DEFINITIONS

Designer:

For the purpose of these Standards, the word "designer" means an individual practicing digital or physical experiential graphic design as a freelance or salaried designer, a design firm, or group of designers acting in partnership or other form of association or collaboration.

Fabricator:

For the purpose of these Standards, the word "fabricator" means an individual or firm engaged in the custom fabrication, production, and/or installation of experiential graphics.

Manufacturer:

For the purpose of these Standards, the word "manufacturer" means a company that manufactures production components and materials that will be specified by designers and used by fabricators.

THE DESIGNER'S RESPONSIBILITY

- 1.1 A designer shall at all times act in a way that supports, encourages, and reflects the highest standards of design and professionalism.
- 1.2 A designer shall not undertake, within the context of his or her professional practice, any activities that will compromise the professional status of the practice of environmental and experiential graphic design.
- 1.3 When practicing in another country, the designer shall, at minimum, observe the highest professional standard for that country and strive to meet the SEG D Standards wherever possible.

The Designer's Responsibility to Clients

- 2.1 A designer shall act in the client's best interests within the limits of professional responsibility.
- 2.2 A designer shall not work simultaneously on assignments that may create a conflict of interest without agreement of the clients or employers concerned.
- 2.3 A designer shall treat all work in progress prior to the completion of a project and all knowledge of a client's intentions, strategy, and business organization as confidential and shall not divulge such information without the consent of the client. It is the designer's responsibility to ensure that all staff members act accordingly.
- 2.4 A designer shall not misrepresent his or her capabilities in marketing endeavors or fee proposals.

The Designer's Responsibility to Other Designers

- 3.1 Designers in pursuit of business opportunities shall support fair and open competition based upon professional merit.
- 3.2 Designers responsible for hiring and compensation agreements within design practices shall ensure designers receive equal pay for equal work.
- 3.3 A designer shall not knowingly accept any assignment on which another designer has been or is working without notifying the other designer; or until he or she is satisfied that any previous appointments have been properly terminated, and that all materials relevant to the continuation of the project are the undisputed property of the client.
- 3.4 A designer must not attempt, directly or indirectly, to displace another designer who has already been commissioned to work on a specific project.
- 3.5 A designer must not compete with another designer by means of unethical inducements.
- 3.6 A designer must be fair in criticism and shall not denigrate the reputation of a fellow designer.

The Designer's Responsibility to Fabricators and Manufacturers

- 4.1 A designer shall only request bids pricing from fabricators and manufacturers when they have an opportunity to be selected for the project.
- 4.2 A designer shall treat all bids proposals submitted by fabricators and manufacturers as confidential, and shall not disclose detailed information without the approval of the fabricator or manufacturer concerned.

- 4.3** A designer shall treat all construction drawings and other materials submitted by a fabricator as confidential and shall not copy or distribute any non-generic specifications or design details for any other use than on the project for which they were developed without permission from the fabricator.

The Designer's Responsibility to the Public and Environment

- 5.1** A designer shall consider environmental, economic, social, and cultural implications of his or her work and shall act in the best interests of the public whenever possible.
- 5.2** A designer shall not knowingly do anything that constitutes a deliberate or reckless disregard for the health and safety of the public and environment.
- 5.3** A designer shall not accept work that infringes upon human rights or involves the promotion of discrimination or exploitation of any person or group of persons on the basis of race, gender, age, religion, national origin, sexual orientation, or disability.
- 5.4** A designer shall not accept instructions from a client that involve infringement of another person's property rights without permission, or consciously act in any manner involving any such infringement.
- 5.5** A designer is encouraged to contribute five percent of his or her time to pro-bono, public-good projects that serve society, the environment, and improve the human experience. Pro-bono work should only be provided for groups or individuals that would otherwise be unable to obtain afford these professional services.
- 5.6** A designer is encouraged to adopt a practice of continual education regarding sustainable product innovations of the industry and to read the SEGD Green Paper
- 5.7** A designer is encouraged to specify the most environmentally sustainable products whenever possible.

Design Fees

- 6.1** A designer shall ensure they receive fair compensation for services provided except for pro bono work for the public good.
- 6.2** A designer shall set compensation at a level suitable to their qualifications and that provides for the success of their practice.
- 6.3** A designer shall work only for a fee, hourly compensation, a royalty, salary, or other agreed-upon form of compensation.
- 6.4** A designer shall not accept kickbacks, hidden discounts, commissions, allowances, or payment-in-kind from fabricators or manufacturers.
- 6.5** A designer who is financially involved with any fabricator or manufacturer who may benefit from any recommendation made by the designer in the course of a project shall secure the approval of the client or employer of this fact in advance.
- 6.6** A designer shall refrain from engaging in competitions in which the prize is future fees, unless all competition participants are compensated equally in a way that constitutes fair value.

The Designer's Responsibility for Publicity and Authorship

- 7.1** A designer shall not claim sole credit for design on which others have collaborated.
- 7.2** When not the sole author of a design, it is incumbent upon the designer to clearly identify their specific responsibilities or involvement with the design.
- 7.3** Self-promotion, advertising, or publicity by a designer or his or her client must not contain deliberate misstatements of competence, experience, authorship, or professional capabilities. It must be fair to the clients, other designers, fabricators, and manufacturers involved.
- 7.4** Self-promotion, advertising, or publicity by a designer shall include credit for the design firm in which the project was completed. All promotion must be in accordance with the agreements between employer and employee.

THE FABRICATOR'S AND MANUFACTURER'S RESPONSIBILITIES

- 8.1** A fabricator or manufacturer shall at all times act in a way that encourages and reflects the highest standards of fabrication, manufacturing and professionalism.
- 8.2** Fabricators and manufacturers responsible for hiring and compensation agreements within their companies shall ensure employees receive equal pay for equal work.
- 8.3** Within the bidding process, a fabricator or manufacturer shall not provide unsolicited pricing of alternative products to those specified.
- 8.4** A fabricator or manufacturer shall supply product in conformance with the contract specifications and shall not substitute products or materials without prior consultation and approval of the designer and client.
- 8.5** A fabricator or manufacturer shall not misrepresent product quality or substitute inferior products or materials for those presented as samples, prototypes, or submittals.
- 8.6** Where construction details are not contained in the specifications, a fabricator shall develop product construction documentation to accommodate the design intent in the most cost effective solution while maintaining the level of quality required for the intended use of the product.
- 8.7** A fabricator shall honor design specifications and copy requirements, and will not effectively modify any product design during fabrication without the consent of the designer and client.
- 8.8** A manufacturer shall provide a product warranty for all products and materials and shall faithfully honor all such guarantees.
- 8.9** A fabricator shall provide a written product warranty for all products supplied, as specified or negotiated on a project by project basis, and shall faithfully honor all such guarantees.

The Fabricator's and Manufacturer's Responsibility to Designers

- 9.1** A fabricator or manufacturer shall not undertake any activity that will compromise the relationship between the designer and the designer's clients.

- 9.2 A fabricator or manufacturer shall maintain confidentiality of the design concept and shall not copy or distribute drawings or specifications for use outside the project for which those documents were developed.
- 9.3 A fabricator or manufacturer shall not jeopardize the reputation of a designer by providing materials or services inferior to those that have been specified.
- 9.4 A fabricator or manufacturer shall respect the designer's decision to write proprietary specifications and bid documents, which limit the selection of manufacturer's or their products for a given project.
- 9.5 A fabricator or manufacturer shall inform the designer of any changes directed from the client that will affect the design of the project.
- 9.6 A fabricator or manufacturer shall not offer or give remuneration in the form of kickbacks, commissions, hidden discounts, allowances, or payment of any kind to the designer or client.
- 9.7 A fabricator offering design and documentation services should do so at fair market value that shall be outlined separate from fabrication and installation costs.
- 9.8 A fabricator shall not misrepresent his or her capabilities in marketing endeavors or proposals.

The Fabricator's and Manufacturer's Responsibility to the Public and Environment.

- 10.1 A fabricator or manufacturer shall not knowingly do anything that constitutes a deliberate or reckless disregard for the health and safety of the public and environment.
- 10.2 A fabricator or manufacturer shall not accept instructions from a client that involve infringement of another person's property rights without permission, or consciously act in any manner involving any such infringement.
- 10.3 Fabricators and manufacturers are encouraged to contribute to public-good projects that serve society, the environment, and improve the human experience through charitable donations.
- 10.4 Fabricators and manufacturers are encouraged to read the SEG D Green Paper and adopt a practice of continual education regarding sustainable product innovations of the industry.
- 10.5 Manufacturers are encouraged to develop new sustainable products and materials.
- 10.6 Fabricators are encouraged to utilize the most environmentally sustainable products wherever possible.

The Fabricator's and Manufacturer's Responsibility for Publicity and Authorship

- 11.1 All advertising and marketing of completed projects shall be consistent with the scope of work provided.
- 11.2 Self-promotion, advertising, or publicity by a fabricator must not contain deliberate misstatements of competence, experience, or professional capabilities. It must be fair to both the designer and other fabricators.
- 11.3 A fabricator or manufacturer shall not claim or imply design credit for a project on which a designer was the primary creative source.
- 11.4 A fabricator or manufacturer may not use a designer's name in advertising, promotion or publicity without permission of the designer.

