

THE CHARTERED SOCIETY OF DESIGNERS HAS SIGNED UP THE FIRST ACCREDITED DESIGN GROUP TO ITS DESIGN ASSOCIATION, FOLLOWING A FOUR-MONTH ASSESSMENT PROCESS. WHAT IS THE VALUE OF CONSULTANCY ACCREDITATION TO THE DESIGN INDUSTRY?



I can see the value of accreditation within professions where the public's safety is at risk – engineering and medicine, for example. But accreditation of creativity is a risky control mechanism where designers would be at the mercy of an association's selection process. As an accredited psychotherapist, the key criterion against which I am assessed is the number of patients I see per week. Absurdly, the quality of my work plays no part in the accreditation system. This could only too easily happen with designers.
Jan Casey, Independent brand consultant

No one should have to face a mental health problem alone.



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