THE DISRUPTOR CONNECTION
FUELED BY MOFI

EPISODE 05
Designing for a Just World:
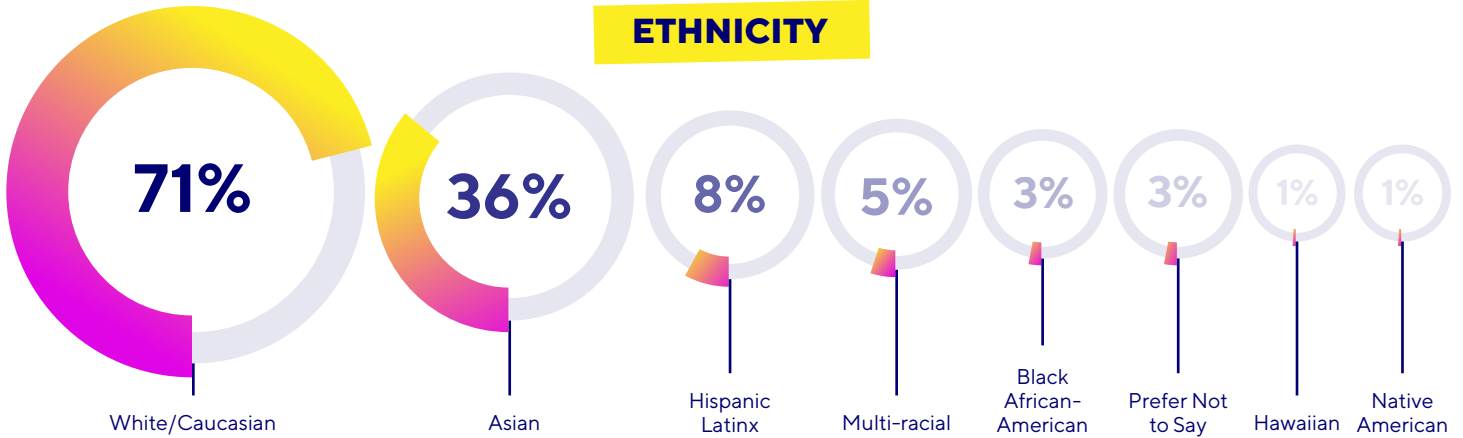Claiming the Past to Move Us Forward
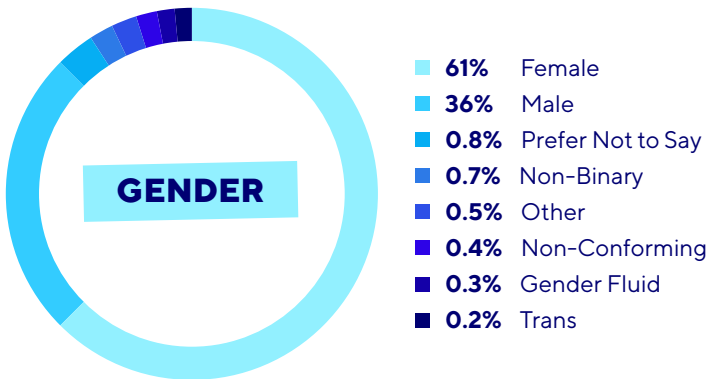
DIVERSITY IN DESIGN
Who is designing?

Today's design industry is more diverse than ever before but still struggles to reflect the degree of diversity of the world we live in. The following data, which was sourced from the 2019 AIGA Design Census, clearly shows the gaps in the design industry's diversity. This survey was open for five weeks in April of 2019 and collected responses from **9,429** participants in the U.S. design community, as well as AIGA's direct membership and Design Conference attendees. You can view the full 2019 AIGA Design Census at **https://designcensus.org**.
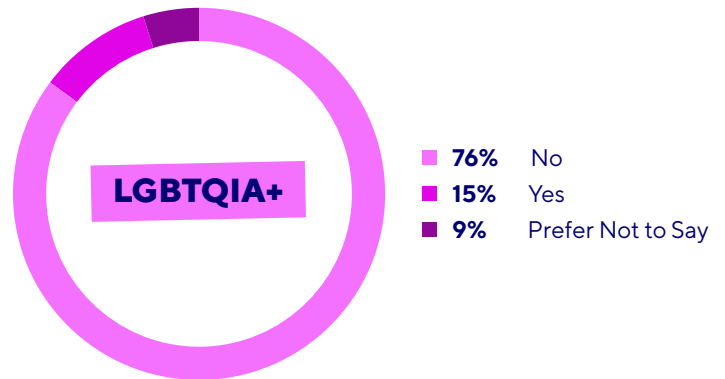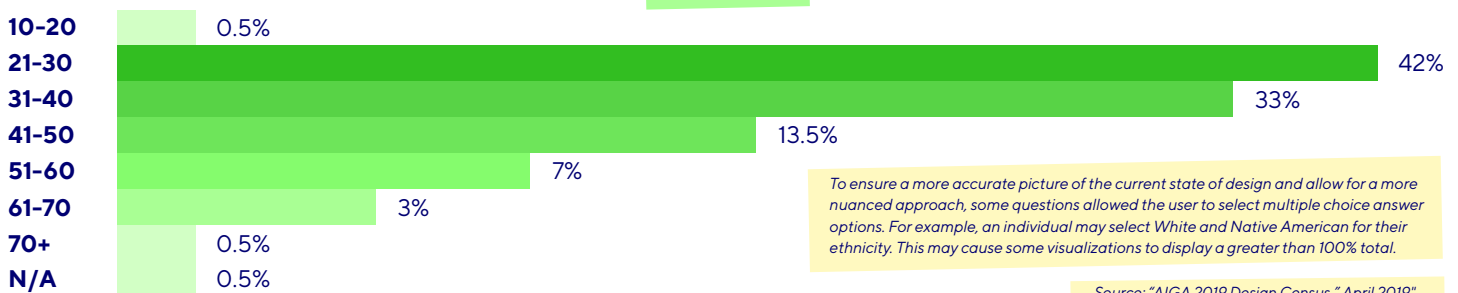
ETHNICITY

71%	36%	8%	5%	3%	3%	1%	1%
White/Caucasian	Asian	Hispanic Latinx	Multi-racial	Black African-American	Prefer Not to Say	Hawaiian	Native American

GENDER

- **61%** Female
- **36%** Male
- **0.8%** Prefer Not to Say
- **0.7%** Non-Binary
- **0.5%** Other
- **0.4%** Non-Conforming
- **0.3%** Gender Fluid
- **0.2%** Trans

LGBTQIA+

- **76%** No
- **15%** Yes
- **9%** Prefer Not to Say

AGE

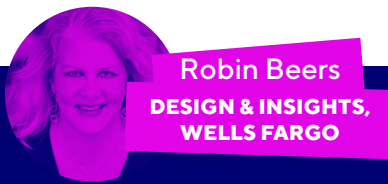| Age	%
10-20	0.5%
21-30	42%
31-40	33%
41-50	13.5%
51-60	7%
61-70	3%
70+	0.5%
N/A	0.5%

To ensure a more accurate picture of the current state of design and allow for a more nuanced approach, some questions allowed the user to select multiple choice answer options. For example, an individual may select White and Native American for their ethnicity. This may cause some visualizations to display a greater than 100% total.

Source: "AIGA 2019 Design Census," April 2019"

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In her thesis, "Design Journeys: Strategies for Increasing Diversity in Design Disciplines," Jacinda Walker, chair of AIGA's Diversity & Inclusion Task Force and founder of designExplorr, an organization that creates opportunities that expose youth to design, presents strategic ideas to expose African–American and Latinx youth to design–related careers. The following are some actionable steps she suggests can be applied to all groups and design disciplines to increase diversity and representation.

- **Develop a plan.** Assess what you need to change and make it happen.

- **Recruit talent from different places.** Diverse candidates aren't hiding. If you can't find them, look harder.

- **Hire diverse interns.** Invest in a pipeline of diverse talent for tomorrow.

- **Use diverse imagery.** Representation matters in photo shoots, illustrations, and stock photos.

- **Visit a school to talk about design.** Go to where the future is and make an early impact.

- **Mentor.** People of all ages and colors can learn from each other.

- **Offer job shadows.** Open your doors and share your experiences with future changemakers.

- **Support minority business enterprises.** Don't just talk about it, be about it and put your money where your mouth is.

- **Expand your social networks.** Find diverse voices in social media and at meetups, and then fill jobs through word of mouth.

- **Travel.** See the world from other perspectives, build empathy, and increase creativity.

Source: Clifford, John. "10 Steps to Increase Diversity in Design Right Now".
Fast Company. https://www.fastcompany.com/90161399/10-steps-to-increase-diversity-in-design-right-now

CHALLENGE

Commit to taking at least one of the steps above. Use the space below to write or draw your plan to put the step(s) into action in your life and work. Share with us using the hashtag #disruptorconnection.