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# DESIGN HISTORY SOCIETY

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## 1. Chair's Report, 2006-7

This year's report is effectively a summary of activities. It acts as an introduction to the specific briefs of the Society's Executive.

1. Membership and membership survey:
  - i. The membership survey undertaken in 2006 proved very useful in a number of ways: insight into membership constituency; interests; attitudes, etc. It has enabled the membership secretary to gain an understanding of potential new members as well as for the Executive generally to have a better understanding of how the membership sees the Society and what it expects of the Society. It also proved very valuable as a means to gauge support for 're-branding'.
  - ii. Membership increased considerably last year (c.20%). It was boosted by the recruitment drive at Delft which we plan to repeat this year.
2. Conferences: Delft 2006; Kingston 2007; Falmouth 2008
  - i. Delft 2006 was a very successful event. It was well-organised and managed, although perhaps a little too intensive in relation to strands and number of papers. Equally the uneven-ness in the Keynote speakers was noted.
  - ii. Kingston 2007 is progressing very well at this stage (Jul 2007) and we have had good reports of all stages of the planning from Trevor Keeble and Juliette Kristensen. There are some innovations this year that we will monitor; for example a Learning and Teaching themed strand.
  - iii. Falmouth 2008 –this was approved via the new process implemented this year that aims to make conference selection open and transparent.
3. Conference guidelines: principles for Executive and Editorial Board attendance

- i. Dipti Bhagat has under-taken to revise the conference guidelines to cover changes and to clarify procedures. She has been supported in this by other members of the Executive notably Lorraine Dennis and Zoe Hendon. The guidelines are almost ready.
  - ii. We have clarified the position viz a viz the conference attendance of the Executive and Editorial Board.
4. Finances: The financial position of the Society is very healthy due in the main to the increased subscriptions from the Journal and electronic publishing. However we are developing plans for new income streams, for example, the proposed new Reader in Design History and re-issue of 'classic' articles.
  5. Journal: in consultation with the editorial assistant of the JDH, we are looking at governance and forward planning in part due to shift to Manuscript Central editing process which frees up more time for the editorial board to contribute in new ways. Importantly an 'Away Day' for the Executive and Editorial Board is planned for October 2007 to discuss these issues. Manuscript Central represents a radical change to the editorial process, but it appears to be 'bedding in' reasonably well.
  6. Research: PhD studentship and Oral History project  
Two research projects are currently on-going: Oral History Project run by Linda Sandino, Senior Research Fellow at Camberwell School of Art; and the Design History PhD studentship at Northumbria University. Both are progressing very well.
  7. Events: We continue to collaborate, organise and participate in a number of events; the Banham Lecture is the prestigious annual lecture organised in collaboration with the Victoria and Albert Museum and the Royal College of Art. This year we organised an event at the Art Workers' Guild to celebrate the life and work of Judy Attfield who died this year. This forthcoming year, we plan a celebration of 30 years of the Design History Society and 20 years of its journal, the *Journal of Design History*. This will be at MODA, Middlesex University.
  8. Prizes and Awards: These have been reviewed this year and changes have been made to give more scope for academics to gain support not typically covered by other grants. Therefore we now have the new Research Grant (administered by Glenn Adamson and Claire O'Mahoney) which replaces the Event Award and the Postgraduate Bursary. In addition we continue to offer the Scholarship Prize (administered by Zoe Hendon) and the Student Essay Prize (administered by Linda Sandino).
  9. Review of regional activities: a review of regional activities has been undertaken this year and some changes are in train with regard to this (Kirsten Hardie will report on these). In part these changes are a response to the membership questionnaire, but also due to our awareness that the Society is increasingly international and therefore we need to respond to this.
  10. L & T Data-base: in light of the threat to provision in our subject, but also due to a desire to map the changing shape of learning and teaching provision in design history, we are establishing a data-base of design history provision in HEIs in Britain. This will be established in the forthcoming year and we will make this accessible on the Society's web-site.
  11. Communication and Branding: We are keen to up-date and develop all aspects of our communication, and part of this is the re-branding of the Society. The latter began earlier this year, and it is reaching a critical stage as we select the design agency and brand identity.

## 2. Treasurer's Report

### Treasurer's Report for Financial Year ending 31 December 2006

In line with the evolution of the Design History Society the time seems opportune to reflect on the financial operations of the last three years. The Executive Committee has instigated many changes, as you will read about in this report. This work is supported and carried out on behalf of the Members and the aims of the Society; it is this which has been central to my role as Treasurer – streamlining income against appropriate activities. All this work is monitored by the Charity Commissioner and we, the Trustees are bound by their guidelines. The Society is in the process of changing banks from HSBC to Abbey, offering an improvement in interest rates and customer service. Our accountants, Taylor Davis continue to prepare the accounts and financial support.

A three year comparison will serve to emphasise some of the activities and changes which have occurred over this time.

Year	Income	Expenditure
2004	£20237	£13608
2005	£26112	£17240
2006	£29973	£14718

Expenditure Totals from 2004-2006

The income of the Society from 2004 until the end of 2006 financial year shows an increase of 48%, with an increase of expenditure over this same time period as only 8%. It is this increase which has facilitated many of the activities now undertaken. Due to these changes the profile of the Annual Budget has changed from the 2007 financial year and it will not be possible for a direct comparison to be made against the previous year's figures.

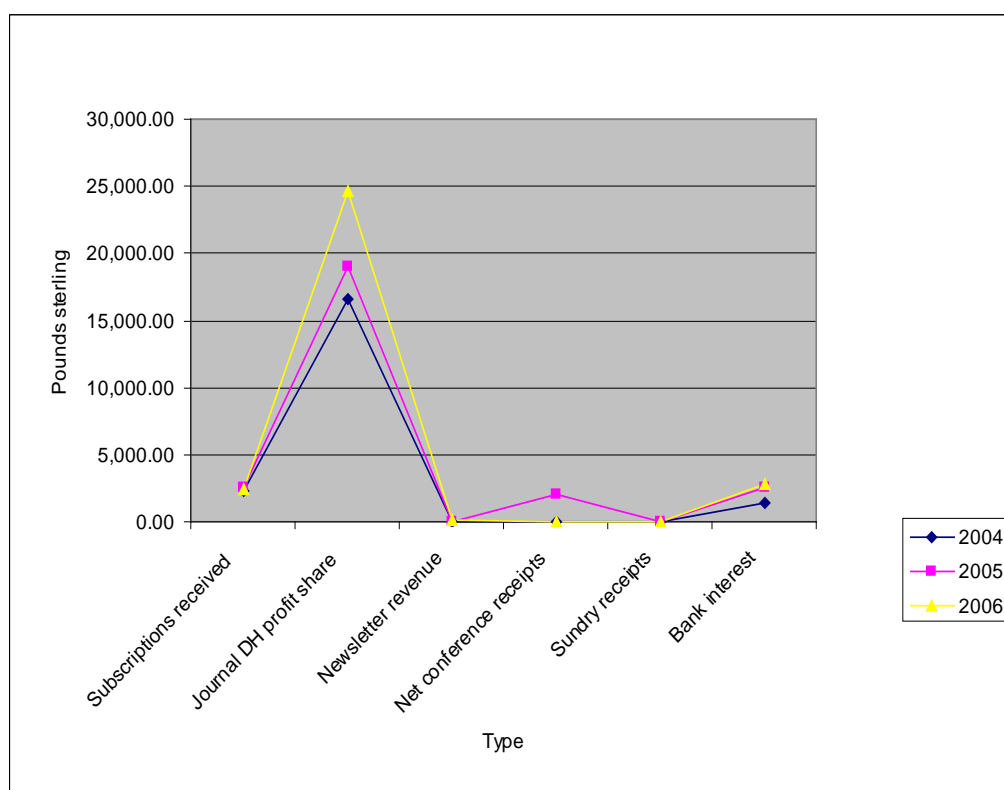


Table 2 Analysis of 3 year income 2004-06

Table 2 gives a breakdown by income type from 2004, with some significant changes, most notable of which is the increase in the profit share from the Journal of Design History. All who are involved should be congratulated.

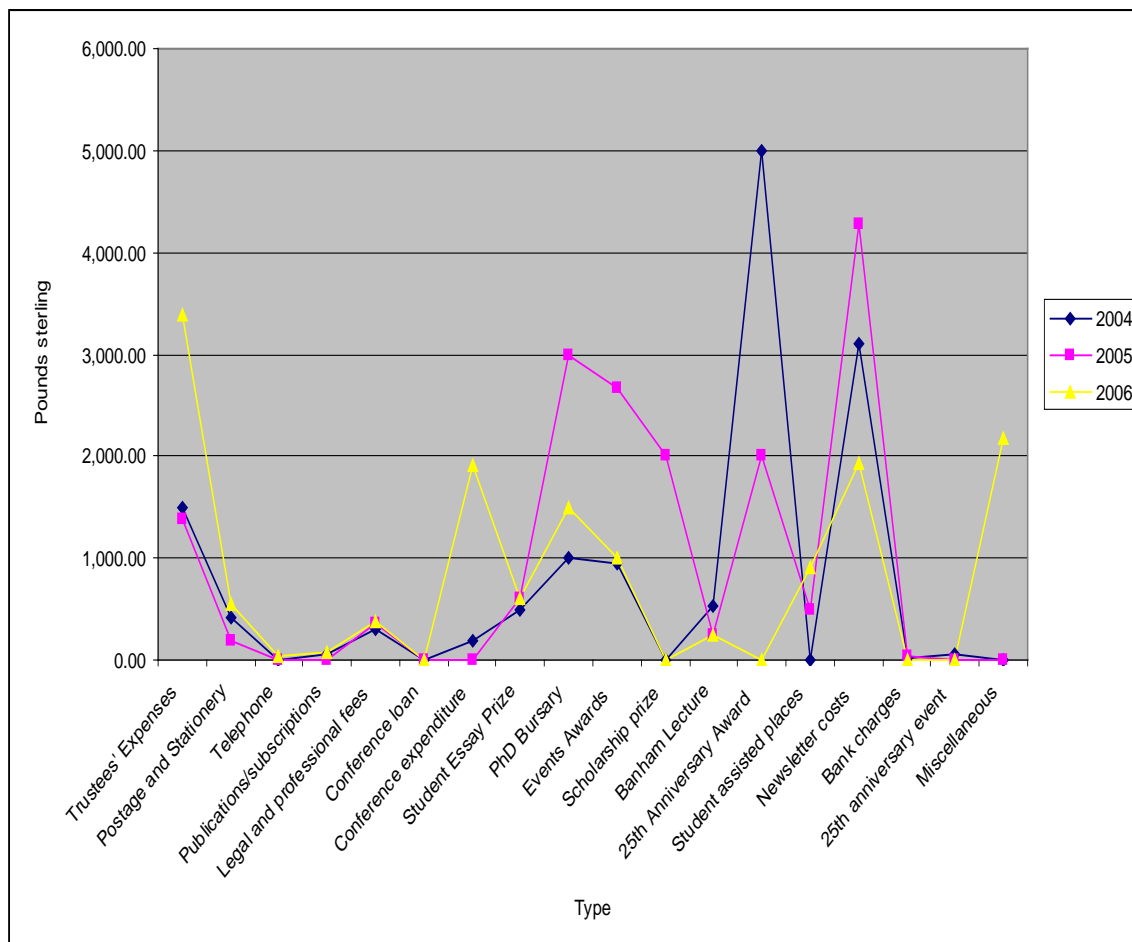


Table 3 Analysis of 3 year expenditure 2004-06

There are a number of significant changes in certain types of expenditure over the past three years. There are three notable increases, first, trustees' expenses increased due to a number of reasons, namely a change in personnel, which required different travel arrangements, an increased presence at external events was also funded. Secondly, the Design History Society keynote lecture was instigated in 2006, to be presented at the annual conference. Thirdly, the rather mundane 'miscellaneous' categorisation of expenditure allowed for the purchase of the necessary equipment for the oral history project and also translation fees for the Journal.

Of the two significant decreases in expenditure the 25 Anniversary Award was no longer applicable and the newsletters costs went down considerably following a change of publisher, whilst maintaining standards, as managed by the Communications Officer.

I hope this provides you with an overview of what's going on at the Design History Society, however, if you require any more information please feel free to contact me or any other Trustee. Similarly, the schedule to the statement of financial activities, as prepared by the Society's accountant, is available to all Members of the Society, please contact [l.dennis@ulster.ac.uk](mailto:l.dennis@ulster.ac.uk) if you require a copy.

### 3. Membership Report

#### Summary of Membership January – December 2006 and January – July 31<sup>st</sup> 2007

##### January – December 2006

- Total membership increased slightly to 221 members (219 members in 2005)
  - Significant increase in Institutional Members which accounted for 10% of the total membership (7% in 2005)
  - Slight increase in Student Membership which accounted for 17% of the total membership (15% in 2005)
  - Slight decline in Personal Membership which accounted for 73% of the total membership (78% in 2005). This slight fall in Personal Membership can be partly explained by the introduction in 2006 of the new Reduced membership category.

Membership Category	January – December 2005		January – December 2006		January – July 31 <sup>st</sup> 2007	
	Count	Percentage	Count	Percentage	Count	Percentage
Institutional	16	7%	21	10%	21	8%
Personal	170	78%	161	73%	189	75%
Student	33	15%	38	17%	40	16%
Reduced*	0	0	1	0%	2	1%
<b>Totals</b>	<b>219</b>	<b>100%</b>	<b>221</b>	<b>100%</b>	<b>252</b>	<b>100%</b>

##### January – July 31<sup>st</sup> 2007

- Total membership accounts for 252 members – a significant increase on last year's total membership.
  - A significant increase in Personal Membership (partly due to the 'Special Offer' offered to non-members who attended the Conference in Delft in September 2006) and a slight increase in the Student and Reduced categories.

##### Membership Benefits 2006 – 2007

- Introduction of the Reduced membership category which is offered to the unwaged and retired.
- The extension of the Student membership category which is offered to both full and part-time students.
- Free access to the *Journal of Design History* online archive (for Personal, Student and Reduced members).

## 4. Event Award Report

The Design History Society has traditionally offered financial assistance up to the sum of £500 for small-scale academic conferences and symposia or other academic events. These Event Awards have been granted to cover a range of costs varying from speakers' travel costs to subsidising student places. We have most commonly supported conferences and symposia and which recently have included:

- September 2004: *Emile Gallé: La Lorraine Artiste*, University of Bristol
- February 2005: *National Identity in Italian Design*, MODA
- March 2005: *History of international exhibitions*, doctoral students at the RCA
- March 2005, *Domestic Encounters: 1400 to the Present* AHRB Centre for the Study of the Domestic Interior
- September 2005: *Show and Tell*, University of Hertfordshire
- Oct 2005 *New Views: Repositioning Graphic Design History* School of Graphic Design, London College of Communication
- November 2005: *Gender and Built Space*, Women's Committee of the Economic History Society Annual Workshop and Gender & Built Space Research Group, the University of Brighton.

Aimed particularly at encouraging the development of new research interests within the field of design history and its related subject areas, the Award was granted three times in 2006-7. It will be replaced by the New Research Grant (launched 15 January 2008 see below for further information).

### Event Awards granted in 2005-6, brought to completion in 2006-7:

- *Do It Yourself: Democracy and Design* Exhibition support  
Design Centre North, Barnsley and School of Art & Design, University of Huddersfield  
April-May 2006  
Organiser: Paul Atkinson
- *Finding the question to the answer: a graphic design research symposium*  
Nottingham Trent University, Wednesday 13 September 2006 1.30pm–5.00pm  
Organiser: Robert Harland
- *Theorising Design and Design Issues in an Art Education Context: Leeds 2007*  
Leeds College of Art and Design, 16 March 2007  
Organiser: Kate Hatton

### Event Awards granted in 2006-7:

- *Rethinking the everyday: (Material Culture)*  
National College of Art and Design, Dublin, Ireland, 2 November 2006  
Organisers: Mick Wilson and Anna Moran
- *Immaterial Culture? Things Artefacts and Meanings*  
AAH conference panel (University of Ulster, Belfast) 12-14 April 2007

Organiser: Dr Deborah Suggs Ryan

- *New Craft – Future Voices*

Dundee Contemporary Arts, Dundee, Scotland, 4-6 July 2007

Organiser: Dr Louise Valentine

- *Non-Latin typefaces: a conference and workshop*

St Bride Library and the University of Reading, 18 and 19 September 2007

Dr Rob Banham, Department of Typography & Graphic Communication, University of Reading

### **The New Design History Society Research Award**

The Executive Committee of the Design History Society has undertaken a review of its Prizes and Award schemes which are intended to encourage and to promote the study of and scholarly research in design history. The new provision, which replaces the Event Award and the Postgraduate Bursary will be:

The Research Award is given twice each year to encourage debate and research activity in design history. This grant is open to postgraduates and professional scholars affiliated to an institution or working independently in the field of design history. (To be eligible to apply postgraduate candidates must be registered with an institution to undertake a MPhil or PhD degree in design history of any period; there is no age limit for applicants. Independent scholars affiliated with, as well as those in the employ of, academic and cultural institutions are also eligible).

The Research Award may be used towards the costs incurred for research trips, illustrations for publication, speaker travel and accommodation for a conference, relevant cost for special events or exhibitions. (Unsuitable costs might include, but are not limited to, equipment, refreshments, higher than standard class travel or accommodation, etc.)

£1,500 is available in each round of applications (two per annum) closing on the 15 January and 15 September respectively. The £1,500 sum in each round might be divided into smaller awards amongst several applications deemed of high merit. Parts of a request might be funded and others rejected. No application should exceed £1,500.

Application forms can be downloaded from the Design History Society website [www.designhistorysociety.org](http://www.designhistorysociety.org). The deadline for the first round of the new Research Grant is **15 January 2008**. 15 January applications should be submitted to Dr Glen Adamson; [g.adamson@vam.ac.uk](mailto:g.adamson@vam.ac.uk). 15 September applications should be submitted to Dr Claire I R O'Mahony, [claire.omahony@conted.ox.ac.uk](mailto:claire.omahony@conted.ox.ac.uk).

Recipients of a Research Award must provide an article relating to their project to be published in the Design History Society Newsletter. A copy of any publication funded by a Research Grant should be sent for inclusion in the Design History Society's archive held at the University of Northumbria. Payments of the Research Grant are managed through the Society's Treasurer Lorraine Dennis, [l.dennis@ulster.ac.uk](mailto:l.dennis@ulster.ac.uk), and the institution with which the applicant is affiliated.

## **5. Essay Prize Report**

This year there were seven undergraduate entries and five postgraduate submissions. Although the total number of entries last year was higher with 17 BA entries but only 3 MA entries, the overall standard this year was an improvement. We also had fewer non-design

history related topics. It may be that the new request for a supporting statement from tutor's sending in an essay about why it merits the 'the Design History Society essay prize' has helped to focus people's minds on what the DHS prize is for.

BA essays were submitted by Bath Spa University, Edinburgh College of Art, Falmouth University College, Nottingham Trent University, and the V&RCA who entered four out of the five MA entries, with Falmouth entering the fifth. BA themes included were 'The Representation of Ethnicity' in storybooks (Nottingham Trent), Text Messaging (Dun Laoghaire), ceramic displays, and Barvas Pottery (Bath Spa0, 'The Materialization of Memory' and the work of B Tschumi (Falmouth), and sustainable product design (Edinburgh). The V&A/RCA submitted essays on Lego, Renaissance beards, the problem of representation, and a cardinal's hammer. Falmouth was represented by an essay on the post-war redevelopment of Plymouth. All the essays were showed a high level of commitment and engagement with their research. Second readers were called upon to provide expert second opinions on the submissions. I would like to thank Cheryl Buckley, Joe Kerr, Emily King, Moira Vincentelli and Christopher Breward for their help this year.

The winners of the DHS Essay Prize this year are:

MA entry: Lauren Porter, V&A/RCA Design History, London.

Title: 'The Cardinal's Hammer'.

BA entry: Marcus Swann, BA (Hons) in Design in Visual Communications, the Institute of Art, Design & Technology, Dun Laoghaire, County Dublin, Eire.

Title: 'The Medium is the Text Message: The Social and Aesthetic Effect of Text Messages'.

Summaries will be posted on the DHS website/Essay Prize page.

## 6. Oral History Project Report

The DHS has initiated an oral history project about the development of the discipline over the last thirty years through an on-going series of life histories and interviews with historians and writers who have played a significant role in establishing our discipline. The life histories format provides a rich resource for understanding how individuals and institutions constructed the concept of 'design history' as a separate entity, and the various vicissitudes that have created, and continue to shape, what the subject means in the 21<sup>st</sup> century.

### Interviews:

The project is moving on steadily with the completion of a life history recording by Briony Salton with Professor Gillian Naylor running to approximately 9 hours in total. It is a fascinating recording covering all aspects of her life from family background and memories of growing up in Yorkshire, being a student of modern languages at Oxford in the post-war period, to her professional career working on Design magazine at the Design Council and her teaching career at Kingston and the Royal College of Art. It also provides a unique insight into the genesis of her publications on the Arts and Crafts, on the Bauhaus, not to mention key individuals with whom Gillian has worked over the years.

In July Briony was also able to commence a recording with Professor Penny Sparke. As Pro Vice-Chancellor of Kingston University, Penny is extremely busy but has been generous in setting time aside for the recordings which will resume sometime in the autumn.

Nearing completion is Dr Sonia Ashmore's interview with the writer Alan Crawford who was also an early member of the DHS.

Future interviewees will be approached in the autumn term.



### **Interviewers:**

Briony Salton has been offered a full-time post with a design company. On completion of her recording with Penny Sparke, she will give up her role on the project. Briony came highly recommended and has been a diligent interviewer so we will be sorry to lose her. I have approached design historian and writer Dr. Emily King as a possible replacement. Emily has excellent interviewing experience and has expressed interest in becoming involved in the project.

### **Podcasts:**

All the interviews are digital MP3 format using Marantz recording equipment.

Completed recordings will form part of the DHS archive at Northumbria University. However, sections of the recordings, subject to clearance restrictions, will be available as podcasts on the Voices in the Visual Arts (VIVA) website, the oral history project at Camberwell College of Arts run by Linda Sandino who is also managing the DHS project. The website is under construction. When the site is ready, details will be published in the DHS Newsletter. There will be links to the DHS website.

## **7. Communications Report**

This has been an eventful year in the life of the Design History Society on many fronts, no more so than in the field of communications.

### ***Rebranding***

Following on from last year's report the process of choosing a design agency culminated in the hiring of Kerve, a Bath-based company. The agency has a brief to rebrand the Society; this avenue was chosen rather than that of the consolidation of the current visual (red-black modernist) look, in order to take into account new developments within the work of the Society in general. The aims of rebranding are to raise the profile of the work of the Society; to increase and encourage membership; and to update a tired, incoherent visual identity. The finalised two concept proposals can be found on the Society's information board, where comments are invited.

### ***Newsletter***

The newsletter continues to be produced at significant lower costs, due to the better purchase of print services. However the newsletter does require significant amounts of work and time in its production, in terms of sourcing articles, editing, and typesetting. I would like to use this report to encourage members to submit ideas and/or articles for inclusion in the newsletter, as finding content can oftentimes be the most difficult part of the process.

### ***Website***

The Society's website continues in its importance in communicating the work of the DHS. A new members' books section has been added; if you are a member whose book has not been included on the list, please do contact me with the details of the publication. Additionally, with the new projects the Society is undertaking – Linda Sandino's Oral History Project and the PhD Project on the history of the DHS – the website will be developing 'mini-sites' containing the results of these projects, including podcasts of interviews. Thus the website will be becoming more multimedia, rather than brochure like, which is an exciting development.

### ***Electronic Mailing List***

The electronic mailing list currently has over 370 subscribers, the majority of whom are not members of the Society. This shows that there is a significant audience for the work of the Society, an audience which, for some reason, do not feel that membership of the Society is of

benefit to them but would like to receive information on the Society's work and contacts. I am currently working with DHS Membership Secretary Nichola Hebditch on how we could turn these individuals into members.

If you would like further details about how the rebranding process is being managed or have any suggestions for the development of the Society's communications programme, please do not hesitate to contact Juliette Kristensen ([juliette.kristensen@mac.com](mailto:juliette.kristensen@mac.com)).

## 8. Regional Representatives Report

Since the DHS AGM at the Annual Conference in Delft, September 2006, the Regional Representatives Co-ordinator (RCC) has undertaken a variety of activities to inform, support and progress the development of the Society. This report provides a summary of key activities for the year 2006-07.

- 1.0.** The RCC coordinated the **DHS Membership Questionnaire** to gain a clearer understanding of DHS members so the Society can meet needs more effectively. This produced core information to help inform the developments of the Society.

The DHS Membership Questionnaire results (see RRC report Sept.2006) clearly identified that the majority of members were engaged with Design History (and related fields) in relation to their work as students, lecturers, scholars and researchers across F.E. and H.E. internationally. A majority of responses indicated that members joined the DHS for Research and Scholarship purposes primarily.

- 2.0.** The results of the DHS Questionnaire 2006 confirmed that due to the changing profile of DHS members the location of current DHS Regional Representatives does not best reflect/support the concentration of members nationally or internationally. A number of observations and recommendations were proposed via key reports during 2006/7 to provide ideas for consideration that will better represent and address the Society and its members' needs (See full document on website: Appendix A).

- 3.0.** **The RCC developed the proposal: The creation of a truly international DHS Representatives Network** with a central overarching Coordinator to organise the activities of reps accordingly.

- 4.0.** It is also proposed that the DHS develop a **Learning and Teaching Representatives Network initially through a Working Group for Learning and Teaching Representatives**. The RCC has developed this proposal accordingly.

- 5.0. DHS cross societies event**

RCC has undertaken research and planning work regarding a DHS event provisionally called the *Meeting of the Clans' - A design nexus; a meeting of cross-disciplinary art and design societies*. Contact was made with key associations and societies across the art and design sector to pursue the creation of an annual meeting to share ideas, network etc. Response to initial enquiries was very positive with a number of key societies keen to be involved ( eg. The Ephemera Society, The Association of Art Historians..) (see full document on website: Appendix: B).

It is proposed that this event will be staged 2008 and funding will be pursued via the DHS and the ADM HEA.

Despite attempts to organise regional events there is an apparent limited take-up/interest in such. If/what type of regional activities are required by DHS members is a key question however.

It is recognised that the contexts in which the DHS is positioned, and works in relation to, are changing. The very nature and the contexts in which our discipline exists have changed significantly since the Society was first formed. It is recognised that the Society must keep in pace with change and address issues and areas that are increasingly important/of particular relevance to its members. It is acknowledged that the Society is proactive in its attempts to address the developments and changes in the Society's roles, membership profile and needs.

The DHS needs to be represented appropriately at key events and needs to work more effectively with key organisations and societies re: learning and teaching to maximise the benefits and opportunities that can be shared with DHS members.

## 9. Design History Reader: A Preliminary Proposal

### Overview

This document outlines a proposed Design History Reader, which would be published by the Design History Society (hereafter DHS) and in conjunction with an academic publisher (possibly Oxford University Press or Routledge).

The contents of the proposed reader would include both "classic" texts, previously published in the *Journal of Design History* (hereafter *JDH*) or in other contexts; and new texts, which would be commissioned for the volume by an editor to be appointed by the DHS. The proposed book would therefore have both a retrospective and progressive character, though the emphasis would be on the former—a means of consolidating the historiography of the discipline. The volume would also include some material about the core institutional framework of design history; a view of the current situation in design history education; discussion of the role taken by some key practitioners and scholars in moving the field forward; and a bibliography for further reading.

Proposed contents

#### 1. Introduction

An introductory essay, written by a senior member of the DHS and/or by the book's editor, would include:

- a brief overview of the book itself;
- a short institutional history of the DHS itself;
- a short history of the *JDH*;
- and a discussion of the transformation of design history as a field since its inception in the 1970s.

Particular attention might be directed to cognate disciplines of study (history, art history, anthropology, architectural history, etc.), questions of British vs. international structure, chronological span, and future possibilities.

#### 2. Section on Design History and Education

This essay, by an educator with long experience in the field, would reflect on the teaching of the subject in the UK and abroad. This essay would include an historical dimension and also a contemporary overview.

The essay might be conceived as a counterpoint to Victor Margolin's similar effort— itself now two decades old—to chart the emergence of the discipline, "A Decade of Design History in the United States, 1977-87," which appeared in the first issue of the *JDH*. In this case the Margolin essay should be reprinted immediately following this section, or elsewhere in the book.

### 3. *Selections organized by theme*

Approximately 30 to 40 selections of varying length, style, and subject matter. These would be organized thematically. There should probably be six to ten themes total. Each section might have one or two commissioned essays, with the balance composed of republished material.

Each selection would be preceded by a short discussion written by the book's editor(s), placing the text in some historical context, giving a biography of the writer where appropriate, and possibly even critiquing the content of the text if this seems desirable.

Possible themes might include the following:

- Methodology and theory
- Industrial and Graphic Design (the roots of the discipline)
- Monographic studies and institutional histories, including museology
- Consumption and commodity studies
- Production/craft
- The body and fashion studies
- Design and identity [gender, ethnicity, geographic – these could also be distinct]
- Immateriality
- Expanded geographies
- Projecting design history into the past – before modernism
- The everyday
- Architecture

I would recommend avoiding single-object case studies, unless they fit into one of the above themes, as other anthologies of this type of essay already exist (e.g., Kenneth Haltman, ed., *Art and Artifacts*).

### 4. *Voices in Design History*

A further section could present abbreviated versions of the oral history interviews currently being conducted under the leadership of Linda Sandino. This might help to personalize and specify the broader currents and scholarship.

### 5. *Further Reading*

A bibliography of key full-length texts in the discipline, focusing on the writings of design historians *per se*.

## **10. Student Representative Report**

When I joined the Society I found the student representative role underdeveloped and student issues were dealt with by a number of other roles on the committee. I wanted to identify an area for development in the society that could enhance the role of students.

### ***Database proposal***

This year I developed a database project to hold details on courses that use design history in UK higher education. The database will also offer the society a bank of contacts to help us reach students to publicise society activities. The committee has agreed to back the project

and will fund the start-up but only when we gather responses from members at the conference on how it should be designed.

It is hoped that many aspects of the committee's work will benefit from the database, as subscription will mean DHS student prizes and bursary opportunities can reach more students, a broader range of HEIs can access award opportunities, and we can publicise the annual conference more effectively. It also has the potential to boost institutional membership; Members working in higher education may be attracted to the benefit of the database to market courses.

Student membership in 2006, accounted for 17% of the total membership, which could be improved upon to attract more students into the society and broaden the field of candidates for various awards and opportunities. The 2006 figure represented an increase of 2% on 2005 figures, which the membership report suggested could be due to the recent extension of the student category to include both full and part-time students. It is presently difficult to reach students, especially as their experience of design history is not necessarily on a design history degree, but more likely to be a sub-discipline in a related area like design practice or visual culture. The current project reaches students who are not necessarily on design history courses, enables us to reclaim its role in a range of disciplines in higher education and generates interest in and awareness of the role of design historical scholarship.

Once we gather members' responses and agree a format we can start to enter data. It has been agreed that the Society will contribute some funds for technical work, which will be integrated with current web construction.

## 11. Journal of Design History, Development and Issues

*Balance Sheet.* JDH profits continued their upward trend in 2006, with revenue due to the Society exceeding estimates and reaching £30k p.a. The main factors in this growth are new audiences, new income streams connected with e-publication, and control of production costs. Increasing profits in recent years enables the Society to expand its programmes and, together with Oxford University Press, to invest in the further development of the Journal. Some key issues for future development are set out at the end of this report.

*Circulation.* The Journal's total circulation has increased from 1758 in 2004 to 2217 in 2005 and 2534 in 2006 (of which 2217 are institutions). Of this total, approximately half are in North America (505), Europe (390) and Britain (298), and half in Japan (128) and the 'rest of world' (1213). Circulation growth (both for individuals and institutions) has been greatest in North America, Japan and the ROW, while the slow decline in UK circulation has halted. These trends reflect increasing interest in the subject globally as well as the promotion of the Journal by Oxford University Press in consortia agreements with institutions.

*Online usage.* Electronic access to Journal content (led by ETOC and search engines) continues to increase. 75% of institutions offer on-line access only, although in contrast with many other journals, subscriptions including print increased by 64 in 2006. The number of individuals requesting e-mail notification of issue contents (ETOC) increased from 1052 to 1175. Website hits were over 100,000, with Google services and Oxford Journals the predominant links. Article downloads from the OUP JDH site increased from 18,591 to 47,769 in 2006 (to end October). 96% of articles from 1988-2001 were viewed and 82% downloaded to print from JSTOR in 2006 (against the average JSTOR download rate of 66% for related subjects). JSTOR primarily serves the US, where the number of institutions offering on-line access to recent journal content has also increased from 179 to 442 since JSTOR started carrying JDH content in 2005. These above average figures for on-line interest may be due in part to the international and interdisciplinary interest of its content. Availability of free

searchable access to the full digitised archive of Journal back issues to individual subscriptions has also helped boost membership.

*Editorial Process.* An on-line system (<http://mc.manuscriptcentral.com/jdh>) was introduced in June 2007. Authors submit through this site and all aspects of an article's progress to publication are managed on it, enabling editors and authors to use time more effectively and extending the database of specialist reviewers. This is essential to enable the Journal in responding to its increasingly diverse and geographically dispersed readership and authorship while maintaining disciplinary standards and professional procedure (anonymity of authors to reviewers and vice versa). The on-line system also extends to production, and electronic publication of articles can now take place before they appear in print.

**Development issues.** Bearing in mind the Journal's increasingly diverse and dispersed readership and authorship, DHS members may wish to express a view on the following issues (or others), as development scenarios are currently being evaluated by the EB in conjunction with the Society's Executive and Oxford University Press:

1. The balance of Journal contents and range of subject matter. How should we define the boundaries of our remit?
2. Types of features, e.g. articles, reviews, archive. In the past year, editors have cultivating shorter papers for thematic discussion and debate under the heading: 're:focus design.'
3. The number, focus and role of Special Issues. These have aimed to develop the subject and extend the circle of authorship, readership and editorship proactively, but involve additional effort.
4. Reader response. On-line readers can now comment by e-letter on articles published via the [oujournals/jdh](http://oujournals/jdh) website (but hardly any have been received). How can the Journal take advantage of this opportunity to become a faster-response centre of exchanges in the subject?
5. Colour illustration is now available in the on-line version –should it be also available in print?
6. How should the editorial board and its procedures evolve in relation to the Journal's expanding authorship and readership? (At present the EB is drawn from applications by DHS members, supplemented by co-option of experts.)

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Chair  
Secretary  
Treasurer  
Membership Secretary  
Communications Officer  
Essay Prize/Oral History Project  
DHS Journal  
New Research Award  
New Research Award  
Conference Liaison  
Regional Representative  
Student Representative  
Conference 2007  
Conference 2008

Cheryl Buckley  
Zoë Hendon  
Lorraine Dennis  
Nichola Hebditch  
Juliette Kristensen  
Linda Sandino  
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