

A Designer's Guide to Internationalization & Localization of Design

DESN 415: Design Studio V | Winter 2024

By Jennifer Onwudinjo

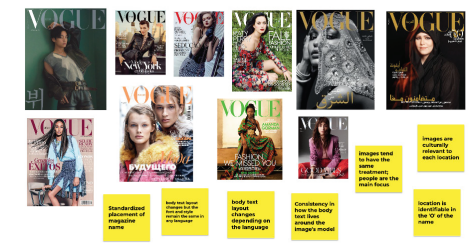
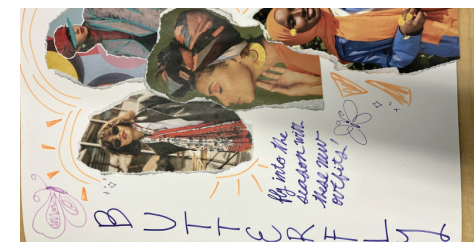
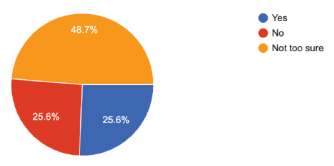


The Diversity and Adaptability Composition Test (DACT) booklet is a test established to assess the effectiveness of a proposed design. A design must pass the DACT by satisfying a set of checkboxes, questions, and requirements.

This test serves as a guiding assessment tool, examining designs to ensure they follow its principles of diversity, inclusion, and adaptability. The DACT aims to create a standard for evaluating how well designs engage a variety of audiences while honouring cultural diversity by outlining precise criteria.

Do you know of any brand that is perceived differently from one country/culture another?

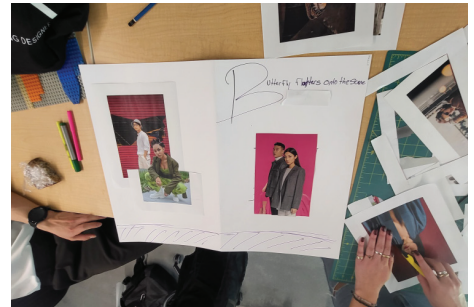
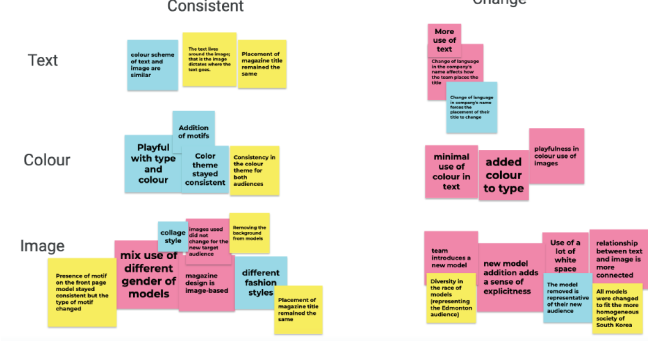
39 responses



"I don't think you could define internationalization in one definition; it is multiple things converging."

"When it comes to any design I do, I always think of 'representation.' Who is this design intended for? And those it represents them?"

Grid Analysis

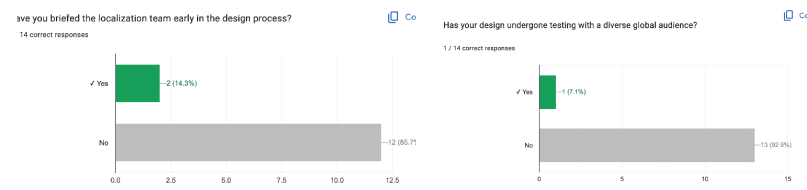


"Pay attention and understand people's learned behaviour."

"I have also noticed that companies tend to go for more of my generic designs."

"The only things I can think of for those examples are just projects I've worked on: where clients had asked me to remove people or adjust them to be ambiguous culturally to be more inclusive."

"When it comes to international design, it is all about reduction."



D.A.C.T

The Diversity and Adaptability Composition Test (DACT) is a full-page design test established to assess the effectiveness of a proposed design. A design must pass the DACT by satisfying a set of checkboxes, questions, and requirements.

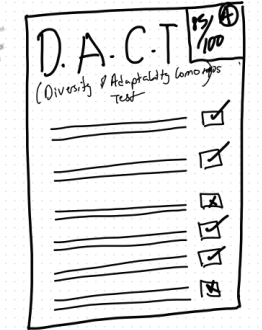
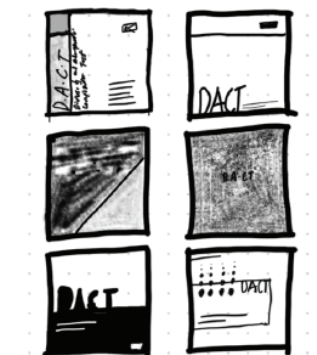
This test serves as a strict assessment tool, ensuring designers to ensure they follow the principles of diversity, inclusion, and adaptability. The DACT aims to create a standard for evaluating how well designs engage a variety of audiences while honoring cultural diversity by addressing specific criteria.

Out of all your finished design projects, select one you think would be used on a global scale.

Using the DACT, determine if your design (at this moment) is ready to be implemented on a global scale.

Grading

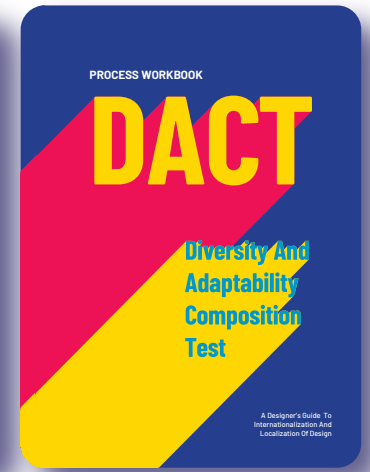
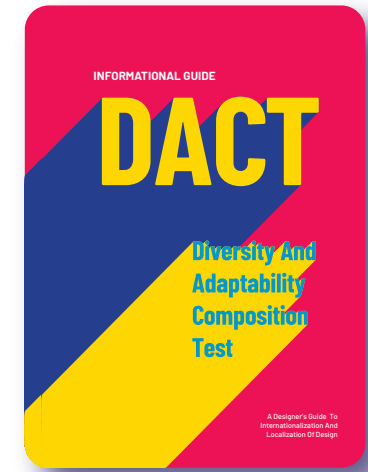
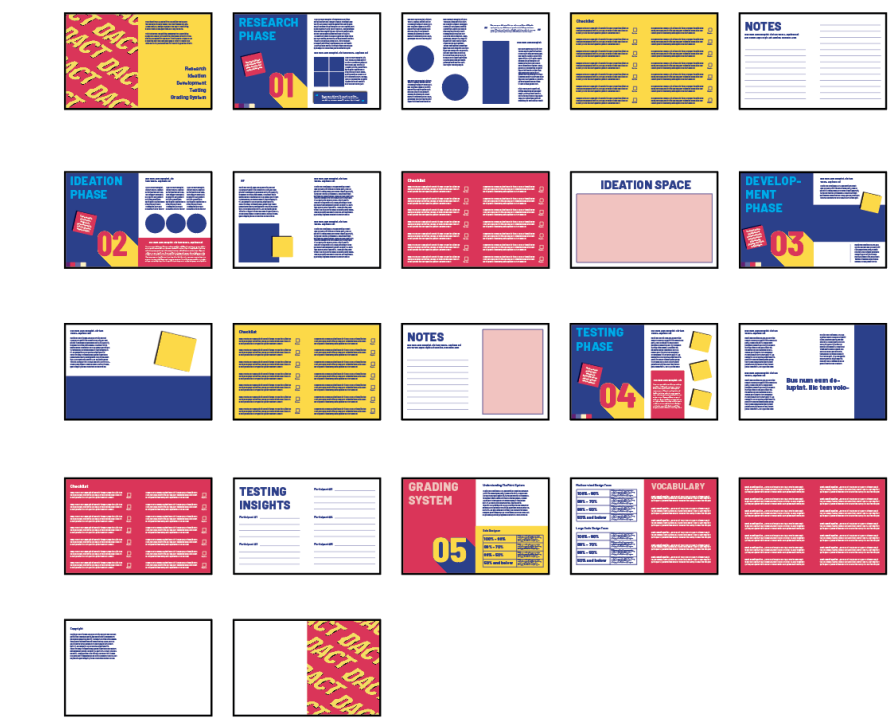
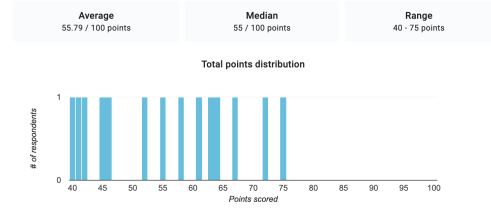
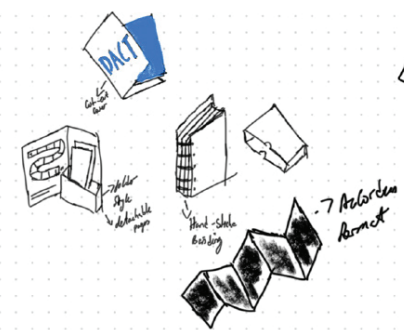
- 100% - 90% (Great job, your design is ready to travel the world)
- 80% - 70% (Good work, your design may do well but you may run into some trouble)
- 60% - 50% (Not your design may be ready for your home culture but it will not do well on the global stage)
- 40% and below (You may need to go back to the drawing board on this project may not be ideal for a multinational and multicultural audience)



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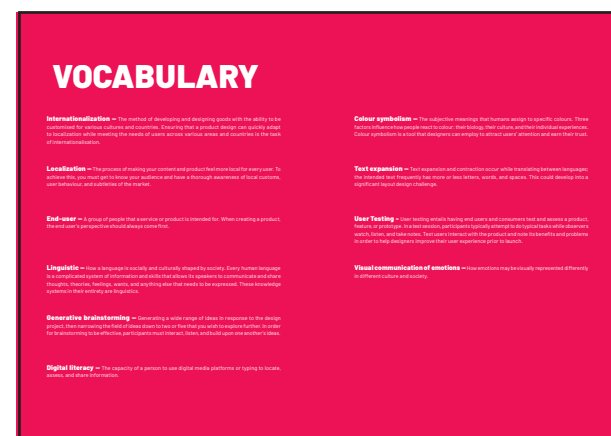
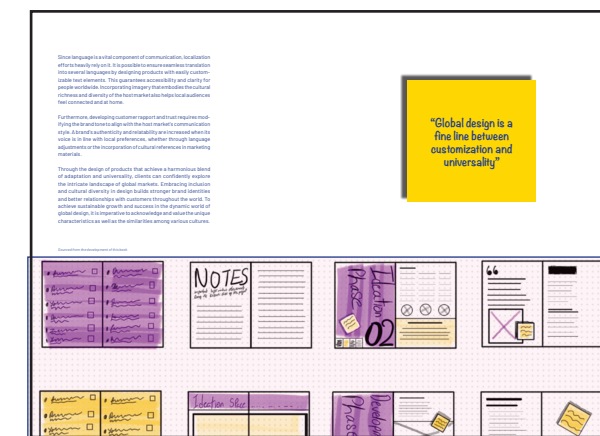
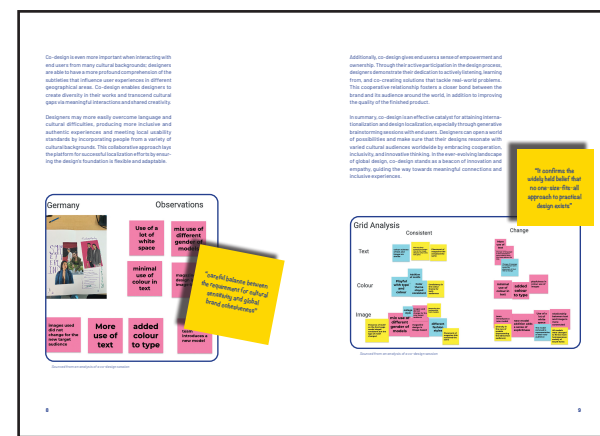
"I think the first and most important thing to do when designing for an unfamiliar audience is to have a conversation."

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Diversity and Adaptability Composition Test (DACT) booklet

Informational Guide



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Process Guide

