

The UD Photo Workshop: the Eight Goals

The eight goals of Universal Design (Steinfeld & Maisel, 2012) span from the fit between body and environment to wellness, social integration, and cultural appropriateness.

WHAT IT IS

A photographic field exercise: **for each of the eight goals, photograph one example that advances it and one that works against it.** Sixteen photographs per participant. Sixteen interpretations of Universal Design. Participants carry the eight goals, given in full on page 2. Then gather and look at what everyone found.

HOW TO RUN IT

1. **Hand out both pages** and give the task: for each of the eight goals, one example that advances it and one that works against it.
2. **Walk:** wherever the exercise is set. A workshop venue works, and so do your everyday environments: where you live, where you shop, the routes you already know. Give it enough time to get past the obvious.
3. **Gather and show:** each participant shows a selection of their pairs and tells the story behind them: what made you raise the camera at exactly that moment, and what makes the example advance or work against the goal?
4. **Close:** which goals were easy to photograph, and which were hard? **What do you take with you?**

The Eight Goals of Universal Design

Steinfeld and Maisel formulated the eight goals of Universal Design in 2012. They span from the fit between body and environment to wellness, social integration, and cultural appropriateness. Each goal is given below in the formulation published by the authors' IDEa Center.

- 1. Body fit.** Accommodating a wide range of body sizes and abilities.
- 2. Comfort.** Keeping demands within desirable limits of body function and perception.
- 3. Awareness.** Ensuring that critical information for use is easily perceived.
- 4. Understanding.** Making methods of operation and use intuitive, clear, and unambiguous.
- 5. Wellness.** Contributing to health promotion, avoidance of disease, and protection from hazards.
- 6. Social integration.** Treating all groups with dignity and respect.
- 7. Personalization.** Incorporating opportunities for choice and the expression of individual preferences.
- 8. Cultural appropriateness.** Respecting and reinforcing cultural values and the social and environmental contexts.

REFERENCE

Steinfeld, E., & Maisel, J. L. (2012). **Universal Design: Creating Inclusive Environments**. Hoboken, NJ: John Wiley & Sons.
Goal formulations as published by the IDEa Center, University at Buffalo: idea.ap.buffalo.edu/about/universal-design