

L.R. NORMIE, Y. BLONDER. *Student industrial design for the older population. Gerontechnology 20109(2):315; doi:10.4017/gt.2010.09.02.156.00* **Purpose** GeronTech -The Israeli Center for Assistive Technology and Aging and the Department of Industrial Design at the Bezalel Academy of Art and Design in Jerusalem, since 2000, have enjoyed fruitful cooperation in undergraduate and postgraduate curriculum development and supervised student projects in the area of inclusive and transgenerational design. This poster presents the results of student projects performed during the 2nd year undergraduate elective course 'Designing for the Senior Population', in the academic year 2008/9. **Method** The course establishes older people as the central point of reference; this is to distinguish from 'universal design', which includes consideration of the needs, inter alia, also of senior users. Rather, the emphasis is first and foremost upon older users' requirements. During the course, students discover the anthropometrical, sociological, and behavioral characteristics of the older population; they become familiar with the various design factors that need to be considered for this special needs group. The course comprises formal instruction in theory and best practice and field visits to assistive device providers and advisory centers. Towards the end of the course, the students are required to conceive and create physical models of their designs. **Results & Discussion** The 'Designing for the Senior Population' elective course for 2nd year undergraduate students concerns the development of the necessary skills and tools for designing for the 65+ demographic group. The knowledge and experience which the students acquire during the course are likely to influence the remainder of their studies in the following years and their career. Professional and is insufficiently developed in Israel and does not reflect the growing and active trend in this field in Europe and the USA. The 'Designing for the Older Population' course at the Bezalel Academy is of strategic importance for fostering public awareness of design for the older population and it is expected to have a significant impact upon Israeli industrial design in the years to come.

Keywords: industrial design, transgenerational design, accessibility, aging, education

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Figure 1 Beach accessible wheelchair