

Norman McNally

“Norman McNally's pioneering work within Product Design Engineering at Glasgow- bringing together industrial design practices with engineering sciences- brought him the UK's inaugural Sir Misha Black Award for Innovation in Design Education. His personal passion and commitment to designing and building innovative teaching and learning cultures that engage in academic, business and industrial partnerships were instrumental in innovating both the Engineering and Product Design programmes at GSA. More recent activities include the concept and founding of the 'Master of European Design', a trans-European Partnership of seven leading design universities, now over a dozen years old. Alongside this, his assistance in the international Masters programme in Seville, focusing on cultural challenges and design sustainability issues - a 'Master of Design for Society'- graduated its first students at the end of November 2003.

He has taught widely and conducted intensive workshops In North America, Asia and throughout Europe. He has been recently engaged at Strathclyde University as the Royal Academy of Engineering Visiting Professor in Innovation, coordination of the Concept Design Studio in the PSSD Masters at Politecnico Milano, and is retained by Instituto Europeo di Design Madrid for development of a new postgraduate global network in transdisciplinary design".

Overview

Leadership and Team building

The development of durable and diverse educational cultures through full participation, and by devolving authority with responsibility. Two UK national *Partnership Awards* (for Design Innovation and Management Studies) awarded to GSA Product Design and Product Design Engineering teaching teams.

Educational and Business Outreach

Adept in strategic development of advantageous academic networks, and mutually beneficial academic/ business partnerships. (established GSA Industrial Liaison post). Product Design has established industrial projects, internships and academic exchange on a National, European and global basis.

Programme Development and Quality Assurance

Extensive experience and abilities in degree course design, integration of new knowledge and course development.

Commitment

Loyal, highly self motivated, enormously hard working.

Skilled Teacher

Passionate teacher: interactive and effective teaching skills, actively promotes development of a high quality learning and teaching cultures that encourage self directed learning.

A keen Sense of Humour

Vital in today's UK educational environment.

Achievement Profile

- 1988 **Hugh Frazer Award**; a personal Bursary to visit the United States. Instigated a continuing programme of Faculty and Student exchange between RISD and GSA.
- 1989 **ERASMUS travel scholarship** to visit Universities in Germany and Italy. (Köln, Offenbach, Stuttgart and Mailand). Additional visits made to Cassina, Meda, Italy.
- 1993/94/95 Two Royal Society of Arts “Partnership with Industry” **Awards for Management Studies, and for Innovation in an Undergraduate Course.**
- 1999 Faculty of Royal Designers for Industry nominee and UK-wide winner of the inaugural national **Sir Misha Black Award for Innovation in Design Education.**
- 1999 **University of Glasgow Personal Professorship** at the Glasgow School of Art
- 2000 Appointed **Studies Advisor and member of International Scientific Committee at Pablo de Olavide University, Seville** with the remit of developing innovative formats for undergraduate and postgraduate education.
- 2002-2012 Appointed member of the **PSSD Scientific Committee of Politecnico Milano.** Co-ordinator and teacher for the **Concept Design Studio** at Politecnico Milano. (later **Innovation Studio**)
- 2003 Appointed **Visiting Professor** in the department of Design, Manufacture and Engineering Development at the **University of Strathclyde.**
- 2004 Appointed **Scientific and Academic Director** for Masters in Design at the **University Pablo de Olavide, Sevilla.**
- 2006 Appointed **Member of Convocation** to Herriot Watt University, Edinburgh
- 2008-2011 Appointed Royal Academy of Engineering Visiting Professor in Innovation to the Department of Design, Manufacture and Engineering Development at the **University of Strathclyde.**
- 2012 Appointed as consultant and facilitator to **Creating Cultures of Innovation**, a joint Glasgow School of Art, Institute of Directors and University of Glasgow partnership to develop Innovation skills within Scottish Industry and Businesses.

Development and Outreach

- Originator and prime developer of the international European educational model “Master of European Design Degree” (MEDes). Courses started simultaneously at GSA and in each partner University in October 1999. First cohort of students graduated in June 2003.
- Development of “Bachelor of Design”- (BDes); a new undergraduate design degree at GSA that combines design creativity with languages and Social Sciences
- Extensive External Examiner, Course Advisor and Validation Panel experience at undergraduate and postgraduate levels in UK, USA and European Universities.
- Visiting Professor at RISD, Providence, at Master of Industrial Design Course,

- Universidade do Porto, Portugal and Industrial Design Faculty, Politecnico Milano
Guest lecturer and Workshop leader at Raleigh (North Carolina State University), and at International Industrial Design Workshops, Burg Wildenstein, Germany, FhS Trier and Stuttgart, Les Ateliers, Konstfack, Stockholm and FhS Köln, Bauhaus University Weimar, Politecnico Milano, UIAH, Helsinki, SAdBK Stuttgart, Design Academy, Istanbul
- Invited Visitor to CCAC, San Francisco. Established bi-lateral student and faculty annual exchange programme.
- Development and delivery of Continuing Professional Development (CPD) ‘Creativity’ programmes for BuroHappold (London), and Arup Associated, the UK leading Structural and Civil Engineering Consultancies.
- Joint External Validator (with Mill Moggridge) for Industrial Design degrees at Savannah College of Art and Design, Georgia.

Core Educational Involvement

- 2008-2011 **Royal Academy of Engineering** Visiting Professor in Innovation to the Department of Design, Manufacture and Engineering Development at the **University of Strathclyde**.
- 2004 **University of Strathclyde:** Course developer for Electrical and Electronic Engineering’s new “Innovative Services and Intelligent Products” Masters Course.
- 2004 **University of Strathclyde:** Visiting Professor in Design, Manufacture and Engineering Development
- 2003-2012 **Politecnico di Milano** Studio Teacher, and Scientific Committee member, new PSSS Master Course
- 1983-2003 **Glasgow School of Art**
Head of Department of Product Design: Course Leader for BA (Hons) Product Design
- 1986-1996 **Glasgow School of Art/ University of Glasgow**
(1986-1995) Course Leader for joint B.Eng/ M.Eng Product Design Engineering Course
- Responsible for **design, startup, strategic development and course leadership** of this unique joint GSA/GU course. Now seen as “the best of its kind in Britain”
 - Chairman of the RSA group that developed the format and detail of the inaugural Royal Society of Arts Engineering Design Award.
 - Chairman of the jury for the Royal Society of Arts initial Student Engineering Design Award Prizes.
- 1992-1999 **Centro Portugues de Design/Glasgow School of Art**
Course Director of joint CPD/GSA Postgraduate Study in Industrial Design.
Responsible for course design, development and leadership within a four-year educational/employment initiative funded by the EU. The course (the only postgraduate course in Industrial design in Portugal) completed its fourth (and final) iteration in 1999, and had gained a strong reputation with Portuguese industry for producing creative designers with enhanced professional skills in problem analysis, project management, IT, and teamwork.
These graduates have become professionally noticeable through their international design successes, no less their teaching of new design students in Portuguese design universities.
- 1976-1983 **Ulster Polytechnic/ New University of Ulster**
Senior Lecturer and Course Leader in Furniture Design, Ulster Polytechnic, Belfast.
- Developed a hitherto moribund (9 students) BA Hons. furniture design section into a successful undergraduate product and furniture design stream.

ERASMUS Award to visit and lecture in 10 German Fachhochschule with a view to establishing student exchange between design courses at Belfast and German industrial design courses.

Design Experience

1978-96 **McCadden McNally Design/ Norman McNally Design**
Founding partner (with Colin McCadden). Corporate Identity, Product and Furniture Design, initially throughout Ireland, and subsequently in Scotland.

Local clients, including Northern Ireland's independent radio station; products include industrial glass washing equipment, metal furniture and wooden products. Appointed consultant designers to the **Irish Export Board (CTT)** Dublin. Engaged in direct, funded consultancy and near-market research projects. Clients include Bodyshop, Boots, Blindcraft, Letts, Superdrug and Update International.

External consultant to multi-disciplinary project team established by Linn Products, Eaglesham.

1974-1976 **Holscher and Tye/ Alan Tye Design**
Design Consultant
Design development of broad range of consumer and industrial products with individual responsibility for product development, graphic and exhibition design on award-winning Modric range of Architectural Ironmongery. **GAI and Design Council Design Awards for Limbar Handles.**

1973-1974 **Guinness Plastics Group, Dunstable**
Furniture and Product Designer.
Individual responsibility for developing a 'Design Bank' of consumer-orientated injection and compression moulded products. Projects for ESA, Artemide, Caplan International.

Education: Professional and Academic Qualifications

1-2003 Fellow of Chartered Society of Designers (FCSD)

1995- Fellow of the Royal Society of Arts (FRSA)

1971-1973 **Royal College of Art/ Deutscher Akademischer Austausch Dienst (DAAD)**
Federal German Research Award to study in Munich and Stuttgart.

1968-1971 **Royal College of Art, London**
MDes. Furniture Design.
Projects presented included a railway station partitioning system, upholstered floor forms, domestic storage systems.

1964-1968 **Belfast College of Art**
D.A. Interior Design
Projects included interior design of an hotel and furniture design prototypes.

1-1964 Ballymena Academy, Co Antrim, Northern Ireland
Junior Certificates, GCE and Senior Certificates.