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AFRICA DESIGN REVIEW JOURNAL
February, 2024

JOURNAL OF THE DEPARTMENT OF ART AND DESIGN
THE UNIVERSITY OF NAIROBI

VOLUME 1 ISSUE 5 (2024)

ABOUT THE JOURNAL

The Africa Design Review Journal (double-blind) peer reviewed and open access) is a pioneering publication dedicated to exploring the multifaceted dimensions of design and its profound impact on society. In a continent teeming with talent, innovation, and cultural richness, our journal serves as a guiding light for scholars, practitioners, and enthusiasts alike, providing a platform to delve into critical issues, celebrate creativity, and drive positive change.

At our core, we are committed to rigorous research, innovation, and the promotion of inclusive design practices. Recognizing design as more than aesthetics, we acknowledge its potency in addressing pressing challenges and shaping our communities' future. With a focus on cross-cutting design issues, we aim to unravel complexities, foster dialogue, and inspire action across various disciplines.

From contemporary design trends to sustainable solutions and initiatives addressing poverty alleviation, climate change, and inclusive design, our journal embraces a spectrum of themes reflective of Africa's dynamic design landscape. By showcasing groundbreaking research, innovative projects, and diverse voices, we seek to ignite meaningful conversations and foster tangible impact locally and globally.

As stewards of design excellence, we advocate for sustainability, equity, and social responsibility. Through collaborative efforts, we strive to carve a path towards a more equitable, resilient, and inclusive future, where design serves as a catalyst for positive social change and environmental stewardship.

In this fifth issue of volume one, we invite you to embark on a journey of discovery, exploration, and enlightenment. Join us as we delve into creativity, innovation, and design excellence, celebrating the ingenuity of African designers and scholars while pushing the boundaries of design's evolving landscape.

To our esteemed Referees, contributors, reviewers, readers, and supporters, we extend our deepest gratitude for your unwavering commitment to advancing design in Africa and beyond. Your dedication, expertise, and passion drive our journal forward, shaping it into a dynamic platform for knowledge exchange and collaboration.

Together, let us embrace the transformative power of design, harnessing its potential to create a brighter, more sustainable future for generations to come. Welcome to the Africa Design Review Journal—a catalyst for innovation, a champion of creativity, and a beacon of hope for a world re-imagined through the lens of design.

Sincerely,

Samuel M. Maina, PhD, PDr, OGW

Editor-in-Chief

Africa Design Review Journal

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EDITORIAL

Welcome to Volume 5, Issue 1 of the Africa Design Review Journal, where we continue to explore and analyze critical facets of design, education, and innovation within the African context. In this edition, we delve into a diverse array of topics that encapsulate the evolving landscape of design and its intersection with education, technology, ethics, and societal needs.

Our journey begins with a visionary discourse on "*The Future of Interior Design Education*" by Dr. Henry Mukhwana Wanakuta from Stephen F. Austin State University in Texas, USA. Dr. Wanakuta's insights promise to illuminate the pathways toward shaping the next generation of interior designers amidst the changing dynamics of the field.

Continuing our exploration, we traverse through the educational domain with "*An Investigation into the Utilization of Technology by School Counsellors in Public Secondary Schools in Kakamega County, Kenya*." Authored by Daniel M. Mmbwanga and esteemed colleagues from Moi University and the University of Nairobi, this study offers crucial insights into the integration of technology within educational counseling frameworks.

In the realm of urban development and regulation, "*Ethical Considerations in Building Regulations in Kenya*" presents a thought-provoking analysis by Kigara Kamweru and his co-authors, shedding light on the ethical imperatives that underpin building practices and governance in Kenya.

Shifting our focus to innovative solutions in housing, "*Coconut Shell Flooring for Affordable Housing in Kenya*" presents a compelling case for sustainable and cost-effective housing solutions, authored by Amreen Nazir and Samuel M. Maina from the University of Nairobi.

Furthermore, our exploration extends to the realm of graphic design with "*A Comprehensive Analysis of Graphic Design Strategies in Small Furniture Enterprise Advertising in Nairobi County, Kenya*" authored by Adams Namayi, PhD. This study provides valuable insights into the strategic nuances of graphic design within the context of small enterprise advertising.

Lastly, in a world increasingly shaped by remote work, "*Telecommuting & Working from Home in Kenya: A Thematic Literature Review*" authored by Akello Odundo and Dr. Francisca Odundo, along with Dr. Joyce Akach, offers a comprehensive examination of the thematic landscape surrounding remote work practices in Kenya.

As we embark on this intellectual journey, we invite our readers to engage deeply with the rich discourse of insights presented in this volume. May these scholarly contributions ignite conversations, inspire innovations, and pave the way for transformative advancements within the realms of design, education, and beyond.

Thank you for joining us in this exploration of African design excellence.

Sincerely,
Samuel M Maina PhD, IDR, OGW
The University of Nairobi
February 2024



UNIVERSITY OF NAIROBI

FACULTY OF BUILT ENVIRONMENT AND DESIGN
DEPARTMENT OF ART AND DESIGN

NAIROBI RESEARCH WEEK 2023

Harnessing Research for Resilience and Sustainability of Communities



Design Methodologies for Job Creation in Afrika

Sub themes:

- Jumpstarting Enterprises for Rural Communities
- Design Thinking applied in Identification and Solving Problems for Afrika
- Innovations Towards a Sustainable Afrikan Landscape

Register at : <https://forms.gle/xUwqwi7MpDHBbiMV6>

Contact: +254 20 4913505
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24OCTOBER

UON TOWERS
ROOM MLT 401

TIME: 8.00AM - 1.00PM

SPEECH BY PROFESSOR JUSTUS M MUNYOKI, DIRECTOR, RESEARCH AND ENTERPRISE, UNIVERSITY OF NAIROBI, DURING THE OFFICIAL OPENING OF THE DESIGN CONFERENCE ON OCTOBER 24, 2023

The Dean, Faculty of the Built Environment and Design, Prof Lilac Osanjo

Associate Dean Dr S Muketha

Chairman, Department of Art and Design, Dr Samuel M Maina

Chairmen of Departments

Members of Staff, Students

Distinguished guests, paper presenters

Ladies and Gentlemen

GOOD MORNING

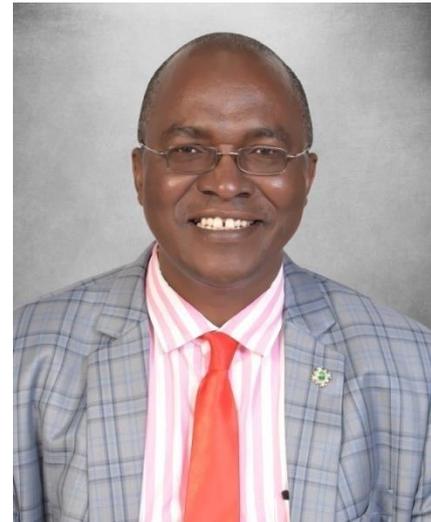
I am indeed very happy today as I join you during the opening ceremony of the Design conference 2023.

This conference brings together design students, researchers, employers, policy makers and stakeholders to reflect on the design methodologies for job creation in Africa. This combination is indeed quite interesting and is of direct benefit to all participants. We all seem to have something to learn from each other.

This conference is one of the 16 conferences being organized under the auspices of the UoN Research Week2023, and I want to thank the Dean of the Faculty, Chair of the Department and all those who have worked together to put this conference together.

Ladies And gentlemen

Research plays a very critical role towards economic development of Nations, through generation of knowledge that helps to solve the many problems that face society today. I note that the theme of this conference is *Design Methodologies for Job Creation in Africa*. This theme resonates well with the present day problem of unemployment in Africa, where unemployment rate has remained consistently high going as high as 8.1% in 2022, according to Statistics. In Kenya, unemployment rate was about 5.50% which was a 0.14% decline from 2021. How can Art and Design help to reduce this rate of unemployment?.A key question that we all need to ask is; does a reduction in unemployment necessarily lead to an increase in employment? The answer to this question is no, because as we know, reducing unemployment, unless accompanied by job creation, may not lead to employment. There must be a match between job creation and the rate at which people seeking jobs is released to the market. We should aim at creating jobs at a higher rate than the rate at which job



seekers are released to the market and this why we need the faculty and department to take us to.

Ladies And gentlemen

Research is very central in the university as a source of knowledge that is necessary for solving various problems affecting society. in the 21st century, we are called upon to intensify our research effort in response to the increasingly complex world. We should move towards finding solutions to global challenges such as hunger, poverty, climate change, increasing inequality of wealth and income, unemployment and technological disruptions. If universities are to remain relevant, there must be a deliberate effort by the researchers, to work together with communities and with the industry to find solutions to these and the many other problems facing societies today.

It is imperative to appreciate the immense significance of research in our universities. We need to appreciate that Universities are not just mere centers of learning; but are very crucial in innovation and knowledge generation. We need to acknowledge that in the ever-evolving landscape of academia and corporate partnerships, we must work together to build a sustainable future. Universities world over are considered as knowledge engines and should play a leading role towards building a sustainable future for societies and communities

I challenge the paper presenters to come up with workable recommendations that will help to solve the many problems facing society today

The University of Nairobi therefore remains committed in supporting its researchers through the Research Innovation and enterprise Division, and will continue to explore ways by which our researchers can be better supported. The RIE division has also initiated steps towards working closely with the Deans and Associate deans support the research activities at the Faculties level

Allow me therefore to once again thank the Dean, Associate Deans, Chairs of Department and all the members of staff in the Faculty of the Build Environment and Design for the good work they have done in organizing this conference.

With these remarks, it is my humble pleasure and honour to declare this conference officially opened

THANK YOU

Prof Justus M Munyoki
Director, Research and Enterprise
University of Nairobi

MESSAGE BY THE DEAN
FACULTY OF THE BUILT ENVIRONMENT & DESIGN

Professor Lilac Osanjo

Chief Guest: Prof Justus M Munyoki, Director, Research and Enterprise, University of Nairobi

Associate Dean: Dr S Muketha

Chairman, Department of Art and Design: Dr Samuel Maina

Chairpersons of Departments

Faculty Members, Students Distinguished Guests, Presenters

Ladies and Gentlemen,



Welcome to Nairobi Research Week 2023, hosted by the Faculty of The Built Environment & Design and the Department of Art & Design. As Dean, I extend a warm welcome to all present.

Today, we gather to explore vital design methodologies for job creation in Africa. Timely and critical, this workshop addresses our evolving landscape.

In The Built Environment & Design, our work shapes societies, transcending aesthetics to solve problems and effect change. Today, we aim to innovate solutions to unemployment, a pressing issue in Africa.

Our continent brims with talent and resources yet faces barriers to economic growth. Through innovative approaches, we seek to empower communities, foster entrepreneurship, and promote sustainable development.

Throughout this workshop, we will discuss, share best practices, and collaborate to drive tangible impact. From technology's role in design to sustainable development principles, we aim to unlock pathways to prosperity and social inclusion.

I urge each of you to approach this workshop with openness, collaboration, and commitment. Let us leverage our expertise and passion to create a brighter future for all.

Kindly accept my gratitude to you participants, organizers, and sponsors. Together, let us embark on this journey with enthusiasm and determination.

Thank you, and let the workshop begin!

**WELCOMING REMARKS: DR SAMUEL M MAINA PHD, IDR, OGW
CHAIR OF DEPARTMENT**

Our chief guest,

The dean,

Distinguished presenters,

Esteemed colleagues, and valued participants,

Ladies and gentlemen,



It is with great pleasure and a sense of purpose that I welcome you to this workshop on *"Design Methodologies for Job Creation in Africa."* As the Head of the Department, I am truly excited to see the convergence of innovative minds from various backgrounds, all committed to addressing one of the most critical challenges facing our continent - unemployment.

While looking at methods of **Jumpstarting Enterprises for Rural Communities** we must appreciate that Africa's potential is vast, yet its development has been hampered by various socio-economic challenges. One of the key issues we face is the need for sustainable job creation, especially in rural areas where economic opportunities are limited. Based on this understanding, the first session of our workshop will delve into the application of *Design Thinking as a problem-solving tool in the context of Africa.* We will explore how this methodology can be harnessed to identify and address challenges unique to our continent, providing the impetus for enterprise development in rural communities.

Design Thinking is not merely a buzzword but a powerful approach to tackle complex problems. Through empathy, ideation, and prototyping, it encourages us to understand the needs and aspirations of African communities, propose innovative solutions, and bring these ideas to life. I am confident that our presenters will shed light on how this methodology can be practically applied to create sustainable job opportunities, especially in rural settings where the need is most acute.

This needs calls on designers to explore and propose **Innovations towards a Sustainable African Landscape.** Noting that innovation is the key to progress, our second session will revolve around the innovations that are shaping a more sustainable African landscape. It is imperative that we think beyond traditional employment sectors and consider new avenues for job creation. This session will spotlight some of the most promising innovations, technologies, and initiatives that have the potential to transform Africa's job market and, in the process, improve the lives of our people.

It will also enable us to live the spirit of our great university and meet the mandate of our department.