SEVENTH INTERNATIONAL CONFERENCE ON DESIGN PRINCIPLES AND PRACTICES

CHIBA UNIVERSITY
CHIBA, JAPAN

6-8 MARCH 2013

www.designprinciplesandpractices.com
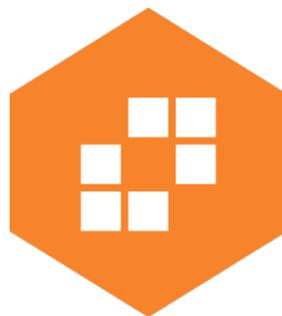
COMMON
GROUND

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DESIGN PRINCIPLES AND PRACTICES

Letter from Conference Host

Dear Design Conference Delegates,

Welcome to the Seventh International Conference on Design Principles and Practices. The conference and its associated journal and book series were created to provide a transdisciplinary forum that explores the purpose of design as well as the use of designed artifacts and processes. It is a forum that brings together a diverse range of researchers, teachers and practitioners to discuss the nature and future of design. The conversations that result weave between the theoretical and the empirical, research and application, market pragmatics and social idealism.

The Design Conference is held annually in different locations around the world. The conference was inaugurated at Imperial College, London, UK in February 2007. The conference was then held at the University of Miami, Florida, USA in 2008; at Technical University, Berlin, Germany in 2009; the University of Illinois at Chicago, Chicago, USA in 2010; Sapienza University of Rome, Italy in 2011; at the University of California, Los Angeles in 2012; and we are pleased to hold the 2013 Design Conference at Chiba University in Chiba, Japan.

In addition to organizing the Design Conference, Common Ground publishes papers from the conference at http://designprinciplesandpractices.com/publications/journal/. We encourage all conference participants to submit an article based on their conference presentation for peer review and possible publication in the journal. We also publish books at http://designprinciplesandpractices.com/publications/books/ in both print and electronic formats. We would like to invite conference participants to develop publishing proposals for original works, or for edited collections of papers drawn from the journal which address an identified theme. Finally, please join our online conversation by subscribing to our monthly email newsletter, Facebook, RSS, or Twitter feeds at http://designprinciplesandpractices.com/.

Common Ground also organizes conferences and publishes journals in other areas of critical intellectual human concern, including the constructed environment, spaces and flows, technology, humanities and the arts, to name several (http://commongroundpublishing.com). Our aim is to offer new forms of knowledge community, where people meet in person and also remain connected virtually, making the most of the potentials for access using digital media. We are committed to creating a more accessible, open and reliable peer review process. Alongside opportunities for well-known academics, we are creating new publication openings for academics from developing countries, for emerging scholars and for researchers from institutions that have historically focused on teaching.

Thank you to all those who have contributed a phenomenal amount of work into the preparations for the Design Conference. We would like to thank everyone at Chiba University for their kind and thoughtful collaboration. I am also grateful for the important role played by our Advisory Board members, and in particular, Loredana Di Lucchio and Lorenzo Imbesi. A personal thank you goes to our Common Ground colleagues, including Rachael Arcario, Tamsyn Gilbert, and Emily Kasak.

We wish you all the best for this conference, and hope it will provide you every opportunity for dialogue with colleagues from around the corner and around the world.

We also hope you will be able to join us for the Eighth International Conference on Design Principles and Practices to be held in Vancouver, Canada at UBC Robson Square, 16-18 January 2014!

Yours Sincerely,

Phillip Kalantzis-Cope
Director, Common Ground Publishing

PhD Candidate, The New School for Social Research, New York City, USA

About Common Ground

MISSION: Common Ground Publishing aims to enable all people to participate in creating collaborative knowledge and to share that knowledge with the greater world. Through our academic conferences, peer-reviewed journals and books, and innovative software, we build transformative knowledge communities and provide platforms for meaningful interactions across diverse media.

PHILOSOPHY: Common Ground is committed to building dynamic knowledge communities that meet regularly in face-to-face interaction, connect in a virtual community of web spaces, blogs and newsfeeds, and publish in fully refereed academic journals. In this way, we are bringing to the fore our commitment to explore new ways of making and disseminating academic knowledge. We believe that the Internet promises a revolution in the means of production and distribution of knowledge, a promise, as of yet, only partially realized. This is why we are working to expand social and technical frontiers in the production of text, so that academic publishing gains the immediacy, speed and accessibility of the web whilst nevertheless maintaining—and we would hope enhancing—the intellectual standards of legacy peer refereed journals. To support these kinds of emerging knowledge communities, Common Ground continues to have an ambitious research and development agenda, creating cutting edge 'social web' technologies and exploring new relationships of knowledge validation.

CONNECTING THE GLOBAL WITH THE LOCAL: Common Ground conferences connect with different host universities and local communities each year, seeking fresh perspectives on questions of global concern. In recent years, we have worked with a wide range of educational institutions including (to list just a few): Beijing Normal University; The Australian National University; The University of London; The Institute for Pedagogical Sciences, Cuba; University of California, Los Angeles; The University of Cambridge, UK; The University of Carthage, Tunisia; Columbia University, New York; Singapore Management University; McGill University, Montreal; The University of Edinburgh, Scotland; and New York University in New York City. At conference sites, we bring the global to the local—academics, researchers and practitioners from around the world gather to discuss conference topics. At the same time, we also bring the local to the global, as local academics and community leaders speak from the perspective of local knowledge and experience. For links to each our twenty-four knowledge communities, visit www.commongroundpublishing.com.

Design Conference & Knowledge Community

At a time when knowledge communities are being redefined and disciplinary boundaries challenged, Common Ground aims to develop innovative spaces for knowledge creation and sharing. Through our conferences, journals and online presence we attempt to mix traditional face-to-face interaction with new 'social web' technologies. This is a part of our attempt to develop new modes of deliberation and new media for the dissemination of ideas. Common Ground is founded upon and driven by an ambitious research and knowledge design agenda, aiming to contest and disrupt closed and top-down systems of knowledge formation. We seek to merge physical and online communities in a way that brings out the strengths in both worlds. Common Ground and our partners endeavour to engage in the tensions and possibilities of this transformative moment. We provide three core ways in which we aim to foster this community:

Present: You have already made the first step and are in attendance. We hope this conference provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects. We hope your session is the start of a conversation that continues on past the last day of the conference.

Publish: We also encourage you to publish your article in *Design Principles and Practices: An International Journal.* In this way, you may share the finished outcome of your presentation with other participants and members of the Design Community. You also have access to the complete works *Design Principles and Practices: An International Journal* in which the published work of participants from the conference who submitted papers may be found.

Engage with the Community Online: Each conference presenter is provided a personal CGPublisher website with public and private spaces where you are able to post your photo, biography, and CV; make links to other sites of personal interest; and create a space where collaborators may be invited to access and comment on your works-in-progress. In addition, you can contribute to the online community via our blog, email newsletter and social networking sites.
- The *Blog* and links to other social networking sites can be found at http://designprinciplesandpractices.com/.
- *Email Newsletters*: Please send suggested links for news items with a subject line 'Email Newsletter Suggestion' to support@designprinciplesandpractices.com. The email newsletter will be sent to all conference participants.
- *Facebook*: Find us on Facebook at: https://www.facebook.com/DesignPrinciplesAndPractices.CG
- *Twitter*: You can now follow the Design Community on Twitter: @designprincip
- *YouTube Channel*: View online presentations from our CGPublishing Youtube station at http://www.youtube.com/user/CGPublishing. Create your own YouTube presentation with a link to your session description on the conference website, and (if your paper is accepted to the journal), a link to the abstract of your article on the journal website. See instructions at http://designprinciplesandpractices.com/the-conference/types-of-conference-sessions/online-presentations.

THEMES

THEME 1: DESIGN EDUCATION
- Design thinking: cognitive modes and learning styles
- Design approaches, strategies, methodologies and tactics
- Problem solving: recognition procedures, hypothesis development, reasoning processes, solution testing
- The meaning of innovation and creativity, in theory and practice
- Residues: learning from our historical and contemporary design experiences
- Cases: empirical studies of design practices
- Professional stances: acquiring the designer's skills, capacities and attitudes
- Methods of observation, frames of interpretation and criteria for assessment of design
- Grounding theory in the everyday and theorizing the empirical
- Conceiving design: complexity, heterogeneity and holism
- Design pedagogies: teaching and learning in the design professions
- Science and technological system in design
- Educational designs: teacher as instructional designer
- Designed artifacts and processes as learning experiences
- Design narratives: stories and sense making in the design process
- Points of comparison: precedent, analogy and metaphor in the design process
- Critical analysis in design evaluation
- History of design
- Instructional design

THEME 2: DESIGN IN SOCIETY
- Design in social policy, planning and politics
- Health, safety and public welfare in design practice
- Design as business
- Markets for design and designing for markets
- Design as a factor of production, an economic force: valuing 'intangibles'
- The design of human systems and cultural processes
- Design without designers: everyday, amateur, organic and living designs
- Ergonomic design
- Design for diversity: culture, gender, sexual orientation and disability
- Globalization and the design professions
- Design politics: making technologies, spaces and institutions more responsive to human needs
- The ends of design: pragmatic, aesthetic, and emancipatory
- The humanistic and the technological: tensions and synergies
- Values, culture and knowledge systems in design: the role of perspective, subjectivity, and identity
- Ethnography of design
- Universal design and access
- Psychology of design
- Sociology of design
- Cultural studies: difference, diversity, and multiculturalism in design
- Cross-cultural encounters: working on diverse and global design teams
- Niche markets: working with diverse clients and users

THEME 3: DESIGNED OBJECTS
- Product design
- Industrial design
- Ergonomics
- Ceramics
- Decorative arts
- Engineering and design
- Fashion
- Interior design
- Jewelry
- Textiles
- Retail design

THEME 4: VISUAL DESIGN
- Communications design
- Visual arts
- Fine Arts
- Illustration
- Photography
- Film and video
- Graphic design
- Typography
- Technical communications
- Telecommunications design
- Interface design
- Digital, internet and multimedia design
- Animation
- Communications designs and knowledge media
- Digital, software and social media design
- Virtual product development
- Designing information systems and architectures
- Copyright, patents and other intellectual property: proprietary and in the commons, commercial and in the public domain
- Synesthesia or crossing representational modes: language, image, space and medium
- Modeling and representation: graphic, symbolic, logical and mathematical
- Computer simulations and computational tools: conceiving new objects and spaces

THEME 5: DESIGN MANAGEMENT AND PROFESSIONAL PRACTICE
- People and artifacts: exploring uses and usability
- Designing design: from conceptualization to specification
- Multidisciplinary and cross-professional approaches to design
- Professionalism and its trajectories: narrowing specialisms or multiskilling?
- Evaluation, judgment and decision-making in complex contexts
- Working with research and researchers: design practitioners as researchers or users of research
- The business of speed: the economics and pragmatics of rapid delivery and design alongside construction
- The logics of collaboration: interactivity, responsiveness, and reflexivity in communities of practice
- Co-design: designing with users
- Public and professional understandings of the role of the designer
- The democratization of design and public accountability: consultation and consensus building
- Evolutionary design: collaborations over time
- Expertise as facilitation: designers who know what they might not know
- Participatory design systems
- Project management methodologies and processes
- Design 'projects': planning, management and project afterlife
- User-centered design and the changing role of the designer
- Close to customers: design as dialogue
- Client-centered project management
- Common knowledge: sharing insights, research, theories and designs in communities of practice
- Design evaluation: working out what works
- Scenario planning: designing for alternative futures
- Making and breaking codes: regulation in the design industries
- Legal aspects of design: risk management, documentation, compliance, regulation and contractual relations
- Professional communities; issues of (self-)governance and (de)regulation
- Professional ethics
- Documenting the design process: methodologies, heuristics and routines
- Product and service typologies, schemas, ontologies and thesauri
- Design knowledge management

THEME 6: ARCHITECTONIC, SPATIAL, AND ENVIRONMENTAL DESIGN
- Architecture
- Urban planning
- Landscape architecture
- Event design
- Interaction design
- Lighting design
- Theater and set design
- Sustainability: design in an environmental, economic, social and cultural setting
- Eco design: environmental and green design
- Environmental standards and regulations
- Environmental certifications
- Energy use and environmental footprints
- Water and natural resource use
- Life cycles: designing products and services for the longer term
- Recycling
- Sustainability built in: working with scientists, social scientists, and economists
- Metropolis: cross-disciplinary perspectives on cities of the future
- Nature designed: parks and wilderness access
- Rural designs

Session Descriptions

SESSION GUIDELINES

CHAIRING OF PARALLEL SESSIONS
Common Ground usually provides graduate students to chair all of the parallel sessions. If you wish, you are welcome to chair your own session, or provide your own chair or facilitator for your session. The chair's role is to introduce the presenter and keep the presentation within the time limit.

PROGRAM CHANGES
Please see the notice board near the conference registration desk for any changes to the printed program (e.g., session additions, deletions, time changes, etc.). If a presenter has not arrived at a session within 5 minutes of the scheduled start time, we recommend that participants join another session. Please inform the registration desk of 'no-shows' whenever possible.

SESSION TYPES

PLENARY
Plenary sessions are by some of the world's leading thinkers. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in discussions during their Garden Sessions (see below).

GARDEN SESSIONS
Garden Sessions are unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them informally about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.

PAPER PRESENTATIONS IN THEMED SESSIONS
Paper presentations are grouped by general themes or topics into Themed Sessions. Each presenter in the session makes a formal fifteen-minute presentation of their work; Q&A and group discussion follow after all have presented. Each presenter's formal, written article will be available to participants if accepted to the journal.

WORKSHOP/INTERACTIVE SESSION
Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate – all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.

COLLOQUIM
Colloquium sessions consist of five or more short presentations with audience interaction. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.

POSTER SESSIONS
Poster sessions present preliminary results of works in progress or for projects that lend themselves to visual displays and representations. These sessions allow for engagement in informal discussions about the work with other delegates throughout the session.

TALKING CIRCLES
Talking circles are meetings of minds, often around points of difference or difficulty. They are common in indigenous cultures. The inherent tension of these meetings is balanced by protocols of listening and respect for varied viewpoints. From this, rather than criticism and confrontation, productive possibilities may emerge. The purpose of the Talking Circles is to give shape to a conference that is wide-ranging in its scope and broad-minded in its interests. They also give people an opportunity to interact around the key ideas of the conference away from the formalities of the plenary and parallel sessions. They are places for the cross-fertilization of ideas, where cycles of conversation are begun, and relationships and networks formed. Talking Circles are not designed to force consensus or even to strive towards commonality. Their intention is, in the first instance, to find a common ground of shared meanings and experiences in which differences are recognized and respected. Their outcome is not closure in the form of answers, but an openness that points in the direction of pertinent questions.

VIRTUAL PRESENTATION
Virtual presentations are papers submitted without the participant attending the conference in person, but are eligible to be refereed and published (if accepted) in the journal. A virtual presentation allows participants to join the conference community in the following ways:
- The conference proposal will be listed in the Session Descriptions of the conference.
- Acceptance of a conference proposal for a virtual participant is based on the same criteria as that for an attending participant.
- The full paper may be submitted to the journal.
- The journal paper submission will be refereed against the same criteria as attending participants. If accepted, the paper will be published in the same volume as conference participants from the same year.
- Online access to all papers published in the journal from the time of registration until one year after the conference end date.

CONFERENCE PROGRAM

Daily Program: Schedule-at-a-Glance

WEDNESDAY, 06 MARCH

8:00-9:00	Conference Registration Desk Open
9:00-9:40	Conference Opening – Phillip Kalantzis-Cope
9:40-10:25	Plenary Session – Manabu Kawada
10:25-11:10	Plenary Session – Yoichiro Kawaguchi
11:10-11:45	Garden Conversation – Featuring Manabu Kawada and Yoichiro Kawaguchi
11:45-12:45	Lunch – Cafeteria
12:45-12:55	Move to Parallel Sessions – Faculty of Engineering Building 17
12:55-13:40	Talking Circles
13:45-15:15	Parallel Session # 1
15:15-15:30	Break
15:30-17:00	Parallel Session # 2
17:00-18:30	Welcome Reception – Keyaki Kaikan, Floor 3

THURSDAY, 07 MARCH

8:30-9:00	Registration Desk Open
9:00-9:45	Plenary Session – Toyoki Kazai
9:45-10:45	Plenary Session – Masaaki Kanai
10:45-11:20	Garden Conversation – Featuring Toyoki Kazai and Masaaki Kanai
11:20-11:30	Move to Parallel Sessions – Faculty of Engineering Building 17
11:30-12:40	Parallel Session # 3
12:40-13:35	Lunch – Cafeteria
13:35-13:45	Move to Parallel Sessions – Faculty of Engineering Building 17
13:45-15:15	Parallel Session # 4
15:15-15:30	Break
15:30-17:00	Parallel Session # 5

FRIDAY, 08 MARCH

8:30-9:00	Registration Desk Open
9:00-10:00	Plenary Session – Naoko Hirota
10:00-10:45	Plenary Session – Norihiro Kanekiyo
10:45-11:20	Garden Conversation – Featuring Naoko Hirota and Norihiro Kanekiyo
11:20-12:10	Lunch – Cafeteria
12:10-12:20	Move to Parallel Sessions – Faculty of Engineering Building 17
12:20-12:50	Talking Circles
12:55-14:25	Parallel Session # 6
14:25-14:40	Break
14:40-16:10	Parallel Session # 7
16:15-16:45	Conference Closing – Phillip Kalantzis-Cope

Conference Highlights & Events

CONFERENCE DINNER

All-You-Can Eat & Drink Dinner – Sen City Skyscraper – Thursday, 07 March, 19:00-21:00
Join delegates and plenary speakers for a Japanese-style banquet at an Izakaya style bar and restaurant. We will join together on the 22nd Floor of the Sen City Skyscraper for lively conversation, sprawling views of the city at night, and a 2-hour all-you-can eat and all-you-can drink dinner and evening affair!

Limited spaces at the dinner are still available. Please reserve or confirm your ticket for the dinner at the conference registration desk.

WELCOME RECEPTION

Welcome Reception – Keyaki Kaikan, 3rd Floor – Wednesday, 06 March, 17:00-18:30
The Design Conference welcomes you to Chiba! Please join us for a Welcome Reception at the end of the first day of the conference on the 3rd Floor of the Keyaki Kaikan building. Join your colleagues for hors d'oeuvres and drinks to connect, converse, and carry on our conversations from the day!

TOUR

All-Day Tokyo Architecture Tour & Lunch – Tuesday, 05 March, 9:00-18:30
All-day trip into Tokyo city to explore the city's traditional, modern, and contemporary architectures. During the day, we will have a private lunch at a traditional Japanese restaurant, featuring rice and sake from one of the most esteemed regions of Japan.

Plenary Speakers

NAOKO HIROTA
Naoko Hirota is a Japanese product designer. She is known for ability to discover new sides to an object's function, while taking into account cost and ease of manufacture. Her empathic sensibilities are ever present across a wide range of objects, from fashion accessories to furniture. Born in Tokyo, Hirota graduated from Tokyo National University of Fine Arts and Music in 1990, and established the Hirota Design Studio in 1996. She has exhibited at Milano Salone and held a personal exhibition in Milano in 1997. She introduced her NAOCA collection at Premier Class (Paris) between 1998 to 2000. She has exhibited at Tokyo Designers Block in 2001 and was awarded a Gold-medal in 1994 from the International Luggage Design Competition Toyooka. Naoko Hirota has also been honored by the I.D. Annual Design Review (USA) (1998), Design Forum Gold-medal (1999) and the JIDA Design Museum Selection (2004).

MASAAKI KANAI
Born in 1957, Masaaki Kanai joined Ryohin Keikaku in 1993 after working for Seiyu Stores (now Seiyu GK). Working as the General Manager of the Household Division and Merchandising, he contributed to the growth of Ryohin Keikaku by driving the Household division under his leadership, which was also a main pillar of its sales. Later assigned as Managing Director and General Manager of Sales Headquarters at Ryohin Keikaku Co., Ltd, he undertook structural reforms of the company with Mr. Matsui (the current chairman). In 2008, he was assigned as President and Representative Director, a position he still currently holds. Since his career at Seiyu, he has been involved with "MUJI", focusing on Sales and Merchandising. Since August 2006, he was assigned as Chairman of IDEE Co., Ltd. and later assigned as President and Representative Director of IDEE in September 2009. He continues to work on improving the corporate value of all of the Ryohin Keikaku group companies.

NORIHIRO KANEKIYO
Norihiro Kanekiyo is a landscape architect and principal of Takano Landscape Planning Co Ltd. (Hokkaido, Japan). He is a recognised expert in ecological planning and design. He specializes in the diversified planning and organizing processes for developing parks and ecologically oriented projects working closely with government, citizens, specialists, and students. This is considered a new movement with major citizen participation in government works. Kanekiyo has designed and implemented the Japanese Garden in Musée et Jardins Albert Kahn near Paris, that is one of the most visited Japanese Garden in Europe.

YOICHIRO KAWAGUCHI
Born in Tanegashima Island, Japan in 1952. Professor at the University of Tokyo from 1998. Kawaguchi has been working on Computer Graphics since 1975, and has been recognized as a pioneer and a world-wide authority of CG art by unique style using his 'GROWTH Model' which is a Self-Organizing method to develop one's formative algorithm of a complex life form. Concurrently with development of CG which express nature's beauty based on physical fundamentals, his recent interests are 8K Ultra HD project, creation of new tradition project, creation of artistic and primitive robot for planet exploration, and development of 'Gemotion'(Gene, Growth + emotion) 3D Bumpy display which reacts to emotion like living beings. In 2010, he was presented with 'The ACM SIGGRAPH Distinguished Artist Award for Lifetime Achievement' for creative and innovative artistry, giving life to a stunning aesthetic derived from his dedicated research in computer technology, biological forms, and contemporary artistic practice.

MANABU KAWADA
Manabu Kawada joined Yamaha in 1992. He started out designing sports equipment before moving on to handle a wide variety of products, such as electronic instruments, audio equipment, and GUIs for music production software. He studied at the Royal College of Art (RCA) in London in 2001. After returning to Yamaha, he became the group manager for electronic instrument design and head of the Product Design Center before becoming director of Yamaha Corp.'s Design Laboratory in June 2008.

TOYOKI KOZAI
Professor Kozai obtained a BS degree in Horticultural Sciences from Chiba University, and Master and Doctoral degrees in Agricultural Engineering from the University of Tokyo. When he started his academic career in 1973 as an agricultural engineer, his work was focused on greenhouse environment control engineering. After establishing his early work on greenhouse light environments, energy savings, ventilation, and computer control, his scientific interest was extended to in vitro environments and their control. He was inaugurated as the president of Chiba University in 2005. After serving as the President of Chiba University, Professor Kozai was back in research, education and extension as a professor emeritus in an endowed chair position at the Center for Environment, Health and Field Sciences, Chiba University, with a special focus on medicinal plant production under controlled environments. Since 2010, he has been working as the Chief-director of NPO Japan Plant Factory Association.

Program

Wednesday, 06 March	
8:00-9:00	**REGISTRATION DESK OPEN**
9:00-9:40	**CONFERENCE OPENING – Phillip Kalantzis-Cope**, *Common Ground Publishing, USA*
9:40-10:25	**PLENARY SESSION – Manabu Kawada**
10:25-11:10	**PLENARY SESSION – Yoichiro Kawaguchi**
11:10-11:45	**GARDEN CONVERSATION –** Featuring Manabu Kawada and Yoichiro Kawaguchi
11:45-12:45	**LUNCH – CAFETERIA**
12:45-12:55	**MOVE TO PARALLEL SESSIONS – FACULTY OF ENGINEERING BUILDING 17**
12:55-13:40	**TALKING CIRCLES** (Themes listed below)
Room 1 (111)	*Theme 1: Design Education*
Room 2 (112)	*Theme 2: Design in Society*
Room 3 (113)	*Theme 3: Designed Objects*
Room 4 (211)	*Theme 4: Visual Design*
Room 5 (212)	*Theme 5: Design Management and Professional Practice*
Room 6 (213)	*Theme 6: Architectonic, Spatial, and Environmental Design*
13:45-15:15	**PARALLEL SESSION # 1** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 1 (111) Language and Communication in Design	**It Feels Brown: A Cognitive Linguistic Model of User Experience** **Rebekah Ann Rousi**, Cognitive Science Faculty of Information Technology, University of Jyväskylä, Jyväskylä, Finland *Overview*: This paper discusses study results examining whether or not native language affects experiences of design interaction. Data was collected via experiments which asked participants to interact with three design objects. **Design in a Multilingual World: Thoughts on Typography, Image, and Meaning** **Lisa Maione**, Parson The New School for Design, Brooklyn, USA *Overview*: As a design is likely to be experienced by multiple language communities, we have an opportunity to experiment with various approaches to meaning, translation, and identity via image and word. **A Study on the Weaving of Immaterial Textiles and the Metaphorical Implications** **Dr. Shu-fang Huang**, Department of Fashion Design, National Pingtung University of Science and Technology, Pingtung, Taiwan *Overview*: From materiality into immateriality, the artist develops her art by using textile vocabularies to convey her memories and emotion, considering this representation of textiles as a fundamental way of thinking. **New Designs in Spanish Teaching: Chat Conversations, New Design in Spanish Classes** **Dr. Luisa Perez-Sotelo**, English, Modern Languages, and Journalism, Emporia State University, Lawrence, USA *Overview*: This research paper observes the design principle of electronic chat room discussions as opposed to a traditional classroom design with the objective of increasing vocabulary productivity in beginning Spanish classes.

Wednesday, 06 March

13:45-15:15	**PARALLEL SESSION # 1** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 2 (112) Identity and Gender in Design Methods	**If You Were a Girl I Would Love You Even More** **Maja Gunn**, The Swedish School of Textiles, Borås, Sweden *Overview*: This discusses a design project where queer subjects are used as part of a design method. The designer not only creates clothes, but also characters and elaborations with gender roles. **A Thin Line: Unfolding Narratives as an Approach to Environmental Design and the Landscape Experience** **Michael Lewis**, **Heide Martin**, Inkwell Collective, Seattle, USA *Overview*: This research focuses on wayfinding systems theory through the framework of evolving trails and layered narratives. Included is a discussion of a wayfinding design. **Shopping for Lenses: The Potential and Implications of Feminine and Feminist Approaches on Design Principles and Practices** **Isabel Prochner**, Faculté de l'aménagement, **Pierre De Coninck**, École de Design Industriel Faculté de l'Aménagement, Université de Montréal, Montreal, Canada *Overview*: This study examines the potential and implications of exploring design epistemologies and methodologies from a feminine and feminist lens respectively. **Local Communities' Perceptions of Town Identity** **Dr. Jenny Ernawati**, Department of Architecture Faculty of Engineering, University of Brawijaya, Malang, Indonesia *Overview*: This paper means to present a study about communities' perceptions of town identity. Probolinggo, a coastal town in East Java, Indonesia, was chosen as the case study
Room 3 (113) Technology and Spatial Design	**Mass, Void and Subtraction: Digital Subtraction; A Volumetric Design Tool** **Rasha El-Hag**, College of Engineering and Computer Science Architecture and Design Department, Abu Dhabi University, Abu Dhabi, United Arab Emirates *Overview*: The research reported in this thesis was undertaken in order to develop and assess volume-based methods involving mainly the subtraction algorithm of various shapes and architectural forms. **Image the Imageless: Harvesting Connotation Knowledge for Visual Expression** **Ping Xiao**, Interactive Technologies Group Department of Information and Communication Technologies, **Josep Blat**, Department of Information and Communication Technologies, Universitat Pompeu Fabra, Barcelona, Spain *Overview*: We present the construction and evaluation of two digital repositories dedicated to an important component of design knowledge, physical entities and their abstract connotation. **Back Projection as a Design Strategy: Case Study on the Cairo International Film Festival** **Dr. Dalia Mohamed Abdel Mohaiman**, Faculty of Fine Arts, Yarmouk University, Amman, Jordan *Overview*: Back projection with various means represents new topic replace the traditional theatrical décor, it has started in the field of theater, using a new revolutionary idea. **Integrating Augmented Reality into Design Thinking and Education** **Sibel Yasemin Özgan**, Department of Interior Architecture School of Architecture, Istanbul Technical University, Istanbul, Turkey *Overview*: New technologies are tools for organizing virtual forms in a space.

Wednesday, 06 March

13:45-15:15	**PARALLEL SESSION # 1** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 4 (211) Models for Media and Industry	**A Tool for Audience Design: A Service Design Perspective on Media Consumption** **Angela Fernandez-Orviz**, Moving Targets Edinburgh College of Art, **Professor Simon Biggs**, Edinburgh College of Art, University of Edinburgh, Edinburgh, UK *Overview*: Bridging the gap between research and practice through design, Moving Targets presents their work on a visual tool, for media producers, which facilitates brainstorming audience involvement in strategic planning. **Visual Communication for Thai Halal Print Media** **Dr. Pibool Waijittragum**, Department of Graphic and Multimedia Design, Suan Sunandha Rajabhat University, Bangkok, Thailand *Overview*: This paper intends to present creative executions suitable for Thai Halal print advertising media, for instance, posters, brochures and billboards. **Architectural Engineers: Integrating Professions or Facilitating Communication** **Rikke Premer Petersen**, Department of Planning and Development, Aalborg University, Copenhagen, Denmark *Overview*: Changing conditions in the building industry have led to the educational and occupational response of a new design profession: architectural engineers. This discusses the different approaches in the two responses.
Room 5 (212) Theory and Methodologies of Design	**Design Thinking in Emerging Countries: Latin American Cases** **Alvaro Diaz**, INSITUM Colombia, Bogota, Colombia *Overview*: Several case studies on innovation addressed first world companies. Companies in emerging markets are trying to take advantage of their growth by testing new methodologies like design thinking. **Considering a Disciplinary Basis for Designing Platforms for Designing Change** **Peter Stockwell Martin**, Graphic Design Department, Virginia Commonwealth University, Doha, Qatar *Overview*: This is an exploration of integrating the four approaches of context interpretation, situational learning, multidisciplinarity, and complex situation transformation to conceptualize a disciplinary practice for designing platforms for designing change. **Navigating Time: A Visual Theory for Lived Time** **Kirsten Moegerlein**, Faculty of Design, Monash University, Melbourne, Australia *Overview*: The potential significance of this research lies in the development of a series of visualisations for a theory of lived time, called the Navigating Time Theory.

Wednesday, 06 March

13:45-15:15	**PARALLEL SESSION # 1** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 6 (213) Educational Strategies and Impacts	**Communication Designers Create Meaningful Social Impact** **Prof. Kristin Hughes**, School of Design, Carnegie Mellon University, Pittsburgh, USA *Overview*: Working with communication design students to create meaningful community-based experiences. **The Intersection of Science and Design: Visual Thinking and Visual Learning** **Dr. Robert Fleisig**, Walter G. Booth School of Engineering Practice, McMaster University, Hamilton, **Prof. Harry Mahler**, Faculty of Design, Ontario College of Art and Design University, Toronto, Canada *Overview*: This paper will explore the intersection of engineering and design and the importance of visual learning and thinking in non-design based education.
Room 7 (214) Workshop	**Designing the End to End Experience: Seeing the Big Picture** **Jessica Yo Eun Ko**, Social, Google Inc., Belmont, USA *Overview*: This workshop teaches you on how to design the end to end experience from improving initial onboarding, user engagement and retention, virality, to creating a safe environment and a brand.
15:15-15:30	**COFFEE BREAK**
15:30-17:00	**PARALLEL SESSION # 2** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 1 (111) Social Impact of Design	**The Contribution of Communication Design and Designers in Enabling Sustainability of Livelihoods in Disadvantaged Communities** **Dr. Siriporn Peters**, Department of Architectural Education and Design, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand *Overview*: This is an investigation of the contribution of communication design and designers in enabling people with disabilities in urban communities to attain the sustainable livelihood that they desire. **A Specialised Gaming Controller Providing Haptic Feedback to Increase Realism and a Sense of Game Play for Children Suffering from Cerebral Palsy: A Design Project** **Alexander Walker**, School of Art, Architecture and Design, University of South Australia, Adelaide, Australia *Overview*: An inter-institutional collaborative educational industrial design project to develop a gaming controller which can be used by sufferers of cerebral palsy will be discussed. **Design for Older People: The Lift Chair** **Hana Yazmeen Hapiz**, Department of Architecture, Design and Environmental Building, Plymouth University, Plymouth, UK *Overview*: The research intends to understand the special needs of older people, due to the increasing population and to bridge the gap between health and design.

Wednesday, 06 March

15:30-17:00	PARALLEL SESSION # 2 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 2 (112) Design Research and Assessment	**The Need for Establishing Evaluative Criteria for Creative Research in Applied Design** **Danielle Fagan**, School of Media and Design, **Dr. Melinda Adams**, Department of Fashion Management, University of the Incarnate Word, San Antonio, USA *Overview*: The purpose of the research will be to determine the need for consistent evaluative criteria that can be applied to a variety of design disciplines. **Design and Research Processes in Postgraduate Design Education** **Professor Elivio Bonollo**, **Dr. Carlos Montana Hoyos**, Faculty of Arts and Design, University of Canberra, Canberra, Australia *Overview*: This is an investigation of the relationships between the research process and the design process in postgraduate design education.
Room 3 (113) Learning the Built Environment	**Solar Vertical Shading Devices for the Tropics** **Jimmy Priatman**, The Center for Building Energy Study, Petra Christian University, PT Archimetric Consultants, Surabaya, Indonesia *Overview*: East-west facing building facades are critical factors to energy efficient design due to excessive solar radiation on those surfaces. Solar-powered vertical shading is the solution device to minimize the radiation. **A Mathematical Derivative of the Ground: A Topographical Urban Comparison between Rome, Athens, and Tokyo** **Cristiano Lippa**, Kengo Kuma Laboratory Department of Architecture, University of Tokyo, Tokyo, Japan, **Dr. Fabiano Micocci**, Near Architecture, Athens, Greece *Overview*: This is a comparative study between the section of three cities, revealing a strict correspondence between topography and skyline through the centuries. **Whole System Design and Evolutionary 21st Century American Buildings** **Anna Franz**, Planning and Project Management, Architect of the Capitol, Washington, **Shahram Sarkani**, **Thomas A. Mazzuchi**, Engineering Management and Systems Engineering, The George Washington University, USA *Overview*: Critical success factors, project strategy and management, design engineering, and the role of systems engineering are examined through case studies. **[DADA]rchitecture** **Javier Gómez Alvarez-Tostado**, College of Architecture, Texas Tech University, Lubbock, USA *Overview*: By following the premises of the artistic and philosophical movement of the beginning of the twentieth century, Professor Gómez uses the approach of Marcel Duchamp for teaching design.

Wednesday, 06 March

15:30-17:00	PARALLEL SESSION # 2 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 4 (211) Architectonics and the Urban	**Interactive Instruments: Situated Technology, Intelligent Terrain, and Design Commons** **Dr. Nick Dunn**, Architecture, Manchester School of Architecture, Manchester, UK *Overview*: This paper examines the role of interfaces for participatory design to respond effectively to the contemporary, shifting urban situation with respect to design practices and modalities. **An Architecture of Somewhere: Universal Vernaculars and Localized Utopias** **Prof. Gregory Marinic**, Gerald D. Hines College of Architecture, University of Houston, **Maki Iisaka**, College of Architecture, Texas A&M University, Houston, USA *Overview*: Architecture is inherently local - normally positioned on a fixed site, constructed with local labor, constrained by local regulations, and used primarily by a local population. **The Unresolved Rooftop and the Design Process** **Simone Medio**, School of Architecture, University of Lincoln, Lincoln, UK *Overview*: This paper aims at eradicating the limitations and irresoluteness of the flat rooftop dogma by individuating and leveraging on key moments of the architectural design process. **An Interdisciplinary Theory for Urban Design** **Dr. Claudia Murray**, Department of Real Estate and Planning, University of Reading, Reading, UK *Overview*: This is a revision of the issues around the definition, theoretical framework and incumnbencies of urban design since the first Harvard conference in 1956.
Room 5 (212) Innovative Design Education	**MoB+Storefront: An Interdisciplinary Community Design Studio** **Prof. Kristin Caskey**, School of the Arts, Fashion Design and Merchandising, **Assoc. Prof. W. Camden Whitehead**, Department of Interior Design, **Prof. John Malinoski**, Department of Graphic Design, Virginia Commonwealth University, Richmond, USA *Overview*: MoBS is an interdisciplinary urban design studio where students from fashion, graphic, and interior design work with citizens and professionals to create better design for the city of Richmond, VA. **An Informal Study in Architectural Design Education: Black Box Workshop** **Gulay Dalgic**, Department of Architecture Faculty of Engineering-Architecture, Trakya University, **Beste Karakaya**, Department of Architecture, Trakya University Institute of Natural Sciences, Edirne, Turkey *Overview*: In this paper a workshop entitled "Black Box" will be presented. Theme of Black Box Workshop is defined as "creating a space in timeless time." **Buy Bye! Flash Retailing and Education through Collaborative Design Experiences** **Lisa Richardson**, School of Design, Dunedin, **Leigh Paterson**, Design School of Design, Otago Polytechnic, New Zealand *Overview*: Collaborative design education is explored through the lens of "flash retailing", producing a transformational retail installation. Through the incubation of rapid problem solving and praxis, new commercial opportunities are examined.

Wednesday, 06 March

15:30-17:00	**PARALLEL SESSION # 2** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 6 (213) New Approaches in Design Practices and Methods	**The Power of Manual Sketching in Design** **Dr. Maged Yossef**, **Eng. Hebatullah Salama**, Architectural Department, Modern Academy For Engineering and Technology, Cairo, Egypt *Overview*: This paper investigates the power of manual sketching in design, in the stage of setting the concept and presenting design alternatives. **The Role of Designing in the Creation of Social, Organizational, and Technological Infrastructures** **Dr. Rudi Meyer**, Design Division, Nova Scotia College of Art and Design, Halifax, Canada *Overview*: Infrastructures define social hierarchies, indeed, all social relationships. Focusing on designing for infrastructures, networks, rather than the design of artifacts is a crucial challenge for design practitioners. **Textile Design Utilisation of Archive Resources and the Creative Process Journal Method** **Dr. Helena Britt**, **Jimmy Stephen-Cran**, Department of Fashion and Textiles, Glasgow School of Art, Glasgow, UK *Overview*: This paper adds to minimal existent literature regarding the textile design process and utilisation of archive resources. Creative process journals are used and examined as the primary data collection method. **Evaluation of Turkish Furniture Design and Preferences in Light of Modernist Philosophy** **Assist. Prof. H.Şebnem Uzunarslan**, Department of Interior Architecture Architectural Faculty, Mimar Sinan Fine Arts University, Istanbul, Turkey *Overview*: The current position of Turkey in furniture design, production and preferences will be discussed and the relationship with modernist philosophy will be exemplified in this paper.
Room 7 (214) Workshop	**The Implications of Misinformation and the New Phenomenon of Mob Hack Review** **Professor Charmaine Banach**, **Prof. Courtney Marchese**, Interactive Digital Design, Quinnipiac University, Hamden, USA *Overview*: We will explore a recent phenomenon coined "mob hack review". Participants will mob hack a pre-planned Amazon product as a social performance piece.
17:00-18:30	**WELCOME RECEPTION** (Join us for drinks and hors d'oeuvres in Keyaki Kaikan, Floor 3)

Thursday, 07 March	
8:30-9:00	**REGISTRATION DESK OPEN**
9:00-9:45	**PLENARY SESSION – Toyoki Kazai**
9:45-10:45	**PLENARY SESSION – Masaaki Kanai**
10:45-11:20	**GARDEN CONVERSATION –** Featuring Toyoki Kazai and Masaaki Kanai
11:20-11:30	**MOVE TO PARALLEL SESSIONS – FACULTY OF ENGINEERING BUILDING 17**
11:30-12:40	**PARALLEL SESSION # 3** **15-minute presentations followed by joint Q&A; 60-minute Poster Sessions; 60 minute workshops**
Room 1 (111) Design Narratives and Cultural Influence	**Graphic Design Culture: An Exploration of Design Culture in Thai Graphic Design Projects in 21st Century** **Khemmiga Teerapong**, School of Media and Communication, RMIT University, Melbourne, Australia *Overview*: This paper focus on an exploration of hybridity in Thai graphic design culture in the 21st Century within the context of design for social development. **Building on Bananas, Business and Bocce: Co-designing Stories of Italian Migration and Settlement in Northern New South Wales, Australia** **Ms Leonie Lane**, School of Arts and Social Sciences Visual Arts Program, Southern Cross University, Lismore, Australia *Overview*: This paper showcases a hybrid design project enabled by a mixed methodology that interprets Italian settlement narratives in the northern rivers of New South Wales, Australia.
Room 2 (112) Designing for the Material and Immaterial	**A Study on the Communication of Kinetic Typography in Websites** **Kyeong-Won Youn**, Department of Art and Design College of Arts and Letters, Missouri State University, Springfield, USA *Overview*: This will investigate Kinetic Typography as a method of information transmission that implements effective communication in web sites, and to examine how the five human senses react to the process. **Thermochromic Textile Structures: A Dynamic Ambient Light Design** **Isabel Cabral**, **Prof. António Pedro Souto**, Department of Textile Engineering School of Engineering, University of Minho, Guimarães, Portugal *Overview*: The aim of this study is to develop textile structures printed with thermochromic and conventional pigments which present dynamic behaviour, changing ambient light without acting upon the light source. **Participatory Design for Creative Economy in Thailand** **Nattarika Kongsaku**, Faculty of Fine Art and Industrial Design, Rajamangala University of Technology, Isan, Muang, Thailand *Overview*: This paper aims to articulate how to achieve participatory design for creative economy in Thailand. The paper draws from the research with local communities in Nakhonratchasima province in Thailand.

Thursday, 07 March

11:30-12:40	PARALLEL SESSION # 3 15-minute presentations followed by joint Q&A; 60-minute Poster Sessions; 60 minute workshops
Room 4 (211) Poster Sessions	**The Human Factor and Mechanical Design of Buttons for Electronic Products** **Thomas Jin-Chee Liu**, **Nai-Pin Lin**, Department of Mechanical Engineering, Ming Chi University of Technology, Taishan, New Taipei City, Taiwan *Overview*: This paper discusses the snap through behavior of the arch shell applied in button design. Design guidelines are provided for product engineers. **The Digital Design Project: A Design Project in the Form of Digital Design Prints** **Prof. Magdi El-Din**, Graphic Design and Interior Architecture Department, Dhofar University, Salalah, Oman *Overview*: This paper describes a fashion design project in the form of digital design sketches. **Persian Morphology in Designed Objects** **Mark Nazemi**, Vancouer, **Maryam Mobini**, School of Interactive Arts & Technology, Simon Fraser University, Vancouver, Canada, **Hadi Ghafari**, Iran University of Science & Technology, Tehran, Iran (Islamic Republic of) *Overview*: We present designs of contemporary wine goblets that are derived from Persian traditions of pottery and ceramic works and influenced by ancient Persian design traditions of embedding narrative and morphology. **A Case Analysis of the Emotional Media Façade in Taipei** **Prof. Ju Yeon Kim**, Department of Interior Architectural Design School of Architecture, Soongsil University, **Dr. Seyun An**, Institute of Millennium Environmental Design and Research Department of Design Management, Yonsei University, Seoul, South Korea *Overview*: The subject of this study was to review the current status of media facades in Taipei, more particularly, to observe and analyze the distribution and range of colors. **Designing Blended Spaces: Historical Echoes, Testing a Framework for Digital Tourism** **Mr Serkan Ayan**, Centre for Interaction Design, Edinburgh Napier University, Edinburgh, UK *Overview*: Historical Echoes is a project addressing problems of serendipity and user experience in mobile digital tourism. We have investigated different ways of interaction and user movement in public space.
Room 5 (212) Poster Sessions	**The First Year: Changes in Identity and Perception** **Elissa Armstrong**, Art Foundation Program, Virginia Commonwealth University, **Prof. Bob Kaputof**, Kinetic Imaging, Vcuarts, Virginia Commonwealth University, **Karen Videtic**, Department of Fashion Design and Merchandising School of the Arts, Virginia Commonwealth University, Richmond, USA *Overview*: Video interviews and initial conclusions will be presented as a part of in-progress research investigating students' experience throughout their first undeclared major year in a leading art and design college. **The Creation of Visual Design from Japanese Character Etymology and Its Interpretations within the Realm of Wabi Sabi: Transparent Kanji** **Jean-Sebastien Mayrand**, Kyoto Seika University, Kyoto, Japan *Overview*: This will examine creating visual designs from Japanese character origins and interpretations related to the world of Wabi Sabi. **Information Design of Narratology: The Use of Three Literary Theories in a Narrative Generation System** **Taisuke Akimoto**, Graduate School of Software and Information Science, **Prof. Takashi Ogata**, Faculty of Software and Information Science, Iwate Prefectural University, Takizawa, Japan *Overview*: We describe a framework of narrative generation system and discuss the introduction of literary theories by Propp, Genette and Jauss into the system as examples of information design of narratology. **Designing Narrative Interface with the Function of Narrative Generation** **Junpei Ono**, Graduate School of Software and Information Science, **Prof. Takashi Ogata**, Faculty of Software and Information Science, Iwate Prefectural University, Takizawa, Japan *Overview*: We propose the concept of narrative interface, which is user interface including narrative generation mechanism, and introduce two systems, narrative forest and KOSERUBE, for the demonstration of the concept.

Thursday, 07 March

11:30-12:40	**PARALLEL SESSION # 3** **15-minute presentations followed by joint Q&A; 60-minute Poster Sessions; 60 minute workshops**
Room 6 (213) Workshop	**Boundary Objects as Mediators between Design Areas** **Dr. Anders Warell**, Industrial Design Department of Design Sciences, Lund University, Lund, Sweden, **Prof. Martina Maria Keitsch**, Department of Product Design, Norwegian University of Science and Technology, Trondheim, Norway *Overview*: This workshop explores the concept of boundary objects as a means for discussion between design areas in order to facilitate mutual understanding of agendas and needs.
Room 7 (214) Workshop	**Comparing Definitions of Creative Scholarship from the United States and Other Countries: Has the United States Caught up with the Rest of the World?** **Dr. Melinda Adams**, Department of Fashion Management, University of the Incarnate Word, San Antonio, **Dr. Sonya Meyer**, Department of Family and Consumer Sciences, University of Wyoming, Laramie, USA *Overview*: This compares definitions of creative scholarship at institutions of higher education in the United States with those from other countries.
12:40-13:35	**LUNCH – CAFETERIA**
13:35-13:45	**MOVE TO PARALLEL SESSIONS – FACULTY OF ENGINEERING BUILDING 17**
13:45-15:15	**PARALLEL SESSION # 4** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 1 (111) Communication in Design	**Do You Speak Design? Communication of Design and Design Mediation in Business** **Prof. Anne Bergner**, Faculty of Design, University of Applied Sciences Coburg, **Ulrike Rogler**, Coburg, Germany *Overview*: Closely interconnected design processes require designers with competences in interdisciplinary communication. The study examines and presents the communication of design in business as well as innovative, practical strategies and methods. **Beyond Words: A Practical Guide with Tools for Verbal Communication in Design Projects** **Ulrike Rogler**, Integrated Product Design Faculty of Design, **Prof. Anne Bergner**, Faculty of Design, University of Applied Sciences Coburg, Coburg, Germany *Overview*: Verbal communication is essential for successful collaborative design projects. The featured tools enable designers to verbally communicate with target groups effectively. **Classical Concept, Digital Descendant: An Interdisciplinary Instructional Model for Analyzing the Design Principles of Digital Media Discourse with Aristotelian Enthymemes** **Matthew McKinney**, Department of English Emphasis in Rhetoric and Composition, University of Nevada, Reno, USA *Overview*: This paper proposes an interdisciplinary instructional model for using Aristotelian enthymemes to understand design principles in digital media, demonstrating how this is beneficial to both designers and rhetoricians. **Design and Culture: Innovation for Sustainability** **Ione Bentz**, **Fábio Parode**, Design Research, Unisinos, Porto Alegre, Brazil *Overview*: This paper proposes a transdisciplinary perspective (design and semiotics in dialogue) as a condition of knowledge production in contemporary times through a new paradigm: the complexity.
Room 2 (112) Experiments in Design Education	**The Factory: An Experimental Studio for Discovering the Other** **Bihter Almaç**, School of Architecture, Istanbul Technical University, Istanbul, Turkey *Overview*: This paper is focused on an experimental design studio. The main idea was to create a field of otherness for students to practice designing by altering their way of experiencing. **A Collaborative Playful Approach for Teaching Abstraction to Design Entrants** **Prof. Nishant Sharma**, **Prof. Purba Joshi**, Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India *Overview*: This paper illustrates a unique, playful, and engaging approach where the collaborative efforts of students resulted in varied three dimensional compositions. **An Approach to Form Education: Teaching Form Abstraction** **Prof. Sandesh Rm**, Industrial Design Centre Product Design, IIT Bombay, Mumbai, India *Overview*: The paper deals with the dynamics and significance of material, art and abstract thinking in form education.

Thursday, 07 March

13:45-15:15	PARALLEL SESSION # 4 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 3 (113) New Media, Technology, and Design	**Mobile Technology Enhances Learning: Researching and Creating an Interactive eBook on Type Anatomy** **Prof. Kristine Hwang**, Department of Visual Arts, **Daniela Dewendt**, **Shanna King**, **Emily Seed**, **Greg Thye**, **Laura Zerlin**, Visual Arts, Kennesaw State University, Kennesaw, USA *Overview*: Mobile technology enhances learning by providing extensive interactive experiences. This paper provides significant information on methodical research and creation for an interactive e-book design on "type anatomy". **Spatial and Temporal Studies in Beginning Design Education** **Amir Berbic**, **Zlatan Filipovic**, College of Architecture, Art and Design Department of Design, American University, Sharjah, United Arab Emirates *Overview*: Sequence, time and motion are presented as fundamental studies for design and architecture students. Analog and digital skills are introduced as a continuum of processes rather than as dichotomous environments. **Thinking and Doing: Enhancing the Learning and Teaching of Graphic Design through the Use of Digital Technologies** **David Sinfield**, School of Art and Design, Auckland University of Technology, Auckland, New Zealand *Overview*: Graphic design continues to be a growing area within education and mainstream industry, especially in emerging economies of third word countries, but lacks creative thinking and doing. **Geo Spatial Simplicity: Designing Map Interfaces for Emergency Planning** **Paul Haimes**, School of Communications and Arts, **Dr. Stuart Medley**, **Dr. Barnard Clarkson**, School of Communication and Arts, Edith Cowan University, Mt Lawley, Australia *Overview*: This presentation describes the redesign of a map interface that allows users to view bushfire locations throughout Australia. The redesign attempts a delicate balance between functionality and ease of use.
Room 4 (211) Environmental Impacts of Design	**Touching the Earth Gently: Narrating Environmental Issues through Temporary Settings** **Dr. Ching-Pin Tseng**, Department of Interior Design, Shu-Te University, Pingtung, Taiwan *Overview*: From the viewpoint of localisation, this paper intends to explore the potential for narrating local environmental topics through temporary settings and reusable materials. **Understanding User Behaviour in Order to Reduce the Environmental Impact of the Use Phase of Electronic Products: A Case Study on Televisions** **Claudia Déméné**, **Anne Marchand**, School of Industrial Design, Université de Montréal, Montreal, Canada *Overview*: Relating to the new technological and aesthetic functions of flat-panel televisions, understanding how televisions are actually purchased, used, and disposed of by users is crucial.

Thursday, 07 March

13:45-15:15	PARALLEL SESSION # 4 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 5 (212) Design in Society	**On the Strategies of Learning Motivation on the Inheritance of Traditional Cosmetology from the ARCS Model: The Case of Facial Threading** **Li-ying Lin**, School of Design, National Yunlin University of Science and Technology, Tainan City 701, **Prof. Shang-chia Chiou**, Department of Architecture and Interior Design, National Yunlin University of Science & Technology, Yun lin, Taiwan *Overview*: The paper used the ARCS learning model to explore the inheritance of the traditional cosmetology as a reference of instructional design. **Visual and Information Design Decisions: Their Impact on Perception and Wayfinding on a Portable Indian Institute of Technology Bombay Campus Map** **Prof. Mandar Rane**, **Shishir Bhagade**, **Aditi Kulkarni**, Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India *Overview*: This paper draws attention to how decisions regarding visual design and information design significantly influence comprehension, navigation and the ability to orient oneself using a printed portable campus map. **A Method for Investigating Photographic Visualization Practices** **Aaron Bellette**, School of Humanity and Arts, Avondale College, Bonnells Bay, Australia *Overview*: This discusses a framework for examining and reflecting on the process utilized by a photographer in the production of photographic imagery in a digital world.
Room 6 (213) Theoretical and Conceptual Forces in Design	**Design and Society: A Permanent Connection** **Fabio Parode**, **Ione Bentz**, Design Research, Unisinos, Porto Alegre, Brazil *Overview*: The proposed article has as its main theoretical references the writings of Michel Foucault and Vilem Flusser. Methodologically, we analyse through semiotics part of the Campana brothers production. **Driving Clarity and Finding Insight in the Ideation Process** **Richard Fry**, Industrial Design Program School of Technology, Brigham Young University, Provo, USA *Overview*: Concepts for sorting ideas during synthesis to achieve clarity (understanding of value) and insight (viable direction) after ideation. **Applying and Incorporating User Driven Innovation when Designing Concepts: A Proposal and Discussion of a New Framework** **Louise Broennum**, Department for Organisation and Planning Center for Sustainable Design, Aalborg University, Copenhagen, **Assoc. Prof. Claus Thorp Hansen, PhD**, DTU Mechanical Engineering Department of Mechanical Engineering, Technical University of Denmark, Kgs. Lyngby, Denmark *Overview*: This discusses why a reframing of conceptual frameworks is necessary to accommodate the trend of incorporating user research in new concept design, and how a this may take form. **Sustainable Stewardship of our Semiotic Shorthand: Equalizing the Graphic Language of the Future** **Prof. Terry Dobson**, Department of Art and Design, Azusa Pacific University, **Prof. Saeri Dobson**, Department of Art and Art History, Loyola Marymount University, Los Angeles, USA *Overview*: As graphic design education increasingly transforms into a fundamental visual literacy within the liberal arts, it's important to unpack and reconsider the historical ideas that helped shape and form it.
Room 7 (214) Workshop	**The Role of Design in Addressing the Paradox between Experience and Ownership: Enhancing the Meaning behind Products and Services** **Assoc. Prof. Andre Liem**, **Prof. Martina Maria Keitsch**, Department of Product Design, Norwegian University of Science and Technology, Trondheim, Norway *Overview*: This workshop aims to gain better understanding about paradoxes between experiencing and owning products and services, as well as to suggest design solutions to enhance the experience – ownership balance. *Stream: Design Management and Professional Practice*

Thursday, 07 March

15:15-15:30	COFFEE BREAK
15:30-17:00	**PARALLEL SESSION # 5** 15-minute presentations followed by joint Q&A; 60 minute workshop

Room 1 (111) Methods of Design Education	**Integrating Design Ability in Knowledge-oriented Curricula: Towards the Creation of a Video Game Design Pedagogical Object Development Tool** **Mr. Danny Godin**, Montreal, **Patrick Gauvin**, Creation and New Media, Université du Québec en Abitibi-Témiscamingue, Montréal, Canada *Overview*: Non-practice oriented curricula planning for design programs based on Van der Maren's pedagogical object development model (1999), Cross's design ability (2011) and Schell's list of video game designer skills (2008). **Reinventing Classic Design Foundation Exercises to Incorporate the Exploration of Behavior and Interaction** **Magnus Feil**, School of Art Division of Design, University of Washington, Seattle, USA *Overview*: This study investigates the elements of classic design foundations exercises to address an increasing need to incorporate product interaction for emergent behaviors in the use of products into id foundations. **Kissing Ink on Paper: The Reemergence of Traditional Letterpress in a Typographic Design Curriculum** **Prof. Roselynn M. Newton**, School of Art and Design College of Fine Arts and Communication, Texas State University, San Marcos, USA, **J. Suzanne Powney**, Department of Art, College of Architecture, Art + Design, Mississippi State University *Overview*: This paper is a case study of the inclusion of traditional letterpress in a typographic design curriculum.
Room 2 (112) Design Practices and Engagement	**People into Practice: Design of a Medical Decision Aid with Repetitive Stakeholders' Input** **Carolina Leyva**, Master of Design College of Design, Architecture, Art, and Planning, **Mike Zender**, College of Design, Architecture, Art, and Planning, **Katherine Staun**, Master of Design College of Design, Architecture, Art, and Planning, University of Cincinnati, **Dr. William Brinkman**, General and Community Pediatrics, Cincinnati, **Dr. Jessica A. Kahn**, **Dr. Lea Widdice**, Adolescent Medicine, Cincinnati Children's Hospital Medical Center, University of Cincinnati, Cincinnati, USA *Overview*: Engaging with clients and end users through systematic methods to obtain feedback on design iterations empirically improved product effectiveness over the typical process used in design practices. **Art for Social Change: Higher Education Student Web Design for Positive Change for Third World Nonprofit Organizations** **Dr. Lin A. Hightower**, School of Visual Arts, **Carole Maugé-Lewis**, Visual Arts, Kennesaw State University, Kennesaw, USA *Overview*: Expanded higher education graphic design curriculum includes student web design for positive change for emerging and third world nonprofit organizations for real world international student global engagement. **Digital Visualization in Architectural Design: Development and Practical Implications** **Julia Schlegel**, Diiz Group, Oslo School of Architecture and Design, Oslo, **Prof. Martina Maria Keitsch**, Department of Product Design, Norwegian University of Science and Technology, Trondheim, Norway *Overview*: The presentation analyses recent concepts in architectural visualization and maps their main characteristics with the goal of shedding light on today's relationships between visualization and digitalization practices. **Collaborative Design Practices: The Question of Site in Hands-on Learning and Full-scale Fabrication** **Michael Hughes**, Department of Architecture, American University of Sharjah, Sharjah, United Arab Emirates *Overview*: This paper examines the role of site in the process of teaching architecture as a hands-on, full-scale, and collaborative effort.

Thursday, 07 March

15:30-17:00	PARALLEL SESSION # 5 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 3 (113) Technology and Design	**An Evaluation of Users' Perceptions vis-à-vis Simulated Photographs toward an Environmental Design Guideline** **Dr. Preechaya Krukaset**, Interior and Exhibition Design Program, Suan Sunandha Rajabhat University, Bangkok, Thailand *Overview*: This study aimed to test the validity of simulated photographic stimuli as research tools to solicit users' perceptions toward the configuration of interior design elements. **Evaluating the Similarities of Web Aesthetics in Chinese Social Networking Sites** **Dr. Lijin Su**, Design School, Hong Kong Polytechnic University, Hong Kong, China *Overview*: The study mainly identifies the similarities of visual aesthetics of social networking sites in China that is helpful to the improvement. **Personality Quiz Based on Your Favorite Typeface** **Prof. Kristine Hwang**, Department of Visual Arts, Kennesaw State University, Kennesaw, **Hyeon Woo Shim**, **Tom Kim**, **Haemo Ku**, **Debbie Hampe**, **Selina Walker**, Visual Arts, Kennesaw State University, Kennesaw, USA *Overview*: The paper covers a literary review of the personality of typeface, the creation of fun personality quiz, and the efficient process of iPhone app development. **TXT Elvis Pretzley to Play! Using Games and SMS to Engage Families in Conversations about Health** **Dr. Armen Arevian**, Department of Psychiatry, University of California, Los Angeles, Los Angeles, **Chongho Lee**, Carnegie Mellon University, USA, **Prof. Kristin Hughes**, School of Design, Carnegie Mellon University, USA *Overview*: Using games in a kid-friendly restaurant chain to enable families the opportunity to start conversations about healthy eating while waiting for their meal.
Room 4 (211) Architecture as Brand and Commercial Identity	**21st Century Flagship Store Architecture in New Luxury Retail Markets: A Comparative Study of Louis Vuitton, Prada, and Chanel Flagship Stores in Tokyo** **Bhakti Sharma**, Interior Design Department, State University of New York, Buffalo, USA *Overview*: This is a comparative study of the Louis Vuitton, Prada, and Chanel flagship stores in Tokyo analyzing architectural ideas as influenced by the brand's identity and socio-cultural context of Japan. **The Composition of a Space Marketing Framework for the Analysis of Brand Communications of Korean Department Stores' Media Façades** **Prof. Ju Yeon Kim**, Department of Interior Architectural Design School of Architecture, Soongsil University, **Dr. Seyun An**, Institute of Millennium Environmental Design and Research, Yonsei University, Seoul, South Korea *Overview*: The purpose of this study is to compose the framework needed to analyze brand communications from the perspective of the space marketing of media façades. **Evaluation of the Color Design and Sensibility Preference of a Media Facade** **Prof. Ju Yeon Kim**, Department of Interior Architectural Design School of Architecture, **Soyeon Kim**, University Industry Cooperation Foundation, Soongsil University, Seoul, South Korea *Overview*: The methods used in this study included investigation of media facades used for landmarks in downtown areas in previous studies, visits to these areas, and recording of media facades. **Evaluating the Partial Reuse of Historical Buildings as Commercial Interiors** **Dr. Nilufer Saglar Onay**, Faculty of Architecture, Istanbul Technical University, Istanbul, Turkey *Overview*: This paper evaluates the partial reuse of historical buildings as commercial interiors through a case study in the old center of Florence.

Thursday, 07 March

15:30-17:00	**PARALLEL SESSION # 5** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 5 (212) Urban Design	**The Informal Site/Space: Spatial Configurations and its institutions of Pak-Khlong Market in Bangkok** **Dr. Soranart Sinuraibhan**, **Namtip Yamali**, Faculty of Architecture, Kasetsart University, Bangkok, Thailand *Overview*: This paper explores the concept of 'informal' as a parallel modality that shapes urban condition and examines how local populations integrate this concept into their everyday that embodies spatial configurations. **Combining Urban Morphology and Urban Design by Studying Their Use of Typology** **Prof. Charles Graves**, College of Architecture and Environmental Design, Kent State University, Kent, USA *Overview*: This paper discusses how typology is used in both urban morphology and urban design, and will present the possible advantages of combining both methods for a better design approach. **Participatory Slum Upgrading and Community-based Development: Practices and Challenges** **Boonanan Natakun**, Department of Interior Architecture Faculty of Architecture and Planning, Thammasat University, Pathum Thani, Thailand *Overview*: This study investigates upgrading processes in the Baan Mankong project in Bangkok. The study reveals that the upgrading processes are contextual and dynamic, depending upon macro- and micro-level factors.
Room 6 (213) Society and Design: Cultural and Political Influence	**Protection of Cultural World Heritage in Urban Areas: From Buffer Zone to Historical Urban Landscape, Shenyang Imperial Palace, China** **LI Qin**, Department of Architecture and Urban science Graduate School of Engineering, Chiba City, **Prof. Yuichi Fukukawa**, Architecture and Urban Science, Chiba University, Japan *Overview*: This paper discusses the problem of how to manage urban development around the World Heritage by linking the case of Shenyang Imperial Palace, China. Especially focusing on HUL. **The Impacts of the Southeastern Anatolia Project on the Architectural Design Criteria of Southeastern Turkey's Housing Types** **Dr. Zeliha Banu Yavuz Pelvan**, Department of Architecture, Zirve University, Gaziantep, Turkey *Overview*: The impacts of the Southeastern Anatolia Project on housing types and a guideline proposal for more livable, sustainable and peaceful architectural environment in southeastern Turkey will be discussed. **Portraying Tolerance: A Case Study on Designing a Celebration Event for the National Portrait Gallery** **Shu-Wen Tzeng**, Department of Industrial and Graphic Design College of Architecture, Design and Construction, Auburn University, Auburn, USA *Overview*: This paper illustrates the design exploration and process of designing a celebration event for the National Portrait Gallery in the USA. **Exploring the Chinese Costume and Its Influence on the Contemporary Fashion Market: A Crossculture Study** **Yan He Beal**, Department of Fashion Design and Merchandising, Marymount University, Arlington, USA *Overview*: The purpose of this crossculture study is to explore traditional and modern Chinese clothing and decorative motifs, their cultural meanings, and their influences on the contemporary global fashion market.
Room 7 (214) Workshop	**Authentic Assessment in Design Education: Creating Modules to Strengthen Educational Outcomes in Design Curriculums** **Somiah Lattimore**, Art Department, Salisbury University, Salisbury, USA *Overview*: The goal of this workshop is to create course modules and assessment materials that create clear outcomes for students and clarify faculty expectations. *Stream: Design Education*
19:00-21:00	**CONFERNCE DINNER** – Sen City Skyscraper (Tickets available at Conference Registration Desk)

Friday, 08 March	
8:30-9:00	**REGISTRATION DESK OPEN**
9:00-10:00	**PLENARY SESSION – Naoko Hirota**
10:00-10:45	**PLENARY SESSION – Norihiro Kanekiyo**
10:45-11:20	**GARDEN CONVERSATION –** Featuring Naoko Hirota and Norihiro Kanekiyo
11:20-12:10	**LUNCH – CAFETERIA**
12:10-12:20	**MOVE TO PARALLEL SESSIONS – FACULTY OF ENGINEERING BUILDING 17**
12:20-12:50	**TALKING CIRCLES** (Themes listed below)
Room 1 (111)	*Theme 1: Design Education*
Room 2 (112)	*Theme 2: Design in Society*
Room 3 (113)	*Theme 3: Designed Objects*
Room 4 (211)	*Theme 4: Visual Design*
Room 5 (212)	*Theme 5: Design Management and Professional Practice*
Room 6 (213)	*Theme 6: Architectonic, Spatial, and Environmental Design*
12:55-14:25	**PARALLEL SESSION # 6** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 1 (111) Design for Social Impact: Marginalized Groups	**A Gaming Interface for Elderly Players: A Case Study** **Mohit Gupta**, Instrumental Design Development Centre, Indian institute of Technology Delhi, New Delhi, India *Overview*: We all love fun. We all need to exercise. Often, exercise becomes a medical requirement. Can we make it fun? **Laggard and Late Adopters: Should We Care?** **Prof. Andrée Woodcock**, School of Art and Design, Coventry University, Coventry, UK *Overview*: Design for early adopters means that 48% of the population's needs may not be met. Societal transformation requires actions to support these forgotten groups. **Peripheral Vision: Reconfiguring Socio-cultural Messages** **Moon Jung Jang**, Graphic Design Lamar Dodd School of Art, University of Georgia, Athens, USA *Overview*: This study focuses on the relationship between marginalization as a visual concept in graphic design and the day to day realities of marginalized labor practices.
Room 2 (112) Industry Collaboration and Engagement	**Working with Weta: Progressing Research in Industry and Academia** **Douglas Easterly**, Victoria University of Wellington, **Dr. Leon Gurevitch**, School of Design, **John Lewis**, School of Engineering, Victoria University, Wellington, **Shane Cooper**, Weta Digital, Wellingotn, New Zealand *Overview*: This paper discusses opportunities for implementing course content gleaned from industry led design innovation. Beyond vocational training, such instances will be discussed where vertical, transferrable learning and research is progressed. **From Classroom to Design Room: The Transitional Experience of the Fashion Design Graduate** **Steven Faerm**, School of Fashion, Parsons The New School for Design, New York, USA *Overview*: This provides new primary research into the transitional experience of fashion design graduates as they move from academia into professional practice, and the future of fashion design education. **Graphic Design: Self-initiation as Self-medication** **Alexander Egner**, College of Visual Arts and Design, University of North Texas, Denton, USA *Overview*: The professional graphic design industry mythologizes itself to the detriment of most practitioners. Engaging in self-initiated rather than client initiated, graphic design projects are one viable solution to the problem. **Mock-up as a Design Tool in Designer-Surgeon Collaboration** **Saiful Hasley Ramli**, Art and Design Research Centre Faculty of Art, Computing, Engineering and Science, Sheffield Hallam University, Sheffield, UK *Overview*: Development of surgical tool through co-design project using mock-ups as design tool. The research was undertaken to investigate the use of mock-ups in co-design using users with lead user characteristics.

Friday, 08 March

12:55-14:25	PARALLEL SESSION # 6 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 3 (113) Advertising and Branding Practices	**Mobile Application Advertising Effects: A Consequence of Consumer Lifestyle** **Yi-Chieh Tsou**, Department of Information Communication, Taoyuan City, **Assoc. Prof. Ming Chieh Hsu**, Information Communication Department, Chung Li, **Pei-Yu Lin**, Department of Information Communication, Yuan Ze University, Taoyuan City, Taiwan *Overview*: This discusses mobile application advertising effects in consideration of consumer lifestyle. **The Effect of Moving a Corporate Identity System's Interactive Design Aesthetic on Brand Equity** **Kai-Wen Teng**, Department of Information Communication, New Taipei City, **Assoc. Prof. Ming Chieh Hsu**, Information Communication Department, Chung Li, **Shu-Fen Tseng**, Department of Social Informatics, Yuan Ze University, Taoyuan City, Taiwan *Overview*: This study investigates the brand equity produced from dynamic brand identities. Specifically, it looks into the design aesthetics of dynamic brand identities. **Visual Expression and Design Principles for Dynamic Brand Identities** **Assoc. Prof. Ming Chieh Hsu**, Information Communication Department, Yuan Ze University, Chung Li, Taiwan *Overview*: This study analyzes the dynamic brand identities of visual expression, design forms, elements, and design principles. **The Prominence of Brand Related Visual Graphic Contents in Advergames** **Anna Marie Cañete**, Department of Information Communication, Chungli, **Assoc. Prof. Ming Chieh Hsu**, Information Communication Department, Yuan Ze University, Chung Li, Taiwan *Overview*: Advergames' brand related image prominence are examined and related to their brand immersive and brand integrative characteristics.
Room 4 (211) Products: Design and Development	**Essences of Design, Emotions: Defining Security Blanket Theory** **Prof. Cliff Shin**, School of Art and Design, University of Illinois, Champaign, USA *Overview*: Emotions have become a core element in design and make the products last longer. Security blanket theory plays a core role for lasting long products. **Skeuomorphism: Transitioning from a Material World** **Chae Ho Lee**, Department of Art and Art History, University of Hawai'i at Manoa, Honolulu, USA *Overview*: This presentation will focus on skeuomorphism and its impact on user-interface design. Its history and presence in the artifacts we use will be examined from a theoretical and critical viewpoint. **Procedures for the Conceptual Design Phase: A Comparison between Germany and the United States** **Prof. Christoph Maurer**, Department Mechanical Engineering, Munich University of Applied Sciences, Munich, Germany *Overview*: This is an investigation and comparison of procedures applied during the early stages of product development in Germany and the U.S. What are students taught and what is industrial practice? **Design Through Making: Learning From Low-Volume Production** **David Morgan**, Department of Industrial Design School of Technology, Brigham Young University, Provo, USA *Overview*: This paper describes a making-centric teaching methodology intended to illuminate design issues and processes through a low-volume production project.

Friday, 08 March

12:55-14:25	**PARALLEL SESSION # 6** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 5 (212) Pushing Disciplinary Boundaries and Embracing New Technologies	**Cooking: A Way of Design** **Montserrat Bonvehi Rosich**, Architecture Department College of Design, Iowa State University, Ames, USA *Overview*: Reflecting on the relationship between design and food means to reflect the meaning of design through the use of techniques, materials, and objectives apparently beyond the usual disciplinary boundaries. **Rem Koolhaas, Toyo Ito and Programme: Writings on Programme and Architectural Practice in Rem Koolhaas' Seattle Central Library and Toyo Ito's Sendai Mediatheque** **Fernando Ortiz Moya**, Graduate School of Engineering Department of Architecture, University of Tokyo, Tokyo, Japan *Overview*: This paper analyses Rem Koolhass' Seattle Public Library and Toyo Ito's Sendai Mediatheque use of programme in their design, addressing it to their writings about the topic. **From ABS to Dinka: Applied Design and Project-based Learning Shift from Artifact to Person** **Mauricio Novoa**, Institute for Culture and Society, University of Western Sydney, Kingswood, Australia *Overview*: This explores tension between traditional design focus on the object of design opposed to the person represented either by students, users or customers to help redefining its education now. **Snowbound Navigation: Mobile Device Interfaces for Avalanche Rescue** **Jason O. Germany**, School of Architecture and Allied Arts, University of Oregon, Eugene, USA *Overview*: This discusses e-search on mobile device usage in avalanche rescue as well as proposed new user interface designs that serve to address the contextual limitations of snow-based searches.
Room 6 (213) Workshop	**Unboxing 2.0 (UBII): A Tool for Package Experience Analysis** **Peter Chamberlain**, College of Design Architecture, Art, and Planning School of Design Industrial Design Department, University of Cincinnati, Cincinnati, USA *Overview*: This will describe a new tool for analyzing packaging and product experience to learn from existing products and to provide insights for more effective new design. *Stream: Designed Objects*
14:25-14:40	**COFFEE BREAK**
14:40-16:10	**PARALLEL SESSION # 7** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 1 (111) New Directions in Design Education	**Merging Messages: Teaching Graphic Design to Majors and Non-majors Simultaneously** **Jonathon Russell**, Department of Art and Design, Central Michigan University, Mount Pleasant, USA *Overview*: An exploration of pedagogical approaches that balance desires of non-graphic design majors to learn technical skill with the need to prepare graphic design majors for advanced studio and theoretical work. **Design Fundamentals in the Global Environment** **Prof. Nikki Arnell**, College of Fine Arts, Arkansas State University, Jonesboro, USA *Overview*: Are the basics of human perception and consequential aesthetics universal or are global design institutions inheriting a Western slant? **Let Students Walk and Talk while Learning CAD in classroom: Social Networks Moderate between Motivation and Performance** **Prof. Chiaoi Huang**, Department of Interior Design, Tainan University of Technology, Tainan City, **Prof. Ding-Bang Luh**, Department of Industrial Design, National Cheng Kung University, Taiwan *Overview*: Learning CAD is difficult for students because of building procedural knowledge. We found practice did not help to improve their performance. In fact, students' social networks mediate the learning model. **The Need for a Master of Design Program in Jordan** **Prof. Inas Alkholy**, Faculty of Fine Arts, Yarmouk University, Irbid, Jordan *Overview*: Establishing a Master program in design for the first time in Jordan is a great project because many graduates wish to do postgraduate studies, but they face many problems.

Friday, 08 March

14:40-16:10	PARALLEL SESSION # 7 15-minute presentations followed by joint Q&A; 60 minute workshop
Room 2 (112) New Media, Technology, and Design	**Information Technology Facilitated Insight Discovery in Service Design** **Pei-Kang Hsieh**, **Prof. Soe-Tsyr Yuan**, Service Science Research Center, National Chengchi University, Taipei, Taiwan *Overview*: This paper proposes an IT artifact to facilitate the insight discovery process in service design, and a notion of insight depth as the measurement of the influential extent of insights. **Becoming a Team Player: The Evolving Role of Design in the World of Agile Development** **Prof. Aaron Ganci**, Herron School of Art and Design Visual Communication Design, Indiana University, Purdue University, Indianapolis, USA, **Prof. Bruno Ribeiro**, Department of Art and Design, California Polytechnic State University, San Luis Obispo, USA *Overview*: This investigates design's impact on the creation of complex online environments. Case studies will provide recommendations on how designers can remain valuable team members throughout the digital development process. **Design Principles for Robot-inclusive Landscapes** **Rajesh Elara Mohan**, Engineering Product Development, **Sunghee Shin**, SUTD-MIT International Design Centre, Singapore University of Technology and Design, Singapore, Singapore *Overview*: In this work, we present a set of design principles for urban space planning that accommodates the needs of robots, and overcome unsolved research challenges in social robot deployments. **Design for Paralympians: The Role of Graphic and Industrial Design in Promoting Awareness of Athletes with Disabilities** **Dr. Carlos Montana Hoyos**, **Dr. Lisa Scharoun**, Faculty of Arts and Design, University of Canberra, Canberra, Australia *Overview*: Focusing on Paralympians, the paper describes two case studies that detail how industrial and graphic design can affect a positive image of disability in society.
Room 3 (113) Product Design	**The Mass Production and Mass Customisation of Luxury** **Shaun Borstrock**, School of Creative Arts, University of Hertfordshire, London, UK *Overview*: The impact of mass production and mass customisation of products on the global luxury brand market will be discussed in this paper. **Software Mnemonics in Design: Users' Mnemonics in the Industrial Design of Products within the Scope of Interface Design** **Asisst. Prof. Dr. Ebru Güzelderen**, Industrial Product Design Department Architectural Faculty, University of Mimar Sinan Fine Arts University, Istanbul, Turkey *Overview*: This study is intended to further approach software, a deep well that shapes hardware. **Timeless Design: A Competitive Advantage and Business Strategy** **Mr. Gabriel Nicolas Almanzar**, Bangkok, Thailand *Overview*: Long lasting products can help reduce the environmental impact created by today's throw away society. This research aims to find out if timeless products can be designed intentionally.

Room 4 (211) Architectonic, Spatial, and Urban Design	**Displacement of Design: The Social Construction of Pojang-macha Designing in Seoul** **Soo-hong Min**, Department of Craft and Design, Seoul National University, Seocho-gu, South Korea *Overview*: Which social part—science, technology, politics, culture, public, etc.—will come to be defined as "performing design" and which will (de)form and renew its aftermaths today? **Three Approaches to the Design and Restoration of Urban Stream Corridors in Northwestern U.S.** **Dr. Toru Otawa**, Landscape Architecture Program, University of Idaho, Moscow, USA *Overview*: This paper examines three approaches to western U.S. urban stream restoration using a comparative analysis to demonstrate that a multi-objective, integrative approach will be the most beneficial to public constituents. **The Energy Conservation Properties of Lightweight Concrete with Reusable Industrial Waste Content as an Insulator** **Dr. Wichitra Singhirunnusorn**, Faculty of Environment and Resource Studies, Mahasarakham University, Ampur Muang, **Prof. Nopadon Sahachaisaeree**, Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand *Overview*: Light weight concrete can reduce building load and contains heat insulating property. This research assesses ethylene vinyl acetate substitute in production, its energy conservation property, and physical performance. **Enthusiastic Architecture: The Role of Play in the Work of Team Zoo** **Prof. Mira Locher**, School of Architecture College of Architecture and Planning, University of Utah, Salt Lake City, USA *Overview*: This paper addresses the role of play in the design ideas, methods, and built works of the Team Zoo group of the Japanese architecture firms Ateliers Zo, Mobile, and Iruka.

Friday, 08 March

14:40-16:10	**PARALLEL SESSION # 7** **15-minute presentations followed by joint Q&A; 60 minute workshop**
Room 5 (212) Education Models	**A Reflection on Participatory Action Research in Industrial Design Studios** **Dr. EunSook Kwon**, Industrial Design Program Gerald D. Hines College of Architecture, University of Houston, Houston, USA *Overview*: The study investigates the power of qualitative design research and its inherent pedagogical value and empowerment based on participatory action research in the industrial design studio setting. **Enhancing Creativity among Students with Heterogeneous Backgrounds while Solving Product Design Problems: Assessing Creativity in Product Design** **Avinash Shende**, Industrial Design Centre, **Prof. A. K. Das**, Department of Design, Indian Institute of Technology, Guwahati, India *Overview*: Creativity which differs among students of Master of Design with heterogeneous qualifications can be enhanced through a method while solving design problems. **A Framework for Integration of Sociocultural Sustainability into Design: Context, Content, and Meaning** **Dr. Jain Kwon**, Interior Design Lamar Dodd School of Art, The University of Georgia, Athens, USA *Overview*: The presentation introduces 'a triad of sociocultural sustainability of design: context, content, and meaning' that can supply the existing sustainable design guidelines in teaching interior design method, research, and criticism. **A Pedagogical Framework for Independent Learning in the Education of Architecture Design Studio: Method and Application** **Dr. Cemal Inceruh**, Faculty of Architecture and Design, Zirve University, Gaziantep, Turkey *Overview*: This discusses a method for architecture design course structure and teaching technique, based on the application of a pedagogical framework on a continuum from highly dependent to highly independent learners.
Room 6 (213) Workshop	**The Concavo Convex Method for Design Feature Explorations: A Guided Design Feature Exploration Method to Aid Idea Generation** **Pratap Kalenahalli Sudarshan**, **Dr. Michaela Kauer**, **Prof. Ralph Bruder**, Institute for Ergonomics, Darmstadt University of Technology, Darmstadt, Germany *Overview*: There is constant demand for "something different" from designers. Here is a method combining mind maps and forced connections with the designer's own visual material to aid students in ideation. *Stream: Design Education*
16:15-16:45	**CONFERENCE CLOSING – Phillip Kalantzis-Cope**, *Common Ground Publishing, USA* Talking Circle Summary and Presentation of Graduate Scholar Awards

Graduate Scholars

Graduate scholars contribute to the flow and overall success of the conference. Their key responsibilities include chairing the parallel sessions, keeping the conference on schedule, providing audio-visual technical assistance and assisting with the registration process.

We would like to thank the following Graduate Scholars who participated in the 2013 Design Conference.

Bihter Almaç is a Phd student at Istanbul Technical University, Architectural Design Program. She also works as a research and teaching assistant at the same university in the Department of Architecture since 2010. She currently works as a team member in the 'Other Heads' group and tutors first year students. She studied architecture (BA) in Istanbul Technical University between years of 2004 and 2009. Her diploma Project was awarded in Archiprix Turkey'09 with an encouragement award. She holds a Master of Science degree from ITU Architectural Design Program, with a thesis 'Mekan Kıvrımları (Folding of Places)'. Her main interests are – idea of fold in designing, design narratives in urban complexity, otherness in designing experience, education in architectural design.

Mohit Gupta is a Computer Science Engineer who has a MA in User Experience (UX) design from the Instrumental Design Development Center at Indian Institute of Technology (IIT) Delhi, India. He is currently pursuing his post graduate diploma from Indian Institute of Human Rights, New Delhi. He was selected amongst the top 10 finalist for Design for Asia Student Award – 2011 held in Hong Kong. He acted as a UX consultant for the project – Rural Housing Knowledge Network, an initiative by the Ministry of Rural Development, Government of India. He is also accredited for designing an interactive app for the Samsung Smart TV platform focusing on relevance of the Indian architecture system. His concept for designing an eco-friendly packaging for transporting the perishable goods from farmer to the end user was highly recognized at Sankranti: Transform Urban India, organized by the Indian Institute of Human Settlement (IIHS). He has also been speaker at Techshare India-2012 and Conference`12. He works as an Interaction Designer for the IT giant Cognizant Technology Solutions. He believes that design can transform the world around us and make it simpler. His area of expertise is User Experience and Interaction Design.

Hana Yazmeen Hapiz is currently pursuing her PhD in Architecture, Design and Environmental Building in University of Plymouth, UK. Her research interests are space, furniture, emotion and design knowledge. Prior, she worked as Product Design lecturer at Universiti Malaysia Kelantan, Malaysia and has worked with many design firms before migrating to the academic world. Her recent works can be seen at Royal Palace II at Jalan Duta, Malaysia.

Steven Hsieh received his BA and is now pursuing his MA in Management Information Systems at National Chengchi University (NCCU) in Taiwan (R.O.C.). His research interests include Service Science, Service Design and Human-Computer Interaction. He is also a research assistant in Service Science Research Center in NCCU and an intern developer in StorySense Computing. As a researcher in the information technology and service design fields, he is dedicated to constructing good user experiences in IT services.

Carolina Leyva is an Industrial Designer from Colombia. She is the Co-founder and project manager of Accenta, a studio dedicated to graphic and communication design solutions for public and private sectors. As a professor at the Universidad Javeriana in Bogota (Colombia) in the Industrial design program, she lead courses focused on aesthetics, innovation, communication, and culture. A Fulbright scholar in 2011, she is currently enrolled in the Master of Design program at the University of Cincinnati as a second year student, and she works as a graduate assistant on interdisciplinary projects such as the HPV decision aid design with the Cincinnati Children's Hospital. Her research interests focus on understanding the importance of emotion and empathy in the design process and the impact in the product quality and the stakeholders' experience.

Maryam Mobini is an interaction designer, researcher, and MA candidate at the School of Interactive Arts + Technology (SFU). Her research involves projects that prototype systems for reducing anxiety in chronic pain patients in clinical settings. Maryam's interdisciplinary background in generative art, spatial design, information design, and interaction design has allowed her to collaborate with artists from different domains.

Kirsten Moegerlein is a postgraduate student who is near to completing a Masters in design (by research) at Monash University. Prior to this she attained a Bachelor with Honours in visual communication. Her work is driven by the desire to examine social phenomena by applying design thinking in order to deliver unexpected and experimental results. Her research projects to date include an exploration of Australian national identity through the creation of a collection of critical and reflective souvenirs and the development of a comparative visual language for the experience of time.

Mark Nazemi is an interdisciplinary artist and PhD research student at the School of Interactive Arts + Technology in Vancouver Canada. He has been involved in the field of interactive media and sound design for 10 years. Mark's current research involves using Soundwalk compositions to help manage anxiety in chronic pain patients in clinics. He has showcased and published his work internationally across various disciplines such as Media Art Festivals (SIGGRAPH Asia, New Forms Festival), Research Conferences (CHI, Best Paper Award at Artech2012), and Art Galleries (VIVO, Blackwood, and Lumens).

Isabel Prochner is a PhD candidate in design at the Université de Montréal, Canada. After conducting undergraduate studies in industrial design at the University of Alberta, she explored Alberta's regional design history for her master's thesis, for which she was granted a Social Sciences and Humanities Research Council of Canada (SSHRC) award. Prochner continues this exploration as primary editor of an anthology about the Western Canadian design. Her emerging work explores feminism and queer theory in design. She will blend academic research with design creation in her doctoral thesis.

Rebekah Rousi has an academic and professional background in visual arts (printmedia and performance). She is currently undertaking PhD studies at the University of Jyväskylä, Finland, in Cognitive Science. Her areas of interest include user experience in user-design interaction, emotional design, conceptual designer/user thought models, and methodological user-design evaluation development.

Pratap Kalenahalli Sudarshan has a Masters degree in Design from the Indian Institute of Technology Kanpur, India. His major work during his Masters was in the area of Human Factors and Design focusing on the design of in-vehicle interfaces which he carried out at IAD, TU Darmstadt with the DAAD Master Sandwich Scholarship. After obtaining his Masters degree, he worked with a leading Usability, User Experience and Design consultancy as a Usability Specialist. As a usability specialist, he gained experience in conducting product and application usability studies through consultation projects for leading product and service companies in the world. Since October 2010, he is a PhD student at IAD, TU Darmstadt with the DAAD PhD Scholarship. His PhD focuses on the influence of culture in design. Additionally, he carries out explorations on Design Processes and Methods to explore and better understand existing methods.

Khemmiga Teerapong was born in Thailand in 1982. She did her undergraduate degree (BFA in Visual Communication Design) at Silpakorn University, Bangkok, Thailand and her MA (Master of Arts in Graphic Design) at University of the Arts London, London, UK. Khemmiga is a graphic practitioner and also a lecturer in Thai art and graphic design in Thailand. She is now doing her PhD (creative media) at RMIT University. This paper is a part of her exegesis (Project-based research) which is a study of Thai graphic design culture where design meets society.

Advisory Board

- **Genevieve Bell,** Intel Corporation, Santa Clara, USA
- **Michael Biggs,** University of Hertfordshire, Hertfordshire, UK
- **Jeanette Blomberg,** IBM Almaden Research Center, San Jose, USA
- **Patrick Dillon,** Exeter University, Exeter, UK
- **Michael Gibson,** University of North Texas, Denton, USA
- **Loredana Di Lucchio,** Sapienza Universita di Roma, Rome, Italy
- **Judith Gregory,** IIT Institute of Design, Chicago, USA; University of Oslo, Oslo, Norway
- **Tracy S. Harris,** The American Institute of Architects, Washington, D.C., USA
- **Clive Holtham,** City of London University, London, UK
- **Lorenzo Imbesi,** Carleton University, Ottawa, Canada
- **Hiroshi Ishii,** MIT Media Lab, Cambridge, USA
- **Gianni Jacucci,** University of Trento, Trento, Italy
- **Klaus Krippendorff** , University of Pennsylvania, Philadelphia, USA
- **Terence Love,** Curtin University, Perth, Australia
- **Bill Lucas**, MAYA Fellow, MAYA Design, Inc., Pittsburgh, USA
- **Ezio Manzini,** Politecnico of Milano, Milan, Italy
- **Mario Minichiello,** Birmingham Institute of Art and Design, Birmingham, UK
- **Mahendra Patel,** Leaf Design, Mumbai, India
- **Toni Robertson,** University of Technology Sydney, Sydney, Australia
- **Terry Rosenberg,** Goldsmiths, University of London, London, UK
- **Keith Russell,** University of Newcastle, Callaghan, Australia
- **Maria Cecilia Loschiavo dos Santos,** University of São Paulo, São Paulo, Brazil

List of Participants

Melinda	Adams	University of the Incarnate Word	USA
Taisuke	Akimoto	Iwate Prefectural University	Japan
Maryam	Alebrahim	Ministry of Public Works	Kuwait
Inas	Alkholy	Yarmouk University	Jordan
Gabriel Nicolas	Almanzar	King Mongkut's University of Technology Thonburi	Thailand
Bihter	Almaç	Istanbul Technical University	Turkey
Javier Gómez	Alvarez-Tostado	Texas Tech University	USA
Seyun	An	Yonsei University	South Korea
Agoe	Anang	Albushra Films & Trading	South Africa
Armen	Arevian	University of California, Los Angeles	USA
Elissa	Armstrong	Virginia Commonwealth University	USA
Nikki	Arnell	Arkansas State University	USA
Serkan	Ayan	Edinburgh Napier University	UK
Charmaine	Banach	Quinnipiac University	USA
Yan He	Beal	Marymount University	USA
Aaron	Bellette	Avondale College	Australia
Ione	Bentz	Unisinos	Brazil
Amir	Berbic	American University of Sharjah	UAE
Anne	Bergner	University of Applied Sciences Coburg	Germany
Elivio	Bonollo	University of Canberra	Australia
Montserrat	Bonvehi Rosich	Iowa State University	USA
Shaun	Borstrock	University of Hertfordshire	UK
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DESIGN JOURNAL COLLECTION

Design Principles & Practices

The Design Collection

The Design Principles and Practices knowledge community is a site of discussion exploring the meaning and purpose of 'design,' as well as speaking in grounded ways about the task of design and the use of designed artifacts. The resulting conversations weave between the theoretical and the empirical, research and application, market pragmatics and social idealism.

In professional and disciplinary terms, the journals in the Design Collection traverse a broad sweep to construct a transdisciplinary dialogue which encompasses the perspectives and practices of: anthropology, architecture, art, artificial intelligence, business, cognitive science, communication studies, computer science, cultural studies, design studies, education, e-learning, engineering, ergonomics, fashion, graphic design, history, information systems, industrial design, industrial engineering, instructional design, interior design, interaction design, interface design, journalism, landscape architecture, law, linguistics and semiotics, management, media and entertainment, psychology, sociology, software engineering, technical communication, telecommunications, urban planning and visual design.

The Design Collection consists of six thematically focused journals and an annual review:

THEMATIC JOURNALS

- *The International Journal of Design Education*
- *The International Journal of Design in Society*
- *The International Journal of Designed Objects*
- *The International Journal of Visual Design*
- *The International Journal of Design Management and Professional Practice*
- *The International Journal of Architectonic, Spatial, and Environmental Design*

ANNUAL REVIEW

- *Design Principles and Practices: An International Journal – Annual Review*

The annual review publishes once per volume; the thematically focused journals publish four times per volume.

Authors designate which thematic journal they would like to consider to their work by selecting one of several given themes when they submit their proposal. Each theme corresponds to a specific thematic journal in the collection. The annual review consists only of articles considered to be of wide interest across the field selected by our editorial team in consultation with the Advisory Board. We do not accept direct submissions to the annual review. Candidates for inclusion in the survey journal will include top-ranked articles, works by invited contributors, papers offered by plenary speakers at the conference, and articles selected from thematic journal submissions for their wide applicability and interest across the field.

Subscribers and conference participants are offered access to the entire collection of journals, organized into thematic sections and the survey journal for ease of access and clearly differentiated focus of interest. While all of the journals in this family have unique ISSNs, they share index listings.

EDITORS
Lorenzo Imbesi, Carleton University, Ottawa, Ontario, Canada
Loredana Di Lucchio, Sapienza Università di Roma, Roma, Italy

OPEN PEER REVIEW

All the journals in the Design Collection are fully peer reviewed. Common Ground's approach to peer review is open and inclusive. Instead of being dominated by the exclusive academic hierarchies represented by many traditional editors and their networks, Common Ground journals build lateral knowledge communities. Our referee process is criterion-referenced, and referees are selected on the basis of subject matter and disciplinary expertise. Ranking is based on clearly articulated criteria. The result is a refereeing process that is scrupulously fair in its assessments. At the same time, the process offers a carefully structured and constructive contribution to the shape of the published paper.

INTELLECTUAL EXCELLENCE

The result of our peer review process is a publishing method which is without prejudice to institutional affiliation, stage in career, national origins, or disciplinary perspective. If the paper is excellent, and has been systematically and independently assessed as such, it will be published. This is why Common Ground journals have such a vast amount of exciting new material. Much of the content originates from well-known research institutions, but a considerable amount of material comes from brilliantly insightful and innovative academics in lesser-known institutions in the developing world, emerging researchers, people working in hard-to-classify interdisciplinary spaces, and researchers in liberal arts colleges and teaching universities. In recognition of the highest levels of excellence, an international prize is awarded annually for the top-ranked paper in each journal.

ACCESSIBILITY

Common Ground is developing a low-cost commercial approach to academic publishing. We believe there are limitations in both the high-cost commercial publishing and the seemingly no-cost open access publishing models. This is why we are seeking to find a practical middle way between the idealism of open access and the inefficiencies and greed of which the big journal publishers are increasingly accused. The idealism of open access often creates new problems, leaving academics in the often less-than-happy role of amateur publisher. And ironically, open access journals and repositories sometimes give insider networks even greater control over what gets published than was traditionally the case with the big commercial publishers.

This is one of the reasons that Common Ground has recently made all of its journals hybrid open access. The hybrid open access model offers authors the choice to pay a small fee to have their article made freely available for viewing and downloading by anyone immediately upon publication. This model also grants readers broad reuse rights to encourage the widespread republication and distribution of open access articles. Thus, while all Common Ground journal articles are automatically available via personal and institutional subscriptions and can be purchased for a small per-article fee, authors may also opt to make their article available to anyone for free by making it open access.

SUBSCRIPTION INFORMATION
THEMATIC JOURNALS

- *The International Journal of Design Education* - **ISSN:** 2325-128X (print), 2325-1298 (online)
- *The International Journal of Design in Society* - **ISSN:** 2325-1328 (print), 2325-1360 (online)
- *The International Journal of Designed Objects* - **ISSN:** 2325-1379 (print), 2325-1395 (online)
- *The International Journal of Visual Design* - **ISSN:** 2325-1581(print), 2325-159X (online)
- *The International Journal of Design Management and Professional Practice* - **ISSN:** 2325-162X (print), 2325-1638 (online)
- *The International Journal of Architectonic, Spatial, and Environmental Design* - **ISSN:** 2325-1662 (print), 2325-1670 (online)

ANNUAL REVIEW

- *Design Principles and Practices: An International Journal – Annual Review* - **ISSN:** 1833-1874

Frequency: The thematic journals each publish 4 issues per volume; the annual review publishes 1 issue per volume
Website: http://designprinciplesandpractices.com/publications/journal
Publisher: Common Ground - www.CommonGroundPublishing.com

EDITORS
Lorenzo Imbesi, Carleton University, Ottawa, Ontario, Canada
Loredana Di Lucchio, Sapienza Università di Roma, Roma, Italy

INSTITUTIONAL SUBSCRIPTION
Information on library subscriptions may be found at:
http://designprinciplesandpractices.com/publications/journal/subscriptions-and-orders. Subscriptions are also available through EBSCO and ProQuest.

COMPLIMENTARY SUBSCRIPTION
As part of the conference registration, participants are provided with a complimentary electronic subscription to all full-text papers published the Design Collection. The duration of this access period is from the time of registration until one year after the end date of the Design Conference. To view articles, go to http://ijg.cgpublisher.com/. Select the "Login" option and provide a CGPublisher username and password. Then, select an article and download the PDF. For lost or forgotten login details, select "forgot your login" to request a new password.

LIBRARY RECOMMENDATION FORM
If you wish to recommend the journal to your library, we have library recommendation forms at the Registration Desk. They are also available for download at http://designprinciplesandpractices.com/publications/journal/about-the-journal.

CONTACT
If you have any questions, please do not hesitate to contact us at journals@commongroundpublishing.com.

SUBMISSION INFORMATION

Registration for the Design Conference allows participants the opportunity to publish in one of the Design Collection journals. Presenters may submit their papers up to one month after the conference. Submitted papers will be fully refereed. The publication decision will be based on the referees' reports. To submit, at least one author of each paper must be registered to attend the conference (to a maximum of one paper per registered author).

General Requirements:
- We only accept text files or files in .doc format (such as from Microsoft Word or OpenOffice). We do not accept PDF submissions or .docx files.
- Papers should be approximately 2,000-5,000 words in length. They should be written as continuous expository narrative in a chapter or article style – not as lists of points or a PowerPoint presentation.
- Please remember that the papers are to be published in a fully refereed academic journal. This means that the style and structure of your text should be relatively formal. For instance, you should not submit a verbatim transcript of your oral presentation, such as, "Today I want to speak to you about …"
- Paper submissions must contain no more than 30% of textual material published in other places by the same author or authors, and these other places must be acknowledged and cited; in other words, the remaining 70% of the paper must be unique and original to your current submission.
- Authors must ensure the accuracy of citations, quotations, diagrams, tables and maps.
- You may use any recognized scholarly referencing style you choose, as long as you use it consistently and to the appropriate standards.
- Spelling can vary according to national usage, but should be internally consistent.
- Papers should be thoroughly checked and proofread before submission, both by the author and a critical editorial friend – after you have submitted your paper you are unable to make any changes to it during the refereeing process.
- Papers will be assessed by referees against ten criteria – or fewer if some criteria do not apply to a particular kind of paper (see the Peer Review Process).

Illustration/Electronic Artwork Guidelines:
- Figures and images must be clear and easy to view. Common Ground cannot improve the quality of images.
- Figures and tables need to be placed where they are to appear in the text. If preferred, you may also place images and tables at the end of your paper.
- Please refrain from using Word Drawing objects. Instead use images imported from a drawing program. Word Drawing objects will not be rendered in the typeset version.

Keyword Guidelines:
Keywords are extremely important in search engine rankings. To achieve better exposure for your paper, please make sure your keywords are clear and accurate.

Resubmission Policy:
If your paper has been rejected, we will allow a maximum of ONE further resubmission until TWO months prior to the anticipated publication date.

How to submit a paper:
For information on how to submit a paper, please visit http://designprinciplesandpractices.com/submitting-your-work/journal-articles/.

The publication process is as follows:
- When we receive a paper, it is verified against template and submission requirements. If there are any problems, authors will be asked to resubmit the paper.
- The paper will be prepared and matched to two appropriate referees. When a paper has been submitted to the referees, authors will receive an email notification. Additionally, authors may be asked to referee up to 3 papers.
- When the referee reports are uploaded, authors will be notified by email and provided with a link to view the reports (after the referees' identities have been removed).
- If a paper is accepted, we will confirm conference registration before sending a Publishing Agreement.
- Authors will then be asked to accept the Publishing Agreement and submit the final paper.
- Papers will be typeset and proofs made available for final approval before publication in the journal's online bookstore as well as in individual author Creator Sites.

The final date for submission of papers to the journal 8 April 2013 – *one month after the close of the conference.*

Individual papers are published continuously in the online bookstore; full journal issues follow at regular intervals. Authors may view the status of their paper at any time by logging into their CGPublisher account at www.CGPublisher.com.

Other Journals Published by Common Ground

Aging and Society: An Interdisciplinary Journal provides an international forum for the discussion of a rapidly growing segment of the population, in developed countries as well as in developing countries. Contributions range from broad theoretical and global policy explorations to detailed studies of the specific physiological, health, economic, and social dynamics of aging in today's global society.
Website: http://agingandsociety.com/publications/journal

The Arts Collection aims to create an intellectual frame of reference for the arts, and to create an interdisciplinary conversation on the role of the arts in society. The peer-reviewed journals in this collection offer a place for critical engagement and examination of ideas that connect the arts to their contexts in the world.
Website: http://artsinsociety.com/publications/journal

The International Journal of the Book provides a forum for publishing professionals, librarians, researchers, authors, retailers, and educators to discuss that iconic artifact, the book—and to consider its past, present, and future. Discussions range from the reflective to the highly practical, with an eye towards new practices of writing, publishing, and reading.
Website: http://booksandpublishing.com/publications/journal

The International Journal of Climate Change: Impacts and Responses seeks to create an interdisciplinary forum for discussion of evidence of climate change, its causes, its ecosystemic impacts, and its human impacts. This peer-reviewed journal also explores technological, policy, strategic and social responses to climate change.
Website: http://on-climate.com/publications/journal

The International Journal of the Constructed Environment publishes broad-ranging and interdisciplinary articles on human configurations of the environment and the interactions between the constructed, social and natural environments. This peer-reviewed journal brings together researchers, teachers, architects, designers, and others interested in how we interact with our environment.
Website: http://constructedenvironment.com/publications/journal

The Diversity Collection allows educators, professionals, and anyone interested in the mediation of cultural difference and diversity to empirically and strategically discuss globalization, identity and social group formation. The peer-reviewed journals in this collection reflect the business of negotiating diversity in organizations and communities.
Website: http://ondiversity.com/publications/journal

Food Studies: An Interdisciplinary Journal provides an interdisciplinary forum for the discussion of agricultural, environmental, nutritional, health, social, economic and cultural perspectives on food. Contributions range from broad theoretical and global policy explorations, to detailed studies of specific human-physiological, nutritional and social dynamics of food.
Website: http://food-studies.com/publications/journal

The Global Studies Journal is devoted to mapping and interpreting new trends and patterns in globalization. This peer-reviewed journal attempts to do this from many points of view and from many locations in the world, working between empirical and general modes of engagement with one of the central phenomena of our contemporary existence.
Website: http://onglobalisation.com/publications/journal

The International Journal of Health, Wellness and Society addresses a number of interdisciplinary health topics, including: physiology, kinesiology, psychology, health sciences, public health, and other areas of interest. This peer-reviewed journal is relevant to anyone working in the health sciences, or researchers interested in exploring the intersections between health and society.
Website: http://healthandsociety.com/publications/journal

The Humanities Collection provides a space for dialogue and publication of new knowledge which builds on the past traditions of the humanities whilst setting a renewed agenda for their future. The humanities are a domain of learning, reflection and action, and a place of dialogue between and across epistemologies, perspectives and content areas. It is in these unsettling places that the humanities might be able to unburden modern knowledge systems of their restrictive narrowness.
Website: www.thehumanities.com/publications/journal

The International Journal of the Image interrogates the nature of the image and the functions of image-making. This peer-reviewed, cross-disciplinary journal brings together researchers, practitioners, and teachers from areas of interest including: architecture, art, cultural studies, design, education, history, linguistics, media studies, philosophy, religious studies, semiotics, and more.
Website: www.ontheimage.com/publications/journal

The Learning Collection sets out to foster inquiry, invite dialogue and build a body of knowledge on the nature and future of learning. The peer-reviewed journals in this collection provide a forum for any person with an interest in, and concern for, education at any of its levels and in any of its forms, from early childhood to higher education and lifelong learning.
Website: http://thelearner.com/publications/journal/

The Organization Collection examines the nature of the organization in all its forms and manifestations. Across a variety of contexts, a pragmatic focus persists—to examine the organization and management of groups of people collaborating to productive ends, and to analyze what makes for success and sustainability.
Website: http://ontheorganization.com/publications/journal

The International Journal of the Inclusive Museum asks: In this time of fundamental social change, what is the role of the museum, both as a creature of that change, and as an agent of change? This peer-reviewed journal brings together academics, curators, researchers, and administrators to discuss the character and future of the museum.
Website: http://onmuseums.com/publications/journal/

The International Journal of Religion and Spirituality in Society aims to create an intellectual frame of reference for the academic study of religion, and to create interdisciplinary conversations on the role of religion and spirituality in society. This peer-reviewed journal seeks to critically examine ideas that connect religious philosophies to their contexts throughout history.
Website: http://religioninsociety.com/publications/journal

The International Journal of Science in Society provides an interdisciplinary forum to discuss the past, present, and future of the sciences and their relationships to society. This peer-reviewed journal examines broad theoretical, philosophical and policy explorations and detailed case studies of particular intellectual and practical activities at the intersection of science and society.
Website: http://science-society.com/publications/journal

The Social Sciences Collection aims to examine the nature of disciplinary practices and the interdisciplinary practices that arise in the context of 'real world' applications. The rigorously peer-reviewed journals in this collection also interrogate what constitutes 'science' in a social context, and the connections between the social and other sciences.
Website: http://thesocialsciences.com/publications/journal

Spaces and Flows: An International Journal of Urban and ExtraUrban Studies addresses some of the most pressing and perturbing social, cultural, economic and environmental questions of our time. This peer-reviewed journal focuses on spaces of production, consumption, and living, and flows of people, goods, and information as crucibles and vectors of ongoing transformation.
Website: http://spacesandflows.com/publications/journal

The International Journal of Sport and Society provides a forum for wide-ranging and interdisciplinary examination of sport. This peer-reviewed journal examines the history, sociology, and psychology of sport; sports medicine and health; physical and health education; and sports administration and management. Discussions range from broad conceptualizations to highly specific readings.
Website: http://sportandsociety.com/publications/journal

The Sustainability Collection creates a place for the publication of papers presenting innovative theories and practices of sustainability. The peer-reviewed journals in this collection are cross-disciplinary in their scope, meeting points for natural and social scientists, researchers and practitioners, professionals and community representatives.
Website: http://onsustainability.com/publications/journal

The International Journal of Technology, Knowledge and Society creates a place for the publication and presentation of innovative theories and practices relating technology to society. This peer-reviewed journal is cross-disciplinary in its scope and provides a meeting point for technologists with a concern for the social and social scientists with a concern for the technological.
Website: http://techandsoc.com/publications/journal

Ubiquitous Learning: An International Journal sets out to define an emerging field. Ubiquitous Learning is a new educational paradigm made possible in part by the affordances of digital media. Our changing learning needs can be served by ubiquitous computing. This peer-reviewed journal investigates the affordances for learning through digital media, in school, and throughout everyday life.
Website: http://ubi-learn.com/publications

The Journal of the World Universities Forum seeks to explore the meaning and purpose of the academy in times of striking social transformation. This peer-reviewed journal brings together university administrators, teachers and researchers to discuss the prospects of the academy and to exemplify or imagine ways in which the university can take a leading and constructive role.
Website: http://ontheuniversity.com/publications/journal

DESIGN PRINCIPLES AND PRACTICES BOOK SERIES

Design Principles & Practices

Book Proposals

Common Ground is setting new standards of rigorous academic knowledge creation and scholarly publication. Unlike other publishers, we're not interested in the size of potential markets or competition from other books. We're only interested in the intellectual quality of the work. If a book is a brilliant contribution to a specialist area of knowledge that only serves a small intellectual community, we still want to publish it. If it is expansive and has a broad appeal, we want to publish it too, but only if it is of the highest intellectual quality.

Types of Books

Each conference and journal community has an accompanying book series. We welcome proposals or completed manuscript submissions of:
- Individually and jointly authored books
- Out of print works with new scholarly introductions
- Edited collections addressing a clear, intellectually challenging theme
- Collections of papers published in the Design Collection

Editorial selection can occur after the conference; or a group of authors may first wish to organize a colloquium at the conference to test the ideas in this broader intellectual context.

Proposal Guidelines

Books should be between 30,000 and 150,000 words in length. They are published simultaneously in print and electronic formats. To publish a book, please send us a proposal including:

- Title
- Author(s)/editor(s)
- Back-cover blurb
- Table of contents
- Author bionote(s)
- Intended audience and significance of contribution
- Sample chapters or complete manuscript
- Manuscript submission date

Proposals can be submitted by email to books@commongroundpublishing.com. Please note the book series that you are submitting to in the subject line. You may also visit http://designprinciplesandpractices.com/submitting-your-work/book-proposals for more information.

Design Principles & Practices

Call for Book Reviewers

Common Ground Publishing is seeking distinguished peer reviewers to evaluate book manuscripts submitted to the Design Principles and Practices Book Series.

As part of our commitment to intellectual excellence and a rigorous review process, Common Ground sends book manuscripts that have received initial editorial approval to peer reviewers to further evaluate and provide constructive feedback. The comments and guidance that these reviewers supply is invaluable to our authors and an essential part of the publication process.

Common Ground recognizes the important role of referees by acknowledging book reviewers as members of the Design Series Editorial Review Board for a period of at least one year. The list of members of the Editorial Review Board will be posted on our website.

If you would like to referee book manuscripts please send an email to books@designprinciplesandpractices.com with:

1. a brief description of your professional credentials
2. a list of your areas of interest and expertise
3. a copy of your CV with current contact details

If we feel you are qualified and we require refereeing for manuscripts within your purview, we will contact you.

# Recently Published Books by Common Ground

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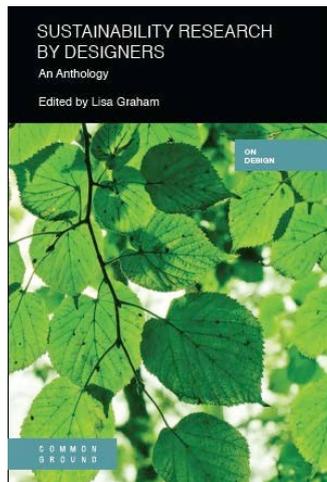
Sustainability Research by Designers: An Anthology
Lisa M. Graham (ed.)

Sustainability, or green design, is an area of growing concern for many design researchers from a wide range of experiences and disciplines, including graphic designers, architects, design theorists, environmental designers, artists, students and educators. These researchers are exploring the topic of sustainability through discourse, studies, and reflection—defining what sustainable design currently means and potentially means as a new, interdisciplinary design profession.

Sustainability Research by Designers: An Anthology is an interdisciplinary volume featuring written sustainability research by accomplished design practitioners, researchers, and educators selected from the recognized peer-reviewed scholarly journals *Design Principles & Practices: An International Journal*; *The International Journal of the Arts in Society*; *The International Journal of Environmental, Cultural, Economic & Social Sustainability*; *The International Journal of the Humanities*; and *The International Journal of Technology, Knowledge & Society*.
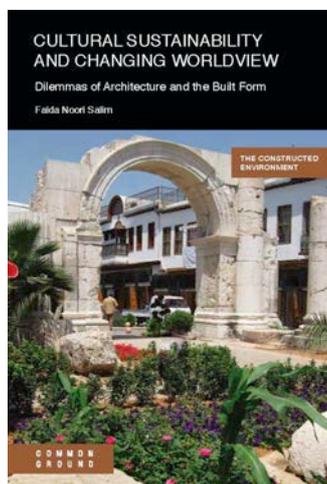
Cultural Sustainability and Changing Worldview: Dilemmas of Architecture and the Built Form
Faid Noori Salim

"Network societies" will never replace traditional communities. In today's evolving global culture, the issues of cultural sustainability, identity, and belonging are being challenged. At the heart of this challenge is the difficulty of individuals' spatial and social assimilation. Looking back, architecture and the constructed urban form have always faced dilemmas that continue to challenge communities. Thus, the challenge facing the traditional mechanisms of belonging is an urgent matter and is presented as a dilemma due to the transitional nature of today's time period. Individuals as users and as architects need to rediscover the secure home and place, without which communities cannot be sustained.

This book discusses Baghdad as an example of a city whose cultural stability was challenged over a short period of time, and should serve as a reminder to other cities of the importance of stability and belonging. The flow of information affects the flow of people's inner space, which can no longer be thought of as internally controlled, and architecture should be aware of such changes and the dilemma it creates for the occupation of space.
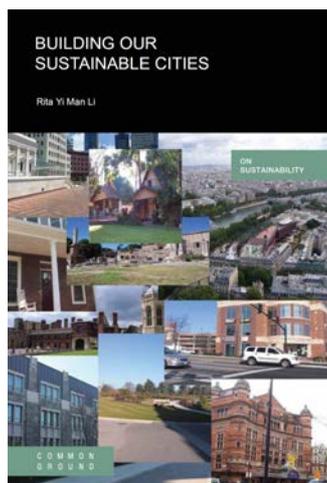
Building our Sustainable Cities
Rita Yi Man Li

Sustainable development has become a hot topic worldwide in recent decades. Following the Copenhagen Summit, politicians and the general public were once again faced with the reality of inevitable climate change. Is there anything we can do to stop global warming? Are there any possible ways to achieve the goal of zero carbon? What can we, as laymen in the global village, do in the coming years so that future generations can enjoy a natural environment similar to ours?

This book consists of three parts. The first part is an introduction that provides a general overview of sustainable development in China, Singapore, the United Kingdom, the United States of America and Australia. The second part introduces the concept of sustainability in the built environment. The third part of this book focuses on sustainable land use planning in Hong Kong.

SCHOLAR: ANNOUNCING AN EXCITING NEW 'SOCIAL KNOWLEDGE' SPACE FROM COMMON GROUND

Three years in development, Common Ground is pleased to announce its innovative new 'social knowledge' environment, Scholar. If the social glue that holds together Facebook is 'friends' and the stickiness of Twitter is having 'followers', then the common bond created in Scholar is 'peers' working together in knowledge producing communities. Scholar also allows you to invite peers, create new communities and write papers in its Creator space. All this is free. You can also request a free 60-day 'educator' account for the Publisher space, where you can co-ordinate peer review of works created in knowledge communities or amongst your students.

ACCESS TO THE COMMUNITY APPLICATION ON SCHOLAR

Log on to Community, CG Scholar's secure social media space to connect, network and continue the Design Conference dialogue with your fellow conference colleagues during and after the conference. Follow these easy steps to get started:

1. Go to www.CGScholar.com and create your account.
2. When you create your account you will be asked to enter a "blip" (a very brief one-sentence description of yourself). You may also choose to upload a profile picture of yourself, find other peers and create posts and updates at this time or wait until later to do this.
3. As soon as you create your account, you will be placed in the Community social media space (the Community tab will be highlighted in orange on the tool bar located at the top of the page). You are now ready to use Community by finding your peers or joining and creating knowledge communities.

For more detailed information on Community's capabilities as well as account and privacy settings visit:
http://learning.cgscholar.com/software-resources/user-guide/community/getting-started.

JOINING THE DESIGN PRINCIPLES AND PRACTICES KNOWLEDGE COMMUNITY

Once you have created your account and have been taken to the Community social media space, you can now join the Design Principles and Practices Knowledge Community:

1. On the left hand navigation bar, click on the "Find and join communities" link located under the YOUR COMMUNITIES heading. You will be taken to the Join Communities page.
2. On the Join Communities page, enter "Design Principles and Practices" in the search field. Click on '"Join Community" when the Design Principles and Practices knowledge community pops up.
3. The Design Principles and Practices community will now be added to YOUR COMMUNITIES located on the left hand navigation bar. Click on this anytime you are in Scholar to enter the Design Principles and Practices Knowledge Community.
4. To navigate the Design Principles and Practices community, simply hover over the Design Principles and Practices name located on the top left hand navigation and a drop down menu will appear. Select "Activity Stream" to see all current activities for the community or select "Updates" to view only member updates.

    Note: All recent activities for the community can also be viewed by referencing the "Recent Activity" section located on the right hand navigation.

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