

10th design principles & practices

International Conference

Design Transforming Society

The ability of design to promote transformations in society is an issue that deserves investigation. Transformations in the way people live, in human relationships, even in the landscape. These transformations can be very subtle and their effectiveness sometimes depends on the continuity of an action, which is perceived only on a long-term basis.

In this context, the design of objects, artifacts, services and processes is looked at as a catalyst, an initiative capable of making a difference in society and ultimately in the life of human beings.

The 2016 Design Principles & Practices Conference invites you to share your experiences, ideas and proposals on the role of design in the shaping of societies and cultures. How in the past years did this happen, and how can we plan for the future? How we can design artifacts, activities, systems, interactions and environments that affect the way societies take shape?

Conference Chairs:

Loredana Di Lucchio, Lorenzo Imbesi, and Luiza Novaes



Design Principles & Practices



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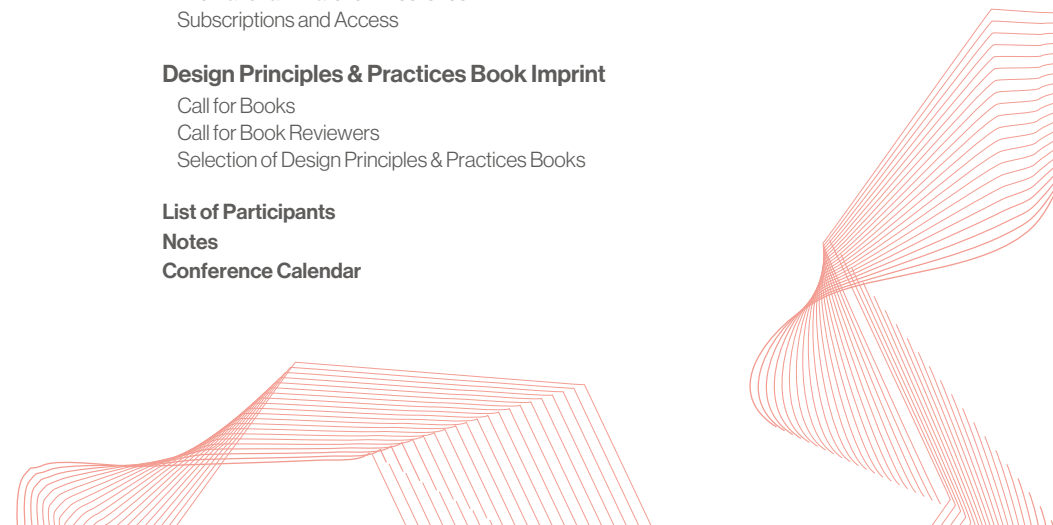
Tenth International Conference on Design Principles & Practices
www.designprinciplesandpractices.com

First published in 2016 in Champaign, Illinois, USA by Common Ground
Publishing, LLC www.commongroundpublishing.com

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Welcome Letter

Dear Design Principles & Practices Delegates,

Welcome to Rio de Janeiro and to the Tenth International Conference on Design Principles and Practices. The Design Principles & Practices Knowledge Community: its conference, journal collection, and book imprint, were created to provide a transdisciplinary forum that explores the purpose of design as well as the use of designed artefacts 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—resulting in conversations that weave between the theoretical and the empirical, research and application, market pragmatics and social idealism.

The Inaugural International Conference on Design Principles & Practices was held at Imperial College, London, UK in February 2007. The conference has since been hosted at the University of Miami, Miami, 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, Los Angeles, USA in 2012; at Chiba University in Chiba, Greater Tokyo, Japan in 2013; in collaboration with Emily Carr University of Art + Design and Carleton University in Vancouver, Canada in 2014; and at the University Center Chicago, Chicago, USA in 2015. Next year, we are honored to hold the conference in partnership with the Institute Without Boundaries at George Brown College in Toronto, Canada.

Conferences can be ephemeral spaces. We talk, learn, get inspired, but these conversations fade with time. This Knowledge Community supports a range of publishing modes in order to capture these conversations, and formalize them as knowledge artefacts. We encourage you to submit your research to the Design Principles & Practices Journal Collection. We also encourage you to submit a book proposal to the Design Principles & Practices Book Imprint.

In partnership with our Editors and Community Partners the Design Principles & Practices Knowledge Community is curated by Common Ground Publishing. Founded in 1984, Common Ground Publishing is committed to building new kinds of knowledge communities, innovative in their media and forward thinking in their messages. Common Ground Publishing takes some of the pivotal challenges of our time and builds knowledge communities which cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground is a meeting place for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.

I want to thank our Conference Chairs and Local Organizing Committee for pouring such a phenomenal amount of work into this conference, The Department of Arts & Design at the Pontifical Catholic University of Rio de Janeiro, our honored Conference Chairs, Professor Loredana Di Lucchio and Professor Lorenzo Imbesi from Sapienza University of Rome, Luiza Novaes from the Pontifical Catholic University of Rio de Janeiro, as well as our supporters, Cumulus: International Association of Universities and Colleges of Art, Design, and Media. I'd also like to thank my Common Ground colleagues, Jeremy Boehme, Monica Hillson, and Jessica Weinhold-Brokish, who have put such a significant amount of work into this conference.

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

Yours sincerely,



Dr. Phillip Kalantzis-Cope
Director, Common Ground Publishing



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About Common Ground



Our Mission

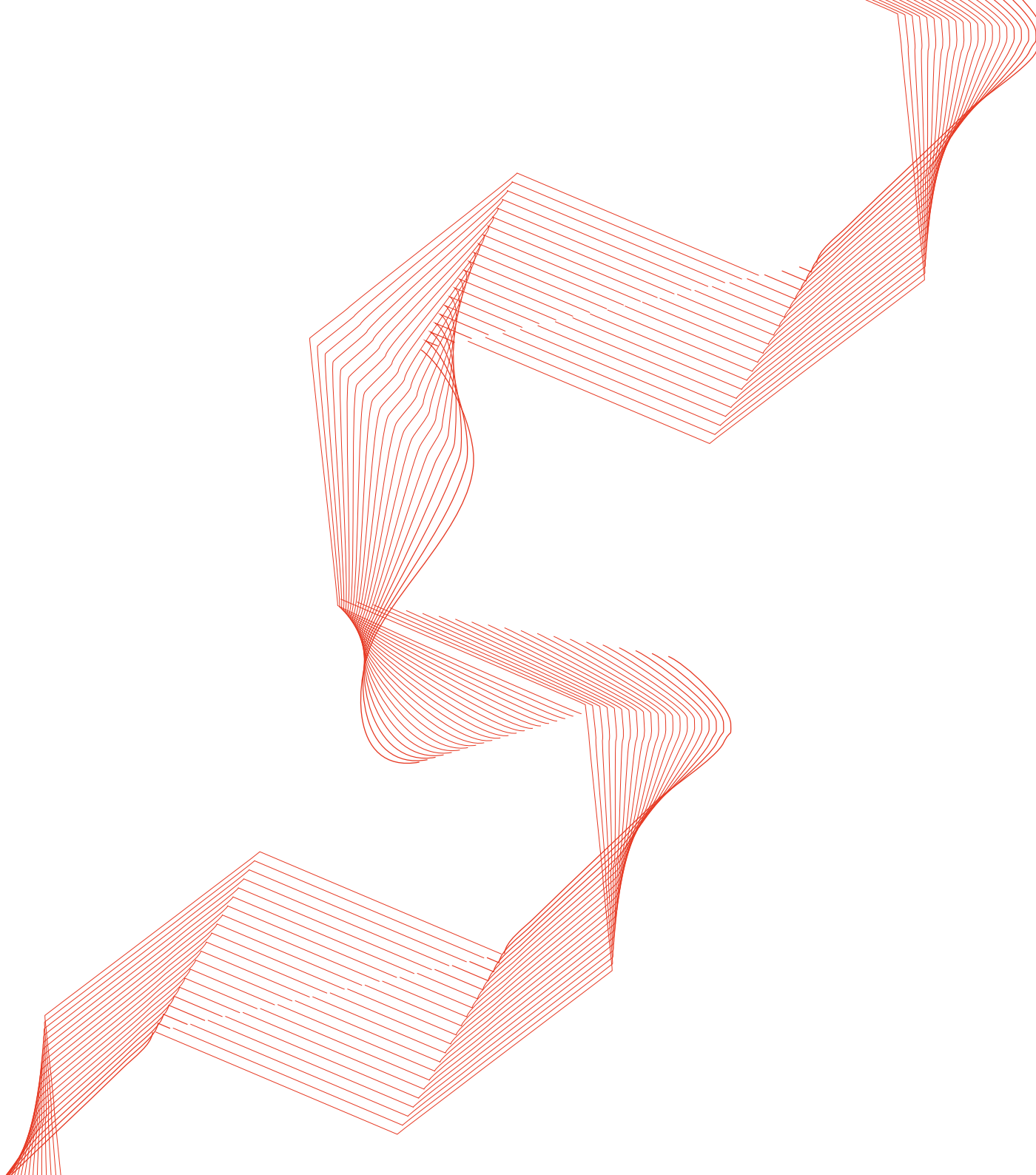
Common Ground Publishing aims to enable all people to participate in creating collaborative knowledge and to share that knowledge with the greater world. Through our academic conferences, peer-reviewed journals and books, and innovative software, we build transformative knowledge communities and provide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

Our Message

Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground identifies some of the pivotal ideas and challenges of our time and builds knowledge communities that cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of the humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground is a meeting place for these conversations, shared spaces in which differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. We strive to create the places of intellectual interaction and imagination that our future deserves.

Our Media

Common Ground creates and supports knowledge communities through a number of mechanisms and media. Annual conferences are held around the world to connect the global (the international delegates) with the local (academics, practitioners, and community leaders from the host community). Conference sessions include as many ways of speaking as possible to encourage each and every participant to engage, interact, and contribute. The journals and book series offer fully-refereed academic outlets for formalized knowledge, developed through innovative approaches to the processes of submission, peer review, and production. The knowledge community also maintains an online presence—through presentations on our YouTube channel, monthly email newsletters, as well as Facebook and Twitter feeds. And Common Ground's own software, Scholar, offers a path-breaking platform for online discussions and networking, as well as for creating, reviewing, and disseminating text and multi-media works.



Design Principles & Practices Conference

Curating global interdisciplinary spaces, supporting
professionally rewarding relationships

About Design Principles & Practices Conference

Conference Principles and Features

The structure of the conference is based on four core principles that pervade all aspects of the knowledge community:

International

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the Design Principles and Practices Conference offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 31 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this community. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

Inclusive

Anyone whose scholarly work is sound and relevant is welcome to participate in this community and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this community.

Interactive

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.

2016 Conference Chairs

The conference features a wonderful group of Conference Chairs whose input and expertise have been guiding factors in shaping all aspects of the proceedings:

Loredana Di Lucchio

Loredana Di Lucchio, PhD in design, is a Researcher Professor at Sapienza University of Rome. Her research and teaching activities are focused on the relationship between production, communication, and consumption in order to investigate and define the strategic role of design as a driver for consumption aware behaviors. She is a speaker for international conferences, coordinator of several Italian research boards, and essayist for theoretical and design reviews including a member of the editorial board of the magazine 'DIID – Disegno Industriale Industrial Design' and of the web-magazine of Italian Design Research Network 'SDI Review'. She has organized many seminars, workshops, and exhibitions about the relationship between design and brand with a particular emphasis on the semantic, productive, and social implications. At the same time, she has opened a personal focus on Asian design, considered as emblematic expression of the contemporary culture.

Lorenzo Imbesi

Lorenzo Imbesi is professor of industrial design at Sapienza University of Rome, Italy. He was previously an associate professor and head of the Master of Design MDes at Carleton University in Canada up until 2013. Professor Imbesi is also an architect, PhD in Design, ICCS fellow – Canada Government, and a member of the Research Board of Italian and European researchers. He is a keynote speaker and coordinator for international conferences and a curator of design exhibitions and events. Additionally, he is a critic and essayist for many reviews, co-director of the magazine "DIID – Disegno Industriale," and currently, he is director of 'FIELDS. An Interdisciplinary Design Journal' (Carleton University, Ottawa), as well as a member of the editorial board of "The Design Journal" (Bloomsbury Publishing, London).

Luiza Novaes

Luiza Novaes is a designer and researcher in the areas of collaborative design, design as mediation, interactive media, and visual communication. Lately, she has concentrated the focus of her investigations in the design of interactive experiences and environments in the areas of education and healthcare. She is a professor at PUC-Rio - Pontifical Catholic University of Rio de Janeiro, Brazil in the Department of Arts and Design, working in the undergraduate and graduate programs in design. She has an MFA in photography and related media from the School of Visual Arts in New York, USA and a PhD in design from PUC-Rio.

2016 Conference Supporters

We are honored to have the following partners and institutions in support of the 2016 Design Principles & Practices Conference:

Cumulus: International Association of Universities and Colleges of Art, Design, and Media:

Cumulus is an international association of Universities and Colleges of Art, Design and Media. It is the only global association to serve art and design education and research. Cumulus exists as a forum to create partnerships, transfer knowledge and to share best practices. Currently, Cumulus counts 226 members from 49 countries.

Department of Arts & Design (DAD), Pontifical Catholic University of Rio de Janeiro:

The Department of Arts & Design (DAD) at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) Rio de Janeiro, Brazil offers undergraduate, graduate, and extension programs in different areas of design. DAD focuses on the development of social research towards a humanistic education, fostering exchanges within real design contexts of professional practice, technological development, and recognition of the social and environmental impacts and responses of design.

Brazilian Organizing Committee:

Prof. Luiza Novaes, Coordinator

Collaborators

- Prof. Flavia Nizia Ribeiro
- Prof. Jackeline Lima Farbiarz
- Prof. João de Sá Bonelli
- Prof. Rita Maria de Souza Couto
- Prof. Roberta Portas Gonçalves Rodrigues
- Empresa Júnior PUC-Rio

Team of Graphic Design

- Carlos Eduardo Bocai
- Julia Albuquerque
- Lucas Luz
- Nathalie Jourdan
- Paulo Eskilo

Team of Students Volunteers

- André Beltrão
- Gabriel Cruz
- Karla Simone de Souza Portas
- Luiz Lagares Izídio
- Michele Marconsini
- Rosana Alexandre

Administrative Assistants

- Christiane Valente
- Chrystiane Alves
- Shirley Pires



2016 Special Focus: Design Transforming Society

The ability of design to promote transformations in society is an issue that deserves investigation. When shaping objects, systems, and services, and while dealing with technologies and materials, design is affecting the way people live, our human relationships, and the landscape. These transformations can be acutely subtle and their effectiveness can depend on continuity of an action, which is perceived only on a long-term basis. In this context, the ultimate goal of design seems to follow innovation in our material and immaterial realm, thus becoming a catalyst capable of making a difference in society and eventually the life of human beings.

The 2016 Design Principles & Practices Knowledge Community invites you to share your experiences, ideas, and proposals on the role of design in the shaping of societies and cultures. How can we design artifacts, activities, systems, interactions, and environments that affect the way societies take shape? How in past years did this happen, and how can we plan for the future?

In exploring how design can become a vehicle to change society, the conference seeks for interdisciplinary contributions on Design Education, Designed Objects, Interaction and Technologies, Communication, Design Management and Professional Practice, and Architecture and Environmental Design.

Plenary Speakers

Jorge Lopes

Thursday, 25 February

“Design, Technology, and Multidisciplinarity”

Jorge Lopes has a PhD in design products from the Royal College of Art, UK, and an MSc in production engineering from COPPE/UFRJ, Brazil. He is a product designer with interest in technologies of digital manufacture. He is a researcher at the INT – National Institute of Technology/MCTI – Brazilian Ministry of Science, Technology, and Innovation; the National Museum – UFRJ - Federal University of Rio de Janeiro; and an Assistant Professor in the Department of Arts and Design at PUC-Rio, where he coordinates the NEXT–Tridimensional Experimentation Laboratory.

Guto Requena

Thursday, 25 February

“Hackable Cities: Design, Technology, and Feelings”

Guto Requena has a Masters in architecture from the University of São Paulo – USP, with the dissertation “Hybrid Habitation: Interactivity and Experience in the Cyber Culture Era.” His research interest is focused on cyber culture and the impact of new technologies in architecture and design, exploring themes as memory, and digital culture and poetic narratives in all design scales. For nine years he integrated the Nomads – Center for Interactivity Living Studies, at USP. In 2008, he opened his own studio, the Estudio Guto Requena, and since then he’s been working as a consultant, architect, and designer on a variety of projects for clients such as LG, FIAT, Walmart, Coca-Cola, Nike, Toyota, and Google Brazil, among others. His projects have been getting national and international attention, and the numerous prizes won attest to the excellence of the work. Requena has lectured and exhibited in several cities such as New York, Milan, Istanbul, Dubai, Mexico City, Moscow, São Paulo, Rio de Janeiro, Bangkok, Athens, Berlin, Miami, Capetown, Santiago, Paris, Beijing, and London. He was a professor at Panamericana – School of Arts and Design, and at IED – Istituto Europeo di Design. He is also a columnist for the newspaper Folha de São Paulo, where he writes biweekly on Sundays, and is the writer, producer, and host of various series/programs on design, architecture, and urbanism for television, film, and the Internet.

Ana Couto

Friday, 26 February

“Brands with Purpose”

Ana Couto is a designer who has graduated from the Pontifical Catholic University in Rio de Janeiro, Brazil, has a Masters in visual communication from the Pratt Institute, USA, a specialization in branding from the Kellogg School of Management, USA, and in 2015 she graduated from the Owner/President Management Program at Harvard University, USA. In 1993, she founded Ana Couto Branding, with the objective to use design as a tool to build stronger brands. Her company employs more than 50 multidisciplinary professionals with various backgrounds. The recognition of her company’s work is reflected through several publications in international design books and numerous awards, including: Wave Festival (2011); IDEA Brasil (2011, 2013 and 2014); and Professional of the Year in Communications–Design, from the Brazilian Propaganda Association–ABP (2013), among others. In 2015, Couto was also invited to be a part of the Cannes Advertising Festival jury. Additionally in 2015, she opened LAJE, a learning center designed to foster creative experiences with practical tools based on three main themes: branding, design thinking, and innovation.

Manuela Yamada

Friday, 26 February

“Design in the Collaborative Century”

Manuela Yamada is a 27-year-old Brazilian product designer, social innovator, open source passionate, and sustainability propagator. Since she graduated from the Pontifical Catholic University of Rio de Janeiro, she has focused her studies in understanding how design can actually be a tool for empowering people – not only transforming objects into more than just things, but in how design actually acts as a platform for human interaction and social innovation. She has won several awards including the RedDot Design award, Movimento Hot Spot, and OUIShare awards. Currently, she is a partner at the design and consultancy company, Materia-Brasil, and the co-founder of Goma.

Rita Couto, Flavia Ribeiro, and Roberta Portas

Saturday, 27 February

“Social Design at PUC-Rio – Initiatives in Teaching, Research, and Extension”

Rita Maria de Souza Couto has a PhD in education from PUC-Rio, Brazil. She is a designer and researcher with interests in design and interdisciplinarity, epistemology of design, pedagogy of design, inclusive design, and teaching methods and techniques. She is an Associate Professor in the Department of Arts and Design and coordinator of the LIDE – Interdisciplinary Laboratory Design/Education at PUC-Rio.

Flavia Nizia da Fonseca Ribeiro has a PhD in education from PUC-Rio, Brazil. She is a designer and researcher with interest in design and education. She is a researcher at the LIDE – Interdisciplinary Laboratory Design/Education at PUC-Rio.

Roberta Portas Gonçalves Rodrigues has a PhD in design from PUC-Rio, Brazil. She is a designer and researcher with interest in design and education. She is also a researcher at the LIDE – Interdisciplinary Laboratory Design/Education at PUC-Rio.

Saulo Barreto

Saturday, 27 February

“Social Technologies Generating Effective and Scalable Solutions for Social Problems”

Saulo Barretto is co-founder of the Research Institute for Innovation and Technology (IPTI). The institution is a private research center, not for profit, founded in October of 2003, in Santa Luzia do Itahy, Sergipe, Brazil. IPTI has the goal of developing integrated solutions between technology and human processes, having as priority areas education, health, and creative economy. Barretto is a civil engineer with a PhD in structures from Universidade de São Paulo, Brazil, with periods spent at Technische Universität Braunschweig in Germany and at Columbia University in the United States. Despite his formation, Saulo likes to entitle himself as an Ideas Engineer.

Graduate Scholars

Marcos Barbato

Finishing his Arts & Design Masters, Marcos Barbato works as a professor at the Advertising Lab in the Communications Department and is member of the NEXT Lab, both at PUC Rio University. A technology entrepreneur since the dinosaurs were on Earth, Barbato has significant experience designing and developing interactive technology projects, such as the Rio de Janeiro BID Presentation to the 2016 Olympics, Rock in Rio, and the 2014 World Cup. Recently, Barbato led the foundation of the BIT PUC, a littleBits Chapter Lab, brought to life as a maker design laboratory to bring kids to their first university experience. His interests include: education technology; digital art; maker, thinker & creative world, music, games and knowledge.

Patrícia Carrion

Patrícia Carrion is a Master of Design candidate in ergonomics, usability, and human-computer interaction from Pontifical Catholic University of Rio de Janeiro. She holds a Bachelor's degree in communications with a concentration in journalism from the Universidade Federal do Espírito Santo and a graduate specialization in web design from CCE/PUC-Rio. Her research topics of interest include user-centered design, human-computer interaction, interaction and digital design, and internet and multimedia design.

Danila Gomes

Danila Gomes is a graduate student in design with a focus in product design at the Centro Universitário de Volta Redonda and a specialist in ergonomics at the Pontifícia Universidade Católica do Rio de Janeiro. At the present time, she is completing her Masters in design at the Pontifícia Universidade Católica do Rio de Janeiro as a scholarship student from the Conselho Nacional de Desenvolvimento Científico e Tecnológico. She is also a student in the Laboratório de Ergodesign e Usabilidade de Interfaces, and her research approaches the applicability of design in projects in Brazil. She has worked in research and development of products as an art director, is a panelist specializing in issues about design, ergonomics, and social inclusion, and has authored and presented publications on ergonomics and social inclusion through design at various Brazilian conferences.

Fabiana Heinrich

Fabiana Heinrich holds an MA in design from the Pontifícia Universidade Católica do Rio de Janeiro and a B.A. in graphic design (Summa cum laude) from the Universidade Federal de Pelotas, Brazil. She has experience in researching and teaching design, as well as developing digital and graphic design projects for international and national clients at companies such as Conrad Caine (Germany) and Nodo (Brazil). Currently, she is a design PhD candidate at Pontifícia Universidade Católica do Rio de Janeiro researching aesthetics, criticism, and design. In the fall semester of 2015, she was a visiting research fellow in the German Studies Department at Brown University, USA, auditing a course and researching critique, as well as auditing courses and researching design at the Rhode Island School of Design, USA.

Elen Nas

Elen Nas has a Bachelor in Social Science and works as an artist. With technical studies in music, she is now doing a Masters in design in the Arts and Design Department at the Pontifical Catholic University of Rio de Janeiro. Her primary field of research is technology and society, and her work focuses on the relations between arts, design, technology, and science. She also produces and investigates works of interaction design.

Juliana Nunes

Juliana Nunes graduated in product design at PUC-Rio in 1999 and graphic design at Universidade in 2005. She managed her own business of the manufacture and sale of notebooks and stationery products from 2000 to 2003 and again from 2006 to 2009. Nunes worked at Image and Sound Museum as a graphic designer from 2004 to 2005. She also worked at Saber Digital from 2010-2013 as a coordinator of educational projects on projects aimed at the development of teaching materials. Currently, she is exclusively dedicated to being a graduate student in design at PUC-Rio.

Larisa Paes

Larisa Paes is a designer and a master's student at the School of Industrial Design at the University of the State of Rio de Janeiro, Brazil where she is also a CAPES researcher at the Design Anthropology Laboratory. Lately, she has concentrated the focus of her investigations in the areas of games, co-design, and citizen participation. She has an industrial design degree from FMU and also has a specialist degree in business communication from Metodista University of São Paulo. She is a native speaker of Portuguese and is also proficient in both English and Spanish.

Wilson Prata

Wilson Prata is a PhD student in design at Pontifícia Universidade Católica do Rio de Janeiro, and he holds an MA in design from the same institution. He has a BA in graphic design and has graduated in art multimedia from the Universidade Federal do Amazonas, Brazil. Prata also has an MBA in marketing by Fundação Getúlio Vargas, Brazil. He has experience in human-computer interaction, human factors and user experience research, as well as developing digital projects for international and national clients for companies such as Nokia (Finland) and Microsoft (Brazil). Currently, Prata is working at the R&D institute, INDIT, and is researching the relation between design and social formation in the Amazon.

Camila Assis Peres Silva

Camila Assis Peres Silva is a PhD student in design at the University of São Paulo. She also has a Master in design from the University of Rio de Janeiro State and a Bachelor in design from the University of Rio de Janeiro. Besides the background in design, she also has expertise in planning, implementation, and management of distance education, as well as expertise in business marketing attained at the Federal Fluminense University. She has been working as a designer since 2001 and as a teacher since 2010. In addition to her dedication to academic research, today she works as a teacher in the design graduation course of Senai Cetiqt.

Priscila Williams

Priscila Williams is a Master of Science candidate in strategic design and management at Parsons in New York City. She has developed a holistic perspective of how design impacts our lives, not only with products, but also with the invisible strategies and services that surround them. Williams holds a Bachelor's degree in industrial design from the Universidad Iberoamericana in Mexico City and has completed studies on services design at the Politecnico di Milano. Her writing has appeared in *Rediseño Magazine*, a Mexican design publication, and she has completed several design projects focusing on human center design and user experience. Her education and interests led her to work as a teacher assistant in the Visualizing Finance Lab at Parsons.

Ways of Speaking



Plenary Sessions

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Conversation.



Garden Conversation

Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length 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.



Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.



Themed Paper Presentations

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.



Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by commentary and/or group discussion. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.



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.



Poster Session

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

Daily Schedule



thursday - february 25

- 8:00 - 9:00** Conference Registration Desk Open
- 9:00 - 9:30** Conference Opening — Lorenzo Imbesi, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Loredana Di Lucchio, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Luiza Novaes, Conference Co-chair, Professor, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil; Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA
- 9:30 - 9:45** Pontifical Catholic University of Rio de Janeiro Welcome Address
- 9:45 - 11:00** Plenary Session (chair Luiza Novaes):
- Jorge Lopes, Pontifical Catholic University of Rio de Janeiro, NEXT-Tridimensional Experimentation Laboratory, Rio de Janeiro, Brazil
"Design, Technology, and Multidisciplinarity"
- Guto Requena, Estudio Guto Requena, São Paulo, Brazil
"Hackable Cities: Design, Technology, and Feelings"
- 11:00 - 11:30** Coffee Break & Garden Conversation
- 11:30 - 12:15** Talking Circles
- 12:15 - 13:20** Lunch
- 13:20 - 15:00** Parallel Sessions
- 15:00 - 15:15** Coffee Break
- 15:15 - 16:55** Parallel Sessions
- 17:00 - 19:00** Exhibition & Welcome Reception

friday - february 26

- 8:45 - 9:15** Conference Registration Desk Open
- 9:15 - 9:30** Daily Update – Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA
- 9:30 - 10:45** Plenary Session (chair Lorenzo Imbesi):
- Ana Couto, Ana Couto Branding and LAJE Learning Center, Rio de Janeiro, Brazil
"Brands with Purpose"
- Manuela Yamada, MateriaBrasil and Goma, Rio de Janeiro, Brazil
"Design in the Collaborative Century"
- 10:45 - 11:15** Coffee Break & Garden Conversation
- 11:15 - 12:30** Parallel Sessions
- 12:30 - 13:30** Lunch
- 13:30 - 14:15** Parallel Sessions
- 14:15 - 14:25** Transitional Break
- 14:25 - 16:05** Parallel Sessions
- 16:05 - 16:20** Coffee Break
- 16:20 - 17:35** Parallel Sessions and Lab Talks/Visits

saturday - february 27

- 8:30 - 9:00** Conference Registration Desk Open
- 9:00 - 9:10** Daily Update – Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA
- 9:10 - 10:25** Plenary Session (chair Loredana Di Lucchio):
- Rita Couto, Flavia Ribeiro, and Roberta Portas, Pontifical Catholic University of Rio de Janeiro, LIDE - Interdisciplinary Laboratory Design/Education, Rio de Janeiro, Brazil
"Social Design at PUC-Rio: Initiatives in Teaching, Research, and Extension"
- Saulo Barretto, Research Institute for Innovation and Technology, Santa Luzia do Itahy, Sergipe, Brazil.
"Social Technologies Generating Effective and Scalable Solutions for Social Problems"
- 10:25 - 10:55** Coffee Break & Garden Conversation
- 10:55 - 12:35** Parallel Sessions
- 12:35 - 13:25** Lunch
- 13:25 - 15:05** Parallel Sessions
- 15:05 - 15:20** Coffee Break
- 15:20 - 16:35** Parallel Sessions
- 16:35 - 17:05** Special Event: Closing and Award Ceremony — Lorenzo Imbesi, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Loredana Di Lucchio, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Luiza Novaes, Conference Co-chair, Professor, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil; Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA

THURSDAY, 25 FEBRUARY

8:00-9:00	CONFERENCE REGISTRATION DESK OPENS
9:00-9:30	CONFERENCE OPENING
	Lorenzo Imbesi, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Loredana Di Lucchio, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Luiza Novaes, Conference Co-chair, Professor, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil; Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA
9:30-9:45	PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO WELCOME ADDRESS
9:45-11:00	PLENARY SESSION (CHAIR LUIZA NOVAES)
	Jorge Lopes, Pontifical Catholic University of Rio de Janeiro, NEXT-Tridimensional Experimentation Laboratory, Rio de Janeiro, Brazil - "Design, Technology, and Multidisciplinarity"
	Guto Requena, Estudio Guto Requena, São Paulo, Brazil - "Hackable Cities: Design, Technology, and Feelings"
11:00-11:30	COFFEE BREAK & GARDEN CONVERSATION
11:30-12:15	TALKING CIRCLES
	Room 1: Design Education Room 2: Design in Society Room 3: Design Objects Room 4: Visual Design Room 5: Design Management and Professional Practice Room 6: Architectonic, Spatial, and Environmental Design
12:15-13:20	LUNCH
13:20-15:00	PARALLEL SESSIONS
Room 1	<p>Approaches to Design Education</p> <p>Deconstruction and Reconstruction of Forms: Toward an Understanding of Spatial Geometry Dr. Mithra Zahedi, <i>School of Design, Faculty of Environmental Design, Université de Montréal, Montréal, Canada</i> <i>Overview:</i> An experimental method has been developed to help first-year industrial design students acquire understanding of three-dimensional objects. Students deconstruct familiar objects, consider its visual vocabularies, and reconstruct new objects. <i>Theme: Design Education</i></p> <p>New Practical Course: Understanding Media Dr. Tolga Erkan, <i>Department of Visual Communication Design, Ipek University, Ankara, Turkey</i> <i>Overview:</i> This paper discusses an "Understanding Media" course as a quick start for freshman students to discover basic design principles and learn Adobe software such as photoshop, indesign, aftereffects, etc. <i>Theme: Design Education</i></p> <p>Drawing in the Construction of Design Thinking Ana Moreira da Silva, <i>Faculty of Architecture, University of Lisbon, Lusíada University, Lisbon, Portugal</i> <i>Overview:</i> In this study we consider the close relationship between drawing and design. Drawing presents itself as an operative support for problem solving and critical analysis in the design process. <i>Theme: Design Education</i></p> <p>Flipping the Flat Pattern Studio: Student Shared Teaching and Learning Dr. Lalou Alexander, <i>Fashion Management Department, School of Media and Design, University of the Incarnate Word, San Antonio, USA</i> Dr. Melinda Adams, <i>Department of Fashion Management, University of the Incarnate Word, San Antonio, USA</i> <i>Overview:</i> Student groups demonstrated flat pattern lessons to the rest of the class to share ownership of teaching and learning studio course lessons. <i>Theme: Design Education</i></p>
Room 2	<p>Design Transforming Society: User-centered Urban Design</p> <p>Interior Design for Housing of Social Interest: The Case of the Habitation and Urban Development Company in Mauá, Brazil Dr. Claudio Lima Ferreira, <i>Anhembi Morumbi University, São Paulo, Brazil</i> Natália Lembke, <i>Anhembi Morumbi University, São Paulo, Brazil</i> <i>Overview:</i> This paper highlights the importance of investing in studies on interior design projects in social housing schemes in Brazil. <i>Theme: Design in Society</i></p> <p>The Vacant Home Tour Eleni Katrini, <i>Architecture, Carnegie Mellon University, Pittsburgh, USA</i> Kenneth Chu, <i>Vacant Home Tour, Wilkinsburg Community Development Corporation, Pittsburgh, USA</i> <i>Overview:</i> Using design as a method of empowerment, we developed the Vacant Home Tour, a social innovation program that re-frames the issue of blight in an urban landscape. <i>Theme: Design in Society</i></p> <p>The Urban Prefab Initiative: A Case Study in Sustainable Urban Design Michael Hughes, <i>Department of Architecture, American University of Sharjah, Sharjah, United Arab Emirates</i> <i>Overview:</i> This paper examines the potential of small-scale residential interventions to sustain and promote unique cultural traditions in a marginalized, urban neighborhood. <i>Theme: Architectonic, Spatial, and Environmental Design</i></p>

THURSDAY, 25 FEBRUARY

13:20-15:00 **PARALLEL SESSIONS**

Room 3 Social Effects of Design

A New View for Inclusive Design in Brazil

Danila Gomes, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper clarifies the real objective of inclusive design, assuming that one of the problems surrounding this concept of design in Brazil is its disuse.

Theme: 2016 Special Focus: Design Transforming Society

Design's Spiral Evolution: Influences on Design and Society

Teresa Serpa, *Architecture Faculty, Research Center for Architecture, Urbanism, and Design, University of Lisbon, Lisbon, Portugal*

Dr. Fernando Moreira da Silva, *Research Center in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: This paper highlights the importance of design development and its impact in small and medium-sized enterprises (SMEs) and in society.

Theme: Design Management and Professional Practice

A Phenomenological Inquiry into Ontological Design

Irani Sangham, *Department of the Premier, Western Cape Government, Cape Town, South Africa*

Mehul Sangham, *Cape Town, South Africa*

Overview: This paper proposes the evolution of design epistemology necessary for the development of new forms of social organizing.

Theme: Design in Society

Room 4 Acquisition and Application of Knowledge: Design and Learning

Design Authorship and Entrepreneurship: A Case Study from Tyler School of Art

Prof. Stephanie Knopp, *Graphic Arts and Design Department, Tyler School of Art, Temple University, Philadelphia, USA*

Bryan Satalino, *Graphic Arts and Design Department, Tyler School of Art, Temple University, Philadelphia, USA*

Overview: This case study describes the Hatchery, a year-round graphic design incubator that supports the creation, production, marketing, and sales of innovative products designed by BFA and MFA students.

Theme: Design Education

The Mismatch among Design Education, Research, and Practice: How to Strengthen the Bridge?

Ana Cristina Dias, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Prof. Rita Assoreira Almendra, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Dr. Fernando Moreira da Silva, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: The relationship between academia and the professional world should be based on a knowledge transfer processes, through a collaborative approach between institutions, intensifying more joint projects, joint research, or internships.

Theme: Design Education

Pop-up Store DEMO'15: An Entrepreneurial Experience for Fashion Design Graduates

Graziela Sousa, *Project Department, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: This paper reports the motivations and outcomes of the pop-up store of the fashion design graduates of FAULisboa as an entrepreneurial learning experience.

Theme: Design Education

Room 5 Dynamics of Storytelling and Story Design

The Designs of Desmond Heeley: Beyond the Theatre Stage

Prof. Richard E Donnelly, *Department of Film, Television, and Theatre, University of Notre Dame, Notre Dame, USA*

Overview: This paper explores the designs of Desmond Heeley for opera, ballet, and non-stage venues.

Theme: Designed Objects

The Effect of the Spirit of a Space on Animation Design: "Our Eskişehir" Student Animation Movie

Dr. Cigdem Tas Alicenap, *Faculty of Fine Arts, Department of Animation, Anadolu University, Eskişehir, Turkey*

Yasin Arslan, *Faculty of Fine Arts, Department of Animation, Anadolu University, Eskişehir, Turkey*

Overview: This study examines the effects of the spirit and stories of spaces on animation design through a student animation movie "Our Eskişehir," completed in an introduction to video course.

Theme: Visual Design

Moved by Motion and the Power of Storytelling

R Brian Stone, *Department of Design, The Ohio State University, Columbus, USA*

Overview: This paper addresses principles and strategies of motion design through the lens of storytelling and narrative. It examines communication through motion while establishing a vocabulary and framework grounded in storytelling.

Theme: Visual Design

A Few Words on Images and Empathy

Dr. Vera Nojima, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses, albeit briefly, the manipulation of Nazi ideas through the imagetic discourse present in sequences of the film "Triumph of the Will."

Theme: Visual Design

THURSDAY, 25 FEBRUARY

13:20-15:00 **PARALLEL SESSIONS**

Room 6 Universal and Special-needs Design

An Investigation of the Evidence Base for the Architectural Principles Applied to the Design of Classrooms for Children with Autism Spectrum Disorder

Megan Lawrence, *University of New South Wales, Sydney, Australia*

Overview: This study investigates the design principles architects employ in the design of classrooms for children with Autism Spectrum Disorder.
Theme: Design in Society

Feelipa, Color Code for Visually Impaired People

Filipa Pires, *Feelipa Color Code, Lisbon, Portugal*

Overview: This paper discusses a color identification system developed to bring greater independence to people with visual impairments.
Theme: Design in Society

Tricycle for Paraplegics: The Confy Trike

Prof. Nishant Sharma, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Kiran Gangadharan, *Indian Institute of Technology Bombay, Mumbai, India*

Overview: This paper discusses a tricycle for paraplegics (CONFY TRIKE). It is a user-centric solution to diverse needs of the large paraplegic population of India.

Theme: 2016 Special Focus: Design Transforming Society

Contributions of the Different Subareas of Design towards a Better Aging

Luiza Beck Arigoni, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Vera Maria Marsicano Damazio, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Rejane Spitz, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses reflections on aging based on distinctive perspectives and subareas of design represented by Research Laboratories of the Graduate Program at Pontifical Catholic University of Rio de Janeiro.

Theme: Design in Society

Room 7 Late Additions

Contributions of International Exchange Programs: Intercultural Study of Architecture

Sinem Kultur, *Department of Architecture and Design, Bahcesehir University, Istanbul, Turkey*

Overview: This paper discusses the contributions of international exchange programs to architectural students based on experiences and outcomes of the program ICSEA (InterCultural Study of Architecture).

Theme: Design Education

Architectural Programming Approaches for Educational Buildings: A Case Study of Nursery Schools

Asst. Prof. Murat Dunder, *Department of Architecture, Faculty of Architecture and Design, Bahcesehir University, Istanbul, Turkey*

Overview: This research investigates different approaches of programming in design process of nursery schools from the pre-design phases to post-occupancy evaluations.

Theme: Design Management and Professional Practice

Mass Customization for Housing

Belinda Torus, *Department of Architecture, Bahcesehir University, Istanbul, Turkey*

Overview: This study discusses the solutions and tools for mass customized housing which are designed in different programs with various algorithms.

Theme: Architectonic, Spatial, and Environmental Design

15:00-15:15 **BREAK**

15:15-16:55 **PARALLEL SESSIONS**

Room 1 Design Thinking: Approaches to Cognitive Modes and Learning Styles

Design Thinking: Exploring the Cognitive Process

Dr. Andreas Ninck, *Business School, Bern University of Applied Sciences, Bern, Switzerland*

Overview: Our focus is on the cognitive aspects of design thinking. We discuss an approach which puts perception, communication, collaboration, reflective thinking, and collective intelligence to the forefront.

Theme: Design Education

Creativity and the Complexity of Being Human

Deborah Shmerler, *School of Art, College of Arts and Sciences, The University of Tennessee, Knoxville, USA*

Overview: Promoting transformations in society will be predicated upon how much creative energy we have collectively, and as individuals. What are these energy sources and how important are they?

Theme: Design Education

Approaching Bridges between University Education and Elementary School: Design Thinking for Educators in El Salvador

Celina Ivette Andino, *School of Design, University Dr. Jose Matias Delgado, Antiguo Cuscatlán, El Salvador*

Overview: This paper addresses the challenges of design students working for the first time with school teachers applying design thinking methodology at the primary school San José Los Sitios, El Salvador.

Theme: Design Education

Drawing to Observe, Drawing to Transform: Reporting an Experience

Nathalia Sá Cavalcante, *Arts and Design Department, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: Drawing isn't only a tool. Drawing is a way to be in the world. This study discusses the experience of drawing with students and its importance for training designers.

Theme: Visual Design

THURSDAY, 25 FEBRUARY

15:15-16:55 **PARALLEL SESSIONS**

Room 2 Design and Technology

Information Architecture for Language Learning Applications and Strategies for Engagement

Flavio Nazario, *Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*
Dr. Claudia Mont'Alvão, *Department of Arts and Design, Graduate Program in Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses the information architecture of applications designed for language learning and shows strategies to engage its users and incorporate their contribution into the design process.

Theme: Visual Design

Designing at the Edge of Technology: 3D Printed Nature-inspired Jewelry

Natascha Scagliusi, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*
Jorge Roberto Lopes dos Santos, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*
Dr. Claudio Magalhães, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: Micro-tomography and digital image processing are applied in digitizing and virtually modifying natural structures to build 3D jewelry models that are fabricated with 3D Printing, investment casting, and laser soldering.

Theme: Designed Objects

The Experimental Culture of Interface and Design: Reactivision Software

Elen Nas, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: From calm technology to maker culture, this paper discusses an example where challenge leads to engagement. Designing interfaces for public experiences in art environments call society to be reflexive.

Theme: Design in Society

Room 3 Professional Practice

A Process-product Study of Building Design: Developing a Scale to Assess Holistic Design Performance

Olaitan Awomolo, *School of Architecture, Carnegie Mellon University, Pittsburgh, USA*

Overview: Building requirements and functions are changing. As a result, there is a need to clearly understand the role of firm structure and management on whole building design performance.

Theme: Design Management and Professional Practice

Remaining Viable in the Face of Globalization: The European High Fashion Embroiderers' Methods of Adaptation

Dr. Theresa Alexander, *Fashion Management, University of the Incarnate Word, San Antonio, USA*

Overview: This qualitative study focuses on European high fashion embroiderers' attempts to compete with less expensive Asian embroidery sources. The embroidery ateliers have adapted working methods in order to survive.

Theme: Design Management and Professional Practice

Design and Information and Communications Technology for Indian Grocery Stores: A Low-cost Retail Management System

Prof. Kumaresan Pannier Selvam, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Overview: Indian grocery stores are a cultural phenomenon that operates on traditional management systems. This project empowers them with emerging technologies to face competition by large-scale retailers.

Theme: Design in Society

Room 4 Design Approaches and Strategies for Architecture Education

The Architectural Design Studio Experience: Focused on Soundscape

Ozlem Kandemir, *Department of Architecture, Faculty of Architecture and Design, Anadolu University, Eskisehir, Turkey*

Asli Ozecevik, *Department of Architecture, Faculty of Architecture and Design, Anadolu University, Eskisehir, Turkey*

Overview: This paper discusses architectural studio education based on sound, one of the fundamental immaterial architectural elements, in the Department of Architecture at Anadolu University.

Theme: Design Education

Sensuality and Meaning Making: Infusing Eastern Design Philosophy in Interior Architecture Education to Transform Spatial Perceptions

Rebekah Matheny, *Design Department, College of Arts and Sciences, The Ohio State University, Columbus, USA*

Susan Melsop, *Design Department, College of the Arts and Sciences, The Ohio State University, Columbus, USA*

Overview: Two interior design courses infuse Eastern philosophies and design principles into pedagogical objectives to enhance learning beyond ocular centric design, expand cultural literacy, and transform student mindsets toward meaning making.

Theme: Design Education

Research-based Design: The International Masters of Interior Architectural Design's Design Studios

Dr. Özge Cordan, *Interior Architecture Department, Faculty of Architecture, Istanbul Technical University, Istanbul, Turkey*

Overview: This paper focuses on the IMIAD's design studios from the perspective of research-based design and evaluates the products of studios from this angle.

Theme: Design Education

One River, Two Banks: Creating Diversity in Spatial Experience by Means of the "Bridge"

Assoc. Prof. Ozge Kandemir, *Faculty of Fine Arts, Department of Interior Design, Anadolu University, Eskisehir, Turkey*

Asst. Prof. Ozlem Ucar, *Architecture and Design Faculty, Interior Design Department, Anadolu University, Eskisehir, Turkey*

Overview: This study shares some gained experiences from the application of an "Introduction to Interior Design" course to redesign pedestrian bridges on Porsuk River at the Eskisehir city center.

Theme: Design Education

Room 5 Workshop

Scream! A Common Language for the Design Field to Prevent "Design Waste"

Marco van Hout, *MediaLAB Amsterdam, Amsterdam University of Applied Science, Amsterdam, Netherlands*

Gijs Gootjes, *MediaLAB Amsterdam, Amsterdam University of Applied Sciences, Amsterdam, Netherlands*

Overview: How can we prevent "design waste" by developing a common language for designers to share, find, and refer to output from research that otherwise would be lost?

Theme: Design Management and Professional Practice

THURSDAY, 25 FEBRUARY

15:15-16:55	PARALLEL SESSIONS
Room 6	<p>Colloquium</p> <p>Design in Development Contexts: The Role of Design Education and Training as a Factor in Enterprise Development Dr. James. W.R Fathers, <i>School of Design, Syracuse University, Syracuse, USA</i> Simon Fraser, <i>Design, Central St Martins: University of the Arts, London, UK</i> Patty Johnson, <i>School of Design, Syracuse University, Syracuse, USA</i> Ann-Marie Conrado, <i>Design, University of Notre Dame, South Bend, USA</i> Jonathan Mills, <i>Multidisciplinary Design Program, University of Utah, Salt Lake City, USA</i> Elizabeth Wright, <i>Design, Central St Martins: University of the Arts, London, UK</i> <i>Overview:</i> This colloquium explores the role of design as a key factor in the development and sustainability of small-scale enterprises in development contexts. <i>Theme: Design in Society</i></p>
Room 7	<p>Service Design: Planning and Organizing for People and Services</p> <p>Service Design for the Social Settlement of North Korean Refugees in South Korean Society Youn Young Choi, <i>Design Management, International Design School for Advanced Studies, Hongik University, Seoul, South Korea</i> Dr. Ken Nah, <i>Design Management Department, International Design School for Advanced Studies, Hongik University, Seoul, South Korea</i> <i>Overview:</i> Many teenage North Korean refugees have a difficult time adapting to South Korean schools. This paper researches and analyzes this issue and to find design solutions. <i>Theme: 2016 Special Focus: Design Transforming Society</i></p> <p>Experience Design Using a Smartphone: On-demand Taxi Service in South Korea Yoojin Kim, <i>International Design School for Advanced Studies, Hongik University, Seoul, South Korea</i> Dr. Ken Nah, <i>Design Management Department, International Design School for Advanced Studies, Hongik University, Seoul, South Korea</i> <i>Overview:</i> This research explores current on-demand service trends. This study explores the challenges of service through ethnography and suggests improvements for mobile service design. <i>Theme: Design in Society</i></p> <p>The Construction of Inclusive Play Environments: Participatory Design with Children with Cognitive Disabilities Laura Natalia Villamizar Portilla, <i>Bogotá, Colombia</i> Martha Patricia Sarmiento, <i>Art Faculty, School of Industrial Design, National University of Colombia, Bogotá, Colombia</i> <i>Overview:</i> This research shows how prototyping in the design process can enable the participation and research dialogue between children with cognitive impairments and designers in the creation of inclusive play environments. <i>Theme: Design in Society</i></p> <p>Two Digital Platforms Designed for the Interaction of City Managers and Citizens Kelly Kiyumi Shigeno, <i>Architecture and Urbanism College of University of São Paulo, São Paulo, Brazil</i> Dr. Daniela Kutschat Hanns, <i>Architecture and Urbanism College of University of São Paulo, São Paulo, Brazil</i> <i>Overview:</i> In this paper we focus on design elements in a comparative study between two digital platforms designed for public service: The Colab and Rio 1746 platforms. <i>Theme: Design in Society</i></p>
17:00-19:00	EXHIBITION & WELCOME RECEPTION

FRIDAY, 26 FEBRUARY

8:45-9:15	REGISTRATION DESK OPENS
9:15-9:30	DAILY UPDATE
	Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA
9:30-10:45	PLENARY SESSION (CHAIR LORENZO IMBESI)
	Ana Couto, Ana Couto Branding and LAJE Learning Center, Rio de Janeiro, Brazil "Brands with Purpose"
	Manuela Yamada, MateriaBrasil and Goma, Rio de Janeiro, Brazil "Design in the Collaborative Century"
10:45-11:15	COFFEE BREAK & GARDEN CONVERSATION
11:15-12:30	PARALLEL SESSIONS
Room 1	<p>Design Management</p> <p>Agile Management in Hardware Related Design Projects Prof. Christoph Maurer, <i>Department Mechanical Engineering, Munich University of Applied Sciences, Munich, Germany</i> Prof. Lars Brehm, <i>Department Business Management, Munich University of Applied Sciences, Munich, Germany</i> Prof. Anne Bergner, <i>Faculty of Design, University of Applied Sciences Coburg, Coburg, Germany</i> <i>Overview:</i> Agile project management originally was established to develop complex software promising increased usability and faster time-to-market. Under which circumstances can this method be applied on hardware related design projects? <i>Theme: Design Management and Professional Practice</i></p> <p>Binding Design to Entrepreneurship Marcos A. de Lima Filho, <i>Design School, Northumbria University, Newcastle upon Tyne, UK</i> Dr. Stuart Gerald English, <i>School of Design, Northumbria University, Newcastle upon Tyne, UK</i> <i>Overview:</i> Entrepreneurship is the spark that ignites the designing process. This paper analyses how design activity and entrepreneurship are distinct however overlapping and interdependent phenomenons. <i>Theme: Design in Society</i></p>
Room 2	<p>Design Transforming Society: Environmental Design</p> <p>Floating Architecture in the Developing World Camilo Cerro, <i>Department of Architecture, American University of Sharjah, Sharjah, United Arab Emirates</i> <i>Overview:</i> With the rise of the sea level, coastal communities in the third world will be specially affected. Architecture has the potential to meet this challenge. <i>Theme: Design Education</i></p> <p>Automating Carbon Neutral Design and Practice for Optimization, Manufacturing, and Post-occupancy Evaluation Prof. Thomas Spiegelhalter, <i>Sustainability and Design, Environmental Systems, Advanced Systems Integration, Florida International University, Miami, USA</i> Adam Bierman, <i>School of Architecture, Florida International University</i> <i>Overview:</i> Automating green practice is a pathway of interoperable computation for design workflows towards carbon-neutral architecture. Mandatory laws for achieving Net-Zero-Energy-Buildings by 2018-2030 are drivers of automation in the AEC industry. <i>Theme: Architectonic, Spatial, and Environmental Design</i></p> <p>Towards Carbon-neutral Design Education and Best Practice Training for Built Environment Programs in Caribbean Higher Education Prof. Thomas Spiegelhalter, <i>Sustainability and Design, Environmental Systems, Advanced Systems Integration, Florida International University, Miami, USA</i> Dr. Asad Mohammed, <i>Urban and Regional Planning Program, The University of the West Indies, St. Augustine, Port of Spain, Trinidad and Tobago</i> Dr. Perry Polar, <i>Caribbean Network for Urban and Land Management, University of the West Indies, Port of Spain, Trinidad and Tobago</i> <i>Overview:</i> Coastal regions in particular are impacted by humanity's green house gas emissions. This paper discusses a comparative inventory of Caribbean higher education and best training for sustainability. <i>Theme: Architectonic, Spatial, and Environmental Design</i></p>
Room 3	<p>Design Elements and Principles</p> <p>Weaving Geometrical Anatomies: Building Architectural Bodies Ana de Brea, <i>Architecture Department, Ball State University, Muncie, USA</i> <i>Overview:</i> This paper discusses a series of studies on fashion and architecture constructing evidence through a series of designed objects. <i>Theme: Designed Objects</i></p> <p>Exploration of 3D Surface Texturization for Functional and Hedonic Product Improvement İsmail Yavuz Paksoy, <i>Department of Industrial Design, Middle East Technical University, Ankara, Turkey</i> Dr. Naz Börekçi, <i>Department of Industrial Design, Middle East Technical University, Ankara, Turkey</i> <i>Overview:</i> 3D surface textures are examined to determine functional and hedonic product improvements in order to give suggestions of potential new usage areas. <i>Theme: Designed Objects</i></p>

FRIDAY, 26 FEBRUARY

11:15-12:30	PARALLEL SESSIONS
Room 4	<p>Politics of Visual Culture</p> <p>The Design of Intaglio Portraiture to Regulate Social Power and Hierarchies Christopher White, <i>Visual Arts and Design, Faculty of Arts, Whitireia New Zealand, Wellington, New Zealand</i> <i>Overview:</i> This paper examines the visual design elements used in intaglio portraits to communicate systems of control and hierarchy. <i>Theme: Design in Society</i></p> <p>The Design and Structure of One World Trade Center: A Visual Persuasion Analysis Dr. Richard Bello, <i>Department of Communication Studies, Sam Houston State University, Huntsville, USA</i> Dr. Frances E. Brandau, <i>Department of Communication Studies, Sam Houston State University, Huntsville, USA</i> Dr. Terry Thibodeaux, <i>Department of Communication Studies, Sam Houston State University, Huntsville, USA</i> <i>Overview:</i> This paper examines the visually persuasive messages inherent in the structure of One World Trade Center and the 9/11 Memorial. <i>Theme: Design in Society</i></p> <p>Annie Leibovitz 1997-2002: Standing Next to the World's Most Famous Photographer as the World of Photography Changed Tim Hossler, <i>The School of Architecture, Design, and Planning, University of Kansas, Lawrence, USA</i> <i>Overview:</i> The late 1990s and early 2000s were times of transition for all photographers. As photography started to change from digital to analogue, I wandered into Annie Leibovitz's studio. <i>Theme: Visual Design</i></p>
Room 5	<p>Design Transforming Society: Social Design, Social Responsibility, Social Change</p> <p>Living Exchange and Learning Environments: Education Spaces Resignified by the Action of Design in Partnership Eliane Jordy lung, <i>Arts and Design Department, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Dr. Rita Couto, <i>Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Dr. Cristina Portugal, <i>Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Carolina do Valle, <i>Rio de Janeiro, Brazil</i> <i>Overview:</i> This paper discusses the impact of design on education. It lies in the scope of a cooperation agreement for elaborating a project in its early infancy in Africa. <i>Theme: Design in Society</i></p> <p>Rehabilitated Historic Interiors and Sustainability: A Case Study of the Convento de Belen Melissa Santana, <i>School of Art, College of Arts and Letters, Northern Arizona University, Flagstaff, USA</i> <i>Overview:</i> This study hypothesizes that historic preservation and all forms of sustainability can be achieved. <i>Theme: Architectonic, Spatial, and Environmental Design</i></p>
Room 6	<p>Philosophy of Design and Design Education</p> <p>Design Education in Glossolalia Dr. Leonor Ferrão, <i>Department of Social Sciences and Arts, Faculty of Architecture, University of Lisbon, Lisbon, Portugal</i> <i>Overview:</i> This paper discusses the glossolalia project focusing on the aspects that deal with design education. <i>Theme: Design Education</i></p> <p>Design Epistemologies: Three Eras of Constructivism Mehul Sangham, <i>Graduate School of Business, University of Cape Town, Cape Town, South Africa</i> <i>Overview:</i> Design has evolved to meet an ongoing development of our epistemological frames. This paper explores design epistemology through three eras: modern, postmodern, and integral. <i>Theme: Design Education</i></p> <p>Conviviality and Design: Interaction, Learning, and Autonomy Julia Teles da Silva, <i>Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Dr. Jackeline Lima Farbiarz, <i>Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Cynthia Dias, <i>Oswaldo Cruz Foundation, Rio de Janeiro, Brazil</i> <i>Overview:</i> This paper introduces Illich's concept of conviviality and discusses how it can be applied in order to create an autonomous and interactive way of learning and producing objects. <i>Theme: Design Education</i></p>
Room 7	<p>Professional Design and Design Education</p> <p>Value Searching and Building: Fostering a Long-term Relationship with Industry Partners Prof. Jeff Feng, <i>College of Architecture, University of Houston, Houston, USA</i> <i>Overview:</i> Through studying of a number of projects collaborating with industry partners over years, a view is established towards an effective way of facilitating the collaboration between academia and industry. <i>Theme: Design Education</i></p> <p>Who Are the Professionals? Changing Paradigms in Design Education Jane McFadyen, <i>Manchester School of Art, Manchester Metropolitan University, Manchester, UK</i> Fabrizio Cocchiarella, <i>Manchester School of Art, Manchester Metropolitan University, Manchester, UK</i> <i>Overview:</i> What does an academic do to embed professionalism, creative independence, employability, and workplace ethics into the student experience, and how does this impact on the pedagogic practice of the tutor? <i>Theme: Design Education</i></p>
12:30-13:30	LUNCH

FRIDAY, 26 FEBRUARY

13:30-14:15	PARALLEL SESSIONS
Poster Session	<p>Poster Session</p> <p>Discover-Action-Voice! Designing with Social Impact Doris Palmeros-McManus, <i>Graphic Design, The University of the Incarnate Word, San Antonio, USA</i> <i>Overview:</i> The goal was to empower students' social activism. Titled "Social Design," the course focused on design for non-profits. Students worked collectively with a real client to achieve a common goal. <i>Theme: 2016 Special Focus: Design Transforming Society</i></p> <p>Design Training Program for High School Teachers: Getting Design Curriculum into High School Art Classes Dan Paulus, <i>Art Department, University of Wisconsin-River Falls, River Falls, USA</i> <i>Overview:</i> Design education is missing from high school curriculum. Students need help to better understand how to effectively communicate and prepare themselves to advance design as a vital cultural force. <i>Theme: Design Education</i></p> <p>e-Picturebooks as Cognitive Artifacts: How Storytelling Is Shaped by Cognitive Niche Construction Thales Estefani, <i>Post-Graduate Program in Arts, Culture, and Languages, Institute of Arts and Design, Federal University of Juiz de Fora, Juiz de Fora, Brazil</i> Pedro Atã, <i>Institute of Arts and Design, Federal University of Juiz de Fora, Juiz de Fora, Brazil</i> Prof. Joao Queiroz, <i>Institute of Arts and Design, Federal University of Juiz de Fora, Rio de Janeiro, Brazil</i> <i>Overview:</i> This research introduces a theoretical framework for investigation of the cognitive and semiotic nature of digital storytelling, analyzing e-picturebooks as cognitive artifacts and their impact on cognitive niche construction. <i>Theme: Design Education</i></p> <p>The Effects of Movies on Furniture Design Styles Seda Canoglu, <i>Interior Design Department, Anadolu University, Eskisehir, Turkey</i> <i>Overview:</i> This study researches how movies effect furniture design styles and consumption habits. <i>Theme: Designed Objects</i></p> <p>TypeFACES: A Project for Teaching the Basic Elements of Typography Prof. Sevim Selamet, <i>Faculty of Fine Arts, Graphic Design Department, Anadolu University, Eskisehir, Turkey</i> <i>Overview:</i> There are thousands of typefaces available. But all typefaces are not proper for all purposes. How do we find the right one to speak the language of the message? <i>Theme: Design Education</i></p> <p>Early-twentieth-century Packaging Design in Minas Gerais Luciana de Oliveira Inhan, <i>Federal University of Juiz de Fora, Juiz de Fora, Brazil</i> <i>Overview:</i> This poster provides a brief analysis of the packaging design developed by the Minas Gerais Industry in the early twentieth century, from the collection of the lithographic artist Lotus Lobo. <i>Theme: Design in Society</i></p> <p>Promoting the 3D Printing Industry in the Republic of Korea Min Jung Chang, <i>International Design School for Advanced Studies, Hongik University, Seoul, South Korea</i> Hoo Sung Kim, <i>Product Design, IDAS, Seoul, South Korea</i> <i>Overview:</i> This study promotes 3D printing education and the self-produced market in Korea, looking at current challenges. <i>Theme: Design Education</i></p>
Room 1	<p>Workshop</p> <p>Designing for Sustainability: Promoting Instructional Change through Faculty Development Dr. Candace Roberts, <i>Department of Education, School of Education and Social Services, Saint Leo University, Saint Leo, USA</i> Dr. Holly Atkins, <i>School of Education and Social Services, Department of Education, Saint Leo University, Saint Leo, USA</i> <i>Overview:</i> Designing for instructional change to use twenty-first-century technologies requires the four "T's" of time, tools, training, and teamwork, intentionally cultivated together to result in sustained individual and institutional change. <i>Theme: Design Education</i></p>
Room 2	<p>Publishing Your Article or Book with Common Ground Publishing</p> <p>In this session, the Community Editor for the Design Principles & Practices Collection will present an overview of Common Ground's publishing philosophy and practices. He will also offer tips for turning conference papers in to journal articles, present an overview of journal publishing procedures, and provide information on Common Ground's book proposal submission process. Please feel free to bring questions - the second half of the session will be devoted to Q&A.</p>
Room 3	<p>Workshop</p>
14:15-14:25	TRANSITIONAL BREAK

FRIDAY, 26 FEBRUARY

14:25-16:05 **PARALLEL SESSIONS**

Room 1 Architectural Education and Design

Invisible Architecture: Critical Thinking and Architectural Cognition

Alper Besen, *Design Research, Writing, and Criticism Department, School of Visual Arts, New York, USA*

Overview: Architectural pedagogy eagerly promotes “critical thinking.” Yet it is rarely defined and usually conflated with “critical theory.” This study displays the often-neglected complexities of architectural cognition and critical thinking relationships.

Theme: Design Education

The Space(less) City Trilogy: Students’ Architectural Design Challenges in the Arabian Metropolitan Sprawl

Asst. Prof. Cristiano Luchetti, *Architecture, American University of Sharjah, Sharjah, United Arab Emirates*

Overview: This paper discusses the outcomes of three final-year architecture design studios conducted at the American University of Sharjah which have been challenging a contemporary “instant” global city.

Theme: Design Education

Defining an Architect: Pedagogical Imperative and the Regulation of Architectural Education

Prof. Alexander Wright, *Department of Architecture and Civil Engineering, University of Bath, Bath, UK*

Overview: This paper documents the development of the regulatory framework which controls the use of the title of "Architect" in the UK and proposes an alternative model for architectural education.

Theme: Design Education

Dispelling the Myths: Introducing Our Youth to the Real Profession of Architecture

Margaret McManus, *School of Architecture, Marywood University, Scranton, USA*

Overview: How can we, as architect's, intervene and bring clarity to a design profession that the general public so often associates with words like: left-brained, mathematics, engineers, and construction workers?

Theme: Design in Society

Room 2 Psychology of Design: Meaning and Emotion

Product Design Methods Driven by Meaning

Dr. Xuesong Wu, *School of Design, Industrial Design Department, Hunan University, Changsha, China*

Overview: This paper studies the method of product design driven by meaning, in order to provide enterprising new methods and ideas for product development.

Theme: Designed Objects

Developing a Process for Creating Cultural Product with Pleasure

Tyan Yu Wu, *Department of Industrial Design, Chang Gung University, TaoYau, Taiwan*

Overview: This study develops a design process for the development of a cultural product which can further enhance consumer pleasure.

Theme: Design Management and Professional Practice

How Should Designers Think about Human Memory?

Dr. Stephen Wilcox, *Philadelphia, USA*

Overview: This paper proposes a radical theory of human memory that grows out of modern philosophy of mind, a theory that is suited to the needs of designers.

Theme: Designed Objects

Meanings and Memories through Retail Storytelling: A Case Study of Two “Generous Brands” Stories of Authentic Sensorial Immersion

Rebekah Matheny, *Design Department, College of Arts and Sciences, The Ohio State University, Columbus, USA*

Overview: This paper examines two “generous brands” design methodologies through sensorial immersion to create meaningful and memorable connections, providing insights from Millennials and Gen Z to inform multi-disciplinary design education.

Theme: Design Education

Room 3 The Future of Design and Design Education

The Design Generalist

Prof. Michele Damato, *Communications Design, School of Visual and Performing Arts, Syracuse University, Syracuse, USA*

Overview: Can a shift in design pedagogy to a holistic/multidisciplinary approach enhance our ability to solve problems for human beings? Will this alter our method to change, manipulate, and inform behavior?

Theme: Design Education

Design: Approaches and Dichotomies

Raquel Ponte, *School of Fine Arts, Visual Communication Design Department, Federal University of Rio de Janeiro, Rio de Janeiro, Brazil*

Lucy Niemeyer, *School of Industrial Design, State University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper demonstrates, through literature review, that most approaches to design point to a dichotomous understanding of this field, when opposing design and making with design and use.

Theme: Design Education

Back from the Future: How to Deal with Technological Excitement

Assoc. Prof. Paolo Cardini, *Department of Industrial Design, Rhode Island School of Design, Providence, USA*

Overview: This paper explores the use of critical design to front the irrational enthusiasm provoked by the advent of new tools and technologies and to raise awareness about their social implications.

Theme: Design Education

FRIDAY, 26 FEBRUARY

14:25-16:05 **PARALLEL SESSIONS**

Room 4 **Urban Development Design Challenges**

Multi-storey Apartment Designs during the Modernity Process in Turkey

Dr. Rana Karasozen, *Department of Architecture, Faculty of Architecture and Design, Anadolu University, Eskisehir, Turkey*

Overview: Development and change of multi-storey apartment buildings in Turkey during the modernity process will be examined in this study in terms of socio-economic changes and legal decisions with examples.

Theme: Architectonic, Spatial, and Environmental Design

Designing Ariadne's Thread for the Urban Maze

Prof. Robert Barekowsky, *Institute of Architecture and Town Planning, Faculty of Civil Engineering and Architecture, West-Pomeranian University of Technology, Poznan, Poland*

Overview: This paper discusses design for infrastructure in dynamically changing urban areas, particularly those insufficiently fitted with urban systems, to enhance safety, accessibility, and social comfort.

Theme: Design in Society

Urban Agriculture in South Korea: Support System and Social Impact

Seonhee Yun, *International Design School for Advanced Studies, Hongik University, Seoul, South Korea*

Sven Schelwach, *Product Design, International Design School for Advanced Studies, Hongik University, Seoul, South Korea*

Overview: This research explores current trends in South Korean urban agriculture and analyses implications for education, supporting policies, and social innovation.

Theme: Architectonic, Spatial, and Environmental Design

Room 5 **Inclusive Design**

MESH, Memory Sharing: A Conceptual Memory Management System Tailored to the Visually Impaired

Patricia Carrion, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Rafael Goncalves, *Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Íris Carlota Dos Santos Arraes, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Jéssika D'Angelo, *Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Marcelo F. Pereira, *Department of Arts and Design, Electronic Art Laboratory, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper emphasizes the importance of digital technologies providing an intimate relationship of users with their past and, within this scope, it advocates for the inclusion of the visually impaired.

Theme: 2016 Special Focus: Design Transforming Society

Anthropometry and Clothes Pattern Making for Elderly Women

Claudia Vianna, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses the lack of anthropometric data for elderly people in the fashion industry, highlighting the importance of adequate clothing design for this population that undergoes specific bodily changes.

Theme: Designed Objects

Waysensing: Collectible Data for an Elderly People Wayfinding System

Miguel de Aboim Borges, *Research Center in Architecture, Urbanism, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Dr. Fernando Moreira da Silva, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: This paper discusses an inclusive design research project promoting independent mobility and effective means of orientation for elderly people in hospital environments, which also promotes self-esteem and self confidence.

Theme: Design in Society

Teaching Materials for Early Childhood Education: A Proposal in Action from the Perspective of Design

Dr. Rita Couto, *Interdisciplinary Laboratory Design/ Education, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Roberta Portas G. R., *Interdisciplinary Laboratory Design/ Education, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Flavia Nizia Ribeiro, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Maria Aparecida Mamede Neves, *Department of Education, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper introduces a system of objects that support early-childhood development curriculum, designed to be used as a guide and support material for kindergarten educators of São Tomé and Príncipe.

Theme: Design Education

FRIDAY, 26 FEBRUARY

14:25-16:05 **PARALLEL SESSIONS**

Room 6 **Rethinking Design Education**

Design Case: Hunting the Hidden Spatial Potentials in a Pattern

Asst. Prof. Ozlem Ucar, *Faculty of Architecture and Design, Department of Interior Design, Anadolu University, Eskisehir, Turkey*

Assoc. Prof. Ozge Kandemir, *Faculty of Architecture and Design, Department of Interior Design, Anadolu University, Eskisehir, Turkey*

Overview: This paper discusses an interior design studio project, analyzing the 2D relationships in natural, artificial patterns and converting them into 3D in order to establish spatial reality by its boundaries.

Theme: Design Education

Two Different Approaches for the Same Design Concept: Product Design Inspired by Amazonia's Nature

Dr. Susana Paixão-Barradas, *Strategy, Sustainable Development, and Entrepreneurship Department, Kedge Design School, Toulon, France*

Dr. Karla Maciel Mazarelo Pacheco, *Federal University of Amazonas, Manaus, Brazil*

Mirella de Sousa Silva, *Devry Brasil, Manaus, Brazil*

Dr. Claudete Catanhede do Nascimento, *National Institute of Amazonian Research, Manaus, Brazil*

Overview: This paper explores the diversity of design through the creation and development of products using raw materials and production processes from different sources with students from diverse origins.

Theme: Design Education

An Evaluation of Basic Design Education at Middle East Technical University, Department of Industrial Design

Umit Bayirli, *Industrial Design Department, Middle East Technical University, Ankara, Turkey*

Dr. Dalsu Ozgen Kocyildirim, *Industrial Design Department, Middle East Technical University, Ankara, Turkey*

Overview: A study is conducted in two stages with the students and instructors of METU Department of ID in order to assess basic design education within the scope of this department.

Theme: Design Education

Demanding Design: Strategic Planning for Coastal Cities, Long Term Politics, and Political Correctness

Dr. Karl William Viehe, *Washington D.C., USA*

Overview: This paper encourages interchange among scholars with respect to the demanding requirements of coastal urban planning and structural design providing a foundation to create a Global Coastal Management Conference.

Theme: Design in Society

Room 7 **Design and Consumption**

The Aesthetics of Resistance: Activism, Political Consumerism, and Consumption

Andréa Poshar, *Communication Design Department, Polytechnic University of Milan, Milan, Italy*

Overview: Design always goes hand-in-hand with social movements. It is imperative for researchers in design to continuously raise questions concerning the role of designers in this process.

Theme: Design in Society

Brand Experience in the Information Searching Stage

Yu-mi Kim, *Hongik University, Seoul, South Korea*

Prof. Boram Park,

Overview: This study explores what brand experiences users really want in the information searching stage.

Theme: Design Management and Professional Practice

Personas of Brazilian News Users

Juliana Nunes, *Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: In order to know how people are consuming news nowadays, this paper discusses the results of interviews with news users and defines users' personas after the data analysis.

Theme: Visual Design

The Power of Stakeholders in Innovation Fluidity

Prof. Adriana Chammas, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Claudia Mont'Alvão, *Department of Arts and Design, Laboratory of Ergodesign and Usability of Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper balances the power of the stakeholders and the early contribution of users in innovative product development.

Theme: Design Management and Professional Practice

16:05-16:20 **COFFEE BREAK**

FRIDAY, 26 FEBRUARY

16:20-17:35	PARALLEL SESSIONS
Lab Talks/ Visits	<p>Lab Talks/Visits</p> <p>In this session, leading researchers and collaborators from PUC-Rio's Department of Arts & Design present their latest projects, products, and R&D from one of DAD's fourteen laboratories:</p> <p>Lab Talk 1 - NEXT: Tridimensional Experimentation Lab Talk 2 - LEUI: Laboratory of Ergodesign and Usability Interfaces Lab Talk 3 - LaRS: Sensory Representation Lab Talk 4 - LabDME: Design, Memory, and Emotion Lab Talk 5 - LAE: Electronic Art Lab Talk 6 - LaDeh: Narrative Design Lab Talk 7 - LILD: Light Construction with Bamboo and Unconventional Materials Lab Talk 8 - LED: Eco-design Laboratory Lab Talk 9 - LabCom: Design Communication Lab Talk 10 - LIDE: Interdisciplinary Design/Education Lab Talk 11 - LINC-Design: Language, Interaction, and Sense Construction Laboratory Lab Talk 12 - LGD: Design Management Laboratory Lab Talk 13 - N.A.D.A: Digital Art and Animation Lab Talk 14 - LIFE: Physical Computing Interfaces</p>
Room 1	<p>Applying Multidisciplinary Approaches to Design Education</p> <p>Taking Design Education to New Heights Dr. Lindsey Shirley, <i>Family and Consumer Sciences Education, Utah State University, Logan, USA</i> <i>Overview:</i> Outdoor product development is a leading design-related industry in Utah. Utah State University has responded to the rising demand for technical designers with a multi-disciplinary design degree program. <i>Theme: Design Education</i></p> <p>Design Education Quintessence Asst. Prof. Santanu Majumdar, <i>Betty Foy Sanders Department of Art, Georgia Southern University, Statesboro, USA</i> Assoc. Prof. Hans Mortensen, <i>Betty Foy Sanders Department of Art, Georgia Southern University, Statesboro, USA</i> <i>Overview:</i> Design education demands better emphasis on planning, preparing, and disseminating as a holistic entity through applied knowledge and intellectual aspects of science, technology, engineering, math, and social and anthropological entities. <i>Theme: Design Education</i></p>
Room 2	<p>Visual Design in Society</p> <p>Obamacare: Visual Rhetoric in Newspapers Barbara Emanuel, <i>Industrial Design School, State University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Marcos André Franco Martins, <i>Industrial Design School, State University of Rio de Janeiro, Rio de Janeiro, Brazil</i> <i>Overview:</i> This paper analyzes the first pages of American newspapers (published the day after Obamacare was confirmed by the Supreme Court) in order to identify strategies of visual rhetoric. <i>Theme: Visual Design</i></p> <p>Co-designing Financial Literacy Materials Aaron Fry, <i>School of Design Strategies, Parsons School of Design, The New School, New York, USA</i> <i>Overview:</i> Examples of visually-based financial literacy materials in lower-income countries illustrate the potential of comics for influencing financial behavior. We then discuss a financial-literacy comic co-created with a community partner. <i>Theme: Design in Society</i></p> <p>Viewing the Foundations of Graphic Design through Social Posters without the Use of Typography Cemalettin Yıldız, <i>Faculty of Fine Arts, Anadolu University, Eskisehir, Turkey</i> <i>Overview:</i> Typography use necessitates an auditory language. Use of a phonetic language leads to narrowing the framework of communication. <i>Theme: Visual Design</i></p>

FRIDAY, 26 FEBRUARY

16:20-17:35 **PARALLEL SESSIONS**

Room 3 **Design Transforming Society: Human-centered Design**

A Participatory Approach for the Empowerment of Homeless People: The Relational Apparatus of Collaborative Workshops

Dr. Cristian Campagnaro, *Department of Architecture and Design, Polytechnic of Turin, Turin, Italy*

Dr. Valentina Porcellana, *Department of Philosophy and Educational Science, University of Turin, Turin, Italy*

Overview: This paper discusses an experience among social design and design for social innovation, named "Crafting Beauty," a permanent and interdisciplinary workshop aimed at the empowerment of homeless people.

Theme: 2016 Special Focus: Design Transforming Society

Creating New Products Using Traditional Iconography: A Design Approach to Foster Innovation and Empowerment among Atikamekw Artisans

Renata Marques Leitao, *Université de Montréal, Montréal, Canada*

Cédric Sportes, *Université de Montréal, Montréal, Canada*

Anne Marchand, *Université de Montréal, Montréal, Canada*

Solen Roth, *Université de Montréal, Montréal, Canada*

Overview: This paper introduces an approach to design workshops for Atikamekw artisans that bridge tradition and innovation and stimulate entrepreneurship in a First Nation community of Quebec, Canada.

Theme: Design in Society

CampUS Research Project: How the Co-design Approach Can Support the Development of a Community Garden

Laura Galluzzo, *Design Department, Polytechnic University of Milan, Milan, Italy*

Davide Fassi, *Design Department, Polytechnic University of Milan, Milan, Italy*

Annalinda De Rosa, *Design Department, Polytechnic University of Milan, Milan, Italy*

Overview: This paper describes how the co-design approach facilitates the development of new community urban gardens starting from the experience of Coltivando, the convivial garden at the Polytechnic University of Milan.

Theme: 2016 Special Focus: Design Transforming Society

Room 4 **Retail Design**

How Retail Store Design Affects the Consumer Evaluation of Fashion Items: An On-site Experiment

Mia Borch Münster, *Department of Marketing, Copenhagen Business School, Copenhagen, Denmark*

Prof. Tore Kristensen, *Department of Marketing, Copenhagen Business School, Copenhagen, Denmark*

Prof. Gorm Gabrielsen, *Department of Finance, Copenhagen Business School, Copenhagen, Denmark*

Overview: This paper describes an experiment in three very different fashion store environments. The results show that store design influences the consumer rating of the displayed products.

Theme: Designed Objects

The Global-Local Traces in Chain Store Interior Design

Demet Dinçay, *Faculty of Architecture, Department of Interior Architecture, Istanbul Technical University, Istanbul, Turkey*

Overview: This study concentrates on the interior space setup of chain stores. The study explores the equivalent for the spatial resolutions in the sociological globalization theories.

Theme: Designed Objects

Perception and Representation of Fragrances: How Can We Associate Odor Stimuli with Visual Stimuli in the Design of Perfume Bottles

Camila Assis Peres Silva, *Faculty of Architecture and Urbanism, University of São Paulo, São Paulo, Brazil*

Clice de Toledo Sanjar Mazzilli, *Department of Design, University of Sao Paulo, Sao Paulo, Brazil*

Overview: This study discuss the perception and the representation of fragrances in Brazilian perfume bottles. It shows the results of an experiment performed with consumers and an analysis of industry stereotypes.

Theme: Visual Design

Room 5 **Design Process and Experimentation**

Mock-up Tools for Creating User Interfaces

Nagihan Tuna, *Department of Industrial Design, Middle East Technical University, Ankara, Turkey*

Overview: The exclusion of digital interfaces from mock-ups can pose a problem for exploring interactive behaviors. This study discusses the possible advantages of mock-up creation applications for prototyping user interfaces.

Theme: Visual Design

Design Experimentation: Processes and Strategic Options

Érico Mineiro, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Federal University of Minas Gerais, Rio de Janeiro, Brazil*

Dr. Claudio Magalhães, *Department of Art and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: Experimentation is recognized as the core of design practices. We discuss the heterogeneous character of design experimentation and point out potential objects for strategic formulations along this process.

Theme: Design Management and Professional Practice

User-centered Design and Agility: Recommendations for Software Design and Development

Prof. Manuela Quaresma, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Jhonnata Oliveira, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Cristiano Labrunie, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper offers a series of recommendations for software design and development based on an analysis made on user-centered design principles.

Theme: Design Management and Professional Practice

FRIDAY, 26 FEBRUARY

16:20-17:35 PARALLEL SESSIONS

Room 6 Social Awareness and Design Education

Sustainability and Design: The Role of Graphic Design Training on Sustainability

Mehtap Asicioglu, *Graphic Design Department, Anadolu University, Eskisehir, Turkey*

Overview: Our past and future are shaped according to the concept of "sustainability." It defines designers who make people's lives better without causing any damage to the environment.

Theme: Design Education

Teaching Design and Social Awareness: A Case Study

Teresa Cabral, *Department of Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: Social awareness in contemporary graphic design should involve new approaches to university education. This paper reflects on this topic based on the theoretical contributions of Norberto Chaves and Victor Margolin.

Theme: Design Education

Urban Interventions on Santos Dumont Square: Urban Design Projects from Pontifical Catholic University of Rio de Janeiro Students

Isabela Ferreira, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Vera Nojima, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses a graduation course in design at PUC-Rio, in which the author worked with students on urban intervention projects for Santos Dumont Square at Gávea, Rio de Janeiro.

Theme: Design Education

Room 7 Design Selection and Designed Objects

Material Selection Using the Topsis Method in Interior Design

Deniz Sipahioğlu, *Department of Interior Design, Anadolu University, Eskişehir, Turkey*

Overview: In this study, a sample project, which uses the Topsis method on the selection of material in interior design, is explored.

Theme: Designed Objects

The Modernization of Traditional Korean Furniture Based on Color, Material, and Shape

Gyuyong Kim, *Hongik University, Seoul, South Korea*

Sven Schelwach, *Product Design, International Design school for Advanced Studies, Hongik University, Seoul, South Korea*

Overview: This study explores the aesthetic elements of traditional Korean furniture and current customer preferences, suggesting new concepts for modernization.

Theme: Designed Objects

SATURDAY, 27 FEBRUARY

8:30-9:00	CONFERENCE REGISTRATION DESK OPEN
9:00-9:10	DAILY UPDATE
	Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA
9:10-10:25	PLENARY SESSION (CHAIR LOREDANA DI LUCCHIO)
	<p>Rita Couto, Flavia Ribeiro, and Roberta Portas, Pontifical Catholic University of Rio de Janeiro, LIDE - Interdisciplinary Laboratory Design/Education, Rio de Janeiro, Brazil - "Social Design at PUC-Rio: Initiatives in Teaching, Research, and Extension"</p> <p>Saulo Barretto, Research Institute for Innovation and Technology, Santa Luzia do Itahy Sergipe, Brazil - "Social Technologies Generating Effective and Scalable Solutions for Social Problems"</p>
10:25-10:55	COFFEE BREAK & GARDEN CONVERSATION
10:55-12:35	PARALLEL SESSIONS
Room 1	<p>Design Transforming Society: Experiential Learning and Social Responsibility</p> <p>The Ten Thousand Trees Project: Introducing Socially Responsible Practice into a Visual Communication Curriculum Marika Le Roux Spangenberg, <i>Illustration, Discourse, Stellenbosch Academy of Design and Photography, Stellenbosch, South Africa</i> <i>Overview:</i> This paper discusses integrating socially responsible practice into a visual communication degree curriculum. <i>Theme: Design Education</i></p> <p>The Culture of Education and the Culture of Workplace: Experiential Learning Findings, Student Capacities, and Organizational Applications Prof. Cindy Bailey Damschroder, <i>Division of Professional Practice and Experiential Learning, University of Cincinnati, Cincinnati, USA</i> <i>Overview:</i> With a globally connected world, interior design students are positioned to study, engage in, and offer innovative solutions to issues of workplace culture in a healthful and productive work environment. <i>Theme: Design Education</i></p> <p>Participatory Learning Design: Knowledge Keepers, Celebration, and Identity Dr. Fay Fletcher, <i>Faculty of Extension, University of Alberta, Edmonton, Canada</i> Dr. Michele Jacobsen, <i>Werklund School of Education, University of Calgary, Calgary, Canada</i> Dr. Kathryn Campbell, <i>Faculty of Extension, University of Alberta, Edmonton, Canada</i> <i>Overview:</i> We tell stories of agentic, participatory learning design projects, with Indigenous communities in Canada, that contribute to the reciprocal formation of dynamic, plural identities and contribute to cultural reconciliation. <i>Theme: 2016 Special Focus: Design Transforming Society</i></p>
Room 2	<p>Dynamics of Design and Consumption</p> <p>Considering Cultural Factors When Exporting Products: Case Study Evidence from the Lavatory Section of Iran Sarasadat Tejjareh, <i>Industrial Design Department, Islamic Azad University, Tehran West Branch, Tehran, Iran (Islamic Republic of)</i> Behrouz Pourkhorshidi, <i>Industrial Design Department, Iran University of Science and Technology, Tehran, Iran (Islamic Republic of)</i> <i>Overview:</i> This paper discusses the necessity of considering cultural factors in the target market of exporting products, by phenomenological research on a case study from imported lavatory products to Iran. <i>Theme: Design in Society</i></p> <p>Cultural Hermeneutics for Design Projects: A Design Strategy Dr. Miguel Angel Rubio Toledo, <i>Research Center of Architecture and Design, Autonomous University of the State of Mexico, Toluca, Mexico</i> <i>Overview:</i> Cultural hermeneutics allows designers to more deeply know the consumers for whom the design will be created, in order to establish an identity link between them. <i>Theme: Design in Society</i></p> <p>Managing Constraint Generators in Retail Design Processes: A Study of Fashion Store Design Projects Mia Borch Münster, <i>Department of Marketing, Copenhagen Business School, Copenhagen, Denmark</i> Anders Haug, <i>Department of Entrepreneurship and Relationship Management, University of Southern Denmark, Kolding, Denmark</i> <i>Overview:</i> Retail designers can save resources by proactively dealing with constraint generators. Through studies of eight fashion store design projects, this paper provides guidelines for how to efficiently elicit design constraints. <i>Theme: Designed Objects</i></p> <p>Retail Design Social Dimensions: Are They a Point of Sales? Dr. Monica Saboia Saddi, <i>Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> Dr. Claudio Magalhães, <i>Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil</i> <i>Overview:</i> We propose a new expanded understanding of POS in retail fashion brands, to recover its implicit social character and its importance as everyday environments for individuals in large contemporary cities. <i>Theme: Design in Society</i></p>

SATURDAY, 27 FEBRUARY

10:55-12:35 **PARALLEL SESSIONS**

Room 3 **Design, Traditions, and Identities**

Design through the Reconstruction of Traditional Culture: Insights from Developing Modes of Modern Chinese-style Furniture

Chao Li, *Faculty of Furniture Design, College of Materials Science and Technology, Beijing Forestry University, Beijing, China*

Assoc. Prof. Xiaojie Geng, *Faculty of Furniture Design, College of Materials Science and Technology, Beijing Forestry University, Beijing, China*

Overview: This paper rethinks Chinese design-led organizations that utilize traditional cultural resources as an innovative tool to obtain business success and build an international brand.

Theme: Design in Society

Textile Made of Interlaced Cultures: Art and Design for the Valorization of Transcultural Properties

Lucie Decker, *Department of Design for Cultural Heritage, Polytechnic University of Milan, Milano, Italy*

Overview: This study focus on design and artistic interpretations that explore the way in which migratory flows and colonialism have influenced and transformed specific textile properties and consecutively related cultural identities.

Theme: Designed Objects

Investigating Design Knowledge Calibration: A Cross-cultural Study

Dr. Dan Zhang, *Department of Marketing, City University of New York - Staten Island, Staten Island, USA*

Overview: This research explores industrial designers' expertise transfer and knowledge calibration across cultures. A three-phase experimental study was conducted. Results suggest that both expert and non-expert designers are poorly calibrated.

Theme: Design Management and Professional Practice

Room 4 **New Directions in Design Education**

Inside Out: A Comparison of Traditional and Collaborative Design Pedagogical Approaches

Brenda Saris, *Arts Faculty, Whitireia New Zealand, Porirua, New Zealand*

Overview: This research compares traditional learning practice with practice-based, collaborative, and interdisciplinary approaches. Three projects are discussed to understand how students might design experience for changing societal and cultural perspectives.

Theme: Design Education

Designing the Future First! Imperative and Manifesto of Design-intelligent Post-capitalism

Raz Godelnik, *School of Design Strategies, Parsons The New School for Design, New York, USA*

Dr. Jonatan Jelen, *School of Design Strategies, Parsons The New School for Design, New York, USA*

Overview: This paper calls for action to ignite a design-intelligence discourse in design education and business, where intrapreneurs will use it to redefine a sustainable post-capitalist future by generating constructive disruption.

Theme: Design Education

Invoking Fun and the Joy of Creating within the Design Process

Prof. Sandesh Rm, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Overview: This paper reports the outcome of an approach that emphasizes the fun of making and creating innovation stuff, as a critical confidence building experience within the conventional design process.

Theme: Design Education

Reflections on the Collaborative Processes from Buchanan's Argument

Larisa Paes, *Rio de Janeiro State University, Rio de Janeiro, Brazil*

Overview: Based on the argument and methods of Richard Buchanan (1995), this paper demonstrates the need to identify rhetorical perspectives about the origin of collaborative processes in design history.

Theme: Design Education

Room 5 **Design Transforming Society: Community Involvement**

Mobile Working and the Occupation of Public Space as Workplace

Anette Maria Correia da Costa, *Department of Arts and Design, Laboratory of Ergodesign and Usability of Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses how the office workers of contemporaneity are occupying public spaces both for work functions and for non-working functions.

Theme: 2016 Special Focus: Design Transforming Society

The Creativity Emancipation Machine: Socially Engaged Intermedia Projects in Portuguese Multicultural Degraded Neighborhoods

Antonio Gorgel Pinto, *Research Centre for Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: This paper defines a socially engaged intermedia practice, focused on participatory activities with social groups. Three projects developed in Portuguese multicultural degraded neighborhoods will be discussed.

Theme: 2016 Special Focus: Design Transforming Society

Three Public Art Projects Sustained by an Integrated View of Place through Participatory Design

Paula Reaes Pinto, *Research Centre for Architecture, Urban Planning, and Design, Architecture Faculty, Lisbon University, Lisbon, Portugal*

Overview: This paper addresses the concept of an integrated perspective of place in public art through participatory design, namely in the development of three projects located in peripheral places in Portugal.

Theme: 2016 Special Focus: Design Transforming Society

The Pop Up as a Prototype of Event Design: A Case Study of the DEMO15/Pop Up

José Silveira Dias, *Faculty of Architecture, Research Centre in Architecture, Urbanism, and Design, University of Lisbon, Lisbon, Portugal*

Dr. Maria Dulce Loução, *Faculty of Architecture, Research Centre in Architecture, Urbanism, and Design, University of Lisbon, Lisbon, Portugal*

Prof. Maria João Pereira Neto, *Faculty of Architecture, Research Centre in Architecture, Urbanism, and Design, University of Lisbon, Lisbon, Portugal*

Overview: This study uses the DEMO15 event to evaluate the Pop Up as a prototype of event design, whose ephemeral strategy and pre-defined life cycle, is retroactively revealed as experimental method.

Theme: Architectonic, Spatial, and Environmental Design

SATURDAY, 27 FEBRUARY

10:55-12:35 **PARALLEL SESSIONS**

Room 6 Cultural Heritage and Visual Design

Sebastião Rodrigues: A Milestone in Portuguese Graphic Design

Elisabete Rolo, *Department of Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: This study is a contextualisation of the work and the background of designer Sebastião Rodrigues, a major reference in the course of graphic design in Portugal.

Theme: Design Education

Adapting Historical Events and Characters to Animation: The Case of “Evliya Çelebi”

Yasin Arslan, *Department of Animation, Faculty of Fine Arts, Anadolu University, Eskişehir, Turkey*

Dr. Cigdem Tas Alicenap, *Department of Animation, Faculty of Fine Arts, Anadolu University, Eskişehir, Turkey*

Overview: This study evaluates an animation project named “Magical Travelogue” based on “Evliya Çelebi” and his travelogue called “Seyahatname” in terms of transferring local to universal within design process.

Theme: Visual Design

Studies on Symbolic Culture: From Portuguese Visual Heritage to Design Process

Prof. Helena Ladeiro, *Design Department, Research Centre for Architecture, Urbanism, and Design, University of Lisbon, Lisbon, Portugal*

Overview: Symbols of Portuguese national identity connecting with the design process produce an interpretative elasticity of new identities. We seek to emphasize production of interfaces to access this knowledge.

Theme: Visual Design

Corpus Analog: Written Messages from Body to Body

Susana Azevedo Cardal, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: Currently, tattoos represent an "autobiography" and western writing is chosen most often by the youngest generations, labeled as fashion trends in urban settings.

Theme: Visual Design

Room 7 Late Additions

12:35-13:25 **LUNCH**

13:25-15:05 **PARALLEL SESSIONS**

Room 1 Design Pedagogies: Teaching and Learning in the Design Professions

Information Visualization Pedagogy: Functionality and Elevated Aesthetics

Emily Verba Fischer, *School of Design, University of Cincinnati, Cincinnati, USA*

Overview: This paper is a pedagogical approach to information visualization that stresses functional, clear communication in conjunction with aesthetic superiority.

Theme: Design Education

Facilitating Practice-led Research in Design Curriculum

Dr. Ian Robert Marley, *Stellenbosch Academy of Design and Photography, Stellenbosch, South Africa*

Jo-Ann Chan, *Graphic Design Department, North-West University, Potchefstroom, South Africa*

Overview: This paper explores a model for curriculum design that facilitates practice-led research within the creative disciplines in the tertiary academic context.

Theme: Design Education

The Zine as Platform for Critical Thinking through Design

Prof. Andrew DeRosa, *Art Department, Queens College, City University of New York, Brooklyn, USA*

Overview: This is a case study of a design course using the zine as a platform for teaching critical thinking, humanities topics, and creative form-making using an immersive and collaborative approach.

Theme: Design Education

Improving Cybermedia Literacy in Visual Arts Education through Internet Art: A Study on Adolescent Perspectives

Laura Scherling, *Department of Arts and Humanities, Art and Art Education Program, Teachers College, Columbia University, New York, USA*

Overview: By fostering cybermedia literacy in art and design, educators and their students can examine the digital artifacts of our time and embrace a dialogue that addresses these changes.

Theme: Design Education

SATURDAY, 27 FEBRUARY

13:25-15:05 PARALLEL SESSIONS

Room 2 Design Transforming Society: Sustainable Design

Educational Strategies for Sustainable Design Principles and Practices

Dr. Marilyn DeLong, *College of Design, University of Minnesota, St. Paul, USA*

Overview: In this paper, sustainable best practices for design of apparel products are explored through results of surveys motivated by an exhibition on sustainable design and translated into an educational strategy.

Theme: Designed Objects

Dealing with Uncertainties in the Design of Sustainable Consumer Products

Anders Haug, *Department of Entrepreneurship and Relationship Management, University of Southern Denmark, Kolding, Denmark*

Jacob Busch, *University of Aarhus, Aarhus, Denmark*

Overview: This paper identifies four types of "product uncertainties" and eight types of "consumer uncertainties" related to launching sustainable consumer products.

Theme: Designed Objects

Research-driven Design: Repurposing Unwanted Glass

Prof. Tatjana Leblanc, *Faculty of Environmental Design, School of Design, University of Montreal, Montreal, Canada*

Overview: This paper uses the case of repurposing glass as a way to introduce the process and outcomes of a research-driven design approach, as well as discusses its advantages and limitations.

Theme: Design Education

Sustainable Interaction Design: A Concept under Construction in Human-computer Interaction

Luciana Nunes, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Claudia Mont'Alvão, *Department of Arts and Design, Graduate Program in Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper analyzes sustainable interaction design, an emerging area within human-computer interaction, through its main approaches, difficulties, and challenges, exploring how it has been applied so far.

Theme: Design in Society

Room 3 Publishing Your Article or Book with Common Ground Publishing

In this session, the Community Editor for the Design Principles & Practices Collection will present an overview of Common Ground's publishing philosophy and practices. He will also offer tips for turning conference papers in to journal articles, present an overview of journal publishing procedures, and provide information on Common Ground's book proposal submission process. Please feel free to bring questions - the second half of the session will be devoted to Q&A.

Room 4 Technology and Design Education

Transposing a Game Jam Experience to the Classroom: New Practices on the Teaching of Game Design

Leonardo Cardarelli Leite, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Rejane Spitz, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses the development of a video game project conducted as an extracurricular activity and performed remotely by undergraduate design students over the brief period of three days.

Theme: Design Education

Ergonomic Analysis of Graphical Interfaces of e-Learning Platforms for Design Students

Marcello Rosauro, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces Rio de Janeiro, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper analyzes and compares the interfaces of the platforms that have e-learning content for design students in computer graphics software teaching subjects.

Theme: Design Education

Articulating the Phenomena of Creative Exploration of Design Students: Representing Ideas through Computer-aided Design and Its Effects on the Creativity of the Design Outcome

Prof. Purba Joshi, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Prof. B. K. Chakravarthy, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Overview: This study articulates the phenomena of creative exploration of design students while representing ideas through CAD and its effects on the creativity of the design outcome.

Theme: Design Education

SATURDAY, 27 FEBRUARY

13:25-15:05 **PARALLEL SESSIONS**

Room 5 Digital Design

A Design Approach to Digital Storytelling: Facilitating Co-creative Story Production Processes through Design

Simona Venditti, *Design Department, Polytechnic University of Milan, Milan, Italy*

Overview: Analyzing digital storytelling from the design perspective, this project defines a designer-facilitated process for story production, which includes a set of tools and co-design practices.

Theme: Visual Design

Living Structures of Heritage Dissemination: A Design Framework for Novel Archive Experiences

Ece Özdil, *Design Department, Design for Cultural Heritage Research Unit, Polytechnic University of Milan, Milano, Italy*

Overview: This paper deals with a framework for novel archive experiences from a design perspective, bridging fields of design and user experience, cultural heritage, digital humanities, and technologies.

Theme: Visual Design

Design and Digital Literacy: Sorting the Varying Levels of Excellence in Digital Technology

Patrícia Carrion, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Manuela Quaresma, *Department of Arts and Design, Laboratory of Ergodesign and Usability Interfaces, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper classifies users regarding degrees of exposure to technologies, advocating that low levels of digital literacy exist beyond a particular generation, being directly related to visual literacy.

Theme: Visual Design

Design and Its Capacity to Make Things Seem Other Than They Are: A Historical Vision about Skeuomorphism in Interaction Design

Prof. João Bonelli, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This study reflects on skeuomorphism in interaction design, based on historian Adrian Forty's statement that design has the capacity to make things seem other than they are.

Theme: Visual Design

Room 6 Colloquium

Design as Social Production

Alberto Cipiniuk, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Joana Contino, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

João Dalla Rosa Junior, *Design and Arts, Chemical and Textile Industrial Technology Center of Industrial Education National Service, Rio de Janeiro, Brazil*

Ana Paula Feijó, *Fashion Design, Veiga de Almeida University, Rio de Janeiro, Brazil*

Wilson Prata, *Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Fabiana Heinrich, *Design Program, Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This colloquium explores the design field as an instance of social production, that is a social practice contextualized in the specific configurations of the contemporary capitalist mode of production.

Theme: Design in Society

Room 7 User-centered Design for the Built Environment

Human Environmental Interaction and Wayfinding in Built Environment Information Systems

Dr. Claudia Mont'Alvão, *Department of Arts and Design, Graduate Program in Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Prof. Marcia Moreira Rangel, *Design Department, Federal Institute of Education, Science, and Technology, Juiz de Fora, Brazil*

Overview: The human-environment interaction is a dynamic process that takes place starting from a dialogue between human and environmental stimuli. This study makes information systems attractive and useful for hospital design.

Theme: Architectonic, Spatial, and Environmental Design

The Mumbai Rail Map: Why Do Seven Million Commute without a Map?

Prof. Mandar Rane, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Jaikishan Patel, *Industrial Design Centre, Indian Institute of Technology Bombay, Mumbai, India*

Hriday Gami, *Department of Design, Indian Institute of Technology Guwahati, Guwahati, India*

Overview: This paper discusses a case study for design of a Mumbai Rail Map, its implementation, user feedback, and its implications for the future of wayfinding in the city.

Theme: Design in Society

15:05-15:20 **COFFEE BREAK**

15:20-16:35 **PARALLEL SESSIONS**

Room 1 Design and Identity

The Adaptation and Evolution of British Design Identity in the Caribbean

Lisa Phillips, *Interior Design, Philadelphia University, Philadelphia, USA*

Overview: British colonists often struggled to maintain their cultural identity as they moved to unfamiliar locations. This paper explores the adaptation of traditional architectural designs to the Caribbean climate.

Theme: Architectonic, Spatial, and Environmental Design

The Golden Dragon Wok: A Visual Survey of the Evocative Essence of Chinese Restaurant Signage Designs in American Chinatowns

Dr. Kok Cheow Yeoh, *Fine Arts Department, Indiana University Southeast, New Albany, USA*

Overview: Visual elements on restaurant signage in San Francisco and New York City Chinatowns are compared to suggest how design fosters a social significance in the gastronomic identity of Chinese restaurants.

Theme: Visual Design

Reflections of India: The Meaning of Color in Sari and Dance Costumes

Dr. Kim Joo, *School of Visual Arts and Design, University of Central Florida, Orlando, USA*

Prof. Huaixiang Tan, *Theatre Department, School of Performing Arts, University of Central Florida, Orlando, USA*

Overview: This study discusses the cultural meanings of color and motifs in the Indian sari and the usages of the sari in Indian classical dance costumes.

Theme: Designed Objects

SATURDAY, 27 FEBRUARY

15:20-16:35 **PARALLEL SESSIONS**

Room 2 Design Transforming Society: Social Design and Architecture

Social Architecture: Ethics from the Viewpoint of Edgar Morin

Dr. Claudio Lima Ferreira, *Anhembi Morumbi University, São Paulo, Brazil*

Cristina Lucchini Ferrari, *Department of Design, Anhembi Morumbi University, São Paulo, Brazil*

Overview: This paper discusses the ethics of the obliquity of architecture from the viewpoint of Edgar Morin and his transdisciplinary relations with architecture.

Theme: Architectonic, Spatial, and Environmental Design

The Ambiguity of a Spatial Hybridity: Some Semiotic and Political Reflections on a Contested Place

Prof. Sung Do Kim, *Department of Linguistics, Program for Visual Studies, Korea University, Seoul, South Korea*

Overview: This study examines the ecology of conflictual interpretations on Dongdaemun Design Plaza in Seoul, Korea, including the political, semiotic, and cultural dimension of urban design.

Theme: Architectonic, Spatial, and Environmental Design

Room 3 Design Practice and Collaboration

The Lens of the Lab: Design Challenges in Professional Scientific Software

Chico Queiroz, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio De Janeiro, Brazil*

Prof. Rejane Spitz, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio De Janeiro, Brazil*

Overview: This study discusses key aspects of professional scientific software and proposes a design lens to facilitate design practices applied to that type of software, fostering innovative and improved user experience.

Theme: Design Management and Professional Practice

Understanding Value in the Interior Design Process: Transition from Commodity to Collaborator

Katherine Setser, *Department of Architecture and Interior Design, Miami University, Oxford, USA*

Overview: This paper probes the relevance of traditional architectural service phases to interior design contractual and project management systems, suggesting a value-based approach, enabling the successful transition from commodification to collaboration.

Theme: Design Management and Professional Practice

Room 4 Teaching Methods and Practices

Teaching Knitwear Design: Design Practice for Traditional Manual Knowledge Innovation

Martina Motta, *Design Department, Polytechnic University of Milan, Milan, Italy*

Prof. Giovanni Maria Conti, *Design Department, Polytechnic University of Milan, Milan, Italy*

Overview: This paper addresses practices and methodologies designers can apply to teach knitwear design, combining ancient techniques of traditional knowledge with experimentation and technological innovation.

Theme: Design Education

Experiencing Active Methodologies in Design Classrooms: An Action Research of Educational Strategies for Teaching Design

André Luis Ferreira Beltrão, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Rita Couto, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper explores interdisciplinary teaching experiments based on active methodologies used in the Graphic Design Degree Programs at PUC-Rio and ESPM-RJ during 2015.

Theme: Design Education

Design-based Learning: A Pedagogy That Strengthens the Paradigms of Contemporary Education

Prof. Bianca Martins, *Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Dr. Rita Couto, *Department of Arts and Design, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil*

Overview: This paper discusses design-based learning as a pedagogy that favors multidimensional approaches to solving problems in the contemporary world, like teamwork, cooperation with users, management tools, interdisciplinarity, and aesthetic sense.

Theme: Design Education

Room 5 Urban Planning and Design

A New Chromatic Methodology for Urban Furniture

Margarida Gamito, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Dr. Fernando Moreira da Silva, *Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal*

Overview: This paper approaches a pertinent color application to urban furniture, allowing it to stand out from its background, ameliorating its legibility, and transforming it in cities' identification and orientation elements.

Theme: Architectonic, Spatial, and Environmental Design

The Design Process Based on Housing Values Judgment

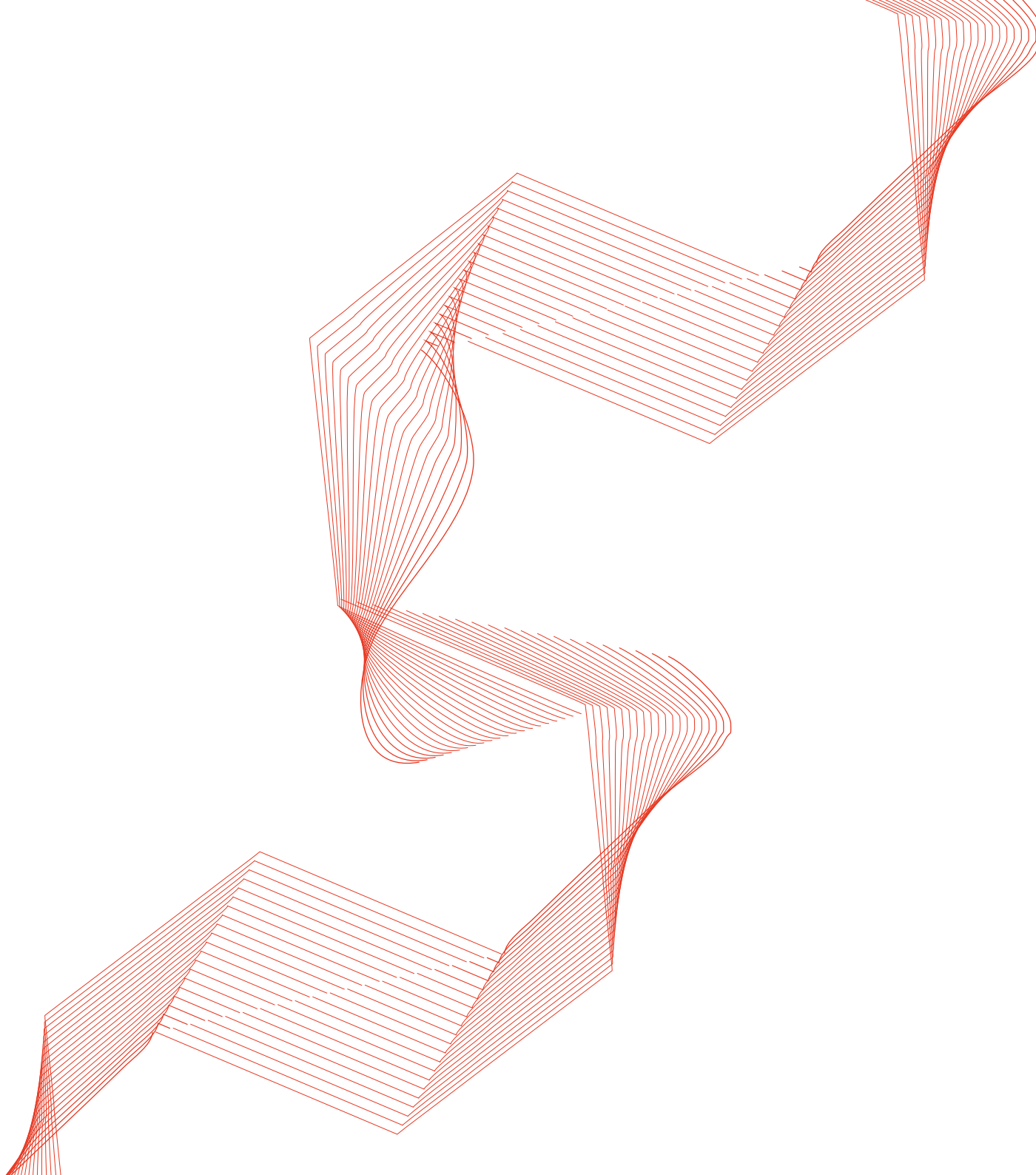
Dr. Mayank Mathur, *Department of Physical Planning, School of Planning and Architecture, New Delhi, India*

Overview: The type of development of mass group housing should be decided upon after considering the values of the people in a structured way. This will create user satisfaction.

Theme: Design in Society

SATURDAY, 27 FEBRUARY

15:20-16:35	PARALLEL SESSIONS
Room 6	<p>Furniture Design: Sustainability, Education, and Production</p> <p>Insertion of Sustainable Strategic Design in the Furnishings of Small and Medium-sized Enterprises Prof. Juliana Cardoso Braga, <i>Faculty of Architecture, Urbanism, and Design, Federal University of Uberlândia, Uberlândia, Brazil</i> Dr. Fernando Moreira da Silva, <i>Research Centre in Architecture, Urban Planning, and Design, Faculty of Architecture, University of Lisbon, Lisbon, Portugal</i> Dr. Luis Carlos Paschoarelli, <i>Faculty of Architecture, Arts and Communication, Universidade Estadual Paulista, Bauru, Brazil</i> Dr. Leonor Ferrão, <i>Departamento de Ciências Sociais e Artes, CIAUD / Faculdade de Arquitectura, Universidade de Lisboa, Lisboa, Portugal</i> <i>Overview:</i> This paper discusses alternatives in sustainable strategic design for the minimization of environmental impact by small and medium-sized enterprises' furniture, reducing the generation of waste in the sector. <i>Theme: Architectonic, Spatial, and Environmental Design</i></p> <p>The Interior Designer Taking the “Kalfa” Position in Furniture Design and Production Process: Istanbul Technical University Materials and Finishings in Furniture Design Course Dr. Cagil Yurdakul, <i>Interior Architecture Department, Istanbul Technical University, Istanbul, Turkey</i> <i>Overview:</i> This study is an integrated education model for students to experience the role of “Kalfa,” to strengthen their communication skills with workers, and to understand differences between designing and producing. <i>Theme: Design Education</i></p> <p>Freddy, the Cuddly Ant, and My New, Colorful Bed: Children’s Perception of Their Favorite Toys and Furniture Laura Ackermann, <i>Design Research Salzburg, Salzburg University of Applied Sciences, Salzburg, Austria</i> Patrick Meier, <i>University of Applied Sciences, Salzburg, Austria</i> <i>Overview:</i> We evaluate if the previous found determinants on product attachment were also valid for children and which aspects of their toys and furniture mattered to them. <i>Theme: Design in Society</i></p>
16:35-17:05	SPECIAL EVENT: CLOSING AND AWARDS CEREMONY
	<p>Lorenzo Imbesi, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Loredana Di Lucchio, Conference Co-chair, Professor, Sapienza University of Rome, Rome, Italy; Luiza Novaes, Conference Co-chair, Professor, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro, Brazil; Phillip Kalantzis-Cope, Director, Common Ground Publishing, USA</p>



Design Principles & Practices Knowledge Community

Exploring the nature, meaning,
and purpose of design

About Design Principles & Practices Knowledge Community

Design Principles & Practices Knowledge Community

This community is brought together by a shared interest in the processes of design and their conceptual foundations. The community interacts digitally through social media, as well as through an annual face-to-face conference, a peer-reviewed journal collection, and book imprint.

Annual Conference

The conference is built upon four key features: Internationalism, Interdisciplinarity, Inclusiveness, and Interaction. Conference delegates include leaders in the field, as well as emerging scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

Publishing

Community members are encouraged to participate by submitting their work for possible publication through our journal and book imprint, serve as associate editors and peer-reviewers, and more. The Design Principles & Practices Journal Collection provides a framework for double-blind peer review, enabling authors to publish into an academic journal of the highest standard. The Design Principles & Practices Book Imprint aims to publish cutting edge books in print and electronic formats. Publication proposal and manuscript submissions are welcome.

Community

The Design Principles & Practices Knowledge Community offers several opportunities for ongoing communication among its members. Any member may upload video presentations based on scholarly work to the community YouTube channel. Monthly email newsletters contain updates on conference and publishing activities as well as broader news of interest. Join the conversations on Facebook and Twitter, or explore our new social media platform, **Scholar**.

Themes

Theme 1 | Design Education

On learning to become a designer.

- 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

On the social sources of design and the social effects of design.

- 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

On the nature and form of the objects of design.

- Industrial design
- Ergonomics
- Ceramics
- Decorative arts
- Engineering and design
- Fashion
- Interior design
- Jewelry
- Textiles
- Retail design

Theme 4 | Visual Design

On representation and communication using the medium of the image.

- 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

On the organization of design, design work, and design as a 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

On building design, landscape design, and sustainable design practices

- 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

Scope and Concerns

Design Practices

The business of design is in a state of flux. The roles, the tasks and the personae of designers are changing.

No longer the technical expert, the heroic aesthete or the inspired individual of our earlier modern past, the contemporary designer draws upon dispersed sources of creativity and innovation. Collaboration, today, is key. For design practitioners, a central paradox of our times is the increasing specialization, on the one hand, but on the other, the need for more broad-ranging and holistic integration of design tasks, working between and across design disciplines. Design is becoming an ever-more social, indeed sociable, process.

The imperative to collaborate, moreover, extends well beyond the domain of professional interaction and working in design teams. It also extends to the relationship with the users, clients and consumers of design. Designers today need to build deeply collaborative relationships with their 'public'. Participatory design and user-centered design are just two key phrases that capture the spirit of this imperative.

Broadly speaking, the balance of design agency is shifting from the all-knowing designer who creates things that are good for passively grateful consumers, to a dialogue which involves more careful and systematic processes of user consultation, research, co-design, testing, evaluation and continuous redesign. The emerging design democracy turns the designer into conversationalist, facilitator, mentor and pedagogue. As a consequence, the legacy self-understanding of the designer as artist, technocrat and expert is thrown into question. The new politics of design plays through tensions between historical roles and contemporary expectations. Along the way, what's lost and what's gained? What is inherently difficult about the new designer-user relations, and what is intrinsically liberating?

As soon as the balance of agency shifts, a polymorphous, polyvalent social world presents itself. 'Any color you like, as long as it's black', said the heroic Henry Ford, who conveniently assumed that every consumer in his mass market had identical needs and interests. But as soon as you start talking niche markets, usability and customization, you discover diversity in an ever more dazzling range of hues and shades — local and global, of different abilities and disabilities, of ages and cultures and genders and affinities. The paradox of today's design democracy is that designing for everybody means designing for many different interests and uses.

Then there are some new lines of social insistence: that designers work to objectives of sustainability, access, safety and the social good. These are matters of increasingly intricate regulation and compliance. Or, if you will internalize these insistences, they become matters of self-regulating professional ethics.

These are some of the things that are, quite simply, changing the job of being an architect, urban planner, industrial designer, engineer, visual designer, web designer, knowledge manager, communications or media designer, fashion designer, usability researcher or instructional designer — to name just a few of the design vocations.

Design Modalities

Design's modalities are also in a state of flux, its working tools of representation, communication, visualization and imagination.

Digitization of text, sound, and still and moving image is one important site of transition. This has spawned new practices of modeling and simulation, of prefiguring the real in the virtual. It has also introduced the virtual as a design end-in-itself.

The result is a new multimodality and synesthesia. Design conceptualization requires that designers move between modalities of language, image, sound, space, touch and gesture. The meaning of their design might be articulated one way, then another, or all at one time in a deeply integrated process of synesthesia.

Designers need to be able to 'do' a multimodal professional design discourse. They must speak and write their way through complex collaborations with co-designers and interactions with users. They need to be able to 'do' visualization as they explore design alternatives through mental images and picture their visions into reality. They need to be able to represent spatial realities, prefiguring the three dimensional through the two dimensional and turning plans into tactile artifacts, manipulable objects, architectural spaces and navigable landscapes. The new, digital media provide newly flexible and accessible tools for multimodal and synaesthetic thinking. Today's media inventions have become the mothers of design necessity.

Such innovation is not simply for innovation's sake. It is also for the most practical of reasons. There is an increasing need to document for the purposes of planning and project management, regulation and compliance, risk assessment and risk management, and project specification and contractual clarity.

Design Principles

*So, what is this thing design? What is the design of something?
And what does it mean to 'do' design?*

The word 'design' has this fortuitous double meaning, simultaneously describing intrinsic structure and the willful act of making. Design is at once morphology and construction.

Morphology: design is inherent, whether its sources be organic, unconscious, common sense or the carefully premeditated product of the professional work of the designer. Design in this sense is structure, form and function.

Construction: design is also an act, a manifestation of agency, a process of transformation. The narrative of design runs like this: take the available designs in the world, inherent to found objects, architectures, landscapes, processes, human relationships, cultures. Then engage in the act of designing, or rework and revoice these designs. This is never just a business of reproduction and replication. It always involves an injection of the designer's social interests and cultural experiences—their subjectivity and identity, no less. The residue, as the narrative draws to a momentary close, is the world transformed, no matter in how small a way. But the world is never quite the same again, and the redesigned is returned to the world. Design agency traces of transformation that join the repertoire of available designs—new openings to new design narratives.

Such a view contrasts with older understandings of design in which designers were passive recipients of expert routines. Their apprenticeship into professional practice had led them to learn to reproduce received, sanctioned and authoritative design forms. This may have been appropriate for a world that set store on stability and uniformity.

But today's world is a place of change and diversity. Designing, in a dynamic, transformative sense, can be enabling, even emancipatory. It is a process of changing the world.

In this spirit, the Design Conference, the Design Journals, the On Design Book Imprint and the Design News Blog move between theoretical reflection on the nature of design and case studies of design practice, and from research-based perspectives to the experience-based perspectives of design insiders.

Community Membership

About

The Design Principles & Practices Knowledge Community is dedicated to the concept of independent, peer-led groups of scholars, researchers, and practitioners working together to build bodies of knowledge related to topics of critical importance to society at large. Focusing on the intersection of academia and social impact, the Design Principles & Practices Knowledge Community brings an interdisciplinary, international perspective to discussions of new developments in the field, including research, practice, policy, and teaching.

Membership Benefits

As a Design Principles & Practices Knowledge Community member you have access to a broad range of tools and resources to use in your own work:

- Digital subscription to the Design Principles & Practices Journal Collection for one year.
- Digital subscription to the book imprint for one year.
- One article publication per year (pending peer review).
- Participation as a reviewer in the peer review process, with the opportunity to be listed as an Associate Editor after reviewing three or more articles.
- Subscription to the community e-newsletter, providing access to news and announcements for and from the knowledge community.
- Option to add a video presentation to the community YouTube channel.
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 - Complimentary use of Scholar in your classes—for class interactions in its Community space, multimodal student writing in its Creator space, and managing student peer review, assessment and sharing of published work.

Engage in the Community

Present and Participate in the Conference

You have already begun your engagement in the community by attending the conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with community colleagues that will continue well into the future.

Publish Journal Articles or Books

We encourage you to submit an article for review and possible publication in the journal. In this way, you may share the finished outcome of your presentation with other participants and members of the community. As a member of the community, you will also be invited to review others' work and contribute to the development of the community knowledge base as an Associate Editor. As part of your active membership in the community, you also have online access to the complete works (current and previous volumes) of the journal and to the book imprint. We also invite you to consider submitting a proposal for the book imprint.

Engage through Social Media

There are several ways to connect and network with community colleagues:

- Email Newsletters: Published monthly, these contain information on the conference and publishing, along with news of interest to the community. Contribute news or links with a subject line 'Email Newsletter Suggestion' to support@designprinciplesandpractices.com.
- Scholar: Common Ground's path-breaking platform that connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.
- Facebook: Comment on current news, view photos from the conference, and take advantage of special benefits for community members at: <http://www.facebook.com/DesignPrinciplesAndPractices>
- Twitter: Follow the community @designpap and talk about the conference with #DPP16.
- YouTube Channel: View online presentations or contribute your own at <http://commongroundpublishing.com/support/uploading-your-presentation-to-youtube>.

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The International Advisory Board

The principal role of the Advisory Board is to drive the overall intellectual direction of the Design Principles & Practices Knowledge Community and to consult on our foundational themes as they evolve along with the currents of the field. Board members are invited to attend the annual conference and provide important insights on conference development, including suggestions for speakers, venues, and special themes. We also encourage board members to submit articles for publication consideration to the Design Principles & Practices Journal Collection as well as proposals or completed manuscripts to the Design Principles & Practices Book/Imprint.

We are grateful for the continued service and support of the following world-class scholars and practitioners.

- **Genevieve Bell**, Intel Corporation, Santa Clara, USA
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- **Jeanette Blomberg**, IBM Almaden Research Center, San Jose, USA
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- **Michael Gibson**, University of North Texas, Denton, USA
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Scholar Quick Start Guide

1. Navigate to <http://cgscholar.com>. Select [Sign Up] below 'Create an Account'.
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- About: Include information about yourself, including a linked CV in the top, dark blue bar.
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- Image: Add a photograph of yourself to this page; hover over the avatar and click the pencil/edit icon to select.
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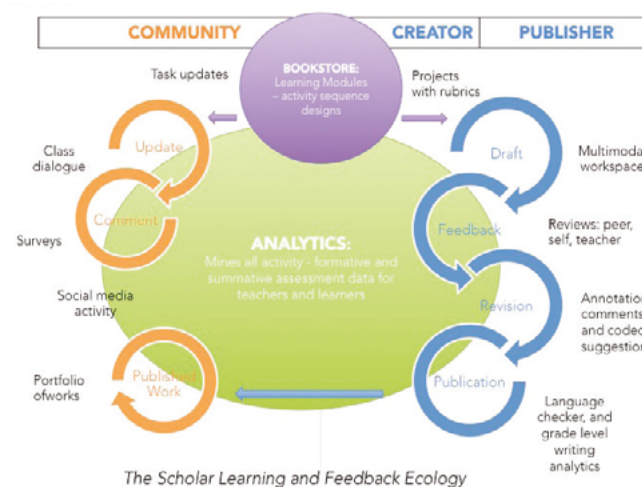
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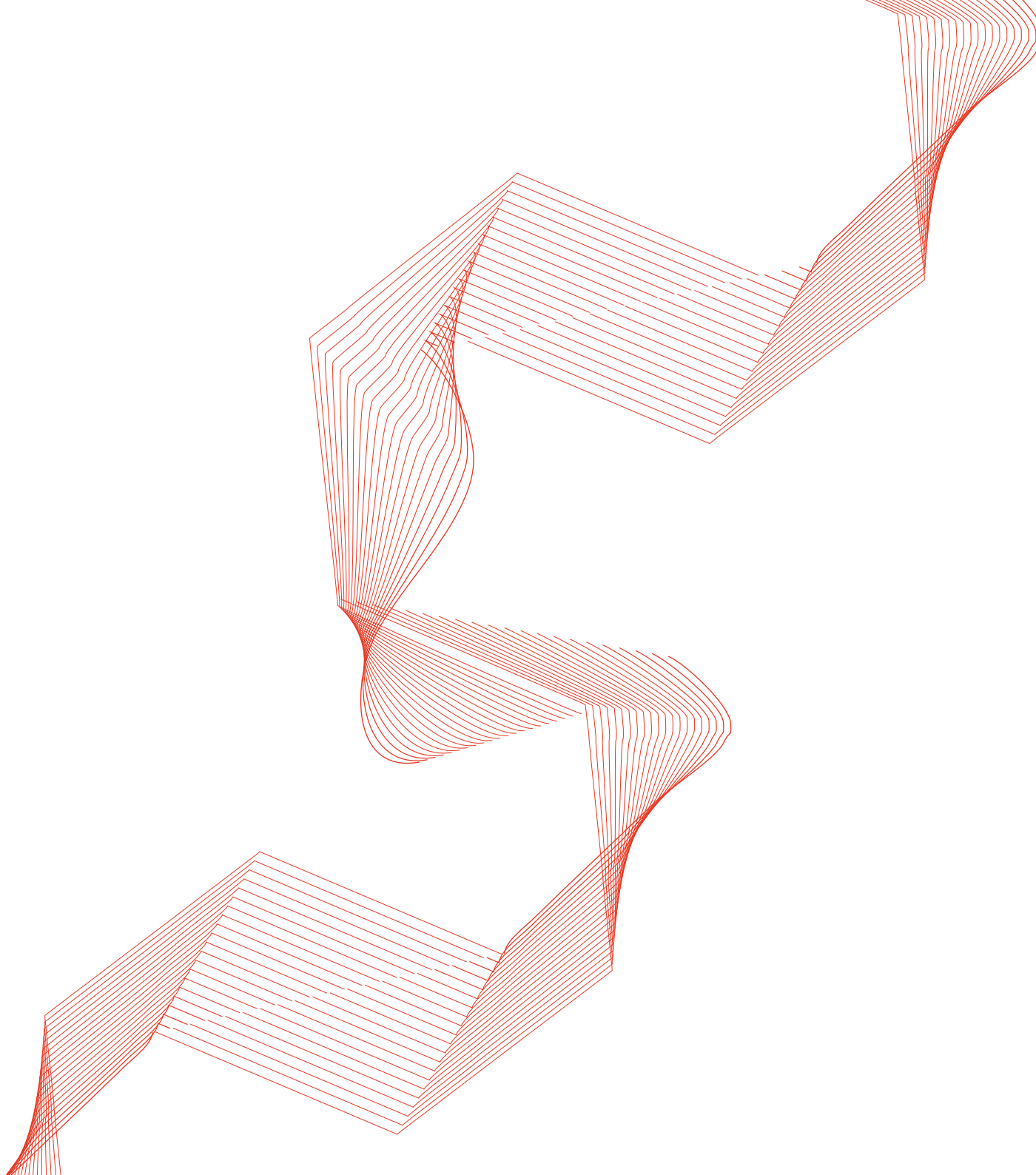
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Design Principles & Practices Journal Collection

Aiming to create an intellectual frame of reference
for interdisciplinary conversations on the role of
the design in society

About Design Principles & Practices Journal Collection

About

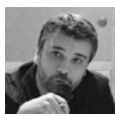
The Design Principles & Practices Journal Collection is a site of discussion exploring the meaning and purpose of 'design,' as well as speaking in grounded ways about the task of design and the use of designed artefacts. The resulting conversations weave between the theoretical and the empirical, research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

In professional and disciplinary terms, the journals in the Design Principles & Practices Journal 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.

Founded: 2006

Publication Frequency: Quarterly (March, June, September, December)

Collection Editors:



Lorenzo Imbesi,
Sapienza Università
di Roma, Italy

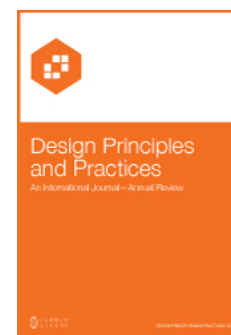


Loredana Di Lucchio,
Sapienza Università
di Roma, Italy

Collection Editors:

Articles published in the Design Principles & Practices Journal Collection are peer reviewed by scholars who are active members of the Design Principles & Practices Knowledge Community. Reviewers may be past or present conference delegates, fellow submitters to the collection, or scholars who have volunteered to review papers (and have been screened by Common Ground's editorial team). This engagement with the knowledge community, as well as Common Ground's synergistic and criterion-based evaluation system, distinguishes the Design Principles & Practices Journal Collection's peer review process from journals that have a more top-down approach to refereeing. Reviewers are assigned to papers based on their academic interests and scholarly expertise. In recognition of the valuable feedback and publication recommendations that they provide, reviewers are acknowledged as Associate Editors in the volume that includes the paper(s) they reviewed. Thus, in addition to the Design Principles & Practices Journal Collection's Editors and Advisory Board, the Associate Editors contribute significantly to the overall editorial quality and content of the collection.

Collection Titles



Design Principles and Practices: An International Journal – Annual Review

ISSN: 1833-1874

Indexing: Art Abstracts, Art Full Text, Art Index, Art Source, Genamics Journal Seek, Scopus, The Australian Research Council (ERA), Ulrich's Periodicals Directory

About: *Design Principles and Practices: An International Journal – Annual Review* consists only of articles considered to be of wide interest across the design field, selected by our editorial team. We do not accept direct submissions to the annual review. Candidates for inclusion in this survey journal include works by invited contributors, papers offered by plenary speakers at the conference, and top-ranked articles selected from thematic journal submissions for their wide applicability and interest across the field.

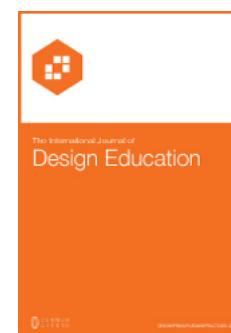


The International Journal of Architectonic, Spatial, and Environmental Design

ISSN: 2325-1662 (print) | 2325-1670 (online)

Indexing: Art Source, Genamics Journal Seek, Scopus, Ulrich's Periodicals Directory

About: *The International Journal of Architectonic, Spatial, and Environmental Design* primary interests are in building design, landscape design, and sustainable design practices. As well as papers of a traditional scholarly type, this journal invites presentations of practice—including experimental forms of documentation and exegeses that can be interrogated with equal validity through a process of academic peer review. For instance, this might take the form of a series of images and plans, with explanatory notes that articulate with other, significantly similar or different—and explicitly referenced—places, sites, or material objects.



The International Journal of Design Education

ISSN: 2325-128X (print) | 2325-1298 (online)

Indexing: Art Source, Genamics Journal Seek, Scopus, Ulrich's Periodicals Directory

About: *The International Journal of Design Education* explores aspects of learning to become a designer and to develop modes of "design thinking." It explores design strategies, methodologies, and tactics. It analyzes forms of professional stance. And it examines pedagogies of engagement with design purposes, designed objects, and design.



The International Journal of Design in Society

ISSN: 2325-1328 (print) | 2325-1360 (online)
Indexing: Art Source, Genamics Journal Seek, Scopus, Ulrich's Periodicals Directory

About: *The International Journal of Design in Society* interrogates the social sources and social effects of design. Focal points of interest include design policy, the human impacts of design, design values, and design business.



The International Journal of Visual Design

ISSN: 2325-1581 (print) | 2325-159X (online)
Indexing: Art Source, Genamics Journal Seek, Scopus, Ulrich's Periodicals Directory

About: *The International Journal of Visual Design* explores processes and practices of representation and communication using the medium of the image. Areas of interest include communications design, visual arts, illustration, photography, film and video, graphic design, typography, interface design, internet design, animation, and computer simulations.



The International Journal of Designed Objects

ISSN: 2325-1379 (print) | 2325-1395 (online)
Indexing: Art Source, Genamics Journal Seek, Scopus, Ulrich's Periodicals Directory

About: *The International Journal of Designed Objects* examines the nature and forms of the objects of design, including the products of industrial design, fashion, interior design, and other design practices.



The International Journal of Design Management and Professional Practice

ISSN: 2325-162X (print) | 2325-1638 (online)
Indexing: Art Source, Genamics Journal Seek, Scopus, Ulrich's Periodicals Directory

About: *The International Journal of Design Management and Professional Practice* explores the organization of design, design work, and design as a professional practice.

Article Submission Process and Timeline

Journal Collection Submission Process and Timeline

Below, please find step-by-step instructions on the journal article submission process:

1. Submit a conference presentation proposal.
2. Once your conference presentation proposal has been accepted, you may submit your article by clicking the "Add a Paper" button on the right side of your proposal page. You may upload your article anytime between the first and the final submission deadlines. (See dates below)
3. Once your article is received, it is verified against template and submission requirements. If your article satisfies these requirements, your identity and contact details are then removed, and the article is matched to two appropriate referees and sent for review. You can view the status of your article at any time by logging into your CGPublisher account at www.CGPublisher.com.
4. When both referee reports are uploaded, and after the referees' identities have been removed, you will be notified by email and provided with a link to view the reports.
5. If your article has been accepted, you will be asked to accept the Publishing Agreement and submit a final copy of your article. If your paper is accepted with revisions, you will be required to submit a change note with your final submission, explaining how you revised your article in light of the referees' comments. If your article is rejected, you may resubmit it once, with a detailed change note, for review by new referees.
6. Once we have received the final submission of your article, which was accepted or accepted with revisions, our Publishing Department will give your article a final review. This final review will verify that you have complied with the Chicago Manual of Style (16th edition), and will check any edits you have made while considering the feedback of your referees. After this review has been satisfactorily completed, your paper will be typeset and a proof will be sent to you for approval before publication.
7. Individual articles may be published "Web First" with a full citation. Full issues follow at regular, quarterly intervals. All issues are published 4 times per volume (except the annual review, which is published once per volume).

Submission Timeline

You may submit your article for publication to the journal at any time throughout the year. The rolling submission deadlines are as follows:

- Submission Round 1 – 15 January
- Submission Round 2 – 15 April
- Submission Round 3 – 15 July
- Submission Round 4 (final) – 15 October

Note: If your article is submitted after the final deadline for the volume, it will be considered for the following year's volume. The sooner you submit, the sooner your article will begin the peer review process. Also, because we publish "Web First," early submission means that your article may be published with a full citation as soon as it is ready, even if that is before the full issue is published.

Common Ground Open

Hybrid Open Access

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Paying subscribers still receive considerable benefits with access to all articles in the journal, from both current and past volumes, without any restrictions. However, making your paper available at no charge through Open Access increases its visibility, accessibility, potential readership, and citation counts. Open Access articles also generate higher citation counts.

Institutional Open Access

Common Ground is proud to announce an exciting new model of scholarly publishing called Institutional Open Access.

Institutional Open Access allows faculty and graduate students to submit articles to Common Ground journals for unrestricted open access publication. These articles will be freely and publicly available to the whole world through our hybrid open access infrastructure. With Institutional Open Access, instead of the author paying a per-article open access fee, institutions pay a set annual fee that entitles their students and faculty to publish a given number of open access articles each year.

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International Award for Excellence

The Design Principles & Practices Journal Collection presents an annual International Award for Excellence for new research or thinking in the area of design. All articles submitted for publication in the Design Principles & Practices Journal Collection are entered into consideration for this award. The review committee for the award is selected from the International Advisory Board for the Design Principles & Practices Conference. The committee selects the winning article from the ten highest-ranked articles emerging from the review process and according to the selection criteria outlined in the reviewer guidelines.

Award Winners, Volume No. 8

- Joe McCullagh, Manchester School of Art, UK
- Jane McFadyen, Manchester School of Art, UK

Abstract

This conceptual paper is a study of the impact of three drivers: collaboration, interdisciplinary practice and cooperation. These were taken as a starting point for a change process, resulting in radical new design-learning environments situated within Manchester School of Art, at the Manchester Metropolitan University, UK. We recognise that these drivers will be the new imperative for future design practitioners. Contextually, seeing national and international shifts in design and the perceived value of a design education today, we challenged the idea of single "mono" design courses and questioned our own validity. Subsequently, we undertook a fundamental re-think of what an art school is for. By taking the notion of interdisciplinary design education this resulted in new curricula, a re-branding of the Manchester School of Art, and a physical resource to match our ambition. This paper articulates the design process employed in engaging staff to reflect and re-focus on the essence of an art school, and through doing this, develop a collegiate approach to the re-design of our buildings, a coming together of our distinct departments under a coherent brand, and the embedding of pedagogical collaboration through curricula in the form of the experimental Unit X.

Subscriptions and Access

Community Membership and Personal Subscriptions

As part of each conference registration, all conference participants (both virtual and in-person) have a one-year digital subscription to the entire Design Principles & Practices Journal Collection. This complimentary personal subscription grants access to both the current volume of the collection as well as the entire backlist. The period of complimentary access begins at the time of registration and ends one year after the close of the conference. After that time, delegates may purchase a personal subscription.

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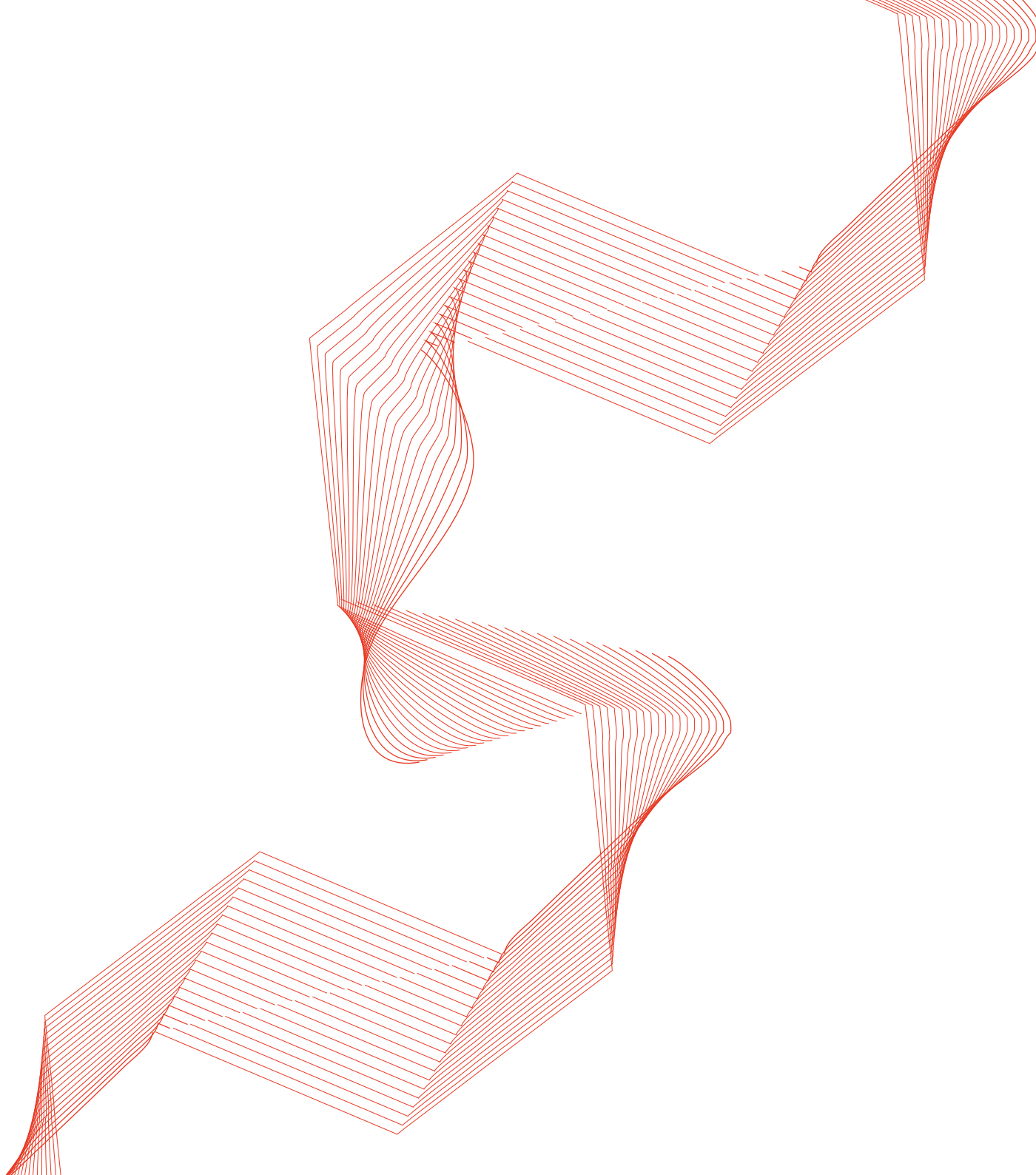
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Clinton Carlson	Ronald Shakerpear	actionable	typical
Carmen Dyck	Peter Smilinger	concise	maps
Veronika Egger	David Sless	appropriate	documents
Yuri Engelhardt	Kelli C.A.S. Smythe	action	tools

Information design as principled action

Making information accessible,
relevant, understandable, and usable

Edited by Jorge Frascara			
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Janet Joy	Karel Van der Waarde	abstractive	learning
Slava Kalyuga	Robert Walker	simple	tools
Suna Kyun	Jeremy Waller	concise	maps
Krzysztof Lenk	Dietmar Winkler	concise	legibility
Aaron Marcus	Patricia Wright	understandable	guidelines

Information Design as Principled Action: Making Information Accessible, Relevant, Understandable, and Usable

Jorge Frascara (ed.)

Information design empowers people to attain their goals. It is centered on users, based on evidence, and oriented to results. It contributes to a vast range of activities that people engage with every day, from simple things such as understanding phone bills or operating a washing machine, to more complex ones such as managing emergency response web based systems, controlling a power plant, or flying an airliner. Good quality information design facilitates these tasks.

Experts with several decades of practice alongside younger designers report on research and design methods and present case studies in practice and education, discussing processes, audiences, objectives, and results. The twenty eight authors come from diverse fields of design practice, but also from the study of cognition and language, forming a volume that deals with theory, history, practice, and education.

This book is for document designers and writers, for communication managers and computer programmers, for design educators and social scientists, for people that in their everyday professional activity are connected with the planning or crafting of communications aimed at informing or instructing.

In business, government, or education we live constantly challenged by the volume of information flow. This book demonstrates how leaders in the field make information attractive, accessible, understandable, and usable.

Editor Bio:

Jorge Frascara is professor emeritus, University of Alberta, honorary professor, Emily Carr University, advisor to the PhD program in the science of design, University IUAV of Italy, former president of Icofrada, and former convener of an ISO Working Group on graphic symbols. He is fellow of the Society of Graphic Designers of Canada, and member of the editorial boards of Information Design Journal, Visible Language and Design Issues. He has published nine books, including Communication Design, Design and the Social Sciences, User Centred Graphic Design and Designing Effective Communications, as well as more than 50 articles. He now lives in Vancouver, Canada, working and researching on information design for the health sector.

ISBN—978-1-61229-785-9 317 Pages

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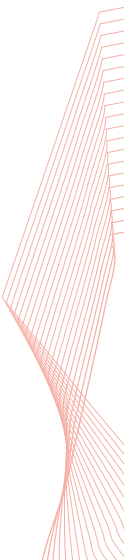
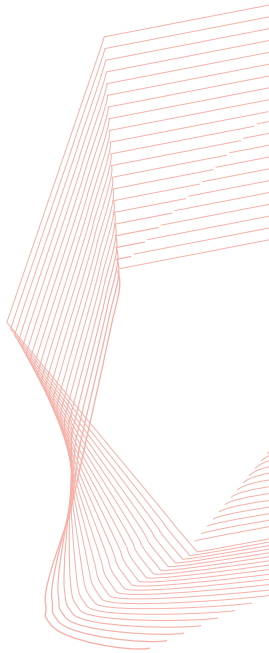
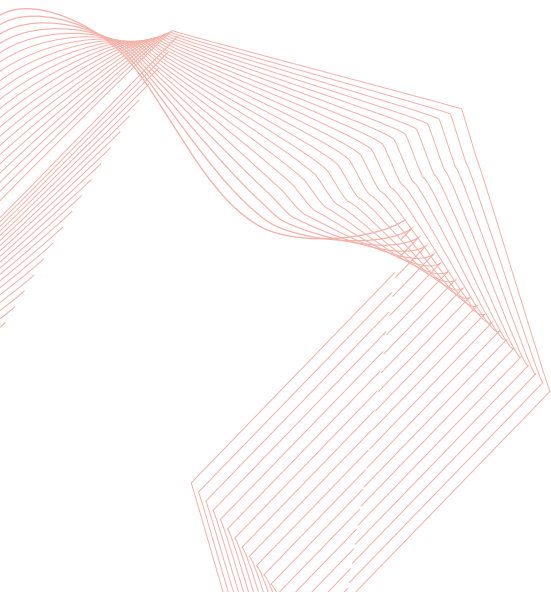
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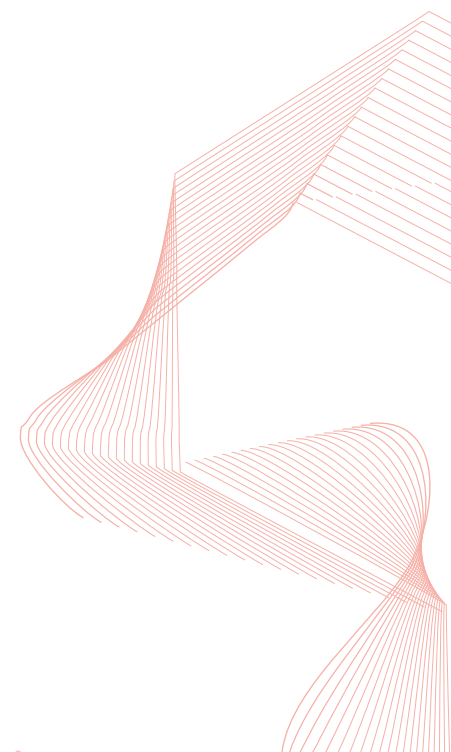
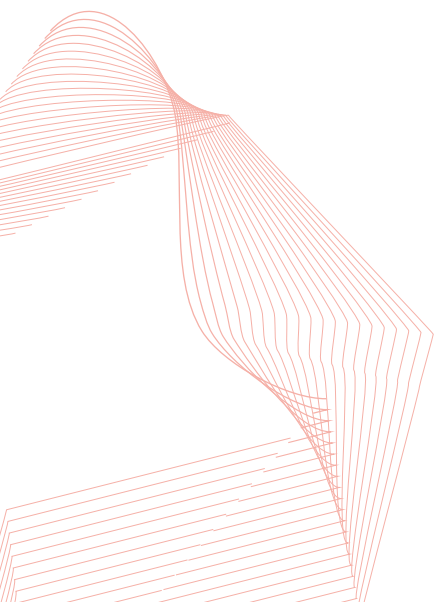
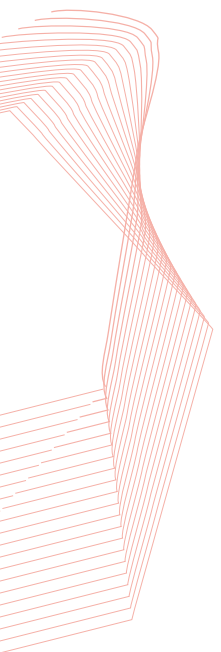
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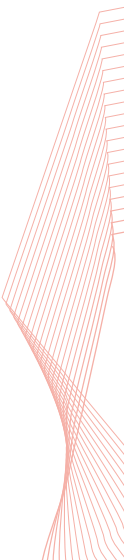
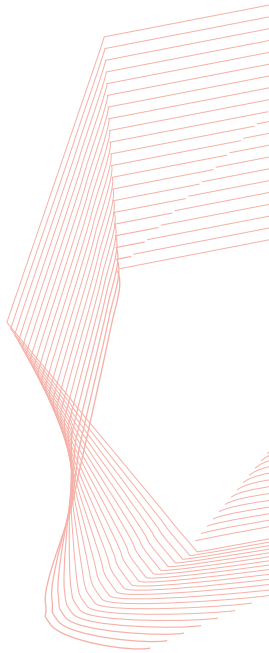
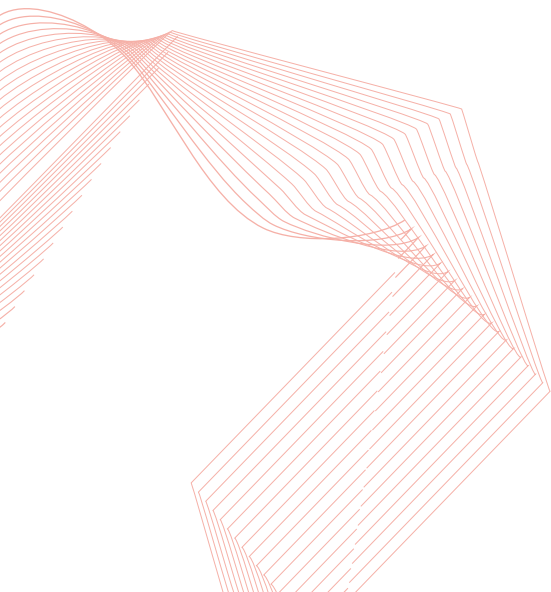
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2016 design principles and practices

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The Catholic University of America
Washington D.C., USA | **22–23 March 2016**
www.religioninsociety.com/2016-conference



Sixth International Conference on the Constructed Environment

The University of Arizona
Tucson, USA | **2–4 April 2016**
www.constructedenvironment.com/2016-conference



Sixteenth International Conference on Knowledge, Culture & Change in Organizations

University of Hawaii at Manoa
Honolulu, USA | **19–20 April 2016**
www.organization-studies.com/2016-conference



Eighth International Conference on Climate Change: Impacts & Responses

VNU University of Science (HUS) and
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www.on-climate.com/2016-conference



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University of Hawaii at Manoa
Honolulu, USA | **22–23 April 2016**
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Seventh International Conference on Sport & Society

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Honolulu, USA | **2–3 June 2016**
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Fourteenth International Conference on New Directions in the Humanities

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Twenty-third International Conference on Learning

University of British Columbia
Vancouver, Canada | **13–15 July 2016**
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Eleventh International Conference on the Arts in Society

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Ninth International Conference on the Inclusive Museum

National Underground Railroad Freedom
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Aging & Society: Sixth Interdisciplinary Conference

Linköping University
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www.agingandsociety.com/2016-conference



Sixth International Conference on Food Studies

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www.food-studies.com/2016-conference



Sixth International Conference on Health, Wellness & Society

Catholic University of America
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www.healthandsociety.com/2016-conference



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