

出國報告(出國類別：國際會議)

第 7 屆設計原理與實踐  
國際學術研討會議

服務機關：國立屏東科技大學時尚設計與管理系

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## 摘要

由 Common Ground 所舉辦的「第七屆國際設計原理與實務研討會」(Seventh International Conference on Design Principles and Practices)於 2013 年 3 月 6 日至 8 日間在日本千葉大學(Chiba University)舉行。Common Ground 是一個致力建構各種新型知識、媒體的創新和鼓勵新思維交流的研究機構；與世界許多知名的大學合作，在國際各個城市諸如英國倫敦、美國紐約、加拿大溫哥華、義大利羅馬、澳洲…等知名的大學舉辦設計研討會。2013 年設計研討會在日本千葉大學舉行。千葉大學是日本的一所國立大學，位於千葉縣千葉市。千葉縣是日本的一級行政區之一，位於本州的關東地區，西面緊臨東京都，屬於首都圈的範圍。許多東京的大型設施，如成田國際機場和幕張展覽館都在千葉縣境內。本研討會為一跨領域與綜合性的設計研究與實務結合之國際學術研討會；參與研討會的學者來自世界各地，包括英國、美國、澳洲、日本、韓國、泰國、馬來西亞…等國家，本研討會提供給在設計學術與實務領域的先進和年輕學者相互討論與研究回饋的場域。本研討會分為六個領域：(1). 建築、空間與環境設計 (2). 設計教育 (3). 設計管理與專業實務 (4). 福祉設計 (5). 物件設計 (6). 視覺設計 …等領域。

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## 壹、目的

第七屆國際設計原理與實務研討會為一跨領域與綜合性的設計研究與實務結合之研討會，本研討會的參與學者來自英國、美國、澳洲、日本、韓國、泰國、馬來西亞與臺灣…等國家，於本研討會中，很多在設計學術與實務領域的先進和年輕學者們，進行了熱烈的學術討論與交流的活動。此研討會安排了共六場非常精彩的專題演講，演講內容反應國際上設計趨勢與思潮；例如，日本東京大學河口洋一郎教授、高野景觀株式會社總裁金清典広(Norihiro Kanekiyo)先生、無印良品(MUJI)總裁 Masaaki Kanai 先生，千葉大學 Toyoki Kozai 教授…，等豐富且獨特的演講內容。

本人的論文「非物質性織品之構織與其隱喻意涵之研究」，內容與創作語匯、創作方法議題相關聯，並討論材質的隱喻性意涵，在發表中和參與學者有深入的討論與分享，討論內容亦可供後續研究之參考。

參與此國際設計原理與實務研討會的目的有：

- 一、藉此參與此研討會，有機會與跨領域設計理論與創作實務領域的國際學者交流。
- 二、透過國際學術研究與多元設計領域專業觀摩之機會，學習舉辦大型與優質國際研討會經驗。
- 三、增加與國際上設計專業與學者討論和互動之經驗，並回饋到教學與研究成效上。

## 貳、出國行程及議程

### 一、參加會議經過

本研討會的舉辦總共歷時三天，個人的發表場次是在第一天下午的第一場。爲了能從容地找到旅館與會議地點，並且作好論文發表前的準備，本人於3月4日晚間即到達日本東京，再搭JR轉往屬於大東京區的千葉市已是相當晚了。因此，隔天(3月5日)我有一整個白天的充裕時間，可以簡單地了解一下環境以及作好會議前的資料準備。3月6日研討會的第一天，主辦單位的介紹及引言，以及專題演講展開序幕。與會發表論文的學者來自30多個國家，皆是在設計理論、創作實務與研究上具有成就的學者專家。專題演講與分組論文討論都相當踴躍與精彩。第一天會議結束後，主辦單位安排在大學中宴請所有的與會學者自助式晚餐，使得白天的討論與交流得以延伸；這是一個用心的安排，讓來自設計理論與實務創作等各領域的學者們、與專題演講者與主辦單位人員有機會建立一種親切的熟悉感，有助於未來二日的研討會交流更爲熱絡。第二、三天會議也是由兩個專題演講開場(在大演講廳中進行)，專題演講後的討論(移到較小的空間，使討論的人員能近距離地提問、分享個別經驗，詳圖2,3)，以及進行分組論文發表。交流討論踴躍。第二天會議結束後的一段時間，主辦單位另在城市中安排了自費式的宴會。使與會學者們能深入當地環境文化。雖然餐點內容很普通，然而藉著如此的場合，能讓來自世界各地的學者/旅者們在很短的時間內一探日本文化的精隨，別具意義。(詳圖6)。第三天會議內容更加豐富與精彩，直到當天傍晚5:30PM左右，研討會在一場綜合討論後，劃下句點。

### 二、議場主題與議程

大會主題是「第七屆國際設計原理與實務研討會」；會議議程請參詳附錄(一)。由於此研討會爲一跨領域與綜合性的設計研究與實務結合之研討會，所以，議場主要分爲六個；議場主題也依時段區分各個主題。包括有：設計的語匯與溝通議題、設計方法中的自我認同與性別議題、設計方法與理論、設計的社會影響、設計研究與評估、創新

設計的教育、設計實務與方法的態度、設計的敘事與文化影響、設計的物質與非物質性…等。議場主題請參詳附錄(一)。此研討會安排了具代表性的共六場非常精彩的專題演講，演講內容反應國際上設計趨勢與思潮；例如，日本東京大學之河口洋一郎教授(Yoichiro Kawaguchi)、高野景觀株式會社的總裁金清典広(Norihiro Kanekiyo)先生、無印良品的總裁 Masaaki Kanai 先生，千葉大學的 Toyoki Kozai 教授…，等豐富且獨特的演講內容。由於眾多議題分組在六個議場同時進行；與會者只能選擇性地參與他人論文發表。研討會邀請的六場專題演講可以說是本研討會的主要精神主軸。

專題演講特別邀請著名的藝術家，日本東京大學河口洋一郎教授(Yoichiro Kawaguchi) 分享其豐富的創作歷程與充滿想像力的作品。河口洋一郎是日本電腦圖形藝術家。作品呈現的形式非常多元，包括：電腦動畫、雕塑、工藝、圖案應用於和服設計、空間裝置、可愛造形玩具、兒童互動裝置、機器人設計…，等。創作概念以模仿原始的生命形式，例如自我組織和自我繁殖的程序；模仿蜈蚣爬行的方式…。藝術家參考原始的生命形式，對於生存也許有了更透徹的了解。河口洋一郎教授領導的研究小組，也進行機器人設計開發，機器人樣機，反應他早期的電腦平面圖形作品的 3D 模型。

此外，專題演講邀請金清典広(Norihiro Kanekiyo)先生(圖 2)分享日本的庭園美學如何被實踐在世界各地。高野景觀株式會社的總裁，金清典広先生的設計團隊，曾經負責宜蘭冬山河景觀規劃與設計。這次，有機會在此研討會的專題演講中，學習了金清典広(Norihiro Kanekiyo)先生的景觀設計美學。並且演講者毫不吝惜地分享了極豐富寶貴的幻燈片。以「法國現代的日本花園」為演講議題，提出文化交流的可能性，花園的概念，水的流動，…等。設計師並且介紹不同類型的日本之美；即，簡約之美，合適之美，基礎之美。金清先生並且建議了：我們的生命是從自然界之間得到了好的回響。

伴隨著在會場大廳的展覽—密閉式植物、人造光植物 (圖 4-2, 4-2)—於另一個專題演講中，千葉大學 Toyoki Kozai 教授(圖 5)提出其寶貴的研究成果。Toyoki Kozai 教授研究

有關密閉式植物生產系統的概念 (CPPS , closed plant production system)及其作為人造光植物養種場(PFAL, Plant factory with artificial light )之應用;資源利用效率概念 (RUE, Resource-use efficiency ); 密閉式植物生產系統節約資源的特點; 無處不在的概念—在市鎮裡的人造光植物養種場; 以及, 垂直農業的挑戰 (Challenges in Vertical Farming) 。把農業帶入市鎮、帶入學校、帶進室內… , 這樣創新的養種概念令筆者耳目一新。尤其, 對於大會現場的室內植物展覽, 尤感興趣。透過會後交談, 筆者獲知 Toyoki Kozai 教授與國立屏東科技大學有一些參訪交流, 感覺非常親切。

另一場寶貴的專題演講, 是由無印良品(MUJI)的總裁 Masaaki Kanai 先生(圖 3)介紹了無印良品的產品設計與行銷理念。販售據點遍佈世界各地的無印良品, 在台灣亦是相當受到歡迎的一個品牌。顧名思義「無印良品」是沒有品牌標誌的友善產品; 以日常用品為主, 類別涵蓋廣泛; 例如: 衣飾、文具、食品、廚具與廚房用品, 以及傢俱、室內設計、建築、花店、咖啡店, …等。設計產品以注重純樸、簡潔、關心環境、以人為本…等為理念。無印良品強調透過材料的篩選、簡化製造過程、簡化包裝, 以突顯「良品」特質。Masaaki Kanai 先生強調消費者第一, 產品著重自然(natural), 沒有名字(no name), 簡單(simple), 但是卻需有全球尺度(global scale)的品牌視野。自然, 是指產品使用一般已存在素材本身的原素材; 不加特別染料、印刷…等添加設計。沒有名字, 是指匿名的或無個性特徵的設計; 並強調簡單是設計的主要元素。而, 如此一貫純樸與簡潔, 雖不強調個性特徵卻已成為品牌重要特色, 而且, 有著看向世界的雄心。

還有其他很棒的專題演講與論文發表, 各個設計領域的學者專家、設計師或品牌經營者不約而同有著一些共同的焦點觀念是: 設計的環境關懷、文化連結, 在地思考, 以及世界的視野/國際觀。

### 三、個人的論文發表

個人的論文發表是在第一天的第一場。現場報告順利完成。討論交流情形良好。

個人發表論文題目是「非物質性織品之構織與其隱喻意涵之研究」。作者是根據 Marjory L. Joseph 的織品理論與定義 (Joseph, 1986, 209), 重新思考織品素材的隱喻性意涵; 進而, 提出非材質的創作表現。也就是說, 就織品的編造過程而言, 創作者的內在世界能透過織品素材之表達, 傳遞給觀者。此外, 由於織品素材的勞動本質的一般性—持續的反覆—再現創作者素材理念的堅持特徵; 使得織品材質的使用隱約連結創作者個人的思索以及與投射集體文化意涵。因此, 作者建議藝術家能夠應用豐富的織品形式與語彙, 來探索其對於世界不同的感知。

再者, 作者在探討非物質性織品之構織與其隱喻意涵的過程中, 列舉並解釋了藝術家如何藉由織品語彙來發展他們的藝術; 如何透過這一種素材的本質傳遞記憶、感覺與情感。最後, 作者提出使用一般的技術應用與創作者的意圖、創作概念連結, 也能夠成就新的織品精神。並且, 視此般的織品隱喻意涵為其思維的基本方式作總結, 提出個人的環境觀察以及以非物質的創作表現。個人所發表之論文摘要請參詳附錄(三)

#### 四、會後參訪參觀活動

研討會結束後, 適逢週末, 筆者安排一天的時間, 參訪了一些重要的美術館與東京著名建築與文化景點。參觀地點包括位於東京六本目的國立新美術館(NACT, The National Art Center, Tokyo)、與 21\_21 設計視野(21\_21 Design Sight)、表參道世界知名時尚品牌設計師旗艦店…等地方。內容相當豐富。

由黑川記章建築師所設計的國立新美術館是一個當代的建築物, 從外在呈現的雄偉建築體, 充滿質感的視覺面體立面; 從內部則可欣賞其各個角度的光影變化。主要展出一樓的日本書畫展; 以及展在二樓的「國立新美術館年度當代藝術展」(The NACT Annual Show of Contemporary Art); 其中, 最年輕的藝術家是志賀理江子(1980), 以及利部志穗(1981)。從日本傳統的藝術到年輕的當代創作, 日本的當代藝術家或設計創作者在重要的美術館展示內容中佔有舉足輕重之角色。



在三宅一生設計思維「一塊布」的理念影響下，21\_21 設計視野(21\_21 DESIGN SIGHT) 是由安藤忠雄所設計的。從造形美學上而言，反映了三宅一生對於日本傳統摺紙 (Origami) 藝術的當代轉化；由如一片鐵板所彎折構成的屋頂、清水混泥土與透明玻璃所構築的牆面，連結時尚大師的衣飾造形創作；就建築外觀而言，看起來像一件襯衫上部被強調的領子。而以「Design Ah!」為主題的展覽，三宅一生的設計思維被發揮得淋漓盡致。從室內展覽中，傳統文化工藝與當代設計觀念的結合與延伸，當代媒材與多媒體的運用手法相當純熟；內容呈現可令人敬佩的文化深度與雀躍的當代性發展。以互動媒體、繪畫，互動裝置、聲裝置音、視覺裝置、動畫…等展覽方式，日本語五十音的第一個，「あ!」，被以各種創作形式與內涵所詮釋、表現與展出，豐富而有趣。參觀者在展場中玩得很開心，很多是年輕父母親帶著小朋友。從玩的過程當中，學習日本傳統工藝(Origami)與其當代創新。足以見到設計師的正面能量：設計觀念、態度與其社會影響力。



圖 1. 筆者千葉大學留影。背景是會場標誌掛布。



圖 2. 專題演講者金清典広 (Norihiro Kanekiyo) 先生(右二)、Naoko Hirota 女士(左二)。



圖 3. 專題演講者無印良品總裁 Masaaki Kanai 先生(右二)。



圖 4-1. 研討會場大廳展覽的室內植物。



圖 4-2. 研討會場大廳展覽的室內植物。



圖 5. 筆者與 Toyoki Kozai 教授合影。



圖 6. 第二天晚間於城市中的宴會。與會學者們相互認識交流並融入當地文化環境。

## 參、心得與建議

### 一、與會心得

本次設計原理與實踐國際學術研討會(Conference on Design Principles and Practices)舉辦得相當成功，就議程的安排、專題演講與發表論文的内容而言相當優秀。整體而言，此研討會規劃得完整、完善，值得國內學術界與設計實務界舉辦國際研討會時之參考。

本研討會結合了多元領域的設計原理與實踐的知識建構、設計理論構築、設計方法、設計研究教學…等議題。於會議中以主題的方式歸納、分類組織論文發表的議題群組；也系統性地探討設計研究知識。從文化與政治的影響，邊緣族群的設計，到企業共同研究與承諾，新媒材技術與設計…等之探討，充份彰顯跨領域設計交流之機會與創意能量。個人所發表的論文「非物質性織品之構織與其隱喻意涵之研究」，在會議中受到多位與會學者與專家的討論；其中，涉及「設計與設計語匯」的影像思維與意涵，和有關新的設計媒材與觀看者觀點之討論。諸多意見的回饋，值得個人在此研究內容上深入思考。

本研討會所討論的議題，除了以專題演講的發表方式，更有來自世界各國各個領域的設計專業分享，同時設計工作坊的專題教學與具實驗性的設計創作方法，也同時被提出；值得臺灣設計界與學術界參考。

### 二、建議

在世界各地相關設計類科的高等教育，有關設計理論與實務結合的研究風氣目前正積極發展中。涉及設計研究結合創作實務的研討會也在世界各地之學術機構與文化機構紛紛被舉辦；由此可見，在國際上一致認同設計創作的開發與學術研究的探討是相輔相成的。

近年來，從台灣政府政策顯示企圖發展設計教育與文化創意產業之決心。但是，諸如此類大規模的、針對設計研究結合創作實務的研討會卻較少能被實踐完善。此外，設計理論的研究與設計實務的開發未能有助益地被整合，而且常見有明顯的分離或歧見，實為可惜。期望政府之政策推廣能夠鼓勵並協助設計理論的研究與設計實務的整合發展，以促使台灣設計創作範疇的專業與專家能夠建立其研究水準與深度；並且期望能積極支持設計實務的開發，以及其與文化和跨領域設計研究能夠建立其連結網絡。

### 三、其他

感謝國立屏東科技大學補助個人參加此次第七屆國際設計原理與實務研討會，於此過程中收穫豐富，在設計創作與理論研究上進一步溫習了國際發展的脈絡與氛圍。

## 肆、附錄

附錄(一) 會議議程與議場主題



## Daily Program: Schedule-at-a-Glance

### WEDNESDAY, 06 MARCH

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

### THURSDAY, 07 MARCH

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

### FRIDAY, 08 MARCH

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

## Program

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



Wednesday, 06 March

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



Wednesday, 06 March

13:45-15:15	<b>PARALLEL SESSION # 1</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 4 (211)  Models for Media and Industry	<p><b>A Tool for Audience Design: A Service Design Perspective on Media Consumption</b>  <b>Angela Fernandez-Orviz</b>, Moving Targets Edinburgh College of Art, <b>Professor Simon Biggs</b>, Edinburgh College of Art, University of Edinburgh, Edinburgh, UK  <i>Overview:</i> Bridging the gap between research and practice through design, Moving Targets presents their work on a visual tool, for media producers, which facilitates brainstorming audience involvement in strategic planning.</p> <p><b>Visual Communication for Thai Halal Print Media</b>  <b>Dr. Pibool Waijitragum</b>, Department of Graphic and Multimedia Design, Suan Sunandha Rajabhat University, Bangkok, Thailand  <i>Overview:</i> This paper intends to present creative executions suitable for Thai Halal print advertising media, for instance, posters, brochures and billboards.</p> <p><b>An Integrated Tourism Model and Product Development Plan Based on Local Identity for Ecological, Historical, and Cultural Tourism</b>  <b>Natthaphon Anusorntharangkul</b>, Interior and Exhibition Design Program Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Bangkok, Thailand  <i>Overview:</i> This paper discusses the creative integration of a tourism model and product development plan based on local identity for ecological, historical, and cultural tourism that is sensitive to heritage.</p> <p><b>Architectural Engineers: Integrating Professions or Facilitating Communication</b>  <b>Rikke Premer Petersen</b>, Department of Planning and Development, Aalborg University, Copenhagen, Denmark  <i>Overview:</i> Changing conditions in the building industry have led to the educational and occupational response of a new design profession: architectural engineers. This discusses the different approaches in the two responses.</p>
Room 5 (212)  Theory and Methodologies of Design	<p><b>Design Thinking in Emerging Countries: Latin American Cases</b>  <b>Alvaro Diaz</b>, INSITUM Colombia, Bogota, Colombia  <i>Overview:</i> Several case studies on innovation addressed first world companies. Companies in emerging markets are trying to take advantage of their growth by testing new methodologies like design thinking.</p> <p><b>Considering a Disciplinary Basis for Designing Platforms for Designing Change</b>  <b>Peter Stockwell Martin</b>, Graphic Design Department, Virginia Commonwealth University, Doha, Qatar  <i>Overview:</i> This is an exploration of integrating the four approaches of context interpretation, situational learning, multidisciplinary, and complex situation transformation to conceptualize a disciplinary practice for designing platforms for designing change.</p> <p><b>Towards Practice-led Research the Study of Art and Design</b>  <b>Mustaqim Karna</b>, Visual Communication and New Media School of Design, <b>Dominique Rio Adiwijaya</b>, School of Design, Jakarta Barat, <b>Ferdinand Indrajaya</b>, Visual Communication and New Media School of Design, Bina Nusantara University, Jakarta, Indonesia  <i>Overview:</i> This paper proposes a research towards fostering practice-based research in art and design.</p> <p><b>Navigating Time: A Visual Theory for Lived Time</b>  <b>Kirsten Moegerlein</b>, Faculty of Design, Monash University, Melbourne, Australia  <i>Overview:</i> The potential significance of this research lies in the development of a series of visualisations for a theory of lived time, called the Navigating Time Theory.</p>

Wednesday, 06 March

13:45-15:15	<b>PARALLEL SESSION # 1</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 6 (213)  Educational Strategies and Impacts	<p><b>Communication Designers Create Meaningful Social Impact</b>  <b>Prof. Kristin Hughes</b>, School of Design, Carnegie Mellon University, Pittsburgh, USA  <i>Overview:</i> Working with communication design students to create meaningful community-based experiences.</p> <p><b>The Intersection of Science and Design: Visual Thinking and Visual Learning</b>  <b>Dr. Robert Fleisig</b>, Walter G. Booth School of Engineering Practice, McMaster University, Hamilton, <b>Prof. Harry Mahler</b>, Faculty of Design, Ontario College of Art and Design University, Toronto, Canada  <i>Overview:</i> This paper will explore the intersection of engineering and design and the importance of visual learning and thinking in non-design based education.</p> <p><b>Turn It into Green</b>  <b>Dr. Faredah Mohsen Al-Murahhem</b>, Interior Design, Makkah, Saudi Arabia, <b>Dr. Einas Helmy</b>, Graphic Design, Umm al-Qura University, Alexandria, Egypt  <i>Overview:</i> This explores an integration of two disciplines, interior design and graphic design, to raise awareness of the importance of green building among university students.</p> <p><b>Designing Design: A Consideration of a Design Centered Curriculum</b>  <b>Jesse Payne</b>, Assistant Professor, Art and Design Foundation, Virginia Commonwealth University in Qatar Doha, Qatar, Qatar  <i>Overview:</i> This roundtable will explore foundations curricula specifically with design majors in mind, i.e. graphic design, fashion design, industrial design, etc.</p>
Room 7 (214)  Workshop	<p><b>Designing the End to End Experience: Seeing the Big Picture</b>  <b>Jessica Yo Eun Ko</b>, Social, Google Inc., Belmont, USA  <i>Overview:</i> This workshop teaches you on how to design the end to end experience from improving initial onboarding, user engagement and retention, virality, to creating a safe environment and a brand.</p>
<b>15:15-15:30</b>	<b>COFFEE BREAK</b>
15:30-17:00	<b>PARALLEL SESSION # 2</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 1 (111)  Social Impact of Design	<p><b>Design for Paralympians: The Role of Graphic and Industrial Design in Promoting Awareness of Athletes with Disabilities</b>  <b>Dr. Carlos Montana Hoyos</b>, <b>Dr. Lisa Scharoun</b>, Faculty of Arts and Design, University of Canberra, Canberra, Australia  <i>Overview:</i> Focusing on Paralympians, the paper describes two case studies that detail how industrial and graphic design can affect a positive image of disability in society.</p> <p><b>The Contribution of Communication Design and Designers in Enabling Sustainability of Livelihoods in Disadvantaged Communities</b>  <b>Dr. Siriporn Peters</b>, Department of Architectural Education and Design, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand  <i>Overview:</i> This is an investigation of the contribution of communication design and designers in enabling people with disabilities in urban communities to attain the sustainable livelihood that they desire.</p> <p><b>A Specialised Gaming Controller Providing Haptic Feedback to Increase Realism and a Sense of Game Play for Children Suffering from Cerebral Palsy: A Design Project</b>  <b>Alexander Walker</b>, School of Art, Architecture and Design, University of South Australia, Adelaide, Australia  <i>Overview:</i> An inter-institutional collaborative educational industrial design project to develop a gaming controller which can be used by sufferers of cerebral palsy will be discussed.</p> <p><b>Design for Older People: The Lift Chair</b>  <b>Hana Yazmeen Hapiz</b>, Department of Architecture, Design and Environmental Building, Plymouth University, Plymouth, UK  <i>Overview:</i> The research intends to understand the special needs of older people, due to the increasing population and to bridge the gap between health and design.</p>

Wednesday, 06 March

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

Wednesday, 06 March

15:30-17:00	<b>PARALLEL SESSION # 2</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 4 (211)  Architectonics and the Urban	<p><b>Interactive Instruments: Situated Technology, Intelligent Terrain, and Design Commons</b>  <b>Dr. Nick Dunn</b>, Architecture, Manchester School of Architecture, Manchester, UK  <i>Overview:</i> This paper examines the role of interfaces for participatory design to respond effectively to the contemporary, shifting urban situation with respect to design practices and modalities.</p> <p><b>An Architecture of Somewhere: Universal Vernaculars and Localized Utopias</b>  <b>Prof. Gregory Marinic</b>, Gerald D. Hines College of Architecture, University of Houston, <b>Maki Iisaka</b>, College of Architecture, Texas A&amp;M University, Houston, USA  <i>Overview:</i> Architecture is inherently local - normally positioned on a fixed site, constructed with local labor, constrained by local regulations, and used primarily by a local population.</p> <p><b>The Unresolved Rooftop and the Design Process</b>  <b>Simone Medio</b>, School of Architecture, University of Lincoln, Lincoln, UK  <i>Overview:</i> This paper aims at eradicating the limitations and irresoluteness of the flat rooftop dogma by individuating and leveraging on key moments of the architectural design process.</p> <p><b>An Interdisciplinary Theory for Urban Design</b>  <b>Dr. Claudia Murray</b>, Department of Real Estate and Planning, University of Reading, Reading, UK  <i>Overview:</i> This is a revision of the issues around the definition, theoretical framework and incumbencies of urban design since the first Harvard conference in 1956.</p>
Room 5 (212)  Innovative Design Education	<p><b>Nomadic Art and Design Education: Can Academies Overcome Institutional Lethargy and Prepare Art and Design Students to Meet the Challenges for the Future?</b>  <b>Professor Bernard Canniffe</b>, Design, Minneapolis College of Art and Design, Minneapolis, USA  <i>Overview:</i> In spring 2012, a private Midwestern art and design school was awarded a grant by the Bush Foundation enabling students to travel to, and engage with, rural Minnesotan communities.</p> <p><b>MoB+Storefront: An Interdisciplinary Community Design Studio</b>  <b>Prof. Kristin Caskey</b>, School of the Arts, Fashion Design and Merchandising, <b>Assoc. Prof. W. Camden Whitehead</b>, Department of Interior Design, <b>Prof. John Malinoski</b>, Department of Graphic Design, Virginia Commonwealth University, Richmond, USA  <i>Overview:</i> MoBS is an interdisciplinary urban design studio where students from fashion, graphic, and interior design work with citizens and professionals to create better design for the city of Richmond, VA.</p> <p><b>An Informal Study in Architectural Design Education: Black Box Workshop</b>  <b>Gulay Dalgic</b>, Department of Architecture Faculty of Engineering-Architecture, Trakya University, <b>Beste Karakaya</b>, Department of Architecture, Trakya University Institute of Natural Sciences, Edirne, Turkey  <i>Overview:</i> In this paper a workshop entitled "Black Box" will be presented. Theme of Black Box Workshop is defined as "creating a space in timeless time."</p> <p><b>Buy Bye! Flash Retailing and Education through Collaborative Design Experiences</b>  <b>Lisa Richardson</b>, School of Design, Dunedin, <b>Leigh Paterson</b>, Design School of Design, Otago Polytechnic, New Zealand  <i>Overview:</i> Collaborative design education is explored through the lens of "flash retailing", producing a transformational retail installation. Through the incubation of rapid problem solving and praxis, new commercial opportunities are examined.</p>

Wednesday, 06 March

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



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

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

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



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13:45-15:15	<b>PARALLEL SESSION # 4</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 3 (113) New Media, Technology, and Design	<p><b>Mobile Technology Enhances Learning: Researching and Creating an Interactive eBook on Type Anatomy</b>  <b>Prof. Kristine Hwang</b>, Department of Visual Arts, <b>Daniela Dewendt</b>, <b>Shanna King</b>, <b>Emily Seed</b>, <b>Greg Thye</b>, <b>Laura Zerlin</b>, Visual Arts, Kennesaw State University, Kennesaw, USA  <i>Overview:</i> Mobile technology enhances learning by providing extensive interactive experiences. This paper provides significant information on methodical research and creation for an interactive e-book design on "type anatomy".</p> <p><b>Spatial and Temporal Studies in Beginning Design Education</b>  <b>Amir Berbic</b>, <b>Zlatan Filipovic</b>, College of Architecture, Art and Design Department of Design, American University, Sharjah, United Arab Emirates  <i>Overview:</i> Sequence, time and motion are presented as fundamental studies for design and architecture students. Analog and digital skills are introduced as a continuum of processes rather than as dichotomous environments.</p> <p><b>Thinking and Doing: Enhancing the Learning and Teaching of Graphic Design through the Use of Digital Technologies</b>  <b>David Sinfield</b>, School of Art and Design, Auckland University of Technology, Auckland, New Zealand  <i>Overview:</i> Graphic design continues to be a growing area within education and mainstream industry, especially in emerging economies of third world countries, but lacks creative thinking and doing.</p> <p><b>Geo Spatial Simplicity: Designing Map Interfaces for Emergency Planning</b>  <b>Paul Haimes</b>, School of Communications and Arts, <b>Dr. Stuart Medley</b>, <b>Dr. Barnard Clarkson</b>, School of Communication and Arts, Edith Cowan University, Mt Lawley, Australia  <i>Overview:</i> This presentation describes the redesign of a map interface that allows users to view bushfire locations throughout Australia. The redesign attempts a delicate balance between functionality and ease of use.</p>
Room 4 (211) Environmental Impacts of Design	<p><b>Touching the Earth Gently: Narrating Environmental Issues through Temporary Settings</b>  <b>Dr. Ching-Pin Tseng</b>, Department of Interior Design, Shu-Te University, Pingtung, Taiwan  <i>Overview:</i> From the viewpoint of localisation, this paper intends to explore the potential for narrating local environmental topics through temporary settings and reusable materials.</p> <p><b>Understanding User Behaviour in Order to Reduce the Environmental Impact of the Use Phase of Electronic Products: A Case Study on Televisions</b>  <b>Claudia Déméné</b>, <b>Anne Marchand</b>, School of Industrial Design, Université de Montréal, Montreal, Canada  <i>Overview:</i> Relating to the new technological and aesthetic functions of flat-panel televisions, understanding how televisions are actually purchased, used, and disposed of by users is crucial.</p> <p><b>A Study of People's Expectations and Perceptions with Regard to Eco-friendly Products in Relation to Their Commitment to Sustainable Consumption</b>  <b>Anne Marchand</b>, École de Design Industriel Faculté de l'Aménagement, Montréal, <b>Claudia Déméné</b>, Montreal, <b>Mario Patenaude</b>, School of Industrial Design Faculté de l'aménagement, Université de Montréal, Montréal, Canada  <i>Overview:</i> As the demand and supply of eco-friendly products are growing, understanding people's expectations and perceptions of eco-friendly products is relevant.</p> <p><b>The Energy Conservation Properties of Lightweight Concrete with Reusable Industrial Waste Content as an Insulator</b>  <b>Dr. Wichitra Singhirunnusorn</b>, Faculty of Environment and Resource Studies, Mahasarakham University, Ampur Muang, <b>Prof. Nopadon Sahachaisaeree</b>, Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand  <i>Overview:</i> Light weight concrete can reduce building load and contains heat insulating property. This research assesses ethylene vinyl acetate substitute in production, its energy conservation property, and physical performance.</p>

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

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15:15-15:30	<b>COFFEE BREAK</b>
15:30-17:00	<b>PARALLEL SESSION # 5</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 1 (111)  Methods of Design Education	<p><b>Integrating Design Ability in Knowledge-oriented Curricula: Towards the Creation of a Video Game Design Pedagogical Object Development Tool</b>  <b>Mr. Danny Godin</b>, Montreal, <b>Patrick Gauvin</b>, Creation and New Media, Université du Québec en Abitibi-Témiscamingue, Montréal, Canada  <i>Overview:</i> Non-practice oriented curricula planning for design programs based on Van der Maren's pedagogical object development model (1999), Cross's design ability (2011) and Schell's list of video game designer skills (2008).</p> <p><b>Evaluating Design Creativity through Formal and Informal Procedures</b>  <b>Emine Gorgul</b>, Department of Interior Architecture ITU School of Architecture, Istanbul Technical University, Istanbul, Turkey  <i>Overview:</i> This paper depicts methods that have been deployed to assess design creativity within undergraduate interior architecture studios using national and international criteria and formal and informal procedures.</p> <p><b>Reinventing Classic Design Foundation Exercises to Incorporate the Exploration of Behavior and Interaction</b>  <b>Magnus Feil</b>, School of Art Division of Design, University of Washington, Seattle, USA  <i>Overview:</i> This study investigates the elements of classic design foundations exercises to address an increasing need to incorporate product interaction for emergent behaviors in the use of products into id foundations.</p> <p><b>Kissing Ink on Paper: The Reemergence of Traditional Letterpress in a Typographic Design Curriculum</b>  <b>Prof. Roselynn M. Newton</b>, School of Art and Design College of Fine Arts and Communication, Texas State University, San Marcos, USA, <b>J. Suzanne Powney</b>, Department of Art, College of Architecture, Art + Design, Mississippi State University  <i>Overview:</i> This paper is a case study of the inclusion of traditional letterpress in a typographic design curriculum.</p>
Room 2 (112)  Design Practices and Engagement	<p><b>People into Practice: Design of a Medical Decision Aid with Repetitive Stakeholders' Input</b>  <b>Carolina Leyva</b>, Master of Design College of Design, Architecture, Art, and Planning, <b>Mike Zender</b>, College of Design, Architecture, Art, and Planning, <b>Katherine Staun</b>, Master of Design College of Design, Architecture, Art, and Planning, University of Cincinnati, <b>Dr. William Brinkman</b>, General and Community Pediatrics, Cincinnati, <b>Dr. Jessica A. Kahn</b>, <b>Dr. Lea Widdice</b>, Adolescent Medicine, Cincinnati Children's Hospital Medical Center, University of Cincinnati, Cincinnati, USA  <i>Overview:</i> Engaging with clients and end users through systematic methods to obtain feedback on design iterations empirically improved product effectiveness over the typical process used in design practices.</p> <p><b>Art for Social Change: Higher Education Student Web Design for Positive Change for Third World Nonprofit Organizations</b>  <b>Dr. Lin A. Hightower</b>, School of Visual Arts, <b>Carole Maugé-Lewis</b>, Visual Arts, Kennesaw State University, Kennesaw, USA  <i>Overview:</i> Expanded higher education graphic design curriculum includes student web design for positive change for emerging and third world nonprofit organizations for real world international student global engagement.</p> <p><b>Digital Visualization in Architectural Design: Development and Practical Implications</b>  <b>Julia Schlegel</b>, Dilz Group, Oslo School of Architecture and Design, Oslo, <b>Prof. Martina Maria Keitsch</b>, Department of Product Design, Norwegian University of Science and Technology, Trondheim, Norway  <i>Overview:</i> The presentation analyses recent concepts in architectural visualization and maps their main characteristics with the goal of shedding light on today's relationships between visualization and digitalization practices.</p> <p><b>Collaborative Design Practices: The Question of Site in Hands-on Learning and Full-scale Fabrication</b>  <b>Michael Hughes</b>, Department of Architecture, American University of Sharjah, Sharjah, United Arab Emirates  <i>Overview:</i> This paper examines the role of site in the process of teaching architecture as a hands-on, full-scale, and collaborative effort.</p>

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



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

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

Friday, 08 March

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

Friday, 08 March

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



Friday, 08 March

14:40-16:10	<b>PARALLEL SESSION # 7</b> <b>15-minute presentations followed by joint Q&amp;A; 60 minute workshop</b>
Room 2 (112)  New Media, Technology, and Design	<p><b>Information Technology Facilitated Insight Discovery in Service Design</b>  <b>Pei-Kang Hsieh, Prof. Soe-Tsyr Yuan</b>, Service Science Research Center, National Chengchi University, Taipei, Taiwan  <i>Overview:</i> This paper proposes an IT artifact to facilitate the insight discovery process in service design, and a notion of insight depth as the measurement of the influential extent of insights.</p> <p><b>Becoming a Team Player: The Evolving Role of Design in the World of Agile Development</b>  <b>Prof. Aaron Ganci</b>, Herron School of Art and Design Visual Communication Design, Indiana University, Purdue University, Indianapolis, USA  <i>Overview:</i> This investigates design's impact on the creation of complex online environments. Case studies will provide recommendations on how designers can remain valuable team members throughout the digital development process.</p> <p><b>Design Principles for Robot-Inclusive Landscapes</b>  <b>Rajesh Elara Mohan</b>, Engineering Product Development, <b>Sunghee Shin</b>, SUTD-MIT International Design Centre, Singapore University of Technology and Design, Singapore, Singapore  <i>Overview:</i> In this work, we present a set of design principles for urban space planning that accommodates the needs of robots, and overcome unsolved research challenges in social robot deployments.</p>
Room 3 (113)  Product Design	<p><b>The Lack of Design in Medicine Packaging: A New Approach and a New Proposal</b>  <b>Assoc. Prof. Hakan Ertep</b>, Department of Visual Communication Design, Yasar University, Izmir, Turkey  <i>Overview:</i> This study aims to display and discuss the projects that have been conducted in studio classes at various graphic design departments relating to pharmaceutical packages.</p> <p><b>The Mass Production and Mass Customisation of Luxury</b>  <b>Shaun Borstock</b>, School of Creative Arts, University of Hertfordshire, London, UK  <i>Overview:</i> The impact of mass production and mass customisation of products on the global luxury brand market will be discussed in this paper.</p> <p><b>Software Mnemonics in Design: Users' Mnemonics in the Industrial Design of Products within the Scope of Interface Design</b>  <b>Asisst. Prof. Dr. Ebru Güzelderem</b>, Industrial Product Design Department Architectural Faculty, University of Mimar Sinan Fine Arts University, Istanbul, Turkey  <i>Overview:</i> This study is intended to further approach software, a deep well that shapes hardware.</p> <p><b>Timeless Design: A Competitive Advantage and Business Strategy</b>  <b>Mr. Gabriel Nicolas Almanzar</b>, Bangkok, Thailand  <i>Overview:</i> Long lasting products can help reduce the environmental impact created by today's throw away society. This research aims to find out if timeless products can be designed intentionally.</p>
Room 4 (211)  Architectonic, Spatial, and Urban Design	<p><b>Displacement of Design: The Social Construction of Pojang-macha Designing in Seoul</b>  <b>Soo-hong Min</b>, Department of Craft and Design, Seoul National University, Seocho-gu, South Korea  <i>Overview:</i> Which social part—science, technology, politics, culture, public, etc.—will come to be defined as “performing design” and which will (de)form and renew its aftermaths today?</p> <p><b>Three Approaches to the Design and Restoration of Urban Stream Corridors in Northwestern U.S.</b>  <b>Dr. Toru Otawa</b>, Landscape Architecture Program, University of Idaho, Moscow, USA  <i>Overview:</i> This paper examines three approaches to western U.S. urban stream restoration using a comparative analysis to demonstrate that a multi-objective, integrative approach will be the most beneficial to public constituents.</p> <p><b>Planning and Response in Transforming Everyday Space: Intervention and Invention</b>  <b>Yihua Huang, Prof. Kin Wai Michael Siu</b>, School of Design, Hong Kong Polytechnic University, Hong Kong, Hong Kong  <i>Overview:</i> This research mainly works on the socio-spatial structure to expose the gap between planning image of the world city and users' image of the everyday space.</p> <p><b>Enthusiastic Architecture: The Role of Play in the Work of Team Zoo</b>  <b>Prof. Mira Locher</b>, School of Architecture College of Architecture and Planning, University of Utah, Salt Lake City, USA  <i>Overview:</i> This paper addresses the role of play in the design ideas, methods, and built works of the Team Zoo group of the Japanese architecture firms Ateliers Zo, Mobile, and Iruka.</p>

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

## A Study on the Weaving of Immaterial Textiles and its Metaphorical Implications

### **Abstract**

**By shu-fang Huang**

The use of textile materials in contemporary artistic practise is related to the individual speculation and collective cultural meaning in which the artists apply plentiful textile forms and vocabularies to explore a diverse perception of the world. This paper explores how contemporary artists have been developing their arts through textiles and how the intimate vocabularies of textiles are transformed into their own stories and memories, especially family memories, whereby their intentions and the using of ordinary techniques have achieved a new spirit of textiles.

Accordingly, in the discussion the use of metaphor with regard to the implication of textiles, this paper would explore the traces and patterns of mutual interpersonal interactions in the environment through my practical works. The images of sawing lines as well as the static and dynamic lines collected in my surroundings might have been encountered and associated with each other through my fragmentary memories, and by which the ordinary materials in the everyday life are captured accidentally. As well as, through moving images the works explore how the intimate vocabularies of textiles are transformed into the sense of alienation, whereby the artist's narratives are delivered in the course of memory collection. From materiality into immateriality, this paper explained how the artist has been developing her art by using textile vocabularies to convey her memories, feeling and emotion, and has been considering this representation of textiles as a fundamental way of thinking.

*Key words: immaterial textiles, meaning of making, repetition, memories*

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