

# CONFERENCE PROGRAM



**DESIGN & COMPLEXITY**  
Design Research Society International Conference

Montréal — 7 to 9 July, 2010  
Université de Montréal

# WEDNESDAY, 07 JULY

9:00 **OPENING SESSION AND WELCOME ADDRESS** *Amphi 1*

9:15 **KEYNOTE 1** *Amphi 1*

Improving Design Without Destroying It  
Erik Stolterman

10:00 **COFFEE BREAK**

10:30 **PARALLEL SESSIONS**

**Collaboration 1** *Amphi 1*

124 L'utilisation du geste dans des réunions de conception architecturale  
Visser, Willemien

075 An Investigation into Features of Design Thinking in Fast Moving Consumer Goods Brand Development: Integration and Collaboration  
Lee, Younjoon

036 Ultra Low-carbon Vehicles: New Parameters for Automotive Design  
Conti, Matteo

044 Caractérisation des activités collectives réunissant designers et chercheurs  
Gault, Clément

**Design Practice 1** *Amphi 2*

130 Insights Into Insight - How do In-vitro Studies of Creative Insight Match the Real-world Complexity of In-vivo Design Processes?  
Wiltschnig, Stefan; Onarheim, Balder

079 Perspectives on Critical Design: a Conversation with Ralph Ball and Maxine Naylor  
Malpass, Matthew

086 The Construction of Complexity in Design and Public Policy Contexts  
Meierling, Chris

030 The Success of Designer-producers in Québec  
Desrosiers, André

12:30 **CATERED LUNCH**

13:30 **PARALLEL SESSIONS**

**Design Methods 1** *Amphi 1*

004 Emergences du design et complexité sémantique des sextoys  
Cardoso, Stéphanie

064 Knowledge Transfer from Designers to Home Crafts Makers: Negotiating Methods to Study Actions in Context  
Kaya, Cigdem

099 Understanding Team Design Communication through the Designer's Eye: a Descriptive-Analytic Approach  
Rapanta, Chrysi

092 Transitions Heuristics in the Pursuit of Well-being: Situating Interactive Products and Services in Transitions  
Ozenc, Fatih Kursat

**Design Practice 2** *Amphi 2*

140 Integral Design Method in the Context of Sustainable Building Design  
Zeiler, Wim

133 Pupil Participation in School Design  
Woodcock, Andrée

077 Consultancy Designer Involvement in New Product Development in Mature Product Categories: Who Leads, the Designer or the Marketer?  
Maciver, Fiona; O'Driscoll, Aidan

**Design and Society 1** *Room 4.1*

010 Dis/Ability teaches Design!  
Bieling, Tom

134 Cultural Appropriation in Design and The 'Cipher'  
Yagiz, Burcu

054 Design Education as a Practice of Affiliation: Facilitating Dialogue Between Developed and Developing Nations  
Harland, Robert; Loschiavo Dos Santos, Maria Cecilia

121 Is Systemic Design the Next Big Thing for the Design Profession?  
Valtonen, Anna

**Project Grounded Research 1** *Room 3.1*

057 Far Beyond Dualisms in Methodology: An Integrative Design Research Medium "MAPS"  
Jonas, Wolfgang; Chow, Rosan

089 Set in Concrete? Crafting Innovation  
Morrow, Ruth

013 Barrier Analysis as a Design Tool in Complex Safety Critical Systems  
Blomkvist, Johan

072 Transformative Design: From Consultant to Clinician  
King, Ben; Logan, Heather

**Experience 1** *Room 2.1*

- 109 Contradictions, Complexity and the 'Conversational Self' Design Research Methodology: "Australian Citizens' Parliament" Documentary  
Shumack, Kaye
- 051 Human Photographs on Trust in Bank Websites  
Kang, Sunghyun
- 067 Sensemaking and Framing: A Theoretical Reflection on Perspective in Design Synthesis  
Kolko, Jon
- 049 Experiential, Embedded, Electronic - Integrating Academic Skills Into The Art and Design Curriculum  
Groppe-Wegener, Alke

**Participatory Design 1** *Room 4.2*

- 114 Understanding the Complexity of the Multicultural Design Work Team  
Suteu, Irina
- 017 Reframing Business - and Design? A Critical Look at Co-creation  
Leerberg, Malene; Bonde Sørensen, Kirsten
- 034 Understanding the Practical Challenges of Moving from Closed to Open Source Collaborative Design  
Ebenreuter, Natalie
- 024 Everyday People: Enabling User Expertise in Socially Responsible Design  
Caruso, Christine; Frankel, Lois

**Sustainable Design 1** *Room 3.2*

- 065 Ontological Design Ways of Sustainable Intervention: a Conceptual Framework  
Kim, Hyewon
- 033 Developing a Framework for Mapping Sustainable Design Activities  
Dusch, Bernhard
- 117 The Design and Development of Microcab  
Tovey, Michael
- 137 Approaching Product Subjective Sustainability: Comparative Study on Evolution of Users' Kansei During Lifetime of Their Mobile Phones Between Iran and Japan  
Zafarmand, Seyed Javad

**Innovation** *Room 2.2*

- 048 Visual Means for Collaboration Across Disciplines  
Graell-Colas, Mercè
- 006 A Competitive Game-based Method for Brainstorming and Evaluating Early Stage Design Ideas in Terms of their Likelihood of Success in the Marketplace  
Barker, Tom
- 063 Catching Wasps and Baking Dinosaurs. Experiences from Co-designing with Children  
Karlsson, MariAnne; Engelbrektsson, Pontus
- 007 The Impact of Modular Product Design on Innovation Compared with Design From First Principles  
Barker, Tom

15:30

16:00

**COFFEE BREAK****PARALLEL SESSION****Design Process 1** *Amphi 1*

- 011 Dynamique forme-lumière : Un processus de création et d'analyse de l'espace architectural par modèles maquettes/images  
Biron, Karole
- 056 The Inclusive Incapability-Culture-Economy Cube: A design Framework for Complex Barriers  
Israsena, Pragma
- 053 Understanding Senior Design Students' Product Conceptual Design Activities: A Comparison Between Industrial and Engineering Design Students  
Jiang, Hao
- 071 Complexité architecturale et assistance informatique  
Lecourtois, Caroline

**ROUND TABLE****Building Bridges** *Amphi 2*

Panel of professional designers and researchers discussing ways of strengthening links between design practice and design research  
Joyce, Alexandre, *moderator*; Labbé, Jean, *panelist*; Prijic, Nevenka, *panelist*; Willis, Anne-Marie, *panelist*; Zeiler, Wim, *panelist*

18:00

**WELCOME COCKTAIL**

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# THURSDAY, 08 JULY

## 9:00 KEYNOTE 2 *Amphi 1*

Can complexity be contained?  
Anne-Marie Willis

## 10:00 COFFEE BREAK

## 10:30 PARALLEL SESSIONS

### **Collaboration 2** *Amphi 1*

- 085 Collaborative Design Pedagogy: An Examination of the Four Levels of Collaboration  
McPeck, Thomas
- 046 Synergizing Positivist and Aesthetic Approaches to Improve the Development of Interactive, Visual Systems Design  
Gibson, Michael
- 001 The Role of Interaction Design in Information and Communication Technologies Embedded Product Development Activity  
Akoglu, Canan
- 078 When Artists and Designers Inspire Collective Intelligence Practices: Two Case Studies of Collaboration, Interdisciplinarity and Innovation Projects  
Zahedi, Mithra

### **Design & Pedagogy SIG** *Amphi 2*

- 022 *Joinedupdesign* for Academies: Enhancing Design Learning Through Complexity  
Schaber Friedemann; Butcher, John
- 038 Looking to the Future; a Response to the Challenges of Design Education in the 21<sup>st</sup> Century using C&IT  
Evans, Elaine
- 118 Developing a Pedagogic Framework for Product and Automotive Design  
Tovey, Michael; Osmond, Jane
- 021 Visual Creativity and the Threshold of Uncertainty in Product and Automotive Design  
Tovey, Michael

## 12:30 CATERED LUNCH

## 13:30 PARALLEL SESSIONS

### **Design Methods 2** *Amphi 1*

- 104 Misfits, Balance, Requirements, and Systems: thoughts on Alexander's Notes on the Synthesis of Form  
Salustri, Filippo
- 043 The Complex Field of Research: for Design, through Design, and about Design  
Frankel, Lois; Racine, Martin
- 111 Retail Design and Sensory Experience: Design Inquiry of Complex Reality  
Song, Jihyun
- 095 Cognitive Biases and Design Research: Using Insights From Behavioral Economics and Cognitive Psychology to Re-evaluate Design Research Methods  
Pfarr, Nikki

### **Cross, Trans, Inter, Multi, Disciplinarity 1** *Amphi 2*

- 136 Retail Design and the Visually Impaired: A Needs Assessment  
Tullio-Pow, Sandra
- 112 On the Impact of Systemic Thinking in Sustainable Design  
Sosa, Ricardo
- 040 Epistemological Positions Informing Theories of Design Research: Implications for the Design Discipline and Design Practice  
Feast, Luke
- 562 Complexity in Museum Exhibition Design  
Naparath, Napapong

### **Design and society 2** *Room 4.1*

- 080 Design Research: Towards a History  
Margolin, Victor
- 076 Resonance rather than Solo: Shaping a Regional Image with Soundscape  
Lee, Yu-Chiao
- 131 Designing Contemporary China: National Design Identity at the Crossroads  
Wong, Wendy Siuyi

- 025 From ontologies to Folksonomies. A Design-driven Approach from Complex Information to Bottom-up Knowledge  
Ciastellardi, Matteo; Miranda de Almeida, Cristina

**Project Grounded Research 2** *Room 3.1*

- 100 Seeing What they Are Saying: Diagrams for Socio-technical Controversies  
Ricci, Donato
- 041 Innovation Methods in Story-Driven Games: Genre Variation  
Fernandez Vara, Clara
- 125 Designing a Design Competition: The Client Perspective  
Volker, Leentje
- 138 Dealing with the Human-centered Approach within HCI Projects  
Zahedi, Mithra

**Experience 2** *Room 2.1*

- 070 Identifying Familiarity in Older and Younger Adults  
Lawry, Simon
- 083 Interactive Tools and Online Communities that Support Media Literacy  
Rinnert, Gretchen
- 128 Thinking About Design Experience: A Semantic Network Approach  
Wheatley, Donna
- 119 Craft as a Form of Mindful Inquiry  
Valentine, Louise; Follett, Georgina

**Participatory design 2** *Room 4.2*

- 093 Involvement in the Design Student Approach  
Pacheco, Heliana
- 105 Co-design in Public Spaces: an Interdisciplinary Approach to Street Furniture Development  
Gariela, Maria; Frankel, Lois
- 094 Discovery and Creation: Explaining Collaboration Between Designers and Scientists in Scientific Research  
Peralta, Carlos; Driver, Alex
- 123 Approach for Designing Elderly Care Homes  
Vihma, Susann

**Sustainable design 2** *Room 3.2*

- 087 Sustainable Alternatives to Industrial Printing Practices: A Case Study Analysis of *Esquire* Magazine and Electronic Paper Display  
Moore, Christopher
- 060 Conceptualizations of the Materiality of Digital Artifacts and their Implications for Sustainable Interaction Design  
Stolterman, Erik
- 005 Sustainable Collaborative Services on the Digital Platform: Definition and Application

Baek, Joon Sang

- 019 Food Orbits: A Novel Design Tool for Complex Systems  
Brogan, Stephen

**Communication & Information** *Room 2.2*

- 098 A New Atlas for Abstract Spaces: Visual Tools for the Exploration of Complex Contexts  
Quaggiotto, Marco
- 059 Rethinking System Diagrams: from Arranging Components to Organizing Action, Thought, and Possibility  
Jun, Soojin; Kim, Miso
- 126 Findability of Commodities by Consumers: Distinguishing Different Packaging Designs  
Chou, Mu-Chien
- 120 A Didactical Framework to Experiment the Potential of Visual Languages in Engaging Social Complexity  
Ciuccarelli, Paolo; Ricci, Donato

15:30

**COFFEE BREAK**

16:00

**PLENARY SESSION**

**To be announced**

**replaces Design process 2 following multiple cancellations**

18:00

**DEPARTURE FOR GALA DINNER**

# FRIDAY, 09 JULY

## 9:00 PARALLEL SESSIONS

### **Systemics** *Amphi 1*

- 009 Modélisation sémiotique et systémique de l'objet design comme signe-action complexe  
Belkhamza, Sarah
- 029 The Challenges of Information Transfer Between the Client Organization and the Temporary Multi-Organization (TMO)  
de Blois, Michel

### **Strategic Design** *Amphi 2*

- 037 Value Innovation Modelling: Design Thinking as a Tool for Business Analysis and Strategy  
Moor, Tim
- 062 Design Naturally, Dealing With Complexity of Forms in Nature & Applying It in Product Design  
Kamehkhosh, Parsa

### **Design and Society 3** *Room 2.1*

- 066 Speculative Visualization: A New Rhetoric for Communicating Public Concerns  
DiSalvo, Carl
- 074 Design Research and the Complexity Encountered in People's Critical Thoughts  
Lee, Yong-Ki

## 10:00 COFFEE BREAK

## 10:30 PARALLEL SESSIONS

### **Rhetoric** *Amphi 1*

- 016 When Will Customers Claim Their Rights as Empowered and Creative Human Beings? - a Rhetorical Perspective on Co-creation  
Bonde Sørensen, Kirsten
- 035 Taylorisme, Fordisme et Toyotisme: comment le design management a construit les principaux modèles productifs de la théorie des organisations  
El Hilali, Nabil

### **Pedagogy 1** *Amphi 2*

- 088 Designing Design Learning: A Case Study  
Moore, Gale
- 102 Analyzing the Appearance and Wording of Assessments: Understanding their Impact on Students' Perception and Understanding, and Instructors' Processes  
Rohrbach, Stacie

### **Philosophy** *Room 2.1*

- 122 Explaining and Relating Different Engineering Models of Functional Decomposition  
Van Eck, Dingmar
- 047 Design Fiction: A Method Toolbox for Design Research in a Complex World  
Wiedmer, Martin

### **Reflective Practice** *Room 2.2*

- 002 A Survey of Definition and its Role in Strengthening Design Theory  
Andruchow, Robert
- 113 The Value of Stimulated Dissatisfaction  
Spencer, Nicholas

11:30

## PARALLEL SESSIONS

### **Representation** *Amphi 1*

- 026 Dynamique des ambiances lumineuses par relevés vidéo d'espaces de transition  
Coulombe, Mathieu
- 101 Empreintes lumineuses nocturnes : Codes et représentations simplifiées appliquées au design de l'éclairage architectural et urbain  
Rodrigue Victor

### **Pedagogy 2** *Amphi 2*

- 023 Design History Education and the Use of the Design Brief as an Interpretative Framework for Sustainable Practice  
Calvelli, John
- 069 A Proposal for the Web 2.0 Revolution in Online Design Education: Opportunities for Virtual Design Learning Using Social Networking Technologies  
Kwan, Karen

### **Social and Cultural Studies** *Room 2.1*

- 031 Design, Democracy and Agonistic Pluralism  
DiSalvo, Carl
- 106 A Study on Design Careers and the Impact of Gender  
Satterfield, Debra; Kang, Sunghyun

### **Creativity** *Room 2.2*

- 129 Assessing Creativity in the Context of Architectural Design Education  
Williams, Anthony
- 039 Influential Elements of Creativity in Art, Architecture, and Design Creative Processes: A Grounded Theory Analysis  
Fakhra, Ahmad

12:30

## CATERED LUNCH

13:30

## PARALLEL SESSIONS

### Interaction and CAD *Amphi 1*

- 090 Sketching in Hardware and Building Interaction Design: Tools, Toolkits and an Attitude for Interaction Designers  
Moussette Camille
- 058 In Touch with Representation: Iconic, Indexical and Symbolic Signification in Tangible User Interfaces  
Hemmert, Fabian
- 096 Designing for the Periphery of our Attention: a Study on Ambient Information Systems  
Pinheiro Rodrigues, Mauro

### Cross, Trans, Inter, Multi, Disciplinary 2 *Amphi 2*

- 018 Expanding the Design Space: Design-In-Use Activities and Strategies  
Kommonen, Kari-Hans
- 127 Interdisciplinary Design: The Need for Collaboration to Foster Technological Innovation to Create Competitive and Sustainable Products  
Werhspann, Peter; Frankel, Lois
- 032 An Exploratory Study of Scientists' Perceptions of Design and Designers  
Driver Alex; Peralta, Carlos
- 115 Implications of Spatial Abilities on Design Thinking  
Williams, Anthony

### Human / User-centred Design *Room 4.1*

- 028 SCENARIO: The User Profiles Methods Applied to Product Design  
Dantas, Denise
- 003 Interaction Designers' Conceptions of Design Quality for Interactive Artifacts  
Arvola, Mattias
- 091 Designing for Cultural Diversity: Participatory Design, Immigrant Women and Shared Creativity  
Mumtaz; Naureen

### Action Research *Room 3.1*

- 103 Capturing and Retaining Knowledge to Improve Design Group Performance  
Roworth-Stokes, Seymour
- 135 Yo soy yo y mi circunstancia: My Life as a Cleaner  
Yoxall, Alaster
- 014 Complexities of Teaching and Learning Collaborations with International Partners: The Global Studio  
Bohemia, Erik; Harman, Kerry
- 015 Intensive Studio Experience in a Non-studio Masters Program: Student Activities and Thinking Across Levels of Design  
Boling, Elizabeth; Smith, Kennon

### Experience 3 *Room 2.1*

- 097 Developing a Theoretical Framework for Understanding (Staged) Authentic Retail Concepts in Relation to the Current Experience

Economy  
Plevoets, Bie

- 061 Motion Design for Nonverbal Communication with a Humanoid Robot  
Jung, Jinyung
- 020 Poetics as a Strategy of Inquiry: Productive Science in Design Practice and Research  
Buchanan, Kaja Tooming

### Phenomenology *Room 3.2*

- 027 Consumption Experiences in Running: How Design Influences this Phenomenon?  
da Costa, Filipe Campelo Xavier
- 055 Embodiment, Immediacy and Thinghood in the Design of Human-Computer Interaction  
Hemmert, Fabian
- 081 Representation-phobia and the Complexity of Embodied Interaction  
Markussen, Thomas
- 042 Reading the Tea Leaves: Patterns of Theorisation About Design Research  
Joseph, Frances

### Design for health and wellbeing *Room 2.2*

- 084 The ASD Friendly Classroom - Design Complexity, Challenge & Characteristics  
McAllister, Keith
- 012 Complexity in Home Medical Equipment Design  
Bitterman, Noemi
- 068 Interaction and Mediation in Preadmission Clinics: Implications for the design of a telehealth stethoscope  
Kraal, Ben
- 132 Creating an Electronic Patient Held Health Information Card  
Woodcock, Andrée

15:30

## COFFEE BREAK

16:00

## CLOSING PANEL *Amphi 1*

## KEYNOTE 3

Somaesthetics, Design, and the Complex Sense of Atmosphere  
Richard Shusterman

## DRS 2012 BANGKOK

Israsena, Paima; Tangsantikul, Juthamas  
Chulalongkorn University, Thailand

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