



## **ICSID DESIGN EDUCATION CONFERENCE 2009**

### **“Design Difference – Design Education 2050”**

22 November 2009, Temasek Polytechnic, Singapore

2009 Icsid World Design Congress:  
'Design Difference - Designing our World 2050'  
23 – 25 November 2009, Suntec Convention Centre, Singapore

## **CALL FOR PAPERS**

### **Introduction**

Since its inception in the nineteenth century, the Bauhaus founded by Walter Gropius was very much grounded in craft ideology and it also stressed intuitive solutions to design problems. This provided the basic model for much of what we see in modern day design training. The trend in the past two decades in design education predicated a tendency towards professionalism rather than generic education in design schools, colleges and universities. Design education in the 20<sup>th</sup> century sought to teach both, life and vocation.

In spite of current extraneous changes in epistemology, academe and practice, the traditional pedagogy of equipping students vocationally and professionally for their first job has not changed substantially. Why is this so? Jobs that are available today may not exist in twenty years time (ICPD's research on Employment Trends in the 21<sup>st</sup> Century <sup>1</sup>) and those that exist in 2050 possibly do not exist now. The traditional correlation between education and practice makes a belief in general education widespread, though hardly ubiquitous.

The theme of this conference “Design Education: 2050” attempts to crystal ball gaze the future of design education. It takes on a forward position that pulls concepts and scenarios towards that future locale. We take reference from the drivers of change in the area of global inter-connected economics, socio-political cultural diversities, new world order, incredibly fast developments in technology, break neck speeds in the assembly of knowledge and dissemination of the same. The ubiquitous chip and the miniaturization of technology support the notion that interaction between humans, information, teaching and learning can occur immaterially. User friendliness in products, services and systems are assessed beyond physicality in what Anthony Dunne in Hertzian Tales <sup>2</sup> terms as the 'aesthetics of use' where interactions and engagements are measured in electronic inductions. This is only the tip of the iceberg. What next?

The conference is the forum to examine and debate various future transformations occurring in education in the light of our traditional and current understanding of design education. The conference aims to provide the participants an occasion to share and exchange experiences and research findings, and to stimulate more ideas and useful insights regarding the future of design education in 2050.

The Icsid Educational Conference is a unique and engaging educational event that will take place one day prior to the 2009 Icsid World Design Congress “Design Difference”. The conference will develop and encourage an international platform for the debate on design education. The format will include a number of seminars based on selected papers and will be structured around a number of futuristic themes.



### **Topics of Interest**

We invite participants to submit papers in the areas related to the conference sub- themes outlined below in design education: 2050, and particularly work addressing paradigm shifts mapping the future. Papers may reflect on a wide spectrum of design disciplines such as industrial design, architecture, environmental landscape, interior, visual communication, new media, transportation and urban design. The conference is structured around a number of themes that include:

- 1. From Now to the Future**
- 2. Synthetic Future of Design Education**
- 3. Future Epistemology in Design**
- 4. Digital Technology in Design Education**
- 5. New Tools of Design Education**
- 6. Classrooms of the Future**

Each sub-theme is conceived in terms of a number of topics, which include but are not limited to the following:

- 1. From now to the future**
  - Forward Visions of Education
  - The Highly Connected World
  - New Thinking Design Studio
  - The Sustainable Future: New Education
  - Blue Sky, White Space
- 2. Synthetic future of design education**
  - Trans Discipline Design Education
  - New Subject Matter in Design
  - Biotechnology and Design
  - Design Education in a Changing World
- 3. Future Epistemology in Design**
  - Creativity and Critical Thinking in Design Teaching
  - Nature of Design Program
  - Alternative Ways for Teaching and Learning Design
  - Future Research-Based Pedagogy
  - New Service Learning
  - New Design Knowledge
  - New Curricula
- 4. Digital Technology in Design Education**
  - Virtualization of Design Education
  - Digital Design Methods and Pedagogies
  - The Future and Digital Design
  - Web-Based Design
  - Computer-Mediated Collaborative Design
  - Virtual Reality and Design Education



### **5. New Tools of Design Education**

- Lighthouses of Knowledge
- New Interactivity of Design and the Physical World
- Designer's Toolbox of the Future
- Co-Creation Processes

### **6. Classrooms of the Future**

- A new space, new format
- Delivery of Content: Podcasting, Videos, Image Wall etc.
- Socio Cultural Issues
- Virtual Design Studio
- Digital Studio/E-Studio
- Design Support Environments

### **Paper Review**

Abstracts and papers will be reviewed by a distinguished Panel jointly chaired by Prof. Luigi Ferrara, Icsid Senator 2003-2005 and Director, Centre for Arts & Design, George Brown College, Toronto, Canada and Prof. Lorraine Justice, Icsid Board Member 2007-2009, Swire Chair Professor and Director of the School of Design, The Hong Kong Polytechnic University, Hong Kong, P.R. China. The Review Panel will shortlist 50 abstracts from all submissions. Shortlisted abstracts will need to complete their full paper submission for further review by the panel for presentation at the education conference on 22<sup>nd</sup> November 2009. Only 15-20 papers out of the 50 shortlisted full papers will be finally selected for formal presentation. All 50 papers will be published into a booklet for attending delegates, and also made available online. The Panel Review's decision for selection is final.

### **Key Dates**

**Deadline for abstracts (extended)** 20<sup>th</sup> July 2009

**Notification of acceptance** 10<sup>th</sup> August 2009

**Full paper submission** 10<sup>th</sup> September 2009

**Notification of paper to be presented** 30<sup>th</sup> September 2009

**Design Education Conference** 22<sup>nd</sup> November 2009



## **SUBMISSION**

### **General guidelines and format for Paper Submission**

Papers should provide an original contribution to the field of inquiry of design research. They are expected to be based on identification of an issue worthy of investigation and seeking to acquire new knowledge on the main Conference theme of Design Education 2050. Submissions should be original.

The conference language is English, and papers should be submitted in English.

Abstracts should be e-mailed to the Review Panel at [review@icsidcongress09.com](mailto:review@icsidcongress09.com).

Only one abstract per applicant is allowed. Full paper submissions are required to be done online at the Conference Website (details will be available in June).

Papers should not exceed 500 words for abstract and 3000 words (10 pages) for full paper, with a reasonable number of exhibits if included (figures, graphics, schedules and further iconic materials).

### **Arrangement of papers**

Papers should be arranged as follows:

- (1) Author (name, title, position, institution, address, telephone, fax and e-mail)
- (2) Title of the paper
- (3) 100 words synopsis, outlining the scope of the paper
- (4) Text, suitably divided under headings
- (5) Acknowledgements (if any)
- (6) Bibliographical references
- (7) Tables, images, illustrations
- (8) Biographical note

### **Electronic format**

Files should be in Microsoft Word or PDF format.

### **Style sheet**

Submissions should be double-spaced on A4 or 8/12" by 11" paper, with one-inch margins or 2, 5 cm. on all sides. Preferred typeface is 12pt Times Regular, Times New Roman or Arial. Use one side of the page only. Each page of the typescript should be numbered at the foot, right margin. Suggested typeface for footnotes is 9pt Times Regular or Times New Roman. The bibliography or the list of references should be placed at the end of the paper.



## References

References to literature should be collected at the end of the paper in humanities style.

BOOK with single author

Bibliographic entry: (example)

Pearce, Brunt W. Corporate Design strategy: the Avalanche of Change since Bhopal. New York: Wiley, 1995.

Note citation: (example)

1. Brunt Pearce, Corporate Design strategy: the Avalanche of Change since Bhopal (New York: Wiley, 1995), 92.

## JOURNAL

Bibliographic entry: (example)

Waits, Keith. "Streamlining Design Assessment." International Journal of Life-Cycle Assessment 1(1996):2, 79-85.

Note citation:

10. Keith Waits, "Streamlining Design Assessment," Int. J LCA 1(1996), 79-85.

## Biographical Note

A brief biographical profile is required from all contributors. This should be 130-150 words in length and should accompany the paper on a separate sheet as an appendix.

## Paper oral presentation

The oral presentation of the 15-20 shortlisted papers should take no more than 20 minutes. It is generally expected that the main author (if there are co-authors) will personally present his/her paper. The papers should be presented only in English: no translation will be available. Presenters can choose to use a multi-media format with film, video and animations or just slide images for their presentations.

## Who should participate

The Conference will be a meeting place for educators, researchers and academics in the field of design theory, practice, critics and in related areas of research.

Participants are encouraged to arrive in Singapore on 21 November in time for an early start on 22 November.

## Inquiries

Further information about the Conference can be obtained from the Conference Secretariat at [education@icsidcongress09.com](mailto:education@icsidcongress09.com).

In accordance with Law 675/96 any information provided will be utilized for statistical and promotional purposes.

1. International Commission on Peace and Food, ICPD 2352 Stonehouse Drive, Napa California 94558, Phone: (707)252-4697, E-mail: [gj@icpd.org](mailto:gj@icpd.org) [www.icpd.org/employment/Empltrends21century.htm](http://www.icpd.org/employment/Empltrends21century.htm).
2. Dunne, Anthony., Hertzian tales : electronic products, aesthetic experience, and critical design, Cambridge, Mass. : MIT Press, c2005