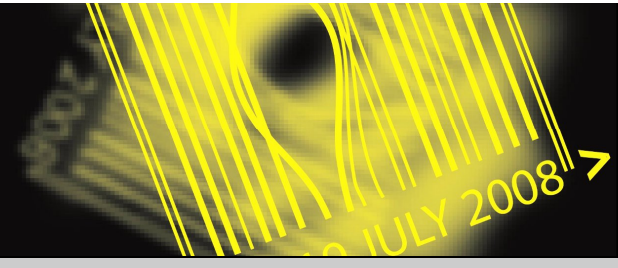


Wednesday 16 July

08:30 Registration, Tea Coffee and Pastries – Heartspace, Atrium Level 2					
10:30 Plenary Session – Pennine Lecture Theatre - Welcome, Venue for 2010 Conference, Special Interest Groups, Conference Arrangements Chair: Chris Rust					
Session 1 Keynote Speaker – Steve Portigal					
12:30 Lunch – Heartspace					
14:00 Parallel Sessions – Level 10 Owen Building					
Session 2	A	B	C	D	E
	Sustainability	Disciplines and Disciplinarity	Institutions, Policy & Design	Theory, Creativity	Prototypes, Artefacts, Scenarios
Chair	Tracy Bhamra	Arlene Oak	Peter Burgess	Marte Gulliksen	Paul Atkinson
14:00	João Carlos Lutz Barbosa The Undisciplined Nature of Ecological Design	Marin Siegel & Erik Stolterman Metamorphosis: Transforming Non-designers into Designers	Gisele Raulik-Murphy et al A comparative analysis of strategies for design in Finland and Brazil	John Z. Langrish & Maria Abu-Risha Purposive Pattern Recognition: The Nature of Visual Choice in Graphic Design	Alethea Blackler Applications of high and low fidelity prototypes in researching intuitive interaction
14:30	Angharad Thomas Design and sustainable development: what is the contribution that design can make? A case study of the Welsh Woollen Industry	Steve Harfield On the Roots of Undiscipline	Yoko Akama Politics makes strange bedfellows: addressing the 'messy' power dynamics in design practice	Jon G. Hall & Lucia Rapanotti The discipline of Natural Design	Simon Bowen Getting it Right: Lessons Learned in Applying a Critical Artefact Approach
15:00	Loove Broms et al Persuasive Engagement: Exploiting lifestyle as a driving force to promote energy-aware use patterns and behaviours	Eujin Pei et al Building a Common Ground – The Use of Design Representation Cards for Enhancing Collaboration between Industrial Designers and Engineering Designers	Anna Valtonen & Toni Ryyänen Uses of Economic Rhetoric – Told by Designers, Represented by Economic Press	Wendy March & Bas Raijmakers Designing in the Street: Innovation In-Situ	Bingjian Liu & R. Ian Campbell Real time integration of user preferences into virtual prototypes
15:30 Afternoon tea - Heartspace					
16:00 Parallel Sessions - Level 10 Owen Building					
Session 3	A	B	C	D	E
	Sustainability	Disciplines and Disciplinarity	Institutions, Policy & Design	Theory, Creativity	Prototypes/Artefacts/Scenarios
Chair	João Carlos Lutz Barbosa	Erik Stolterman	Anna Valtonen	Elizabeth Boling	J.R.Campbell
16:00	Sabine Hielscher et al The Return of the Beehives, Brylcreem and Botanical! An Historical Review of Hair Care Practices with a view to Opportunities for Sustainable Design	John Stevens et al Design dis-integration: silent, disparate and partial design within the organisation.	Kate Ann B. LaMere Authorities/Knowledge/Beliefs/Outcomes: 'Governing' in the Profession of Graphic Design in the US	Gesche Joost et al Audio-visual Rhetoric: Visualizing the Pattern Language of Film	Vesna Popovic & Ben Kraal Focus-Shift: Interaction and Expertise Level
16:30	Vicky Loffhouse Designing Refillable Packaging: A Qualitative Approach	Debra Satterfield et al Food as Experience: A Design and Evaluation Methodology	James Moultrie et al Developing a National Design Scoreboard	Yukari Nagai et al Concept Blending and Dissimilarity. Factors for Creative Design Process: A Comparison between the Linguistic Interpretation Process and Design Process	Devina Ramduny-Ellis et al Exploring Physicality in the Design Process
17:00	Tang Tang & Tracy Bhamra Understanding Consumer Behaviour to Reduce Environmental Impacts through Sustainable Product Design		Peter Burgess & Steve Harfield Controlling the Discipline: Education, Intention, Assumption, Prejudice	Marte S. Gulliksen Researching the construction of a Formbild	Designing Chung-Hung Lin Mapping the Design Criterion Framework for Museum Exhibition Design Project

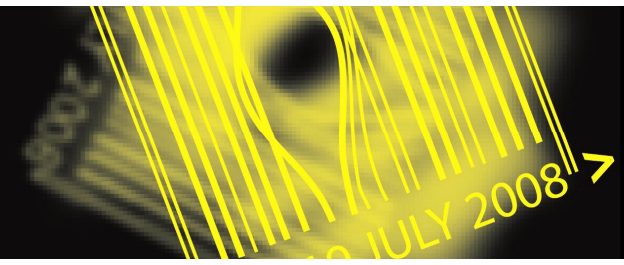
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18:00

Reception sponsored by Taylor and Francis Publishers – Heartspace

Aerial entertainment by Swamp Circus

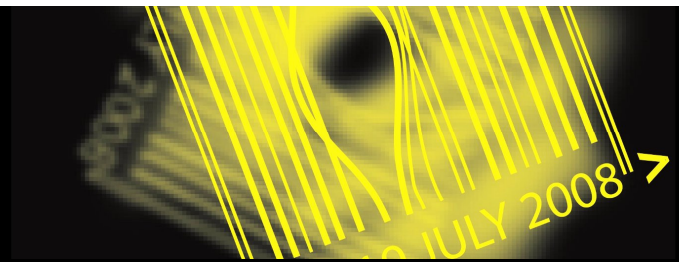


Thursday 17 July

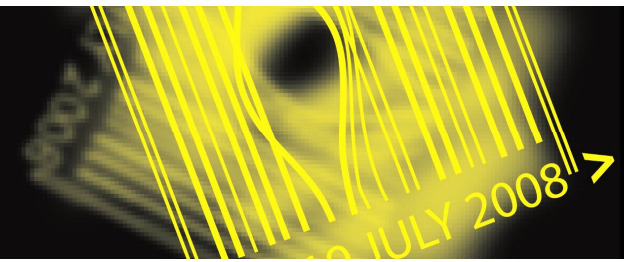
09:00 Tea and Coffee – Heartspace					
09:30 Parallel Sessions - Level 10 Owen Building					
Session 4	A	B	C	D	E
	Designing Services and Experiences	Disciplines and Disciplinarity	Affect & Identity	CoDesign	Learning
Chair	Tom Cassidy	Noemi Bitterman	Wolfgang Jonas	Thea Blackler	Vesna Popovic
09:30	Clare Brass & Flora Bowden Design for Social and Environmental Enterprise	Elif Özcan & René van Egmond Product Sound Design: An Inter-Disciplinary Approach?	Jeong-gun Choi & Myungsuk Kim The Usage and Evaluation of Anthropomorphic Form in Robot Design	James Arnold A Case Study of Applied Co-Design in 3D Virtual Space for Facilitating Bicycle Use on Light Rail Systems	Mike McAuley Learning strategies in interpreting text: From comprehension to illustration
10:00	Mi-Jin Jung & Ki-Young Nam Design Opportunities in Service-Product Combined Systems	Eli Blevis & Erik Stolterman The Confluence of Interaction Design & Design: from Disciplinary to Transdisciplinary Perspectives	Tom Crick & John McCardle Identity and affect in design cognition	Robert Harland & Maria Cecilia Loschiavo dos Santos The ephemeral aesthetic of spontaneous design on the streets of São Paulo, Brazil	Jose Rivera-Chang Case Study: "Hair meets Design": The Application of Storytelling in the Context of Long-Distance Collaboration and Virtual Teamwork
10:30	Kwangmyung Oh & Myungsuk Kim Design Research on Robotic Products for School Environments	Filippo Salustri & Damian Rogers Some Thoughts on Terminology and Discipline in Design	Donna Wheatley What brand is my building? Mapping out the mental model of a building	Manuela Taboada et al The Social Role of Design on Collaborative Destination Branding: Creating a new journey, a new story for the Waterfall Way, New South Wales, Australia	Tom Fisher et al Hands on - hands off: on hitting your thumb with a virtual hammer
11:00 Tea Coffee and Pastries – Heartspace					
11:30 Plenary Session – Pennine Lecture Theatre Chair: David Durling					
Session 5 Keynote Speaker: Christoph Zellweger					
12:30 Lunch – Heartspace					
14:00 Parallel Sessions - Level 10 Owen Building					
Session 6	A	B	C	D	E
	Experiential Knowledge SIG	Health and Wellbeing SIG	Emotion, Experience and Interaction SIG	Theory, Creativity	Material of Design
Chair	David Durling	Andree Woodcock	Tom Fisher	Filippo Salustri	Carolyn Barnes
14:00	Kristina Niedderer & Yassaman Imani Developing a Framework for Managing Tacit Knowledge in Research using Knowledge Management Models	Asta Raami et al A case study of intuition and design: Building a tool for parents of premature babies and the nursing staff who care for them.	Kristina Borjesson Affective Sustainability. Is this what timelessness really means?	Marisha McAuliffe & Jill Franz Shifting the Focus: The Role of Presence in Reconceptualising the Design Process	Lorraine Bergeret et al Designing identity of a new material: a new product design approach
14:30	Arlene Oak What Can Talk Tell Us About Design? Considering Practice Through Symbolic Interactionism and Conversation Analysis	Terence Love & Trudi Cooper Design for Improving Hospital Stroke Unit Processes: Reducing Complex Systems Failures Leading to Adverse Patient Outcomes	Carol-Ann Braun & Florent Aziosmanoff Intermedia Remediated & the Question of Designing Discourse	Jens Krzywinski Design concept development in transportation design	Ana Paula de Campos & Denise Dantas M+D: conceptual guidelines for compiling a materials library
15:00	Nicola Wood & Grace Horne The new journeyman: The role of an expert learner in eliciting and transmitting skilled knowledge	Julia Garde & Mascha van der Voort The Design of a new NICU Patient Area: Combining Design for Usability and Design for Emotion	Erdem Demir & Pieter Desmet The roles of products in product emotions: an explorative study	Li-Chen Ou et al A Colour Design Tool Based on Empirical Studies	Lisa Wastiels & Ine Wouters Material Considerations in Architectural Design: A Study of the Aspects Identified by Architects for Selecting Materials
15:30 Afternoon Tea – Heartspace					
16:00 Parallel Sessions - Level 10 Owen Building					

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Session 7	A	B	C	D	E
	Experiential Knowledge SIG	Health and Wellbeing SIG	Emotion, Experience and Interaction SIG	Methodology	Learning
Chair	Kristina Niedderer	Andree Woodcock	Tom Fisher	Terry Love	Stacie Rohrbach
16:00	Elizabeth Boling & Kennon Smith Exploring Standards of Rigour for Design Cases	Katharina Bredies Using System Analysis and Personas for e-Health Interaction Design	Anna Fenko et al Which senses dominate at different stages of product experience?	Craig Anz Critical Environmentalism An Epistemic Framework for Architecture	Lori A. Brunner A record of the design process: A systematic investigation of the role, value, and effectiveness of the "process book" for interior design students
16:30	Natalie Ebenreuter When conventional procedures are no longer the rule for application: design as a discipline opens up to new possibilities	Fernanda Alves da Silva Bonatti et al The Brazilian experience in design for health: Interdisciplinary and Bioethics	SIG Discussion Led by Tom Fisher	Udo Kannengiesser An Ontological Basis for Design Methods	Stuart G. English Enhancing the Reflective Capabilities of Professional Design Practitioners
17:00	SIG Discussion Led by Kristina Niedderer	Noemi Bitterman The Use of Physiological Methods in Design Research		Gaël Laurans & Pieter Desmet Designing a research tool: A case-study in how design and research can cross-fertilize each other	Leman Figen Gül et al Global Teamwork: A Study of Design Learning in Collaborative Virtual Environments
17:30				Frances Joseph Design Research and Domain Representation	Sunghyun Kang Designing for Design Activity
18:00	Reception – Heartspace				

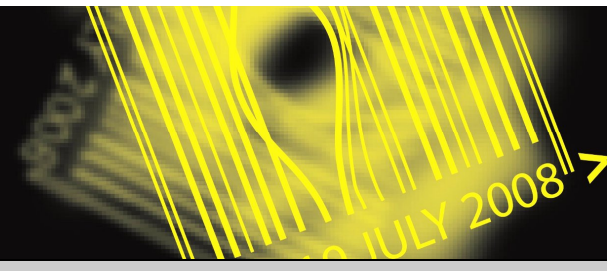


Friday 18 July

09:00 Tea and Coffee – Heartspace					
09:30 Parallel Sessions - Level 10 Owen Building					
Session 8	A	B	C	D	E
	Experiential Knowledge SIG	Methodology	Design Disciplines and Digital Production	User Studies	Designing Services and Experiences
Chair	Kristina Niedderer	John Langrish	Andy Dearden	Stuart English	Stella Boess
09:30	Nadine Felix et al Negotiating Reality	Chao Zhao et al Understanding Older Vehicle Users: An Interpretative Approach	Paul Atkinson et al Post Industrial Manufacturing Systems: the undisciplined nature of generative design	Jiang Hao & Yen Ching Chiuan Wayfinding in Complex Multi-storey Buildings: A vision-simulation-augmented wayfinding protocol study	Yu-Jin Kim & Kyung-won Chung How Design Plays Strategic Roles in Internet Service Innovation: Lessons from Korean Companies
10:00	Anita Kocsis & Carolyn Barnes Making Exhibitions, Brokering Meaning: Designing new connections across communities of practice	Friedrich Glock Designing as Interpretation	J.R. Campbell et al Inkjet4Tex: Creative implications of 3D inkjet printing technologies for textiles	Petri Mannonen Technology Culture of Mobile Maintenance Men	Terence Love Improving Design of Micro-business Systems via VSM and Constituent Orientation Analysis
10:30	Thomas Markussen Disciplining the body? Reflections on the cross disciplinary import of 'embodied meaning' into interaction design	Sally McLaughlin Dialogical encounter: argument as a source of rigour in the practice based PhD	Leon Cruickshank & Martyn Evans Media Communication, Consumption and Use: the changing role of the designer	Yassaman Khodadadeh & Nazanin Mohammadpur The influence of culture on product design: A case study of hand dryers	Wolfgang Jonas et al Designing a product service system in a social framework: methodological and ethical considerations
11:00 Tea Coffee and Pastries – Heartspace					
11:30 Plenary Session – Pennine Lecture Theatre Chair: Philippa Ashton					
Session 9 Keynote Speaker: Alan Blackwell					
12:30 Lunch – Heartspace					
14:00 Parallel Sessions - Level 10 Owen Building					
Session 10	A	B	C	D	E
	Designing	Methodology	Performance and Interaction	Theory, Creativity	Learning
Chair	Martyn Evans	Steve Harfield	Tiiu Poldma	Cecilia Loschiavo dos Santos	Nicola Wood
14:00	Andrew Muir Wood et al Trends and Design: Relating literature to industry practice	Stella Boess et al Investigative Designing: usage-oriented research in and through designing	Ann Light et al Adventures in the Not Quite Yet: using performance techniques to raise design awareness about digital networks	Marja Seliger Visual Rhetoric in Outdoor Advertising	Susan Wilks & Dominique Hes The Educational Green: Researching Ways of Combining Profession
14:30	Rhoda Trimmingham An Exploration of the Roles Values Play in Design Decision-Making	Rosan Chow & Wolfgang Jonas Beyond Dualisms in Methodology: An Integrative Design Research Medium "MAPS" and some Reflections	Marianella Chamorro-Koc & Vesna Popovic Context-of-use and the design of user-product interactions: exploring causal relationships	Amy Sheppard Design Archeology: Graphic Reconstructions of Kreuzberg, Berlin	Kaye Shumack The Digital Cultural Atlas Project: Design Research and Cultural Narratives. An Experiential Approach for Design Education
15:00	Roberto Viganò & Marina Carulli Methods and tools for supporting industrial design innovation	Viveka Turnbull Hocking Designing a Travel Guide to the Un-Natural World: Exploring a Design-led Methodology	Joslin McKinney et al Embodied conversations: Performance and the design of a robotic dancing partner	Erik Stolterman et al Designerly Tools	Stacie Rohrbach Educational Assessment in Emerging Areas of Design: Toward the Development of a Systematic Framework Based on a Study of Rubrics
15:30 Afternoon Tea – Heartspace					
16:00 Parallel Sessions - Level 10 Owen Building					
Session 11	A	B	C	D	E

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	Material of Design	Designing	Society	Imagery, Colour
Chair	Coilin O'Dubhghaill	James Moultrie	Friedrich Glock	Rosan Chow
16:00	Katlijn Quartier et al Retail design: Lighting as an atmospheric tool. Creating experiences which influence consumers' mood and behaviour in commercial spaces	Kerstin Sailer et al Evidence-Based Design: Theoretical and Practical Reflections of an Emerging Approach in Office Architecture	Andy Dearden & Ann Light Designing for e-Social Action: An Application Taxonomy	Nazli Eda Noyan Yeşilçam Film Posters of the 60s and 70s: Representing Romance
16:30	Clare Newton Learning through prefabrication: Prefabrication in school design, An Australian perspective.	Wilson Florio & Mario Lasar Segall Experimentation and representation in architecture: analysing own design activity	Ann Light & Clodagh Miskelly Brokering between heads and hearts: an analysis of designing for social change	Shuo-Ting Wei et al Colour Design for Carton-Packed Fruit Juice Packages
19:30	Conference Banquet – Cutlers Hall			

Saturday 19 July

09:00	Tea Coffee and Pastries - Heartspace	
10:00	Plenary – Pennine Lecture Theatre	Chairs: Chris Rust & Philippa Ashton
Session 12	Planning our 2010 Conference What do you want from future conferences and the DRS?	
11:30	Conference Close	

