

# Seventh International Conference on Design Principles and Practices

6-8 MARCH 2013 | CHIBA UNIVERSITY | CHIBA, JAPAN | [DESIGNPRINCIPLESANDPRACTICES.COM](http://DESIGNPRINCIPLESANDPRACTICES.COM)

## ENTHUSIASM: In and For Design





# SEVENTH INTERNATIONAL CONFERENCE ON DESIGN PRINCIPLES AND PRACTICES

CHIBA UNIVERSITY  
CHIBA, JAPAN

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[www.designprinciplesandpractices.com](http://www.designprinciplesandpractices.com)



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## Chiba University Hosts and Organizers

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Takashi Hatta

Haruo Hashimoto

Naoto Suzuki

Hisataka Kizu

Yang Jin Rong

Ayako Kawase

Kadek Heri Sanjaya

Tatiya Theppituck

2013 Design Conference

Toru	Otawa	University of Idaho	USA
Sibel Yasemin	Özgan	Istanbul Technical University	Turkey
Fabio	Parode	Unisinós	Brazil
Leigh	Paterson	Otago Polytechnic	New Zealand
Luisa	Perez-Sotelo	Emporia State University	USA
Siriporn	Peters	King Mongkut's Institute of Technology Ladkrabang (KMITL)	Thailand
J. Suzanne	Powney	Mississippi State University	USA
Rikke	Premér Petersen	Aalborg University	Denmark
Jimmy	Priatman	Petra Christian University	Indonesia
Isabel	Prochner	Université de Montréal	Canada
Li	Qin	Chiba University	Japan
Rizal	Rahman	University Putra Malaysia	Malaysia
Saiful Hasley	Ramli	Sheffield Hallam University	UK
Mandar	Rane	Indian Institute of Technology Bombay	India
Lisa	Richardson	Otago Polytechnic	New Zealand
Sandesh	Rm	IIT Bombay	India
Ulrike	Rogler	University of Applied Sciences Coburg	Germany
Rebekah Ann	Rousi	University of Jyväskylä	Finland
Jonathon	Russell	Central Michigan University	USA
Nilufer	Saglar Onay	Istanbul Technical University	Turkey
Julia	Schlegel	Diiz / Oslo School of Architecture and Design	Norway
Emily	Seed	Kennesaw State University	USA
Sang-Duck	Seo	University of Nevada, Las Vegas	USA
Bhakti	Sharma	State University of New York	USA
Avinash	Shende	Indian Institute of Technology Guwahati	India
Cliff	Shin	University of Illinois at Urbana Champaign	USA
David	Sinfield	Auckland University of Technology	New Zealand
Wichitra	Singhirunnusorn	Maharakham University	Thailand
Soranart	Sinuraibhan	Kasetsart University	Thailand
Lijin	Su	Hong Kong Polytechnic University	China
Khemmiga	Teerapong	RMIT University	Australia
Kai-Wen	Teng	Yuan Ze University	Taiwan
Greg	Thye	Kennesaw State University	USA
Leyla Y.	Tokman	Anadolu University	Turkey
Ching-Pin	Tseng	Shu-Te University, Taiwan	Taiwan
Yi-Chieh	Tsou	Yuan Ze University	Taiwan
Shu-Wen	Tzeng	Auburn University	USA
H.Şebnem	Uzunarslan	Mimar Sinan Fine Arts University	Turkey
Pibool	Waijitrtragum	Suan Sunandha Rajabhat University	Thailand
Alexander	Walker	University of South Australia	Australia
Anders	Warell	Lund University	Sweden
W. Camden	Whitehead	Virginia Commonwealth University	USA
Liana	Widjaja	Petra Christian University	Indonesia
Andrée	Woodcock	Coventry University	UK
Ping	Xiao	Universitat Pompeu Fabra	Spain
Rusen	Yamacli	Anadolu University	Turkey
Namtip	Yamali	Kasetsart University	Thailand
Lubna	Yasin	Dar Al Hekma College	Saudi Arabia
Zeliha Banu	Yavuz Pelvan	Zirve University	Turkey
Maged	Yossef	Modern Academy For Engineering and Technology	Egypt
Kyeong-Won	Youn	Montclair State University	USA
Laura	Zerlin	Kennesaw State University	USA
Tianjiao	Zhao	Hong Kong Polytechnic University	Hong Kong
H. Candan	Zulfikar	Trakya University	Turkey

Thursday, 07 March

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 <i>Overview:</i> The paper deals with the dynamics and significance of material, art and abstract thinking in form education.