



Design Doctoral Conference '17

IADE | Universidade Europeia, Portugal
21 – 23.06.2017

PROGRAMME

JUNE 21st | Wednesday |

DDC'17 OPENING CEREMONY

Fundação Portuguesa das Comunicações

15:00 - Welcome address

Carlos Duarte, Diretor of IADE-Universidade Europeia

Emília Duarte, Director of UNIDCOM, Research Center from IADE – Universidade Europeia

Luís Andrade, Chairman of the Executive Committee of the Fundação Portuguesa das Comunicações

15:30 - Screening of the InVision-produced documentary DESIGN DISRUPTORS

16:45 - Coffee-break

17:00 - Debate to discuss some of the points to come out of the film

Theme: "Design dimensions in the XXI century"

Moderator: Carla Borges Ferreira, Director of Meios & Publicidade magazine

Speakers:

Emília Duarte, Professor and researcher at IADE-Universidade Europeia

Theme: "New Design Challenges"

Augusto Mateus, Chairman e non-executive president of Sociedade de Consultores Augusto Mateus & Assoc.

Theme: "Analysis of the creative economy in Portugal"

Guta Moura Guedes, Director of ExperimentaDesign

Theme: "Design, flexibility and adaptability"

Pedro Martins Pereira, Chairman of Larus Design

Theme: "Disruptive Design in an industrial company"

18:00 - Closing remarks

DDC'17 PRESENTATIONS

IADE, Universidade Europeia, room 58

09:00 - Registration

09:30 - SESSION 1 – GRAPHIC DESIGN - BRAND_IN(G) THE FUTURE RESEARCH

Chair: Professora Doutora Cristina Pinheiro

09:30-09:45 - Brown is for Visual Communication

Diogo Maurício Gonçalves, Fernando Rodrigues and Maria Ventura

09:45-10:00 - Rebranding and Redesigning in Contemporaneity

Clara Rego, Fernando Oliveira and Daniel Raposo

10:00-10:15 - Strategic design in Portuguese brands in Brazil and its role In the construction of the Portugal brand

Alexandre Magalhães

10:15-10:30 - From CMYK to RGB. Keeping communication designers career's up to date

Márcio Serrado Fernandes, Américo Mateus and Susana Leonor

10:30-10:45 - The reciprocity of "graphic personality"

André Clemente

10:45 - Coffee break

11:15 - Keynote talk – What the Designers Say, EMILIO GIL, Tau Design, Madrid, Spain

12:30 - Lunch

15:00 - SESSION 2 – ON THE LAND OF THE IMAGE: VISUAL CULTURE AS AN EXPRESSION OF MEANING

Chair: Professor Doutor Fernando Oliveira

15:00-15:15 - Ink on paper

Filipa Barradas, Helena Souto and António Cruz Rodrigues

15:15-15:30 - Design Culture of Studio Ghibli

Cátia Peres, Eduardo Corte-Real and Marina Estela Graça

15:30-15:45 - Stasis Condition for Intuitive Thinking in Visual Design – what a still image triggers

Carlos Costa, Fernando Oliveira and Anibal Lemos

15:45-16:00 - Representation of women in Italian adult comics of 1960s and 1970s and its transformation today

Olga Galeeva and Flávio Almeida

16:15-16:30 - Design process for photographic creation

Paulo Andrade, Fernando Oliveira and Anibal Lemos

16:30-16:45 - Gamification in healthcare: Elements and taxonomies for a gamification strategy in to promote hand hygiene Healthcare

Pedro Pereira and Emilia Duarte

16:45 - Coffee break

17:15 - SESSION 3 - THEORY, RESEARCH, PROCESSES AND METHODS

Chair: Professor Doutor António Cruz Rodrigues

17:15-17:30 - Next steps for modelling the conceptual model of evolutionary

Design. Sofia Martins, Américo Mateus and António Cruz Rodrigues

17:30-17:45 - The Value of Design is in the Origin of the Creative Work, and the Origin of the Creative Work is in the Author

Ricardo Graça Silva and António Cruz Rodrigues

17:45-18:00 - The projectual action has one equivalent to verbal obscuration

Maria João Ambrósio and António Cruz Rodrigues

18:00-18:15 - The Hybrid Analog and Digital Representation as a process of expanding Design reflection Model Construction for Evaluation of the Descriptive Process

Vasco Santos, Ana Margarida Ferreira and Eduardo Gonçalves

18:15-18:30 - Creating a modern design supporting on basic between philosophy including concept of beauty, illusion of memory, concept of Simplicity using a modern mathematical and statistical approaches like Neural Networks, genetic algorithms, Markov Chains and Theory of graphs

Iaroslav Iaremko and António Cruz Rodrigues

JUNE 23rd | Friday |

DDC'17 PRESENTATIONS

IADE, Universidade Europeia, room 58

09:00 - Registration

09:30 – SESSION 4 – DESIGN CULTURE AND EDUCATION – FROM RESEARCH METHODS TO INNOVATION

Chair: Professora Doutora Maria Helena Souto

09:30-09:45 - How can we develop a model for the (re)design of more effective, valuable and appealing educational systems?

Pieter Sprangers and António Cruz Rodrigues

09:45-10:00 - From Teaching to Learning of Design: The Student in the Center of the Learning

Sónia André, Carlos Rosa and Diana Dias

10:00-10:15 - Design Education in a s-stigmergic context: Coworking spaces as learning places based on Local and Mass Collaboration

Fernando Mendes and Carlos Duarte

10:15-10:30 - Paradigm shift in Design Education to boost Strategic Innovations, Sustainable Solutions and Social Change

Hugo Rocha and Ana Margarida Ferreira

10:30-10:45 - Design as a pedagogical tool to make visible (in)visible realities, to promote social sensibility and nurture activism for a more sustainable future

João Bernarda and Ana Margarida Ferreira

10:45-11:00 - The impact of a Virtual Reality-based tool on a Basic Design rooted discipline: Early perceptions

Ana Glória, Emília Duarte and Diana Dias

11:00 - Coffee break

11:30 - Keynote talk – How to Achieve a PhD in Art, Architectural or Design History: The Case of Ljubljana

HELENA SERAZIN, France Stele Institute of Art History, Ljubljana, Slovenia

12:30 - Lunch

15:00 - SESSION 5 – NEW DESIGN LANDSCAPES: R&D TOWARD A MORE SUSTAINABLE FUTURE

Chair: Professora Doutora Ana Margarida Ferreira

15:00-15:15 - New Sustainable Textile Design: Exploring Symbolic Diversity and Hybrid Fabrics of Turkish and Portuguese Cultural Heritage

Pinar Arslan, Ana Margarida Ferreira and Hatice Feriha Akpınarlı

15:15-15:30 - Mapping the system architecture of water toilet management for a new and more sustainable Water Service Design framework

Laura Korculanin, Ana Margarida Ferreira and Rajko Muršič

15:30-15:45 - Sustainable Development in Emerging Contexts

Daniela Graça and David Bota

15:45-16:00 - On Methodology and Integration: Observing the “total art concept” in light of Design History concepts

Sandra Antunes and Maria Helena Souto

16:00-16:15 - The Role of the Fashion Designers in CSR Implementation in the Apparel Industry

Magdalena Plonka, José Ferro Camacho and Eduardo Côrte-Real

16:15 - Coffee break

16:45 – SESSION 6 – FROM DESIGN THINKING TO DESIGN LEADERSHIP

Chair: Professor Doutor Américo Mateus

16:45-17:00 - Team diversity in art projects and design thinking

Wim Deplae, António Cruz Rodrigues and Americo Mateus

17:00-17:15 - Changing Mindsets in Design Thinking

Heidi Weber, António Cruz Rodriguez, and Américo Mateus

17:15-17:30 - If we are that good, why aren't we invited to the club!

José Manuel dos Santos, Américo Mateus and António Cruz Rodrigues

17:30-17:45 - The spectrum of skills needed to design innovative products in the context of technological changes: the designer as a liaison moderating the future

Ana Espada, Carlos Rosa, Joana Mendonça and Miguel Amaral

17:45 - BOOK LAUNCH EVENT

“À Procura de práticas sábias. Design e artesanato na significação dos territories”, by CLÁUDIA ALBINO, with Lucy Niemeyer, Rui Roda and Luís Rocha from CEART as guest speakers.

18:30 - Closing remarks

20:00 - Conference dinner



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