

2 July 2012

Parallel Session Overview

Morning

Session

Morning Session	Room A1 Design Inquiry	Room C Design & Culture	OPENSIG	PedSIG	Room F Sustainable Issues in Design	Room G Organizations & Economics
			Room D Understanding Things #1: Physical research processes	Room E Teaching and Assessment		
	Chair: JUTHAMAS TANGSANTIKUL Chulalongkorn University, Thailand	Chair: CHUJIT TREERATTANAPHAN King Mongkut's University of Technology Thonburi, Thailand	Chair: TIM COOPER Nottingham Trent University, United Kingdom	Chair: ALISON SHREEVE Buckinghamshire New University, United Kingdom	Chair: MOTANA SITTHIPITAKS King Mongkut's Institute of Technology Ladkrabang, Thailand	Chair: SINGH INTRACHOOTO Kasetsart University, Thailand
	10:30 am - 11:00 am	299 Perspectives on Industrial Design in Singapore  PAUL WORMALD National University of Singapore, Singapore	445 Adaptability of the Materials of the Japanese Traditional Dyeing Paper Stencils for Producing with a Laser Cutter  MIKAKO OKITA Takushoku University Graduate School, Japan	394 Researching the One-on-one from a Learning and Teaching Perspective  WALLIS LOUISE University of Tasmania, Australia	545 Eco-efficiency Rebound Effects Associated with Household Energy Using Products  BRETT GIDDINGS University of New South Wales, Australia	358 Design Process and Organisational Strategy: A Storytelling Perspective  DAVID PARKINSON Northumbria University, United Kingdom
	11:00 am - 11:30 am	566 Design expertise, practices and Affordance  SALLY MCLAUGHLIN University of Technology, Sydney, Australia	261 The Status of Sustainable Design in Thailand  SARAKARD PASUPA Loughborough University, United Kingdom	273 Prototypes as Boundary Objects in Innovation Processes  HOLGER RHINOW Hasso-Plattner-Institute, Germany	407 E-waste and Obsolescence: Designing out toxicity  MILES PARK University of New South Wales, Australia	375 From the Culture of Project to Spread Creativity: Mutations of design as a profession in the society of knowledge  LORENZO IMBESI Carleton University, Canada
	11:30 am - 12:00 pm	557 Experiments in Design and in Research  DAGMAR STEFFEN Lucerne University of Applied Sciences and Arts, Switzerland	404 Re-shape the Image of Chinese Scholar in Modern Shanghai  LUNG-HSING CHU National Palace Museum,Taiwan	134 A Speculative Approach to Visualizing Thinking through Drawing  MICHAEL CROFT KMUTT University, Thailand	450 Designing for the 'Other'  JANE OSMOND Coventry University, United Kingdom	576 Innovation in large Organizations: A matter of value and belief?  DANIELA ROTHKEGEL Umeå Institute of Design, Sweden
	12:00 pm - 12:30 pm	222 How can Feminism Contribute to Design? Reflexions about a feminist framework for design research and practice  SANDRA BUCHMÜLLER Berlin University of the Arts, Germany	786 The Value of Cultural Identity in Design: An examination of Mexican born designers practicing Industrial design in the United States.  ROBERT LOPEZ Southern Illinois University Carbondale, United States	643 Design as Trickster  TOM FISHER Nottingham Trent University, United Kingdom	460 Assessing Design through Assessment Buddies  SANDRA BUCHMÜLLER Coventry University, United Kingdom	438 The application of artificial intelligence methods in sustainable rural planning  SHWU-TING LEE Feng-Chia University, Taiwan

2 July 2012

Parallel Session Overview

Afternoon

Session

Afternoon Session	Room A1 Design Thinking & Theory	Room C A Local Take on History and Society	OPENSIG	PedSIG	Room F Collaborative Approaches	Room G Design Management & Profession
			Room D Understanding Things #2: Analytical processes	Room E Education and Learning		
	Chair: DANIEL FALLMAN Interactive Institute, Sweden	Chair: JUTHAMAS TANGSANTIKUL Chulalongkorn University, Thailand	Chair: CLIFF SHIN University of Illinois at Urbana Champaign, United States	Chair: ANDREE WOODCOCK Coventry University, United Kingdom	Chair: CHUJIT TREERATTANAPHAN King Mongkut's University of Technology Thonburi, Thailand	Chair: CHOKEANAND BUSSRACUMPAKORN King Mongkut's University of Technology , Thailand
	1:30 pm - 2:00 pm	429 Re-Consideration of the Role of Mythical Thought in Design, A study on alternatives for scientific Design methods  REZA AFHAMI University of Tarbiat Modares, Iran	591 A Home for Modern Life: Educating taste in 1940s Sweden  MARIA GÖRANSDOTTER Umeå University, Sweden	255 TreeVersity: Visualizing Hierarchal Data for Value with Topology Changes  JOHN A. GUERRA GÓMEZA University of Maryland, United States	522 Design Ethics Education: A Survey of Yuntech University Student Opinion on Design Ethical Standards  YINGYING LEE National Yunlin University of Science and Technology, Taiwan	752 Collaboration within Design Teams Participating in Architectural Design Competitions  LIVANUR ERBIL Izmir Institute of Technology, Turkey
	2:00 pm - 2:30 pm	405 Design & Determined Indeterminism  VASILIJE KOKOTOVICH University of Technology, Sydney, Australia	476 Shaping a Case in Cultural Product Design for City Marketing: Product storytelling for the former Tainan State Magistrate  TSEN-YAO CHANG National Yunlin University of Science and Technology, Taiwan	614 Transferring Traditional Design Work to the Digital World – does it work?  RAJA GUMIENNY Hasso-Plattner-Institute, Germany	425 [Innovation in Education] Transforming Constructivist Learning Into Action: Design thinking in education  ANDREA SCHEER Hasso Plattner Institute, Germany	392 The Evergreen Approach to Design Research: Maximizing the value of user experience data  ADISORN SUPAWATANAKUL Conifer Research, United States
	2:30 pm - 3:00 pm	516 Experiments in Design Research: Testing causality relations among users in naturalistic and artificial environments  LEANDRO TONETTO Universidade do Vale do Rio dos Sinos, Brazil	607 Building Fabriken, Designing for Socially Shaped Innovation  ANNA SERAVALLI Malmö University, Sweden	569 Comparison of Designers' Intended Messages and Users' Constructed Messages Communicated through the Visual Qualities of Furniture  JAVAD KHALAJ Middle East Technical University, Turkey	164 Designing Relations in the Studio: Ambiguity and uncertainty in one to one exchanges.  ALISON SHREEVE Buckinghamshire New University, United Kingdom	251 What do You Mean User Study? (Translating Lorm, Norm and User Research)  TOM BIELING Berlin University of the Arts, Germany
	3:00 pm - 3:30 pm	486 Digitally Printed Textiles: New processes & theories  SUSAN CARDEN Glasgow School of Art, United Kingdom	118 An Overview of the Issues Facing the Craft Industry and the Potential for Design, with a Case Study in Upper Northern Thailand  DISAYA CHUDASRI Lancaster University, United Kingdom	272 From Crime Scripts to Empathy Suits - Why role-playing and visualization of user and abuser "scripts" can offer useful design tools to build empathy and effectively design against crime  LORRAINE GAMMAN University of the Arts London, United Kingdom	490 Design Literacy – From Primary Education to University Level  LIV MERETE NIELSEN Oslo and Akershus University College of Applied Sciences, Norway	499 Designing as a Language for Self-Dialogue and Value Clarification  KIRSTEN SONDE SORENSEN Kolding School of Design, Denmark
						451 A Profession in Flux: A developing leadership role for consultant designers in NPd  FIONA MACIVER Dublin Institute of Technology, Ireland
						453 What is the Future of Industrial Design?  ANNA VALTONEN Umeå University, Sweden
						452 Yours or Mine? Role sharing between industrial design and interaction design  CANAN AKOGLU Umeå Institute of Design, Sweden
						288 Design and the Innovation Agenda - A scottish perspective  SARAH COX University of St. Andrews, United Kingdom

2 July 2012

Parallel Session Overview

Evening

Session

Evening Session	Room A1 Digital Processes	<div>SIGWELL</div> <div>Special Interest Group on Wellbeing and Happiness</div>	<div>OPENSIG</div> <div>Special Interest Group for Objects, Practices, Experiences, Networks</div>	<div>PedSIG</div> <div>Design Pedagogy Special Interest Group</div>	Room F Sustainability, Participation & Collaboration	Room G Design Planning, Mangement & Co-Design
		Room C Design for Wellbeing & Happiness I	Room D Design and Spaces	Room E Design Methods & Processes		
	Chair: SURAPONG LERTSITHICHAJ Mahidol University, Thailand	Chair: MARIA CECILIA Loschiavo dos Santos, University of São Paulo, Brazil	Chair: LORRAINE GAMMAN University of the Arts London, United Kingdom	Chair: MICHAEL TOVEY Coventry University, United Kingdom	Chair: GAIA SCAGNETTI Chulalongkorn University, Thailand	Chair: PRAIMA ISRASENA Chulalongkorn University, Thailand
4:00 pm - 4:30 pm	377 Comparison of Designer's Design Thinking Modes in Digital and Traditional Sketches WU JUN-CHIEH Huafan University, Taiwan	748 Wicked Space: Visualizing caregiving in Finland and India - systemic design thinking in design research HAN PHAM DesignSwinger, United Kingdom	344 Challenges in Passenger Terminal Design: A conceptual model of passenger experience ANNA HARRISON Queensland University of Technology, Australia	366 Workshop Process for Design Education by Using AEIOU Approach to Wayfinding Application CHIEN-HSIUNG CHEN National Taiwan University of Science and Technology, Taiwan	620 Making Sense of Interventions in Public Places as Drivers of Urban Renewal SANDRA VIÑA Aalto University, Finland	132 Designing Next-Next Generation Products and Services: A design-led futures framework MARTYN EVANS Lancaster University, United Kingdom
4:30 pm - 5:00 pm	215 Building a Simulation Platform for Chinese Calligraphy Characters CHUNG-SHING WANG Tung-Hai University, Taiwan	208 A Socio-Technical Framework for Collaborative Services JOON SANG BAEK Ulsan National Institute of Science and Technology, Korea	740 Multitasking Behavior: A residential experience and domestic space in high-rise housing flat LEI WANG Aalto University, Finland	367 Integration of Generative Research and Sustainability into the Product Design and Development Process SENEM TURHAN Middle East Technical University, Turkey	470 Neighborhood Labs: Community building through knowledge transfer. JENNIFER SCHUBERT Design Research Lab - Berlin University of the Arts, Germany	611 Culture, Workplace and Design: The office code unveiled CATHERINE GALL Steelcase Inc., France
5:00 pm - 5:30 pm	160 Towards a Formal Evaluation of Creativity in Parametric Design Process: A pilot study JU HYUN LEE University of Newcastle, Australia	119 A Discussion on the Environmental Evaluation Tools of Care Institutions for the Elderly CHING-HSIANG HUANG National Yunlin University of Science and Technology, Taiwan	357 Visual Analysis of Human Behavior Based on Vector Field and Landscape Diagram ICHIRO NAGASAKA Kobe University, Japan	728 Creative self-efficacy as a Cornerstone for an Innovator`s Personality BIRGIT JOBST Hasso-Plattner-Institute, Germany	137 Roles of Desginers in Enabling Sustainability of Livelihoods in Disadvantaged Communities SIRIPORN PETERS King Mongkut's Institute of Technology Ladkrabang, Thailand	512 Design Management for Vocational Aid Center Products YASUKO TAKAYAMA Shizuoka University of Art and Culture, Japan
5:30 pm - 6:00 pm	297 From Pictogram to Sensogram – Wayfinding through pervasive computing and multisensory perception METTE HARRESTRUP Kolding School of Design, Denmark	627 Service Design for Social Interactions : Mobile technologies for a healthier lifestyle PELIN ARSLAN Politecnico di Milano, Italy	302 Understanding the Airport Passenger Landside Retail Experience ALISON LIVINGSTONE Queensland University of Technology, Australia	738 Design Process in Retrieving the Local Wisdom and Communalldentity: A case study of bangchaocha's bamboo basketry crafts WORANOOCH CHUENRUDEEMOL King Mongkut's University of Technology Thonburi, Thailand	642 Identifying How Experts Interpret Acceptability in Information Technology and Product Design LAURENCE GARTON Coventry University, United Kingdom	

## 3 July 2012

### Parallel Session Overview

## Morning Session

		SIGWELL		OPENSIG		PedSIG		EKSIG	
		Special Interest Group on Wellbeing and Happiness		Special Interest Group for Objects, Practices, Experiences, Networks		Design Pedagogy Special Interest Group		Special Interest Group on Experiential Knowledge	
Morning Session	Room A1 Design Methods & Processes	Room B Product Planning and Development	Room C Design for Wellbeing & Happiness II	Room D Design & Networks I	Room E Design Approaches	Room F Experiential Knowledge I	Room G Graphic Design		
	Chair: SURAPONG LERTSITHICHAJ Mahidol University, Thailand	Chair: IZABEL BARROS Steelcase, Brazil	Chair: PELIN ARSLAN Politecnico di Milano, Italy	Chair: ANTHONY CRABBE Nottingham Trent University, United States	Chair: ERIK BOHEMIA Northumbria University, United Kingdom	Chair: VESNA POPOVIC Queens, and University of Technology, Australia	Chair: NIGEL POWER King Mongut’s University of Technology Thonburi, Thailand		
-----									
10:30 am - 11:00 am		369 Co-creation at the Front-end: The matching of user typologies and innovation aspects for new product development success  CHAKRIT PICHYANGKUL Chulalongkorn University, Thailand		700 Sustainability by Do-It-Yourself Product Design; User design opposing mass consumption  JANWILLEM HOFTIJZER University of Twente, The Netherlands	300 The Influence of Design Methods on the Design Process: Effect of use of Scenario, Brainstorming, and Synectics on Designing  HSIEN-HUI TANG National Taiwan University of Science and Technology, Taiwan	169 The Study and Analysis of Jewelry Design and Production Process, Ban Kheawasinarin, Kheawasinarin Subdistrict, Surin Province, for Conservation, Development And Promotion  TAWEESAK MOLSAWAT Silpakorn University, Thailand	710 Nation Branding: Developing a visual identity handbook for graphic design practitioners in Malaysia  DEBBIE GAN SIEW SIEW Nottingham Trent University, United Kingdom / KBU International College, Malaysia		
11:00 am - 11:30 am	546 DRAWING OUT: How designers analyse written texts in visual ways  ZOE SADOKIERSKI University of Technology, Sydney, Australia	463 Next Innovation Playground: A cultural-oriented product design model  JU-YU CHUANG National Taiwan University of Science and Technology, Taiwan	538 Design Research in Neonatal Healthcare in Urban India  PRERAK MEHTA Indian Institute of Technology, Bombay, India	646 Design for Longevity: Obstacles and opportunities posed by new public policy developments  TIM COOPER Nottingham Trent University, United Kingdom	754 Embedding Sustainability in Product Design Engineering Curriculum. A comparison of needs on an international level.  BLAIR KUYIS Swinburne University of Technology, Australia	257 Voice of Material in Transforming Meaning of Artefacts  NITHIKUL NIMKULRAT Loughborough University, United Kingdom	645 Unraveling Aspects of Brazilian Design History through the Study of 19th Century Almanacs and Type Specimens  PRISCILA FARIAS University of São Paulo, Brazil		
11:30 am - 12:00 pm	291 Designer-User Interactions for the Innovative Problem Solving: A socio-cultural perspective  JAEHYUN PARK Case Western Reserve University, United States	236 A Longitudinal Study on The Effects of Innovation, marketing strategy on product design and new product development performance  YEN HSU Ming Chi University of Technology, Taiwan	758 Exploring Holistic Solutions for Type-2 Diabetes for Bottom of Pyramid Population in India  VINAY VENKATRAMAN Copenhagen Institute of Interaction Design, Denmark	638 Realizing Design Thinking through a Service Design Process and an Innovative Prototyping Laboratory - Introducing service innovation corner (SINCO)  SATU MIETTINEN University of Lapland, Finland	588 Flowcards - A communication tool  JUSSI MIKKONEN Aalto University, Finland	634 Entwined Approaches: Integrating design, art and science in design research-by-practice  RACHEL PHILPOTT Loughborough University, United Kingdom	616 Designer as Author Activist: A model for engagement  STEVEN MCCARTHY University of Minnesota, United States		
12:00 pm - 12:30 pm	564 Dynamic Research Sketching: A new explanatory tool for understanding theory construction in design research  THOMAS MARKUSSEN Kolding School of Design, Denmark		725 Design 4 Notes: A new vision of a flexible endoscopic platform  MARITA CANINA Politecnico di Milano, Italy	555 Mobile Marketplace. Designing digital devices to connect rural & urban China  SERENA POLLASTRI TekTao, Studio TAO, China	432 Ethics and Social Responsibility: Integration within industrial design education in Oceania  MARIANO RAMIREZ University of New South Wales, Australia	385 Exploring Elasticity as a Medium for Emotional Expression in Silver Design  KRISTINA NIEDDERER University of Wolverhampton, United Kingdom	193 Typography Matters when Designing on-screen Reading Materials for Dyslexic Learners  MYRA THIESSEN University of South Australia, Australia		

3 July 2012

Parallel Session Overview

Afternoon

Session

Afternoon Session			SIGWELL Special Interest Group on Wellbeing and Happiness	OPENSIG Special Interest Group for Objects, Practices, Experiences, Networks	PedSIG Design Pedagogy Special Interest Group	EKSIG Special Interest Group on Experiential Knowledge	Room G The Role of Design
	Room A1 Design Process I	Room B Sponsor Presentation	Room C Design for Wellbeing & Happiness III	Room D Design & Networks II	Room E Cognition and Creativity	Room F Experiential Knowledge II	
	Chair: SEYMOUR ROWORTH-STOKES University for the Creative Arts, United Kingdom		Chair: MARIA GÖRANSDOTTER Umeå University, Sweden	Chair: TOM FISHER Nottingham Trent University, United Kingdom	Chair: MICHAEL TOVEY Coventry University, United Kingdom	Chair: NITHIKUL NIMKULRATH Loughborough University, United Kingdom	Chair: ANNA VALTONEN Umeå University, Sweden
1:30 pm - 2:00 pm	529 Moving from Concept to Capability: Developing design thinking within a professional services firm ZAANA HOWARD Swinburne University of Technology, Australia		223 Shoe Design Requirements for the Physically Disabled Women MARIANA RACHEL RONCOLETTA University of Sao Paulo, Brazil		175 Experimental Design in the Cultural Space Interior Design Studio: Linear programmatic versus holistic mind-mapping approach DIANA THAMRIN Petra Christian University, Indonesia	415 Learning from Media Studies Theory and Design Practice: Using the interpretive nature of film media for the communication of tacit knowledge in design research TOM BARKER Ontario College of Art and Design University, Canada	435 Upcycling: Where function follows form ANTHONY CRABBE Nottingham Trent University, United States
2:00 pm - 2:30 pm	372 A Study on the Characteristic of Thought of 3D Digital Architects DENY WILLY Japan Advanced Institute of Science and Technology, Japan		514 Tailoring Snack Package Design to Children as a Health Communication Strategy SUNGHYUN KANG Iowa State University, United States	749 Narrative Triggers for Aesthetic Experiences within the Design Process MARJAN GEERTS Alcatel-Lucent Bell Labs, Belgium	610 Reflective Methods in Design Pedagogy JILLIAN COOREY Kent State University, United States	570 iJo Cards: A tool to support the design of interactive artifacts GABRIELA CARNEIRO University of São Paulo, Brazil	459 Exploring Parametric Design: Consumer customization of an everyday object GUIDO HERMANS Umeå Institute of Design, Sweden
2:30 pm - 3:00 pm	313 Stop Motion Animation as a Tool for Sketching in Architecture RU ZARIN Interactive Institute, Sweden		151 The Assessment and Design on Disposable Medical and Adaptive Apparel FU LING CHANG Taiwan Textile Research Institute, Taiwan	660 Emotion: New DNA in design process CLIFF SHIN University of Illinois at Urbana Champaign, United States	793 Walk, Feel, Think, Make: New design learning with nature EUNSOOK KWON University of Houston, United States	696 Co-creating with Companies: A design led process of learning ALESSANDRO DESERTI Politecnico di Milano, Italy	505 A Critique of Design Methods in Synthetic Biological Design ORKAN TELHAN University of Pennsylvania, United States
3:00 pm - 3:30 pm	238 On Drawing In Mass Media MARIO MINICHELLO University of Newcastle, Australia	Loxley lecture	267 The Shaping and Expression of Product Happiness Imagery JU-CHUAN CHENG National Yunlin University of Science & Technology, Taiwan	235 Masked Aversion' - Walking and staring behavior towards stigmatizing products KRISTOF VAES Artesis University College of Antwerp, Belgium	761 Design for All: Stimulating students to search and research JENNY S. DARZENTAS University of The Aegean, Greece	698 Stillness as a Competence of Design Intelligence FERNANDO ROJAS Northumbria University, United States	

4 July 2012

Parallel Session Overview

Morning

Session

Morning Session	Room A2 Design Process II	OPENSIG Special Interest Group for Objects, Practices, Experiences, Networks	PedSIG Design Pedagogy Special Interest Group	EKSIG Special Interest Group on Experiential Knowledge	Room G Service Design and Interaction
		Room D Design & Experience I	Room E Design Culture	Room F Experiential Knowledge III	
	Chair: GAIA SCAGNETTI Chulalongkorn University, Thailand	Chair: ANDREE WOODCOCK Coventry University, United Kingdom	Chair: ERIK BOHEMIA Northumbria University, United Kingdom	Chair: KRISTINA NIEDDERER University of Wolverhampton, United Kingdom	Chair: URAIWAN PARADEE King Mongkut's University of Technology Lardkrabang
9:00 am - 9:30 am	189 A comparison of Diary Method Variations for Enlightening Form Generation in the Design Process  MARAL BABAPOUR Chalmers University of Technology, Sweden	594 Fighting Fear of Blood Test with Secret Powers: Using game design as a new method of inquiry in design research  EVA KNUTZ Kolding School of Design, Denmark	539 Between a Problem Context and a Problem Setting: Twofold reflection in inter-professional design collaboration for sustainability  TATU MARTTILA Aalto University, School of Art and Design, Finland	290 The Multimodality and the Communication of Explanation Graphics: Three analytical approaches on safety guides  TINGYI STEFFI LIN National Taiwan University of Science & Technology, Taiwan	143 Valuing Service Design: Lessons from SROI  MATTHEW A LIEVESLEY Northumbria University, United Kingdom
9:30 am - 10:00 am	495 DOES SKETCHING stand alone as a communication tool during CONCEPT GENERATION in design teams?  NIK SHAHMAN NIK AHMAD ARIFF TU DELFT, Netherlands	310 Anticipating User eXperience with a Desired Product: The AUX Framework  THEDY YOGASARA Queensland University of Technology, Australia	621 Designers Coping with Culture in an Educational Setting  ANNEMIEK VAN BOEIJEN Delft University of Technology, Netherlands	433 Enabling Design Service Facilitating Inter- and intra organizational sensemaking  MAGNUS ENEBERG Lund University, Sweden	639 Designing Experimental Urban Mapping with Locative Social Media  ANDREW MORRISON OSLO School of Architecture and Design, Norway
10:00 am - 10:30 am	573 Relational Aesthetics as a New Approach for Designing Spatial Aesthetic Expressions in Participatory Design  TINE EBDROP Kolding School of Design, Denmark	204 Exploring User Playing Factors for Online Pets  DING-BANG LUH National Cheng Kung University, Taiwan	706 Reflecting on the Future of Design Education in 21st Century India: Towards a paradigm shift in design foundation  INDRANI DE PARKER Indian Institute of Technology Bombay, India	560 Facilitating Intuitive Interaction with Complex Interfaces for Older People.  ALETHEA BLACKLER Queensland University of Technology, Australia	374 Applications of Domain Distance Theory to Interactive Product Design  YOUNGWOOK JUNG Korea Advanced Institute of Science and Technology, Korea
10:30 am - 11:00 am		727 Engagement while Reading Manga: Measuring Indonesian readers' immersion within manga's Universe  HAFIZ AHMAD Chiba University, Japan		217 Towards a Taxonomy of Airport Passenger Activities  PHILIP KIRK Queensland University of Technology, Australia	575 Designing New Meanings: A design method for eating design  FRANCESCA ZAMPOLLO London Metropolitan University, United Kingdom

4 July 2012

Parallel Session Overview

Late Morning  
Session

		OPENSIG Special Interest Group for Objects, Practices, Experiences, Networks	PedSIG Design Pedagogy Special Interest Group	EKSIG Special Interest Group on Experiential Knowledge		
Late Morning Session		Room A2 Research Methods & Processes	Room D Design & Experience II	Room E Design and Pedagogy I	Room F Experiential Knowledge IV	Room G Transport Systems
		Chair: MARIO MINICHELLO University of Newcastle, Australia	Chair: ALETHEA BLACKLER Queensland University of Technology, Australia	Chair: ALISON SHREEVE Buckinghamshire New University, United Kingdom	Chair: FERNANDO ROJAS Northumbria University, United State	Chair: URAIWAN PARADEE King Mongkut's University of Technology Lardkrabang
11:30 am - 12:00 pm	719 A Preliminary Study on Teenagers' Aesthetic Cognition Schema Using Six Painting Themes  TA-WEI KUO National Yunlin University of Science and Technology, Taiwan	684 Design Framework for Multimodal Reading Experience in Cross-Platform Computing Devices – Focus on a digital Bible  MINJEONG KANG Seoul National University, Korea	640 Transforming Universities with Design Thinking  RANDY SWEARER Philadelphia University, United States	437 Visualizing Transformation  PIA PEDERSEN Kolding School of Design, Denmark	681 The Opportunity for Design Led Transport Futures  ANDREE WOODCOCK Coventry University, United Kingdom	
12:00 pm - 12:30 pm	311 Observational Research and Verbal Protocol Methods  VESNA POPOVIC Queensland University of Technology, Australia	185 Perceptions toward Specific-Product Types and Product Cues – Fashion adopters and fashion followers  OSMUD RAHMAN Ryerson University, Canada	111 Authentic Formative Assessment: International design project  ERIK BOHEMIA Northumbria University, United Kingdom	523 A Pilot Study to Investigate the Disconnection between Researched Theory and Creative Practice in Visual Communication Research Projects  JESVIN PUAYHWA YEO Nanyang Technological University, Singapore	561 Research Relating to New Passenger Train Interiors for 2020 and beyond, in partnership with government, industry and academia.  JOHN WOOD The University of Northampton, United Kingdom	
12:30 pm - 1:00 pm	704 Design Research Case Studies: Never let the facts get in the way of a good story!  SEYMOUR ROWORTH-STOKES University for the Creative Arts, United Kingdom	553 System, Site, Patient: A three-tiered methodological approach to constructing holistic understanding of the user through design research  TARA MULLANEY Umeå Institute of Design, Sweden		376 UNESCO Cities of Design: Montréal as prototype  CHRISTOPHER MOORE Concordia University, Canada	427 Predicting Affective Responses for Green Technology Vehicles Using Support Vector Regression  CHUN-HUI CHIU Southern Taiwan University; National Yunlin University of Science and Technology, Taiwan	