

# **Design Education: Collaboration and Cross-Disciplinarity**

Editors: Erik Bohemia, Lyndon Buck, Kaare Eriksen, Ahmed Kovacevic,  
Nis Ovesen and Christian Tollestrup



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# **Design Education: Collaboration and Cross-Disciplinarity**

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# Table of Contents

xix	<b>Foreword</b>
xxviii	<b>Design Society</b>
xxix	<b>Institution of Engineering Designers</b>
xxx	<b>Keynote: Marianne Stokholm - Dogmas in Danish Design Educations</b>
xxxii	<b>Keynote: Morten Bo Jensen – Vipp – The History</b>

## Chapter 1 – Responding to Social Issues

2	Designing Social Involvement in Design Courses/ Programmes <i>Rita Assoreira Almendra and Gonçalo André Moco Falcão</i>
8	Developing Concepts that Promote Energy Saving Technology for Ageing Populations <i>Craig Whittet, Andrea Taylor, Guy Walker, Stuart Galloway, Bruce Stephen, Catherine Docherty, Craig Lynn, Edward Owens and Michael Danson</i>
15	Social Innovation and Technology Implementation in Product Design Engineering <i>Marcela Velasquez-Montoya</i>
21	Designing for Small Bathrooms <i>Arnt Kåre Sivertsen and Arild Berg</i>
27	Talking with Experts – From Research to Objects: Using Academic Research as the Basis of Collaborative and Cross Disciplinary Projects for Design Students <i>Susana Soares and Deborah Andrews</i>

## Chapter 2 – Collaborative Environments

- 34 Teaching Design Thinking: Evolution of a Teaching Collaboration across Disciplinary, Academic and Cultural Boundaries  
*Carolina Gill and Merce Graell*
- 40 A Little Knowledge is a Dangerous Thing? - Do BSc Product Design Courses Discourage Collaboration?  
*James Meadwell, David Terris and Peter Ford*
- 46 A Crowdsourcing Platform Offering Real-time Challenges for Students: How to Move beyond Design Challenges.  
*Kaisa Still and Wim Soens*
- 52 Co-Talk? The Role of Collaboration Partners in Design Education  
*Tatjana Leblanc and Mario Gagnon*
- 58 Development of Methodology for Distributed Collaborative Design Environment  
*Balazs Vidovics, Nikola Vukasinovic, Neven Pavkovic and Ahmed Kovacevic*

## Chapter 3 – Framing and Alignment of Projects in Design Education

- 66 Enhancing Sustainable Design – the use of National and International Standards in Design Education  
*Chris Dowlen, Brian Griffiths, Colin Ledsome, Claire Potter and Pat Winfield*
- 71 The need for a Holistic Approach to Sustainability in new Product Development from the Designers Perspective  
*Peter Ford, James Meadwell and David Terris*
- 77 Triple-loop-learning: An Instrumentation Model for Engineering Design Innovation Education  
*Anders Berglund and Larry Leifer*
- 83 Back to Basics: Using Esquisses to Develop Core Design Skills  
*Ian de Vere*
- 89 Application of Model Based Systems-Engineering in Austrian Vocational Schools  
*Sinan Ugurlu, Sebastien Bougain, Christian Nigischer and Detlef Gerhard*

- 95 The relationship between User and Product: Durable Design through Personalisation  
*Maria Fossdal and Arild Berg*

## **Chapter 4 – Creativity**

- 102 Creativity in Product Design Education: Understanding the Learning Environment  
*Danah Alhussain, Gareth Loudon and Paul Wilgeroth*
- 108 Learning through Design for Wellbeing  
*Nenad Pavel and Bente Skjelbred*
- 114 The Nature as an Inspiration to encourage users to extend the life of Packaging.  
*Linn Victoria Johansen and Arild Berg*
- 120 Design and Creativity Enhancing Innovative Educational Processes  
*Marita Canina, Giuseppe Salvia and Carmen Bruno*
- 126 Designing Enriched Learning Environments: A Cross-disciplinary Approach to Social Innovation  
*Eduardo Francisco Tapia Olmos*
- 132 Ethical Bicycle Consumption: From Used Frames to New Products  
*James Lowley and Tore Gulden*

## **Chapter 5 – Design Practice**

- 140 Challenges in Teaching Design Thinking Skills to Novice Design Students  
*Raghavendra Reddy Gudur*
- 146 The Elastic Octopus: A Catalogue of Failures for Disrupting Design Education  
*Ashley Hall, Yoon Bahk, Laura Gordon and James Wright*
- 152 Designing with Waste: Comparison of two Practice-based Education Cases  
*Isabel Ordonez, Amaltas Khan, Puneet Tandon and Oskar Rexfelt*

## **Chapter 5 cont. – Design Practice**

- 158 Stop playing it Safe: The Importance of Taking Risks in Design Education  
*Leslie Arthur and Phillipa Marsh*

## **Chapter 6 – Tools**

- 166 Mind Mapping as a Tool, as a Process, as a Problem/Solution Space  
*Mithra Zahedi and Lorna Heaton*
- 172 Teaching CAD with a Pedagogical System Ranging from Videos to Individual Tutoring  
*Claus Pütz*
- 178 Applications for Cloud-based CAD in Design Education and Collaboration  
*Jeff Barrie*
- 184 Students' Engagement in the Implementation of Results Obtained in Capstone Design Courses: A Preliminary Model for Detailed Design and go-to Market Activities  
*Eduardo de Senzi Zancul, Paulo Blikstein, Luiz Fernando Cardoso dos Santos Durão and Alexandre Machado Rocha*

## **Chapter 7 – Research in Design Education**

- 192 Design-research-in-education; Combining the best of Both Worlds  
*Maaïke Mulder-Nijkamp and Wouter Eggink*
- 198 Bridging the Gap between Professional Practice and Academic Research – the Industrial PhD  
*Julia Schlegel and Martina Keitsch*
- 204 Experiential Values as Promoters for Emerging Views on Sustainable Design Education  
*Karen Marie Hasling*
- 210 Curriculum in Progress: Developing an Industrial Design Programme for Female Students in Saudi Arabia  
*Carlos Montana-Hoyos, Elke Stracke, Karin Oerlemans, Eddi Pianca and Stephen Trathen*



- 216 Research through Design & Research through Education  
*Wouter Eggink and Maaïke Mulder-Nijkamp*

## **Chapter 8 – New Design Paradigms**

- 224 Re-examining the Case for Modular Education  
*Richard Morris, Derek Covill, Mark Milne, Eddy Elton, Steven Smith and Cathy Grundy*
- 228 Product Design Education: A Journey?  
*Vicki Thomas*
- 234 What on Earth is Responsible Innovation Anyway? (and how to make it happen)  
*Mark Bailey, Phil Sams, Nick Spencer, Ashleigh Bentham and Becky Bayliss*
- 240 Tinkering as a Method in Academic Teaching  
*Angelika Mader and Edwin Dertien*
- 246 The use of the “Hackathon” in Design Education: An Opportunistic Exploration  
*Finlay Page, Sylvester Sweeny, Fraser Bruce and Seaton Baxter*
- 252 Come Together – Right now: Uniting the Department  
*Amos Scully*
- 258 Re-Engineering Design through Multiple Disciplinary Lenses  
*Sangeeta Karmokar and Andy M. Connor*
- 264 A new Paradigm in Cross-disciplinary Undergraduate Art and Design Education  
*Paul Wilgeroth*
- 270 Handling Innovative Transformation Process in Public Environment  
*Gunnar H. Gundersen and Arild Berg*

## **Chapter 9 – Studio**

- 278 Mapping Design Students’ Aesthetic and Visual Preference  
*Ann Merete Ohrt and Kirsten Marie Raahauge*

## **Chapter 9 – Studio cont.**

- 284 Student Driven Workshops as Means to Enhance Design Knowledge and Skills  
*Bente Skjelbred*
- 290 New Developments in Design Education for Additive Manufacturing  
*Stefan Junk and Steffen Schrock*
- 296 Learning logs in Product Development Education  
*Tero Juuti, Kaisu Rättyä and Timo Lehtonen*

## **Chapter 10 – Form and Aesthetics in Collaborative Design**

- 304 Selecting Successful Design: A way to explore the best fit between Brands and Target Groups  
*Marleen Offringa and Maaike Mulder-Nijkamp*
- 310 Helping Young Designers Design for Children: Evaluating toys and Possible Values  
*Inge Duytschaever, Peter Conradie, Ralph Nafzger, Tine Verroken and Ronald Bastiaens*
- 316 Challenges of Collaborative Product Styling in Design Teams  
*Nis Ovesen*
- 322 Identifying Aesthetics in Design Products – The 3x3 Model  
*Nanna Vestergaard and Kaare Eriksen*
- 328 Sense Training as Basis for Aesthetic Experience  
*Bente Dahl Thomsen*

## **Chapter 11 – Emotions**

- 336 Culture Specific or Global Design in Open Online Design Education  
*Annemiek van Boeijen*
- 342 Play Probes – As a Productive Space and Source for Information  
*Vibeke Sjøvoll and Tore Gulden*

- 348 Mediating Emotion Through Objects: The Understanding of Designed Objects as an assistive Tool for Designers in the Early Stages of Design Activity  
*Hana Hapiz*
- 354 Models for Understanding Contemporary Tensions in Industrial Design Education  
*Stephen Trathen and Soumitri Varadarjan*

## **Chapter 12 – Form and Image**

- 362 Using Moving Image to Facilitate Storytelling as an Ideation Methodology and a Platform to Enhance the Integration of International Student Cohorts within Product Design Education  
*Richard Firth and Einar Stoltenberg*
- 368 Exploring Interaction Styles through Video  
*Gert Pasman and Marco Rozendaal*
- 374 Discovering the Meaning of Form by Exploded Sketching  
*Elmer van Grondelle and Susie Brand de Groot*
- 380 Design Boards as an Alignment Tool for Cross-disciplinarity in Engineering  
*Ulla Tanderup Gade*
- 386 From Inspiration to Sketches (FITS) Methodology for Students of Product Design  
*Efrat Fridenzon Harison*

## **Chapter 13 – External Collaboration**

- 394 Recommendations for the use of Social Network sites and Mobile Devices in a Collaborative Engineering Design Project  
*Ross Brisco, Robert Ian Whitfield and Hilary Grierson*
- 400 The Project Design Education Collaborating with City Governments and Communities  
*Takao Ito, Masako Shin, Keisuke Miyazaki, Setsuo Iwata and Eiichi Sentoku*

## Chapter 13 cont. – External Collaboration

- 406 'One Thing Better' and 'Redesigning Design Education'-  
A Collaboration between Industry and Academia  
*Andrew Forkes and Matt Cooper-Wright*
- 412 A Shift in Focus in Engineering Education: Taking into Account the  
Expanding Roles of Engineers  
*Aruna Shekar and Sangeeta Karmokar*
- 417 The Emergence of a New Material Culture: Forging Unprecedented  
Alliances between Design and Engineering.  
*Alireza Borhani and Negar Kalantar*

## Chapter 14 – Assessment

- 424 Sustainability Assessment in Product Development Projects  
*Enrique Lacasa, José Luis Santolaya, Carlos Roche and  
Carlos Velasco*
- 430 Assessment: The Developing and Testing of a Trial Exam in a Cross  
disciplinary Field Using both Formative and Summative Evaluation  
*Dorthe Fiona Petersen, Anne Marie Mathiasen and Tifli Lerche*
- 436 Design Student Acculturation through Collaborative  
Project Assessment  
*Bryan Howell, Camilla Gwendolyn Stark and Daniela Turner*
- 442 Grading Engineering Design Projects – Let Products give Feedback!  
*Markus Voß, Hulusi Bozkurt and Thorsten Sauer*
- 448 Follow-groups: Enhancing Learning Potential at Project Exams  
*Christian Tollestrup*
- 454 Assessment of Professional Competence in Engineering, Product  
Design – and Higher Education - Speculative Directions for  
Developing Practice  
*Chris Dowlen*
- 460 The Challenging Phase of Concept Selection Integrated with the  
Customers' Judgment Noticed by the Kano Model  
*Sergio Rizzuti and Luigi De Napoli*

## Chapter 15 – Preparing Students for Cross-disciplinarity

- 468 The Designer and the Scientist: The Road to Inspire Transdisciplinary Synergies  
*Gionata Gatto and John Richard McCardle*
- 474 Cross-disciplinary Application of System Engineering Approaches in Multi-disciplinary Education Projects  
*Christian Buchholz and Rainer Stark*
- 480 Approaches to Joint Problem Solving in Multidisciplinary Distributed Teams  
*Lennart Fahnenmüller and Andrew Wodehouse*
- 487 Triangulation First: Teaching Research in a Multidisciplinary Design and Engineering Environment  
*Koen van Turnhout, Anne Coppens, Sabine Craenmehr and René Bakker*
- 493 Better Innovation by Design? Can a Collaborative Cross-disciplinary approach assist a Paradigm Shift in Education Practice?  
*Paul McElheron and Malene Pilgaard Harsaae*
- 499 Beyond Collaboration: Preparing Hybrid Leaders through an Integrated Education  
*Eric Anderson*
- 505 Craft-design Collaboration between Design Education and the Local Context: A Case Study  
*Liliana Soares, Ermanno Aparo and Helena Santos-Rodrigues*
- 511 Cross-disciplinarity within Engineering  
*Colin Ledsome*
- 516 Cross-disciplinary Teaching and Mental Scaling in Complex Design Projects  
*Harald Skulberg*
- 522 The Potential for a Critical Design Approach to Create Innovation within the Construction Industry through Participatory Design Workshops  
*Sunniva Münster*

## **Chapter 15 cont. – Preparing Students for Cross-disciplinarity**

- 527 The Future of Driving Experience – An Interdisciplinary Student Project  
*Jens Krzywinski, Christian Wölfel and Sebastian Lorenz*
- 533 Design Tools for Beginners: Teaching a Design Approach to Practitioners with Mixed Backgrounds  
*Venere Ferraro and Sara Colombo*
- 539 Cross-Disciplinary Pedagogy: From Chinese Fan Dance to Designing a Bandstand  
*Clive Hilton*
- 545 Collective Design: Merging Industry and Educational Methods for Multidisciplinary Student Design Projects  
*Christian Mclening and Paul Warrington*

## **Chapter 16 – Cross-disciplinary**

- 552 A Little goes a Long Way – Opportunities for Multidisciplinary Education  
*Håkan Burden and Viktor Hiort af Ornäs*
- 558 Making Students' Frames Explicit  
*Louise Møller and Poul Kyvsgaard Hansen*
- 564 The Future of Design: Unframed Problem Solving in Design Education  
*Silje Alberthe Kamille Friis and Anne Katrine Götzsche Gelting*
- 570 A Brief Introduction on the Kinematic Scheme Design Teaching Software for Mechanical Systems  
*Feng Qian, Huimin Dong, Delun Wang, Yan Cui and Yuan Gao*
- 576 The User-driven Creative Academy  
*Louise Møller and Søren Bolvig Poulsen*

## **Chapter 17 – Building Capacity**

- 584      Establishing a Professional Identity via Mentoring in  
Design Programmes  
*René Bennyson, Birgitte K. Hansen and Malene G.S. Blond*
- 590      Crossing Over, Into and Back: Design Disciplines and Identities  
*Sue Fairburn, Rachel Heeley and Jon Pengelly*
- 596      Developing the Role of Design: Collaboration of Crime Prevention  
and Product Design in Education  
*Cong Li, Tore Gulden and Feng Zhao*
- 601      The Academic - Enterprise Experiences Framework as a Guide for  
Design Education  
*João Carlos Martins, João Luis Pereira, Marcelo Oliveira and  
Cristina Coelho*

## **Chapter 18 – Ethics**

- 608      Ethics in Design Education: An Integrated Approach  
*Marieke H Sonneveld*
- 614      Ethics in Design Curricula – Teaching Approaches  
*Viktor Hiort af Ornäs and Martina Keitsch*
- 620      From Ethics to Politics: If Design is Problem Solving, what then are  
the problems?  
*David Oswald*
- 626      Cross-fertilization of Courses to improve Student Learning  
*Bengt Holmqvist and Anders Håkansson*

## Chapter 19 – Programmes

- 632      Advanced Manufacturing Industrial Doctorate Centre: Engineering Doctorate Students Collaborating with Industry within an Academic and Industrial Environment  
*Dorothy Evans*
- 638      An Insight into the use of Problem-Based Learning within Distributed Design Student Projects  
*Andreea Cristoloveanu, Anastasia Basangova, Khodr Hawchar, Christopher Mason and Ahmed Kovacevic*
- 644      Reflection and Reflexivity about an Introductory Design Course  
*Marikken Høiseth and Elli Verhulst*
- 650      “It’s Part-Time – But still not as we know it!” – Another Evaluation of a Flexible Learning MEng  
*Tania Humphries-Smith, Christopher Benjamin and Matthew White*
- 656      Creativity, 3D Printing and Design Education  
*Julian Lindley*

## Chapter 20 – Diversity

- 664      Collaboration in the Zone of Proximal Development  
*David Morgan and Paul Skaggs*
- 670      Comparing the Usefulness of Rules and No Rules in Engineering Design Brainstorming?  
*Elies Dekoninck, Jeffrey Barrie and Aaron Linley*
- 676      Collaboration Issues in Ethnically Mixed Student Teams  
*Chris Ebbert*
- 682      Designing with Stakeholders during Social Innovation Projects: A Mapping and Analysis Tool  
*Hannah Knowles and Nicholas Spencer*



- 688 Tactile Digital: An Exploration of Merging Ceramic Art and Industrial Design  
*Dosun Shin and Samuel Chung*

## **Chapter 21 – Exploration**

- 696 Design Based on Nature – A Literature Investigation  
*Franziska Conrad, Vicky Lofthouse and Carolina Escobar-Tello*
- 702 Moving from Conceptual to Formal Proposal: A study of References as an Analytical Support  
*Juan Carlos Briede, Isabel Leal, Cristhian Perez and Marcela Cabello*
- 708 Material Selection in Industrial Design Education – A Literature Review  
*Charlotte Asbjörn Sörensen, Santosh Jagtap and Anders Warell*
- 714 Development of a Pedagogical Model for a Distance Learning Course of AutoCAD 2D Software  
*Paulete Fridman Schwetz, Maria Paula C Malta, Vinicius Borba and Franciele Andretta*



# Foreword

## Design Education: Collaboration and Cross-disciplinarity

The 18th International Conference on Engineering and Product Design Education (E&PDE) was held at the University of Aalborg on the 8th and 9th September 2016.

The conference was hosted by the Department of Architecture, Design and Media Technology at the University of Aalborg, Denmark, in close collaboration with the Design Education Special Interest Group (DESIG) of the Design Society, and the Institution of Engineering Designers (IED).

The E&PDE conference was initiated in 1999 in the United Kingdom and was consolidated as an international conference in 2004; alternately taking place in the UK and abroad. Its objective is to facilitate the bringing together of people from within education and industry who are interested in sharing expertise on the implementation and analysis of contemporary and developing methodologies in engineering and design education. It provides educators and researchers from product development, engineering and industrial design, together with industry and government representatives, with a platform for discussion on topical educational issues in design education and its future direction.

### Conference Theme

As the host institution for E&PDE 2016 we chose to focus collaboration and cross-disciplinarity. We developed the theme based on the notion that development of new products has to be integrated with business, services and the digital arena. This influences work and education of designers in two ways: Designers develop products that cannot stand-alone and need to be understood as part of a larger ecosystem, such as smartphones that need software, applications and network to provide the user real value. That emphasises the need to collaborate with multiple providers and stakeholders during a development process. It also means that the complexity of the product development process increases and calls for cross-disciplinarity as a prerequisite and condition for the design team that encompasses more than traditional designers and product developers. Therefore it is important that design educators explore how we prepare students for collaborating with stakeholders, companies and businesses and at the same time investigates the process-, methodological and tool-based challenges and opportunities in a cross-disciplinary setting.

Our aims with the theme Collaboration and Cross-disciplinarity are to:

- Provide a networking platform for a broad variety of participants
- Explore how engineering and product design education contributes to a balanced development of technological possibilities and the needs of people for future society
- Discuss how engineering and product design education can enhance meaningful relations with manufacturers, stakeholders and society in general
- Explore how cross-disciplinary approaches and projects can lead to fruitful insights and valuable results
- Discuss how design education can best be used in the framing and alignment of needs and expectations of users and stakeholders
- Seek innovative solutions that open up new horizons for collaborative practice in design
- Embed the integration of all aspects of engineering and design in our curricula
- Explore the broadening and deepening of the design profession through collaboration and cross-disciplinarity

### **Conference Programme**

24 countries will be represented at the Conference this year. 237 contributions were received which explored the full depth and diversity of the conference theme. Amongst them were 26 student contributions. After reviewing abstracts, full paper submissions and subsequent revisions 103 contributions were selected to be included in the proceedings, 11 of which were poster presentations at the conference. The accepted papers allowed the committee to build a conference programme with a number of major streams including; Preparing Students for Cross-disciplinarity, External Collaboration, Form and Aesthetics in Collaborative Design, Collaborative Environments, Framing and Alignment of Projects in Design Education and New Design Paradigms. As such, the programme covers the issues and meets the needs that arose when the conference theme was defined.

Our keynote speakers Professor Marianne Stokholm from Aalborg University and Morten Bo Jensen from the VIPP Company presented interesting lectures on the subjects “30 years of Design Education” and “Vipp – the story”. Their lectures are included in the Proceedings of the Conference.

### **Conference Host**

The E&PDE 2016 took place on the Create-campus of the University of Aalborg and was hosted by the Department of Architecture, Design and Media Technology and Industrial Design Section. The University is located in the northern part of

the Jutland in Aalborg, the 4th largest City of Denmark. The Industrial Design Section collaborate with the Department of Mechanical & Production Engineering to provide an educational programme in Industrial Design Engineering, with a strong focus on the integration of Aesthetics and User-oriented aspects with Functionality, Technology, Manufacturing and Business aspects, through extensive collaboration with external companies and organisations.

### **Acknowledgements**

This 2016 edition of the E&PDE conference was made possible through the commitment and efforts of many people. I would like to thank Ahmed Kovacevic, Judith Grace, Lyndon Buck, Erik Bohemia and Charlotte Whitehead for their professional leadership and open, warm and welcoming way have lead us through the planning of this conference. It has been a pleasant experience to work with such well-organised conference committee that truly reflects the theme of this conference: collaboration.

I would sincerely like to thank all the members of the international academic review board. They succeeded in the timely review of a vast number of papers, while retaining a true professional and academic stance on the intrinsic value and qualities of all papers submitted.

Naturally, I would like to express my gratitude to my colleagues from the Industrial Design Section, especially Nis Ovesen and Kaare Eriksen, who made it possible to host the conference and over the past year have contributed in a dedicated and professional manner, and in particular our conference secretary Birgith Skipper Holstein.

On behalf of the conference programme committee;

Christian Tollestrup

Head of the Section of Industrial Design



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Alun John Price	Edith Cowan University
Antti Juhani Pulkkinen	Tampere University of Technology
Mohammad Rajabalinejad	University of Twente
Lucia Rampino	Politecnico di Milano
Kaisu Rättyä	University of Eastern Finland
Mohammad Razzaghi	University of Art
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Paulete Fridman Schwetz	Federal University of Rio Grand do Sul
Amos Scully	Rochester Institute of Technology
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Cliff Shin	University of Illinois at Urbana Champaign
Dosun Shin	Arizona State University
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Aditi Singh	School of Planning and Architecture
Liliana Soares	Polytechnic Institute of Viana do Castelo
John Spruce	LJMU
Mikiko Sode Tanaka	Kanazawa Institute of Technology
Stela Borisova Tasheva	Bulgarian Academy of Sciences
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Christian Tollestrup	Aalborg University
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Elli Verhulst	Norwegian University of Science and Technology
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Paul Wilgeroth	Cardiff Metropolitan University
Andrew Wodehouse	University of Strathclyde
Fabiane Wolff	UniRitter - Laureate International Universities
Andree Woodcock	Coventry University
Mithra Zahedi	University of Montreal
Shahriman Zainal Abidin	Universiti Teknologi MARA
Roman Zavbi	University of Ljubljana
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Pontus Wallgren	Chalmers University of Technology
Matthew Alan Watkins	Nottingham Trent University
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The Design Society is an international non-governmental, non-profit making organisation whose members share a common interest in design. It strives to contribute to a broad and established understanding of all aspects of design and to promote the use of results and knowledge for the good of humanity.

The Design Society was founded in 2000, taking on the previous activities and responsibilities of the Workshop Design Konstruktion (WDK) Society, especially the organisation of the International Conference on Engineering Design (ICED) series of conferences, which had been running since 1981. Since 2000 the Society has organised ICED conferences in Stockholm, Melbourne, Paris, Stanford, Copenhagen, Seoul and Milan. It has also expanded with members from forty countries and with further very popular events such as the Engineering and Product Design Education conferences and the International Conference on Design Creativity among many other activities. The Society is very active in publishing papers and proceedings on design topics, and it has a developing portfolio of other design resources available to members including a repository of theses and collaborative agreements with a number of design research journals.

The Design Society concentrates on activities that transcend national boundaries, and, where possible, will seek to complement national activities. The objects of the Society are to promote the development and promulgation of understanding of all aspects of design across all disciplines by:

- Creating and evolving a formal body of knowledge about design;
- Actively supporting and improving design research, practice, management and education
- Promoting co-operation between those in research, practice, management and education
- Promoting publications and their dissemination;
- Organising international and national conferences and workshops
- Establishing Special Interest Groups and other specialist activities;
- Co-operating with other bodies with complementary areas of interest

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The Design Society is open to new members. [www.designsociety.org](http://www.designsociety.org).



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Established in 1945, Incorporated by Royal Charter in 2012, the Institution of Engineering Designers is the premier organisation in the UK to represent those working in the many fields of engineering and product design.

Our members enjoy a range of benefits, including advice on professional codes of conduct, a job board, regular newsletters to keep members up to date with relevant developments and events and a helpful legal advice service. We host events which offer our members the chance to network with other professionals and we publish a bi monthly journal – Engineering Designer.

Our Royal Charter allows the IED to award a Chartership for Product Designers (CTPD) to suitably qualified and experienced members. CTPD is on a par with other Chartered registrations and provides professional recognition and standing to those working in Product Design. This year we also launch ‘Registered Product Designer’ (RProdDes), a grade of professional registration for designers who are not ready to register at Chartered level. To find out more about CTPD and RProdDes visit our website: [www.ied.org.uk](http://www.ied.org.uk)

The IED is a licensed body of the Engineering Council, this licence enables us to assess candidates wishing to join the EC's Register of Professional Engineers and Technicians. Those members who achieve the appropriate academic and competence standards receive Chartered Engineer, Incorporated Engineer or Engineering Technician status. We are also a licensed body of the Society for the Environment and are able to register suitably qualified and competent members as Chartered Environmentalists (CEnv).

A major part of our commitment to professionalism in design is the accreditation of academic and training courses, for registration as either professional product design or professional engineering design. A list of the currently accredited courses and information on how to get your course accredited is also available on our website.

The IED welcomes members from any organisation that has a design function and employs engineering and/or product designers and we have many academic teaching staff in membership. The first step to becoming a member is to complete the simple on-line form available at [www.ied.org.uk](http://www.ied.org.uk)

# Dogmas in Danish Design Educations

Professor Marianne Stokholm,  
Aalborg University & Stokholm Design

## Summary of Keynote

It has been documented that the Danes are the happiest people in the world. Danes live in country where everything from the bacon pig to homecare and teaspoons are designed. The relation between the two facts has so far to my knowledge not been investigated. Never the less Danish Design as a brand represent a specific set of values and qualities which might be based on some tacit dogmas also ruling Danish design education.

The reputation of design from Denmark was established as Danish Design in the fifties trough the exposition and export of furniture and tableware and further consolidated by brands like Lego, Vola and Bang & Olufson.

Based on this you would assume that professional designers have been widely used for decades and that design education has a long history in Denmark. Nothing could be more wrong.

When Jens Bang from Bang & Olufsen gave a presentation of B&O design in Japan in the nineties, he was asked how many designer B&O employed and nobody believed him, when he told them the number was two. Actually one of the two was an engineer -himself. The head of the design department at Lego in the same period was a former tie seller and the world famous taps from Vola was designed by an architect.

You might then assume that design education was not needed. Until 1983 when industrial design was introduced as a pilot scheme at the Aarhus School of Architecture, AAA, there were no industrial design education in Denmark only artistic design educations at Arts & Craft schools.

Then in 1997 Aalborg University came up with a new initiative that shocked the design establishment. Aalborg is considered the outskirts of Denmark and the university was established in 1974 as technical university, with a specific pedagogical dogma named Problem Based Learning, PBL an entrepreneurial culture including collaboration with industry and establishment of new interdisciplinary education programs.

Based on the dogma Integrated Design the university wanted to set up an Architecture & Design education program that would integrate engineering and architecture/design and create a competence profile which could bridge the gap between traditional engineers and architects/designers and thereby both meet the need of industry and the problems with unemployment rate within the traditional architect and design professions.

With the aim of creating competences in design process navigation and co-creation to prepare candidates for a dynamic, complex and interactive world the dogma for this industrial design-engineering education included project work in teams documented in two reports; a product report presenting the proposed design solution and a process report containing description and reflections on the methods and process.

Having been an active participant in both design practice, -research and -education for decades I will try to describe and analyse the development within Danish design education from the seventies and until today in an attempt to unravel the dogmas of Danish Design education. What are the dogmas concerned with? How do they influence design education? How do they affect design solutions and design competences?

# Vipp – The History

Morten Bo Jensen,  
Chief Designer at Vipp

## Summary of Keynote

Vipp is a Danish industrial design company known globally for its waste bin, which was first produced in 1939 and later accepted into the permanent design collection at MoMA in New York.

Today, Vipp has grown into a wide range of products including kitchen modules, lighting, and a prefab home – all infused with a design DNA rooted in timeless functionality.

Vipp Chief Designer, Morten Bo Jensen, has been a part of Vipp for 10 years, and is involved in processes across the company, from product design and brand development to general business.

Morten will take you through the history of Vipp and give you a peek behind the scenes of a design philosophy that is highly influenced by the field of design engineering.