

UD15
PERIPHERY AND PROMISE
4TH PHD IN DESIGN FORUM
UNIVERSITY OF PORTO
19 + 20 OCT 2015
www.ud15.org



ABOUT SOBRE

UD is an annual, peer-reviewed conference series organised by the PhD in Design Programs of University of Porto and University of Aveiro.

UD began in 2012 as a national meeting of doctoral design students in Aveiro as UD12, with the aim of corroborating knowledge exchange in design research. In 2013, Porto hosted UD13 for the first time and enhanced the ongoing discussions around design research. The following year, UD14 went back to Aveiro and widened its domain to Iberia. UD15, once again back to Porto, now opens its doors to all national and international PhD in Design students. This year, UD stands for Under Development: doctoral research in Design currently in progress or recently completed.

UD15 invites PhD students, candidates and prospective scholars in Design to share the accomplishments, uncertainties, puzzlements and challenges they face during their research process and to unravel them with other participants. The forum aims to create a pool of common issues and inquiries that have yet to be addressed, resolved and embraced.

We welcome chaos, celebration, failures, epiphanies, dilemmas and freak-outs and encourage absence of fear.

A UD é uma conferência académica anual organizada pelos Programas de Doutoramento em Design da Universidade do Porto e da Universidade de Aveiro.

A UD estreou em 2012 como um encontro nacional de estudantes de doutoramento em Design em Aveiro sob a designação de UD12, com o intuito de proporcionar a troca de conhecimento em Investigação em Design. No ano seguinte, o Porto acolheu a UD13 promovendo as discussões em curso sobre Investigação em Design. Seguiu-se a UD14, de volta a Aveiro, abrindo o espetro à Península Ibérica. A UD15, de novo no Porto, abre agora portas a todos os estudantes nacionais e internacionais de doutoramento em Design.

Este ano, UD significa Under Development: investigação doutoral em Design a decorrer neste momento ou recentemente terminada.

A UD15 convida estudantes e candidatos de Doutoramento em Design a partilhar os sucessos, incertezas, tumultos, inquietações e desafios que enfrentam durante o processo de investigação e a refletir sobre estes com outros participantes. O fórum pretende identificar um conjunto de temas e questões comuns que parece ter ainda que ser abordado, estudado e compreendido.

Caos, apoteoses, fracassos, epifanias, dilemas e freak-outs são bem-vindos. Incentivamos a ausência de medo.





STATEMENT MANIFESTO

The relatively recent discipline of Design Research has been heralding miscellaneous theoretical and practical progress in the design field per se, but also promising new developments to society ranging from environment to politics, from education to technology, from health to communication and daily human activities.

Nowadays we can associate almost every concept related to human action with design: better interactions, better society, new roles, further landscapes, citizenship, knowledge transmission, systems and services, sustainability, media, culture, heritage, image production... Design Research gradually opens up to new modes of living and new meanings while spreading over uncharted lands of intervention and interference.

This year, accordingly, the motto of UD is Periphery and Promise.

Periphery implies the imperative of Design to currently introspect on its own, cross-disciplinary borders. Often the future presents itself discreetly and intuitively, outside of the radar of media focus. Design is thus also the ability to read and act in anticipation. And therein lies its Promise.

A disciplina relativamente recente de Investigação em Design tem vindo a promover, para a área do Design per se, novos e diversificados campos de ação quer no domínio teórico, quer no prático. E também a lançar novas propostas para a sociedade, desde o ambiente à política, da educação à tecnologia, da saúde à comunicação e às atividades do quotidiano.

Nos dias de hoje, podemos associar o Design a virtualmente qualquer conceito relacionado com a ação humana: melhor sociedade, melhores interações, novos papéis, outras paisagens, produção de imagens, transmissão de conhecimento, meios de comunicação, serviços, sistemas, sustentabilidade, cidadania, cultura, património... Gradualmente, a Investigação em Design tem-se aberto a novos propósitos e modos de vida e, em simultâneo, vai-se difundindo por novos territórios de intervenção e de interferência.

Consequentemente, a UD15 posiciona-se entre Periferia e Promessa.

Periferia é um indicador da inevitabilidade do Design em ter que olhar para as suas próprias fronteiras transdisciplinares. Também assinala que as mudanças globais da contemporaneidade estipulam novas formas de abordagem aos tópicos essenciais do nosso próprio desenvolvimento: sociais, políticos, económicos, geográficos, culturais, afetivos. Frequentemente, o futuro apresenta-se de forma discreta e intuitiva, fora do alcance do radar dos média. O Design é também isto: a capacidade de ler em antecipação. E isto, por sua vez, é Promessa.

PROGRAMME

19 OCTOBER

09.00 **Registration** Lobby + Breakfast Garden

10.00 **Conference Welcome** Auditorium

10.30 **Keynote Speaker · Contextuality** Auditorium
Susana Barreto

11.00 **Coffee Break** Lobby

11.10 **Parallel Sessions CONTEXTUALITY 1** Auditorium + **COLLECTIVITY 1** Garden

12.30 **Lunch** Canteen SASUP, Rua dos Bragas 151

14.30 **Keynote Speaker · Disciplinarity** Auditorium
Luís Fernandes

15.10 **Parallel Sessions DISCIPLINARITY 1** Auditorium + **CREATIVITY 1** Garden

16.20 **Coffee Break** Lobby

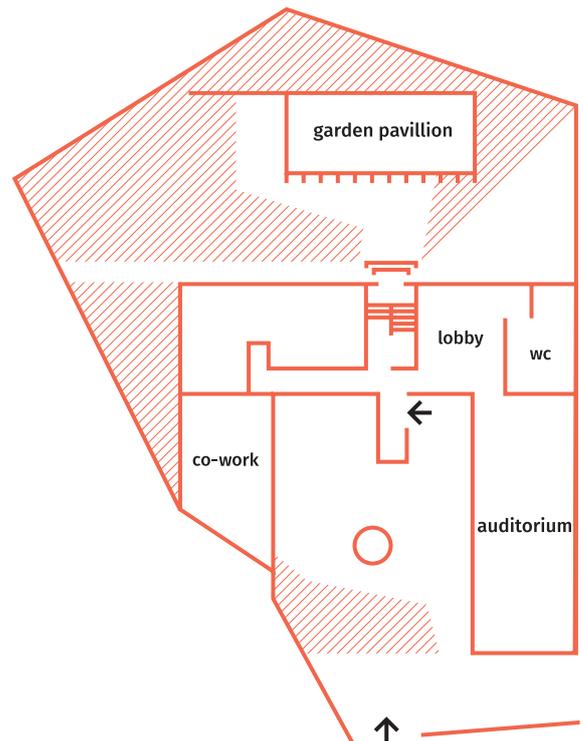
16.40 **Keynote Speaker · Perplexity** Auditorium
Jaime Munárriz

17.10 **Parallel Sessions PERPLEXITY 1** Auditorium + **CONTEXTUALITY 2** Garden

18.20 **Publication Launch A TIGER IS A TIGER** Auditorium

20.00 **Conference Dinner** Maus Hábitos, Rua Passos Manuel 178, 4th floor

FIND YOUR WAY (IN PINC)



Praça Coronel Pacheco, nº2

20 OCTOBER

09.00 **Registration** Lobby + Breakfast Garden

10.00 **Keynote Speaker** Auditorium
Anne Boddington

10.30 **Coffee Break** Lobby

10.40 **Keynote Speaker · Collectivity** Auditorium
Çiğdem Kaya

11.20 **Parallel Sessions COLLECTIVITY 2** Auditorium + **DISCIPLINARITY 2** Garden

12.30 **Lunch** Canteen SASUP, Rua dos Bragas 151

14.30 **Keynote Speaker · Creativity** Auditorium
João Paulo Queiroz

15.10 **Parallel Sessions CREATIVITY 2** Auditorium + **PERPLEXITY 2** Garden

16.10 **Coffee Break** Lobby

16.30 **Round Table 1** Auditorium + **Round Table 2** Garden + **Round Table 3** Co-work

17.30 **Closing Session** Auditorium

18.00 **What's next FUTURE PLACES** Auditorium

18.30 **Drinks at Exhibition PORTO PELO PORTO** Reitoria, Praça Gomes Teixeira

TO THE CANTEEN (LUNCH)



11.10 – 12.30

CONTEXTUALITY 1 Auditorium

- 11.10 **Sami Ben Fradj**: Relation between awareness and Universal Design
- 11.20 **Deniz Ekmekçioglu**: Product Semantic Approach from Product Service System Perspective: A Case Study of Minibus in Istanbul Public Transportation System
- 11.30 **Filipa Pias**: Contributions to evaluate design investment in Portuguese agro-food industry
- 11.40 **Cristiane Schifelbein de Menezes, Vasco Branco, Nuno Dias**: Sobre o universo das experiências do novo: como as pessoas se relacionam com os artefactos
- 11.50 **Isabel Guimarães**: Design de Montras para as lojas de Comércio Tradicional da Baixa do Porto? O caso Rua das Flores
- 12.00 **30min Discussion**

15.10 – 16.20

DISCIPLINARITY 1 Auditorium

- 15.10 **João Figueiredo, Nuno Correia, Inês Ruivo, Jorge Lino**: Transdisciplinary knowledge for innovation – Blurring the design disciplines boundaries'
- 15.20 **Sílvia Soares, Rui Mendonça, Francisco Duarte, Rui Garganta**: Estratégia de Design. Contributo na alteração do comportamento sedentário e combate à obesidade dos jovens
- 15.30 **Cecília Peixoto Carvalho**: A proto-história de um projeto de design com a comunidade do Lagarteiro
- 15.40 **30min Discussion**

17.10 – 18.20

PERPLEXITY 1 Auditorium

- 17.10 **Anneli Bowie**: Towards a 'grammar' of communication design motives
- 17.20 **Alisa Hutchinson**: Ebb versus flow: The experience and function of designers' ambivalent emotional conjunctions in the design space
- 17.30 **Anselmo Canha, Heitor Alvelos**: A Outra Alternativa
- 17.40 **Nestor Pestana**: Are We Losing Our Minds?
- 17.50 **30min Discussion**

COLLECTIVITY 1 Garden

- 11.10 **Rita Sá**: The Intersection of Art and Technology in Hackerspaces – An Essay on Open and Collaborative Practices
- 11.20 **António Gorgel Pinto**: The Creativity Emancipation Atlas. Participatory machine design for the development of degraded urban neighbourhoods
- 11.30 **Sara Rodrigues**: Design methods for visualizing collective data
- 11.40 **30min Discussion**

CREATIVITY 1 Garden

- 15.10 **Sean Igor Acosta Díaz**: El desdoblamiento de la poética en la estética de la conectividad
- 15.20 **Airton Jardim Filho, Cristiane Schifelbein de Menezes, Adreson Vita de Sá**: Inovação e design de experiência do usuário para web: Apontamentos preliminares de uma discussão necessária
- 15.30 **Joana Magalhães Francisco**: Inclusividade aplicada ao projecto de equipamento urbano – Tabelas de análise inclusivas para uma melhor resposta do projecto ao utilizador e a uma cidade sustentável
- 15.40 **Maria Elena Soriero**: Design, Art & Digital Technology. The Immersive Experience in Artificial and Natural Space
- 15.50 **30min Discussion**

CONTEXTUALITY 2 Garden

- 17.10 **Rita Rodrigues, João Tavares**: User's emotions and experiences in healthcare services
- 17.20 **Renata Porto**: Designing for social innovation policies: An exploratory study of best practices in design and social innovation in Latin America
- 17.30 **Ida Telalbasic**: Social currencies reality check. Interrelationships between developed and developing economic models towards social innovation
- 17.40 **Ivo Fonseca, Pedro Bessa, Mário Vairinhos**: Design da Experiência na Informação para a Alergia Alimentar
- 17.50 **30min Discussion**

11.20 – 12.30

COLLECTIVITY 2 Auditorium

- 11.20 **Nina Costa, Lia Patrício, Nicola Morelli :**
Towards an integrated approach to design for value co-creation
- 11.30 **Joana Ivónia Santos, Cláudia Albino :**
Collaborative design in the significance of the bicycle ecosystem in Aveiro
- 11.40 **Renata Arezes, Joana Qental :**
O Design para a Comunicação da Doença Oncológica
- 11.50 **Marco Balsinha, Luís Pessanha, José Frade :**
Bio-sistema: Desenvolvimento de um vermicompostor doméstico
- 12.00 **30min Discussion**

DISCIPLINARITY 2 Garden

- 11.20 **Paya Hauch Fenger :** The codesigner in the written text – Autoethnography as a means of discovering the position of the co-designer
- 11.30 **Miguel Sanches :** ColorTranslation – A supporting tool for graphic designers
- 11.40 **Giorgio Salani :** Mapping British pottery. First steps towards a taxonomy of artisanal ceramic tableware
- 11.50 **Suzana Parreira :** Design-en-place: Haute cuisine's creative process as design process
- 12.00 **30min Discussion**

15.10 – 16.10

CREATIVITY 2 Auditorium

- 15.10 **Yoad David Luxembourg, Heitor Alvelos :** The Practice of Ideation: A practical framing for a discipline of conceptual design
- 15.20 **Fabian Leotteau :** Draw location as a tool for sea fishing in the Colombian Caribbean
- 15.30 **Aline Teixeira de Souza, Rita Almendra :** Seleção de materiais e recursos construtivos para o design de produtos locais
- 15.40 **30min Discussion**

PERPLEXITY 2 Garden

- 15.10 **Mariana Fonseca Braga, Marcelo Souza Manhago, Matteo Oreste Ingaramo :** Design boundaries in Brazilian SMEs: A case study in the furniture sector
- 15.20 **Ricardo Melo, Miguel Carvalhais :** Get Lost! and Filtershuffle: Designing mobile applications for unpredictability
- 15.30 **Luís Eustáquio, Miguel Carvalhais :** Evaluating engagement in aesthetic interaction through prosody
- 15.40 **30min Discussion**

16.30 – 17.30 ROUND TABLES*

ROUND TABLE 1 Auditorium

Discussants:

Heitor Alvelos
Simone Formiga
Jaime Munarriz

ROUND TABLE 2 Garden

Discussants:

Pedro Carvalho de Almeida
Çiğdem Kaya

ROUND TABLE 3 Co-work

Discussants:

Ana Correia de Barros
Vasco Branco

* Round tables directly promote and base their strategy with the concept of Under Development, where PhD students, candidates and prospective scholars in Design are encouraged to share accomplishments, uncertainties, puzzlements and challenges they face during their research process and to unravel them with other participants and discussants in an informal environment.

CONFERENCE WELCOME



Heitor Alvelos

PhD Royal College of Art, MFA School of the Art Institute of Chicago. Member of Academia Europaea. Vice-Chair of the Scientific Board for Humanities and Social Sciences, Foundation for Science and Technology. Director of ID+ on behalf of the University of Porto. Researcher, UTAustin-Portugal Program for Digital Media (Outreach Director, 2010-2014). Curator, FuturePlaces Medialab for Citizenship (since 2008). Course Director, PhD Design (U.Porto / UPTEC / FCT / U.Aveiro). Tutor, Drawing Studio (Royal College of Art from 1999 - 2001). Has lectured extensively in academic and cultural contexts in four continents since 2001. benevolentanger.org



Clara Gonçalves

Clara Gonçalves has been the Executive Director of UPTEC - The Science and Technology Park of University of Porto for the past six years. She has contributed in supporting over one hundred start-ups and spin-offs, and attracting innovation centres of national and international enterprises to the ecosystem of University of Porto.

Clara is also an external member of the scientific council at the Fine Arts Faculty, and manages the Project Managing Lab of the Computer Engineering Course at the Faculty of Engineering, University of Porto.



Susana Barreto

Faculdade de Belas Artes
da Universidade do Porto

*Fading Legacy of
the Macanese: An
Investigation into the
Symbols, Myths and
Traditions*

19th, 10.30

Susana Barreto is a design educator and researcher. Having worked and lived in London and Macau for fifteen years, Susana is now living in Porto where she holds a position at the Faculty of Fine Arts, University of Porto where she is a Deputy Course Director of the PhD in Design. Susana is also a Research Associate at Central Saint Martins, University of the Arts, London where she gained her PhD and Postdoc. Susana's research interests are focused around the role of culture in graphic communication, cross-cultural design, image globalization, visual methods and design ethics.

Susana Barreto é professora e investigadora em comunicação visual. Tendo trabalhado e vivido em Londres e Macau durante 15 anos, Susana reside agora no Porto, onde leciona e é sub-directora do curso de Doutoramento em Design da Universidade do Porto. Susana é também investigadora associada da Central Saint Martins, University of the Arts, em Londres, onde completou o seu doutoramento e PostDoc. Os interesses de investigação centram-se no papel da cultura na comunicação visual, cross-cultural design, globalização de imagem, métodos visuais e ética da imagem.



Luís Fernandes

Faculdade de Psicologia e
de Ciências da Educação
da Universidade do Porto

*Problemas sociais
complexos: da
disciplinaridade à
interdisciplinaridade*

19th, 14.30

Luís Fernandes has been a professor at the Faculty of Psychology and Educational Sciences, University of Porto since 1985 and currently serves as the Director of its Centre for Deviant Behaviour Sciences. He has been distinguished with the Fernand Boulan Award from the Association Internationale de Langue Française de Criminologues in 1998, and was selected as a recipient for the Teaching Excellence Award from University of Porto in 2014. His research focuses on the characterisation of issues related to narcotics in the urban context, covering a social ecology of actors and psychotropic territories. He emphasises on ethnography as his primary research method, and endorses the same to his doctoral supervisions.

Professor da Faculdade de Psicologia e de Ciências da Educação da Universidade do Porto, onde leciona desde 1985 e dirige desde 2005 o Centro de Ciências do Comportamento Desviante. Distinguido em 1998 com o prémio Fernand Boulan da Association Internationale de Criminologues de Langue Française e em 2014 com o Prémio de Excelência Pedagógica da Universidade do Porto. O tema central dos seus trabalhos de investigação é a caracterização do fenómeno droga em contexto urbano – uma ecologia social dos atores e dos territórios psicotrópicos. Tem privilegiado o método etnográfico, tanto para a realização dos seus trabalhos de investigação como para a orientação de doutoramentos.



Jaime Munarriz

Universidad Complutense de Madrid

Research as a symbiotic lifeform. PhD Research in Fine Arts, Media Art & Design

19th, 16.40

Professor at Universidad Complutense de Madrid where he teaches Media Art and Interactive Environments, pushing digital technology in art and design studies. Deeply involved with Processing, PureData, and LibreGraphics software. Active researcher on digital art practices, he's directed theses on 3D, game art, animation, sound art, audiovisual performance, interface, video-art. Sonic & Visual artist. He explores sonic landscapes and synchronicity with visual processes, artificial lifeforms and generative image. Active in the experimental music scene since 1977.

Jaime Munarriz é professor na Universidad Complutense de Madrid, onde ensina Media Art e Ambientes interactivos, impulsionando o uso de tecnologias digitais em estudos de arte e de design. Está profundamente envolvido com os software Processing, PureData e LibreGraphics. É investigador activo na prática de arte digital, tendo orientado teses sobre 3D, game art, animação, arte sonora, performance audiovisual, interface, vídeo-arte. É artista sonoro e visual. Explora paisagens sonoras e sincronicidade com processos visuais, formas de vida artificiais e imagem generativa. É activo na cena da música experimental desde 1977.



Anne Boddington

University of Brighton

The Craft of Collaboration and Design for Uncertainty

20th, 10.00

Professor Anne Boddington is Dean of the College of Arts & Humanities. Her research interests are rooted in the design and development of the urban and cultural landscape and identity and have expanded alongside her experience in leadership and management in Higher Education. She has become increasingly involved in the strategic design and development of learning and research space and its relationships to collaborative pedagogic and research practice and to educational strategies and governance. Her current projects include entrepreneurial institutional behaviours and their impact on governance and infrastructures, the convergence of design, innovation and management as it impacts on SME's in the Creative and Cultural Industries and the nature of learning in the Museum and Higher Education sectors.

Anne Boddington é Reitora no College of Arts & Humanities da Universidade de Brighton. Os seus interesses em investigação estão enraizados no design e no desenvolvimento da identidade urbana e das paisagens culturais e têm sido alargados conjuntamente com a sua experiência em liderança e gestão no ensino superior. Anne tem vindo a desenvolver o seu envolvimento em design estratégico e no desenvolvimento da aprendizagem e do espaço de investigação - na relação com a prática colaborativa em investigação e pedagogia, incluindo estratégias educativas e de administração. Os seus projetos atuais incluem os comportamentos institucionais empresariais e o seu impacto sobre a governação e infra-estruturas, a convergência de design, inovação e gestão como percursos sobre as PME nas Indústrias Criativas e Culturais e da natureza da aprendizagem nos sectores museológicos e de Ensino Superior.



Çiğdem Kaya

Istanbul Technical
University

Poesis and Praxis: Eliciting Knowledge from Collective Practice

20th, 10.40

Çiğdem Kaya lives and works in Istanbul where she was born and raised. Trained as an industrial designer, she completed graduate program in fine arts in San Francisco Art Institute in the US. After her PhD, Kaya has been a full time assistant and associate professor at Istanbul Technical University (ITU) Department of Industrial Design (ID) since 2011 where she teaches interaction between art and design in the undergraduate ID program as well as product design studio; practice-led research methods and design for social innovation in the graduate ID program. Her experience as an artist enriches her teaching in the design programs. Kaya received BSc in ID from ITU, MFA in New Genres from SFAI and PhD in ID from ITU. Kaya has been a visiting researcher at Sheffield Hallam University and she is a Fulbright alumna.

Çiğdem Kaya vive e trabalha em Istambul, cidade nasceu e cresceu. Tendo formação inicial em design industrial, frequentou o programa doutoral em belas artes no Instituto de Arte de São Francisco (SFAI). Desde 2011, após o doutoramento, é professora (assistente e entretanto associada) a tempo inteiro na ITU - Universidade Técnica de Istambul (İTÜ), Departamento de Design Industrial, onde ensina a interação entre arte e design no programa de licenciatura, assim como design de produto, métodos de investigação practice-led e design para a inovação social no programa doutoral. A experiência que tem como artista enriquece o seu ensino nos programas de design. Kaya tem uma licenciatura em design industrial da İTÜ, um mestrado em New Genres da SFAI e um doutoramento em design industrial da İTÜ. Foi também investigadora convidada na Universidade Sheffield Hallam e é aluna Fulbright.



João Paulo Queiroz

Faculdade de Belas Artes
da Universidade de Lisboa

Criatividade e competitividade “STEM”: olhar as crises, desafiar, repensar

20th, 14.30

João Paulo Queiroz. Doutor, Belas-Artes, Universidade de Lisboa (UL). Mestre, Communication (ISCTE). Painting degree (ESBAL). Professor at FBAUL and doctoral programs, Universidad de Sevilla. Author of high school syllabus “Drawing,” national level. Book “Cativar pela imagem,” FBAUL. Coordinator of the CSO International Congress (annual since 2010) and director of academic journals “Estudio,” “Gama,” and “Croma.” Also director of the journal “Matéria-Prima.” Coordinator of the International Congress Matéria-Prima, Practice of Visual Arts in Basic and Secondary Education (annual, from 2012). Member of scientific committees, assessment panels, and editorial boards. Awarded National Painting Prize by Academia Nacional de Belas-Artes in 2004.

João Paulo Queiroz. Doutor em Belas-Artes, Universidade Lisboa (UL). Mestre em Comunicação (ISCTE). Curso Superior de Pintura (ESBAL). Professor na FBAUL e nos cursos de doutoramento da Universidade de Sevilha. Autor de programas “Desenho,” Ensino Secundário. Livro “Cativar pela imagem,” FBAUL. Coordenador do Congresso Internacional CSO (anual, desde 2010) e diretor das revistas académicas “Estúdio,” “Gama,” e “Croma.” Coordenador do Congresso Internacional Matéria-Prima, Práticas das Artes Visuais no Ensino Básico e Secundário (anual, desde 2012). Dirige também a Revista “Matéria-Prima.” Membro de comissões e painéis científicos, e conselhos editoriais. Prémio de Pintura pela Academia Nacional de Belas-Artes em 2004.



Ana Correia de Barros

Ana Correia de Barros is a senior researcher at Fraunhofer Portugal AICOS, where she conducts research on Human-Computer Interaction towards designing accessible and inclusive user interfaces for fragile user groups. With a background in industrial design, she holds a PhD in industrial engineering and management and her PhD research focused on assistive products for stroke survivors. She has been a researcher at UNIDCOM-IADE, Lisbon, has lectured at different universities and has led national and international research projects. Her research interests include assistive products, accessibility and usability, design & emotion, social innovation, and inclusive design.



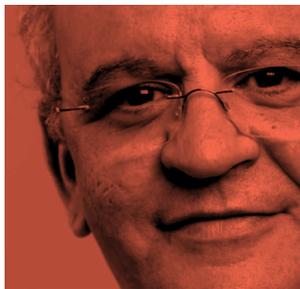
Pedro Carvalho de Almeida

Pedro Carvalho de Almeida is a communication designer, researcher and Assistant Professor of Design at the Department of Art and Communication, University of Aveiro. He holds a PhD in Design from Central Saint Martins, London, and is currently finishing his Post-Doctoral research on Brand Archeology and Industrial Ethnography at ID+ (University of Porto) and CSM. He specialises in visual identity and brand semiotics and his research interests include the recovery, organisation and creative use of enterprise archives as a key strategic resource for brand innovation. He is a visiting lecturer at FBAUP, CSM, ESAD Matosinhos, ENSCI–Les Ateliers Paris, and The Glasgow School of Art.



Simone Formiga

Simone Formiga is a PhD in Art and Design from the Faculty of Fine Arts, University of Porto (2015). She did her Master in Design (2001), and both her Bachelors in Art (1984) and Visual Communication (1980) from Pontifícia Universidade Católica, Rio de Janeiro. Her doctoral research deals with media representations of the stereotype of Brazilian women inhabiting general Portuguese psyche. She is currently a professor in the Department of Arts & Design at PUC-Rio, and a teacher and coordinator of the Postgraduate Diploma Program in Design Total at Istituto Europeo di Design, Rio de Janeiro.



Vasco Branco

Vasco Branco is a Ph.D. in Electrical and Computer Engineering (Interaction Design) from the Faculty of Engineering, University of Porto, Portugal (1997). At present he serves as an Associate Professor in the Department of Art and Communication at the University of Aveiro, Portugal, where he also co-founded the Design program. He is the Director of ID+ (Research Institute for Design, Media and Culture), a research unit supported by the Universities of Porto and Aveiro. Additionally, he represents the University of Aveiro at ADDICT (Agency for Development of Creative Industries). He is a member of the Executive Committee of European Academy of Design, and a member of the Editorial Advisory board of international magazines in the area of Design including The Design Journal, The 'Radical' Designist: Journal of Design Culture, and I+DISEÑO.

Adriano Rangel Universidade do Porto, ID+
Augustín Martín-Francés Universidad Complutense de Madrid
Álvaro Sousa Universidade de Aveiro, ID+
Ana Raposo Escola Superior de Artes de Design Matosinhos
Anna Calvera Universitat Barcelona
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Susana Barreto Universidade do Porto, ID+
Teresa Franqueira Universidade de Aveiro, ID+
Tevfik Balcioglu Yaşar University
Vasco Branco Universidade de Aveiro, ID+

14 **CONTEXTUALITY****Sami Ben Fradj**

Relation between awareness and Universal Design

Deniz Ekmekçioğlu

Product Semantic Approach from Product Service System Perspective: A Case Study of Minibus in Istanbul Public Transportation System

Filipa Pias

Contributions to evaluate design investment in Portuguese agro-food industry

Cristiane Schifelbein de Menezes, Vasco Branco, Nuno Dias

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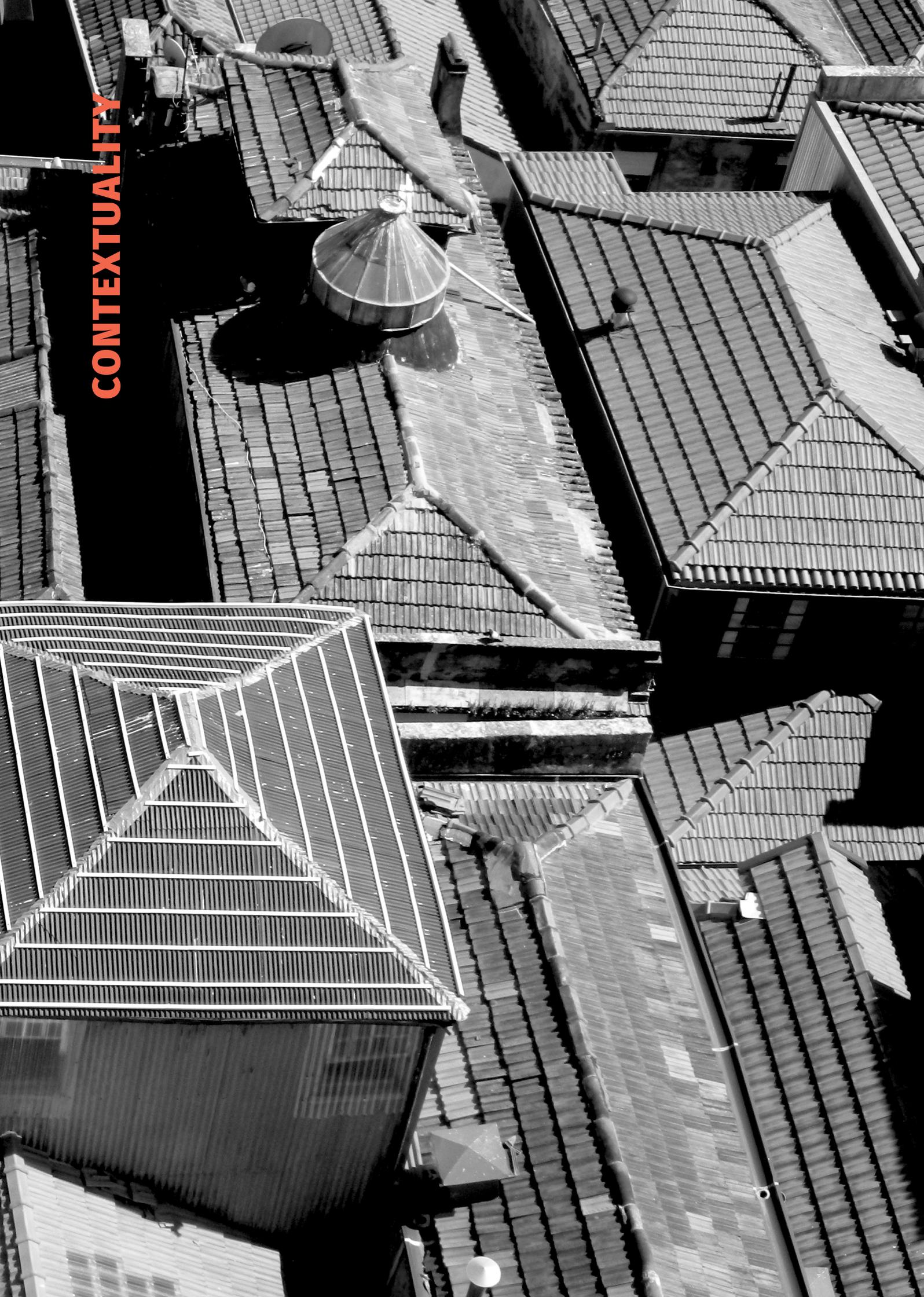
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CONTEXTUALITY



Relation between awareness and Universal Design

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As awareness could contribute to make a real change based on specific recommendations made in the 2005 report 'Meeting DWP's long-term information needs on disability: A feasibility report [1]. We wanted to choose countries where legislation guarantees the right of everyone, no matter his degree of ability but where there is a difference in Universal Design (UD) practice standards. For instance, after examining the situation in a country like Tunisia we noticed that even though, accessibility laws that are supposed to give equal rights to people with disability, there is a lack of applying and putting in practice those laws [2]. To see if there is a relation we can make between Universal Design implementation and the awareness regarding its need, this paper presents a comparative analysis of survey's results between Tunisia and Japan.

Keywords: Universal Design, Barrier-free, Inclusion, Developing Countries, Social Awareness

Product Semantic Approach from Product Service System Perspective: A Case Study of Minibus in Istanbul Public Transportation System

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Product semantic studies basically involve formal qualities of the product features. The main aim of this study forms the subject of my PhD thesis proposal; assuming the product as a part of the service system, has a semantic approach to product from service system perspective and to propose a semantic research method to the product design process. In this context, minibus transportation will be held as a case study in public transportation system in Istanbul. Considering the improvements of transportation vehicles and systems, the research on the field of the minibus transportation must be embedded to the public transportation systems. In this paper, minibus which used in this systems will be researched under framework of product semantic approaches.

Keywords: Semantic Methods, User Experience, Human Centered Design, Transportation Systems, Minibus

Contributions to evaluate design investment in Portuguese agro-food industry

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Portugal as a result of the combination of soil, climate and proximity to the sea, has conditions allowing a genuine quality of agricultural products, which include wine, olive oil, milk, fruits, vegetables and forest products. These can be seen and tasted through the Vegetables and fruit shape, colour, texture and flavour, unique features that differentiate its genuine character anywhere in the world (Projectar Portugal , 2013).

The purpose of this research is to raise awareness in the SMEs for the importance of management design, by evaluating the return on investment in design in the Portuguese horticultural products. Intend to do so by evaluating the return on investment design in a sample of sector in Portugal. And with the results create a model to SMEs evaluating the investment in design.

Keywords: Agro-food, Design value, Investment, Return

Sobre o universo das experiências do novo: como as pessoas se relacionam com os artefactos

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Esta comunicação apresenta o tema da investigação de doutoramento cuja problemática aborda o universo do novo e dos variados tipos de experiências que o novo implica.

Pretende-se provar que as percepções do design correspondem a diferentes percepções do novo, suscitando expectativas de experiências holísticas significantes que integram forma e uso. Como corolário, avança-se igualmente com a hipótese de que essas percepções são categorizáveis, podendo organizar-se taxonomicamente, constituindo-se como uma base heurística relevante para o projeto de design.

Keywords: Design Emocional, Design da Experiência, Experiência do novo, Experiências memoráveis, Inovação em Design

Design de Montras para as lojas de Comércio Tradicional da Baixa do Porto? O caso Rua das Flores

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O comércio tradicional da Baixa do Porto sofre, desde os anos 1980, uma decadência acentuada, em parte pela sua desadequação aos modelos de consumo vigorantes. Reconhecendo a sua importância histórica e identitária para a cidade, a urgente necessidade de melhorar a sua comunicabilidade fez-nos procurar uma solução pelo Design, disciplina com potencial impacto sócioeconómico e cultural. A montra, instrumento de visual merchandising, globalmente reconhecido, para atração do consumidor em potência, é um espaço subaproveitado na maioria dessas lojas tradicionais. Tendo como caso de estudo a Rua das Flores, após pesquisa de terreno, constituímos um Painel de Lojistas dispostos a participar na nossa Investigação-Ação, em progresso, e procuramos pela metodologia do design, conhecer melhor essa realidade e desenvolver protótipos ou modelos possíveis para um design de montras atrativo, por forma a contribuir para a revitalização do comércio tradicional da Baixa do Porto. Este artigo diz respeito às duas intervenções já realizadas

Keywords: Design de Montras, Vitrinismo, Comércio tradicional do Porto, Visual Merchandising, Investigação Ação.

User's emotions and experiences in healthcare services

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The traditional approach of Healthcare facilities is focused on efficiency and functionality. However, the latest developments of the service design discipline can bring contributions for designing the facilities of such institutions in an innovative way. The involvement of the users in the service design process is becoming a concern for Healthcare Institutions. Also, users' experience is no longer seen only as a result of the way the service is provided, but also a result of the environment (i.e. layout, signage system and other elements).

This is the key challenge of this PhD project. In partnership with two Healthcare institutions, the aim is to identify problems existing in their physical environments in order to define guidelines that can be used for development of new healthcare institutions centred on the user's experience and emotions. How can the physical environment of Healthcare facilities be improved to provide a better experience to the user?

Keywords: Users' Experience, Users' Emotion, Physical Environment, Signage Planning, Service Design

Designing for social innovation policies: An exploratory study of best practices in design and social innovation in Latin America

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This paper describes the preliminary study of our ongoing doctoral research focused in research best practices of design and social innovation in Latin American countries. During this entire study and reasoned on our philosophical perspective, is chosen a subjective dimension approach. At this moment our research is essentially an exploratory study, characterized by literature review on thesis, articles, reports and academic publications on the main theme. Authors related to German Idealism are activated to explain the social innovation phenomenon also to connect public policies to this subject at the contemporary context. Also a questionnaire survey is driven to design researchers, which aim is to identify successful design initiatives in Latin America that has served as a model for other projects according to their example as the initial proposal, the process and the result. Next task provides direct contact with 4-6 projects leaders and starts following up each project.

Keywords: Best practices of design and social innovation, Latin America countries, Subjective dimension, Idealism paradigm

**Social currencies reality check.
Interrelationships between
developed and developing
economic models towards
social innovation**

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Through an analysis of a collection of significant case studies of complementary currency systems in both developing and developed contexts, this paper synthetically highlights the significant interrelationships within diverse economic realities. These varied communities illustrate the role of trust, responsibility and reputation in certain networks. The comparisons bring forward in-depth conclusions from existing social currency models that serve as an inspiration and foundation for conducting research in design for collaborative services as resilient strategies for new exchange mechanisms.

Keywords: Complementary Currency, Alternative Economy, Social Innovation, Service Design, Collaborative Consumption

**Design da Experiência na
Informação para a Alergia
Alimentar**

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As alergias alimentares constituem um problema de saúde que afeta uma percentagem progressivamente maior da população europeia. A profilaxia desta doença é na sua maior parte dependente de comportamentos de compra e consumo de produtos alimentares que envolvem a procura, leitura e compreensão da informação existente na rotulagem desses produtos. Apesar da atual legislação comunitária obrigar à identificação dos alérgenos mais comuns, fatores tais como a disparidade entre formatos de rótulos, má legibilidade ou informação confusa contribuem para que esta informação seja de difícil uso para a população em geral, e inacessível para setores da população tradicionalmente mais excluídos, tais como os seniores, analfabetos ou invisuais. Nesta investigação pretende-se abordar o problema através do desenvolvimento um código universal visual e tátil de identificação dos mesmos. Este código deverá ser adequado ao uso por pessoas com diferentes contextos físicos e sociais e legível tanto através de meios analógicos como digitais.

Keywords: Design da Experiência, Interação Incorporada, Alergia Alimentar, Graphical Tag, Comunicação Aumentativa e Alternative

COLLECTIVITY



The Intersection of Art and Technology in Hackerspaces - An Essay on Open and Collaborative Practices

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Although open community spaces such as hackerspaces, makerspaces and fabLabs advocate a special focus and dedication to encouraging and promoting projects within the intersection of art and technology, it has not been clear how this intersection works.

This essay approaches this intersection through a brief report on the fieldwork developed within two different hackerspaces: AltLab - Lisbon's hackerspace and ATX hackerspace in Austin, Texas. Two different contexts within two different countries, bearing both similarities and divergences. The essay reflects part of my experience as an artist working at these spaces, having developed specific projects for each one.

Keywords: Hackerspaces, Collaboration, Open Art

THE CREATIVITY EMANCIPATION ATLAS. Participatory machine design for the development of degraded urban neighbourhoods.

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This paper integrates the sphere of the collective. Following this stream, three social engaged art projects are presented, which were developed in two degraded neighbourhoods located in the Portuguese city of Amadora.

The first part addresses the idea of an immaterial machine designed to improve the education levels of the resident participants, as well as the fundamental concepts that inform it, such as the theories of machine, creativity and emancipation.

The following section is a precise description of the processes and methodologies used within every project.

In the last part, the focus goes to the definition of an archive of audiovisual elements, which is being conceived to represent the activities done within each project. In this context, is explored the notion of atlas, which is the media used to reproduce and communicate the artistic projects.

Keywords: Atlas, Machine, Creativity, Emancipation, Participation

Design methods for visualizing collective data

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The digital condition brings new dimensions and complex orders to data visualization. The banalization of open data, the ubiquity of the internet and the growth and democratization of specific software lead to a new relationship between the data, the analyst and the reader. These transformations motivate the rethinking of the role of design in the process of communicating data. For this purpose we consider that creating data visualization in the context of collaborative participation projects is a process of design where a certain methodology can be developed and applied.

Keywords: Data Visualization, Information Design, Design Methods, Collective Participation, Internet

Towards an integrated approach to design for value co-creation

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As we currently change, the systems change accordingly, and today's systems are no longer focused only on creating single products, but rather in orchestrating interactions and envisioning alternative ways-of-doing. In this context, the role of users/customers is evolving from passive to active co-creators of their own experiences. Users/customers integrate the resources they have available to co-create value and improve their well-being. This creates a new opportunity for designers to perform a contribution that supports the co-creation process and enable systems' evolution in new significant ways. Thereby, this paper presents a hands-on design-thinking approach undertaken in a manufacturing company and proposes new tools that attempt to support the design of open-product-service-system propositions for value co-creation with and for service systems; and presents future research challenges.

Keywords: Service Design Thinking, Value Co-Creation Process, Value-Propositions, Service Innovation, Service System

Collaborative design in the significance of the bicycle ecosystem in Aveiro

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This ongoing research within the PhD programme in Design aims at promoting, through design, processes of co-creation of products-services, of activities related to the bicycle ecosystem, contributing to add value to the region of Aveiro, in accordance with the objectives of Horizon 2020.

The concepts of collaborative design, bicycle ecosystem, sustainability, identity and territory are problematised. We are investigating projects that have already been developed on the theme being studied and a set of re-framing actions of the bicycle ecosystem in Aveiro will be considered, and implemented through a system of collaborative design projects.

It aims at understanding the role of design, exploring transdisciplinarity in strategic management and communication of projects in co-creation systems, with the goal of building a facilitator model for these processes in order to optimize and amplify systems of products-services of that ecosystem. It is desired that the model may be replicated in other territories.

Keywords: Collaborative and participatory design, Bicycle ecosystem, Sustainability, Territory, Aveiro

O Design para a Comunicação da Doença Oncológica. Estratégias de prevenção, tratamento e empowerment de doentes e cuidadores

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Os desafios que a Oncologia enfrenta, na próxima década, irão marcar profundamente a sociedade. O cancro é uma das doenças do futuro (e do presente) que para além duma perspetiva clínica multidisciplinar, reclama uma abordagem política e social concertada, que se estende para além dos limites das estruturas de saúde.

O crescente número de casos e agentes envolvidos – médicos, investigadores, pacientes, familiares, amigos e cuidadores – torna pertinente o estudo, sob a perspetiva do Design, da comunicação da doença oncológica. Assim, propomo-nos com esta investigação, identificar os constrangimentos e as oportunidades no âmbito da literacia da saúde e projetar, a partir desta base, estratégias e artefactos facilitadores da comunicação e interação entre os vários interlocutores. O sistema a desenvolver tem como principais objetivos comunicar para a prevenção, tratamento e empowerment de doentes e cuidadores. Trabalharemos em particular sobre o cancro da mama, a neoplastia maligna de maior relevância em Portugal por ser a que apresenta maior número de casos, e a terceira com maior índice de mortalidade.

Keywords: Comunicação, Literacia da Saúde, Design Participativo, Cancro da Mama, Empowerment

Bio-sistema: Desenvolvimento de um vermicompostor doméstico

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Em Portugal mais de 50% dos resíduos urbanos biodegradáveis (RUB) acabam em aterros (face aos valores de 1995, relatório anual de resíduos urbanos 2013), misturados com outros contaminantes químicos tornando-se inúteis para utilização posterior. Apesar das melhorias significativas em 2013, este continua a ser um problema atual que merece a nossa atenção e cuja solução passa pela redução para 35% em 2020 (PERSU). É neste contexto que se apresenta a investigação e desenvolvimento de um equipamento de vermicompostagem para ambiente doméstico sem comprometer a saúde e conforto dos utilizadores. A pesquisa incide sobre a técnica de vermicompostagem e na utilização de materiais sustentáveis (económica, ambiental e tecnológica) recorrendo às suas propriedades para criar um equipamento de reciclagem dos RUB reutilizando o que geralmente tratamos como lixo.

Keywords: Design, Vermicompostagem, Cerâmica, Sustentabilidade, Doméstico

DISCIPLINARITY



Transdisciplinary knowledge for innovation - Blurring the design disciplines boundaries'

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Knowledge has been assuming an increased importance in the context of New Product Development (NPD). Accordingly, one area under increased focus of the design research deals with the understanding of the sources of knowledge behind the creation of useful and desirable new products.

Despite the widely perceived importance of knowledge creation and management for NPD, only leading organizations have reshaped their structure in order to accordingly increase their new knowledge skills. Therefore, a transdisciplinarity approach for the early stages of the NPD is argued, in which industrial design and mechanical engineering play a decisive role in integrating both the tacit and the explicit knowledge bases. Besides, the transdisciplinary intersection of these two complementary knowledge bases is considered to ground the creation of conceptual breakthroughs.

Keywords: Transdisciplinarity, Knowledge, New product development, Early design

Estratégia de Design. Contributo na alteração do comportamento sedentário e combate à obesidade dos jovens.

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O sedentarismo e a obesidade desafiam mundialmente a saúde pública no século XXI. O seu aumento na população infanto-juvenil está relacionado com a crescente expressão das tecnologias. O Design é identificado pela OMS como elemento-chave enquanto área integrante de estratégias de promoção da Saúde. Desenvolvemos uma Estratégia para promoção de um estilo de vida ativo e combate à obesidade dos jovens. Implementamos uma campanha stand-alone mass media numa escola piloto, durante sete semanas, que recorreu à comunicação transmediática e um programa de intervenção em associação às tecnologias digitais interativas e gamification. Para o desenvolvimento da prova de conceito, sua implementação e avaliação do impacto, consideramos três elementos-chave: i) Key Informers; ii) parcerias estratégicas; iii) escola-piloto. O Design foi gestor e editor do processo. Foi objetivo averiguar os efeitos da estratégia nos níveis de sobrepeso/ obesidade e de atividade física. Nesta comunicação são apresentados os resultados e conclusões do estudo.

Keywords: Sedentarismo, Estratégia de Design, Atividade Física, Campanha, Programa de Intervenção

A proto-historia de um projeto de design com a comunidade do Lagarteiro

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No Bairro do Lagarteiro, decorre um projeto de investigação-ação no âmbito do design para o desenvolvimento comunitário.

O objetivo principal deste projeto consiste na exploração dos contributos do design através da participação da comunidade, na procura de alternativas a problemas associados à alimentação e debilidades económicas vividas no Lagarteiro.

Este artigo relata uma etapa muito curta mas determinante para o projeto, que compreende a contratação de pessoas da comunidade do Lagarteiro, e que consistia essencialmente num desafio de comunicação.

Deste processo resulta um livro que se converte numa narrativa de identidade desta investigação, onde são aplicados conceitos de “seams and scars”, que resultam em interfaces para a apropriação dos processos e meios pelas pessoas da comunidade, críticos para a participação.

Keywords: Lagarteiro, Processo de Design, Participação, Livro, “Seams and Scars”

The codesigner in the written text - Autoethnography as a means of discovering the position of the co-designer

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Following other PhD students and their writing struggles, it seems clear to me that one particular issue recurs time after time: how do you deal with your own position as a constructive design researcher in your final document? This paper is an attempt to open up a discussion about the position(s) of the co-designer and the powerful influence the researcher enjoys. To fuel the discussion I will introduce the theory of autoethnography as a means of working closely and transparently as a design researcher, in both the constructive design process and the written text.

Keywords: Autoethnography, Codesign, Position, Text, Power

ColorTranslation – a supporting tool for graphic designers

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Over the last decades the profile and competencies of the graphic designer have endured many changes. The technological developments, an easy access to information and how the communication sector adapted itself to the new reality, cause the graphic designer to call for themselves some of the tasks previously performed by the pre-press activity. This means that the way the different actors communicate have changed radically. This article aims to explore how the technical specifications of color should be reported, with regard to the digital workflow between designers and producers. At the same time we present a support tool under development that intended to help the process of taking technical settings related to color, that any graphic designer has to take at the beginning of their working process.

Keywords: Graphic Design, Color Management, Color Communication, Digital Workflow

Mapping British pottery. First steps towards a taxonomy of artisanal ceramic tableware.

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This paper outlines a methodology proposed to build a taxonomy of British artisanal tableware pottery. The overall research aims are presented to provide context within craft and design studies. The proposed methodology addresses the need to elicit tacit craft knowledge through the use of videos, ethnographical case studies and reflection in practice.

The research follows an interdisciplinary approach based on design research methods and lessons from archaeological and anthropological studies of pottery making.

First steps into mapping the British artisanal ceramic field are discussed in more detail, such as the selection of potters for interviews and overcoming personal biases. The need to group potters according to notions of tradition and lineage is introduced to provide an example of the methodology followed in this initial phase of the research.

Keywords: Craft Research, Artisanal Pottery, British Ceramics, Video-Ethnography, Handmade

Design-en-place: Haute cuisine's creative process as design process

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Can a design process model describe and explain the creative process in haute cuisine? This question guided an exploratory investigation which empirically observes the relationship between the creative processes of design and gastronomy and confirms the adequacy of a design process reference model to haute cuisine's creativity.

A phenomenological methodology was undertaken to map the creative processes of five chefs, all Michelin star holders, which resulted in thirty nine emerging themes. The introduction of an external validation tool made it possible to organize the themes into categories and subsequently group them into four dimensions: knowledge, concept, realization and evaluation.

The dimensions revealed proved substantially coincident with the phases of the design process model — discover, define, develop and deliver — which suggests the accuracy of the initial theoretical assumption. The results of the study show that the creation process performed by chefs is similar to that developed by designers.

Keywords: Design Process, Creativity, Creative Process, Haute Cuisine, Chefs

CREATIVITY



El desdoblamiento de la poética en la estética de la conectividad

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Al explorar el contexto estético, lo estamos haciendo desde el lente de la Poética donde sus interacciones, vínculos, encuentros a través del lenguaje “trascienden de la mera detección de la presencia del otro hacia su valoración gracias a procesos de índole estética” (Mandoki, 2006, p. 9). Se presentan como influyentes en todos los espacios/temporales de la sociedad. Así pues, explorar el contexto de la estética es iniciar el camino del entendimiento, en este caso de la conectividad, concepto que articula los vínculos e interacciones de personas y sistemas en redes tecnológicas mediante el intercambio de contenidos textuales y audiovisuales en un campo virtual. Explorar este contexto es iniciar el trazado del encuentro de las transformaciones sociales dadas en espacios digitales, transformaciones que se presentan por medio del entendimiento otorgado por la Experiencia Estética en su “clímax” denominado catarsis.

Keywords: Poetica, Estetica, Conectividad, Artes, Diseno

Inovação e design de experiência do usuário para web: Apontamentos preliminares de um discussão necessária

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Dois termos em evidência nos dias de hoje são inovação e design de experiência do usuário. Este artigo busca, através da análise de conceitos e classificações presentes na literatura consagrada do design, abordar questões relativas a estes assuntos. Definições, percurso histórico e processo criativo, por exemplo, servem de fio condutor para as considerações a respeito de como estes termos se cruzam no cenário contemporâneo do design visual para a web e se tornam, além de indissociáveis, relevantes não apenas para a produção propriamente dita, mas também para a teoria e pesquisa na área.

Keywords: Inovação, Design, User Experience, Web, Interface

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Inclusividade aplicada ao projecto de equipamento urbano - Tabelas de análise inclusivas para uma melhor resposta do projecto ao utilizador e a uma cidade sustentável

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A configuração do espaço público é determinante para a qualidade de vida dos habitantes de uma qualquer urbe. É um espaço de intervenção extraordinariamente importante para o design, onde a inclusividade têm um carácter inovador e caracteriza-se como um elemento importante que não deve ser deixado de fora dos projectos urbanos. A consequente adopção da inclusividade no design de equipamentos urbanos será mais apropriada no corrente cenário. Para tal, torna-se fundamental a definição e utilização de uma metodologia de trabalho que permita congrega uma resposta de projecto que atenda e integre os diferentes factores como a sustentabilidade, inclusividade, identidade e standardização. Pretende-se com este artigo contribuir para a melhoria do processo de design de E.U.'s, abrindo possíveis caminhos para soluções sustentáveis, inclusivas, identitárias e standardizadas de E.U.'s, que se vão diferenciar e melhorar o espaço público, desta forma estabelecendo critérios de qualidade nas urbes.

Keywords: Inclusividade, Cidade, Equipamento Urbano

Design, Art & Digital Technology. The Immersive Experience in Artificial and Natural Space

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New technologies have produced a different way of experiencing the relationship between everyday reality and our perception of the world. This new vision of the world allows for the emergence of unforeseen glimpses of reality that combine physical reality and virtual reality. Art understood as experimental art, thanks to the use of new technologies, has made the creation of new digital and more clearly defined immersive scenarios possible. This research, using as an initial glossary the definitions of Technology, Digital Culture, and Immersive Space, seeks to compare Immersive Space experienced in artificial environments with that in natural environments with a focus on the potentialities of “genesis,” “creation”, and “adaptation” by nature.

It is a transversal and interdisciplinary approach to design in which architecture, design, biology, engineering, and computer science come together and work in collaboration.

Keywords: ImmersiveSpace, Embodiment, Virtualreality, Interaction, Technonature

The Practice of Ideation: A practical framing for a discipline of conceptual design

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This short paper puts into writing, in brief, conclusions drawn from an ongoing empirical research into a linguistics based approach to designing and design education, testing practical ways of designing focusing on language use through a series of workshops in various institutions since 2006.

This short paper makes a concise, tangible, and informative proposal for framing for the practice of ideation and its education in the field of design, noting theories, evidence and structures that can facilitate the creation of discipline for conceptual design in design education.

This paper bases such a discipline in the practicing of ideation, languaging and conceptualization (Krippendorff, 2006), as well as on the performative, reality producing nature of language (Dong, 2009) and the construction of user conceptual models (Krippendorff, 2006) which facilitate the users in understanding the designed artifact during interaction.

Keywords: Conceptual Design, Design Education, Ideation, Language, Structuralism

Draw location as a tool for sea fishing in the Colombian Caribbean

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The purpose of this paper is to show how the village fishermen Nozzle, Taganga and Old Providence rely on mental pictures as a tool to identify location for success in fishing. The island of Old Providence, the people of Taganga and nozzle artisanal fishermen make a mental picture identifying ocean currents, winds, type of moon, the sun's position and the birds that come to the beach to identify a school. They are natural signs that tell them that there is good fishing. This life experience, allows them to acknowledge the signs of nature, the colors of the sea, images that help them identify and creating visual narratives that feed the life stories and oral histories in context. To conclude that these fishermen are based on their mental pictures to identify the best places for excellent fishing in the Caribbean Sea, without using GPS.

Keywords: Mental Pictures, Location In The Caribbean Sea, Old Providence, Nozzle And Taganga, Marine Fisheries Oral Histories

Seleção de materiais e recursos construtivos para o design de produtos locais

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O trabalho apresenta um estudo exploratório sobre a relação entre qualidades de territórios, seleção fundamentada de recursos materiais e construtivos e o processo de design. O estudo é parte da investigação de Doutorado, em andamento na <ocultado para revisão>. Discute-se a relevância da escolha adequada do material e do processo construtivo no design de produtos que visam a valorização de territórios, considerando seu patrimônio material e imaterial e ao explorar os aspectos intangíveis e sensoriais do que dá materialidade aos artefactos.

Keywords: Valorização de Territórios, Seleção de Materiais e Processos Construtivos, Design de Produto, Processo de Design

Travel Kit Design for Cabin Baggage on Plane Trips - Contribution to the Comfort Traveller

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Humans have evolved through the ages, from the nomadic prehistory up to the present, which is represented by the "urban nomad", who travels between major world cities.

The importance of baggage design grew over time, but new problems arose. The main objective of this research is comfort to today's travellers. The methodology of this project is theoretical and practical. It is intended to create, based on Inclusive Design concepts, a travel kit that simplifies hand luggage organisation.

In a conscious and environmentally friendly manner, we intend to think and structure the project design directing it to sustainable solutions, avoiding obsolete and maximizing the durability of the objects that make up the "Travel Kit". Based on the concepts of Inclusive Design, it's intended to be used by the visually impaired, the elderly and people with reduced mobility.

Keywords: Design, Comfort, Travel, Suitcase Organizers

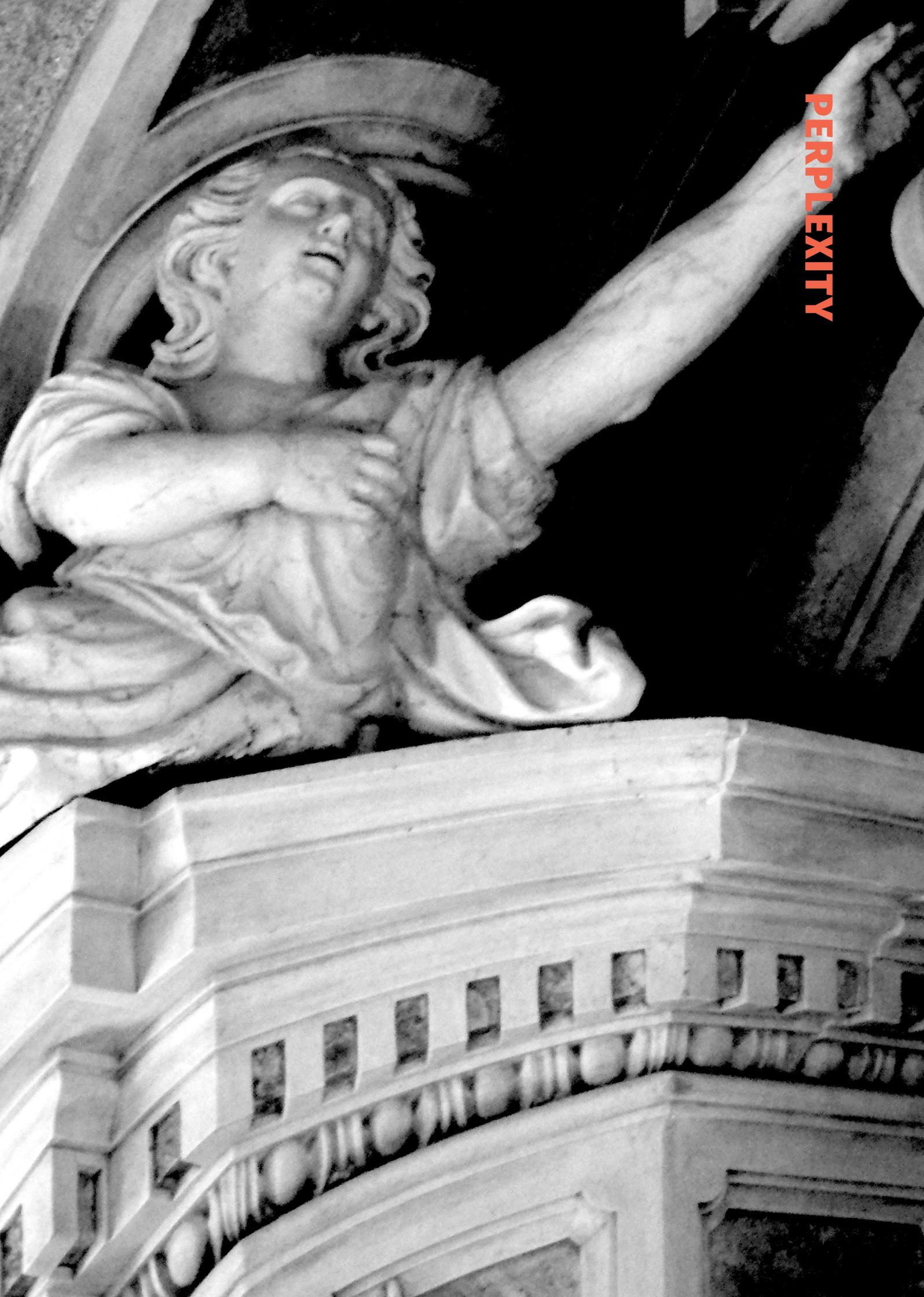
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PERPLEXITY



Towards a 'grammar' of communication design motives

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In this paper, which presents a part of my larger PhD study, I hope to test the value of a particular methodology for interrogating communication design motives, as expressed in design discourse. The method is based on the theory of Kenneth Burke, an influential rhetorician who has not received much attention in design circles. I hope to show how this method for motive analysis can shed light on the rhetorical framing of particular design approaches, as well as provide a means for comparing broader design values as expressed in design trends or movements.

Keywords: Communication Design, Trends, Motives, Rhetoric, Kenneth Burke

Ebb versus flow: The experience and function of designers' ambivalent emotional conjunctions in the design space

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Although emotion, cognition, and behavior are intricately linked, little is known about the role of designer emotions in the design space. While designer cognition and behaviour have been widely explored in our field, most empirical work addressing emotion in design is focused on the affective experiences of users, not designers. Psychological research tells us that emotions influence higher order cognitive processes such as judgment, decision-making, and creativity, and that they may do so by acting as feedback systems for cognition and behavior. A small, preliminary study on emotion in designers (Sas & Zhang, 2010) suggested that designers experience complex combinations of contradictory or ambivalent emotions as they design, particularly during ideation. This project will build on these initial results to more deeply explore how designers experience ambivalent emotional conjunctions in their work using a phenomenographic approach to qualitative research.

Keywords: Designers, Emotions, Creativity, Design Thinking, Design Research

A Outra Alternativa

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Este artigo enquadra-se num percurso focado no que identificou como falha do design. Esta falha é passível de assinalar simultaneamente falência e ruptura, e é indissociável do que se aponta também como falha contemporânea: porque é que a comunidade dos humanos, hoje sustentada num patamar de oferta que tudo promete como acessível e realizador para todos, se afunda em camadas acumuladas de erro que sistemática e simultaneamente mediatiza e esquece, euforicamente lançada numa gigante e interminável festa?

A academia e a ciência não podem escapar à questão supracitada, já que são pilar fundamental da nossa contemporaneidade. Fazem, então, parte do ardil que se intui e tenta desmontar. Como, então agir e investigar dentro da academia e do design? Como operacionalizar a escala do problema? E qual é, então, o papel de uma estação comunitária de rádio, a Rádio Manobras, como caso de estudo?

Keywords: Espaço Comum, Criatividade, Falência, Rádio, Porto

Are We Losing Our Minds?

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The desire to control the information generated by our own minds is not entirely new to current post-Fordist informational environments. Instead it appears to have existed far before that, evolving into complex traditions and beliefs that tell us about our desire to control the immateriality of our own existence.

This necessity to understand and to control seems to be embedded in human nature, as much as we have changed the world around us. It is in fact leading us to believe that our ambitions can be put into practice, allowing us to imagine futures where we take charge of the powers that we for so long attributed to the Gods. It's not just scientific experiments leading us in this direction. Entire movements, ways of thinking and living anticipate a new kind of human being, disembodied and capable of controlling his own destiny through science and technology.

Keywords: Posthumanism, Transhumanism, Information, Neuroscience, Fiction

Design boundaries in Brazilian SMEs: A case study in the furniture sector

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Most design approaches have their foundations in United States and European western countries (e. g. Design Thinking; Design Culture, Strategic Design). When we deal with different contextual frameworks we face diverse constraints and problems to explore design potential in enterprises.

In this paper we clarify some design constraints in a Brazilian enterprise throughout case study aiming to provide an initial framework for further discussion about design in this context.

We suppose that different conditions for design development in the firm, such as: the lack of product strategy, portfolio development and management, commercial skills, the difficulty to reproduce design into production, and the informal way of framing its business lead to the need of situated design practices that requires design know-how.

The new design implementation into production and market does not rely only on “good” design practice by itself requiring more effort from other areas of the company in diverse levels.

Keywords: Design and Innovation, SMEs’ Constraints, Furniture Sector, Brazil

Get Lost! and Filtershuffle: Designing mobile applications for unpredictability

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Computational systems have permeated our lives, enhancing our daily interactions and aiding us in every task, simple or complex, reducing errors and promoting optimisation. However, this highly useful pursuit of efficiency brings with it unforeseen disadvantages: by preventing errors and accidents, we are less likely to stumble upon something unexpected and surprising, something that challenges us and exposes us to novel experiences.

To this regard, we present two mobile applications currently in development, Get Lost! and Filtershuffle, which utilise the concepts of randomness and defamiliarisation within the categories, respectively, of urban exploration and digital photography, as methods to re-introduce unexpectedness and unpredictability into our technology-enhanced lives.

Keywords: Interaction Design, Iterative Design, Ubiquitous Computing, Randomness, Defamiliarisation

Evaluating engagement in aesthetic interaction through prosody

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This article explores expressive affordances as a measure of engagement in aesthetic interaction, toward an analysis framework for tangible interfaces. This framework aims to assist in designing for expressiveness and assessing human engagement. From a review of current literature we arrive at two aesthetic approaches to interaction: the pragmatist and the naturalist. These are used to examine theoretical and empirical studies on the relations between aesthetics and affordances. We conclude that expressiveness results from cognitive flows between the user space and the artefact space, and that while interaction properties can help improve adequacy, interaction success is ultimately left to subjective judgement. Prosody is advanced as a candidate to describe a range of expressiveness in aesthetic engagement, and we propose a tangible interface designed to test this in empirical studies.

Keywords: Aesthetics, Interaction, Affordances, Design, Prosody

Towards a political dimension of speculative design

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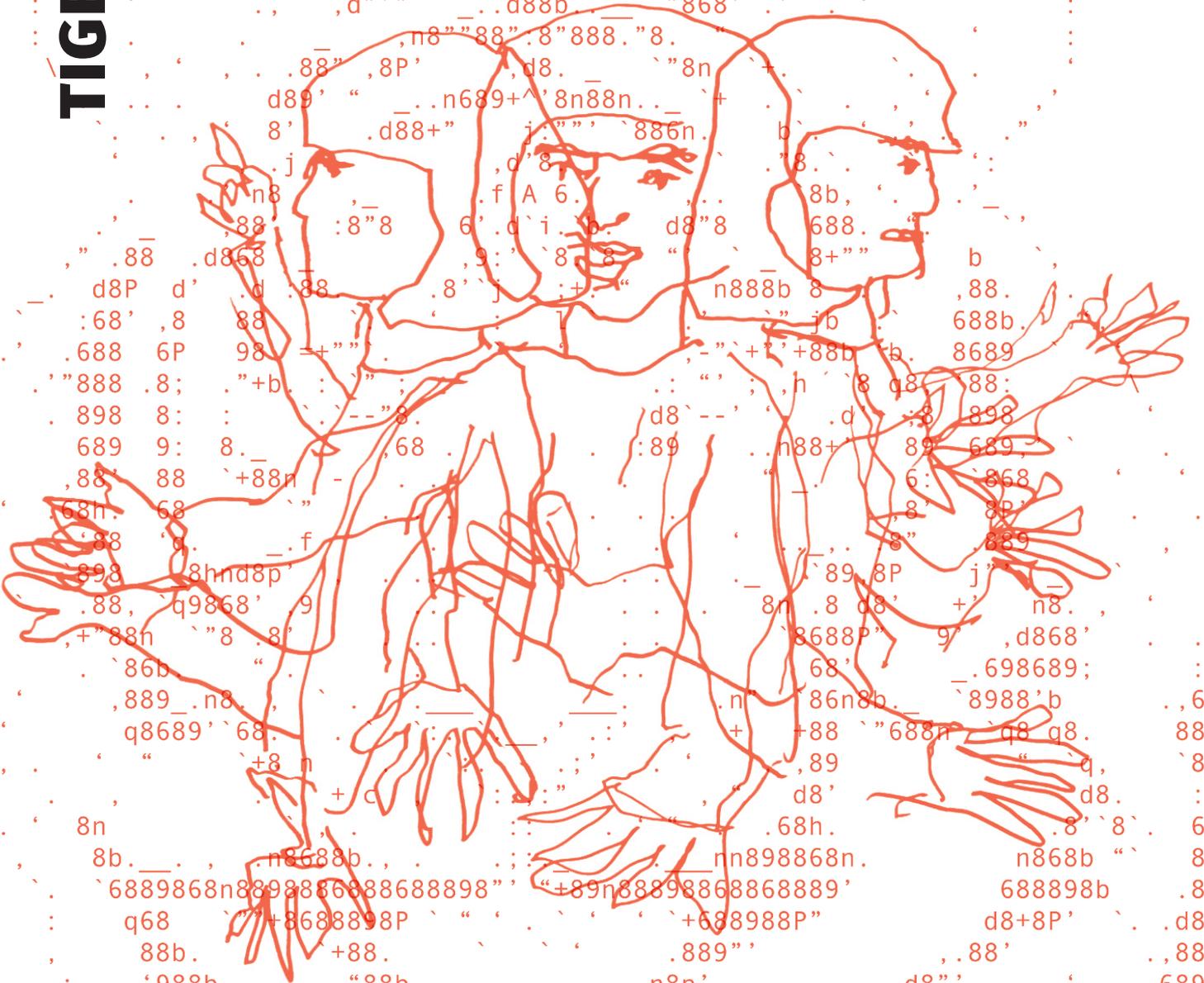
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The research focuses on the critical and speculative practices emerging in the field of graphic design. Graphic design lacks in-depth reflections about experimental practices that strive for a critical role within the discipline, through speculative design approaches.

The research starts with a theoretical investigation, where I analyse critical-speculative practices both in an historical perspective with graphic design tradition and through a comparison with the set of theories underpinning concepts like “critical theory”, “criticism” and “speculation”.

The research will then focus on those projects and modes of productions able to open up spaces of negotiation and articulation of conflicts regarding social, cultural, and ideological issues. During this phase the political dimension will emerge as the foundation of every practice aiming for a critical and speculative role.

Keywords: Graphic Design, Critical Design, Speculative Design, Politics of Representation, Space of Negotiation



This publication precludes an editorial front stemming from the PhD Program in Design of the University of Porto. It does so in the belief that there is space for research output within an academic program that is not strictly thesis related: students are writing a thesis as much as they are contributing to writing a course, especially one that belongs to a fairly recent scientific discipline, with so much yet to be agreed upon. With this in mind, we start off by addressing an eminently practical subject.

Part of the course work involves a series of immersive sessions dedicated to the development of presentation skills, followed by honest and straightforward feedback. The first sessions revealed a series of shortcomings, naturally taken as opportunities for improvement. We thus decided to create an inventory of issues and suggestions that could be used by ourselves and others as

recommendations for an effective research presentation. What you hold now is therefore no more than a humble collection of tips and testimonies emerging directly from our own experience and discussions, complemented by drawings on the subject, specifically produced in a workshop environment.

We will follow up in due time with further content based on the course experience; meanwhile, it is also our intention that the present volume be further diversified with online versions in various languages, as well as podcasts. It is interesting to note that some of our recommendations contradict prevailing wisdom regarding the art of research communication; this is obviously fine, and it simply signals the benefit of dialogue. Accordingly, an associated online discussion forum will also be implemented.

mh

A imagem da Cidade emerge da Cidade

15 a 26 de Outubro de 2015

Galeria dos Leões

Acto público: 20 de Outubro, 18h30



Porto Pelo Porto: O Quê?

“Porto Pelo Porto” é um ponto de convergência: uma exposição, um arquivo online de carácter participativo e um projecto de investigação em design assinado colectivamente por académicos, cidadãos, profissionais e associações. “Porto Pelo Porto” faz convergir as múltiplas representações do nome da cidade que historicamente se encontram inscritas em si mesma, numa vocação patrimonial e numa vontade de re-interpretação contemporânea. A exposição “Porto Pelo Porto” inaugura publicamente o projecto nas suas múltiplas vertentes, apresentando uma selecção de imagens documentais, uma selecção de interpretações gráficas daquelas derivadas, e um palimpsesto do nome da cidade que receberá contribuições diárias, ganhando densidade, presença e propósito.

Porto Pelo Porto: Porquê?

A palavra “Porto” escreve-se de todas as maneiras que esta cidade múltipla e profusa vai gerando para se marcar a si própria. Todas em simultâneo, em cada momento. Uma grafia simbólica da palavra Porto que se queira manter e reconhecer implica então acolher e congregar continuamente estas escritas, utopia que só é possível aproximar com a contribuição de todos os que viveram, vivem, construíram e constroem a cidade. Este espólio pode ser composto em possibilidades que se apresentam como variantes gráficas, sistematicamente novas, da pergunta: “O que sou eu, Porto?”

Porto Pelo Porto: Quem?

“Porto Pelo Porto” é um projecto de parceria entre as seguintes entidades:

A Transformadora
FuturePlaces, Medialab para a Cidadania
UPTEC
ID+ / Media e Perplexidade
Escritório do Infante

“Porto Pelo Porto” conta ainda com a colaboração de:

PhD Design / U.Porto
±maismenos±
Museu do Resgate
Rádio Manobras

“Porto Pelo Porto” integra ainda investigação pós-doutoral financiada pela Fundação para a Ciência e Tecnologia.

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