



CALL FOR PAPERS / CASES / WORKSHOPS

6th International Design & Emotion Conference

Hong Kong, October 6-9, 2008

www.sd.polyu.edu.hk/de2008

www.designandemotion.org

The School of Design, Hong Kong Polytechnic University and the Design & Emotion Society invite you to the 6th International Conference on Design & Emotion in Hong Kong, October 6-9, 2008. The International Conference on Design & Emotion is a forum where practitioners, researchers and industry meet and exchange knowledge and insights concerning the cross-disciplinary field of design and emotion.

The conference will offer workshops, paper presentations, design case presentations, and poster presentations. The conference language will be English. All written material (abstracts, papers, posters, cases, and workshop material) and accompanying presentations should be in English.

Submissions are invited for four types of events:

- spoken papers
- spoken design cases
- posters
- workshops

Call for papers

D&E conference invites abstract submissions of 500 words of a maximum length. Submissions are invited on significant, original, and previously unpublished research in the domain of design and emotion. Authors of the accepted abstracts will be invited to submit a paper of 4000 words of maximum length, or a poster to present the work. Please make sure to include one conference theme (see below) for each submitted abstract. See the conference website for additional submission details. Note that abstract acceptance does not guarantee paper acceptance because both the abstracts and the full papers will be submitted to a review procedure.

Call for cases

D&E conference invites practitioners to submit design cases that relate to the theme of design and emotion. Submissions should include the presenter's name and affiliations (organization, design company, etcetera), a brief description of the case of 500 words of maximum length, and (if possible) pictures or renderings illustrating the case. Authors of accepted cases will be invited to submit a power point visual presentation of the design case with 30 slides maximum, and to present the case at the conference. See the conference website for additional submission details.

Call for workshops

D&E conference invites researchers and practitioners to submit proposals for workshops. The purpose of these workshops is to provide a platform for presenting novel ideas in a less formal and possibly more focused way than the conference itself. The format of each workshop is to be determined by the organizers, but it is expected that they contain ample time for general discussion. The preference is for half-day or one day workshops. See the conference website for additional submission details and deadlines.

Abstracts/proposals can be submitted via the conference

website: www.sd.polyu.edu.hk/de2008

Important Dates

- 31 January** Deadline for abstract submission
- 29 February** Notification of acceptance of abstract
- 30 April** Deadline for full papers/cases/posters
- 15 June** Notification of acceptance for papers/cases/posters
- 15 August** Deadline for final submission

Conference Themes

The main theme of the conference is **Design and Emotion**. Contributions are invited on the overall theme and in particular on the following sub-themes:

Values & Culture

Emotions are closely linked to values; our strongest emotions we experience in response to things we value most. Some of our values we share with all humans, and some differ across cultures. This theme invites papers that focus on the relationships between design, values, culture, and emotion, and in particular papers that address the Asian lifestyle; East vs. West; social culture and design; globalization.

Usage & Interaction

Product usage and user-product interaction evoke emotional responses that go beyond the initial emotional impact of product appearance. Interaction can generate emotional episodes that involve emotions such as pleasure, frustration, delight, boredom, interest, and so forth. This theme invites papers that propose interaction models, design solutions and theories for design interaction and emotion.

Modeling Experience

In spite of the subjective and personal nature of emotion and experience, design for experience allows for structured approaches that are based on, or identify, opportunities for modeling experience. This theme invites papers that propose tools, methods, theories and techniques, that focus on the relationships between objective design parameters or product attributes and subjective experiences.

Technology & Materials

Although materials and technology cannot experience emotions, their objective properties, which are perceived with our eyes, ears, nose, mouth, and sense of touch, will generate subjective impressions. This theme invites papers that address the emotional impact of materials and technology, affective computing, and the challenges of building emotional machines, such as emotional robots.

Brands & Consumption

Emotions are closely related to motivations, and they will influence our consumer behavior, such as, purchase intentions, in store decisions, and price willingness. Brands are often carriers of these experiences, and the success of a brand is inevitably linked to emotion. This theme invites papers that explore the relationship between brand, emotion, and consumer behavior.

Design & Emotion: Methodological issues

This theme invites research that is proposing tools and techniques for designing emotions. These can be, for example, tools and techniques that serve a purpose in generating design visions, in generating design, and in evaluating design.

Design & Emotion: Theoretical issues

Still there are many unanswered questions about design and emotion. This theme invites discussions about the validity of existing models, proposals for new models, and the applicability of models in other domains.

Special interest themes:

Desire & Lust

Which products do we desire? What qualities of products are desirable? Can we experience lust in response to product design? How to design for desire? Are desire and lust the exclusive domain of luxury products and brands? This theme invites papers that discuss the role of desire and lust in design.

Food & Fragrance design

What emotional responses do we experience in response to foods and fragrances? Are these particular and distinct emotions, or are these the same emotions we also experience in response to product appearance? How can we describe and design for food and fragrance emotions? This theme invites papers that discuss the experiential impact of food and fragrance design.

Toy & Game design

Why are we attached to our childhood toys? How can toys be used to teach emotions? How can games be designed to elicit specific emotions? This theme invites papers that address toys and games with emotional properties, toys and games that teach emotions, and models of how toys and games elicit emotions.

Design for hospitality

What emotions are experienced when checking in a hotel, or when dining at a restaurant? How can we understand the emotional episodes experienced when using complex services? This theme invites papers that address the emotional impact of hospitality services and approaches to design for service and emotion.

Emotion in design education

What is the role of emotion in design education? How are students stimulated to understand their own emotions and those of the users of the products that they will design? This theme invites papers that discuss (examples of) the role of emotion in design education.