

PROGRAM DDC'19

IADE | Universidade Europeia, Lisbon
22 – 24.05.2019



Doctoral Design
Conference'19
TransFormation

22.05 | DAY 1

09:00 Registration

09:30 WORKSHOP 1

**Scripting,
Descripting and
Rescripting Designs,
promoted by
Craig Jeffcot**

11:00 Coffe break

11:30 WORKSHOP 3

**Information
Design and
Journalism, by
Milton Capelletti**

13:00 Lunch break

14:30 OPEN CERIMONY

Chair: Ana Margarida Ferreira

15:00 Pitch by Lourenço de Pauli Souza - The role of Design Management in the Instagram Influencer Marketing

15:15 Characterization of Toilet Design: Socio-Cultural Perspective of Innovative and Sustainable Sanitation - Laura Korčulanin and Ana Margarida Ferreira

15:30 Circular Economy - Tools for Designers - David Camocho, José Vicente and Ana Margarida Ferreira

15:45 Envisioning the Next Generation of Designers: A Participatory Workshop on Design Education for Social Impact and Sustainability - Hugo Rocha, Ana Margarida Ferreira and Jefferson de Azevedo

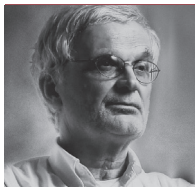
16:00 Exploring Sustainable Behaviors Embedded in Everyday Life in the City: An Overview of Suggested Behaviors in the City Context - Sevgi Gaye Ayanoglu, Emilia Duarte and Maria Madalena Rocha Pereira

16:15 Debate

16:30 Coffe break

17:00 Registration

17:30



**Keynote speech,
by Ezio Manzini -
Hyper-local
transformations**

18:30 Debate

23.05 | DAY 2

09:00 Registration

Chair - Sara Gancho

09:30 Pitch by Diogo S. Mendonça - Structures promoting dynamism through error and natural odds, Master in product and space design

09:45 Varying Mindsets in Design Thinking Why they change during the process and how to nudge them - Heidi Weber, Sara Gancho, António Cruz Rodrigues and Américo Mateus

10:00 The Perceived Value of Portuguese Design: Identity elements of Portuguese Culture in Production - Ricardo Graça Silva and Carlos Duarte

10:15 The problematization in the design process: Case report proposed in workshop - Luiza Selau, Carlos Duarte and Júlio van der Linden

10:30 Imagery Analysis in the Cultural Sector: A study of brand visual trends mapped in repertoire dance companies - Manuela Gastal and Fernando Oliveira

10:45 Debate

11:00 Coffe break

Chair: Rodrigo Ramirez

11:30 Pitch by Ana Zikic - Just in Time Measures for Fashion Brand Management - Master in Branding and Fashion Design

11:45 Hybrids, Archetypes and Identity Cosmopolitics in the Anthropocene Era: A Reflective Study of Research Through Speculative and Critical Design Practice - Craig Jeffcott and Ana Margarida Ferreira

12:00 Coworking Design Learning in the Underground/Middleground/Upperground. A Conceptual Framework - Fernando Mendes, Carlos Duarte and Katja Tschimmel

12:30 Designing in the invisible world - Nuno Bernardo and Emilia Duarte

12:45 Debate

13:00 Lunch break

Chair: Hande Ayanoglu

15:00 Pitch by Beatriz Pereira - The Design of a Serious Game to Promote Hand Hygiene in Healthcare Contexts - Master in Interaction Design

15:15 Mapping Cross-sensory Interactions Between Spain and Portugal. The results of a Synaesthetic Design Workshop - Davide Antonio Gambera, Dina Riccò and Emilia Duarte

15:30 Designing Innovative Clothing for Health and Wellbeing: Using a Biomimetic Approach and Heat Releasing Electronic Nanocomposite Materials to Fibromyalgia Patients - Merve Balkiç, Ana Margarida Ferreira and Emine Koca

15:45 The Relation Between UCD Principles and Evaluation Methods in Digital Product Design Development Process. Laura Saldanha and Emilia Duarte

16:00 Usability and User Experience Evaluation of Learning Management Systems - Demerval Junior

16:15 Debate

16:30 Coffe break

17:00 Registration

17:30



**Keynote speech,
by Johan Redström -
Digital transformation:
Three Reflections**

18:30 Debate

24.05 | DAY 3

09:00 Registration

Chair: Ricardo Loução

09:30 Pitch by André Diogo - Design of Social Robots: How to Increase Trust in Robots in Emergency Situations, Master in Interaction Design

09:45 New Social Robots Design Methodologies to Promote Empathy in Human-Robot Interaction - Ana Luísa Fernandes and Alexandre Bernardino

10:00 The Resource-Based View Theory as a Tool to Value the Design Process of Smaller Companies in the Automotive Industry - Ricardo Santos, Jose Ferro-Camacho and José Rui Marcelino

10:15 10:15 - Application of Small Scale Wind Turbines Systems in Lisbon - Mariana Oliveira

10:30 Co-creating Transformation: Synchronizing Operations and Organisational Change Through Design - Pedro Alegria and José Ferro Camacho

10:45 Debate

11:00 Coffe break

Chair: Cristina Pinheiro

11:30 Pitch by Márcia Sofia Batista - The Long-term Business Relationship Between Brands and Digital Influencers - Master in Design & Advertisement

11:40 Artificial Intelligence in the Methodology of Brand Creation - Rodney Schunck

11:55 How to Experiment if Visual Metaphor in a Logotype has Significance to Remembrance - André Clemente, Flávio Almeida and António Mendes

12:10 Imagery Analysis in the Cultural Sector: A study of brand visual trends mapped in repertoire dance companies - Manuela Gastal and Fernando Oliveira

12:25 The Connection Between Experiential Fashion Marketing and Emotional Fashion Branding - Cökçen Damla Ak, Fernando Oliveira and Birsen Çileroglu

12:45 Mobile Comics: Comics' Features Focusing on Small Screen Devices - Alexandra Presser, Gilson Braviano and Eduardo Corte-Real

13:15 Debate

13:30 Lunch break

Chair: Flávio Almeida

15:00 Pitch by João Couto Gonçalves - A Dynamic Identity for the Azores Archipelago - Master in Design and Visual Culture

15:15 The Gaze of Culture and Communication: Strategic analysis of Consumption and Trends - William Cantú, Clarissa Lopes, Nelson Gomes and Gilberto Prado

15:30 Graphic Language in the Work of Hayao Miyazaki, Cátia Peres, Eduardo Corte-Real and Marina Graça

15:45 SataniK - Woman Antihero - Olga Galeeva, Flávio Almeida and Teresa Lousa

16:00 The Blue Horse of Almada Negreiros: The Transformation of the Futurist ideals into an Act of Resistance to the Censorship of Salazar's Political Regime - Diogo Goncalves, Carvalho Rodrigues and Cristina Ventura

16:15 Debate

16:30 Coffe break

17:00 Registration

17:30



**Keynote speech, by
Paulo Teixeira Pinto -
The Zero Museum**

18:30 Debate

18:45 CLOSING REMARKS