



Design Doctoral  
Conference'18  
Transgression



IADE | Universidade Europeia, Lisbon  
Fábrica, Campus Santos, 20 - 22 / 06 / 2018



## PROGRAM

### Day 1 - 20th June

16:00-16:30	Registration
16:30-17:30	Welcome speeches <b>Carlos Rosa</b> , Dean of IADE <b>Pedro Barbas Homem</b> , Rector of Universidade Europeia <b>Emília Duarte</b> , PhD in Design course coordinator and director of UNIDCOM/IADE
17:30-18:30	Keynote by <b>Roberto Feo</b> , El Último Grito "On #multiplexing #collapsescapes #representation #dreams #systems #models #nut #rematerialisation #fractals #malfiction #horizons #blackandwhite #montage #physicalediting #miseenscene #cameraobscura #whatisdesign #underwriters #designessay #offscreen #GTFOofearth #deusexmachina #alpha60 #vehicles #practiceresearch ... a dictionary of sorts"
18:30-19:00	Debate

### Day 2 - 21st June

09:30-10:00	Registration
10:00-10:15	<b>SESSION 1 - Chair: Ana Margarida Ferreira</b>
10:00-10:15	<b>Active Design Method for Sustainable Urban Water Management</b> Laura Korčulanin, Rajko Mursic and Ana Margarida Ferreira
10:15-10:30	<b>TRANSforming social dynamics by Design - Collaborative methodologies and the empowerment and resilience of the Communities</b> João Bernarda and Ana Margarida Ferreira
10:30-10:45	<b>Design as Enabler of Social Value Creation</b> Daniela Graça, Rui Roda and David Bota
10:45-11:00	<b>Promoting Sustainable Behaviour Through Fashionable Technology</b> Sevgi Gaye Ayanoglu, Madalena Pereira and Emília Duarte
11:00-11:15	<b>Transition to circular and sustainable economy through design</b> David João Camocho, José Vicente and Ana Margarida Ferreira
11:15-11:30	Debate
11:30-12:00	<b>Coffee-break</b>
12:00-12:15	<b>SESSION 2 - Chair: Carlos Rosa</b>
12:00-12:15	<b>Using Real Data in Digital Product Design Development Process</b> Laura Saldanha and Emília Duarte
12:15-12:30	<b>My Co-Worker is a Machine: a transgressive essay</b> Ana Espada and Carlos Rosa
12:30-12:45	<b>Media Literacy Lessons: Youth Connections and Coalition</b> Romulo Pinto and Ernesto Filgueiras
12:45-13:00	<b>iTV eygaze interaction - a preliminar study</b> Bruno Nobre, Emília Duarte and Teresa Romão
13:00-13:15	<b>Interface Design, UX and Emotion: a State-of-the-Art Report</b> Mónica Dias and Flávio Almeida
13:15-13:30	Debate



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**13:30-15:00** *Lunch time*

**SESSION 3 - Chair: Flávio Almeida**

15:00-15:15 **Visual Language in the work of Hayao Miyazaki**  
Cátia Peres, Marina Estela Graça and Eduardo Côrte-Real

15:15-15:30 **Glocal Brands: cultural influences in branding**  
Maria Clara Rego, Daniel Raposo and Fernando Oliveira

15:30-15:45 **Where Does the "Logo" Stand in the Brand?**  
André Clemente, António Mendes and Susana Leonor

15:45-16:00 **Some acts of transgression in Communication Design**  
Márcio Serrado and Susana Leonor

16:00-16:15 **Generating new tiles models inspired from the Moroccan and Portuguese Azulejos**  
Ghita Abens, Bruno Silva and Carlos Rosa

16:15-16:30 Debate

**16:30-17:00** *Coffee-break*

17:00-17:30 Registration

17:30-18:30 Keynote by  
**Renny Ramakers**, Droog Design  
"Rethink, Rethink, Rethink, Transcend your own narrative"

18:30-19:00 Debate

## Day 3 - 22nd June

09:30-10:00 Registration

**SESSION 4 - Chair: Eduardo Gonçalves**

10:00-10:15 **Design as Technology for Social Innovation**  
Patricia Werner and Sydney Freitas

10:15-10:30 **Deconstructing the Creative Processes in Design Thinking**  
Heidi Weber, António Cruz Rodrigues and Américo Mateus

10:30-10:45 **Projectual Action in Design: How the human brain manages procedures and how they influence it**  
Maria João Ambrósio, David Bota and António Cruz Rodrigues

10:45-11:00 **A Study of the Contribution of Author's Design to the Increase of Perceived Value of Portuguese Design**  
Ricardo Graça Silva, David Bota and Carlos Duarte

11:00-11:15 **Why Design matters? Making the case for the smaller companies in the automotive industry**  
Ricardo Santos, José Rui Marcelino, José Ferro Camacho

11:15-11:30 Debate

**11:30-12:00** *Coffee-break*



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**SESSION 5 - Chair: Cristina Pinheiro**

12:00-12:15

**Stigmergy and Design: Decentralised Design Education**

Fernando Mendes, Carlos Duarte and Katja Tschimmel

12:15-12:30

**Learning while moving - improving the learner experience in classroom learning and training**

Pieter Sprangers and António Rodrigues

12:30-12:45

**Benchmarking Higher Education in Design for Social Innovation and Sustainability: State of Art and future challenges**

Hugo Rocha, Ana Margarida Ferreira and Jefferson Azevedo

12:45-13:00

**Basic Design at IADE: Drawing the line**

Ana Glória, Diana Dias and Emília Duarte

13:00-13:15

**Design for health and well-being: introducing a synaesthetic design approach**

Davide Antonio Gambera, Dina Riccò and Emília Duarte

13:15-13:30

Debate

**13:30-15:00 Lunch time**

**SESSION 6 - Chair: Fernando Oliveira**

15:00-15:15

**Design & Sheep's & Aicher Utopia: Transgression and Moral Authority**

Diogo Goncalves, Cristina Ventura and F. Carvalho Rodrigues

15:15-15:30

**Guido Crepax - Valentina - The shape of her time**

Olga Galeeva, Teresa Lousa and Flavio Almeida

15:30-15:45

**Design for stories in a single image: search for a pattern**

Carlos Costa and Carlos Rosa

15:45-16:00

**Movements between Design and Photography**

Paulo Andrade, Aníbal Lemos and Fernando Oliveira

16:00-16:15

**Design service in Museums communication: a plan overview**

Susana Pereira, Fernando Oliveira, Helena Souto and António Nunes Pereira

16:15-16:30

Debate

**16:30-17:00 Coffee-break**

17:00-17:30

Registration

17:30-18:30

Keynote by  
**Stefano Giovannoni**

"Extra-ordinary objects: from Girotondo to Qeeboo"

18:30-19:00

Debate

19:00-19:15

Closing remarks

**Emília Duarte**, PhD in Design course coordinator and director of UNIDCOM/IADE