

Invitation to

the **3rd Nordcode Seminar & Workshop**
"Design communication"

Lyngby/Copenhagen April 28-30 2004
Technical University of Denmark

Please forward this invitation to colleagues for whom the seminar is relevant

Seminar theme and focus

In accordance to the general topic "Design communication" – the seminar continues the building of a platform for future cooperation, started in the first two Nordcode seminars. The aim is to share opinions and to encourage and support research within communicative products design seen from a Nordic perspective.

Design is about communication in many dimensions. Designed objects communicate messages about aesthetic qualities and information about their use and usability. Also the design process is very much about communication. The design team communicates about design concepts and communication with users is central to ensure good design.

Topics include:

- Semantic and aesthetic functions – How do products communicate? And how do designers communicate their thoughts about design intentions?
- User involvement - How can users be involved in the design process?
- User centred design - How can user requirements be handled in the design process?
- Conceptualization - How can designers communicate early design ideas/concepts within a design team? And with potential consumers?

The seminar will be organised primarily around presentations of **working papers** illustrating various research approaches and topical research projects of the network members.

The seminar will take place on April 29th & 30th at the Technical University of Denmark. Preceding the seminar a **workshop** on "**Design communication experiments**" will be arranged at on April 28th. Guests can choose to participate either in the workshop and the seminar or only in the seminar.

Deadlines:

Notification of interest: **March 26th 2004**

Working paper: **April 15th 2004**

Full paper: **June 30th 2004**

The Nordcode network

The Nordic network for research on communicative product design (Nordcode) is an initiative of research colleagues of the department of Industrial Design Engineering at Chalmers University of Technology (in Gothenburg, Sweden) and the "Meaning of form" research group at the University of Art and Design Helsinki (UIAH), Finland, The Norwegian University of Science and Technology, Trondheim, Norway and the Department of Mechanical Engineering (MEK) and the Department of Manufacturing Engineering and Management (IPL) at the Technical University of Denmark, Lyngby, Denmark.

The network was established in order to facilitate Nordic research collaboration specifically in the field of communicative product design. Biannual seminars function as the main discussion forums of the network, gathering together active researchers from the Nordic countries. The first two Nordcode seminars were organised on March 10-11, 2003 in Gothenburg and on October 1-3, 2003 in Helsinki.

<http://nordcode.hut.fi/>

Tentative program

Wednesday, April 28, 10.00-17.00

Nordcode workshop "Design communication experiments"

Host: Per Boelskifte & Torben Lenau

Optional evening arrangement

Thursday, April 29, 10.00-18.00

Nordcode seminar "Design communication"

Chairman: Per Boelskifte

Keynote speaker: Professor Paul Hekkert, TU Delft: "Designing for experience"

Working papers

Seminar dinner

Friday, April 30, 9.00-16.00

Nordcode seminar "Design communication"

Chairman: Torben Lenau

Invited keynote speaker

Working papers

Both the seminar and the workshop will take place at DTU building 358 in Lyngby.

Working papers and presentations

Working papers

The seminar will focus on the presentations and the accompanying working papers of the participants. The working papers should be brief (2-3 pages) description of research in progress. Conceptual papers concerning the topic of communicative product design are also welcomed, but the use of practical examples will be particularly encouraged. The working papers will be displayed at the Nordcode homepage and included in the seminar folder that will be delivered to the participants at registration.

Presentations

The papers will be presented at the seminar. As estimated, there will be about 20 minutes arranged for each presentation (including questions).

Post-conference publication

On the basis of the working papers, authors will be asked to provide full academic papers (5-10 pages) that will be reviewed and edited for a post-conference publication from the Technical University of Denmark.

Important dates

- Notification of interest: **March 26th 2004**
to Torben Lenau, lenau@ipl.dtu.dk (please note whether you will be submitting only a working paper or are also interested in writing a full paper)
- Working paper: **April 15th 2004**
(please keep the deadline so other participants can read your working paper before the seminar). The working papers should be mailed in MSWord-format.
- Full paper (selected papers for publication): **June 30th 2004**

Nordcode workshop

Preceding the seminar a **workshop** on “**Design communication experiments**” will be arranged at DTU on April 28th.

The workshop will be documented and analysed, and a research report will be written to the post conference publication.

Registration by March 26th to Torben Lenau (lenau@ipl.dtu.dk)

More information on the workshop will be provided later.

The organising committee:

- Professor Per Boelskifte, Department of Mechanical Engineering, DTU.
- Associate professor Torben Lenau, Dep. of Manufacturing Engineering and Management, DTU.
- Associate professor Claus Thorp Hansen, Department of Mechanical Engineering, DTU.

Practicalities

Seminar fees

Guest can attend both the seminar and the workshop free of charge. The participants should be prepared to pay the meals by themselves (funding is under negotiation). Accommodation and travel cost will be covered by the participants.

Registration

By March 26th to Torben Lenau.

Please include in the registration your

- name, title, position, institution and
- contact information (email, phone, address)

Note also whether:

- you will participate in the workshop (wed) and/or the seminar (thur/fri)
- you will be delivering a working paper (by April 15th) and presentation at the seminar (title and topic), and
- your initial interest in writing a full paper to the post-conference publication.

The participants are encouraged to give a presentation & working papers in the seminar. It is possible to attend the seminar also without them.

Seminar and workshop venue

Technical University of Denmark, Building 358 (<http://www.dtu.dk>)

The University is situated 10 km north of Copenhagen City Centre and reachable through direct busses and S-train from Copenhagen. Please find transportation information at http://www.adm.dtu.dk/fakta/transport/index_e.htm

Accommodation

Participants are asked to arrange accommodation by themselves. Relevant links are

<http://www.aok.dk>

<http://www.danhostel.dk/>

http://www.at-rejse-er-at-leve.dk/hostels/koebenhavn_hostels.htm

<http://www.hostel-denmark.com>

Contact

Torben Lenau, Technical University of Denmark

E-mail: lenau@ipl.dtu.dk

Tel: +45 4525 4811

<http://www.ipl.dtu.dk/lenau>

<http://www.designing.dk>

For updates and information about Nordcode, please visit:

<http://www.nordcode.hut.fi>