

Dear Colleague,

On behalf of the Conference Organizing Committee, I would like to inform you of the:

FIFTH INTERNATIONAL CONFERENCE ON DESIGN PRINCIPLES AND PRACTICES

University of Rome

Rome, Italy

2-4 February 2011

www.Design-Conference.com

Next year's conference will be held in Rome, Italy. The Design Conference is a place to explore the meaning and purpose of 'design', as well as speaking in grounded ways about the task of design and the use of designed artifacts and processes. The conference is a cross-disciplinary forum that brings together researchers, teachers and practitioners to discuss the nature and future of design. In professional and disciplinary terms, the conference traverses a broad sweep to construct a dialogue which encompasses the perspectives and practices of: anthropology, architecture, art, artificial intelligence, business, cognitive science, communication studies, computer science, cultural studies, design studies, education, e-learning, engineering, ergonomics, fashion, graphic design, history, information systems, industrial design, industrial engineering, instructional design, interior design, interaction design, interface design, journalism, landscape architecture, law, linguistics and semiotics, management, media and entertainment, psychology, sociology, software engineering and telecommunications.

This highly inclusive format provides conference delegates with significant opportunities to connect with people from shared fields and disciplines and with those from vastly different specializations. The resulting conversations provide ample occasions for mutual learning, often weaving between the theoretical and the empirical, research and application, and market pragmatics and social idealism.

As well as an international line-up of plenary speakers, the conference will also include numerous paper, workshop and colloquium presentations by practitioners, teachers and researchers. Presenters may choose to submit written papers for publication in the refereed Design Principles and Practices: An International Journal. If you are unable to attend the conference in person, virtual registrations are also available which allow you to submit a paper for refereeing and possible publication, as well as access to the journal.

Whether you are a virtual or in-person presenter at the Design Conference, we also encourage you to present on the conference YouTube Channel. Please select the online sessions link on the conference website for further details.

The deadline for the next round in the call for papers (a title and short abstract) is 15 April 2010. Future deadlines will be announced on the conference website after this date. Proposals are reviewed within two

weeks of submission. Full details of the conference, including an online proposal submission form, may be found on the conference website at www.Design-Conference.com.

We look forward to receiving your proposal and hope you will be able to join us in Rome in February.

Yours Sincerely,

Prof. Mario Minichiello
Head of Department and Chair of Visual Communications
Birmingham Institute of Art and Design, Birmingham City University, UK
For the Advisory Board, International Conference on Design Principles and Practices and Design Principles and Practices: An International Journal

If you have any inquiries about this conference, please send them by reply to this email. All emails are answered in person by one of our conference administrators within two working days.

Note: If you would like to be removed from this list, please reply to this email with the word 'Unsubscribe' in the subject line. Make sure that you send your request to unsubscribe from the same e-mail address that received this email.