

DESIGN



# Design 3.0 Forums Held by ID KAIST



**DESIGN 3.0 FORUM.**

About Organizers Panelists Schedule Where & When

03 - 04 . November. 2016

**DESIGN 3.0 FORUM**  
the next paradigm of design

**About**

Design 3.0 Forum aims to raise and discuss the challenging issues in design research, education and practice in this newly emerging paradigm we now face with new forms of end-user products such as intelligent products and services, DIV/fabrication tools, and IoTs. These new forms of products and services change the ways people interact with them and shape their everyday lives.

We would like to re-think about our traditional user-centered and human-centered approaches and what are new agenda to be raised and considered for future designers and design researchers to be prepared for. This is what Design 3.0 Forum is targeting for, and we hope that this can be the start of continued conversations around these issues even after this forum.

Through this forum, we will synthesize our discussions with renowned panelists in design research and education for proposing what to

**THREE PANELS OF DESIGN 3.0 FORUM**

**01 DESIGN ISSUES**  
*Open Creativity and Design:*  
The rise in importance of user creativity, social innovation, and personal production

**02 DESIGN RESEARCH**  
*Speculation, research, and research inquiry:*  
The roles of theory, methods, and assumptions of interaction design/HCI

**03 DESIGN EDUCATION**  
*Post-education and practice:*  
Rethinking the elements, limits, and potentials of education and practice in design

**2016 November at ID KAIST**



**DESIGN 3.0**

**2017**  
**DESIGN 3.0 FORUM**  
**BIG, DEEP, OPEN**

OCTOBER 16  
01:00 - 06:00 PM  
GOOGLE CAMPUS SEOUL

**REGISTER**

**2017 October in Seoul**

## Panelists (10-minute presentations each)

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- Kun-pyo Lee: **What is Design 3.0**
- John Zimmerman: **AI as UX**
- Tek-jin Nam: **Design A.D. (Design after deep learning)**
- Ron Wakkary: **Research products: an era of post-prototyping in design research**
- Ilpo Koskinen: **Towards meso scale?**
- Minako Ikeda: **Connecting the big picture to everyday lives**
- Zhiyong Fu: **Educating designers in the context of innovation and entrepreneurship**

# Discussion Points

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- **Design research issues:**  
The focus of design research (*what to research*) - should it be changed? Or anything become more important?
- **Design research approaches:**  
The form of design research (*how to research*) - should it be changed? Or anything become more important?
- **Design education and practice issues:**  
The focus of design education and practice (*what to teach and practice*) - should it be changed? Or anything become more important?

## Design research issues:

The focus of design research (*what to research*)

Should it be changed?

Or anything become more important?

e.g. From users to anything else? How about user mental models of these designs? New research methods and tools necessary? New aesthetics for intangible qualities?

## Design research approaches:

The form of design research (*how to research*)

Should it be changed?

Or anything become more important?

e.g. Qualitative vs quantitative? Roles and forms of theories, methods, tools, provocations, concepts for design knowledge? Relationship with other disciplines?

## **Design education and practice issues:**

The focus of design education and practice  
(what to teach and practice)

Should it be changed?

Or anything become more important?

e.g. High-tech equipped skilled? Integrator and moderator than one-disciplinary expert? How about equipping designers as entrepreneurs? What tool to use for design? How can we designers work with others? What should be the skills we need to promote? Any existing skills that need to be promoted further?

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