



3rd

ICDC

International
Conference on
Design Creativity

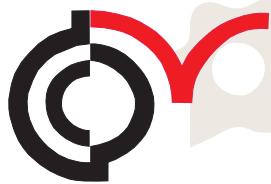
PROCEEDINGS OF

The Third International Conference on

Design Creativity

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The Third International Conference on Design Creativity

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Editors

The Third International Conference on Design Creativity

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Preface

Design involves planning for turning existing situations into preferred ones. The preferred situations are new by definition; creativity, therefore, is a core area of study in design, and involves developing constructions that are new and potentially valuable. While creativity has long been a topic of study in psychology, study of creativity in the context of design is relatively new. The area has been on a steady path of growth as can be seen from the continuous rise in the number of scholarly articles being published in this fundamental and critical area of study.

These proceedings showcase articles from the 3rd International Conference on Design Creativity (3rd ICDC). It follows from 1st ICDC 2010, held in Kobe, Japan during 29 November - 1 December 2010, and 2nd ICDC 2012, held in Glasgow, UK during 18-20 September 2012. Both ICDC 2010 and ICDC 2012 had grand success, attracting a large number of papers and participants. The aim of this biennial conference series has been to provide an international forum to present and discuss latest findings in the nature and potential of design creativity, from both theoretical and methodological viewpoints. ICDC is an official conference of the Special Interest Group (SIG) on Design Creativity of Design Society. Since its inception in 2007, the SIG has steadily expanded its ambit to include engineering design, industrial design, artificial intelligence, linguistics, and cognitive science. Along with the SIG's International Journal of Design Creativity and Innovation, proceedings of 3rd ICDC will form a continuing archive of scholarly contributions to the area of design creativity.

The third international conference on Design Creativity (3rd ICDC) had 64 paper submissions from 19 countries (from Africa, Australia, Asia, Europe, North America and South America). On the basis of a rigorous, double-blind, review process, 30 papers were finally accepted for Podium Presentation and 13 papers were accepted for Short Presentation with Poster. All referees deserve special thanks for their time, effort, pertinent comments and recommendations. The same, time-tested tradition from the previous two conferences was followed to prepare and publish a high-quality technical programme. The topics and themes of the conference and corresponding proceedings included, but were not limited to, the following:

- Design Creativity Assessment and Capturing
- Design Knowledge and Theory
- Models and Frameworks for Design Creativity
- Design Creativity Practice
- Innovation Management and Decision Making
- Creativity Supporting Tools
- Design Creativity Education

The last section of the proceedings contains the Brief Podium Papers, which contain the 13 papers presented during the “Short Presentation with Poster” sessions of the conference.

The organisers are grateful for the contributions of Indian Institute of Science (IISc), Bangalore for providing Satish Dhawan Auditorium at a subsidised price. It is also grateful to Prof. B. Gurumoorthy, Chairman, Centre for Product Design and Manufacturing (CPDM), IISc, for his support to the conference, and to the volunteers – members of staff and students of CPDM, IISc – for their enthusiastic support of the event. Special thanks go to Ms Hari Vardhini for her help with the preparation of the CD proceedings and the book, and to Ms Sonal Keshwani, Ms Kumari MC, and Ms Nishath Salma for their year-long effort to make 3rd ICDC a success.

Amaresh Chakrabarti, Toshiharu Taura, Yukari Nagai
Editors

On behalf of the 3rd ICDC Organising Committee
January 2015

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