



# The 2nd International Conference on Design Creativity

18th to 20th of September 2012  
Glasgow, Scotland, UK

**PROCEEDINGS**



Design Creativity 2012



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Editors

# Design Creativity 2012

## Volume 1





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# Preface

Design Creativity is a challenging but core topic of study in design. It encapsulates the essence of originality of new concepts and the evolution of our society. A simple search on the World Wide Web for “design creativity” returns around 520,000 hits and about four thousand articles. Since the year 2000, when the Design Society was originally established as a formal body, listed articles have grown on average of over 16% per year from just over 700 to just under 4,000. A steady increase, year on year, of scholars and researchers focussing their interests and publishing their findings in this fundamental and critical field of study.

These proceedings present articles of the second conference on Design Creativity (ICDC 2012), with the first being held in Kobe, Japan (<http://www.org.kobe-u.ac.jp/icdc2010/>). ICDC 2012 was held on the 18th to 20th September 2012 in Glasgow, UK. The aim of the biennial conference is to provide an international forum to present and discuss the latest findings in the nature and potential of design creativity from both theoretical and methodological viewpoints. ICDC is an official conference promoted by the Design Creativity Special Interest Group (SIG) of the Design Society. The SIG was established in 2007; since then, its ambit has expanded to include engineering design, industrial design, artificial intelligence, linguistics, and cognitive science. Along with the SIG's International Journal of Design Creativity and Innovation the proceedings of the conference will form a continuing archive of the contributions to design creativity.

All papers received were blind reviewed by at least two referees drawn from an international programme committee. They all deserve special thanks for their time, effort, pertinent comments and recommendations. 31 podium papers were accepted for final publication. The topics and themes of the conference and corresponding proceedings included, but were not limited to the following:

- Creativity and emotion
- Cognition in creative design
- Creative design processes, methods and techniques
- Design thinking and education
- Design creativity practice
- Creativity and innovation
- Creative design assessment and evaluation
- Collaborative creativity

The organisers are grateful for the contributions of Strathclyde University, Scottish Engineering, Tunnocks and Barr.

Alex Duffy and Andrew Wodehouse  
University of Strathclyde

On behalf of the ICDC 2012 Organising Committee  
August 2012





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