

Master of Industrial Design, Tabriz Islamic Art University

Hamidreza Ammarloo

Senior lecturer of Lancaster Institute for the contemporary Arts, England

Bijan Aryana

Design for Iran

This article is an inquiry for finding new approaches towards design for Iran. The propositions are built upon two fundamental concepts; Design, in its general meaning, without any disciplinary boundaries, and Iran as a cultural concept originated in "Iranshahr". We explored and evaluated the existing design approaches in Iran, including Operational Design, Idealistic Design, Local Modernist Design, and Socio-technical Design. So, there is no single efficient design approach in Iran, and thus, a significant approach is needed. We discussed three main propositions: An attempt to explain an Iranian approach to philosophy of technology, Innovation in design processes, and inventing novel design tools and processes.

Keywords

Iran, Design, Philosophy of Technology, Innovation, Design Process

Abstract

Essay

h.emarloo@yahoo.com

Manchester Metropolitan University / Jea Hoo Na

Brunel university London / Youngok Choi + David Harrison

The Design Innovation Spectrum: an overview of Design Influences on Innovation for Manufacturing Companies

This paper discusses the expanding parameters of design and innovation, and constructs a design innovation spectrum a framework presenting a holistic overview of design influences on innovation, in order to comprehend, assess, and prioritise the areas of improvement to increase the innovativeness of manufacturing companies. The research considers manufacturing industry because re-establishing manufacturing strength is a key agenda for balanced economic growth and stability, especially in advanced countries. This empirical research adopted a triangulation approach that included a literature review to construct a theoretical design innovation spectrum, which was then evaluated through in-depth interviews by eleven design innovation and manufacturing experts to link theories and practicality, and forty-six case studies of manufacturing companies to understand its practical implications. The identified design areas were designing, design strategy, and corporate-level design thinking, which were aligned with the parameters of innovation including technological, product/service, process, and organisational innovation to create a design innovation spectrum, which allows for overall assessment of design innovation capabilities, to be used by both internal and/or external design supporting teams to improve manufacturing companies' innovativeness through design.

Keywords

Design Innovation, Design Innovation Spectrum, Improving Innovativeness, Manufacturing

jeahoona@gmail.com

Abstract

Translation

Industrial Design.M.A.

Mahdieh Hatami Saeid Abadi

Industrial Design.M.A.

Yalda Moheb Shahedin

Lecturer Department of Art and Architecture

Saeide Mohtasham Amiri

The Importance of the Different Levels of Emotional Design in Building Effective Relationship with Consumer

(Study of Practical Examples)

One of the of main concerns of designers in the process of product design is how to design a product which can make a deeper and more meaningful relationship with the broader range of consumers . In other words, one of the important and vital points in product design is to determine what are the elements to be considered to achieve to a more successful product. In this descriptive and qualitative research, three different levels of emotional design; Visceral Level, Behavioral Level, and Reflective Level, have been employed and their importance in relation to consumers have been studied. The results show that since each level of emotional design has a different influence on the consumer, applying all these three levels will lead up to a multilateral production success.

Keywords

product design, emotional design, emotional relationship

Abstract

Promotional
Paper

s_mohtashamamiri@yahoo.com

Packaging in E-Commerce: Functionality and Redesign

The purpose of this article is to compare Packaging in online shopping vs offline shopping. It is considered that, the customer's behavior in online shopping is completely different from buying patterns in person; nevertheless the packaging is still mostly designed according to buying in person. In this article, the process in which the package is designed, is challenged; so the differences which are necessary for design process are to be considered. Following these parameters, the effect of time and 4 Moments of Truth (MOT), including ZMOT, FMOT, SMOT and TMOT (Z, F, S and T stand for Zero, First, Second and Third respectively) are also investigated. Furthermore, the influence of the opportunities and limitations of ecommerce on packaging is also considered. This article suggests that the context of redesigning e-commerce packaging should be made by focusing on the discussed parameters.

Keywords

E-Commerce, Packaging Design, Experience Design

Abstract

Promotional
Paper

zeinab.ghdassi@gmail.com

Industrial Design.M.A.

Neda Rostampour

Associate Professor Faculty of Applied Arts, University of Art

Mohammad Razzaghi

Industrial Design.M.A.

Saeide Mohtasham Amiri

Autism from Design Thinking Point of View

This article provides an introduction to autism disorder and its social impacts and consequences; if not treated properly. This paper also compares therapies, being practiced in Iran, using mere psychological treatments and overseas; utilizing multidimensional interdisciplinary therapies in which designers and psychologists go hand in hand to treat the disorder. This study postulates that "Design Thinking" can be regarded as an opportunity for the betterment of the disorder. Though, it is not just a technique for treating autism. It also hypothesizes that if different people with varied specialties, work actively together, they would facilitate community participation in a way that the needs and wants of people with autism are also responded suitably.

Keywords

Autism, Social Interaction, Society, Design Thinking

Abstract

Review
Paper

m.razzaghi@art.ac.ir

Associate Professor, Campuse of Fine Arts, University of Tehran

Yasaman Khodadade

Instructor Department of Art and Architecture

Sarah Sadat Tejareh

Design of Therapeutic Spaces for Boosting the Healing Process

Usually hospitals are dull and boring places, that patients do not like them. Therefore, not only the patients suffer physically, but they are also mentally under pressure and prefer to leave the hospital as soon as possible; although they still need treatments. This paper attempts to address affecting factors on the mental health of patients, to improve the design of hospital environment. For this aim, first, the traditional ways of treatment such as alternative medicine were studied. Then, three hospitals in Iran were investigated and compared within ones in developed countries. The results of this comparison showed that, in some countries, the hospitals were designed in a way to optimize the therapeutic space. However in the hospitals in Iran, these kinds of considerations were not observed. Therefore, a study was performed, and fifty people including patients, doctors and personnel of hospital were interviewed. The results were analyzed and the factors influencing therapeutic environment, for both patients and staff, were identified using Kansei methodology. Based on the achieved results, some design criteria for designing hospital environment, were identified. These criteria, would help designers to design more beneficial places for the patient in their recovery process in hospitals. The studies also showed an urgent demand of today's world for alternative medicine, along with modern medical processes.

Keywords

Interior Design, Design Criteria, Progressive Healing, Alternative Medicine

Abstract

Research
Paper

khodadade@ut.ac.ir