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**'Arty' versus 'real' work [Texto impreso] : gendered relations between industrial designers and engineers in interdisciplinary work settings / Pinar Kaygan**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 87-90 : 59 refs.

In feminist studies from the last couple of decades, although social relations between workers have been acknowledged as an important site of gendering, less emphasis has been placed on the gendered implications of interdisciplinary relations. This paper addresses this gap by examining the experiences of industrial designers whose work requires close relationships with engineers. I argue that particular images and symbols associated with certain occupations have strongly gendered implications for their members. My argument is built on the office narratives I have collected through interviews with industrial designers working in various sectors in Turkey. Drawing on these narratives, this article shows that the interdisciplinary relations between engineers and industrial designers are constructed around a series of symbolic dualisms: 'real'/'arty', objective/subjective, technological/aesthetics-based and masculine/feminine. In the organizations where the former side of these dualisms are linked to the ideal technological worker image, and thus valued over the latter, industrial designers find themselves at a disadvantage in their relationships with engineers. In women's stories, the disadvantaged status associated with being a designer is also intertwined with being a woman, deepening their 'gender inauthenticity' for technological work. In light of these arguments, the paper highlights the need for a more critical and gender-sensitive analysis of the relationships in interdisciplinary design teams.

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1. Gender 2. Ideal worker image 3. Industrial design

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2

**Consumer-perceived symbolic meaning of Fashion Design and Art Collaboration (FDAC) [Texto impreso] / Yuli Bai, Tsan-Ming Choi, Jeanne Tan, Raymond W. Au, Yingchun Zang**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 65-69 : 68 refs.

This research explores the symbolic meaning of Fashion Design and Art Collaboration (FDAC) products based on investigations of the consumers of Louis Vuitton, Vans, Levi's and Adidas. A series of findings and insights were reported: (1) symbolic meaning of FDAC products was found to be critically important for consumers, typically including authentic attributes of originality, uniqueness and freedom; such products' potential superiority lies with the understanding that they can better satisfy people's spiritual demands with the possibility of personal possession and wearing. (2) The appearance attributes consumers discerned in FDAC products were identified as being mainly transferred from artists. (3) Given consumers' multiple interests in the FDAC project, the idea of a 'product packet' was proposed, which means design should cover both individual products and the surroundings. (4) The creation of a story was viewed as the core value of an FDAC product. In this circumstance, design techniques should serve the story. (5) Lastly, a gender orientation in FDAC cognition was identified.

The design journal. -- 2014, v.17, n.1, March, p. 45-71

1. Consumers 2. Fashion design and art collaboration 3. Symbolic meaning 4. Youth

3

**Design as ideology [Texto impreso] : an analysis of the opposition of global and local in South Korean design / Stephen J. Beckett, Hoo-sung Kim**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 27-28 : 20 refs.

In this paper, we look at the opposition of global and local as a site of conflict and examine design's role within the conflict. We do this by analysing the opposition in the context of South Korean design, and look at how representations of the global and local lead to syntheses of opposing positions that we describe as ideological. Our analysis proceeds by schematizing the opposition as a 'semiotic square', allowing us to demonstrate how the opposition between the two terms 'global' and 'local' can be expanded to a number of strategic positions. We draw upon theoretical works from the fields of cultural and political studies, and argue also for the need for greater integration between these areas of study and design studies.

The design journal. -- 2014, v.17, n.1, March, p. 9-28

1. Cultural studies 2. Design and ideology 3. Globalization 4. South Korea

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**Ergonomics as authoritarian or libertarian [Texto impreso] : learning from Colin Ward's Politics of design / Carole Boudeau, Peter Wilkin, Sidney W. A. Dekker**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 87-90 : 85 refs.

Ergonomics is intrinsically connected to political debates about the good society, about how we should live. This article follows the ideas of Colin Ward by setting the practices of ergonomics and design along a spectrum between more libertarian approaches and more authoritarian. Within Anglo-American ergonomics, more authoritarian approaches tend to prevail, often against the wishes of designers who have had to fight with their employers for best possible design outcomes. The article draws on debates about the design and manufacturing of schoolchildren's furniture. Ergonomics would benefit from embracing these issues to stimulate a broader discourse amongst its practitioners about how to be open to new disciplines, particularly those in the social sciences.

The design journal. -- 2014, v.17, n.1, March, p. 91-114

1. Authoritarian politics 2. Colin Ward 3. Design 4. Ergonomics 5. Libertarian politics

5

**A model for visual communication design [Texto impreso] : connecting theories of rhetoric, literacy and design / G. Mauricio Mejía, Sauman Chu**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 41-43 : 25 refs.

This paper proposes a model for visual communication design that builds on theories of rhetoric and functional literacy. It begins by analysing literature about the interrelationships between design and the theories of rhetoric and functional literacy. Then, a detailed revision of their components serves to develop a transdisciplinary model. Structural similarities among the theories allowed for comparison and identification of relevant elements in four categories: creator/producer, design method, visual information and audience. Finally, a model is proposed selecting the most relevant components for analysis and research in visual communication design.

The design journal. -- 2014, v.17, n.1, March, p. 29-43

1. Design theory 2. Functional literacy 3. Rethoric 4. Visual communication design

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**Postgraduate design education in Germany [Texto impreso] : motivations, understandings and experiences of graduates and enrolled students in master's and doctoral programmes / Gavin Melles, Christian Wölfel**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 132-135 : 42 refs.

Germany has a long tradition of excellence in design, highlighted by influential institutions such as the Bauhaus and the Ulm School, which continue to globally influence design practice and education. Design fields are principally located in three of the major institution types in Germany: the Fachhochschulen (Universities of Applied Sciences/Polytechnics), Kunsthochschulen (Universities of Art) and the traditional universities. In all schools and departments practice-based work and traditional research approaches compete for a focus in institutions adapting to the implementation of the Bologna restructuring of Higher Education in Germany. In this new context, what design as an academic discipline (Designwissenschaft) looks like is being defined and debated by academics. However, this discussion is taking place without much reference to the content and nature of existing programmes or the student experience. This lack of empirical input from students, whose experiences and understanding are a key measure, form the basis of this funded research study. Based on qualitative and quantitative data (n = 154) from a survey of enrolled and completed doctoral (n = 39) and master's students (n = 116) gathered during a German government-sponsored research exchange, this preliminary study assesses the motivations, experiences and understanding of design research. The study concludes with an assessment of design as a discipline in Germany based on this data.

The design journal. -- 2014, v.17, n.1, March, p. 115-135

1. Design education 2. Design research 3. Germany 4. Science of design

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**Smart textiles [Texto impreso] : a design approach for garments using conductive fabrics / Li Li, Wai Man Au, Tao Hua, Ding Feng**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 150-153 : 37 refs.

Smart textiles have become a dominant trend in future textiles development, especially wearable electronics. However, electronic garment designs often look more 'technical' than 'textile', which is reflected in the slow growth of the market. Therefore, a design approach is proposed to design the conductive paths of electric stimulation garments in three steps: modelling, division and conquer, and pattern refinement to enhance the aesthetics. A Transcutaneous Electrical Nerve Stimulation (TENS) knitwear garment with a refined conductive network was developed and evaluated. The output waveforms and spectrums of the resulting TENS knitwear are similar to those of TENS signals. The resistance variations are smaller than 16 per cent after optimization, which is largely due to truncation and deformation. This method could provide a feasible and systematic approach to the design of electric stimulation textiles by using conductive fabrics to meet the requirements of both functionality and aesthetics.

The design journal. -- 2014, v.17, n.1, March, p. 137-154

1. Acupuncture 2. Conductive fabrics 3. Electric stimulations 4. Smart textiles 5. Wearable electronics