

1**Designing a premium package [Texto impreso] : some guidelines for designers and marketers / Ruth Mugge ... [et al.]**

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. 601-604

Because a premium image is of critical importance for many A-brands in Fast Moving Consumer Goods (FMCG) categories, it is important for both designers and marketers to have a comprehensive understanding of the package characteristics that can evoke such a premium perception. The present research integrates knowledge from design research and marketing research to enhance the understanding of the role of packaging design in shaping consumers' product perceptions. In two studies using water and chocolate as product categories, we demonstrate that designers should consider four premium cues (extraordinary differentiation, high quality of packaging materials, minimalistic design and authenticity) as important guidelines when designing a premium packaging. When these premium cues are implemented in a packaging design, consumers will recognize the product as a superior, high-quality product that is worth a higher price.

The design journal. -- 2014 (December), v.17, n.4, p. 583-605

1. Packaging design 2. Premium perception 3. Brand image

2**Designing craft research [Texto impreso] : joining emotion and knowledge / Kristina Niedderer, Katherine Townsend**

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. 642-647

This paper considers how both craft and research can be joined in the enterprise of craft research. The rationale is that craft research is still relatively new compared to mainstream design research and that craft, being linked to the creation of artefacts as a source of experience and emotion, is not usually associated with research and the production of knowledge. The paper discusses the emerging need for creative research in the crafts based on sensibilities of material understanding and human values, which contrast with the current strictures of research. Drawing on current models of design research and knowledge, the paper proposes experiential knowledge as the unifying conceptual underpinning of both. The outcome and contribution of the paper is a better understanding of the relationship of craft and research, and of the value of research for advancing craft as a discipline that is viable and relevant for the future.

The design journal. -- 2014 (December), v.17, n.4, p. 624-648

1. Craft research 2. Experience 3. Emotion 4. Knowledge 5. Material understanding 6. Human values

3

An exploratory model for understanding culture in student design team idea generation [Texto impreso] / Andrew Wodehouse, Ross Maclachlan

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. 509-514

This paper explores the relationship between measures within Hofstede's cultural framework and performance in concept design by setting out a methodology for evaluating the conceptual design output of student design teams from a cultural perspective. Economic globalization has meant that the management of global teams has become of strategic importance in product development. Cultural diversity is a key factor in such teams, and this work seeks to better understand the effect this can have on two key aspects of the concept design process: concept generation and concept selection. Three different measures were utilized in the analysis of a design study: aggregate cultural values, calculated individual cultural values and personality traits. The effectiveness of these is reviewed, and a methodology presented that provides a basis for more tangible consideration of how culture impacts upon active concept design teams.

The design journal. -- 2014 (December), v.17, n.4, p. 488-514

1. Concept design 2. Culture 3. Innovation 4. National characteristics 5. Teamwork 6. Creativity

4

Open design [Texto impreso] : contributions, solutions, processes and projects / James Tooze ... [et al.]

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. 555-557

Open design is a catchall term for various on- and offline design and making activities. It can be used to describe a type of design process that allows for (is open to) the participation of anybody (novice or professional) in the collaborative development of something. As well as this, it can mean the distribution and unrestricted use of design blueprints and documentation for the use by others. In this paper, the authors highlight various aspects of open and collaborative design and argue for the use of new terms that address what is open and when. A range of design projects and online platforms that have open attributes are then explored, whereby these terms are applied. In terms of design, the focus is specifically on the design of physical things rather than graphical, software or system design.

The design journal. -- 2014 (December), v.17, n.4, p. 538-559

1. Open design 2. Co-creation 3. Co-design 4. Definitions

5

Towards a Design Process Ontology [Texto impreso] / Stephen Green, Darren Southee, John Boulton

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. 533-536

In the absence of any single coherent all-encompassing theoretical model of designing, this study seeks to review and rationalize theories of design process as the foundational framework for exploring where value is added through design. This leads to an interim design process ontology, or more simply; a terminological framework which can accommodate the significant developments in design process modelling of the last 50 years alongside identification of other significant factors which affect design outcomes.

Within the resulting ontology class hierarchy, design process is placed within the wider context of 'design domain' and an 'Input-Process-Output' classification. Within the 'Process class, Motivation, Scale, Path and Design Process Structures' are identified as significant subclasses. Research challenges resulting from the interim design ontology are identified.

The design journal. -- 2014 (December), v.17, n.4, p. 515-537

1. Ontology 2. Design process 3. Design process models 4. Fuzzy front end 5. Design thinking

6

What is human centred design? [Texto impreso] / Joseph Giacomini

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. 619-622

Reflections upon the meaning of the word 'design' are made and a relatively complete definition of the paradigm of human centred design is formulated. Aspects of both the background and the current practice of the paradigm are presented, as is a basic structural model of the design questions addressed. Examples are provided of the economic benefit of human centred design in business settings as an approach for designing products, systems and services which are physically, perceptually, cognitively and emotionally intuitive. Examples are further provided of the coherence of the paradigm with the logic and structure of several currently popular marketing and branding frameworks. Finally, some strategic implications of adopting human centred design as a business strategy are suggested.

The design journal. -- 2014 (December), v.17, n.4, p. 606-623

1. People centred design 2. Human centred design 3. Design process 4. Innovation model

7

The wicked problem of design management [Texto impreso] : perspectives from the field of entrepreneurship / Suna Løwe Nielsen, Poul Rind Christensen

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References: p. 557-581

Inexplicable tensions and paradoxes exist between the underlying assumptions and logics of design and the related management perspectives. This paper aims to contribute to the design management literature by introducing entrepreneurship as an alternative management perspective. Entrepreneurship holds the capacity to add new valuable managerial meaning to the term design management that does not disrupt the uniqueness of design. A differentiation is made between two logics of management - administrative management and entrepreneurial management - and the article argues against a one-management-style-fits-all-design-processes approach. Design associated with complex and wicked problems may be more closely associated with entrepreneurial design management, whereas design based on simpler and tamer design problems may align better with administrative design management. A framework of entrepreneurial design management is introduced and the theoretical and practical implications of entrepreneurship as a platform for design management are brought into perspective.

The design journal. -- 2014 (December), v.17, n.4, p. 560-582

1. Administrative/entrepreneurial design management 2. Causal and effectual reasoning