

「XIN·信」

**2009 北京 ICOGRADA 世界设计大会**

**[www.beijing2009.org](http://www.beijing2009.org)**

**CALL FOR ABSTRACTS: ICOGRADA WORLD DESIGN CONGRESS 2009  
EDUCATION CONFERENCE**

Literally signifying human speaking and hence message/letter in Chinese, Xin-信 represents a primitive means of communication. Yet today Xin has come to encompass more dimensions than ever before:

Xin-xi (Information)—human communication  
Xin-nian (Vision)—designing a better world  
Xin-ren (Trust)—understanding and collaboration  
Xin-yong (Creditability)—reliability and responsibility  
Xin-xin (Faith)—believing in hope

Through the theme of Xin-信, Icograda World Design Congress 2009 Beijing seeks to explore the contemporary issues and challenges facing communication design.

The Congress is being planned in collaboration with the Central Academy of Fine Arts (CAFA), a member of Icograda's Education Network (IEN). CAFA is the only national art education institution in China directly under the Ministry of Education, exclusively dedicated to the education of the fine arts, including painting, sculpture, design, architecture and art history.

**Conference format and theme**

The Icograda Education Network (IEN) Conference brings together the worldwide community of communication design educational institutions during the Icograda World Design Congress 2009. This two-day event will include invited and refereed papers. All selected papers will be published in book form and on the Icograda website following the event.

Icograda is inviting papers from the international design education community in the following areas:

1. Design Education and Innovation
2. Design Education and Diversity
3. Design Education and Cross-Disciplinary Collaboration
4. Design Education and Regional Development

Papers should demonstrate one or more of the following aspects:

1. Exemplary education practices
2. Exemplary education institution and curricular framework
3. Research in Design Education development
4. Reflections on the status-quo and future of Design Education

**Critical dates**

- Call for papers: 21 January 2009
- Deadline for submission of abstracts: 23 March 2009
- Notification of abstract acceptance: 27 April 2009
- Deadline for submission of papers: 29 June 2009
- Conference: 29-30 October 2009

**Peer review committee**

Russell Kennedy (Australia) - chair  
Omar Vulpinari (Italy)  
Halim Choueiry (Qatar)  
Xiao Yong (China)  
Xu Ping (China)  
Lü Pintian (China)  
Amy Gendler (AIGA China)

**Process**

Abstracts should be no more than 500 words and should be accompanied by a brief biography of the presenter. All abstracts received by 23 March 2009 will be reviewed by the Review Committee. Selected abstracts will be notified by 27 April 2009 and full papers are due by 29 June 2009. A total of 16 papers will be selected for presentation at the Icograda Education Network (IEN) Conference.

Abstracts and papers may be submitted in either English or Chinese. Selected papers in Chinese will not exceed 30% of the total number of selected papers. The final publication will include the original paper and an abstract in both languages

Selected presenters will not be compensated for travel to Beijing, China. However, all selected presenters will receive free registration for all Congress events and four days accommodation in Beijing.

Submissions should be sent to:

Icograda World Design Congress 2009

*English abstracts*

[education@icograda.org](mailto:education@icograda.org)

*Chinese abstracts*

[education@beijing2009.org](mailto:education@beijing2009.org)

For more information, visit: [www.beijing2009.org](http://www.beijing2009.org)

### **Submission and preparation of papers**

The conference paper, biographical statement, and illustrations (if required) should be submitted as separate files i.e. two word documents and one image file.

Papers should not exceed 3000 words.

When preparing papers please take account of the following requirements:

- Use Chicago referencing system with end notes  
<http://www.wisc.edu/writing/Handbook/DocChicago.html>
- Covering page with authors name and address, including institutional affiliation
- No references to the author elsewhere in the paper
- All contributions should be written in English
- Text size 11 point, Times New Roman, 1.5 line spacing with headings in capitals
- Authors are responsible for obtaining copyright clearance where necessary

### **Illustrations**

Images submitted for on-line publication must be of a professional standard and it is the author's responsibility to obtain all necessary permissions to permit publication and use of images.

- Images should not be inserted in the text but submitted in a separate file
- Images should be in .jpg format and each .jpg file should be less than 100k
- All images (photographs, diagrams and illustrations) should be referred to as 'figures' and numbered in sequence with Arabic numbers (e.g. 'Figure 2')
- The position of each illustration should be indicated in the text
- A list of captions for the figures should be submitted in a separate file. Captions for artwork should include (where applicable)
  - Artist name
  - Title of work (in italics)
  - Year work produced
  - Medium
  - Name of photographer
  - Acknowledgements

### **Author's biography**

A brief biography of the author (100 words maximum) should be submitted in a separate file for published papers. Please ensure the details are current.

### **Online publication**

Papers accepted for publication will include the author's biography, title of the paper, list of contents (if applicable) and abstract. Papers will be published on line on the Icograda Beijing website in December 2009. Each full paper will be published as a PDF document.

### **Authorisation**

A letter of authorisation will be emailed to the author for signing. The letter will include permission to publish the paper and will warrant that the work is original; has not been previously published; copyright permissions for the images have been contained; and the work does not contain any libellous material.