Design 3.0 Forums Held by ID KAIST

2016 November at ID KAIST

2017 October in Seoul
Panelists (10-minute presentations each)

• Kun-pyo Lee: **What is Design 3.0**
• John Zimmerman: **AI as UX**
• Tek-jin Nam: **Design A.D. (Design after deep learning)**
• Ron Wakkary: **Research products: an era of post-prototyping in design research**
• Ilpo Koskinen: **Towards meso scale?**
• Minako Ikeda: **Connecting the big picture to everyday lives**
• Zhiyong Fu: **Educating designers in the context of innovation and entrepreneurship**
Discussion Points

• **Design research issues:**
  The focus of design research (*what to research*) - should it be changed? Or anything become more important?

• **Design research approaches:**
  The form of design research (*how to research*) - should it be changed? Or anything become more important?

• **Design education and practice issues:**
  The focus of design education and practice (*what to teach and practice*) - should it be changed? Or anything become more important?
Design research issues:
The focus of design research (*what to research*)
Should it be changed?
Or anything become more important?

e.g. From users to anything else? How about user mental models of these designs? New research methods and tools necessary? New aesthetics for intangible qualities?
Design research approaches:
The form of design research (*how to research*)
Should it be changed?
Or anything become more important?

e.g. Qualitative vs quantitative? Roles and forms of theories, methods, tools, provocations, concepts for design knowledge? Relationship with other disciplines?
Design education and practice issues: The focus of design education and practice (what to teach and practice) Should it be changed? Or anything become more important?

e.g. High-tech equipped skilled? Integrator and moderator than one-disciplinary expert? How about equipping designers as entrepreneurs? What tool to use for design? How can we designers work with others? What should be the skills we need to promote? Any existing skills that need to be promoted further?
DESIGN