



# 20/20 Design Vision

CONFERENCE PROCEEDINGS OF THE SIXTH INTERNATIONAL DEFSA CONFERENCE

**Compilers**

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# PUBLICATION OF DEFSA CONFERENCE PROCEEDINGS

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The conference proceedings are published by the Design Education Forum of Southern Africa (DEFSA) on the following website: [www.defsa.org.za](http://www.defsa.org.za)

The views expressed in this publication are those of the authors and not necessarily of DEFSA. Papers are published as submitted by the authors, after they have considered and included recommendations from peer reviewers.

Full papers are submitted for peer review after successful acceptance of a conference abstract. All full papers submitted to the DEFSA conference committee are subjected to a rigorous double blind peer review process. This process takes place prior to both the verbal presentation at the conference and the publication of the proceedings. Expert specialists within the field of Art, Design and Architecture are selected to perform the reviews (Reviewers list is included). Authors receive feedback in the form of a peer review report. A confidentiality clause ensures that both authors and reviewers remain anonymous during the peer review process.

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# FOREWORD

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## **Brief overview of the conference theme**

The Sixth International DEFSA conference was appropriately titled *20/20 Design Vision*. In 2011, the Forum was celebrating its 20th anniversary and in so doing, marked an important milestone in its reflection on design education from the past, present as well as visions for the future. The conference theme - *20/20 Design Vision*, offered participants the opportunity to focus on many interesting topics that ranged from an overview of the state of design education in the last 20 years to more importantly offering future visions beyond the present.

A total of 23 papers were presented over a two-day period, addressing a range of topics that were pertinent to the conference theme. Of these papers 22 papers were accepted for publication in the conference proceedings.

## **Conference subthemes**

### **Reflective vision - "Hindsight is always 20/20" Billy Wilder**

- Undergraduate teaching and learning practices
- Engaging with the design profession/industry
- Design research projects or focus areas

### **Three dimensional vision: exploring the multi-dimensional design education landscape**

- Design and identity
- Design and culture
- Design and the human body
- Cross- and multidisciplinary design collaborations
- Interdisciplinary research and research focus areas

### **Peripheral vision: Exploring the outer boundaries that inform/overlap with design education**

- National and international collaborations
- Cross- and/or multidisciplinary collaboration with "the other" disciplines
- Synergies with peripheral disciplines or activities

### **Future vision: Future projections and strategies for design education**

- New approaches/perspectives for design education teaching and learning
- Research methods and methodology for design education research
- Evolving or emerging design education disciplines
- New design education paradigms

## KEYNOTE SPEAKERS

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Two international and one national keynote speakers addressed the conference delegates. A short biography of each speaker is presented below with the title or focus area of their presentations.

**Prof Janis Jefferies** is an artist, writer and curator. She is professor of Visual Arts and Director of the Constance Howard Resource and Research Centre in Textiles and Artistic Director of Goldsmiths Digital Studios, Goldsmiths, University of London and Co-director of CAST, centre for social and creative technologies. She convenes the MA/MFA in Computational Studio Arts and the PhD in Arts and Computational Technology and advises Goldsmiths Graduate School on practice based research. She has supervised 10 supervised practice based PhD students to successful completion and examined 15 others around the world. She has supervised and supported over 250 students at M-level since 1990 in her capacity as Head of MA Textiles and then Head of Visual Arts (until 2004).

The paper delivered by Prof Jefferies was titled; How to do things with Design? This paper did not form part of the peer review process and is available on the following website; [www.uj.ac.za/viad](http://www.uj.ac.za/viad).

**Dr Bernadette Blair** is the Director of Academic Development in Studio-Based Learning & Teaching in the Faculty of Art, Design & Architecture at Kingston University. She is member of Art Design & Media subject centre of the Higher Education Academy (ADM-HEA) Reference Group, the Design Research Society, SIG for Design Pedagogy and is an elected member of the GLAD (Group for Learning in Art & Design) executive committee.

The paper delivered by Dr Blair was submitted for peer review and is included in the conference proceedings.

**Ms Mel Hagen** has had a long history in Design Education and from 2000-2007 served as Dean of Faculty of informatics and Design in the newly merged Cape Peninsula University of Technology. She served on the management committee of the Design Education Forum from 1996, and as national President from 1998 to 2002. Ms Hagen has been active in the promotion of Design at both national and provincial level, and has served on numerous policy and strategy task teams and reference groups relating to design in economic development, design policy development, design education, and innovation at both national and provincial levels. She served on the interim Steering Committee for the Cape Town East City Design precinct proposal and for the World Design Capital Bid for Cape Town. Is a Founding Member of the Cape Craft and Design Institute, serving from 2001 to 2003 as Chairperson of the Steering Committee and from 2004 – 2009 as Chairperson of the Board Directors and is a founding member of the Network of African Designers.

The presentation delivered by Ms Hagen reflected on the past 20 years of DEFSA in a presentation titled; Reflections on a Design Education journey. This presentation is not included in the conference proceedings.

## PEER REVIEWERS

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- Dianne Volek (DEFSA website manager)
- Amanda Breytenbach (Conference Chair)
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- Marna Enslin (Formatting of conference papers)

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- Contemporary Events
- DEFSA Executive Committee
- Faculty of Art, Design and Architecture at University of Johannesburg

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