Asia Design and Innovation Conference 2024

Program Information

Thursday, December 5th

9:00~9:30	Opening Ceremony Darkroom Lecture Hall
9:30~10:00	Keynote Speech 1 Darkroom Lecture Hall Output Design and data-driven Hybrid Community Building
10:00~11:00	Invited Theme Discussion Darkroom Lecture Hall Design and innovation for a sustainable economy: a personal view The United Innovation process: integrating science, design, and entrepreneurship Research supported product development in an everchanging global context supporting global competitiveness and innovation in the age of ai
11:00~11:30	Coffee Break 1
11:30~13:00	Session 1: Product-Service Systems Design Darkroom Lecture Hall Towards higher personalization: An Ai-driven context-aware smart product-service system development approach combined with multi-criteria decision-making An optimal design method for product-service systems using an inventive design approach Investigating how ux strategies facilitate digitalization of public services: A case study Application strategy analysis and practical suggestions of generative ai in service design A study on service design of physical therapy centers for digital transformation RETHINKING HUMAN FACTORS IN DESIGN FROM DESIGN ENTROPY PERSPECTIVE
13:00~14:00	Lunch
14:00~15:30	Session 2: Experience and Service Design Aquariuam Lecture Hall HE NON-MATERIAL ASPECT OF ENGINEERING DESIGN: CONSTRUCTING AN ENGINEERING THINKING MODEL LED BY SERVICE DESIGN RESEARCH ON THE DYNAMIC BSORM IMPACT PATHWAYS OF SENSE OF POWER IN CO-DESIGN HOW TO INCREASE CUSTOMER LOYALTY: KEY INSIGHTS INTO NPS SHIFTS IN PURE INTERNET BANKING EXPERIENCE A CASE STUDY OF APPLYING THE EXPERIENCE STRATEGY FRAMEWORK FOR BUSINESS TRANSFORMATION IN THE ERA OF EXPERIENCE ECONOMY THE NECESSITY OF DEVELOPING AN EVALUATION SCALE FOR ASSESSING LEARNING EXPERIENCES IN DESIGN-ORIENTED CREATIVITY COURSE FOR KOREAN UNDERGRADUATES RESEARCH ON THE DESIGN OF THANGKA CULTURAL CREATIVE PRODUCTS IN THE CONTEXT OF SUSTAINABLE DESIGN: BASED ON KANO-AHP-QFD HYBRID MODEL
15:30~16:00	Coffee Break 2
16:00~18:00	Session 3: Sustainable and Environmental Design Darkroom Lecture Hall RESEARCH ON THE CONSTRUCTION OF THE "THREE FITS" (SMA) SUSTAINABLE FASHION DESIGN MODEL FOR SPORTSWEAR, APPAREL AND EQUIPMENT BASED ON THE WHOLE INDUSTRY CHAIN DEVELOPING A SUSTAINABILITY ASSESSMENT INDICATOR FRAMEWORK FOR TEMPORARY USES BASED ON THE CASE OF THE FLOATING LAB A BIBLIOMETRIC REVIEW OF RESEARCH ON GAMIFICATION USED IN ENVIRONMENTAL PROTECTION, 2014-2024 URBAN CONGESTION AS A DESIGN PARADIGM: NEW METHODS AND TOOLS FOR ANALYZING HYPER-DENSE ENVIRONMENTS GENERATIVE AI-DRIVEN RURAL CULTURAL REVITALIZATION: TECHNOLOGY EMPOWERMENT AND PATH INNOVATION FULL-CYCLE DESIGN PARTICIPATION AND INTEGRATED OPERATION: A STUDY ON STRATEGIES FOR BUILDING SUSTAINABLE AND VIBRANT COMMUNITIES CHALLENGES AND OPPORTUNITIES OF DIGITALIZED SCENARIO DESIGN FOR SUSTAINABLE FUTURES RESEARCH ON THE DESIGN PATH OF IMMERSIVE KAIPING WATCHTOWER EXPERIENCE BASED ON AIGC TECHNOLOGY
16:00~18:00	Session 4: Design Thinking and Culture Aquariuam Lecture Hall Design and prototype test of user experience-centered big-board game for design education STORY-MAKING: A COMPLEX METHOD BASED ON ARTS-BASED RESEARCH IN SOCIAL DESIGN DISSEMINATION OF DIGITAL HERITAGE USING MEDIA TECHNOLOGY INTANGIBLE CULTURAL HERITAGE OF KOREA, DONGNAE CRANE DANCE LIMITED STORIES: SOCIAL DESIGN POTENTIALS WITHIN INDIGENOUS CONTEXTS THE MUSEUM MARKETING MIX IN ENHANCING CITY BRANDING: A CASE STUDY OF SHANGHAI FOSTER EMPATHY AND ENGAGEMENT IN DESIGN THINKING COURSES WITH "PLAYBACK THEATRE" VISUAL COMMUNICATION DESIGN IN ASIA: AN EXPLORATION OF ITS INTRODUCTION AND EVOLUTION
18:00~18:30	Daily Wrap-Up
19:00~21:00	Conference Dinner

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Program Information

Friday, December 6th

	Keynote Speech 2
9:00~9:30	Darkroom Lecture Hall BRIDGING TRADITION AND INNOVATION FOR MEANINGFUL CONNECTIONS
9:30~10:00	Keynote Speech 3 Darkroom Lecture Hall
	HYBRID CREATIVITY: HUMAN-AI COLLABORATION ACROSS DISCIPLINES
10:00~10:30	Coffee Break 3
10:30~12:00	Session 5: Creativity and Al Darkroom Lecture Hall
	 USING AI TO GENERATE SHORT VIDEOS AS STIMULI FOR SUPPORTING DESIGN CREATIVITY AI ROLE IN IDEATION FOR DESIGN CREATIVITY ENHANCEMENT
	 CAN AI BE USED AS A WAY OF THINKING TO FOSTER STUDENTS' CREATIVITY? AN EMPIRICAL STUDY BASED ON CHINA MEANING GENERATION THEORY: A BAYSEIAN APPROACHI TO SIGN × CONTEXT = MEANING
	 AI FOR CREATIVE DESIGN PROCESSES: ITS CURRENT STATE AND CHALLENGES EXPLORING SKETCH INHIBITION IN THE AGE OF AIGC: A QUALITATIVE STUDY OF CULTURAL DIFFERENCES AND TECHNOLOGICAL INFLUENCES
12:00~13:00	Lunch
13:00~14:45	Session 6: Design Learning and Education
	• UNDERSTANDING EMERGING MATERIALS AND THEIR INTEGRATION PATTERNS FOR DESIGNING NEW PRODUCTS WITH ENHANCED EXPERIENTIAL
	VALUE DESIGNING GAMIFIED LEARNING IN MUSEUM EXHIBITIONS FOR CULTURAL HERITAGE MECHANICS, DYNAMICS, AND AESTHETICS COCNITIVE EXERCISES FOR DESIGN THINKING.
	 COGNITIVE EXERCISES FOR DESIGN THINKING DESIGN OF ENTREPRENEURSHIP EDUCATION "IGNITE YOUR AMBITION" — EFFECT OF DIVERSITY INITIATIVE/DESIGN SPRINT ON MINDSET/ SKILLSET
	 RESEARCH AND PRACTICE OF DESIGN EDUCATION THROUGH "EMBODIED CO-CREATION BETWEEN UNIVERSITY AND ENTERPRISE" A CASE STUDY OF ESD EDUCATION ACTIVITIES FOCUSING ON GLOBAL UNIVERSITIES
	A STUDY ON DESIGN ELEMENTS OF INTERACTIVE FACILITIES IN PUBLIC SPACES BASED ON CHILDREN'S PLAY BEHAVIOR
13:00~14:45	Session 7: Emotion and Human Behavior
	Aquariuam Lecture Hall A ROBOT BEHAVIOR DESIGN ON MODULATED INTENTION INDICATION IN SOCIAL ROBOTS
	 EVALUATION OF SUPERIMPOSING SELF-SHADOW ON DILATED PUPIL IN TWINKLING EYES INTERFACE EMOTIONAL DESIGN IN SMARTPHONES: CRAFTING FUTURE DIGITAL EXPERIENCES A COMPREHENSIVE REVIEW: EMOTIONAL TRANSMISSION IN EMBODIED VIRTUAL AGENTS FOR ALLEVIATING ELDERLY LONELINESS
	 TRENDS AND OPPORTUNITIES IN THE DEVELOPMENT OF WHITE GOODS: A SYSTEMATIC REVIEW A STUDY ON BUDWEISER'S BRAND RENEWAL FROM THE PERSPECTIVE OF DESIGN ASSETS
	EMOTION MECHANICS AND INQUIRY CYCLE
14:45~15:15	Coffee Break 4
15:15~17:15	Session 8: Al in Design and Data-Driven Design Darkroom Lecture Hall
	 BRIDGING THE GAP BETWEEN ENGINEERING AND DESIGN THINKING: HOW TO DEVELOP USER- CENTERED ARTIFICIAL INTELLIGENCE PRODUCT HOW LANDSCAPE ATTRACTS DIGITAL NOMADS: ANALYSIS OF EAST AND SOUTHEAST ASIA DESTINATION IMAGES USING GENERATIVE AI
	• THE DESIGN AND ASSESSMENT OF AN AI INTERACTIVE INSTALLATION BASED ON IMAGE STYLE TRANSFER AND FACIAL RECOGNITION FOR CULTURAL HERITAGE LEARNING
	 RESEARCH ON THE TEACHING EFFECT OF ARTIFICIAL INTELLIGENCE TOOL ASSISTED LOGO DESIGN THE CONSTRUCTION AND DESIGN OF A TRADITIONAL CERAMIC CULTURE DATABASE ALONG THE SILK ROAD
	OPTIMIZING TOURISM FACTORY DESIGN: A STRATEGIC FRAMEWORK FOR ENHANCING VISITOR EXPERIENCE THROUGH SPATIAL ZONING AND VISUAL GRAPH ANALYSIS LINIVERSITY FARD FACTORY DESIGN: A STRATEGIC FRAMEWORK FOR ENHANCING VISITOR EXPERIENCE THROUGH SPATIAL ZONING AND CONNECTATION ON THE BASE OF IDENTITY CONSTRUCTION TAKE OUT UNIVERSITY AS AND
	 UNIVERSITY EMBLEM SYMBOL CONSTITUTION AND CONNOTATION ON THE BASE OF IDENTITY CONSTRUCTION TAKE 985 UNIVERSITY AS AN EXAMPLE RESEARCH ON AN ADAPTIVE IMAGE ENHANCEMENT ALGORITHM FOR LACQUER PAINTING IMAGES IN LOW-LIGHT ENVIRONMENTS BASED ON THE
	SPARROW SEARCH ALGORITHM AND INCOMPLETE BETA FUNCTION
15:15~17:15	Session 9: Design Process and Methods
	• DESIGNING A METHOD FOR IMPROVED (DISTRIBUTED) CULTURAL UNDERSTANDING THE CULTURAL DIMENSIONS THINKING CAPS
	THE DEVELOPMENT AND IMPLEMENTATION OF A HIGH-FIDELITY THREE-DIMENSIONAL PRINTED SIMULATOR FOR HIP ARTHROSCOPIC TRAINING: INSIGHTS FROM A CROSS- DISCIPLINARY TRAINING: INSIGHTS FROM A CROSS- DISCIPLINARY TRAINING: INSIGHTS FROM A CROSS- DISCIPLINARY
	 EMBODIED INTELLIGENCE IN ASSISTIVE TECHNOLOGIES FOR THE VISUALLY IMPAIRED: ENHANCING INDEPENDENCE AND SOCIAL INCLUSION BRAIN ACTIVITIES INFLUENCED BY SEMANTIC FEEDBACK ON DESIGN IDEAS: AN EXPLORATIVE EEG STUDY AN ASSESSMENT METHOD OF INTERVIEWS FOR MODELING ENGINEERING DESIGN PROCESS
	 INTRA-GROUP CONFLICT AND STUDENT TEAM'S PERFORMANCES IN DESIGN PROJECT TOWARD A CONFIGURATION DESIGN METHOD FOR MECHANICAL METAMATERIALS
	C-K THEORY-BASED FORMULATION OF A GEOMETRIC MODELING APPROACH
17:15~17:45	Closing Ceremony
17:45~18:30	Farewell Reception