The 13th International Conference on
Engineering and Product Design Education

Design education for **creativity** and **business innovation**

City University London, UK
8-9 September 2011

E&PDE2011
LONDON

The **London E&PDE 2011** conference is a unique opportunity for **educators, practitioners and students** in design-related areas to meet and exchange experiences in **connecting design and business through creativity and innovation**. The conference will be held at **City University London**, an educational institution for business and the professions, conveniently located in **Central London** which is one of the most vibrant business and design centres in the world. Jointly organised by **Institution of Engineering Designers, Design Society** and City University London and supported by **Industry**, this Educational Conference for Engineering and Product Design is an **ideal networking, research and business forum** which will help you to reach your own goals.

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THE CONFERENCE THEME IS DESIGN, CREATIVITY AND BUSINESS. OUR AIMS ARE TO:

- Provide a networking platform for a wide variety of participants
- Explore how design education can trigger creativity to increase the business of the University and industrial partners
- Explore how creativity in professional practice can help both design educators and business leaders to promote engineering and increase business success in companies
- Explore how business studies can contribute to the development of creativity and design performance
- Encourage industry feedback to educators with ideas and practical opportunities in order to create a better platform for business success

THESE AIMS WILL BE ADDRESSED THROUGH THE FOLLOWING CONFERENCE TOPICS:

- Design education in practice
- Design methodology in education
- Best practice in design education
- Design education and business
- Creativity in design education
- International collaboration
- Global product development
- Linking Bachelor, Master and PhD level education
- New design education paradigms
- Synergies between engineering and product design education
- Scientific methods for course evaluation
- Professional perspectives for design students
- Technology transfer through design
- Research networks of design educators

PARTICIPATION IN THE CONFERENCE WILL TAKE A NUMBER OF FORMS:

- Paper and poster presentations
- Round table discussions
- Exhibitions
- Workshops

In order to keep with the ethos of the E&PDE conference and to broaden the opportunities to link design and business by creativity and innovation, we invite you to send us your proposals for other relevant topics. Please e-mail us on **ied@ied.org.uk**

ORGANISING COMMITTEE:

Ahmed Kovacevic School of Engineering and Mathematical Sciences, City University London
Clive Holtham Cass Business School, City University London
Anna Clarke Institution of Engineering Designers
Brian Parkinson Institution of Engineering Designers
Peter Hogarth Design Education Special Interest Group (DESIG)
Bill Ion Design Education Special Interest Group (DESIG)
Chris McMahon Design Society
Jonathan Rhodes City University London

IMPORTANT DEADLINES:

- Submission of abstracts (max 500 words) **3 December 2010**
- Notification of successful abstracts **14 December 2010**
- Submission of full papers **4 March 2011**
- Notification of accepted papers **15 April 2011**
- Deadline for submission of final paper and paper summary **27 May 2011**
- Deadline for author early bird registration **27 May 2011**
- Conference **8 and 9 September 2011**

CITY UNIVERSITY LONDON

THE INSTITUTION OF ENGINEERING DESIGNERS

design
design education
special interest group

the Design Society