



CALL FOR PAPERS

Brand Design Conference 2018

Design is the craft of Branding Sir John Hegarty

Organised by
Brand Design Research
London School of Film, Media and Design
University of West London

21 and 22 September 2018
London, UK

www.branddesign2018.net

Some facts:

- Brands can be highly influential on people's decision-making (Design Council, 2014)
- 82% of brand designers are among the most satisfied designers (AIGA x Google Design Census, 2016)
- Design is increasingly seen as fundamental for brand value (Forrester Consulting 2016)
- 85% of design-led companies list design as a critical component of brand (Interbrand, 2017)
- Consumer's voice on brand experience is much public now than it was a few years ago (Design Council 2013)
- Designers are not only optimising for CX but are simultaneously optimising for non-human experience [about SEO and hidden navigation] (John Maeda x DIT Report 2017)

Aims and Scope

The aim of this new design-led conference is to establish a new forum for brand research and discussion, putting Design (both as a process and a humanist approach) at its core as one of the most relevant disciplines of branding itself. It is expected that inter and transdisciplinary aspects of design-led branding methods, approaches and experiences can be discussed.

The conference seeks mainly to focus on the vital and underrepresented role of Design theories and practices in Branding, unveiling Design's potential to create brands and the wider impact of Design in Branding.

It will address the role of Design in brand-oriented innovation processes, the emerging forms of brand design practice, and the possible links between design researchers and practitioners to learn from each other, creating better opportunities for emerging designers.

Ultimately, being the 1st Brand Design Conference, this event aims at establishing an annual international forum for the discussion and exchange of brand strategies and creativity techniques/methodologies/applications.

Who Should Attend?

With Design being an omnipresent discipline, a default human condition, and a conscious instrument in the development of a brand (a promise of functional or experiential quality), potentially every subject field will benefit. This conference will welcome:

- Researchers and Academics
- Designers, Brand Managers, Planners, and Business leaders
- Students (students in the areas of branding and design studies, advertising and media studies and rhetorical domains, visual culture and technology-mediated communication fields).

Topics of interest

The conference committee encourages the submission of extended abstracts within (but not limited to) the following topics:

Human

- Brand democratization
- Designing brands for diversity and behaviour change
- Creativity processes and choices
- Human- or planet-centred brands
- Circular Brand Design
- Literacies, skill and competences of brand designers
- Designers' responsibilities
- Learning through brands; learning through designing
- Smart brands
- Recent graduates and industry gap

Programme

- Designed brands: formality and metrics
- Domain of meaning and mentifacts
- Methodological advancements of brand design
- Brand design innovation
- Designing brand experiences
- Intersections of brands and policies
- Cultural relevance of brands
- The Golden Circle of Brand design

Technology

- Brands and gamification
- Privacy, trustability and loyalty
- Brands geolocalisation and augmented reality
- Internet of Things, ubiquitous and wearable brands
- Artificially intelligent branding
- Brand design techniques dissemination
- Big brand data literacy/creativity
- Brand materiality and tangibility

Outputs

A book of abstracts will be distributed at the conference and the major output will be either an **edited book** or a **special issue in a design academic journal** (negotiations are being made with international publishing houses), with a selection of relevant and practical contributions and with the authoritative views and shares of our keynote speakers to be published in 2019.

Important Dates

Submission deadline: 8 May, 2018

Acceptance notification: 25 June, 2018

Early bird registration deadline: 6 July, 2018

Conference dates: 21 and 22 September, 2018

About the venue

London is one of the most international cities in the world, a leading tourism destination, home to an array of famous attractions, embracing history, culture, architecture, nature and nightlife. More info at Visit London. Our 2-day conference will be part of the London Design Festival. This is also the time of the London Design Biennale and the Open House London weekend.

The conference will be hosted and held at the University of West London, in Ealing, London, an easy to reach area by public transport, well served by both Piccadilly and Central lines of London Underground.

Submission guidelines

Authors are invited to submit original and unpublished papers or extended abstracts, which are not under review in any other conference or journal. All Research Papers submissions will be peer reviewed by the program committee based on their originality, contribution to the main field of Brand Design, methodological soundness, and clarity of exposition. Workshops proposals will also be accepted.

Submissions (extended abstracts or workshops' proposals) must be written in English and must follow the instructions in the template **BDC-template.docx** (*vide* www.branddesign2018.net).

Submissions must be sent to submissions@branddesign2018.net

For general enquiries please use info@branddesign2018.net

The organising committee looks forward to welcoming you all to a fruitful conference with open discussions and important networking to promote Design-led branding research and practice.