

ABSTRACT/PAPER REVIEW FORM 2018 DCA CONFERENCE

Abstract Number: 121

Abstract/Paper Title: Experiential Design Knowledge Using Digital Tools

Please mark the appropriate column and add mandatory written feedback below. The right hand column is for ranking by numeric number (1 being lowest and 10 being highest) for each row. Please add total.

	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes	X			10
2. The content contains some original ideas and contributes to research, or teaching, or practice.		X		7
3. The purpose of the paper is stated clearly.	X			10
4. The paper is well organized and contains all the relevant sections.				Na
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.		X		6
6. The research study methods are sound and appropriate.		X		6
7. The writing is clear, concise and interesting.	X			10
8. The references and quotations are clear. The bibliography is updated and relevant.				Na
9. The conclusions or summary are accurate and supported by the content.		X		6
10. Proposed paper will likely be of interest to conference participants and attendees	X			10
Please Add Total Points from All Rows: 65				

Reviewer General Comments and Suggestions (mandatory written feedback):

There is much to agree with in the observations, and there is much to wonder about in how the writer developed the conclusions. What was the research methodology used, in order to develop and test these hypotheses?

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

1. **Recommended** (no significant changes suggested)

2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**

**ABSTRACT/PAPER REVIEW FORM
2018 DCA CONFERENCE**

Abstract Number: 121

Abstract/Paper Title: Experiential Design Knowledge Using Digital Tools

Please mark the appropriate column and add mandatory written feedback below. The right hand column is for ranking by numeric number (1 being lowest and 10 being highest) for each row. Please add total.

	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes	x			7
2. The content contains some original ideas and contributes to research, or teaching, or practice.		x		6
3. The purpose of the paper is stated clearly.		x		6
4. The paper is well organized and contains all the relevant sections.		x		6
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.		x		6
6. The research study methods are sound and appropriate.		x		6
7. The writing is clear, concise and interesting.		x		6
8. The references and quotations are clear. The bibliography is updated and relevant.		x		6
9. The conclusions or summary are accurate and supported by the content.		x		6
10. Proposed paper will likely be of interest to conference participants and attendees	x			7
Please Add Total Points from All Rows: 62				

Reviewer General Comments and Suggestions (mandatory written feedback):

The topic of the abstract is timely in addressing the digital media. However, the abstract is dominated by findings. It would be helpful to locate the paper within the context of practice and education in the area of design communication. Identifying a major issue within the area of design communication would help this paper.

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

1. **Recommended** (no significant changes suggested)

2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**

**ABSTRACT/PAPER REVIEW FORM
2018 DCA CONFERENCE**

Abstract Number: 121

Abstract/Paper Title: Experiential Design Knowledge Using Digital Tools: Peril & Promise

Please mark the appropriate column and add mandatory written feedback below. The right hand column is for ranking by numeric number (1 being lowest and 10 being highest) for each row. Please add total.

	YES	Needs Work	NO	Please rank by a numeric number below for each row, 10 being highest 1 being lowest
1. Proposed abstract/paper addresses the conference theme or sub-themes	v			8
2. The content contains some original ideas and contributes to research, or teaching, or practice.		v		6
3. The purpose of the paper is stated clearly.		v		5
4. The paper is well organized and contains all the relevant sections.		v		6
5. The content shows evidence of sufficient background reading and state-of-the-art research and topic.		v		5
6. The research study methods are sound and appropriate.		v		6
7. The writing is clear, concise and interesting.		v		6
8. The references and quotations are clear. The bibliography is updated and relevant.		v		6
9. The conclusions or summary are accurate and supported by the content.			v	4
10. Proposed paper will likely be of interest to conference participants and attendees		v		7
Please Add Total Points from All Rows: 59				

Reviewer General Comments and Suggestions (mandatory written feedback):

At this point this is just a list of findings on digital media without any critical analysis. The author needs to bring all these findings to a thoughtful and critical conclusion that goes beyond the list. It would also help to ground those argument in bigger context of research on the topic.

Reviewer Recommendation:

Please indicate which of the following actions you recommend.

1. **Recommended** (no significant changes suggested)

2. **Recommended with Reservation** (suggest changes to the manuscript as specified in this review)

3. **Not Recommended**