

web: [www.dcaconference2018.org](http://www.dcaconference2018.org)



## Call for Abstracts

**Design Communication Association Conference 2018 | October 07 – 10, 2018, Ithaca, New York**  
**Host School: Cornell University, Department of Design & Environmental Analysis**

**Theme: Virtual + Actual: Process and Product of Design**

Conference Co-Chairs: So-Yeon Yoon, Ph.D. ([sy492@cornell.edu](mailto:sy492@cornell.edu)) and M. Saleh Uddin, Ph.D. ([muddin3@kennesaw.edu](mailto:muddin3@kennesaw.edu))



The Design Communication Association (USA) along with the Department of Design & Environmental Analysis at Cornell University will be hosting the 2018 Design Communication Association Conference in Ithaca, New York from October 07 - 10, 2018.

The venue is at one of the most beautiful college campuses in the US at Cornell University's main campus in Ithaca New York. The campus features 4,800-acre with noteworthy architecture including the I.M. Pei-designed Johnson Museum of Art, Milstein Hall by Rem Koolhaas, Weill-Hall by Richard Meier, Bill and Melinda Gates Hall by Morphosis group.

The theme of the 2018 conference is "Virtual+Actual: Process and Product of Design". The theme reflects recent emergence and inclusion of various digital, virtual, and manual tangents in both educational environment and professional practice that influences the way we link between process and product of design. The DCA 2018 conference theme looks at current thoughts and relationships between virtual and actual in the process and product of design execution. Abstracts are double-blind reviewed by the international panel of DCA Reviewers who will recommend acceptance for presentation at the DCA 2018 Conference at Cornell University, Ithaca, New York, USA.

Papers and presentations that include but not limited to approaches and applications of current trends of design and its interrelationships between virtual and actual with allied disciplines are invited to foster and contribute to the discussion of the conference theme. These allied disciplines include architecture, digital media, environment, interior, landscape, media arts, urbanism, housing, etc. All submissions are expected to be original and have not been published previously at other scholarly venues. Specific topics may address following subjects.

Communication & design education, Strategies & design teaching, Sustainability & built environment, Investigation & representation, Interactive environments & applications, Education & practice, Analysis & interpretation, Heritage & architecture, Analog & digital convergence, 3D & visualization, Parametric modeling & fabrication, Urban issues & built environment, Technology and environment, Moving images & time-based media, Design & societal context, Changing dynamics & challenges, Design issues & developing nations.

### Submission Process

The process is a two stage submission, first summarized abstract, and then a full paper. The abstracts will be blind reviewed by an international panel of reviewers. Accepted abstracts then will be submitted in full papers. All accepted papers and posters will be published in the conference proceedings (printed book) with ISBN number.

### Important Dates

- Submission of Abstracts: December 01, 2017 (Friday)
- Notification of Acceptance/Rejection of Abstracts: February 01, 2018 (Thursday)
- Full Paper Submission: April 01, 2018 (Sunday)
- Conference & Presentation: Sunday, October 07 – Wednesday, October 10, 2018

### Submission of Abstracts:

Please email 300 to 600 word (1 to 2-page) abstract in Microsoft Word document with possible image/s (10 point Times Roman, single spaced, with name, affiliation, and email address) to both conference chairs (So-Yeon Yoon and M. Saleh Uddin) by Friday, December 01, 2017 at these three email addresses: [dca2018cochairs@gmail.com](mailto:dca2018cochairs@gmail.com), [sy492@cornell.edu](mailto:sy492@cornell.edu), [muddin3@kennesaw.edu](mailto:muddin3@kennesaw.edu)

**Contact emails: [sy492@cornell.edu](mailto:sy492@cornell.edu) and [muddin3@kennesaw.edu](mailto:muddin3@kennesaw.edu)**



## DCA 2018 Conference Highlights (October 07-10, 2018)

### DCA Conference 2018 Events & Activities

Keynotes

Parallel paper sessions & Poster sessions

Hands-on workshops by leading educators (free with registration)

Half-day local architecture tour

Conference Social Dinner

Design Drawing Exhibition

Printed proceedings with ISBN number

New York City Architecture Tour (additional fees apply)

Top 10 to 12 papers selected by an editorial board for journal publication

Conference Website: [dcaconference2018.org](http://dcaconference2018.org)

For Inquiry Please Contact 2018 Conference Chairs

**Conference CoChairs,**  
So-Yeon Yoon, Ph.D. ([sy492@cornell.edu](mailto:sy492@cornell.edu))  
M. Saleh Uddin, Ph.D. ([muddin3@kennesaw.edu](mailto:muddin3@kennesaw.edu))

### DCA Conference 2018 Paper Review Committee

Jack Breen , TU Delft, The Netherlands

Eugenio Morello, Ph.D., Politecnico di Milano, Milan, Italy

Barbara Ester Adele Piga, Ph.D., Politecnico di Milano, Milan, Italy

JiYoung Cho, Ph.D., Kyunghee University, Korea

Anetta Kepczynska-Walczak, Ph.D., Lodz Univ of Technology, Poland

Murat Şahin, Ph.D., Özyeğin University, İstanbul, Turkey

So-Yeon Yoon, Ph.D., Cornell University, USA

M. Saleh Uddin, Ph.D., Kennesaw State University, USA

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Zuzanna Karczewska, Montana State University, USA

Steven Juroszek, Montana State University, USA

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Eric Todd Inglert, AIA, University of Cincinnati, USA

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Tilanka Chandrasekera, Ph.D., Oklahoma State University, USA

Bimal Balakrishnan, Ph.D., University of Missouri-Columbia, USA

Lora Kim, RA, Wentworth Institute of Technology, USA

Kathe Julin, Ph.D., University of Wisconsin –Steven Point, USA

Michael K Chisamore, The University of Memphis, USA

Michel Mounayar, Ball State University, USA

Newton D'Souza, Ph.D., Florida International University, USA

Matt Brehm, University of Idaho, USA

Simon Bussiere, University of Hawaii, USA