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## Richard Buchanan, Ph.D.

Professor of Design, Management, & Information Systems  
Department of Design & Innovation  
Weatherhead School of Management  
Case Western Reserve University

President, International Society of Designers and Managers

Co-Editor, Design Issues: A Journal of History, Theory, Criticism

### Personal Information

Department of Design & Innovation  
Weatherhead School of Management  
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Case Western Reserve University  
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USA

### Education

The University of Chicago, Ph.D., 1973  
Committee on the Analysis of Ideas & the Study of Methods

Field of Study Philosophy, Rhetoric, & the Arts  
Advisors Richard McKeon (Philosophy & Classics)  
Wayne C. Booth (English)  
Dissertation Rhythm and Experience: The Expanding Art of  
Rhythm in Novel and Film

The University of Chicago, A.B., 1968  
Committee on the Analysis of Ideas & the Study of Methods

Field of Study Philosophy & Rhetoric  
Advisors Richard McKeon (Philosophy & Classics)  
Joshua C. Taylor (Art History)  
Charles W. Wegner (Humanities)

### Educational Honors

Ph.D. Examination with Honors, 1973  
Fellowships, 1969-73  
Danforth Tutor in the Humanities, 1968-69  
Dean's Lists  
Scholarships, 1964-68

## Current Position

Professor of Design, Management, & Information Systems  
Department of Design & Innovation  
Weatherhead School of Management  
Case Western Reserve University  
2008-present

Co-Editor, Design Issues: A Journal of History, Theory, Criticism  
Published by MIT Press  
1993-present

Visiting Professor  
Faculty of Arts and Architecture  
University of Brighton  
February 2007 to 31 January 2013

## Previous Positions

Visiting Professor  
London College of Communication  
University of the Arts London (formerly the London Institute)  
May 2006 to May 2009

Professor of Design  
Director of Doctoral Studies  
Director of the Center for Design and Organizational Change  
School of Design  
Carnegie Mellon University  
1992-2008

Head of the School of Design  
Carnegie Mellon University  
1992-2002

### • **About the School of Design, 1992-2002**

#### **Faculty, Staff, & Students**

180 Undergraduate Students; 35 Graduate Students  
16 Full-Time Faculty, 12 Adjunct Faculty, & 7 Technicians & Staff

#### **Programs Offered**

BFA in Communication Design (formerly Graphic Design)  
BFA in Industrial Design  
Design Minor Programs in Communication Design & Industrial Design  
\*BS in Human-Computer Interaction (2nd Major). Interdisciplinary Program with the School of Computer Science & Departments of Social and Behavioral Sciences  
\*Bachelor of Humanities & Arts in Design (BHA). Interdisciplinary Program with the College of Humanities and Social Sciences  
\*Bachelor of Science & Arts in Design (BSA) Interdisciplinary Program with the Mellon College of Science  
\*Master of Design in Interaction Design  
\*Master of Design in Communication Planning & Information Design Interdisciplinary Program with the Department of English  
\*Doctor of Philosophy in Design (Ph.D.). Four Areas of Specialization: (1) Design Theory; (2) Interaction Design; (3) Typography and Information Design; and (4) New Product Development

#### **Research Centers & Laboratories**

\*Novum Design: Center for Design Research & Innovation  
\*The Smilie Digital Imaging Laboratory

*\* Established During Headship*

Adjunct Assistant Professor  
School of Art and Design  
University of Illinois at Chicago, Spring 1992  
Graduate seminar in contemporary design theory and trends in graphic and industrial design.

Nierenberg Distinguished Visiting Professor of Design  
Department of Design  
Carnegie Mellon University, Fall 1991  
Inaugural appointment of the Nierenberg Chair of Design at Carnegie Mellon University. Lectures; consultation in developing a departmental strategic plan and new undergraduate curriculum in graphic and industrial design; design studies seminar; and research. Participation in studio courses in graphic and industrial design.

Visiting Designer  
Department of Visual Communication  
The School of the Art Institute of Chicago, 1990-1992  
Graduate and undergraduate courses in design studies, integrating design history, theory, and criticism. Participation in team-taught graduate and undergraduate studio courses in graphic design and visual communication.

Adjunct Assistant Professor of English  
Department of English  
University of Illinois at Chicago, 1981-1989  
Courses in the history and philosophy of rhetoric, classical and modern rhetorical theory, literary criticism, British and American non-fiction prose. Service on dissertation committees for doctoral students in the Rhetoric and Composition Program.

Instructor  
Film Department  
Columbia College, Chicago, 1977-1978  
Courses on script development and the visualization of story ideas.

Danforth Tutor in the Humanities  
The University of Chicago, 1968-1969  
Introductory humanities courses combining philosophy, history, and literature.

## **Other Professional Positions**

Director, Office of Sponsored Research, Office of the Vice Chancellor for Research & Dean of the Graduate College, University of Illinois at Chicago, 1985-1989  
Associate Director, Office of Sponsored Research, Office of the Vice Chancellor for Research & Dean of the Graduate College, University of Illinois at Chicago Circle, 1981-1985  
Assistant Director, Office of Sponsored Research, Office of the Vice Chancellor for Research & Dean of the Graduate College, University of Illinois at Chicago Circle, 1977-1981  
Editorial Assistant for Research, Office of Dean of the Graduate College, University of Illinois at Chicago Circle, 1973-1977

Research development and administration. Established this office at the Chicago Circle campus of the University of Illinois in 1973. Managed operations and development activities. Supervised reorganization in 1985 during consolidation of the academic and medical center campuses of the University of Illinois at Chicago. Staff of 12.

## Publications

### Books

- The Designed World: Images, Artifacts, Environments.** Edited with an introduction by R. Buchanan, D. Doordan, and V. Margolin. Berg Publishing. 2010.
- Pluralism in Theory and Practice: Richard McKeon and American Philosophy.** Edited with a preface by E. Garver and R. Buchanan. Vanderbilt University Press, Library of American Philosophy Series. 2000.
- The Idea of Design.** Edited with an introduction by V. Margolin and R. Buchanan. MIT Press. 1995.
- Discovering Design: Explorations in Design Studies.** Edited with an introduction by R. Buchanan and V. Margolin. University of Chicago Press. 1995. (Korean translation published by Chohyong Education, Lt., in 2003.)

### Articles

- R. Buchanan. "Thinking About Design: An Historical Perspective." In "Part III. The Philosophy of Engineering Design," **Philosophy of Technology and the Engineering Sciences**, ed. by Anthonie Meijers. Vol. 12 of **Handbook of the Philosophy of Science**. Edited by Dov Gabbay, Paul Thagard, & John Woods. Elsevier, 2009.
- R. Buchanan. "Introduction: Design and Organizational Change." Introductory essay for a special issue on the theme "Design and Organizational Change." Guest Editor, R. Buchanan. **Design Issues**, Vol. XXIV, No. 1, Winter 2008.
- R. Buchanan and M. Breslin. "On the Case Study Method of Research and Teaching in Design." **Design Issues**, Vol. XXIV, No. 1, Winter 2008.
- R. Buchanan. "Strategies of Design Research: Productive Science and Rhetorical Inquiry." In **Design Research Now: Essays and Selected Projects**, edited by Ralf Michel, et al. Birkhäuser Board of International Research in Design, Basel, Switzerland. 2007.
- R. Buchanan. "Design." In **The International Encyclopedia of Communication**, edited by Wolfgang Donsbach. Blackwell Publishing and the International Communication Association, London. 2007.
- R. Buchanan. "Anxiety, Wonder and Astonishment: The Communion of Art and Design." In **Proceedings of Enhancing Curricula: contributing to the future, meeting the challenges of the 21st century in the disciplines of art, design and communication**, the Third International Conference of the Centre for Learning and Teaching in Art and Design. London. 2006.
- R. Buchanan. "Design Ethics." In **Encyclopedia of Science, Technology, and Ethics**, edited by Carl Mitcham, with Associate Editors L. Amhart, S. Bird, D. Johnson, and R. Spier. MacmillanReference USA, New York. 2005.
- R. Buchanan. "Design as Inquiry: The Common, Future and Current Ground of Design." In **FutureGround: Proceedings of the International Conference of the Design Research Society, November 2004**. Edited by John Redmond, et al. Monash University, Melbourne, Australia. 2005.

- R. Buchanan. "Management and Design: Interaction Pathways in Organizational Life." In **Managing as Designing**, edited by Richard Boland and Fred Collope. Stanford University Press, Palo Alto. 2004.
- R. Buchanan. "Design, Making, and a New Culture of Inquiry." In **The Innovative University**, edited by Daniel P. Resnick and Dana S. Scott. Carnegie Mellon University Press, Pittsburgh, 2004.
- R. Buchanan. "Human-Centered Design: Changing Perspectives on Design Education in the East and West." **Design Issues**, Vol. 20, No. 1 (Fall 2003).
- R. Buchanan. "Design Research and the New Learning." **Design Issues**, Vol. XVII, No. 4 (Fall, 2001).
- R. Buchanan. "Design and the New Rhetoric: Productive Arts in the Philosophy of Culture." **Philosophy and Rhetoric**, Volume 34, No. 3 (August, 2001).
- R. Buchanan. "Human Dignity and Human Rights: Thoughts on the Principles of Human-Centered Design." **Design Issues**, Vol. XVII, No. 3 (Summer 2001). Reprinted in **Point: The Art and Design Research Journal**, for the theme issue "Framing the Future." Reprinted in **Encuadre: Revista de la enseñanza del diseño gráfico**, Vol. 2, No. 3 (October 2003), for a special theme issue on the problems of graphic design in contemporary society.
- R. Buchanan. "Children of the Moving Present: The Ecology of Culture and the Search for Causes in Design." **Design Issues**, Vol. XVII, No. 1 (Winter 2001). For a special theme issue on "Rethinking Design for the Future," guest edited by Jorge Frascara.
- R. Buchanan. "The Problem of Character in Design Education: Liberal Arts and Professional Specialization." **The International Journal of Technology and Design Education**, Vol. 11, No. 1 (2001). For a special theme issue on "Philosophies of Technology and Design: Directions for Technology and Design Education," guest edited by Leonark Waks.
- R. Buchanan. "Good Design in the Digital Age." **Gain: AIGA Journal of Design for the Network Economy**, Vol. I, No. 1 (October 2000). For the inaugural issue of a new publication of the American Institute of Graphic Arts (AIGA) on interaction design and the networked economy. Reprinted (with modifications) in **Browser 3**, edited by Patrick Burgoyne and Liz Faber, Lawrence King Publishing, London, 2001.
- R. Buchanan. "The Ecology of Culture: Pluralism and Circumstantial Metaphysics." In **Pluralism in Theory and Practice: Richard McKeon and American Philosophy**, edited by E. Garver and R. Buchanan. Nashville: Vanderbilt University Press. Spring 2000.
- R. Buchanan and D. Boyarski. "Interface Design at Carnegie Mellon." **Interactions: New Visions of Human-Computer Interactions**, Vol. 1, No. 2 (April 2000).
- R. Buchanan. "Values and Morality in Design" [published as 'Let Your Conscience Be Your Guide']. **Perspective**, International Interior Design Association, Spring/Summer, 1999. For a special theme issue on morality in design.
- R. Buchanan. "The Study of Design: Doctoral Education and Research in a New Field of Inquiry." In **Doctoral Education in Design: Proceedings of the Ohio Conference, October 8-11, 1998**, edited with an introduction by R. Buchanan, D. Doordan, L. Justice, and V. Margolin, School of Design, Carnegie Mellon University. 1999.

- R. Buchanan. "The Changing Culture of Communication Design." **Graphic Design Journal**, Issue 4, 1996.
- R. Buchanan. "Enseigner demain?" ("To Teach Tomorrow?"). In **Catalog for the Retrospective Exhibition of the Works of Gaetano Pesce**, edited by Daniel Soutif, Centre National d'Art et de Culture Georges Pompidou, 1996.
- R. Buchanan. "Richard P. McKeon." In **Encyclopedia of Rhetoric and Composition: Communication from Ancient Times to the Information Age**, edited by Theresa Enos, Garland Publishing, Inc., 1996.
- R. Buchanan. "Branzi's Dilemma: Design in Contemporary Culture." In **Design: Pleasure or Responsibility?**, edited by Susann Vihma, University of Art and Design Helsinki. 1995. Reprinted in **Design Issues**, Vol. 14, No. 1 (Spring 1998), 3-20.
- R. Buchanan. "Rhetoric, Humanism, and Design." In **Discovering Design: Explorations in Design Studies**, edited by R. Buchanan and V. Margolin, University of Chicago Press. 1995.
- R. Buchanan and C. Vogel. "Design in the Learning Organization: Educating for the New Culture of Product Development." **Design Management Journal**, Vol. 5, No. 3 (Fall, 1994).
- R. Buchanan and D. Boyarski. "Computers and Communication Design: Exploring the Rhetoric of HCI." **Interactions: New Visions of Human-Computer Interactions**, Vol. 1, No. 2 (April 1994).
- R. Buchanan. "Rhetoric and the Productive Sciences: Towards a New Program for Research in Design." In **Design Methodology and Relationships with Science**, edited by Marc de Vries, Verlag, 1993.
- R. Buchanan. "Wicked Problems in Design Thinking." **Design Issues**, Vol. VIII, No. 2 (Spring 1992), 5-21. Reprinted in **The Idea of Design**, ed. by V. Margolin and R. Buchanan. Cambridge: MIT Press, 1995.
- R. Buchanan. "Zhong Guo Dian Ying Li De Zi Wo Zhui Xun." ("Searching for the Self in Chinese Cinema.") **Jin Tian [Today]**, (May 1992). The only article by a Western writer solicited for a special theme issue on cinema edited by Ah Cheng Zhong for this international Chinese literary and cultural journal. (trans. by B. Shen)
- R. Buchanan. "Design and Technology in the Second Copernican Revolution." **Revue des sciences et techniques de la conception (The Journal of Design Sciences and Technology)**, Vol. I, No. 1 (January 1992), 21-29.
- R. Buchanan. "Managing Entrapment" [published as "Wicked Problems: Managing the Entrapment Trap"]. **Innovation: The Journal of the Industrial Designers Society of America**, Summer 1991. Special theme issue on broadening the product development process.
- R. Buchanan. "Myth and Maturity: Toward a New Order in the Decade of Design." **Design Issues**, VI, No. 2 (spring 1990). Republished at request of editor in the British journal **Design Studies**, Vol 11, No. 4 (October 1990). Reprinted in **The Idea of Design**, ed. by V. Margolin and R. Buchanan. Cambridge: MIT Press, 1995.

- R. Buchanan. "The Design of Design: Reflections and Conference Summary." **Design at the Crossroads**, edited by Marco Diani and Victor Margolin. CIRA Seminar Series Monograph, No. 2. Evanston: Center for Interdisciplinary Research in the Arts, 1989. Republished at request of editor in French translation: "Le design du design: quelques reflexions sous forme d'un resume du colloque." **Informel**, Vol. 3, Numero 1 (Hiver 1989).
- R. Buchanan. "Declaration by Design: Rhetoric, Argument, and Demonstration in Design Practice." **Design Issues**, Vol. II, No. 1 (Spring, 1985), 4-22. Reprinted in **Design Discourse: History, Theory, Criticism**, edited by V. Margolin. Chicago: The University of Chicago Press, 1989.

### Proceedings

- R. Buchanan, D. Doordan, L. Justice, and V. Margolin (eds). **Doctoral Education in Design: Proceedings of the Ohio Conference, October 8-11, 1998**. School of Design, Carnegie Mellon University. 1999.

### Miscellaneous Publications & Interviews

- R. Buchanan. Interview. "An Interview with Professor Richard Buchanan," by Miguel Ruiz. In **The Harbus**, the independent student paper of the Harvard Business School. Vol. LXXV, No. 22. October 24, 2011.
- R. Buchanan. Interview. "Como o Design-Thinking contribui Para a Gestao Estrategica," by Marcos Mueller Schlemm. In **Rebrae: Revista Brasileira de Estrategia, Curitiba**. Vol. 1, No. 3, p. 267-273. September/December 2010.
- R. Buchanan, D. Doordan, V. Margolin. "Design Issues: Twenty Five Years of Pluralistic Discourse." **The Reader's Design Magazine: 1# Issue/Volume #1: The Triumph of Design/O Triunfo do Desenho**. A collection of essays reprinted from "The Radical Designist: A Design Culture Journal," published by the Design and Communicaiton Research Unit of IADE, Lisbon, Portugal. Book published by Livros Horizonte Lda., Lisbon, Portugal. April/May 2010.
- R. Buchanan. Interview. "Mind Design: Design Research Webzine." No. 21, September 2009. Danish Centre for Design Research. ([www.dcdr.dk/uk/Menu/Update/Webzine/Articles/American+Design+Researcher%3a+Danish+Design+Research+has+Great+Potential](http://www.dcdr.dk/uk/Menu/Update/Webzine/Articles/American+Design+Researcher%3a+Danish+Design+Research+has+Great+Potential).) Reprinted in the Annual Report of the Danish Centre for Design Research, April 2010.
- R. Buchanan. "Comments on Bruce Nussbaum's 'Are Designers the Enemy of Design?'" Invited for web publication. **NextD Journal**. April 2007.
- R. Buchanan. Interview. "Insight<Out: Design Studies Research Newsletter." Vol. 2, No. 1 & 2, 2006. Otago University, New Zealand.
- R. Buchanan. "Strategies of Design Research." Web publication for the founding meeting of the Network of Leading Design Research and Innovation Centers. September 21, 2005. University of Art and Design Helsinki. Helsinki, Finland. October 2005.
- R. Buchanan. "Factors in Research Quality: From Semantics to Inquiry." Web publication for the National symposium of the Design Research Society, "Rising \*\*\*\*: Improving Quality in Design Research." London, UK. July 15, 2005.



- R. Buchanan. "Forward." for "Critical: Voices of Student Designers." Winthrop University. Rock Hill, South Carolina. April 2005.
- R. Buchanan. "Remarks on the Educational Foundation for New Design Practice." **Elisava Academic**, Escola Superior de Disseny, Barcelona, Spain. June, 2000.
- R. Buchanan. "How Did Design Become the Liberal Art of Our Technological Culture?" Interview for special issue on design knowledge. **Perspective**, International Interior Design Association, Winter, 1998.
- R. Buchanan. "Education and Professional Practice in Design." Proceedings of the Educational Section of the XVIIth ICOGRADA World Congress in Punta del Este, Uruguay. London, UK, 1998. Reprinted as a document in **Design Issues**, Vol. 14, No. 2 (Summer 1998), 63-66.
- R. Buchanan. "Globalization and Regionalization: Conclusions of the English-Speaking Working Group After Day One." Proceedings of the Educational Section of the XVIIth ICOGRADA World Congress in Punta del Este, Uruguay. London, UK, 1998.
- R. Buchanan. "Times of Danger Are Times of Opportunity." **DesignNet: Network for Life and Culture** (1998), Seoul, Korea.
- R. Buchanan, with graduate students and faculty of the Department of Design at Carnegie Mellon University. "Seeking Tools for Conviviality: Trends in Design and Technology." **Design Management Journal** (1995). Keynote article for a special issue on "Design and Technology."
- R. Buchanan. "Design and Freedom in the Creation of Forms." **Temes de Disseny** (1993). Remarks requested by Grup Ocatà for inclusion in a special issue of the journal. Published in Catalan, Spanish, and English by Elisava, Barcelona, Spain.
- R. Buchanan. "Reflecting on the Philosophy of Richard McKeon," **Hypotheses: Neo-Aristotelian Analysis**, August 1992.
- R. Buchanan and V. Margolin. "Discovering Design: A Conference Report." **Design Studies**, (1991). **Revue des sciences et techniques de la conception (The Journal of Design Sciences and Technology)**, Vol. I, No. 1 (January 1992). **Temes de Disseny**, No. 9 (September 1993).
- R. Buchanan. "Bu Zhun Hui Shuan." **Central Daily News** (Taipei, Taiwan), January 10, 1991. At request of editor, Chinese language adaptation of "Art, Design, and the Pursuit of Happiness: 'No Turning Back'," focusing on the work of Xu Bing, a contemporary artist from the People's Republic of China.
- R. Buchanan. "The 'Wicked Problems' Theory of Design." L'Université de Technologie de Compiègne. **Actes du Colloque Recherches sur le Design**. Compiègne, France, October 1990.
- R. Buchanan. "Design as a New Liberal Art." Education Committee of the Industrial Designers Society of America. **Papers: The 1990 Conference on Design Education**. Pasadena, California, August 1990.



- R. Buchanan. "A Response to Klaus Krippendorf." **Design Issues**, Vol. II, No. 2 (Fall 1985), 72-4. Apropos of his "Comments on Richard Buchanan's 'Declaration by Design'."

### Review Articles

- R. Buchanan. "Semiotics and Design." **Semiotica**, 97—1/2 (1993), pp. 189-97. Review article on **Semantic Visions in Design**, ed. by Susann Vihma.
- R. Buchanan. "Metaphors, Narratives, and Fables in New Design Thinking." **Design Issues**, Vol. VII, No. 1 (Fall 1990). Review essay on **The Materials of Invention: Materials and Design** by Ezio Manzini; **Gaetano Pesce: Architecture Design Art** by France Vanlaethem; and **Emilio Ambasz: The Poetics of the Pragmatic** by Emilio Ambasz.
- R. Buchanan and E. A. Buchanan. "To Question With My Eyes." **Chicago Art Examiner**, 1977. Review article on a retrospective exhibition of the experimental films of Will Hindle.

### Book Reviews

- R. Buchanan. **Understanding Your Users: A Practical Guide to User Requirements: Methods, Tools, and Techniques**, by Catherine Courage & Kathy Baxter. **Design Issues**, Vol. 25, No. 1 (Spring 2007).
- R. Buchanan. **Twentieth Century Design**, by Jonathan M. Woodham. **The Journal of Design History**, Vol. 11, No. 3 (1998), pp. 259-63.
- R. Buchanan. **Elements of Graph Design**, by Stephen M. Kosslyn. **Design Issues**, Vol. XII, No. 1 (Spring, 1996).
- R. Buchanan. **Freedom and History and Other Essays: An Introduction to the Thought of Richard McKeon**, by Richard McKeon (edited by Zahava K. McKeon). **The Journal of Speculative Philosophy**, Vol. 7, No. 3 (1993).
- R. Buchanan. **Flow: The Psychology of Optimal Experience**, by Mihaly Csikszentmihalyi. **Design Issues**, Vol. VIII, No. 1 (Fall 1991).
- R. Buchanan. **Freedom and History and Other Essays: An Introduction to the Thought of Richard McKeon**, by Richard McKeon (edited by Zahava K. McKeon). **Ethics: An International Journal of Social, Political, and Legal Philosophy**, Vol. 101, No. 2 (January 1991).
- R. Buchanan. **Postmodern Culture: An Introduction to Theories of the Contemporary**, by Steven Connor. **20/1 Art and Culture**, Vol. I, No. 2 (Spring 1990).
- R. Buchanan. **Inventions: Writing, Textuality, and Understanding in Literary History**, by Gerald L. Bruns. **The Journal of Aesthetics and Art Criticism**, 1983.

## Reports & Other Documents

- R. Buchanan. "Research in Art and Design in Finnish Universities: An Evaluation Report." Prepared for the Academy of Finland. Chair of Panel. With Professor Emerita Riitta Nikula, University of Helsinki, Finland; Professor Sven Ahlbäck, Royal College of Music in Stockholm, Sweden; Professor Omar Calabrese, University of Siena, Italy; Professor Claudia Jeschke, University of Salzburg, Austria. Helsinki, Finland. Spring 2009.
- R. Buchanan. "Designing for User Experience: A Review of the Development of Design Capability in the Australian Taxation Office." October 10, 2003.
- R. Buchanan. "Report of Findings," Redesign of the Domestic Mail Manual, Phase 1: Strategy & Methodologies. A report to the U. S. Postal Service. August 15, 2001.
- R. Buchanan. "Report on Vision and Strategies for the DMM," Redesign of the Domestic Mail Manual, Phase 1: Strategy and Methodologies. A report to the U. S. Postal Service. August 15, 2001.
- R. Buchanan. "Design Research in South Africa: A Report to the National Research Foundation." National Research Foundation of South Africa. September 20, 2000.
- R. Buchanan. "Reshaping South Africa by Design: Toward a Human-Centered Framework for Design," a paper written for the Conference on Reshaping South Africa by Design, Cape Town, June 2000. (Cape Town: Design Education Forum for Southern Africa, 2001).
- R. Buchanan. "Outline of Issues in the Establishment of a Design Center." Australian Taxation Office. March, 2000.
- R. Buchanan. "Products in the Australian Taxation System." Australian Taxation Office. March, 2000.
- R. Buchanan, D. Boyarski, and D. Kaufer. "Communication Strategies in Legislative Design: Report of a Formative Study of Visual and Verbal Communication in Australian Income Tax Legislation." Office of Parliamentary Counsel and Australian Taxation Office, Canberra, Australia. October, 1994.
- R. Buchanan. "Governing Ideas: Communication and the Human Experience in Design." Department of Design, Carnegie Mellon University. October, 1993.
- R. Buchanan. "Undergraduate Program." Department of Design, Carnegie Mellon University June, 1993.

## Conferences Organized

- “Convergence: Managing + Designing.” Weatherhead School of Management, Case Western Reserve University June 18 - 19, 2010. A by-invitation international working conference on the ideas and methods behind the convergence of management and design. Sponsored by the Weatherhead School of Management and the Cleveland Institute of Art. (With Fred Collopy, Richard Boland, Kalle Lyytinen, and Kaja Tooming Buchanan.)
- “Fourth Order Design: Service Design, Interactions, and Social Environments.” Weatherhead School of Management, Case Western Reserve University, March 27-29, 2009. A by-invitation working conference on the emerging practices of design in services, collective interaction, systems and social environments. Sponsored by the Weatherhead School of Management and the Cleveland Institute of Art. (With Kaja Tooming Buchanan).
- “Doctoral Education in Design.” Ohio State University, October, 1998. The first international conference on doctoral education in design. Sponsored by the School of Design at Carnegie Mellon University, the Department of Design at Ohio State University, and the journal Design Issues. (With Dennis Doordan, Lorraine Justice, and Victor Margolin.)
- “The Republic of Information: An International Symposium on Design for Global Communication.” Carnegie Mellon University, March 19-23, 1998. The first conference of the IIID held outside of Austria. Sponsored by the School of Design at Carnegie Mellon University and the International Institute of Information Design, Vienna, Austria. (With Robert O. Swinehart and Laura Vinchesi.)
- “Pluralism and Objectivity in Contemporary Culture: Departures from the Philosophy of Richard McKeon.” An event in the centennial celebration of the University of Chicago. The University of Chicago, March 13-14, 1992. (With Wayne C. Booth, Donald N. Levine, and Douglas Mitchell.)
- “Discovering Design.” Invited international conference on design theory and practice. University of Illinois at Chicago, November 4-6, 1990. Sponsored by the Institute for the Humanities and the Graduate College, University of Illinois at Chicago. (With Victor Margolin.)

## Grants

- “Service Experience & the Industrialization of Services: A Theme for Management by Design.” A “theme” grant to introduce service design as a new dimension of research and education at the Weatherhead School of Management and the Cleveland Institute of Art, building a partnership between the institutions around this theme. Two-year project with three young faculty and students. Co-Principal Investigators: Richard Buchanan and Kaja Tooming Buchanan. Weatherhead School of Management, Case Western Reserve University. 2008-10. \$50,000.

“Transformation of the Domestic Mail Manual.” Implementation of strategy and methods for design of the central legal document that guides the operation and services of the United States Postal Service. The project employs concepts and methods of interaction design. Project Director, with a team of faculty advisors, research designers and 15-20 students per semester. United States Postal Service. \$3,109,000.

Phase I. Focused on decision making for householders and small- and mid-sized businesses and non-profit organizations. February 2002 to April 2003. \$960,000.

Phase II. Focused on work processes for small- and mid-sized businesses and non-profit organizations. April 2003 to June 2004. \$1,211,000.

Phase III. Focused on technical mailing standards for retail and discount mailing by individuals, businesses, and non-profit organizations. July 2004 to August 2005. \$938,000.

“Transformation of the Domestic Mail Manual: Strategy and Methodologies.” Development of new strategies for the organization and design of the Domestic Mail Manual (DMM) in print and on-line form and prototypes of a new module for “shape” mailing of parcels in print and on-line form. Principal Investigator, with a technical writing advisor and six graduate students. United States Postal Service. Summer, 2001. \$52,000.

“Managing Design for Customer-Valued Quality: An Interdisciplinary Study of the Role of Engineering Design and Industrial Design in Customer-Valued Quality Innovations.” A study of product innovation and interdisciplinary design management based on cases from cooperating partners Texas Instruments, Thompson Electronics, Lunar Design, Design Continuum, and Product Genesis, with additional cooperation from the Design Management Institute. Co-Principal Investigators: Nirmal K. Sethia (Project Director—CalPoly, Pomona), Arvind Bhrambri (USC), Richard Buchanan (CMU), and Uday S. Karmarkar (UCLA). National Science Foundation. 1996-2002. \$400,000.

“Communication and Design: Displaying Information in Engineering.” Project to examine visual and verbal communication problems in engineering education. Interdisciplinary team-project involving faculty from Communication Design, Industrial Design, English, and the Carnegie Institute of Technology (College of Engineering). Scope includes 2-dimensional issues of static and kinetic information display as well as 3-dimensional problems of form and related issues of control surfaces. Principal Investigator, with Professor Steven Stadelmeier. Leutron Electronics, Inc. 1994-97. \$30,000.

“Communication Strategies in Legislative Design: A Formative Study of Visual and Verbal Communication in Prototypes of New Australian Income Tax Legislation.” Principal Investigator, with Professors Daniel Boyarski and David Kaufer. Australian Office of Parliamentary Counsel and the Australia Taxation Office. 1994. \$30,000.

Conference Grant, “Pluralism and Objectivity in Contemporary Culture: Departures from the Philosophy of Richard McKeon.” Conference held on March 13-14, 1992 at the University of Chicago. Principle Investigator, with Professor Donald Levine. Fund for Systematic Philosophy. 1991. \$10,000.

Graduate and Professional Opportunities Fellowship Program. Continuation of this successful program eventually yielded over \$1 million in support for minorities and women at the University of Illinois at Chicago. HEW, Office of Education. 1981. \$151,000.

Graduate and Professional Opportunities Fellowship Program Grant. HEW, Office of Education. 1980. \$92,400.

Graduate and Professional Opportunities Fellowship Program Grant. HEW, Office of Education. 1979. \$34,200.

Science Center Planning Grant. Co-Principal Investigator, with Jan Rocek. National Science Foundation. 1977. \$47,300.

## Professional Honors, Activities & Awards

### Honorary Degree

*Doctorat Honoris Causa*, Université de Montréal, October 29, 2009.

Presented by the Faculté de l'aménagement for distinguished contributions to the field of design and design research.

### Learned Societies

President, International Society of Designers and Managers. An international society organized in 2011 at Jeju Island, South Korea and formally inaugurated in 2012 to advance the theory and practice of design in management. 2012-present.

President, Design Research Society. The international learned society of the design research community, with extensive multi-disciplinary membership. Founded in 1967 in the United Kingdom, with an Executive Council and offices based in the UK, the society is comprised of a research network in 40 countries. Second president of the society, following Bruce Archer. Two terms. 2001-2006.

### Editorial Activities

Co-Editor, **Design Issues: A journal of history, theory, criticism**. Published by MIT Press. 1993-present.

Editorial Board, **Design Issues**, 1989-1993.

Coordinating Editor, specific numbers of **Design Issues**. 1989-1993.

Consulting Editor, **Design Issues**. 1985-89.

Editorial Board, **Cuestión de Diseño**. Published by Universidad Autónoma Metropolitana, Campus Azcapotzalco, Mexico. 2008-present.

Associate Editor, **Journal of Writing in Creative Practice**. Published by Intellect Books UK. 2007-present.

Editorial Board, **International Journal of Design**. A publication of the Chinese Institute of Design. Teipei, Taiwan. 2006-present.

Associate Editor, **CoDesign: International Journal of CoCreation in Design and the Arts**. Published by Taylor & Francis Group, UK. 2002-present.

Editorial Advisory Board, **ITU Journal A: Architecture, Planning and Design**. Istanbul Technical University, Turkey. 2002-present.

Editorial Advisory Board, **Point: Art and Design Research Journal**. A publication of the Council for Higher Education in Art & Design. United Kingdom. 2001-2009.

Editorial Advisory Board, **Art, Design and Communication in Higher Education**. A publication of the Learning and Teaching Support Network Subject Center for Art, Design and Communication, United Kingdom. University of Brighton. Published by Intellect Books UK. 2001-2009.

Steering and Selection Committees, **Revue des sciences et techniques de la conception (The Journal of Design Sciences and Technology)**. Published in French and English by Hermes Press, Paris, France. 1991-1998.

### **Organizational Advising & Consulting**

Consultant, Department in Art and Art History, Stanford University. To review and recommend finalist for faculty position in art and design. December, 2011.

External Reviewer, Department in Art and Art History, Stanford University. To review and make recommendations for future direction of the Joint Program in Design (JPD) connecting the Department with other units such as the Hasso Plattner Institute ("d-school") and the College of Engineering. Stanford, CA. April 21-22, 2011.

Member, International Advisory Board, Designskolen Kolding, Future Directions for Research. Kolding, Denmark. 2011 - present.

Member, International Advisory Board, Kadir Has University, Faculty of Fine Arts, Istanbul, Turkey. 2011 - present.

Facilitator, NEH Advisory Committee Meeting, "The Realm of the Condor: Wari, the Art of a Pre-Inca Empire." The Cleveland Museum of Art. October 29-30, 2010.

Member, International Advisory Board, Istituto Europeo di Design (IED), Milan, Italy. 2010 - present.

Member, International Advisory Board, Corporate Design and Cultural Diversity. A project of the Kolding School of Design, Kolding, Denmark. 2009-present.

Chair, International Panel for Evaluation of Arts Research in Finland. Academy of Finland. September-December 2008.

International Panel Member, Research Assessment Exercise (RAE) 2008. Main Panel "O," Arts and Design. To provide an international perspective on the assessment of research activities at universities in the United Kingdom, particularly with regard to standards of international excellence. October 2005 - November 2008.

Member, International Advisory Committee. Seoul Design Olympiad 2008. City of Seoul, Korea. October 9-12, 2008.

Member, International Advisory Committee. Cheung Kong Institute of Design. Shantou Technical University. Shantou, Guangdong, People's Republic of China. 2003-present.

Departmental Academic Advisor. Second term. School of Design, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong. September 1, 2005 to August 31, 2008.

Member, Expert Committee. Canada Foundation for Innovation. Toronto, Canada. June 2006.

Consultant, 2nd Road. Sydney, Australia. March 2006.

Member of Foreign Advisory Board for the Gwangju Design Biennale 2005. Gwangju, South Korea. October, 2005.

Departmental Academic Advisor. First term. School of Design, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong. September 1, 2002 to August 31, 2006.

Member, Design Task Force on Implementation. Task force to advise on the implementation of strategic policies for the development of design and design education in Hong Kong. Chair, Mr. Victor Lo. The Hong Kong Polytechnic University. 2004-2006.

Member, Design Task Force. Task force to advise on strategic policies for the development of design and design education in Hong Kong. Chair, Mr. Victor Lo. The Hong Kong Polytechnic University. 2002-2003.

External Evaluator. Research Grants Program. Social Sciences and Humanities Research Council of Canada. December, 2003.

Program Advisor. School of Design and Department of Industrial Design. Savannah College of Art and Design. November 5-7, 2003.

Consultant, Australian Taxation Office. To advise on and assess the development of design capability within the ATO as part of a long-term strategy to redesign the Australian taxation system. Canberra, Australia. September 11-16, 2003.

External Evaluator. Review of the Department of Visual Arts, Faculty of Humanities, University of Pretoria. Pretoria, South Africa. March 3-7, 2003.

Member, Dean's Search Panel. Panel to discuss the challenges of design in a research university. College of Architecture and Environmental Design. Arizona State University. Tempe, Arizona. November 14-15, 2002.

External Review Committee, "Product Design and Innovation," an interdisciplinary program of Engineering, Architecture, and Science and Technology Studies. Supported by a grant from the National Science Foundation. Rensselaer Polytechnic Institute. Troy, New York. March 2002.

External Reviewer. Hong Kong Research Grants Council. January, 2002.

Advisory Board, "Alliance for Technology, Learning, and Society" (ATLAS). To advise on the primary campus-wide academic initiative of the University of Colorado, Boulder. January, 2000—January, 2002.



Adviser Proforma (Non-UK). United Kingdom Research Assessment Exercise (RAE) 2001. Art and Design Assessment Panel. To provide external perspective on the assessment of research activities at universities in the United Kingdom, particularly with regard to standards of international excellence. September-October, 2001.

Steering Committee, Advance for Design Summit: A forum for the advance of experience design in the networked economy. American Institute of Graphic Arts (AIGA). July, 2000—October, 2001.

Advisory Board, dbaza, inc. A new company developing medical information devices for children and adults. Pittsburgh, PA. August, 2001 to 2006.

External Referee. Arts and Humanities Research Board, United Kingdom. August, 2001.

External Reviewer. Hong Kong Research Grants Council. March, 2001.

Consultant, Australian Taxation Office. Canberra, Australia. December, 2000.

Visiting Research Fellow. National Research Foundation of South Africa. For an assessment of design education and opportunities for design research in South Africa. June 7-25, 2000.

Consultant, School of the Art Institute of Chicago. On a plan for a new design initiative across departments. April 19, 2000.

Consultant, Australian Taxation Office, ATO Corporate, Corporate Strategy. To assist in developing organizational design capability through appropriate concepts and methods for the long-term project of redesigning the Australian taxation system." Canberra, Australia. February 14-25, 2000.

Leader for plenary summary session of "Design Science: Mission Meeting." On the creation of a new design school at Lund University through a gift from IKEA. Lund University. Lund, Sweden. November, 1999.

External Examiner. Review of Graduate Programs and Research in the Department of Art and Design at the University of Alberta. Edmonton, Canada. January 14-17, 1999.

Advisory Board, Chicago Free Street Theater. 1985-89.

### **Conference Service**

Chairman, Paper Review Committee, "Tsinghua-Design Management Institute (DMI) International Design Management Symposium, Hong Kong." Hong Kong, China. December 3-5, 2011.

Invited participant and panel discussant of presentation by Kenneth Kizer, former Undersecretary for Health in the Veterans Administration. VA Quality Scholars Summer Institute. Cleveland. August 1, 2011.

Reviewer, DRS 2010 "Design and Complexity." The 2010 international conference of the Design Research Society. Montreal, Canada. July 7 - 9, 2010.

Moderator, "Designers Panel: Design as a Catalyst for Massive Innovation and Positive Change." Global Forum 2009: Business as an Agent of World Benefit: Manage by Designing in an Era of Massive Innovation." Case Western Reserve University. Cleveland. June 4, 2009.

Moderator, Roundtable Discussion with Amedeo Schiattarella, Mara Servetto, and Axel Thallemer. Seoul Design Olympiad 2008. City of Seoul, Korea. October 10, 2008.

Invited participant and lead speaker. Founding meeting of the Network of Leading Design Research and Innovation Centers. University of Art and Design Helsinki. Helsinki, Finland. September 21, 2005.

Host. "Rising \*\*\*\*: Improving Quality in Design Research." International Symposium of the Design Research Society. London, UK. July 15, 2005. Welcoming remarks, paper, and moderator of the Plenary Session.

Invited participant (speaker and roundtable discussant) at the "Conference on Organization Design." Stern School of Business, New York University. Sponsored by the National Science Foundation's Innovation and Organization Change Program. June 4-6, 2004.

Host. "Designing Design Research 4: Reflecting, Refreshing, Reuniting, and Rennovating." A joint meeting of the Design Research Society and the Royal College of Art Society. Royal College of Art. London. March 20, 2004. Welcoming remarks, summary of Panel discussion, and evening address.

Review Panel, "Design Education Conference." ICSID Congress. Hanover, Germany. September, 2003.

International Advisory Board, "Third International Design History Conference." Istanbul, Turkey. 2002.

Invited Participant, "Managing as Designing," a conference sponsored by the Weatherhead Business School, Case Western Reserve University, on the occasion of the opening of a new building designed by Frank Ghery. June, 2002.

Review Panel, "Educational Seminar." ICSID Congress. Seoul, Korea. October 5-7, 2001.

Steering Committee, Advance for Design Summit: A forum for the advance of experience design in the networked economy. American Institute of Graphic Arts (AIGA). July, 2000—October, 2001.

Review Committee, "Dreaming for the Future: Future Home Conference." University of Art and Design Helsinki. Helsinki, Finland. May, 2001.

Organizing Committee, Conference on "Reinventing Design Education in the University." Curtin University. Perth, Australia. December 10-13, 2000.

Session Chair, "Philosophies and Theories of Design." Conference on "Doctoral Education in Design: Foundations for the Future." La Clusaz, France. July 9, 2000.

Program Committee, Conference on "Doctoral Education in Design: Foundations for the Future." La Clusaz, France. July 9, 2000.

Organizing Committee, Gordon Research Conference on "Theoretical Foundations of Product Design and Manufacturability—2000." 1998-2000.

International Advisory Board, "Media Communications and Design Practice," a conference sponsored by EuropIA. Paris, France. November, 1998.

Education Working Group, Education Division, International Council of Graphic Design Associations (ICOGRADA). 1995 to 1997.

Selection Committee, Contemporary Issues, American Institute of Graphic Arts National Conference. New Orleans. November, 1997.

Invited Participant, "After Postmodernism," a conference sponsored by the University of Chicago. Chicago. November, 1997.

Moderator, Education Working Group: "Theory and History" & "Globalization and Regionalism in Design Education," ICOGRADA Punta del Este 1997. Punta del Este, Uruguay. October, 1997.

Program Chair, Undergraduate Education Section, "Charting the Future of Graphic Design Education," sponsored by the Graphic Design Educators Association and the Society of Graphic Designers of Canada. University of Alberta. Edmonton, Canada. August, 1995.

Program Committee, "International Workshop on the Philosophy of Design and Information Technology," sponsored by the Laboratoire d'Algorithmique et d'Intelligence Artificielle de Caen, L'Université de Caen, and the EUROPIA Association, Paris. Caen, France. December 1994.

Invited Participant, "Design Leadership Symposium," sponsored by the Corporate Design Foundation and IBM. Palisades, New York. June 1994.

Invited Speaker and Discussion Leader, Conference on "The One Discipline and the Many: A Humanistic Recentering of the Curriculum." George Mason University. December 1993.

Invited Participant, Design History Seminar, Center for Advanced Study in the Visual Arts, National Gallery of Art, Washington, D.C.. May 1993.

Panel Member, "Publishing," Graphic Design Educators Association (GDEA) Conference. School of the Art Institute of Chicago. June 1990.

## **Juries**

Primio INTEL Design Award Jury, for the INTEL 2007 Product Exhibition, sponsored by Associazione INTEL (Lighting and Electro-mechanical Products). Milan, Italy. December 2006 & February 2007.

Primio INTEL Design Award Jury, for the INTEL 2005 Product Exhibition, sponsored by Associazione INTEL (Lighting and Electro-mechanical Products). Milan, Italy. April & May 2005.

Primio INTEL Design Award Jury, for the INTEL 2003 Product Exhibition, sponsored by Associazione INTEL (Lighting and Electro-mechanical Products). Milan, Italy. March & May 2003.

Primio INTEL Design Award Jury, for the INTEL 2001 Product Exhibition, sponsored by Associazione INTEL (Lighting and Electro-mechanical Products). Milan, Italy. March & May 2001.

Enric Brucall International Design Research Scholarship. Escola Superior de Disseny Elisava. Barcelona, Spain. October 1999.

Primio INTEL Design Award Jury, for the INTEL 99 Product Exhibition, sponsored by Associazione INTEL (Lighting and Electro-mechanical Products). Milan, Italy. April & May, 1999.

BA (Hons) Graduate Degree Show, Faculty of Art, Design, and Humanities, University of Brighton. Brighton, UK. June 1998.

Annual Design Review, I. D. Magazine. New York. March 1993.

Chicago International Film Festival, 1979-84.

### **Design Awards**

Award of Excellence in Technical Communication: Informational Materials. International Technical Publications Competition, 2002-2003. Society for Technical Communications. Washington, D.C. For "A Customer's Guide to Mailing." Designed for the United States Postal Service. Directed the team of students and faculty from the School of Design, Carnegie Mellon University.

Distinguished Award. Technical Publications Competition, 2002. Society for Technical Communications, Washington, D.C. Chapter. For "A Customer's Guide to Mailing."

Merit Award. Technical Art Competition, 2002. Society for Technical Communications, Washington, D.C. Chapter. For "A Customer's Guide to Mailing."

### **Other**

Visiting Scholar, Kansas City Art Institute. Kansas City. October 24-25, 2002.

Manuscript Reader, The University of Chicago Press, MIT Press, Berg Press, etc.

### **Doctoral Advising & Examining**

Currently directing two doctoral students in the School of Design at Carnegie Mellon University.

Dissertation Advisor and Dissertation Committee Member for Carl DiSalvo, Sabine Junginger, Xin Xiang, Nassim Jafarinaiimi, Soojun Jong, Fatih Kursat Ozenc. School of Design, Carnegie Mellon University.

Member, Doctoral Assessment Committee, Ph.D. candidate Kirsten Bonde Sorensens. "When Designing Emerges into Strategies—in an Organization and in Individuals." Kolding School of Design & Middelfart Sparekasse Denmark. Public defense November 4, 2011.

Dissertation Committee Member, Ph.D. candidate Adam Kissel. "Architectonic Rhetoric as a Creative Art." Committee on Social Thought, University of Chicago, 2001-2006.

External Examiner, Doctor of Education Dissertation by Robyn Tudor. Faculty of Education, University of Technology at Sydney. Sydney, Australia. July 2005.

Faculty Opponent, Ph.D. Defense by Leif E. Ostman. "A Pragmatist Theory of Design: The Impact of the Pragmatist Philosophy of John Dewey on Architecture and Design." School of Architecture, Royal Institute of Technology. Stockholm, Sweden. May 2005.

External Supervisor, Ph.D. Dissertation by Birger Severensen. Ph.D. Program in Design, Oslo School of Architecture, Oslo University. Oslo, Norway. January 1, 2000, to December 31, 2002.

External Examiner, Ph.D. Dissertation by Ausra Burns. Department of Sociology and Department of Art and Design, University of Alberta. Edmonton, Canada. February 2002.

External Examiner, Ph.D. Dissertation by Tony Golsby-Smith. College of Management, The University of Western Sydney. Sydney, Australia. April 2001.

Dissertation Committee Member, David Fleming. Department of English, Carnegie Mellon University. 1996-1997.

### **Master's Advising**

Directed more than 60 master's theses in the School of Design at Carnegie Mellon University.

### **Memberships**

International Society for Designers and Managers (ISDM)  
Design Research Society (DRS)  
Industrial Designers Society of America (IDSA)  
International Council of Societies of Industrial Design (ICSID)  
American Institute of Graphic Arts (AIGA)  
Design Management Institute (DMI)  
Corporate Design Foundation (CDF)  
International Institute of Information Design (IIID)

### **University Service**

#### Case Western Reserve University

Co-chair, Think[box] Planning Committee, 2011-2012  
Curriculum Committee, Weatherhead, 2011-2012  
Faculty Senate Executive Committee, Weatherhead Representative 2011-2012  
Weatherhead Executive Committee, ex officio 2011-2012  
Faculty Senate, Weatherhead Representative 2010-2013  
Appointments Committee, Weatherhead 2010-2013  
Faculty Senate Library Committee, 2010-2012  
Committee on Faculty Development and Diversity, Weatherhead, 2009-2010  
Committee on Part-time MBA Program, Weatherhead, 2009-2010  
Search Committee for Director of the Fowler Center for Sustainability, Weatherhead, 2009

Carnegie Mellon University

Vice-Chair, University Education Council  
Faculty Senate Representative for the School of Design  
Co-Chair of Search Committee for Head of the School of Music  
Steering Committee for the Center for the Arts in Society (CAS)  
Sub-Committee on Visiting Appointments, Center for the Arts in Society (CAS)  
Organizing Committee for the Center for the Arts in Society (CAS)  
Planning Committee for a new Ph.D. program in the Human-Computer  
Interaction Institute (HCII & Computer Science)  
University Research Committee  
University Task Force on Financial Strength & Subcommittee on Resource  
Allocation and Decision Making  
Provost's Committee for the Review of the Dean of the College of  
Humanities and Social Sciences  
University Task Force on Competitive Positioning of the University  
University Research Council  
Advisory Group on University Communication Strategies  
Planning Group on the History of the Arts, College of Fine Arts  
Committee on "Quad A" Mobile Computing Initiative  
Planning Committee for the Center on Innovation in Learning  
Search Committee for Head of the Department of Architecture  
Committee on Student Advising and Mentoring  
TQM Steering Committee, College of Fine Arts

University of Illinois at Chicago

Federal Relations Group  
Coordinating Committee for Technology Transfer  
Campus Development Committee  
Chancellor's Task Force on Gerontology  
Chancellor's Task Force on Biotechnology  
Clinical Coordinating Committee, Veterans Administration Rehabilitation  
Research and Development Center, Hines VA Hospital  
Senate Committee on Support Services  
Senate Subcommittee on the Computer Center  
Task Force on Unrelated Business Income Tax  
East-West Corporate Corridor Association, DuPage County  
Chicago High-Tech Association

## Lectures, Seminars, Workshops, Master Classes, & Other Presentations

- “Experience, Human Interaction, and Service Design.” Keynote address. 2nd Annual Midwest UX Conference, 2012. Merging the regional Usability Professionals Association and the Interaction Design Association (IxDA) groups in with the theme of user experience (UX). Held in Columbus, Ohio. May 31-June 2, 2012.
- “Design Research: Problems and Perspectives.” Keynote address. Forum on the Future of Design Education (“Foro El futuro de la educación en el Diseño.”). Organized by the “Consejo Mexicano para la Acreditación de Programmas de Diseño, A.C.” (The agency charged with accreditation of design programs in Mexico.) Held at Centro Universitario de la Costa, Guadalajara University at Puerto Vallarta, Mexico. March 8, 9 and 10, 2012.
- “Leading Design in Organizations.” Keynote address. “Design Management: Towards a New Era of Innovation,” the 2011 Tsinghua-DMI International Design Management Symposium. Organized by the School of Design, Tsinghua University, and the Design Management Institute. Hong Kong. December 3-5, 2011.
- Leader, Panel discussion on “Design Management Strategy and Innovation.”
- “The Expanding Role of Design in Management and Organizational Life.” Keynote address and the closing summary address. Design Business Conference 2011. Organized by the Istituto Europeo di Design (IED), Milan, Italy. Held at the IED Barcelona campus. Barcelona, Spain. November 17-18, 2011.
- Leader, Workshop on “Processes and Models of Designing Business.”
- “Interaction Design and the Four Orders of Design.” Keynote address. “International Conference on Interaction Design (ICID): Delight and Responsibility.” The second Asian ICID conference, organized by the School of Design at the Hong Kong Polytechnic University, Tsinghua University, and Carnegie Mellon University. Held at the Hong Kong Polytechnic University. Hong Kong. November 9-11, 2011.
- Leader, Workshop on “Designing Organizational Change.”
- “The Interrelation of Disciplines and Digital and Web Communication.” Guest lecture. Part of the series “Lectures on the History, Technology and Design of Writing, Rhetoric, and Technical Communication.” School of Writing, Rhetoric, and Technical Communication, James Madison University. Harrisonburg, Virginia. October 26, 2011.
- “Service Design as Social Communication: Residual, Dominant, and Emergent Practices.” Keynote address and closing summary remarks. “From Sketchbook to Spreadsheet,” the Service Design Global Network conference of 2011. San Francisco. October 20-21, 2011.
- “Moving to the Center: The Changing Place of Design in Education.” Guest lecture. Part of the lecture series “Who Owns Design?” Department of Architecture, the Pennsylvania State University. University Park, Pennsylvania. October 12, 2011.
- “Design and Emerging Practices in the Public Sector.” Keynote address, with summary and remarks on the international design conference “How Public Design? Leading Change in Government.” Sponsored by MindLab, a cross-ministerial innovation unit of the Danish government which involves citizens and businesses in creating new solutions for society. Copenhagen, Denmark. September 1-2, 2011.



"Design Thinking: A Plurality of Meanings." Remarks for a meeting of the International Advisory Board for "Corporate Design and Cultural Diversity," a project of the Aarhus School of Design and the Kolding School of Design. Aarhus, Denmark. June 11, 2011.

"The Convergence of Design + Management." Doctoral seminar. Co-leader of a four-day international seminar for doctoral students from 12 countries to explore the new agenda for cross-disciplinary research that is emerging from the convergence of design and management. Six faculty members from five countries. Hosted by the Centre for Design, Culture, and Management (CDCM), established as a strategic alliance between Kolding School of Design and the University of Southern Denmark. Kolding, Denmark. June 7-10, 2011.

- "The Problem Space of Design + Management." Opening lecture.

"Interaction Design and New Directions in Management." Guest lecture at the Faculty of Crafts & Design, Seoul National University. Seoul, Republic of Korea. May 31, 2011.

"The New Place of Design in Management." Keynote address. "Management Design Forum: Branding, Design, Strategy," an international conference on the convergence of design and management held at the Jeju Forum for Peace and Prosperity, Jeju Island, Republic of Korea. May 29, 2011.

"Design in Management." Workshop for Young Presidents Organization of Cleveland. Cleveland, Ohio. April 7, 2011.

"Design Research Themes and New Design Practices." Remarks for "Future Directions for DK Research," a meeting of the Advisory Board for Kolding School of Design. Kolding, Denmark. March 14-15, 2011.

"Who Are We, Where Are We, and Where Are We Going?" Keynote address for "IXDA Eleven," the international conference of the Interaction Design Association (IXDA). Boulder, Colorado. February 10, 2011.

"Design, Management, and Entrepreneurship." Keynote address at "Design Management: From Education to Enterprises." Conference and Opening Ceremony for the Design Management Research Lab (DMR). Academy of Art and Design, Art and Science Research Center, Tsinghua University. Beijing, China. November 5, 2010.

- "Theory and Practice of Interaction Design." Seminar on Interaction Design & Service Design, Academy of Art and Design. Tsinghua University.

"Design Entrepreneurship." Keynote for the "Design for Social Business (D4SB) Conference, Milan 2010." Istituto Europeo di Design (IED). Milan, Italy. October 18, 2010.

"The Future of Design Education: Interaction, Service, and Management." Presentation to faculty and students at International Advisory Board Meeting. Istituto Europeo di Design (IED). Milan, Italy. October 17, 2010.

"Design and Entrepreneurship: The Convergence of Design & Management." Closing keynote address. "Second International Conference on Collaborative Innovation Networks (COINS)." Sponsored by Savannah College of Art and Design; MIT Center for Collective Intelligence; and Wayne State University College of Engineering, Department of Industrial and Manufacturing Engineering. Savannah, Georgia. October 9, 2010.

“Design and Management for Strategic Planning for Education.” Three-day workshop. Delegation from Universidade Federal do Paraná (UFPR) & Federação das Indústrias do Paraná (FIEP), Curitiba and the State of Paraná, Brazil. Held at the Weatherhead School of Management. Cleveland, Ohio. September 13-15, 2010.

“Design Education and Postgraduate Programs in Design Around the World.” Inaugural address; presenting the new Doctorado en Diseño y Creación of the University of Caldas; and opening keynote of the “IX Internacional de la Imagen” (Festival of the Image). El Departamento de Diseño Visual, Facultad de Artes Y Humanidades, La Universidad de Caldas. Manizales, Columbia. April 13, 2010.

- Seminar in Design Theory. Doctorado en Diseño y Creación, El Departamento de Diseño Visual, Facultad de Artes Y Humanidades.

“Design as Inquiry: Thought, Action, and Passion.” Lecture at the School of Architecture and Industrial Design and the Master of Administration (MBA), Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Campus Estado de Mexico City. Mexico City, Mexico. March 18, 2010.

- Review program in Industrial Design.
- “Emotional Design.” Two-day workshop for undergraduate and graduate students at the School of Architecture and Industrial Design and the Master of Administration (MBA). March 17-19, 2010.

“Research and Publishing in Design: Perspectives from **Design Issues**.” Keynote address with D. Doordan and V. Margolin at the “Fourth International Conference on Design Principles and Practices.” Conference organized by Common Ground Publishing, Urbana-Champaign, Illinois. Held at the University of Illinois, Chicago. Chicago, Illinois. February 13-15, 2010.

“Design, Management, and the Four Orders of Design.” Keynote address. “India—The Emerging Powerhouse of Design.” 9th Design Summit of the Confederation of Indian Industry (CII) and the National Institute of Design (NID). New Delhi, India. December 15 - 16, 2009.

“What is Swedish Design in an International Context?” Panel presentation and discussion at “Cultural Values in Design: Global and Local Influences.” Event at the opening of the exhibition “17 Swedish Designers.” Cleveland Institute of Art. Cleveland, Ohio. November 6, 2009.

“What Can Design Tell Management?” Guest lecture at the Kolding School of Design. Kolding, Denmark. August 21, 2009.

- Master Class for Doctoral Students, Kolding School of Design.

“Wicked Problems in Design.” Guest lecture at the Aarhus School of Architecture and the Department of Industrial Design. Aarhus, Denmark. August 20, 2009.

“The Role of Paradox in Design Research: Strategies of Design Science.” Keynote address for the annual Design Research Seminar of the Danish Centre for Design Research. Nyborg, Denmark. August 18, 2009.

“The Role of Domain Expertise in Design Research.” Panel presentation at DESRIST 2009, the “4th International Conference on Design Science Research in Information Systems and Technology.” Malvern, Pennsylvania. May 7-8, 2009.

“City Design, Social Design.” Lecture at the Seoul Design Olympiad 2008. City of Seoul, Korea. October 10, 2008.

- "The Truth Begins with Two: Dialectic and the New Visions of Graphic Design." Keynote address for "New Views 2: Conversations and Dialogues in Graphic Design." London College of Communication, University of the Arts London. London, United Kingdom. July 11, 2008.
- "The Strategies of Dialectic in Positive Design." Keynote address for "Positive Design: Technology + Design + Management = Creating New Models of Possibility for All." Tecnológico de Monterrey. Monterrey, Mexico. April 3-5, 2008.
- "Contemporary Design Theory and Methods." Inaugural lecture of a new campus series. Rhode Island School of Design. Providence, Rhode Island. February 28-29, 2008.
- "Design Management and the Design of Management." Seminar for graduate students in graphic design and industrial design.
- "The Digital Transformation of Urban Experiences," a workshop to explore the new WiFi system of Philadelphia. Fox School of Business and Management, Temple University. Philadelphia, PA. November 1-3, 2007.
- Working Group on Innovation
  - Panelist for Final Summary Session
- "Boundary Issues in Service Design." Keynote address for "Emergence 2007: Exploring the Boundaries of Service Design." School of Design, Carnegie Mellon University. Pittsburgh, PA. September 9, 2007.
- "Ethics of Design." Plenary address. "The Ethics of Emerging Technologies," Carnegie Mellon Student Pugwash Conference. Carnegie Mellon University. Pittsburgh, PA. March 30, 2007.
- "Social Design." Keynote address for "Código 6, Constructive Information," the annual information design conference of the Department of Architecture and Design, Universidad de Las Américas Puebla. Puebla, Mexico. February 22, 2007.
- "Fact and Value in Research: Design and Artistic Inquiry." Lecture. School of Art and Design, University of Illinois at Urbana. Urbana, Illinois. January 29, 2007.
- "The Accomplishments of Design Methodology." Presentation at the Scientific Program Workshop for the Handbook of Philosophy of Science, Vol. 12, Handbook of Technology and the Engineering Sciences. Eindhoven University of Technology. Eindhoven, Netherlands. January 18-20, 2007.
- "The Design Methods Movement: Strategies for Inquiry." Closing presentation at "WonderGround," the biannual international conference of the Design Research Society. Sociedade Geográfica de Lisboa & sponsored by Instituto de Artes, Design e Marketing (IADE), Lisbon, Portugal. November 4, 2006.
- "Design and the Wealth of Nations." Department of Design Studies, Division of Sciences, University of Otago. Dunedin, New Zealand. August 18, 2006.
- "Design and the Intellectual Property of Nations." School of Design, Faculty of Architecture and Design, Victoria University of Wellington. Wellington, New Zealand. August 17, 2006.
- "Design, Making, and a Culture of Inquiry: Bringing the Art of Design to the Practice of Management." A lecture for Design Week. School of Art and Design, Faculty of Design and Creative Technologies, Auckland University of Technology. Auckland, New Zealand. August 15, 2006.
- "The Art and Craft of Research." Seminar for doctoral students in the arts and design. Faculty Board of Applied and Fine Arts. Göteborg University. Göteborg, Sweden. May 30-31, 2006.
- Workshop for advisors and supervisors of doctoral students.

- "The Value of Wonder: The Persuasive Worlds of Art and Design." Keynote address for "Enhancing Curricula: Contributing to the Future, Meeting the Challenges of the 21st Century in the Disciplines of Art, Design, and Communication." The third international conference of the Center for Learning and Teaching in Art & Design (cltad). Lisbon, Portugal. April 6, 2006.
- "Design Thinking: The Heart of Innovation." Keynote address for "Building Innovation Around the Customer Experience," a business conference sponsored by 2nd Road Thinking Systems and Bain & Company. Sydney, Australia. March 27 & 28, 2006.
- "The U.S. Postal Service Case Study." Lecture.
- "Remarks on the Opening of the New Center for Design and Technology." Cleveland Institute of Art. Cleveland. January 27, 2006.
- "Interaction Design and Information Systems: Information As a Medium." Seminar for faculty and doctoral students in the Department of Information Systems, Weatherhead School of Management, Case Western Reserve University. Cleveland. January 27, 2006.
- "Creative Industries and the Knowledge-based Economy: The Role of Information and Communication Design." Keynote address for the "International Conference on Cultural Industry and Design Education." Cheung Kong School of Art and Design, Shantou University. Shantou, Guangdong, People's Republic of China. December 16-19, 2005.
- "Information in Organizational Life: A Case Study of the United States Postal Service." A presentation for the Working Group on "Positive Design Science and Design Practice" for the conference on design and appreciative inquiry: "Designing Information and Organizations with a Positive Lens." Weatherhead School of Management. Case Western Reserve University. Cleveland, Ohio. November 10-12, 2005.
- "The Road Ahead: Positive Change, Design, and Information." Summary panel discussion.
- "New Design Paradigms." Keynote address for the "International Design Congress—International Association of Societies of Design Research 2005" (2005idc). National Yunlin University of Science and Technology (NYUST). Taipei, Taiwan (ROC). November 4, 2005.
- "Rhetoric and the Future of Design Research." Keynote address for the "International Conference on the Future of Design Education and Research," held as part of the "Gwangju Design Biennale 2005." Gwangju, South Korea. October 21, 2005.
- "Design and Sustainability." Keynote Address. National Congress of Schools of Graphic Design. Acapulco, Mexico. October 6-8, 2005.
- "Sustainability." Panel discussion.
- "Design, Rhetoric, and the Philosophy of Culture." Three-day seminar on my research and writing for faculty and students of Mexican universities. Division of the Sciences and Arts of Design, Universidad Autónoma Metropolitana. Mexico City, Mexico. October 3-5, 2005.
- "Strategies of Inquiry in Design Research." Presentation at the founding meeting of the "Network of Leading Research and Innovation Centers." University of Art and Design Helsinki. Helsinki, Finland. September 21, 2005.

"Perspectives on Design in the Twenty-First Century." Lecture. Centro de Investigaciones de Diseño Industrial, Facultad de Arquitectura, Universidad Nacional Autónoma de México. Mexico City, Mexico. August 17-18, 2005.

- "Teaching and Learning in the School of Design at Carnegie Mellon University." Lecture in the undergraduate program.
- Discussion session with students and faculty in the graduate program of Design History and Theory.

"Factors in Research Quality: From Semantics to Inquiry." Concluding lecture for "Rising \*\*\*\*: Improving Quality in Design Research." National symposium of the Design Research Society on research quality in Art and Design. London, UK. July 15, 2005.

"On Research Methods in Design." Lecture. School of Design. Hong Kong Polytechnic University. Hong Kong. June 28, 2005.

"Localization." Lecture. Department of Art and Design. Winthrop University. Rock Hill, South Carolina. April 15, 2005.

"Design as Inquiry: The Common, Future and Current Ground of Design." Presidential Keynote address for "FutureGround," the biannual international conference of the Design Research Society. Monash University, Melbourne, Australia. November 17, 2004.

"Design Research and Inquiry." Lecture and seminar at the National Institute for Design Research, Faculty of Design. Swinburne Technological University, Melbourne, Australia. November 16, 2004.

"Design, Systems, and Organizational Change." Lecture in the Department of Organizational Communication, Learning, and Design, Roy H. Park School of Communications. Ithaca College. Ithaca, New York. October 21, 2004.

- "Design as Inquiry: The Problem of Ecology and Sustainability." Workshop.

"The University in the Twenty-First Century: A Design Problem." Inaugural Lecture for the second year of the 2003-2006 Mellon Project at the University of Chicago: "New Perspectives on the Disciplines: Comparative Studies in Higher Education." Sponsored by the Andrew W. Mellon Foundation. The Franke Institute for the Humanities, University of Chicago. Chicago, IL. October 1, 2004.

- "Inquiry and the University." Workshop.

"Gestures of the Spirit: Emotion and Reason in Design." Keynote address for the "Fourth International Conference on Design and Emotion." Middle East Technical University. Ankara, Turkey. July 13, 2004.

"Interaction Design and Organizational Change." Invited presentation at "NSF Conference on Organization Design." Stern School of Business, New York University. Sponsored by the National Science Foundation's Innovation and Organization Change Program. New York. June 4-6, 2004.

"Shaping a Research Culture in Design." Seminar for teachers in the new National Design School of Sweden. Göteborg, Sweden. March 23, 2004.

"Humanism, Emotion, and Design." Lecture. School of Design and Crafts (HDK). Göteborg University. Göteborg, Sweden. March 22, 2004.

"Design Research." Seminar. Doctoral students. School of Design and Crafts. Göteborg University. Göteborg, Sweden. March 22, 2004.

"Emotion, Reason and Ethics in Design." Lecture. Hong Kong Polytechnic University. March 9, 2004.

"New Design Learning and the Industrial Design Curriculum." First Design Education Workshop 2004. College of Architecture. University of Houston. February 16, 2004.

Presentations at the Savannah College of Art and Design. Savannah, Georgia. November 5-6, 2003.

- "Humanism and Emotion in Design." Lecture.
- "A Case Study of Information and Interaction Design." Tutorial.

Presentations for "The Second International Congress on Design Research in Brazil." Rio de Janeiro, Brazil. October 15-18, 2003.

- "The Nature of Design Research." Keynote Address.
- "Design Education: Art, Engineering, and the University." Lecture.
- "A Case Study of System Design in the U.S. Postal Service." Tutorial.

"Designing for User Experience: A Case Study of the United States Postal Service." Lecture presented at the Australian Taxation Office. Canberra, Australia. September 16, 2003.

Presentations for "Beyond Cost Cutting: How Design Brings Innovation to Business." An executive business conference sponsored by 2nd Road Thinking Systems. Sydney, Australia. September 9-10, 2003.

- Keynote Address: "The Design Opportunity: How Design Offers New Competitive Advantages."
- "Design Around the World: Where Australia Fits." Lecture.
- "Design's New Horizons." Lecture.

"Information and Interaction Design." Seminar for the program "Shaping the Future: Design for Hong Kong." Hong Kong Design Center and various corporate sponsors. Hong Kong. July 14, 2003.

"Human-Centered Design: Changing Perspectives on Design Education in the East and West." Keynote address for "Equipping the Future: An International Conference on Design Education in China." Shantou Technical University. Shantou, Guangdong Province, People's Republic of China. March 15-16, 2003.

"Student Education in a Chinese Design School." School of Design. The Hong Kong Polytechnic University. Hong Kong. November 28, 2002.

"Emotion and Reason in Design." Visiting Scholar Lecture, Linda Hall Library. Kansas City Art Institute. Kansas City. October 24, 2002.

"The Uses of Theory in Design." Presidential Keynote address for "Common Ground," the biannual international conference of the Design Research Society. Brunel University, UK. September 5, 2002.

"Leading Design: Looking Back and Looking Forward." Keynote address for "Leadership in Design and Innovation: The Emerging Challenges." Executive Symposium of the National Science Foundation Project on Design and Innovation. California State Polytechnic University, Pomona. Pomona, California. April 18, 2002.

- "Designing Programs and Services: A Case Study of Design for the U. S. Postal Service." Department of Art and Design and Department of Sociology, University of Alberta, Edmonton, Canada. February, 2002.
- "Management and New Design Thinking." Seminar for faculty and doctoral students presented at the Weatherhead School of Management, Case Western Reserve University. Cleveland. October 25, 2001.
- "Moving to the Center: Design and Interdisciplinarity." Keynote address at the annual conference of the National Association of Schools of Art and Design (NASAD). Pittsburgh. October 19, 2001.
- "Design and the New University." Presentation at the Educational Panel of "Exploring the Emerging Design Paradigm: Oullim," the Congress of the International Council of Societies of Industrial Design (ICSID). Seoul, South Korea. October 10, 2001.
- "Some Questions for Students of Design, Old and Young." Lecture presented at "Exploring the Emerging Design Paradigm: Oullim," the Congress of the International Council of Societies of Industrial Design (ICSID). Seoul, South Korea. October 9, 2001.
- "Design Liberation and the Old School: Thoughts on Design, Pain, and Human Dignity." Invited plenary address presented at "Continental Shift 2001—World Design Convergence," the international congress of the International Council of Graphic Design Associations (ICOGRADA) and the International Federation of Interior Architects (IFI), hosted by Design South Africa. Johannesburg, South Africa. September 14, 2001.
- "New Media and New Forms of Experience." On the occasion of the opening of a new computer facility at the Michaelis School of Art, University of Cape Town. Cape Town, South Africa. September 12, 2001.
- "Participation: Usability and Design in an Emerging Community of Practice." Keynote address for the 10th anniversary national conference of the Usability Professionals' Association. Lake Las Vegas. June 25-29, 2001.
- "The New Learning at Chicago: Technology and 'Artificial Things'." Invited response to "The University in the Future," a lecture by Don Michael Randel, President of the University of Chicago. The final event in the year-long "The Idea of the University Colloquium" at the University of Chicago. Chicago. April 4, 2001.
- "Design and the Organization of Learning." Lecture and discussion for the interdisciplinary "Big Problems" liberal arts curriculum of the College of the University of Chicago. Chicago. April 2, 2001.
- "Locating the Design Problem: Design and the Development of Smart Products." Invited address at the first "International Symposium on Smart Graphics." IBM T. J. Watson Research Center. Hawthorne, New York. March 21-23, 2001.
- "The Hidden Dimensions of Desire: Strategic Thoughts on Interface and Interaction." Delivered at the Microsoft "Design Days 2001" conference. Microsoft Corporation. Redmond, Washington. February 9, 2001.
- "Design and the Organization of Learning." Keynote address at the conference on "Reinventing Design Education in the University." Curtin University. Perth, Australia. December 13, 2000.



- "An Emerging Community of Practice: Formative Analysis of Themes and Perspectives on Experience and Interaction Design." Based on two years of threaded e-mail discussions by participants in the Advance for Design discussion group. A "Provocation" delivered at the third Advance For Design Summit on Experience and Interaction Design. Telluride, Colorado. August 12, 2000.
- "Bringing Human Experience into Organizational Culture." Invited presentation at the "User Experience Summit," sponsored by the American Center for Design (ACD). Chicago. July 21-22, 2000.
- "Philosophy and the Ecology of Design Culture: The Foundations of Interaction Design." Presented at the second international conference on doctoral education in design. "Doctoral Education in Design: Foundations for the Future." La Clusaz, France. July 9, 2000.
- "Revolution and Counter-Revolution in New Design Thinking," Istanbul Technical University. Istanbul, Turkey. July 6, 2000.
- "Design and the Ecology of Culture: Participating in the World We Make." Keynote address at "Reshaping South Africa by Design," Design Education Forum for Southern Africa (DEFSA). Presented at Cape Technikon. Cape Town, South Africa. June 23, 2000.
- "Design Research." Presented at ML Sultan Technikon. Durban, South Africa. June 20, 2000.
- "Design and the Taxation System." Seminar presented at the South African Revenue Service. Pretoria, South Africa. June 15, 2000.
- "Design Issues." Seminar presented at Witswatersrand Technikon. Johannesburg, South Africa. June 13, 2000.
- "Design and the Liberal Arts: Exploring New Information Technologies." Invited presentation at the "National Symposium on Information Technologies and Liberal Education." Furman University. Greenville, South Carolina. May 5, 2000.
- "Designing New Environments: Concepts and Methods for Building Design Capability: Interaction and Human Environment Design." Presented as a two-day seminar for leaders in the Australian Taxation Office, the Office of Parliamentary Counsel, and Treasury. Part of a two-week consultation on redesigning the Australian taxation system. Presented at the Old Parliament House (the "White House"). Canberra, Australia. February 17-18, 2000.
- "The Human Experience in Design." Inaugural lecture of the academic year. Escola Superior de Desseny Elisava. Barcelona, Spain. October 15, 1999.
- "Wicked Problems and the World We Make." Inaugural lecture of the new interdisciplinary "Big Problems" liberal arts curriculum of the College of the University of Chicago. Chicago. October 7, 1999.
- "The Anxious Alliance of Art and Design." Presented at the joint national conference of the Australian Council of University Schools of Art and Design and the Design Education Council of Australia. University of New South Wales. Sydney, Australia. October 1, 1999.
- "The Design School of the Future." Presented at "Design Sydney 99," the joint Congress of ICSID, ICOGRADA, and IFI. Sydney, Australia. September 30, 1999.

- "Interaction Design and Contemporary Design Theory." Inaugural two-day seminar for the combined Design Doctoral Programs of the Nordic Countries. Presented at the Oslo School of Architecture, Oslo University. Oslo, Norway. September 20-21, 1999.
- "New Directions in Design Thinking." Presented at "Design: Objectives and Perspectives," a conference sponsored by Universidade do Estado do Rio de Janeiro, Centro de Tecnologia e Ciencias, Escola Superior de Desenho Industrial (ESDI). Rio de Janeiro, Brazil. May 20, 1999.
- "Research and New Product Development: The Changing Role of Design." Presented at "Researching Design: Designing Research." A national conference on design research. Design Council. London, United Kingdom. March 16, 1999.
- "Beyond the Digital Medium: Interaction Design." Lecture at Nova Scotia College of Art and Design. Halifax, Nova Scotia, Canada. February, 1999.
- "Poetics and Rhetoric in the Study of Objects." "Redefining/Redesigning: A Symposium on the Study of Objects." Graduate Assembly of the Masters Program in the History of Decorative Arts. Parsons School of Design and Cooper-Hewitt, National Design Museum. New York. February, 1999.
- "The Liberal Arts in an Age of Technology." Presentation for the panel "A Chicago Plan for Reconstructing the Liberal Arts: Challenges from the Legacy of Richard McKeon." Association of American Colleges and Universities national conference: "Liberal Education: Confronting Questions of Quality." San Francisco. January, 1999.
- "Foundational Issues of Interaction Design." Department of Art and Design, University of Alberta, Edmonton, Canada. January, 1999.
- "Rhetoric and Design in Engineering Education." Keynote address at the International Seminar on "Design in Engineering Education." Sponsored by the Société Européenne pour la Formation des Ingénieurs (SEFI), Curriculum Development Working Group. Ingeniørhøjskolen Odense Teknikum. Odense, Denmark. October, 1998.
- "Interaction Design." Presented at "Advance for Design—Summit Meeting." Sponsored by the American Institute of Graphic Arts (AIGA). Nantucket, Massachusetts. October, 1998.
- "The Study of Design: Doctoral Education and Research in a New Field of Inquiry." Keynote address at "Doctoral Education in Design." Sponsored by the Department of Industrial, Interior, and Visual Communication Design at Ohio State University, the School of Design at Carnegie Mellon University, and Design Issues. Wexner Center, Ohio State University. Columbus, Ohio. October, 1998.
- "Persuasive Interaction in Design." Faculty of Art, Design, and Humanities. University of Brighton. Brighton, United Kingdom. June, 1998.
- "The Concept of Total Product: Quiddity and Quality in Design Thinking." Presented at the Gordon Research Conference: "Theoretical Foundations for Product Design and Manufacturability." New England College, Henniker, New Hampshire. June, 1998.
- "Rhetoric and Design in Contemporary Culture." 30th Annual Conference of the Rhetoric Society of America. Pittsburgh, Pennsylvania. June 1998.

- "Perspectives on Design." Keynote address at the Design Faculty Conference on Practice by Professionals. Southampton Institute, Southampton, United Kingdom. February, 1998.
- "Interaction Design: Exploring the Human Experience Through Design." Public lecture sponsored by the Design Institute of Australia, the Australian Graphic Design Association, and the Architecture Institute of Australia. Perth, Australia. December, 1997.
- "Bridging the Gap: Social Research and Product Development." Presented at "User Experience," a conference held at California Polytechnic University, Pomona, organized under a grant from the National Science Foundation. Pomona, California. December, 1997.
- "Interaction Design for Industry." Lecture presented at the Design Research Center, LG Electronics. Seoul, Republic of Korea. November, 1997.
- "Interaction Design." Lecture and workshops at IDAS (Institute for Design Advanced Studies). Sponsored by KIDP, the Korean Institute for Design Promotion. Seoul, Republic of Korea. November, 1997.
- "Strategic Directions in Design." Seminar discussion presented at the Innovative Design Center (IDS), Samsung Electronics, Inc. Seoul, Republic of Korea. November, 1997.
- "New Directions in Design and Design Education." Lecture presented at the Korean Advanced Institute of Science and Technology (KAIST). Taejon, Republic of Korea. November, 1997.
- "Education and Professional Practice in Design." Remarks presented at the plenary session of the XVIIth ICOGRADA World Congress. Punta del Este, Uruguay. October, 1997.
- "The Ecology of Design Culture." Lecture presented at the Department of Science, Technology, and Society, Rennselaer Polytechnic Institute. Troy, New York. September, 1997.
- "The Problem of Character in Design Education." Invited address at "Not Only, But Also," the 14th National Conference on the Beginning Design Student. School of Architecture. Carnegie Mellon University, Pittsburgh. April, 1997.
- "The Old Map of Chalula and the New Map of Design in the Americas." Plenary address at the "Second Congress of the Americas," sponsored by the Hoover Institution on War, Revolution, and Peace, Stanford University, and Universidad de las Americas, Puebla. Puebla, Mexico. February, 1997.
- "Designers of the Fifth Generation." In the series "Rethinking Design for the 21st Century," Department of Art and Design, University of Alberta, Edmonton, Canada. February, 1997.
- "Humanistic Design." Keynote address at the Design Faculty Conference on Practice by Professionals. Southampton Institute, Southampton, United Kingdom. January, 1996.
- "The Changing Culture of Communication Design." Presented at international conference on "Charting the Future of Graphic Design Education," sponsored by the Graphic Design Educators Association and the Society of Graphic Designers of Canada. Department of Art and Design, University of Alberta, Edmonton, Canada. August, 1995.
- "Designing for Quality: Learning to Grapple with Wicked Problems." Presentation in an all-division workshop on new directions in teaching entrepreneurship: "Design as a Strategic Entrepreneurial Resource." Annual meeting of the Academy of Management. Vancouver, B.C., Canada. August, 1995.

- "Strategic Thinking for Interface and Interaction." Presentation at the 7th Annual Design Management Institute Forum on Design Management Research and Education. Stanford University, Palo Alto, California. July, 1995.
- "Rhetoric and the Design of Information Technology." Delivered at the International Workshop on the "Philosophy of Design and Information Technology." L'Université de Caen, Caen, France. December, 1994.
- "The Role of Industrial Designers in Human-Computer Interface Design." Presentation for the Special Interest Group on Interface Design at the national conference of the Industrial Designers Society of America. Dearborn, Michigan. August, 1994.
- "The Role of Design in the Learning Organization." Seminar presented for the Carnegie Bosch Institute Executive Education Program in International Management. Carnegie Mellon University. August, 1994.
- "Branzi's Dilemma: Design, Humanism, and the Philosophy of Culture." Keynote address at the conference on "Design: Pleasure or Responsibility." University of Art and Design Helsinki, Helsinki, Finland. June, 1994.
- "New Directions in the Curriculum of Communication Design." Seminar presented at the Institute for Publications Design, Department of English and Communications Design, School of Communication Design, University of Baltimore. November, 1993.
- "The Fourth Art of Rhetoric: 'Things' in the New Dialectic of the Learning Organization." Invited contribution to "Things Have Consequences," a seminar with Ivan Illich and friends, sponsored by the Science, Technology, and Society Program, Pennsylvania State University. October, 1993.
- "Color and Communication in Design." Lecture presented at the Chinese-American Chemists Society, Pittsburgh Chapter meeting. September, 1993.
- "Material Culture and the Rhetoric of Design." Paper presented at "Learning from Things: A Conference on Material Culture," S. Dillon Ripley Center of the Smithsonian Institution, Washington, D.C. April, 1993.
- "Directions in Design Research in the United States." Keynote address at the conference "Design History in Finland." University of Industrial Arts Helsinki, Helsinki, Finland. October, 1992.
- "Rhetoric and the Productive Sciences: Towards a New Program for Research in Design." NATO Advanced Research Workshop, "Design Methodology and Relationships with Science." Research Centre for Engineering Sciences Innovation and Society, Technische Universiteit Eindhoven, Eindhoven, Netherlands. Sponsored by the NATO Scientific Affairs Programme. September, 1992.
- "The Expressive Content of Design." Address at the Industrial Designers Society of America Design Educators Conference, California College of Arts and Crafts. August, 1992.
- "Design Theory and the Sciences." Seminar, Engineering Design Research Center (NSF funded Center), Carnegie Mellon University. December, 1991.
- "Rhetoric and Design." Colloquium, Department of English, Carnegie Mellon University. December, 1991.
- "Design Principles: Accountability and Product Integrity." Department of Design, Carnegie Mellon University. November, 1991.

- "Design and Technology." Colloquium of the Science, Technology, and Society Program. Pennsylvania State University. November, 1991.
- "Symbolic Distance in Design Thinking." Conference on "Discovering Design." University of Illinois at Chicago. November, 1990.
- "Design and the Sciences of the Artificial: Symbolic Distance in McKeon's Philosophy of Culture." Seminar on "The Power of a Pluralistic Truth: Essays on the Work of Richard McKeon." The University of Chicago. October, 1990.
- "The 'Wicked Problems' Theory of Design." Plenary session on "Prospectives." Colloque Recherches Sur Le Design: Incitations, Implications, Interactions. The first symposium on design research held at a French university. L'Université de Technologie de Compiègne, Compiègne, France. October, 1990.
- "Topoi as Non-Dimensional Images in Design Thinking." Discussion at Les Ateliers: École Nationale Supérieure de Création Industrielle (ENSCI), Paris, France. October, 1990.
- "Design as a New Liberal Art." Plenary address at the keynote session of the Industrial Designers Society of America (IDSA) Conference on Design Education: Strategies for Educating Designers in the Post Industrial Society. Art Center College of Design, Pasadena, California. August, 1990.
- "Art, Design, and the Pursuit of Happiness: 'No Turning Back'." Featured address at the plenary session of the Conference on the Foundations of Art Theory and Education (FATE). The School of the Art Institute of Chicago. March, 1990.
- "Rhetoric and the Arts and Sciences." Great Lakes Area Rhetoric Association. Lake Forest College, Lake Forest, Illinois. October, 1984.
- "The Liberal Arts and the Arts of Critical Thinking." Hispanic Students Association. University of Illinois at Chicago. November, 1983.
- "The Literature of Art." School of Art and Design. University of Illinois at Chicago. May, 1982.