

## **Ist INTERNATIONAL CONFERENCE EDUCATION IN DESIGN „BASICS”**

**Katowice 2007**

### ***BASICS***

The Faculty of Graphic Art, Painting and Design of the Academy of Fine Arts in Katowice cordially invites all Design Teachers, Researchers, Workers, Students, Alumni and Professionals to participate in our

#### **Ist International Conference: Education in Design**

to be held from 10th to 12th December 2007, in the Roundabout Art Gallery of The Academy of Fine Arts in Katowice, which is located in the heart of our city.

### **Mission and focus**

This conference focuses on 'Basics' in education of graphic design and needs of changes in design education.

The conference will bring together international group of academic scholars, students and professionals. We invite all interested in changes and discussion to participate in forum of learning and discussion. The main objective this conference is to think about our own teaching and research practices, the characteristics that define contemporary design, the current and future practices of graphic design, and the evolution of its teaching and learning.

### **Call for Papers**

The theme of this conference is 'Basics', as the fundamental knowledge and abilities in the subject of graphic design and graphic design education. The organisers would like to analyse problem in context of different regional`s curricula and experience. You are invited to contribute to the discussion.

Presentations on theory, practice and history related to the graphic design education will be welcome, but special emphasis will be given to those topics that help develop the conference's theme. Proposals for workshops, practical demonstrations and master classes are welcome - the conference venue includes superb practical facilities of PC-equipped computer suites and studios for lino-cut, intaglio, lithography and silk-screen printing.

We would like to start from a few basic questions:

- What is creating graphic design today and what will it be in the future?
- In what historical and social curricula is it created and where is it going?
- Which should be a new paradigm of its teaching, learning, research and professional practice?
- How can the Design Faculties and specially Polish Art Academies, catch up and get prepared for further changes?

The main axis of the conference will be a critic and propositive analysis of several fundamental issues. Its conclusions will be very worthy as orientations specially for adapting the Polish Fine Art Academies study programs to developments of 'Basics' design practices.

Organizers intend to analyze and debate in every activity of the Conference different conceptual views about graphic design education, its theories, history and methodology, research and professional practices, its social uses, its technologies and work processes, and its future, from a broad and contemporary view of 'Basics'.

The issues we propose are:

- 'Basics' in graphic design
- Using theory and history in graphic design education
- New problems in teaching since the technological changes in design
- Alternatives for a social, ecological and economically sustainable design
- Teaching 'Basics' for further professional practice, communication, production, reception and final consumption of design
- Researches about design and research for creating design
- Current teaching and learning of 'Basics' in graphic design

### **Send in your submissions now!**

Submissions due: November 1st, 2007

**Papers, in English, can be delivered personally, by mail or express delivery at:**

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### **About the papers**

- The language of the conference is English.
- We hereby call for papers from teachers, researchers, students, alumni and graphic design professionals.
- We ask paper authors to try answering and making proposals on the theme of the Conference.
- The Organizers invited external experts to enrich discussions through lectures.
- To ease the organization of work sessions and to obtain more concrete proposals, we require the papers to include: background, context, theories, conceptual, methodological, formal, technologic or process issues, etc., as well as experiences and proposals.
- The Organizers will evaluate answers and proposals included in presented papers and, because of limited time and lectures number, refrain some from including them in the Conference.
- The full extension of papers shall be 12 pages or 21,000 characters, including notes and bibliography. They cannot be delivered later than on 1st November 2007 and will be published in a CD afterwards.
- A resumed version of a maximum of 3 pages or 5,400 characters shall be sent in advance to be distributed among the participants, and will be published in print.

-At the moment of reading, papers can be accompanied by any audiovisual support, such as slides, audio, video, photos or computer graphics.

- Texts shall be sent in Times New Roman typeface, 12 points, in a 3.5" diskette or by e-mail, in Word for Windows.

**For more information and to submit a proposal, please see**

<http://conference.aspkat.edu.pl>

Keep checking these pages over the coming weeks for a section with more details of the conference, the venue, travel, hotels and things to do in this exciting Polish city.

If you have any further questions, please contact curators of the conference:

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**Conference highlights include:**

- Discussions moderated by Wolfgang Weingart
- Workshops and Demonstrations
- 20 sessions at the three-day-conference
- Keynote and Plenary presentations
- Exhibition of works awarded in the International Biennial of Students' Graphic Design "Agrafa 2007"

**Audience**

The Conference takes place in Katowice - the capital of the Silesia Region - and is related to a presentation of works awarded in the International Biennial of Students' Graphic Design "Agrafa 2007". It gives a unique opportunity to draw on the knowledge and insight of some of the international leading young creators. It gives opportunity for discussion about education and results for all those involved in the craft, business, or technology of graphic design. They include educators, employers, managers, students and professionals.