



IU BLOOMINGTON

EMERGING AREAS OF RESEARCH

Abstract Template -- Due June 30, 2017

Title of initiative to be proposed:

1 + 1 = 3: Integrated Design and it's Power to Connect and Expand the Impact of Individual Disciplines

Name of lead PI, with title, department/school:

Peg Faimon, Founding Dean and Professor, School of Art + Design

Key team member names and departments/schools (up to 10 names):

Erik Stolterman, Senior Executive Associate Dean and Professor, School of Informatics and Computing; Eli Bleviss, Professor, School of Informatics and Computing; Elizabeth Boling, Interim Executive Associate Dean, School of Education; Kate Rowold, Fashion Design, Professor and Associate Dean, School of Art + Design; Jon Racek, Senior Lecturer, Interior Design, School of Art + Design; Minjeong Kim, Associate Professor, Merchandising, School of Art + Design; We plan to add others in the future.

Description of area to be proposed. What constitutes this area of research or creative activity as emerging?
(Word limit=500)

Humans have always been involved in designing their world. Over the last decade, the idea of design as a distinct process of inquiry and implementation has become a rich and influential approach to innovation and change management in both industry and academia (often under the name of design thinking or human centered design). Design is now at the center of organizational decision-making and strategic thinking about everything from how people learn and work to how we can optimize and best engage with our living environments.

Design as an approach offers a distinct alternative to the various traditional "discipline specific" approaches dominating academia, such as scientific, engineering or artistic approaches. As an alternative, the design approach seeks to be overarching and transdisciplinary, leading to creative outcomes in a rapidly changing environment while responding to people's needs and desires. Today there is a growing understanding that "design" can be and is applied in many academic disciplines and fields. In addition, many of the challenges and opportunities of the modern world cannot be solved by any one discipline and require collaboration and multiple perspectives. Design allows for a common process/approach for these disciplines to come together.

But, what is "designing", how can it be understood, explained and what is it good for? How are the different variations of the design process from discipline to discipline related to one another and how are they different? What is the common core language/process? There is today a rapidly growing academic field of design studies, design theory and philosophy of design that we wish to build upon with a stronger, more transdisciplinary approach.

Today, the study of design as an approach to innovation is widely studied, however, there are few attempts on a large scale including an entire campus with ALL relevant disciplines coming together to research this approach and its consequences. Indiana University Bloomington is unusually well situated to engage with this challenge and cultivate "integrated design". Few other organizations have the core strength in design represented in almost every School and the College.

Our vision is to establish IUB, already known for many independent design initiatives (i.e. IU Center for Art + Design, the new School of Art + Design, Human Centered Interaction Design in Informatics, design focused courses in almost every School, past work with the Design Thinking Forum), as a connected and interdependent NETWORK of exceptional and distinctive design activity that makes significant and lasting contributions to our global society.

To achieve this, the proposed research would focus on examining and developing a unified understanding of design in its different forms and its pragmatic consequences in an academic environment and in the extension how it can support the campus educational and research mission.

Please submit to earprogram@indiana.edu