

# 2018 SEGD ACADEMIC SUMMIT MINNEAPOLIS JUNE 6

Peer Reviewed  
Design Research +  
Academic Innovation +  
Student Design Excellence





# CALL FOR PAPERS

**SUBMISSION DEADLINE: FRIDAY, MARCH 2, 2018**

SEGD | Society for Experiential Graphic Design is soliciting submissions for the 2018 Academic Summit to be held on Wednesday, June 6, in Minneapolis, Minnesota.

Potential papers should address the educational, institutional, technological, social, and cultural issues that have relevance to the overarching discipline of Experiential Graphic Design (XGD), which encompasses environmental graphic and information design, exhibition design, wayfinding and signage design, branding, interactive and immersive environments, and technology integration.

Situated the day before the 2018 SEGD Conference, this event will bring together educators, students, researchers, and practitioners from the field of Experiential Graphic Design.

For 2018 SEGD is seeking submissions of both academic research and curriculum innovation that specifically address design challenges including (but not limited to):

- > advanced user centric experiences
- > emerging technology
- > interface innovation
- > narrative design and storytelling
- > smart cities and public spaces
- > shifts in user behavior and spatial practices
- > design thinking and business innovation
- > service design and evolution

## SUBMISSION REQUIREMENTS

Submissions are due by Friday, March 2, 2018. They should be provided in the form of extended abstracts. Abstracts must meet submission requirement of a 300-word minimum with a 1000-word maximum.

Submissions should contain the following: working title, paper summary, description of methodology used (if appropriate), contribution to the field, and implications for theory and practice. Inclusion of visual documentation (images and diagrams) are required to support the written abstract.

Submissions must not contain any of the authors, contributors or institutions names.

Please direct questions and PDF abstract submissions to Christina Lyons [christina\\_lyons@fitnyc.edu](mailto:christina_lyons@fitnyc.edu)

SEGD's Academic Task Force will select from the reviewed submissions and authors will be invited to present their papers at the June 6th SEGD Academic Summit before the 2018 SEGD Conference: Experience Minneapolis, June 7-9.

Selected papers will also be published in SEGD's online Academic Research research journal, Communication + Place. Discounted SEGD Conference registration will be offered to presenters of accepted papers.

## DEADLINES

Paper Abstract Submissions	March 2
Paper Acceptance Notifications	April 6
Full Manuscripts with Images/Diagrams	May 25
Final Presentation File Submissions	June 1
Academic Summit Presentation	June 6