

2020 SEGD ACADEMIC SUMMIT PORTLAND JUNE 10

Peer Reviewed
Design Research +
Academic Innovation +
Student Design Excellence





Call for Papers

Submission Deadline

March 9, 2020

SEGD | Society for Experiential Graphic Design is soliciting submissions for the 2020 Academic Summit to be held on Wednesday, June 10, in Portland, Oregon.

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

On the day before the 2020 SEGD Conference, this event will bring together educators, students, researchers, and practitioners from the field of Experiential Graphic Design.

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 no later than March 9, 2020. They should be 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 author, contributor or institution names.

Please direct questions and PDF abstract submissions to Christina Lyons at christina_lyons@fitnyc.edu

SEGD's Academic Task Force will select from the submissions and authors will be invited to present their papers at the SEGD Academic Summit on June 10, before the 2020 SEGD Conference: Experience Portland, June 11-13. Discounted SEGD Conference registration will be offered to presenters of accepted papers.

Selected papers will also be published in SEGD's online Academic Research journal *Communication + Place*.

Deadlines

Paper Abstract Submissions	March 9, 2020
Paper Acceptance Notifications	April 5, 2020
Full Manuscripts with Images/Diagrams	May 24, 2020
Final Presentation File Submissions	May 31, 2020
Academic Summit Presentation	June 10, 2020