

10th Anniversary of the International Conference for Design Education Researchers

DRS LEARNxDESIGN 2021

国际设计教育学者大会10周年

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As the DRS LEARNxDESIGN General Chair, it is my hope, that in the next decade, the future conference organising committee members will look at back this 10th Anniversary of the International Conference for Design Education Researchers volume of conference proceedings with an affection. The volume reflects the dedicated work of close to 500 individuals who in various ways contributed to production of these proceedings as authors, peer reviewers, planners, volunteers, editors, managers, technicians, or designers. The 10th Anniversary of the International Conference for Design Education Researchers reflects incredible determination of those who came before us who initiated and establish conference as the key platform for the Design Research Society's Education SIG to disseminate research related to Design Education.

I would like to thank to the Design Research Society to entrust Shandong University of Art & Design to host this key International Conference for Design Education Researchers. This has been a first time a Chinese University has hosted a key International Design Education conference of this size. I would especially thank to the International Academic Organizing Committee members Erik, Liv, Yang and Naz, who contributed their enthusiasm and expertise to make the event a wonderful success. Great gratitude is to be given to staff from OsloMet, UDD, and METU who have generously set up the specific Zoom links for the parallel sessions and thus made it possible to translate these sessions.

By embarking on hosting the 10th Anniversary of the International Conference for Design Education Researchers, Shandong University of Art & Design's aim was to make a significant contribution to national and international research on design education. To achieve this aim Shandong University of Art & Design has made a number of important commitments. One of these was to initiate a new **Design Education Research Centre**.

The university has made a substantial planning to inaugurate the centre shortly after the conference.

To bridge the persistent Global South and North divide as the host, Shandong University of Art & Design, has widen the International Scientific Programme Committee memberships.

To enable recent graduates to provide a significant input into what should be covered at the conference which focuses on how they should be educated we have made call for the emerging scholars.

Our focus is to deliver a high-quality academic conference. Thus, the focus was on the quality rather than the quantity. We have supported a rigorous peer review process to include the high selected quality academic papers in the conference proceedings

Drawing is a fundamental language for designers. It supports to analyse, organise, communicate, reflect, negotiate, persuade, explain, discuss, and present design concepts, products, experiences, and services. It is used throughout New Product Development process, from strategic initiation to its implementation. Thus, I was supportive of the International Academic Organising Committee proposal to introduce a Track which will challenge authors to use visualisation methods to communicate their papers in a visual form.

In 2016 the Chinese Ministry of Education has included the Design discipline to the "Special Catalogue of General Colleges and Universities" with aim to scale up the design education. Since 2016, more than **2000 of institutions** have been delivering design programmes. Every year more than **540 000** students enrolled into Design programmes. The number of **students studying design and related majors** in the school now **exceeds 2 million**. The design discipline has become the most prominent one in more than 140 first-level disciplines



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and more than 90 undergraduate majors in China.

I would like to thank to the local committee in Shandong University of Art & Design. Thanks to the design group who was responsible for designing the beautiful gifts and certificates of the top submissions. Also, I want to say thank you to the cultural event group. They provided the delegates with cultural feasts. I really appreciate support from the assistants who recording the sessions. Great gratitude should be given to our interpreters, who help us to enjoy the conference with their efforts.

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Professor Dr. Lusheng PAN, Vice-Chair of China Federation of Literary and Art Circles, Chair of China Folk Literature and Art Association, President of Shandong University of Art & Design, founder of Oriental Folk Art Museum, senior expert and leading talent in national philosophy and social sciences, enjoying special government allowance of the State Council. He also serves as the main leader of the Teaching Steering Committee of design specialty in Colleges & universities of Ministry of Education. His research focuses on design education and folk art. He has presided more than 30 national research programs, undertaken over 20 major national & provincial social service projects, published more than 30 books and over 200 academic papers.