



Interaction Week

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Feb 28 · 8 min read



Lyon, February 3, 4, 2018

## Introduction: A New Adventure for the Interaction Design Education Summit

Isabelle Sperano, Education Summit Co-Chair, MacEwan University

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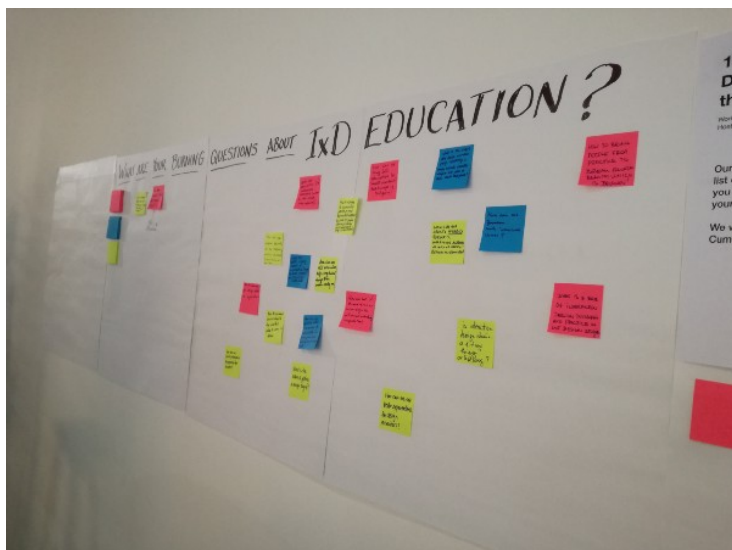
Jean-Baptiste Joatton, Education Summit Co-Chair, DSAA  
Villefontaine

Aurélien Tabard, Education Summit Co-Chair



**T**his year, during IxDA's Interaction Week 2018, the Education Summit explored design education through a mix of inspirational

talks, practical hands-on advice, and pragmatic workshops. Attendees and presenters represented a range of design educators working in higher education settings as well as industry practitioners who teach in both traditional education settings and in industry settings to both design and non-design professionals.



## What is the Interaction Design Education Summit?

Now in its seventh year, IxDA's Education Summit is an annual, global gathering of educators and industry professionals dedicated to building and promoting quality interaction design education. The idea of holding a day of discussions among educators and industry trainers

was initiated in 2012 by Fred Beecher and Dave Malouf, one of the founders of IxDA. At the time, Fred Beecher was building a UX apprenticeship program at the Nerdery, a UX consultancy in Minneapolis, MN, in response to the need for qualified UX designers in the region. Dave Malouf was teaching interaction design at Savannah College of Art and Design in Georgia and was posing the question of how to develop an interaction design curriculum standard that would best prepare students for industry. From the first roundtable discussion, the Education Summit has grown to a one-and-a-half-day conference held each year at the start of Interaction Week.

**Interaction 12, Dublin:**

First roundtable discussion organized by Dave Malouf and Fred Beecher

**Interaction 13, Toronto:**

Workshop with Kendra Shimmell (Cooper Design), Dianna Miller (SCAD), Dave Malouf (SCAD), Kristian Simsarian (CCA), Haig Armen (Emily Carr U)

**Interaction 14, Amsterdam:**

Co-chairs: Dave Malouf and Simona Maschi (CIID), with Fred Beecher and Don Norman advising

**Interaction 15, San Francisco:**

Co-chairs: Dave Malouf and Fred Beecher (nerdery.com)

**Interaction 16, Helsinki:**

Co-chairs: Dave Malouf and Fred Beecher (nerdery.com)

**Interaction 17, New York:**

Co-chairs: Fred Beecher and Liz Danzico (SVA Interaction Design MFA program)

**Interaction 18, Lyon:**

Co-chairs: Jean Baptiste Joatton (Pôle Supérieur de Design, Villefontaine), Aurélien Tabard, Production (Ecole Normale Supérieure), Isabelle Sperano (MacEwan University) and Dianna Miller (Syracuse University)

## Publication: A New Initiative

The Education Summit is not only about transmitting knowledge, but about sharing with peers. For the first time this year, we present here a record of Interaction 18 Education Summit events and outcomes to report on the conversations in Lyon to the larger design education community.

Our goal is to produce an online record of Summit presentations and activities in a format that is permanently available to all audiences after the conference. To evolve as a discipline, there is a need to build on yesterday's knowledge. Educators and students come together at the Education Summit to engage in critical discourse as an attempt to make sense of and advance our discipline. In so doing, we re-commit and validate our contribution to the world. This Medium publication gives our community (students, educators, researchers, practitioners, partners) access to ideas expressed at a moment in time in order to support and empower future communities to advance the discipline forward.

## An Experimental Format

The Interaction Design Association is volunteer-driven, member-supported organization of 100,000 professionals, teachers, and students worldwide. In keeping with the spirit of IxDA, the Education Summit has not been a traditional academic conference, but a gathering of academics and industry practitioners who engage through short talks, workshops, and roundtable discussions. This year, however, saw the greatest number of attendees and presenters affiliated with academic institutions, to-date.

We do not view this first-time publication as traditional proceedings from an academic conference. Rather, because of differences in format, perspective, and content, we asked Summit presenters to choose the format of their submissions. Some have written short articles, others present slides and notes from their talks, and others present outcomes of their workshops and roundtable, etc. Video recordings of some sessions are also available.

## 2018 Program and Emerging Themes

The Interaction 18 Education Summit, by the numbers:

- 92 submissions
- 14 reviewers
- 22 presenters
- 107 attendees

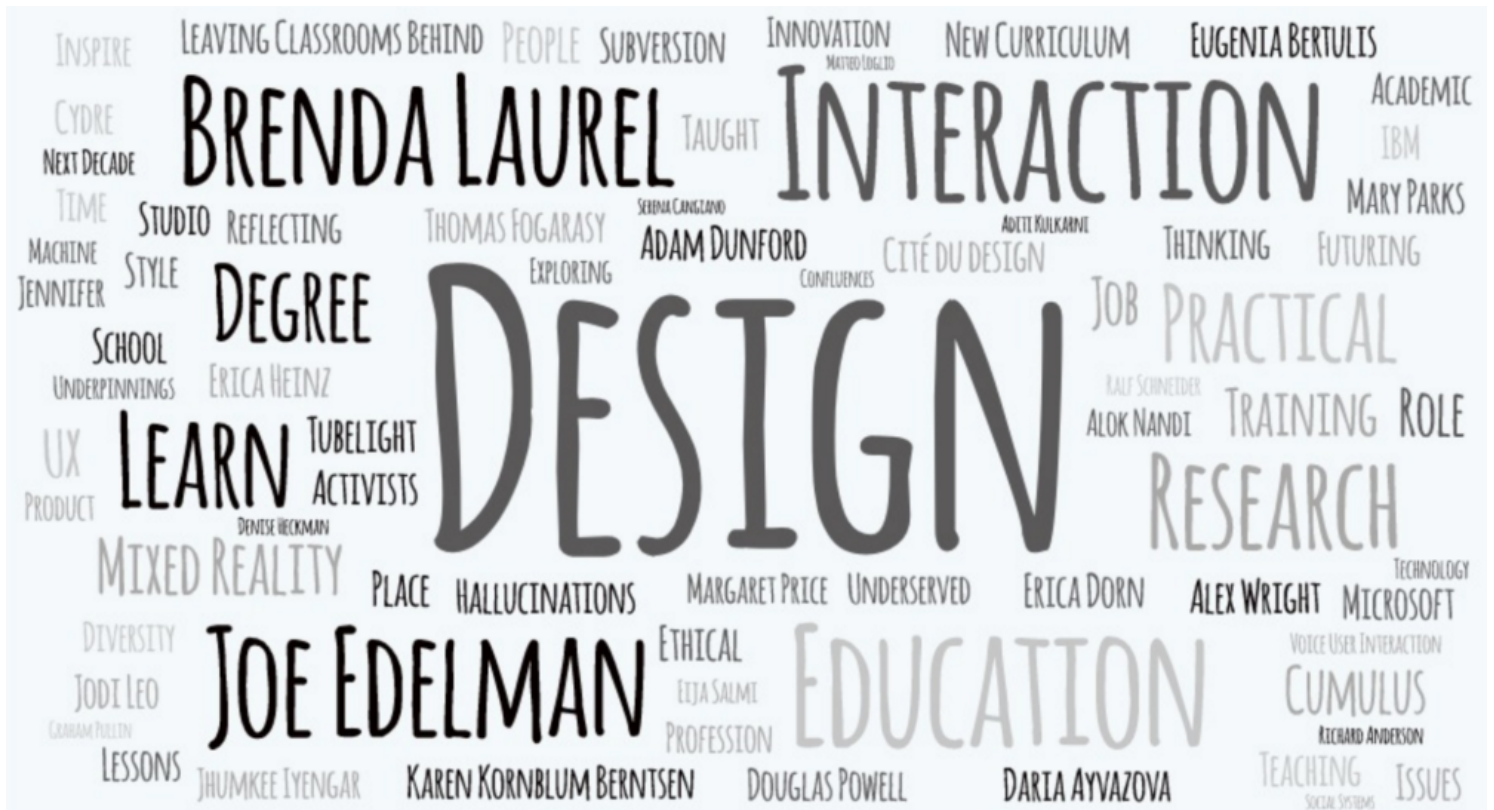
The initial submissions to the Education Summit were single, blind peer-reviewed. The final program and talks, workshops, and roundtables were selected by the chairs. The Interaction 18 conference theme around confluence was interpreted as the interplay or reconciliation between aspects of current design education that were at once complementary and opposing.

Among the presenters, the notable themes that emerged at this summit were:

- **Curriculum Development**  
Should we approach interaction design as a specialization with and global standard of skills or is it becoming a liberal art, whose core mindsets and methods should be taught across all disciplines?
- **Pedagogy: Exploring new perspectives for teaching IxD**  
How are we introducing students to design for new technologies and in new cultures and context?
- **Learning Out-of-the-Classroom**  
What are alternative approaches when the classroom is not the only—or even the best—place for learning design skills?
- **Societal Issues and an Ethical Imperative**  
In a fast-changing world of wicked problems, how do we prepare our young designers—and ourselves—to make choices about what, how, and for whom we design?

## The sessions, by theme





## Keynotes

Opening keynote—**Brenda Laurel**: What I Learned in School:  
Teaching Design Research [[Read article](#)]

Closing keynote—**Joe Edelman**: How to Design Social Systems  
(Without Causing Depression and War)

## Curriculum Development

- **There is no such thing as an interaction design degree.** By *Adam Dunford*, inUse Experience, Gothenburg, Sweden. [[Read article](#)]
- **What is The Role of Design Education in 2018 (and beyond)?** By *Denise A. Heckman*, Syracuse University School of Design. [[Read article](#)]
- **A New Design Curriculum.** By *Karen Kornblum Berntsen*, Carnegie Mellon University Human-Computer Interaction Institute.

- **101 guide to Interaction Design Education for the next decade.** By *Alok b. Nandi*, IxDA, Architempo, Institut Paul Bocuse and *Eija Salmi*, Cumulus, Hosted by IxDA + Cumulus.

*In 2017, at the Montreal World Design Summit, [Cumulus Association](#) and IxDA signed a partnership to share knowledge and network in furthering interaction design education.*

## **Pedagogy: Exploring new perspectives for teaching IxD**

- **Reimagining the Future of Design Education.** By *Alex Wright*, Etsy and Carnegie Mellon School of Design and *Erica Dorn*, Managing Director, The Good Work Institute. [[Read article](#)]
- **Resources for Educators in Interaction Design,** By Education Summit Attendees, *Isabelle Sperano*, MacEwan University and *Anala Farias Acuña*, CIID. [[Read article](#)]
- **Exploring Mixed Reality Design Issues In Studio.** By *Ralf Schneider*, Syracuse University School of Design. [[Read article](#)]
- **City of Experiences.** By *Christopher Pandolfi*, Department of Unusual Certainties / Institute without Boundaries, George Brown College and *Robert Giusti*, Institute without Boundaries, George Brown College. [[Read article](#)]
- **Reports From a Machine Learning Workshop for Designers.** By *Massimo Banzi*, arduino.cc, *Matteo Loglio*, oio.studio and *Serena Cangiano*, Maind Master SUPSI Lugano. [[Read article](#)]
- **Shared Consensual Hallucinations? Style and Subversion in Mixed Reality.** By *Eugenia Bertulis*, Emily Carr University.
- **Academic Underpinnings and Practical Training for Voice Interaction Design.** By *Mary Parks*, Product Designer, contracting at Facebook Applied Machine Learning & AI Research.

## **Learning Out-of-the-Classroom**

- **Diversity as A Source of Innovation: the case for inclusive design.** By *Ashley Walls*, Microsoft and *Margaret Price*, Microsoft. Hosted by Microsoft Design. [[Read article](#)]

- **Leaving Classrooms Behind.** By *Thomas Fogarasy*, Founder, Designer at Exalt Interactive. [[Read article](#)]
- **The Tubelight: how I learned things years after they were taught to me.** By *Aditi Kulkarni*, Head of Design, ReferralCandy. [[Read article](#)]
- **The Role of On-The-Job Training in UX.** By *Jennifer Gieber*, Glassdoor
- **Lessons Learned: Reflecting on Five Years of Design Education at IBM.** By *Douglas Powell*, IBM.

## Societal Issues and an Ethical Imperative

- **Is It Ethical for Designers to Function as Activists When Practicing Their Profession? If So, When? If So, How?** By *Richard Anderson*, OE Strategy. [[Read article](#)]
- **Preserving the Craft of Thinking.** By *Jodi Leo*, SVA IxD, RISD and *Erica Heinz*, SVA IxD, Parsons. [[Read article](#)]
- **Can Design with a Purpose Inspire the Underserved?** By *Jhumkee Iyengar*, Principal Consultant, User in Design and Founder, Ohrna. [[Read article](#)]
- **People, design, technology and place: Confluences of Interaction, Product and Interior Design.** By *Graham Pullin*, DJCAD, University of Dundee.
- **CyDRe—project based design research laboratory.** By *Daria Ayvazova*, Cité du design-ESADSE. Hosted by Cité du Design.

## Acknowledgment

We wish to thank various people for their contribution to this Summit. First, Pierre Bénech (production) and Hugo Sainte-Marie (web site), thank you for your time and energy. We would also like to thank our reviewers: Robert Andruchow, Naveen Bagalkot, Nicolas Couturier, Liz Danzico, Eva Eriksson, Benoit Habert, Alok Nandi, Nicolas Nova, Jon Kolko and Jacynthe Roberge for their great work. Also, a big thank to Boon Chew, Gilles Demarty, Brenda Sanderson, Margaux Crinon, Flavien Auffret, Elaine Matthias, Dave Malouf, Bettina Kast, all the volunteers and many many more.



And at last, thank you Thomas for the great review of the summit!

Thomas Fogarasy on LinkedIn: "Shared a perfect Sunday with..."

Shared a perfect Sunday with fellow educators, interaction designers in #Lyon at #Interaction18....

[www.linkedin.com](http://www.linkedin.com)



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## About Isabelle

Education Summit 2018 co-chair. Initiator and editor of the Education Summit publication. Isabelle Sperano is an assistant professor of Interaction Design at MacEwan University, Edmonton, Canada. She holds a PhD in Information Architecture. She studies, assesses and develops methods to describe and visualize human-information interactions. She focuses on finding common avenues of reflection for scientific research, teaching and practice in interaction design and information architecture.

[Twitter](#)



## About Dianna

Dianna Miller is Assistant Professor of Industrial and Interaction Design in the School of Design at Syracuse University. She previously served on the Interaction17 program chairing team and was co-chair of the Interaction14 Student Design Challenge. Her current research focuses on the co-design of community-based service models that enable seniors to thrive-in-place.



## About Jean-Baptiste

Education Summit 2018 co-chair. JB teaches design and coordinates the DSAA (Master) of Villefontaine, France, a graduate program in Interaction Design.



## About Aurélien

Education Summit 2018 co-chair and production.