

Annual Report of IEA Technical Committee

Name of Technical Committee: **Affective Product Design**

Website/link:

http://www.iea.cc/browse.php?contID=affective_product_design&phpMyAdmin=XPyBrJQjtrNYKM50fpmCYvGm%2C8&phpMyAdmin=jL DUJrGUIxQ-3p3v5atPhaf1Xo8

Chair: Martin Helander; Co-Chair: Halimahtun Khalid

Appointment Date: June 2007

Reporting Year	Work Group/ Executive Members (if applicable)	Current Membership (give breakdown by region and profession)	Activities Accomplished for the Reporting Year (if still in progress, specify when expected)	Activities Planned/Foreseen for the Following Year
2007-2008	Executive Members: Martin Helander Halimahtun Khalid Lin-Lin Chen Peter Hancock Oya Demirbilek Tal Oron-Gilad Anders Opperud	Australia: 1 Canada: 2 China: 1 Germany: 2 Hong Kong: 1 Indonesia: 1 Israel: 2 Malaysia: 4 Philippines: 2 Singapore: 5 Sweden: 2 Taiwan: 2 USA: 3 To continue with recruitment of	Activities of the TC in 2007-2008 have been primarily focused on conference participation, with the aim of knowledge-sharing and dissemination on concepts in affective design. Conference: 21-24 May 2007 – Organized an affective design session at WWCS 2007 conference in Stockholm, Sweden. Four papers were presented on <i>citarasa</i> engineering. 3-5 December 2007 – Organized special session at the IEEM 2007 conference, Singapore, based on the EU IST CATER project. Six papers presented in the session were on affective design topics.	The TC has created a discussion forum on the IEA website to solicit ideas and proposals for the IEA 2009 Congress. Joint sessions with Ergonomics in Product Design TC, and Aging TC are being planned. TC will meet in Beijing, and there may be an appointment of members to the work groups. A dedicated website has been planned for launching in 2009.

		<p>members in other countries, especially at the Design & Emotion Conference in Hong Kong, and the IEA 2009 Congress, China.</p>	<p>13-15 July 2008 – Dagstuhl seminar, Germany. Halimahtun Khalid & Martin Helander invited to present position papers on Affective Design. Seminar on Visual Aesthetics of HCI is being organized by Marc Hassenzahl, Gitte Lindgaard, and Noam Tractinsky.</p> <p>11-13 August 2008 – NES 2008, Iceland. Halimahtun Khalid invited to deliver keynote address on Affective design as ergonomics lifestyle.</p> <p>6-9 October 2008 – Two submissions to the Design & Emotion 2008 Conference, Hong Kong were accepted that focused on emotional design.</p> <p>21-23 October 2008 – One submission to SEAES 2008 on affective design, to be held in Bangkok, Thailand.</p> <p>Publications: Halimahtun Khalid – Chapter on Citarasa Engineering in Festschrift in honour of Holger Luczak (ed. Schlick) Publisher : Springer Verlag. Martin Helander & Halimahtun Khalid – Chapter on “Emotions and Affect in HMI”, a Handbook on HMI (ed. Guy Boy) publisher: Ashgate. Lin-Lin Chen – Chief Editor of International Journal of Design that publishes works on affective design.</p> <p>Discussion forum: Initiated the Yahoo group forum in 2007. Forum to be replaced with the IEA members’ forum which has started to gain momentum with the IEA Congress discussion.</p>	
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