CALL FOR ABSTRACTS or SHORT PAPERS | DEADLINE EXTENDED TO JANUARY 10, 2020

DESIGN COMMUNICATION ASSOCIATION INTERNATIONAL CONFERENCE 2020. ATLANTA, GEORGIA, USA. OCTOBER 21-24, 2020
Host School: Department of Architecture, Kennesaw State University, Marietta, Atlanta, Georgia

INTERNATIONAL CONFERENCE
20 | 20
PERCEPTION TO EXECUTION

www.dcaconference2020.org

DCA 20/20: PERCEPTION TO EXECUTION

The Design Communication Association (DCA) along with the Department of Architecture at Kennesaw State University will host the 2020 International Design Communication Association Conference in Atlanta, Georgia, USA from October 21st to the - 24th, 2020.

The **theme** of the 2020 conference is "DCA 20/20: Perception to Execution". This theme reflects our vision to design and its interpretation as we move forward with extended options of tools and techniques from perception to execution. In general 20/20 vision is a term used to express normal visual acuity measured at a distance of 20 feet. It is a measure of the spatial resolution of the visual processing system. 20/20 vision represents the sharpness or clarity of vision at a distance. Our overall visual ability is dependent on peripheral awareness or side vision, eye coordination, depth perception, focusing ability and color vision. The notion of envisioning the act of design and its process can be conceptually parallel to this phenomenon of 20/20 vision.

The DCA 2020 conference theme looks at how we envision various phases of design from perception to execution. Along this line of thought the conference promotes papers and presentations that demonstrate current trends and future directions both in education and professional fields of design and allied disciplines. The theme reflects the recent emergence and inclusion of various digital, virtual, and manual tangents that influence the way we envision design as well as conceptual shifts focus affecting perception and execution.

Papers and presentations that include but are not limited to approaches and applications of current trends of design and its interrelationships with allied disciplines are invited to foster and contribute to the discussion of the conference theme. These allied disciplines include architecture, digital media, environment, interior, landscape, media arts, urbanism, housing, etc. All submissions are expected to be original and have not been published previously at other scholarly venues. Specific topics may address following subjects.

Design 20|20: Changing Dynamics and Challenges
Myopic Vision: Conceptual Blindness
Design Education: Perception and Execution
Design Education: Analog, Digital, and Mix Reality
Drawing: Analog, Digital, Hybrid, and Smart Environment
Design Media: Manual, Tactile, and Digital
Computational Design
Design Education: Investigation, Interpretation, Analysis, & Representation
Beginning Design: Strategies in Teaching and Learning
Design: Urban and Social Context
Contemporary Design Tools: Use and Abuse
Parametric and Performative Design: Perception, Visualization, Interpretation, and Fabrication
Virtual and Actual: Process and Product of Design
Interactive Environment: Visualization and Application
Moving Images: Time based Media in Design and Representation
Sustainability: Education and Practice
Heritage: Interior, Architecture, Urban, Natural, and Built-Environment
Allied Disciplines: Roles and Alliance in Design Process
Design Issues: International and Global Perspective

Submission Process
The process is a two stage submission - first with a summarized abstract, and then a full paper. Abstracts are scheduled to be blind reviewed by an international panel of reviewers who will recommend acceptance for full papers and presentations at the DCA 2020 Conference at Keneesaw State University in Georgia, USA. All accepted papers and posters will be published in the conference proceedings (printed book and pdf document) with ISBN number.

Important Dates
- Submission of Abstracts: **Dedline Extended to Friday, January 10, 2020**
- Notification of Acceptance/Rejection of Abstracts: February 10, 2020 (Monday)
- Full Paper Submission: April 01, 2020 (Wednesday)
- Conference & Presentation: Wednesday, October 21 – Saturday, October 24, 2020

Submission of Abstracts
Please email a 300 to 600 word abstract in Microsoft Word document with possible image/s (10 point Times Roman, single spaced, with name, affiliation, and email address) by **Friday, January 10, 2020** at these two email addresses:
muddin3@kennesaw.edu and **dca2020conference@gmail.com**

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DCA 2020 CONFERENCE EVENTS & ACTIVITIES
Wednesday, October 21 - Saturday, October 24, 2020

PAPER SESSIONS | PROCEEDINGS | JOURNAL
Paper sessions will be scheduled in parallel sessions based on number of accepted papers and their subject area. A printed proceedings along with a digital pdf file will be available for all registered participants. From the published proceedings of the conference a board of editorial reviewers will select top 10 to 12 papers for inclusion in the journal of design communication *"Representation'.* The acceptance rate for this journal article is between 9% to 12%.

KEYNOTES
To be Announced Soon
Please visit conference web site for updated information

WORKSHOPS
Leading authors and educators like Frank Ching, Tim White and others have agreed to offer hands-on workshops that promise stimulating learning experiences for both students and professionals. They are open and free to conference participants with full registration. Students and practitioners can also participate for a nominal fee of $ 25 per workshop. All workshops will be running concurrently on Wednesday, October 21, 2020 from 1:30 to 4:30. Downloadable links will be provided in the web site at a later date. At this early stage of conference planning we are announcing these four workshops. Two more workshops may be added soon.

01. Freehand Drawing with **Francis DK Ching** (Author of various books including Architecture: Form-Space-Order)
02. Site Analysis with **Edward Tim White** (Author of various books including Site Analysis)
03. Urban Sketching with **Lynn Craig,** FAIA, RIBA (Author of Draw It)
04. Water Color with **Peili Wang,** Professor, Savannah College of Art & Design
05. Architectural Photography: The Pixel is the New Brick with Matt Haffner and Liz Martin-Malikian, Kebnnesaw State U

DESIGN DRAWING COMPETITION, EXHIBITION, and AWARD
The Design Communication Association will be holding a Juried Design Communication Exhibition in conjunction with the 2020 DCA biennial conference. Practitioners and educators involved with design visualization and graphics using a variety of media, from quick sketches to elaborate presentations, are encouraged to submit visual work to celebrate design communication and its relationship with design. For further details please contact Professor Chris Welty at
cwelty@kennesaw.edu

BOOK EXHIBITION
The DCA 2020 book exhibition is scheduled to display books by DCA participants and acclaimed authors such as Francis DK Ching, Edward T White and many others. To include your published book/s to be displayed during the conference please contact the conference chair at **muddin3@kennesaw.edu**

BANQUET DINNER
Hosted by the Department of Architecture, Kennesaw State University the banquet dinner on the last evening (Friday, October 23, 2020) will close the conference with various awards, announcements and acknowledgements.

ATLANTA ARCHITECTURE TOUR
Tours will be available to highlights of the Atlanta area, some are included in the conference registration, and others will be available for an additional fee. The included tour with registration is scheduled on the second day (Thursday, October 22, 2020) after lunch to drive through various important work of architecture and conclude with a reception hosted by a leading architecture office in downtown or mid-town Atlanta.
On Saturday (October 24, 2020) a guided extended architecture day-tour will be arranged to visit important highlights in Atlanta, More details will be available (with a map) at a later date. $45 per person fee (including lunch) in advance will be applicable to secure the trip. The trip will be arranged on the basis of number of participants and the size of needed bus/es.

VENUE | TRAVEL| HOTEL

CONFERENCE VENUE

The Department of Architecture, Kennesaw State University (Marietta campus) is the host of 2020 DCA Conference. The location is about 27 miles north of Atlanta International Airport. The contact address is: Department of Architecture, Kennesaw State University. Building N, Rm. 120. 1100 South Marietta Pkwy. Marietta, GA 30060. USA. Phone: (678) 915-7253 . Fax: (678) 915-7228.

The various activities of the conference may be scheduled in three architecture buildings that are within the walking distances. The main architecture building N will be the point of contact for registration and all other information.

TRAVEL| AIRPORT

For air travel you will be coming to "Hartsfield-Jackson Atlanta Airport". The distance from airport to conference venue is about 27 miles. A ride in UberX would rougly cost $37.

Hartsfield-Jackson Atlanta International Airport is the busiest and most efficient airport in the world and, by some accounts, the best in North America. Hartsfield-Jackson is a global gateway, offering nonstop service to more than 150 domestic and 70 international destinations. These locales include major commercial centers in Europe, Asia, the Caribbean, Africa, and South and Central America. ATL also holds the distinction of being the first airport in the world to serve more than 100 million passengers in a single year.
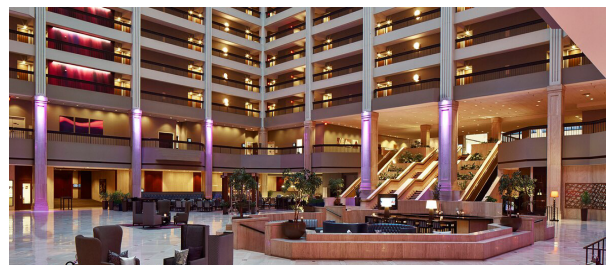
HOTEL

Special hotel discounted rates (at least for two hotels) will be secured for DCA 2020 registered participants at a later date. Tentative 2020 DCA Conference Hotel Options will be Hilton, Radission, and Mariott (Renaissance Waverly), all within 1 to 6 miles from conference venue. Free shuttle services from conference hotel to conference venue will be provided at scheduled times. Please visit conference website at www. dcaconference2020.org for updated information on hotel options.

Radission Hotel Atlanta NW
1775 Parkway Place SE, Marietta, GA, 30067
(Less than a mile from conference venue)

Hilton Atlanta/Marietta Hotel & Conf Center
500 Powder Springs St, Marietta, GA 30064
(About 2 miles from conference venue)

Renaissance Atlanta Waverly Hotel & Convention Center
2450 Galleria Pkwy SE , Atlanta, GA 30339
(About 6 miles from conference venue)

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