

DEFSA 7 th International Conference Programme 2-4 September 2015						
Ethics and accountability in Design: Do they matter?						
DAY 1 2 Sept		Hosted by MGI and VUT				
Time						
08:20 - 09:00		Registration Tea/Coffee				
08:30 – 08:40		Meeting with session chairs H014				
		Venue H014			Programme issue date 1 Sept 2015	
09:00 - 09:15		Welcome				
09:15 - 09:30		Introduction				
09:30 - 10:00		Keynote				
10:05 - 10:20		Tea / Coffee				
		15 mins plus 5 mins questions		15 mins plus 5 mins questions		15 mins plus 5 mins questions
		Venue H014		Venue H005		Venue H004
		Presentations		Chair: Kate Chmela-Jones		Chair: Herman Botes
10:20 - 11:40		2		Mic Barnes & Mugendi M'Rithaa: CPUT Teaching syntropic economic principles to design students in the age of supercomplexity: An ethical conundrum		5
11:40 - 12:00		3		Martin Bolton: UJ The role of the educator in equipping design students to be ethical decision makers		6
12:00 - 12:20		4		Inge Economou & Rudi Wynand de Lange: NMMU & TUT Re-representation: Addressing objectifying media portrayals of women in South Africa		7
12:20 - 12:25		Discussion		Questions		Questions
12:25 – 13:10		Lunch				
		Venue H014		Venue H005		Venue H004
		Presentations		Chair: Doret Linde		Chair: Bianca Le Cornu
13:10 – 13:30		11		Lizette Carstens: UP Towards human-centered design solutions: Stakeholder participation during brief development		14
13:30 – 13:50		12		Reshma Maharajh: VUT Beauty lies or (lies) in the eye of the beholder		15
14:10 - 14:30		13		Ralitsa Diana Debrah: CPUT Exploring design strategies to determine information needs of caregivers		16
14:30 – 14:35		Discussion		Questions		Questions
14:35 – 14:50		Tea				
14:50 – 15:10		19		Cwayita Swana & Rudi Wynand de Lange: TUT Ethics and packaging design: Marketing of sugary breakfast cereals to South African children		21
15:10– 15:20		20		Raymund Konigk & Zakkiya Khan: UP The ethics of tastemaking: Towards responsible conspicuous consumption		22
15:20 - 15:25		Discussion		Questions		Questions
18:30 for 19:00 Dinner at Rocket in Rivonia						

DAY 2 3 Sept			15 mins plus 5 mins questions		15 mins plus 5 mins questions		15 mins plus 5 mins questions
08:30 - 09:00	Tea		Meeting with session chairs				
			Venue H014		Venue H005		Venue H004
09:00 - 09:10	Presentations		Welcoming and housekeeping				
09:15 - 09:45	Keynote	24	Julian McDougall				
10:05 - 10:20	Tea						
			Venue H014 GD		Venue H005 Interior & Arch		Venue H004 Education &
	Presentations		Chair: Inge Economou		Chair: Helen Buhrs		
10:25 - 10:45		25	Kate Chmela-Jones: VUT The ethics of Ubuntu and community participation in design	29	Terence Fenn: UJ Framing Complexity: an experience-led approach to designing user research		
10:45 - 11:05		26	Rudi Wynand de Lange: TUT Non-maleficence as an ethical guideline to design	30	Tariq Toffa, Amira Osman, Jhono Bennett: UJ Architecture and agency: Ethics and accountability in teaching through the application of open building		
11:05 - 11:25		27	Carmen Schaefer: Red & Yellow School of Logic and Magic OgilvyEarth: Is this what a future communications agency looks like?	31	Nina Newman: TUT The perception of registered design protection in the South African jewellery Industry		
11:25 - 11:45		28	Miranthe Staden-Garbett: MGI Cultivating voice through personal manifestoing – a strategy for developing accountability, ethics and integrity in tertiary design curricula	32	Thea Tselepis: UJ Transforming the Training: Ethical considerations in Re-designing an Incubation Model aimed to Train Aspiring Fashion Design Entrepreneurs		
11:45 - 12:00	Discussion		Questions		Questions		Questions
12:00 - 12:30	DEFSA AGM						
12:30 - 13:20	Lunch						
			Venue H014		Venue H005		Venue H004
	Presentations		Chair: Amanda Breytenbach		Chair: Herman Botes		Chair: Thinus Mathee
13:20 - 13:40		33	Lize Groenewald: UJ Mr Paterson's rounded testimony: Ethics, intersubjectivity and the interview				
13:40 - 14:00		34	Bianca Le Cornu and Doret Linde: MGI Team mentoring – a vehicle to foster and encourage ethics and accountability in design education				
14:00 - 14:05	Discussion		Questions		Questions		
14:05 - 15:00			Closing & tea				
DAY 3							
	Collaboration Publication workshop Venue						
08:30 - 09:00	Tea / Coffee						
09:00 - 09:10	Presentations		Welcoming and housekeeping				
09:10 - 10:10	Session 1		The possibilities of publishing and collaboration			Yoko Akama & Julian McDougall	
10:10 - 10:30	Tea / Coffee						
10:30 - 12:30	Session 2		Identifying and mapping the challenges in publishing			Julian McDougall & Yoko Akama	
12:30 - 13:15	Lunch						
13:15 - 14:15	Session 3		Overcoming the challenges			Yoko Akama & Julian McDougall	
14:15 - 14:30	Closing						