


EmotionalD^{esign}

Design Masterclass Series



Some products include an emotional message that is unconsciously recognised by its customers. This unconsciously recognised message adds important value to the product. However, the questions here are: How well are we aware of this quality of design? How many designers spend enough time investigating it? Do designers share the same emotional understanding as their final users?

This workshop attempts to address these issues by introducing three 'Emotional Design Models' and their applications. It will be followed with few brief exercises to establish the concept of emotional design. A little previous experience in product design is needed and participants are expected to be interested in learning about 'Non-rational Issues' in design. Also all are required to contribute to the session by showing a good manner of 'Deep-Emotional Thinking'!

Reza Mortezaei, researcher, lecturer and practitioner in product design, will be running this session. **13th February 2008 2-5pm**

Places are limited. If you would like to book a place on this interactive Design Masterclass, then please email Tamara, InQbate's Co-ordinator @ T.J.Violaris@sussex.ac.uk, to secure your place. This masterclass will take place in the Creativity Zone, University of Sussex, Falmer, Brighton, BN1 9QH

**Filming: The Design Masterclass session will be filmed as a record of the day and for use on the InQbate website.*



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