

SEMINAR SERIES

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WHAT IS DESIGN ANYWAY? DESIGN RESEARCH AS INTERDISCIPLINARY DISCOURSE BETWEEN THE SCIENCES OF THE ARTIFICIAL AND HUMAN SCIENCES

Featuring Dr. Christine Toh
University of Nebraska at Omaha

October 2, 2020 | 12:00 - 1:00 pm

Zoom Link: <https://unomaha.zoom.us/j/92322659779>

ABOUT DR. TOH

Christine Toh is an Assistant Professor of IT Innovation in the School of Interdisciplinary Informatics (Si2), in the College of Information Science and Technology, and is part of the research group the BRIDGE lab. Dr. Toh focuses on understanding the cognition of designers in technical domains (software designers, UX designers, engineering designers), their process of navigating the early phases of the design process, and the impacts of design decisions on user interaction and behavior. The primary themes of her work include: 1) the development of a theoretical typological framework for characterizing the types of information used in design, 2) understanding the cognitive processes of designers engaging in ill-structured and complex design environments, and 3) exploring how new paradigms in computational tools and artificial intelligence impact the design process and user behaviors as a result of these technologies. Through these different themes, Dr. Toh's research has focused on developing an understanding of creativity and decision-making in the design process in order to help translate innovative ideas into successful products and ventures.

LEARNING OBJECTIVES

This talk will provide an overview of the main research areas currently under development, as well as provide a starting point for a discussion about the role of design in diverse research areas, such as biomechanics.

more info at cobre.unomaha.edu

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