

# DSS 2023

## DESIGN STUDIES SYMPOSIUM

ABSTRACT  
PROCEEDINGS  
e-BOOK

# REALITIES

&

# FRONTIERS

edited by

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**DSS 2023 Organizing Committee**

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**DSS 2023 Graphic Design**

Gözde Damla TURHAN

01-02 June 2023

İzmir University of Economics, İzmir/Türkiye

**DSS 2023**

DESIGN STUDIES SYMPOSIUM

**DESIGN  
STUDIES**



FACULTY OF FINE ARTS AND DESIGN



İZMİR UNIVERSITY OF ECONOMICS  
Graduate School

# DESIGN STUDIES

**DESIGN STUDIES SYMPOSIUM 2023  
REALITIES AND FRONTIERS  
01-02 JUNE 2023**

Izmir University of Economics  
Faculty of Fine Arts and Design  
D Block, Multipurpose Hall  
Sakarya cad. No:156 Balçova-İzmir, Türkiye

**ABSTRACT  
PROCEEDINGS  
e-BOOK**

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## **DSS 2023 Organizing Committee**

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## **DSS 2023 Graphic Design**

Res. Asst. Dr. Gözde Damla TURHAN

*with the contributions of*

Prof. Dr. M. Efe BİRESSELİOĞLU  
Director of the IUE Graduate School

Prof. Dr. Ender YAZGAN BULGUN  
Dean of the IUE Faculty of Fine Arts and Design





# TABLE OF CONTENTS

**02.**

ABOUT  
DESIGN STUDIES

**05.**

DSS 2023  
PROGRAM

**25.**

DSS 2023  
HIGHLIGHTS

**03.**

DSS 2023  
OVERVIEW

**08.**

ABSTRACTS

**31.**

DSS 2023  
TEAM



Introduced as the first graduate program in the field in Turkey, the Design Studies Master's and Ph.D. programs are structured under the Faculty of Fine Arts and Design at the Izmir University of Economics.

The programs provide architects, interior architects, visual communication designers, graphic designers, industrial designers, fashion designers and applicants from related disciplines a unique research opportunity.

With studies informed by this broad approach, ultimately, students are provided with opportunities to engage with the projects in a theoretical framework and conduct their dissertation, pursuing careers in both design-related professions and academia.

The programs in Design Studies are structured with the goal that the theoretical and practical aspects of successful graduate education can be effectively joined in a constructive way for graduates of various disciplines. Emphasizing the relations between various subjects and approaches provides the students with a broader professional training that equip them with substantial and creative skills, unique experiences, and specialized knowledge.

## DESIGN STUDIES

Design Studies graduate program students conduct their research in a multi-disciplinary/cross-disciplinary way on the fields of studies and key research topics listed in the website.



@ieu\_design\_studies



[lisansustu.ieu.edu.tr/tasarim\\_calismalari](https://lisansustu.ieu.edu.tr/tasarim_calismalari)



The Design Studies Symposium 2023 (DSS 2023) organized by the IEU Graduate School Design Studies programs was held in collaboration with the Faculty of Fine Arts and Design on the 1-2 June, 2023 at the Multipurpose Hall, FFAD D Block, Izmir University of Economics. DSS 2023 has become a successful continuation of Face-to-Face Graduate Research Symposium held at 2022.

This abstract proceedings e-book on various issues surrounding Design Studies covers research that ranges from case/field implementation ideas to quantitative/scientific data surveys to social, theoretical, and historical studies from all subfields of design to address the countless parallel and overlapping realities of design in the post-pandemic era. The post-covid period and unprecedented earthquake have made us question the role of design in our everyday lives, while the advent of dynamic technologies in design has made us reconsider the design realities that surround us. Quality applications were received from authors from different Graduate Programs related to the field of design. The book expects answers (but not limited) to the following questions:

The symposium was expected to answer (but not limited) to the following questions:

- What role does design play in the light of these challenges and developments?
- How do these realities bind and unbound the designers?
- What are the new limits and/or horizons of design?
- How is the field of design expanding?

- Within the context of these facts, what happens to other design-related subfields?
- What are the current dilemmas in these subfields and what are the new approaches?
- Are these also defined by boundaries? Or, have past boundaries been broken?
- How do digital technologies (AI, VR/AR/XR, metaverse etc.) influence our expectations of design?
- How do disasters inform design?



DSS 2023

The graduate students presented their research under 4 sessions on the first day of the symposium: X-plorations, Realities, Frontiers, and Crossovers. The faculty members continued on the second day with the discussions with the valuable outcomes to improve the programs. The students enrolled in graduate level courses presented their project posters during the symposium.

The voting for the best presentation award resulted in two equally qualified winners: Gokce Cagatay with her presentation "Representation of Women and Spaces in Turkish Cinema: A Focus on Southeastern Turkey" and Selen Cicek with her presentation "Reframing the Concept of Design Space in the Basic Design Studio". Congratulations for your amazing work and we wish you the best of success in your future endeavors.

We would like to thank the Director of the IUE Graduate School Prof. Dr. M. Efe Biresselioglu and the Dean of the FFAD Prof. Dr. Ender Yazgan Bulgun for their support and contributions to the symposium. We extend our gratitude to the undergraduate and graduate students of FFAD and Design Studies for their valuable support in the organization.

## DSS 2023 Organizing Committee

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Asst. Prof. Dr. Deniz AVCI HOSANLI  
(*Design Studies Coordinators*)

Res. Asst. Dr. Gözde Damla TURHAN  
(*Program Assistant*)  
Res. Asst. Aybüke TAŞER  
(*2022-23 Program Assistant*)



## DAY 1 | 1 JUNE 2023

IEU | D Block | Multi-purpose Hall

### 09.25-09.35 – Opening Speech:

Prof. Dr. Efe BİRESSELİOĞLU  
Head of Graduate School

### 09.35-09.55 – Opening Speech:

Prof. Dr. Ender YAZGAN BULGUN  
Dean of Faculty of Fine Arts and Design

### 09.55-10.15 – Opening Speech:

Prof. Dr. Deniz HASIRCI  
Head of Design Studies

### 10.15-11.15 – Session 1: X-plorations

Moderator: Asst. Prof. Dr. Tuba DOĞU  
3 speakers

### 11.15-11.30 – Coffee Break

### 11.30-12.20 – Session 2: Realities

Moderator: Asst. Prof. Dr. Deniz AVCI HOSANLI  
3 speakers

### 12.20-13.30 – Lunch Break

### 13.30-14.20 – Session 3: Frontiers

Moderator: Res. Asst. Dr. Gözde Damla TURHAN  
3 speakers

### 14.20-14.30 – Coffee Break

### 14.30-15.20 – Session 4: Crossovers

Moderator: Res. Asst. Aybüke TAŞER  
4 speakers

### 15.20-15.40 – Closing Speech:

Assoc. Prof. Dr. Emre ERGÜL  
Prof. Dr. Murat BENGİSU

### 15.40-16.00 Certificate Ceremony & Best Presentation Award

### 16.00 Design Studies Poster Exhibition & Cocktail

## DAY 2 | 2 JUNE 2023

IEU | D Block | Multi-purpose Hall

# DISCUSSIONS

## Design Studies Workshop with the Faculty Members

### 09.30-9.50 Lessons from the Design Studies Program

Asst. Prof. Dr. Tuba Doğu & Asst. Prof. Dr. Deniz Avcı Hosanlı

### 09.50-10.10 Curriculum of the Program and its Improvement

Assoc. Prof. Dr. Şölen Kipöz

### 10.10-10.30 Why “Design Studies”? (What makes/should make us unique today?)

Asst. Prof. Özgül Kılınçarslan

### 10.30-10.50 Publication Requirement of Ph.D. Candidates

Prof. Dr. Elvan Özkavruk Adanır

### 10.50-11.10 Next Year’s Symposium Theme

Asst. Prof. Dr. A. Can Özcan

### 11.10-11.30 Program Keywords

Asst. Prof. Dr. Gökhan Mura

### 11.20-11.40 Symposium Crossovers and Collaborations

Prof. Dr. Ö. Osman Demirbaş

### 11.40-11.50 Realities and Frontiers Conclusions

Prof. Dr. Deniz Hasırcı

## DAY 1 | SESSION 1 | 10.15-11.15

1 June 2023

IEU | D Block | Multi-purpose Hall

### X-PLORATIONS

Moderator: Asst. Prof. Dr. Tuba DOĞU

**Cemkan Özkan:** Exploring the Power of Color in Rebranding Strategies:

A Case Study on Turkey

(10 minutes)

**Filiz Özbengi Uslu:** Exploring the Role of Bio-Design and Craft to Enhance Emotional Attachment to Clothes

(10 minutes)

**Elif Karakuş:** An Analysis of Design Challenges Regarding the Use, Transportation, and Storage of Props in Sustainable Scenic Design

(10 minutes)

**Q&A Session**

(10 minutes)

## DAY 1 | SESSION 2 | 11.30-12.20

1 June 2023

IEU | D Block | Multi-purpose Hall

### REALITIES

Moderator: Asst. Prof. Dr. Deniz AVCI HOSANLI

**Selen Çiçek:** Reframing the Concept of Design Space in Design Education:

A Literature Review

(10 minutes)

**Hande Yıldız Çekindir:** Hybrid Learning Environment Model for the Global Design Factories Based on A Local Case: İzmir Design Factory

(10 minutes)

**Buse Ada:** Creating Living Spaces According to Changing Actions and Needs:

Post-disaster Temporary Housing

(10 minutes)

**Q&A Session**

(10 minutes)



## DAY 1 | SESSION 3 | 13.30-14.20

1 June 2023

IEU | D Block | Multi-purpose Hall

### FRONTIERS

Moderator: Res. Asst. Dr. Gözde Damla TURHAN

**Murat Batur Balo:** A Research on Users' Experience on Their Domestic Furniture during an Earthquake  
(10 minutes)

**Doruk Türkmen:** Designing Mobile Role-Playing Games for Cultural Heritage Museums  
(10 minutes)

**Nazlı Sözer Çakır:** Water Sensitive Image Search: Determining the Water Supply Method of a Structure within Seconds, without Words  
(10 minutes)

**Q&A Session**  
(10 minutes)

## DAY 1 | SESSION 4 | 14.30-15.20

1 June 2023

IEU | D Block | Multi-purpose Hall

### CROSSOVERS

Moderator: Res. Asst. Aybüke TAŞER

**Sevginur Ursavaş:** Multi-Sensory Store Design And Consumer Behavior Relationship: The Case Study Of Well Store in Izmir  
(10 minutes)

**Gökçe Çağatay:** Representation of Women and Spaces in Turkish Cinema: A Focus on Southeastern Turkey  
(10 minutes)

**Anıl Dinç Demirbilek:** Rethinking Open Paradigm: Essential Methodologies of Open Design  
(10 minutes)

**Canberk Yurt:** Blurring the Borders of Production and Consumption through Collective Creativity: The Rise of Makers as Prosumers  
(10 minutes)

**Q&A Session**  
(10 minutes)

SESSION 1  
**X-PLORATIONS**

Moderator: Asst. Prof. Dr. Tuba DOĞU





## SESSION 1 X-PLORATIONS

### Exploring the Power of Color in Rebranding Strategies: A Case Study on Turkey

Cemkan ÖZKAN | Supervisor: Asst. Prof. Rabia Özgül KILINÇARSLAN

This academic article delves into the influential role of color theory, visual perception, and rebranding strategies within the context of mergers and acquisitions (M&A). The study aims to evaluate the impact of color on consumer perception and brand awareness by examining the brand colors and color palettes utilized in digital and traditional media products of merged brands. With a primary focus on the visual perception of color, this research investigates the rebranding processes of merged brands while considering the influence of new technologies on the design process. Additionally, the study highlights the potential of artificial intelligence (AI) design applications in assisting the rebranding process and enabling more effective color choices in visual communication design. Through this exploration, valuable insights are gained regarding the power of color in rebranding strategies and the integration of AI support in the design process.

Drawing on previous studies in color theory, visual perception, and rebranding, the purpose of this study is to assess the impact of color on consumer perception and brand awareness.

The sampling area of the research is the brand colors and color palettes used in the digital and traditional media products of the merged brands in Turkey. One of the objectives of this study is to draw attention to the potential of artificial intelligence design applications to assist the rebranding process and facilitate more effective color choices in visual communication design.

Overall, this article contributes to the understanding of how color is crucial to rebranding and how visual perception can impact the success of rebranding efforts in the context of M&A since color has effects on consumers. Furthermore, it proposes new ways to utilize AI design apps to enhance the rebranding process, which can be used as an important brand strategy essential for a smoother transition during M&A in the future.

**Keywords:** Color, colors in advertising, color palette, rebranding, mergers & acquisitions, artificial intelligence



## SESSION 1 X-PLORATIONS

### Exploring the Role of Bio-Design and Craft to Enhance Emotional Attachment to Clothes

Filiz ÖZBENGİ USLU | Supervisor: Assoc. Prof. Dr. Şölen KİPÖZ

Since the Industrial Revolution, a rapid increase in production has negatively affected society and the environment. This linear economic system has also led to the decline of biodiversity at an alarming rate. Awareness that we share this planet with other living beings prompts designers to create new solutions through circular design using new materials and technologies.

A fashion ecosystem has emerged as a framework for re-imagining fashion in terms of energy and sensitivity and revitalizing it in a more meaningful way. Given the ubiquity of fashion in contemporary society, it is essential to reassess our understanding of fashion and envision how its future could diverge from the current scenario. Emotional durability, which may be acquired by emotional attachment, encourages protective behavior, improves product acceptability, and slows down product replacement focusing on building a strong emotional bond between products and users on a spiritual level by increasing the added value of products and reviving meaningful moments.

In addition to contributing to the emotional durability of garments, craft enhances well-being and enables compelling product stories. Furthermore, bio-design involves using biological processes and materials in product design to create sustainable and regenerative products, with several current applications in fashion design. The potential application of bio-design enables and fosters emotional attachment to products by making products alive, interactive, and responsive to their environment. And design with living systems can enable products to grow, evolve, and adapt, creating a sense of connection and empathy between users and products. Consequently, this study proposes to contribute to the process of rethinking fashion by utilizing fashion as a form of experience, incorporating bio-design with craft, and applying a holistic approach to explore whether users are more effectively interacting with garments for emotional durability through bio-design practice.

**Keywords:** Circular design, emotional durability, bio-design, craft, wellbeing



## SESSION 1 X-PLORATIONS

### **An Analysis of Design Challenges Regarding the Use, Transportation, and Storage of Props in Sustainable Scenic Design**

Elif KARAKUŞ | Supervisor: Prof. Dr. Deniz HASIRCI

Scenic design is the design that turns the idea behind a performing art into a visual presentation by a scenic designer. The use, transportation, and storage of props bring several challenges with it. The designer uses the design materials according to the given brief and the need of the producer. However, the designers state that after the performance is done, props get thrown away which causes a huge waste meanwhile some of them get stored for reuse. If the designer is aware of sustainability, they use reusable materials, design them suitable for storage or consider other solutions to reuse them for other performances. The cost of transportation and low budget lead the production team to design props in a portable way to avoid using more than one or large vehicles. Furthermore, the designer designs props in a way that will take minimum place. This study focuses on the challenges regarding the use, transportation, and storage of props and what the possible solutions are to avoid waste, and how to apply sustainability.

The methods for this study are to do research on scenic design in Turkey, to do interviews with professionals from different disciplines in scenic design such as digital artists, scenic designers, and municipal and private theatres. The outcomes direct the study to reveal the lack of scenic design studies in literature and the possible scenic design developments such as finding the most suitable material use for each prop, the lowest cost, and applying sustainability to scenic design in Turkey. This study suggests alternative solutions for scenic design with the help of sustainability, design strategies, and digital technology and compares them. The solution to be gained from this study will benefit scenic designers, producers, and performing artists.

**Keywords:** Scenic design, sustainability, sustainable design, props, storage, digital art

SESSION 2  
**REALITIES**

Moderator: Asst. Prof. Dr. Deniz AVCI HOSANLI



## SESSION 2 REALITIES

### Reframing the Concept of Design Space in the Basic Design Studio

Selen ÇİÇEK | Supervisor: Prof. Dr. Mine ÖZKAR

The basic design studio is considered as the core of the design education as it teaches novice designers how to think critically about design. However, first-year design students often struggle to grasp the abstract concepts and principles presented in the studio through design problems. These design problems pose challenges because they contain implicit definitions and abstract concepts that are not easily understood by students. Since students lack prior experience in dealing with abstract design problems that require considering multiple interconnected aspects simultaneously, they find it difficult to generate design solutions using reasoning mechanisms. To address this issue, we propose the use of AI-aided tools to create a synthetic design space generation mechanism. By reframing the design space in the basic design studio and utilizing AI models to generate synthetic solution instances, we aim to provide students with a medium to better understand the abstract concepts and principles conveyed in the studio. The concept of the design space encompasses both the problem and solution spaces, which are integral to the design process. To investigate this concept thoroughly, we utilize the assignment brief data from

Izmir University of Economics FFD 101: Arts and Design Studio to define the problem space. A text-to-image diffusion model is employed to generate a corresponding solution space for the defined design problems. The performance of the generated solution instances is evaluated by design experts, and we explore potential implementation strategies for integrating AI tools in the basic design studio. The findings indicated that that diffusion models can generate a wide range of design solutions that effectively address the given problems within a short time. Thus, it can enable students see and learn from the synthetic solutions and move on to their own interpretations. Thus, contemplating the generation of synthetic solution space by diffusion models as a tool itself could improve novice designers' understanding of ambiguous design problems and accelerate their comprehension process of the abstract concepts conveyed in a basic design studio.

**Keywords:** Basic design education, design space, problem definition, artificial intelligence, diffusion model



## SESSION 2 REALITIES

### Hybrid Learning Environment Model for the Global Design Factories Based on A Local Case: İzmir Design Factory

Hande Yıldız ÇEKİNDİR | Supervisor: Asst. Prof. Dr. Gökhan MURA

Since Design Thinking (DT) is a mindset for “design-based learning” and a model for “enhancing creativity, endurance, engagement and innovation”, the global Design Factory (DF) models, which provide education with various programs in this field by bringing the academy and industry together, especially at the undergraduate and graduate levels, are becoming more widespread. The DT mindset as the common point for design factories is based on the three pillars called “3Ps” : people, process, and place that is one of the important factors for DT. The proposed research aims to undertake a spatial analysis of distinct global Design Factory (DF) cases, specifically Aalto Design Factory (ADF), HPI D.School University of Potsdam, and Porto Design Factory (PDF) that has adopted the DT methodology in higher education. The common and different aspects of the physical, virtual and hybrid learning environments will be determined through their functions. The main purpose here is to discover how the spatial functions of global DFs, acting with a common approach, differ according to institutions based on their own organizational, cultural, and national contexts.

Moreover, how these physical spaces correspond to digital with the spread of distance education with the global pandemic will be examined and the question of whether space or objects / tools are transformed into digital will be emphasized. In the light of the data obtained from global cases, it is aimed to propose a common DF hybrid learning environment model as a result of iterative workshops through the İzmir Design Factory (IDF) as local case with IDF alumni who experienced both the physical and digital DT education by following the DT process through participatory design approach.

**Keywords:** Design thinking, design factory model, place, participatory design, hybrid learning environment

## SESSION 2 REALITIES

### Creating Living Space According to Changing Actions and Needs: Post-Disaster Temporary Housing Units

Buse ADA | Supervisor: Assoc. Prof. Dr. Didem KAN KILIÇ

This study aims to investigate the suitability of existing temporary housing by determining a guideline for the design of temporary housing. In this research, the issue will be discussed within the scope of meeting the temporary housing needs of disaster victims after the disaster. One of the main goals of this research is to determine a guide for designs that will provide a better solution as temporary homes from a tent or container city, where survivors can easily meet their basic needs. This research will contribute to the literature by examining the needs of survivors in disaster zones, fast installation construction methods and temporary housing solutions used in the past. In the research, a survey study was conducted to examine the satisfaction levels of temporary housing victims living in the Bayraklı container city. As a result of the study, the results of the Bayraklı container city survey were evaluated according to the temporary housing design guide consisting of 5 main principles proposed by Felix et al.

It has been determined that the same point has been made in the design of temporary housing from the past to the present. It was seen in the survey results that the disaster victims did not develop a sense of belonging in temporary housing. In addition, according to the results of this study, it is believed that there is a need to develop temporary housing units manufactured with fast installation, adaptable, flexible, local materials, and that designs should be developed and implemented in this direction.

**Keywords:** Post-disaster, temporary housing units, self-setup system, modularity, nest

SESSION 3  
**FRONTIERS**

Moderator: Res. Asst. Dr. Gözde Damla TURHAN



## SESSION 3 FRONTIERS

### A Research on Users' Experience on Their Domestic Furniture during an Earthquake

Murat Batur BALO | Supervisor: Asst. Prof. Esra BİCİ NASIR

Earthquake is an unchanging reality of the earth, undoubtedly. It affects the lives of many people around the world. Of course, the most important precaution that people must take against earthquakes is to build durable buildings. However, there are other precautions that must be taken against earthquakes. At this point, I believe that domestic furniture must be tackled in terms of earthquake danger. Because, furniture at our homes can pose a serious danger as well as be life-saver for us during an earthquake. In this research, my aim is to find the answer to the question "What is users' experience on their domestic furniture during an earthquake, and how people who have experienced this phenomenon make sense of it?". Based on this aim, phenomenology was chosen as the research method. In accordance with this method, semi-structured, in-depth interviews were chosen as for data collection. Since the scope of the research is earthquakes experienced while at home, I have interviewed people who had experienced earthquakes while they were home, and I have obtained some findings. Interviews will continue with different people until sufficient data is obtained.

The sample was constructed from participants with different demographic characteristics, and different earthquake experiences. As for the analysis of the collected data, thematic analysis was chosen from the qualitative analysis types. The statements of the participants were coded, then these codes were divided into categories, and finally, these categories will be divided into themes; Thus, the codebook will be created. In the research, inductive approach was adopted. The research still continues, and when the study is completed, constructive suggestions will be made in the light of obtained data.

**Keywords:** Earthquake, domestic furniture, user experience, phenomenology, in-depth interview



## SESSION 3 FRONTIERS

### Designing Mobile Role-Playing Games for Cultural Heritage Museums

Doruk TÜRKMEN | Supervisor: Asst. Prof. Gökhan MURA

In this practice-based study, the primary focus is on designing role-playing games for learning cultural heritage. The research explores the design space through the iterative construction and analysis of game prototypes, utilizing existing game design and cultural heritage frameworks to investigate emerging questions. The study capitalizes on the power of video games to communicate defining concepts and relationships from human inhabitation and culture, transforming significant cultural, historical, or archeological facts into game design components for learning and enhancing museum experience. Role-playing games offer players the opportunity to assume the role of a character in a constructed world with its own culture, participating in and creating narratives through their actions. This interactive approach allows players to become virtual inhabitants of simulated worlds, gaining knowledge about the world and its culture. The iterative design process involves creating game prototypes to test specific gameplay aspects and evaluating them through existing game design and cultural heritage game frameworks.

This process generates questions, opportunities, and ideas for further exploration. The Izmir Archeology Museum serves as the current use case for this study, chosen for its rich cultural knowledge and proximity. By incorporating cultural, historical, and archeological facts from the museum into game design components, the research aims to explore the potential of role-playing games in enhancing cultural heritage learning. The study highlights the importance of prototypes and iterative design in constructing complex systems and generating knowledge in the field of game design and cultural heritage learning. This abstract provides an overview of the study's goals, methodologies, and applications, emphasizing the benefits of role-playing games in cultural heritage education for various audiences.

**Keywords:** Role-playing games, cultural heritage, museum experience, game prototypes, iterative design process



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## SESSION 3 FRONTIERS

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### Water Sensitive Image Search: Determining Parameters for the Architectural Water Legibility

Nazlı SÖZER ÇAKIR | Supervisor: Asst. Prof. Dr. Athanasios N. STASINOPOULOS

From earthquakes to pandemic lockdowns, for any catastrophic disaster, the due diligence process is of great importance in terms of both determining damage and losses, and resources. This study aims to identify architectural water traces by determining potential components over a design study on selected cases. By examining forms that can function as a signifier of alternative water supply methods other than central distribution, standardizing outputs of the research into visually readable parameters in order to determine the quickest way possible for identifying which structure can be used for water supply in times of emergency. Through the visual data such as site photographs and satellite images, time and resources can be saved comparing to in-person, on-site research by increasing the ability to read the built environment as an image.

Every civilization left their water-related mark that can be read through architectural form and planning, and this study investigates how these marks can be read when the current state of a settlement evaluated through images.

Therefore, this design research presents an overview on contemporary water-sensitive architectural design through a comprehensive collection of cases regarding their water characteristics through their form. The need for such inquiry has its roots in due diligence process for the times of emergency and understand the designer and decision-maker viewpoints about development and design. Based on the outcomes of the research, it is suggested that increasing the water legibility with proposed parameters and methods can provide more time and more reliable data in addition to archival information to develop plans for development, recovery and reconstruction by archival work.

**Keywords:** Rainwater harvesting, water sensitive design, architectural semiology

SESSION 4  
**CROSSTOVERS**

Moderator: Res. Asst. Ayb ke TAŐER



## SESSION 4 CROSSOVERS

### Multi-Sensory Store Design And Consumer Behavior Relationship: The Case Study of Well Store in Izmir

Sevginur URSAVAŞ | Supervisor: Assoc. Prof. Dr. Didem KAN KILIÇ

Creating a brand perception in the consumer's mind makes the brand distinguishable from others. The increase in the experience established between the consumer and the brand affects the decision making by creating a perception of the brand. The consumer experience benefits from the interaction of sensory factors with each other and affects the consumer's behavior and decision in terms of product or brand evaluation. Today, most brands use the practice known as sensory branding in the literature to influence consumer attitudes and perceptions. The senses mentioned are visual, auditory, taste, olfactory and tactile. These senses interact with each other. The five senses have different weights in terms of creating a consumer experience. The form of sensory perception that occurs mediates space and intra-brand activities. This thesis focuses on the use of the five senses in the targeted store atmosphere. In order to investigate and understand the points where the branding process is reflected in the space design, it was investigated how a multi-sensory approach is used in the space design and branding process.

In addition, the purpose of this study is to test the senses used to perceive the area of the five senses and how much they are used. It is aimed to enrich the spaces and the in-space experience with the sensory perception that occurs. The suggestion of the study is that space is not three-dimensional. It is multidimensional. Since it is multidimensional, it was investigated how effective the space is in the process of being multisensory by using five senses.

**Keywords:** Multi-sensory design, five senses, consumer behavior, branding process



## SESSION 4 CROSSOVERS

### Representation of Women and Spaces in Turkish Cinema: A Focus on Southeastern Turkey

Gökçe ÇAĞATAY | Supervisors: Asst. Prof. Dr. Tuba DOĞU,  
Asst. Prof. Dr. Deniz AVCI HOSANLI

The aim of this research is to critically analyze the representation of women in Turkish cinema, particularly in relation to Southeast Turkey, while considering the spatiality of the experiences of women. Contextualizing literature on gender, space and architecture, the research investigates how films convey narratives of architectural space as experienced by women of a specific geography and period. Eighteen films, contextualizing life in Southeast Turkey, shot from the 1960s to 1990s were selected as exemplary cases, to examine the everyday life of women in the public realm (streets, squares, public buildings etc.) as well as in their domestic spaces. The significance of the region is maintained by the historical events, including multiple waves of violence such as village depopulated, state repression, terrorism of the 1960-1990s, and the transition from feudalism to capitalism, which occurred in the background.

By employing a tripartite analysis structured around space, action, and body, the study considers the representation of gender in urban and architectural space and its consequential impact on how women are positioned in society.

This concern employs a methodological framework which utilizes visual data and narration of the films. Specific emphasis is placed on the physical characteristics of architectural space and movements of people, especially women, and objects (furniture, fittings etc.) within different settings, as well as the ways in which these places are visually, narratively, and culturally constructed and framed. Through this analysis, the research contributes to how spatial arrangements reflect and reinforce patriarchal norms, create disadvantageous living environments for women and thus result in gendered power dynamics.

**Keywords:** Gender and space, Southeastern Turkey, 1960-1990

## SESSION 4 CROSSOVERS

### Rethinking Open Paradigm: Essential Methodologies of Open Design

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As an ever-evolving field, design has become the main driver for innovation, development and change for the society. From a conventional perspective, design has been considered to operate between the intersection point between “industrial” and “artistic” expressions, which altered for desired outcomes. It has been observed that throughout the years this evident connection between two spectrums has loosened and design itself has become an openly accessible medium for anyone to utilize for varied purposes and interventions. Within this shift from closed and exclusive systems to open and transparent structures, open paradigm (OP) has emerged within the design field to signify the openness ideology on both theoretical and practical approaches. Within this scope, the analysis of the literature has signified the term open design (OD) to further investigate the vital role of design within the mentioned shift. Referring to OP’s total framework, OD signifies a particular status of any given design project which can be accessible to non-designer participants and users for further development.

This paper aims to deliver a contemporary perspective to the role of design within the OP phenomenon as a new frontier through essential methodologies of OD. The methodology consists of literature review for the examination on essential methodologies of OD framework through preliminary research, academic contributions and discussions. A series of case studies have been applied to understand the significant contribution of OD within OP framework to explore practical examples on varied levels of applications.

**Keywords:** Open paradigm, open design, peer-to-peer, co-design, co-creation, participatory design



## SESSION 4 CROSSOVERS

### Blurring the Borders of Production and Consumption through Collective Creativity: The Rise of Makers as Prosumers

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From the beginning of modernism to the consequences of modernism and so-called post-modernism, the patterns of production and consumption have been challenging with the equilibrium among different economic classes, producers and consumers and non-human entities. Due to some changes in social cognition like raising ecological awareness, demand for customized solutions, and minimalist preferences, the linear and one-way constant production-consumption mentality has started to evolve. The rise of the human-centred design movement and user-integrated participatory design practices have encouraged people to express themselves about desired experiences. Adding to that, the proliferation and democratization of self-production practices, regarding some movements like DIY, Maker and advancements in realization technologies like additive manufacturing and crafting equipment, have enabled this social change and support consumers to be creators. The power of representing individual or social preferences in daily life products and systems activated bottom-up creative practices.

With the help of makerspaces, hackerspaces, FabLabs, co-design and co-creation labs, members of consumer society tend to become actual designers/creators; makers/prosumers. This study analyses the transformation of production consumption from the perspectives of notions like the democratization of production patterns, the liberation by self-production, the circularity of value creation, the decentralization of capital, the power of pluralism and the potential of collective creativity through some real-life cases. In the end, some discussions and evaluations are held to envision the future of the maker/prosumer movement.

**Keywords:** Maker movement, prosumer, collective creativity, production, consumption























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# DESIGN STUDIES

## DSS 2023

DESIGN STUDIES SYMPOSIUM

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