http://design-cu.jp 1-33 Yayoi-cho Inage-ku, Chiba-shi, Chiba-ken, 263-8522, JAPAN 千葉県千葉市稲毛区弥生町１－３３

Design, Chiba University

Department of Design, Faculty of Engineering
工学部 デザイン学科

Division of Design Science, Graduate School of Engineering
大学院工学研究科 デザイン科学専攻

Production Systems
生産システム教育研究領域

- Product Design 製品デザイン研究室
- Design Management デザインマネージメント研究室
- Material Planning 材料計画研究室
- Design Morphology 意匠形態学研究室

Information and Communication
情報コミュニケーション教育研究領域

- Communication Design コミュニケーションデザイン研究室
- Human Informatics 人間情報科学研究室
- Design Psychology デザイン心理学研究室
- Commercial Design コマーシャルデザイン研究室

Environmental Humanomics
環境ヒューマノミクス教育研究領域

- Environmental Design 環境デザイン研究室
- Humanomics 人間情報科学研究室
- Design Culture デザイン文化計画研究室
- Contextual Design コンテクスチュアルデザイン研究室

code

CODE Program: Continents Design Education Program

Chiba University has launched a new design education program which aims to nurture global designers who could succeed anywhere in the world by collaborating three different types of design education of three continents, North America, Europe, and Asia.

The program aims to nurture a designer who will be in the leading position of Japan's future creative industry especially areas in service (computer system and software) and contents industries (game, animation, and products)

CODE program provides various types of programs thus the students are able to choose one that best suits them.

http://design-cu.jp/code/

CODE B7M5 Program

code b7m5

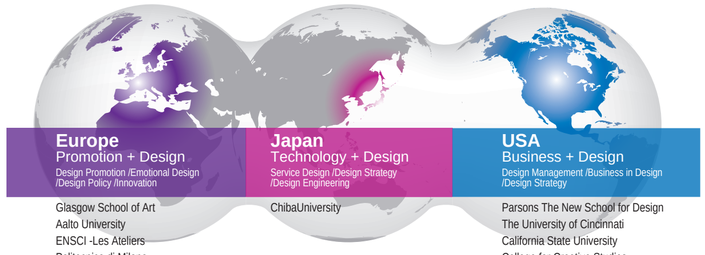
Objective: To nurture global in-house designers that will succeed in the creative industry

University Term: Bachelor 3.5yrs (early graduate)+(Masters 2.5yrs (autumn entrance)

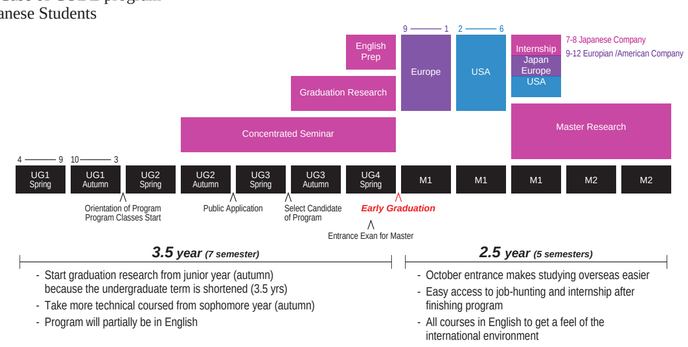
Required Credit: Approx. 40 credits (Take 1.5 times more credits from autumn of sophomore year)

Research Type: PBL (Project Base Learning)

Network of CODE Program



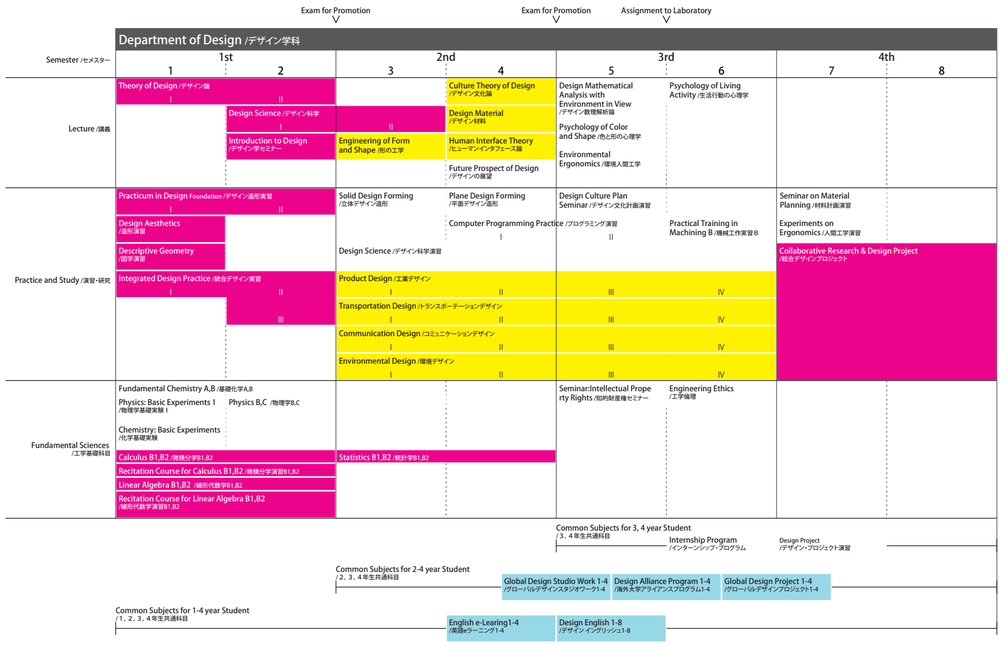
Model Case of CODE program for Japanese Students



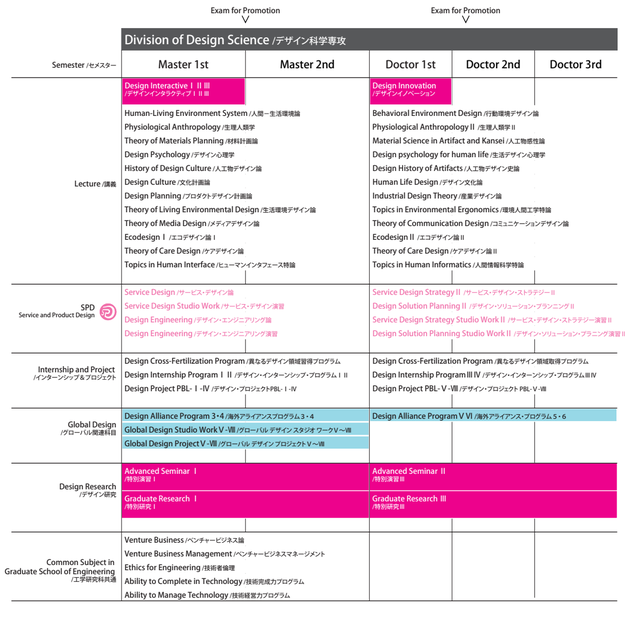
Curriculum

>Undergraduate /学部

Compulsory Subjects /必須科目 | Compulsory Elective Subjects /選択必須科目 | Elective Subjects /選択科目 | Global Design Subjects /グローバル関連科目 | SPD /SPD関連科目



>Graduate School /大学院

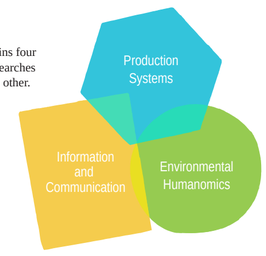


Overview

About Design, Chiba University

Next-Genration Design Integrating Technology and Culture

There are three research divisions
"Production Systems"
"Information and Communication"
"Environmental Humanomics"
In Design Science Course and each division contains four attractive research units execute many original researches independently and always keep in touch with each other.



Overview

In order to respond to today's varied world, we layout programs which strengthen design introduction education. Generally, varied education should be given in order to train diversified human resources. Then we built up continuous educational programs which lead to various designs which each individual pursues, and to not only the undergraduate education, but also to master program, and further to Ph.D. program. We hope to play its role as the highest education and research institute in training sophisticated designers and design researchers in Japan.

Tokyo KOTO KOGEI School
The predecessor of Faculty of Engineering, Chiba University

Main Building

Production Systems

Product Design

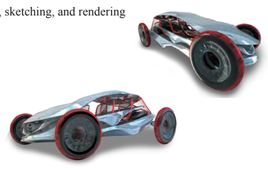
The unit proposes specific solutions for issues through design R&D for products, particularly for transportation and moving machinery, to help enhance lifestyles. We deem products as modes of life related to users and the environment. We position moving machinery comprehensively, including automobile, ships, aircraft, and other transportation modes, and such moving machinery as robots and industrial equipment. We draw on our knowledge and research based on this positioning to propose specific design concepts and formative works.

Program

From the second year, we offer transportation classes as a special subject. We invite lecturers from private enterprises and provide composite and comprehensive learning about transportation, from creating concepts to styling and packaging. Through these classes, we aim to cultivate the ability to execute work and gain insights.

Transportation Design I

- Learn basic techniques about basic observation, sketching, and rendering
- Develop formative ideas
- Simple modeling in oil clay and foam
- Outline of design processes
- 1/10 modeling with industrial clay
- Presentations
- Display/revisions of assignment work
  Sponsor: Daihatsu Motor Co., Ltd.

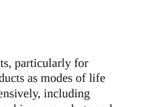


Transportation Design II

- Learn design processes, mainly for such automobile features as packaging
- Practice basic structure, functions, and packaging
- Master sketching techniques and acquire more advanced rendering techniques
- Review structural issues based on 3D drawings
- 1/10 modeling with industrial clay
- Presentations
- Display/revisions of assignment work
  Sponsor: Mazda Motor Corporation

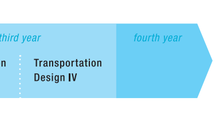
Transportation Design III

- Learn design techniques backed with consistent concept and business schemes
- Automotive sketches, understanding of straight lines and flux and curved lines
- Idea sketches and concept development
- Reviewing responsiveness to society and business potential
- Rendering and producing simple contour drawings
- Considering presentation methods
- Display/revisions of assignment work
  Sponsor: Toyota Motor Corporation (Tokyo Design Research & Laboratory)



Transportation Design IV

- Acquiring techniques to differentiate designs and maintain traditions for the luxury sedan theme
- Collect data on European luxury cars and do mapping by manufacturers to understand structures
- Develop concepts, contexts, and ideas
- Reviewing responsiveness to society and business potential
- Rendering and producing simple contour drawings
- Considering presentation methods
- 1/5 modeling with industrial clay
- Display/revisions of assignment work
  Sponsor: Toyota Motor Corporation



Faculty

Kouichi HAYASHI
Professor
B.Eng., M.Eng.,D.Eng., Chiba University
Transportation Design
Design Identity

Hideichi MISONO
Guest Professor
B.Eng., Chiba University
Transportation Design
Design Management

Production Systems

Design Management

The word "management" would mean "control" or "administration" in Japanese. Japanese people thus tend to think that management aims mainly to control limited human, physical, financial, and other resources.

In contrast, the Design Management Research Unit believes that "management" is essentially not about controlling everything but seeks to create systems that work well without needing interventions.

We are engaging in research needed to propose new systems for various applications, including products, interfaces, and services, and to create such systems.

Research cases

Proposing a new service system for the Tokyo Marathon

Unlike with many other sports, spectators at marathons can only watch what is in front of them, which is a fraction of the entire event and course. They cannot understand overall developments. To change that situation, our research proposed a new service system that provides an entirely new marathon experience for spectators, runners, and event organizers by setting up digital signage at various locations in recent years.

Proposing a portable information terminal for nurses

To introduce a portable information terminal for nurses at Chiba University Hospital, we surveyed, analyzed, and proposed a desirable product, interface, and the entire system through a joint effort with the School of Medicine of Chiba University, Chiba University Hospital, Toshiba Medical Systems Corporation, and the Toshiba Design Center.

The Unit focused on a survey finding that contents and information handling differ in hospital wards and among nurses. We therefore proposed an entirely new interface system that constantly improves itself without requiring external management. This is in keeping with the Design Management Research Unit's concept, empowering nurses to easily customize terminals themselves and share customized formats all other nurses.

Faculty

Makoto WATANABE
Professor
B.Eng., M.Eng.,D.Eng., Chiba University
In-house Design Management
Design Method
Design Systems
Service and Product Design
Interface Design Sytems
Product Design

Shinji WATANABE
Guest Professor
B.Eng., M.Eng.,D.Eng., Chiba University
Design Management
Design Method
Design Systems

Kenta ONO
Associate Professor
B.Eng.,M.Eng.,D.Eng., Chiba University
Design Systems
Design Management

Production Systems

Material Planning

In design fields that focus on objects, people, and the environment, we do not immediately notice the materials underpinning objects. We can identify clues to resolve issues for the first time after reviewing the relationships between objects and people and between objects and the environment. In the Unit, we do not just explore the potential engineering properties of materials, but also consider features in relation to human sensitivities and lifestyles derived from such inherent properties. Based on that, we comprehensively learn about the tangible and intangible aspects of materials and work on assessing these materials, proposing various uses and eco products, and experimenting with environmental impact assessments.

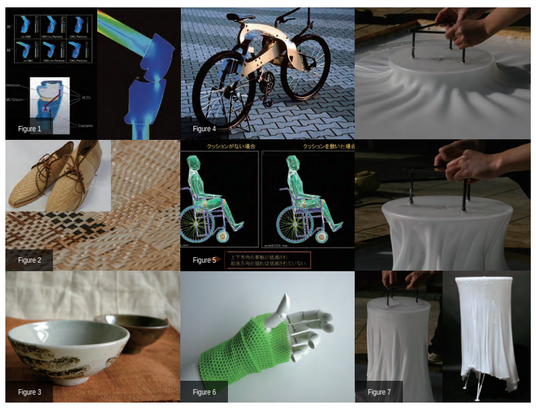
Outline of education and research

The Materials Planning Research Unit nurtures an attitude of specifically understanding phenomena and observations by experiencing individual materials. Another goal of the Unit is to cultivate problem-solving skills when students encounter new problems. We broadly categorize our research focuses as:

- Building theories for various evaluation structures related to the sensory properties of materials
- Developing new materials and technologies and developing designs applying these materials and technologies
- Clarifying materials-transforming phenomena under various environments and understanding properties
- Engaging in formative expressions and experimental work harnessing material properties
- Transforming design materials and clarifying meanings
- Proposing environmentally benign design techniques and eco products

Examples of student research themes

- The potential for expression by weaving cut wood panels (Figure 2)
- Formative work with seamless three-dimensional paper-making harnessing the attributes of Japanese paper
- Proposal for school lunch containers that enhance children's interest in food (Figure 3)
- Exploring a vehicle chassis with both steering and suspension capabilities (Figure 4)
- Proposal for a tricycle employing elastics
- Proposal for a well-ventilated cast using three-dimensional textiles (Figure 6)
- Proposal for a tactile drink package design
- Proposal for training materials that improve the stereognostic senses of visually-impaired people
- Guide block proposal for visually-impaired people
- Proposal for decorative patterns that use coatings that peel off with wear
- Developing a click-variable haptic interface
- Clarifying the relationship between push button switch functions and maneuverability
- Considerations for temporal variability in product attachments
- Clarifying human vibration behavior when the entire body is subject to vibration, and assessing the psychological and physiological effects
- Attempts to reduce vibrations affecting wheelchair users (Figure 5)
- Developing prosthetic knee joints for children (Figure 1)
- Quantifying the relationship between haptic perceptions of materials and mimetic words
- Formative work harnessing the characteristics of wax



Major current facilities and devices

(1) Universal tester (made by Shimadzu Corporation)
(2) Desktop precision universal tester (made by Shimadzu Corporation)
(3) Digital microscope (made by Keyence Corporation)
(4) Digital microscope (made by Olympus Corporation)
(5) Gas chromatograph (made by Shimadzu Corporation)
(6) Ultraviolet spectrophotometric colorimeter (made by Shimadzu Corporation)

Faculty

Fumio TERAUCHI
Professor
B.Eng., M.Eng.,D.Eng., Chiba University
Materials Planning
KANSEI Engineering
Ergonomics

Edilson S. Ueda
Associate Professor
B.Eng.,M.Eng.,D.Eng., Chiba University
Sustainable Service Product Design
Development Research in Design
Ecology
Universal Design (ED / UD)

Production Systems

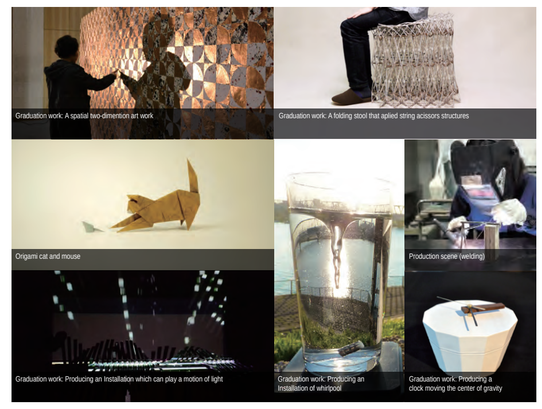
Design Morphology

Seeking the significance of how people create morphologies

The Unit's research subjects cover all tangible and intangible man-made objects. We study the origins and features of building blocks from morphological stances. We aim to make proposals of specific objectives through a dual approach, i.e., an analytical approach that clarifies the comprehensive features of the object by analyzing its components and a more intuitive approach to evaluate entire specific objects directly. In the proposal process, we focus on deepening our observations by constantly confronting real objects by going outside the box while retaining complex, logical viewpoints. We explore why people create morphologies by looking into more specific design proposals and proposals for more experimental work dealing with shapes, materials, phenomena, and constituent elements.

Goals of Design Morphology Research Unit

- While retaining traditional scientific reason, we value thinking that directly understands objects in their entirety in our research. We aim to materialize such ideas as object shapes.
- In all educational stages for bachelor, masters, and doctoral degrees we undertake research and training focused on production.



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(6) Ultraviolet spectrophotometric colorimeter (made by Shimadzu Corporation)

Faculty

Mitsunori KUBO
Professor
M.Eng.,D.Eng.,The University of Tokyo
Design Morphology
Formative Dynamics
Structual Dynamics
Oscillating Dynamics

Takatoshi TAUCHI
Assistant Professor
BFA,MFA, Tokyo University of the Arts
Design Morphology
Sculpture
Ecology
Art
Public Art

Communication Design

Research Theme

What is Communication Design?

People everywhere have to communicate. The three major communication elements are the message sender and receiver and the message itself.

"I have something I want to say. But how can I say it more effectively?" This is an eternal question that we have all experienced at least once. Communication Design endeavors to this question with visualized solutions. We improve message communication by presenting words and sender messages to receivers through visualization. In short, we design message-transmitting media.

In design, a message sender is a designer, while the receiver is a user. Communication Design suggests designs that encompass everything concerning message delivery between designers and users.

It is hard for users to convey the undefined product wishes to product creators. So, it is important for designers and other creators to identify such user demands. Designers should also uncover potential demands that users have yet to become aware of and present them in concrete ways.

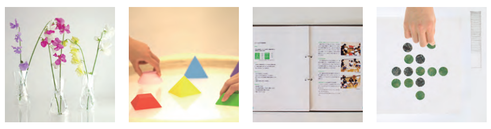
Communication Design research subjects cover such diverse areas as advertising, toys, fonts, packaging, public signage, interfaces, and service designs.

Case study: Communication support research

In this research, we support message senders by streamlining communications with publications to ensure that recipients correctly understand messages. For example, we have worked on the Azabu AAI (animal-assisted intervention) Educational Program of ERCAZ (the Educational Research Center for Anthrozoology) within the Veterinary Medicine faculty of Azabu University. We aim to improve communication between ERCAZ researchers and elementary school teachers using one of the programs. We draw on the usage manual for the education program as a publication medium in which we present the ERCAZ message.

The information we usually recognize is not an aggregation of bits and pieces but a Gestalt structure. In other words, understanding suffers if we don't see the whole of a structure. To illustrate, we have all had the experience of suddenly joining conversations between several friends without understanding what they're talking about overall even if working out individual remarks from those friends. So, we need Gestalt perceptions for understanding.

Communication support research in the laboratory takes out and visualizes Gestalt information from message contents. The intent of the message sender is important for this removal process.



What can we learn?

Undergraduate

We recommend that students to produce specific works for graduation research. In Communication Design, we focus on visualization to communicate messages effectively. The faculty therefore tends to deal with work focusing on this point.

Graduate School

The goal is to understand the broader totality and systems rather than individual phenomena. At the same time, you will become proficient at objectively conveying your viewpoints to others through experiments and surveys.

Main employers for recent students

Dentsu, Inc.	Nihon L'Oreal K.K.
Hakuhodo, Inc.	Studio Ghibli, Inc.
Toppan Printing Co., Ltd.	Rakuten, Inc.
Shimano, Inc.	Tomy Company, Ltd .

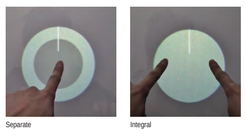
Faculty

Yoshie KIRITANI
Associate Professor
B.A., Chiba University
M.A., Ph.D., Keio University
Experimental Psychology
Design Psychology

Human Informatics

The Human Informatics Laboratory conducts scientific verifications and proposes designs for better relationships between people and information in the environment for people and information. That includes when exchanging information with others online and with computers.

Study on pointing performance with large touch screen



Study on uni-manual and bi-manual multi-touch interaction

How do people perceive changes in the length of time? (from fiscal 2009 graduation research)

All of us have felt at some point the time flies quickly when having fun and passes slowly when we are bored. The Human Informatics Laboratory experimented to confirm how short or long times seem to people under certain conditions. We employed an interface display of waiting times that is commonly used in Web pages and application to explore the sense of time.

For the experiment, we prepared four types of stimuli and checked how differently subjects felt each stimulus. We first showed subjects white square as a benchmark. After a certain period, subjects would see one of the stimuli. We would ask them to say how long or short the time felt compared with the benchmark.

We repeated this process many times for each stimulus and different presentation times. We conducted 400 tasks per participant.

On analyzing the collected data, we found that people felt time was shorter in response to unpredictable stimuli, such as rotations that would not hint at when they would end. People felt that time was longer when there were predictable stimuli, such as displays showing the percentage of remaining time. We might be able to use the results of this experiment to create signs that do not frustrate waiting people.

Stimulus 1
Blue Box

Stimulus 2
Rot

Stimulus 3
Bar

Stimulus 4
Progress Bar

User interface that changes according to the user (from fiscal 2009 graduation research)

When you constantly have to make copies for the same members for school activities, you might find it annoying to have to input the same number every time you make such a copy. The user interfaces of machines for large, unspecified numbers of people are designed with average users in mind. It is impossible for these interfaces to be friendly for each individual. But what would happen if we created a copy machine whose interface changes according to the user?

For our experiment, we prepared a default layout and one with frequently used buttons in one place. We started by having research subjects use the default layout to handle such tasks. We then separated the subjects into two groups. One used the improved layout, and the other used the unmodified one. We studied the differences that emerged between the two groups.

After measuring lines of sight and working hours, we found that changing layouts according to usage patterns shortened work hours and made it easier for users to determine what buttons to touch next. We also found that modified user interfaces provided a sense of security.

Proposing a new musical instrument system (from fiscal 2008 graduation research)

Traditional musical instruments are fundamentally for individuals and are therefore not designed for group activities. If we played a musical instrument that created sounds from human interactions, would this alter the enjoyment of such an instrument in any way?

We made a musical instrument that makes sounds when hands touch each other. The right hand plays a musical scale and the left hand is looks after different sounds. When hands touched, the musical instrument plays a certain sound and scale.

Players enjoying the experience were most impressed with the notions of concentration, the sense of time, and the desire to experience the instrument again.

Faculty

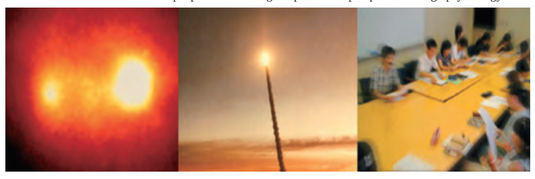
Koichi IWANAGA
Professor
B.DesignSc., M.DesignSc., Kyushu Institute of Design
D.Sc., Chiba University
Physiological Anthropology
Ergonomics

Keita ISHIBASHI
Associate Professor
B.DesignSc., M.DesignSc., D.DesignSc., Kyushu Institute of Design
Ergonomics
Physiological Anthropology

Design Psychology

Design psychology is a new academic field that approaches design issues from psychological perspectives. Few laboratories around the world espouse design psychology. In Japan, we are the only such facility. In being fundamentally interested in people, the laboratory pursues better designs by adding observations from various aspects, from physiological, sensory, perceptive, and cognitive aspects to emotional processes.

People both create and accept designs, so all design issues are truly those of people. We can equally say that there is no design issue that has nothing to do with people. It is perfectly natural to deal with design issues from psychological viewpoints. We are researching the new potential of media and exploring font discrimination and other aspects of Universal Design. It will become increasingly important in the design world to understand more diverse people. We have high hopes for the prospects of design psychology.

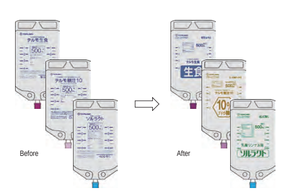


Joint research with businesses

Joint research with medical equipment manufacturer Terumo Corporation

The goal with this research was to improve pharmaceutical labeling and thereby help prevent medical malpractice. We experimented on whether new labels from Terumo's design unit were more effective than existing ones in reducing such problems.

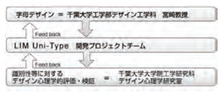
We were able to present evidence that improved labeling was superior in various ways. To our delight, this research was deemed socially significant, with page 14 of the evening edition of the Asahi Shimbun of May 26, 2001, presenting the results.



Joint research with LIM Corporation Ltd. (for a Universal Design font)

Professor Michio Miyazaki of the Faculty of Engineering of Chiba University developed a Universal Design font. We verified the design psychology at our laboratory and shared feedback with the designer to help in the process of creating a more legible font. We earned great appreciation for tackling font issues scientifically with design psychology, contributing to a unique font design that is highly legible on mobile phones and other small displays.

Uni-Type was developed to solve the key issue of distinguishing between numbers and characters and voiced-consonant marks and semi-voiced marks, which can be hard to identify with normal fonts when point sizes are small. Experiments with young and old subjects saw the font rated favorably for distinguishability with Hiragana, Katakana, and Chinese characters and for readability and enjoyment with text incorporating all of the above characters. Some mobile phones already employ Uni-Type. According to LIM, the font is set for application with medical equipment and general industrial machinery, as well as with car navigation systems.



Joint project with Daikin Industries, Ltd. (remote controller for RakuAir)

BB Stone Design Psychology Unit, Inc. (established to harness the intellectual property of Design Psychology Laboratory and approved as a Chiba University-launched venture business), joined with Daikin Industries to develop a remote controller under an entirely new concept. This device was commercialized in April 2012.

Faculty

Haruo HIBINO
Professor
B.A., M.A., The University of Tokyo
Ph.D., York University
Design Psychology
Evaluation of Psychological Responses to Design and Impression of Design
Color Science
Color Psycology
Psychophysics, Visual Stress

Shinichi KOYAMA
Associate Professor
B.A., M.A.,Waseda University
Ph.D., Boston University
Visual Perception and Cognition
Pychology
Neuroscience & Neuropsychology

Commercial Design

In today's society, goods pass through from the production, through distribution, and to consumption phases. Advertising adds context to goods, thereby offering experiences and values that consumers recognize as phenomena. Consumers do not seek mere goods; in other words, just commodities.

If all products guarantee the same features and price, they should all deliver the same results. But they are still largely subject to the purchasing decisions of consumers. They differentiate, select, purchase, and consume goods that they find most suited to their intended use based on the context that is linked to the goods. Consumption provides people with new experiences and fuels new aspirations for products. The results of consumption are fed back to the production phase as needs. Commodities science is a vehicle for studying products from two aspects: the social-scientific/commerce and the natural-scientific/technological perspectives across the production, distribution, and consumption phases.

Research topics of this Unit include products in the consumption phase, communication approaches, and context-building techniques based on commodities science principles.

To put it simply, examples include commercial messages and advertising, packaging as a product explanation tool, and innovative store displays.

As well as leveraging such conventional channels as graphic design and other methods of expression, and marketing, we explore ways to position inherent product value from the commodity appraisal research perspectives of commodities science and to add context to products.

Challenges include the potential need to review how the production phase gives birth to offerings. We aim to include safety-related domains, notably for foods, healthcare , and disaster prevention , as new focuses for our design work.

Faculty

Yasuhiro OHARA
Assistant Professor
B.Eng., M.Eng., Ph.D.,
Kyoto Institute of Technology
Design Studies
Design Theory and History
Japanese Design Culture
Symbiotic Environment Design
Interior Design

Environmental Design

With the natural environment at its foundation, our living environment integrates human relationships and other intangibles and artificial objects and spaces.

The Environmental Design Laboratory comprehensively researches and reviews issues related to the environment and people from various perspectives based on an understanding of humanity's psychological and behavioral characteristics. At the same time, we study ideal environments and planning methods for practical design applications.

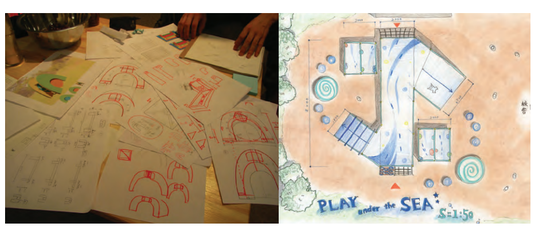
Our design domains encompass such diverse and wide areas while drawing on comprehensive perspectives.

Research policy

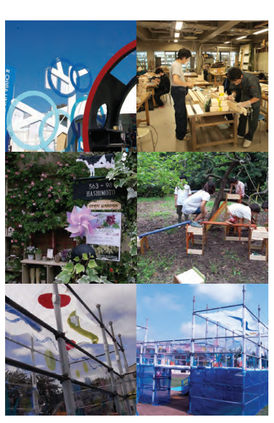
The Environmental Design Laboratory comprehensively researches and reviews issues related to the environment and people from various perspectives based on an understanding of humanity's psychological and behavioral characteristics. At the same time, we study ideal environments and planning methods for practical design applications. With such features in mind, cross-sectional groups comprising undergraduate and masters and doctoral students collaborate in research themes in line with the following domains.

Research and design proposals for:

- Universal Design and space and furniture in medical and welfare facilities
- Environmental graphic planning
- Human behavior and psychology in commercial and public spaces
- Plant environmental design
- The psychological impacts of living space design
- Children's playing environments



Faculty



Kiminobu SATO
Professor
B.Eng., M.Eng., Chiba University
D.Eng., The University of Tokyo
Display Design
Sound Environment Design

Hiromichi HARA
Associate Professor
B.Eng., M.Eng., Chiba University
D.Eng., The University of Tokyo
Environmental Design
Play Environmental Design
Furniture Design

Hiroko IMAIZUMI
Assistant Professor
B.Eng., M.Eng., D.Eng.,
Chiba University
Environmental Design
Public Service Design
Environmental Graphic Design

Humanomics

The Humanomics Unit designs products and environments from innovative perspectives that draw on various human measurement techniques. We engage in design activities that are pioneering both in Japan and internationally. We fulfill our mission through basic and applied research from the perspectives of ergonomics and physiological anthropology.

Laboratory status

Professor Yasuyuki Kikuchi established this Unit as an ergonomics laboratory in 1979. To date, the Unit has produced more than 270 graduate, masters, and doctoral theses. The Unit has dedicated chambers for artificial climate, bathing, lighting, aural, and other experiments, as well as having a general experimental chamber. We conduct various experiments every day. They include; central nervous system assessments through analysis of electroencepharpgram, event-related potential, cerebral hemodynamics, and eye movements; autonomic nerveous system assessment with continuous blood pressure monitor, portable respiratory monitor, and by assessing heart rate fluctuations , electrogastrograms, electrodermal activity, and perspiration; musculoskeletal system assessment with multipoint electromyogram, acceleration sensors, 3D magnetic trackers, and video motionanalysis; hormonal evaluations, such as for cortisol and melatonin; and sensory measurements, such as for vision , hearing, touch, taste, and odor.

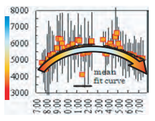
Almost no other design laboratory in Japan or overseas can handle such multidimensional human measurements and interpret that data.

Research contents

Students often independently resolve to undertake project and joint research into their graduation studies.

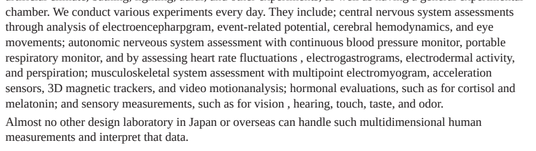
In seminars, the students read a total of 120 international papers every year. That cultivates students' multifaceted insights regarding human nature, leading-edge research capabilities, and communication skills. When students' original thinking and motivation matches Unit's technologies, researches can and does bloom, earning awards from academic societies in Japan and overseas.

Our research is broadly based on physiological anthropology, the bedrock of humanomics, which we draw on to classify research into the categories of "humans and the environment" and "humans and the produce." We conduct a lot of joint research with corporations in both categories. Our findings often find expression in society, underscoring the importance of humanomics in design.



Examples of joint research with corporations

Tokyo Gas (verifying the fatigue recover effects of bathing and the effects on sleep of taking mist saunas) / **Shiseido** (the impact of makeup as physical exercise) / **Panasonic** (the biological effects of parametric speakers) / **Hitachi-Aloka Medical** (design and design criteria for ultrasound diagnostic imaging equipment) / **Morinaga** (the effects of beverages on sleep) / **Tachi-S** (air-conditioning designs for automobile seats) / **Yoshida Dental MFG.** (design standards for dental equipment) / **itoki** (verifying office chairs) / **The Coca-Cola Tokyo Research and Development Center** (PET bottle design) / **Lion** (usability evaluations for packages and toothbrush design criteria) / **Hitachi Appliances** (research on refrigerator shelving and lighting) / **Bright Soleils** (designing rehabilitation equipment for patients) / **Isuzu Central Research Laboratory** (estimating psychological work load on drivers through physiological indices) / **Sharp** (physiological effect of blue light) / **Sanyo Electric** (evaluating movie camera shapes) / **Kanebo Cosmetics** (cosmetic cream jar design criteria) / **LIXIL** (verifying the effectiveness of bathing for lumbar stress) / **Nestle** (designing measuring tape for nutritional screening of the elderly)



Message

The speed of technological advances is reaching saturation point to the extent that we ought to look at how technology should be used. We also should consider what products and environmental designs are truly good for people.

Will technological advances cause the biological capabilities of people to decline? It is clear that manufacturing that eliminates the human factor has become effectively very difficult.

By scientifically evaluating our functions as organisms and social behavior and assessing data based on objective measurements, it is possible to create truly good design.

Humanomics can pave the way toward today's and tomorrow's technologies and manufacturing.

Faculty

Yoshihiro SHIMOMURA
Associate Professor
B.Eng, M.Eng.,D.Eng.,
Chiba University
Humanomics
Ergonomics
Biomechanics
Physiological Anthropology

Design Culture

A prime goal of the Design Culture Unit is to design a living of tomorrow. Design extends beyond decisions on colors and shapes of things. It is increasingly required to be both the science and practical application of "creation of living." A key barometer for a society's affluence is the extent to which diverse cultures coexists. To materialize such a society, it is vital to closely evaluate the past and present aggregation of various ways of living particular to the region or people. The Unit collaborates closely with regional communities in Japan and overseas to rediscover and re-acknowledge promising local resources. Based on findings, we conduct education and research and propose designs for building a sustainable society that is compatible with regions, history, and nature.

Design history

- How have we built lifestyles?

To forge tomorrow's design, we must understand a present living culture after properly recognizing the path toward it. We must leverage this insight to pursue designs linked with our living. The Unit pursues "what should be," based on exploring the history of our living and industrial design in Japan and abroad.

Regional development plans

-How best can people shape their own living?

What is true wealth? The Unit participates in various regional development projects in Japan and overseas. We ultimately aim for "Endogenous Regional Development" in which people can shape their own living. Designing and creating a living imbued with regional color fosters both mental and economic indepen-dence and autonomy for regions, leading to inner stirrings for "Another Development" that cannot materialize from outside.

Materials culture research

-What are the roles of material things in our living?

Material things mean more than their functionality. Depending on national and regional climates and environments, materials can more often have intrinsic significances. Cultures that make and use materials embrace various social values from which people today can learn, examples being the creation of a sustainable society and new lifestyle motivations.

The Design Culture Unit proposes approaches to making things and conducting lifestyles by reconfirming and re-acknowledging the intrinsic value of materials.

Learning a way of living in the field

-Design survey

Good design is impossible through desk work alone. It is essential for designers to immerse themselves in diverse regional culture. The Unit cultivates design surveys as vital to educational and research activities. We leverage knowledge and techniques from these surveys in proposals to make them useful for our designing and creating a living.

Faculty

Akira UEDA
Professor
B.Eng., Waseda University
M.Sc., Ph.D., Chiba University
Design Culture
Community Design

Koichi MATSUO
Guest Professor
B.Lit., M.Lit.,Ph.D.,
Kokugakuin University
Japanese Folk Religion
Japanese History and Tradition of Performance Arts

Contextual Design

Contextual design studies explore the relationships between design and the various human activities in our complex society today. In the research, we examine the relationships with a specific focus on products, environments, visual media and services in dwelling, in working and at leisure, and discuss them from the critical aspects of tradition/modernity/postmodernity, universality/regionality, natural/artificial, and so on. We also pursue proposals as design practices for the well-being of humanity on the basis of a symbiosis between nature and culture.

Research and Design area

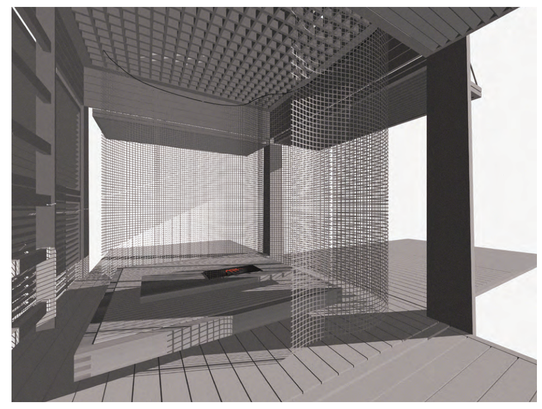
Considering the roles of design in modernity
- enhancement and externalization of physical ability with technology
- semiotic meaning of products and services generated in consumer society

Regionality of design culture in global age

Linguistic conception as design in Japan

Design activities pursing symbiosis between nature and culture

Environmental design that invigorates communities



Research themes to date

- Transforming human thought and behavior associated with equipment usage - considering user experiences with digital cameras
- Product and service design to increase daily physical activity of the elderly in country area
- Social design to promote student participation in citizen-oriented regional development
- The word meaning of ISHO appeared in descrip-tions of fine and applied art in early to middle of the Meiji era
- Chair designs for Japanese living spaces through evaluations of furniture design in the1950s to 1960s
- Visualizing information flows wartime reporting and their impacts - expressing media literacy as infographics

Faculty

Takayuki HIGUCHI
Associate Professor
B.Eng., M.Eng., Ph.D.,
Chiba University
Design Studies
Design Theory and History
Japanese Design Culture
Symbiotic Environment Design
Interior Design