

# dux 05 Submission Kit

## Greetings

Thanks for your interest in DUX2005! This document will help you prepare your submission. **Submissions are due by July 01, 2005, 5 PM** Pacific Daylight Time.

## Using this two-part document

The first five pages of this document contain formatting and submission instructions.

The Submission Template starts on the sixth page, with guidelines for content and layout. PLEASE USE IT AS YOUR FORMATTING GUIDE. To start your submission document, we recommend that you:

1. Save this document as-is.
2. Delete the first five pages (the instructions), and save it again under a new name using this technique: lastnameoffirstauthor\_titleacronym\_CASE (or SKETCH, PRACTICE, RESEARCH).doc. The new document would be named, for example: author1\_ttotdgh\_CASE.doc
3. The first page of the new document is COVER PAGE. Use the headers as a guide and replace the text with your own text.
4. When your proposal is ready for submission, save it as a .pdf. (The example submission document in our case would then be named: author1\_ttotdgh\_CASE.pdf)

**Note: Studies are limited to a maximum of 16 pages, with an optional appendix of up to 5 additional pages of illustrations, and optional video up to 100 Mb. Sketches are 4-6 pages, with up to 2 additional pages of illustrations.**

## Keywords

On the first page of your submission, we request keywords to assist in indexing. A partial list is: 3D, Affect, Agents and Intelligent Systems, Analysis, Animation, Anthropology, Art, Audio, Augmented Reality, AR, Benefit Analysis, Branding, Business Case, Business Strategy, Children, Cognitive Psychology, Concept Design, Content, Context-Aware Computing, DB/IR, Design Planning, Elders, Entertainment, Ethnography, Experience Strategy, Games, Graphic Design, Handheld Devices and Mobile Computing, Health Care, Health, Home, Industrial Design, Information Architecture, Interaction Design, Input, Interdisciplinary Design, Live Performance, Marketing / Market Research, Office, Organizational Culture, Organizational Planning, Participatory Design, PDA/Mbl, Pen, Performance Metrics, Process Improvement, Product Design, Product Management, Prototyping, Responsive Environments, Robots, Semi-autonomous systems, Speech, System Design, Ubiquitous Computing / Smart Environments, Tactile, Tangible, Usability Research, User-Centered Design / Human-Centered Design, User Experience, User Interface Design, User Research, User Studies, Vehicle Systems, Video, Vision, Visual Design, VR, Visual Systems, Visualization, Wearable, Web Services.

If you need a different keyword than those listed above, please contact the program chairs: [program@dux2005.org](mailto:program@dux2005.org). Establishing new keywords is an important part of indexing your work for efficient retrieval.

### **Text formatting**

Please use 8.5-point Verdana, 9-point Arial, or other sans serif font as close as possible in appearance to Verdana (in which these guidelines have been set) for your primary text. For all Figure captions, margin notes, and callouts, please use 7.5 point Verdana. Please use serif or non-proportional fonts only for special purposes, such as distinguishing source code text.

You can put margin notes in the left margin. (Figure 2a on page four illustrates a margin note.) Footnotes should be used sparingly, but are preferable to endnotes.

### **Page Numbering and layout**

Page numbering goes in the upper right-hand corner. Page layout should be just like this document: horizontal, AKA landscape mode. The left margin is 2.75 inches, and the right margin is 1.01 inches.

### **Reference and citations guidelines**

Use the standard *Communications of the ACM* format for references — that is, a numbered list at the end of the article, ordered alphabetically by first author, and referenced by numbers in brackets [1]. See the *examples of citations that follow this section*.

References should include published materials accessible to the public. Internal technical reports may be cited *only if* they are easily accessible (i.e. give the address to obtain the report within your citation) and may be obtained by any reader. Proprietary information may *not* be cited.

Your submission should contain no proprietary or confidential material and should cite no proprietary or confidential publications. Private communications should be acknowledged in the body of your content, not referenced as a citation at the end, e.g., “[Robertson, personal communication]”.

References and citations are important because your accepted study or sketch represents an addition to the body of literature in this field. Acknowledging precedents and situating your work in the context of preceding work illustrates your awareness of issues on the topic. A reader can thus further explore your perspective and the perspectives of other authors whose work influenced you. It is also a convenient way to represent your agreement or disagreement with an existing body of work without including a lengthy discourse in your document. Citations are checked by reviewers for accuracy and appropriateness, so please limit your citations to available works.

### **Example citations**

- [1] Håkansson, M., Ljungblad, S., Holmquist, L.A. Capturing the Invisible: Designing Context Aware Photography. Proceedings of DUX 2003 (San Francisco, June 2003), ACM, 213-223.
- [2] Association for Computing Machinery SIG PROCEEDINGS template. [www.acm.org/sigs/pubs/proceed/template.html](http://www.acm.org/sigs/pubs/proceed/template.html).
- [3] Mok, C. Designing Business: Multiple Media, Multiple Disciplines. San Jose, CA: Adobe Press, 1996.

### **Language, style, and content**

The written and spoken language of DUX 2005 is English. Spelling and punctuation may consistently use any dialect of English. Hyphenation is desirable when it reduces ambiguity. If English is not your first language, we encourage you to have a fluent English speaker check your writing, or use our mentor program.

Please write for an international audience:

- Write in a straightforward style. Use simple sentence structure. Try to avoid long sentences, complex sentence structures, and passive voice. Use colons and semicolons carefully.
- Briefly define or explain all technical terms. The terminology common to your practice or discipline may be used differently in other design practices or disciplines.
- Spell out all acronyms the first time they are used in your text. For example, "Asynchronous Transfer Mode (ATM)."
- Explain local references (e.g., city names in a particular country).
- Explain "insider" comments. Ensure that your whole audience understands any reference whose meaning you do not describe (e.g., do not assume that everyone has used a Macintosh or a particular application).
- Explain colloquial language and puns. Understanding idiomatic phrases like "red herring" requires specific cultural knowledge of English. Humor and irony are difficult to translate.
- Use unambiguous forms for culturally localized concepts, such as times, dates, currencies and numbers (e.g., "1-5-97" or "5/1/97" may mean 5 January or 1 May, and "seven o'clock" may mean 7:00am or 19:00).
- Whenever possible, use inclusive language that is gender-neutral (e.g., *she or he, they, chair, staff, staff-hours, person-years*). If necessary, you may be able to use "he" and "she" alternately, so that the two genders occur equally often. Avoid gender-specific pronouns (*he, she*) and other gender-specific words (*chairman, manpower, man-months*), when they refer to gender-neutral examples.

## Figures

The examples on this and following pages should help you get a feel for how screen-shots and other figures should be placed in the template. *Be sure to make images large enough so the important details are legible and clear.*



**Figure 1.** Insert a caption below each figure. This image does not convey details, but does show basic page structure. The caption starts with the capitalized word, "Figure" (or Table or Illustration) followed by a number, in sequence throughout the paper, followed by a period.

We recommend using Photoshop, GIMP, or other graphics tools to scale and otherwise modify your images. Scaling images after you have placed them in your text editor application is likely to reduce the clarity and legibility of images.

The next page shows a treatment of margin use, and the use of large figures that are too big to fit inside a single column of text.



**Figure 2a.** One good use of the narrow margin column: callouts that annotate a figure, either with text, diagram, or a more detailed image, as in this example.



**Figure 2.** You can make figures as wide as you need, up to a maximum of the full width of both columns. To achieve this, if you are using Word, select the figure and caption, choose "columns" under the "Format" menu, pick the "One" (single column) icon at the top of the dialog, and make sure you are making the change only for "selected text" (at the bottom of the dialog). Other text editors may have somewhat different ways of accomplishing the same task. This image was saved as a TIFF (rather than JPEG), a format which produces reasonable quality (both on-screen and in print), so readers can clearly see the details. Images © 2004 Nancy Frishberg

### **Illustrations and Video**

Responsibility for permission to use video, audio or pictures of identifiable people or systems rests with the author(s), not DUX2005, nor ACM. Submissions without all clearances included will not be evaluated. (Clearance documents do not count against the 16 page limit.)

### **Packaging your submission**

Prepare your submission as an Adobe Acrobat (4.0 compatible) PDF file with embedded fonts and graphics. For instructions on how to make a PDF, see 'Guide to Creating PDF Files' ([http://www.chi2005.org/cfp/pdf\\_guide.html](http://www.chi2005.org/cfp/pdf_guide.html)) on the CHI2005 website. Please limit your submission to a final archive data size of 10Mb, not counting any video.

### **How to Submit**

1. Please title your submission file (case sensitive): lastnameoffirstauthor\_titleacronym\_CASE (or SKETCH, PRACTICE, RESEARCH).pdf The Example Submission would be named author1\_ttotdgh\_SKETCH.pdf
2. Then, ZIP or STUFF your PDF into an archive titled (case sensitive): lastnameoffirstauthor\_titleacronym\_CASE (or SKETCH, PRACTICE, RESEARCH).sit.
3. Then, by **July 01, 2005, 5 PM** Pacific Daylight time, register and then upload your file to DUX2005 via the Precision Conference System (PCS) submission service.

To upload, sign into Precision Conference System's DUX submission web page and register as a user for DUX 2005 at <https://precisionconference.com/~dux/cgi-bin/FormWizard?/templates/preLogin.tmp>

When you have done that, follow the instructions on PCS's DUX2005 web page to submit your proposal. If necessary, you can register, begin a submission, log out, and return to complete it later.

### **After you submit**

The PCS system will confirm your registration and submission via email. We will contact you if we have any technical difficulties with your submission.

### **Questions**

If general questions arise, send email to the Program Chairs at [program@dux2005.org](mailto:program@dux2005.org). Anything to do with uploading your submission, or questions about your formatted submission, should be sent to: [submission@dux2005.org](mailto:submission@dux2005.org).

### **Acknowledgements**

We thank ACM SIGCHI, ACM SIGGRAPH, AIGA, our volunteers, CHI 2002 | AIGA Experience Design Forum committee members and volunteers, and all publications support and staff who wrote this document originally and allowed us to modify it for this conference. Specifically we would like to thank Austin Henderson, Shelley Evenson, Elizabeth Dykstra-Erickson, Terry Swack, Ian McClelland, Karon Weber, Richard Anderson, Brian Blau and John Zapolski.

# Cover Page

**Title of submission:** The title of the document goes here

**Category of submission:** Design Case Study, Design Practice Study, Design Research Study, or Sketch

**Name and full contact address (surface, fax, email) of the individual responsible for submitting and receiving inquiries about the submission:** Contact First Author, AuthorCo, Inc., 123 Author Ave., Authortown, PA 54321, USA, +1 111.555.1212, author1@authorco.com

***(Read and delete this parenthetical paragraph before submitting your proposal. Remember that Case Studies, Practice Studies, and Research Studies are limited to a maximum of 16 pages, with an optional appendix of up to 5 additional pages of illustrations, and optional video up to 100 MB. Sketches are 4-6 pages and up to 2 pages of additional illustrations. The cover page does NOT count toward the page limit.)***

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# The Title of the Document Goes Here

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**Abstract**

Please limit your abstract to 150 words. This abstract will be displayed in the ACM Digital Library and the AIGA Experience Design Case Study Archive. Just to give you a feel for what you can do in 150 words, this little description will ramble on for the full allotment.

Please use the word count command in your text editor to help you adjust your abstract text length. This will help sharpen your text to present your ideas more precisely. Keep in mind many readers will look at the Abstract to decide whether they want to read your paper or not.

Your abstract should summarize your key findings so people who should be reading your paper are drawn to it, and other people won't be disappointed—any misunderstanding created by an alternate reading of, for example, the title, is cleared up by your abstract. This example is now exactly 150 words.

**Keywords**

These keywords identify search terms for your case study, which will make it easy to find within the archives. List them here, separated by commas.

**Project/problem statement**

Place your project statement here. This is a summary description of the project's goals—the people, context, and activities it sought to address, business, market and technology goals, the goals of the project's

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sponsors or stakeholders, and so on. Be sure to include industry, problem, and goals (business, market, users, technology), etc.

We are looking for design solutions, practice, research, and sketches in all industries. Use as many descriptors as it takes to be specific. (e.g., financial services, banking, education, entertainment, healthcare, etc.)

### **Background**

- Team members, and their roles
- Project dates and duration
- Context of project

### **Challenge**

In real-world design, there are constraints that make it difficult to follow ideal-path processes. What constrained your project (budgetary or time limits, patent issues, technology constraints, a political challenge, a midstream change in priorities...)?

### **Solution**

Tell the story of the project. Please use "Process," "Solution," and "Results" as subheads.

A. Process (methods, tools, procedures, influences):

- Why did you choose to do this?
- Why was this the most effective solution? Or not?
- What prediction did you make about effectiveness of the design or other goals?
- What other best practices were considered but not used? Why?

B. Solution details:

- What were the elements of the design strategy?
- How did the design solution support project requirements?
- How were end-users involved in the process?
- What is unique or convention-setting about the user experience(s)?
- What were the constraints of the solution?
- How was business and culture affected as a result?
- What is the feedback—the user response, and how did you determine it?

C. Results (measured against goals)

- What prediction did you make about effectiveness of the design or other goals?
- How did you measure success?
- What was the impact on you and/or the end users?
- What insights did you gain—lessons learned?
- What is repeatable? What would you do differently? What is worth repeating?
- What are the next steps in the work, or anticipated development of the study's concepts?

*Please use Illustrations of the solution(s): models, screenshots and other illustrative images embedded in the above sections as appropriate.*

You can use this narrow column on the left for annotation, callouts, a supplementary figure, ...anything that supports the material on the page. By putting it here, you can call attention to it without breaking the flow of the main text.

This 7.5 point Verdana text is in what MS Word and other text editor applications call a "Text Box." Please use it or an equivalent consistently in all your Figure captions, graphics captions, text boxes, and callouts placed in this margin.

Please maintain a consistent space between the right edge of all the text boxes you place in this margin and the left edge of your main body text.



**For Design Case Studies**, provide a comprehensive and richly illustrated narrative of the challenges of development, the processes used, and the results (good or bad), including the impact on stakeholders, user community, sponsoring organization, and technology providers. Case Studies provide evidence of the quality of the user experience and the degree to which the design achieved the organization's goals.

**For Design Practice Studies**, describe implemented designs in real-world use, but focus on processes, methods, models, tools, or techniques which have achieved positive or negative outcomes across multiple cases. Practice Studies provide evidence that the reported ways of working achieve repeatable specified outcomes in specified contexts.

**For Design Research Studies**, describe implemented designs in real-world use, but focus on research findings which have guided design or predicted the impact (positive or negative) of designs on the user, the organization, or technology, across multiple cases. Research Studies provide evidence that the reported research supplies design guidance or prediction of results in specified contexts on a repeatable basis.

**For Design Case, Practice, or Research SKETCHES**, provide short descriptions of design stories, methods, or research that are not yet fully implemented designs in real-world use. As such, they are appropriate for

discussing work in progress and do not need to span multiple cases. Sketch submissions could be concepts or partial implementations. The results section of a sketch describes projected outcomes or next steps.

## References

Put your references here according to the instructions in the guidelines. Below are four examples.

- [4] Anderson, R.I., Crakow, J., and Joichi, J. Improving the design of business and interactive system concepts in a digital business consultancy. Proceedings of DIS 2002 (London, June 2002), ACM, 213-223.
- [5] Håkansson, M., Ljungblad, S., Holmquist, L.A. Capturing the Invisible: Designing Context Aware Photography. Proceedings of DUX 2003 (San Francisco, June 2003), ACM, 213-223.
- [6] Association for Computing Machinery SIG PROCEEDINGS template.  
[www.acm.org/sigs/pubs/proceed/template.html](http://www.acm.org/sigs/pubs/proceed/template.html).
- [7] Mok, C. Designing Business: Multiple Media, Multiple Disciplines. San Jose, CA: Adobe Press, 1996.

## Acknowledgements

Tip your hat to those who helped.