

**2021  
SEGD  
ACADEMIC  
SUMMIT  
PHILADELPHIA  
JUNE 9**

Peer Reviewed  
Design Research +  
Academic Innovation +  
Student Design Excellence





# Call for Papers

## Submission Deadline March 1, 2021

SEGD | Society for Experiential Graphic Design is soliciting submissions for the 2021 Academic Summit to be held on Wednesday, June 9, 2021, in Philadelphia (based on CDC) and virtual.

Papers should address the educational, institutional, technological, social, and cultural issues that have relevance to the overarching discipline of Experiential Graphic Design (EXGD), which encompasses environmental graphic and information design, exhibition design, wayfinding and signage design, branding, interactive and immersive environments, and technology integration.

On the day before the 2021 SEG D Conference, this event will bring together educators, students, researchers, and practitioners from the field of Experiential Graphic Design.

SEGD is seeking submissions of both academic research and curriculum innovation that specifically address design challenges including (but not limited to):

- > BIPOC Advances in Curriculum and Practice
- > Future Technologies for Design
- > Data Visualization
- > Design Entrepreneurship
- > Multisensory Designed Experiences
- > Strategies to Prepare Students for Future Practice
- > New Learning Tools, Environments and Communication Platforms

## Submission Requirements

Submissions are due by no later than March 1, 2021. They should be in the form of extended abstracts. Abstracts must meet submission requirement of a 300-word minimum with a 1000-word maximum.

Submissions should contain the following: working title, paper summary, description of methodology used (if appropriate), contribution to the field, and implications for theory and practice. Inclusion of visual documentation (images and diagrams) are required to support the written abstract.

Submissions must not contain any author, contributor or institution names.

Please direct questions and PDF abstract submissions to Christina Lyons at [christina\\_lyons@fitnyc.edu](mailto:christina_lyons@fitnyc.edu)

SEGD's Academic Task Force will select from the submissions and authors will be invited to present their papers at the SEG D Academic Summit on June 9<sup>th</sup> 2021, before the 2021 SEG D Conference: Experience Philadelphia, June 9-12, 2021. Discounted SEG D Conference registration will be offered to presenters of accepted papers.

Selected papers will also be published in SEG D's online Academic Research journal Communication + Place.

## Deadlines

Paper Abstract Submissions	March 1, 2021
Paper Acceptance Notifications	April 5, 2021
Full Manuscripts with Images/Diagrams	May 24, 2021
Final Presentation File Submissions	May 31, 2021
Academic Summit Presentation	June 9, 2021