

PhD Research | School of Design | The Hong Kong Polytechnic University

PhD Researcher:

Ms Sabrina Zhenzhen Qin

Qualification[s]:

BA – Anhui University.

MS – Pratt Institute.

Email:

zhen.qin@connect.polyu.hk

Supervisor[s]:

Dr. Sandy Ng (Main)

Dr. Kenny Chow (Co)

Specialization / Interests:

Interaction design

Visual communication

User experience

Cultural communication

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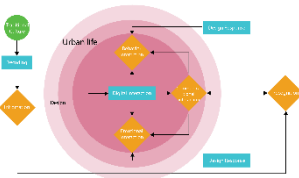
Last Updated:

10 March 2018.

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Project Image: [1 image only]



PhD Title:

Design Intervention to Prevent Urban Cultural Disintegration in China: Bridging the Gap between Traditional Culture and Urban Civilization through Digital Innovation

Keywords:

Traditional cultural innovation, interaction design, user experience, communication design

Research Abstract:

Vigorous modernization has created a significantly negative impact on China's culture, to the extent that urban residents for the most part now regard classical and essential traditional culture as backward when compared to Western styles and international ideas. The primary objective of this research is to design a way of communication that will improve Chinese urban residents' recognition of and participation in traditional culture in interactive systems. The aim is to create a constructive dialogue between the past and present based on digital innovation, by constructing a digital interaction experience that is not just a simple mixture of visual traditional symbols and modern functions.

Key Research questions:

- How can traditions be combined with present urban ideology and real life in China based on a specific culture construction?
- What will be the effect of digital innovation on cultural communication?
- How interaction technology effect cultural recognition?

Research Methodology:

A theoretical framework is established for investigating by reviewing relevant literature on cultural recognition in HCI, traditional cultural dissemination, digital cultural interaction and traditional cultural innovation. Following that, a qualitative methodology will be adopted to further develop a theoretical hypothesis, including case study, semi-structured interview to empirical study and design experiments to explore the design approach.

Outcomes:

1. Develop a conceptual prototype to analyse how to enrich the recognition of traditional culture in HCI.
2. Establish a theoretical framework to support further studies on HCI cultural communication.

Key Publications:

Qin,Z. Visual Integration of Japanese Aesthetics with Western Modernism-The Poster Design of Ikko Tanaka, Art and Science, 10 (2014): 151-151.