



*Dwight Look College of*  
**ENGINEERING**  
TEXAS A&M UNIVERSITY

## DCC'12 held at Texas A&M

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**The Fifth International Conference on Design Computing and Cognition** (DCC'12) was held June 5-9 in College Station at Texas A&M University.

DCC'12 started with a series of half-day workshops June 5-6 on specialist topics in design computing and cognition, followed by a single-track, three-day conference.

Design Computing and Cognition is a biannual conference series that provides an international forum for the presentation and discussion of state-of-the-art and cutting-edge design research with a focus on artificial intelligence, cognitive science and computational theories in design. The conference proceedings form a continuing archive of design computing and cognition research. DCC is one of the few high-profile and highly respected international interdisciplinary conferences. Most conferences are dedicated to a topic that interests only a single discipline. DCC is different in that the audience, talks, and presenters are from a variety of disciplines, all circling around a central theme. The idea behind an interdisciplinary conference is that the researchers can learn more from researchers who are looking at their problem from a significantly different viewpoint rather than the same viewpoint.

DDC'12 attracted more than 100 researchers from institutions such as Massachusetts Institute of Technology, Carnegie Mellon University, University of California, Berkeley, Georgia Tech, and many other top universities around the world. Dr. Steven Smith, professor of psychology at Texas A&M was the keynote speaker. In his talk, "Design Fixation: Effects



of Examples on Creative Ideation," Smith proposed theoretical ways for avoiding or escaping design fixation.

DDC'12 was chaired by **Dr. John S. Gero**, a research professor in the Krasnow Institute for Advanced Study, the Volgenau School of Engineering, and the Department of Computational Social Science at George Mason University. **Dr. Tracy Hammond** was the Texas A&M local chair of the event. She is an associate professor in the Department of Computer Science and Engineering and the director of the Sketch Recognition Lab.

The conference was sponsored by the Krasnow Institute for Advanced Study, TEES, Texas A&M's Dean of Faculties, College of Architecture and its CRS Center, Department of Computer Science and Engineering, and Department of Psychology. The Texas A&M faculty sponsoring the DCC'12 were Dr. Julian Kang, Dr. Julie Linsey, Dr. Mark Clayton, Dr. Tony Cahill and Hammond.

Previously, the conference was held at MIT, the Technical University of Eindhoven in the Netherlands (DCC'06), the Georgia Institute of Technology and the University of Stuttgart in Stuttgart in Germany (DCC'10).