base

DISEÑO E INNOVACIÓN

INSTRUCTIVE FOR PUBLICATION

May 2016

- *Research papers*
- *Case study reports*
- *Opinon columns*
- *Theoretical speculations*

Universidad del Desarrollo
Facultad de Diseño

TYPE OF
SUBMISSIONS

Each piece that will be published by *Base Diseño e Innovación* must:

1. The articles submitted must be original, unpublished and exclusive property of the author/authors.

2. It should include the academic affiliation of the author/authors, pointing the profes-sional title, university or academic institute, graduate degree and any other relevant institutional affiliation.

3. It must stand by the rules of references specified by Revista Base Diseño e Innvación.

4. Include an abstract up to 200 words and 3 keywords.

5. The images and graphics are responsibility of the author and should count with the necessary authorizations for publication, including the name or source if it's necessary. These images should be sent as separate files, with a resolution of 300 dpi in JPEG or TIFF and each of them also should include a brief explaining its content.

6. Each author should include a resume up to 250 words.

7. Every manuscript should be formatted in a Word document and be sent to the following mail: *bbrancoli@udd.cl*

◆ **Research papers** *2.500 a 3.000 words*

These articles should recount how designers or design teams identified a situation that was problematic, formulated and operated research to understand the various factors, conditions and people involved that were affecting the situation, and then used their analysis of the data gathered from this research to guide design decision-making toward improving this situation. All the information must be grounded in evidentiary processes, and should clearly explicate a hypothesis, as well as posit and support a methodology and some form of a measurable data set.

◆ **Case study reports** *2.500 a 3.000 words*

These type of submission should describe how a particu-lar person, group, project, event, experience or situation has been studied and analyzed, using one or more methods, during a specific span of time. These articles can also report collectively how a group of individuals have responded to a particular type of treatment, experience or interaction. They can be used to help analyze and assess the responses of a cross-section of individual users to one or more iterations of an interface design, or an environ-mental graphics or wayfinding system, or a series of data visualizations.

◆ **Theoretical speculations** *2.000 a 2.500 words*
These articles consist of attempts by their author to explain a particular phenomenon, set of circumstances, or situational construct based on their ability to utilize observations rather than hard evidence to fuel speculative thoughts and suppositions. These should be grounded in a viable paradigm, or use theory as a viable justification for what has been observed, and should be internally coherent and advance logical conclusions.

◆ **Opinon columns** *1.500 a 2.000 words*

Estos artículos deben proponer una opinión de su respectivo autor o de un grupo determinado de personas u organización, acerca de un tema(s), de tal manera que manifieste los valores y creencias por los que se rige.