'2024 TECH & CRAFTS' INTERNATIONAL CONGRESS
"2024 Tech & Crafts" 全球设计年会

Madrid, November 12-14, 2024
Centro Superior de Diseño de Moda de Madrid (CSDMM),
Universidad Politécnica de Madrid (UPM)
Museo del Traje. CIPE

Official Website Link: http://www.csdmm.upm.es/pages/congreso2.html

Call For Paper

Intelligent Media Design and Health Communication

In order to help cultivate innovative talents for global sustainable development, meet the needs of health design in health communication, digital healthcare, health intervention and health education, and create sustainable urban community building and healthy lifestyles, the School of Arts and Media of Tongji University, in cooperation with the Polytechnic University of Madrid, Spain, has planned and organized this postgraduate international conference with the theme of The theme of the conference is "Intelligent Media Design and Health Communication".

The theme of the conference is "Intelligent Media Design and Health Communication". As a sub-forum of the **'2024 Tech & Crafts' International Congress**, the Tongji University-Technical University of Madrid Postgraduate International Conference will be held on November 12-14, 2024 in Madrid, Spain.

The conference will be held in Madrid, Spain. The conference will focus on sustainable development in the context of digitalization, design for health, and intelligent media for health communication. The conference promotes multiple research perspectives, and welcomes master's and doctoral students from all walks of life to conduct research in the areas of health communication, art and design, architectural design, health informatics, information systems management, and so on.

同济大学艺术与传媒学院与西班牙马德里理工大学高等时尚设计中心合作，策划了此次主题征稿。会议作为"2024 Tech & Craft"全球设计年会的分论坛，将于 2024 年 11 月 12 日-14 日在西班牙马德里举行。现开放遴选 20 篇以内论文，在论坛上进行口头报告。大会开设线上报告通道。

Co-organizer:

Centro Superior de Diseño de Moda de Madrid (CSDMM), Universidad Politécnica

de Madrid (UPM)
Health Communication Research Center, College of Arts and Media, Tongji University

Academic Journal Support:

《Health Communication》（SSCI）

组织机构:
主办单位: 同济大学艺术与传媒学院、西班牙马德里理工大学(UPM)
承办单位: 同济大学艺术与传媒学院健康传播研究中心
协办单位: 马德里理工大学-马德里高等时尚设计中心（CSDMM），"2024 Tech & Craft"全球设计年会组委会
学术期刊支持:《Health Communication》(SSCI)

Theme of the Panel:

The ongoing convergence of digital technologies and healthcare has fostered a dynamic paradigm in which information dissemination, media technology, and communication processes play pivotal roles. This special issue aims to delve into the complex interrelationship between these elements within the context of digital health and mental health. Understanding and harnessing this intersection is vital as it reshapes the landscape of healthcare delivery, patient engagement, and the public understanding of public health and biomedicine in general and mental health in particular.

The aim of this issue is to rethink the role of emerging communication technologies in shaping communication about and understanding of mental health issues and explore how digital innovation transforms health interventions. The editors welcome a wide range of topics.

The editors invite scholarly contributions that illuminate the multifaceted dimensions of digital health and its profound impact on mass and interpersonal communication within the healthcare domain. Areas of interest include, but are not limited to:

- Examining the role and influence of social media platforms in mental and other health information dissemination, patient support, health education, and advocacy efforts
- Innovative digital interventions and technologies fostering patient engagement, empowerment, attitudes, and behaviors for improved mental and other health outcomes
- Ethical considerations surrounding privacy, data security, equity, disinformation, and misinformation associated with the utilization of digital health communication tools and platforms, especially as they relate to mental health
- Exploring the narratives, storytelling, and visual representations in digital media and their

impact on shaping perceptions and behaviors of mental health and other health-related areas

- Addressing the responsibilities of healthcare institutions to provide mental health services and lead the assessment of digital health strategies to improve individual and community public health
- Assessing health literacy, patient empowerment, and community public health engagement in the context of digital health technologies and MENTAL HEALTH interventions
- Evaluating the effectiveness and impact of digital health communication strategies across diverse populations and mental healthcare settings
- Addressing health disparities, equity, and access through the utilization of digital health strategies, interventions, and solutions AS THEY RELATE TO MENTAL HEALTH
- Analyzing the influence and potential of mobile health applications in fostering desired mental health and other health behavioral changes
- Analyzing the influence and potential of mobile health applications in fostering improved personal and institutional health management RELATED TO MENTAL HEALTH
- Leveraging big data analytics, artificial intelligence, and machine learning for tailored mental health communication and personalized interventions
- Surveying the evidence-based gaps comparing public mental health interventions with medical practice utilizing a digital health research foundation
- Providing comprehensive conceptual frameworks to assess digital mental health interventions that encompass some of the evidence-based variables known to predict health outcomes, such as health literacy, the social determinants of health, and self-efficacy
- Highlighting best practices in providing digital health services to address patient mental health and public health initiatives and assessing their impact
- Comparing the gaps in the evidence base that undergirds the science of digital health with related areas, such as the social determinants of health, health literacy, self-efficacy, and health promotion strategies AS THEY RELATE TO MENTAL HEALTH
- Exploring the possibilities of joint academic programs designed to span often independent subdisciplines, such as digital health, health literacy, health communication, consumer health informatics, youth and adult health education, and health professional training as they relate to mental health issues
- Exploring issues related to the pace of public and professional acceptance of digital mental health to determine if this pace is consistent with the acceptance curve proposed in diffusion of innovations research
- Providing examples of studies utilizing mixed and qualitative methods that yield innovative mental illness interventions utilizing digital health strategies
- Proposing new and exploring existing databases that strive to assist researchers in digital health, mental health, and other health communication interventions.

Submission Notice:

Please submit the abstracts to https://send2me.cn/iSEwZOue/SE2PrI5jJwmdEQ or email to: jingxi_chen@tongji.edu.cn.

Format:

Abstract should be in English, no more than 500 words, APA 7th format.

- The deadline for submitting summaries is the **25th of October (Madrid time)**.
- Acceptance letter of the oral presentation will be send out before **27th of October (Madrid time)**.

Congress Date:

12, 13 and 14 November 2024.

Congress Agenda:

Tuesday, November 12, 2024

Moderated by Guillermo García-Badell

9.30-10.00: Opening ceremony

SESSION I: Digitization for Heritage Conservation

10.00-10.45: Guy Pontal and Nigel Garnett ESMOD, title pending confirmation.

10.45-11.30: Sylvia Bossenz, Timo Schnitt and Carsten Behm from Hochschule Hannover University of Applied Sciences & Arts. '*Moritz from Buxtehude - a research project that digitally preserves cultural heritage and brings it back to life*'.

11.30-12.00: BREAK

12.00-12.45: Angelica Vandi from Politecnico di Milano. '*Dematerialising and Rematerialising Archival Fashion: Analytical Approaches to Unravel Fashion Knowledge*'.

12.45-13.30: ROUND TABLE DISCUSSION

SESSION II. COMMUNICATIONS

15.30-17.30 & **18.00- 20.00**: Presentations at **ETSAM** of selected papers from the Call for Papers.

Wednesday, November 13, 2024

Moderated by Victoria Vásquez Pecile

SESSION III: Techniques: tradition, renewal and innovation

10.00-10.45: Lin Fanglu, artist. *'Motherhood and Material: Lin Fanglu's Exploration of Women's Roles through Textile Art'.*
10.45- 11.30: Stefanie Malmgren de Oliveira, senior lecturer and researcher at University of Borås. *'From past to future ways of seeing in fashion design'.*
11.30-12.00: BREAK
12.00 -12.45: Gianni Montagna, professor at Universidade de Lisboa. *'Knitting Beyond Needles: The Tech-Craft Revolution'.*
12.45-13.45: ROUND TABLE DISCUSSION

SESSION IV. COMMUNICATIONS

15.30-17.30 & **18.00- 20.00**: Presentations at **ETSAM** of selected papers from the Call for Papers.

Thursday, November 14, 2024

SESSION V. MASTERCLASS

10.00-13.00: Masterclass Sastrería Serna and d_archive at Centro Superior de Diseño de Moda de Madrid (**CSDMM**).

SESSION VI. CONFERENCE INTELLIGENT MEDIA DESIGN AND HEALTH COMMUNICATION

Moderated by Jing-xi Chen

9.00-14.00: Conference