

EDITORIAL PREFACE

New Media Creative Processes in Design and for Cultural Production

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This issue of the International Journal of Art, Culture and Design Technologies (IJACDT) which is dedicated to cross boundaries of art, design, science, and culture with emerging technologies will be publishing an issue on Design and cultural creative processes within new media.

In this issue, we will aim to explore and to uncover a variety of creative and innovative insights arising from academic perspectives.

The first article *Gestural product interaction: Development and evaluation of an emotional vocabulary* by Andrew Wodehouse and Jonathon Marks explores emotional response to gesture in order to inform future product interaction design. It describes a gestural vocabulary for the web navigation. The user recorded experiences will be of help in interaction design, and provide a basis for further development of the gestural vocabulary.

The second article entitled *Effects of editing style on the perceived meaning: A comparative study between old and young Egyptian television audiences* by Mustafa Mahmoud Yousry Ahmed examines and compares the effects of the

television production on Egyptian audience within various groups of participants representing two different generational audiences. The results confirmed that those newer editing styles have produced a new generation of Egyptian spectators who interact with the television medium in a different way than previous generations.

The *viability of digital and rapid prototyping in enhancing ceramic product development* article by Olalere Folasayo Enoch and Ab Aziz Bin Shuaib investigates on how to reduce development time, development cost and also improve prototype quality in ceramic production. This study develops a digital methodology for the ceramic production as results achieved with several visits to three ceramic factories in Kelantan, Malaysia. This research reveals that digital method can successfully reduce development time and improve prototype quality in ceramic product development process.

The *Ergonomic design issues in icons used in digital cameras in India* article by Prabir Mukhopadhyay presents a four phases research about the digital camera usability. Different cases are

selected, compared and rated for the best user comprehension within various conditions.

The *Mixed Reality Boundaries in Museum Preservation Areas* article by Bernardo Uribe, Luis Miguel Méndez, Andrés Tovar, Jean Pierre Charalambos, Olmedo Arcila and Álvaro David López presents a work in the field of 'mixed reality boundaries' applied to the visualization

of museum collections in order to display the collections 'live' as a way to extend virtually the preservation areas of museum collections.

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Gianluca Mura is a researcher, architect, and designer at Politecnico di Milano University. His research area is within digital cultures interrelations among art, science, and technology. He holds a Phd in industrial design and multimedia communication from Politecnico di Milano University. He has teaching experience in design university and professional courses. He is doing research, academic publishing, and actively participates in numerous international scientific conferences and symposiums. Dr. Mura is also a scientific member of several international conference committees.