

Prof. GÜLAY FATMA HASDOĞAN

Personal Information

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Biography

She received her Bachelor of Industrial Design (1985) and MSc. in Building Science (1988) Degrees from Middle East Technical University (METU), and her Ph.D. (1993) from Central Saint Martin's College of Art and Design, London. She is founding member of Industrial Designers Society of Turkey (ETMK) and she served as the President between 1996-98, and 2006-2010, and Chairperson of Department of Industrial Design (1998-2004) at METU. In 2008 and 2010, as an Executive Committee Member of Design Turkey Industrial Design Awards for which ETMK is a partner institution, she coordinated the development of the award scheme and the evaluation process. She is currently Head of the Department of Industrial Design at METU and head of Industrial Designers' Commission at UCTEA Chamber of Architects.

Education Information

Doctorate, Open University, Central Saint Martin's College Of Art And Design - Industrial Design, Industrial Design, United Kingdom 1989 - 1993

Postgraduate, Middle East Technical University, Graduate School Of Natural And Applied Sciences, Yapı Bilimleri (Dr), Turkey 1986 - 1988

Undergraduate, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, Turkey 1981 - 1985

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, The Nature and Limitations of User Models in the Household Product Design Process, Open University, Central Saint Martin's College Of Art And Design - Industrial Design, 1993

Postgraduate, Interaction of Causes in Home Accidents: A Search for Safer Designs, Middle East Technical University, Graduate School of Natural and Applied Sciences, Yapı Bilimleri (Dr), 1988

Research Areas

Industrial Design

Academic Titles / Tasks

Professor, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, 2012 - Continues
Associate Professor, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, 1999 - 2012

Assistant Professor, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, 1995 - 1999

Lecturer PhD, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, 1994 - 1995

Research Assistant, Middle East Technical University, Faculty Of Architecture, Department Of Industrial Design, 1986 - 1994

Academic and Administrative Experience

Middle East Technical University, Faculty of Architecture, Department of Industrial Design, 2008 - Continues

Middle East Technical University, Faculty of Architecture, Department of Industrial Design, 1998 - 2004

Middle East Technical University, Faculty of Architecture, 1997 - 1998

Courses

INDUSTRIAL DESIGN I, Undergraduate, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022

Industrial Design II, Undergraduate, 2018 - 2019, 2019 - 2020, 2020 - 2021

Research Methods in Industrial Design, Postgraduate, 1997 - 1998, 1998 - 1999, 1999 - 2000, 2000 - 2001, 2001 - 2002, 2002 - 2003, 2003 - 2004, 2004 - 2005, 2005 - 2006, 2006 - 2007, 2007 - 2008, 2008 - 2009, 2009 - 2010, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022

Industrial Design V, Undergraduate, 2002 - 2003, 2003 - 2004, 2004 - 2005, 2005 - 2006, 2006 - 2007, 2007 - 2008, 2008 - 2009, 2009 - 2010, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018

Advising Theses

Hasdođan G. F. , Exploring Futures With World Building in Design Education: Building and Applying a Theoretical Model Through Action Research, Doctorate, E.ÇAĐLAR(Student), 2021

Hasdođan G. F. , Design for positive self-help intervention experience with the investigation of meditation-oriented mental health applications, Postgraduate, Y.MERVE(Student), 2020

Hasdođan G. F. , An ideation method in design for iot: Creating object personas via sensor data, Doctorate, N.Nagihan(Student), 2020

Hasdođan G. F. , An investigation of emergence, development and types of open design: A case study on socially responsible design approach, Postgraduate, H.ALTINOVA(Student), 2019

HASDOĐAN G. F. , New generation industrial designers' motivational drivers towards engagement with professional industrial design organizations in Turkey, Postgraduate, T.Celal(Student), 2019

HASDOĐAN G. F. , Developing an external bike rack design for inner-city public busses through an action research process, Postgraduate, M.ERĐI(Student), 2016

HASDOĐAN G. F. , Integrating 3D physical and digital modeling into 3D form creation in industrial design education, Doctorate, M.ÖZTÜRK(Student), 2016

HASDOĐAN G. F. , Product commercials as lifestyle representations: A study on white goods and automobile commercials in Turkey between 1980-2012, Doctorate, R.DİMLİ(Student), 2015

HASDOĐAN G. F. , The role of in-house automotive designers in the automotive industry in Turkey, Doctorate,

B.YAZICI(Student), 2013

Korkut F., Hasdođan G. F. , Assessment of novelty and distinctive character in industrial design protection in Turkey, Doctorate, G.CANKIZ(Student), 2011

HASDOĐAN G. F. , Hasdođan G., Designing perceptual persuasion; development of a design tool that enables designers to use the persuasiveness of visual elements in conversion centered website design/, Postgraduate, W.H.(Student), 2011

HASDOĐAN G. F. , The role of design attributes in shaping users' value assignment: the case of portable digital audio players, Postgraduate, D.Gedikli(Student), 2011

HASDOĐAN G. F. , The role of design attributes in shaping users' value assignment: The case of portable digital audio players, Postgraduate, D.GEDİKLİ(Student), 2011

HASDOĐAN G. F. , A semantic approach to the relationship between brand identity and exterior product design for visual brand recognition,through a case study on local commercial vehicle brand, TEMSA, Postgraduate, A.ZENGİN(Student), 2010

HASDOĐAN G. F. , The influence of product appearance on perceived product quality in reference to washing machines, Postgraduate, A.BURAK(Student), 2010

HASDOĐAN G. F. , Position of design and the designer in low-tech small and medium scale furniture industry in Turkey, Postgraduate, M.ÖZTÜRK(Student), 2009

HASDOĐAN G. F. , An approach to achieve design recommendations for interior elements of urban railway transport with regard to user perception of semantic dimensions, Postgraduate, M.TURHAN(Student), 2008

HASDOĐAN G. F. , Strategies for an effective university-industry collaboration in industrial design education: A case study of graduation projects, Postgraduate, Ö.ORHUN(Student), 2007

HASDOĐAN G. F. , Presenting the outcomes of a participatory user workshop: A design resource based on the case of TV remote controls, Postgraduate, D.ÖZÇELİK(Student), 2007

HASDOĐAN G. F. , User workshops: A procedure for eliciting user needs and user defined problems, Postgraduate, G.TÖRE(Student), 2006

HASDOĐAN G. F. , The role of the in-house industrial designer in Turkish industry: Perceptions of manufacturers and designers, Postgraduate, A.BÜLBEN(Student), 2006

HASDOĐAN G. F. , The role of of the in-house industrial designer in Turkish industry : perceptions of manufacturers and designers, Postgraduate, A.Bülben(Student), 2006

HASDOĐAN G. F. , The state of outsourcing design expertise in the Turkish manufacturing industry, Postgraduate, Y.ORAN(Student), 2006

HASDOĐAN G. F. , User workshops: procedure for eliciting user needs and user defined problems, Postgraduate, G.Töre(Student), 2006

Hasdođan G. F. , Designing Customer Demand Oriented products : A Case Study on Inner City Bus Interior Design in MAN Türkiye A.Ş., Postgraduate, F.Ant(Student), 2005

HASDOĐAN G. F. , Guidelines for a materials selection source for industrial design activity: A survey on the expectations of Turkish designers, Postgraduate, E.KARANA(Student), 2004

HASDOĐAN G. F. , Analysing design processes: A study on graduation projects of industrial design students, Postgraduate, G.ACAR(Student), 2004

HASDOĐAN G. F. , Gendering of products: In industrial design, Postgraduate, A.AKATA(Student), 2003

HASDOĐAN G. F. , A Perspective on the person-product relationship: Attachment and detachment, Postgraduate, Ö.SAVAŞ(Student), 2002

HASDOĐAN G. F. , The Sources of creativity in peddling products with particular focus on small-scale toy industry in Turkey, Postgraduate, D.AKBULUT(Student), 2001

Jury Memberships

Competition, 6. ARED Ödülleri, Açık Hava Reklamcılar Derneđi, November, 2020

Competition, Amorf Dođal Taş Proje Tasarım Yarışması, Ege İhracatçı Birlikleri, July, 2020

Competition, Düşten Gerçeđe Tasarım Yarışması, Cemer Kent Ekipmanları, May, 2018

Designed Lessons

Hasdođan G. F. , Korkut F., Collaborative Design II, Undergraduate, 2003 - 2004
Hasdođan G. F. , Korkut F., Collaborative Design I, Undergraduate, 2003 - 2004
Hasdođan G. F. , Research Methods in Industrial Design I, Postgraduate, 1997 - 1998

Taught Courses And Trainings

Hasdođan G. F. , Korkut F., Breki N. A. G. Z. , Design Thinking for Non-designers Workshop, 2019 - 2019
Hasdođan G. F. , Korkut F., nl C. E. , Curriculum Development Workshop for the Establishment of Industrial Design Department at the National University of Science and Technology, 2011 - 2011

Designed Programs

Hasdođan G. F. , Korkut F., nl C. E. , Breki N. A. G. Z. , Kurtgz A. E. , Postgraduate, Endstri rnleri Tasarımı Doktora Programı, 2004 - Continues
Hasdođan G. F. , Undergraduate Double Major, Master of Science in Industrial Design, 1997 - Continues

Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- I. **Concept Development for Vehicle Design Education Projects Carried Out in Collaboration with Industry**
BREKİ N. A. G. Z. , KAYGAN P., HASDOĐAN G. F.
Procedia CIRP, vol.50, pp.751-758, 2016 (Journal Indexed in SCI)
- II. **CHARACTERISING TURKISH DESIGN THROUGH GOOD DESIGN CRITERIA: THE CASE OF 'DESIGN TURKEY' INDUSTRIAL DESIGN AWARDS**
Hasdogan G. F.
METU JOURNAL OF THE FACULTY OF ARCHITECTURE, vol.29, pp.171-191, 2012 (Journal Indexed in AHCI)
- III. **The Institutionalization of the Industrial Design Profession in Turkey: Case Study - The Industrial Designers Society of Turkey**
Hasdođan G. F.
DESIGN JOURNAL, vol.12, pp.311-337, 2009 (Journal Indexed in AHCI)
- IV. **The role of user models in product design for assessment of user needs**
Hasdođan G. F.
Design Studies, vol.17, pp.19-33, 1996 (Journal Indexed in SCI Expanded)

Articles Published in Other Journals

- I. **Geleceđin Mutfakları iin Yeni Nesil Fikirler**
Őener Pedgley B., Hasdođan G. F.
Banyo + Mutfak, no.1, pp.46-52, 2014 (National Non-Refereed Journal)
- II. **Trkiye de Endstriyel Tasarımların Korunmasında Uygulamaya Ynelik Sorunlar Ayırt Edici Nitelik Deđerlendirmesi iin Kavramsal bir Model nerisi**
Hasdođan G. F.
Legal, vol.1, no.2, pp.341-353, 2005 (National Non-Refereed Journal)

Books & Book Chapters

- I. **Case study: decent work and economic growth (SDG8): the use of creative product design to generate employment opportunities through materials driven supply chains**
Evans M., Timothy W., Osanjo L., Gamaliel M., Wiyancoko D., Hasdoğan G. F.
in: Design for Global Challenges and Goals, Emmanuel Tsekleves, Rachel Cooper, Jak Spencer, Editor, Routledge, London/New York, London, pp.123-135, 2021

Refereed Congress / Symposium Publications in Proceedings

- I. **Yaşlılar için Evde E-Sağlık Çözümleri**
ŞENER PEDGLEY B., Pedgley O., HASDOĞAN G. F.
UTAK 2018 Ulusal Tasarım Araştırmaları Konferansı: Tasarım ve Umut, Turkey, 12 - 14 September 2018
- II. **Nesnelerin İnterneti için Tasarım**
Tuna N., Hasdoğan G. F.
UTAK 2018 Üçüncü Ulusal Tasarım Araştırmaları Konferansı: Tasarım ve Umut, Ankara, Turkey, 12 - 14 September 2018, pp.235-252
- III. **Nesnelerin interneti için kurgusal tasarım**
TUNA N. N. , HASDOĞAN G. F.
UTAK 2018, Ankara, Turkey, 12 - 14 September 2018
- IV. **Empowering Craftspeople by Reinforcing Design Skills The Case of a Design Training Course for Woodworking in Kastamonu Turkey**
Hasdoğan G. F. , Hasdoğan M.
Making Futures: craft and the (re)turn of the maker in a post-global sustainably aware society, Plymouth, United Kingdom, 24 - 25 September 2015, vol.4
- V. **Concept development for vehicle design education projects carried out in collaboration with industry**
Börekçi N. A. G. Z. , Kaygan P., Hasdogan G.
26th CIRP Design Conference, Stockholm, Sweden, 15 - 17 June 2016, vol.50, pp.751-758
- VI. **Tasarım Hukukunda Yenilik ve Ayırt Edici Nitelik Değerlendirmesinde Kullanılan Terimler Açısından Kavramsallaştırma Sorunları**
ELİBOL G. C. , KORKUT F., HASDOĞAN G. F.
Endüstride, Tasarımda, Eğitimde 40 Yıl Sempozyum Bildiri Kitabı, İstanbul, Turkey, 7 - 09 December 2011, pp.309-316
- VII. **User workshops: a method for eliciting user needs**
TÖRE YARGIN G., HASDOĞAN G. F.
The Fifth Conference on Design and Emotion, Göteborg, Sweden, 27 - 29 September 2006
- VIII. **Endüstri Destekli Eğitim Projelerinde Tasarım Sürecini Etkileyen Faktörler: Öğrenci Değerlendirmesine Dayalı Bir Vaka Çalışması**
Hasdoğan G. F. , Börekçi N. A. G. Z. , Korkut F.
Türkiye'de Tasarımı Tartışmak: III. Ulusal Tasarım Kongresi Bildiri Kitabı, İstanbul, Turkey, 19 - 22 June 2006, pp.96-107
- IX. **Tasarımların Korunmasında Türkiye Deneyimi ve Yeni Ulusal Düzenleme için Bir Çerçeve Önerisi**
KORKUT F., HASDOĞAN G. F. , BÖREKÇİ N. A. G. Z.
Türkiye'de Tasarımı Tartışmak: III. Ulusal Tasarım Kongresi Bildiri Kitabı, İstanbul, Turkey, 19 - 22 June 2006, pp.384-391
- X. **Implications of Collaboration with Industry for Educational Strategies in Industrial Design The Graduation Project Course**
Börekçi N. A. G. Z. , Korkut F., Hasdoğan G. F.
CLTAD 3rd International Conference: Enhancing Curricula, London, United Kingdom, 1 - 03 June 2006, pp.137-159

- XI. **Understanding user experience for scenario building: A case in public transport design**
HASDOĞAN G. F. , BÖREKÇİ N. A. G. Z. , KORKUT F.
International Conference on Contemporary Ergonomics, Cambridge, United Kingdom, 4 - 06 April 2006, pp.189-193
- XII. **Understanding user experience for scenario building: A case in public transportation design**
HASDOĞAN G. F. , BÖREKÇİ N. A. G. Z. , KORKUT F.
Contemporary Ergonomics 2006, Loughborough, United Kingdom, 4 - 06 April 2006, pp.189-193
- XIII. **Glass Packaging for Food and Beverage Products Design Process and Innovation Strategies in an Educational Project**
BÖREKÇİ N. A. G. Z. , KORKUT F., HASDOĞAN G. F.
IV. International Packaging Congress and Exhibition-Presentations, İzmir, Turkey, 8 - 11 December 2005, vol.2, pp.637-646
- XIV. **Digital Technologies Expanding the Boundaries of User Product Interaction An Educational Project on User Interface Design**
HASDOĞAN G. F. , KORKUT F.
ICSID 2nd Educational Conference: Critical Motivations and New Dimensions, Hanover, Germany, 5 - 07 September 2003, pp.165-169
- XV. **The Profession of Industrial Design in Turkey The Correspondence between Education and Practice**
Korkut F., Hasdoğan G. F.
IDATER 98: International Conference on Design and Technology Educational Research and Curriculum Development, Leicester, United Kingdom, 24 - 26 August 1998, pp.125-131

Other Publications

- I. **2018 Graduation Projects Catalogue**
Şener Pedgley B., Pedgley O. F. , Hasdoğan G. F.
Other, pp.1-112, 2018

Supported Projects

- HASDOĞAN G. F. , TUNA N. N. , Project Supported by Higher Education Institutions, Nesnelerin İnterneti İçin Tasarım, 2018 - 2020
- HASDOĞAN G. F. , Project Supported by Higher Education Institutions, Kurumsal İşbirliği Ve Yönetimi Sistemi (kibis), 2010 - 2019
- Özgen Koçyıldırım D., Hasdoğan G. F. , Turhan S., Project Supported by Higher Education Institutions, Kurumsal İşbirliği Ve Yönetimi Sistemi kibis, 2010 - 2011

Contractual Researches

- HASDOĞAN G. F. , Tüketici Elektroniklerinde Ürün Farklılaştırma, Farklı kullanıcı Beklentilerine Özelleşmiş All-in-One PC Tasarımı, 2011 - 2013

Activities in Scientific Journals

- ODTÜ Mimarlık Fakültesi Dergisi, Publication Committee Member, 2015 - 2020

Scientific Refereeing

METU JOURNAL OF THE FACULTY OF ARCHITECTURE, Journal Indexed in AHCI, November 2018

METU JOURNAL OF THE FACULTY OF ARCHITECTURE, Journal Indexed in AHCI, July 2018

STS Turkey, Conference Paper (Full Text), June 2018

sTS Turkey, Conference Paper (Full Text), June 2018

UTAK Ulusal Tasarım Arařtırmaları Konferansı, Conference Paper (Full Text), March 2018

UTAK Ulusal Tasarım Arařtırmaları Konferansı, Conference Paper (Full Text), March 2018

UTAK Ulusal Tasarım Arařtırmaları Konferansı, Conference Paper (Full Text), March 2018

MEGARON DERGİSİ, National Scientific Refreed Journal, January 2018

Tasks In Event Organizations

Şener Pedgley B., Hasdođan G. F. , Pedgley O. F. , METU ID at Design Week Turkey 2018: Value Through Design, Art Activities, İstanbul, Turkey, Kasım 2018

Hasdođan G. F. , Börekçi N. A. G. Z. , Özgen Koçyıldırım D., Günay A., UTAK 2016 İkinci Ulusal Tasarım Arařtırmaları Konferansı, Scientific Congress, Ankara, Turkey, Eylül 2016

Hasdođan G. F. , Kurtgözü A. E. , Börekçi N. A. G. Z. , Korkut F., Fourth International Conference on Design and Emotion , Scientific Congress, Ankara, Turkey, Temmuz 2004

Citations

Total Citations (WOS):7

h-index (WOS):2

Non Academic Experience

Professional Association, Industrial Designers' Society of Turkey, Akreditasyon Komisyonu

Professional Chamber, UCTEA Chamber of Architects, Industrial Designers' Commission

Professional Association, Industrial Designers' Society of Turkey, General Headquarters

Professional Association, Industrial Designers' Society of Turkey, Headquarters