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Nota di contenuto	Why Design Schools should take the lead in Design Education -- Rethinking the role of the contemporary designer: Is there a mismatch between theory and practice in design education -- The (Trans) Disciplinary Alternative for Design -- Exploring Climate Changes Through LSP: A Learning Experience -- A systematic review on international Design research, in order to ensure that the findings can compare design capabilities in the Portuguese reality -- Graphic design as visual arguments: does this make a reliable appraisal possible -- Communication design and space narratives -- A city's cultural heritage communication through design -- Contributes for the brand language systems on the Lisbon tailoring brands with metaphoric names -- From the genesis to the project result: the success of design for place branding also depends on the modality of contracting.
Sommario/riassunto	This book presents the outcomes of recent endeavors that are expected to foster significant advances in the areas of communication design,

fashion design, interior design, and product design, as well as overlapping areas. The fourteen chapters highlight carefully selected contributions presented during the 6th EIMAD conference, held on February 22–23, 2018 at the School of Applied Arts, Campus da Talagueira, in Castelo Branco, Portugal. They report on outstanding advances that offer new theoretical perspectives and practical research directions in design, and which are aimed at fostering communication in a global, digital world, while also addressing key individual and societal needs.
