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| Sommario/riassunto | This book presents cutting-edge methods and findings that are expected to contribute to significant advances in the areas of communication design, fashion design, interior design and product design, as well as musicology and other related areas. It especially focuses on the role of digital technologies, and on strategies fostering creativity, collaboration, education, as well as sustainability and accessibility in the broadly-intended field of design. Gathering the second volume of the proceedings of the 9th EIMAD conference, held in |

hybrid format from 27 to 29 June 2024, and organized by the School of Applied Arts of the Polytechnic Institute of Castelo Branco, in Portugal, this book offers a timely guide and a source of inspiration for designers of all kinds, advertisers, artists, and entrepreneurs, as well as educators and communication managers.
