



20th Sep. 2018 14:00-17:00

Venue: EPOCHAL TSUKUBA HALL300

## Innovation for Sustainable Development by Industry-University Collaboration



Keynote speaker, Dr. Ben Shneiderman, who is well-known for "**8 Golden Rules of Interface design**", will deliver a speech on his new publication "**The New ABCs of Research.**"

- 1973: Nassi-Shneiderman chart
- 1983: Highlighted Text Link for Web navigation
- 1986: The first edition of "Designing the User Interface: Strategies for Effective Human-Computer." Its wide use led to new editions (6th edition, 2016). This book is popular for his list of "Eight Golden Rules for Interface Design" which is frequently taught in Human-Computer Interaction courses.
- Treemap and NodeXL Visualization Tools

### Achievements

Founding Director (1983-2000), HCIL  
Professor, Dept. of Computer Science, University of Maryland



### Jennifer J. Preece

College of Information Studies  
Professor & Dean Emerita  
of Univ. of Maryland

Citizen Science:  
New Agendas, Broader Impacts



### Greg McKee

President and CEO  
CONNECT, San Diego

The Global State of Technology and  
San Diego's Role in Commercializing  
Innovative Breakthroughs



### Christopher R. Noble

Director of Corporate Engagement  
MIT Environmental Solutions  
Initiative

Entrepreneurial Ecosystems



### Session Organizer

### Fumihiko Uchida

Professor & Deputy Director of  
Headquarters for International Industry-University  
Collaboration of University of Tsukuba

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Registration

<https://tgs.w.tsukuba.ac.jp/>



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