

The QUT Design Lab invites you to

WHAT IS HAPPENING IN THE DESIGNING BRAIN?

With Visiting Fellow

John S Gero

Research Professor in Psychological and Brain Sciences

Drexel University



ABSTRACT | Recent advances in non-invasive brain measurements coupled with a dramatic reduction in their cost has made it possible to begin to answer the question: What happens in your brain when you design? This talk will present what your brain tells us about designing. It draws from brain studies of architects, engineers and industrial designers while they design. It presents answers we have learned to questions such as:

- are there differences in the brain activities of architects and engineers?
- does using design tools change the brain activities of the designer using them?
- does teaching design methods change students' brain activities?
- can we use your brain response to improve your ideation?
- do brain activities correlate with design theory?

BIOGRAPHY | John Gero is currently a Research Professor in Psychological and Brain Sciences, Drexel University. He is the former Professor of Design Science and Director of the Key Centre of Design Computing and Cognition at the University of Sydney. He has been a Visiting Professor of Design and Computation, Architecture, Mechanical Engineering, Civil Engineering, Artificial Intelligence, Cognitive Psychology, Computer Science, and Computational Social Science at MIT, Columbia University, UC-Berkeley, UCLA, CMU, INSA-Lyon, University of Strathclyde, EPFL, University of Provence, UNCC and GMU. He is the author/editor of 57 books and has published some 900 research papers with over 32,000 citations.

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Via Humanitix

DATE: Thursday, 27th November 2025

TIME: 2:00pm to 4:00pm (talk from 2pm–3pm, followed by networking)

LOCATION: QUT Design Lab (in person) or via Zoom (online)

JOIN VIA ZOOM HERE

