

Sharing the call for abstracts:

I shared the theme of the conference and the call for abstracts with my classmates in postgraduates and colleagues in my previous job, most of whom had a background in art and design and thus showed a keen interest in the conference. Many of them had studied at design schools in the UK, and they were therefore surprised that our school was able to organise an international conference in the field of art and design on its own.

Ethical or Professional Considerations :

In terms of ethics, I will pay special attention to protecting the confidentiality of the submitted content when reviewing the online documents of the abstracts, and I will not forward or share them on social media as much as possible, so as to protect the privacy of each contributor. In terms of professionalism, I will also pay more attention to the quality of the abstracts themselves, such as whether the content is relevant to art and design, whether it is innovative, whether it is rigorous, and whether it fits the theme of the conference.

Insights into academic quality and selection processes :

This is my first time to participate in the review of academic abstracts. To me, the review will mainly look at several aspects: for example, whether there is innovation, whether the method is rigorous, whether the thesis is clear, and the relevance to the theme of the conference. These are actually the things that our teachers emphasised repeatedly in the course.

Scoring Guide				
Score	Meaning			
5	Excellent – strong fit for the conference			
4	Good – solid submission with minor improvements possible			
3	Acceptable – relevant but could be clearer or more developed			
2	Weak – limited clarity or relevance			
1	Not suitable for the conference			

Abstract Review Table				
ID	Abstract	Reviewer Names	Reviewer Scores	Reviewers Comments
001	Conference category: Defining Your Practice as Leading Change		5	I think this abstract is relevant to the conference category, the research perspective is clear, the methodology is well-defined, and the conclusions have practical significance.
	Abstract: Purpose: This study compares the evolution of minimalist furniture		4	Suggestion: You could describe this in a few brief sentences

014	Conference category: AI: Revolution and future perspectives Live talk or Pre-record: Pre-record		4	Suggestion: The abstract mentions that your work builds on previous experimental research conducted in rural China; you could add a few sentences outlining the findings and conclusions of that research. This would lend the project greater academic rigour.
	Abstract: Rural China possesses rich cultural heritage and diverse local traditions, yet remains underrepresented in contemporary digital media due to limited access to professional content production and new media expertise. This imbalance restricts the visibility and sustainable development of rural cultural tourism. This project proposes an AI-driven cultural tourism content generation platform		4	This project demonstrates a strong sense of social responsibility. The technical approach is well thought out: the idea is to use AI as a 'helper', enabling people without technical expertise to tell their stories effectively. It's a brilliant concept; it would be even better if you could elaborate on how the AI will truly understand 'local culture'.
				Minor Revisions

My online review process

This experience means a lot to me personally, as it has made me slowly change from a practically oriented designer to a design researcher, and has also made me pay more attention to the development of critical thinking and research ability in design academics. At the same time, when reading the abstracts from different contributors, I also clearly felt some differences in academic expressions and research approaches between China and the UK, which not only broadened my horizons, but also brought me a lot of new inspirations for my design.

Collaborative decision-making:

We participate in online meetings with our teachers through Teams to focus on these abstracts. We all share our views, and the process itself is a great opportunity for teamwork and mutual learning. Through exchanges, I was also able to identify issues that I had not noticed before, and understand and refine the judgement of the review from different perspectives.