Keynote:
Sociology of Design and EDA

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Abstract

Successful design of complex electronic systems increasingly requires the bi-directional flow of information among groups of design specialists who are becoming more dispersed geographically and organisationally. This affects the type of design flows we develop, the nature of the design tools, how design software is supported and the organisational structure of the EDA and electronics industries.

Dr Rhines will provide examples and discuss issues that suggest how the interaction among designers and design organisations will affect the future evolution of design methodology and EDA.