

Bringing Design to Software, ch3

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Overview

- About the authors
- The Role of the Artist-Designer
- What is Interaction Design concerned with?
- More Art than Science

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About the Authors



Gillian Crampton Smith

- History as a designer, book publishing
- Royal College of Art (UK)
- Ivrea (Italy)



Philip Tabor

- Trained as an architect
- Teaches theory at Barlett School (London)

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The Role of the Artist-Designer

"... interaction design is more of an art than a science. Its ultimate subject matter – human experience and subjective response – is inherently as changeable and unfathomable as the ocean" (37).

Do you agree that interaction design is *more* of an art than a science?

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What is Interaction Design concerned with?

"The product, therefore, is almost entirely experiential: It creates an alteration in the mind of the user. The customary (originally Platonic) assumption, that substance – the real thing – is separate from, and is privileged over, appearance, is misleading ... The interface is the product" (39).

Transcending physical desire and tending toward the purely spiritual or ideal (dictionary.com)

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What is Interaction Design concerned with?

".. The interface is the product" (39).



What does it mean to say "The toaster is well designed"?

What does it mean to have a "pleasurable experience making toast"?

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Content and Form

"There is a commonly held assumption that content is somehow separate from form ... We think that this assumption is mistaken" (43).

What is content?

What is form?

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Function and Aesthetics

"Function takes precedence over aesthetics ... this precedence tends to be temporal; that is, artist-designers are invited to only the final stages of a design's development, to apply a final coat of spray-on aesthetics" (45).

What is functionality?

What are aesthetics?

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A Path to Understanding

Users follow a path towards understanding.

What it does ← → How it looks

Interpretation
Cultural codes
Shared sensibilities
Emotional responses
Habitual prejudices

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How Do They Relate?

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Traditionally, They Don't.

Industry likes to commoditize each role.

Four roles, four people.

What's wrong with this?

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Component Activities of Interaction Design

1. Understanding
2. Abstracting
3. Structuring
4. Representing
5. Detailing

} Design Process!

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“More Art Than Science”

1. The design of what the software *does* – its purpose for people
2. The design of a model of what the product *is*, and its *representation* to users in the terms of their world, through vision, touch, and sound
3. The detailed design of the software's *look and feel* – the exact number of pixels, their color, how fast or smoothly they move, and so on

(p56)

Do you agree?

Is interaction design more art than science?

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Summary

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