

The Future Isn't What It Used To Be

Jon Kolko
Savannah College of Art & Design

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Overview

- Big Ideas
- Functionalism
- Romanticism
- Connections to Outside Disciplines

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Big Ideas

What is the main thesis of this reading?

- excessive emphasis on functionalism
- social sciences hold the answer – to design problems?

"Many overlapping sorts of evidence... have recently enlarged the understanding of the rich and subtle ways in which people interact with their everyday surroundings" (56).

What sorts of evidence is he talking about?

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Excessive Emphasis on Functionalism

art		engineering
Emotional Expressive Interpretive Symbolic Subjective Challenging Evocative	Design	Functional Scientific Precise Cerebral Objective Analytical Exact

What does he say happens if we pay too much attention to these?

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Excessive Emphasis on Functionalism

"Ancient planners... put all their talents into the building of the communal nucleus... the rest of the settlement then followed naturally. In contrast, modern designers are forever building the rest of the city" (64)

What is he talking about?

Relate this to Interaction Design –
specifically, the web.

engineering
Functional
Scientific
Precise
Cerebral
Objective
Analytical
Exact

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Excessive Emphasis on Romanticism

art		engineering
Emotional Expressive Interpretive Symbolic Subjective Challenging Evocative	Design	Functional Scientific Precise Cerebral Objective Analytical Exact

What does he say happens if we pay too much attention to these?

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Excessive Emphasis on Romanticism

art

Emotional
Expressive
Interpretive
Symbolic
Subjective
Challenging
Evocative


"Other designers follow feeling, sensation, revelation, and intuition. This is often called "seat of the pants" design... is stifling in its rich romanticism" (56)

What is he talking about?

Relate this to Interaction Design –
specifically, the web.

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Connections to Outside Disciplines


art  engineering

Design

So what do we do about it – how do we affect positive communal change in design?

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Connections to Outside Disciplines

art  engineering

Design


"What designers must do if they want to improve the quality of modern life is to follow two guidelines:

first, they must reverse their current hierarchy of values and give less, not more, thought to.. planning..


second, designers must turn to a new set of experts" (65)

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Connections to Outside Disciplines

art  engineering

Design



Why is this knowledge critical to designers?
How do we get this knowledge?
How do we apply this knowledge?

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Summary

- Functionalism
- Romanticism
- Connections to Outside Disciplines

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