

Interaction Design, Society and the Public Sector

Introduction

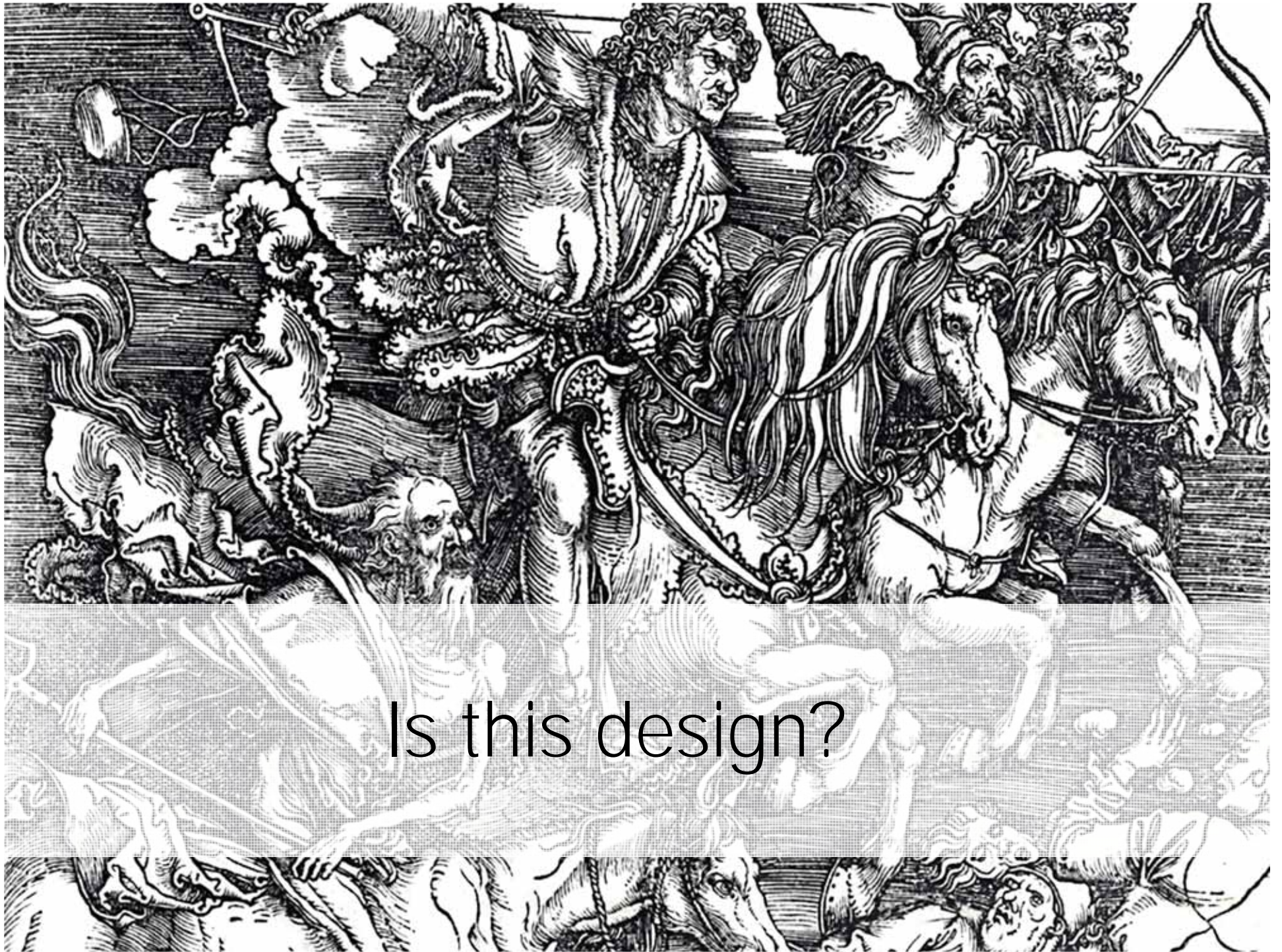
Jon Kolko

The logo consists of the lowercase letters 'aac4d' in a bold, sans-serif font. The 'a' is red, the first 'c' is magenta, the '4' is dark grey, and the second 'd' is lime green. The letters are set against a light grey horizontal bar.

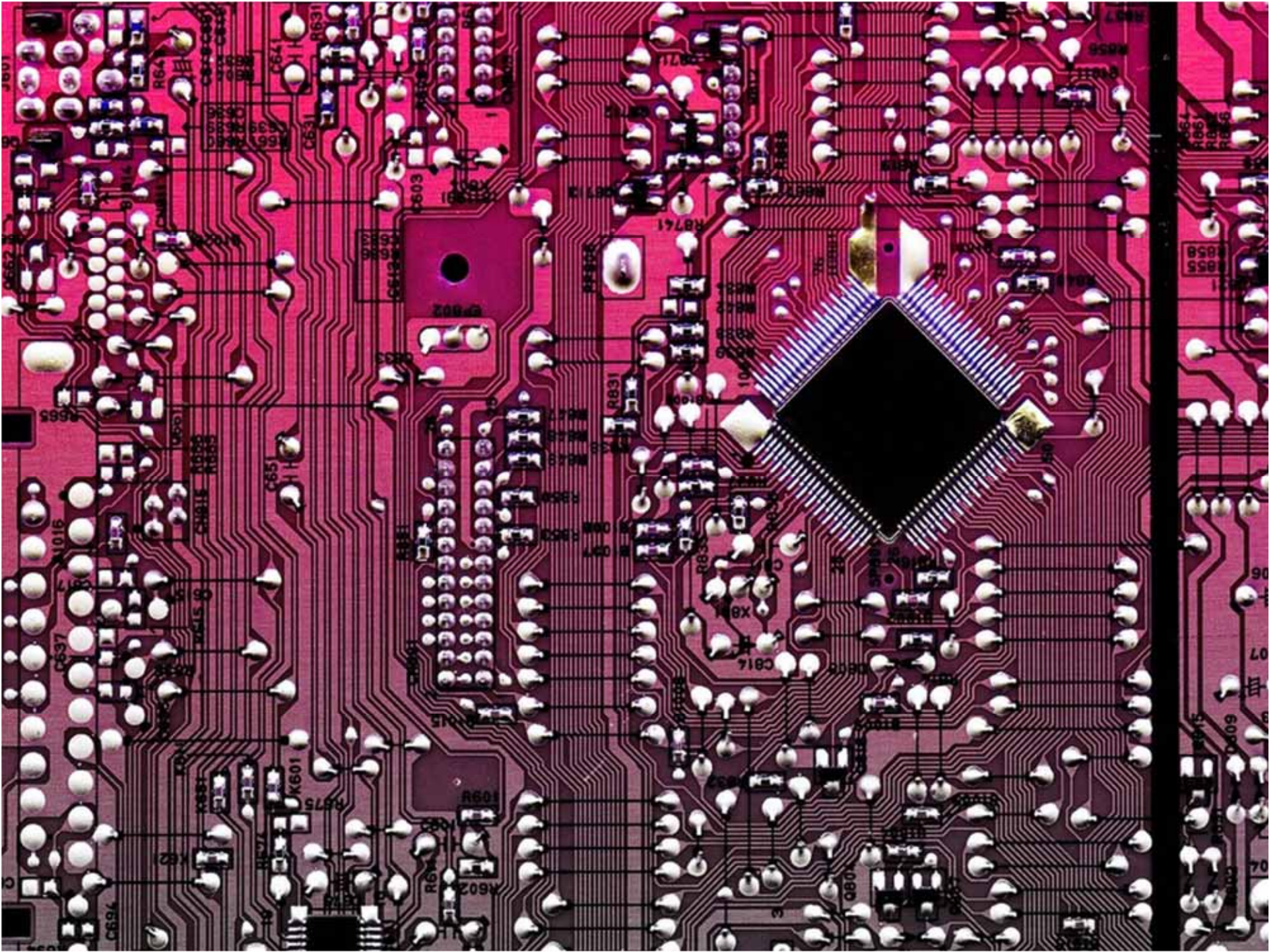
aac4d

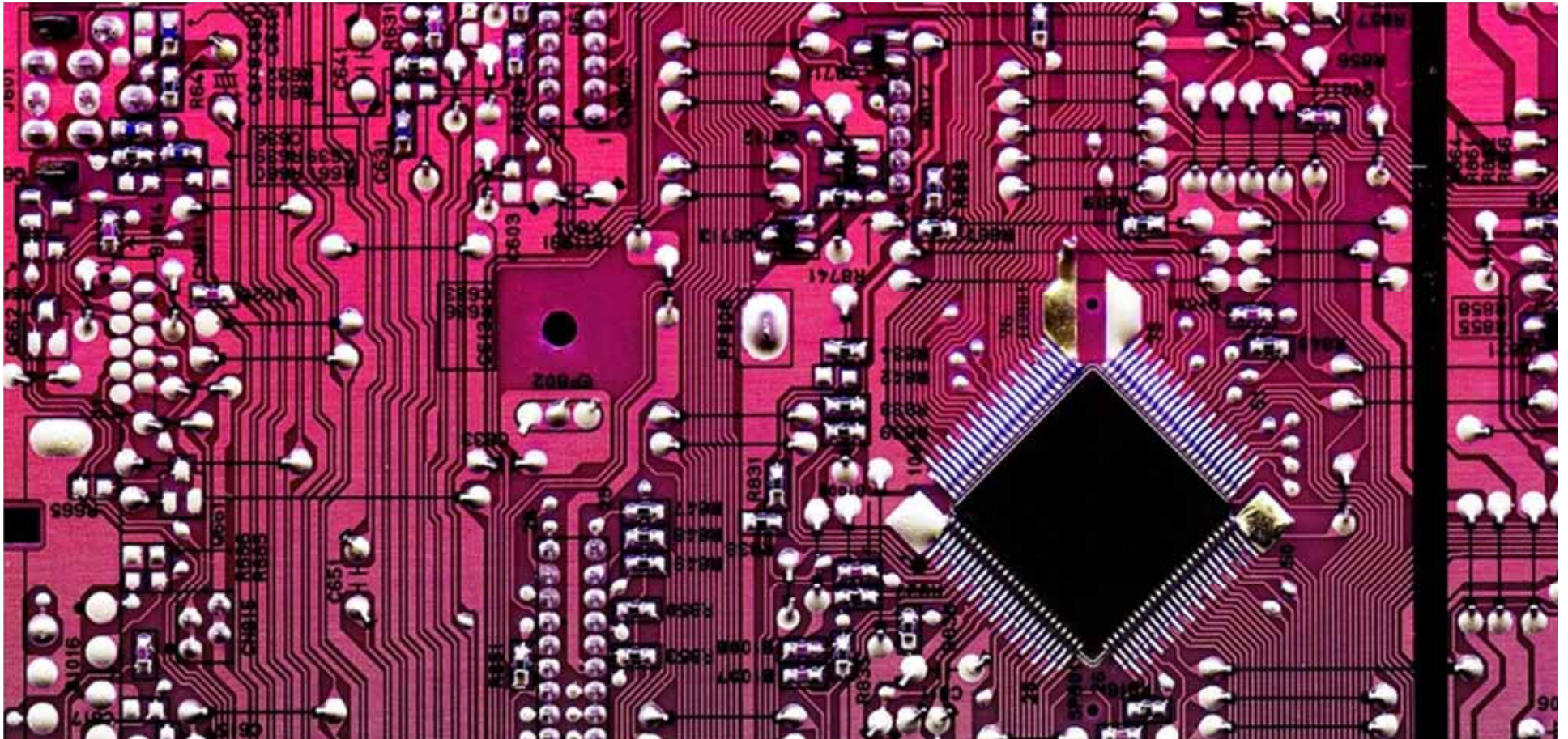
What is design?





Is this design?





Is this design?





Is this design?

Art, Science and Design

Art

Often driven by the desire to create, raise awareness, or cause people to question

Frequently emphasizes the subjective and emotive qualities of aesthetics

Highly personal

Imbued with meaning and message

Science

Often driven by the desire to understand, to identify, to know, or to solve theoretical problems

Emphasizes objectivity and truth through inductive and deductive logic

Requires a rigorous sense of control and the ability to suspend subjective emotional judgment

Design

Often driven by the desire to help people, to make life better, or to solve practical problems

Requires the ability to frequently consider and seamlessly switch between the logical and the emotive

Combines problem solving with aesthetic judgment and application

Art, Science and Design

Art

Is rooted in history, and deeply influenced by “what came before”

Is deeply intertwined with culture

Has a set of methods and techniques that take years to master

Both method and outcome are subject to criticism

Can be taught

Can be learned

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Have you been taught all of these? Why or why not?

So, what is Design?

Design

“Design is the liberal art of technological culture”

Richard Buchanan

“Design is not just what it looks like and feels like.

Design is how it works”

Steve Jobs

“Design is a plan for arranging elements in such a way
as best to accomplish a particular purpose”

Charles Eames

“To design is to communicate clearly”

Milton Glaser

“Design can be art. Design can be aesthetics.

Design is so simple, that's why it is so complicated.”

Paul Rand

So, what is Design?

Design

Aesthetics

People

Details

Emotion

Society

Technology

Passion

Poetry

Rigorous

Humanity

Culture

Function

Abductive

Beauty

Simplicity

Form

Usable

Communal

Want

Need

Desire

Communicate

Methodical

Collaborative

Useful

Creative

As a verb, it's a process.

discover synthesize define create refine reflect

As a verb, it's a process.

discover synthesize define create refine reflect

Primary research

To observe, in context, the topic being studied; to gather data directly from experts.
Ethnography; anthropology; contextual inquiry.

Secondary research

To learn about a topic through a filter. To read about it, watch a video about it,
or otherwise receive "second-hand" data about it.

As a verb, it's a process.

discover **synthesize** define create refine reflect

To make meaning out of data

To utilize abductive logic in order to make meaning out of data;
to move from data to information, or perhaps to knowledge.

To create new knowledge

Synthesis is a generative process, in which something new is created.

As a verb, it's a process.

discover synthesize **define** create refine reflect

Reframing

Often (always?), the problem stated is not the actual problem to be solved. A period of redefinition occurs, where the designer reframes the problem in light of the new knowledge that has been produced.

As a verb, it's a process.

discover synthesize define **create** refine reflect

To Make a Thing

Design always results in the creation of a new artifact;
this artifact is not necessarily physical, but has some formal manifestation.

Iterative Prototyping

The process of Design requires an iterative approach to making: an artifact is developed,
but the specifics of the artifact are not known until after the artifact is developed.

As a verb, it's a process.

discover synthesize define create refine reflect

Attention to Detail

After an artifact has been developed and iterations have allowed it to evolve into a positive state, it must be refined to a level of completion. Craft; Iteration; Detail.

As a verb, it's a process.

discover synthesize define create refine reflect

To Better the Human Experience

As the entire point of design is to better the human experience, it is critical to reflect on the artifact that has been developed, and to understand how such an artifact might be improved through further development.

Design is a process.

So, what is interaction design?

So, what is Interaction Design?

discover synthesize define create refine reflect

A process for designing interactions.

What is your medium?

What is the outcome, if you are successful?

Interaction Design is a process of designing interactions.

So, what is social entrepreneurship?

So, what is Social Entrepreneurship?

discover synthesize define create refine reflect

A process for designing interactions, in order to build businesses focused on social problems.

What problem do you choose to solve?

What is the outcome, if you are successful?

Design, Society and the Public Sector

This class emphasizes the theoretical, social and political relationships between design and the culture of society. Students learn theory and discourse related to designing for the public sector, specifically as related to ill-defined problem solving and the ethical obligations of designers.

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Why is theory important?

Design, Society and the Public Sector

Section 1:
Role and
Responsibility

Section 2:
Authoritative or
Empathetic

Section 3:
Technology and
Society

Section 4:
Problem
Solving

Design, Society and the Public Sector

Section 1:
Role and
Responsibility

Section 2:
Authoritative or
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Section 3:
Technology and
Society

Section 4:
Problem
Solving

This section explores the following questions:

1. What is the role of the designer in shaping culture?
2. Given that the designer's impact on society is diffused, to what extent can a single designer take the blame or claim responsibility for their work?
3. What are the problems with design-driven consumption? What can be done to mitigate these problems?
4. What responsibility do consumers have?
5. What responsibility do designers have?

Design, Society and the Public Sector

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Section 4:
Problem
Solving

This section explores the following questions:

1. What does it mean to design "for" someone?
2. What does it mean to design "with" someone?
3. Are designers ever in a truly empathetic role? How? When?
4. Is there a boundary to the designer's reach? Where? When?
5. What are methods for intervening in society?
6. What are the benefits and challenges with these methods?

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Section 4:
Problem
Solving

This section explores the following questions:

1. What role does technology play in driving society and culture?
2. What are the economic benefits of technology for the lower-class?
3. What are the economic challenges of technology for the lower-class?
4. Can technology be humanized? How? Why?

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Section 4:
Problem
Solving

This section explores the following questions:

1. What are methods and theories related to complex problem solving?
2. What are the connections between problem solving and interaction design?
3. What are the connections between problem solving and cognitive psychology?
4. What is unique about using design to approach complex problems?

Design, Society and the Public Sector

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For each section, we'll:

1. Read approaches, theories, and rhetoric from designers, engineers, politicians, technologists...
2. Discuss the arguments, and consider them in the context of the section theme
3. Create a position paper, referencing the various authors to support a main point

Our goal is to be able to articulately discuss and debate issues of design in the context of designing for the public good.

Why is this an important goal?

Design, Society and the Public Sector

<http://www.ac4d.com/home/curriculum/idse102-interaction-design-society-public-sector/>

login: AC4D

password: AC4D

Design, Society and the Public Sector

Section 1: Role and Responsibility

What is a consumptive culture?

Do we have one in the United States?

Where did it come from?

Is it good, or bad, or neutral?

Design, Society and the Public Sector

Section 1: Role and Responsibility

In groups of 2 or 3:

1. Provide 5 reasons to support the argument that **designers** directly drive consumption
2. Provide 5 reasons to support the argument that **advertisers** directly drive consumption
3. Provide 5 reasons to support the argument that **consumers** directly drive consumption
4. Provide 5 reasons to support the argument that **government** directly drives consumption

Design, Society and the Public Sector

Section 1: Role and Responsibility

Readings:

Consumption:

[1A] Maurizio Vitta

[1A] Allan Chochinov

[1A] Victor Papanek

Universal Design & Usability:

[1B] Pat Moore

[1B] Jacob Nielsen

[1B] Kees Overbeeke

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