

Interaction Design

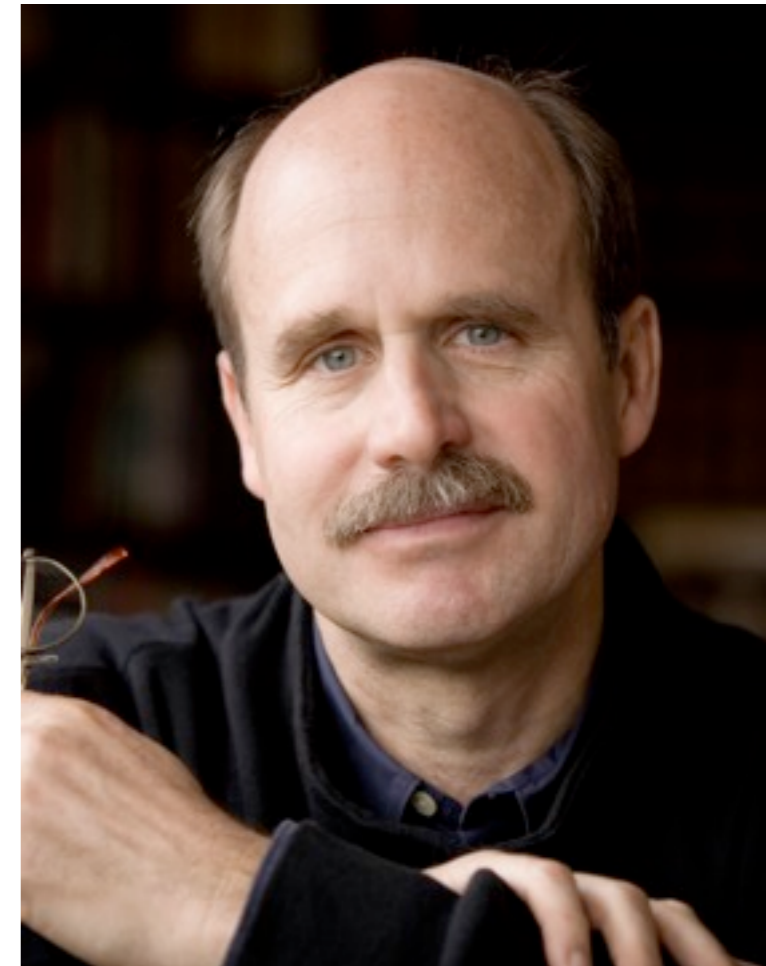
Chapter 12 (July 27, 2011, 9am-12pm):
Designing Media

Designing Media

- The Vision of Designing Media
- Designing for Communities
- Branding and Design

Paul Saffo

- media futurist
- professor at stanford university
- author and columnist



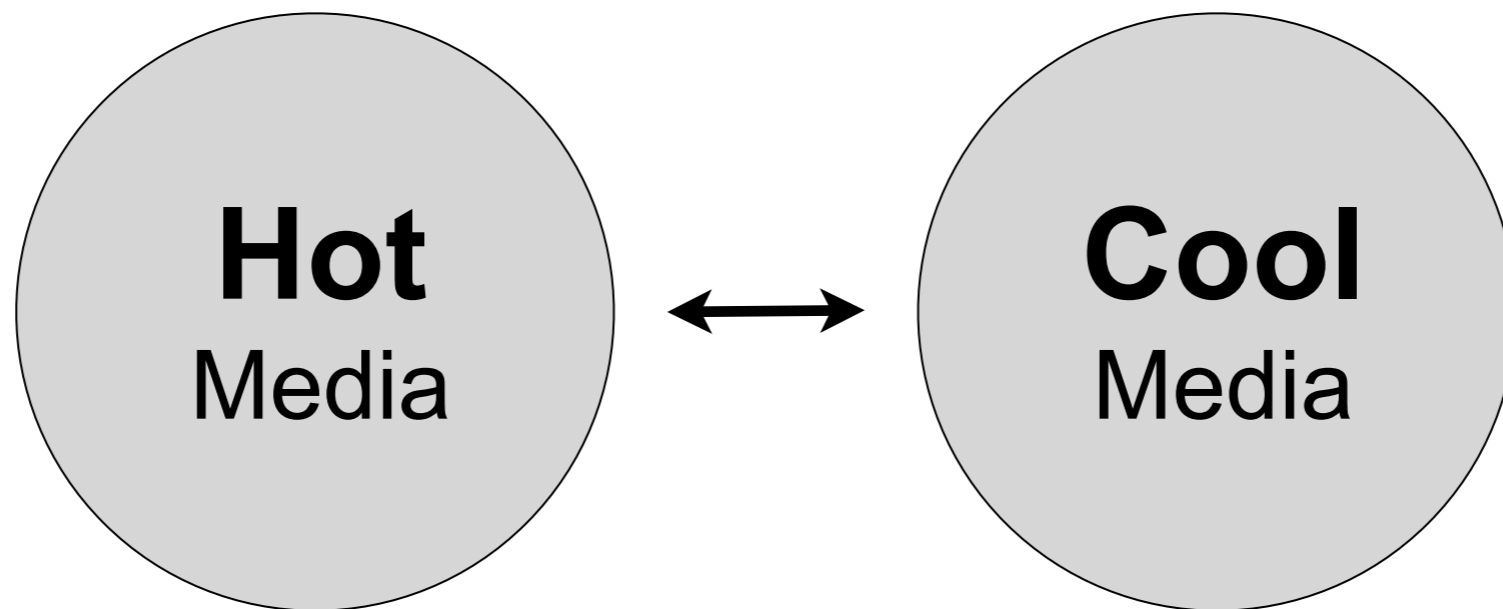


- shift from an information to a media world
- mass media to personal media
- towards participatory media > there is a need for participation
- economy where every single act is an act of creation
> result
- this changes economy
- the amount of participation with media affects the economic situation

source: [1]

...different media invite different degrees of participation on the part of a person who chooses to consume a medium.





Designing Media

- The Vision of Designing Media
- Designing for Communities
- Branding and Design



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The Free Encyclopedia



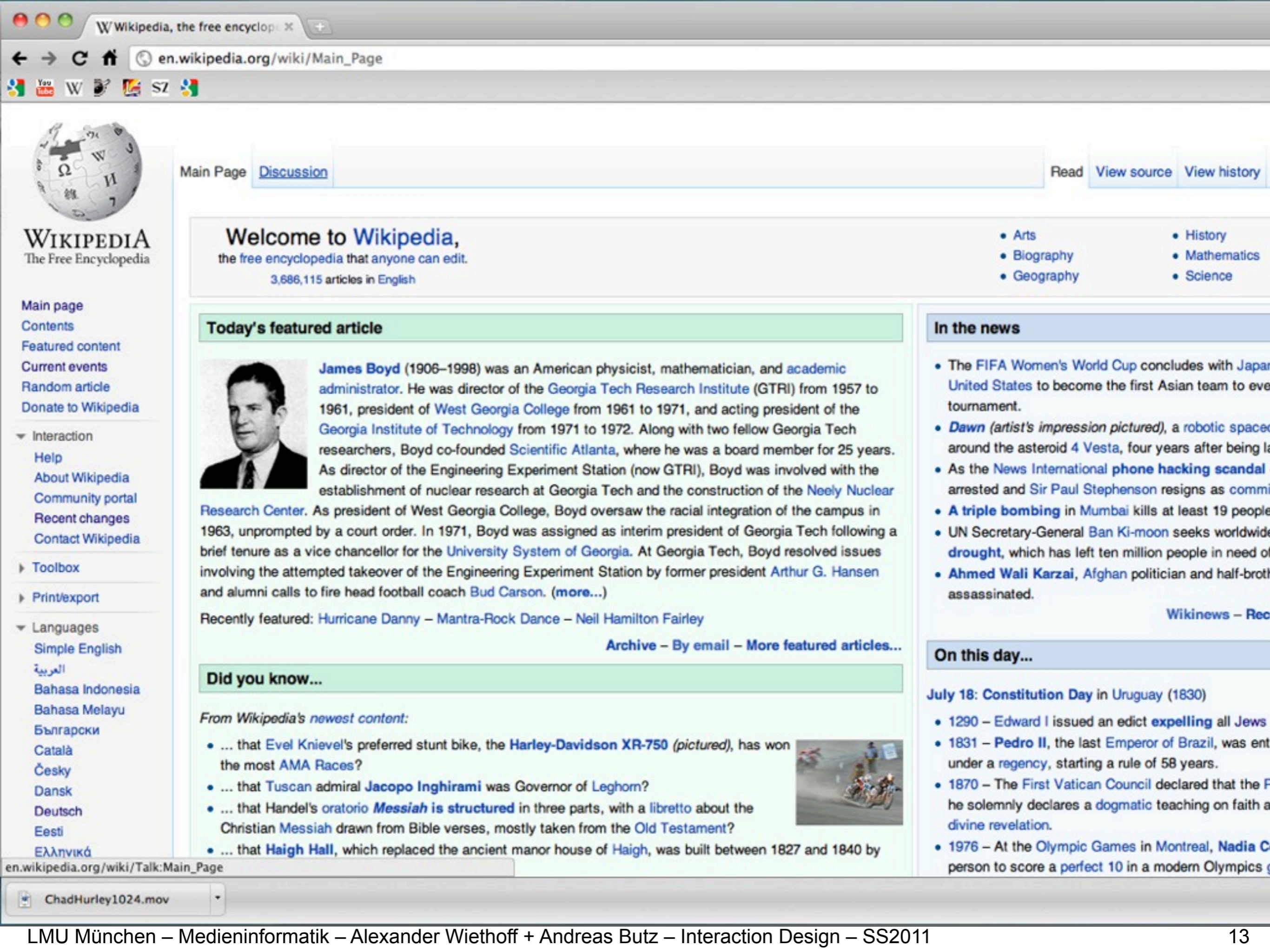
- top down vs. bottom up approach
- don't design systems around the worst people
- design systems around the core of the good people

source: [1]

“What is it that people are going to be doing that they’ll find fun, and how do we make it interesting?”

Jimmy Wales

source: [1]



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The Free Encyclopedia

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Today's featured article



James Boyd (1906–1998) was an American physicist, mathematician, and academic administrator. He was director of the [Georgia Tech Research Institute](#) (GTRI) from 1957 to 1961, president of [West Georgia College](#) from 1961 to 1971, and acting president of the [Georgia Institute of Technology](#) from 1971 to 1972. Along with two fellow Georgia Tech researchers, Boyd co-founded [Scientific Atlanta](#), where he was a board member for 25 years. As director of the Engineering Experiment Station (now GTRI), Boyd was involved with the establishment of nuclear research at Georgia Tech and the construction of the [Neely Nuclear Research Center](#). As president of West Georgia College, Boyd oversaw the racial integration of the campus in 1963, unprompted by a court order. In 1971, Boyd was assigned as interim president of Georgia Tech following a brief tenure as a vice chancellor for the [University System of Georgia](#). At Georgia Tech, Boyd resolved issues involving the attempted takeover of the Engineering Experiment Station by former president [Arthur G. Hansen](#) and alumni calls to fire head football coach [Bud Carson](#). [\(more...\)](#)

Recently featured: [Hurricane Danny](#) – [Mantra-Rock Dance](#) – [Neil Hamilton Fairley](#)

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Did you know...

From Wikipedia's *newest content*:

- ... that [Evel Knievel's](#) preferred stunt bike, the [Harley-Davidson XR-750](#) *(pictured)*, has won the most [AMA Races](#)?
- ... that [Tuscan](#) admiral [Jacopo Inghirami](#) was Governor of [Leghorn](#)?
- ... that Handel's oratorio *[Messiah is structured](#)* in three parts, with a [libretto](#) about the Christian [Messiah](#) drawn from Bible verses, mostly taken from the [Old Testament](#)?
- ... that [Haigh Hall](#), which replaced the ancient manor house of [Haigh](#), was built between 1827 and 1840 by



In the news

- The [FIFA Women's World Cup](#) concludes with [Japan](#) and [United States](#) to become the first Asian team to ever win a tournament.
- *[Dawn](#)* (*artist's impression pictured*), a [robotic spacecraft](#) around the asteroid [4 Vesta](#), four years after being launched.
- As the [News International phone hacking scandal](#) continues, [Gordon Brown](#) is arrested and [Sir Paul Stephenson](#) resigns as commissioner.
- [A triple bombing](#) in [Mumbai](#) kills at least 19 people.
- UN Secretary-General [Ban Ki-moon](#) seeks worldwide action on [drought](#), which has left ten million people in need of food.
- [Ahmed Wali Karzai](#), Afghan politician and half-brother of [Hamid Karzai](#), assassinated.

[Wikinews](#) – [Recent changes](#)

On this day...

July 18: Constitution Day in [Uruguay](#) (1830)

- 1290 – [Edward I](#) issued an edict **expelling** all [Jews](#) from [England](#).
- 1831 – [Pedro II](#), the last Emperor of [Brazil](#), was enthroned under a [regency](#), starting a rule of 58 years.
- 1870 – The [First Vatican Council](#) declared that the Pope can solemnly declare a [dogmatic](#) teaching on faith and morals as a [divine revelation](#).
- 1976 – At the [Olympic Games in Montreal](#), [Nadia Comăneci](#) became the first person to score a [perfect 10](#) in a modern Olympic sport.





- small incremental changes
- maintain simplicity
- listen to people and do something
- provide good customer service
- enable volunteering

craigslist^{de}

In 'Kleinanzeigen' veröffentlichen
Mein Konto

Hilfe/FAQ/Missbrauch/Rechtsws

craigslist durchsuchen

Zum Verkauf

Ereigniskalender

M	D	M	D	F	S	S
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14

Scams & Betrug vermeiden
Tipps zur eigenen Sicherheit

craigslist-Blog

craigslist-Datenblatt

Craigslist-Best-Of

craigslist TV

craigslist - Film & DVD

craigslist-Stiftung

craigconnects

Systemstatus

AGB Impressum
Datenschutz Hilfe

München

Community

- Aktivitäten
- Allgemein
- Ereignisse
- Freiwillige
- Fundsachen
- Gruppen
- Haustiere
- Kinderbetreuung
- Künstler
- Mitfahrgelegenheit
- Musiker
- Neuigkeiten/Gegend
- Politik
- Unterricht

Persönliches

- rein platonisch
- Sie sucht Sie
- Sie sucht Ihn
- Er sucht Sie
- Er sucht Ihn
- Bunt gemischt
- Zwanglose Treffen
- Verpasste Gelegenheiten
- Erfreuliches und Unerfreuliches

Diskussionsforen

- | | | |
|------------------|-------------|----------------|
| 1099 | Gesund | Reparatur |
| Anders | Haiku | RoFo |
| Apple | Haustiere | Scheidung |
| Atheist | Heirat | Shopping |
| Autoren | Hilfe | Sie-Sie |
| Autos | Homo | Sparsam |
| Bikes | Jobs | Spielen |
| Bildung | K.handwrk | Sport |
| Comp | Kosmetik | Sterben |
| Diät | Kunst | Steuern |
| Eltern | LZB | TV |
| Er-Ihn | Linux | Tests |
| Essen | LokPol | Transsexuelle |
| Ethnische Gruppe | Motorrad | Unterkünfte |
| Etikette | Musik | Vegan |
| Feedbk | Natur | Verlauf |
| Film | PeFo | Wein |
| Fitness | Philosophie | Wissenschaften |
| Frauen | Politik | Witze |
| | Promis | Wörter |

Unterkünfte

- Büro/Handel
- Ferienwohnungen
- Immo gesucht
- Immobilie zum Verkauf
- Immobilientausch
- Parken/Lagerung
- Untervermietungen
- Wohnungen / Unterkünfte
- Zimmer/Beteiligungen/WGs

Zum Verkauf

- | | |
|-----------|--------------------|
| Allgemein | Antiquitäten |
| Autoteile | Autos+LKWs |
| Bikes | Babys+Kinder |
| Boote | CDs/DVDs/Videos |
| Bücher | Elektronik |
| Computer | Foto+Video |
| Gesucht | Haushaltsgeräte |
| Handys | Hof+Garten |
| Haushalt | Kleidung+Acc |
| Material | Kosmetik+gesund |
| Möbel | Kostenlos |
| Sammeln | Kunst+Handwerk |
| Schmuck | Motorräder |
| Sport | Musikinstrumente |
| Tausch | Privater Flohmarkt |
| Tickets | Spielzeug+Spiele |
| Werkzeug | Unternehmen |
| Wohnwägen | Videospielen |

Dienstleistungen

- | | |
|----------|------------------|
| Auto | Anzeigen Klein |
| Computer | Fahrradfahren |
| Ereignis | Haustier |
| Finanzen | Hof+Garten |
| Handwerk | Immobilien |
| Haushalt | Rechtswesen |
| Kosmetik | Reise/Urlaub |
| Kreativ | Schreib/Übersetz |

Jobs

- Arbeitskräfte allgemein
- Architektur/Ingenieurswesen
- Bildung
- Biotech/Wissenschaft
- Buchhaltung+Finanzen
- Einzelhandel/Großhandel
- Fernsehen/Film/Video
- Fertigung
- Gastronomie/Gastgewerbe
- Gemeinnütziger Sektor
- Handwerk/Kunsthandwerk
- Immobilien
- Internet-Techniker
- Kundenservice
- Kunst/Medien/Design
- Marketing/PR/Werbung
- Medizin/Gesundheitswesen
- Personal
- Rechtswesen
- Regierung
- Salon/Spa/Fitness
- Schreiben/Lektorat
- Sicherheit
- Software/QS/Datenbank
- Systeme/Netzwerke
- Technischer Support
- Transport
- Unternehmen/Management
- Vertrieb/Geschäftsentw.ng
- Verwaltung/Büro
- Web-/Informationsdesign [USW]
- [Teilzeit]

Aushilfsjobs

- | | |
|----------|--------------------|
| Computer | Arbeitskräfte |
| Ereignis | Häuslicher Bereich |
| Kreativ | Künstler.Schaffnd |
| Personal | Schreiben |





-big vision/philosophy : moores' law applied to information and media exchange

-use case drives the vision and breaks it up in smaller chunks

-community content as facilitator

source: [1]

Search

Applications edit

- iLike
- Photos
- Groups
- Events
- ClaimID
- Posted Items
- Gaping Void
- more



Paul Jacobson

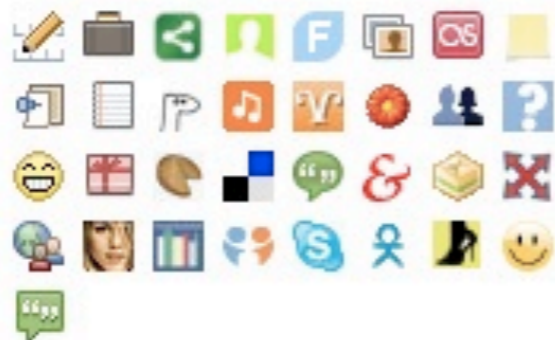
is catching up on some Facebook traffic.

Updated 2 hours ago edit

Networks: South Africa
 Sex: Male
 Interested In: Women
 Relationship Status: Married to Gina Jacobson
 Looking For: Friendship
 Birthday: December 8
 Hometown: Johannesburg, South Africa
 Political Views: Liberal
 Religious Views: Jewish

- View Photos of You (26)
- View your Causes (7)
- Tap You
- View your Music Profile
- Dedicate a Song
- Do Anything To Him [change]
- View yourMovies (8)
- Update My Mood (I'm feeling...)
- Edit My Profile

You are online now.



Friends
 249 friends See All

Mini-Feed

Displaying 10 stories. See All

Today

- Paul discussed The Sunday Times and copyright infringement in the group New media law and policy. 8:52am
- Paul wrote on Marc Forrest's wall. 8:38am
- Paul is catching up on some Facebook traffic. 8:37am
- Paul and Om Malik are now friends. 3:05am

Yesterday

- Paul updated Twitter. 10:43pm
Enjoyed Bourne Ultimatum. Looking forward to getting the soundtrack!
- Paul updated Twitter. 7:57pm
We've come to Sandton City to see the Bourne Ultimatum. Feels like I am in primary school with all the kids.
- Paul shared a new item from Google Reader. 3:25pm
The Hidden Google Earth Flight Simulator

Designing Media

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- Branding and Design





- by providing the platform to the community individuals were able to create their own experiences
- content filtered through the community
- building trust through the interface design
- branding as a success factor



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Sign In

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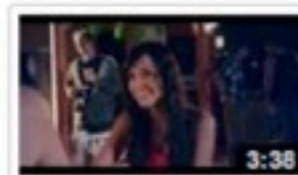
Already have an account? [Sign In](#)

Show Ad

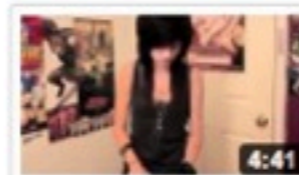
Music



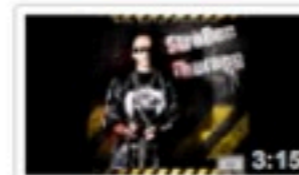
SO HOT!
by SHAYTARDS



B-e-a-utiful- Megan Nicole (Orig...
by megannicolesite



Me Singing "Skyscraper" by Demi ...
by zeldaxlove64



Rockzz aka King Katana - Mein Me...
by KILLABOZZZ

Entertainment



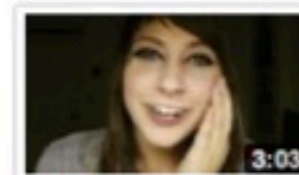
SEXY JULIA: provokant und blond
by DieAussenseiter



BODY SHOTS
by BreakingNYC



Big Blue Ball Machine
by freddiew



FOAR SVETLANA FRUM BOXXY
by boxxyabee

Sports



Basketballtipps vom Amateur
by realalbertoson



Marco Huck vs Hugo Hernan Garay ...
by HuckSondokBauer



Türke gegen 200 Kg Riese Armdrüc...
by ClipTiger



LA Galaxy Vs Real Madrid (1-4) A...
by GoatzAndHighlights

Spotlight

Stolz auf unsere YouTube Partner

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Presented by: [dnewpartners](#)



Mein allererstes Mal auf Youtube - Willkommens-...
by douniaslimani
76,047 views



TRUESCHOOL - Stadtplatz Jam
by trueschoolofficial
3,153 views



Altana ist Youtubepartner?!
by AltanaBananaTV
6,580 views



MODERN WARFARE 3 FÜR FARBENBLINDE!,
by bashAchievements
846 views

Trends



Shark fights back against fisherman/ABC News
by aaaaaa4a
28,482 views

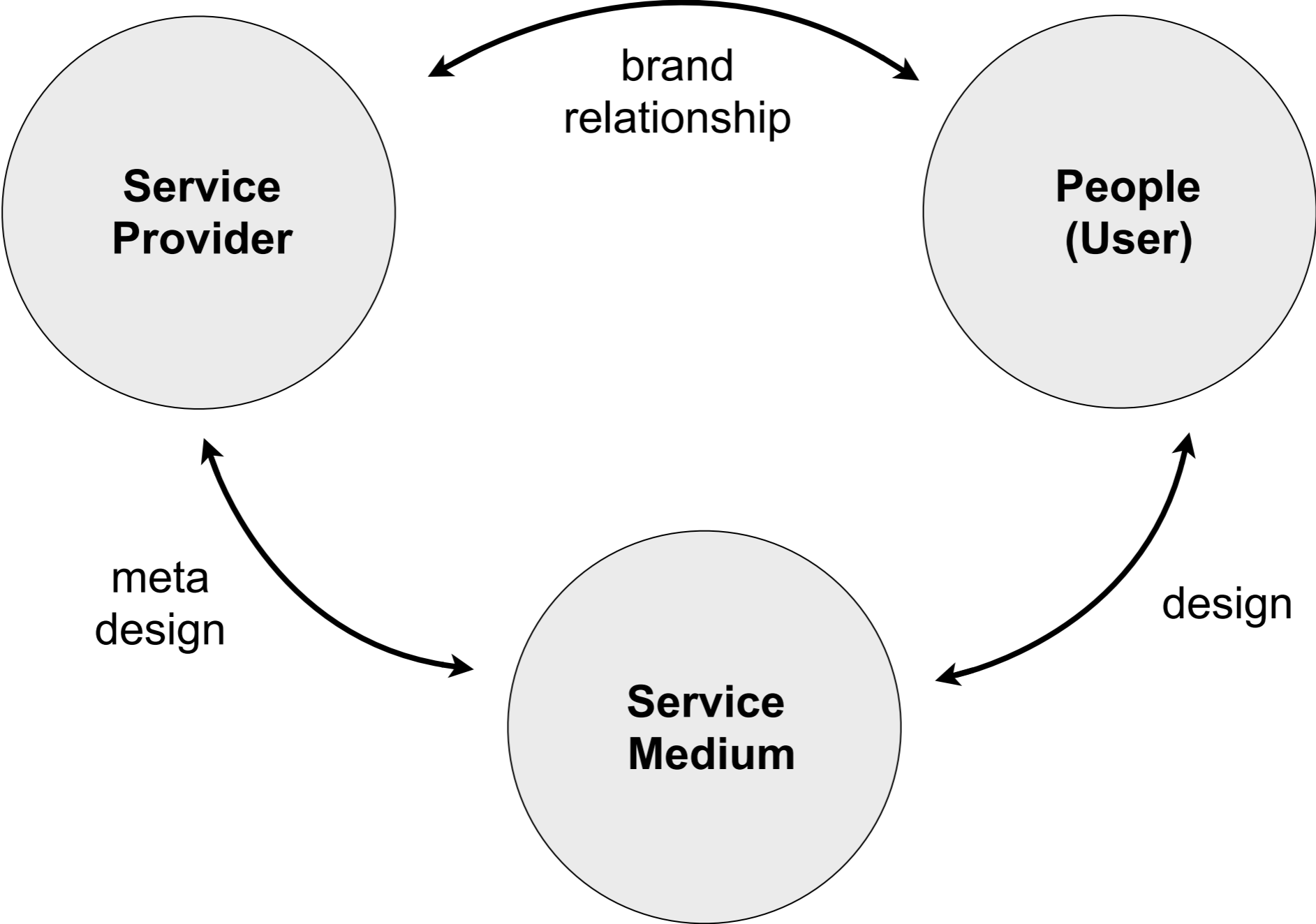


Let's Play Die Sims 3 #076 [Deutsch] [HD] - Neu...
by Gronkh
24,124 views

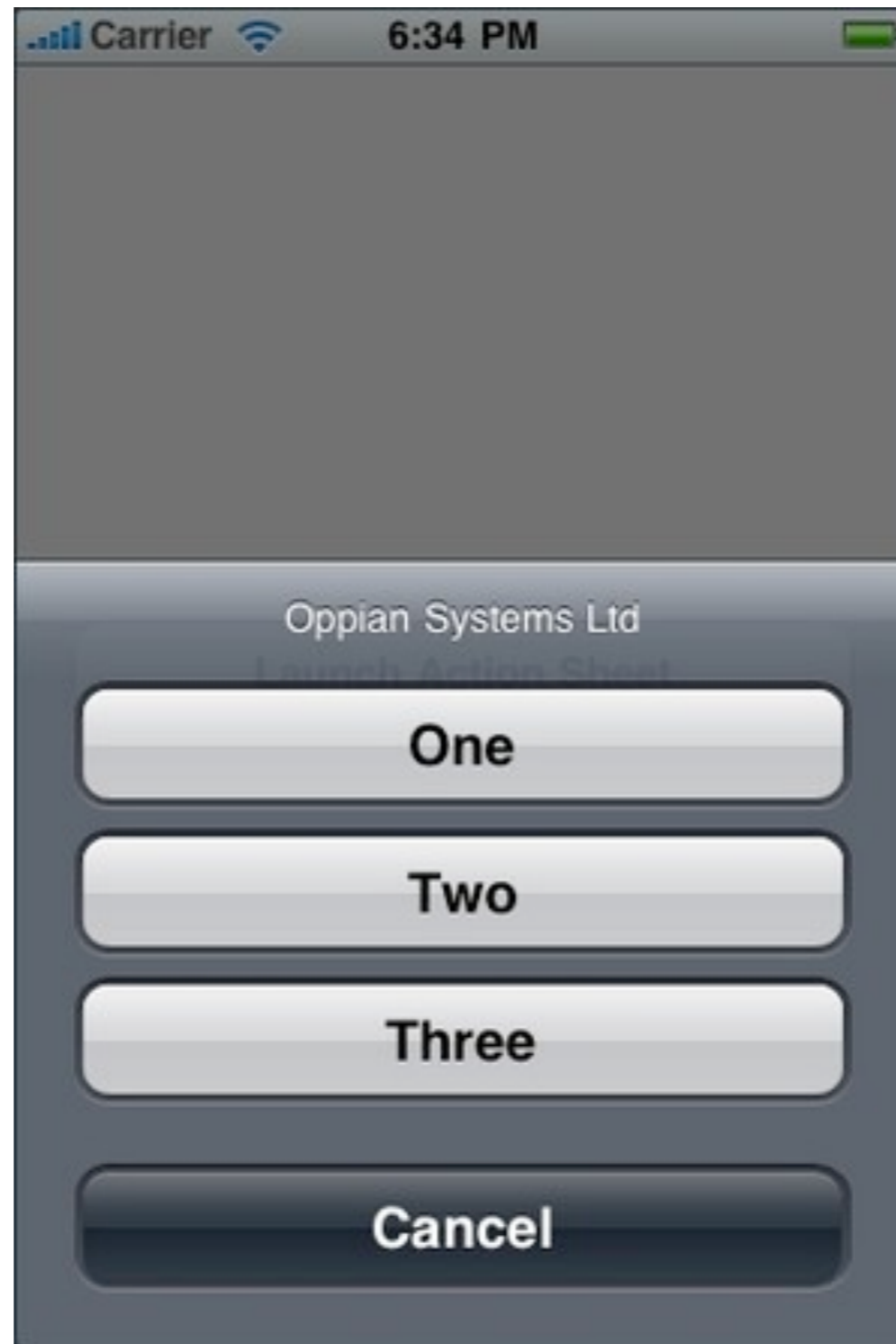


AI -GEAR - Miststück (Official

Service as Design Triangle:









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DAY WEEK MONTH ALL

Giant Goldfish by manekineko



508 COMMENTS 3005 FAVORITES 232796 VIEWS 3510 LOVES

Thought Provoking by Miss_Anthropy



285 COMMENTS 1938 FAVORITES 139170 VIEWS 2738 LOVES

Terra? by GlueStudio



442 COMMENTS 1567 FAVORITES 89562 VIEWS 1463 LOVES

ColorSchemer Studio 2

COLOURlovers



RECENT PALETTE COMMENTS

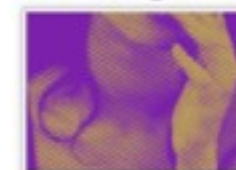


huege

POSTED 2 MINUTES AGO

Lovely pattern Dawn! After a few minutes of looking at it, I realized she had a cigarette :) American Women wrote:

Smoking Lady



by American Womer

3

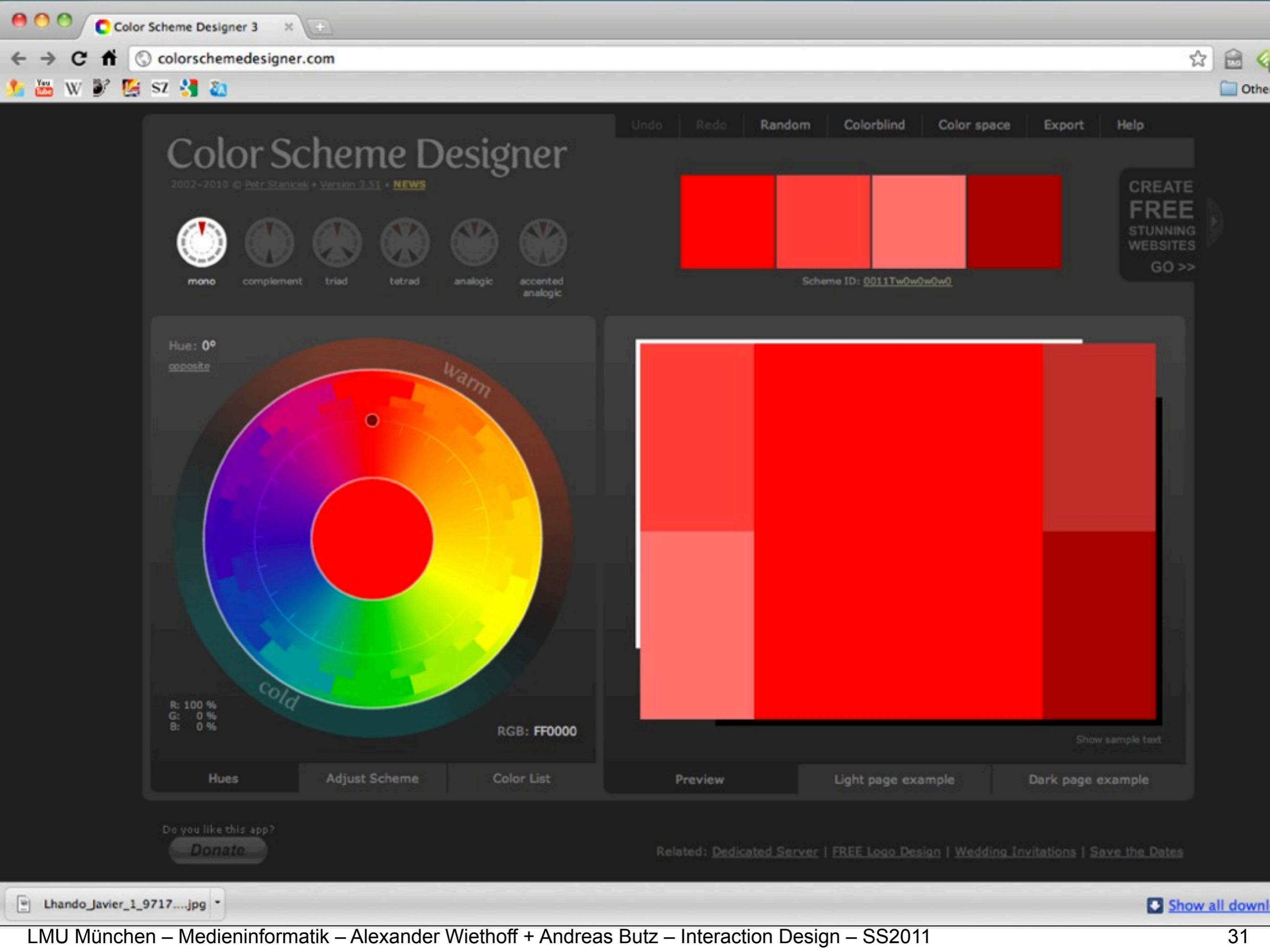
0

Rank #137256

COLOURlovers.com

huege wrote:

I love it! I don't know why, but to me this looks like the palette should on a package of cigarettes. I don't even smoke, but I love the palette so much that I think it's making me want to start smoking?!?!?



Color Scheme Designer

2002-2010 © Petr Stanikak • Version 3.51 • [NEWS](#)



mono



complement



triad



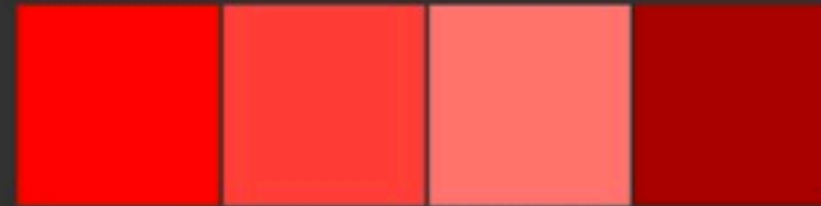
tetrad



analogic



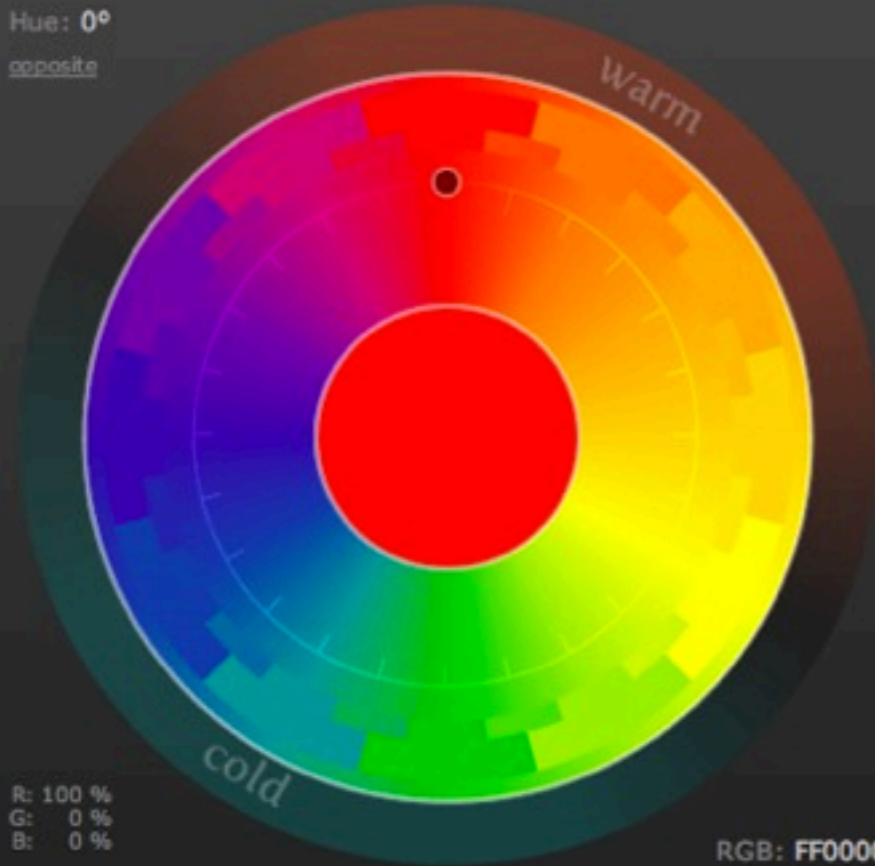
accented analogic



Scheme ID: [0011Tw0w0w0w0](#)

CREATE
FREE
STUNNING
WEBSITES
GO >>

Hue: 0°
[opposite](#)



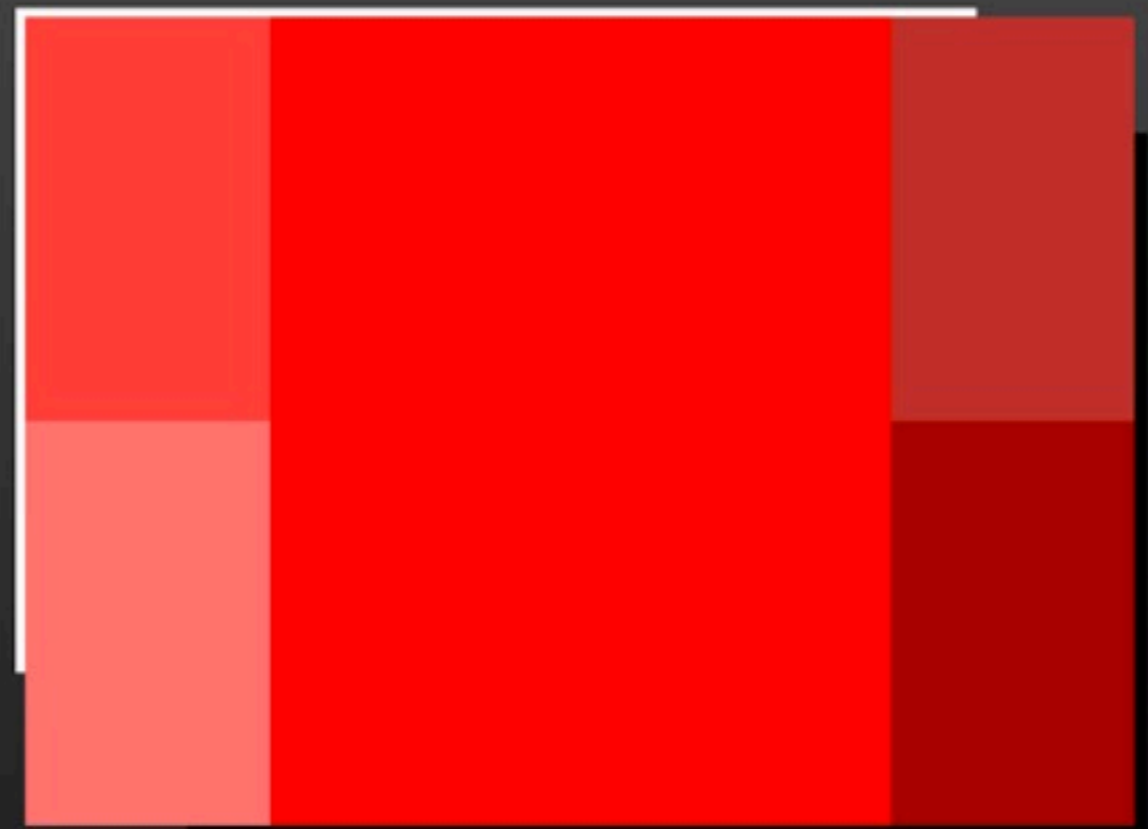
R: 100 %
G: 0 %
B: 0 %

RGB: FF0000

Hues

Adjust Scheme

Color List



Show sample text

Preview

Light page example

Dark page example

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Airside

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NEWS

- 04.07.11 Junior Wanted – applications now closed.
- 23.06.11 Virgin's new In-Flight Entertainment system up and running
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NEWSLETTER

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Vitsoe

Website revamp for shelving systems company, Vitsoe.



References (Books):

[1] Moggridge, B. *Designing Media*, *MIT Press*, 2011.