

A Proposal for Interaction Design Methodology and Design Issues Emerged: A Case of Electronic Consumer Products

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Abstract

In the second industrial revolution, design, in today's design climate, urgently confronts with the new issue that is generally known as the human-machine interaction design in industrial arena. Since this issue has been recently highlighted and is experientially applied in industries. It seems that the methodological theory has not only been proposed but also requires different disciplines such as cognitive psychology. This study consists theoretical discussion of the interaction and implementation of proposed design methodology. In concerning from the review of Taylor and Gilbreth's theories of Motion and Time Study, it defines the operations as a sequential process of information and the theoretical models of the process were extracted for design purpose.

The process was then discussed from a case study applying existing product(s) to make emerge several design constraints; i.e., description of the process, conception of width and depth in the process, functional sharing of display and control, and deformation and transformation of the process on to design product.

The methodology were experimentally taught and assigned a design project to industrial design students in an Australian university. A project with a simple personal product where the form of product and its interactions were both required to be represented. As a result, the designs were analyzed from the viewpoint of the concept of methodology.

Keywords

Interaction Design, Education, Methodology

Principles of Interplay in Look and Read: How Modality Selections and Cross-modal Ties Lead to Communication Design Effects

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Abstract

Communication (visual/verbal) design is uniquely equipped to lessen many of the constraints found in isolated verbal or visual communications because this dual modality form embraces multiple representations of knowledge (Flower and Hayes, 1984). Using an example by Herb Lubalin, I'll introduce a theory of cross-modal interplay that describes how "modality selections," are held together using strong "cross-modal ties" resulting in "communicative effects" which may enrich audience experience.

Keywords

cross-modal interplay, modality selections, cross-modal ties, communicative effects, visual unifiers, cohesive ties, selective code, Stroop effect, automatic and controlled processes, observer effects, interaction effects, image schemas.