

Reading 3

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Q1. Manovich references computers as a technology that has changed its interface over the years as a way to keep customers interested. The interface customers use has shifted from black and white to colorful and continues to change as time progresses. He mentions the changes in icons and buttons, which makes me think of phones and the interfaces smartphones have. Most smartphones are touchscreens while a lot of computers are not. The differences in icons change depending on the company, as Manovich states. While one could argue phones now are effectively computers, most people use their phones differently than their computers. These examples work because of the fact that companies continue to alter the aesthetic of their interfaces simply to keep up with trends or to bank on one's nostalgia.

Q2. Manovich defines the word Gesamtkunstwerk as "directly engaging the three senses of sight, hearing and touch, and evoking the fourth sense of taste through the phone's name and color." The combination of these three senses is what most aesthetic choices are about. Even something as simple as choosing a sound or feeling that makes something feel retro or vintage plays into this idea.

Q3. Sound is an important part of everyday life. Most people use their sense of sound along with their other senses to process things. According to the podcast, the most believable sounds are the ones people can feel. This feedback allows our devices to imitate physical feedback that may not naturally have. This speaks to the idea of theater and performance in that with all of these concepts there is something pretending to be what it is not while needing to be believable.

Q4. In most of the examples of skeuomorphism in design, the objects that are considered skeuomorphic are physical. These objects would create nostalgia for the user through their physical and tactile nature. Flat design only uses the visual nature of nostalgic imagery to create a similar feeling in the users. This relates to theatrification and gamification in that the player or viewer can be lead to feel a certain way based on the imagery and other ideas used.

Q5. I found the Play, Scribble, and Collision libraries interesting. I like Play because it would allow me to create my own animated sprites to place in my Javascript works. The shapes in the Scribble could be used along with the Play library to make interesting interactive pieces. Finally, I think it would be nice to have collisions in some of my works, so the Collisions library would work perfectly.

Q6. My group discussed gamifying vending machines and workout machines as things that could be improved with gamification and theatrification.