

01. - 02. Februar 2018

BEAUTY. MATTERS!

Usability and Aesthetics

Einladung zur Konferenz

Hochschule der Medien
Stuttgart Media University
Nobelstr. 10
70569 Stuttgart

www.hdm-stuttgart.de



BEAUTY MATTERS!

Usability and Aesthetics

Do you love your mobile phone? If yes, why? And if not, why not? Do you love it because you can do the things you like to with it? Like telephoning, sending text, and enjoying music? Or is it because it is so beautiful and it really fits to you? You think these are questions that are difficult to answer? Yes, you're right.

But there are more: Does beauty lie solely in the eye of the beholder or can it be objectified? Do users of interactive products care about beauty at all? What human needs are satisfied by beauty? What is the structure of an aesthetic experience? Can we design beauty in a systematic way, or is it just gut feeling? Do people pay for beauty? Are they more creative when working with beautiful products?

The 7th International Information Design Symposium Beauty Matters! Usability and Aesthetics will try to give answers to these questions. It will take place on Thursday, February 2nd, 2018, at Stuttgart Media University (Hochschule der Medien, HdM) in Stuttgart.

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