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Art 101 (TTH 12:00-2:50)
APRIL 30 2019

Reading 3 (Q and A)

Q1. From the Manovich reading, give 2 examples of interface or interactions with a piece of technology that has a performative action or theatrical behavior. This is in context with the ideas of credited to Brenda Laurel he mentions in the article. Explain why these are good examples.

Two examples of performative actions would be when selecting confirmation options on phones and the phone switches the current screen with a completely new graphic. It is performative because the phone could've shown the results of your confirmation with the same screen, but instead gives the user a show by presenting this show of images/graphics.

Another example would be with the LG Chocolate, and how when it is turned on the buttons light up red; Therefore giving off this theatrical performance. The phone could just turn on normally without giving a light show.

Q2. From the Manovich reading, he uses the term Gesamtkunstwerk. What does this term mean and how is using it to refer to the *aestheticization* of information tools?

The term Gesamtkunstwerk seems to be used to describe a certain piece that makes the four senses interact with such, and it turns makes the piece look aesthetically pleasing. This term was used to describe the LG Chocolate due to its ability to make the user interact with it using touch, hearing, sight and taste, through the phone's name; Therefore, making it a complete package to be aesthetically appreciated by many.

Q3. From the RadioLab Podcast, the guest podcast artist is sharing his radio show called 99% invisible. The first piece is about sound design. What would you describe the role of the sound designer and how does it relate to this idea of theatre and performance?

From what I heard on the podcast, I would describe the role of the sound designer to be that of a person that gives life to something lifeless. This relates to the idea of theatre and performance because in a way it gives an inanimate object a "purpose" by making it interact/play sound with user input or simply perform music.

Q4. From the Skeuomorphism vs. Flat Design article, what are the philosophical and visual differences between Skeuomorphism vs. Flat Design and how might this also relate to this idea of theatre and gamification?

As I see it, Skeuomorphism seems to be when a new or new version of a product, technology, consumable is introduced to people, the new product retains familiar features to its previous/similar version (as explained in the teapot and tofu dog example) to keep those people familiarized and not “freak them out.”

Flat design is explained to be this very simplistic design that has been incorporated in many digital media. It isn't 3D looking, overly shaded, crazy looking with designs or has highly artistically designed graphics. Flat design is this very minimalistic style that makes the overall feel of the media feel sleeker and cleaner to navigate through its simple shapes, visuals and colors.

Flat design seems to bring a more futuristic, real and cleaner experience while navigating through your favorite media. It is not all over you asking for your attention, it is just there, it doesn't distract you or anything. I guess you can say it makes navigation through media easier and cleaner.

Q5. Check out the libraries Page on the P5 website. Browse each of the libraries and see what what their functionality is. Pick top 3 of the libraries that you find the most interesting in using and why?

p5.play looks very interesting to me as I can give life to a character.

p5.Dimensions seems a bit complicated but the 3d Shapes looks very aesthetically pleasing and it would be nice to make something aside from the usual flat designs.

p5.gibber incorporating music in a project definitely gives it life and makes the audience feel a bit immersed, I guess that's why I chose it.

Q6. Please come up with an example of two different pieces of technology that normally don't have this interface design or 'consideration' mentioned in the reading and podcast, but could benefit from this 'theatricality' or 'gamification' idea of its interface. Please describe what would you suggest doing to it to change it.

For this I would probably have to say the SJSU main page and the MySJSU (PeopleSoft) page. To start off, the MySJSU page looks very outdated and lifeless. I felt like I went back ten years after my first visit to the site, after being so used to the more sleeker looking and easier to

navigate interface back at Cabrillo College. Perhaps a little bit more life could be put on to it by giving it characters and more dimensional graphics. They could make them guide you or simply make the page look more full of life. Music doesn't seem to be necessary, but I guess it could also be incorporated while choosing classes, that could take some stress off. Overall I think these could help the site feel up to date (compared to what we currently have) making it easier to navigate wouldn't hurt either.