WORK INFORMATION
Title: Dynamic Iconography v.1 – v.5.1
Media: Adobe Flash® and HTML

DESCRIPTION
Dynamic Iconography v.1 – v.5.1 is a series of interactive prototypes. These prototypes are from a design exploration research project that applied the principle of dynamics as a formal consideration in the design of icons for human-computer interfaces. Design exploration research differs from both design practice and conventional design research in that it "typically is driven neither by how well the product fits into an existing or expected future market, nor based on the observed needs of a group of users. Rather, design becomes a statement of what is possible, what would be desirable or ideal, or just to show alternatives and examples" (Fallman, 2008). The exploratory aspect of this project investigates how rich media can be used in dynamic icon design to promote understanding and foster user engagement.

The project involved an interdisciplinary theoretical framework including research from the fields of neurology, human-computer interaction, and visual communication. The purpose of this framework was to inform the design of several dynamic icons by accommodating theories related to sensory perception and cognition, as well as previous work in the area of cross-cultural communication. Central to this exploration were the concepts of perceptual aesthetics, multisensory experiences, and symbol-based visual language. Results indicate significant potential for practical application in the area of online social networking.

REFERENCES
Fallman, D. (2008). The interaction design research triangle of design practice, design

studies, and design exploration. *Design Issues, 24*(3), 4-18.