

***Inventing The Medium Principles Of Interaction Design As A  
Cultural Practice Janet H Murray***

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Endorsement. Inventing the Medium gathers humanistic insights from Murray's pioneering scholarship, demonstrates how they apply to a wide range of digital design problems, and invites readers to begin using these conceptual tools themselves in an engaging and broadly accessible manner. I've already seen it have a powerful impact on my students.

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Inventing the Medium is an epic accomplishment, one which we will all be mining for years to come. Janet Murray has built a practical theory of digital design that centers around the four affordances of networked media: encyclopedic, spatial, procedural, and participatory.

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Four Affordances. Everything made of electronic bits is potentially: These affordances make up the designer's palette for representation in any digital format or genre. Inventing the Medium offers a methodology and principles of design for the collective effort of maximizing the expressive power of each of these affordances.

**Four Affordances | Janet H. Murray**

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