

11.09.18 //

# 2ND WAVE INTERACTION DESIGN

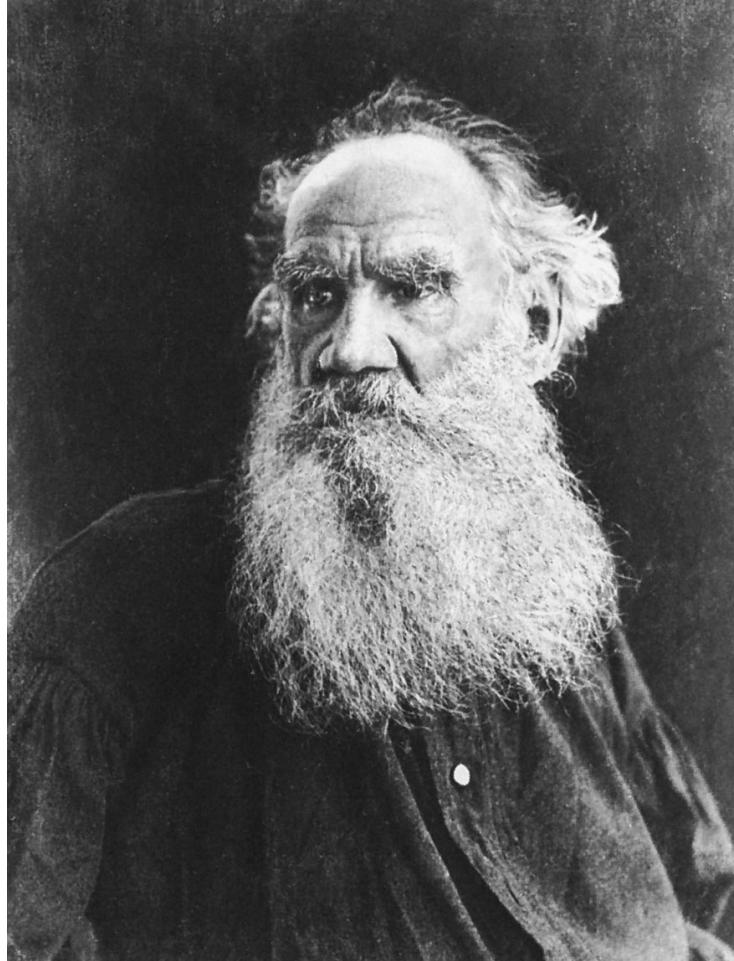
DART 631  
RILLA KHALED

# 2ND WAVE IxD

- If first wave IxD is about establishing products that make people's lives easier
- 2nd wave is about problematizing technology in people's lives
- Various different types of 2nd wave IxD, but
- Joint commitments:
  - Commercial success is not a motivator
  - Often design-art
  - Questions over answers
  - Defamiliarisation



# DEFAMILIARISATION

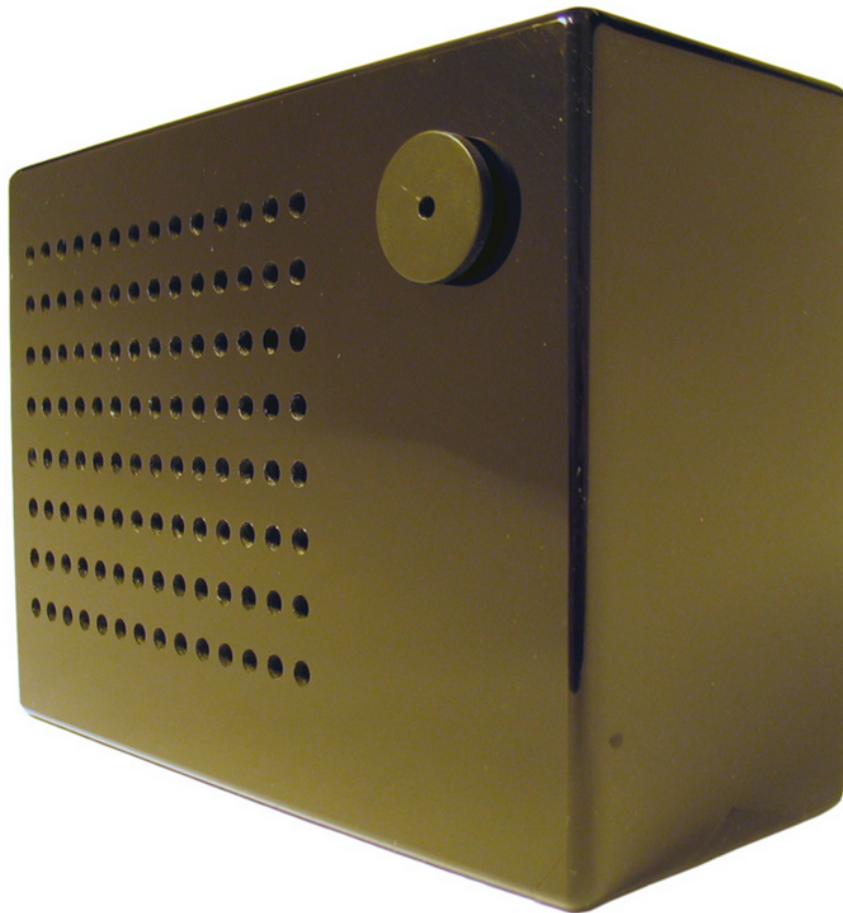


Making the familiar  
unfamiliar.

# CRITICAL DESIGN

- Anthony Dunne & Fiona Raby: Royal College of Art
- First start hearing “critical design” in book *Hertzian Tales*, 1999
- A definition of critical design: “a form of research aimed at leveraging designs to make consumers more critical about their everyday lives, and in particular how their lives are mediated by assumptions, values, ideologies, and behavioral norms inscribed in designs”
- Its opposite is affirmative design: design that reinforces the status quo. It is more of an attitude than style or movement; a position rather than a method.

# THE ERRATIC RADIO



# SPECULATIVE DESIGN

- Again, Anthony Dunne & Fiona Raby were key to use of this term, a shift from critical design —> speculative design in their book *Speculative Everything*, 2013
- James Auger points out that much overlap between the two related practices
  - “speculative” puts an emphasis on future / alt
  - Dunne & Raby point out “critical” emphasizes negative elements.

# A/B DESIGN (DUNNE & RABY)

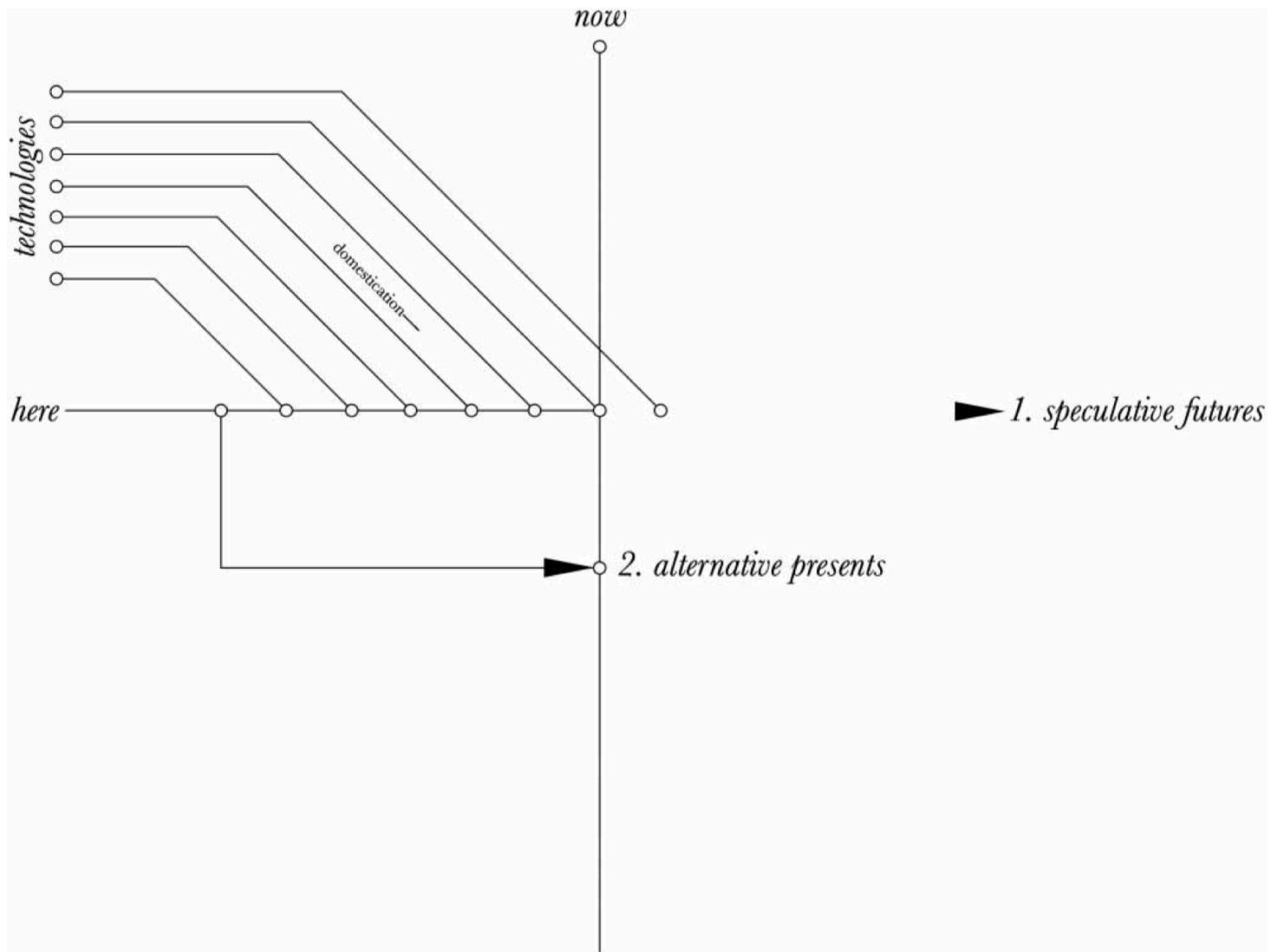
( a )

affirmative  
problem solving  
design as process  
provides answers  
in the service of industry  
for how the world is  
science fiction  
futures  
fictional functions  
change the world to suit us  
narratives of production  
anti-art  
research for design  
applications  
design for production  
fun  
concept design  
consumer  
user  
training  
makes us buy  
innovation  
ergonomics

( b )

critical  
problem finding  
design as medium  
asks questions  
in the service of society  
for how the world could be  
social fiction  
parallel worlds  
functional fictions  
change us to suit the world  
narratives of consumption  
applied art  
research through design  
implications  
design for debate  
satire  
conceptual design  
citizen  
person  
education  
makes us think  
provocation  
rhetoric

# SPECULATIVE DESIGN



# RESPIRATORY DOG



# MENSTRUATION MACHINE



スフツニ子! / Sputniko! - Menstruation Machine, Takashi's Take



# ALL OF THESE FORMS

- Often found in galleries or embedded in the public
- Make their point through comparison with existing meanings / assumptions we already have
- Therefore, creating **conceptual / experiential bridges** between the world we know and the world alluded to is crucial
- If it gets too unrelated, then it becomes science fiction
- Narrative framing is very important: the object itself can't tell the entire story

# NEO//QAB

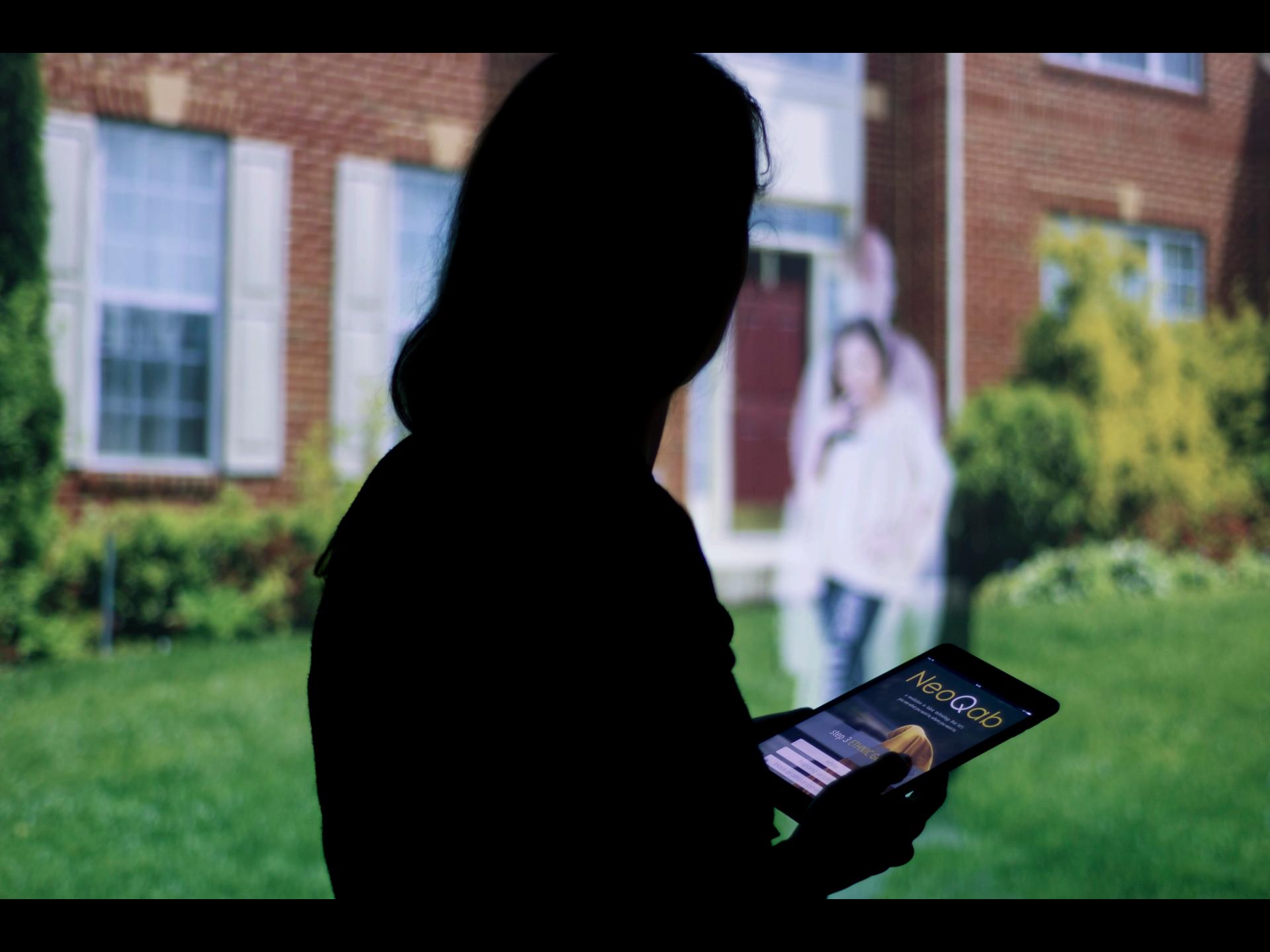












# VIDEO PROTOTYPING

- film, TV, advertisements, music videos... stories
- video prototyping in interaction design as a way of conveying context of use, interactions, and functionality
- products / services / experiences conveyed exist anywhere along the continuum of little more than a concept to functioning prototype

# MODERN TIMES

wevideo



# A GOOD VIDEO PROTOTYPE CONVEYS

- context of use / location
- target users — who? how many? community?
- **what the product / system does**
- **how we interact with the product / system**
- how the product / system interacts with us and the surrounding environment

# FEEL FREE TO USE

- acting!
- film shots (and what they have come to mean)
- editing
- lo-fi mock-ups
- stop motion
- post production visual effects (e.g. After Effects)
- sound tracks
- some expository text, though not too much

