

# Introduction

DMS 104: Design in the Digital Age

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# Why DMS 104?

- Ideas ...common
- *Implementation* of an Idea ...hard
  - Someone who's not YOU
  - Resist!
- DMS Capstone
  - Ideation → Actual Design → Implementation

☒ Visual/Graphic Design

☒ UI/UX

☒ HCI

- ✓ Use your existing: visual design skills
- ✓ Already know good: UI/UX (HCI)
- ✓ NEW: Work in teams
- ✓ NEW: Deliver professional designs

# Design of Interactive Digital Products & Services

- Design
- Interactive
- Digital
- Product (or service)
- Design is not new
  - Graphical/Visual
  - Industrial
- Interaction Design = "Goal Directed Design"

# Goal Directed Design

## **Is all about...**

- Activities: what done?
- Workflow: best way?
- Information: input?

## **Is related to but not exactly...**

- Software
- HCI (Human Computer Interaction)
- IA (Information Architecture)
- Visual / Graphic Design

# This course

- Half this course: NO design!
- Flipped
- Communication (presentation)
- Actual design work
- Exams
- The book – "the recipe"