



Introduction

DMS 104: Design in the Digital Age

Professor Kostin

Why DMS 104?



Ideas ...common

Everyone is an
ideas person



Implementation of an Idea
...hard

Someone who's not YOU
Resist!



DMS Capstone

Ideation → Actual
Design →
Implementation



NOT DMS 104...

Visual/Graphic Design
UI/UX
HCI



Is DMS 104...

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?

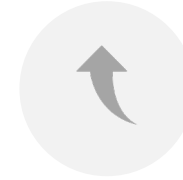
Is related to but not exactly...

- 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"