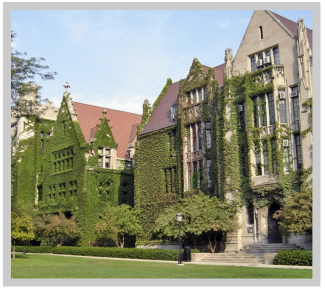
Welcome to Interface Aesthetics 2009!

Kimiko Ryokai

Daniela Rosner



OUTLINE

What is aesthetics?
What is design?
What is this course about?

Why interface aesthetics?

Why interface aesthetics?

Technology as part of everyday culture, so that it's beautiful and intriguing, so that it has emotive as well as functional qualities.

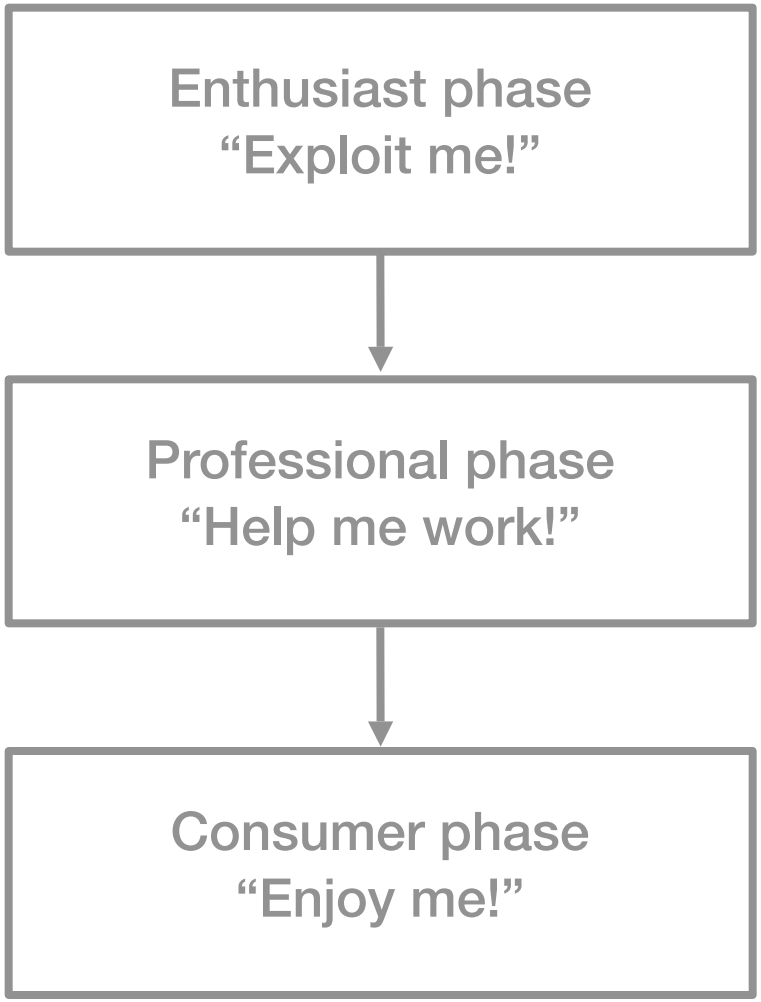
[Moggridge, 2006]

If we only design the function of something, not what it also communicates, we risk our design being misinterpreted. Worse, we waste an opportunity to enhance everyday life.

[Moggridge, 2006]

Designing for a new broad spectrum of people.

Phases in the adaptation of technology [Liddle, 2006]



Aesthetics in HCI

Aesthetics in HCI

Visual attractiveness of a web site affected users' enjoyment as well as their perceptions of ease of use and usefulness.

[van der Heijden, 2003]

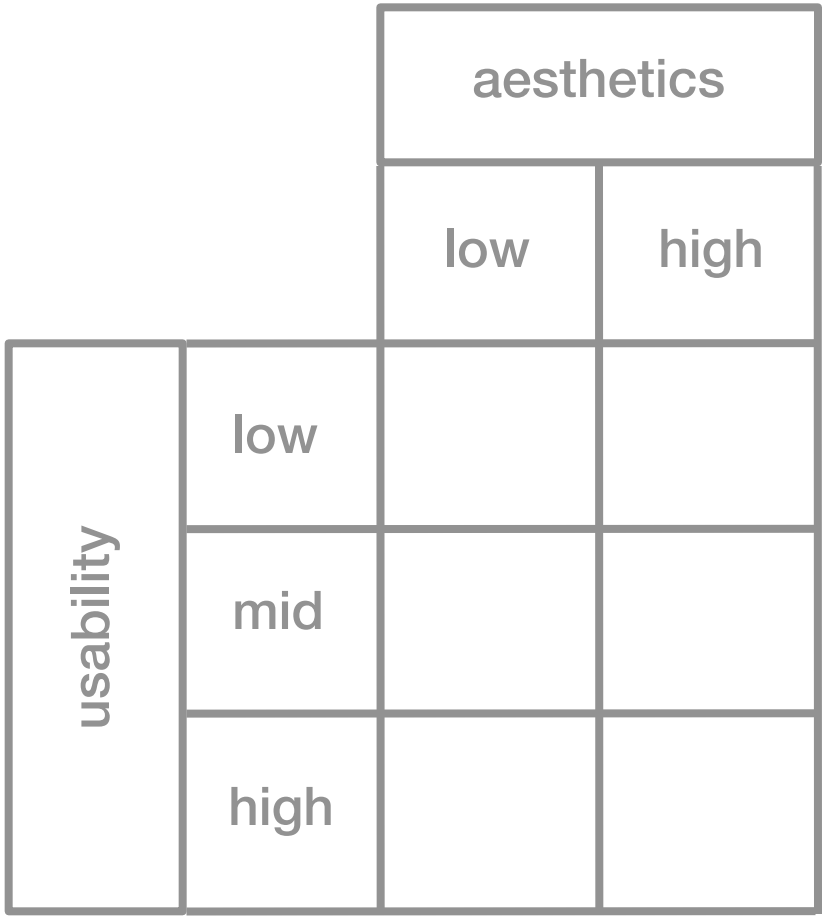
Aesthetics in HCI

Aesthetics is a strong determinant of the pleasure the user experiences during the interaction.

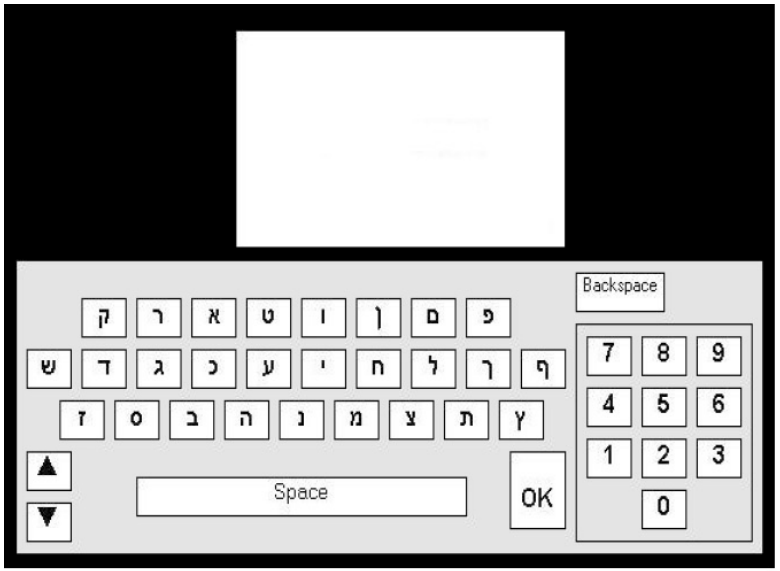
[Hassenzahl, 2004]

Does aesthetics have an effect on the user's performance?

Aesthetics and usability [Ben-Bassat, Meyer, Tractinsky, 2006]



Manipulating aesthetics [Ben-Bassat, Meyer, Tractinsky, 2006]



"low aesthetics" system

"high aesthetics" system

Results of the study by Ben-Bassat et al.

The more beautiful, the higher the perceived usability

More aesthetic systems were perceived to be slightly more usable.

[Ben-Bassat, Meyer, Tractinsky, 2006]

Usable things appear more beautiful

High usability systems were always judged as more aesthetic.

[Ben-Bassat, Meyer, Tractinsky, 2006]

Fast judgment on aesthetics and usability

Importance of first impressions in shaping users' attitudes towards interactive systems.

[Ben-Bassat, Meyer, Tractinsky, 2006]

Perceived usability and aesthetics are positively correlated.

No positive aesthetics effect on performance

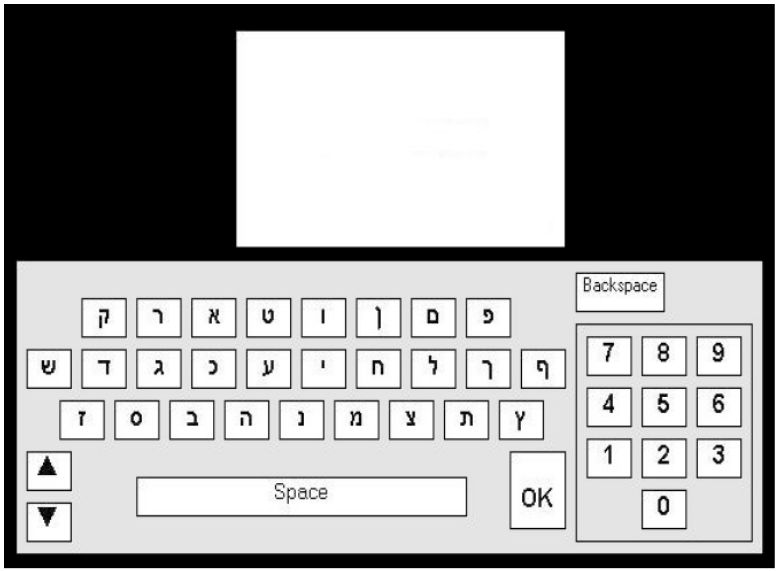
Performance with low aesthetic systems was slightly better than with high aesthetic systems.

[Ben-Bassat, Meyer, Tractinsky, 2006]

Aesthetics has a positive effect on perceived usability, but not on performance.

Limitations?

Manipulating aesthetics [Ben-Bassat, Meyer, Tractinsky, 2006]



"low aesthetics" system

"high aesthetics" system

Limitations

- Limited aspect of aesthetics
- Nature of the task
- 150 engineering students

...

What is aesthetics?

What is aesthetics?

The philosophical study of beauty and taste.

Examines what makes something beautiful, sublime, ugly, disgusting, cute, fun, etc.

Your top 10 beautiful objects

Please write them down on the Post-Its.

Aesthetics in design

Three levels of human processing

Visceral level

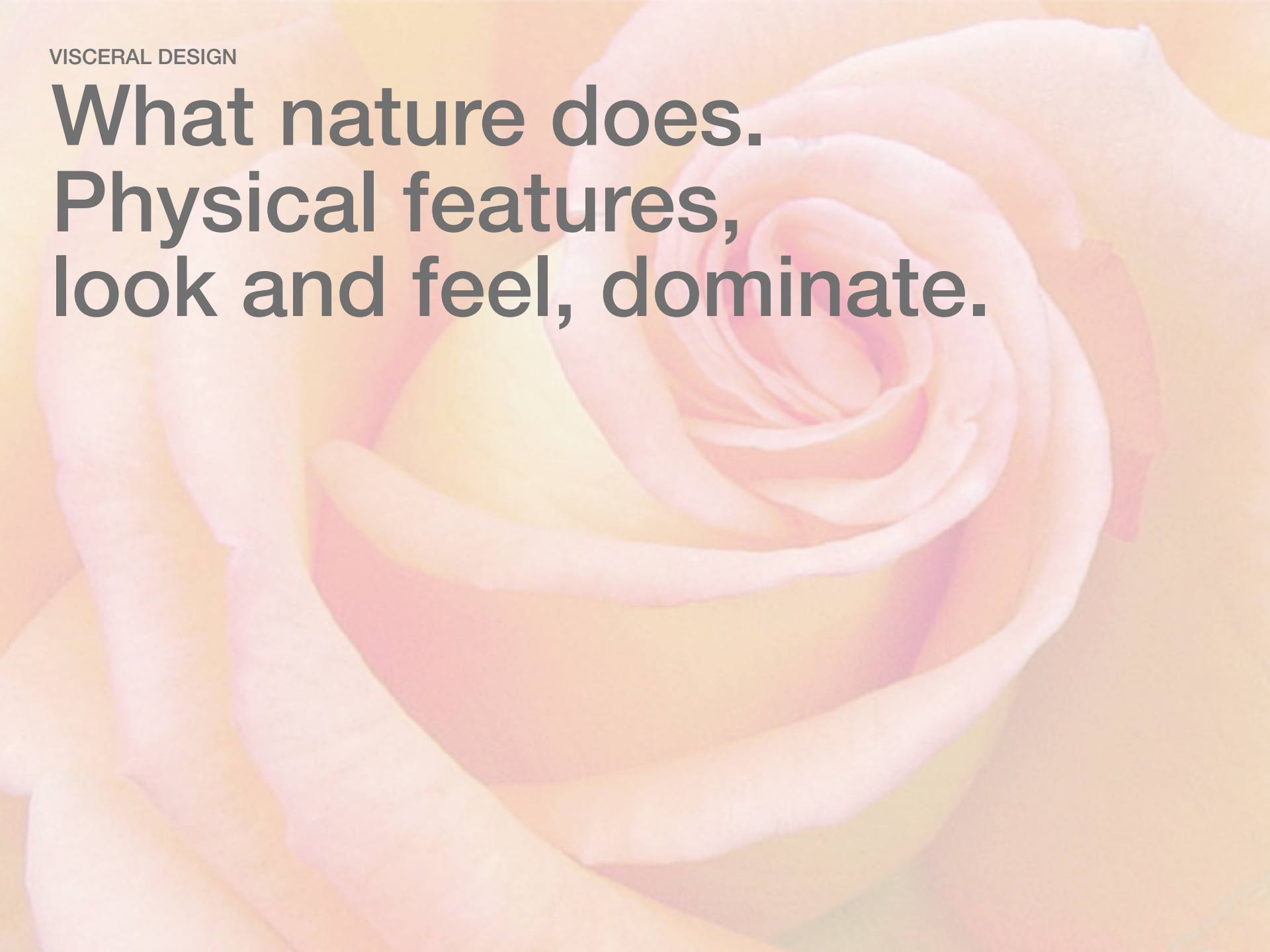
Behavioral level

Reflective level

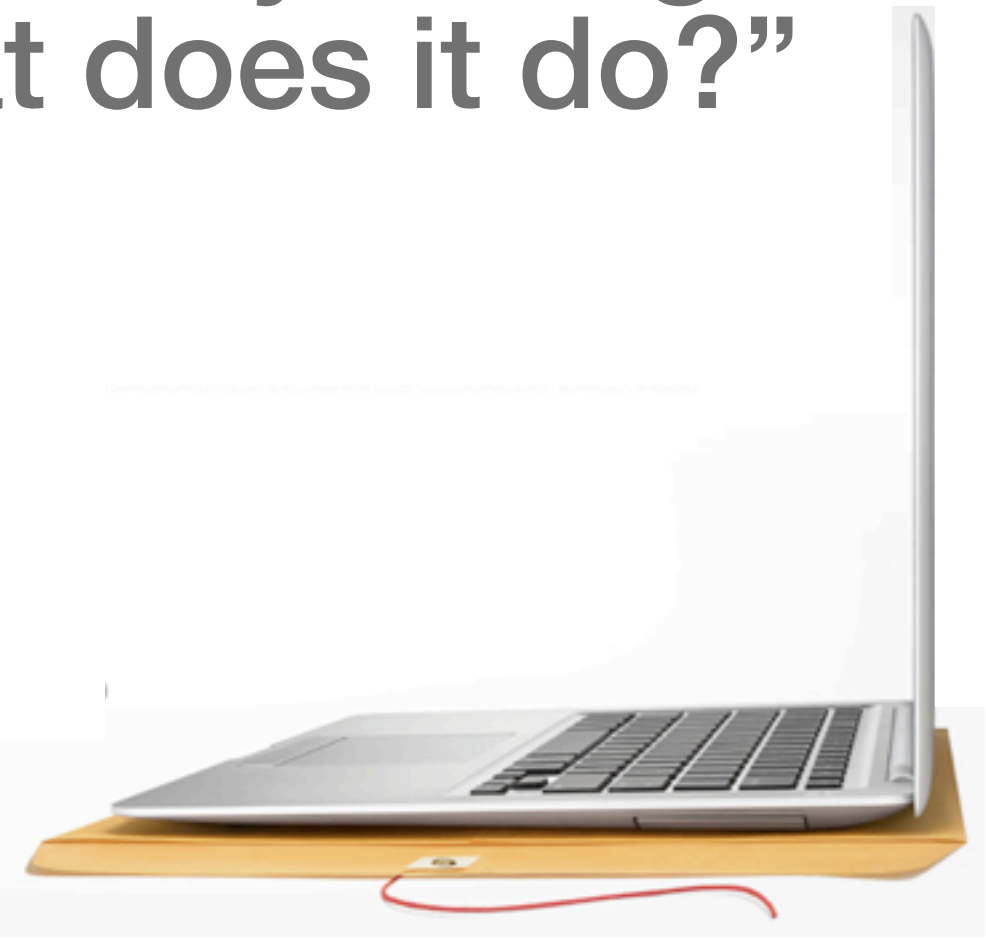
[Norman, 2004]

Visceral level

What nature does. Physical features, look and feel, dominate.

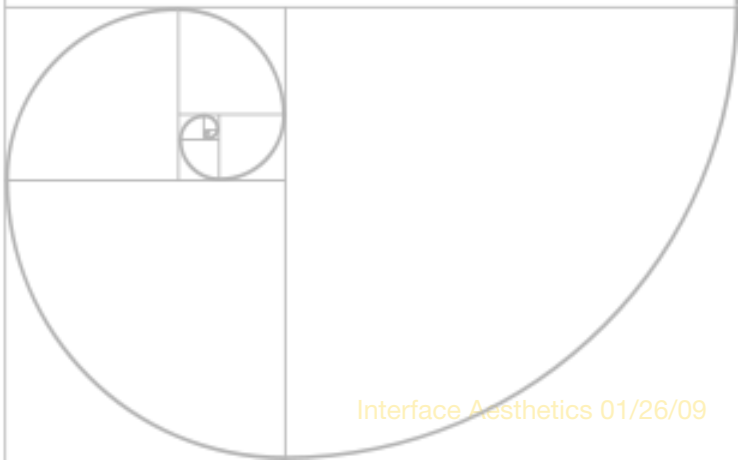


Visceral design is about initial reactions. “I want it!” And then you might ask, “What does it do?”



Visceral design is about initial reactions. “I want it!” And then you might ask, “What does it do?”

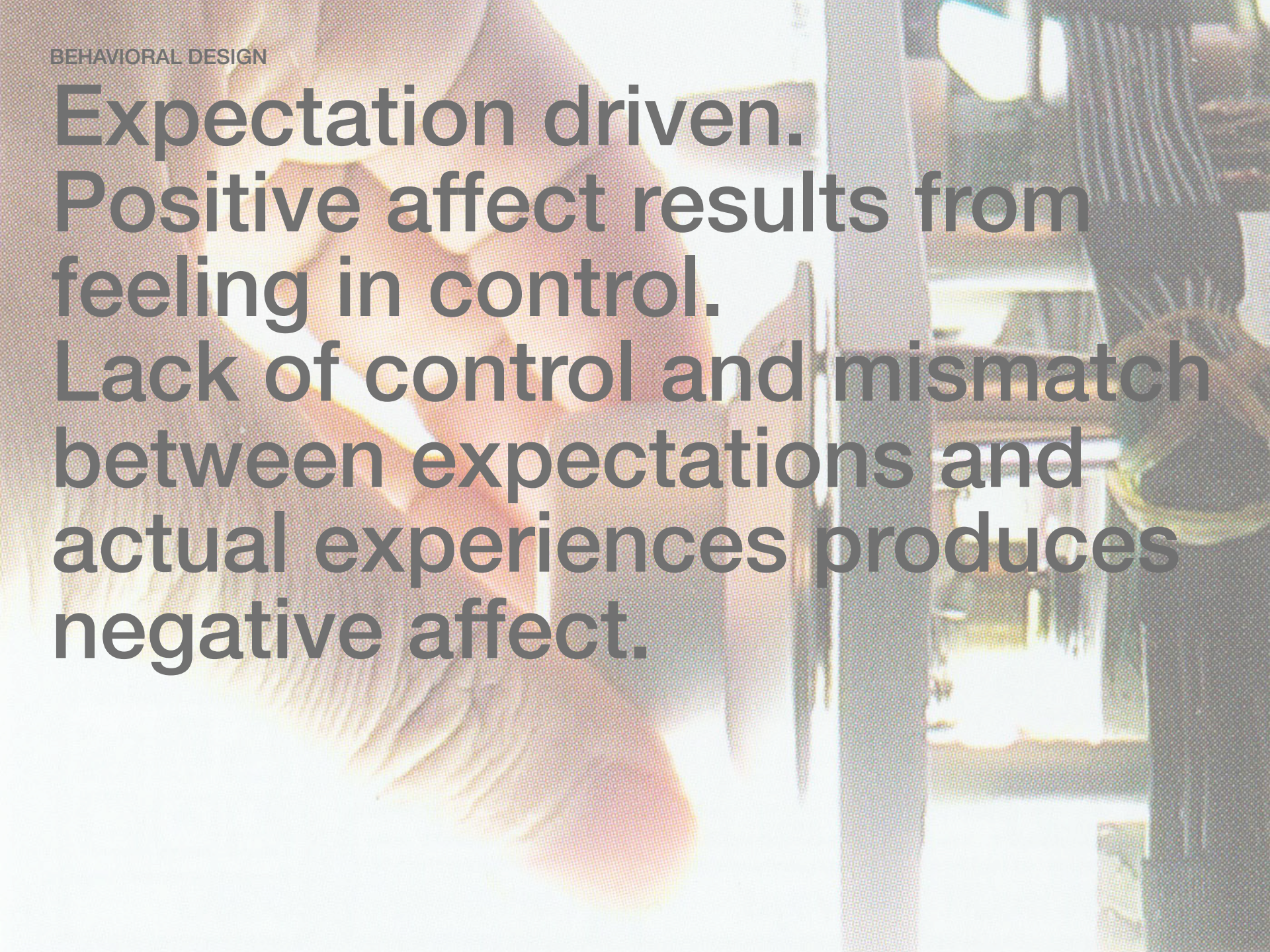
The principles underlying visceral design are consistent across people and cultures. If you design according to these rules, your design will always be attractive even if somewhat simple.



Behavioral level

Behavioral design is all about use. Appearance doesn't really matter. Performance does. What usability practitioners focus on.

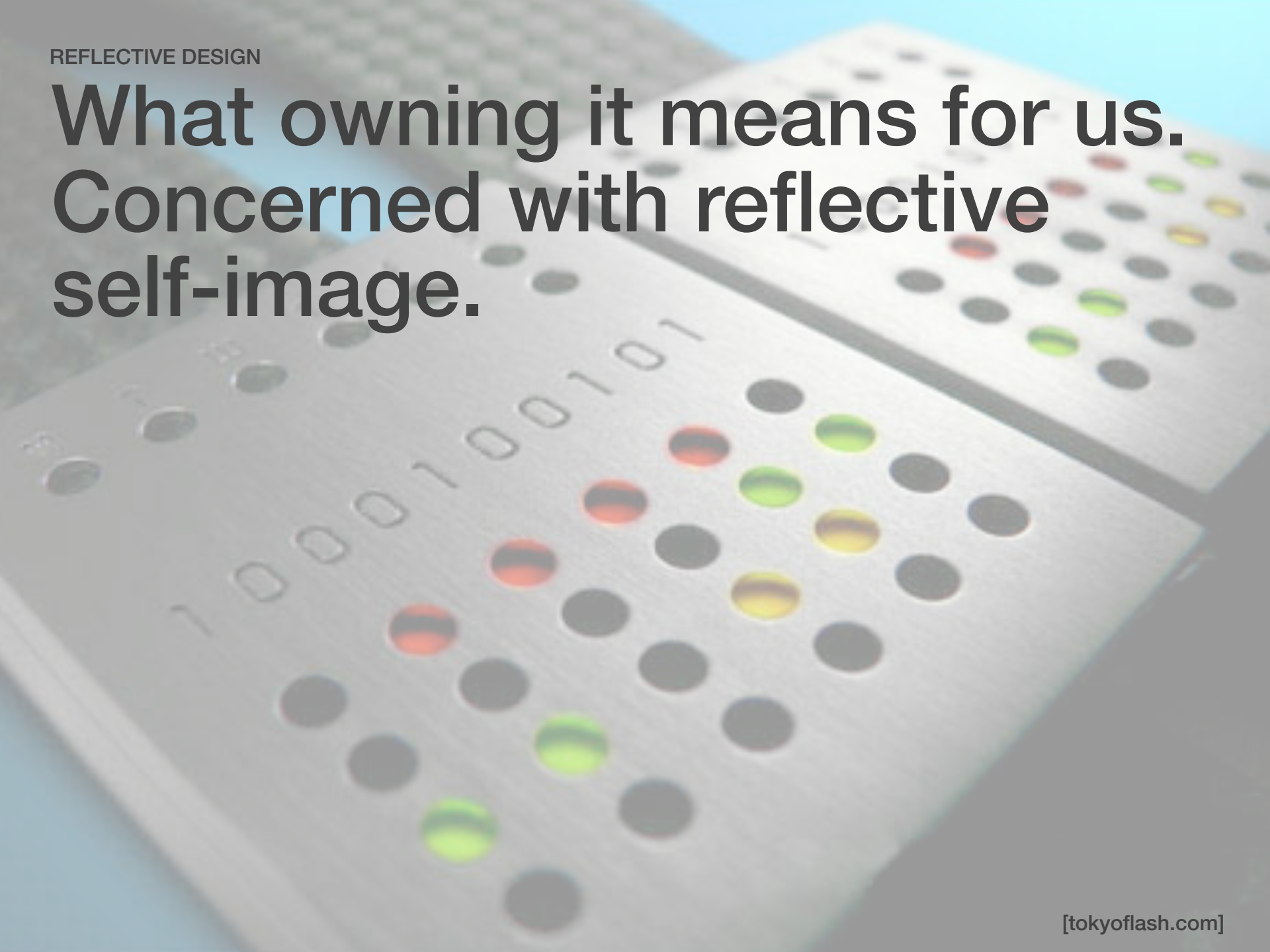
Expectation driven. Positive affect results from feeling in control. Lack of control and mismatch between expectations and actual experiences produces negative affect.



Reflective level

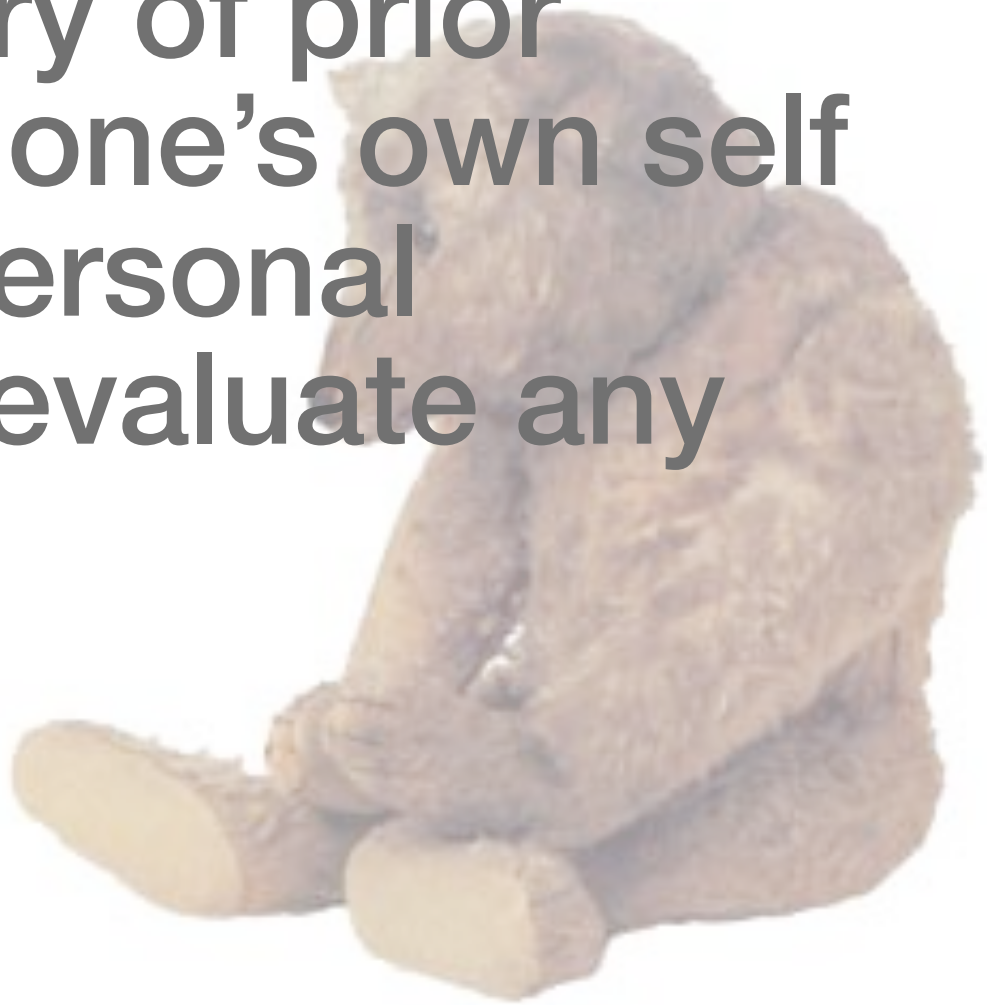
It is all about message, about culture, and about the meaning of a object or its use.

What owning it means for us. Concerned with reflective self-image.



[tokyoflash.com]

Conscious and aware of emotional feelings. It uses the rich history of prior experiences, one's own self image, and personal meanings to evaluate any experience.



Visceral

- What nature does
- Immediate reaction
- Look and feel dominate
- Consistent across people and cultures
- Sub-conscious

Behavioral

- All about use
- Performance matters
- Appearance doesn't matter
- Expectation driven
- Usability
- Sub-conscious

Reflective

- All about the message
- Reflective self-image
- What owning it means for us
- Rich history of prior experiences
- Conscious and intellect driven

HCI as both a research and design discipline

The field is analytical, capable of finding fault, but not capable of actual design. We need to become designers, not just analyzers.

[Norman, 2004]

What is design?

Design

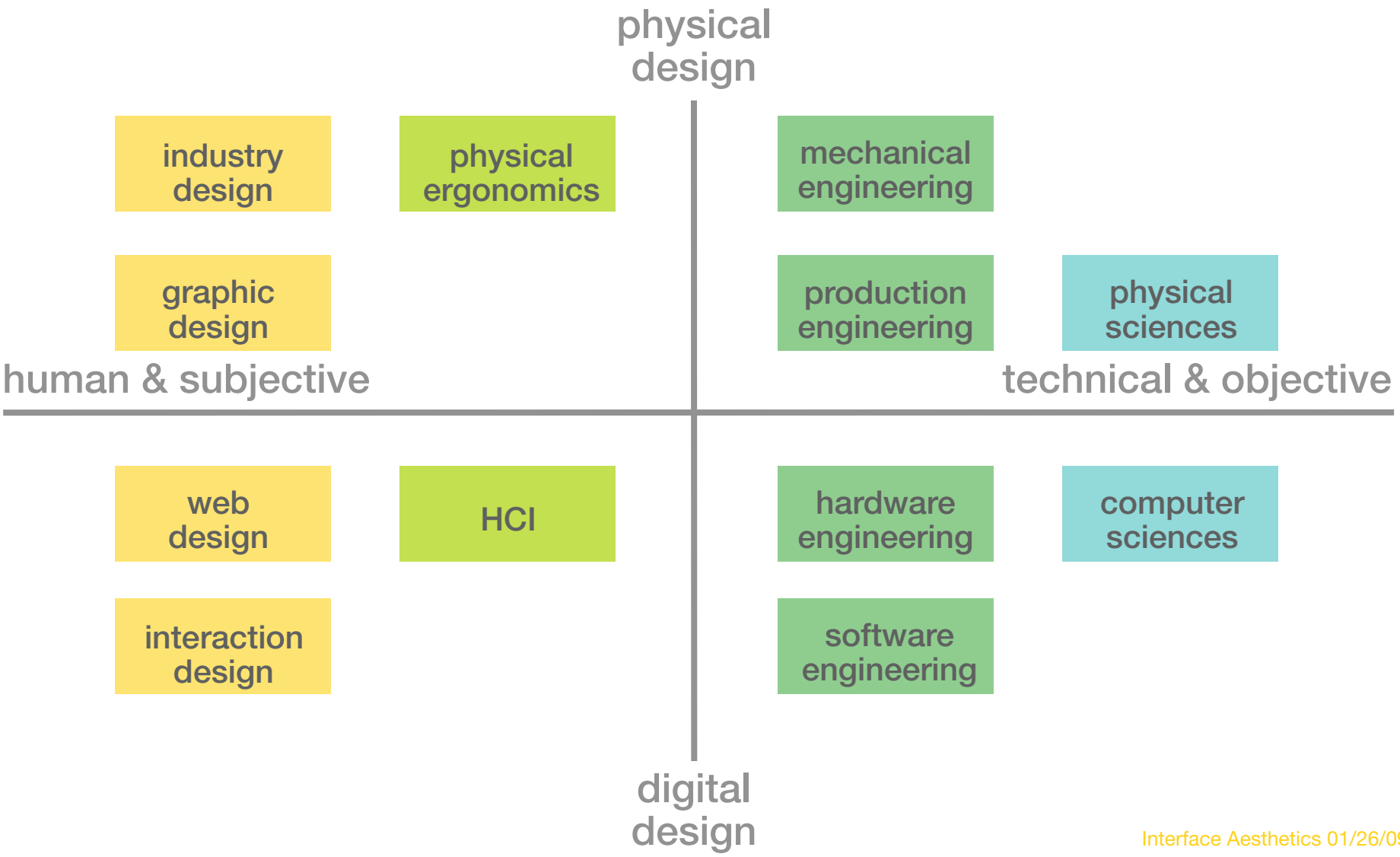
Verb:

The process of originating and developing a plan for a product, structure, or component.

Noun:

The final plan or the result of implementing that plan.

Design in different disciplines [adopted from Moggridge, 2006]



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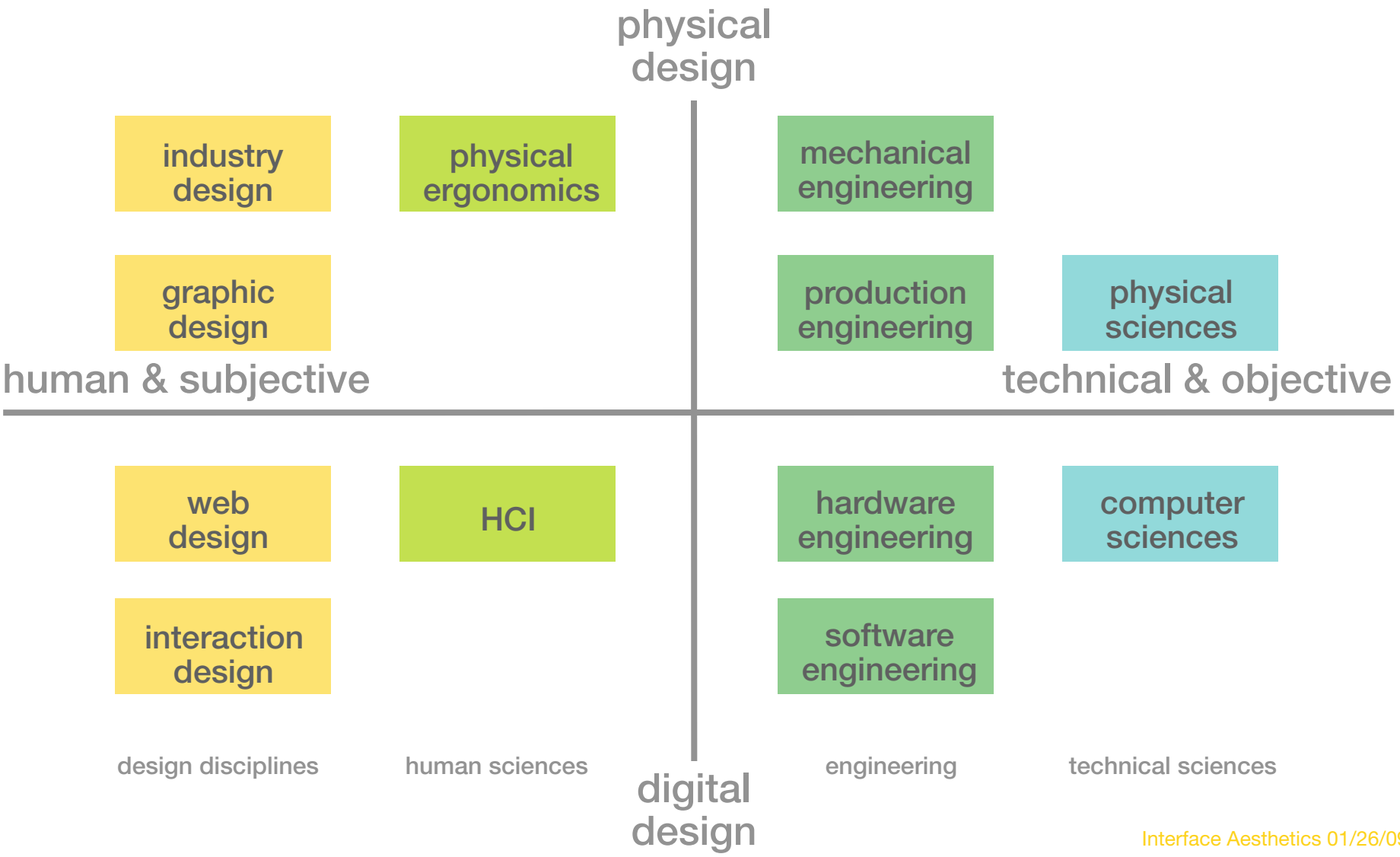

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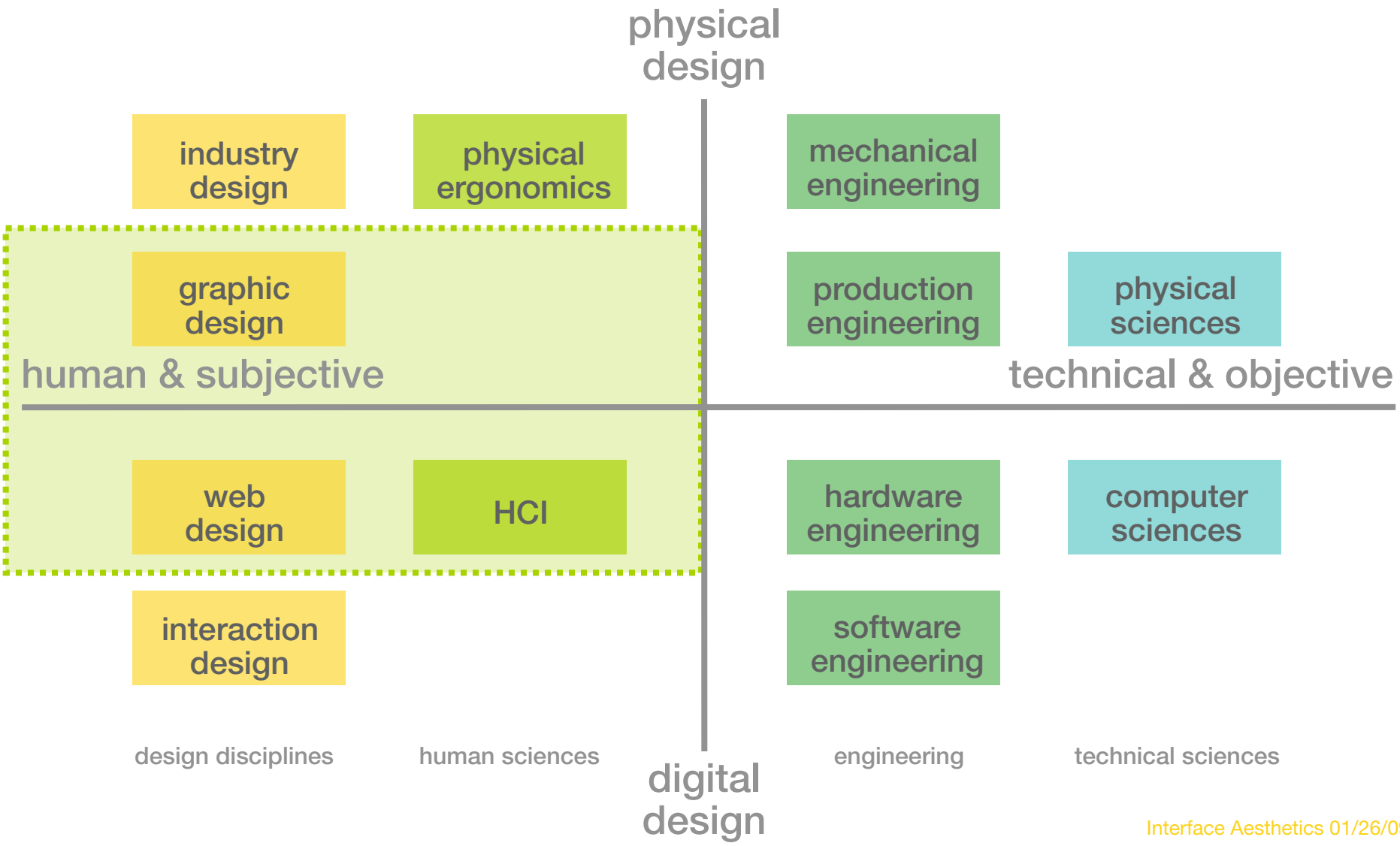


Design

Content vs. container

The content is important but…

DESIGN

There is what you say and how you say it

[Paul Watzlawick, 1922]

You cannot not communicate

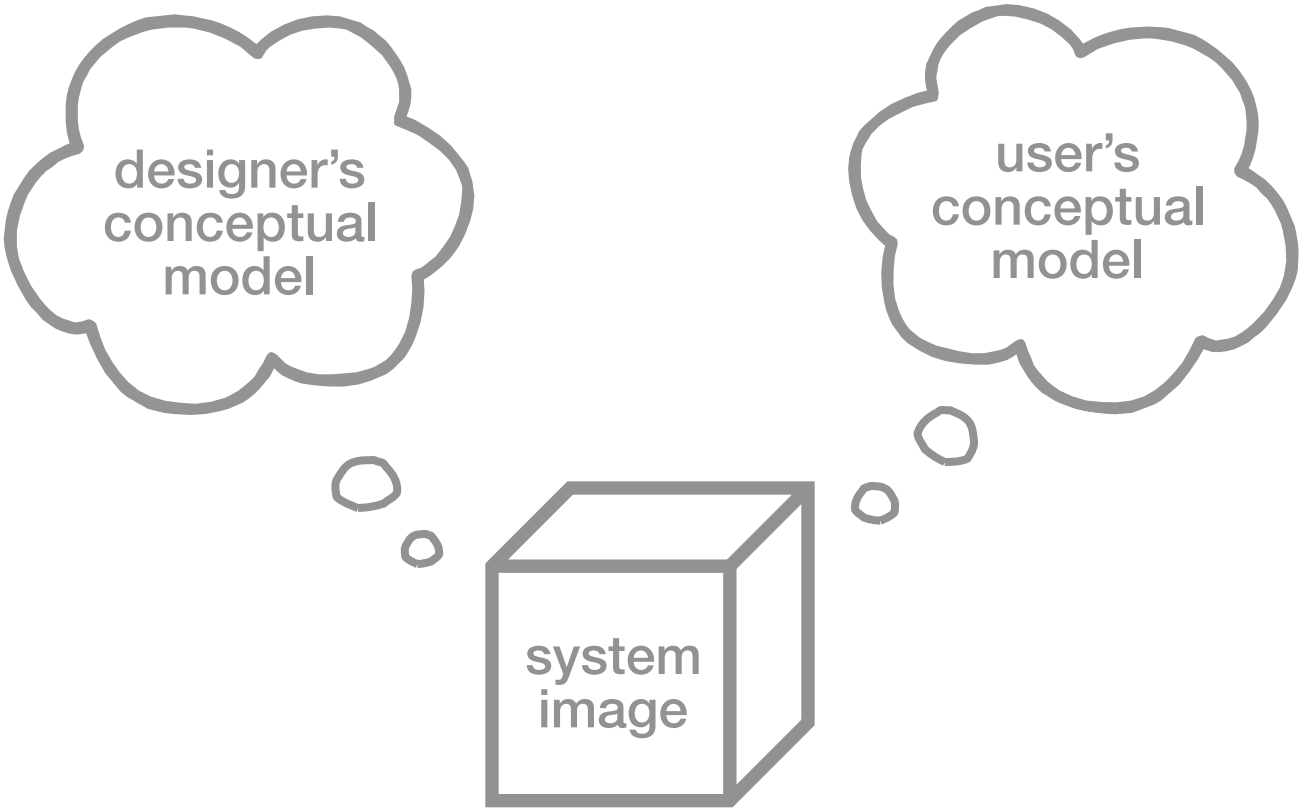
[Paul Watzlawick, 1922]

Design as communication

Design is a conversation between designer and user, even though the designer is no longer present once the user enters the scene.

[Norman, 2004]

Conceptual models [Norman, 2004]



Designed affordances

Messages from designer to user, attracting attention to the set of desired possible actions.

[Norman, 2004]

Artists and designers are trained to use the language of implicit meanings to add a rich communicative element over and above direct functional communication.

[Moggridge, 2006]

DESIGN

Good designers learn the rules before they start breaking them.

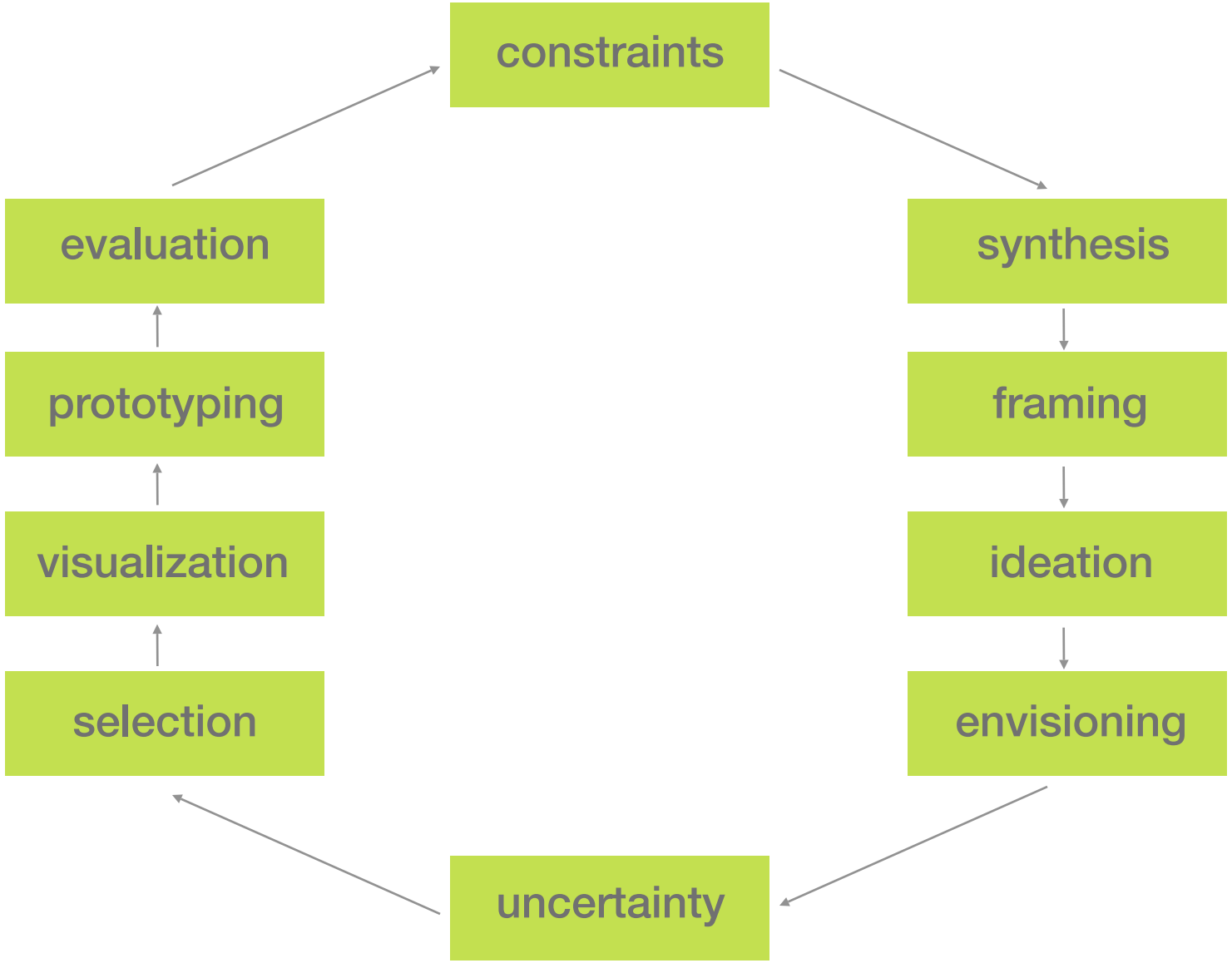
Good design comes from the successful synthesis of a solution that recognizes all the relevant constraints, and the nature of the constraints defines the difference between design disciplines.

[Moggridge, 2006]

Core design skills

1. Synthesis
2. Frame/reframe
3. Envision alternatives
4. Choose best approach
5. Visualize and prototype

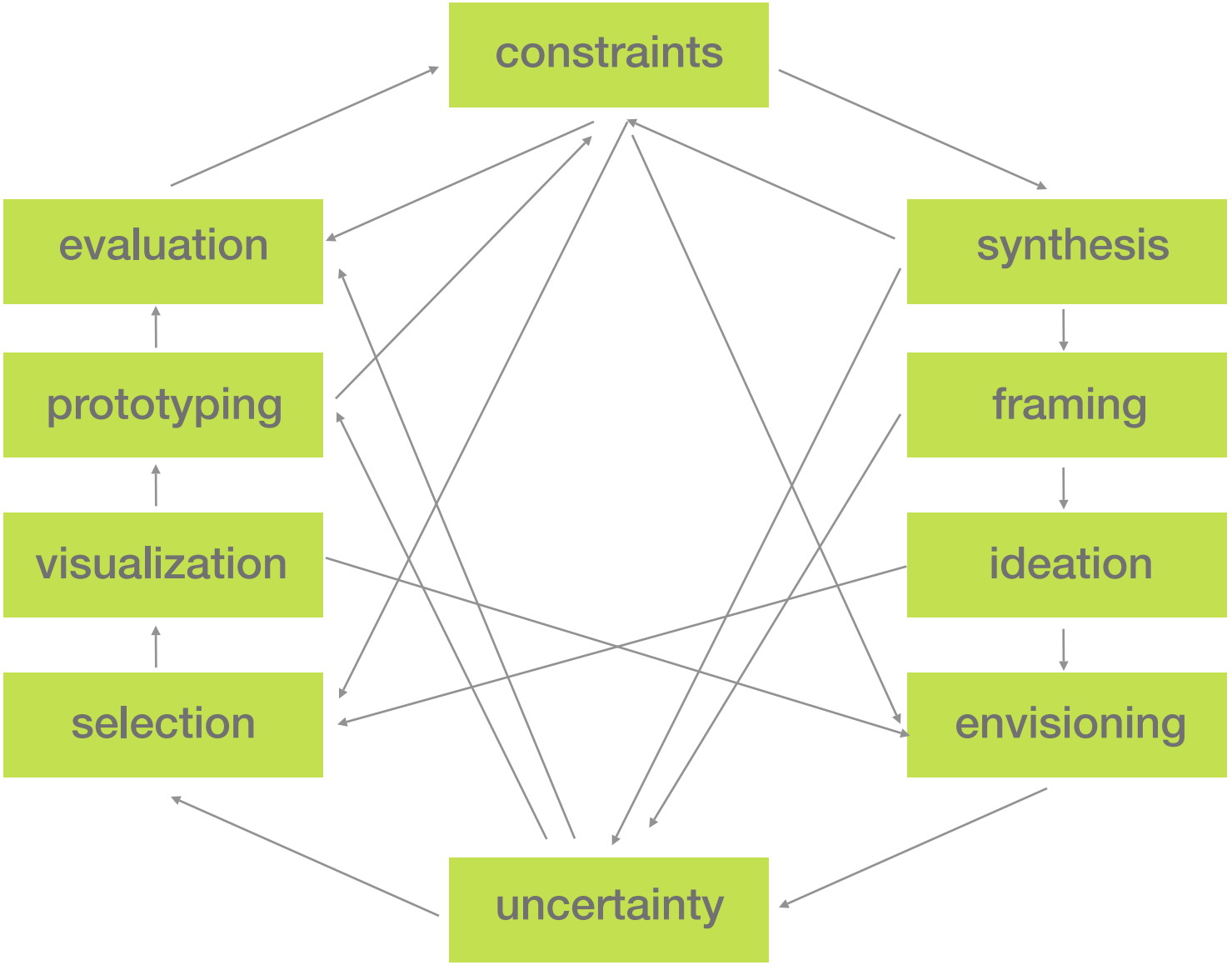
"Elements of Design Process" [Moggridge, 2006]



Iterative non-linear process

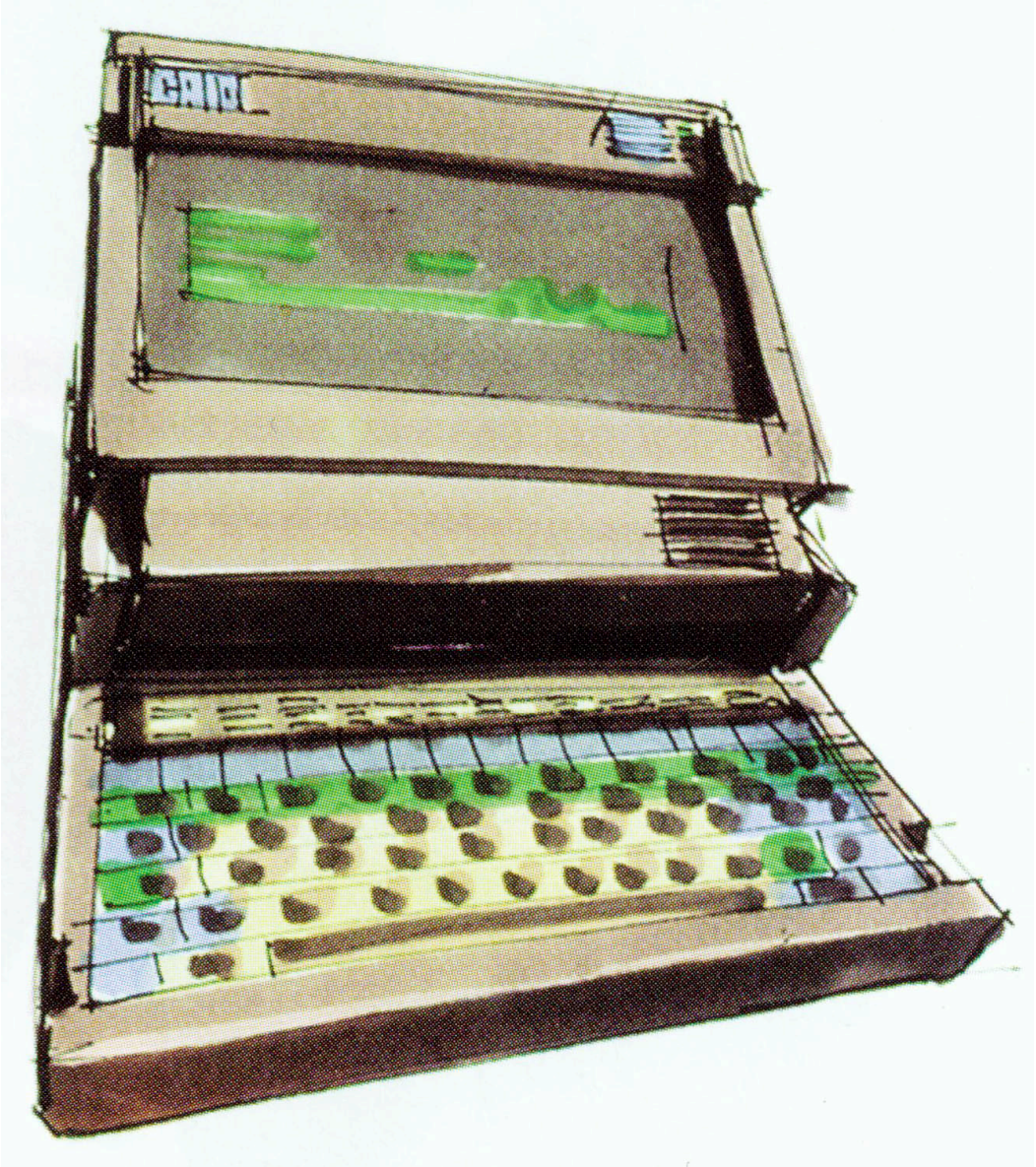
Like a pinball game.

"Elements of Design Process" [Moggridge, 2006]



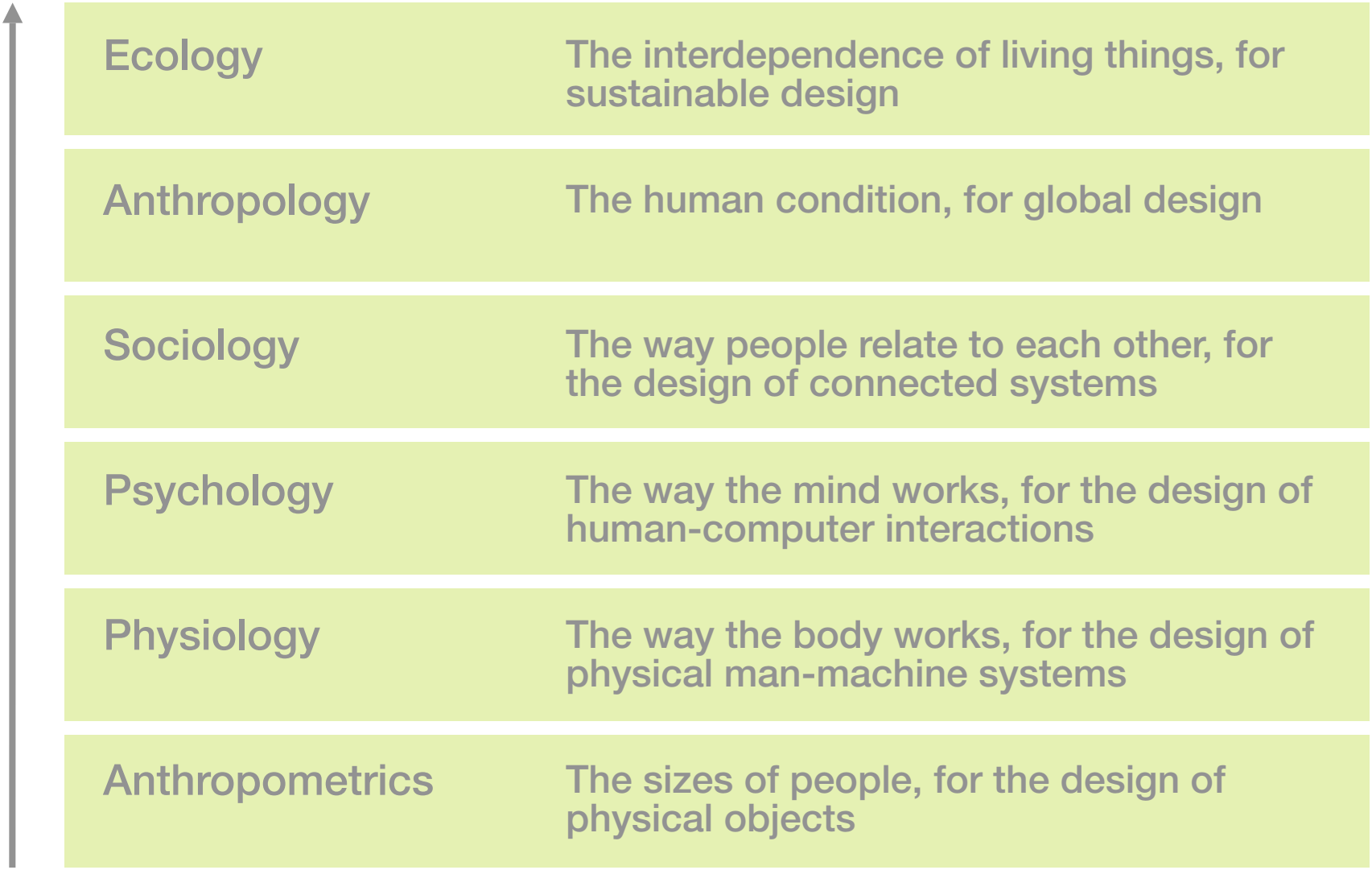
Design is never done

GRiD Compass computer: first sketch [Moggridge, 1980]



Design challenges change all the time

"Hierarchy of complexity" [Moggridge, 2006]



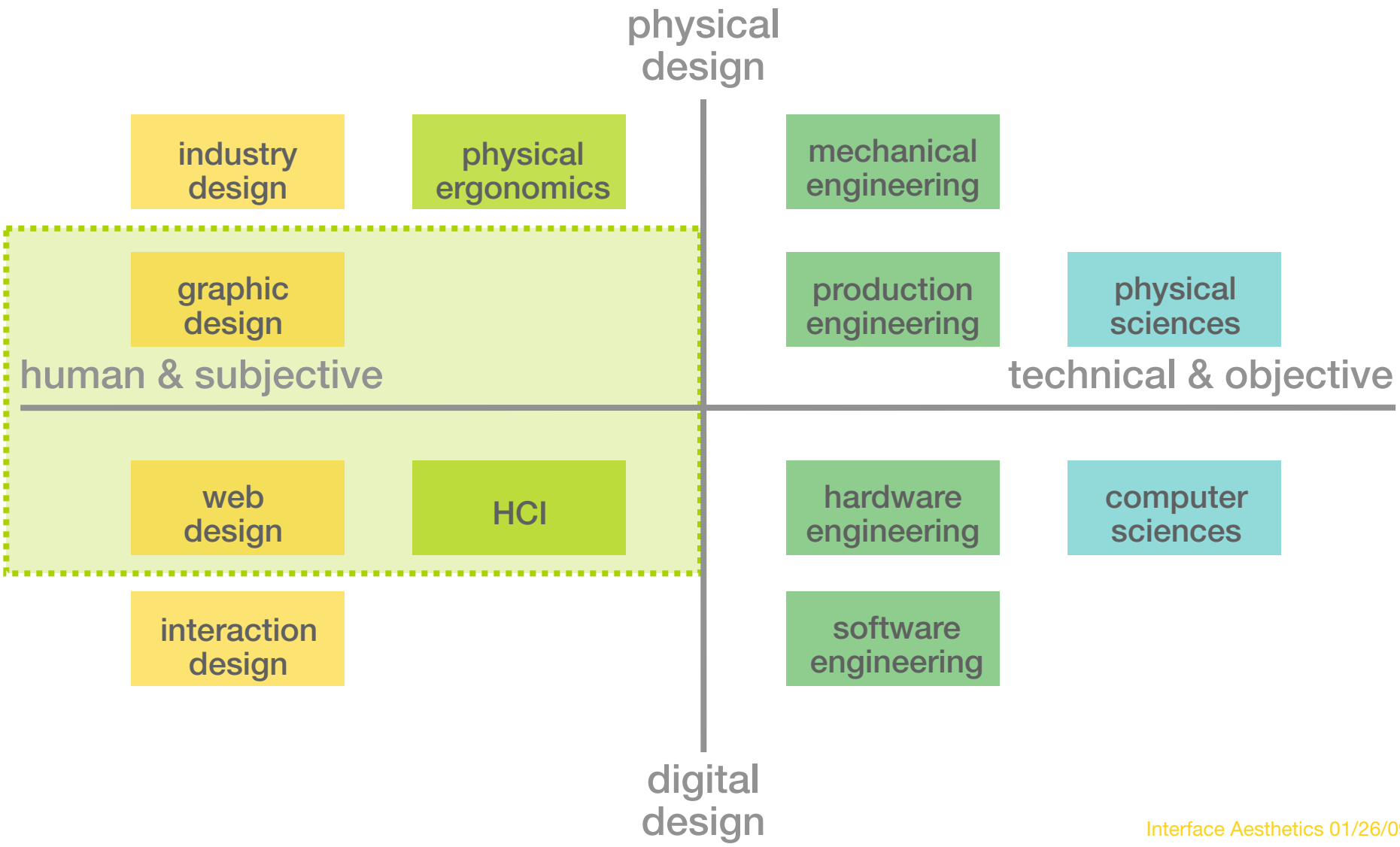
Ecology	The interdependence of living things, for sustainable design
Anthropology	The human condition, for global design
Sociology	The way people relate to each other, for the design of connected systems
Psychology	The way the mind works, for the design of human-computer interactions
Physiology	The way the body works, for the design of physical man-machine systems
Anthropometrics	The sizes of people, for the design of physical objects

What this course is about

Technology as part of everyday culture, so that it's beautiful and intriguing, so that it has emotive as well as functional qualities.

[Moggridge, 2006]

Design in different disciplines [adopted from Moggridge, 2006]



How to communicate meanings through design

Look at design principles.

COURSE SCHEDULE

01/26	Introduction
02/02	Typography I
02/09	Layout & the Grid
02/23	Typography II
03/02	Critique I: Type / Layout
03/09	Color
03/16	Pictograms, Logos, & Icons
03/30	Critique II: Color & Signs
04/06	Print Media
04/13	Web Design
04/20	Critique III: Web
04/27	Project Progress Report
05/04	Synthesis
05/11	Exhibition

COURSE SCHEDULE

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Assignment 2: Layout	02/09	Layout & the Grid
Assignment 3: Typography II	02/23	Typography II
	03/02	Critique I: Type / Layout
Assignment 4: Color	03/09	Color
Assignment 5: Logos & Icons	03/16	Pictograms, Logos, & Icons
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Assignment 6: Print Media	04/06	Print Media
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Assignment 6: Print Media	04/06	Print Media
Assignment 7: Web Design	04/13	Web Design
	04/20	Critique III: Web
	04/27	Project Progress Report
Pick 3 pieces and present them with a unified theme.	05/04	Synthesis
	05/11	Exhibition

The course format

Lectures, in-class exercises, and discussions.

The course is NOT about

How to use tools, implementing “working prototypes,” or a complete graphic design course.

Week 2
Typography I

Homework for week 2

Think about your favorite object (could be a physical thing or a virtual thing) and describe its aesthetic quality based on the three levels of processing — Visceral, Behavioral, Reflective — we have discussed in the class.

Post your writing on the course website with a photo or a sketch/illustration of the object. Please submit your post by Sunday evening.

:: Interface Aesthetics 2009
http://courses.ischool.berkeley.edu/i290-20/s09/
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patholog
del.icio.us 511 gmail ACM TUI08 satellite goo 辞書 rovio nena SF PA creativity aesthetics

Interface Aesthetics 2009

Syllabus

Jan 26 Introduction

Week 1
Lecture: Introduction and Issues of Aesthetics in HCI
Homework: Discuss "Aesthetic Quality" (due Feb 1)

Recommended Readings:

- Ben-Bassat, T. Meyer, J. Tractinsky, N. Economic and subjective measures of the perceived value of aesthetics and usability. ACM TRANSACTIONS ON COMPUTER HUMAN INTERACTION. 2006, VOL 13; NUMB 2, pages 210-234.
- Moggridge, B. Designing Interactions. MIT Press, 2006.
- Norman, D. Emotional Design: Why We Love (Or Hate) Everyday Things. Basic Books, 2004.

Feb 02 Type I

Week 2
Lecture: Introduction to Typography
Assignment 1: Typography (due February 9 in class)

Recommended Readings:

- "The Elements of Typographic Style" by Robert Bringhurst
- "Typography" by Wolfgang Weingart, 2000
- "Designing with Type: The Essential Guide to Typography," by James Craig, Irene Korol Scala, William Bevington

Feb 09 Layout

January 2009

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Recent Comments

Homework/Assignments

- Introduction

Thanks!