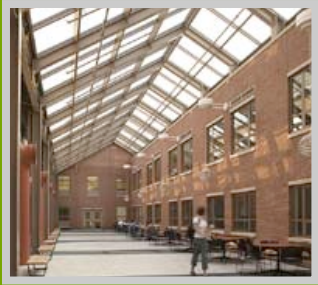# Welcome to Interface Aesthetics 2008!

Kimiko Ryokai

Daniela Rosner

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.
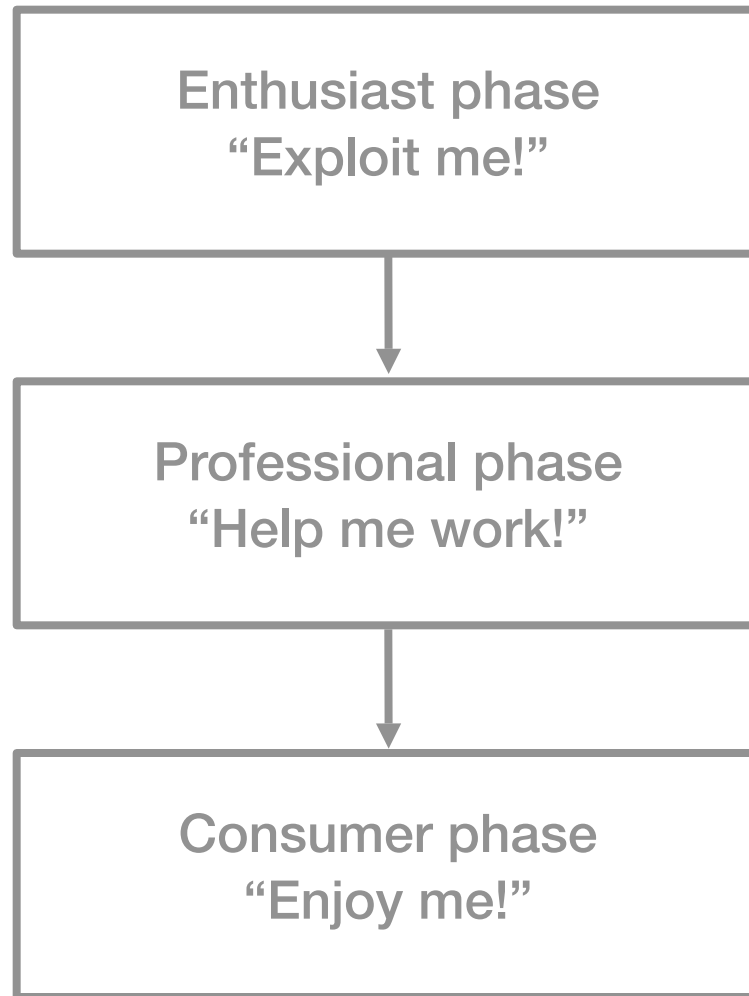
[Moggridge, 2006]

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.

Enthusiast phase
"Exploit me!"

Professional phase
"Help me work!"

Consumer phase
"Enjoy me!"

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.
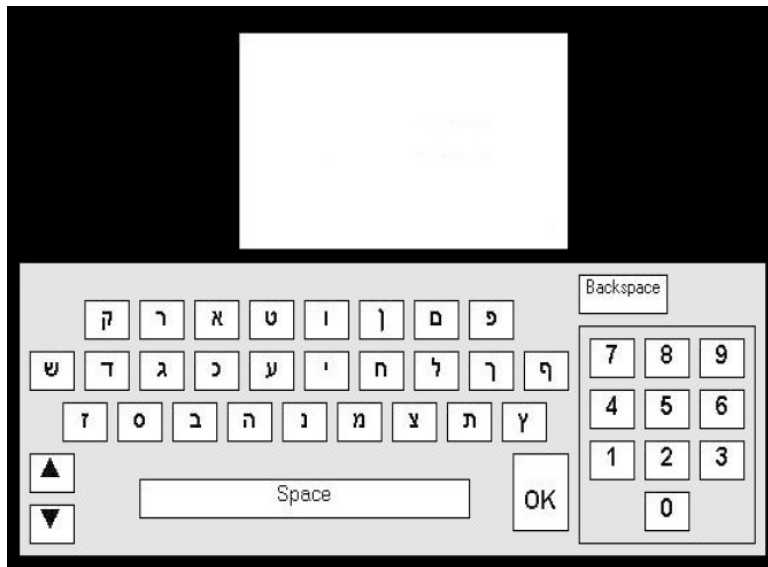
[van der Heijden, 2003]

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	
	low	high
usability low		
mid		
high		

"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]

Perceived usability and aesthetics are positively correlated.

Fast judgment on aesthetics and usability

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

[Ben-Bassat, Meyer, Tractinsky, 2006]

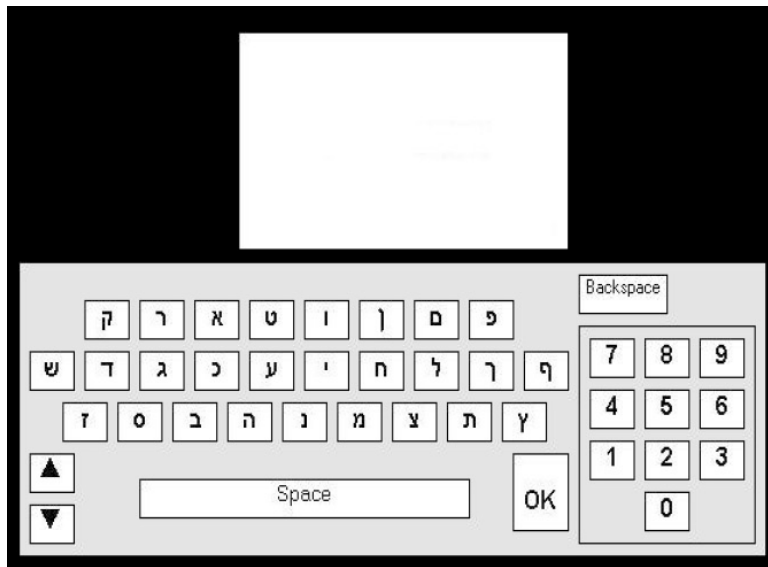# No positive aesthetics effect on performance

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?

"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
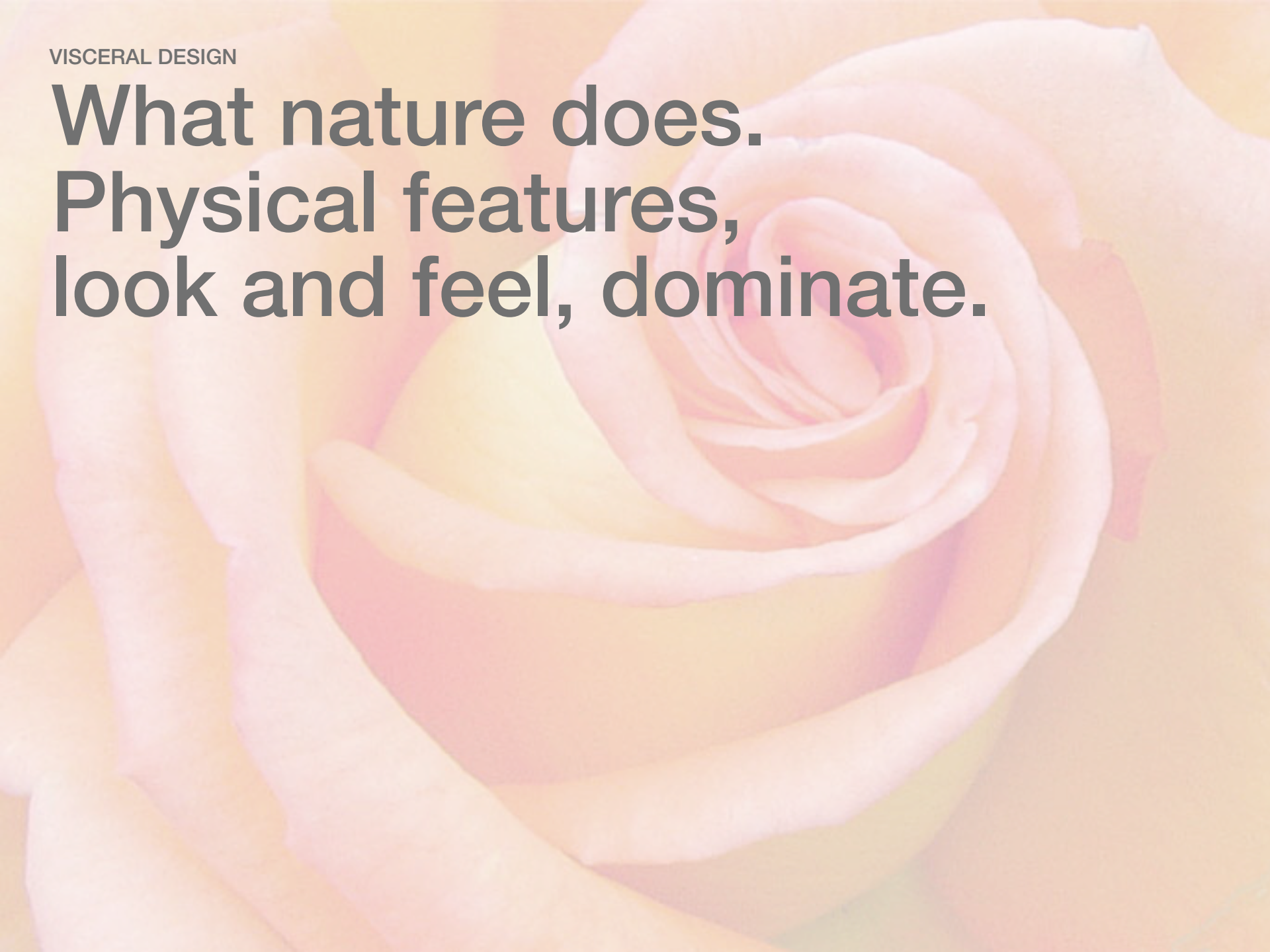
[Norman, 2004]

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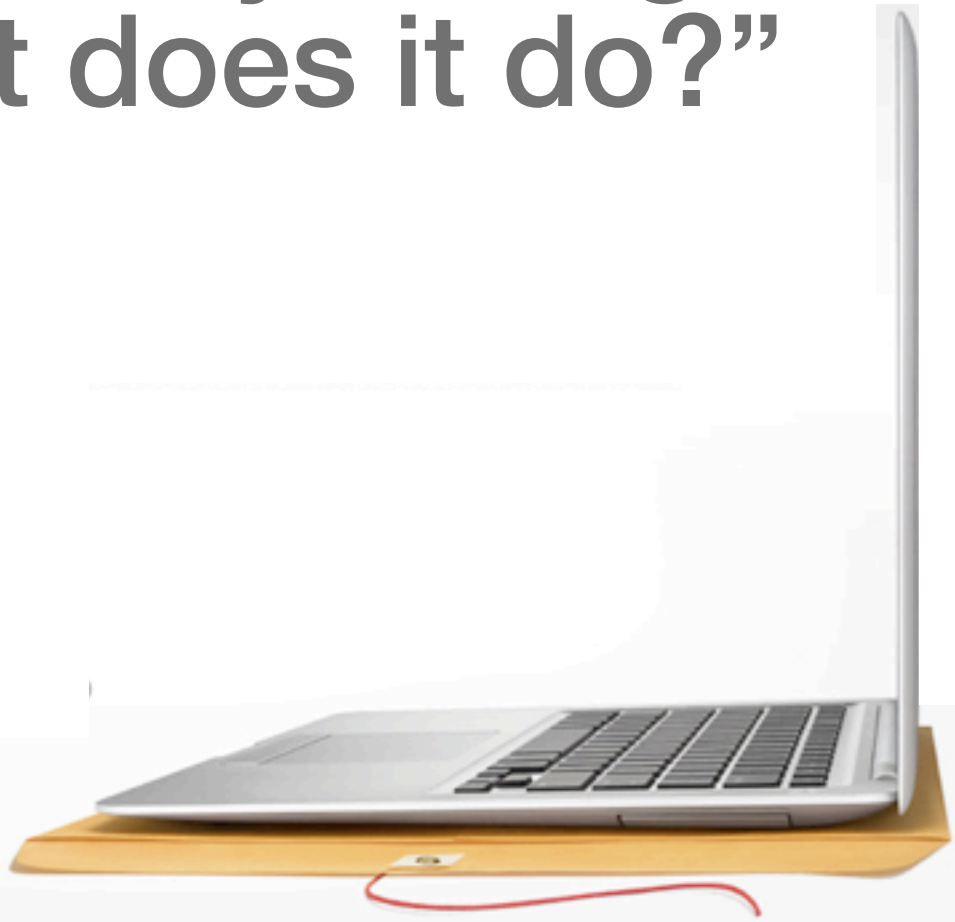
Visceral design is about initial reactions. "I want it!" And then you might ask, "What does it do?"

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.

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]

physical design

industry design	physical ergonomics	mechanical engineering	
graphic design		production engineering	physical sciences

human & subjective   **technical & objective**

web design	HCI	hardware engineering	computer sciences
interaction design		software engineering	

digital design

Design in different disciplines [adopted from Moggridge, 2006]

physical
design

industry design | physical ergonomics | mechanical engineering

graphic design | production engineering | physical sciences

human & subjective | technical & objective

web design | HCI | hardware engineering | computer sciences

interaction design | software engineering

digital
design

Design

Content vs. container

The content is important but…

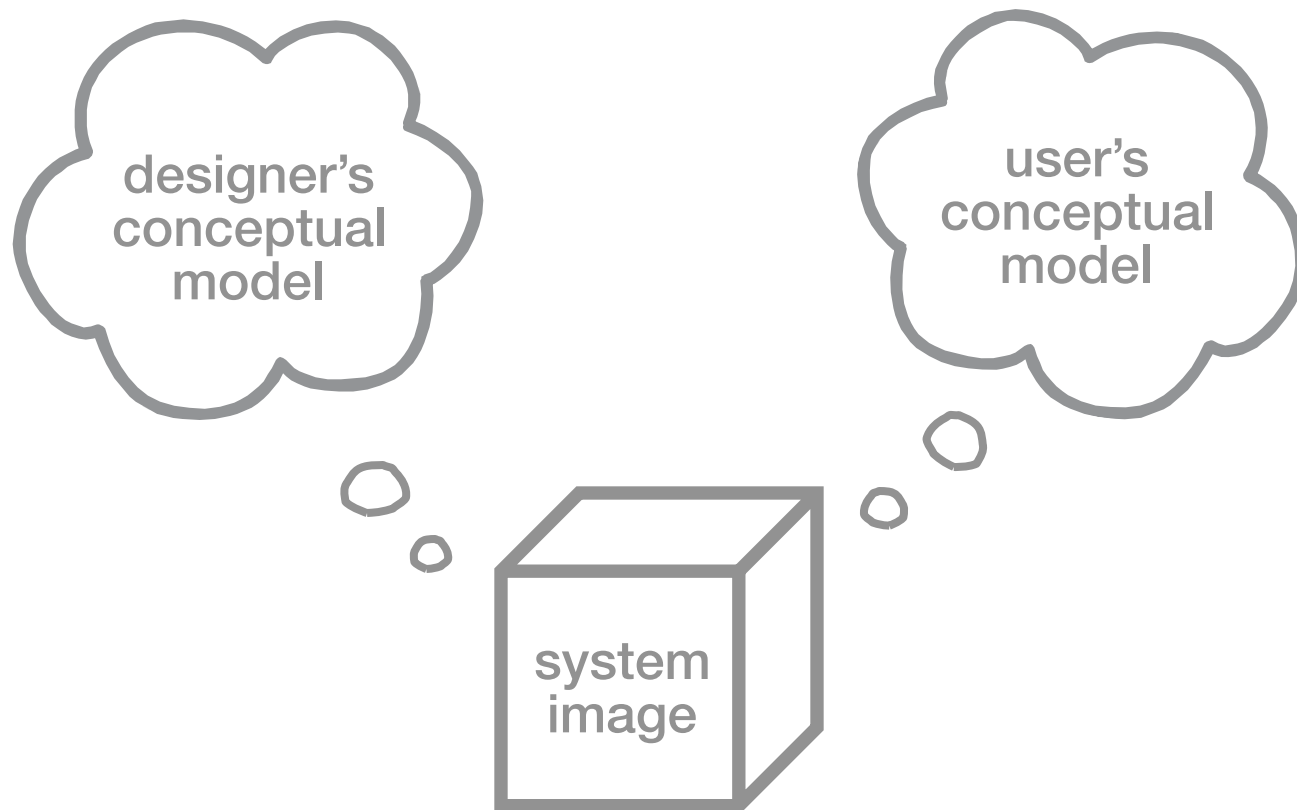# There is what you say and how you say it

[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]

designer's conceptual model

user's conceptual model

system image

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.
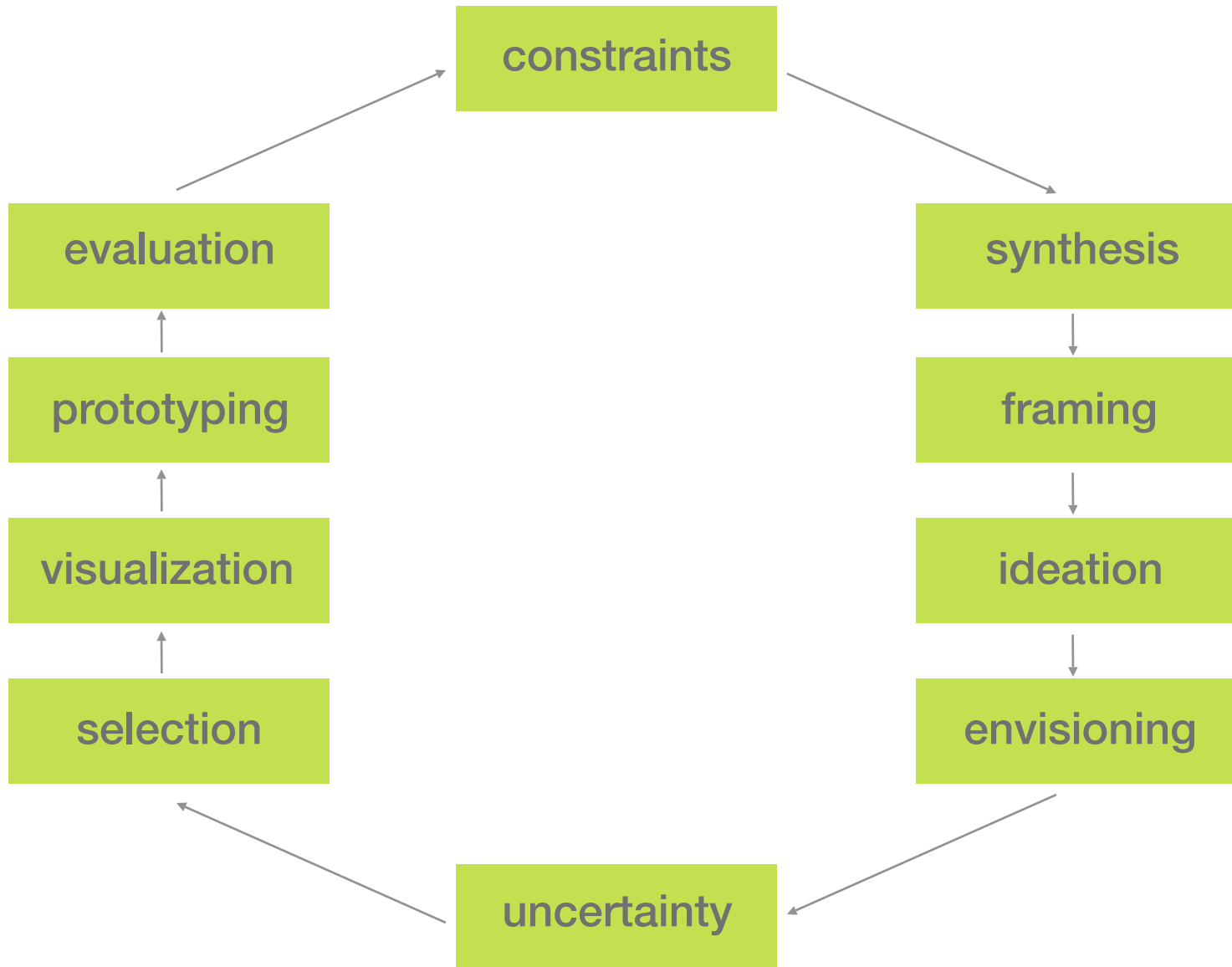
[Moggridge, 2006]

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]

constraints

evaluation

synthesis

prototyping

framing

visualization

ideation

selection

envisioning

uncertainty

Iterative non-linear process
Like a pinball game.
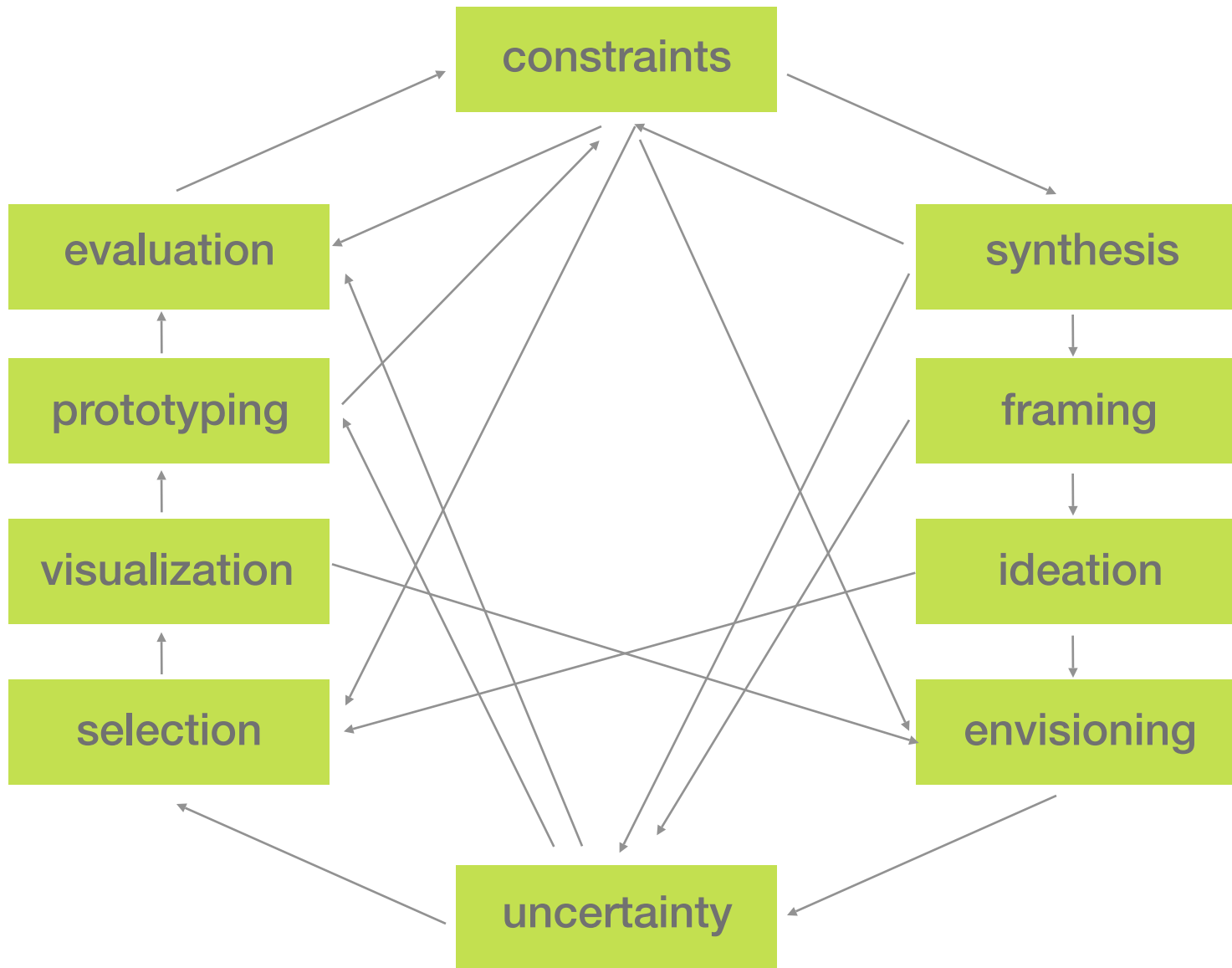
Design is never done

GRiD Compass computer: first sketch [Moggridge, 1980]

Design challenges change all the time

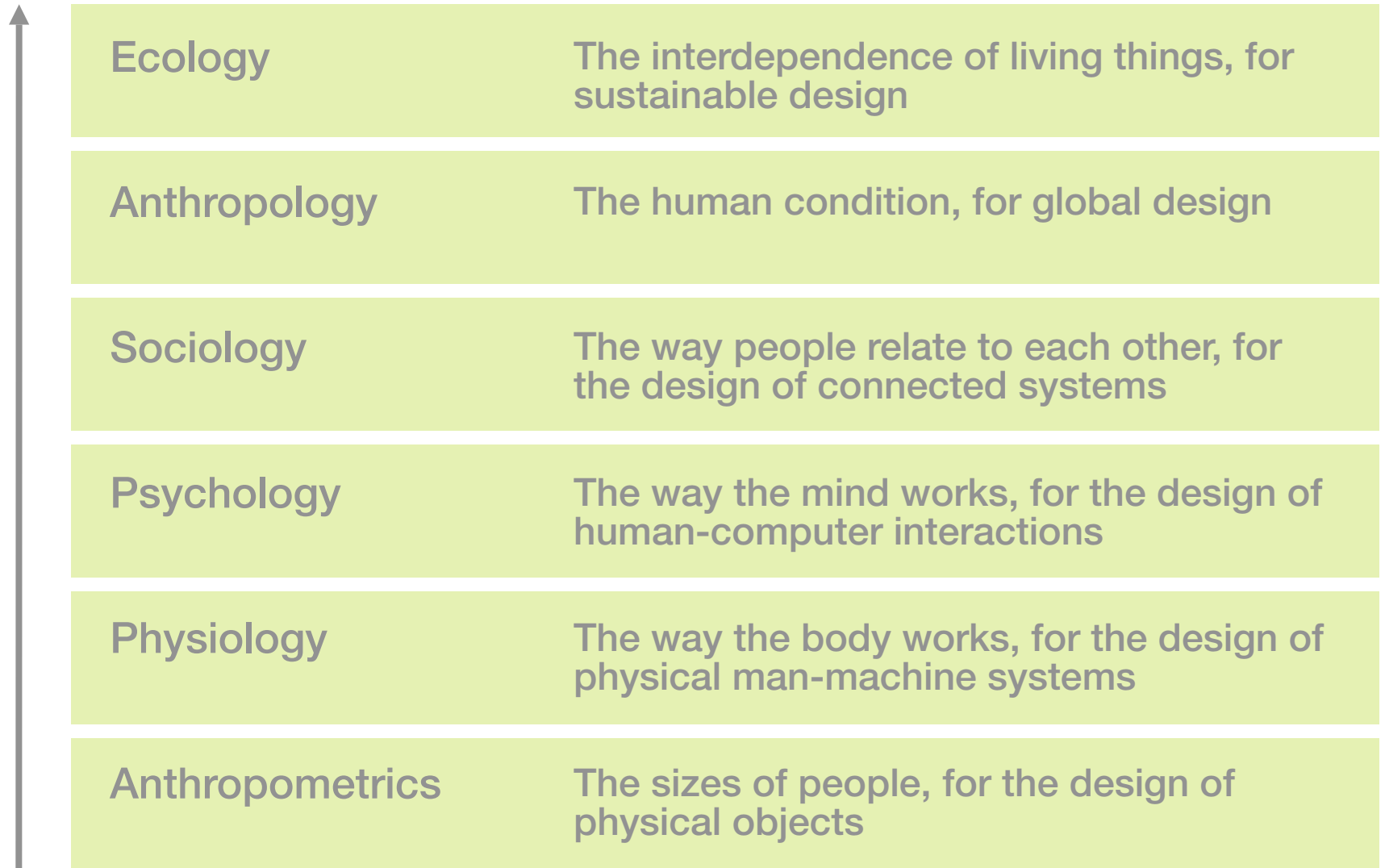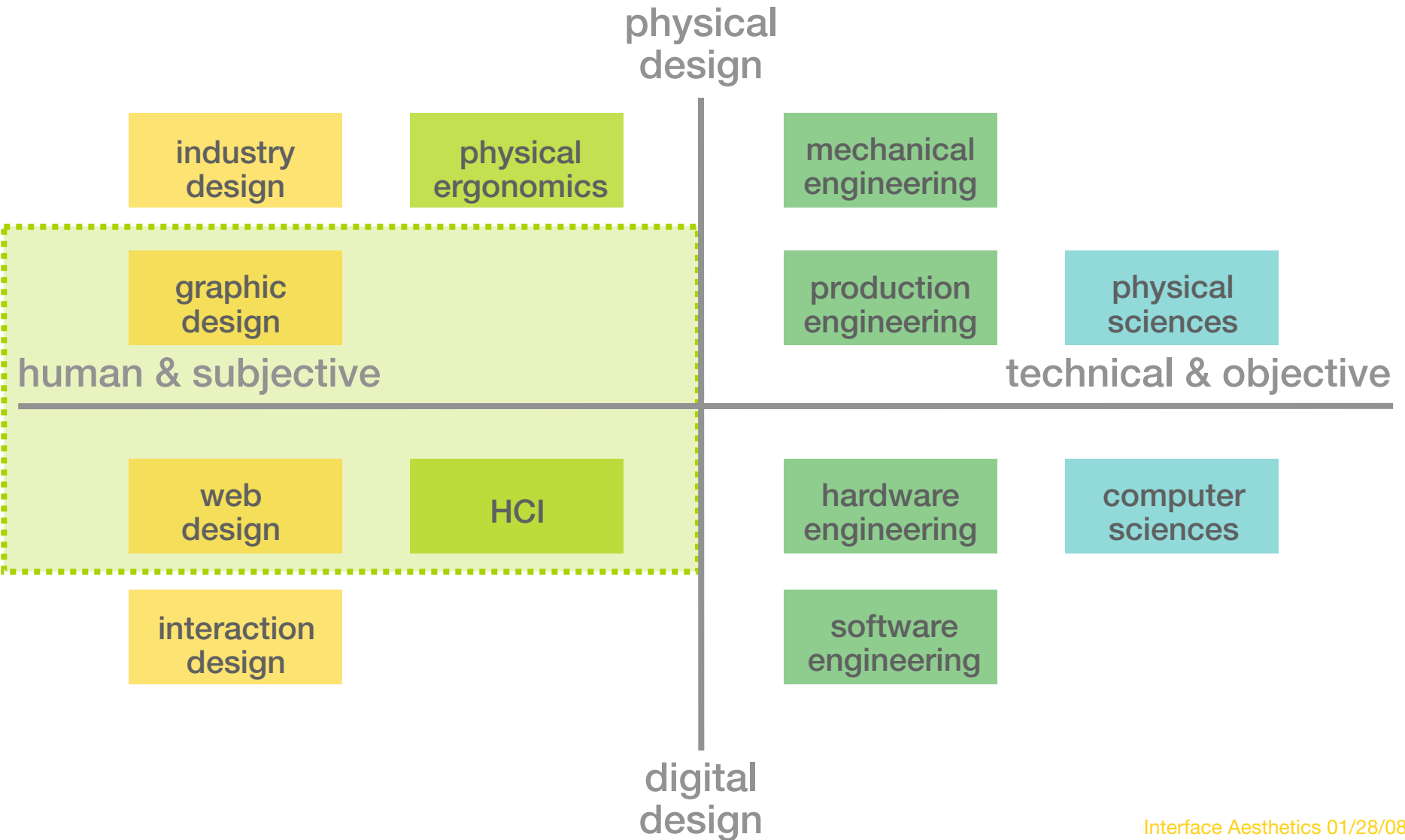|	
Ecology	The interdependence of living things, for sustainable design
Anthropology	The human condition, for global design
Sociology	The way people relate to each other, for the design of connected systems
Psychology	The way the mind works, for the design of human-computer interactions
Physiology	The 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.
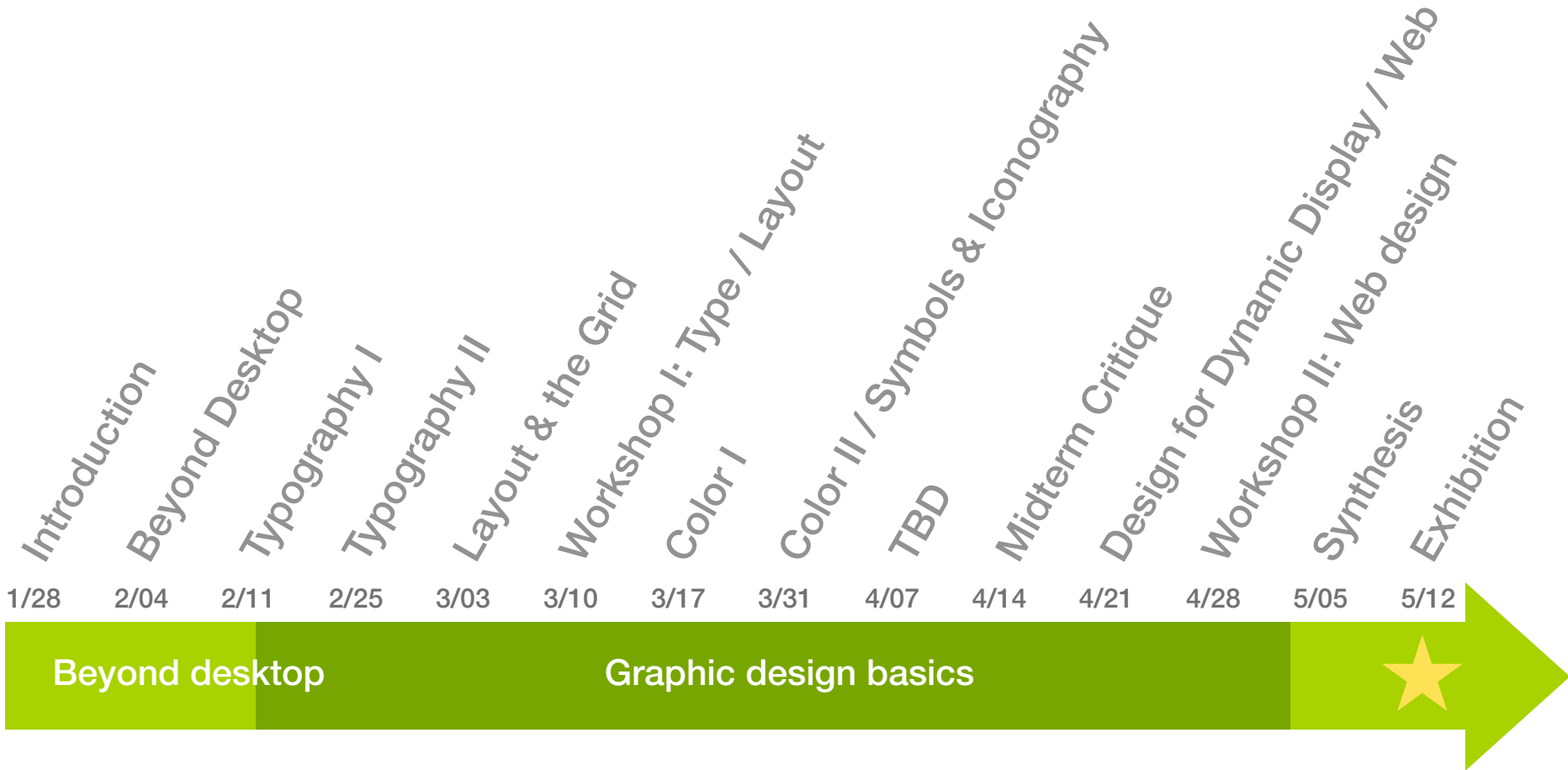
[Moggridge, 2006]

Design in different disciplines [adopted from Moggridge, 2006]

physical design

| industry design | physical ergonomics | | mechanical engineering | |
| graphic design | | | production engineering | physical sciences |

human & subjective   **technical & objective**

| web design | HCI | | hardware engineering | computer sciences |
| interaction design | | | software engineering | |

digital design

Designed affordances as communication devices
Landscape of novel UI design approaches.

How to communicate meanings through design
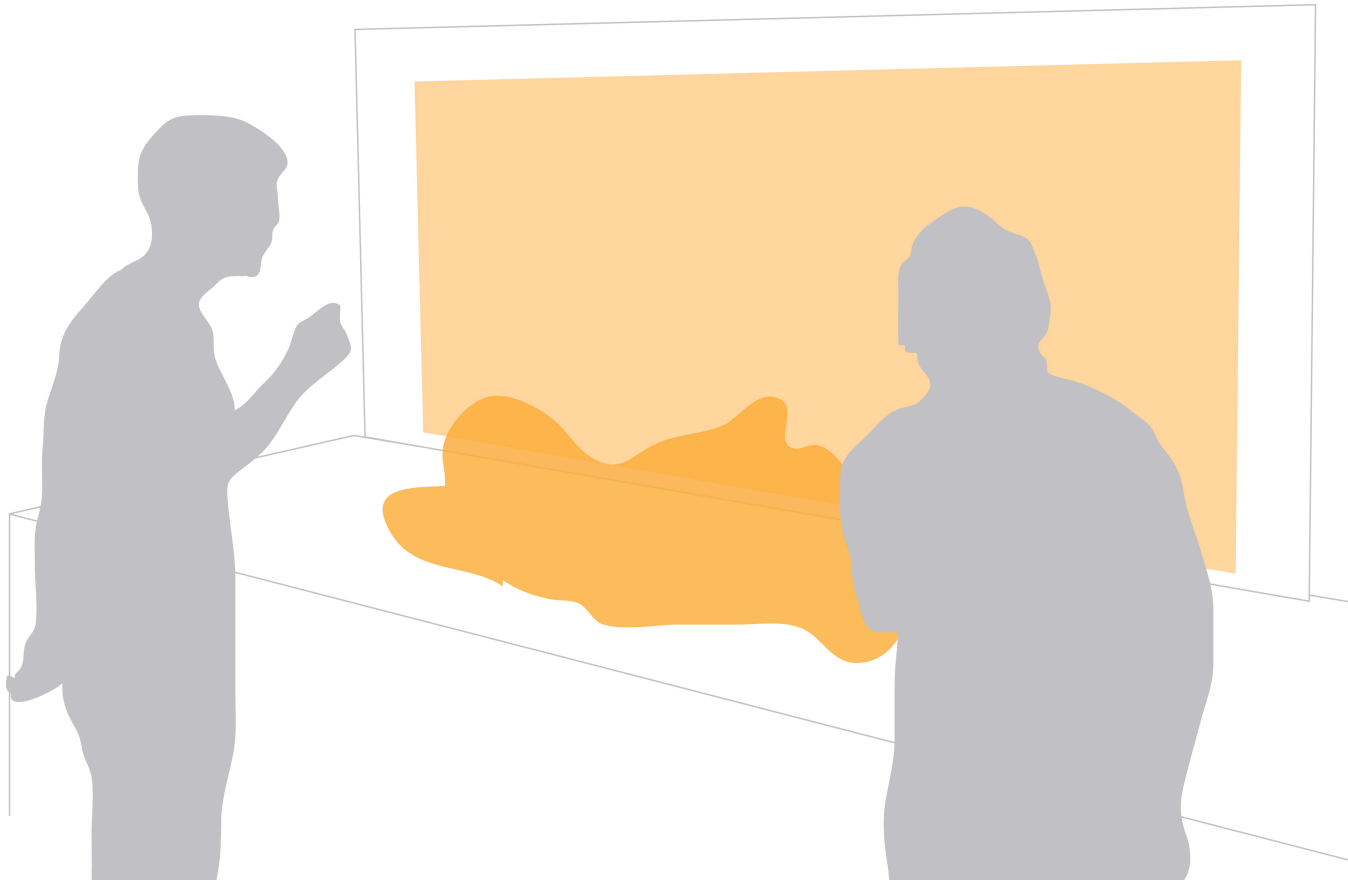# Look at design principles.

Course schedule

Introduction	Beyond Desktop	Typography I	Typography II	Layout & the Grid	Workshop I: Type / Layout	Color I	Color II / Symbols & Iconography	TBD	Midterm Critique	Design for Dynamic Display / Web	Workshop II: Web design	Synthesis	Exhibition
1/28	2/04	2/11	2/25	3/03	3/10	3/17	3/31	4/07	4/14	4/21	4/28	5/05	5/12

Beyond desktop — **Graphic design basics** ★

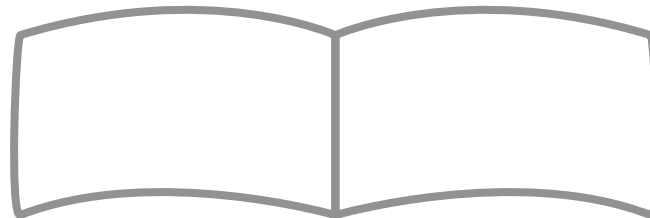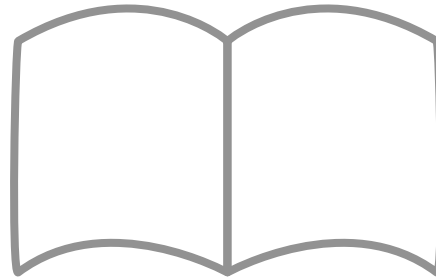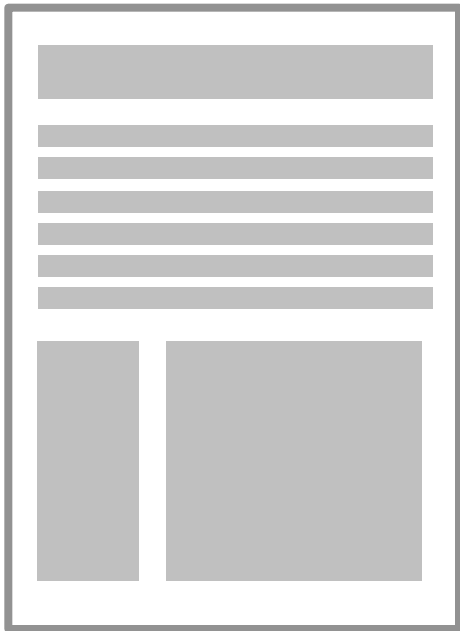# Course exhibition
1. Artifact
2. Print media

1. Artifact
Website or a physical artifact you are working on.

2. Print media
Describe the process of your design work.

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
Beyond desktop

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.

http://courses.ischool.berkeley.edu/i290-20/s08/

post to del.icio.us   my del.icio.us   511.org

INTERFACE AESTHETICS

Home   Photos   Syllabus   Blog

January 19th, 2008 | Published in Aesthetics

course description

How does good design enhance or facilitate interaction between people? How does good design make the experience people have with computational objects and environments not just functional, but emotionally engaging and stimulating? This semester seminar will cover new interface metaphors beyond desktops (e.g., for mobile devices, computationally enhanced environments, tangible user interfaces) but will also cover visual design basics (e.g., color, layout, typography, iconography) so that we have systematic and critical understanding of aesthetically engaging interfaces. Students will get a hands-on learning experience on these topics through course projects, design critiques, and discussions, in addition to lectures and readings.

teaching team

- Kimiko Ryokai kimiko(at)ischool.berkeley.edu
- Daniela Rosner daniela(at)ischool.berkeley.edu

auditing policy

If you would like to audit the course, we ask that you please email us and complete the week's assignment before arriving.

grading

20% Weekly mini-assignments (weekly blog posts)
20% Participation
60% Final project (30% artifact, 30% print)

January 2008

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			

Assignment 1

Interface Aesthetics 01/28/08

Thanks!