UNDERSTANDING INDUSTRIAL DESIGN

Principles for UX and Interaction Design

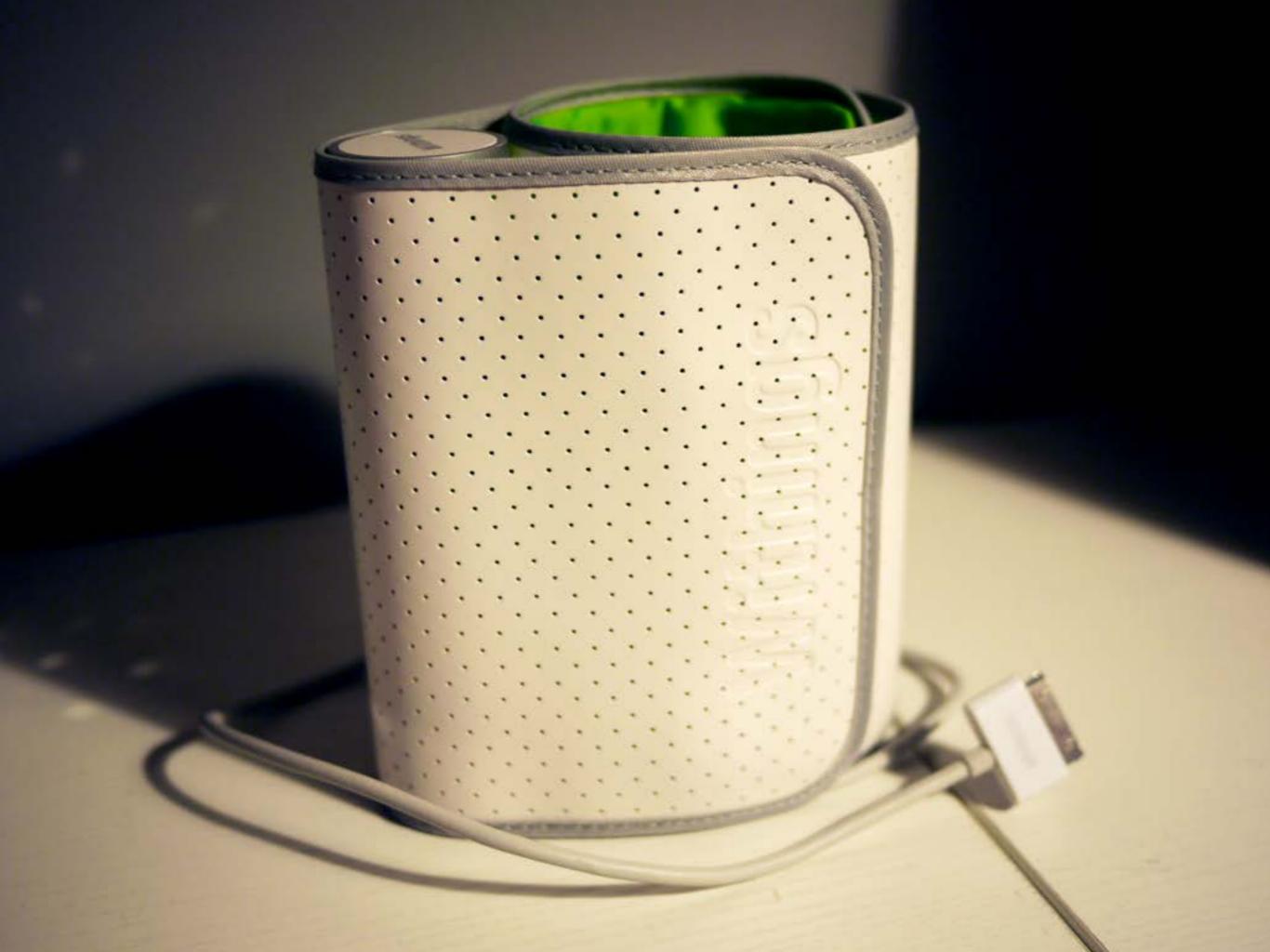
@ID4UXBook @simonking

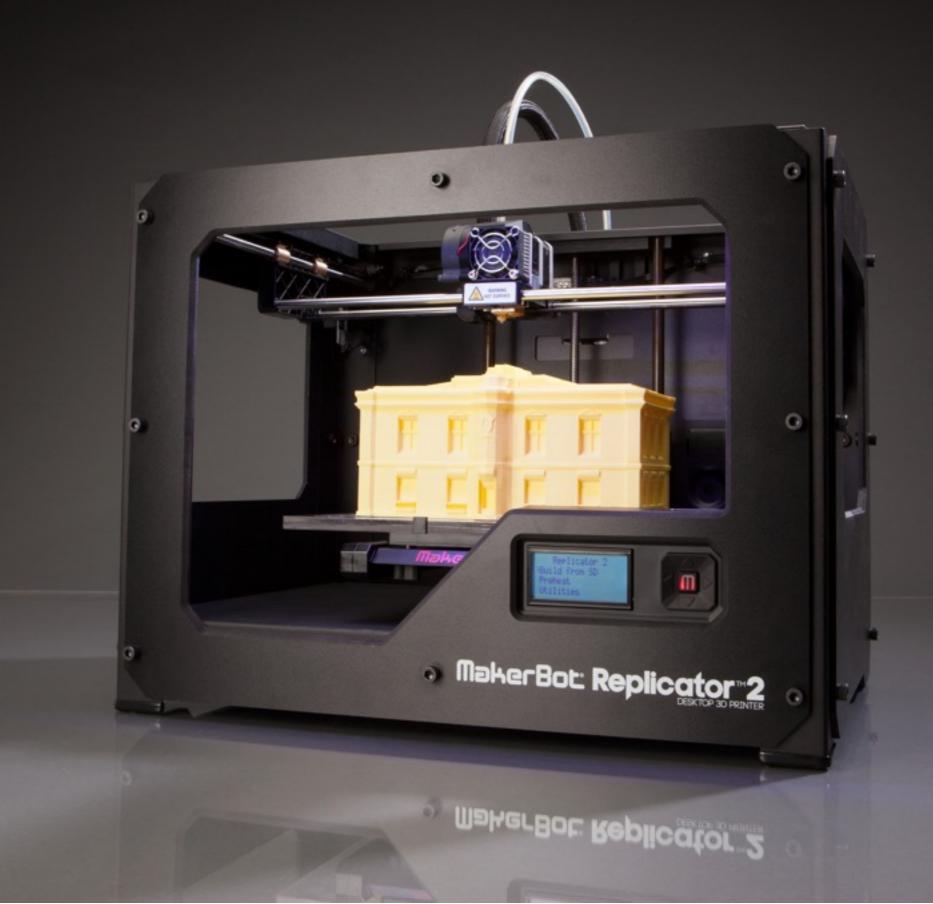




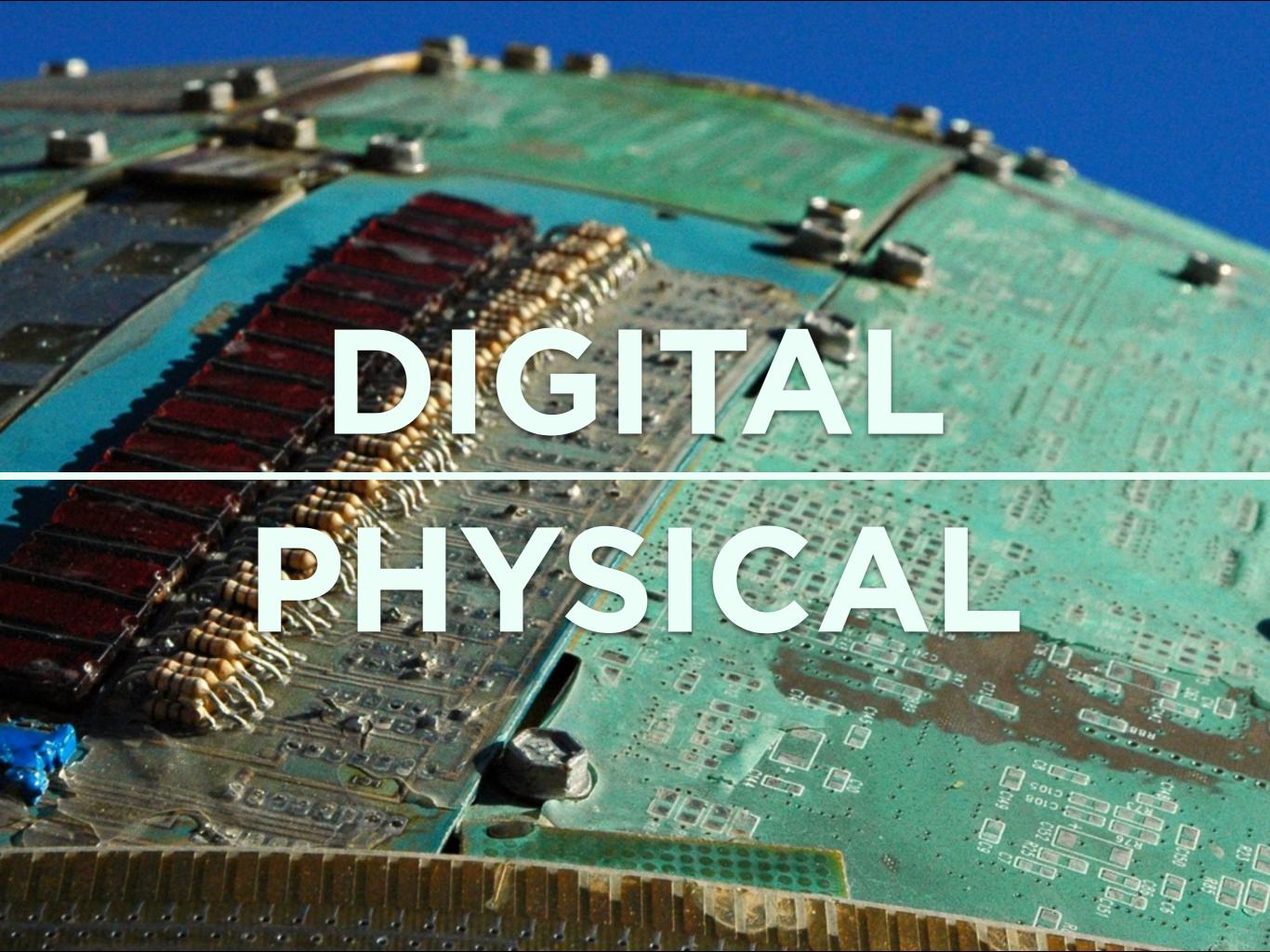


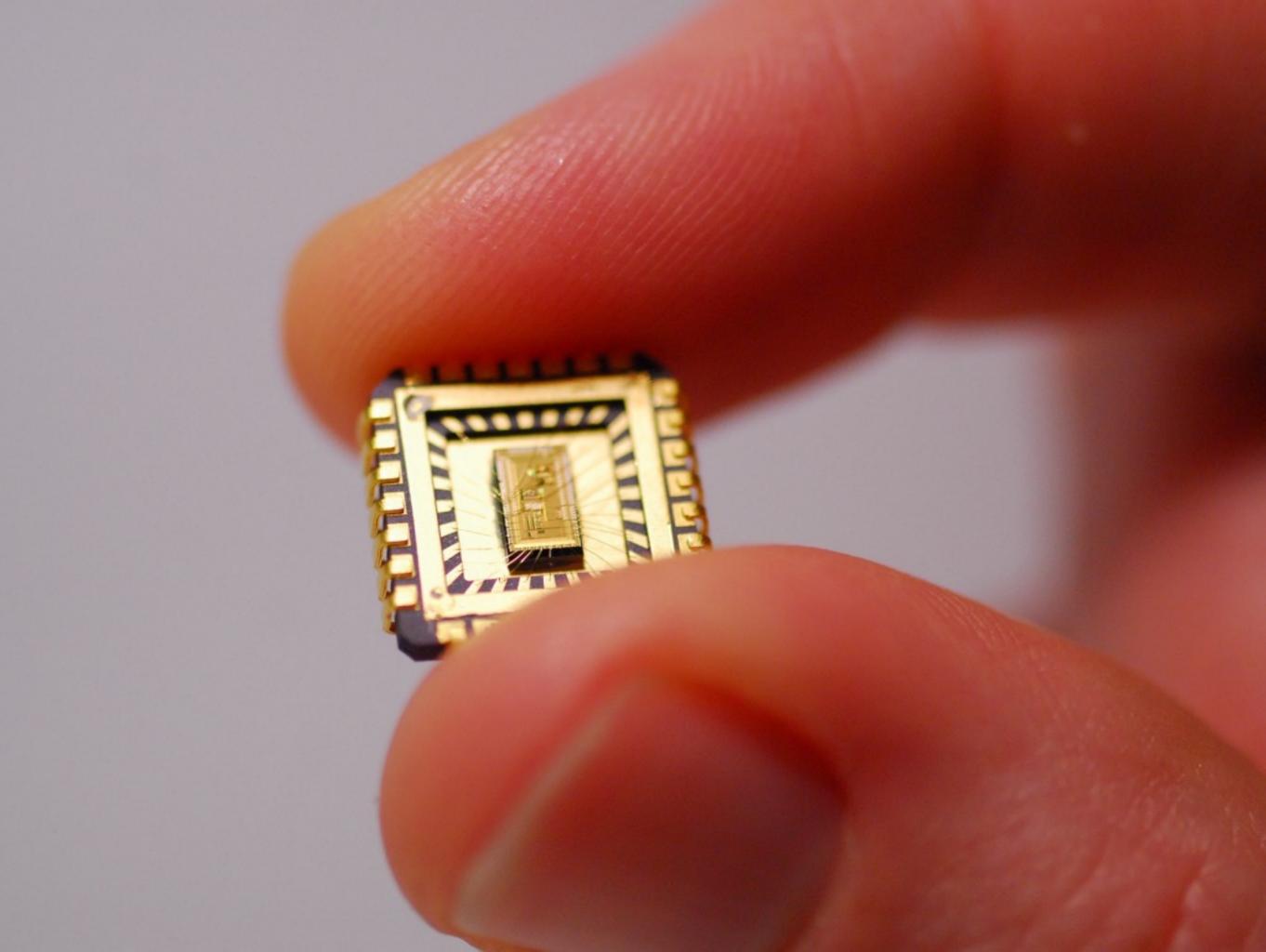








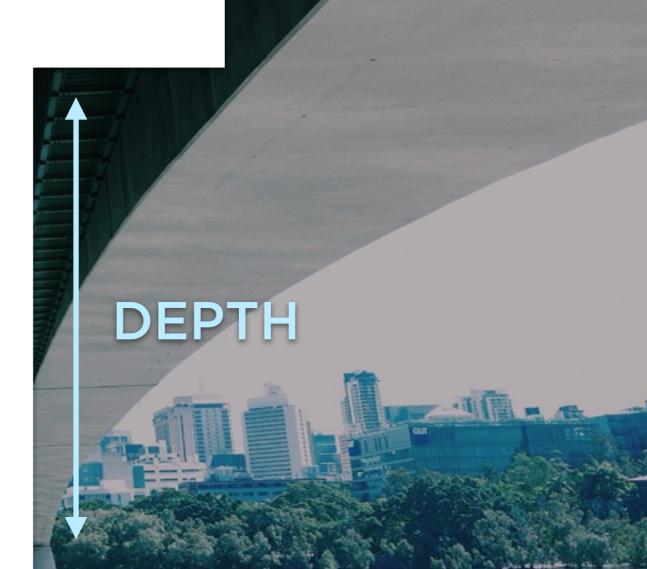


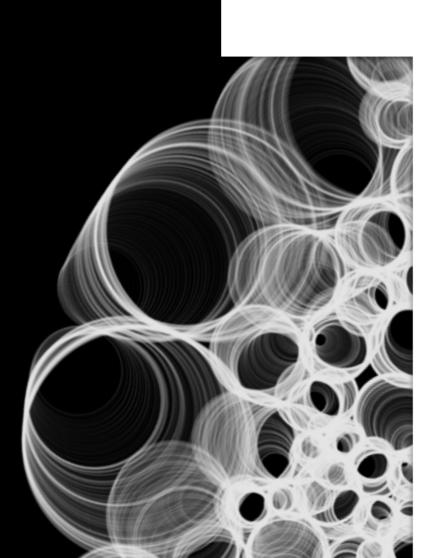




BREADTH

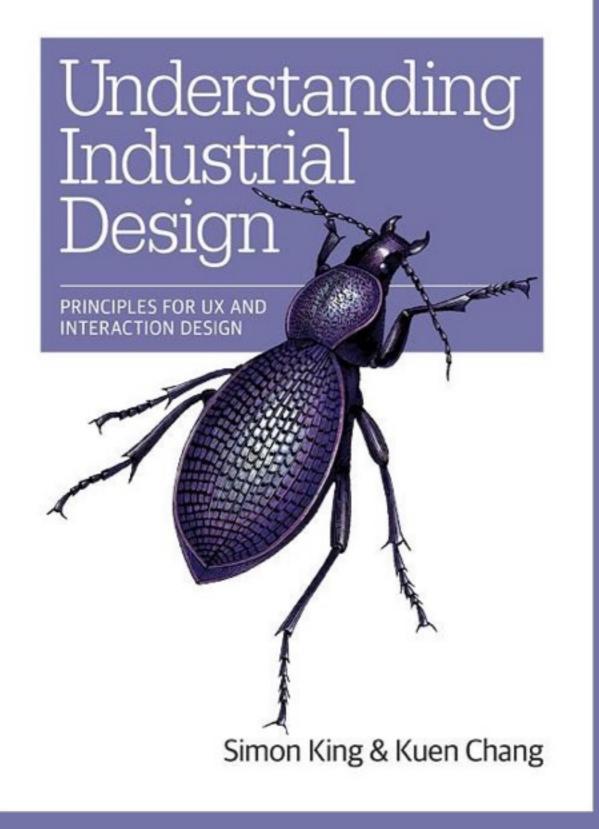






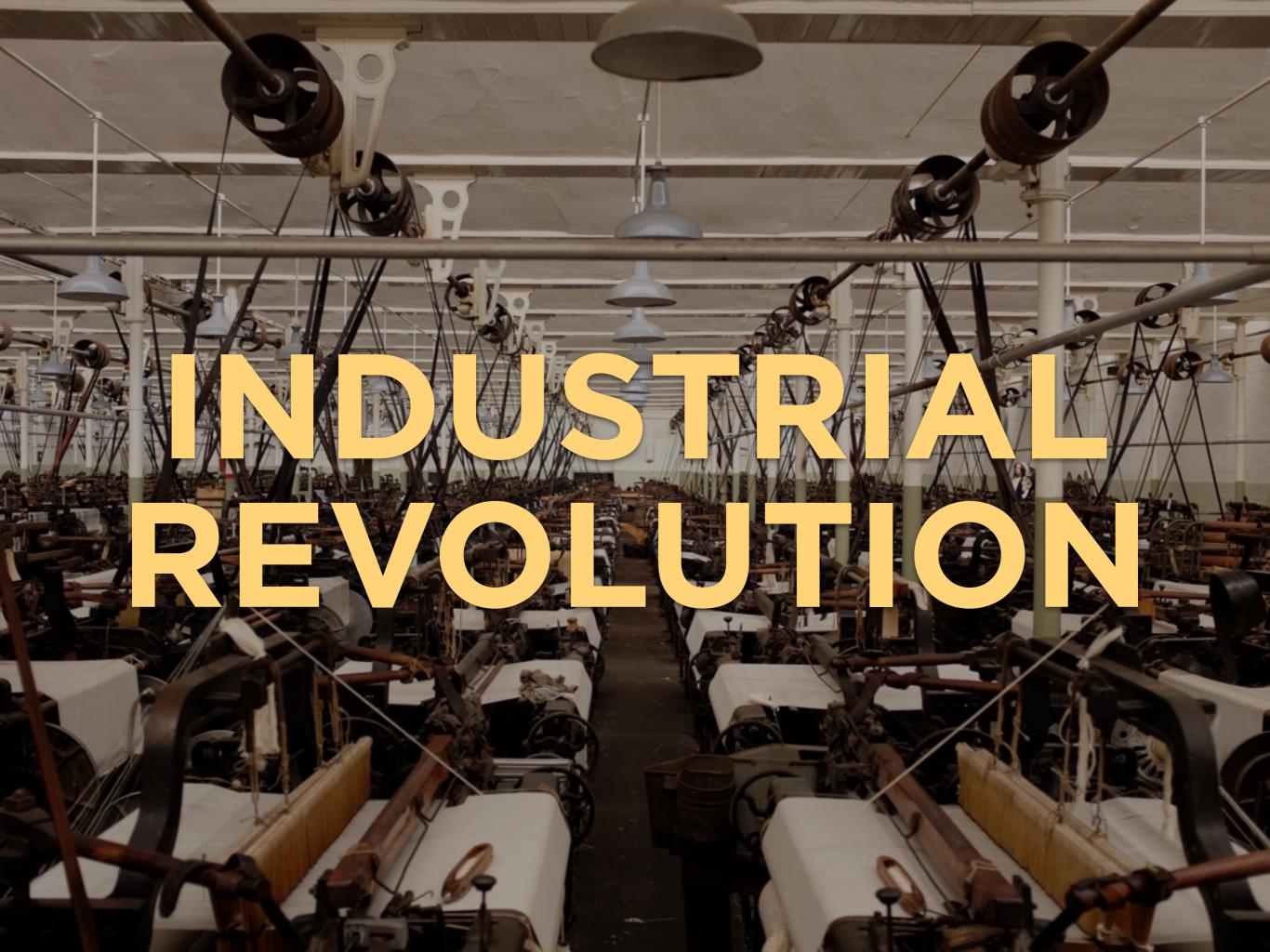






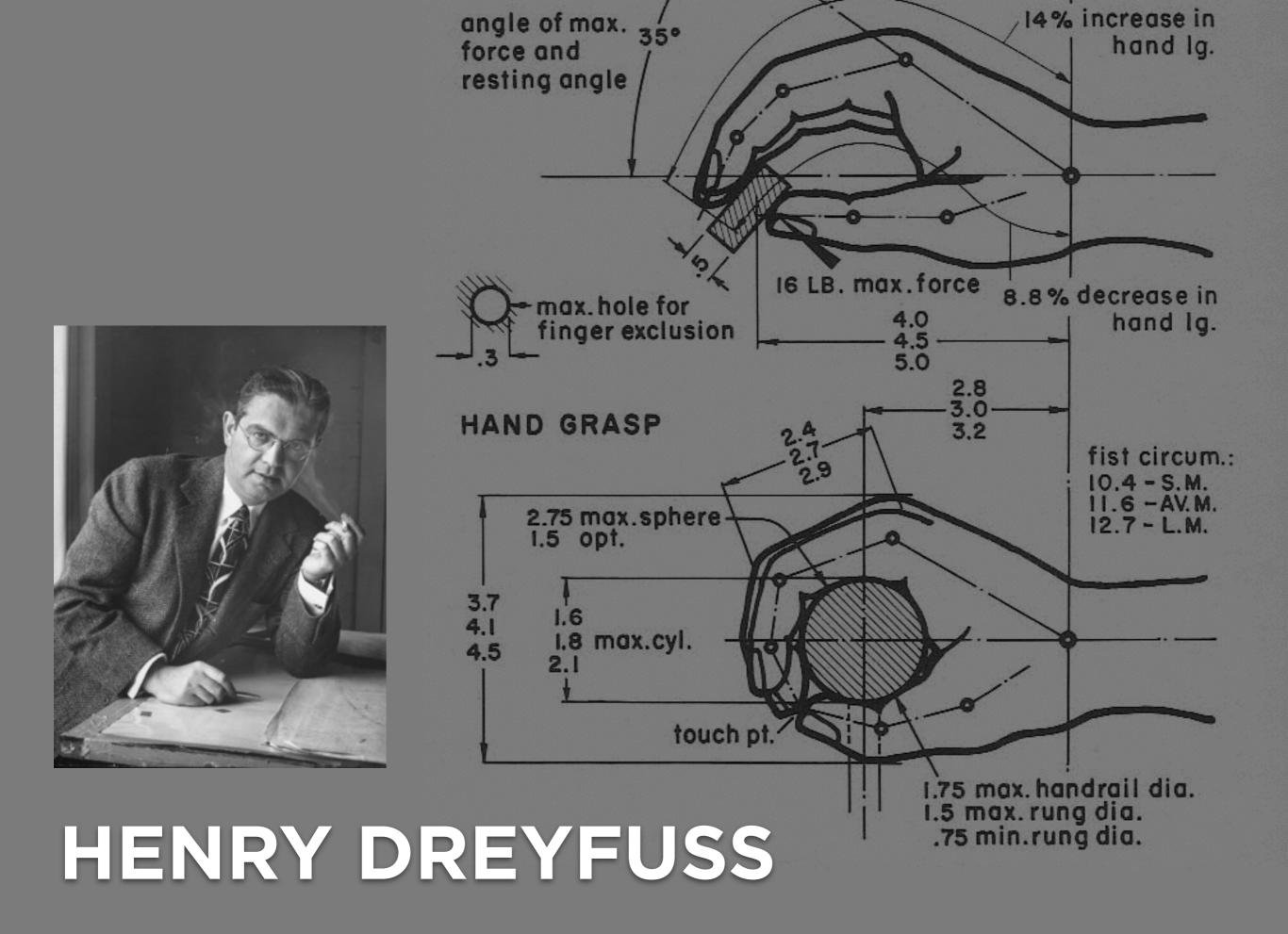






London Travel inform BUSINE

RAYMOND LOEWY

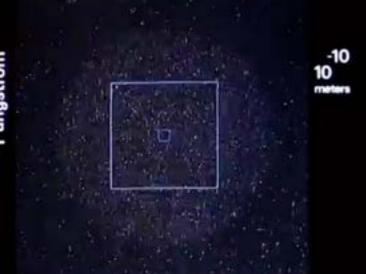




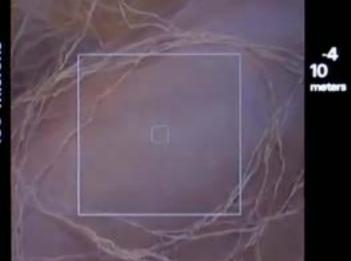




1 ångstrom



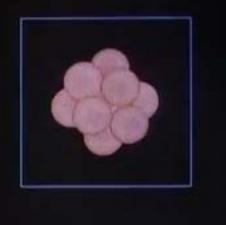


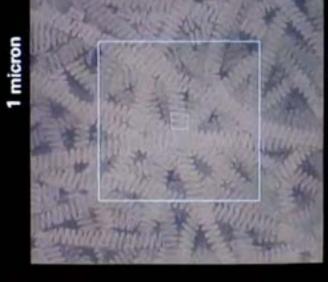




10 10









1 meter

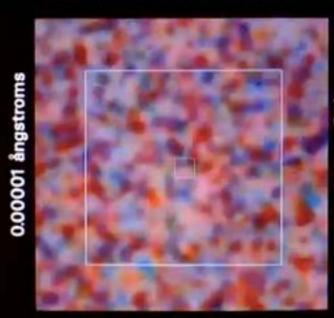


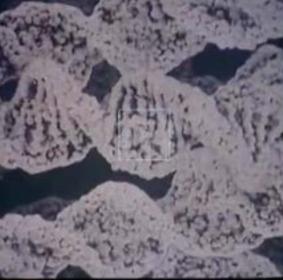


-13 10



100 ångstroms







-15 10 metars

-8 10 meters

CHARLES + RAY EAMES

DIETER RAMS



Prototype Engelbart mouse (Replica), Stanford Research Institute (SRI), US, ca. 1964 SRI engineer Bill English built the first Engelbart mouse prototype, which used knife-edge wheels and had space for only one button. Gift of SRI International, 102633685







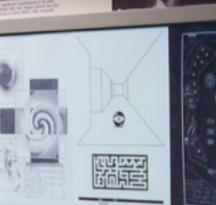


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Jobs's passion drives the design of the Mac

After vis nut to term TARC, Since bits testance descent with maging a samplele with a QU nterrice, when Apple proper diverging the first material, to personal pair diverging the design fractions, to personal pairs and the design fractions, to personal pairs and the design fractions and a set of the design a new Ard of computer-wind or at a factors of testing but a ordinary people.

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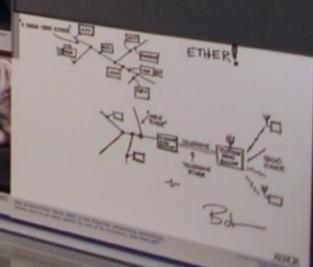


The management said go create the new world. We don't understand it. -Larry Tesler, former Xeros FARC researcher

Xerox lets a great idea slip away

Xerox established its Palo Ato Research Center (Xerox PARC) to encourage creativity and inventiveness. The staff included researchers who had vocked with Ooug Engelbart, and they built on his ideas. When the PARC group developed the Guid transpulses with a mouse, Xerox's corporate isoders don't recognize its potential.

Apple co-founder Steve John visited Xerox PARC in 1979, and immediately asse what Xeros missed — a occup incovation that changed the way people would servact with computers.



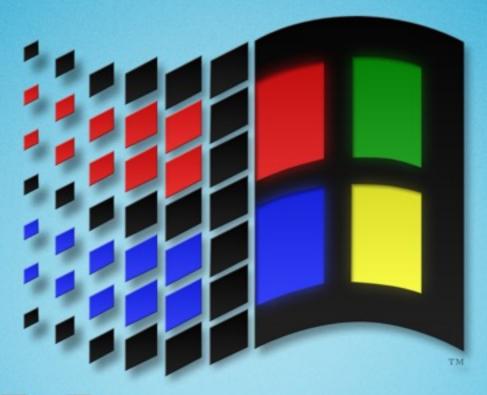
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BILL MOGGRIDGE



TERRY WINOGRAD



MICROSOFT. WINDOWS.

Version 3.1

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"SMART"







"In the history of cybernetics, skeuomorphs acted as threshold devices, smoothing the transition between one conceptual constellation and another."

Katherine Hayles





DEMATERIALIZE





DIGITAL PHYSICAL EITHER





SENSORIAL THOUGHTFUL BEAUTIFUL PLAYFUL ENDURING SIMPLE SUSTAINABLE

SENSORIAL THOUGHTFUL BEAUTIFUL PLAYFUL ENDURING SIMPLE SUSTAINABLE













TECH BOX

MATERIAL

MATERIALS ABOUT







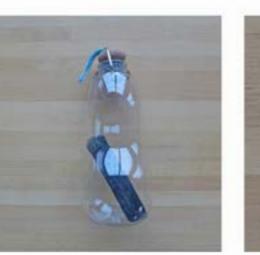




Bendywood



Plasticized wood veneer





MATERIAL SHELF **ROSS LOCKWOOD**

http://www.materialshelf.com/

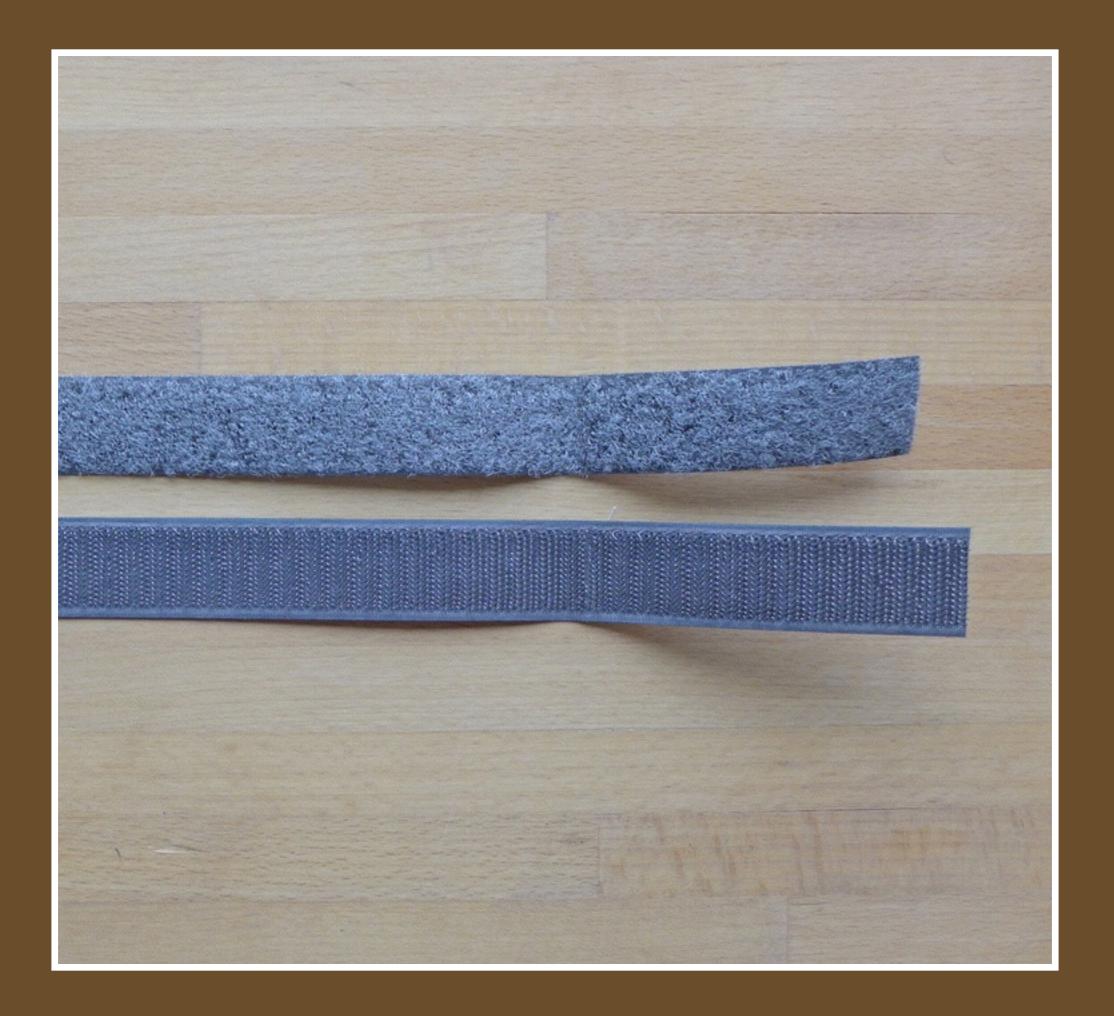
3D printable wood filament



Cassie berk

Charcoal

Powercoat paper

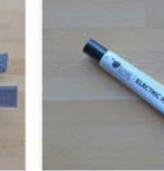








Conductive veloce



Electric pairs





Datomaceous earth



Manch serve



Supra







anited potentiometer



Easticated Conductive Fabric



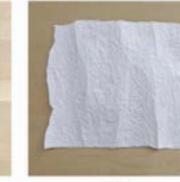
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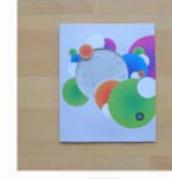
3D previable sonductive filement



National







Vrivisible -



Conductive thread



Conductive rubber



Lyscel fabric

















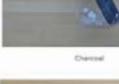


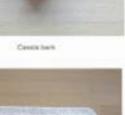




Powercoal paper









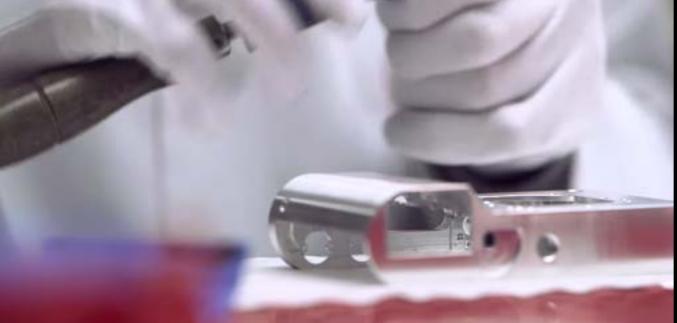
"Shooting with a Leica is like a long tender kiss, like firing an automatic pistol, like an hour on the analyst's couch."

– Henri Cartier-Bresson





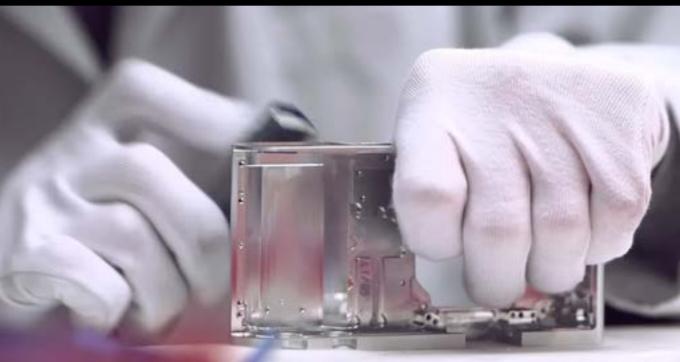


























SMEL



MARTIN KASTNER









PLAYEU





















NAOTO FUKASAWA

And you wouldn't even notice you were doing it until someone pointed it out to you.







PHILIPPE STARCK











"Design dissolving in behavior."

— Naoto Fukasawa

SIMPLE

"[Minimalism] represents a reaction to complexity whereas simplicity relies on an understanding of the complex."

- Tim Brown

"When you start looking at a problem and it seems really simple, you don't really understand the complexity of the problem. Then you get into the problem, and you see that it's really complicated, and you come up with all these convoluted solutions. That's sort of the middle, and that's where most people stop..."

— Steve Jobs

"...keep on going and find the key, the underlying principle of the problem."

Steve Jobs





REELIGHT GO







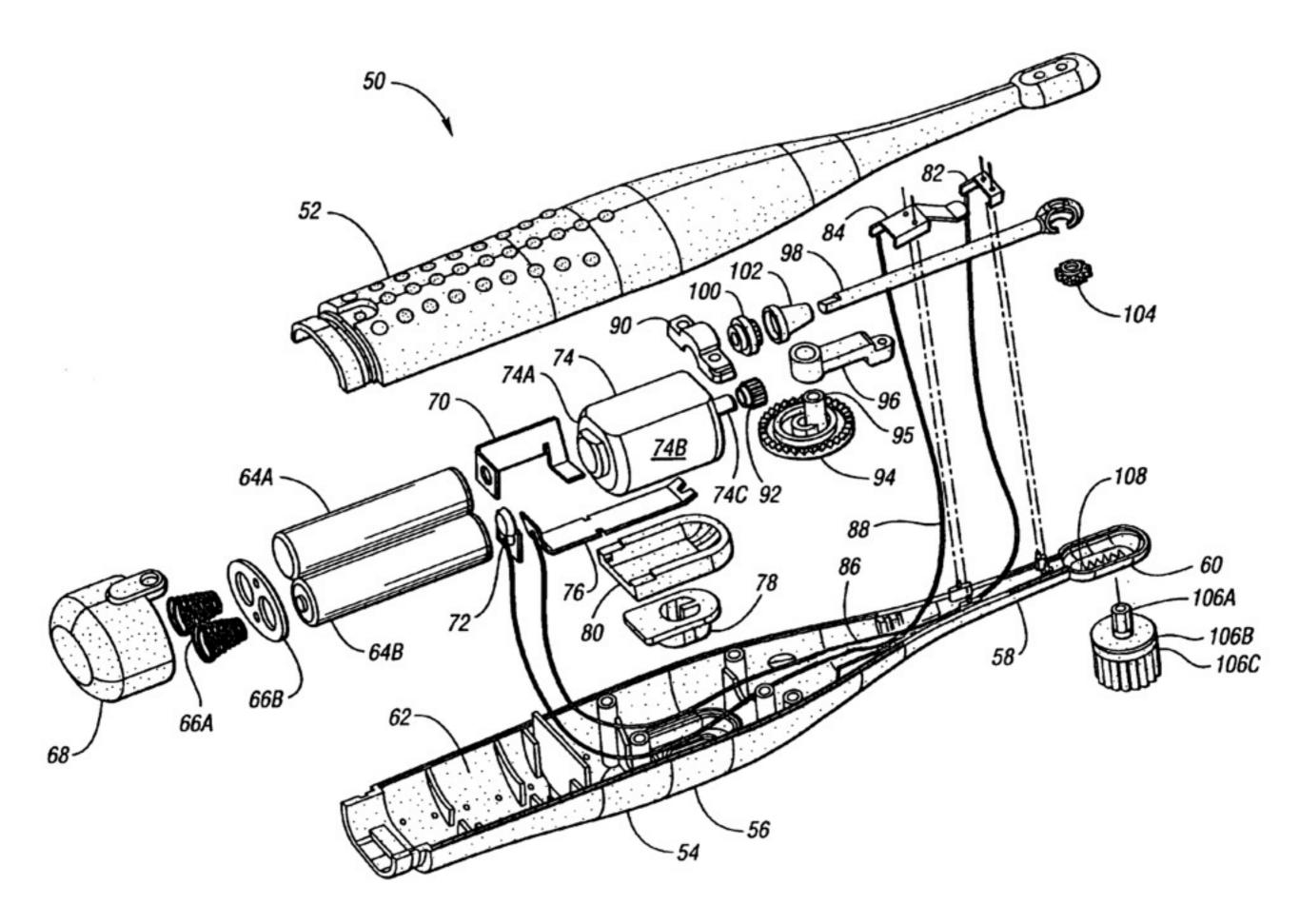








SONICARE DIAMONDCLEAN























"Tangible computing is of interest precisely because it is not purely physical. It is a physical realization of a symbolic reality."

– Paul Dourish



LESS IS MORE?

LESS IS MORE?

"JUST ENOUGH IS MORE."

Milton Glaser

Simple?

Simple?

Complex!

Simple? Complex!

SIMPLICITY.

SIMPLICITY.

DGMAL

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PH/SICAL

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SENSORIAL THOUGHTFUL BEAUTIFUL PLAYFUL ENDURING SIMPLE SUSTAINABLE

O'REILLY" Understanding Industrial Design PRINCIPLES FOR UX AND INTERACTION DESIGN Early Release RAW & UNEDITED Simon King & Kuen Chang

THANKS.

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