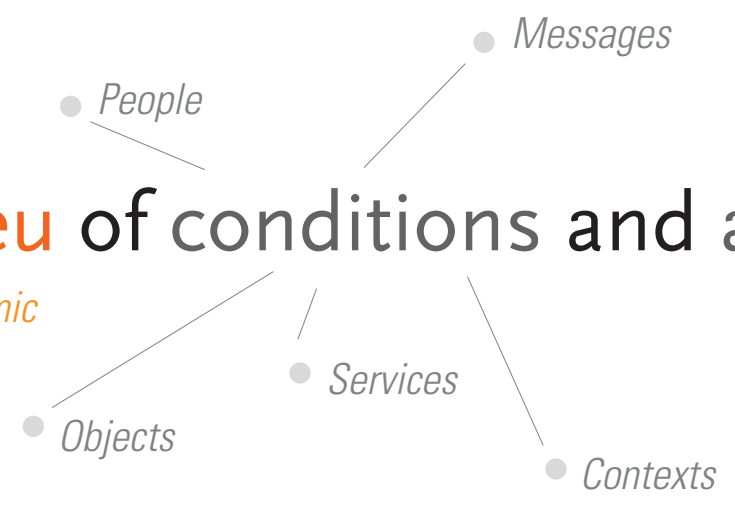


graphic
industrial
interface
interaction
information
service
system

Design involves a milieu of conditions and activities and goals

vague
social dynamic



contextual inquiry
ethnographic studies
taskflow analysis
design audits
brainstorming
sketching

wireframing
storyboarding
prototyping
usability feedback
iteration and test
documenting

Deliver a vivid, engaging experience!

The challenge is to maneuver a path through the situation to create the integrative aesthetic experience
.....
story + style + performance + utility

- ➔ A cultural, aesthetic, humanistic endeavor
Fulfilling one's creative potential and contributing to our cultural landscape
- ➔ A mode of inquiry and discourse
Identifying problems, proposing ideas, exploring futures >> staging conversations
- ➔ A strategic, tactical, and reflective activity
Keeping the mind focused at all levels of the problem/solution patterns
- ➔ A political act of causing creative change
Constraints, resources, conflicts, priorities all shape the design, with trade-offs
- ➔ A force for supporting human values
Expressing trust, beauty, respect, integrity, joy, empathy, freedom
- ... subject to interpretation and controversy, with no absolutes •
There is no perfect design, instead argument & negotiation & conversation persist

