DXf · conference

Design by Fire 2010
Conference under the auspices of
IxDA Nederland, the Interaction Design Association
www.ixda.nl

Wednesday, 13 October 2010
Pakhuis de Zwijger, Amsterdam, The Netherlands
www.designbyfire.nl

Foreword

The Design by Fire Conference is an annual event where interaction designers can hear about new developments, discuss the consequences and -above all- get inspired. By gathering open-minded peers and inviting passionate speakers, we aim to offer theoretical and inspirational fuel for your everyday work as interaction designer.

We are surrounded by amazing new technologies. Blinded by all the new possibilities, we tempt to forget who we are designing for. Overhearing the bold phrase "touch and gesture is such a new thing... we need to teach people" @joefletcher responded on Twitter with: "Well then, don't call it a natural user interface". Tim Berner Lee intended the web as a social network rather than a technical one. Interaction designers play an important role in making that vision reality. Technology is the means to an end. The end being purposeful, elegant, easy to use and ethical products and services for people. To fulfill our role as interaction designer we need creativity, the skills to sketch and prototype and the power of conviction to drag along other disciplines. We hope today's program will inspire you to take on the challenge.

Enjoy Design by Fire 2010!

Yohan Creemers
Chair of Design by Fire 2010

Schedule

09:30 - 10:30	**NUI: What's in a Name?**	
	Bill Buxton	
	Coffee break	
11:00 - 11:45	**Urban Augmented Reality**	
	Jacco Ouwerkerk	
11:45 - 12:30	**The Psychology of Creativity**	
	Claire Rowland	
	Lunch	
13:30 - 14:15	**Turning the Corporate Battleship with Design**	
	Andrei Herasimchuk	
14:15 - 15:00	**Creating People for Interfaces**	
	Ianus keller	
	Vitamin break	
15:30 - 16:15	**A Smattering of Prototyping Interactions**	
	Sascha Wolter	
16:15 - 17:15	**Information Is Beautiful**	
	David McCandless	
	Drinks (kindly sponsored by Fier)	

09:30-10:30

Bill Buxton, Microsoft Research

NUI:
What's in a Name?

Natural User Interface (NUI), is one of the favorite flavors du jour in certain interaction design and user experience circles. The term signals a change from the Graphical User Interface (GUI), that has been prevalent since the early 1980s.

But beyond the name, what is this new thing?
Ask enough people, and you will see that it can mean anything. It's healthy that there are many views and a lot of conversations accompanying them, because complacency is rarely a worthy aspiration for design. But out of the collective conversations one would hope that there is some convergence, insight or growth.

The purpose of Bill Buxton's talk is to throw his own thoughts into the fray. Starting with diving into the essence of the term 'natural' and building from there.

Augmented Museum Experiences

UAR (Urban Augmented Reality) is the world's first mobile architecture application featuring augmented reality with 3D models. The app enables users to experience the built environment of the past, the present and the future. The Netherlands Architecture Institute (NAi) has set itself an incredible challenge: to make The Netherlands the first country in the world to have its entire architecture viewable on smartphones thanks to augmented reality.

In this session Jacco Ouwerkerk will share his experien–ces and knowledge of the UAR realization till now with a focus on concept development and interaction design. He will discuss how to augment museum experiences outside the museum walls.

The Psychology of Creativity

A lot of hot air and expensive business consultancy time is sold in pursuit of facilitating creativity but the creative process is still thought of as a mysterious black box, often the preserve of certain people and not others.

But what's the actual science behind it? Are some of us more creative than others, and if so, why? What can all of us do to help ourselves have more and better ideas? In this talk, Claire Rowland offers a brief introduction to the psychology of creativity.

Amsterdam 67
Utrecht 37
Delft 17
Eindhoven 11
Rotterdam 11
Den Haag 9
Doorn 4
Zürich 4
Arnhem 3
Bilthoven 3
Enschede 3
Hilversum 3
London 3
Alkmaar 2
Antwerpen 2
Baarn 2
Nottingham 2
Rijswijk 2
Schiedam 2
Zeist 2
Zoetermeer 2
's-Hertogenbosch 1
Almere 1
Alphen aan den Rijn 1
Amersfoort 1
Bennekom 1
Breda 1
Düsseldorf 1
Donostia 1
Dordrecht 1
Ede 1
Eersel 1
Haaksbergen 1
Houston 1
Leiden 1
Maarssen 1
Malmö 1
Middenbeemster 1
Mondragon 1
Nieuwegein 1
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San Francisco 1
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Tilburg 1
Toronto 1
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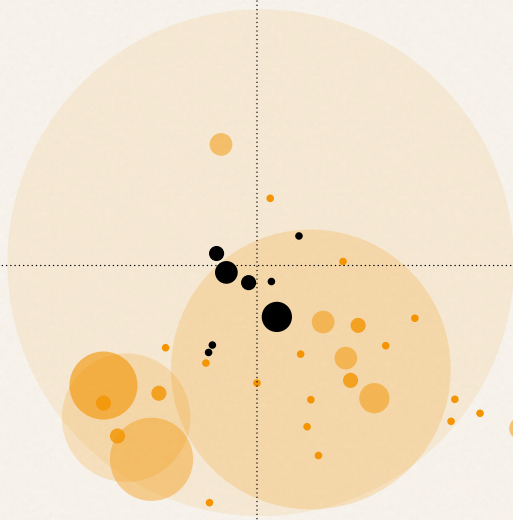Vianen 1
Wageningen 1
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52.377
4.923
52.377
4.923

20km
1000km

Andrei Herasimchuk, Yahoo!

Turning the Corporate Battleship with Design

Designing interfaces for digital products promises to be one of the hottest job design prospects for the next century. Nearly every product type we know about has gone or is going digital. But even when one has great ideas, or creates innovative design for their products, how does one get their company or clients to institute positive change through their work?

In this session, Andrei Herasimchuk will divulge lessons learned from the trenches on how to get large, global corporations to make big changes through design. What works, what doesn't and how to keep yourself inspired when tackling such large projects.

Ianus Keller, For Inspiration Only

Creating People for Interfaces

In 1986 Bill Buxton gave a unique perspective on the WIMP interface by anthropologically reconstructing the human from the available user interfaces. This Homo WIMPi had "a well-developed eye, a long right arm, uniform-length fingers and a low-fi ear."

Given the progression in interfaces in the last 25 years, the reconstructed human may need to change as well. In this hands-on, plenary workshop, Ianus Keller will try to reconstruct our users based on our new touch, gestural, speech and other natural user interfaces. Based on this reconstruction we will discuss what paying more attention to the body language implies for designing user interfaces that are easier to learn and use.

A Smattering of Prototyping Interactions

We all know that attractive visual design and exemplary software architecture are not solely the keys to successful applications. It is the complete user experience that counts. But how can you create early interactive prototypes of your idea without worrying about programming or about the final technology?

Sascha Wolter gives you an answer and demonstrates prototyping common applications based on raffish and inspiring ideas. The spectrum ranges from Voice- to Gesture-control, from Wii Remote input to Lego Mindstorms output.

Information is Beautiful

The use of infographics, data visualizations and information design is a rising trend across many disciplines: science, design, journalism and web. In an age of high-speed living and info overload, visualized information has incredible potential to help us quickly understand, navigate and find meaning in a complex world.

David McCandless will share his passion for this merging of design, information, text and story to unveil some of the interesting, unexpected and sometimes magical things that happen when you visualize data, knowledge and ideas.

Thanks

The speakers: Andrei Herasimchuk, Bill Buxton, Claire Rowland, David McCandless, Ianus keller, Jacco Ouwerkerk and Sascha Wolter.

Yesterday's workshop leaders: Adriaan Wormgoor, Eelke Feenstra, Floor Mesters and Peter Boersma.

Special thanks to Anique de Jong, Charlie Mulholland, Leonie Scholten, Mark Voermans, Miranda Schenkel, Naomy de Roo, Rosanna Fincken and Tom Wu.

Colophon

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Next
15 November 2010 - Louis Hartlooper Complex, Utrecht
Design by Fire Café #007
Informal IxDA gathering
More info: www.designbyfire.nl/cafe

4-7 February 2010 - Boulder, Colorado US
interaction eleven
Annual IxDA conference on interaction design
More info: interaction.ixda.org

The Interaction Design Association is a global network dedicated to the professional practice of Interaction Design.

With the help of more than 15,000 members, the IxDA network facilitates people who are passionate about interaction design to gather and to advance the discipline.