

DX  *f* • *conference*

Think *from* the center. Design *for* the edge.

Andrei Michael *Herasimchuk*



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*How will applications like Adobe Photoshop or Microsoft Word exist five to ten years from now?*



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*Will internet appliances like the iPhone truly change the way everyone accesses the web?*

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*Will browser-based web applications truly look and behave more like their desktop counterparts in the near future?*



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*What more will the cell phone be capable of in the near future?*



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*Just where is all of this going?*

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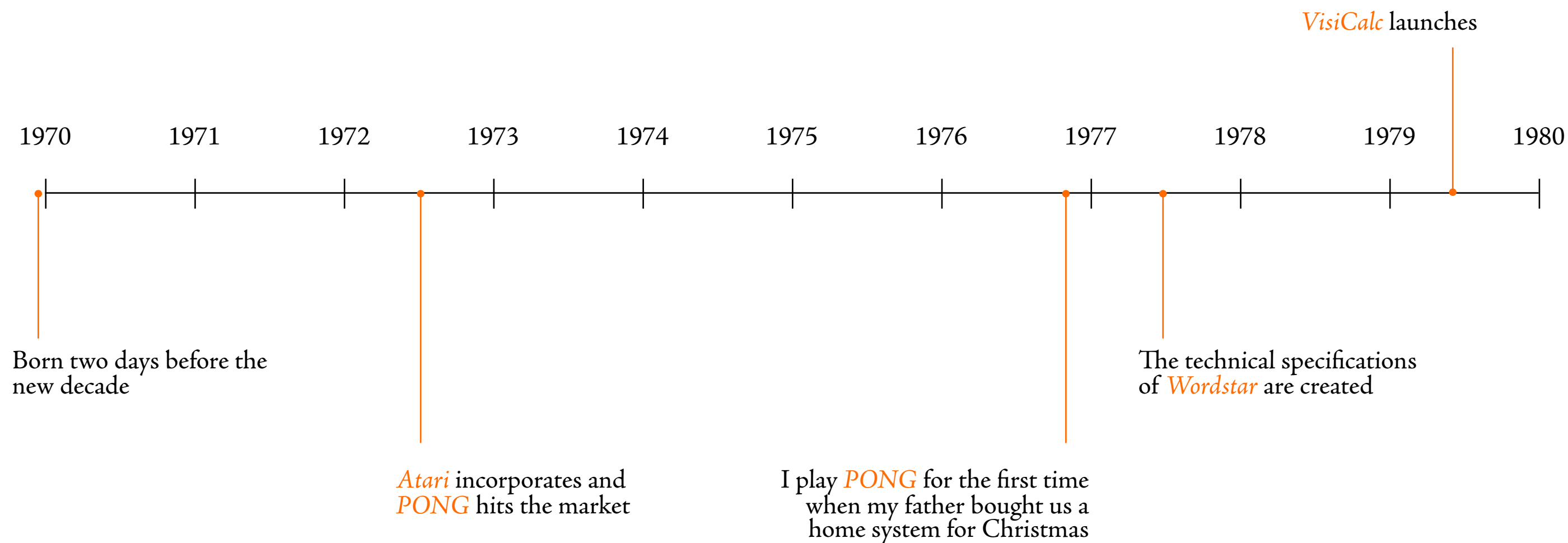
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The past  
*How did I get here?*

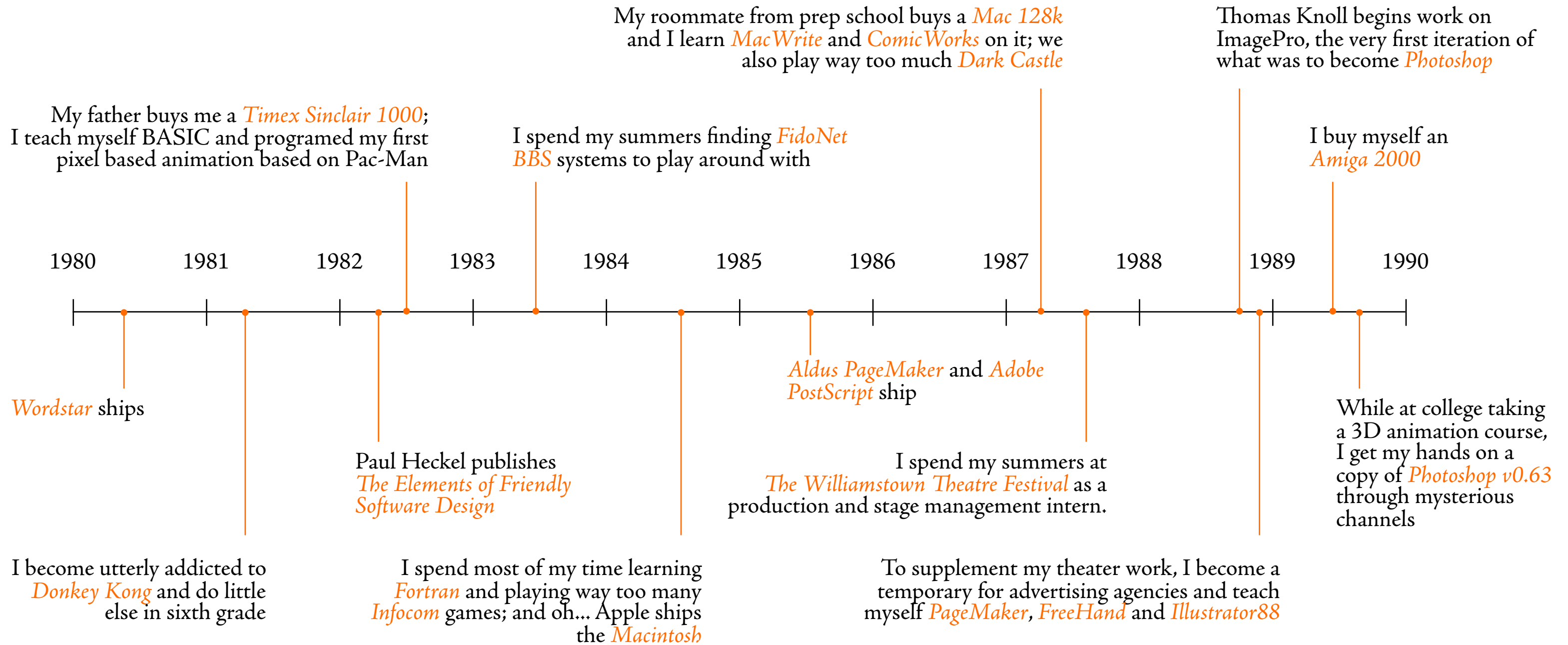
01. 1970 - 1979

*I was lucky enough to be introduced to technology at very young age*



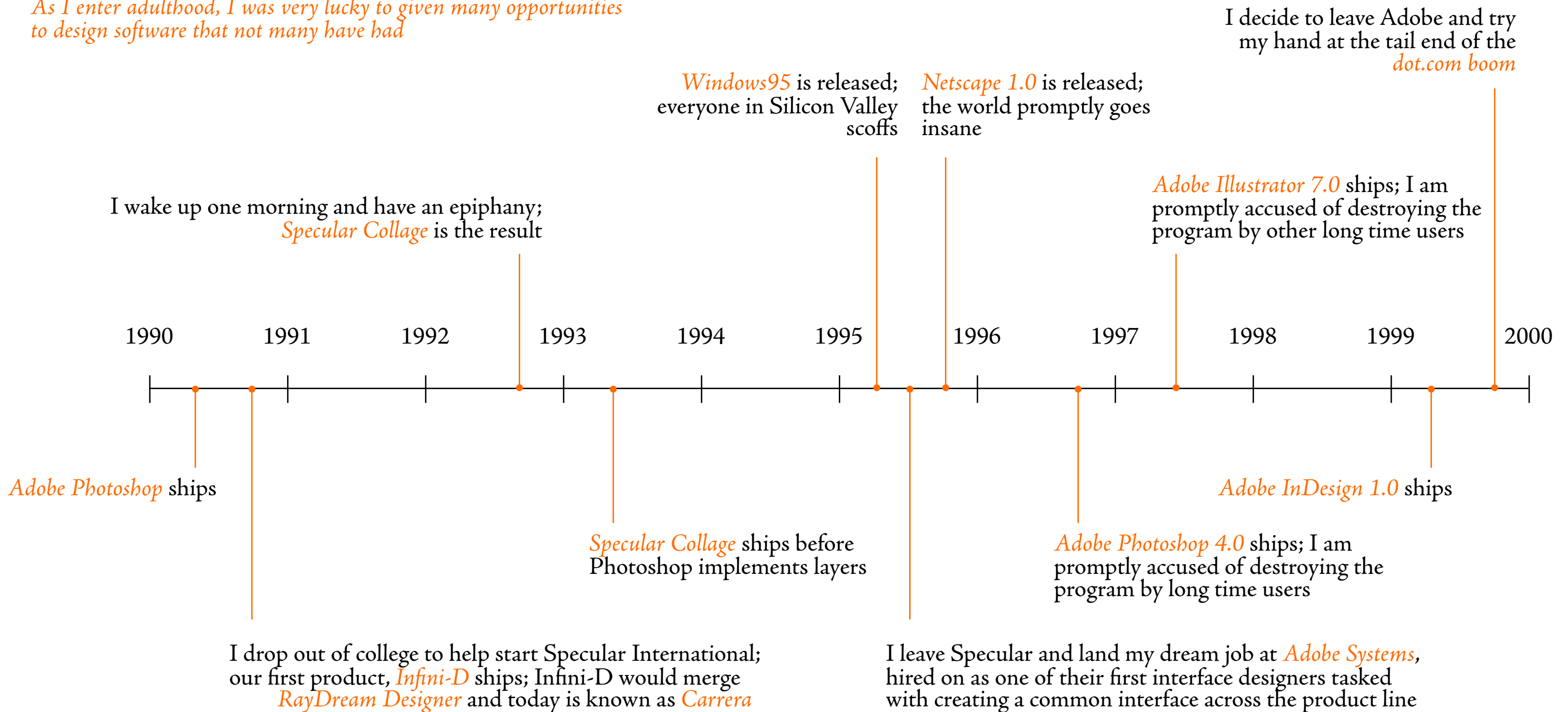
## 02. 1980 - 1989

In my teen years, I went from BASIC to PageMaker and played a lot of video games



### 03. 1990 - 1999

*As I enter adulthood, I was very lucky to given many opportunities to design software that not many have had*



#### 04. 2000 - The present

*It has only been recently where I have to come to a better understanding of design as it relates to technology*

After contributing as much as I can to Lightroom, I get the itch to start my own design firm with Dirk Knemeyer and Bob Baxley; *Involution Studios* is born

I decide to get serious about web standards, Apache, MySQL and blogs; *Design by Fire* is launched

*World of Warcraft*; enough said

I spend my time at a few startups wondering why I left Adobe; I try my hand screenwriting

Much work goes into building Involution Studios, and my poor blog suffers; Ben Listwon joins Involution as a principal



The *dot.com* bubble bursts just as the company I joined was about to go public; I toil away in the browser based application market

*Design Eye for the Usability Guy* is published and lights a minor firestorm in the design blogging community

*DXf* conference

Mark Hamburg, chief scientist for Photoshop, asks me to come back to Adobe to help him get *Adobe Lightroom* off the ground; I agree in a heartbeat; I also get married to my lovely wife Donna in the same month

## The present

*What is digital product design? What is interface design?*



What is art?

*The personal expression of one's emotions or ideas*

What is graphic design?

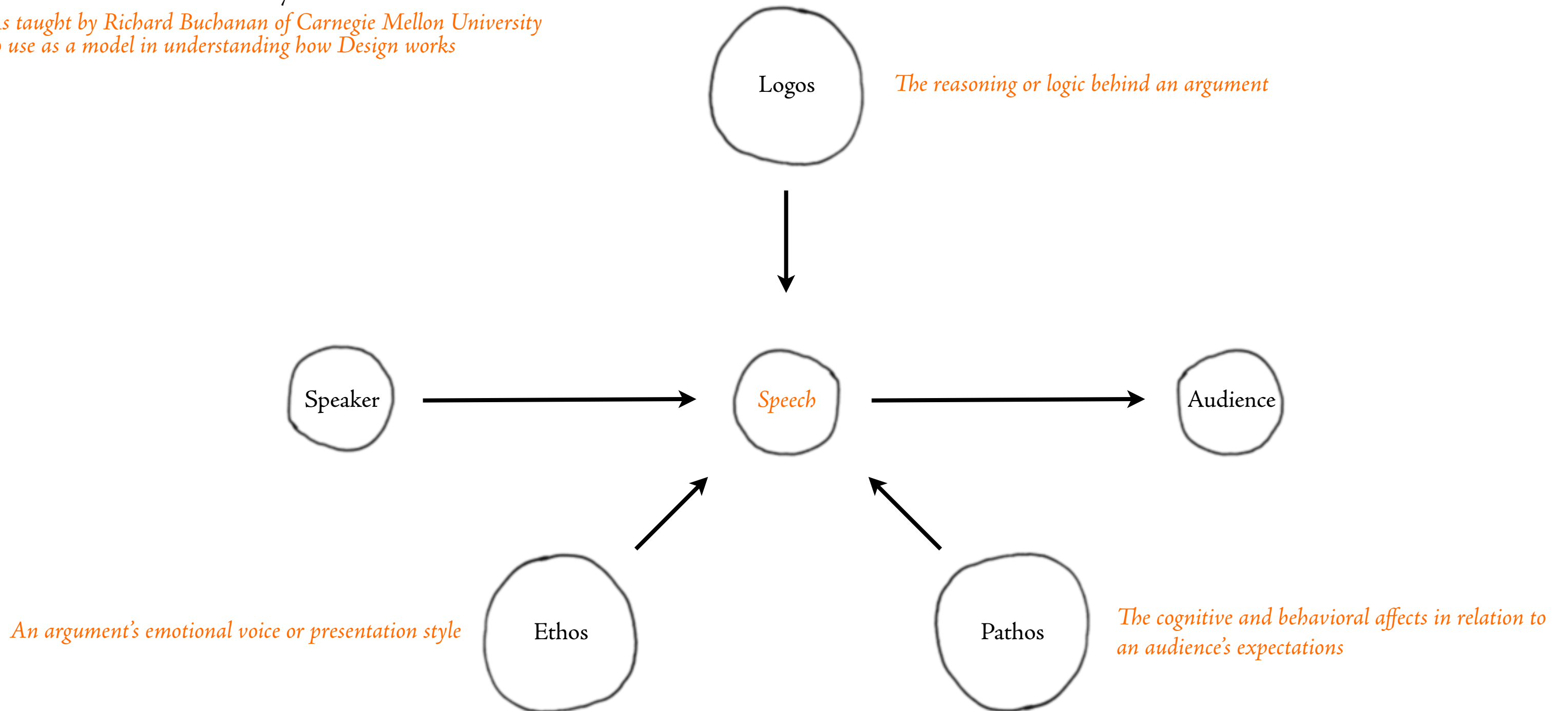
*The communication that occurs between a designer and their audience*

What is interface design?

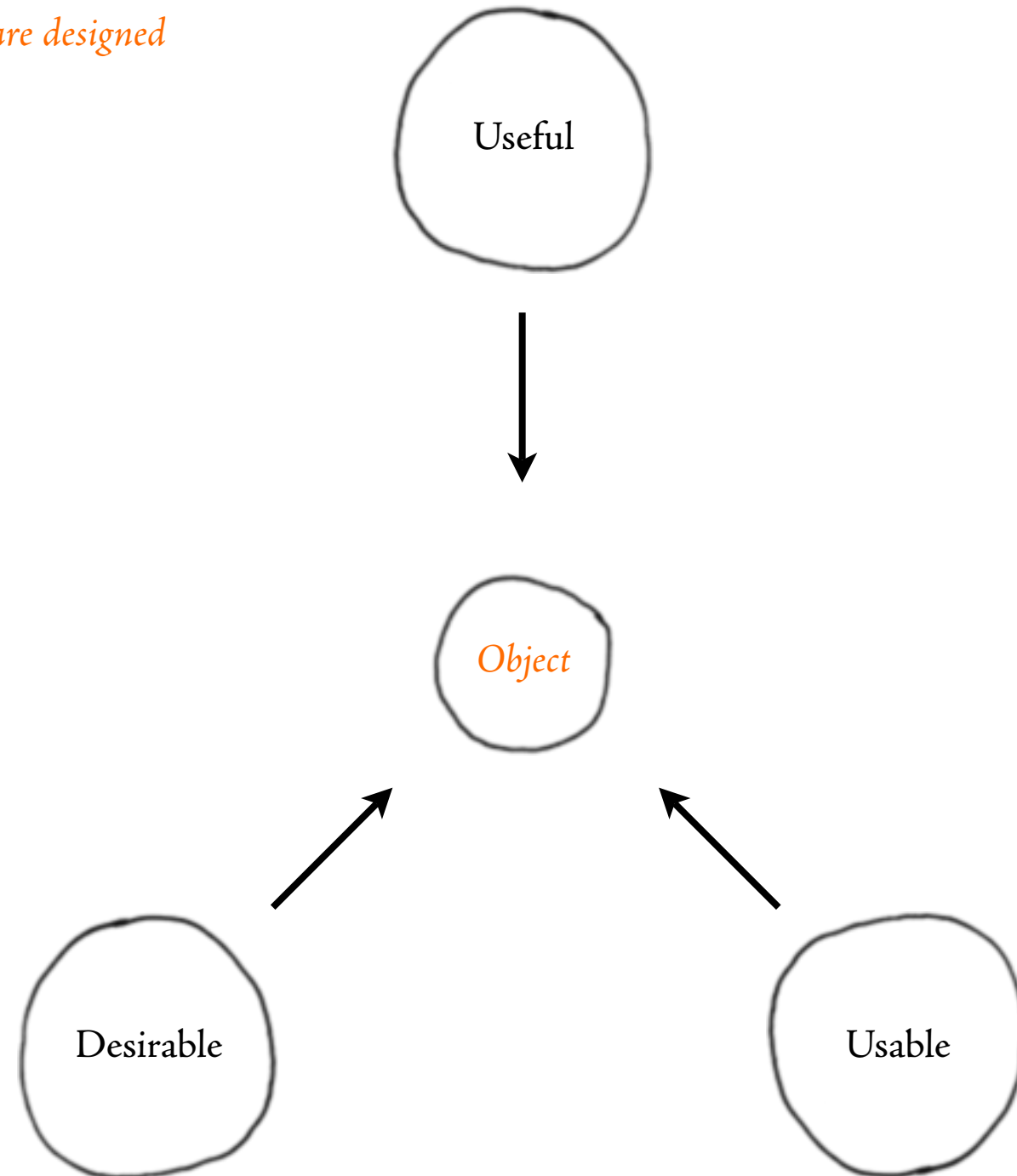
*The conversation that occurs between a product and its user,  
purposefully crafted into existence by the designer*

## 05. The Rhetorical Stance • Wayne Booth

*As taught by Richard Buchanan of Carnegie Mellon University  
to use as a model in understanding how Design works*

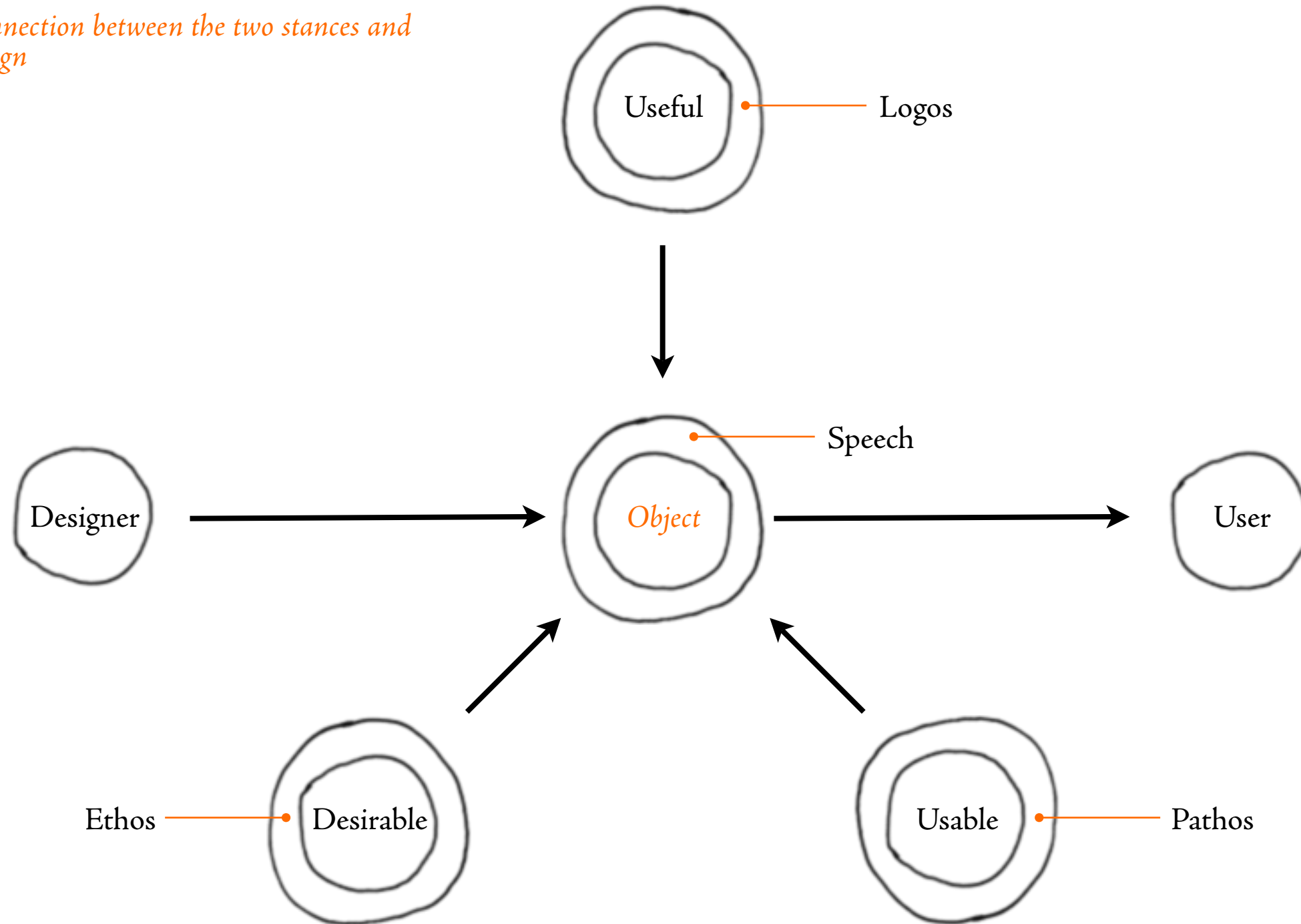


06. Useful/Usable/Desirable + Elizabeth Sanders, SonicRim  
*A recent model developed to understand how products are designed*



07. Combining them + Rhetorical Stance + Useful/Usable/Desirable

*Richard Buchanan makes the connection between the two stances and defines a way to think about Design*



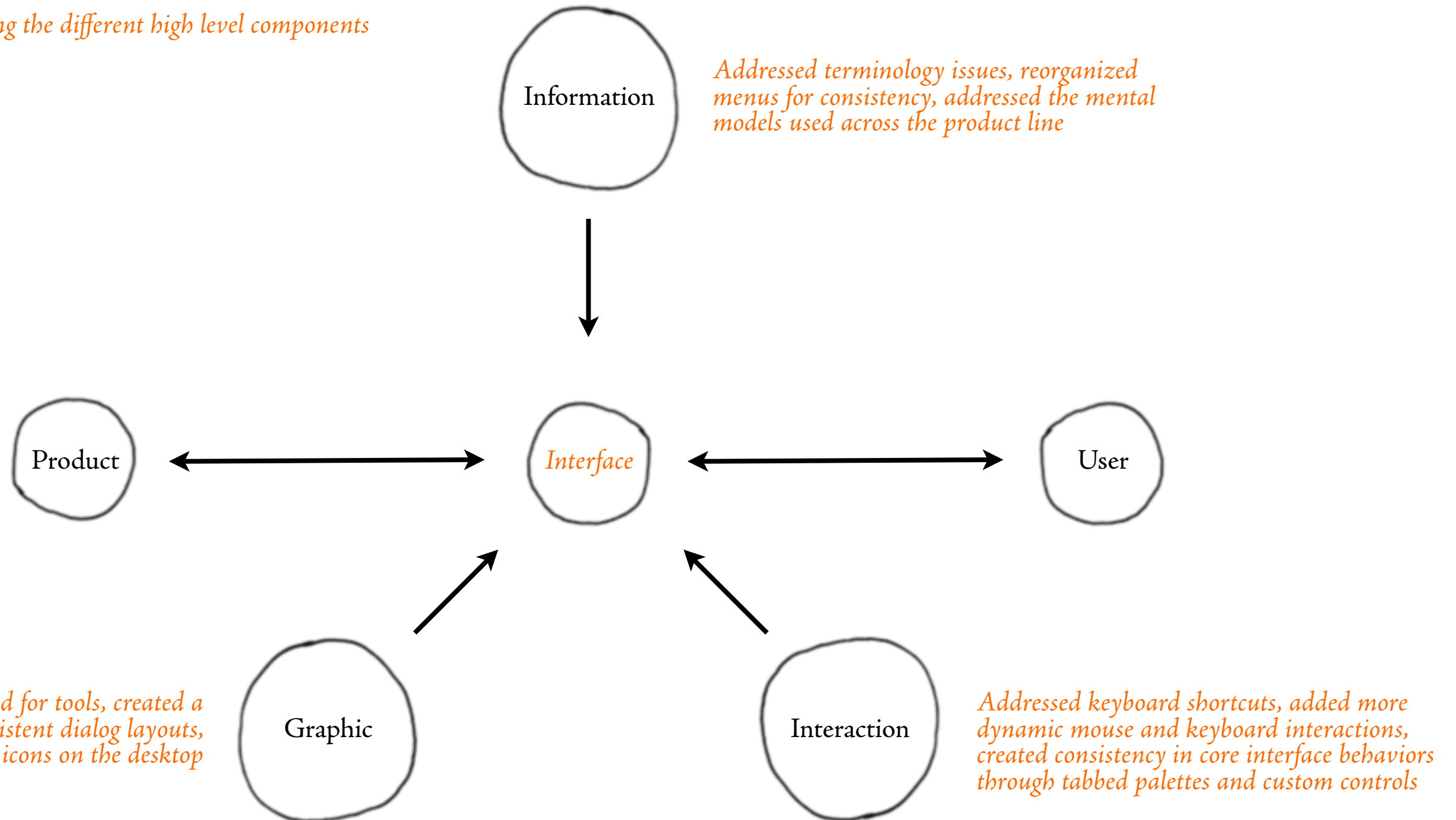
## 08. Interface Design

*A general model for understanding the different high level components that go into making an interface*

While on press tour for Adobe Photoshop 4.0, I needed to communicate what it was that I did in order to develop the common interface strategy for the Adobe product line

## 08. Interface Design

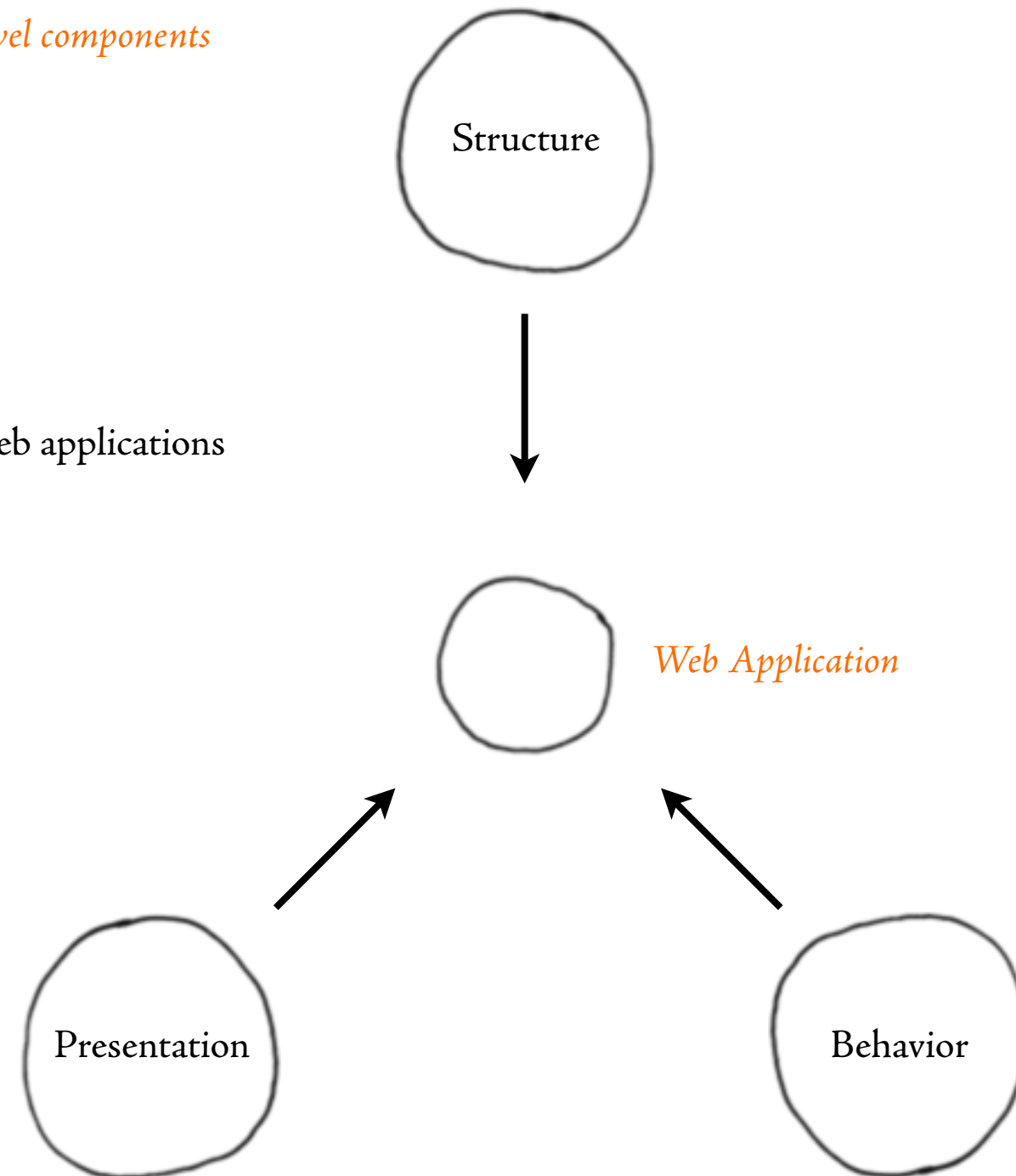
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## 08. Interface Design

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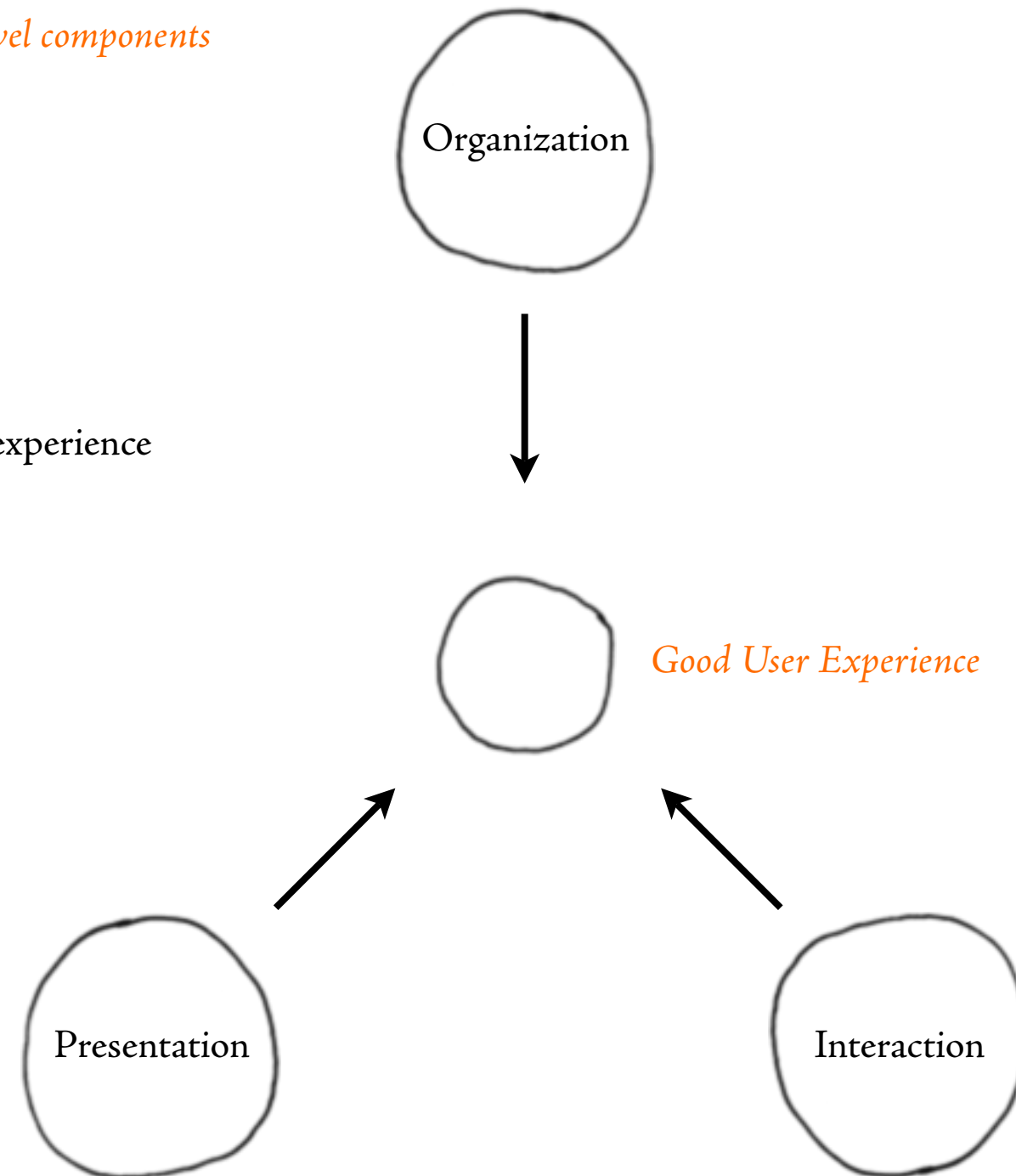
Bob Baxley's model for designing web applications



## 08. Interface Design

*A general model for understanding the different high level components that go into making an interface*

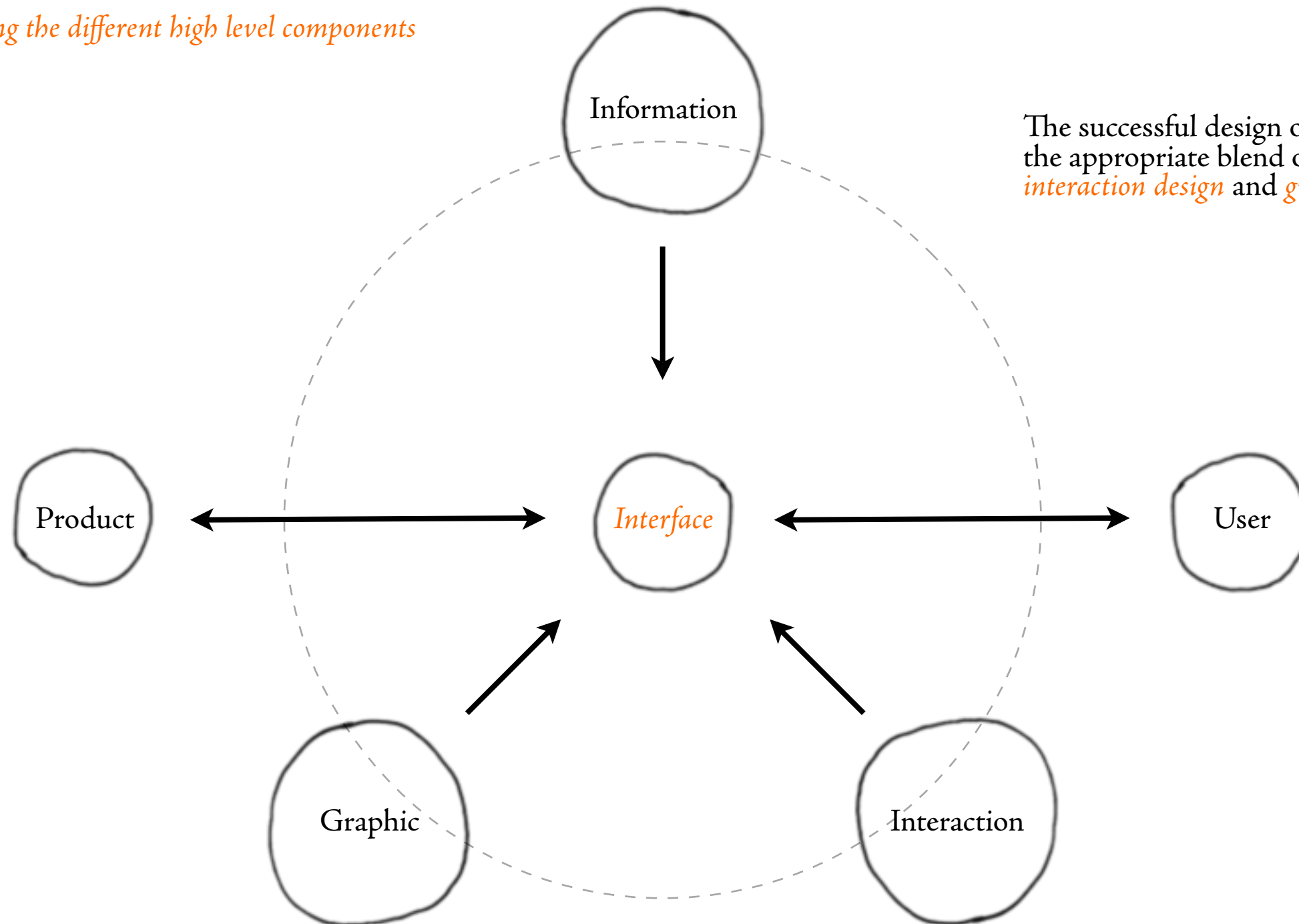
Luke Wroblewski's model for user experience





## 08. Interface Design

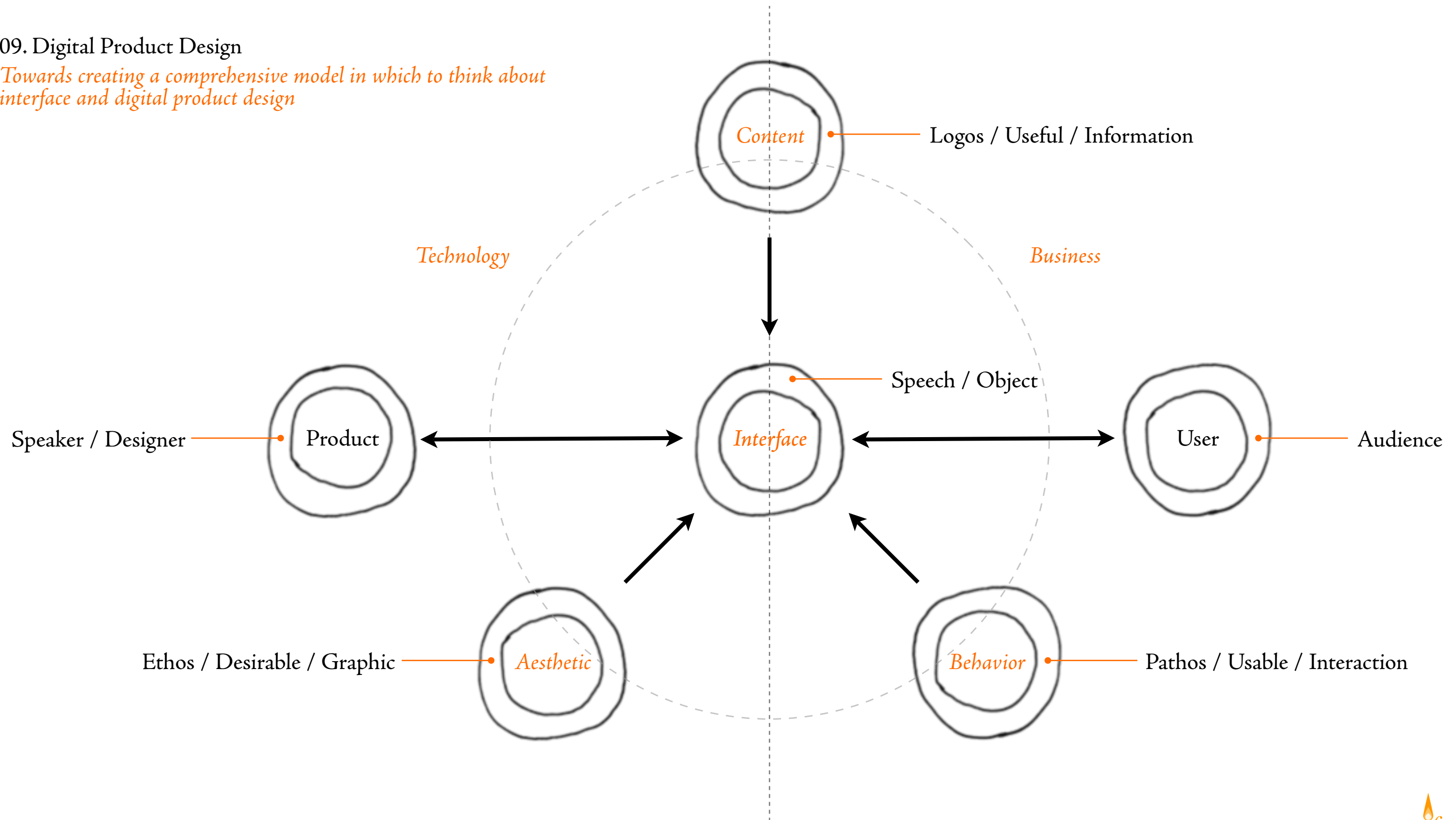
*A general model for understanding the different high level components that go into making an interface*



The successful design of digital products requires the appropriate blend of *information design*, *interaction design* and *graphic design*.

## 09. Digital Product Design

*Towards creating a comprehensive model in which to think about interface and digital product design*



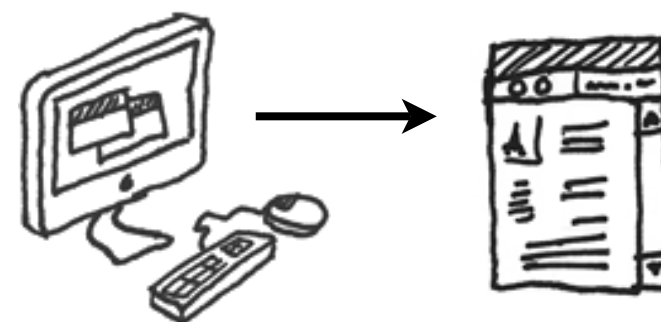
## The future

*What do we need to do in order to be prepared to design digital products in the next ten years?*

Currently, one might design a desktop application



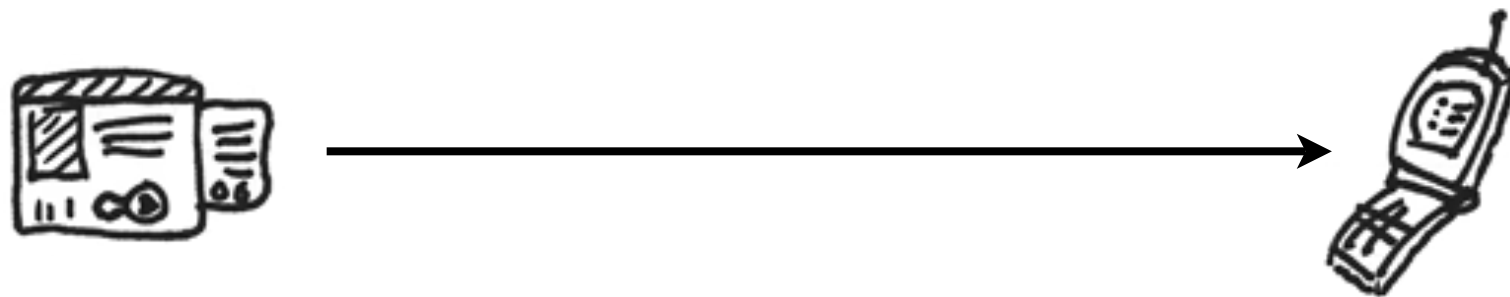
Then repurpose their work to create a web application version of it



Or one might create a rich internet application



Then find a way to cram as much of that existing design onto a cell phone

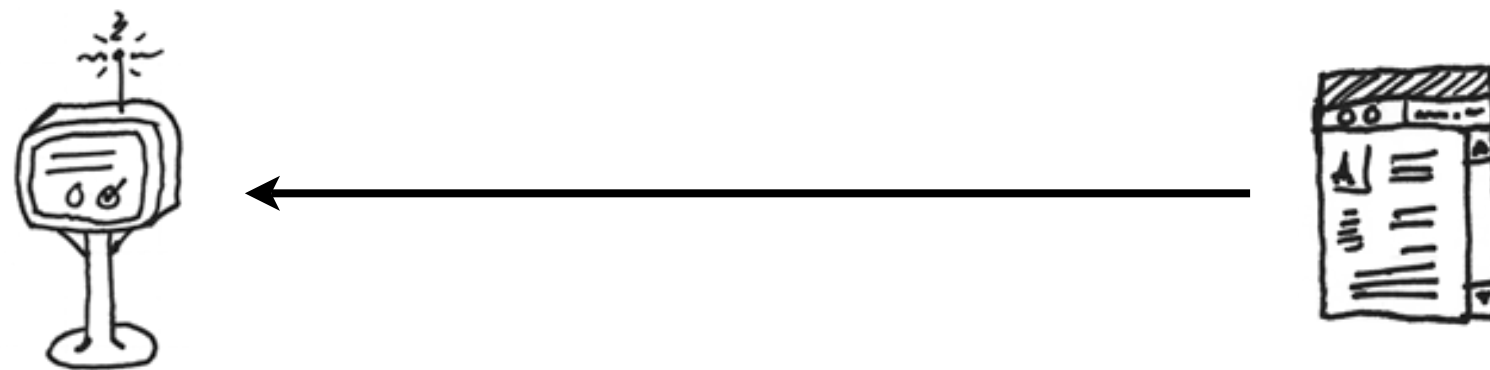


And very often, those who make web applications try to move them kiosks as exact duplicates





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Often times, wherever one starts the design becomes the core definition of the product itself



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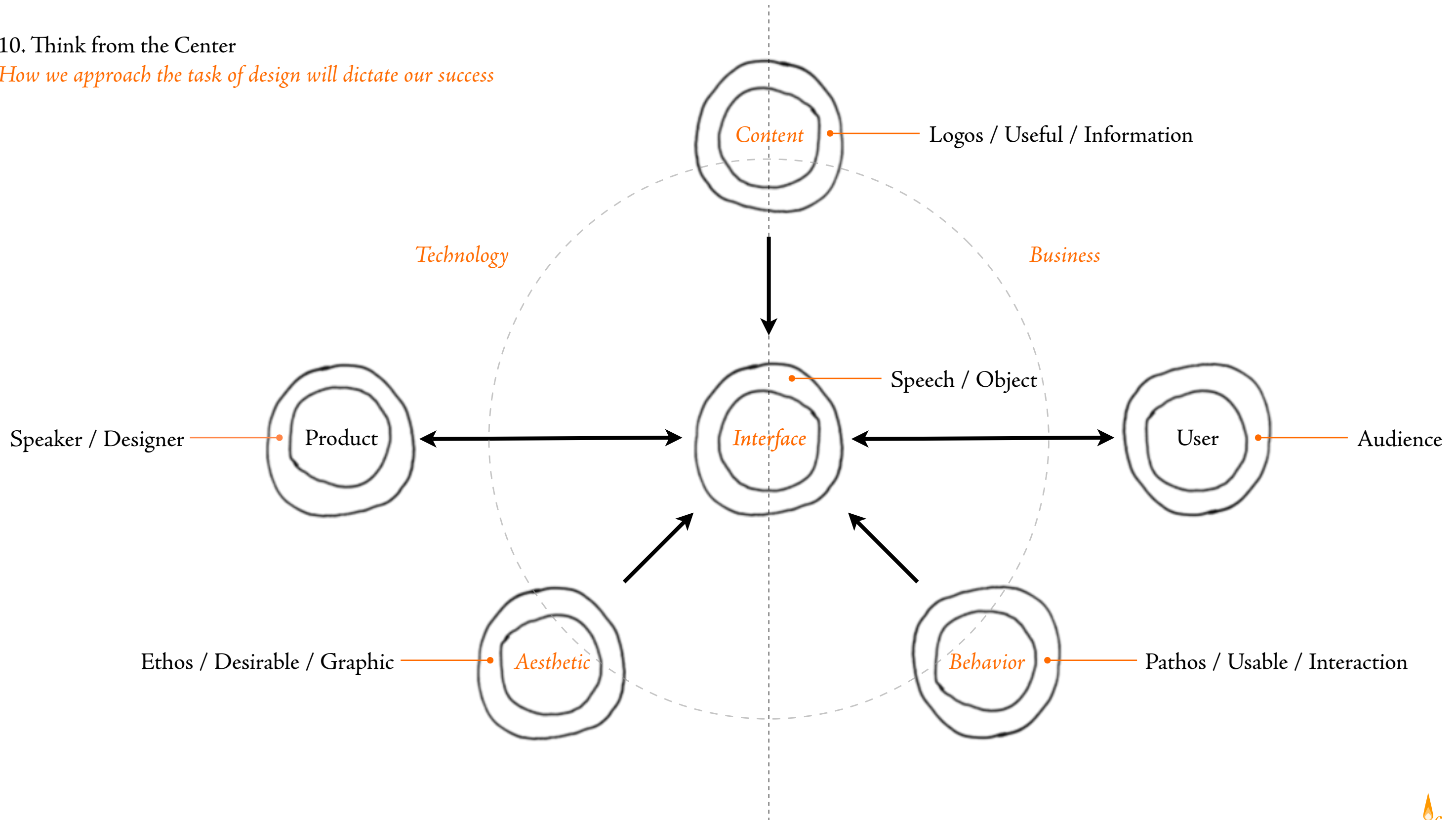
*And in so doing, one designs themselves into a corner*

This has been the way things are designed today, but we should not propagate that process going forward. It leads to compromised design that does not scale properly or take full advantage of different product platforms.

To break the cycle, we have to change the way we think and approach digital product design.

## 10. Think from the Center

*How we approach the task of design will dictate our success*



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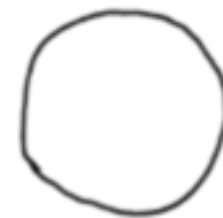
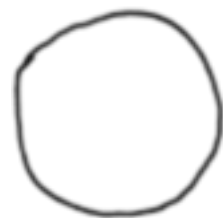
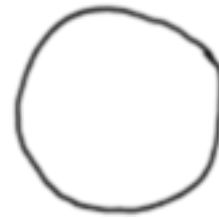
*Content*

*Aesthetic*

*Behavior*

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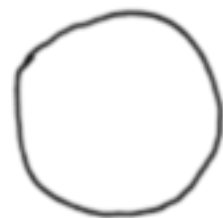
*How we approach the task of design will dictate our success*





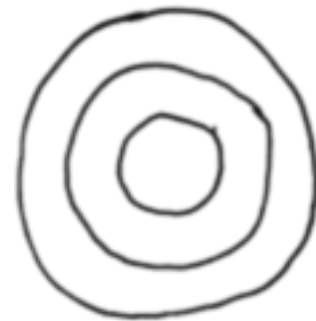
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- ✦ Database design
- ✦ Mental models
- ✦ Modularity
- ✦ Small multiples
- ✦ Terminology
- ✦ Taxonomies

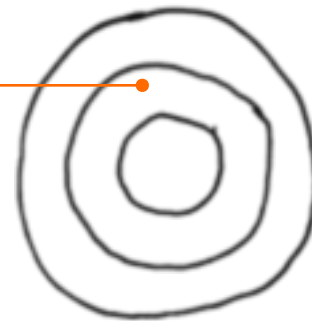
What is the *nature* of the content and data of the product and how do people think about it?



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*How we approach the task of design will dictate our success*

Behavior

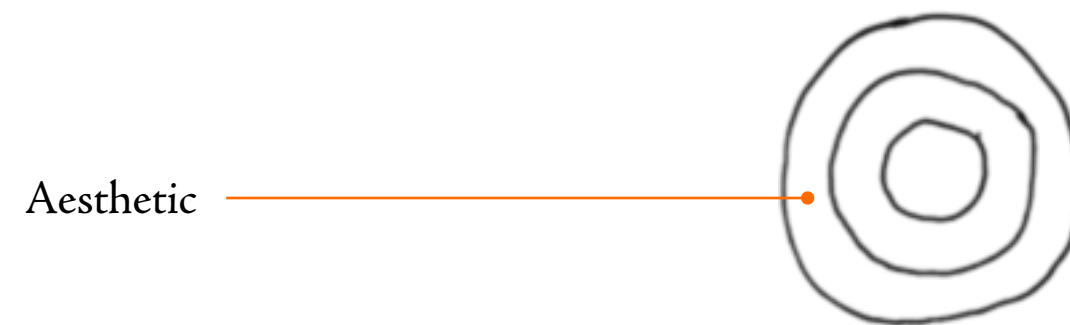


- ✦ Direct manipulation
- ✦ Feedback mechanisms
- ✦ Gestures and input devices
- ✦ Input controls and interface widgets
- ✦ Time, pacing and transitions
- ✦ Use case modeling and workflow

How do people *interact* with digital products, and how can we design that interaction to *feel* like an extension of one's fingertips?

## 10. Think from the Center

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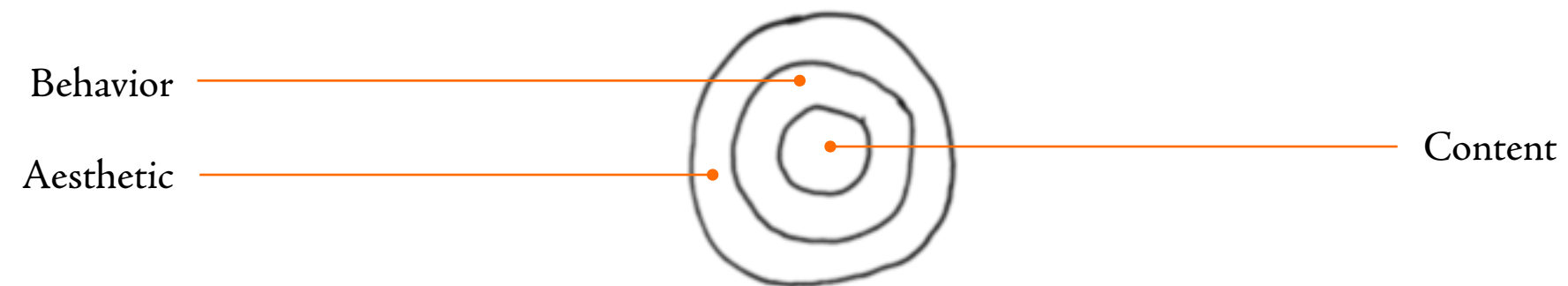
- ✦ Brand development
- ✦ Color theory
- ✦ Grid systems, layout and composition
- ✦ Iconography
- ✦ Layering and separation
- ✦ Typography

Of all the core design components, only the aesthetic has a *well defined and time tested* set of principals.

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In order to design digital products successfully, we must do a better job at defining these core principals.



It's these core principals that allow us to define our product at an abstract level, creating core components with which to use in the final design

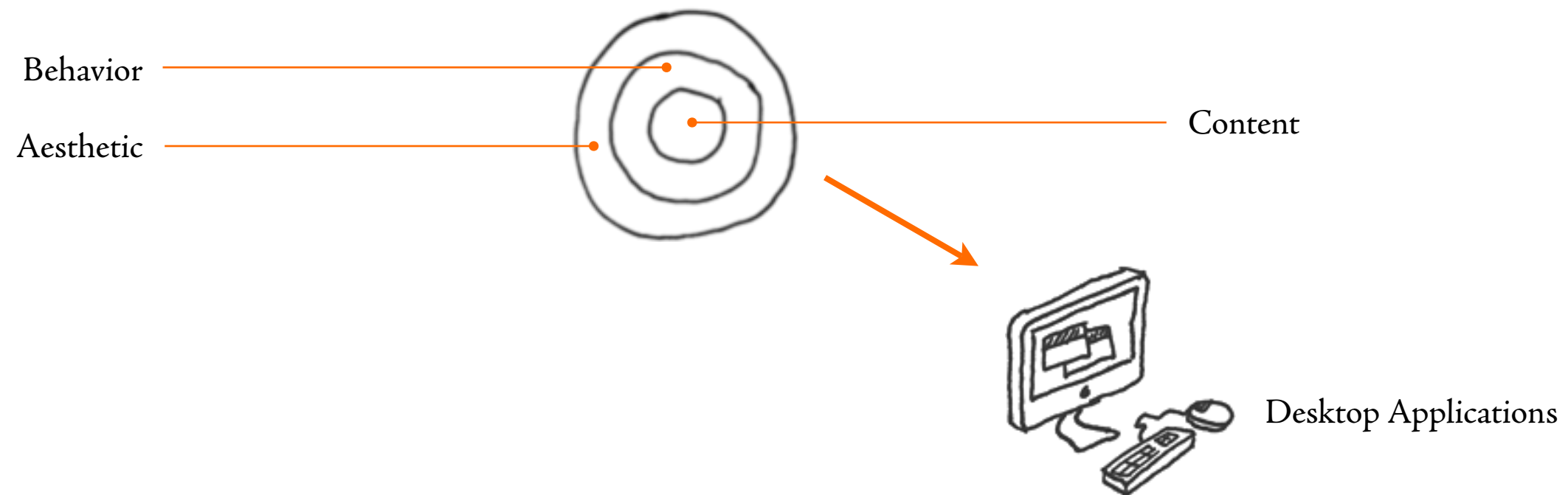
The design of any successful interface is an *expression* of its core components as defined using these core principals.

## 11. Design for the Edge

*How we approach the task of design will dictate our success*

In using this approach to interface design, one abstracts the product first, then solves the design problem specific to the platform's limitations.

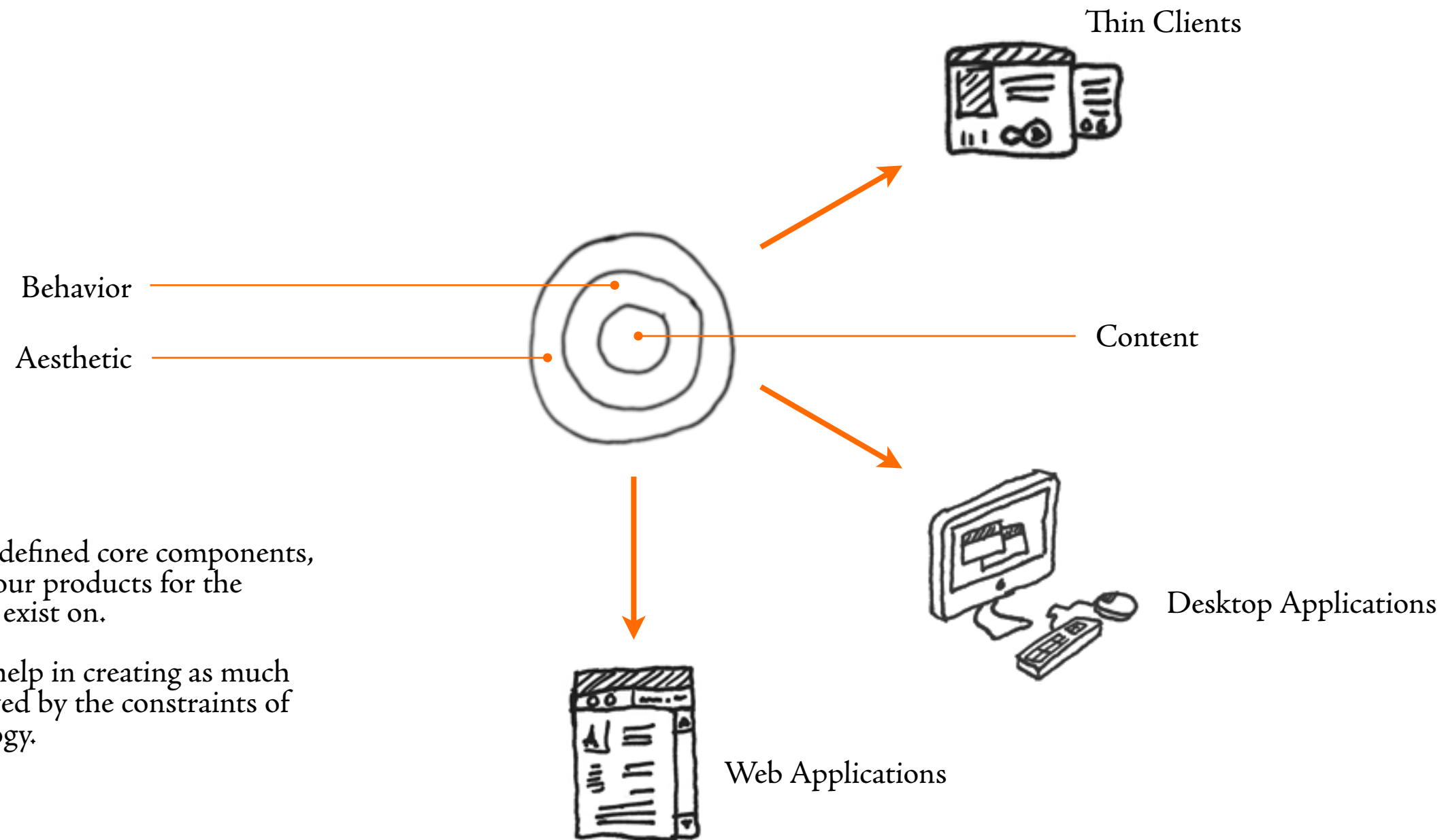
The core components do not change, nor are they designed with specific hardware or software limitations in mind.





## 11. Design for the Edge

*How we approach the task of design will dictate our success*

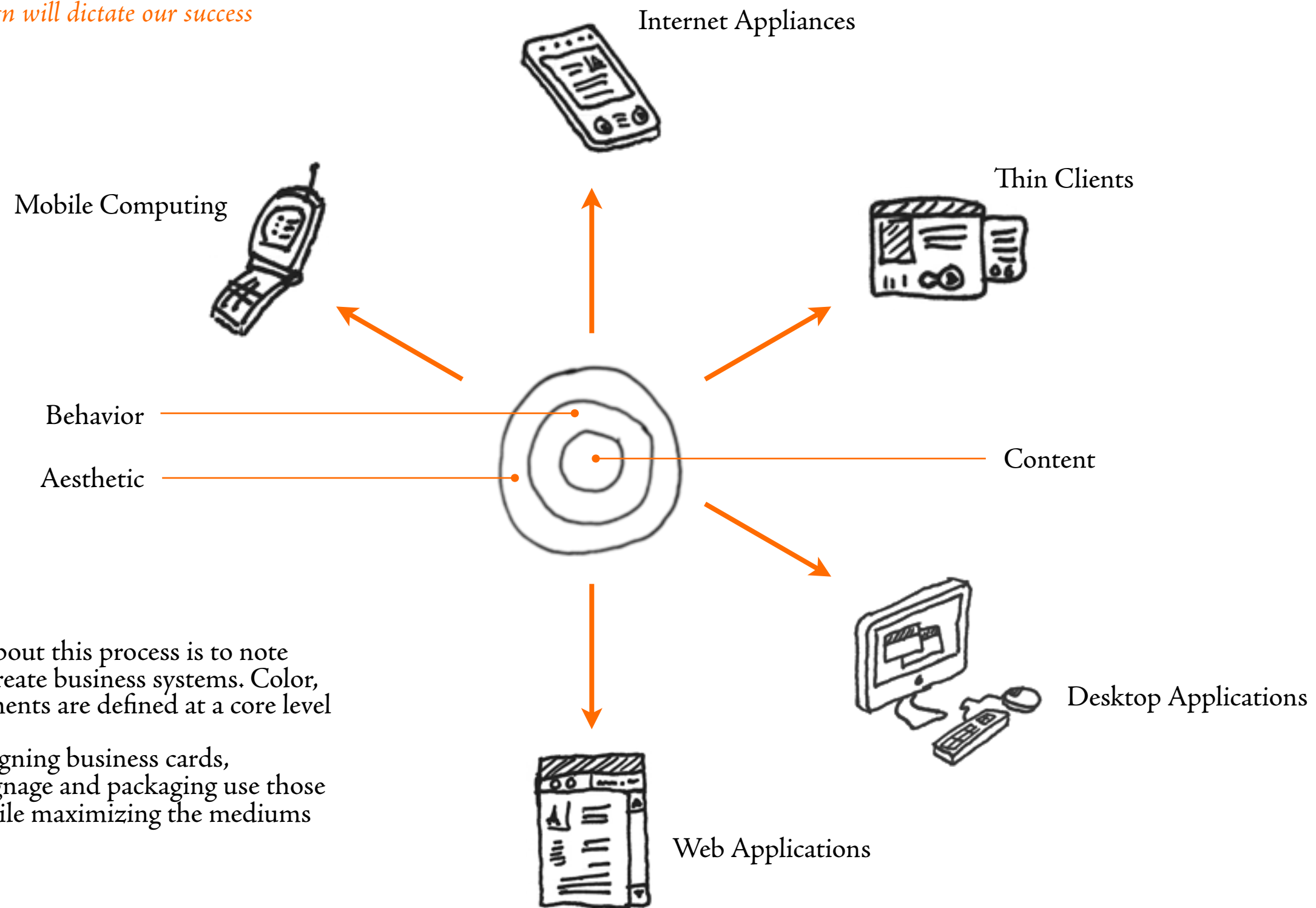


And now armed with well defined core components, we can more easily design our products for the different platforms it must exist on.

At the same time, we also help in creating as much consistency as can be allowed by the constraints of different platform technology.

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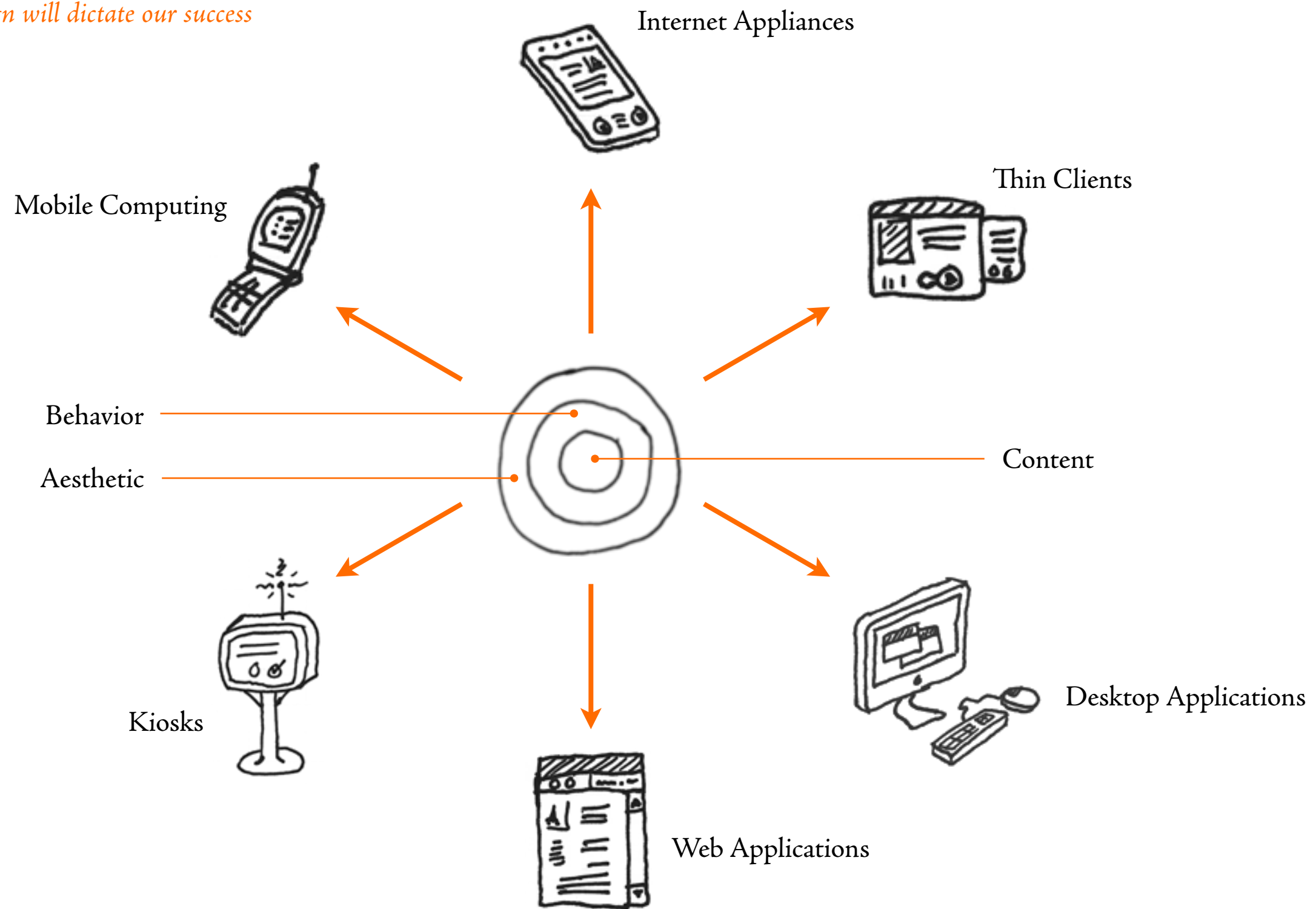


A simple way to think about this process is to note how graphic designers create business systems. Color, type, logo, all brand elements are defined at a core level

Then the process of designing business cards, envelopes, letterhead, signage and packaging use those core design elements while maximizing the mediums they are created on.

# 11. Design for the Edge

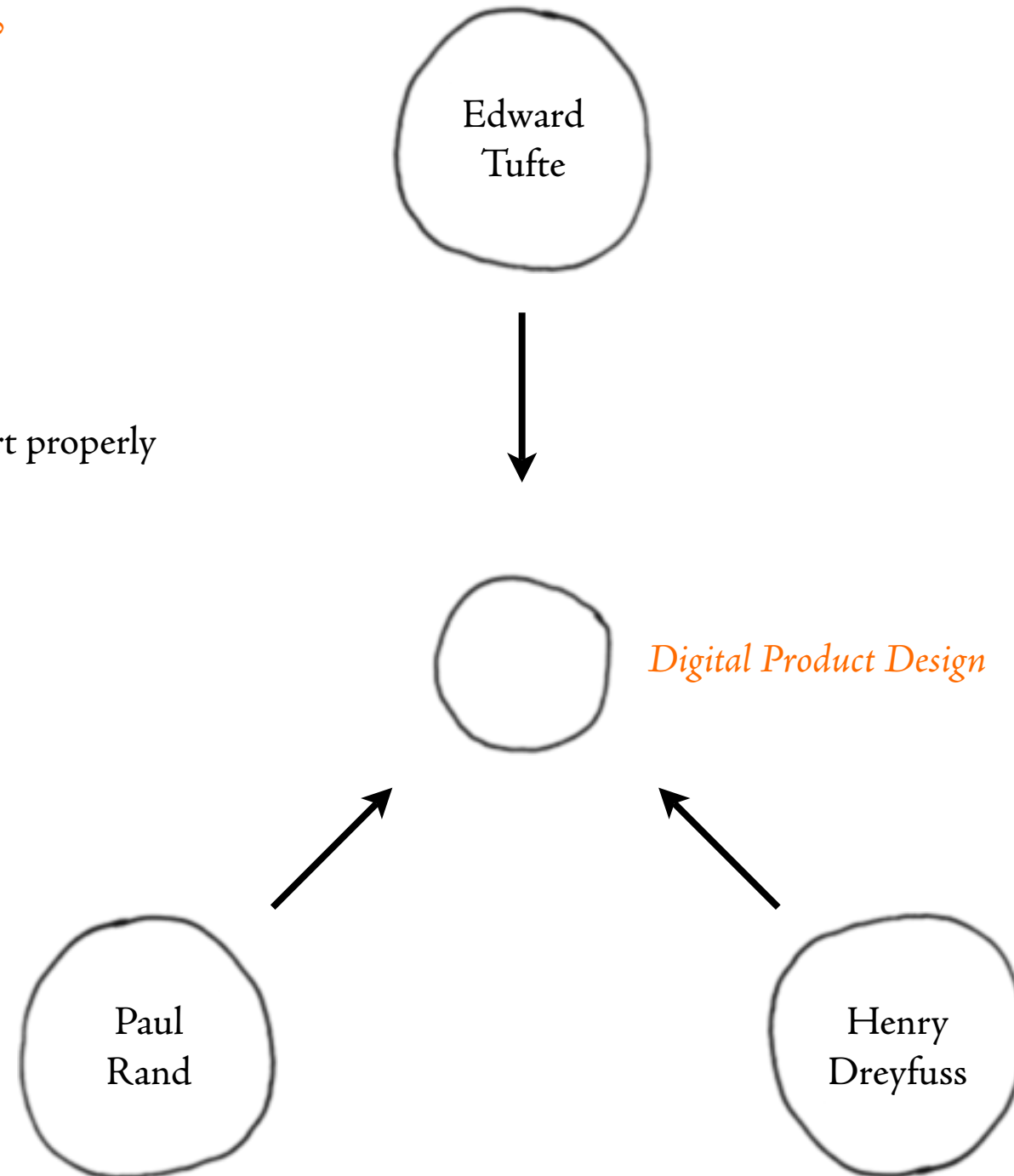
*How we approach the task of design will dictate our success*



## 12. The new digital product designer

*What kind of skills will the designers of the future need?*

Much work needs to be done to start properly training the designers of the future.



## Questions

*How will applications like Adobe Photoshop or Microsoft Word exist five to ten years from now?*

*Will internet appliances like the iPhone truly change the way everyone accesses the web?*

*Will browser-based web applications truly look and behave more like their desktop counterparts in the near future?*

*Will an eTicket kiosk ever completely replace the human being behind the counter?*

*Are rich internet applications built using Adobe AIR simply a fad?*

*What more will the cell phone be capable of in the near future?*

Once we better define the core principals of our craft, the answers to these questions are merely an ongoing process of *design*.

The specific answers to them are not necessarily what's important.

To be clear, our profession becomes more like the architect every day, and like architecture, it will take a life's work to fully realize one's potential.

Yet, armed with a proper set of core design principals, then the designer is well equipped to tackle anything that technology throws at them.

It's not the answers but the *journey* that matters.





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Q & A

## Colophon

*Everything that went into making this presentation*

### Music:

Underworld + *Best Mamgu Ever*

### Influence:

Dirk Knemeyer + Benjamin Listwon + *Partners in design, technology, business and changing the world of digital design one project at a time*

Uday Gajendar + *For introducing me to the work of Richard Buchanan along with Uday's own ideas on digital design*

Tiffany Altieri + David Bedingfield + Ryan Burnett + Rob Brackett + Elsa Baez + *The crew back at Involution*

### Software:

Apple's Keynote + Adobe Photoshop + Adobe Illustrator + *Even after all the years and complete with feature bloat*

### Hardware:

Apple MacBook Pro + *Still the best computer on the market*

### Typography:

Adobe Jenson Pro + *One of the most elegant typefaces available*

### Love:

Donna Driscoll + *My wife and life partner without whom none of what I do would be possible*