

1. Art, design, craft

The speaker introduced the concepts of art, design, and craft by showing a greeting card seen in a gift shop in Asheville, North Carolina. One of the meanings of art is that when an item is made, the conceptual part of interpreting the item can be considered 'art.' Design, on the other hand, refers to the purpose and use of the item when it is made. The essence of craft is that the maker can interpret the concept of the item as it is made, whether or not there is a clear purpose. The speaker further discussed the value of craftsmanship by showing several videos and drawings that demonstrated that people have some kind of manual skill themselves, as well as further demonstrating the speaker's thinking about the relationship between art, design, and craftsmanship.

2. The importance of sketchbooks

The speaker demonstrated the importance of a sketchbook by showing the flight from Frankfurt to San Francisco recorded in his sketchbook. The speaker describes how he recorded the change of sunrise and the flight path through simple sketch sketches, thinking through pencil on paper to better understand the complex relationship between the alternation of day and night and the time zone. Binaflower, which helped him to capture the changes in his surroundings. The speaker suggested that sketchbooks are an important way to concretise abstract thinking, and that sketching, which is observation as well as recording, can combine abstract concepts with figurative experiences, making it an important tool for expanding the mind's creative and innovative design.

3. The three questions of IxD

In this section the speaker talks about the concept of interaction and asks three important questions, how do you do, how do you feel and how do you know, which indicate that people interact with the world by sending messages to each other through movement and perception. Feeling encompasses the senses of sight, touch and sound, which are more intimate, so one of the key design considerations is the need to think about the user's interaction with the design and perception. The last question is the most challenging, it involves the mind of the user, which will affect the design work. Through these three questions, the speaker demonstrated the core idea of design - design is not only about simply solving problems, but also about letting users feel the value and meaning through the designed product. Design is not only the simple creation of things, but also the understanding of the interaction of emotions and thinking.