

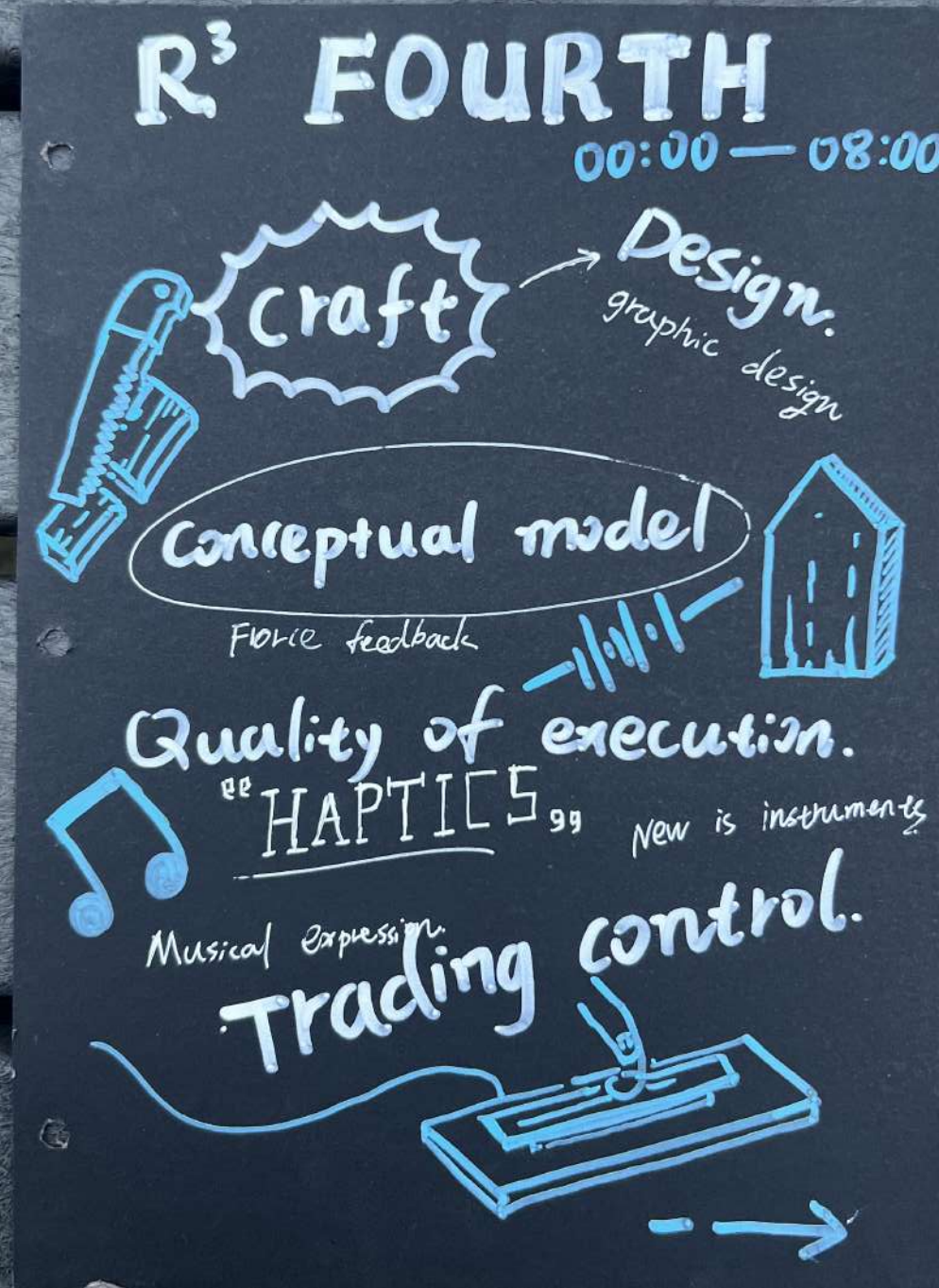
04 THE WORLD OF BILL VERPLANK

1. Art, design, craft.

Timeline location:

00:00 - 08:00

Bill Verplank discusses craft, design, and art, sharing personal experiences through old family videos and recent work. He shows footage of himself as a young person learning woodworking skills under his parents' guidance. The presentation then shifts to his recent work with haptic technology in music, featuring collaborations with Roger Reynolds and demonstrations of force feedback instruments. He explains how these new musical interfaces allow for a dynamic interaction between human and machine, comparing it to horse riding where control is shared between rider and horse. Bill Verplank emphasizes the importance of craft in both traditional object-making and modern technological innovations, particularly in designing new interfaces for musical expression.



The importance of sketchbooks

08:00-10:00

Sketching

Diagrams
Schedule



Thinking
TOOLS



Notes

Creative Expression



Flight path

Notes and Records



2. The importance of sketchbooks: 08:00 - 10:00

Bill Verplank discusses the importance of sketching in understanding complex concepts, using his travel experience as an example. He explains how he used diagrams to understand the relationship between time and daylight during his flights between Frankfurt and Porto, and then back to Frankfurt. The sketches helped him visualize how traveling east to west affected his experience of day length and sunrise/sunset times. He describes a particular flight where he left Frankfurt at 1400 hours and arrived in San Francisco at 1600 hours, though the actual journey was much longer. The speaker also mentions his preference for soft pencils, though he's trying something new with a crayon for his current demonstration.

The three questions of IxD

10:00 - 28:00

“HOW DO YOU DO”

Interaction Design “

“User Experience”



Human-Computer Interaction

How do you feel?

How do you know?

How do you do?



MAPS & PATHS
Buttons and Handles



3. The three questions of IxD: 10:00 - 28:00

Bill Verplank discusses interaction design principles, focusing on three key questions: "how do you do?" (actions), "how do you feel?" (sensory experience), and "how do you think?" (cognitive processes). He explores the dichotomy between buttons and handles in interface design, using examples of musical instruments and vending machines to illustrate different approaches to user interaction. He contrasts "path-like" versus "map-like" interfaces, explaining how each serves different purposes and user needs. The speaker draws from his background in control systems at MIT to discuss feedback loops in design, emphasizing how understanding goals, control mechanisms, and feedback are crucial in creating effective interactive systems, whether for practical applications or creative pursuits like music.

Mentalities . The history of IxD

28:00-50:00

Graphical Interface

Visual Thinking

User Interface

Control Theory
Control Theory

Symbolic Thinking

Human-Computer Interaction

Media and Tools
Tangible Interactions

4. Mentalities. The history of IxD: 28:00 50:00

Bill Verplank discusses the evolution of computing paradigms and interfaces. He identifies three main approaches to computer interaction: symbolic (based on language and commands), iconic (visual interfaces), and kinesthetic (physical interaction). He explores how computing has shifted from viewing computers as persons (AI, dialogue-based), to tools (GUI interfaces), to media (social connectivity). The speaker also introduces additional metaphors including fashion, ecology/evolution, and infrastructure. He emphasizes how different paradigms serve different purposes, from the early text-based interfaces (TTY) to modern tangible and embodied interactions. The discussion concludes by suggesting that most modern interaction designers work in the media paradigm rather than the tool or robotics domains.