

Task 4: THE WORLD OF BILL VERPLANK

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Art, Design, Craft (00:00 - 08:00)

Bill Verplank began by discussing the interplay between art, design, and craft. He defined art as focused on conceptual expression, design as driven by purpose and functionality, and craft as emphasizing execution and quality. He shared a childhood story of learning woodworking, where his father taught him to use tools like a saw and a square. This hands-on experience helped him understand the importance of practice in mastering craft. By combining art's creativity, design's purpose, and craft's precision, a well-rounded creation can emerge, where each element complements the others.



Fig 1. Sketchnotes of section 1

The Importance of Sketchbooks (08:00 - 10:00)

Sketchbooks play a vital role in the design process. Verplank showcased how he used sketches to analyze time and space during flights, transforming abstract concepts into visual diagrams. These sketches helped him make sense of complex ideas and served as a tool for both recording thoughts and exploring solutions. He highlighted that sketching isn't just about making visuals but is an active way of thinking and communicating. From capturing initial ideas to refining concepts, sketchbooks are indispensable in bringing clarity to the design process and making thoughts shareable.

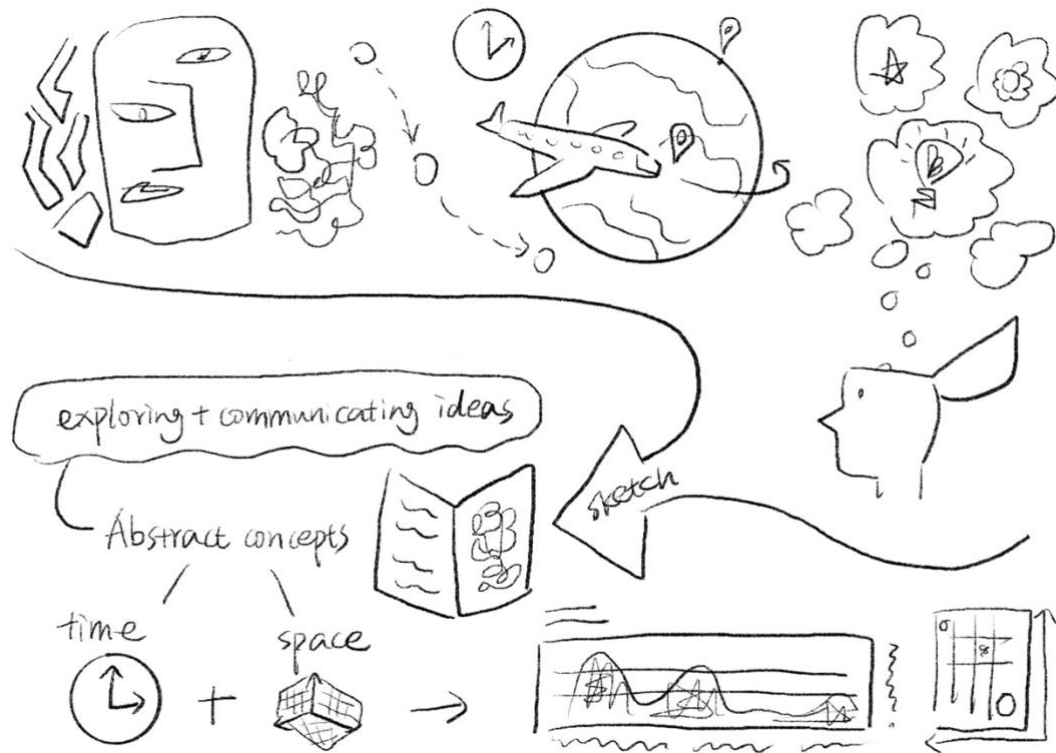


Fig 2. Sketchnotes of section 2

The Three Questions of IxD (10:00 - 28:00)

The three core questions of interaction design are: “How do you do?”, “How do you feel?”, and “How do you know?”. The first question focuses on how users physically interact with a system, such as pressing buttons or swiping screens. The second explores sensory experiences, like tactile feedback, visual cues, or sound. The third addresses how users understand and process the system’s feedback to complete tasks. Verplank used a force-feedback device as an example, likening it to controlling a horse through reins. This analogy illustrated how interaction design goes beyond tools to create a more dynamic and responsive relationship between the user and the system.

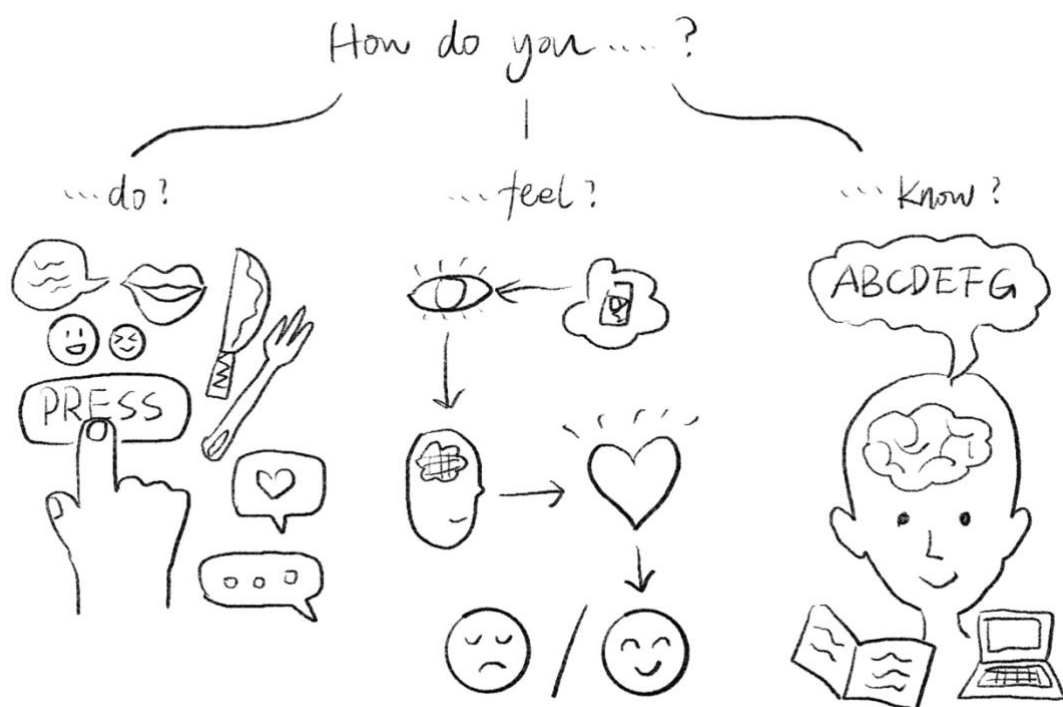


Fig 3. Sketchnotes of section 3

Mentalities: The History of IxD (28:00 - 50:00)

Verplank traced the evolution of interaction design through three modes of thinking: enactive, iconic, and symbolic. Enactive thinking involves physical interaction, as seen in touch-sensitive devices or motion-based games. Iconic thinking relies on visual representations, such as graphical user interfaces (GUIs). Symbolic thinking focuses on abstract symbols, like text-based command-line interfaces. He explained how interaction design has transitioned from symbolic interfaces to visual interfaces and now to enactive interactions, reflecting a shift toward more intuitive and natural experiences. Verplank emphasized that these modes are not exclusive but complementary, and combining them can lead to richer, more effective designs.

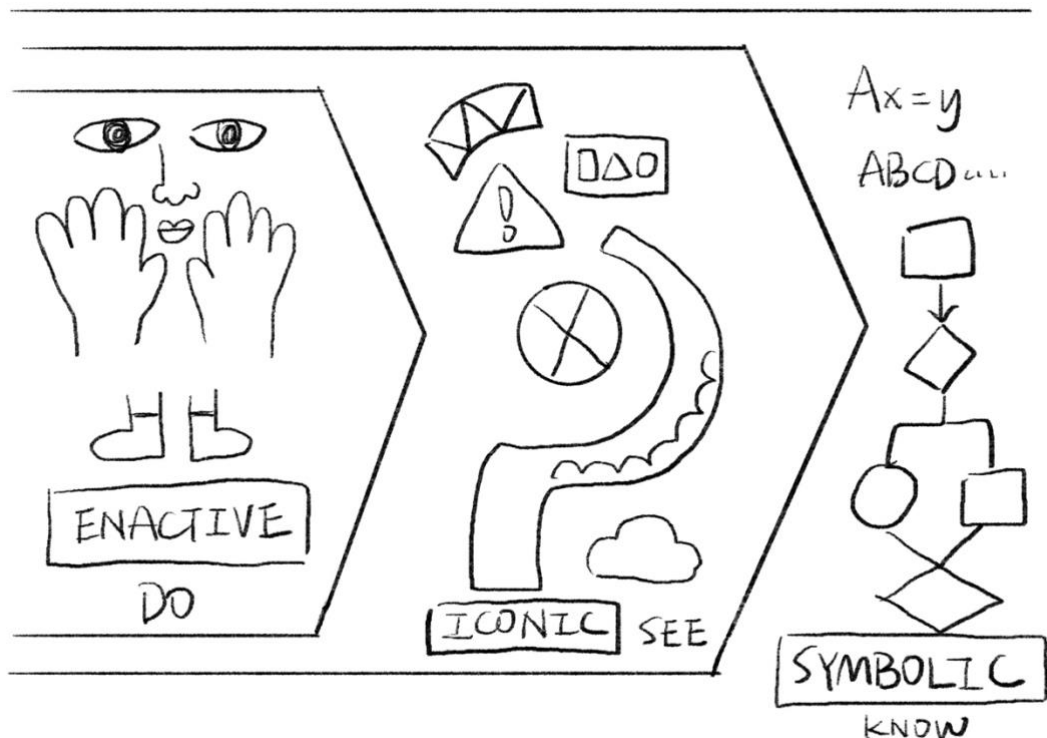


Fig 4. Sketchnotes of section 4