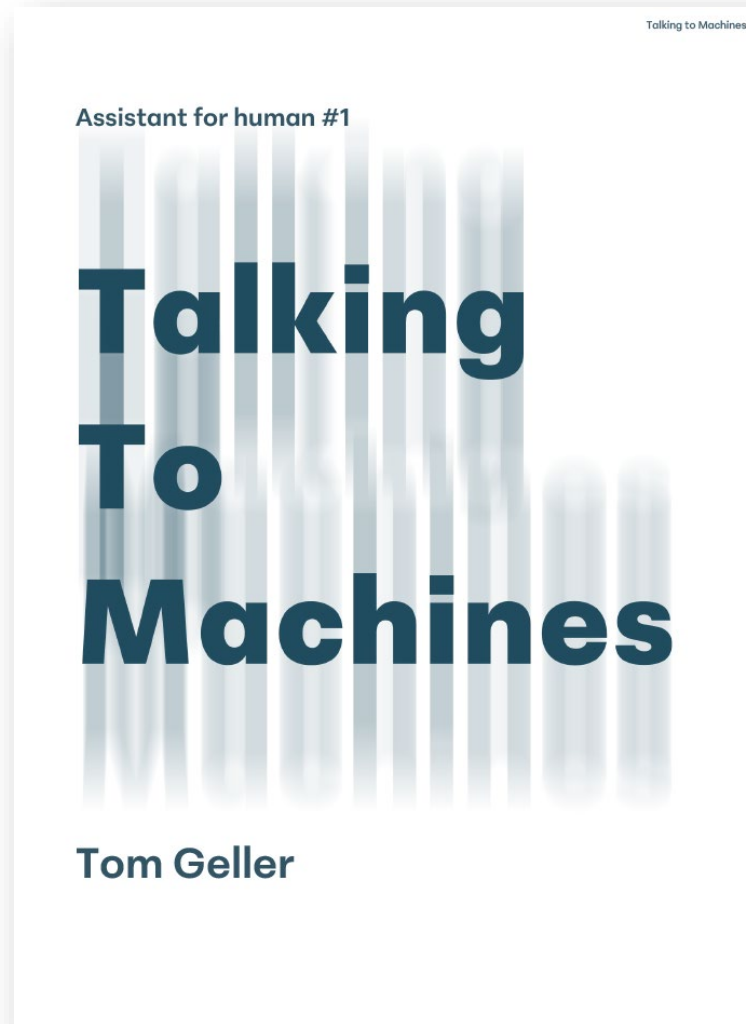


# Project 1 Publishing From

**Theme: Talking To Machines**  
**Author: Tom Geller**

**Talking to Machines** explores the evolution of voice assistants like Siri, tracing the intersection of speech recognition, artificial intelligence, and user experience. Through text and visual storytelling, it examines how machines understand, respond, and interact with human speech—shaping the future of communication.

Lei Li



## Talking To Machines

Voice recognition programs like Siri are now capable of understanding spoken commands, recognizing a conversation's context, and answering questions in a personable manner.

From scheduling dinner appointments to answering trivia with wit, this book explores how digital assistants like Siri emerged at the intersection of speech recognition, AI, cloud computing, and interface design. Discover how technologies once confined to labs have transformed the way humans interact with machines—and what that means for our future.



# Contents

- The book had divided into four part, the original essay already had 3 parts, the first part is mainly talking about the introduction to intelligent assist.

## CONTENTS

|             |   |           |
|-------------|---|-----------|
| Title       | <b>01 Talking to Machines</b><br>"An introduction to how voice assistants like Siri enable machines to understand human speech."  | <b>01</b> |
| Brief       | <b>02 Executing Commands</b><br>"Exploring the process of converting spoken commands into machine-executed actions."              | <b>04</b> |
|             | <b>03 Learning and Organizing</b><br>"How AI systems organize information and learn from interactions to improve performance."    | <b>09</b> |
| Page number | <b>04 Measures of Success</b><br>"Evaluating the effectiveness of voice assistants beyond accuracy, focusing on user experience." | <b>16</b> |

# Progress

Book design plan.

Talking to Machines.

→ Black + white + Blue style sample publication.

→ sample, easy, readable.

Media → pics → creative images. ...

Collage style, halftone. ← → voice recognition interpret, reconstruct  
spoken input.

Retro GUI aesthetics. → ironic. → theme. 

maze visual metaphorically illustrates. → spoken commands. ~~~

document realism → reflect → computer, realism. ...

Book design explores how  
spoken input. machines  
interpret

Used **blue/black minimal style**  
for clarity and tech feel.

**Collage + halftone** reflect  
basically human-computer  
interact.

**Retro GUI** adds irony—old UI  
meets smart AI.

**Maze** = metaphor for speech  
processing complexity.

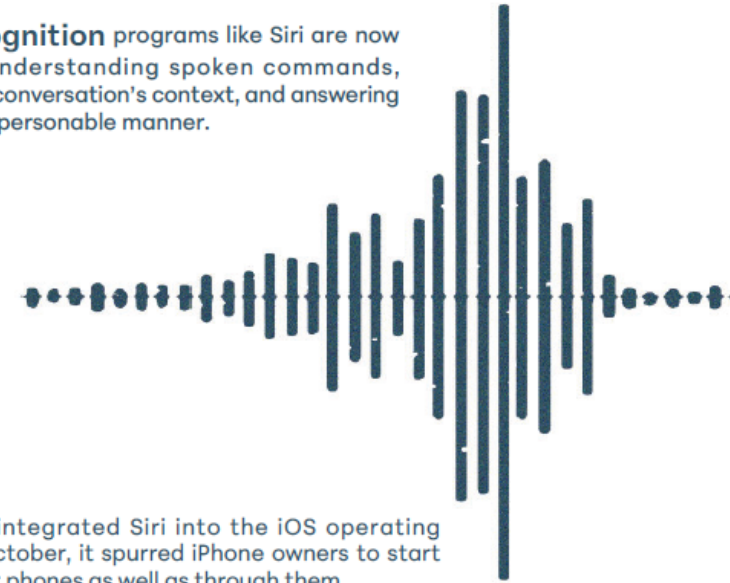
**Document realism** mirrors real-  
world data + interaction.

# Project Style

- Basic style: Use black, white and blue to highlight high contrast to creates a **cool, techy** vibe
- Simplicity and restraint, avoiding unnecessary colour interference and reinforcing rational information transmission
- Use **Peridot PE Variable**, which has clean, contemporary design and inherent flexibility. its geometric forms and sharp edges visually reinforce the **technological** and **futuristic** tone of the project.

## Talking to Machines

**Voice recognition** programs like Siri are now capable of understanding spoken commands, recognizing a conversation's context, and answering questions in a personable manner.



When Apple integrated Siri into the iOS operating system last October, it spurred iPhone owners to start talking to their phones as well as through them.

The program, which converts spoken commands such as "Schedule dinner with Lisa at 6 tonight" into calendar appointments, Web searches, and the like, is the most widely distributed example of a cognitive assistant to date.

# Design Rationale

- Through the **background research** in my Sketchbook, I explored the core theme of AI-powered voice assistants such as Siri, and other emerging tools.

After reading through the article and reviewing relevant sources, I divided the article into **six themes**, which form the conceptual basis of Dialogue with Machines, illustrating the technical, linguistic, cognitive, and emotional dimensions of how voice assistants such as Siri can understand and interact with humans.

## core themes

① Integration of Technologies.

↳ voice recognition, information management, AI, user interface design.

② Speech recognition methods.

↳ 1. Grammar-based. 2. Language-based.

③ Learning, organizing info.

Siri use ontologies and contextual understanding developed from DARPA's CALO projects.

usa national defense  
↑ AI project.  
↑

↳ to understand user requests. It must comprehend relationships between people, places and events — beyond simple voice to text conversion.

④ Data. → Training data are essential for voice recognition to function reliably

⑤ User experience, measures of success,

Pleasant, engaging interaction

Siri personality (helpful, playful) is intentionally designed to create an emotional connection with users

⑥ limitation, future challenges.

Even advancements, voice systems seem struggle in noisy environments and complex conversations.



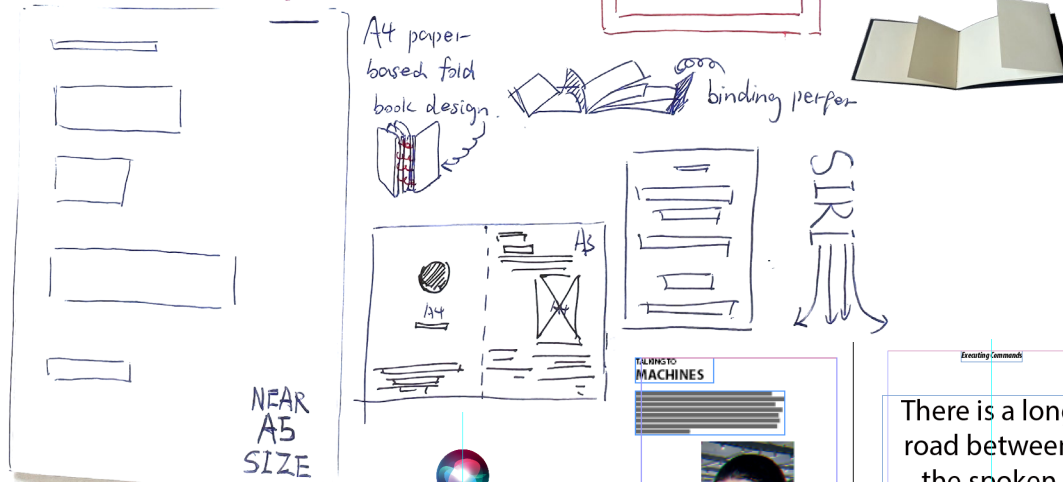
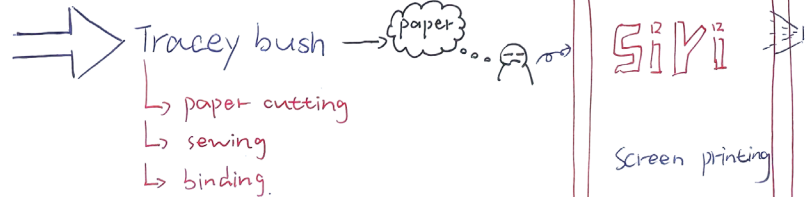
# Layouts

- This direction was also informed by my testing of different layouts and interactive possibilities documented in my **Sketchbook**.

## Project 1 publishing Forms

"Compared with digital one, I prefer paper base version" — Lei

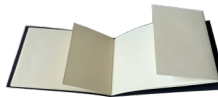
My paper's name: **Talking to Machines.**



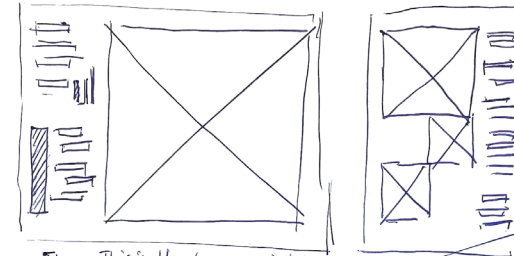
Small book sample

Neither a robust ontology nor high-speed voice recognition are possible without substantial data as input.

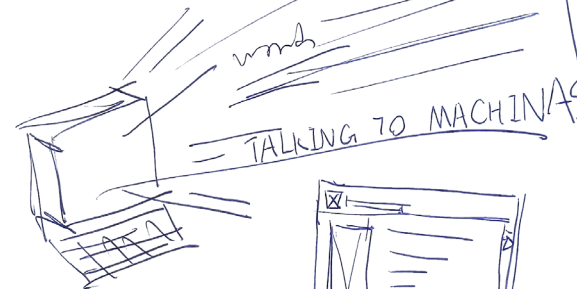
**DATA COLLECTION**  
Here, the Web's social nature and some carefully worded clauses in end-user license agreements allow software assistants to collect acoustic, syntactic, and factual information.



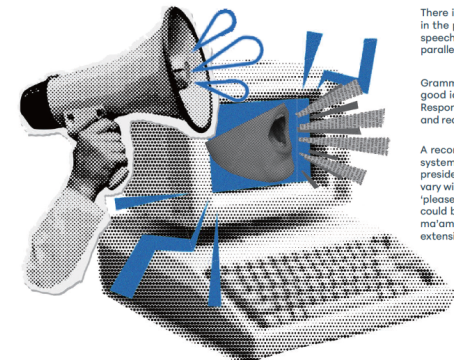
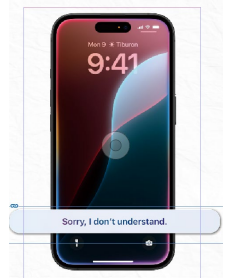
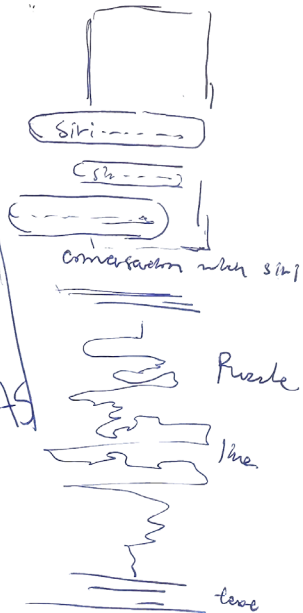
New publishing ideas.



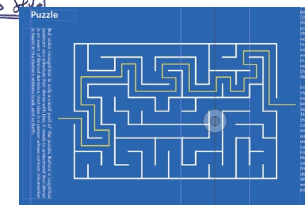
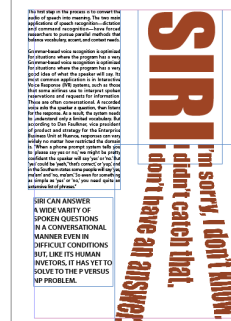
From This is the type special issue  
Eye 106 / 24p.27



locations always change...



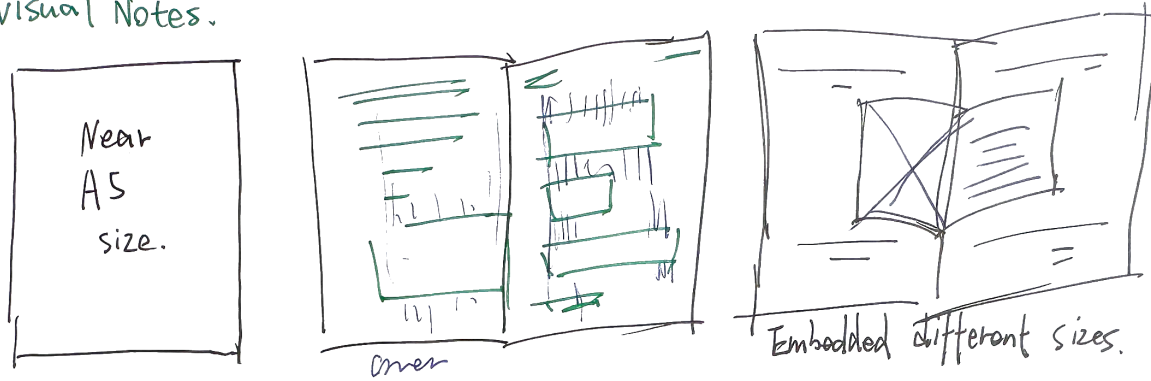
There is a long road between the spoken command and its fulfillment, though.



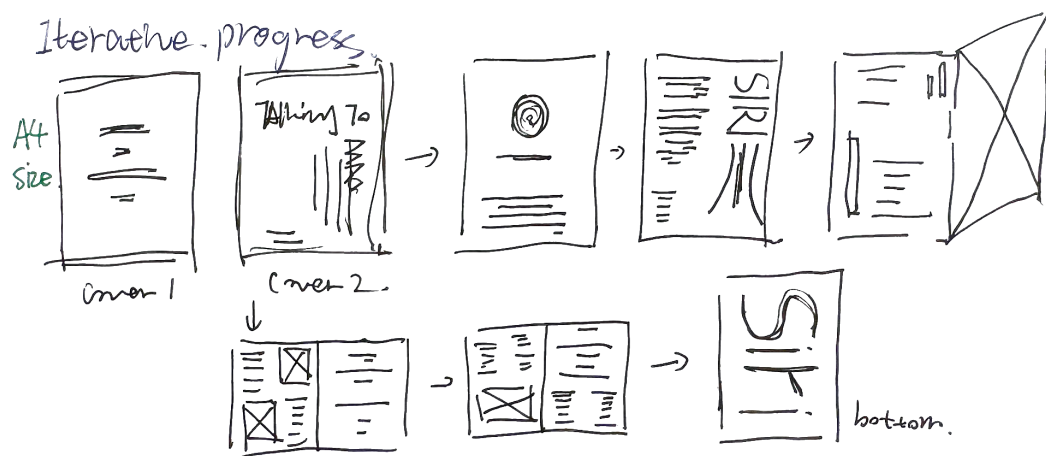
There is in the pr speech r parallel r  
Grammar good ide Responsi and requ  
A record system r presiden vary wide 'please s could be ma'am' c extensivi

# Layouts

Visual Notes.



Iterative progress



Tutor feedback 1) Change the book size.

2) change the font size

3) keep more space for page edge.

4) make book playable.

5) explore more format.

Tutor feedback pushed me to refine both the physical format and the spatial rhythm of my book. I explored variations in **size, margin, and font**, and began to consider how the book itself could be experienced **playfully**, not just read. This page documents the iterative visual thinking and structural prototyping that informed my final format decisions.

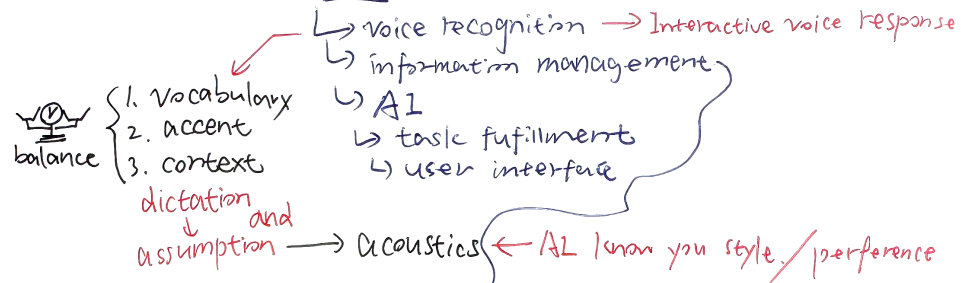
Compared with **meaningless content**, I try to connect the theme with more relative **playable** things.

# Keywords

## Talking to Machines

Core theme: The evolution of voice assistant development!

— eg. Siri



Siri (modern dictation program)  
don't need long term training

have more than 90% Accuracy

CHLO → resolve ambiguities → use context

shall we turn left?

fight! ???

Siri

↳ satisfy

because → personal character

know more about user

voice recognition or thing.

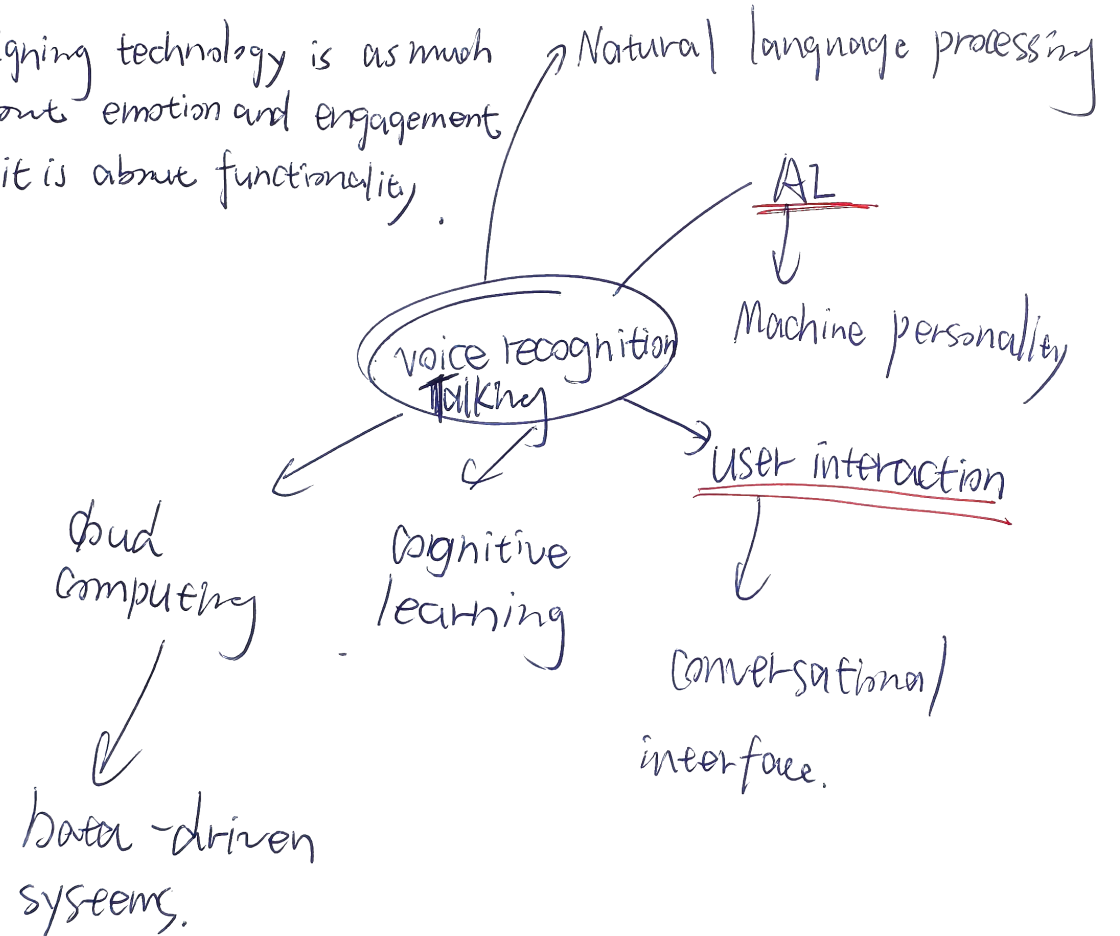
↳ rely on massive data  
① cloud storage  
② High speed broadband  
③ cloud computing

Here I mainly grab the keywords from the title of the article and the first and last paragraphs of each chapter, which mainly reflects the core of the article.

## Keywords

personal reflection.

Designing technology is as much about emotion and engagement as it is about functionality.



Through these keywords, I determine **the possible forms** of display in the book, such as sound wave recognition on the front page, mazes, and retro operating software.



The collage consists of five overlapping pages from various art-related publications:

- Top Left:** A page from a book or magazine. At the top, a small paragraph discusses Clement Greenberg and critic John R. Tucker's views on Southern art. Below this is a large, bold headline: "It's not about lines and boundaries, it's about people and communities." The name "Kevin M. Tucker" appears below the headline.
- Top Right:** A magazine spread. On the right side, there's a photograph of a woman in a red dress sitting on a wooden chair next to a tall, curved wooden cabinet. Above the photo, text reads: "Lucas Sharp: The only thing keeping me excited about being in this industry, is the work, is the draw." Below the photo, more text says: "Mentor Malee: Could have entire..."
- Bottom Left:** A page from an art book. It features a large, stylized drawing of figures. Above the drawing, there's text in Hungarian: "Ki művész? ...akit csak saját érzésvilágán keresztül érdekel az élet." Below the drawing, there's more text in Hungarian.
- Bottom Center:** A magazine page. It has a central photograph of a person in a boat. To the left of the photo, there's text in Hungarian: "Az én igazságom az én lírámm..." Below the photo, there's more text in Hungarian.
- Bottom Right:** Another magazine page. It also features a photograph of a person in a boat. To the right of the photo, there's text in Hungarian: "Amelyek művészt... amolyonszerű, hogy..." Below the photo, there's more text in Hungarian.

