

04 THE WORLD OF BILL VERPLANK

Part 1: What are Art, Design, and Craft?

Design: Design is purposeful, driven by practical needs and serving a specific function or goal. The designer's job often lies in finding a balance between creativity and practicality. In fields like product design, visual communication, and interface design, design must not only be aesthetically pleasing but also solve usability issues.

Art: Art, on the other hand, is more free and can be a form of personal expression, a reflection on societal phenomena, or simply an aesthetic pursuit. Art doesn't necessarily need to serve a specific purpose; rather, it is a form of expression that can challenge the audience's thinking or evoke emotional resonance.

Craft: Craft occupies a position between art and design, with unique characteristics. It not only pursues beauty and the expression of personal creativity but also involves practicality and the inheritance of traditional techniques. Craft can be both an expression of art and a part of design, often blending both aspects.

Part 2: The Importance of a Sketchbook

A sketchbook is not only a place to record inspiration and ideas but also a medium for design thinking, creative process, skill development, and self-expression. The significance of a sketchbook extends beyond the traditional concept of "sketches" or "doodles"; it carries the designer's thoughts, experiments, explorations, and reflections. Drawing helps make records clearer, making the content more intuitive, concise, and easier to understand and analyze. The human brain processes visual information much faster than text. Studies show that the processing speed of visual information is 60,000 times faster than text. When designers record or think with a pencil, the pencil directly interacts with the paper, creating a visual effect that helps organize thoughts in an image-based way. Sometimes, by hand-drawing, we can better see and understand our thought process. Especially when inspiration strikes, sketching shapes, doodles, or concepts with a pencil is often more intuitive and more likely to stimulate latent creativity than simply thinking with words.

Part 3: Three Questions in IxD (Interaction Design)

How do you do it?

Designers need to think about how users interact with the interface, how tasks are performed, whether the path is smooth, and whether the steps are simplified. It's essential to ensure that interactions are intuitive, effective, and help users efficiently complete tasks.

How do you feel?

Designers need to pay attention to the emotional responses users have when interacting with the product or service. For example, do users feel pleasure or frustration while performing tasks? Do the system's feedback messages make users feel satisfied and cared for? Designers must ensure that the interaction design provides a positive and enjoyable emotional experience, avoiding negative feelings.

How do you know?

The system designed by the designer needs to provide clear feedback. Users should receive timely responses after each action to know if it was successful or if corrections are needed. Moreover, after completing a task, users should clearly understand whether they've achieved their goal. It's essential to ensure that users receive accurate and timely feedback, which boosts their confidence and increases task completion accuracy.