

Task 4: The world of Bill Verplank

Legendary talk from IxD veteran Bill Verplank.

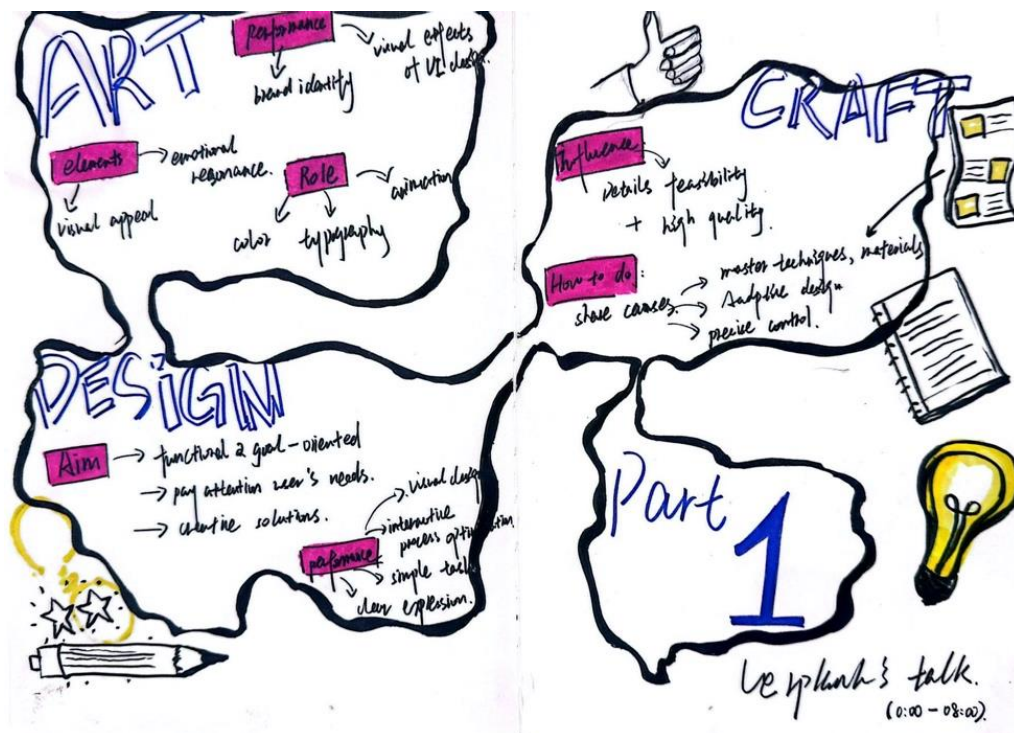
"Watch this video of Bill Verplank's opening keynote talk to the IXDA conference in 2011 - it's a truly legendary talk in the field of IxD. Although it took place 13 years ago, there is still much to learn from this celebrity of the IxD community."

After watching three videos, I found that Bill Verplank used sketches to express his inner thoughts. In addition, I found that he often used simple visual graphics to convey complex ideas.

In short, I learned from this speech how to express my ideas through keywords, which brought me a lot of inspiration for my design project. I carefully recorded key points of Bill Verplank's speech and used visual elements to draw key words into my sketchbook.

Part1: Art, design, craft. (00:00 - 08:00)

Fig1: my mindmap on Part 1 "Art, Design, Craft".



Source: from my sketchbook

Part2: The importance of sketchbooks (08:00 - 10:00)

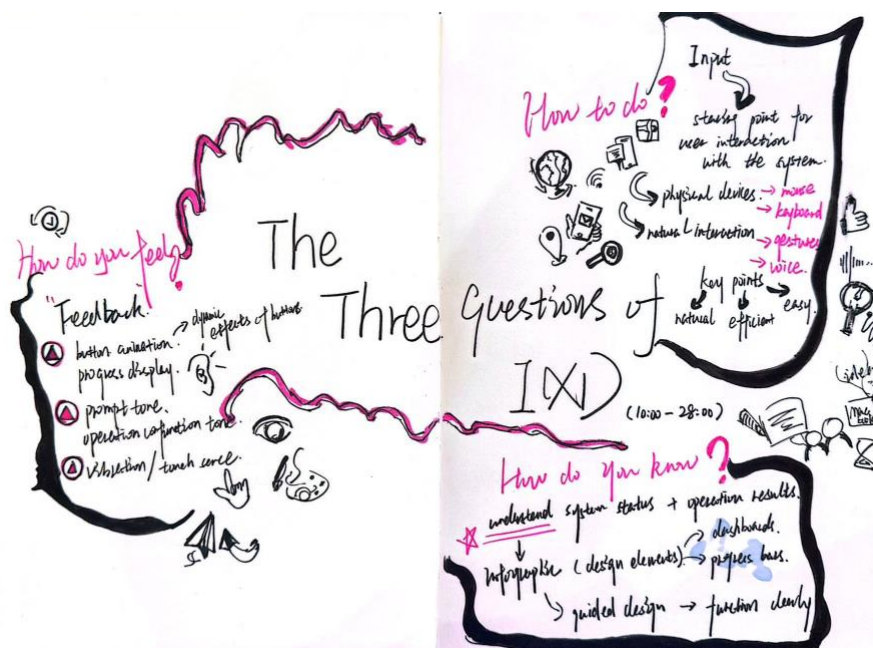
Fig2: my mindmap on Part 2 "The importance of sketchbooks".



Source: from my sketchbook

Part3: The three questions of IxD (10:00 - 28:00)

Fig4: my mindmap on Part 1 "Art, Design, Craft".



Source: from my sketchbook

Reference List:

Interaction Design Association (2024). *Bill Verplank: Opening Keynote*. Available at: <https://vimeo.com/20285615> (Accessed: 20 December 2024).

List of Illustrations

Figure 1: from my sketchbook

Figure 2: from my sketchbook

Figure 3: from my sketchbook