

Thursday, October 2, 2008

THE LEARNING SCIENCES presents

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Breed Professor of Design at Northwestern University, author of “The Design of Everyday Things,” “Emotional Design,” and “The Design of Future Things.” Come hear Norman discuss his new book, “Sociable Design.”

ABSTRACT

Sociable Design

How do we know what to do in novel situations? Sometimes we ask, sometimes we watch. And at other times we make inferences by observing signifiers, signals in the physical or social world that can be interpreted meaningfully.

Sociable design extends the arena of design from function, aesthetics, and emotion to the world of social interaction. Much of our activities involve other people, even things we believe we are doing in isolation. In this sense, all tasks are social, for no task is done in isolation of the needs of others.

Sociable design requires system thinking, changing our unsociable products that work well in isolation but horribly in the world of other objects, tasks, and events into ones that work well together, sociably. Forget affordances: it is the signifiers that matter.

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12:00 PM – 1:15 PM

Annenberg Hall, Room 303