



DXf • *conference*

Design by Fire - 20 October 2009
52.088; 5.131 - Utrecht - The Netherlands

Design by Fire 2009

Conference under the auspices of
IxDA Nederland, the Interaction Design Association
Chi Nederland, association for Human Computer Interaction

Tuesday, 20 October 2009
Spoorwegmuseum, Utrecht, The Netherlands
www.designbyfire.nl

Interaction / Design :: Foreword

The Design by Fire Conference is an annual event where interaction designers can hear about new developments, discuss the consequences and - above all - get inspired. By gathering open-minded peers and inviting passionate speakers, we aim to offer theoretical and inspirational fuel for your everyday work as interaction designer.

Anno 2009, the interaction design discipline is clearly maturing. On one side this is demonstrated by more specialization and a deeper understanding of our profession. On the other side this specialization provokes calls for new and broader horizons to prevent us from becoming blinkered.

Both sides are represented in today's program. Some sessions will take you to new depths of mastering the magic of interaction design. Others will try to demolish the freshly erected boundaries around our design discipline. Apart from the invited voices we would love to hear your voice. Every session will end in a discussion where you can ask questions and - even better - share your opinion.

Let's make Design by Fire 2009 a memorable event!

Yohan Creemers
Chair of Design by Fire 2009

09:30 - 10:30	<p>Schedule</p> <p>Interaction Design Frameworks Robert Hoekman jr</p> <p>Coffee break</p>
11:00 - 11:45	<p>Seeing Things in Full Color (While Others See It in Black and White) Marcel Kampman</p>
11:45 - 12:30	<p>The Music of Interaction Design James Box & Cennydd Bowles</p> <p>Lunch</p>
13:30 - 14:15	<p>Who Dares Wins Alrik Koudenburg</p>
14:30 - 15:00	<p>Show and Tell: Communicating New Interactions Tom Jenkins</p> <p>Vitamin break</p>
15:30 - 16:00	<p>How to Design Innovative Products on a Shoestring Ronald Mannak</p>
16:00 - 17:00	<p>We Have All the Time in the World Matt Jones</p> <p>Closing and drinks</p>
20:00	<p>Design by Fire Afterparty at Hofman Café, Janskerkhof 17a, Utrecht</p>

Interaction Design Frameworks

09:30-10:30 Robert Hoekman jr, Miskeeto

At the start of every project, we face two problems. First, we need to overcome the hurdle of translating oft-nebulous design requirements into actual site and application screens. Second, we want to devise new and exciting experiences for our users, but too often find ourselves sacrificing clarity in the process. Design patterns help, but they don't go far enough. Usability testing helps, but it doesn't tell you how to design well, only what's wrong with the design. Robert Hoekman, Jr. introduces interaction design frameworks as the perfect starting point for a usable design and reveals how to extrapolate design criteria from them to go beyond the standards without sacrificing usability and understandability.

Tags:



Seeing Things in Full Color (While Others See It in Black and White)

11:00-11:45 **Marcel Kampman**

Marcel Kampman can work with anybody, anytime, anywhere on anything. In this session he will talk about the broader context of what and who you are. He will point out some potential fields where designers can apply their knowledge to end up with new things. He will share his definition of 'designer' in this constantly changing world, illustrated with some examples. Known as a causative, Marcel will urge you to stretch the work field of the (interaction) designer by giving you a broader perspective.

Tags:



The Music of Interaction Design

11:45-12:30 **James Box & Cennydd Bowles, Clearleft**

While both music and design have theoretical underpinnings, they also share a certain ineffability. A musical masterpiece and an exceptionally crafted experience demand more than the simple application of theory. They also demand virtuosity. Designers must skillfully bring together clicks and gestures to form a meaningful experience. Although it's simple to describe these components, we often resort to vague shorthands like 'look & feel' to explain what happens at the experiential layer. Cennydd Bowles and James Box will examine parallels between music and interaction design, including harmony, genre, rhythm, fashion and emotion. Along the way, you will learn how that which defies easy definition, can elevate works from good to miraculous.

Tags:



Who Dares Wins

13:30-14:15 Alrik Koudenburg

Alrik is a curious, analytical design director. Creating inspiring environments is what makes his heart beat. Diversity and taking on exciting new challenges are what drives him - working across a wide range of disciplines in design. In this lecture Alrik will talk about the importance to keep taking risks, about getting comfortable with being uncomfortable to come up with fresh new work. Through showing recent projects like the now world famous Cardboard-Office-Interior, he explains how embracing this idea can work in one's favor.

Tags:



Show and Tell: Communicating New Interactions

14:30-15:00 Tom Jenkins, Nokia

Interaction Design concepting teams are often separated, whether it be by time, place, company, or corporate structure, from both developers and the people using the final products. How do they communicate their designs in a way that has the biggest impact, raising the chances of their ideas becoming real and being enjoyed? Building prototypes may be challenging if hardware and software platforms don't yet exist. As is documenting interfaces with forms of interaction that are highly dynamic, multi-modal or multi-sensorial. There are many forms to deliver concepts in and no single one is meaningful for every project or audience. Storytelling, mock-ups, prototyping, hacking and documenting all play a crucial role in communicating new interactions.

Tags:



How to Design Innovative Products on a Shoestring

15:30-16:00 Ronald Mannak, Monodomo

High-tech startups face many challenges on a daily basis. Typical challenges include a chronic lack of resources and the difficulty of designing an unknown solution for an unknown problem. With so many unknowns and constraints it is not surprising that many startups fail. However, the main reason for failure is not a lack of features or technology. More often, the product did not fill a need or solve a problem for the assumed customers. During the developing of their V-Beat toys and the bChamp iPhone app, Ronald Mannak learned that many of their initial assumptions regarding users and usage were not correct. In this session he will reveal how to design innovative and popular user interfaces on a shoestring.

Tags:



We Have All the Time in the World

16:00-17:00 Matt Jones, Berg/Dopplr

People, places, time. The triumvirate of factors at play in mobile, social, locative services might be familiar at the surface level to designers and developers. Our relationships to each other, the cities and places we inhabit and navigate have been transformed in the last few years by the technology, products and services that we have designed - but what about that last one of the three - time? Using examples from the development of Dopplr.com and other services - alongside historical and science-fictional perspectives - Matt Jones will explore what we might call “neochronometry” and illustrate some directions we could take as interaction designers to treat time as a material.

Tags:



Design by Fire Afterparty

20:00 at Hofman Café, Janskerkhof 17a, Utrecht

The Design by Fire Afterparty is sponsored by Chi Nederland, the local chapter of ACM SigCHI. Board members of Chi Nederland will be present at the afterparty to inform you how you could get active in the organization, either as board member or in one of the committees. Give them your business card if you're interested.

Thanks

The speakers: Alrik Koudenburg, Cennydd Bowles, James Box, Marcel Kampman, Matt Jones, Robert Hoekman jr, Ronald Mannak and Tom Jenkins.

Special thanks to: Dennis Korff, Charlie Mulholland, Robin Brouwer, Saro van Cleynenbreugel and Vincent Vijn.

Colophon

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Next

26 October 2009 - Theater Kikker, Utrecht
This happened – Utrecht #4
thishappened.nl

12 November 2009 - Delft University of Technology, Delft
Gerrit van der Veer prijs
www.gerritvanderveerprijs.nl

23 November 2009 - Café Midi, Utrecht
Design by Fire Café #002
www.designbyfire.nl/cafe

11 December 2009 - Amsterdam
Design for Conversion ~ The Mobile Edition
designforconversion.nl

4-7 February 2010 - Savannah, Georgia US
interaction10
interaction.ixda.org



Hofman café

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Design by Fire Conference
Spoorwegmuseum

Design by Fire Afterparty
Hofman Café

Nearby restaurants

There are many restaurants and diner cafes nearby. Here are a few to give you a head start:

- 1 Hemingway Diner café €€
- 2 3512 Restaurant €€€
- 3 Popocatepetl Mexican €€
- 4 Lokaal Negen Café-Restaurant €€€
- 5 De Goedheid Restaurant €€€
- 6 De Artisjok Restaurant €€€
- 7 Le Clochard Grill €€
- 8 Mas Restaurant €€€€

Average price for three courses:
€€ 20 euro, €€€ 30 euro, €€€€ 40 euro

