The Design Of Everyday Things Donald A Norman

By the author of THE DESIGN OF EVERYDAY THINGS. For decades, Don Norman has spoken the language of gadgets, explaining how the things we see every day are made and made better. In this smart, sharp, fun exploration of design, Norman pulls back the curtain on the things we make to make our lives easier. From water faucets and airplane cockpits to the concept of "real time" and the future of memory, this wide-ranging tour through technology provides a new understanding of how the gadgets that surround us affect our lives. Donald A. Norman explores the plight of humans living in a world ruled by a technology that seems to exist for its own sake, oblivious to the needs of the people who create it. TURN SIGNALS is an intelligent, whimsical, curmudgeonly look at our love/hate relationship with machines, as well as a persuasive call for the humanization of modern design.

"In 1963, thirteen-year-old Arthur is sentenced to community service helping the neighborhood Junk Man after he throws a brick at the old man's head in a moment of rage, but the junk he collects might be more important than he suspects. Inspired by the work of American folk artist James Hampton"--

In The Design of Future Things, best-selling author Donald A. Norman presents a revealing examination of smart technology, from smooth-talking GPS units to cantankerous refrigerators. Exploring the links between design and human psychology, he offers a consumer-oriented theory of natural human-machine interaction that can be put into practice by the engineers and industrial designers of tomorrow's thinking machines. A fascinating look at the perils and promise of the intelligent objects of the future, The Design of Future Things is a must-read for anyone interested in the dawn of a new era in technology.

Why we don't really want simplicity, and how we can learn to live with complexity. If only today's technology were simpler! It's the universal lament, but it's wrong. In this provocative and informative book, Don Norman writes that the complexity of our technology must mirror the complexity and richness of our lives. It's not complexity that's the problem, it's bad design. Bad design complicates things unnecessarily and confuses us. Good design can tame complexity. Norman gives us a crash course in the virtues of complexity. Designers have to produce things that tame complexity. But we too have to do our part: we have to take the time to learn the structure and practice the skills. This is how we mastered reading and writing, driving a car, and playing sports, and this is how we can master our complex tools. Complexity is good. Simplicity is misleading. The good life is complex, rich, and rewarding—but only if it is understandable, sensible, and meaningful.

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want,
and how to build products that make them happy. Learn frameworks and principles that successful product designers use.

Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times. Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster.

Design effective interfaces across different form factors by understanding how people hold devices and complete tasks. Learn how successful designers create working prototypes that capture essential customer feedback. Create habit-forming and emotionally engaging experiences, using the latest psychological research.

Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design.

Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to ______. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards

Spooky Technology explores our understanding of the invisible technologies in our everyday lives, from objects with ‘intelligence’ to systems in our homes that talk to us (and each other). The book is an inventory of spooky technologies, compiled by Carnegie Mellon students reviewing work across art, design, HCI, psychology, human factors research, and other fields, that has been done in this field, or adjacent to it, both historically and more recently, with commentary, essays, and interviews with creators and artists.

We often hear that the technologies in our everyday lives would appear to be ‘magic’ and potentially terrifying to people in the past—instantaneous communication with people all over the world, access to a vast, ever-growing resource of human knowledge right there in the palm of our hand, objects with ‘intelligence’ that can sense and talk to us (and each other). But rarely are these ‘otherworldly’ dimensions of technologies explored in more detail. There is an often unspoken presumption that the march of progress will inevitably mean we all adopt new practices, and incorporate new products and new ways of doing things into our lives—all cities will become smart cities; all homes will become smart homes. But these systems have become omnipresent without our necessarily understanding them. They are not just black boxes, but invisible: entities in our homes and everyday lives which work through hidden flows of data, unknown agendas, imaginary clouds, mysterious sets of rules which we perhaps dismiss as ‘algorithms’ or even ‘AI’ without really understanding what that means. On some level, the superstitions and sense of wonder, and ways of relating to the unknown and the supernatural (deities, spirits, ghosts) which humanity has felt in every culture.
throughout history have not gone away, but started to become transferred and transmuted into new forms. Throughout history have not gone away, but started to become transferred and transmuted into new forms. The Design of Everyday Things Revised and Expanded Edition Basic Books

There is considerable interest in and growing recognition of the emotional domain in product development. The relationship between the user and the product is paramount in industry, which has led to major research investments in this area. Traditional ergonomic approaches to design have concentrated on the user's physical and cognitive abilities. Donald A. Norman, a popular design consultant to car manufacturers, computer companies, and other industrial and design outfits, has seen the future and is worried. In this long-awaited follow-up to The Design of Everyday Things, he points out what's going wrong with the wave of products just coming on the market and some that are on drawing boards everywhere—from "smart" cars and homes that seek to anticipate a user's every need, to the latest automatic navigational systems. Norman builds on this critique to offer a consumer-oriented theory of natural human-machine interaction that can be put into practice by the engineers and industrial designers of tomorrow's thinking machines. This is a consumer-oriented look at the perils and promise of the smart objects of the future, and a cautionary tale for designers of these objects—many of which are already in use or development.

Web designers are no longer just web designers. To create a successful web product that's as large as Etsy, Facebook, Twitter, or Pinterest—or even as small as a tiny app—you need to know more than just HTML and CSS. You need to understand how to create meaningful online experiences so that users want to come back again and again. In other words, you have to stop thinking like a web designer or a visual designer or a UX designer or an interaction designer and start thinking like a product designer. In this breakthrough introduction to modern product design, Etsy Creative Director Randy Hunt explains the skills, processes, types of tools, and recommended workflows for creating world-class web products. After reading this book, you'll have a complete understanding of what product design really is and you'll be equipped with the best practices necessary for building your own successful online products.

The daily lives of ordinary people are replete with objects, common things used in commonplace settings. These objects are our constant companions in life. As such, writes Soetsu Yanagi, they should be made with care and built to last, treated with respect and even affection. They should be natural and simple, sturdy and safe—the aesthetic result of wholeheartedly fulfilling utilitarian needs. They should, in short, be things of beauty. In an age of feeble and ugly machine-made things, these essays call for us to deepen and transform our relationship with the objects that surround us. Inspired by the work of the simple, humble craftsmen Yanagi encountered during his lifelong travels through Japan and Korea, they are an earnest defence of modest, honest, handcrafted things—from traditional teacups to jars to cloth and paper. Objects like these exemplify the enduring appeal of simplicity and function: the beauty of everyday things.

By the author of THE DESIGN OF EVERYDAY THINGS. Insightful and whimsical, profoundly intelligent and easily accessible, Don Norman has been exploring the design of our world for decades, exploring this complex relationship between humans and machines. In this seminal work, fully revised and updated, Norman gives us the first steps towards demanding a person-centered
redesign of the machines we use every day. Humans have always worked with objects to extend our cognitive powers, from counting on our fingers to designing massive supercomputers. But advanced technology does more than merely assist with memory—the machines we create begin to shape how we think and, at times, even what we value. In THINGS THAT MAKE US SMART, Donald Norman explores the complex interaction between human thought and the technology it creates, arguing for the development of machines that fit our minds, rather than minds that must conform to the machine.

In 100 Things Every Designer Needs to Know About People, 2nd Edition, Dr. Susan Weinschenk shows design and web professionals how to apply the latest research in cognitive, perceptual, and social psychology to create more effective web sites and apps. Dr. Weinschenk offers concise, plain-English insights and practical examples for designing sites and apps that are more intuitive and engaging, because they match the way humans think, work, and play. Updated to reflect the latest scientific findings, this full-color, relentlessly practical guide will help you whether your background is in visual design, interaction design, programming, or anything else. Weinschenk will help you improve the many design choices you make every single day—choosing fonts and chunking information to motivating people and guiding them towards purchase. Not just another "web design guidelines" book, 100 Things Every Designer Needs to Know About People, 2nd Edition explains the why behind the guidelines, and exposes the many web design myths and "urban legends" that stand in your way. Dr. Weinschenk shows you what makes humans tick, and helps you translate that knowledge into exceptionally successful designs.

In his internationally acclaimed, best-selling book Presentation Zen: Simple Ideas on Presentation Design and Delivery, presentation master Garr Reynolds gave readers the framework for planning, putting together, and delivering successful presentations. Now, he takes us further into the design realm and shows how we can apply time-honored design principles to presentation layouts. Throughout Presentation Zen Design, Garr shares his lessons on designing effective presentations that contain text, graphs, color, images, and video. After establishing guidelines for each of the various elements, he explains how to achieve an overall harmony and balance using the tenets of Zen simplicity. Not only will you discover how to design your slides for more professional-looking presentations, you'll learn to communicate more clearly and will accomplish the goal of making a stronger, more lasting connection with your audience.

Thoughts on Interaction Design explores the theory behind the field of Interaction Design in a new way. It aims to provide a better definition of Interaction Design that encompasses the intellectual facets of the field and the particular methods used by practitioners in their day-to-day experiences. It also attempts to provide Interaction Designers with the vocabulary necessary to justify their existence to other team members. The book positions Interaction Design in a way that emphasizes the intellectual facets of the discipline. It discusses the role of language, argument, and rhetoric in the design of products, services, and systems. It examines various academic approaches to thinking about Design, and concludes that the Designer is a liberal artist left to infuse empathy in technologically driven products. The book also examines the tools and techniques used by practitioners. These include methods for structuring large quantities of data, ways of thinking about users, and approaches for thinking about human behavior.
as it unfolds over time. Finally, it introduces the idea of Interaction Design as an integral facet of the business development process. *First book to provide a solid definition and framework for the booming field of interaction design, finally giving designers the justification needed to prove their essential role on every development team *Provides designers with tools they need to operate effectively in the workplace without compromising their goals: making useable, useful, and desirable products *Outlines process, theory, practice, and challenges of interaction design – intertwined with real world stories from a variety of perspectives Everything we use, from social media, to our homes, to our highways, was designed by someone. But how did they decide on what was good for the rest of us? What did they get right and where have they let us down? And what can we learn from the way these experts think that can help us in how we make decisions in our own lives? In How Design Makes The World, bestselling author and designer Scott Berkun takes readers on a journey exploring how designers of all kinds, from software engineers, to urban planners, have succeeded and failed us. By examining daily experiences like going to work, shopping for food, or even just using social media on their phones, readers will learn to see the world in a new and powerful way. They'll ask better questions of the things they buy, use, and make, and discover how easy it is to use ideas from great designers to improve their everyday lives. It’s the little things that turn a good digital product into a great one. With this practical book, you’ll learn how to design effective microinteractions: the small details that exist inside and around features. How can users change a setting? How do they turn on mute, or know they have a new email message? Through vivid, real-world examples from today’s devices and applications, author Dan Saffer walks you through a microinteraction’s essential parts, then shows you how to use them in a mobile app, a web widget, and an appliance. You’ll quickly discover how microinteractions can change a product from one that’s tolerated into one that’s treasured. Explore a microinteraction’s structure: triggers, rules, feedback, modes, and loops Learn the types of triggers that initiate a microinteraction Create simple rules that define how your microinteraction can be used Help users understand the rules with feedback, using graphics, sounds, and vibrations Use modes to let users set preferences or modify a microinteraction Extend a microinteraction’s life with loops, such as “Get data every 30 seconds” It has been claimed that the natural sciences have abstracted for themselves a 'material world' set apart from human concerns, and social sciences, in their turn, constructed 'a world of actors devoid of things'. While a subject such as archaeology, by its very nature, takes objects into account, other disciplines, such as psychology, emphasize internal mental structures and other non-material issues. This book brings together a team of contributors from across the social sciences who have been taking ‘things’ more seriously to examine how people relate to objects. The contributors focus on every day objects and how these objects enter into our activities over the course of time. Using a combination of
different theoretical approaches, including actor network theory, ecological psychology, cognitive linguistics and science and technology studies, the book argues against the standard notion of objects and their properties as inert and meaningless and argues for the need to understand the relations between people and objects in terms of process and change.

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them.

Have you ever noticed how many products appear to be designed by someone who has never used a product of that kind before? Nearly everyone has encountered websites, software apps, cars, appliances, and other products that made them wonder what the designers were thinking. The Thoughtless Design of Everyday Things presents more than 150 examples of products that violate nine fundamental design principles, along with suggestions for improving many of the flawed user interfaces and other design problems. These examples of thoughtless design reveal 70 specific lessons that designers ought to heed as they craft the user experience. This book describes numerous specific practices for enhancing product usability through usage-centered design strategies. You'll also see more than 40 products that exhibit particularly thoughtful designs, the kinds of products that surprise and delight users. Whether you're a designer, a product development manager, or a thoughtful and curious consumer, you'll find The Thoughtless Design of Everyday Things engaging, informative, and insightful.

A New York Times bestseller! “Lively and absorbing. . .” — The New York Times Book Review "Engrossing." —Wall Street Journal “Entertaining and well-researched . . . ” —Houston Chronicle Three noted Texan writers combine forces to tell the real story of the Alamo, dispelling the myths, exploring why they had their day for so long, and explaining why the ugly fight about its meaning is now coming to a head. Every nation needs its creation myth, and since Texas was a nation
before it was a state, it's no surprise that its myths bite deep. There's no piece of history more important to Texans than the Battle of the Alamo, when Davy Crockett and a band of rebels went down in a blaze of glory fighting for independence from Mexico, losing the battle but setting Texas up to win the war. However, that version of events, as Forget the Alamo definitively shows, owes more to fantasy than reality. Just as the site of the Alamo was left in ruins for decades, its story was forgotten and twisted over time, with the contributions of Tejanos--Texans of Mexican origin, who fought alongside the Anglo rebels--scrubbed from the record, and the origin of the conflict over Mexico's push to abolish slavery papered over. Forget the Alamo provocatively explains the true story of the battle against the backdrop of Texas's struggle for independence, then shows how the sausage of myth got made in the Jim Crow South of the late nineteenth and early twentieth century. As uncomfortable as it may be to hear for some, celebrating the Alamo has long had an echo of celebrating whiteness. In the past forty-some years, waves of revisionists have come at this topic, and at times have made real progress toward a more nuanced and inclusive story that doesn't alienate anyone. But we are not living in one of those times; the fight over the Alamo's meaning has become more pitched than ever in the past few years, even violent, as Texas's future begins to look more and more different from its past. It's the perfect time for a wise and generous-spirited book that shines the bright light of the truth into a place that's gotten awfully dark.

A new perspective on design thinking and design practice: beyond products and projects, toward participatory design things. Design Things offers an innovative view of design thinking and design practice, envisioning ways to combine creative design with a participatory approach encompassing aesthetic and democratic practices and values. The authors of Design Things look at design practice as a mode of inquiry that involves people, space, artifacts, materials, and aesthetic experience, following the process of transformation from a design concept to a thing. Design Things, which grew out of the Atelier (Architecture and Technology for Inspirational Living) research project, goes beyond the making of a single object to view design projects as sociomaterial assemblies of humans and artifacts—"design things." The book offers both theoretical and practical perspectives, providing empirical support for the authors' conceptual framework with field projects, case studies, and examples from professional practice. The authors examine the dynamics of the design process; the multiple transformations of the object of design; metamorphing, performing, and taking place as design strategies; the concept of the design space as "emerging landscapes"; the relation between design and use; and the design of controversial things.

Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think, choose, and act. In Emotional Design, cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday
Things, Norman made the definitive case for human-centered design, showing that good design demanded that the user’s must take precedence over a designer’s aesthetic if anything, from light switches to airplanes, was going to work as the user needed. In this book, he takes his thinking several steps farther, showing that successful design must incorporate not just what users need, but must address our minds by attending to our visceral reactions, to our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn’t just about making effective tools that are straightforward to use; it’s about making affective tools that mesh well with our emotions and help us express our identities and support our social lives. From roller coasters to robots, sports cars to smart phones, attractive things work better. Whether designer or consumer, user or inventor, this book is the definitive guide to making Norman’s insights work for you.

Design doesn’t have to be complicated, which is why this guide to human-centered design shows that usability is just as important as aesthetics. Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious -- even liberating -- book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. The Design of Everyday Things is a powerful primer on how -- and why -- some products satisfy customers while others only frustrate them.

How do common household items such as basic plastic house wares or high-tech digital cameras transform our daily lives? This title considers this question, from the design of products through to their use in the home. It looks at how everyday objects, ranging from screwdrivers to photo management software, are used on a practical level.

A lively, immersive history by an award-winning urbanist of New York City’s transformation, and the lessons it offers for the city’s future. Dangerous, filthy, and falling apart, garbage piled on its streets and entire neighborhoods reduced to rubble; New York’s terrifying, if liberating, state of nature in 1978 also made it the capital of American culture. Over the next thirty-plus years, though, it became a different place—kinder and meaner, richer and poorer, more like America and less like what it had always been. New York, New York, New York, Thomas Dyja’s sweeping account of this metamorphosis, shows it wasn’t the work of a single policy, mastermind, or economic theory, nor was it a morality tale of gentrification or crime. Instead, three New Yorks evolved in turn. After brutal retrenchment came the dazzling Koch Renaissance and the Dinkins years that left the city’s liberal traditions battered but laid the foundation for the safe streets and dotcom excess of Giuliani’s Reformation in the ‘90s. Then the planes hit on 9/11. The shaky city handed itself over to Bloomberg who merged City Hall into his personal empire, launching its Reimagination. From
Hip Hop crews to Wall Street bankers, D.V. to Jay-Z, Dyja weaves New Yorkers famous, infamous, and unknown—Yuppies, hipsters, tech nerds, and artists; community organizers and the immigrants who made this a truly global place—into a narrative of a city creating ways of life that would ultimately change cities everywhere. With great success, though, came grave mistakes. The urbanism that reclaimed public space became a means of control, the police who made streets safe became an occupying army, technology went from a means to the end. Now, as anxiety fills New Yorker’s hearts and empties its public spaces, it’s clear that what brought the city back—proximity, density, and human exchange—are what sent Covid-19 burning through its streets, and the price of order has come due. A fourth evolution is happening and we must understand that the greatest challenge ahead is the one New York failed in the first three: The cures must not be worse than the disease. Exhaustively researched, passionately told, New York, New York, New York is a colorful, inspiring guide to not just rebuilding but reimagining a great city.

Identifies the principles of good design, explains how many everyday appliances and machines fall short, and discusses design trends of the future

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we’re never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed. "The ultimate guide to thinking like a stylist, with 1,000 design ideas for creating the most beautiful, personal, and livable rooms, "—Amazon.com.

We design to elicit responses from people. We want them to buy something, read more, or take action of some kind. Designing without understanding what makes people act the way they do is like exploring a new city without a map: results will be haphazard, confusing, and inefficient. This book combines real science and research with practical examples to deliver a guide every designer needs. With it you’ll be able to design more intuitive and engaging work for print, websites, applications, and products that matches the way people think, work, and play. Learn to increase the effectiveness, conversion rates, and usability of your own design projects by finding the answers to questions such as: What grabs and holds attention on a page or screen? What makes memories stick? What is more important, peripheral or central vision? How can you predict the types of errors that people will make? What is the limit to someone’s social circle? How do you motivate people to continue on to (the next step? What line length for text is best? Are some fonts better than others? These are just a few of the questions that the book answers in its deep-dive exploration of what makes people tick.
A conceptual update of affordance theory that introduces the mechanisms and conditions framework, providing a vocabulary and critical perspective. Technological affordances mediate between the features of a technology and the outcomes of engagement with that technology. The concept of affordances, which migrated from psychology to design with Donald Norman's influential 1988 book, The Design of Everyday Things, offers a useful analytical tool in technology studies—but, Jenny Davis argues in How Artifacts Afford, it is in need of a conceptual update. Davis provides just such an update, introducing the mechanisms and conditions framework, which offers both a vocabulary and necessary critical perspective for affordance analyses. The mechanisms and conditions framework shifts the question from what objects afford to how objects afford, for whom, and under what circumstances. Davis shows that through this framework, analyses can account for the power and politics of technological artifacts. She situates the framework within a critical approach that views technology as materialized action. She explains how request, demand, encourage, discourage, refuse, and allow are mechanisms of affordance, and shows how these mechanisms take shape through variable conditions—perception, dexterity, and cultural and institutional legitimacy. Putting the framework into action, Davis identifies existing methodological approaches that complement it, including critical technocultural discourse analysis (CTDA), app feature analysis, and adversarial design. In today's rapidly changing sociotechnical landscape, the stakes of affordance analyses are high. Davis's mechanisms and conditions framework offers a timely theoretical reboot, providing tools for the crucial tasks of both analysis and design.

"Paul Betts first came to my attention through his pioneering article on the post-1945 Bauhaus myth as a joint German-American venture. This book is a landmark study of cultural continuities and ruptures, institutional realignments, and individual careers that introduces a breath of fresh air into a field of research long staled by received ideas. It demonstrates the rewards of approaching the years from 1933 to 1945 as a revealing window onto the subsequent history of West Germany."—Wolfgang Schivelbusch "The Authority of Everyday Objects is a small gem of the new cultural history. This is a work of striking originality and insight that fits the development of industrial design in postwar Germany into the country's broader social, cultural and political history, constructing an analytical narrative that carries from the Third Reich into the Cold War. It illuminates not merely cultural transformation but the wider social history of twentieth-century Germany."—Stanley G. Payne, author of A History of Fascism, 1914-1945 "The Authority of Everyday Objects is a refreshing, innovative, and convincing approach to post-World War II Western consumer society. Design—as a weapon in Cold War competition and as a vehicle for German redemption by revitalizing Bauhaus traditions—is thoroughly researched and wonderfully presented in Paul Betts' book. This well-illustrated work convinces the reader that design was a part of gluecklich Leben ("lucky life") and schoen wohnen ("beautiful living"), and a factor in the politicization of material culture."—Ivan T. Berend, author of Decades of Crisis: Central and Eastern Europe before World War II and History Derailed: Central and Eastern Europe in the Long Nineteenth Century
"In The Uncommon Life of Common Objects, Akiko Busch devotes a chapter each to twelve objects, looking at the reasons these items took the forms they did and discussing how everyday things acquire their significance through daily human experience."--Jacket.

Make small changes to your surroundings and create extraordinary happiness in your life with groundbreaking research from designer and TED star Ingrid Fetell Lee. Next Big Idea Club selection—chosen by Malcolm Gladwell, Susan Cain, Dan Pink, and Adam Grant as one of the "two most groundbreaking new nonfiction reads of the season!" "This book has the power to change everything! Writing with depth, wit, and insight, Ingrid Fetell Lee shares all you need to know in order to create external environments that give rise to inner joy." —Susan Cain, author of Quiet and founder of Quiet Revolution

Have you ever wondered why we stop to watch the orange glow that arrives before sunset, or why we flock to see cherry blossoms bloom in spring? Is there a reason that people—regardless of gender, age, culture, or ethnicity—are mesmerized by baby animals, and can't help but smile when they see a burst of confetti or a cluster of colorful balloons? We are often made to feel that the physical world has little or no impact on our inner joy. Increasingly, experts urge us to find balance and calm by looking inward—through mindfulness or meditation—and muting the outside world. But what if the natural vibrancy of our surroundings is actually our most renewable and easily accessible source of joy? In Joyful, designer Ingrid Fetell Lee explores how the seemingly mundane spaces and objects we interact with every day have surprising and powerful effects on our mood. Drawing on insights from neuroscience and psychology, she explains why one setting makes us feel anxious or competitive, while another fosters acceptance and delight—and, most importantly, she reveals how we can harness the power of our surroundings to live fuller, healthier, and truly joyful lives.

An understanding of psychology—specifically the psychology behind how users behave and interact with digital interfaces—is perhaps the single most valuable nondesign skill a designer can have. The most elegant design can fail if it forces users to conform to the design rather than working within the "blueprint" of how humans perceive and process the world around them. This practical guide explains how you can apply key principles in psychology to build products and experiences that are more intuitive and human-centered. Author Jon Yablonski deconstructs familiar apps and experiences to provide clear examples of how UX designers can build experiences that adapt to how users perceive and process digital interfaces. You'll learn: How aesthetically pleasing design creates positive responses The principles from psychology most useful for designers How these psychology principles relate to UX heuristics Predictive models including Fitts’s law, Jakob’s law, and Hick’s law Ethical implications of using psychology in design A framework for applying these principles

The international literary icon opens his eclectic closet: Here are photographs of Murakami’s extensive and personal T-
shirt collection, accompanied by essays that reveal a side of the writer rarely seen by the public. Many of Haruki Murakami’s fans know about his massive vinyl record collection (10,000 albums!) and his obsession with running, but few have heard about a more intimate passion: his T-shirt collecting. In Murakami T, the famously reclusive novelist shows us his T-shirts—from concert shirts to never-worn whiskey-themed Ts, and from beloved bookstore swag to the shirt that inspired the iconic short story "Tony Takitani." These photographs are paired with short, frank essays that include Murakami’s musings on the joy of drinking Guinness in local pubs across Ireland, the pleasure of eating a burger upon arrival in the United States, and Hawaiian surf culture in the 1980s. Together, these photographs and reflections reveal much about Murakami’s multifaceted and wonderfully eccentric persona.

How to design a world in which we rely less on stuff, and more on people. We’re filling up the world with technology and devices, but we've lost sight of an important question: What is this stuff for? What value does it add to our lives? So asks author John Thackara in his new book, In the Bubble: Designing for a Complex World. These are tough questions for the pushers of technology to answer. Our economic system is centered on technology, so it would be no small matter if "tech" ceased to be an end-in-itself in our daily lives. Technology is not going to go away, but the time to discuss the end it will serve is before we deploy it, not after. We need to ask what purpose will be served by the broadband communications, smart materials, wearable computing, and connected appliances that we’re unleashing upon the world. We need to ask what impact all this stuff will have on our daily lives. Who will look after it, and how? In the Bubble is about a world based less on stuff and more on people. Thackara describes a transformation that is taking place now—not in a remote science fiction future; it's not about, as he puts it, "the schlock of the new" but about radical innovation already emerging in daily life. We are regaining respect for what people can do that technology can’t. In the Bubble describes services designed to help people carry out daily activities in new ways. Many of these services involve technology—ranging from body implants to wide-bodied jets. But objects and systems play a supporting role in a people-centered world. The design focus is on services, not things. And new principles—above all, lightness—inform the way these services are designed and used. At the heart of In the Bubble is a belief, informed by a wealth of real-world examples, that ethics and responsibility can inform design decisions without impeding social and technical innovation.

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