

The Rise of Service Craft: Implications for Disciplinarity

AIGA

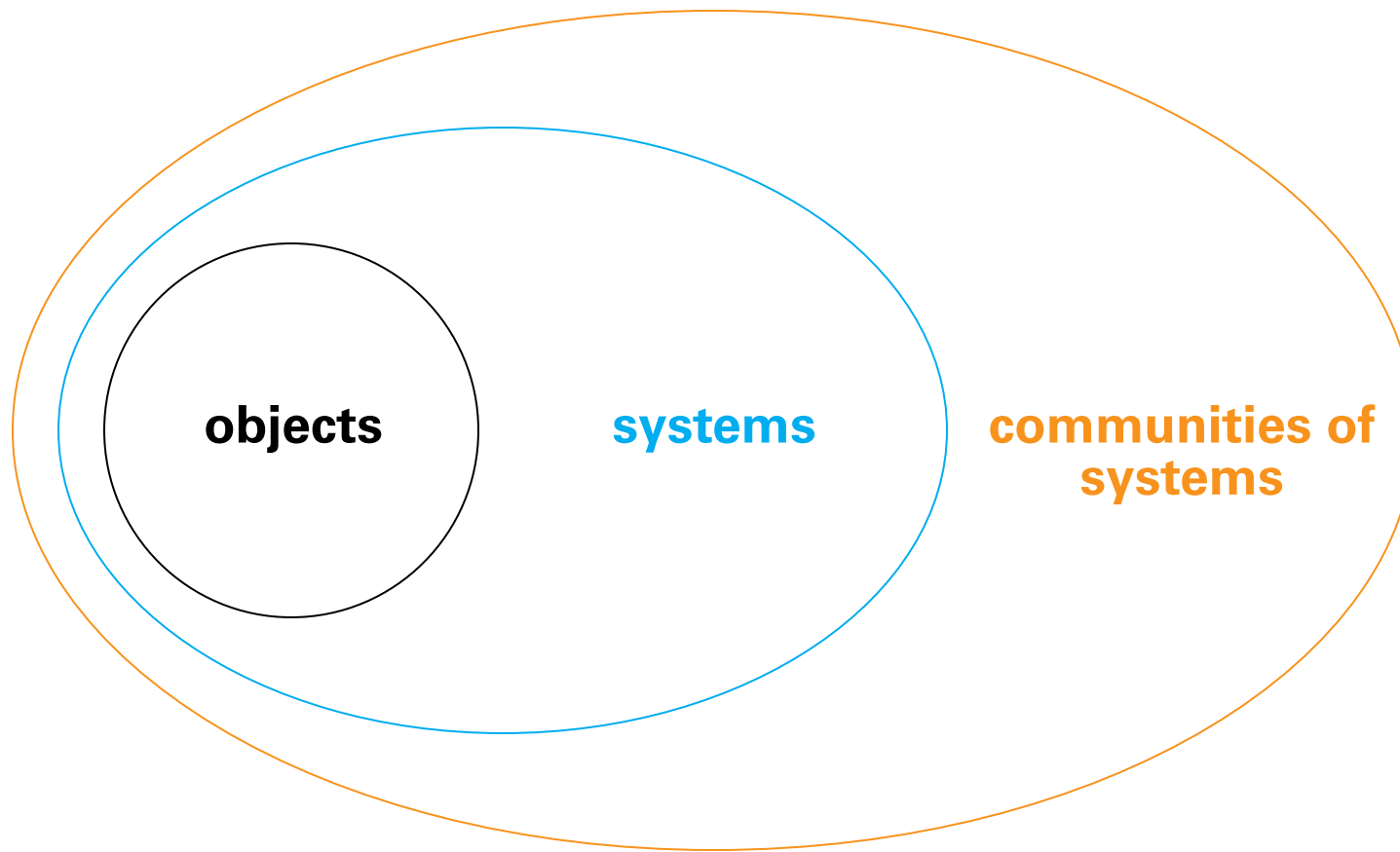
Schools of Thought

Models for Cross-, Trans-, Multi-Disciplinary Practice

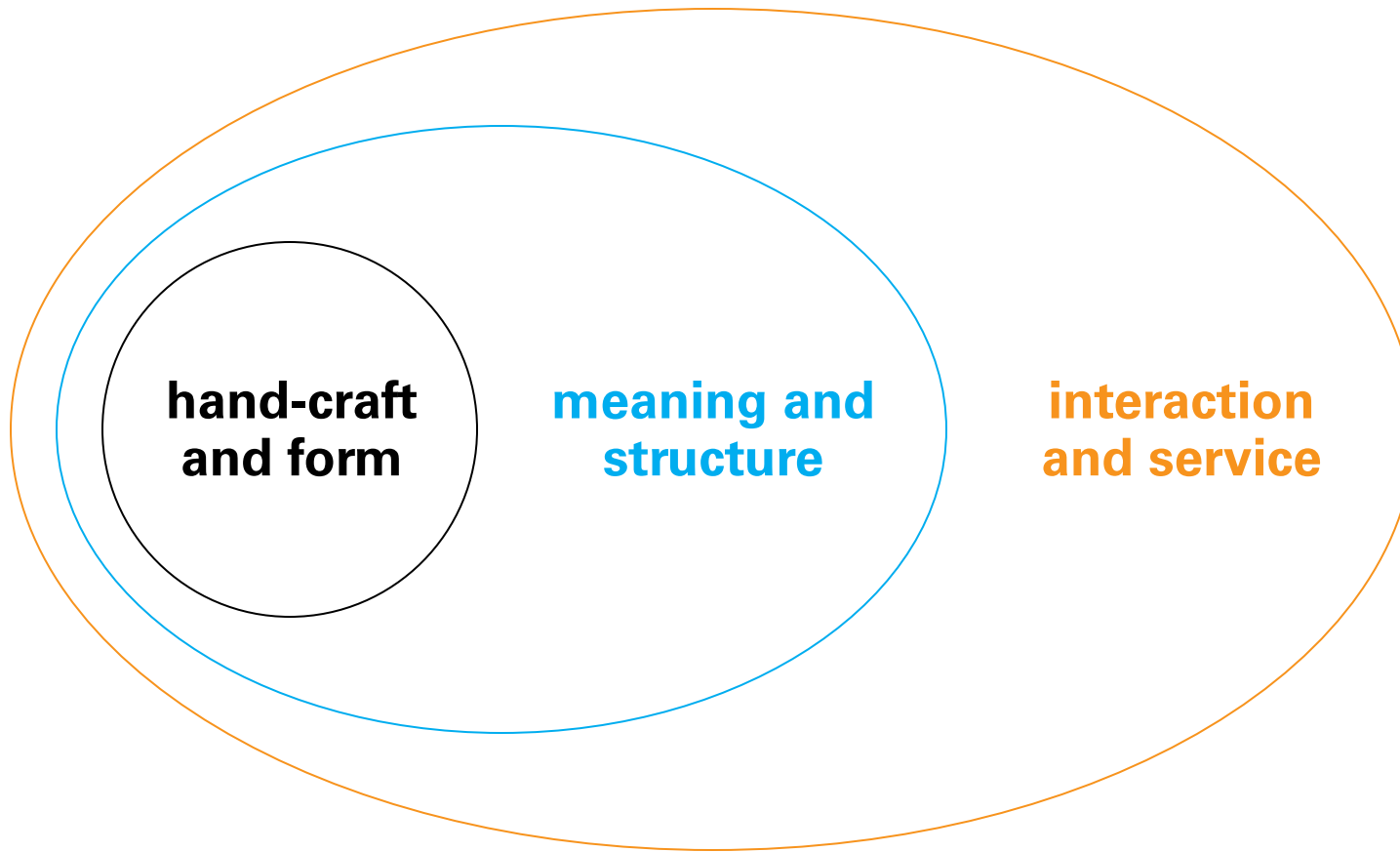
March 10, 2007

Hugh Dubberly

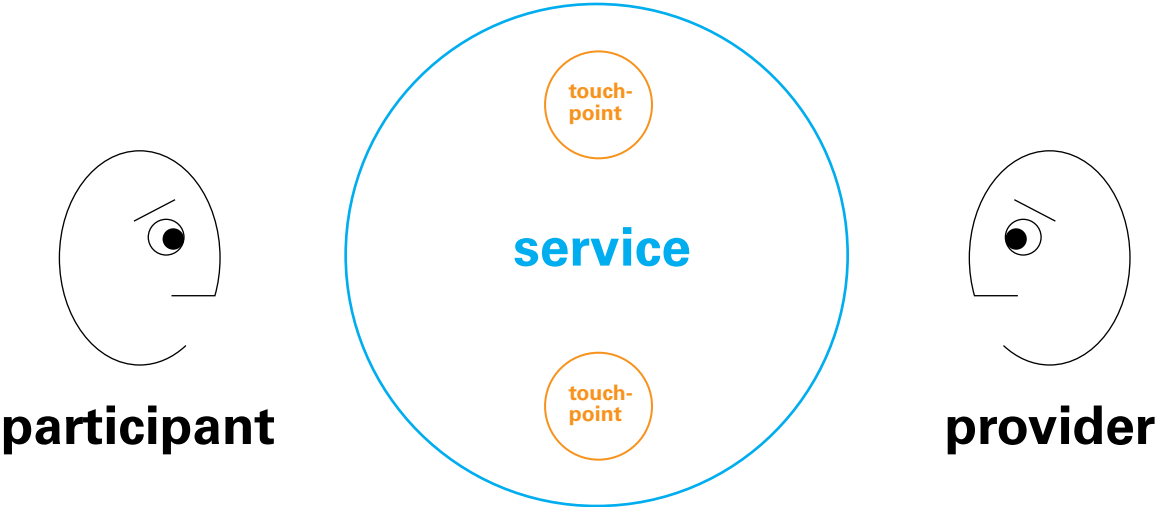
Change over time



Change over time



Service-Craft



Service examples



**“Flows become more
important than resources.
Behavior counts.”**

—Kevin Kelly

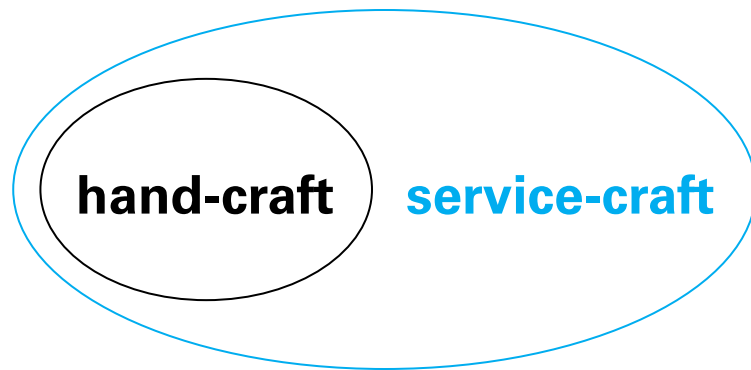
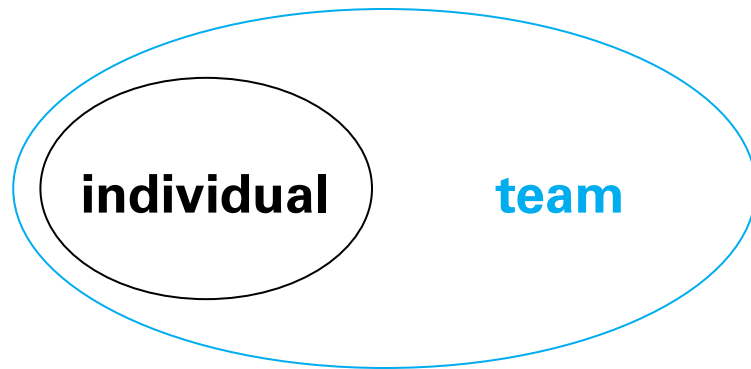
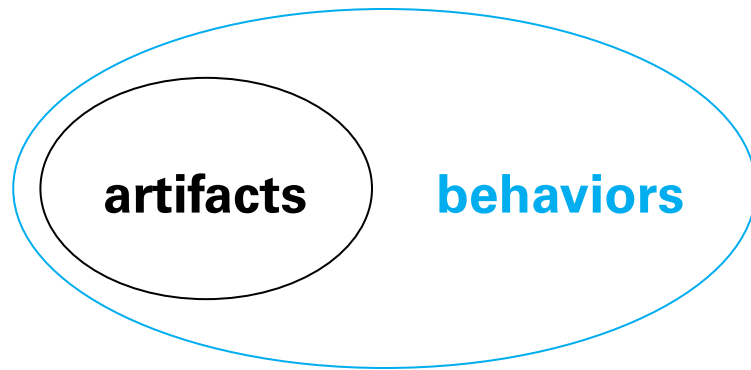
Change over time

	<i>Hand-Craft</i>	<i>Service-Craft</i>
<i>Subject</i>	Things	Behaviors
<i>Participant(s)</i>	Individual	Team
<i>Thinking</i>	Intuitive	Reasoned
<i>Language</i>	Idiosyncratic	Shared
<i>Process</i>	Implicit	Explicit
<i>Work</i>	Concrete	Abstracted
<i>Construction</i>	Direct	Mediated

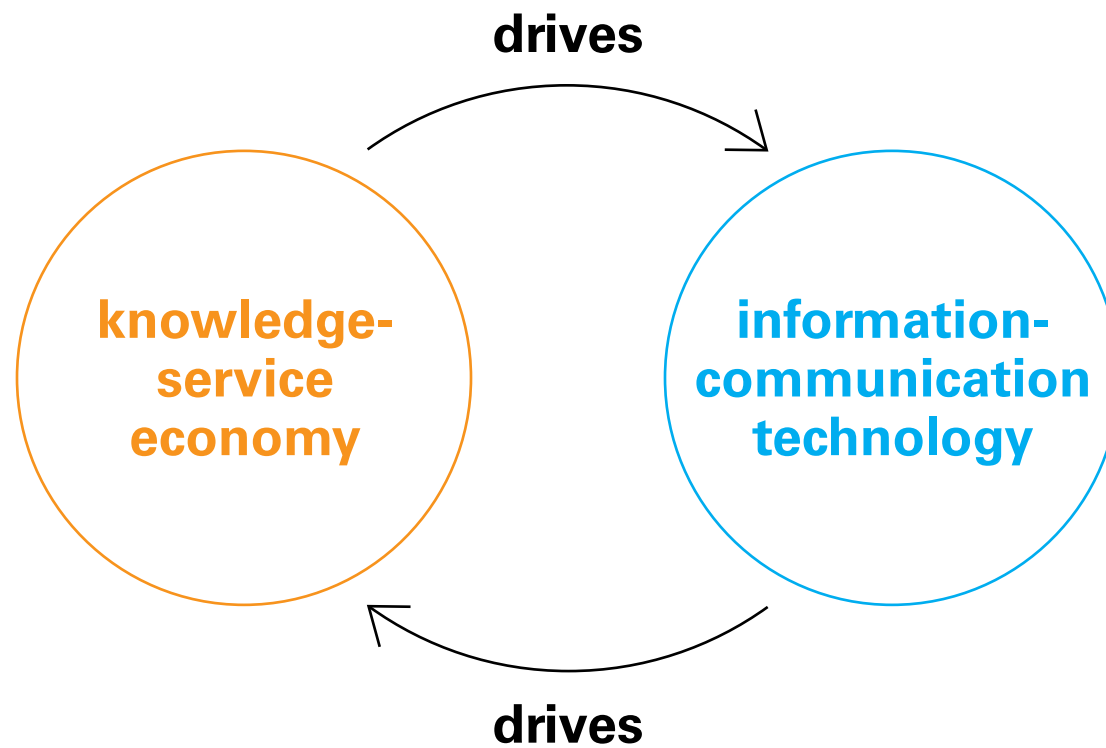
Change over time

	<i>Industrial Era</i>	<i>Electronic Era</i>
<i>Focus</i>	Objects	Systems
<i>Values</i>	Seek simplicity	Embrace complexity
<i>Designer's Role</i>	Deciding	Facilitating
<i>Stopping Condition</i>	Almost perfect	Good enough for now
<i>Result</i>	More deterministic	Less predictable
<i>End-State</i>	Completed	Adapting or evolving
<i>Iteration</i>	Editions	Continuous updating

Extending, not replacing



Growth of one fuels growth of the other



Sensors: the next revolution



new opportunity

new practice

thus a need for

new tools

new methods

new language

Thank you