TECHNO DESIGN
a NEW WAY OF TEACHING FOR THE DIGITAL AGE

PANELIST KELLY MONICO
Design + Technology

- What constitutes design?
- What will you be designing tomorrow?

“Ubiquitous computing names the third wave in computing, just now beginning. First were mainframes, each shared by lots of people. Now we are in the personal computing era, person and machine staring uneasily at each other across the desktop. Next comes ubiquitous computing, or the age of calm technology, when technology recedes into the background of our lives.”

Mark Weiser
"Ubiquitous computing is not virtual reality, it is not a Personal Digital Assistant (PDA) such as Apple’s Newton, it is not a personal or intimate computer with agents doing your bidding.

Unlike virtual reality, ubiquitous computing endeavors to integrate information displays into the everyday physical world. It considers the nuances of the real world to be wonderful, and aims only to augment them.

Unlike PDA’s, ubiquitous computing envisions a world of fully connected devices with cheap wireless networks everywhere; unlike PDA’s, it postulates that you need not carry anything with you, since information will be accessible everywhere.

Unlike the intimate agent computer that responds to one’s voice and is a personal friend and assistant, ubiquitous computing envisions computation primarily in the background where it may not even be noticed. Whereas the intimate computer does your bidding, the ubiquitous computer leaves you feeling as though you did it yourself.”

-mark weiser
Xerox PARC
DESIGNING FOR MULTIPlicity

content is beginning to cross all platforms
GESTURE
SOUND
PRESENCE

SENSORY DESIGN
Blendie is part of a series of machines designed to access and vitalize the interplay of people and machines.

http://web.media.mit.edu/~monster/blendie/
Mechanical Mirrors:
The 4 mechanical mirrors are made of various materials but share the same behavior and interaction; any person standing in front of one of these pieces is instantly reflected on its surface. The mechanical mirrors all have video cameras, motors and computers on board and produce a soothing sound as the viewer interacts with them.
Ambient Design

the physical environment becomes an interface to digital information
AMBIENT DESIGN

eliminates the mouse and the keyboard

“We focus softening the interface between the device(s) and the user”
-BT Group
In South Korea the Ministry of Information and Communication hopes to put a robot in every home there by 2013. The Japanese Robot Association predicts that by 2025, the personal robot industry will be worth more than $50 billion a year worldwide, compared with about $5 billion today.
“DESIGNERS HAVE THE OPPORTUNITY TO INVENT WHAT THESE NEW PRODUCTS OF THE FUTURE MIGHT OR SHOULD BE LIKE. THIS COMES ALONG WITH SIGNIFICANT RESPONSIBILITY TO SHAPE THESE PRODUCTS IN WAYS THAT ARE NOT MERELY SEDUCTIVE, BUT APPROPRIATE.” -CARL DISALVO
Genpets seem to create a reaction wherever they go. While in the store window of Iodine Toronto, the shop owner began sleeping in the store as many nights, people would bang at the windows furiously. Some in protest of the small bio-ge-netically engineered creatures trapped in plastic, some wanting to wake them up or buy them. Hordes of teens wanting a bioengineered pet met confused, baffled, or even shocked looks from parents. For an upcoming generation, through our own marketing techniques, life and the idea of life are quickly becoming viewed as disposable commodities.
Welcome to the world of Genpets™
Mass Produced, Bioengineered Pets Implemented Today

- Allergen Free
- Child Safe
- Low Maintenance
- Life Perfected

Say Hello to the all New Genpets™
Genetic Engineering and Manufacturing

Highlight:

- FEATURES
  Learn about all the exciting features that make the Genpets different from other pets

- CATALOGUE
  Want to Know more? Check out the Reseller Catalogue, for an indepth read on the Genpets

- MEET THE GENPETS
  Extend a hand and shake a paw, Genpets are here and in the flesh. Are you ready for Bioengineered Buddies?

- MULTIMEDIA
  Images, Wallpapers, Photos, & special goodies to keep you & your Genpet happy

- SUPPORT
  Have a question or need help with your genpet? You've come to the right place

Genetic Engineering and Manufacturing

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“Our Goal is to inspire a new generation of designers able to create the messages, experiences and platforms for a more sustainable and imaginative future.”
“To create effective, usable, enjoyable experiences with technology through interdisciplinary research in engineering, design, computer science, and the behavioral and social sciences, and to understand the impact of technology on individuals, groups, and organizations.”
“We want the d.school to be a place for Stanford students and faculty in engineering, medicine, business, the humanities, and education to learn design thinking and work together to solve big problems in a human centered way.”
ELEMENTS OF SIMILARITY

1. not constrained by the traditional boundaries or definitions of design
2. focus on uniting the physical and digital world
3. cross-breed of disciplines | hybrid program
4. team projects with outside world
5. design concerned with form, behavior and usability
6. focus on innovation & invention

ESTABLISHING A TECHNO DESIGN PARADIGM