

Chair for Information Architecture | HS2008

Elective Course Information Architecture

Tangible - Push. Click. Touch.

Prof Dr Gerhard Schmitt

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iA

Chair for Information Architecture

Tangible - Push.Click.Touch.

Overview

- A brief History...
- Definitions and Principles
- Join us to visit the Value Lab

Tangible - Push.Click.Touch.

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A brief History

Push. Click. Touch.

How did we get from here...

TELESCOPE
THOS. J. EVANS
LONDON



A brief History

Push. Click. Touch.

...to here?



A brief History

Push. Click. Touch.

1890s

Kodak introduces the idea: Button = easy

,You press the button
and we do the rest!‘

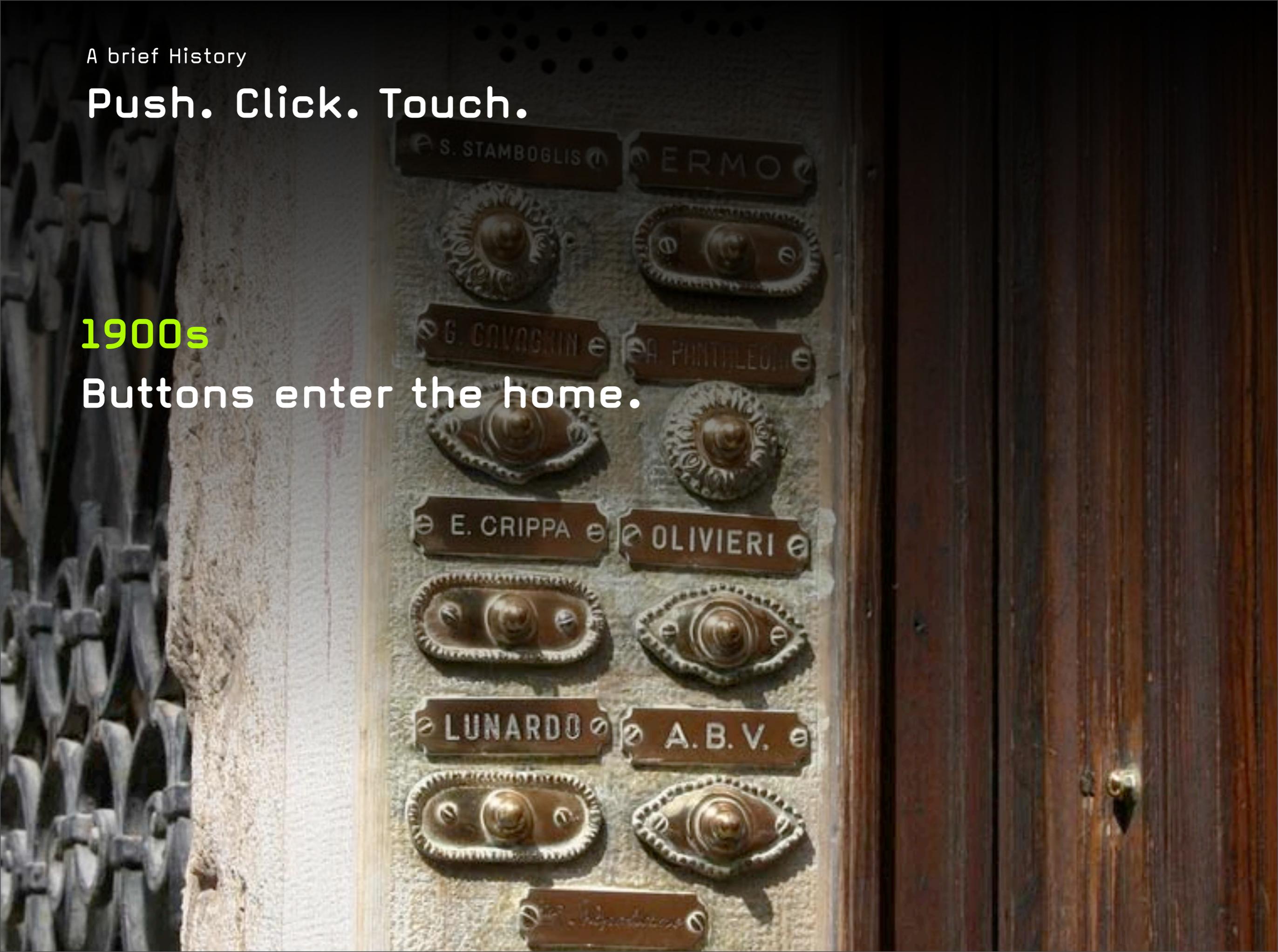


A brief History

Push. Click. Touch.

1900s

Buttons enter the home.



A brief History

Push. Click. Touch.

1910 - 20s

Buttons turn things on and off.



A brief History

Push. Click. Touch.

1930s - 40s

Buttons present an optimistic future of leisure.

Macharads

GERÄT

KLANG

BEREICH

AUS

MUSIK

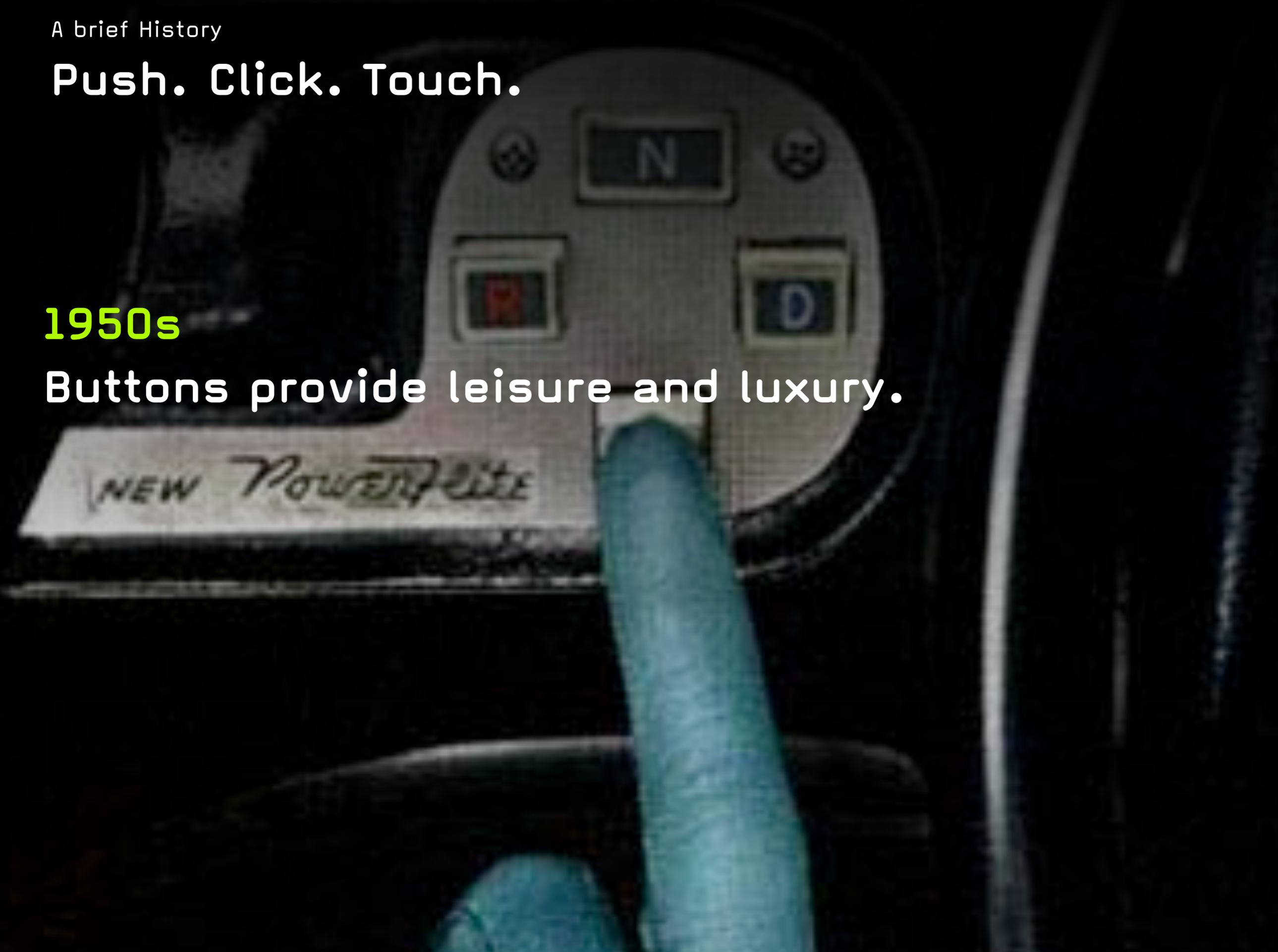
BRANDT II III

A brief History

Push. Click. Touch.

1950s

Buttons provide leisure and luxury.



A brief History

Push. Click. Touch.

1950s

Buttons let us control from a distance.



A brief History

Push. Click. Touch.

1960s

Buttons automate and control
- if you can speak the language...



A brief History

Push. Click. Touch.

1970s

Buttons became smaller and cheaper.

Everybody computes.



A brief History

Push. Click. Touch.

1970s - 80s

Buttons entertain.
- Icon of a generation.



A brief History

Push. Click. Touch.

1980s

Buttons go onscreen, get virtual.

Push becomes click!



A brief History

Push. Click. Touch.



1990s

Buttons lose shape, can be words, images,
- anything.

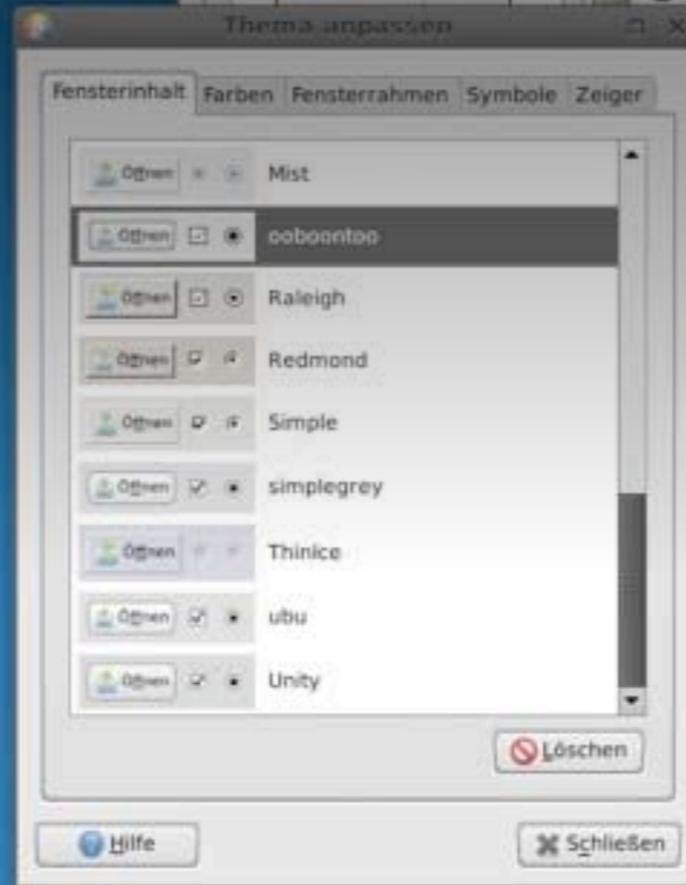
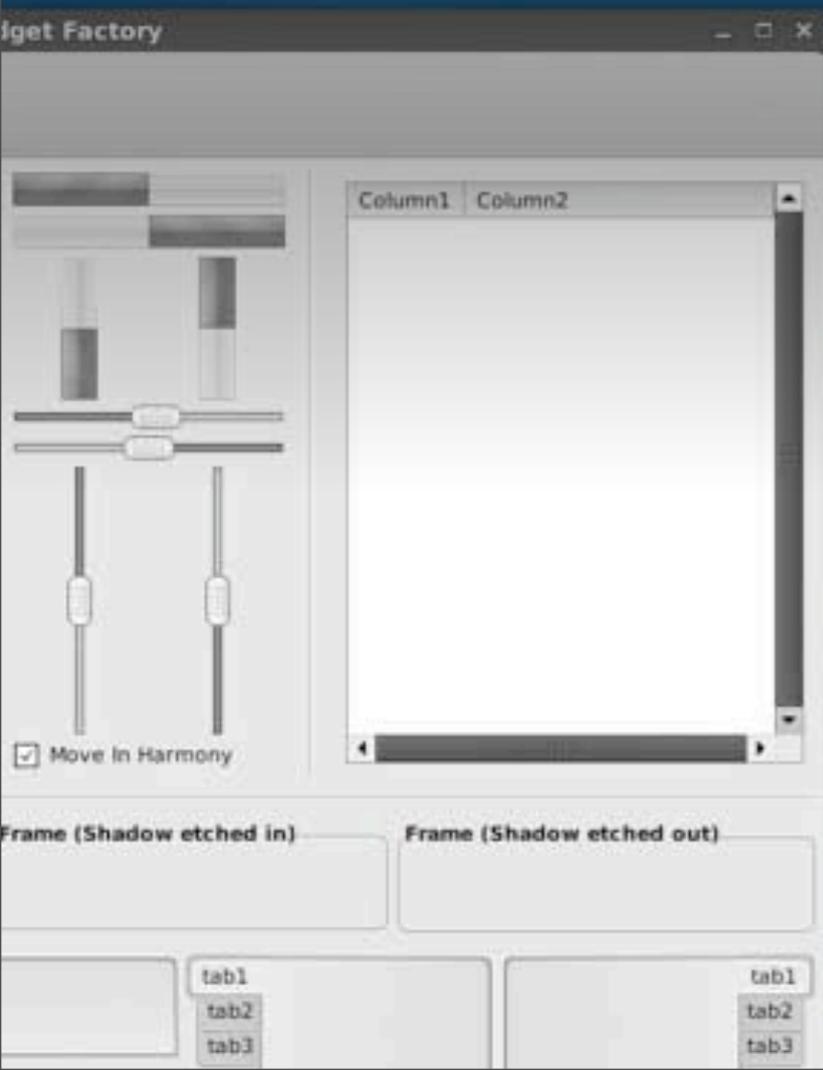
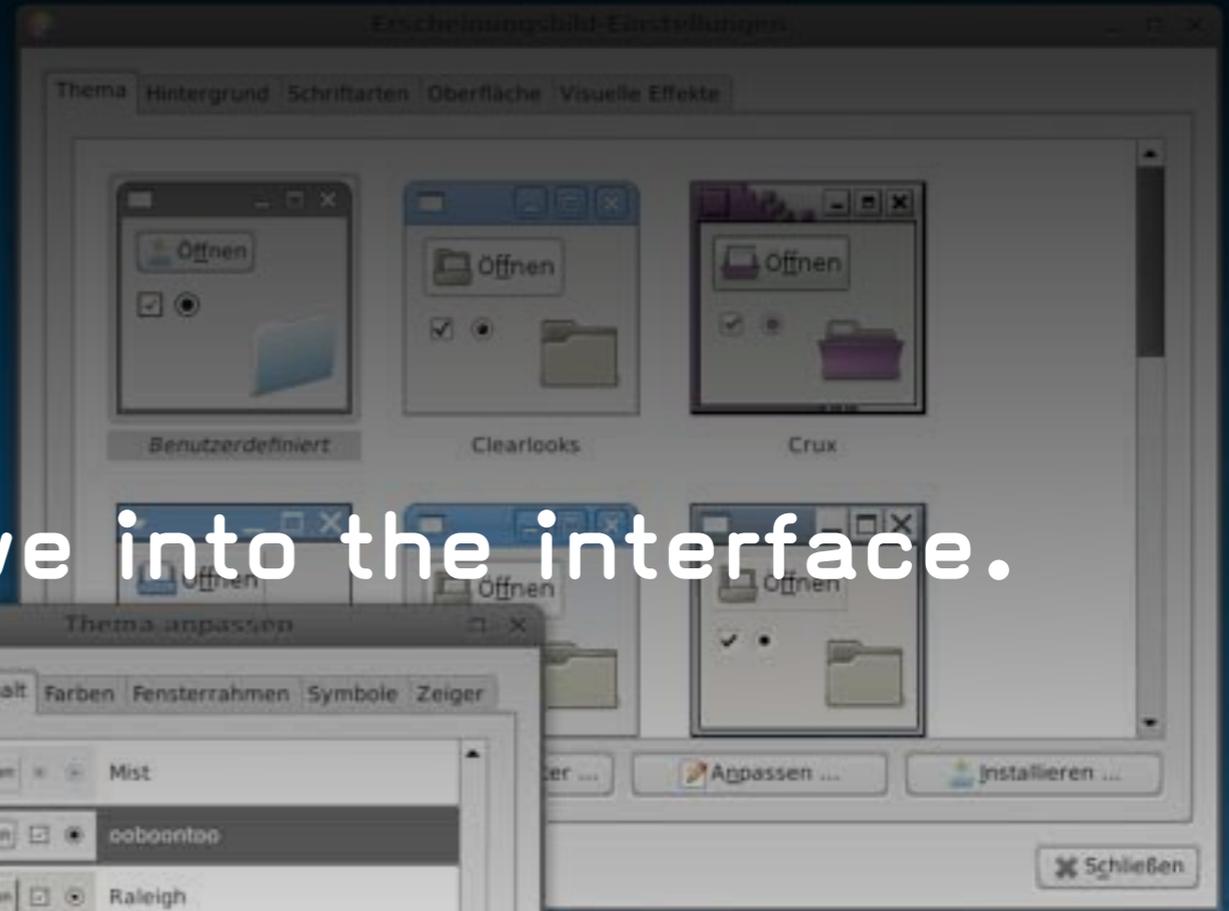
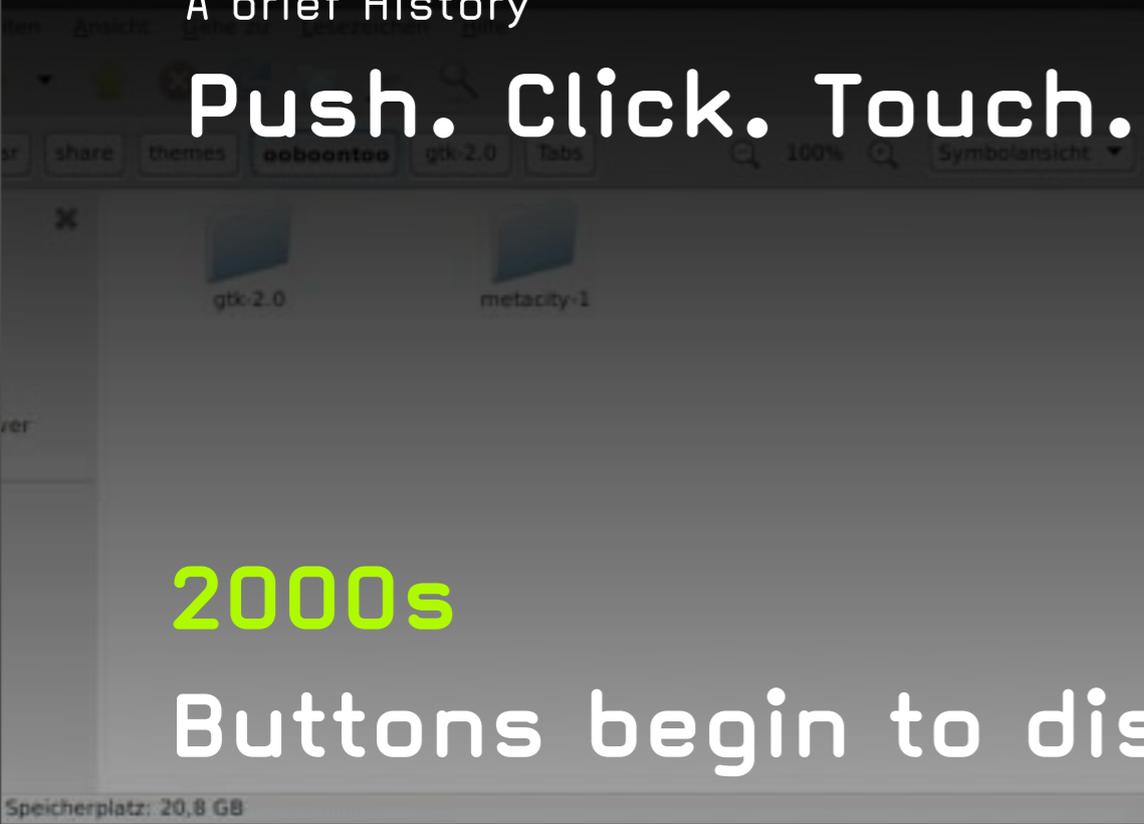
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A brief History

Push. Click. Touch.

2000s

Buttons begin to dissolve into the interface.



A brief History

Push. Click. Touch.

Now

Pushing buttons with speed and dexterity is a respected skill.

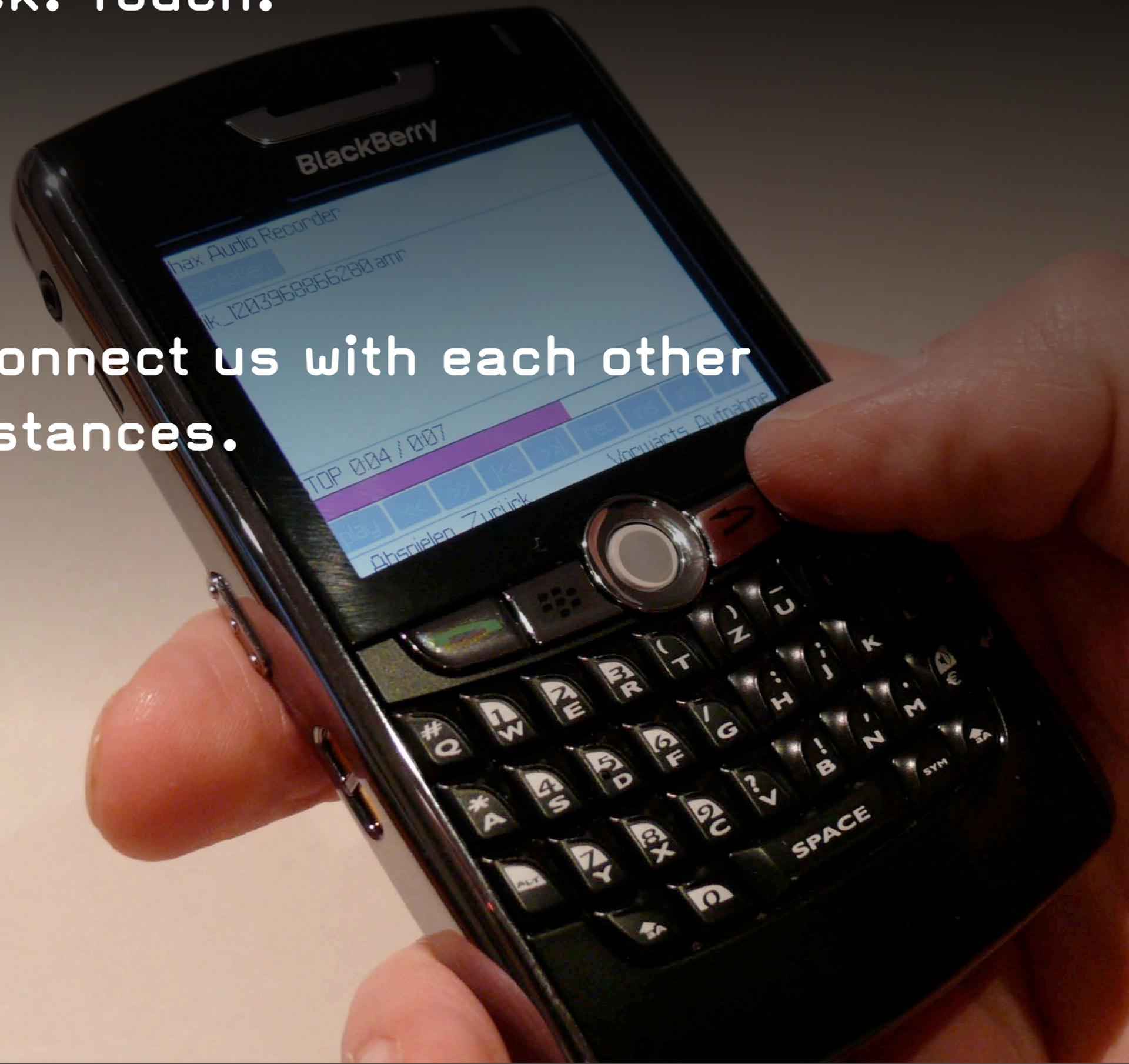


A brief History

Push. Click. Touch.

Now

Buttons connect us with each other
across distances.



A brief History

Push. Click. Touch.

Now

Content becomes the button.

Click becomes touch!



A brief History

Push. Click. Touch.

Now

The surface is the interface.
Objects ,push' buttons.



A brief History

Push. Click. Touch.

Soon

The environment is the surface,
is the information, is the button...!

Tangible - Push.Click.Touch.

Overview

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GUI vers. TUI

GUI - Graphical User Interface

Graphical user interfaces allow people to interact with electronic devices like computers, hand-held devices, household appliances and office equipment.

The actions are usually performed through direct manipulation of the **graphical elements based on metaphors.**

Definitions and Principles

Example Time Machine, Mac OS X Leopard

Definitions and Principles

Example Time Machine, Mac OS X Leopard

GUI *vers.* TUI

TUI - Tangible User Interfaces

Tangible User Interfaces enable computationally mediated interactions in physical locales and social contexts where traditional computer use may be difficult.

Definitions and Principles

GUI vers. TUI



Tangible User Interface (TUI)

Giving physical form to digital information by seamlessly coupling the dual worlds of bits and atoms.

Use physical spaces, surfaces, and objects as both controls and representation of digital information.

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Podcast Information Architecture

[http://www.ia.arch.ethz.ch/teaching/
teaching-08/](http://www.ia.arch.ethz.ch/teaching/teaching-08/)

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