

Working Group : Digital Culture

L'ÉCOLE DE DESIGN Nantes Atlantique | DIGITAL DESIGN by L'ÉCOLE DE DESIGN

Rovaniemi 2019/05/30
Alok NANDI & Florent MICHEL

IXDA



Alok NANDI
Innovation Strategist, Creative Director
UX, Digital, Interaction Designer - IxDA President
alok.nandi@ixda.org



L'ÉCOLE DE DESIGN Nantes Atlantique | DIGITAL DESIGN by L'ÉCOLE DE DESIGN

Florent MICHEL
Bachelor program Course Leader, Interaction Design
L'École de design Nantes Atlantique
f.michel@lecolededesign.com



Part 0 > In previous episodes ...

February 2018









Lyon - France

Working Group : Digital Culture - Cumulus 19 Rovaniemi 2019/05/30
Alok NANDI & Florent MICHEL

Adam Dunford
Conference

Interaction Design Competency Framework



« There’s no common description or criteria for creating an Interaction Design degree. »

https://adamdunford.com/





PDF

The Interaction Design Competency Framework

A tool to understand what industry wants from interaction design education

Master's thesis in Interaction Design & Technologies

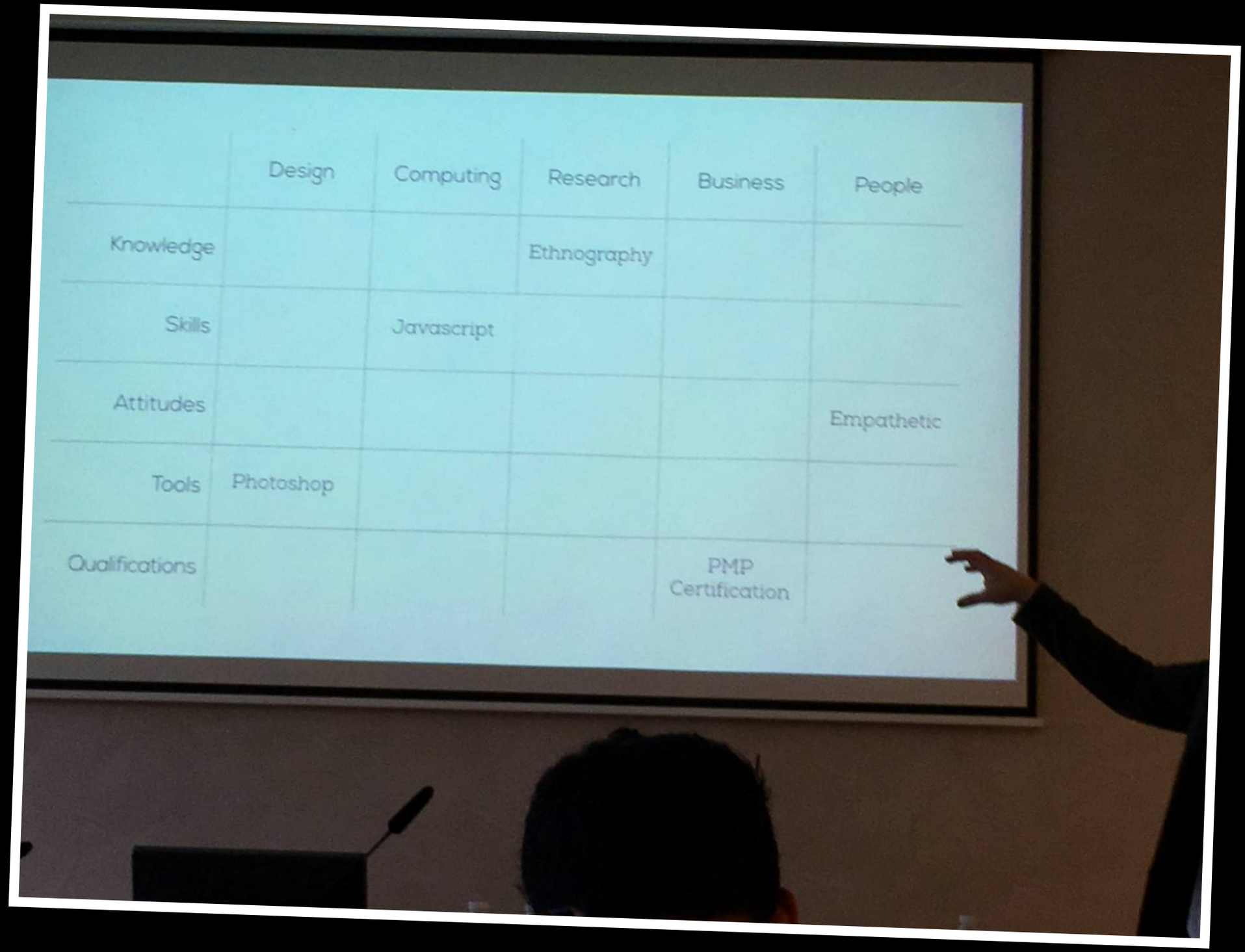
ADAM DUNFORD

L'ÉCOLE DE DESIGN Nantes Atlantique | DIGITAL DESIGN by L'ÉCOLE DE DESIGN

Working Group : Digital Culture - Cumulus 19 Rovaniemi 2019/05/30

Alok NANDI & Florent MICHEL

IXDA


Design
Computing
Research
Business
People
Knowledge
Ethnography
Skills
Javascript
Attitudes
Empathetic
Tools
Photoshop
Qualifications
PMP
Certification

MATRIX OF COMPETENCIES FOR IXD

	Design	Computing	Research	Business	People
Knowledge	15%	4%	9%	4%	–
Skills	15%	15%	–	2%	4%
Attitudes	2%	–	–	2%	4%
Tools	13%	–	4%	2%	–
Qualifications	4%	–	–	–	–

Référentiel pédagogique I2 : 2018 - 2019

Semestre	pôle	Module	Professeur	heures/séance	nb séance	nb h / étudiants	nb intervenant	nb groupe	nb heures totales	ECTS	h permanents	Coef	Planification	Type de salle	Evaluation	Coef	PCP	Transport	Hébergement	Repas	Matériaux	consommables pour salle	Visites	Total
1	Culture générale	Expression écrite et orale	Sandrine Chagnard	2	13	26	1	2	52	1	1	-4	Sem 1 à 13	Cours général										0
1	Culture générale	Anglais	Guillaume Homer	2	13	26	1	2	52	1	1	-4	Sem 1 à 13	Cours général										0
1	Culture générale	Histoire de l'art	Christophe Cesbron	1,5	7	10,5	1	2	21	1	1		Sem 1 à 13	Cours général						50				50
1	Culture générale	Revue de veille	Florent MICHEL	2	5	10	1	2	20	1	20	1		Sem 1 à 13	Cours général								380	
1						72,5			145	4	30													0
1	Culture de l'entreprise	Projection professionnelle (stages)	Sarah Demery	0,7	1	0,7	1	36	25,2	1	25	1	7	Cours général										0
1	Culture de l'entreprise	Economie du numérique	Jules Legoivre	2	3	6	1	1	6	0		1	Sem 8 à 13	Cours général										
1						6,7			25,2	1	25,2													0
1	Modes d'expression	Dessin couleur	Stephan Nica-Retailleau	3	13	39	1	2	78	3		1	-6	Sem 1 à 13	atelier						100	108		208
1	Modes d'expression	Design graphique	Matthias Rischewski	3	13	39	1	2	78	3		1	-6	Sem 1 à 13	Salle cours + prises									0

Référentiel pédagogique I3 : 2018 - 2019

Semestre		évènement	Professeur	heures/séance	Nb séance	Nb h / étudiants	nb intervenant	nb groupe	Nb heures totales	h permanents	ECTS	Coef	Planification	Remarques	Type de salle	évaluation	Coef	PCP	Transport	Hébergement	Repas	Matériaux	consommables pour salle	Visites	Total
1	Culture générale	Expression écrite et orale	Virginie Braud	3	5	15	1	2	30	30	1		?		Cours général	1	X								0
1	Culture générale	Anglais	Eva Canals	2	11	22	1	2	44		2		Sem 1 à 11		Cours général	1	X								0
1	Culture générale	Sociologie	David Morin Ullman	3	6	18	1	2	36		2		Sem 1 à 6		Cours général	1	X								0
1	Culture générale	Revue de Veille	Florent MICHEL	2	5	10	1	1	10	10	1		réparties sur le semestre		Cours général	1	X							350	
1						65			120	40	6														0
1	Modes d'expression	Dessin couleur	Stephan Nica-Retailleau	3	11	33	1	2	66		3		Sem 1 à 11		atelier	1	X				30	326,3		376,3
1	Modes d'expression	Architecture de l'information	Sandra MELLOT	4	6	24	1	2	48		3		Semaine 5 à 10		Cours général	1	X				50				
1	Modes d'expression	Audit UI-UX	Florian Buiour ?	2	10	20	1	2	40		2			Doit se terminer avant le projet court											
1						77			154	0	8														0
1	Culture de l'entreprise	Stage	Sarah Demery + Florent MICHEL	0,5	1	0,5	2	36	36	36	3		en novembre		Salle soutenance	1									0
1	Culture de l'entreprise	Projection professionnelle	Sarah Demery + Florent MICHEL	0,7	1	0,7	1	36	24	24	1		?		Cours général	1									0
1	Culture de l'entreprise	Valorisation de projet	Florent MICHEL	4	2	8	1	2	16	16	1				Salle cours + prises	1					50				50
1						9,2			76	40	5														0
1	Culture technique	Web avancé (Javascript / HTML5)	Sebastien Moriau	3	8	24	1	2	48		1		Début de semestre		Salle cours + prises	1	X								
1	Culture technique	Connectivité (Arduino)	Pierre Commenge	4	8	32	1	2	64		1		Semaine 5,6,8,9 et 10	en amont du workshop au cube	Salle cours + prises	1	X				500				500
1	Culture technique	Infographie 3D (3DS Max)	Audrey Mahaut	4	8	32	1	2	64	1	1		Fin de semestre		Salle PC	1	X								
1						88			176	1	3														0
1	Projet	Workshop Conceptions interdisciplinaires	Olivier Heinry + Sandra Mellot	8	3	24	2	1	48		1		7, 8, 9 février 2018		Grand atelier Factory + Atelier numérique										
1	Projet	Test Utilisateurs	Liv Lefevre	4	4	16	1	2	32	0	1		Sem 2 à 5		Salle cours + prises + atelier numérique						50				
1	Projet	Projet réactif	Edouard Durand (24hx2)+ Vincent Baillet (16hx2)+ Liv Lefe	4	8	32	2	2	128	64	1		Sem 1 à 8		Salle cours + prises	2					50				50
1	Projet	Projet court	Florian Buiour et ?	4	4	16	2	2	64	8	1		Sem 8 à 11		Salle cours + prises	1									
1						88			272	72	4														0
Total Semestre 1 - I3 : 2018 - 2019						327			798	173	36														0
																									0
2	Culture générale	Expression écrite et orale	Virginie Braud	3	5	15	1	2	30	30	1		Sem 1 à 5		Cours général	1	X								0
2	Culture générale	Anglais	Eva Canals	2	11	22	1	2	44		2		Sem 1 à 11		Cours général	1	X								0
2	Culture générale	Revue de Veille	Florent MICHEL (3) et David Morin Ullman (2)	2	5	10	1	2	20	12	1		réparties sur le semestre		Cours général	1	X							350	
2						47			94	42	4														0
2	Culture de l'entreprise	Eco-Gestion	Laurence Deschamps	2	9	18	1	1	18		1		peu importe		Cours général	1	X								0
2	Culture de l'entreprise	Valorisation de projet	Florent MICHEL	4	4	16	1	2	28	28	2		réparties sur le semestre		Salle cours + prises	1					100				100
2	Culture de l'entreprise	Veille Strat	Laurent Neyssensas	4	4	16	1	2	32	32	2		Peu importe		Cours général										
2						50			78	60	5														0
2	Modes d'expression	Création Plastique	Typhaine Lebreuq	3	11	33	1	2	66		2		-6 ?		Cours général	1	X				50				50
2						33			66	0	2														0
2	Culture technique	Prototypage vidéo (After effect)	Yvan Riguidel	4	5	20	1	2	40		2		-8 Sem 6 à 11		Salle cours + prises	1	X								0
2	Culture technique	3D temps réel (Unity)	Thomas Tabbara	4	8	32	1	2	64		2		-8 Sem 1 à 5	dernière séance journée 2 x 3h	Salle cours + prises	1	X								0
2	Modes d'expression	Prototypage Web (Sketch+principle)	Florian Buiour ?	2	8	16	1	2	32		2				Cours général										
2	Culture technique	Vidéo - Mapping (Millumin)	Mael Pinard et Guillaume Marmin	4	6	24	2	1	48		1		Sem 5 à 7	-4h	Salle cours + prises + Atelier numérique	1	X				350				350
2						92			184	0	7														
2	Projet	RFI rWave	?	4	4	16	1	2	32				Semaine 1		Cours général	1	X	150			30	50			230
2	Projet	WorkShop Game Controller	Pierre Commenge + Clément Gault			28	2	1	56		2		26 - 30 Mars 2018		Salle cours + prises + Atelier numérique	1			320	150	1000				1470
2	Projet	WorkShop scénographie augmentée	Mael Pinard			28	2	1	56		2		Du 23 au 27 avril 2018		Salle cours + prises + Atelier numérique	1				75	400				475
2	Projet	Methodologie (créativité)	Emmanuel Raillard	4	2	8	1	2	16		1		Semaine 1		Cours général			150		30	50				
2	Projet	Projet bachelor	Clément Thiéry / Florent MICHEL	3,5	3	11	2	4	57	28,5	4				Cours général	4									0
2	Projet	Projet long	Edouard Durand et Thierry Mellerin	4	12	48	2	2	192	48	7		Tout le semestre / Phase 3 le 25/06/18		Salle cours + prises	3									0
2	Projet					139			409	76,5	16														0
Total Semestre 2 - I3 : 2018 - 2019						361			831	179	34			0											
			Financement RFI						80			-22													
Total Année I3 : 2018 - 2019						688		Total	1629	352	60			0				360	320	385	2750	326,3	790	4681
									775															

MATRIX OF COMPETENCIES FOR INTERACTION DESIGN BACHELOR

	Design	Computing	Research	Business	People
Knowledge	Art History Usability **5%**	HMI History Algorithmic **5%**	Semiotics **2%**	Business Model Entrepreneurship **1%**	Sociology **2%**
Skills	Drawing Graphic composition Graphic Design Storybording Wireframing User Flow Vidéo mapping **15%**	Creative Code HTML /CSS /Javascript Real time 3D Electronic **15%**	Information design **2%**	Project management Work with other skills Support a project **5%**	Communication English language Analysis of the need User centred design Personas **2%**
Attitudes	Creativity Personal experiences **2%**	Logical thinking rigour **2%**	Open Minded Curious **2%**	Networking Identify companies Argue **1%**	Empathic Observer **2%**
Tools	Photoshop Illustrator In Design After effect Sketch / Adobe XD Principle 3DS Max Millumin **12%**	Processing Unity Arduino GIT **5%**	Permanent Inquiry Contextual Inquiry **2%**	Excel Power Point / KeyNote Linked In / Behance **1%**	User Testing Usage scenario **2%**
Qualifications	Students competitions Portfolio Bachelor degree **5%**	Worldskills competition		internship **10%**	

	Design	Computing	Research	Business
Knowledge	Art History Usability **5%**	HMI History Algorithmic **5%**	Semiotics **2%**	Business Model Entrepreneurship **1%**
Skills	Drawing Graphic composition Graphic Design Storybording Wireframing User Flow Vidéo mapping **15%**	Creative Code HTML /CSS /Javascript Real time 3D Electronic **15%**	Information design **2%**	Project management Work with other skills Support a project **5%**
Attitudes	Creativity Personal experiences **2%**	Logical thinking rigour **2%**	Open Minded Curious **2%**	Networking Identify companies Argue **1%**
	Photoshop Illustrator In Design After effect	Processing Unity Arduino	Permanent Inquiry	Excel Power Point /

MATRIX OF COMPETENCIES FOR INTERACTION DESIGN BACHELOR

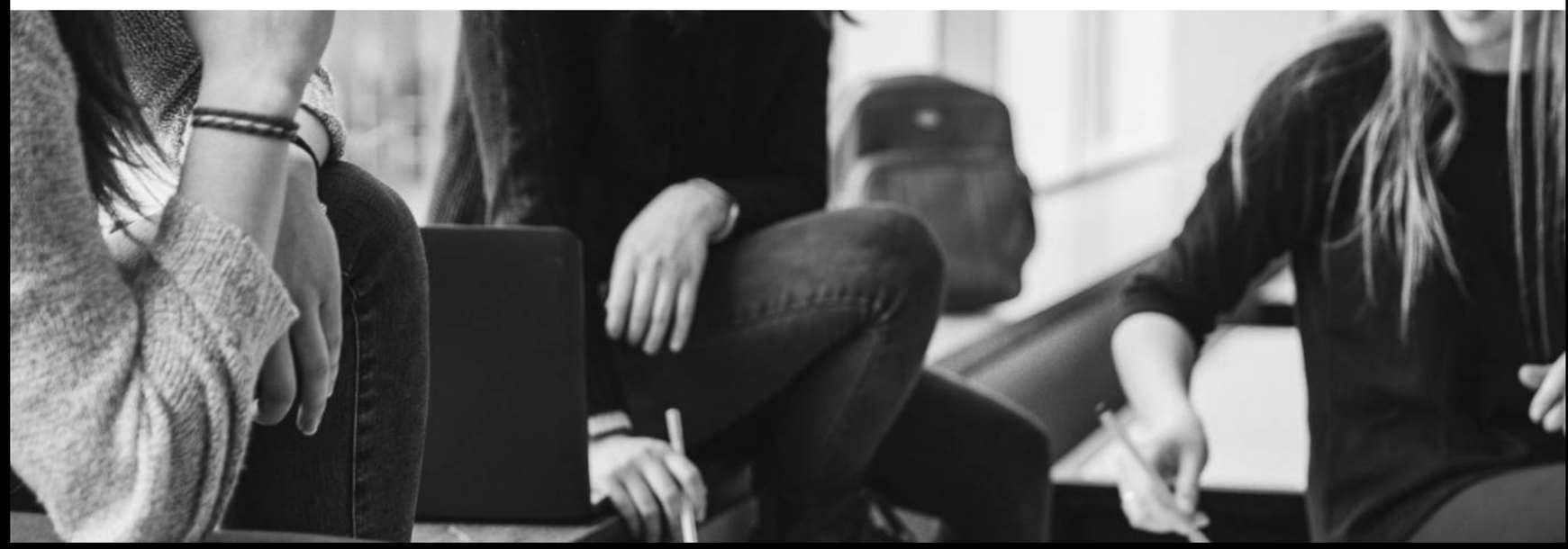
	Design	Computing	Research	Business	People
Knowledge	Art History Usability **5%**	HMI History Algorithmic **5%**	Semiotics **2%**	Business Model Entrepreneurship **1%**	Sociology **2%**
Skills	Drawing Graphic composition Graphic Design Storybording Wireframing User Flow Vidéo mapping **15%**	Creative Code HTML /CSS /Javascript Real time 3D Electronic **15%**	Information design **2%**	Project management Work with other skills Support a project **5%**	Communication English language Analysis of the need User centred design Personas **2%**
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Qualifications	Students competitions Portfolio Bachelor degree **5%**	Worldskills competition		internship **10%**	

Jamie Cavanaugh

TEACHING

A MATRIX OF COMPETENCIES FOR INTERACTION DESIGN

by Jamie | March 14, 2018



https://www.designhigher.com/competencies-for-interaction-design/

MATRIX OF COMPETENCIES FOR SANTA MONICA COLLEGE IXD

	Design	Computing	Research	Business	People
Knowledge	15%	6%	4.5%	3%	9%
Skills	10%	7.5%	4.5%	1.5%	1.5%
Attitudes	1%	–	1.5%	1.5%	1.5%
Tools	7%	7.5%	6%	1.5%	–
Qualifications	3%	–	1.5%	5.5%	–

Nantes

	Design	Computing	Research	Business	People
Knowledge	5%	5%	2%	1%	2%
Skills	15%	15%	2%	5%	2%
Attitudes	2%	2%	2%	1%	2%
Tools	12%	5%	2%	1%	2%
Qualifications	5%	-	-	10%	-

Santa Monica

	Design	Computing	Research	Business	People
Knowledge	15%	6%	4.5%	3%	9%
Skills	10%	7.5%	4.5%	1.5%	1.5%
Attitudes	1%	–	1.5%	1.5%	1.5%
Tools	7%	7.5%	6%	1.5%	–
Qualifications	3%	–	1.5%	5.5%	–







April 2018

Paris - France



Florent Michel



Frédéric Degouzon



Alok Nandi

Topics in Paris :

– Design vs technological innovation (AI, robotics etc)
– Skills evolution : teaching for non existing upcoming jobs
– Definition/territory of Interaction Design
– Academic vs professional approach
– Ethics & sustainability

Issues :

– Design for the digital world
– Digital transition of design



Florent Michel



Frédéric Degouzon



Alok Nandi

November 2018



2018 International Conference for
ADADA+CUMULUS
16th International Conference for Asia Digital Art and Design
Tainan, Taiwan | November 22-24, 2018

IxDA

The Asian Chapter

IxDA, the international professional association for Interaction design and Cumulus International Association for Art, Design & Media education are joining forces for a series of shared workshops and more about the future of interaction design education.

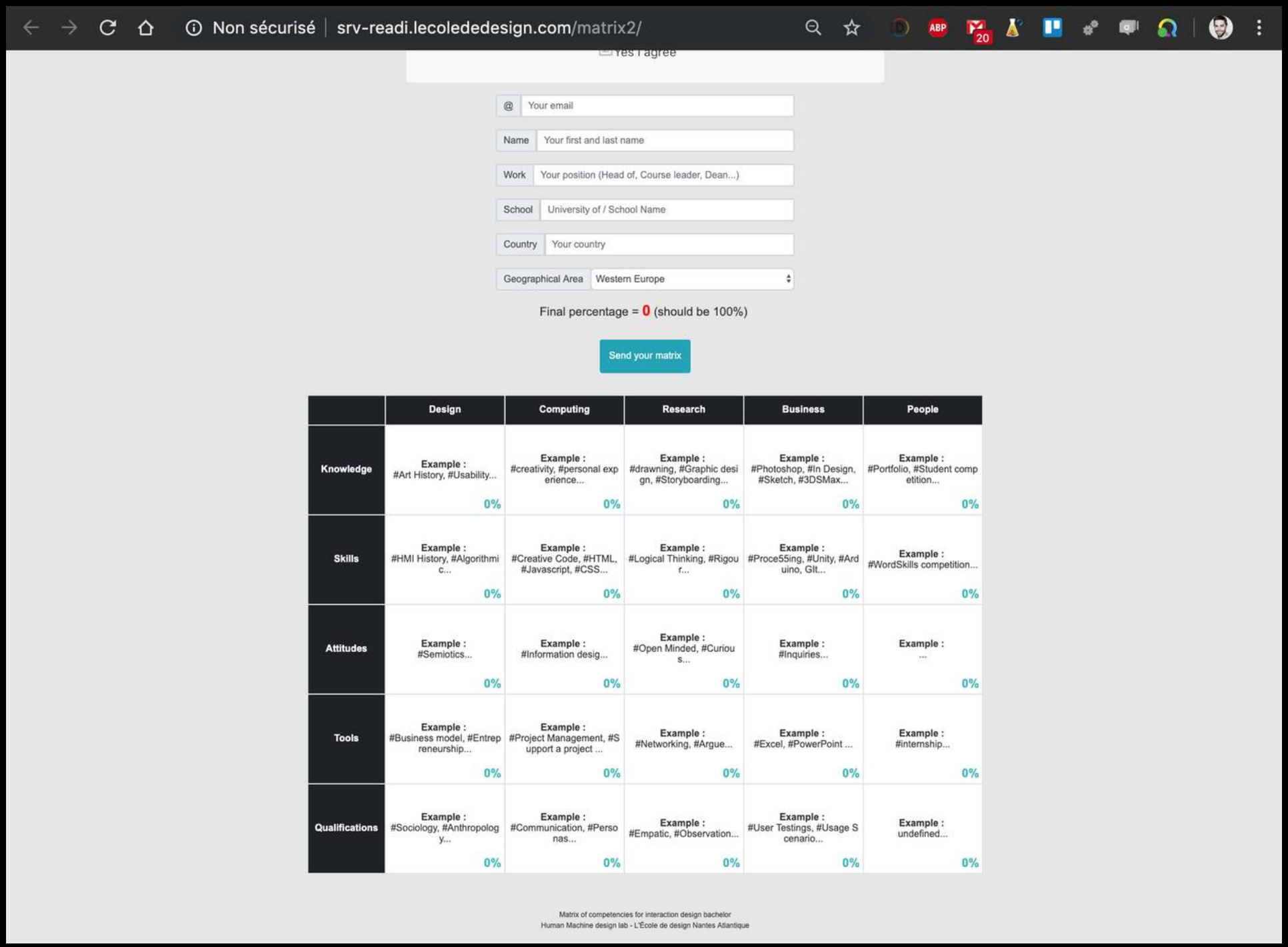
Workshop

○	□	△
WEAK	MEDIUM	STRONG



Grégoire Cliquet

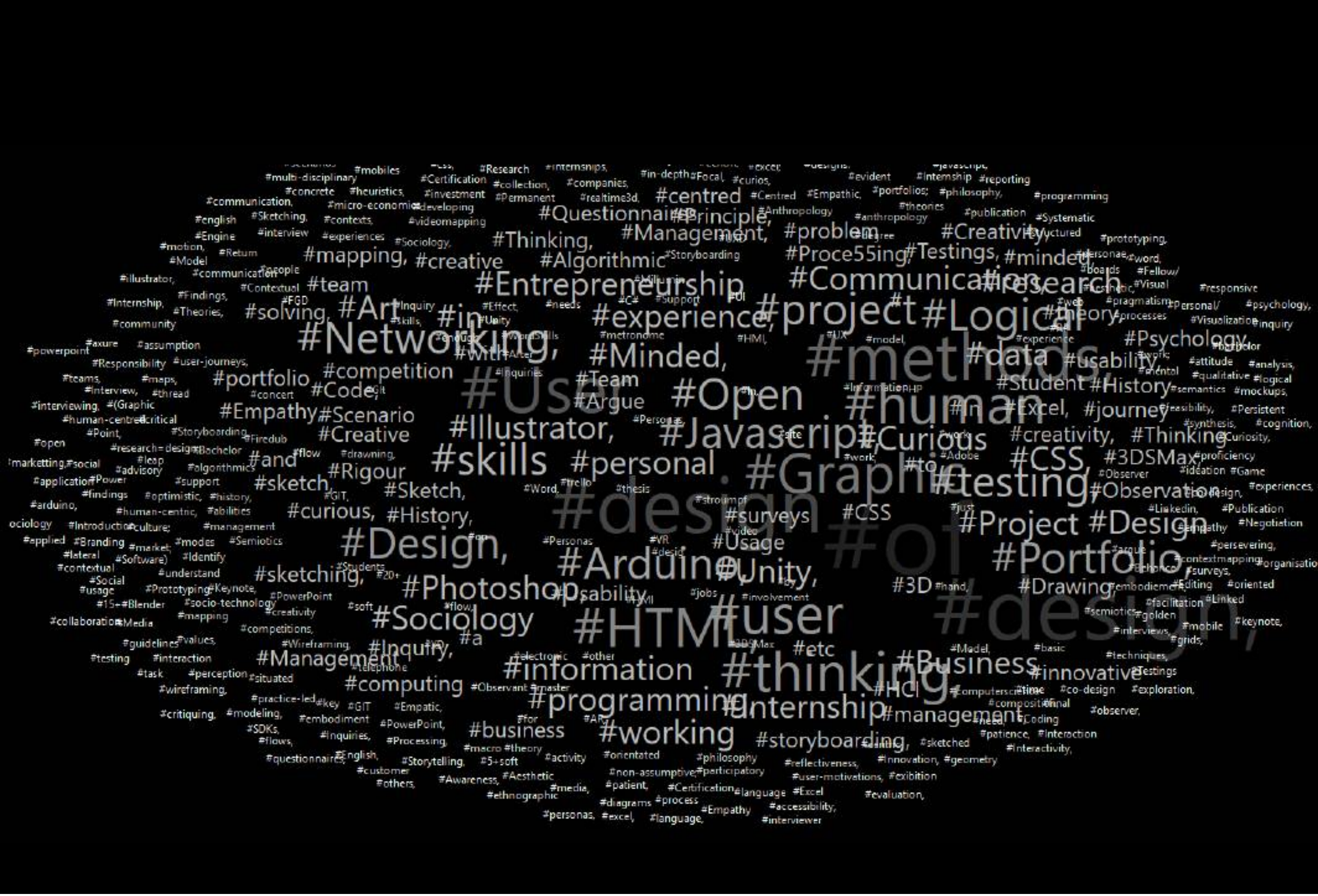
Tainan - Taiwan


Non sécurisé | srv-readi.lecolededesign.com/matrix2/
Yes I agree
@ Your email
Name Your first and last name
Work Your position (Head of, Course leader, Dean...)
School University of / School Name
Country Your country
Geographical Area Western Europe
Final percentage = 0 (should be 100%)
Send your matrix
Design
Computing
Research
Business
People
Knowledge
Example : #Art History, #Usability...
Example : #creativity, #personal experience...
Example : #drawning, #Graphic design, #Storyboarding...
Example : #Photoshop, #In Design, #Sketch, #3DSMax...
Example : #Portfolio, #Student competition...
Skills
Example : #HMI History, #Algorithmic...
Example : #Creative Code, #HTML, #Javascript, #CSS...
Example : #Logical Thinking, #Rigour...
Example : #Proce55ing, #Unity, #Arduino, Glt...
Example : #WordSkills competition...
Attitudes
Example : #Semiotics...
Example : #Information desig...
Example : #Open Minded, #Curious...
Example : #Inquiries...
Example : ...
Tools
Example : #Business model, #Entrepreneurship...
Example : #Project Management, #Support a project ...
Example : #Networking, #Argue...
Example : #Excel, #PowerPoint ...
Example : #internship...
Qualifications
Example : #Sociology, #Anthropology...
Example : #Communication, #Personas...
Example : #Empatic, #Observation...
Example : #User Testings, #Usage Scenario...
Example : undefined...
0%
Matrix of competencies for interaction design bachelor
Human Machine design lab - L'École de design Nantes Atlantique

Paay - Jeni - Dr

	Design	Computing	Research	Business	People
Knowledge	#heuristics, #usability, #interaction design guidelines 10%	#customer journey mapping, #sketching, #prototyping, #mockups, #storyboarding, #wireframing, #grids, #visual development, #3D modeling, #user flow diagrams 20%	#creative thinking, #personal experiences, #human-centred 2%	#photoshop, #illustrator, #in Design, #sketch, #axure RP 10%	#bachelor of design, #master of design, #portfolio 5%
Skills	#site mapping, #evaluation, # testing, #responsive programming, #mobile computing 5%	#HTML, #javascript, #css, #application SDKs, #task flows, #social media, #programming for mobiles 10%	#problem solving, #design thinking, #logical thinking, #lateral thinking, #innovative thinking 5%	#leap motion, #kinect, #arduino, #AR, #VR 2%	0%
Attitudes	#accessibility, #data analysis, #UI patterns 5%	#conceptual design, #information design, #concrete design 5%	#exploration, #open minded, #curious, #applied 2%	#ethnographic methods, #interviewing, #questionnaires, #surveys, #contextual inquiry 2%	0%
Tools	#business methods, #soft skills 1%	#working in teams, #multi-disciplinary collaboration, #project management, #time management, #working with others, #working independently, #organisation skills 5%	#web marketting, #critiquing, #reporting 1%	#word, #excel, #keynote, #powerpoint 1%	#internship 1%
Qualifications	#human cognition, #psychology, #sociology 2%	#communication, #personas, #english language, #user centred design, #presentations, #analysis of needs 2%	#user experience, #empathic, #observer, #interviewer 2%	#testing methods, #user testing, #usage scenarios 2%	0%

Swinburne University of Technology
School of Design - Australia



DIGITAL DESIGN by L'ÉCOLE DE DESIGN Nantes Atlantique

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February 2019

Interaction
Design
Education
Summit

Cumulus/IxDA/SDN Curriculum Workshop

Workshop – 120 min | Feb 4 – 10:00



Seattle - USA

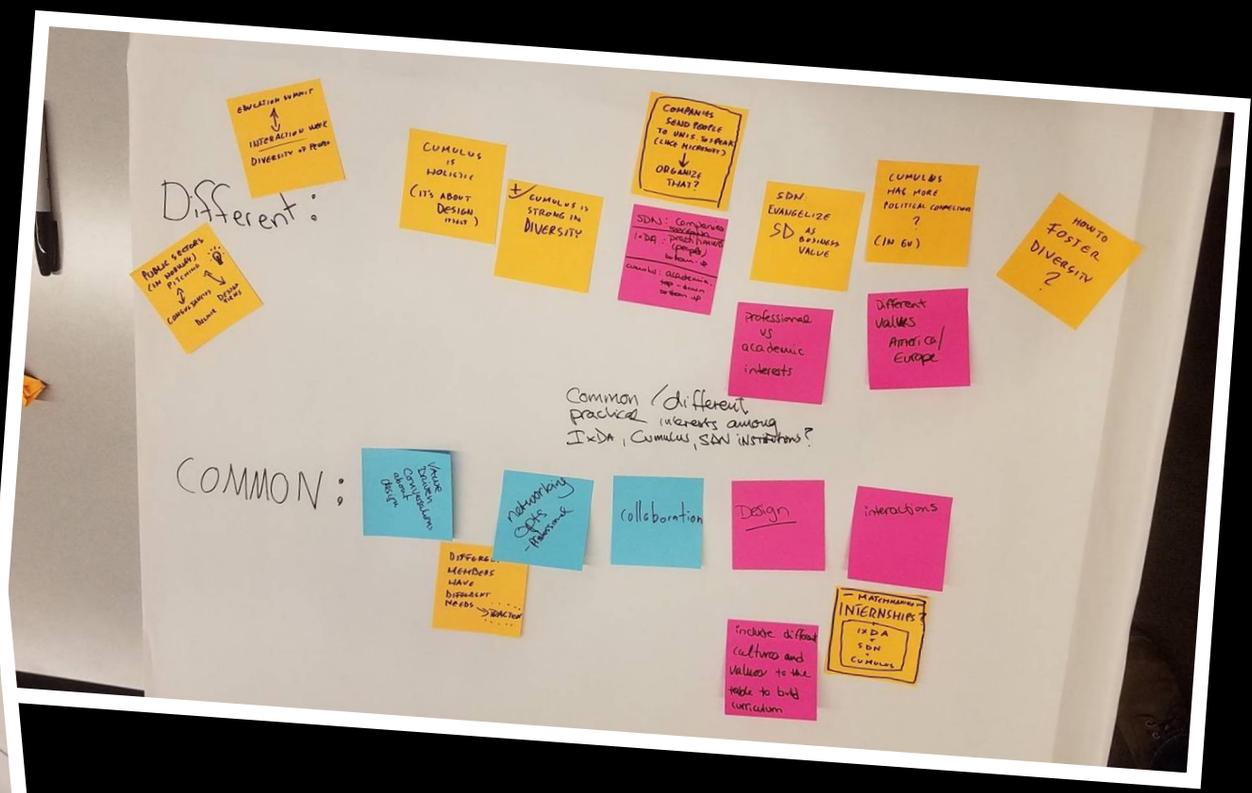
SDN

cumulus
creative linking

IXDA

February 2019





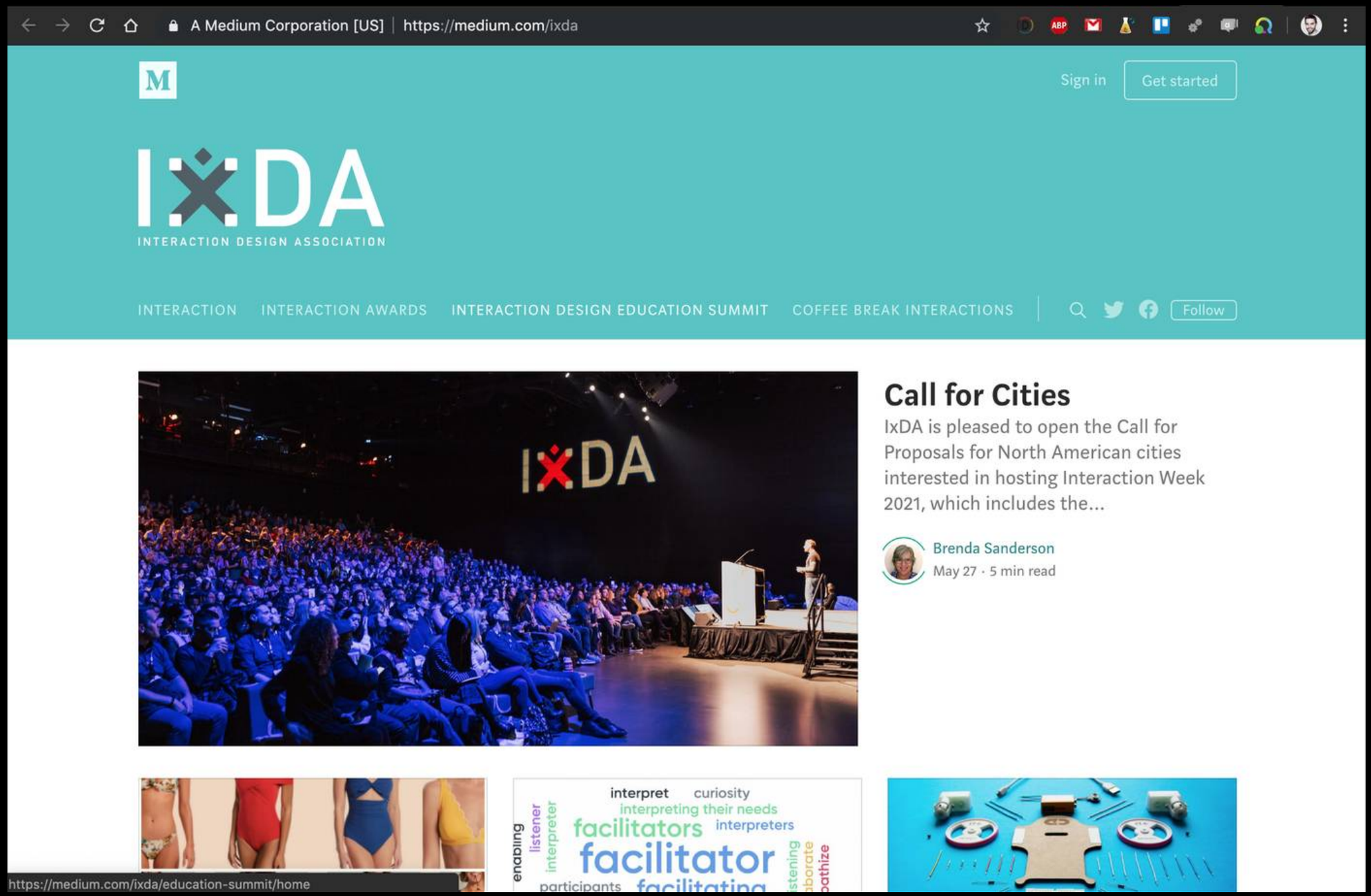
Links between Service Design and Interaction Design



Grégoire Cliquet



Alok Nandi



https://medium.com/ixda

Next steps / IxDA - Cumulus publication

Call for participation - Summer 2019

Bogota Cumulus / Medellin ILA - Oct 2019

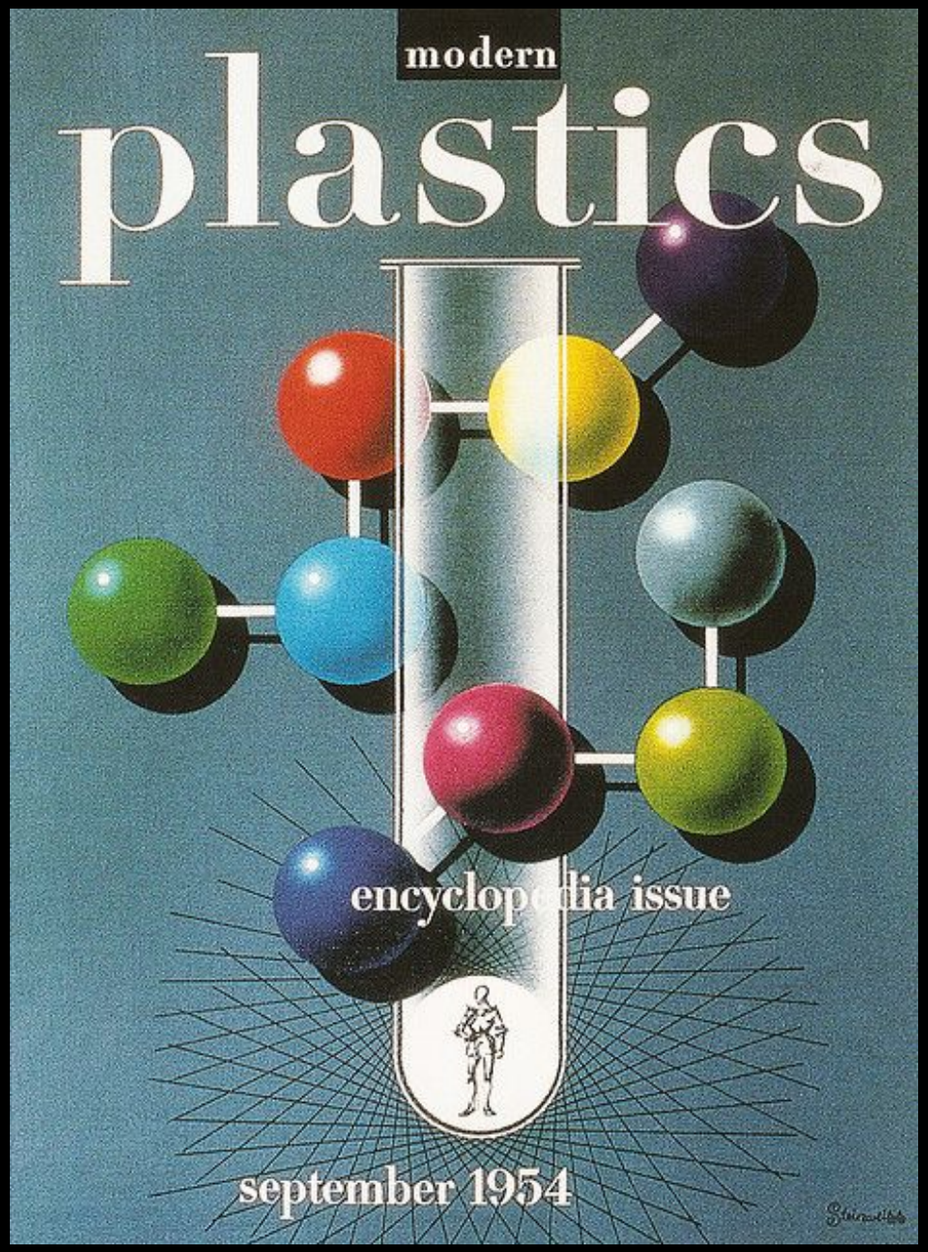
Milano Interaction 20 - Feb 2020 - Summary

Roma Cumulus 20 - Jun 2020 - Printed

Part 1 > Learning Digital Design In 2020



A Simple Analogy



1950 : The plastic revolution




gateway



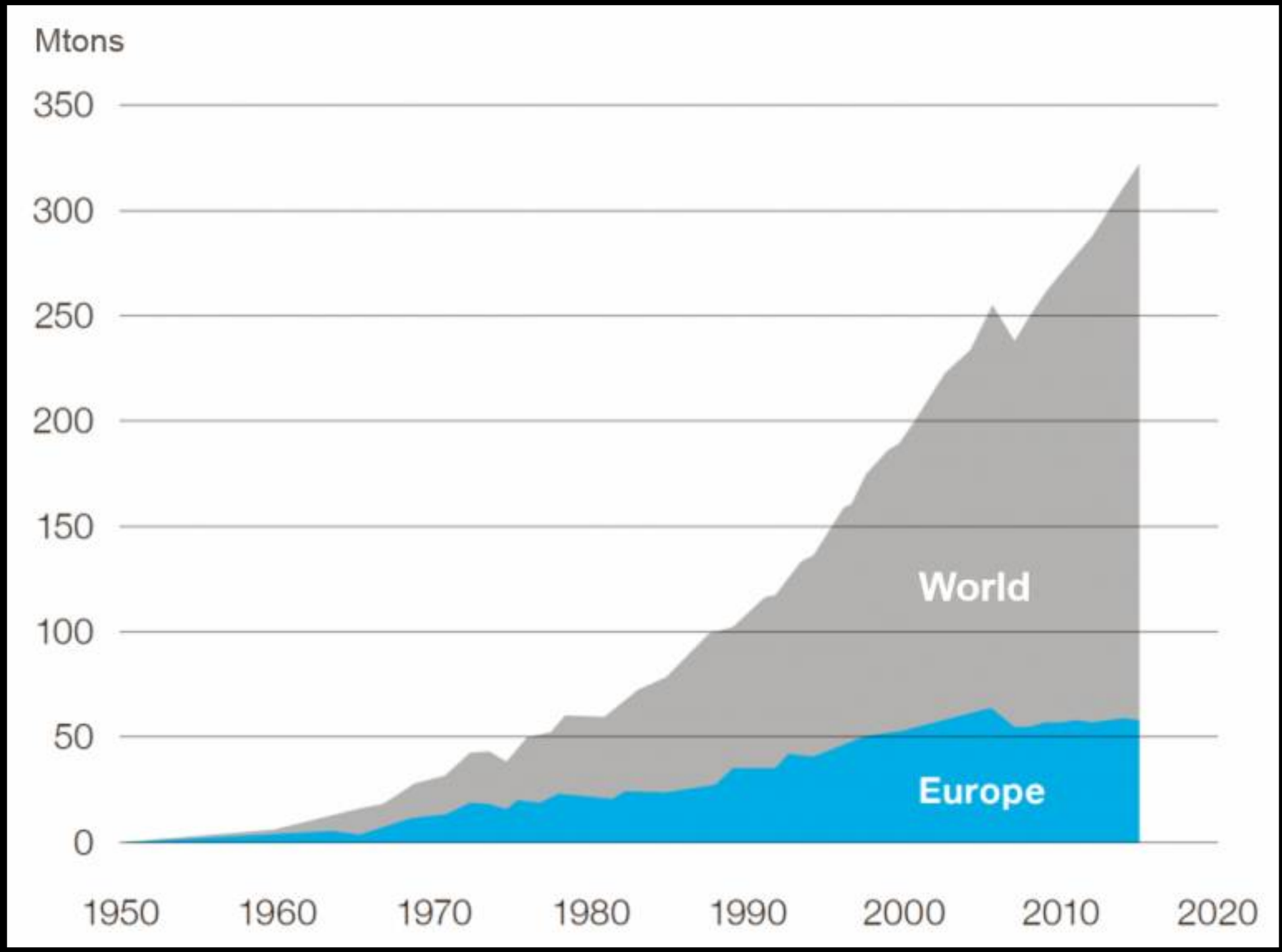






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Global plastic consumption. Source : Plastic Europe Market Research Group 2016.





2000 : After 30 years of mass consumption
Doubt and alert > Chemical risks

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2000 : After 30 years of mass consumption
Doubt and alert > Ecological Risks



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new design challenges

Algae



Bamboo





New materials / sustainable objects / recycling process

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Revolutionary material → **Intensive & irrational use** → **Doubts & alerts** → **Design Challenges**



1980 : The PC revolution

1990 : The Internet revolution

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Alok NANDI & Florent MICHEL

1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005

Amazon.com
collaborative filtering
business plan
customer comments
affiliates program
launch
permalink
Web services
Amazon Web API

Blogs
early blogs
RSS
Trackback

eBay
launch
frictionless commerce
reputation system
"customers who bought... also bought..."

Blogger launch
PageRank
Google
launch
Google web API
AdSense
Gmail
Google Maps

Wikipedia
Nupedia
launch
Napster suit
Cohen's protocol
company formation
Wikibooks?

BitTorrent
The Eternity Service
launch
Napster launch

DeLicio.us
launch
licensed feeds
linkrolls

Flickr
launch
folksonomies
clusters
interestingness

« Exemplars »

« Attributes

network effect
remixability
the long tail
co-creation
user contributed value
decentralization
emergent systems



The World Wilde Web is 30 this year
Doubt and alert > are arriving

The social impact of digital uses

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Europe's privacy watchdo
Facebook
ISSIE LAPOWSKY SECURITY 04.16.18 09:00 AM
HOW RUSSIAN FACEBOOK
DIVIDED AND TARGETED
VOTERS BEFORE THE 2016
ELECTION

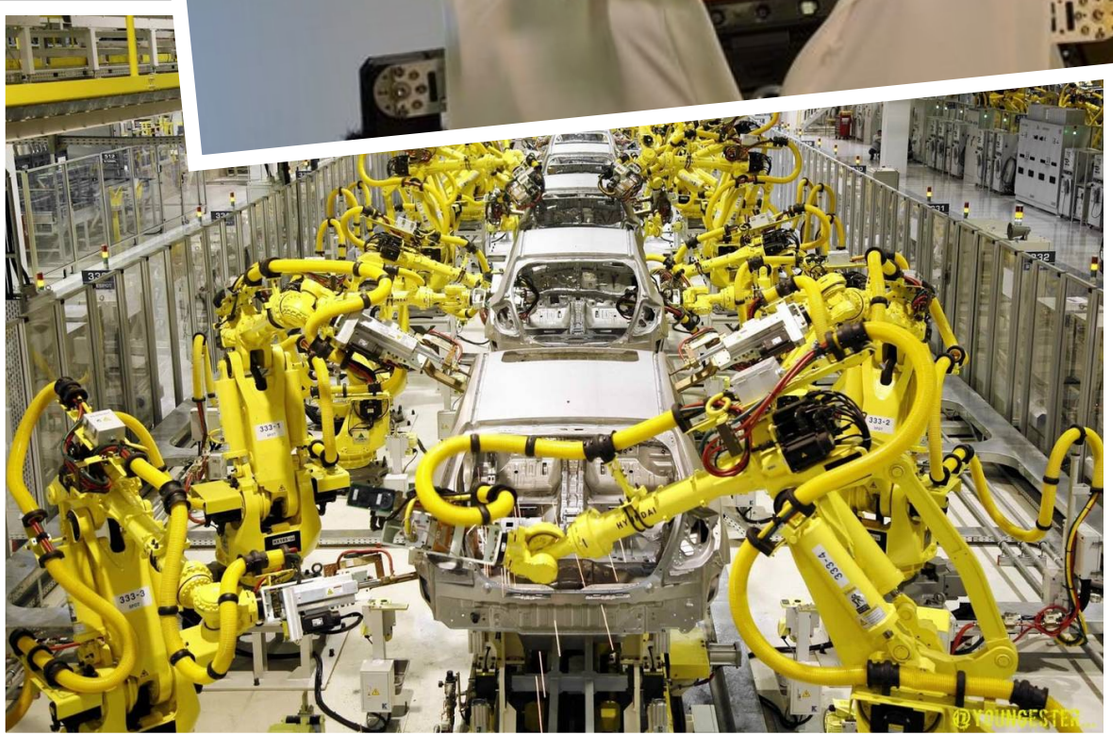
The environmental impact of data centers

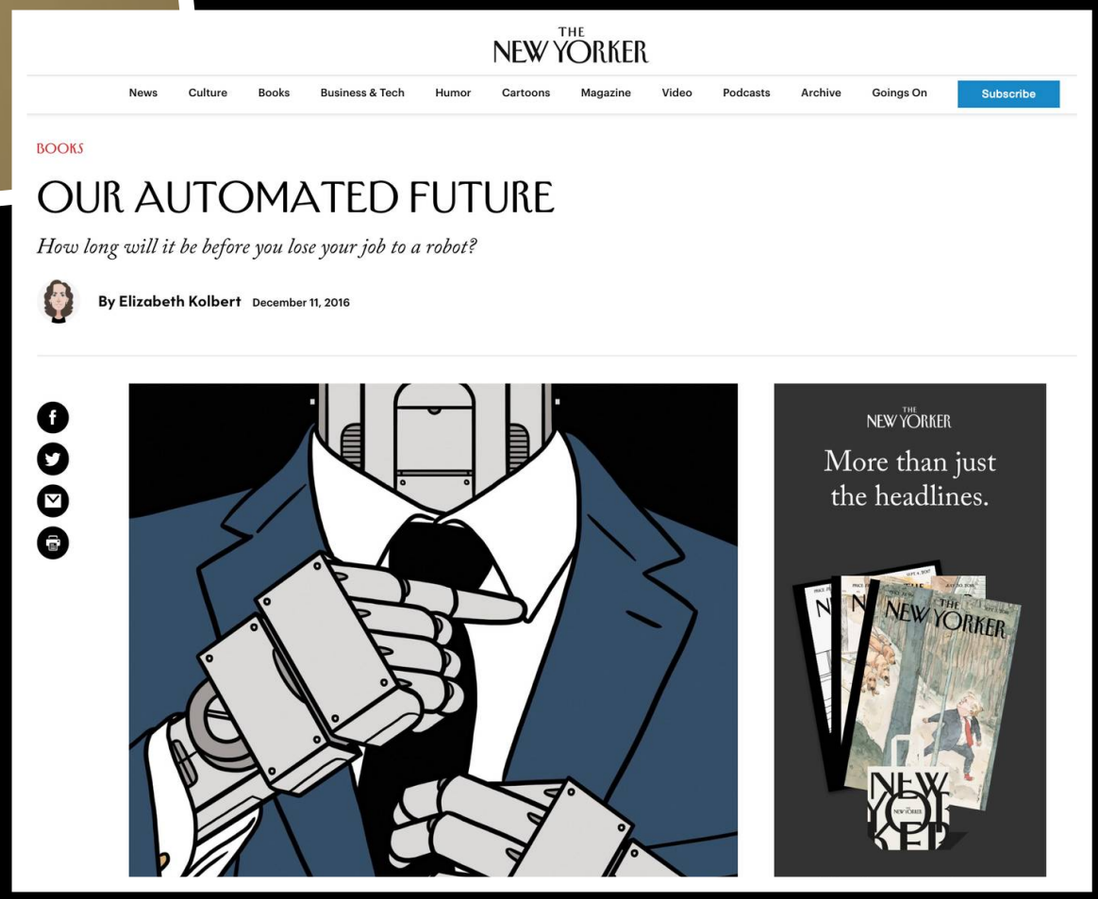
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… and terminals eWaste

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Question about robots / AI and human jobs

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Even in Cinema / Series / Books ...

How to be a good digital designer in 2020 ?

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Keep believing in the positive impact of digital tools

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Does it worth it ? > don’t produce useless object

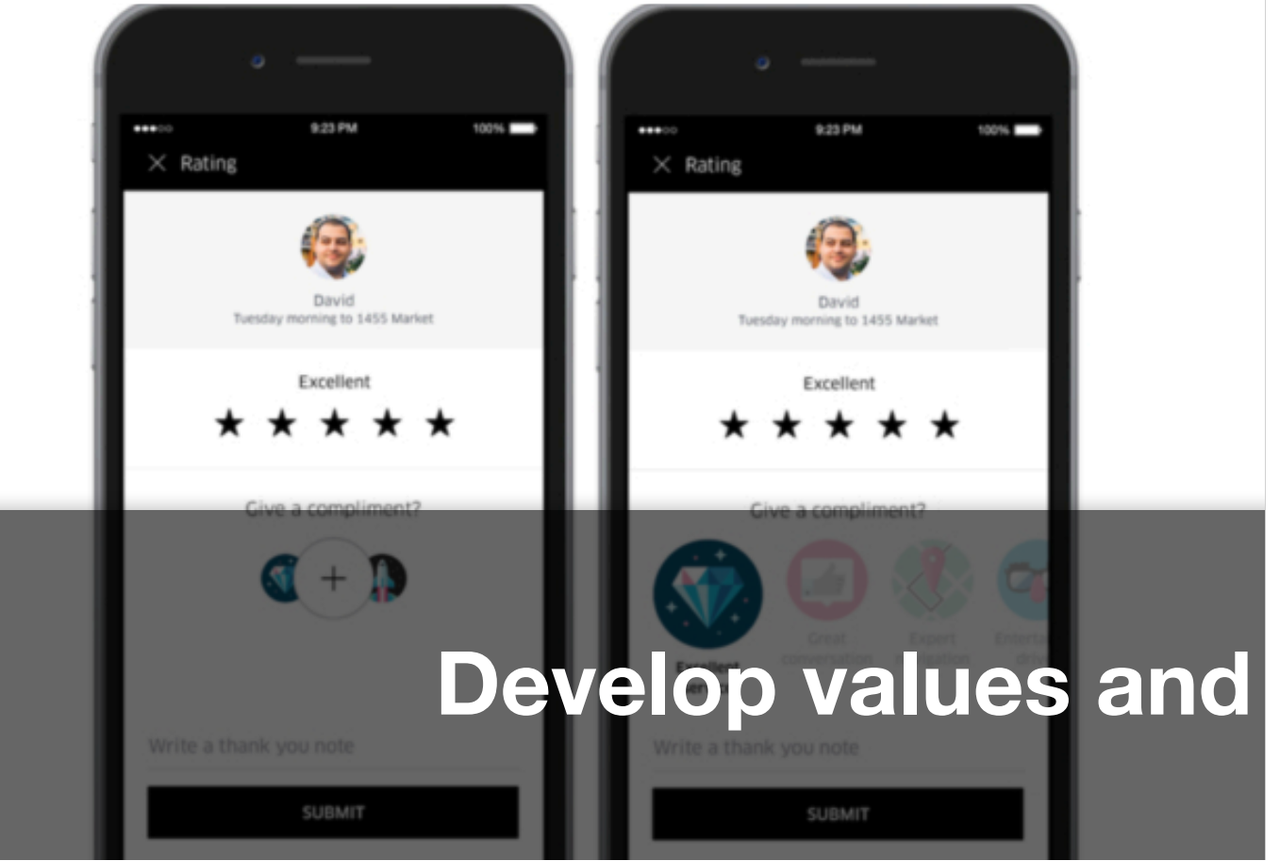
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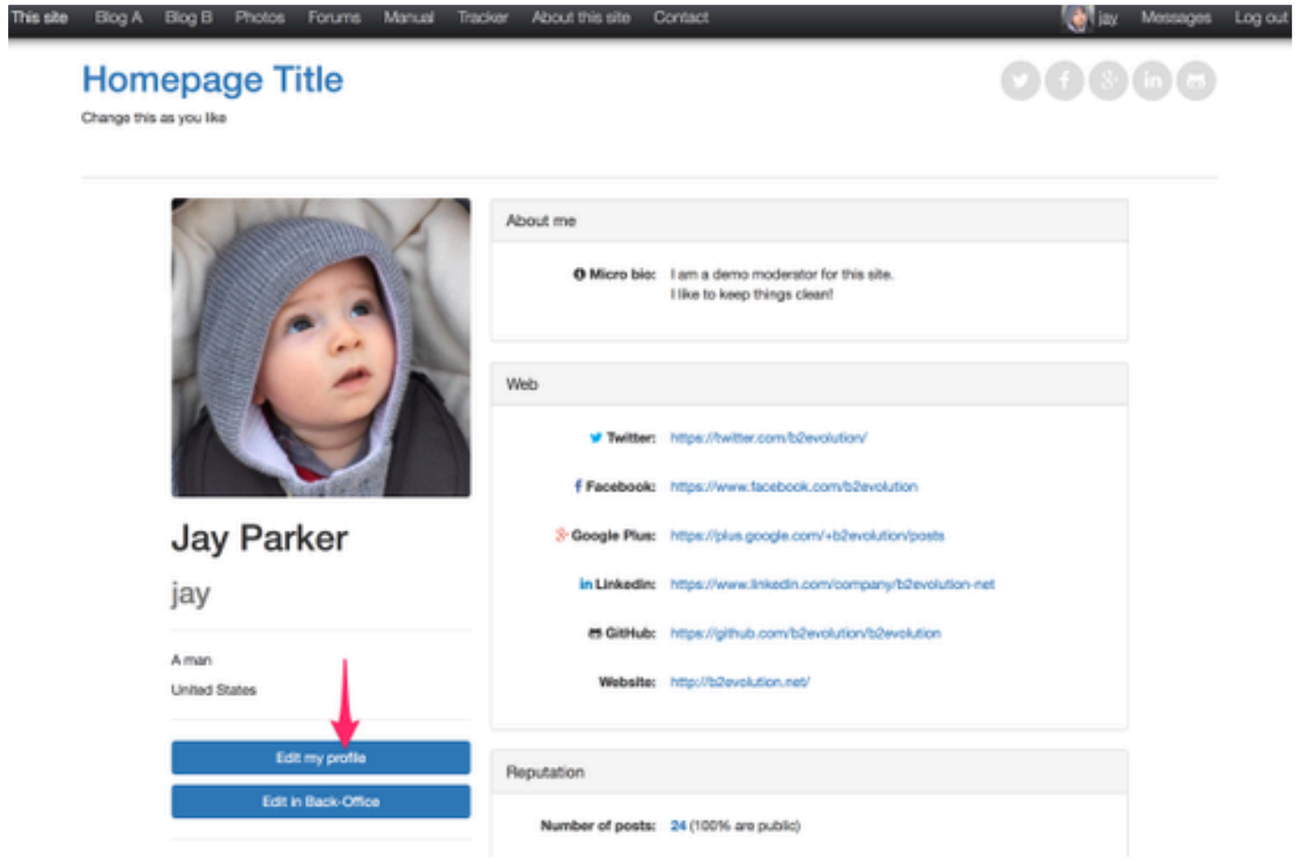
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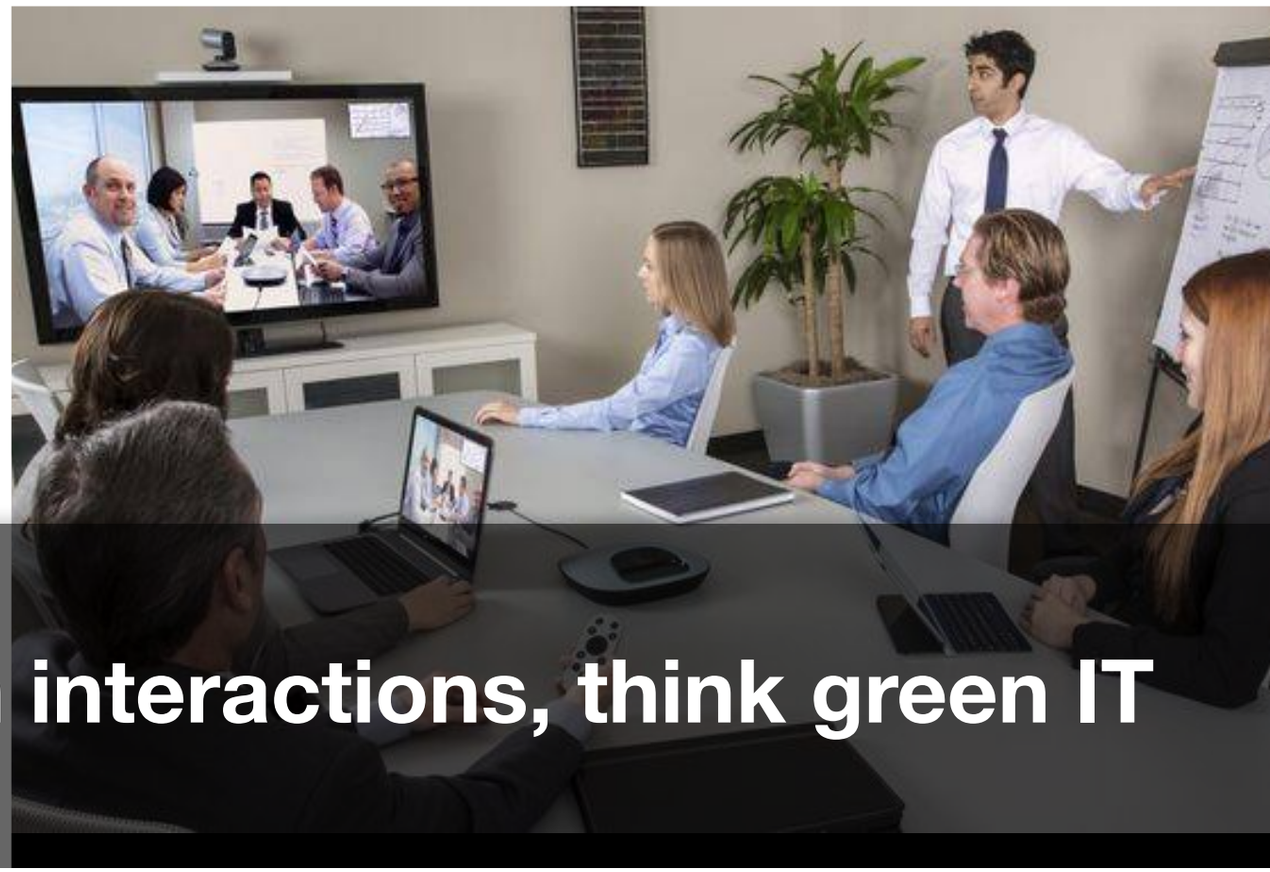


Develop values and

Qwant®





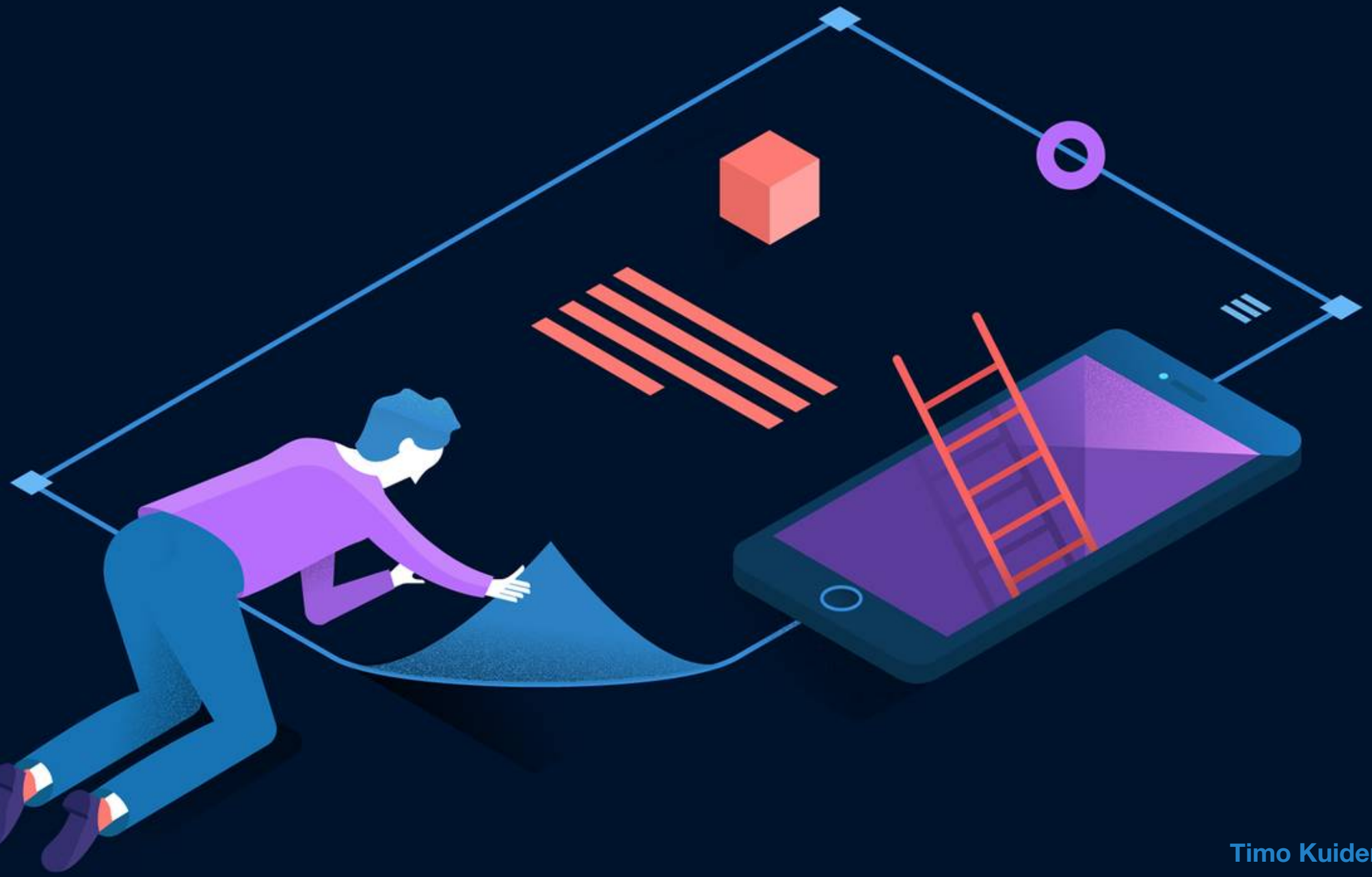


Protect privacy, keep human interactions, think green IT

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Timo Kuider - Behance

So ? How to teach Digital design in 2020 ?

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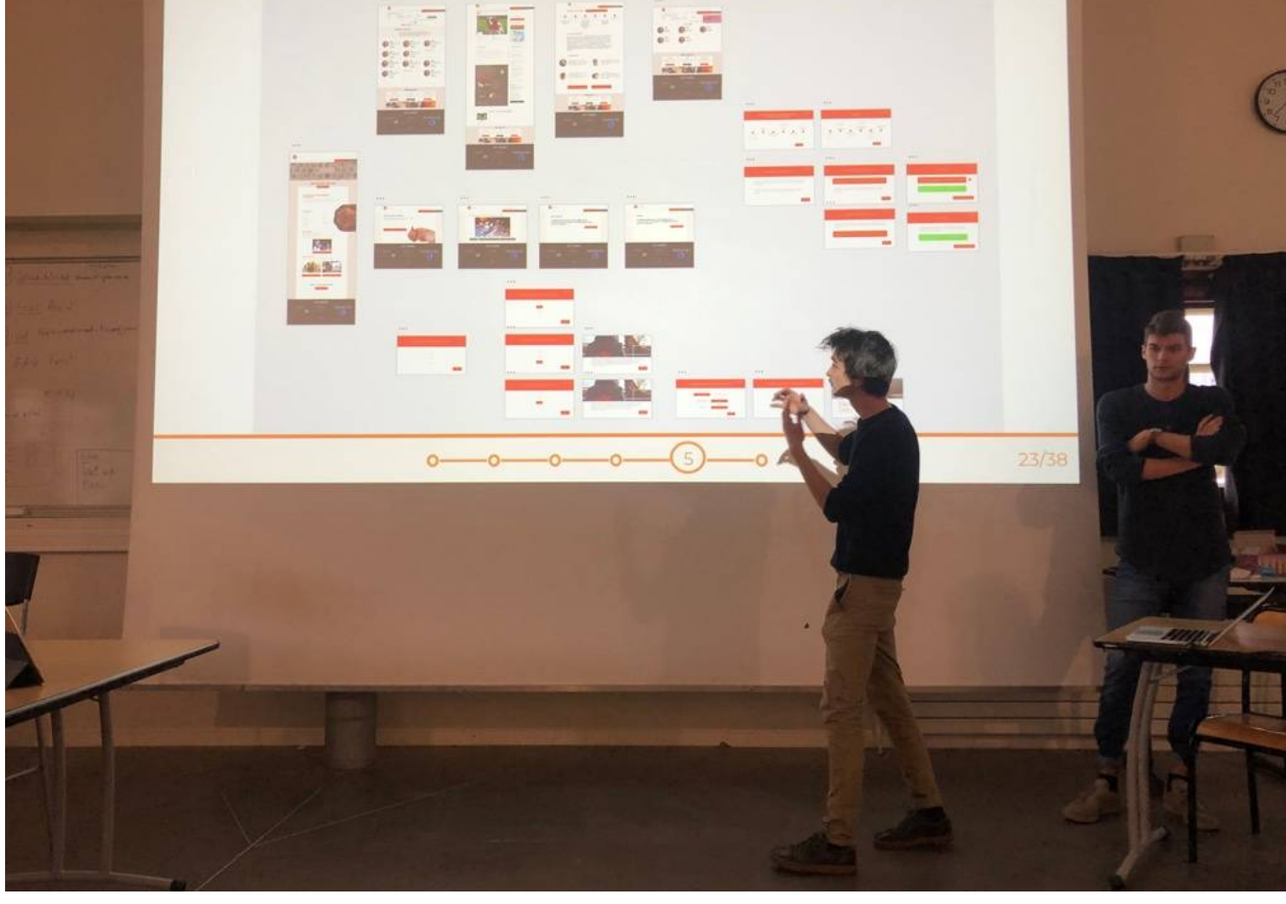
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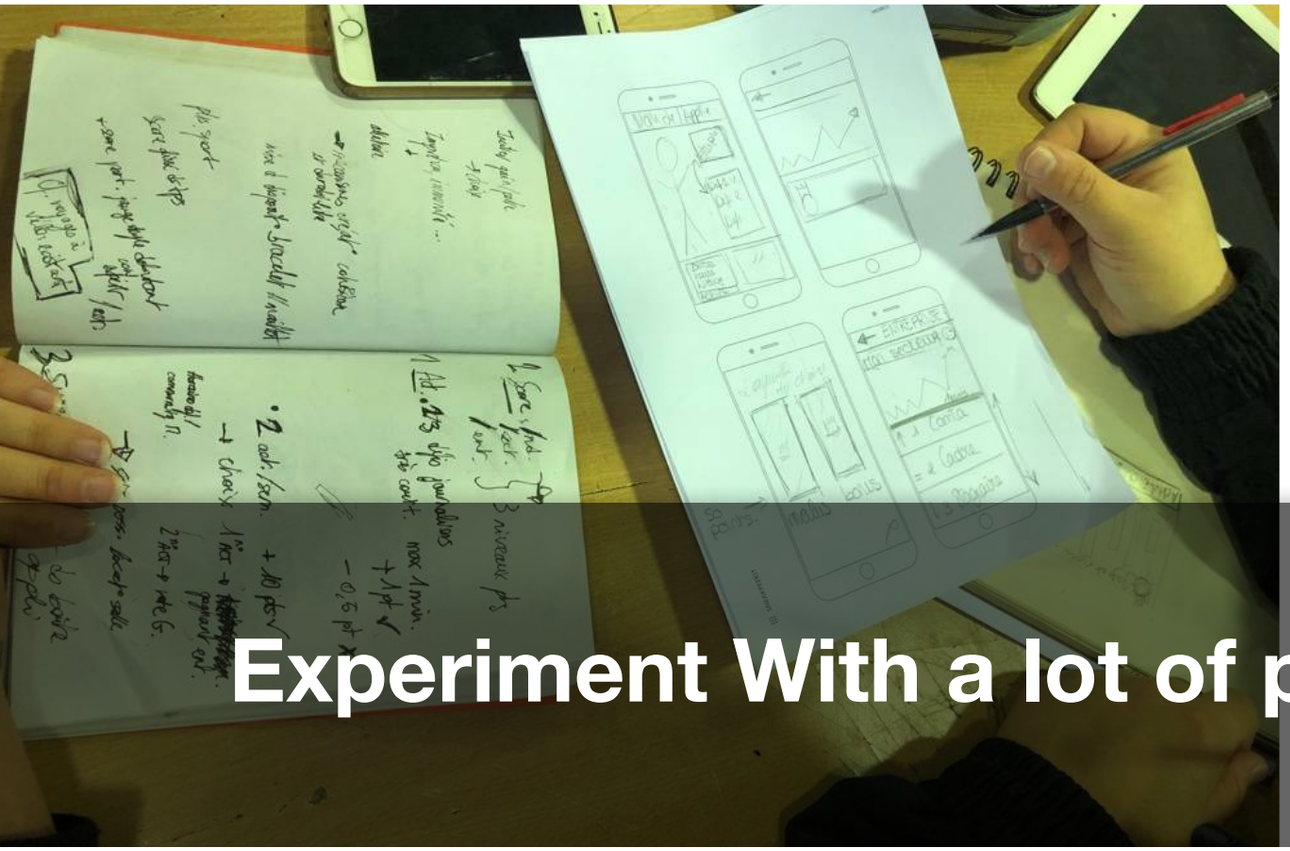
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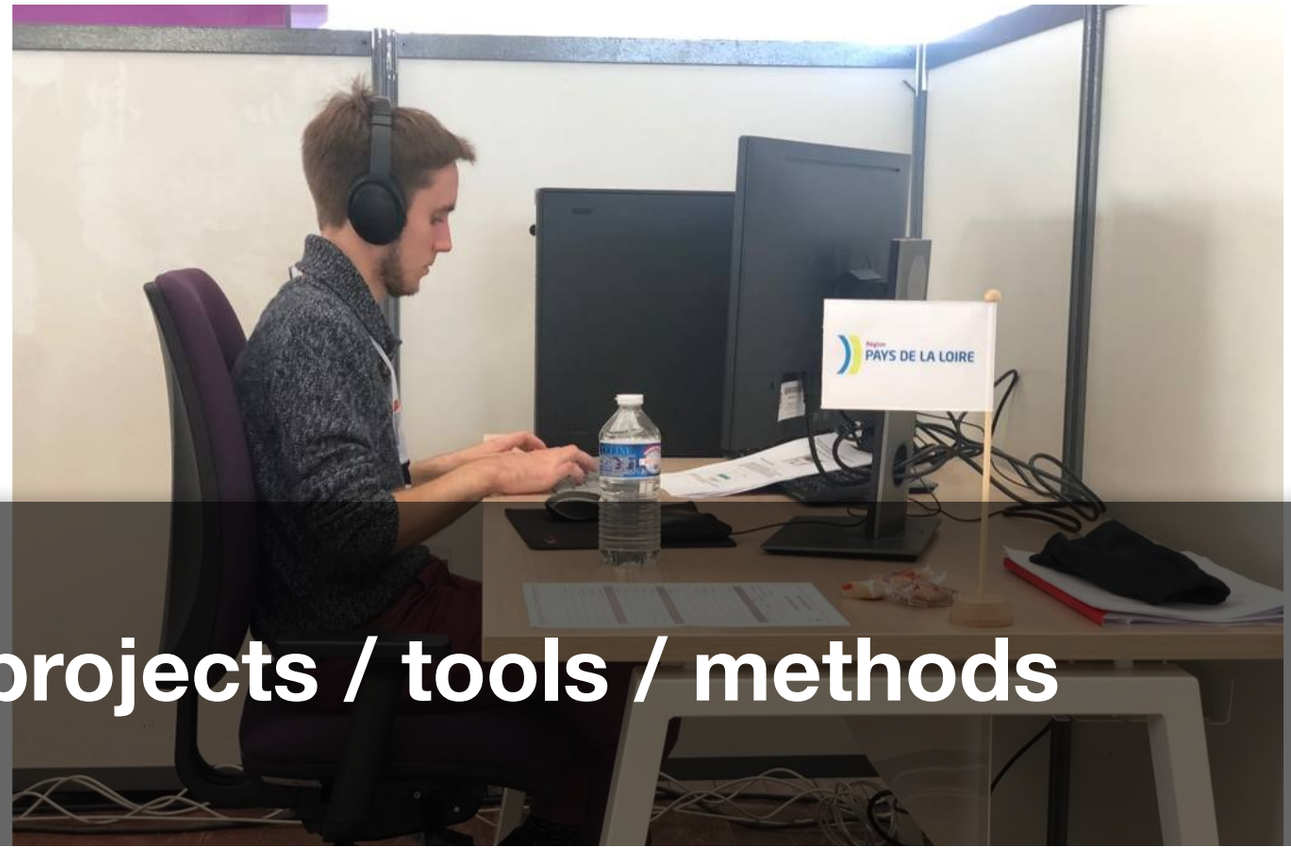
Learn process, tools, for user centered projects

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Experiment With a lot of projects / tools / methods

Make it in a minute
avec Photoshop,
Illustrator et InDesign.
Visionner les vidéos
Adobe

Self-driving cars have to be safer than regular cars. The question is how much.

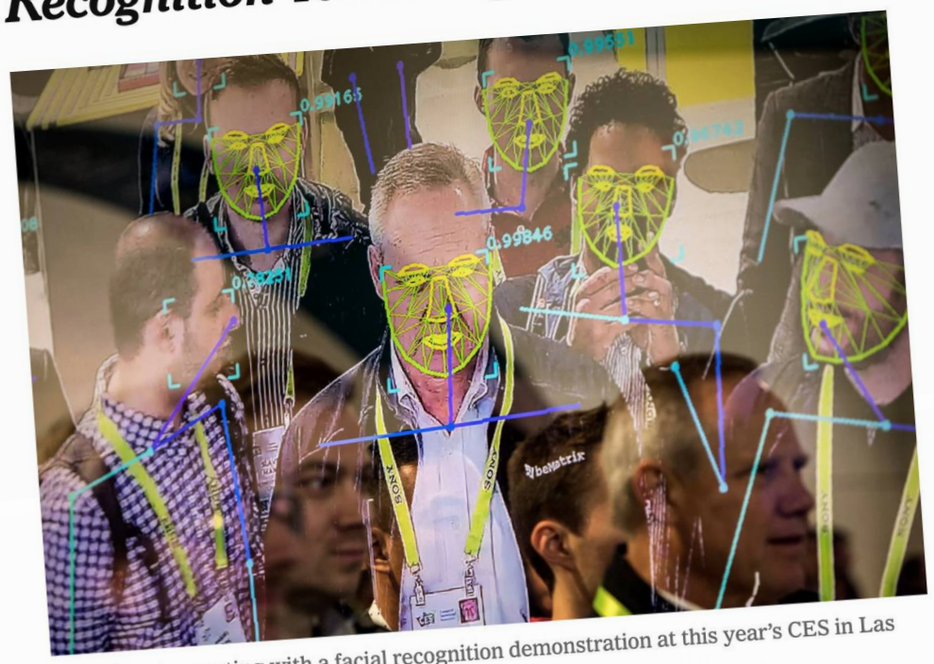
How safe is safe enough, and how do we measure it?

By Emily Stewart | May 17, 2019, 8:10am EDT

The New York Times

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San Francisco Bans Facial Recognition Technology



Attendees interacting with a facial recognition demonstration at this year's CES in Las Vegas. Joe Buglewicz for The New York Times

TIME

TECH • AI

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AI Voice Assistants Reinforce Gender Biases, U.N. Report Says



A smart thermos

Mon, May 27, 2019

Newsweek

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NEWSWEEK MAGAZINE

Designer Yves Béhar Mines 'Big Ideas' for Social Change

BY SPENCER BAILEY ON 3/12/17 AT 8:20 AM EDT



Always be in the process of analyzing IT world









Always Evaluate new technologies for usability opportunity, wrong use, hijack…

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HOUR EXCHANGE TIMEBANK





Choose / create business model (not based on ads & selling private data)

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On every topics, debate, exchange, confront ideas

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Paay - Jeni - Dr

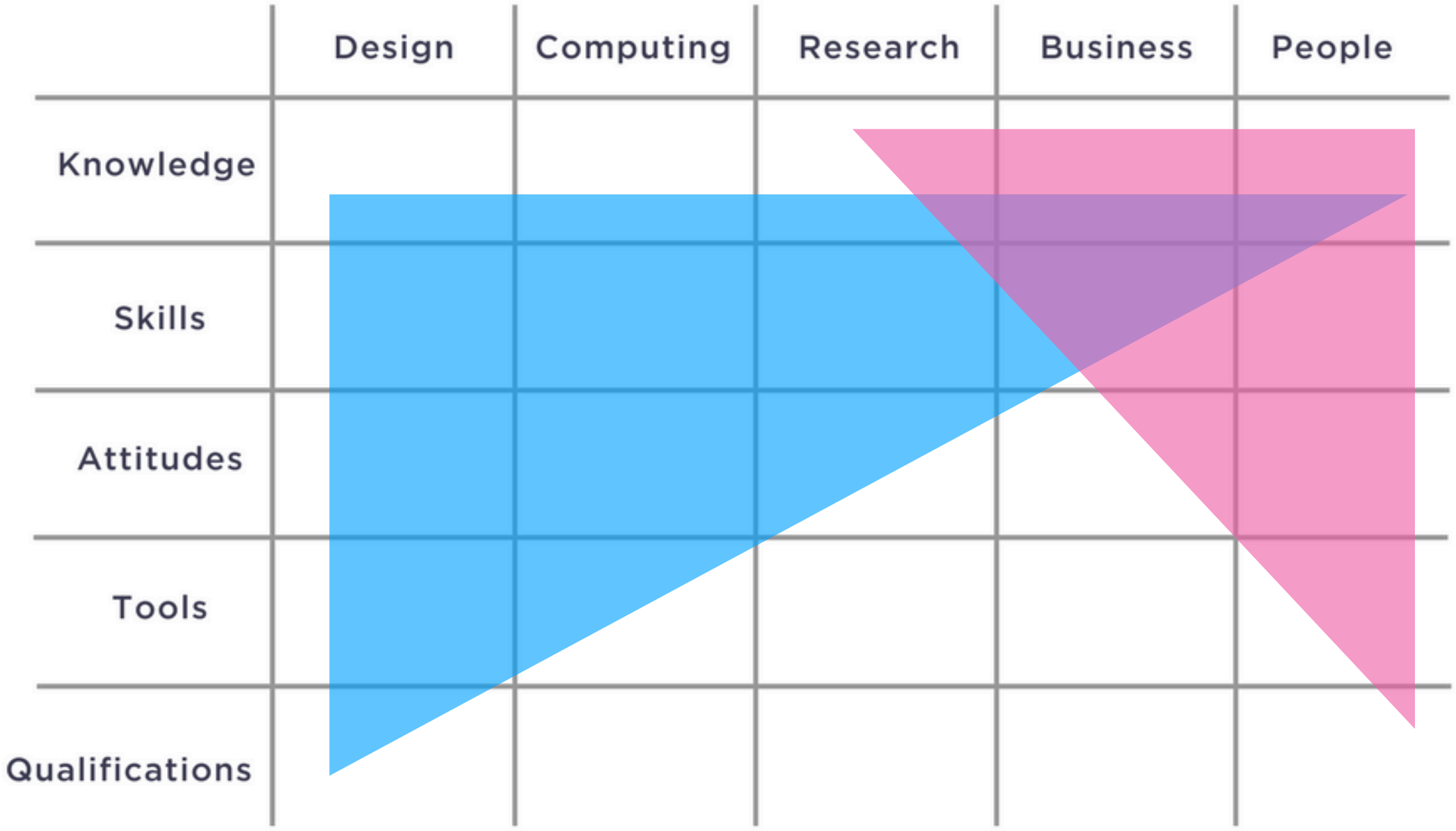
MATRIX OF COMPETENCIES FOR SANTA MONICA COLLEGE IXD

	Design	Computing	Research	Business	People
Knowledge	15%	6%	4.5%	3%	9%
Skills	10%	7.5%	4.5%	1.5%	1.5%
Attitudes	1%	–	1.5%	1.5%	1.5%
Tools	7%	7.5%	6%	1.5%	–
Qualifications	3%	–	1.5%	5.5%	–

	Design	Computing	Research	Business	People
Knowledg					
Skills					
Attitudes					
Tools					
Qualificati					
	Bachelor degree	hology, #sociology 2%	sentations, #analysis of n eeds 2%	wer 2%	testing, #usage scenarios 2%	0%

	Design	Computing	Research	Business	People
Knowledge					
Skills					
Attitudes					
Tools					
Qualifications					

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Part 2 > Opening questions

- What is the position of designers regarding the tech industries in connection to environmental issues ?

- How software interfaces (Ux/UI) are directing the conception / design process ?

- What is interaction design education in the era of Artificial Intelligence / Machine Learning ?

- ...



Florent MICHEL
f.michel@lecolededesign.com

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Alok NANDI
alok.nandi@ixda.org

