

AIGA DESIGN EDUCATORS CONFERENCE

NEW CONTEXTS / NEW PRACTICES

Moderator **Andrew Blauvelt**
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have a report on Designing
for experience: Settings and
behaviors.

Designing for experience:
Settings and behaviors

Trends and areas of impact:

- The desire for multiple pathways into experiences
- Medium agnosticism
- Teaching observation and empathy
- Use of narrative
- Innovation for innovation sake
- “Churn and uncertainty” factor
- Cross- and Intra-disciplinary
- Co-production / crowd-sourcing
- The reality factor
- The lose of designer / authorial control
- Consideration of time and duration in XD

Designing for experience:
Settings and behaviors

Dilemmas:

- **XD resists convenient definition**
- **How do you teach for an emergent practice?**
- **What is the relevance of graphic designers in XD?**
- **What is the role of the object / artifact in XD?**
- **How do you make students reflective of their own emotions / experiences?**
- **Too much pressure to innovate?**
- **Too much emphasis on novelty?**
- **Which to prioritize breadth or depth in skills / knowledge?**
- **How can you teach mastery in an XD program?**
- **What's the role of aesthetics in XD?**

Designing for experience:
Settings and behaviors

Hotspots:

- **The space between disciplinary practices**
- **“Churn and Uncertainty” factor “uncodified practice”**
- **Cross- and Intra-disciplinary collaborations**
- **The synergy of cognitive and emotional**
- **Devising new programs of study**