# Design Fundamentals & Rhizomatic Theory

Lecture 4
IML 499

USC

# Reading Review

- One volunteer—lead discussion
- Take a few minutes to read the response posted on Slack
- What are the key takeaways you had after reading?

# Basic Concepts

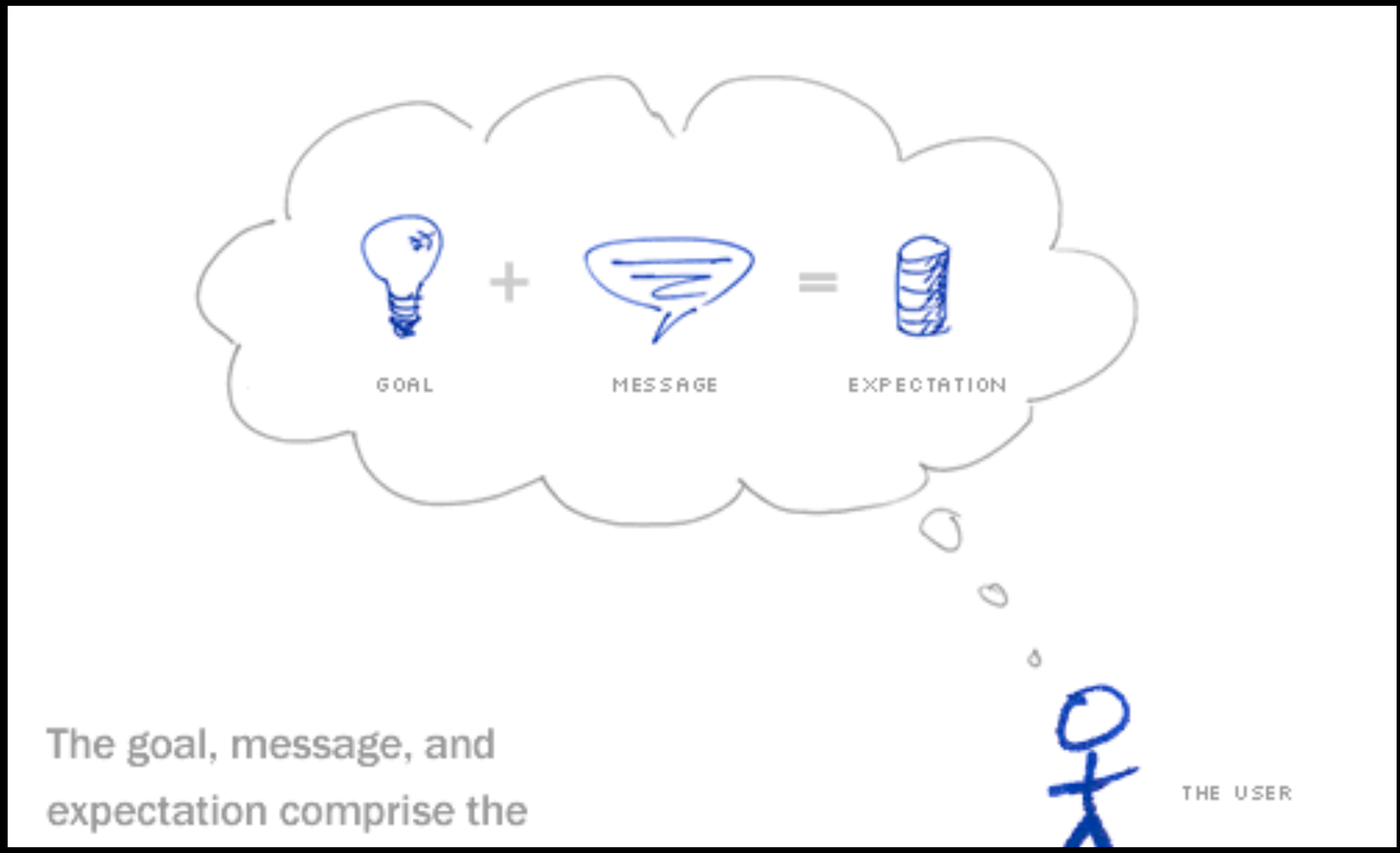
- Visibility
- Mappings
- Affordances
- Constraints
- Models
- Feedback

“Design depends largely on constraints.”

*–Charles Eames*

# In-class Exercise (pt. 1)

- Take some time to choose a product (physical or digital)
- Find a photo and analyze the aspects of **visibility**, **mapping**, **affordances**, **constraints**, and **feedback**




# Mental Models

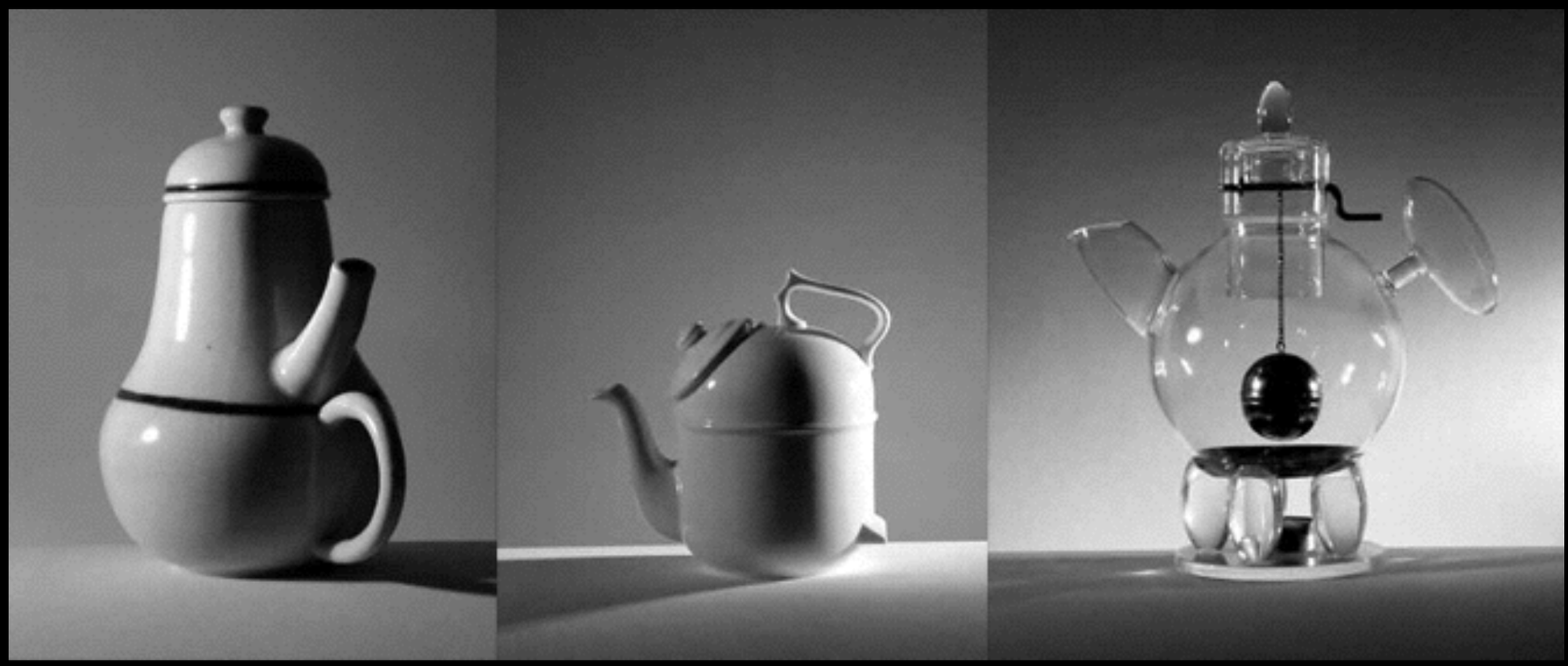
Universal Principles of Design - Mental Models

# In-class Exercise (pt. 2)

- Take the same product from earlier and describe **your mental model** of it.
- How do you think **your mental model** compares to that of other users?

# Don Norman

Cognitive Scientist, UCSD



# 3 ways good design makes you happy

http://www.ted.com/talks/don_norman_on_design_and_emotion

USC

# Aesthetic-Usability Effect

Universal Principles of Design - Aesthetic-Usability Effect

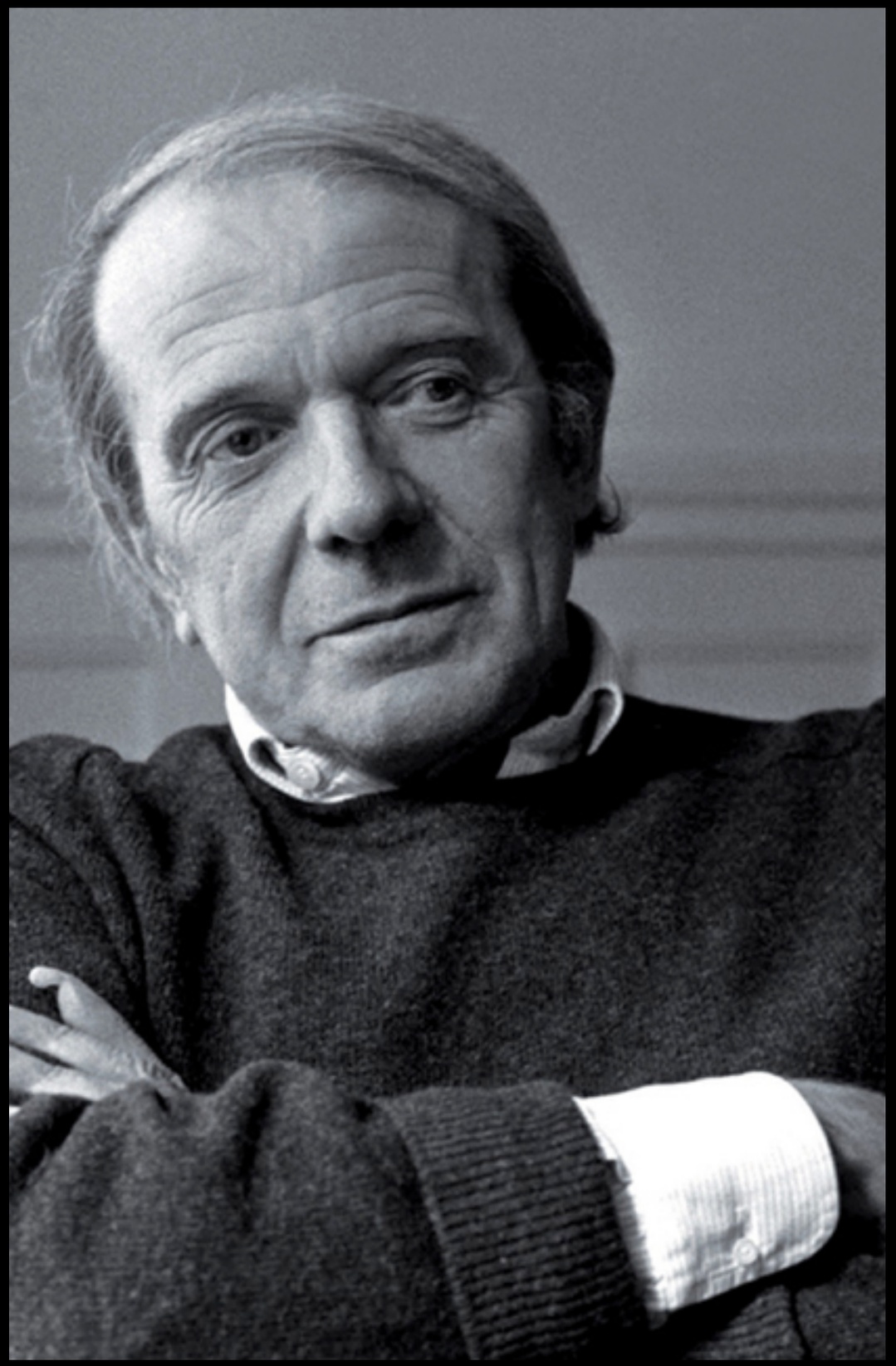
USC

# In-class Exercise (pt. 3)

- Take the same product from earlier and describe **your emotional attachment** to it.
- How does your emotianal attachment compare to its perceived usability?

# Gilles Deleuze

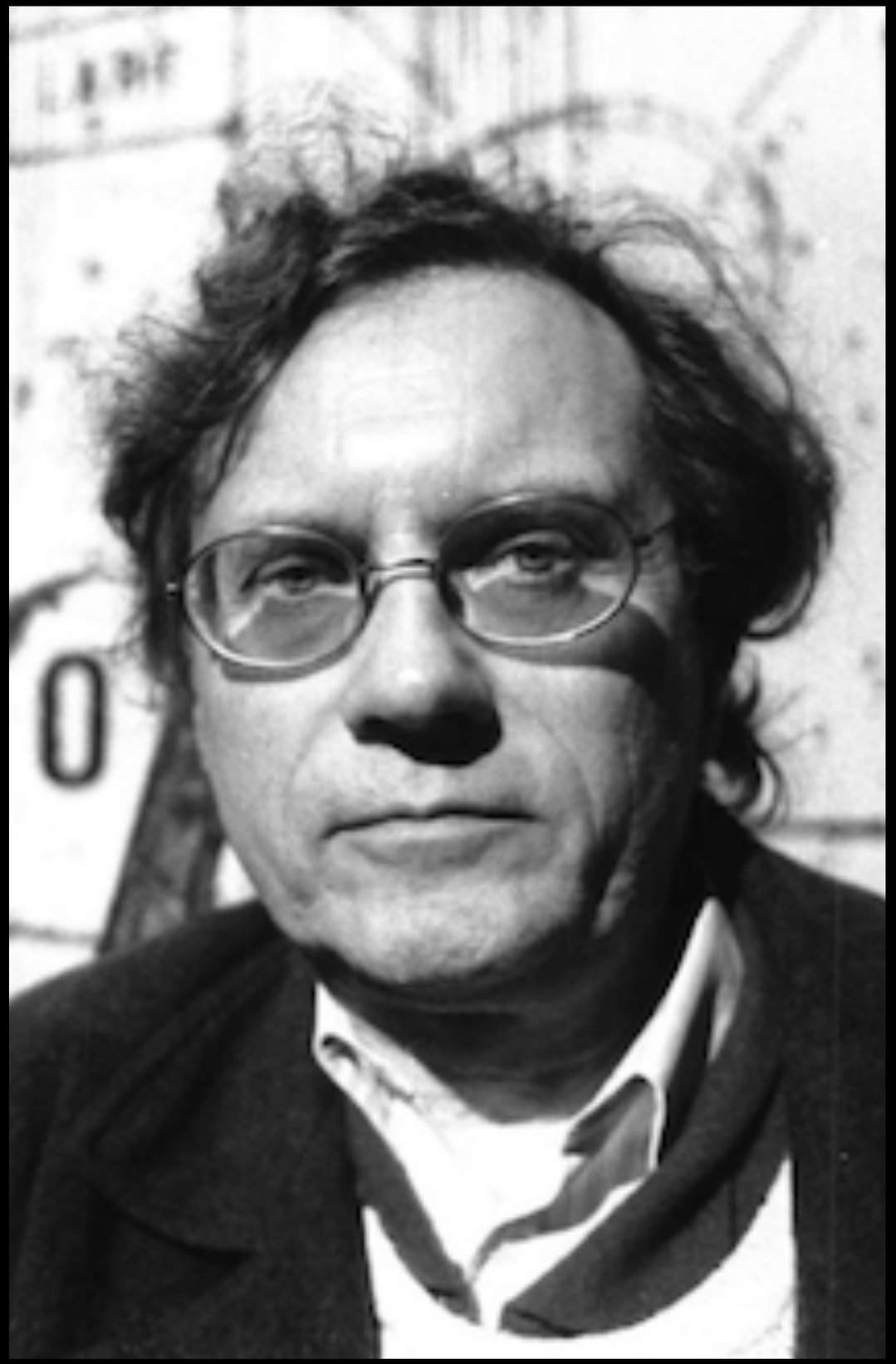
French Philosopher



USC

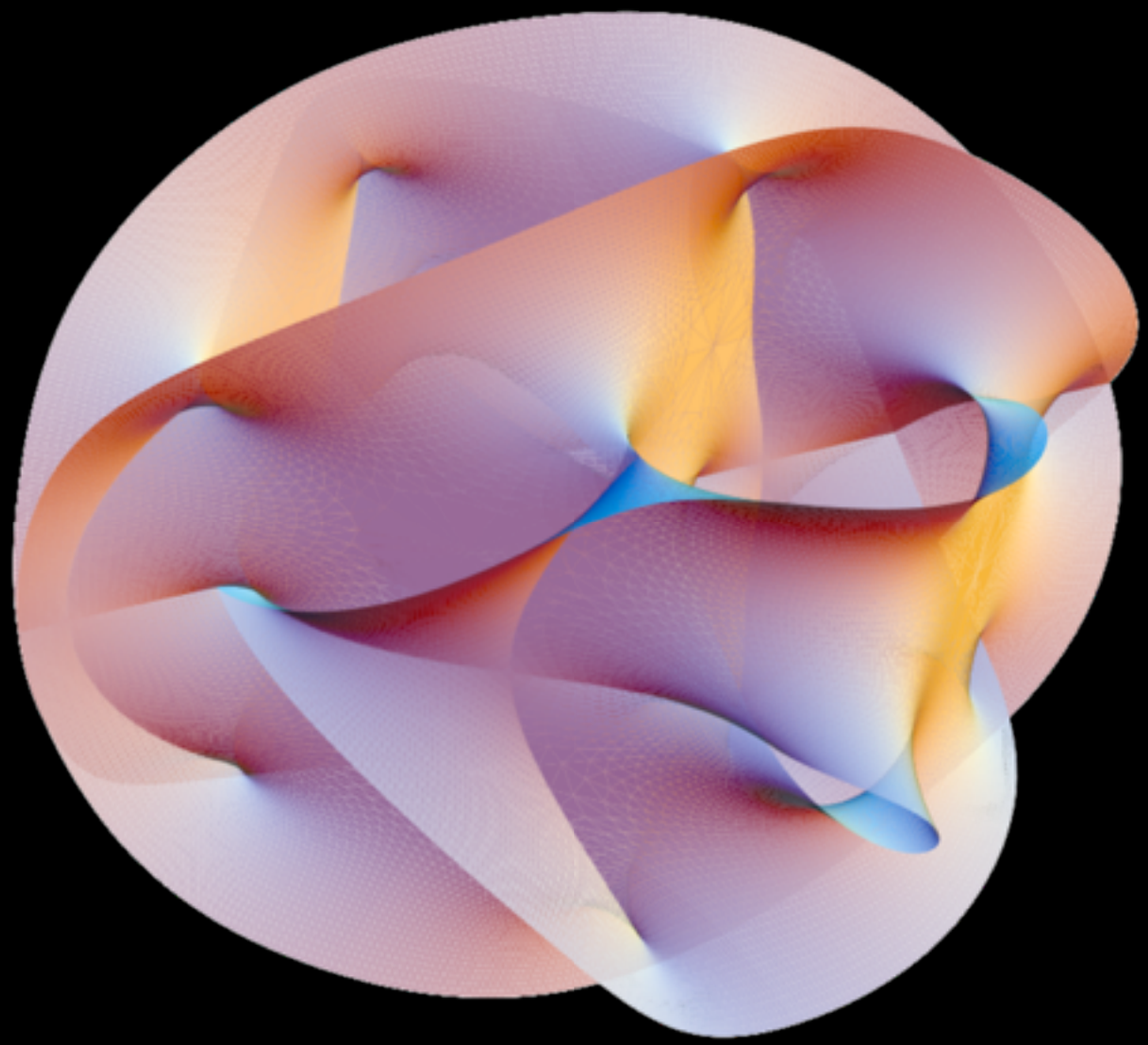
# Félix Guattari

French Psychotherapist,
Philosopher



# Rhizomatic Theory

- From *A Thousand Plateaus* (1972-1980)
- Based on a tree with branches, off-shoots and plateuas; thus, a de-centralized, dynamic network
- A different “Mapping of the World”



# The Concept of the Rhizome: Summary

Deleuze and Guattari – A Thousand Plateaus- The Concept of the Rhizome

Three Minute Theory: What is the Rhizome?

USC

# For next class…

Read “Introduciton: Rhizome” of *A Thousand Plateaus*. Choose one of the questions to respond to:

- How does the rhizome’s notion of *assemblage* correspond to aspects of the New Aesthetic?

- Discuss the notions of rhizomatic theory as it pertains to design. Think about its offshoots and “iterative” nature; that is, a constant build-up and tear-down process.

USC