Digital Interfaces: GUI History and Design Trends

Lecture 7
IML 499

The GUI

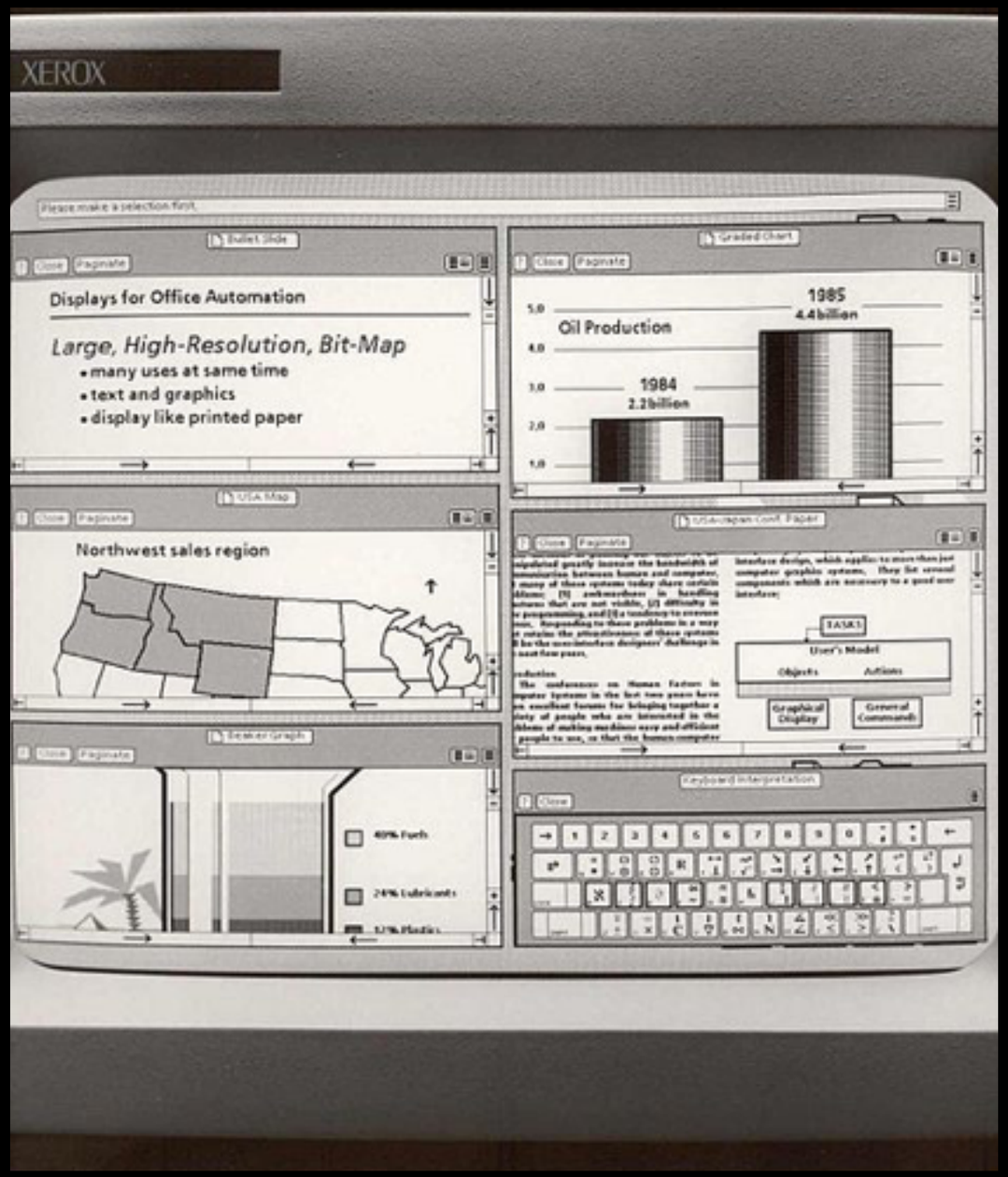
1968 - Doug Engelbart Demo

1973 - Xerox PARC develops the Alto PC

1974 - Gypsy, the first WYSIWYG

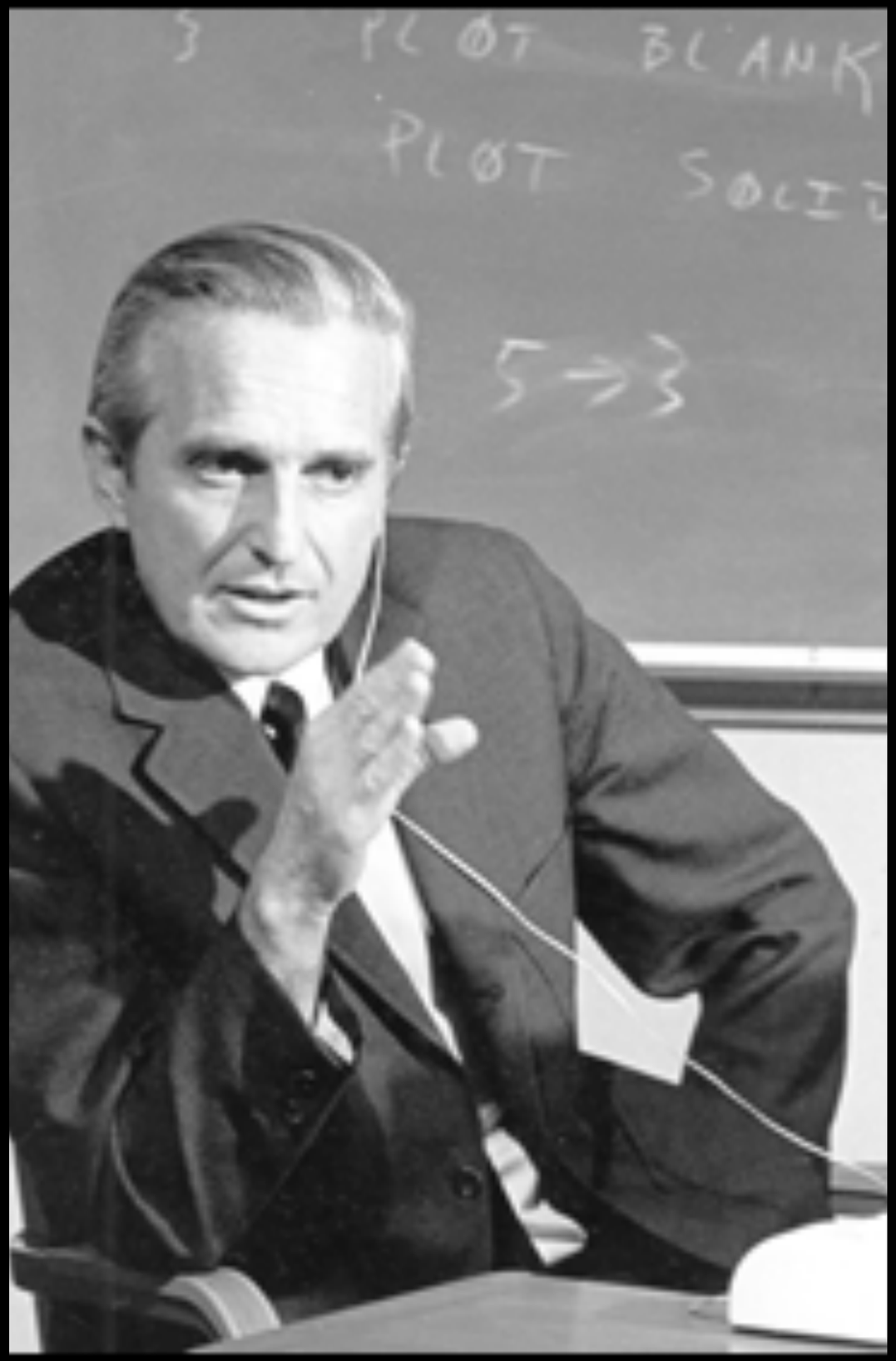
1975 - GUI Demonstration at Xerox PARC

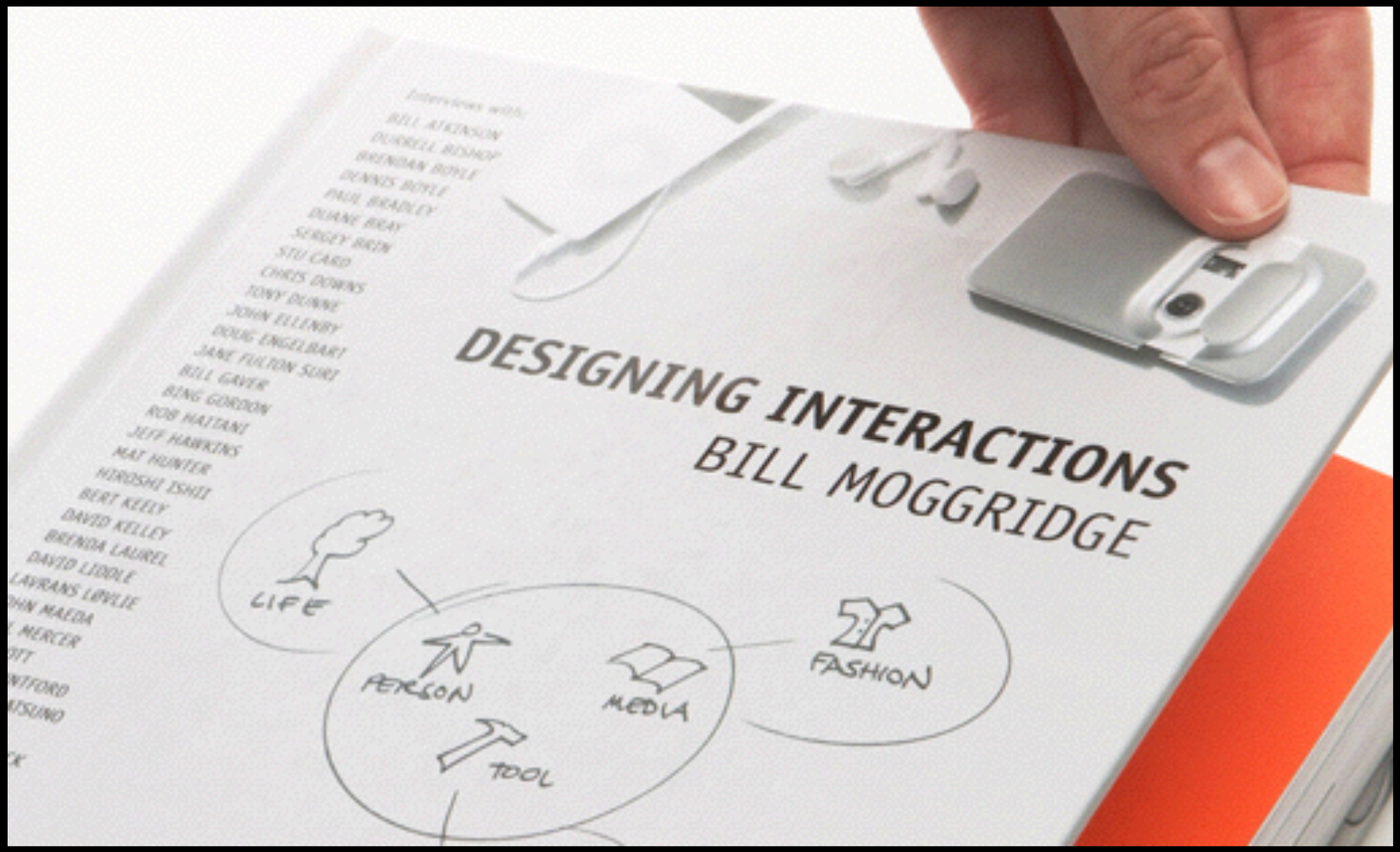
1976 - Jobs & Wozniak work on Apple Computer][and LISA



Doug Engelbart

HCI Engineer & Inventor





The Mouse and the Desktop

Designing Interactions - Bill Moggridge

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Stu Card

HCI Engineer

USC

Tim Mott

HCI Researcher

USC

Larry Tesler

HCI Researcher

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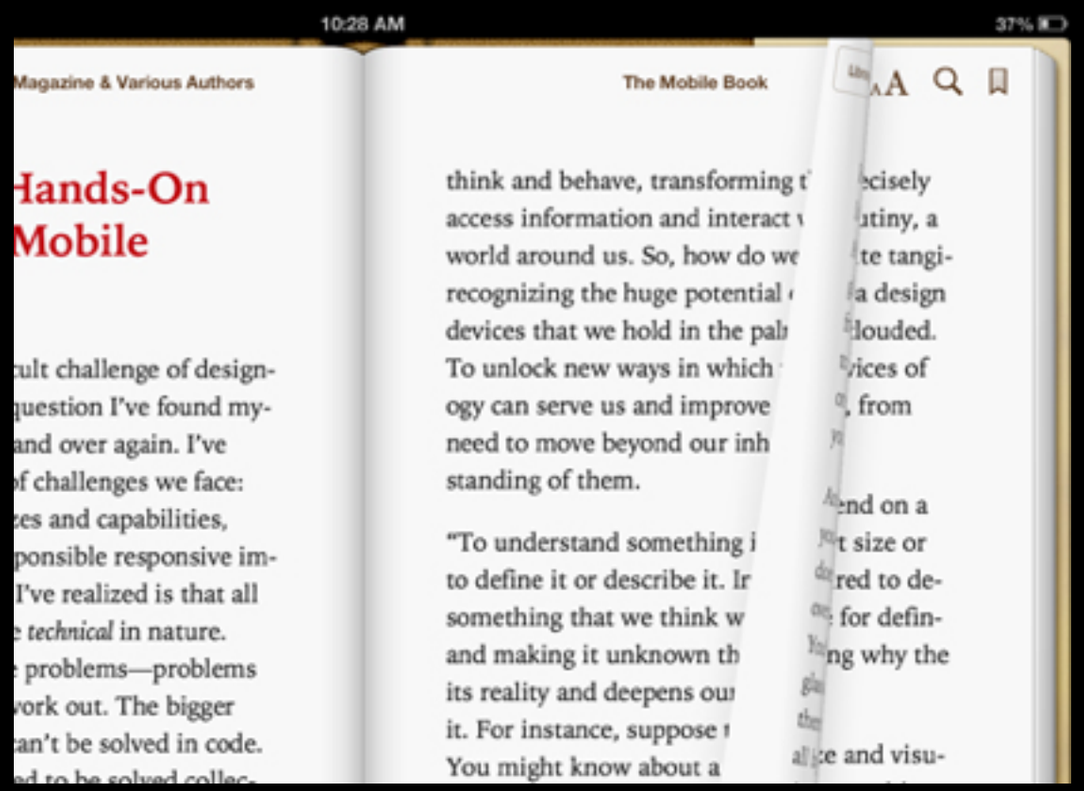
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"To understand something i
to define it or describe it. Ir
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and making it unknown th
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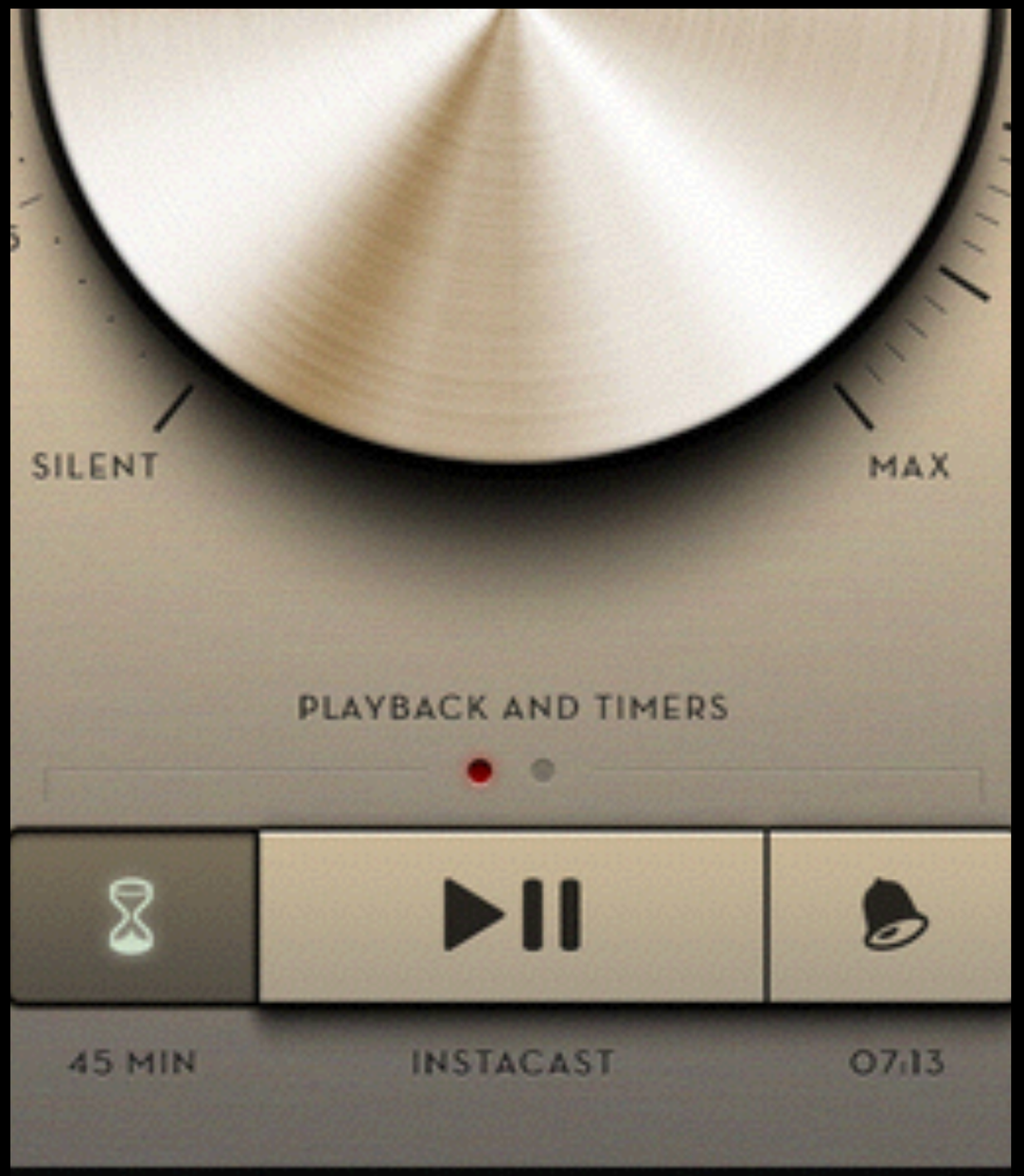
it. For instance, suppose
You might know about a

Skeumorph (n)

- An object or feature copying the design of a similar artefact in another material - *OED*

- A functional item redesigned as something decorative - *Collins*

- An ornament or design representing a utensil or implement - *Merriam-Webster*



Apple’s iOS 7

Flat Design

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Apple Design

- Craftsmanship Throughout
- Empathy
- Focus
- Impute
- Friendliness
- Form and process

Google Material Design

Goals

- Create a visual language that synthesizes principles of good design with the innovation and possibility of technology and science.
- Develop a single underlying system that allows for a unified experience across platforms and device sizes.

Principles

- Material is the metaphor
- Bold, graphic, intentional
- Motion provides meaning

Microsoft Metro Design

- Pride in craftsmanship
- Do more with less
- Fast and fluid
- Authentically digital
- Win as one

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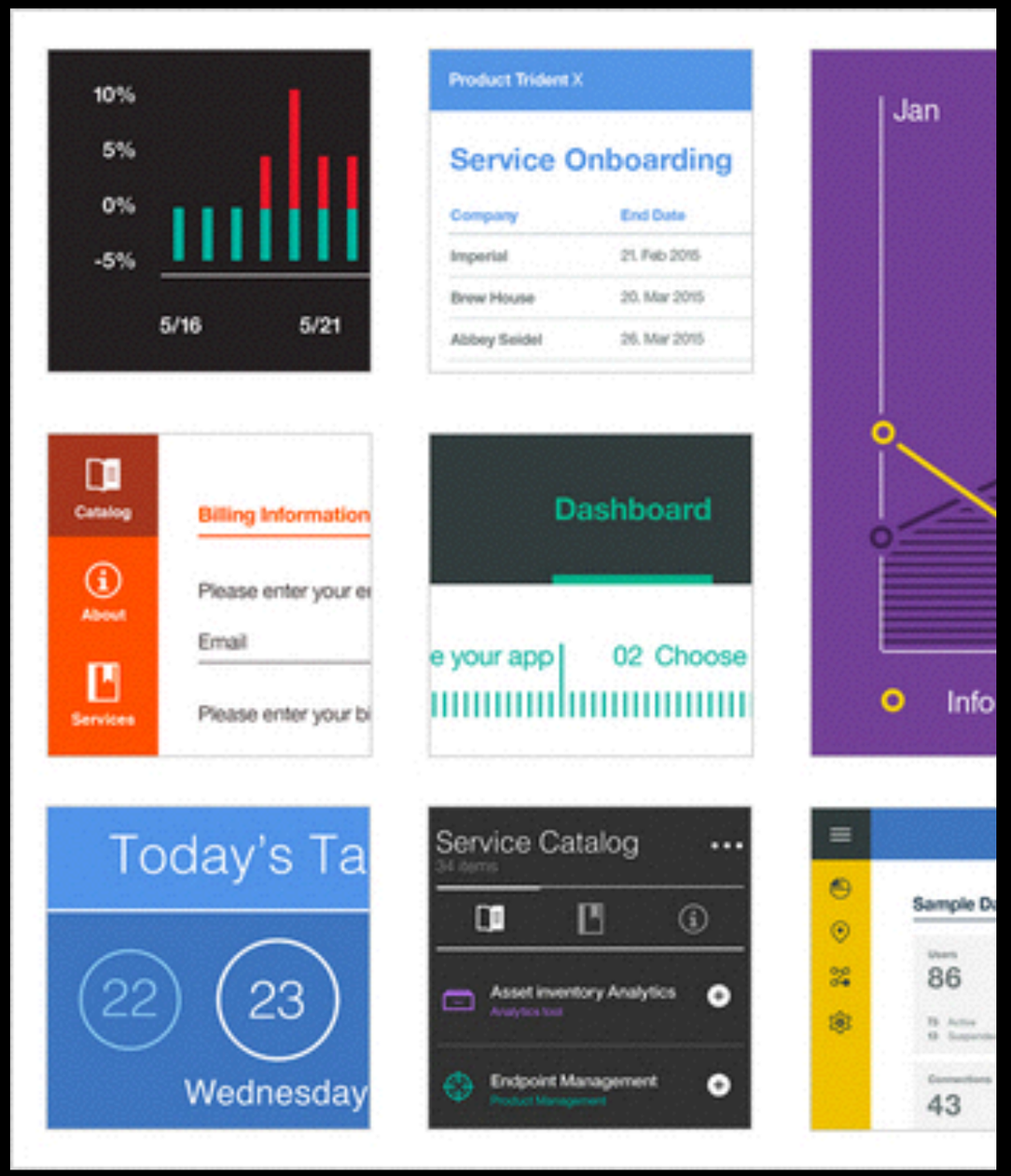
IBM Design Language

- Design with soul
- Be authentically thoughtful
- Design for an outcome
- Defer to content
- Clarify complexity
- Make the useful beautiful
- Inform and delight
- Be contextually aware
- Make it obvious



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Similarities

- Clean, flat design
- Responsive design that adapts to various screen sizes and devices
- Human-centered

Differences

- What are some of the major differences?

- Take a few minutes to find examples of each. Post them in the Slack channel.

For next class…

Read Chapter 1 “The Unworkable Interface” from *The Interface Effect* by Alex Galloway. Write a response covering an aspect of the reading.