# 

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# An increasing number of our graduates will work exclusively in digital media.

Nuts-Bolts \Ganci

# References to "digital" anything in Designer of 2015

- 3. Broad understanding of issues related to the cognitive, social, cultural, technological and economic contexts for design
- 5. Understanding of and ability to utilize tools and technology.
- 8. Understanding of how systems behave and aspects that contribute to sustainable products, strategies and practices

Nuts-Bolts \Ganci Source: Amy Webb https://www.roberthalf.com/creativegroup/blog/futurist-amy-webbs-predictions-on-where-the-creative-industry-is-headed



# Research sources

Literature review (link at the end) Interviews with professionals Survey with professionals (ongoing) Personal industrial experience

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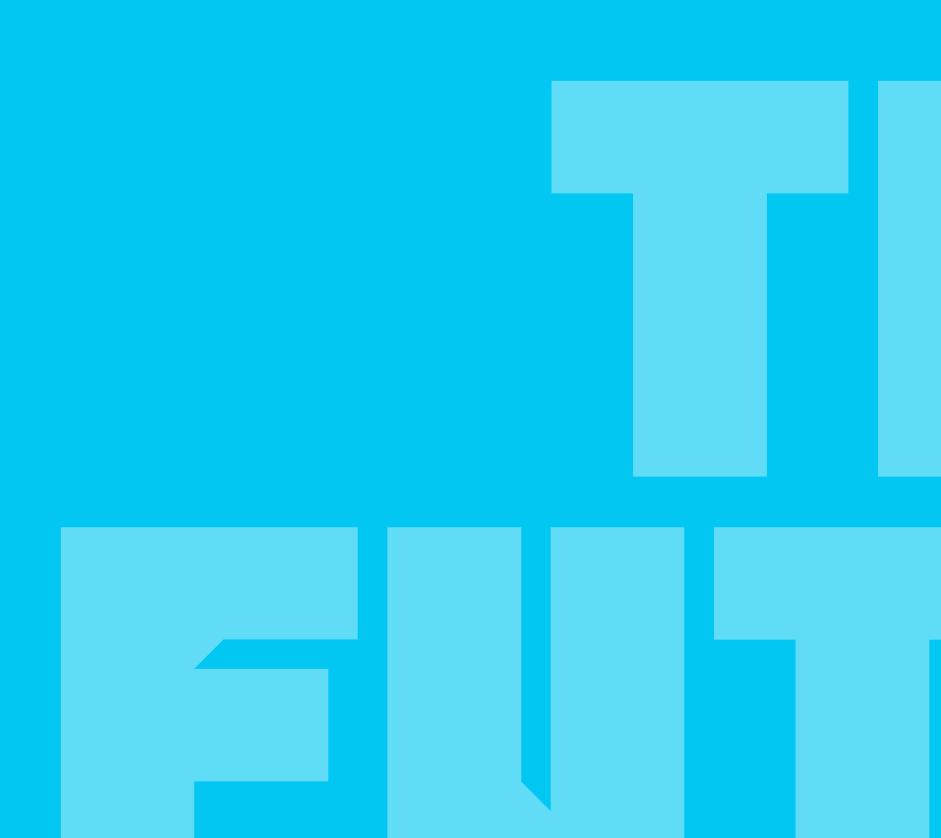


TUU

## THREE

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Nuts-Bolts \Ganci









# By 2025, "experts predict the Internet will become 'like electricity' — less visible, yet more deeply embedded in people's lives for good and ill."

Nuts-Bolts \Ganci Source: Pew Research Center; Digital Life in 2025 http://www.pewinternet.org/2014/03/11/digital-life-in-2025/



# 2015 2017 2018 2019 <mark>2020</mark> 2021 2022 2023

Nuts-Bolts \Ganci





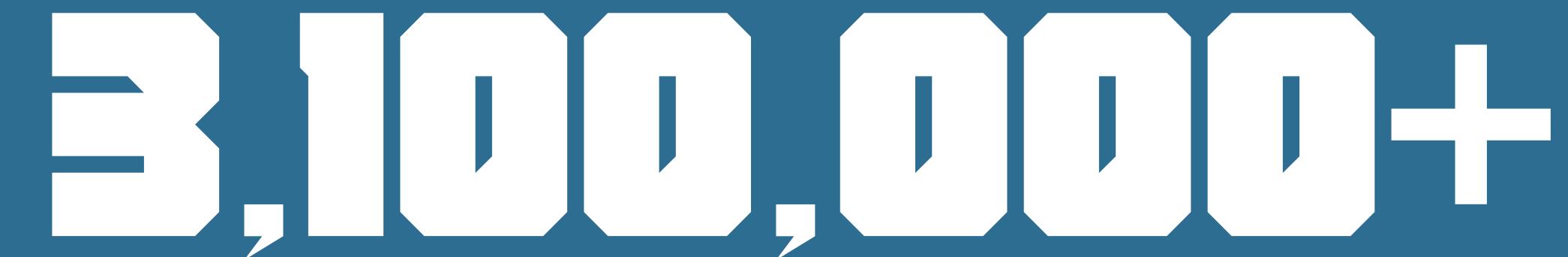
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Nuts-Bolts \Ganci

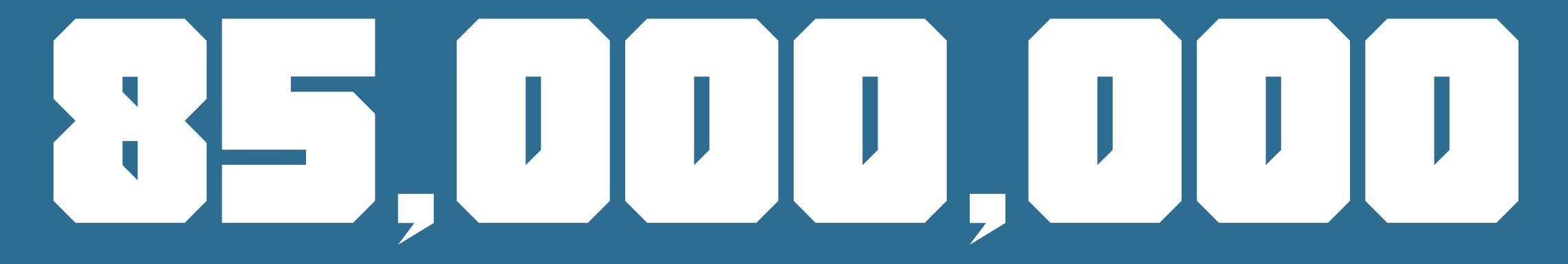


# Installs of Top 5 themes on WordPress

Nuts-Bolts \Ganci Source: WordPress https://wordpress.org/themes/browse/popular/







# Wix users, worldwide

Nuts-Bolts \Ganci Source: http://www.wix.com/about/us

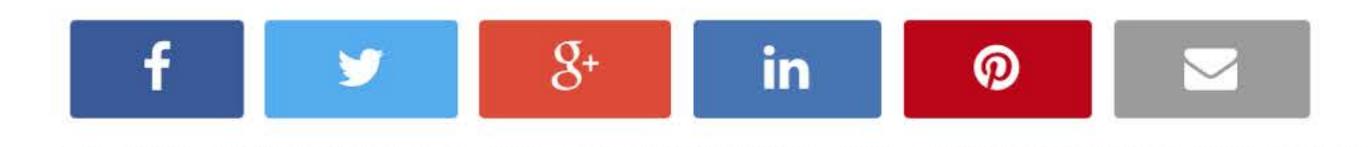


PR Newswi A UBM plc company	re	Solutions	Resour
News in Focus	Business & Money	Science & Tech	Health &

# Wix.com Launches Wix ADI - Artificial **Design Intelligence - and Delivers the Future of Website Creation for Desktop and Mobile Websites Worldwide**

New AI Technology Enables Users to Easily Build and Manage their Businesses Online by Automatically Creating a Stunning, Tailored Website

Jun 07, 2016, 15:40 ET from Wix.com Ltd.



NEW VORK June 7 2016 (PRNowewire ( -- Wix com 1 td (Nacdad: WIX) a loading cloud-baced web

Nuts-Bolts \Ganci Source: http://www.wix.com/about/us Search

Policy & Public Interest People & Culture & Living









Digital Experiences An experience, either physical or digital, that facilitated or enhanced by digital technology.

These have... A goal-driven process A defined flow of action Interdependent steps or artifacts

Nuts-Bolts \Ganci



# "our terrifying dystopian future"

Nuts-Bolts \Ganci Source: http://www.telegraph.co.uk/technology/2016/02/22/this-mark-zuckerberg-picture-could-show-our-terrifying-dystopian/



### LAT. 51.5079 LONG. -0.1278

Subjects scanned: 217

Miles travelled: 15

Altitude: 5m

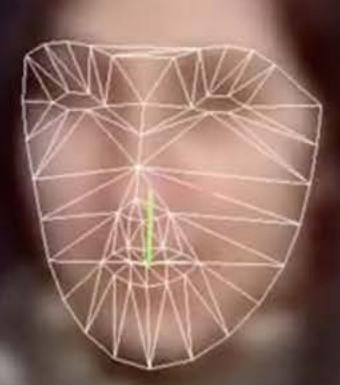
Zone 1

Winter collection 50% SALE

Nuts-Bolts \Ganci Source: Drone Aviary: https://vimeo.com/124292043

gender: F / age: 18-24 recent search: "waterfall cardigan" response: positive

1 59



### HAPPY

Time logged: 06:39:52 30%





Nuts-Bolts \Ganci Source: http://www.flashforwardpod.com/

# FLASH FORWARD



# Digital Experiences

automation experience designer human-machine persona designer augmented reality designer neural virtual experience designer wearables (tattooables, injectables, earables) designer

avatar designer

Nuts-Bolts \Ganci Source: Amy Webb https://www.roberthalf.com/creativegroup/blog/futurist-amy-webbs-predictions-on-where-the-creative-industry-is-headed

human tissue and organ designer drone experience designer gesture control designer chief experience officer real-time 3D designer metaverse UX designer





### Design User

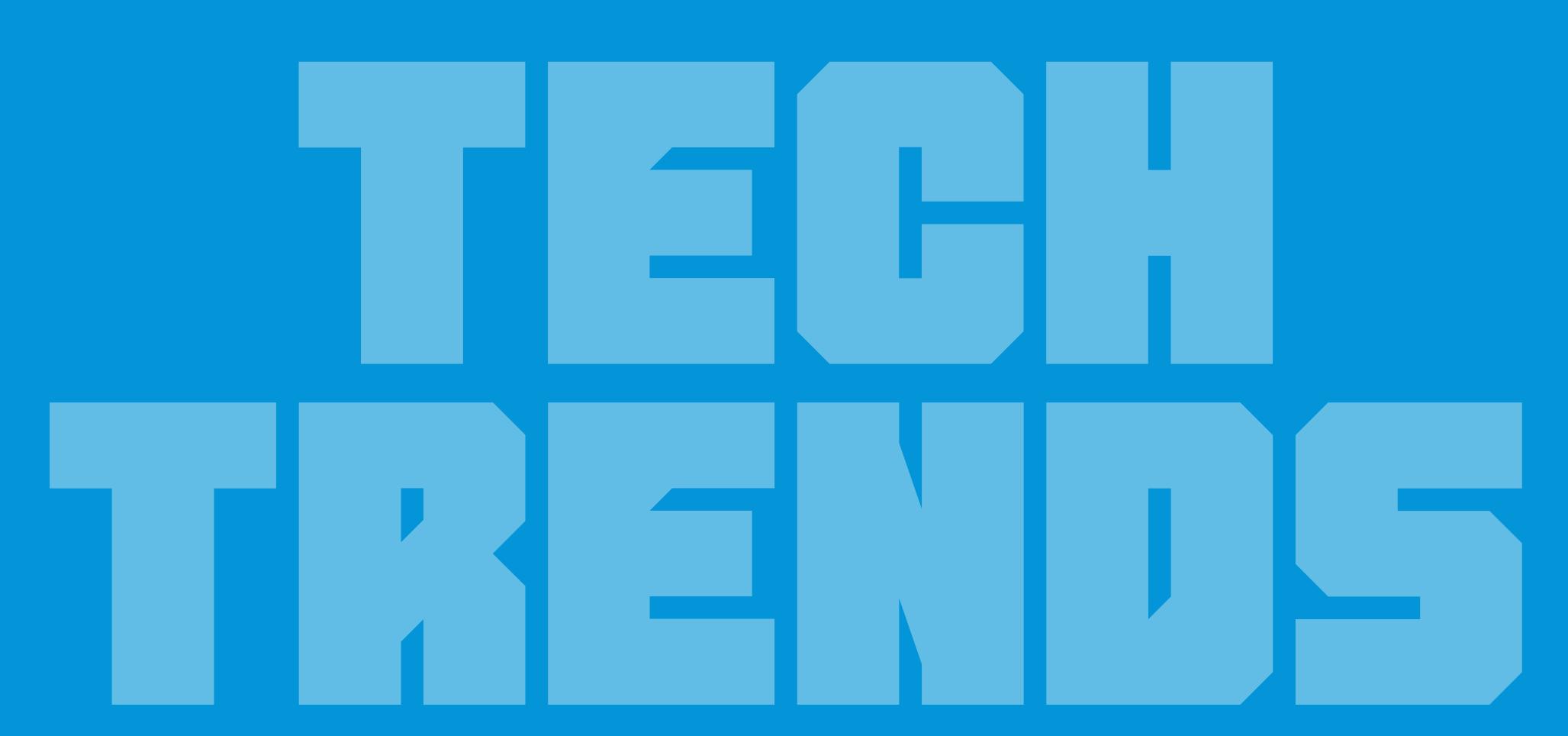
## Business Feasibility

Nuts-Bolts \Ganci

# New Digital Products

## Engineering Technology





Nuts-Bolts \Ganci





# Technology is rapidly becoming more...

# HUTUNUMUU5

# FUUERFUL

Nuts-Bolts \Ganci Source:



# PERSUNAL

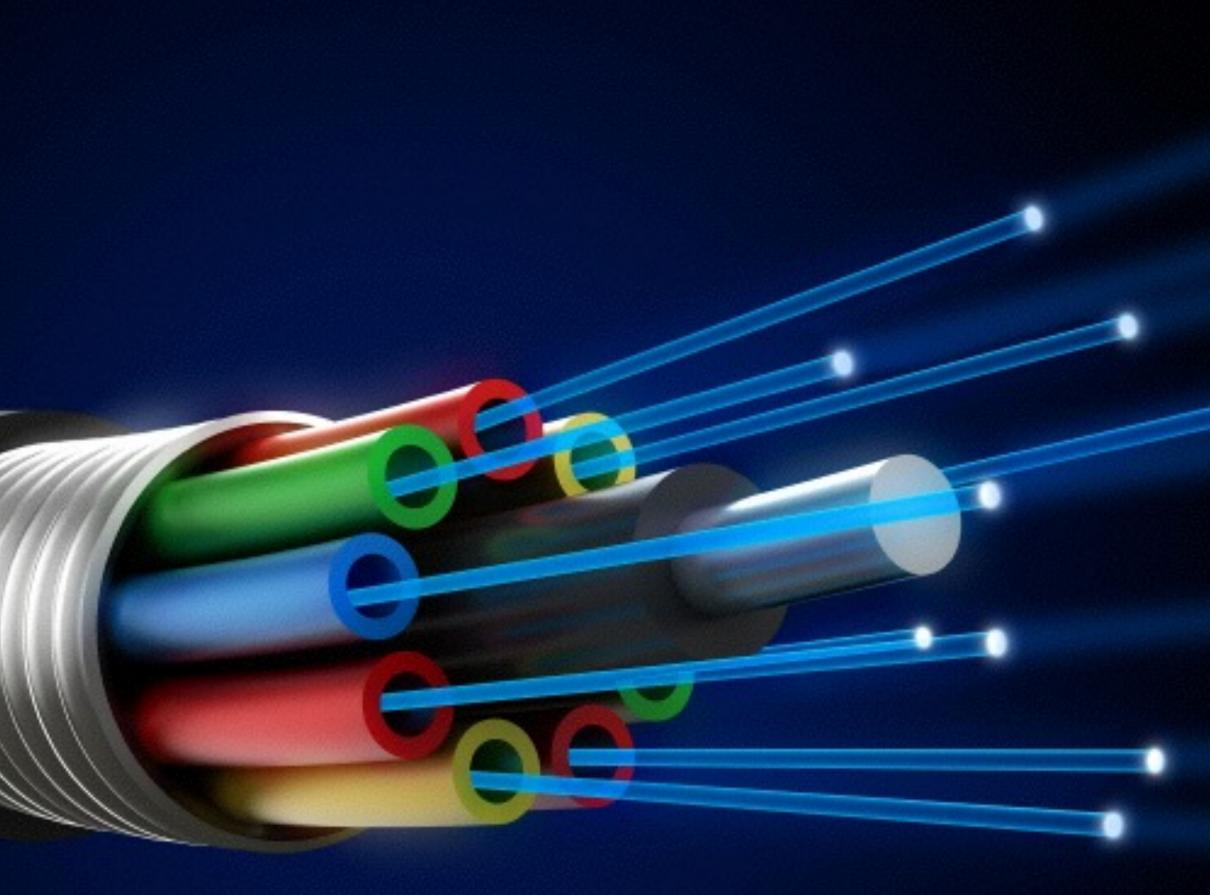
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# H I \



Nuts-Bolts \Ganci Source: http://datatalk.co/communications/fibre-optic-cable-solutions/ and ISP speed info from Akamai.

1117 AT 12711 570 5



### FUDERFUL



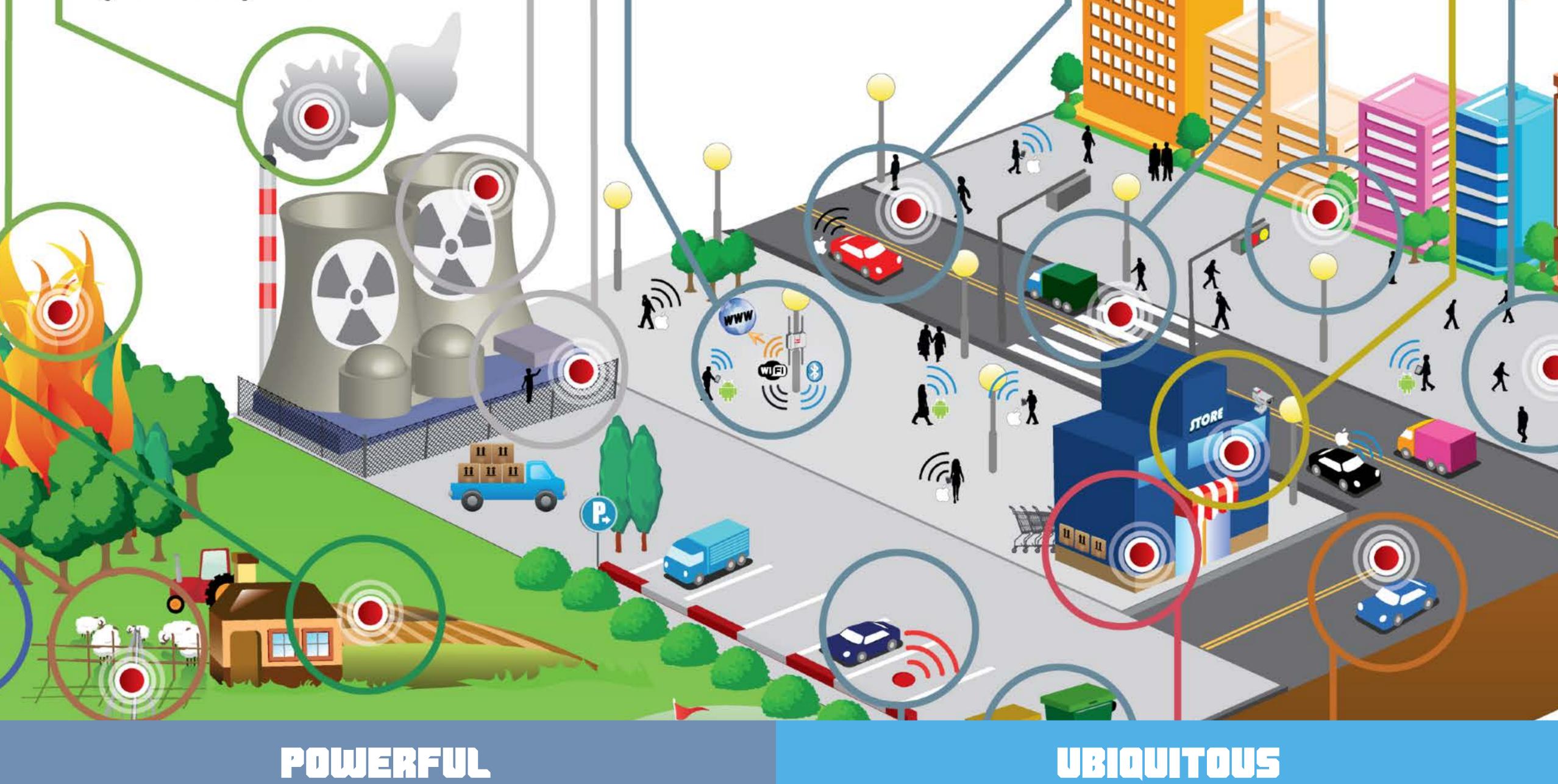


"Most people are not yet noticing the profound changes today's communications networks are already bringing about; these networks will be even more disruptive in the future."



Nuts-Bolts \Ganci Source: Pew Research Center; Digital Life in 2025 http://www.pewinternet.org/2014/03/11/digital-life-in-2025/



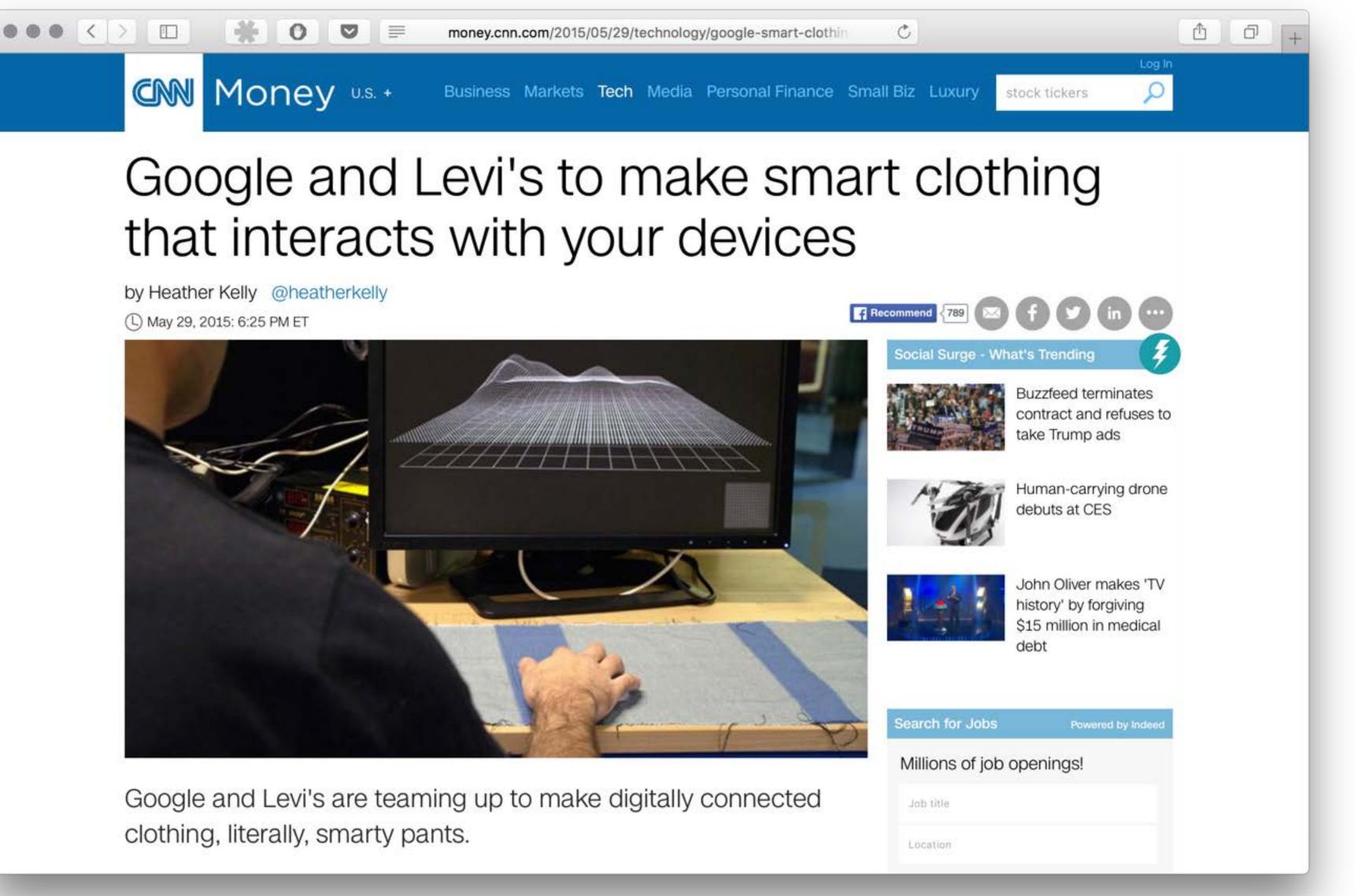


Nuts-Bolts \Ganci Source: http://blogs-images.forbes.com/jacobmorgan/files/2014/05/libelium\_smart\_world\_infographic\_big.png

## UBIQUITOUS



by Heather Kelly @heatherkelly L May 29, 2015: 6:25 PM ET



clothing, literally, smarty pants.



### Nuts-Bolts \Ganci Source: Amazon

## UBIQUITOUS

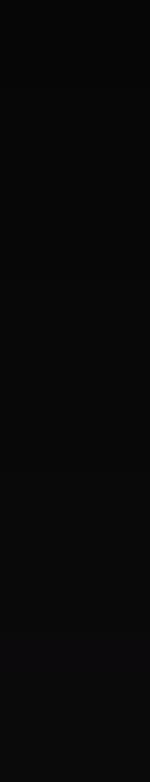




## RUTONOMOUS

Nuts-Bolts \Ganci Source: Amazon

### UBIQUITOUS





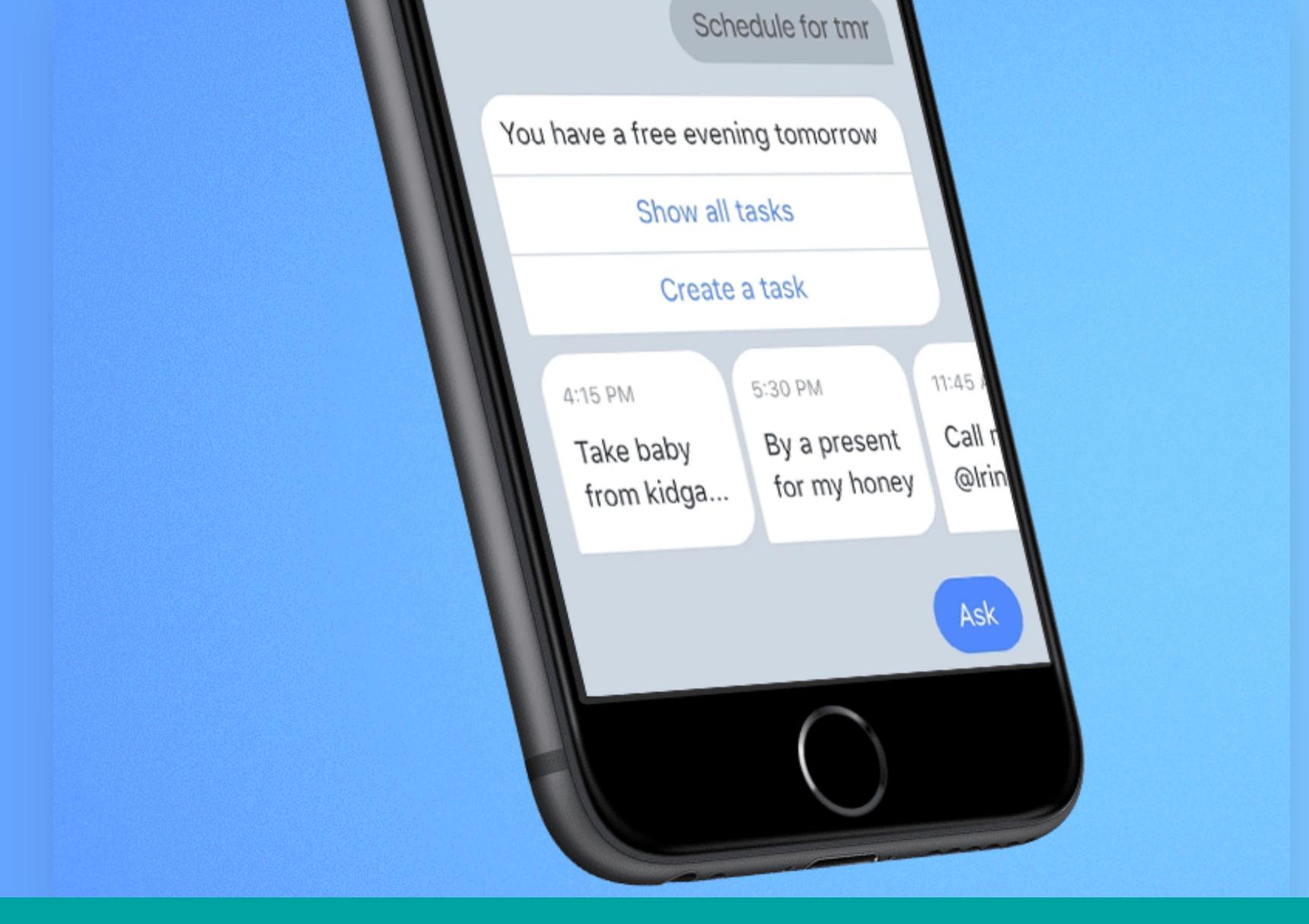


Nuts-Bolts \Ganci orig08.deviantart.net/66e5/f/2015/271/4/0/slackbot\_is\_life\_slackbot\_is\_love\_by\_grayotic-d9b7chr.png

### AUTONOMOUS









### Nuts-Bolts \Ganci Source: <u>https://dribbble.com/prokhoda</u>

### RUTONOMOUS







### POUERFUL

Nuts-Bolts \Ganci Source: http://www.sbs.com.au/topics/life/health/explainer/whats-next-best-thing-wearable-tech

### PERSONAL





### $\bullet \bullet \bullet \checkmark ( \ge \square$



## Feels like home

Daydream brings your favorite apps to virtual reality.



Nuts-Bolts \Ganci Source: https://vr.google.com/daydream/



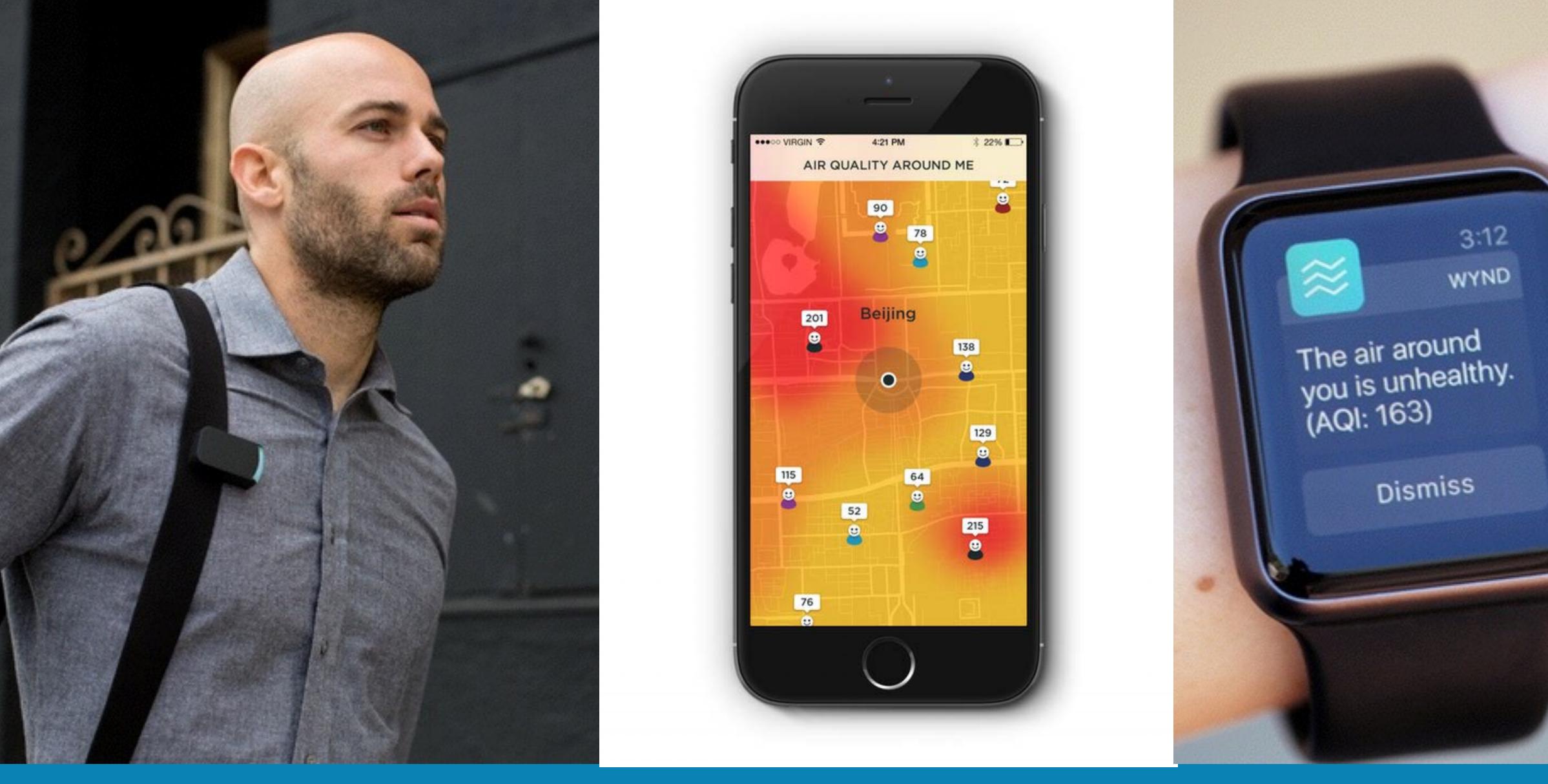
## DAYDREAM CARDBOARD DEVELOPERS **GOOGLE VR** JUMP SEEKING PLUTO'S FRIGID HEART nytvr **Google Street View** HBO Now MLB.com Turnerster

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## PERSONAL







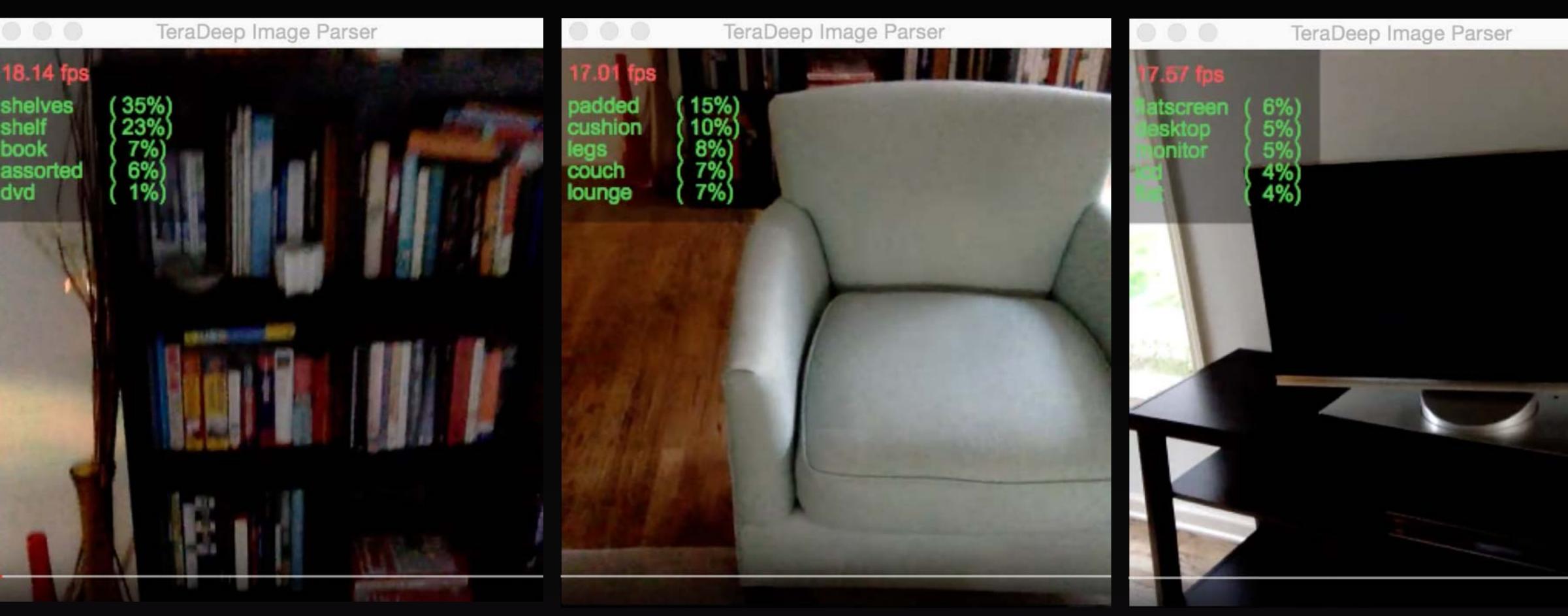


Nuts-Bolts \Ganci Source: http://hellowynd.com/

## PERSONAL







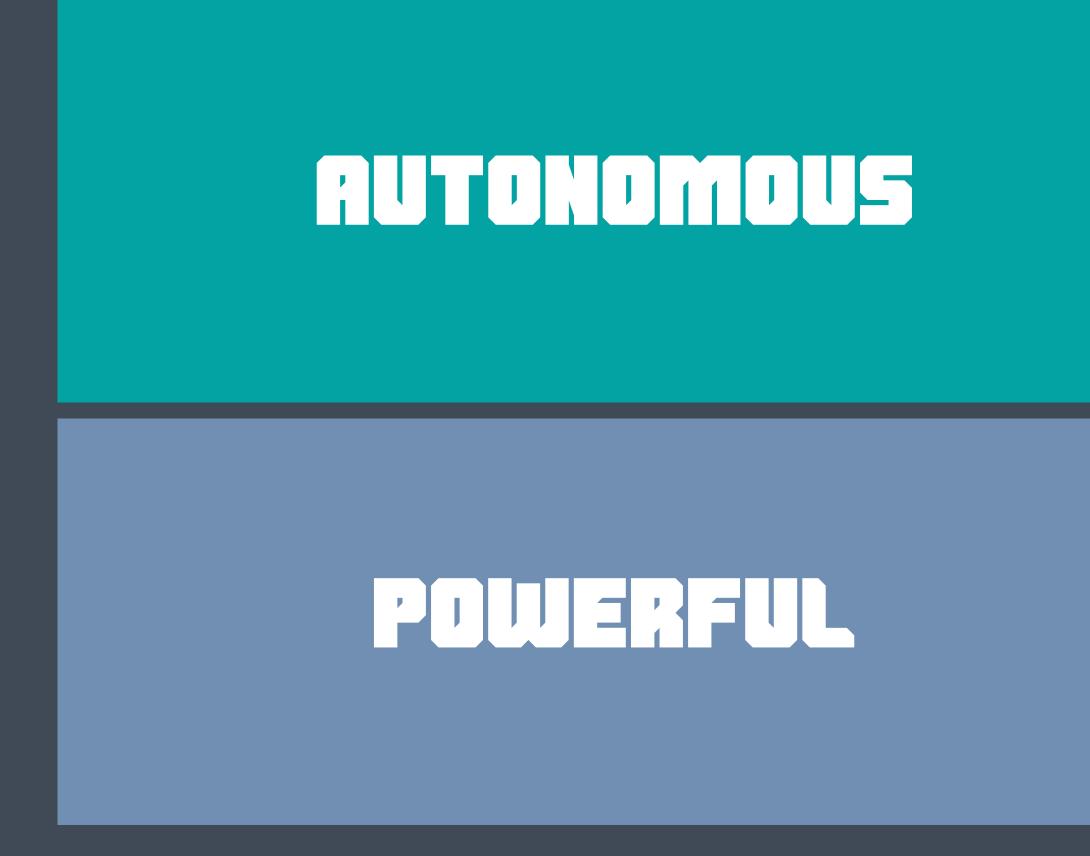
### POWERFUL

Nuts-Bolts \Ganci Source: Teradeep: https://www.youtube.com/watch?v=\_wXHR-lad-Q

## AUTONOMOU5





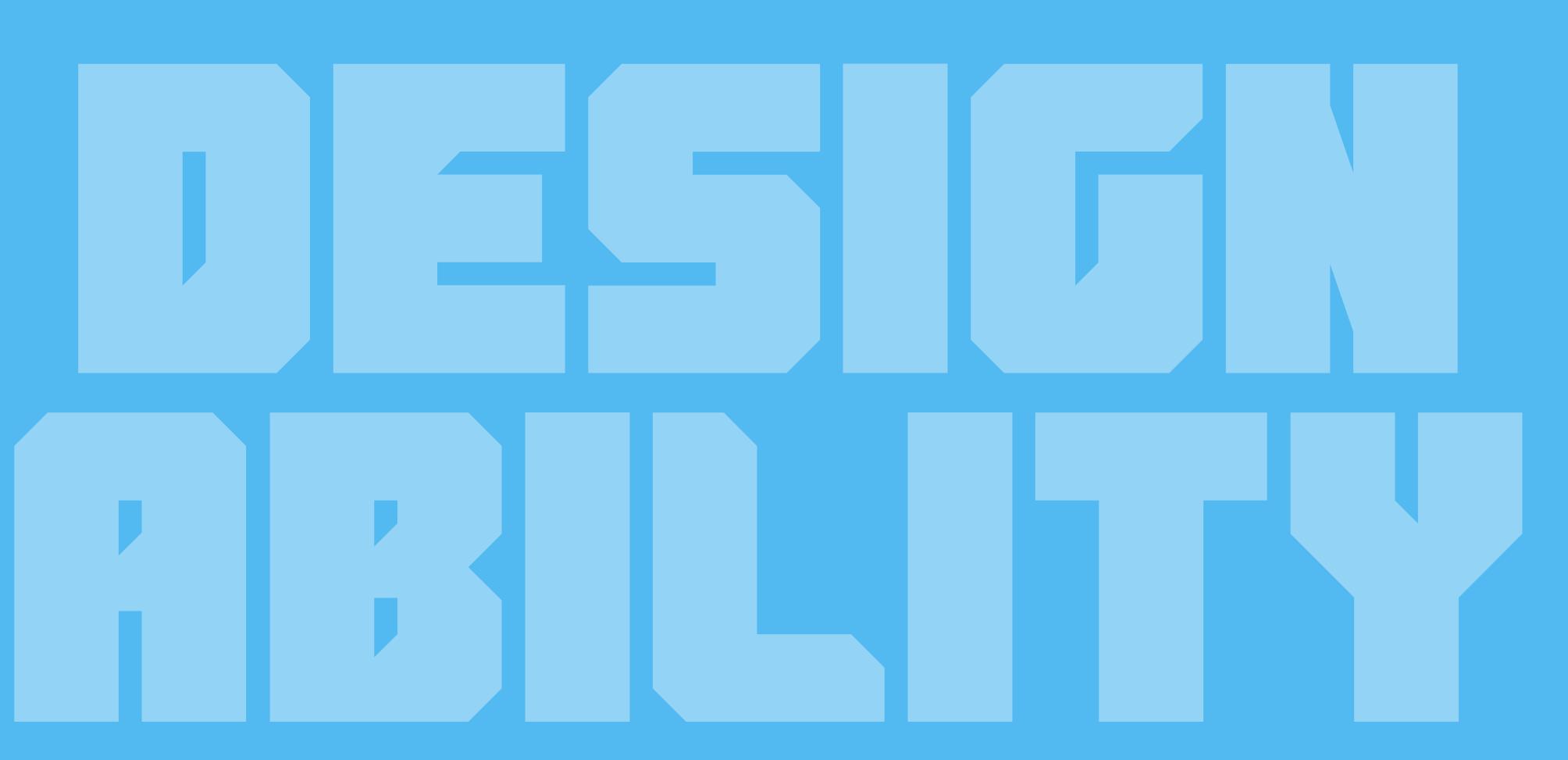


Nuts-Bolts \Ganci

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# PERSUNRL





Nuts-Bolts \Ganci





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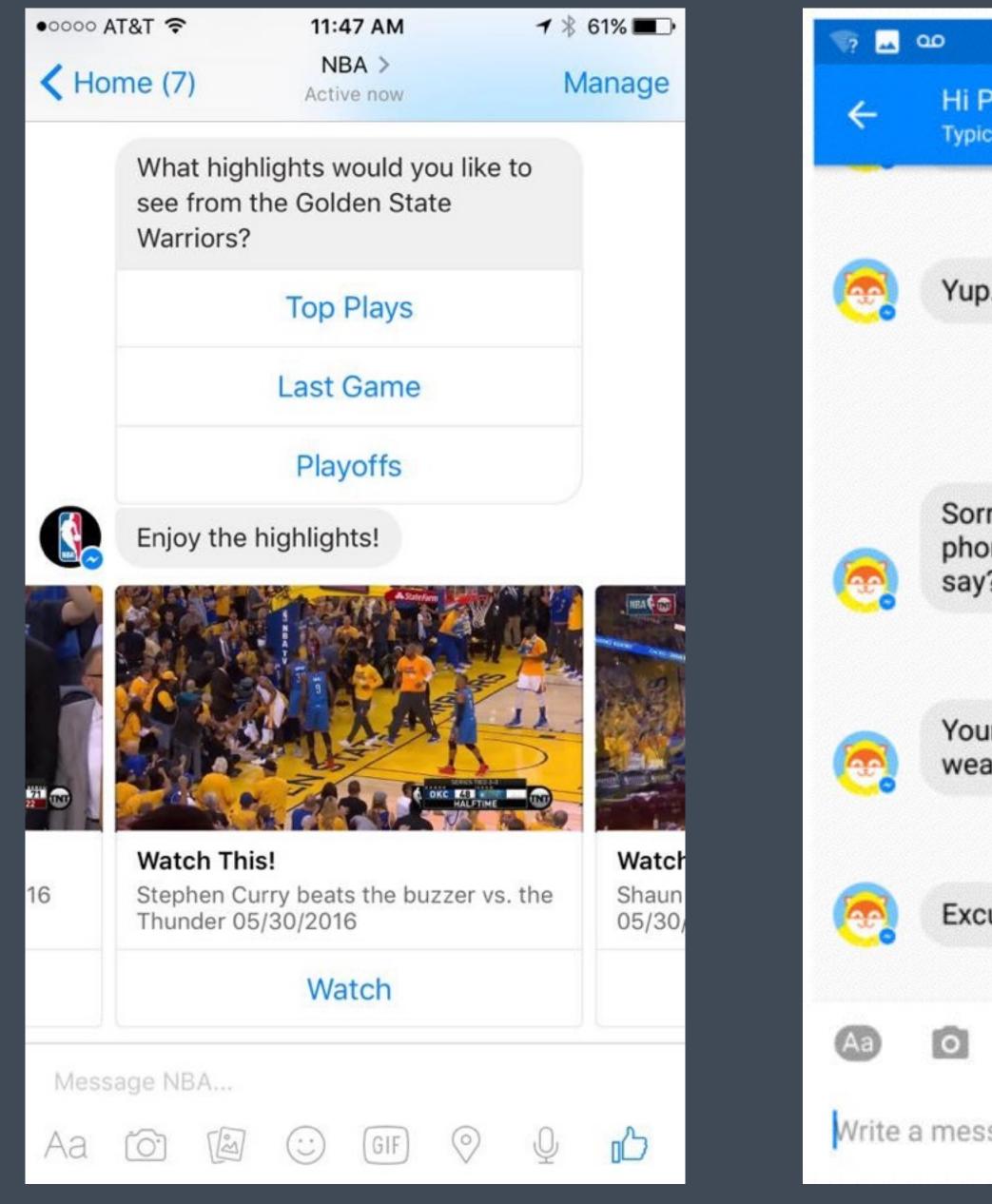
Nuts+Bolts \Ganci



# FURM / UNE Manage a wider range of elements, including the non-visual, into a design solution.

Nuts-Bolts \Ganci





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Poncho bically replies in minutes BLOCK	← Hi Poncho Typically replies in minutes BLOCK ①
Do I need a jacket?	10:39 AM What's the weather like this
p. It's chilly.	weekend?
9:02 AM Sunglasses?	Are you on a boat? Because I was not able to find any results for that location.
orry, I was trying to charge my one. What are you trying to y?	What's the weather like in Brooklyn this weekend? The weather in Brooklyn, NY is
Do I need sunglasses?	46°F and clear.
	This weekend?
ur future's so bright. Gotta ear shades!	Excusez-moi?
What about an umbrella?	WEEKEND
cuse me?	Sorry, dozed off for a second. What were you saying?
Do I need an umbrella?	
ssage 🖁	Write a message



### SUBWAY SYMPHONY BYJAMES MURPHY

Nuts-Bolts \Ganci Source: http://www.heineken.com/us/Cities/Subway-Symphony/Making-of-a-Melody





Nuts-Bolts \Ganci Source: https://developer.leapmotion.com/gallery/leap-motion-philips-hue



Potential non-visual skills Copywriting Communication theory Acting Character building Sound design

Nuts-Bolts \Ganci Source:



### Get comfortable with new dimensions. 3-D and 4-D (motion).

Nuts-Bolts \ Ganci Source:





Nuts-Bolts \Ganci Source: http://www.phreesia.com/overview/







Nuts-Bolts \Ganci Source: https://www.microsoft.com/microsoft-hololens/en-us







Nuts-Bolts \Ganci Source: http://www.pcmag.com/article2/0,2817,2461037,00.asp



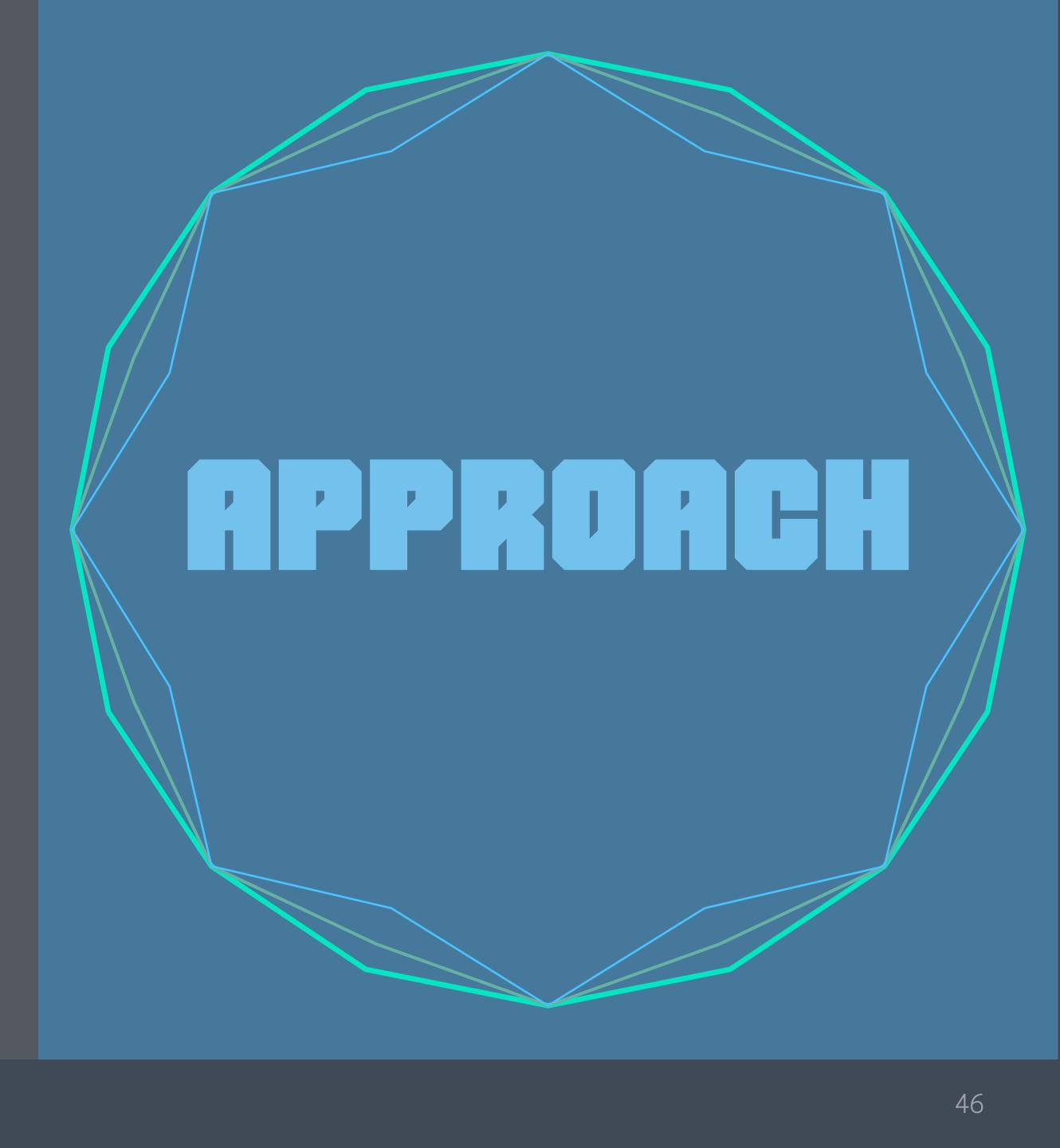
Potential multi-dimensional skills Digital 3-D rendering Analog 3-D rendering (sculpture/set design) 3-D printing Motion design Animation Human factors/ergonomics

Nuts-Bolts \ Ganci Source:









## Get comfortable with **uncertainty**.





Nuts-Bolts \Ganci Source: https://www.affordablewebdesign.com/benefits-of-responsive-web-design/



### 42 miles in August

23 miles less than July

Summary of July & August



Based on your device's location which is periodically sent to google. Learn more

### Attractions nearby

Science Museum imax cinema · science history · sandwich shop · cafe

25 ZAGAT 90 reviews

The London Bridge Experien... zombies · darkness · adrenaline fix ·

recreated slaughterhouse ZAGAT 39 reviews

London Eye observation wheel · river thames · tallest in world · city views

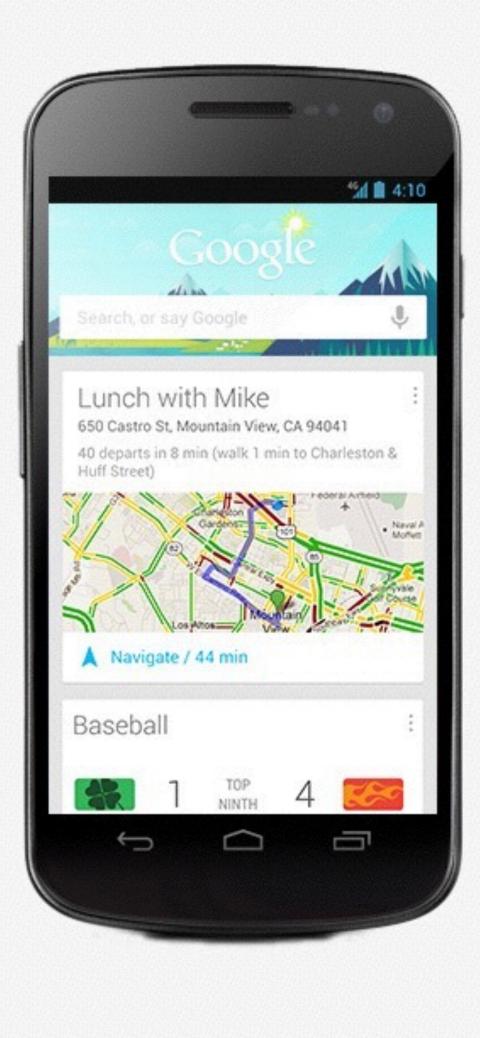
26 ZAGAT 41 reviews

SHOW MORE

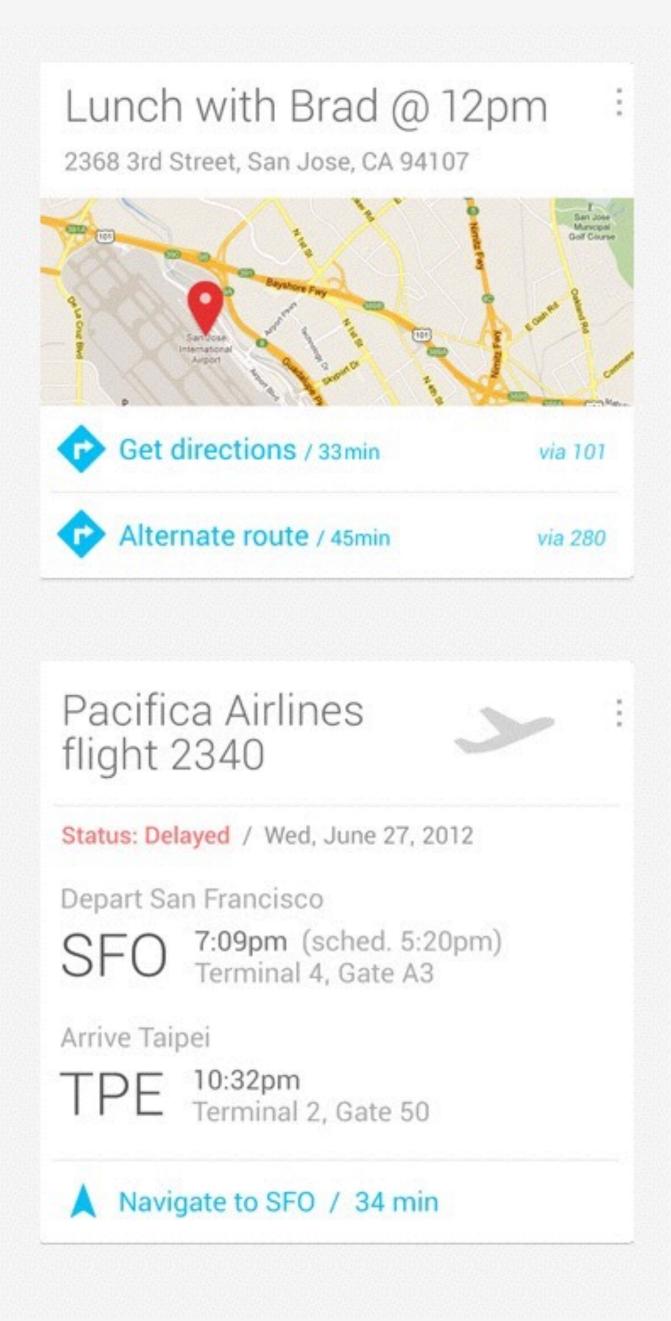




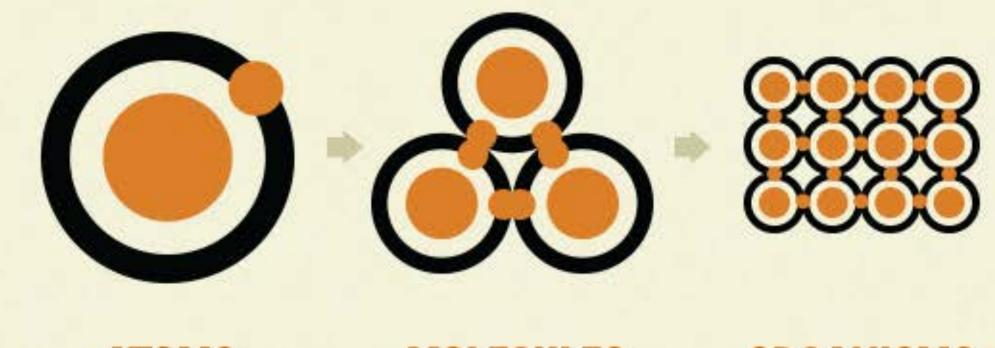




Nuts-Bolts \Ganci Source: http://s3.amazonaws.com/digitaltrends-uploads-prod/2013/03/google-now-screenshots2.jpg





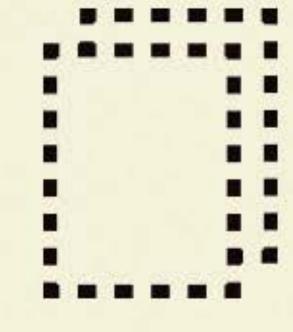


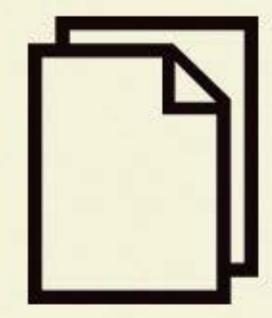
ATOMS

MOLECULES

ORGANISMS

Nuts-Bolts \Ganci Source: Brad Frost; http://atomicdesign.bradfrost.com/chapter-2/





### **TEMPLATES**

PAGES





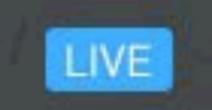
Potential uncertainty-management skills Understand big data Responsive/Adaptive design Systems-level design

Nuts-Bolts \ Ganci Source:



## Become familiar with the ethics of **privacy**.







Nuts-Bolts \Ganci Source: http://www.theverge.com/2016/5/18/11688376/google-home-speaker-announced-virtual-assistant-io-2016



Potential privacy-focused competencies Understand how private data is collected Advocate for user privacy Enable users to control privacy settings

Nuts-Bolts \Ganci Source:



### Appreciate the importance of the experience as part of someone's life.



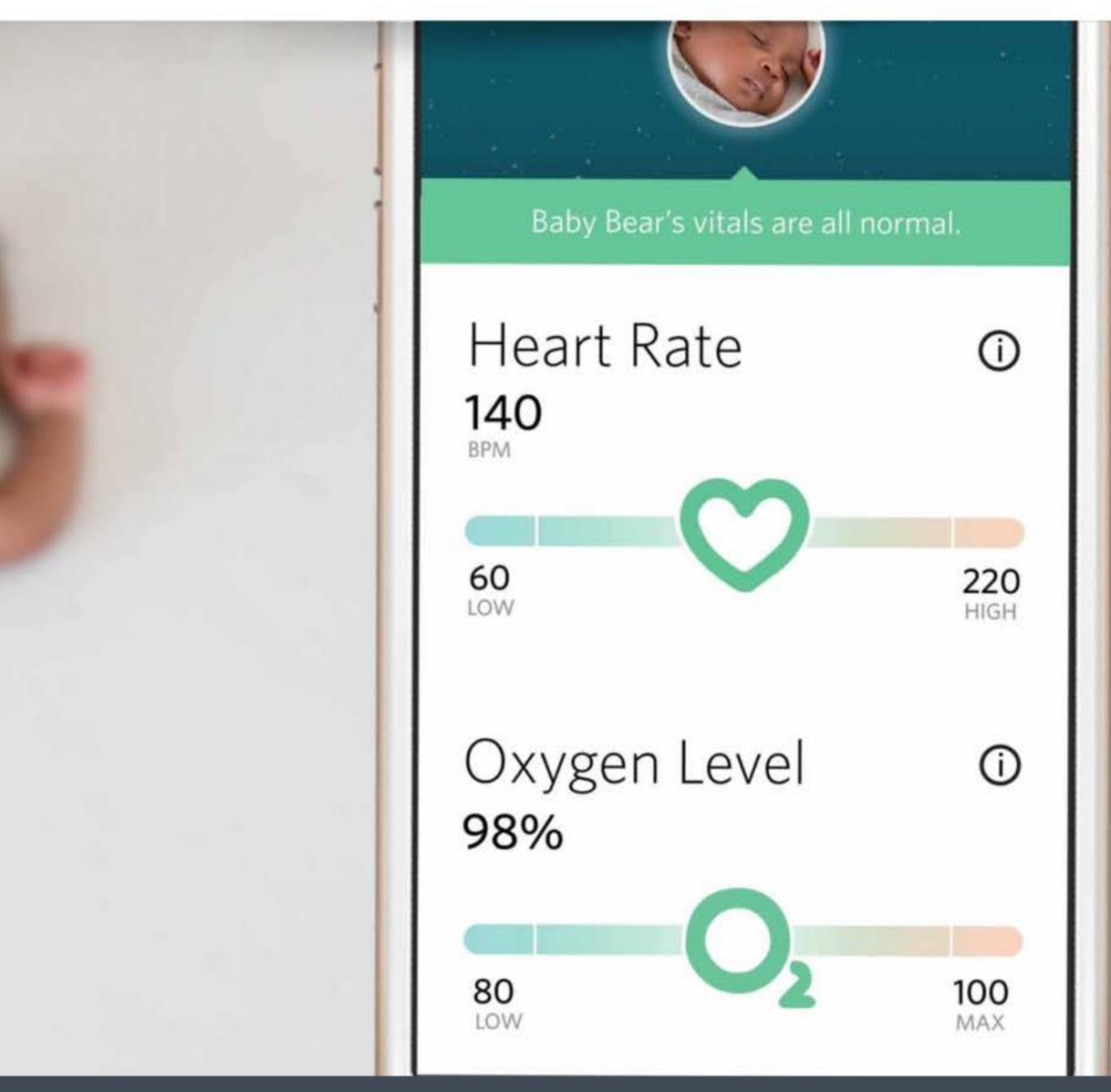


### Over the river and through the woods...

To Grandmother's house we go! If Grandma doesn't have Wi-Fi, your monitor will still work because the Base Station connects directly to the smart sock and acts as your primary alarm, making it even more reliable. Your Apple device is just a convenience so you can check in on your baby in real time, even when you're on a date. You need an Apple device to set up the Owlet Monitor.

### Nuts-Bolts \ Ganci Source: Nest

### VORKS FAQ BLOG FOR PHYSICIANS REVIEWS ORDER NOW







### 80% of medical data in hospitals will soon be obtained using wearable device.

"Health Technology in Perspective" by Tae-II Kim

Nuts-Bolts \Ganci Source: http://synapse.koreamed.org/D0lx.php?id=10.5051/jpis.2015.45.1.1





### 56.7 million Americans have a disability.\*

# That's nearly 20% of the population.

\*Number from 2010 census

Nuts-Bolts \Ganci Source: <u>https://www.census.gov/newsroom/releases/archives/miscellaneous/cb12-134.html</u>





Potential value-recognition competencies Evaluative research strategies Transdisciplinary Collaboration Psychology Empathy Modesty Craft

Nuts-Bolts \ Ganci Source:



### The [Digital] Designer of 2020 needs to be able to...

- 1. Demonstrate a robust knowledge of technology that can enhance or enable digital experiences.
- 2. Solve communication problems with a wide range of visual and non-visual elements.
- 3. Work and prototype comfortably in 2-D, 3-D, and 4-D environments.
- 4. Create designs that are able respond to specific contexts.
- 5. Manage issues of privacy and recognize its relevance in distinct contexts.
- 6. Discuss the importance of digital experiences in people's lives.
- 7. Seek challenging design problems that can radically change someone's life.



# 

### ganci.co/nutsbolts

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Nuts-Bolts \Ganci Source:

