

SIGGRAPH 1991  
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On Computer Graphics and  
Interactive Techniques

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## COURSE NOTES

## C6

GRAPHIC DESIGN AND THE  
GRAPHICAL INTERFACE IN  
THE NEW MEDIA  
ENVIRONMENT

*Chair*  
Alyce Kaprow  
The New Studio

*Lecturers*  
Delle Maxwell  
Consultant  
Rob Myers  
Silicon Graphics Computer  
Systems  
Bill Verplank  
ID2

# **SIGGRAPH 1991 GRAPHIC DESIGN & GRAPHICAL INTERFACE IN NEW MEDIA ENVIRONMENTS**

ALYCE KAPROW, THE-NEW-STUDIO - CHAIR  
DELLE MAXWELL, CONSULTANT  
ROB MYERS, SILICON GRAPHICS, INC.  
BILL VERPLANK, ID TWO

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**SIGGRAPH 1991 - C6  
GRAPHIC DESIGN & GRAPHICAL INTERFACE IN THE NEW  
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DELLE MAXWELL, CONSULTANT  
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**COURSE DESCRIPTION:**

Recent interface design has firmly established the importance of visual (graphic) considerations. Multi-media, hyper-media and interactive technologies are now becoming commonplace. Today's point and click playback modes are evolving into increasingly "live" and responsive environments. These responsive and dynamic working environments present unique and complex interface design problems. The intent of this tutorial is to define the issues that are important for good graphic interface and to discuss how they fit together within such a diverse system. Also, a methodology for communication between graphic designers, industrial designers, interface designers, software and hardware engineers, and others working on such products will be established.

**COURSE OBJECTIVES / INTENTIONS:**

The objective of this course is to introduce graphic designers beginning in the field of multimedia and interactive technologies, and engineers and interface designers to the complexity of visually defining a multi-media and hypermedia environment and to the importance of graphic design and an integrated design solution.

**WHO SHOULD ATTEND:**

Graphic Designers, Interface Designers, Software Applications Developers, Industrial Designers, Human factors specialists, and others interested in graphical interface and multimedia environments

**LEVEL:**

INTERMEDIATE

**RECOMMENDED BACKGROUND:**

Some background in computer interface design or graphic design is recommended. This course assumes basic familiarity in computers and computer graphics.

# SPEAKERS



ALYCE KAPROW,

THE•NEW•STUDIO  
26 HOPE STREET  
NEWTON, MASSACHUSETTS 02166

617-969-0288



ALYCE KAPROW, president of THE•NEW•STUDIO, is a consultant to developers and users of computer graphics, and in graphic interface design; and an illustrator and graphic designer. Her recent activities concentrate in computer graphics applications and equipment for graphic designers/artists and print production specialists; in system design specification and user interface for graphic workstations; multimedia; and in graphic interface design for non-graphic design-based systems. She has also been active in commercial illustration using computer graphics. She has worked as a designer for private industry, government and education; as a professional photographer; and has taught photography, design media technology and computer graphics for the past nineteen years. She was the Technical Panels Chair for the 1990 SIGGRAPH Conference, the annual premier international conference on computer graphics and interactive technologies.

Ms Kaprow has lectured extensively at many conferences and workshops throughout the USA, Canada and Europe on computer graphics in the professional design/art studio and the state-of-the-art in electronic media in photography and graphic design; and is a contributing editor to various publications, including *Pre-Magazine*, *Magazine Design & Production*, *National Association of Desktop Publishers Journal*, and the *Davis Review*.

Ms Kaprow's design, photography, and illustration have appeared in numerous shows and publications both nationally and internationally; and has written on a wide range of subjects within the art/design-computer graphics applications areas.

Ms Kaprow received a BFA in Design from Syracuse University, an MFA in Photography from the California Institute of the Arts, and Certificate Degrees from the Agfa-Gevaret Technikum and the Linhof Institute, both in Munich, Germany. She has done post-graduate research in computer graphics and media technologies at the Visible Language Workshop, MIT on the requirements of a designer's workstation and the use of color in a "personal palette system" on computers.

## DELLE MAXWELL

21 EDWARDS PLACE  
PRINCETON, NEW JERSEY 08540

609 - 683 - 7833

Delle Maxwell is an independent artist, designer, and consultant living in Princeton, New Jersey. Among her current projects are consulting at Silicon Graphics on graphic interface design, and working as art director on an educational mathematics visualization project for the Geometry Group in Minneapolis, Minnesota. Her work has been shown at SISEA, Eurographics, SIGGRAPH, NICOGRAPH, and galleries on both coasts. She has worked as an animator for Pacific Data Images in Sunnyvale, CA where her work has received an Emmy nomination. Prior to that she worked in Tokyo at NHK television where she created a computer animated narrator for the year-long television series "Warnings From the 21st Century". She received her BFA from Rhode Island School of Design, and her MS from MIT's Architecture Machine Group (now the Media Lab).



## ROB MYERS

SILICON GRAPHICS, INC  
M.S. 3U-924  
2011 NORTH SHORELINE BLVD  
MOUNTAIN VIEW, CA 94043

415 - 962 - 3446



Rob Myers is design lead for the User Interface Team at Silicon Graphics Computer Systems. His role is to incorporate full color, photo-realism, animation, real-time 3D interaction, and multi-media techniques into the baseline user environment for personal workstations.

His interest in live, experiential environments has been explored in "Plasm"; a series of interactive art installations (SIGGRAPH '85, '86, '88 Art Shows). These on-line simulations feature self-motivated artificial life forms which never have to be prodded into conducting their on-screen affairs. In the course of their involvement, viewers become participants in shaping these virtual ecologies.

Myers' background includes 23 years of commercial graphic design experience in print, slide, film, video, and computer graphic media. He received his B.S. in Architecture from the University of Southern California.

### STATEMENT

I feel like I have been struggling with these #@!\*# computers since 1969, the first time I picked one up and drew with it. Like the rest of us, I have great plans for this technology. But, like a promising adolescent, it seems to resist, wasting most of its time on deviations like punch cards, MS-DOS, and now, the mouse. A long succession of indirect interfaces.

I *do* understand why a computer display is better than a piece of paper, and I want all of that, I really do. But I'm still trying to develop a display that can give me an experience anywhere near as good as the interaction I get drawing on paper! Our new interfaces must mature to be as rich, agile, and expressive as our traditional tools, even while they confer their cybernetic advantages on top of all that.

Humans are really good at what they do. The trick is to get the computer interface out into the range of real human experience, where it can do us some good. To the degree that new media can bring our computer systems closer to the way people work, I'm for 'em.

## BILL VERPLANK

ID TWO  
1527 STOCKTON STREET  
SAN FRANCISCO, CA

415 - 397 - 1236

Bill Verplank is a human factors engineer and interaction designer with ID TWO, product design consultants in San Francisco and London. He has a PhD in man-machine systems from MIT and teaches human factors and design at Stanford University (no part-time). He spent seven years with Xerox evaluating and designing user-interfaces for office systems.

