

The Bases of Direct Interaction Design

Oct 29 (Tues), 13:30 - 15:30
Ookayama, Ishikawadai 3 – 304

TU/e



Dr.-Eng. Pierre Levy
Department of Industrial Design
Eindhoven University of Technology (TU/e)

This lecture addresses the bases (theoretical, practical, and ethical) of **direct interaction design**. A succinct introduction of the **theory** underlying the discipline will quickly bring us to the **practical challenges** and the **beauties of interaction design**. Numerous videos will be used to show the way designers explore these challenges. The conclusion will address the notion of **irresistibility in interaction**.

Perception Rug (Deckers, Levy et al., 2012)

