

MILLENNIUM MATRIX | INTERACTIVE COMMUNICATION

Human Performance Topic

Millenium Matrix | Interactive Communication (one-hour course)

Subject code index: 2.5 Interior Design- Future Issues and 9.6 History and Culture

IIDA Course #4802

AIA Course #HAW531, including health, safety, welfare

Course Description: Digital/Interactive communication is creating a revolution of mind and worldview. There is an emerging aesthetic translating this new inner world into tangible expressions of art, architecture, design, and organizational structure. Understand how this revolution will change the business and practice of design, how to adapt, and how to gain a competitive advantage during a time of transition.

This course will cover the following objectives:

- Identify how social forces change design paradigms.
- Understand the emerging design paradigm for the new millennium.
- Develop a strategy to gain competitive advantage by adapting to the new design imperatives.

Course outline:

1. The world and work of design stands at a door that could lead to its most influential period in history.
 - Pressures of lower margins and the challenge to avoid becoming another commodity.
 - Design can become the competitive differentiation for your clients and your firm.
2. Review competitive climate of the design industry.
 - Technological eras of print and broadcast.
 - Seven qualities of digital interactive communication are creating a new design paradigm.
3. Points and historical matrix: When the primary means of storing and distributing information changes our worldviews change.
 - Three distinct worldviews: print defined, broadcast defined and the emerging world of digital/interactive communication.
 - Revolution of mind and the worldview that interactive/digital communication creates is vital to developing new competitive strategies.
4. New strategies must deal with the new realities of interaction, complexity, acceleration, intangibility, convergence, immediacy, and unpredictability.
5. Summary and Conclusions: Design will become a highly interactive client experience.
 - Clients will increasingly see themselves as partners in design development (not second chair).
 - Holistic design, culture by design, story and narrative, and others are discussed