

03

Design and New Media ARTD6115

Week 07 w/c Monday 15/11/21

All times are UK GMT. (CST -8, EET -2)

THINGS TO DO THIS WEEK

Blog 03 Task

Deadline for completion of task: **Tuesday 23/11/21**

Watch this

A short and very old video of Don Norman explaining the concept of affordance

http://www.youtube.com/watch?v=NK1Zb_5VxuM [Accessed 12/11/21].

Read this

Interaction Design Foundation. 2015. Affordances [Online]. <http://bit.ly/1Mhi6W5> [Accessed 12/11/21].

Tasks

1. Use the readings and video to offer a simple explanation of the concept of 'affordances'. Focusing on the features of the device and basic applications it ships with, list some of the affordances of an iPad. For example, the iPad affords taking and storing digital images. (Min. 250 words + list)
2. Optional extension. What is a perceived affordance?