

UNIVERSITI TEKNOLOGI MARA

**INTERACTION DESIGN CONTENT
AND METHOD:
A CASE STUDY ON INDUSTRIAL DESIGN
STUDENTS**

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**Thesis submitted in fulfillment of the requirements
for the degree of
Master of Art & Design
Faculty of Art & Design**

December 2005

ABSTRACT

Due to the borderless communications in the Information world today, a shift of focus is seen occurring from "product-as-object" approach towards the notion of "product-as-event" where dynamic functionality and behavioral qualities of the new products are increasingly important. Because of the interactive nature of these products, the trend has enhanced the importance of Information Ergonomics in general and Interaction Design in particular. However, the education of computer professionals often concentrates on the understanding of computational mechanisms, and on engineering methods to ensure that the mechanisms behave according to the intention of the programmer. This research looks at the current product design issues involving the single-sided focus on the design of interactive products and highlights the importance of Industrial Design.

As a conceptual framework, this research study includes reviews on previous research relevant to the scope of '*design*' in relation to Industrial Design, which involve the design process, design drawings and design methods. A case study, involving qualitative and quantitative method was used in this research. A classroom of Industrial Design students doing Applied Industrial Design subject at Universiti Teknologi MARA, Shah Alam, was taken as the study in understanding the thinking process involved in delivering content for interactive products. Seven students were selected for the study and their design documents such as; sketches, drawings diagrams and reports were analyzed using three stages of analyses. Various Interaction Design concern were discussed and towards the end of the study a design method was proposed.

This research documented a specific type of project for the design of 'Cleaning Appliances' where design intention and creative ability of the students in delivering Interaction Design content and method was sought. Although without proper guidelines from the Interaction Design discipline, the students showed the ability in delivering basic interactive product design concepts using the Industrial Design knowledge. This research study contributes to the knowledge of design disciplinary areas in both Human Computer Interaction and Industrial Design, which highlights the important role of Industrial Design students in delivering Interaction Design content and methods.


Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ACKNOWLEDGEMENTS

The researcher wishes to thank all the participants for providing the information, and to colleagues and friends for the discussion through out the duration of the study. Special thanks to Associate Professor Dr. Kamarudzaman Md Isa, as the first supervisor, and to Professor Dr. Muhamad Tamyaz Bajuri, as the second supervisor, for providing the inspiration and encouragement for the researcher in completing this study. Also to Associate Professor Dr. Baharuddin Ujang (Dean, Faculty of Art & Design), Universiti Teknologi MARA, Shah Alam, Selangor, as the internal examiner, and to Associate Professor Dr. Dzulrifli Awang, Faculty of Mechanical Engineering, University Technology Malaysia (UTM), Skudai, Johore, as the external examiner. Very special thanks to my wife for all the support and the time she missed out while I was sitting in front of the computer.

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