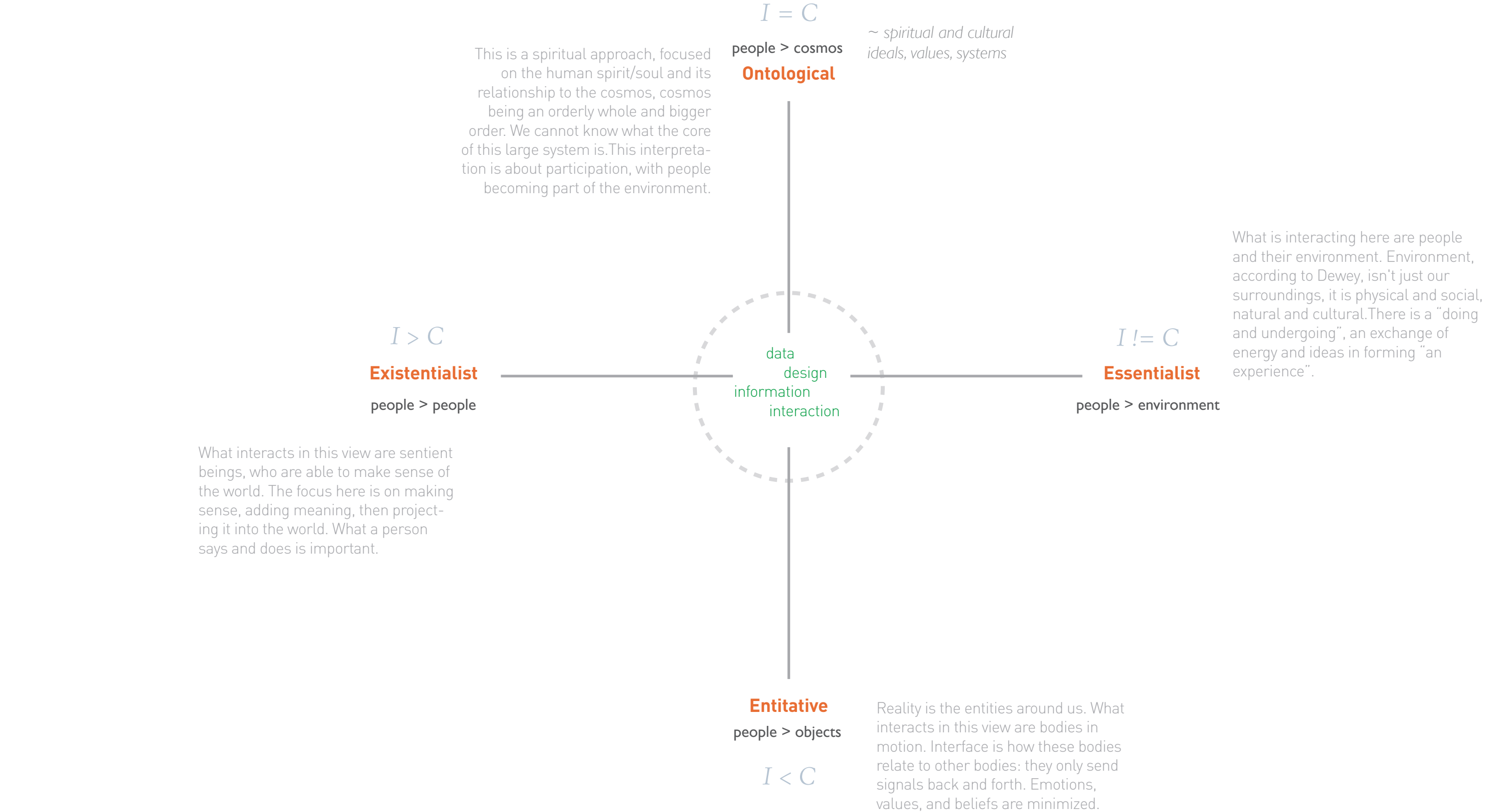


# 4 POVs of Interaction



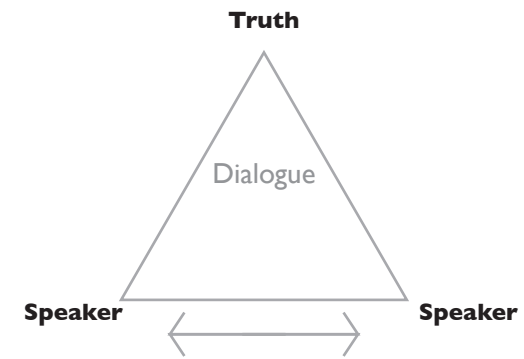
Contrasting interpretations of the concept of “interaction” re: people, environment, objects, and cosmos

Each interpretation of interaction is really a different interpretation of **reality**.  
Each yields a different answer for the question “What is Real?”



# The 4 Liberal Arts in Design

What are the themes of the four arts and how related to interaction / communication design?

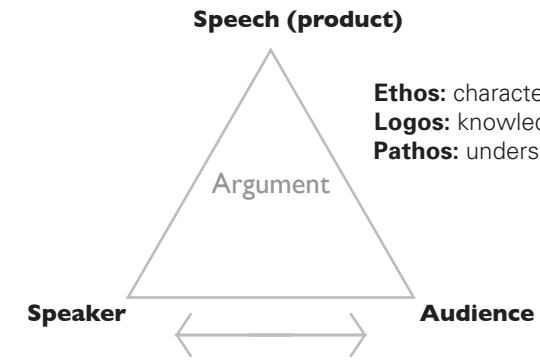


## Dialectic

process of communication that seeks the truth

**Sophistry**  
manipulation, deception, power, control thru ends/means

← when moral aspect removed



**Ethos:** character of the speaker, the implied voice  
**Logos:** knowledge of the subject, stucture of product  
**Pathos:** understanding the audience, implied audience

Negotiation between the speaker's intent and the adequate solution for the audience.

No assumption that speaker and audience share the same schema/mindset/views, etc.

**Rhetoric**  
art of persuasion

interaction + communication

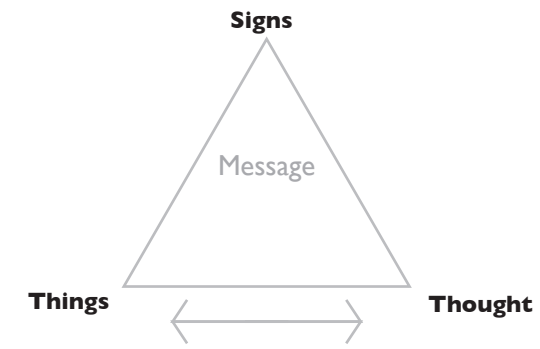
**Logic**  
study of necessary connections

becomes in application

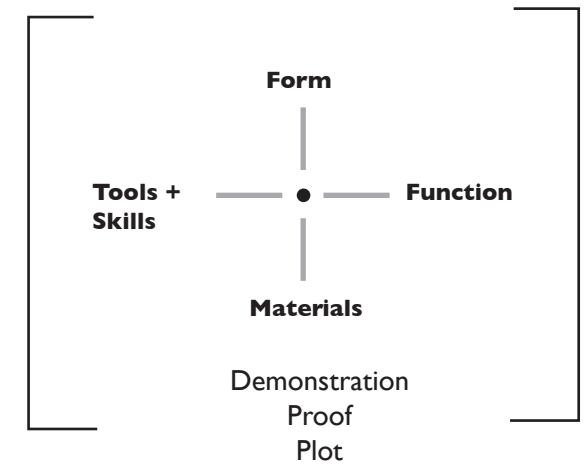
**Poetics**

## Grammar

construction of meaning



Deep assumption that audience and speaker are combined into one, and share the same sign/coding scheme, mindset, etc.

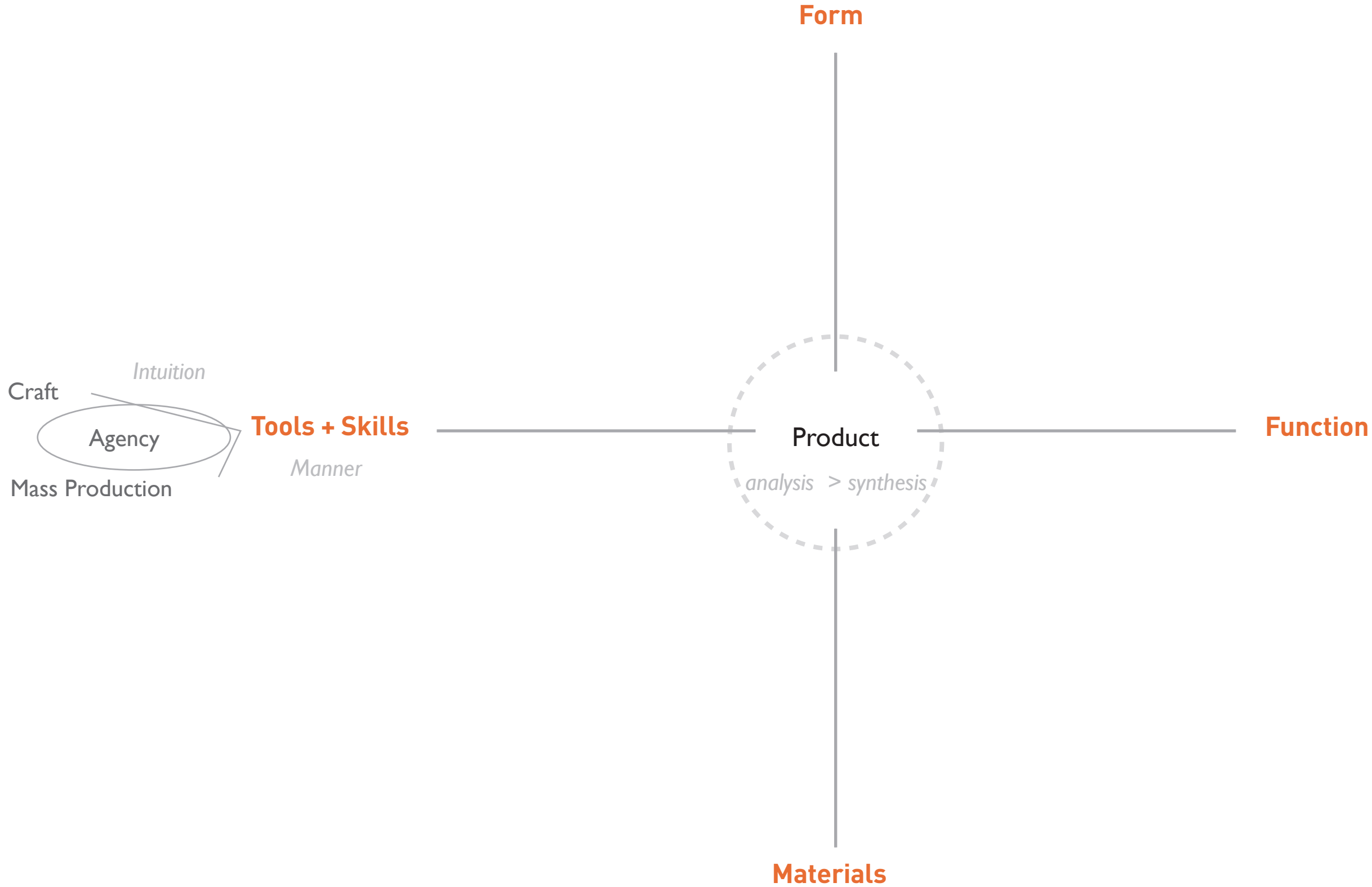


Connection of things in a product that leads to some consequence. Feels natural, fully formed, whole, achieves closure, flow of experience, transparent, seamless, integrated.

# Elements of a Product



Common elements of any product, at a highly conceptual, abstract level of analysis.



# Rhetoric & Product Design

How are the elements of shaping an argument connected to the elements of a product?

