

Title: Developing Cross-disciplinary User Experience on iOS and Project Echo

Speaker:

Professor Yan Feng

Instructor, Central Academy of Fine Arts

CEO, Lemonista Interaction Design Consultant

Date: Thursday, 10 November 2011

Time: 10:00 am

Venue: Room 603, Chow Yei Ching Building

Language: [Mandarin](#)

Abstract:

Interaction design based on mobile platforms is becoming a “hotspot” amongst artist, educators, and the commercial world. While the mobile experience can certainly make our lives easier, the complexity of the interface and operation could easily confuse its audience.

The creation of a simple and pleasant user experience involves a wide range of knowledge from visual communication, industrial design, to programming, humanengineering and even medicine. The interface is not only a decoration or visual effect, but a measure of interaction and communication based on users’ emotion and experience.

Through systematic and theory-based research on interactive design, Project Echo project focuses on interaction between traveler and Beijing’s landmarks, through which history, society and culture will be observed and discussed.

Biography of the speaker:

As an artist, designer, and educator, Yan is devoting to experimental art with expanded media, UI and UE design, and design education. He received his BA degree from Academy of Arts and Design at Tsinghua University, Beijing, China in 2000. In 2003 and 2007, he separately received MFA degrees from Birmingham Institute of Art and Design, UK, and Academy of Art University, USA. He has been working as a

project manager at Dialogue Space, Forbidden City Concert Hall, and the Art Museum of China Millennium Monument, and is currently an instructor at China Central Academy of Fine Arts. His art work: New Continent 1.2, Red Rain, Summer, and In Memory of Hutong No.28 have won numerous domestic and international awards.

In recent years, Yan has been working on many domestic and international cooperation projects with renowned academic institutions and enterprises based on mobile terminals and interactive media, such as Google, Microsoft Asia Academy of Engineering, Tencent Research, Apple etc. Representing Central Academy of Fine Arts in 2010, Yan participated in the research project “Cross Culture Design” with Stanford University dSchool.

Feng Yan is currently an instructor of the China Central Academy of Fine Arts, Chief Secretary of China Artists Association Experimental Art Committee, and CEO of Lemonista Interaction Design Consultant. In 2010, he was rewarded as “Apple Distinguish Educator”. He is the member of China Society of Image and Graphics in 2011.

Organizer: Dr. V.W.L. Tam