



Designing Media (MIT Press)

By Bill Moggridge

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Mainstream media, often known simply as MSM, have not yet disappeared in a digital takeover of the media landscape. But the long-dominant MSM--television, radio, newspapers, magazines, and books--have had to respond to emergent digital media. Newspapers have interactive Web sites; television broadcasts over the Internet; books are published in both electronic and print editions. In *Designing Media*, design guru Bill Moggridge examines connections and conflicts between old and new media, describing how the MSM have changed and how new patterns of media consumption are emerging. The book features interviews with thirty-seven significant figures in both traditional and new forms of mass communication; interviewees range from the publisher of the New York Times to the founder of Twitter. We learn about innovations in media that rely on contributions from a crowd (or a community), as told by Wikipedia's Jimmy Wales and Craigslist's Craig Newmark; how the band OK Go built a following using YouTube; how real-time connections between dispatchers and couriers inspired Twitter; how a BusinessWeek blog became a quarterly printed supplement to the magazine; and how e-readers have evolved from Rocket eBook to QUE. Ira Glass compares the intimacy of radio to that of the Internet; the producer of PBS's Frontline supports the program's investigative journalism by putting documentation of its findings online; and the developers of Google's Trendalyzer software describe its beginnings as animations that accompanied lectures about social and economic development in rural Africa. At the end of each chapter, Moggridge comments on the implications for designing media. *Designing Media* is illustrated with hundreds of images, with color throughout. A DVD accompanying the book includes excerpts from all of the interviews, and the material can be browsed at www.designing-media.com.

Interviews with: Chris Anderson, Rich Archuleta, Blixa Bargeld, Colin Callender, Fred Deakin, Martin Eberhard, David Fanning, Jane Friedman, Mark Gerzon, Ira Glass, Nat Hunter, Chad Hurley, Joel Hyatt, Alex Juhasz, Jorge Just, Alex MacLean, Bob Mason, Roger McNamee, Jeremy Merle, Craig Newmark, Bruce Nussbaum, Alice Rawsthorn, Anna Rosling Rönnlund, Hans Rosling, Ola Rosling, Paul Saffo, Jesse Scanlon, DJ Spooky, Neil Stevenson, Arthur Sulzberger Jr., Shinichi Takemura, James Truman, Jimmy Wales, Tim Westergren, Ev Williams, Erin Zhu, Mark Zuckerberg

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Designing Media (MIT Press) By Bill Moggridge Bibliography

- Sales Rank: #1184747 in Books
- Published on: 2010-10-15
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.06" w x 8.00" l, 3.23 pounds
- Binding: Hardcover
- 592 pages

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Editorial Review

Review

On the surface, just another anthology of interviews. But the interviews are so good! And the range of voices so rich! I'm an unwilling fan of this book. Bill Moggridge moves the questions way beyond normal discussions about 'media.'

(William Drenttel, The Design Observer Group)

Print isn't dead, *Designing Media*, a fascinating new doorstop of a book by Cooper-Hewitt, National Design Museum chief Bill Moggridge, seems to say. It's just waiting for design to save it.

(*Fast Company*)

The ways in which media are conceived, formed, and distributed have long undergone change, but now they are in full revolution. There is nobody better than Bill Moggridge to shed an illuminating beam upon the people behind these changes: not the technologists, but the writers, artists, musicians, editors, publishers, and dreamers who are changing our perceptions of the possible. Moggridge is a master of the interview -- getting to the core and then collecting and distilling the essence in brief, insightful vignettes. This book is fun to peruse but even more worthy of thorough digestion, rumination, and reflection.

(Don Norman, Nielsen Norman Group, author of *Living with Complexity*)

Under Moggridge's watch, *Designing Media* becomes more than a set of interviews. By the final comments in the last interview, the thrust of its underlying thesis that 'the printed word will not disappear' simply serves as a valedictory to a thesis that the reader has already discovered for themselves. Moggridge assures us that, 'while digital media is directly responsible for falling revenues in music, film and the printed word, individuals and companies will find ways to carve niches in the new digital domain.'

(*Core 77*)

We often hear that mainstream media like television and print are dead. Or perhaps undead -- thoughtless, empty shells of human culture and creativity that will soon be vanquished by the heroism of digital technologies. But one need not look far to see that such claims are simply wrong. People still watch TV, go to bookstores, buy CDs, and so on. In *Designing Media*, Bill Moggridge and his interviewees show us that something more subtle is happening: pre- and post-digital media are combining in weird and complex ways - - neither one winning or losing, but each changing the other. Like this book, the future of media is not a vanquishing of monsters but a series of conversations between forms.

(Ian Bogost, Georgia Institute of Technology, coauthor of *Newsgames: Journalism at Play*)

About the Author

Bill Moggridge, Director of the Cooper-Hewitt National Design Museum in New York City, is a founder of IDEO, the famous innovation and design firm. He has a global reputation as an award-winning designer, having pioneered interaction design and integrated human factors disciplines into design practice.

Users Review

From reader reviews:

Robert Marques:

Do you have favorite book? If you have, what is your favorite's book? E-book is very important thing for us to understand everything in the world. Each e-book has different aim or goal; it means that reserve has different type. Some people feel enjoy to spend their time to read a book. They can be reading whatever they take because their hobby will be reading a book. Consider the person who don't like reading through a book? Sometime, person feel need book when they found difficult problem or perhaps exercise. Well, probably you will need this Designing Media (MIT Press).

Anthony Collins:

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Judy Turner:

The particular book Designing Media (MIT Press) has a lot of information on it. So when you make sure to read this book you can get a lot of profit. The book was authored by the very famous author. Tom makes some research previous to write this book. This specific book very easy to read you can find the point easily after reading this book.

Melissa Ray:

People live in this new day time of lifestyle always try and and must have the spare time or they will get wide range of stress from both way of life and work. So , if we ask do people have extra time, we will say absolutely yes. People is human not only a robot. Then we ask again, what kind of activity do you have when the spare time coming to you of course your answer will probably unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative throughout spending your spare time, often the book you have read is actually Designing Media (MIT Press).

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