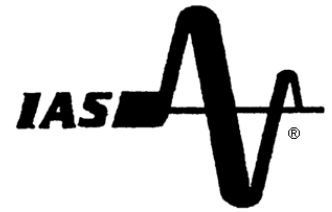




**POWER & Energy SOCIETY
INDUSTRY APPLICATIONS SOCIETY
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NEW YORK CHAPTER**



You are invited to a joint meeting of the PES, IAS and LM IEEE NY Chapters on:
Cognitive Engineering: Interaction Design as a Rigorous Application of Mind Science
Tuesday, November 17, 2009 from 5:00PM to 7:00PM

THE PRESENTATION: An emerging interaction design methodology will be presented; it addresses the benefits of incorporating domain-specific knowledge into the interface. The methodology will be described using several real-world examples, exposing how findings from Visual Perception, Psycholinguistics, and Cognitive Science can be applied to the design process. Informing the design process with an understanding of the fundamentals of human communication can help make it clear why current standard-widget toolkits are suboptimal for many domains.



THE PRESENTER: W. Bradford Paley treats interaction design as workflow optimization. With a background in Economics and Computer Science and deep interests in Psycholinguistics and the communicative aspects of Fine Art, he engaged in coding in 1981 as a pre-PhD pause, soon discovering that designing screens was exactly “building working machines with the stuff of thought,” his hoped-for research agenda. Attending every SIGGRAPH from 1981-2001 and dozens of more targeted UI and Visualization conferences he became intrigued by the visual and algorithmic innovations, but ultimately disappointed by the relative few references into fields that studied the basics of human communication: Visual Perception, Cognitive Science, Psycholinguistics and even Graphic Arts and Typography. Since then he’s devoted himself to understanding those fields in their own language, but applying them to support research and decision-making processes. He is building a rigorous and teachable design methodology by using engineering language to describe design processes—stretching them from simple branding and fashion exercises to become, in essence, a visual cache for mental knowledge-work operations.

Brad did his first computer graphics in 1973, graduated Phi Beta Kappa from UC Berkeley in 1981, founded Digital Image Design Incorporated (didi.com) in 1982, and pioneered financial & statistical data visualization in 1986. He has exhibited at MoMA; created TextArc.org; is in the ARTPORT collection of the Whitney; and has received multiple grants and awards for both design and art, including an ID Magazine Design Distinction award, a major NYSCA grant, and a NYFA Fellowship. His designs are in daily use at several top-ten financial institutions and have sped brokers on the floor of the New York Stock Exchange by a factor of 20. He is an adjunct associate professor, teaching an invited graduate course in his design methodology in the Department of Computer Science at Columbia University.

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RSVP: email preferred

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or (212) 460-4189

When:

5:00 pm — Refreshments

5:30 pm — Program begins

Where:

Con Edison

Edison Room, 19th Floor

4 Irving Place, NY 10003

Nearest Subway: 14th St/Union Sq.

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