FEMINIST FREQUENCY

EXQUISITE CORPSE

ARE WE IN CONTROL OF OUR OWN DECISIONS?
STAY IN THE LOOP!

Kitchen cleaning: BA2
Workshop cleaning: TD 1 & 2

Interested in designing the
Wednesday lecture posters?!
Email: wozzop@gmail.com

Volunteers wanted to
work on the UID website
help make UID’s website an online destination

Work with Olof Malmberg and Marije de Haas to create high-quality content for the UID website. Learn about photography, film, layout and the web.

We are really interested in your input keeping the UID website up-to-date both technologically and conceptually.

For more details or to apply email Marije: m@floda31.com

Interested in designing the
Wednesday lecture posters?!
Email: wozzop@gmail.com

Check out the UID vimeo pages: vimeo.com/uid
uid & vimeo.com/ixdumea

STÄLLVERKET ELECTION

The student union Ställverket has an information and election meeting to elect a new board of Ställverket for the 2012/2013 study year. As they are representatives for all us students it is important for everyone possible to show up to the meeting and elect who you want to be in the board.

Where: Auditorium
When: Wednesday September 26th @ 13:00

CREDITS

Thanks for your contributions.
Future articles & photos can be sent to:
wozzop@gmail.com
by Thursday evenings.
We love hearing from you!!

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So, one day a person decides to take a closer look at how women are portrayed in video games and asks the public to fund the project (if the public finds it important, of course - it is a free choice). It doesn't sound all that upsetting, does it? Well, think again. Remember the online harassment storm around the video project "Tropes vs Women" in the spring of 2012? A project that explores, analyzes and deconstructs some of the most common tropes and stereotypes of female characters in games? It proved to be highly upsetting for some but did also help raise awareness of how misogynic some parts of the gaming society can be. The storm also proved the importance of the project that in the end gathered over $150,000 from nearly 7000 backers in its kickstarter fund raising campaign.

The creator of "Tropes vs Women" is Anita Sarkeesian, a US feminist pop culture media critic who produces an ongoing web series of video commentaries from a feminist/fangirl perspective: Feminist Frequency: Conversations with Pop Culture. (http://www.feministfrequency.com/)

Sarkeesian earned her bachelor's degree in Communication Studies and her Master's degree in Social and Political Thought. Her research interests are focused on privilege and systems of oppression, specifically on representations of race, gender, sexuality, class and ability in popular culture.

HUMlab in collaboration with DINo lab has the pleasure to announce that we will have Anita Sarkeesian as a guest from September 26th, giving a talk with the title "Entering a Gendered Minefield: Tropes vs Women in Games and Other Pop Culture Media". at 5:00 pm on September 26.

Sarkeesian will talk about her project and fill us in on the results she has gotten so far. The talk will be held in the Auditorium of Umeå School of Architecture. For the early birds, there will be a chance to mingle in HUMlab-X from 4 pm and to help yourself to some lighter refreshments (limited amount – first come, first served). Everyone welcome! The talk is free to attend.

Dan Ariely asks, Are we in control of our own decisions?

Behavioural economist Dan Ariely, the author of Predictably Irrational, uses classic visual illusions and his own counterintuitive (and sometimes shocking) research findings to show how we're not as rational as we think when we make decisions.

It's become increasingly obvious that the dismal science of economics is not as firmly grounded in actual behaviour as was once supposed. In "Predictably Irrational," Dan Ariely tells us why.
INSPIRATION

http://www.hermanmiller.com/whydesign - Herman Miller explores the world through the eyes of their designers, and share something of why they value their point of view.

http://www.ehow.com/ - No matter what's on your list, eHow can help. With more than 30 categories that cover just about everything, eHow is your one-stop online resource for life’s challenges.


Do you have any inspirational sites or blogs that you would like to share with the rest of the school? Send them in to wozzop@gmail.com

Tingsek

I was going to tell you about ABBA but god damn in you know that already... So instead I give you this tip. Tingsek is a multi-musician that has recorded most of the tracks on his first album "Tingsek" (well, he should have needed a good old brainstorm before naming that album...), but seriously, great music, more within the genre of soul and pop.

Website: http://tingsek.com/
Written by Jesper Målsten

Swedish

Fredagsmys - [freh-dags-mys] - Literally "Friday cozyness", the time spent, often during Friday afternoons or evenings, either alone or in the company of people whose company you enjoy. Perhaps watching a movie, discussing, having a dinner, playing video games or any number of activities, as long as they’re stress free and cozy.

Var ligger... - [vahr liggh-er] - "Where is..." when asking for directions to something, like for instance the tax office, the bank or the all important annual Christmas market.

Trevligt att träffas - [trev-litt att treff-as] - Nice to meet you!
What's your name?
Oskar Wembe.

Where are you from?
I grew up in a small town called Skanör, which is like south of... I don't even know if you want to know spell it.

What's the coolest thing to do in Skanör?
Nothing. That's the point. That's why I moved (laughs). No, but, um, there's not exactly much to do. Beautiful nature, if you wanna go there... umm... go for a walk, you can kite surf there, that's really nice. But that's pretty much it I think [...] There's beautiful beaches in the summer.

What's your favorite thing about design right now?
I guess that it's so versatile. That it can be so many things. And you get to meet a lot of new people, you get to know a lot of different professions... It's really hard to draw a mustache.

Do you have a design or a project you completed that you're particularly proud of?
My BA project. I redid a defibrillator, a machine that paramedics use. It's primarily for hospitals, used to resuscitate people suffering from heart failure. Some are integrated with blood pressure readers and other things, so I made a belt. Usually it's a backpack, and so things are harder to reach.

It was interesting to work with such a specialized user group. In school, you usually just design something for yourself. But with specialized products you need to do a lot of research and get in deep with [the target users]. That's when I feel that you're really doing design. I'm also proud of the work I put into it, and it was a result I'm happy with.

It was also interesting to learn about [the paramedics] and how they use things, the simple solutions they made up themselves. For instance, the ambulances were designed by someone who didn’t know what they were doing. They had a lot of compartments [inside the cabin] that the paramedics can’t even use. They have to be strapped in when they drive because they are going quite fast, and they can’t reach the compartments because they are too high up or far away. So they have all of their equipment ready in a bag on the floor instead.

So design for you is about making the interaction between people and their environment as easy as possible?
Yeah. It makes sense. If you just give shape to something, it’s not enough. Anyone can do that. You need to be good at knowing what questions to ask. You need to also know how to handle people, because at the end of the day you need to sell your product. You need to convince them that looking good isn't enough, you need to show them it works well.

Last three questions. What is one thing that people wouldn't know about you that's quite cool?
Like a party trick (laughs)?

Something like that. Maybe you’ve won an award, or been in a movie...
Well I entered a breakdancing competition when I was younger. I didn’t win, but I had a ton of fun.

Who would you like the next player to be? It can be a student or faculty.
Victor Woronowicz.

And what would you like me to ask him?
Well I know he’s starting a club night here in town and I want to know, if he could bring any artist to perform at his event, who would it be?

Thanks, Oskar.
No worries.

Victor, get your felt tips ready. You’re up next.

Interviewer: Dimitrios Ikonomou