WELCOME BACK TO UID!
Stay in the loop:

03 January 13th, 2014
The first issue of the year!

BA1 Design as Artistic Process 1
BA2 Design Presentation 2, Rhino
BA3 Design as Emotional Experience 3
Workshop cleaning: APD2
Kitchen cleaning: David Dawod (jokes - BA1)

Tais Christine Mauk IxD1

10 words or less about yourself:
Short and unapologetically enthusiastic.

Something most people don’t know about you: I live at the bottom of one of the steepest hills in San Francisco. I used to fence Épée competitively for seven years.

An interesting fact from your country:
“Don’t dump the baby out with the bathwater.” Basically just because you have to start over, doesn’t mean it was all worthless.


The New Black in BOOKS/MAGAZINES: American Gods by Neil Gaiman. When gods have to survive in the modern era, some end up with day jobs.

The New Black in SLANG: defenestration - the act of throwing someone or something out a window.

Joakim Bergbom APD1

10 words or less about yourself:
I like trying new stuff and will never quit exploring.

Something most people don’t know about you: I tried living as a buddhist Shaolin munk for a month during my traveling in China 2006.

An interesting fact from your country:
Gotland is the biggest island in Sweden and where I have my grandparents. It could possibly be the best place to live in the whole world, all categories... except workwise, and that’s the problem. It’s worth a visit.

The New Black in BOOKS/MAGAZINES: a good combo: George Orwell’s – 1984 (futuristic dystopia), Blake Harden’s Escape from camp 14 (North Korea today). The similarities are striking.

The New Black in RANDOMNESS: PÅRK is a game that has been played for centuries on the island of Gotland in Baltic Sea. Played with two teams of 7 people on a field that is 30 metres wide and that can vary in length. The players hit the ball with their hands or feet. The serve area is marked off with wooden laths and measures 2.1 x 0.7 metres. The ball is made of a tight ball of yarn that has been dressed in sheepskin.

UID social MEDIA:

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www.facebook.com/uid

Tweet with UID with: #lifeatuid
Or follow us: @wozzop

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

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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Graphic Designer: Alastair Warren
Contributions: Kevin Gaunt, Ayse Gokce Bor, Stephanie Knödler, Érico Branco // ©2014 UID

THE WORLD OF SWEDISH milk:

Lätt mjölk - light fat milk
Mellanmjölk - medium fat milk
Mjölk - high fat milk
Filmjölk – unsweetened yogurt style product

“I made the biggest mistake the first time i tried it… I fill up a great big bowl full of wonderful corn-flakes with plenty of filmjölk…”

“Recognize a foreigner by pouring filmjölk into a coffee”

P.S. Don’t forget to practise your Swedish and join the Buddy programme for the 2nd semester!

A logo design opportunity!

We would be grateful if we could get help from some of your students from Designhögskolan to make a nice logotype for our company-acronym that is called CARDISTA AB. CARDISTA stands for CARdiological consultation on DISTAnce with echocardiography. Our focus area is telemedicine. A remuneration of 3000 SEK will be paid.

Please contact Mona Olofsson for more information. mona.olofsson@vll.se or moneco@burea.se.
tel. 070-6479430

Welcome back. CREATIVE 2014!

We hope you all had a lovely and relaxed break - at home, be it people or a place. Be it skiing, decorating Christmas trees, sketching or just daydreaming.

This issue is the first one of the year. We are glad to feature some amazing achievements by current UIDers - congratulations to Kevin (see the last page). Also, please vote for your friends! Good luck to all the students applying to the Master’s programmes.

So, happy and inspirational 2014! Learn from each other, grow, enjoy the snow and viva la design ;)

With love,
Wozzop / Migle

Dean Ornish: Your genes are not your fate
http://www.ted.com/talks/dean_ornish_says_your_genes_are_not_your_fate.html

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With love,
Wozzop / Migle
Degree Preparation on Instagram


Shelagh, Karey, Alastair, Martin, Dawid and Dawid

It's time to share your Instagram names! Send Wozzop your Instagram name to be shown in a future issue! Or just hashtag #lifeatuid

wozzop@gmail.com
Drone trends, driveless cars, and the digital dragon of China are just some of the things that will change our economy, and our lives, this year.

Through a pessimistic lens, 2013 looked like the dystopian future we’ve been warned about. We learned the NSA can spy on our every word, right as Google shared a breakthrough product that could put a camera and microphone on everyone’s face. Amazon wanted to replace UPS with autonomous drones, but the humans who weren’t downsized would soon be driven door to door by an emasculating robot chauffeur. So what will 2014 bring? Frog design expects that this is the year of technological kickback, when privacy goes mainstream and we take the reins on our own quantified self, when artists tame 3-D printers and we learn to unplug. And yes…when drones, driveless cars, and the digital dragon that is China rise to change our economy, and our lives, forever.

1. ANONYMITY WILL GO MAINSTREAM
The age of indiscriminate sharing on social networks is rapidly changing. In 2013 we learned of NSA leaks, privacy debacles, and massive inquires into our digital lives. Simultaneously, a social platform based on transmitting communications with minimal digital tracks was valued at $4 billion. This isn’t a coincidence; scrutiny is playing an important role in how we sculpt our digital personas. In 2014 we’ll see a proliferation of platforms catering to a digital experience grounded in anonymity. The rise of “The Snapchats” is going mainstream.—John Leonard, Adam Silver, and Carlos Elena-Lenz

2. DRONES. EVERYWHERE. AND RAPIDLY EVOLVING.
Autonomous, miniature flying machines are nothing new. But they are more common than ever before. Soon, advancements in drone technology will make the sky a place ripe for innovation, leading to a proliferation of airborne applications. The design implications are huge, from the drones themselves down to the ecosystems that support them.—Adam Pruden, Eric Boam, and Carlos Elena-Lenz

3. DISCONNECTING IN THE MODERN, DIGITAL WORLD
You will step into a library and disconnect. The theater will hush and your GPS will shut off. The dark zone in your home will allow you to sink into a chair, web-free, and muse. Faraday Zones, as frog strategist Timothy Morey calls them, will become a ubiquity in 2014. From these dodgy origins, they will find mainstream acceptance on trains, planes, and automobiles, as well as certain public spaces such as libraries and cinemas. Back-to-nature resorts and vacation spots will pile on, offering the opportunity to be “beyond reach.”—Timothy Morey

4. RISE OF THE CHINESE INTERNET GIANTS
In 2014, the world will discover WeChat. With its user base of 350 million and an innovative offering, including instant messaging, group chat, content sharing, payments, and e-commerce, WeChat has evolved from a messaging application to a truly integrated mobile Internet platform. Not only will they unseat Facebook, WeChat will also disrupt the enterprise communications, financial services, and retail industries on a large scale.—Steve Boswell

5. MIND CONTROL!
If someone from the 1500s came to us now and looked at what technology has enabled us to do, they’d think we were superhuman. In 2014, we’ll make even greater advancements. Our ability to control objects with our minds will be within reach as more companies look toward experiences that directly harness electrical signals from our brain.—Kenji Huang

6. AUGMENTED REALITY
Technology has always helped us solve problems and extend our potential. Until now our technological tools were external add-ons, largely separate from our bodies. Today they are evolving on a new path integrating with our physiology; we are “hacking” the human body and the senses. Wearable technology, such as Google Glass, is an example of the first generation of consumer products that is changing the way we think about technology extending our potential. But it’s only the beginning: system-powered exoskeletons, and bionic arms, feet, and eyes are the next phase.—Antonio De Pasquale

7. SELF-DRIVING CARS
Our cars will tuck themselves into a driveway or garage with precision, leading to the convenience of being able to begin the ritual exit of the vehicle—gathering belongings, checking smartphones, looking for sunglasses—early. Self-driving cars are on the horizon in 2014, with practical elements like self-parking paving the way.—Antonio De Pasquale

8. THE INTERNET OF THINGS GOES TO ART SCHOOL
Everything around us is getting smarter. As the Internet of Things becomes ubiquitous, smart technology will move beyond “practical” uses (medical, fitness, security, etc.) and into more subjective, artistic scenarios. Riding the wave of connecting sensors, devices, and people, digitally augmenting live music performances will enhance the audience experience and deliver more entertainment value.—Robert Tuttle

9. DATA, RICH AND FULL OF VALUE
The technology we use creates an abundance of data. That “digital exhaust” can take myriad forms, from descriptive data to data about product use and compatibility. In 2014, the quality and richness of this data will be the most refined and top-notch it has ever been.—Patrick Kalaher

10. THE RE-INTERPRETATION OF CRAFT
At a time when every new piece of tech or service seems to be an app or digital entity, we’re craving the tangible. Nike is a leader in reviving craft and skill, by combining advanced materials and 3-D printing. Next year will fundamentally change the way we think of mass-produced objects, with the rise of emotionally driven customizations and stylized “imperfections.”—Mark Whedon

11. BUCKING THE PRICE NORM
For years it was a common industry belief that very few people would shell out more than $100 for a pair of headphones. Then Beats by Dre dropped in and recalibrated an industry. They showed the world that people were willing to pay for a premium design and bass heavy sound all wrapped in an outstanding aspirational brand. Industries are waking up to the fact that people are eager to purchase products at prices never before considered, provided those products deliver excellent design and user experience. Good design involves envisioning a product and user experience from the ground up. For disruptive companies that can do that effectively, the sky’s the limit.—Cormac Eubanks

12. THE UBERRIFICATION OF SERVICES
San Francisco startup Uber has led the revolution of personal transportation: Click to order, and minutes later your personal, quality-checked driver arrives, with the payment taken care of behind the scenes. 2014 will see this “on-demand” model extend across other personal services, from home maintenance to dog walking. Appliance repair person? Your device says they’re only three minutes away.—Michael Robertson

13. THE CONSUMER WILL OWN DATA
With companies like Google, Facebook, and Twitter making billions of dollars from what is essentially aggregated and analyzed user data, there will be a counter-movement of user-controlled data ownership (and even user-controlled data monetization) growing stronger over time. To quote a colleague here, “If you’re not paying for it, you’re not the customer—you’re the product being sold.” 2014 will be the year of data reclamation!—Annie Hsu

14. QUANTIFIED SELF AT THE OFFICE
How long you sleep and how fast you ran won’t be the only quantified elements of your life. Quantifying your time at work will become the norm: How, when, and where you spend your time at work will be automatically captured and translated into timesheets, project management software, and analytics dashboards. Expect debates about privacy rights and coercive versus caring uses of the technology.—Clint Rule

15. REINVENTION OF THE PC AS PRODUCTIVITY TOOL
Device manufacturers are primarily focusing their innovation on the high-volume mobile device market and the booming sales numbers of smartphones and tablets. But these consumption/communication-optimized devices aren’t a good replacement for the PC when it comes to creation and productivity tasks. And yet no one is investing in its future. A reinvigorated interest in computing tools to make things will be news in 2014.—Jerrd Hesk via CoDesign http://www.fastcodesign.com/3024464/15-tech-trends-that-will-define-2014-selected-by-frog
Congratulations to Kevin Gaunt from IxD1, Kevin has been selected to participate in the IxDA 2014 Student Design Challenge in Amsterdam!

Kevin entered the challenge theme “Information for Life” with a proposal to enable access to children’s health records in third-world environments. With an innovative proposal to power devices using background radio waves, Kevin will be representing UID this February!

Check out Kevin’s blog post on his entry: http://ixxd.ch

Kevin’s Going to Amsterdam!
(To represent UID at the IxDA ‘14 Conference)

Four IxDA Award Shortlists: Give Them a Vote!
The People’s Choice Awards are still up for grabs in each category

Squared by Lynn Bui
http://awards.ixda.org/entry/2014/squared/vote/

Breathe.Easy Asthma Management by Alastair Warren
http://awards.ixda.org/entry/2014/breathe-easy-asthma-management/vote/

Triia by Miha Feuš
http://awards.ixda.org/entry/2014/triia/vote/

The Haptic Drive by Miha Feuš
http://awards.ixda.org/entry/2014/the-haptic-drive/vote/

P.S. Don’t forget to vote for them and spread the word on social media!