The New Black with Fredrik Ausinsch
Article A Startup’s Plans for a New Social Reality
TED How equal do we want the world to be?
Opportunities Ställverket Logo Competition + Braun Prize 2015 + Remus Technologies + Rotellando – Design Summer School
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Weekly TED Video

Dan Ariely: How equal do we want the world to be?
You’d be surprised...

The news of society’s growing inequality makes all of us uneasy. But why? Dan Ariely reveals some new, surprising research on what we think is fair, as far as how wealth is distributed over societies… then shows how it stacks up to the real stats.

Watch the talk here
https://www.ted.com/talks/dan_ariely_how_equal_do_we_want_the_world_to_be_you’d_be_surprised\_language=en

Opportunities

BRAUN PRIZE 2015:
What is your Extra in the Ordinary?

Open to students, professionals and enthusiasts. The 19th edition of the BraunPrize challenges creative minds to envision the extra in the ordinary. It can be something that changes the quality of your life or the world, simple or complex, big or small, physical or virtual…

We are looking for the solutions that are better by design and ideas that appear obvious and even extraordinary in hindsight. Our everyday is becoming an artificial environment of architecture and technology and while it seems that the quantity of products around us is constantly increasing, their level of quality, both in execution and thinking, is not. We surround ourselves with things we don’t really value, instead of focusing on fewer but better solutions that contribute to our lives.

With this in mind, the BraunPrize 2015 is looking for product ideas that are extraordinary.

Application deadline April 30th
Learn more http://www.braunprize.org/en/

Remus Technologies:
Are you a student with an innovative digital business idea?

Remus Technologies is an innovation company based in Umeå dedicated to developing innovative products, services and companies. Between February 20–April 20 we host our annual digital innovation call for students at Umeå University.

The call involves the opportunity to compete for an innovation summer grant spanning June to August, which includes SEK 20 000 per month to further develop an innovative digital idea or prototype. The innovation grant also includes a possible continuation in the form of a full-scale development project backed by venture capital.

Application deadline April April 20, 2015
Find more information at www.remustechnologies.se

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Future articles & photos can be sent to:
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by Friday evenings.
We love hearing from you!

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The week that was #lifeatuid

Bilgi Karan:

“Great School, great lecture”


Yesterday, I was in Umeå Institute of Design for a lecture about UX and ID. I talked about the relationship between these fields and the future of design in this context. As always, I was very impressed by the creativity oozing out from every inch of the school and its students, as well as the competence of the staff. I spent almost 3.5 hours before and after the lecture, reviewing student portfolios. Amazing work and great skills all over. The depth of the content and the research, together with the topics chosen, made every minute worthwhile.

If I had any general observations from this experience, it would be that there is a new generation of designers on their way who care deeply about the impact their work might have on this world. So much so that most of the questions posed after the lecture were concentrated on how to deal with situations that might potentially be unethical or too profit focused at the expense of the user or environment. It was delightful also to see that many students in the portfolio review were more focused on getting relevant feedback on their work more than selling themselves as potential employees.

I owe a big big thanks to Pernilla Sandberg and Marjie de Haas for arranging the whole logistics and accommodating my last minute requests. Thomas Degn for his amazing hospitality and constant stream of chocolate and coffee appearing on my desk as well as the timekeeping, Niklas Andersson for inviting me over as a speaker and of course, all the students for making my day.

Ifogiven av Idioter” (surrounded by idiots) honestly really interesting book about different kinds of personalities and human behaviours.

Testing Felix’s HAL9000

MFA Transportation Design 1

When a Swede has bad news they simply say “ah den är ju sur” meaning “oh that sucks” and when you agree, say “ah menar ju det” it’s like the German “genau”

Do you have any interesting websites, movies, or good reads that you’d like to share with the rest of the school? Send them to: wozzop@gmail.com
A Startup’s Plans for a New Social Reality

AltspaceVR is building virtual hangouts that it hopes you’ll use to watch a movie with friends or play a game of life-size chess.

By Rachel Metz

We know what social networks are like on the Web and in apps, but what will they be like in virtual reality? While Facebook, the owner of Oculus VR, is surely pondering this behind the scenes, a startup called AltspaceVR is already offering a few clues about how we may connect with each other in a simulated world.

AltspaceVR is building social virtual environments, ranging from a Japanese-style garden to an amphitheater to a dark, sleek lounge. The hope is that headset-wearing users will hang out together in these places in the form of avatars that display real body language thanks to motion sensors, and do things like watching movies, playing games, or shopping together using a shared virtual Web browser. AltspaceVR also hopes developers will use the software development kit it’s building to bring all kinds of applications—a Virtual-reality technologies aren’t yet consumer ready, but they’re coming. Oculus VR, Sony, HTC, and others are working on headsets; and the HTC Vive is planned for release late this year. Devices aimed at developers will be available at the time of the launch of the Gear VR, a $199 virtual-reality headset developed by Oculus VR and Samsung that was used in March that virtual reality gaming will be coming this year, while Philip Rosedale, the creator of the online virtual world Second Life, is building a virtual-reality universe called High Fidelity (see “The Quest to Put More Reality in Virtual Reality”).

The Oculus DK2 tracks head position, so it’s building to bring all kinds of applications—a giant chess game, for instance, or a 3-D model viewer—to its social, virtual world. Virtual-reality technologies aren’t yet consumer ready, but they’re coming. Oculus VR, Sony, HTC, and others are working on headsets; and the HTC Vive is planned for release late this year. Devices aimed at developers are already on the market—one example is the Gear VR, a $199 virtual-reality headset developed by Oculus VR and Samsung that uses a Samsung smartphone as the display.

AltspaceVR CEO and founder Eric Romo wants to develop ways for people who are physically far apart to interact that are more engaging than, say, video chatting or talking on the phone. “That nonverbal part of communication is really lost in any other medium other than being together, and that’s something we feel can be replicated to a great extent in virtual reality,” Romo says.

For now, AltspaceVR is focused intently on inspiring developers who will come up with new uses for its social environments. “We think that will allow people to say, ‘These use cases don’t resonate with me, but maybe this other one does, and I’ll create it,’” Romo says.
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15.00 UID
Green room

Håkan Wallin
Senior Lecturer
Computer Graphic Arts, Skellefteå

Presenting education in visual arts for film/TV and games at LTU, Skellefteå. Showing student work in set design, prop making, visual effects in film and computer game graphics.