



In This Issue

-  [Editor's rant](#)
-  [News and Events](#)
-  [Research Outputs](#)
-  [Upcoming Seminars & Discussion Forums](#)
-  [Contributing to this Newsletter](#)



Editor's rant

Welcome to the second edition of Innovation News...

Are YOU a problem thinker?

It started out innocently enough. I began to think at parties now and then to loosen up. Inevitably though, one thought led to another, and soon I was more than just a social thinker.

I began to think alone - "to relax," I told myself. But I knew it wasn't true. Thinking became more and more important to me, and finally I was thinking all the time.

I began to think on the job. I knew that thinking and employment don't mix, but I couldn't stop myself.

I began to avoid friends at lunchtime so I could read Thoreau and Kafka. I would return to the office dizzied

and confused, asking, "What is it exactly we are doing here?"

Things weren't going so great at home either. One evening I had turned off the TV and asked my wife about the meaning of life. She spent that night at her mother's. I soon had a reputation as a heavy thinker. One day the boss called me in. He said, "Skippy, I like you, and it hurts me to say this, but your thinking has become a real problem. If you don't stop thinking on the job, you'll have to find another job." This gave me a lot to think about.

I came home early after my conversation with the boss. "Honey," I confessed, "I've been thinking..."

"I know you've been thinking," she said, "and I want a divorce!"

"But Honey, surely it's not that serious."

"It is serious," she said, lower lip aquiver. "You think as much as college professors, and college professors don't make any money, so if you keep on thinking we won't have any money!"

"That's a faulty syllogism," I said impatiently, and she began to cry. I'd had enough. "I'm going to the library," I snarled as I stomped out the door.

I headed for the library, in the mood for some Nietzsche, with NPR on the radio. I roared into the parking lot and ran up to the big glass doors... they didn't open. The library was closed.

To this day, I believe that a Higher Power was looking out for me that night.

As I sank to the ground clawing at the unfeeling glass, whimpering for Zarathustra, a poster caught my eye. "Friend, is heavy thinking ruining your life?" it asked. You probably recognize that line. It comes from the standard Thinker's Anonymous poster.

Which is why I am what I am today: a recovering thinker. I never miss a TA meeting. At each meeting we watch a non-educational video; last week it was "Porky's." Then we share experiences about how we avoided thinking since the last meeting.

I still have my job, and things are a lot better at home. Life just seemed... easier, somehow, as soon as I stopped thinking.

From: somewhere on the www

We look forward to your contributions and suggestions towards this newsletter and wish you the best of success in all your creative endeavors.

Any contributions you wish to make to this newsletter can be e-mailed to olaf.diegel@aut.ac.nz.

CIRI gets a home

The Creative Industries Research Institute moved into its new home on S^t Paul St on June 11th 2007.



CIRI house warming. And a good time was had by all...

The Institute is now located in WS117, on the bottom corner of 24 S^t Paul St, right next to the St Paul St. Art Gallery. The space will house the institute offices, as well as some of the institute research center staff, and the AUT Rapid Prototyping Lab. The space will also be used for CIRI discussion forums and other events.

It is also planned that some of the corridor at the front of WS building will eventually be converted into a Faculty of Design and Creative Technologies exhibition space. The corridor has good street frontage onto St Pauls St, and is therefore ideal to act as a showcase of work being undertaken in the faculty.

The CIRI space is intended to be an open space that fosters collaboration and creativity, so come and visit us!

Parent-Infant DVD tender Success

Research has shown how critical early social interaction is for a child's developing brain. The quality of the relationship in the very early months and for the first couple of years impacts on the development of the brain and lays the foundation for healthy social relationships and emotional health. There is evidence that attending to the early care-giving relationship leads to a better experience for caregivers and better health outcomes for infants later in life.

CIRI recently won a tender with the Manukau Counties District Health Board to produce a DVD on parent-infant interaction to help parents learn how to better read their infants and interact with them in a positive manner.

The DVD will be produced by a Centre for Performance Research team lead by Ross Brannigan.

ISAT Success

An ISAT (International Science and Technology) application from the Centre for Rapid Product Development was successful with the Royal Society of New Zealand. The Centre's Curved Layer Rapid Prototyping project will get seed money to build external collaboration with the Indian Institute of Technology, Kharagpur, India. Prof Asimava Roy Chowdhury of the IIT Kharagpur will be visiting AUT in December 2007, to assist in the development of the software components of the curved layer Fused Deposition Modeling project.

Pacific Media Centre head on East Timor elections media mission

Pacific Media Centre's director, Associate Professor David Robie, has returned from a New Zealand media monitoring mission to Timor-Leste for the parliamentary elections campaign.

The Ministry of Foreign Affairs and Cooperation of Timor-Leste invited New Zealand to send international election observers for the elections.



Dr David Robie (left) and the other mission members: Peter Northcote, Dr Judy McGregor, Tapu Misa, Shona Geary, Walter Zweifel and Clive Lind.

The New Zealand Agency for International Development (NZAID) and the Ministry of Foreign Affairs and Trade (MFAT), in collaboration with the New Zealand Electoral Commission (NZEC), opted to field a specialist media observation mission.

The mission team comprised Dr Judy McGregor (Human Rights Commission – leader), Clive Lind (Fairfax Media), Shona Geary (broadcasting consultant), Tapu Misa (Broadcasting Standards Authority and NZ Herald columnist), Peter Northcote (NZ Electoral Commission - secretary), Walter Zweifel (Radio NZ International news editor) and Dr David Robie.

The team made two trips to Timor-Leste. In its final communiqué, it noted that the media had been vilified

at rallies and one journalist was beaten during elections. The mission called for criminal prosecutions of those attacking journalists.

The mission also complimented the media in Timor-Leste for its contribution to free and fair elections in spite of limited resources and political pressures. The final report of the mission will be made public in mid-July.

For more on this story, visit www.pmc.aut.ac.nz

Collaboration on Medical Devices

Collaboration has begun between CIRI, the Faculty of Health and Environmental Sciences, Engineering Research Institute and Knowledge Engineering and Discovery Research Institute to develop a predictive personalized home health monitoring system. The system will include several sensing devices that will measure various physiological parameters such as blood pressure, heart rate, temperature, weight, glucose levels, etc and use these to make intelligent predictive decisions about a user's health.



Who says celebrities don't have good taste?

Supermodel Claudia Schiffer was pictured in a recent edition of US Weekly wearing a Karen Walker Alpine sweater, which the TDL had a hand in producing. The merino wool sweater was digitally printed on the Textile & Design Lab's Shima SIP 160F inkjet printer.



Claudia Schiffer wearing Karen Walker's Alpine merino wool sweater

AUT Beanie and Scarf Design Competition

Congratulations to the winners of our AUT beanie and scarf design competition!

The \$500 award for the best beanie goes to Aleisha Dockery for her "eyes and ears" design.

We have joint winners for the best scarf design and the \$500 award is shared between Nadeesha Godamunne and Angie Finn for their "hoodie scarves".

Thanks to all the entrants who made the judging a very difficult task!

TDL contributes to student's award

Whitecliffe College of Arts & Design student, Maxine Wooldridge, was awarded joint first prize in the recent Purfex Display Competition. Her display included a 3.5 square metre digitally printed backdrop, which was produced on the TDL's Shima digital printer.



Maxine's winning display on Ponsonby Road

Creative Technologies Lab member goes to Canada

Deborah Lawler-Dormer has received a grant from the Art Venture Programme to attend the Banff Centre's Interactive Screen 07 Workshop in Canada in August 2007

This intensive workshop breaks the boundaries between specialized new media concepts and interdisciplinarity. Interactive Screen features live performances and installations from Canada, U.K., Finland, U.S., and Japan, case studies and a developmental curriculum. Participants will learn concrete and strategic skills to apply their knowledge of new media and develop their own ideas for interactive products and projects. The goal of Interactive Screen is to stimulate the creation of emotionally powerful, creatively inspired, and economically viable new media in Canada and abroad.

Human Centered Design Lab

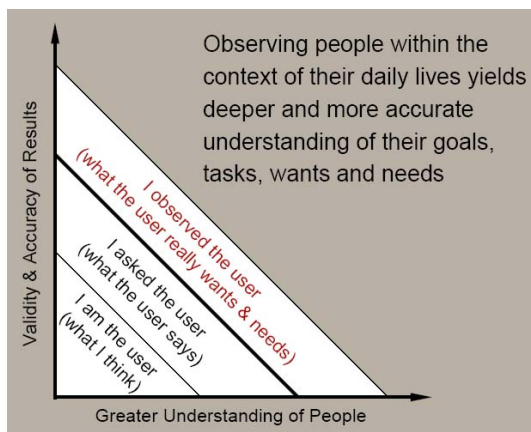
Plans are afoot to create a Human Centered Design Lab at AUT. Aspects of Human Centered Design are already used by many of our schools and faculties, but are done so in a fragmented way. CIRI is working on a proposal to create a purpose-built lab that will serve the

entire University better. In order to succeed in such a proposal, we need support from all staff that might use such a facility.

Human-Centered Design (also referred to as User Centered Design, interaction Design or Experience Design) is now recognized by leading international companies as an essential tool for adding value and developing a competitive advantage in a global market. HCD focuses on the design and development of products, environments, software and services that are better optimized for the customer or end-user.

HCD is an enabler for innovation and increases customer value in the design of products, interfaces, environments, services, systems, brands, new business models and business strategies. Customers, and Brand, are regarded as the key differentiators for successful businesses and, as usability, functionality and desirability are the three key drivers for brand value and customer loyalty, HCD is rapidly becoming a core component of Brand and Business development.

Human-Centered Design is an approach and philosophy of design that aims to place the understanding of the human user at the centre of the creative design process and has the goal of maximizing the likelihood that a product will meet a user's wants, needs and desires. Most importantly it means the product will provide the user with a quality experience that will not only satisfy, but delight them.



The HCD process includes anthropometrics, ergonomics, human factors research, ethnography, and controlled usability testing. The goal of the process is not just to test the end product but, more importantly, to better understand the human user early in the creative design process. It is important to remember that, although HCD includes the study of usability, its main aim is to create customer value.

HCD assumes that all the participants in the design process bring their own personal perspectives into the design process and that the end-users are in an

excellent position to provide an objective and creative input. After all is said and done, they are the ones that will use the product or service.

A good quality user experience increases sales and customer satisfaction while enhancing product and company brands.

Functionality is still one of the key drivers for product innovation. The use of HCD gives a much higher likelihood that the product will be designed right the first time.

The AUT HCD Lab will be a physical environment with resources and tools for both the research and application of HCD.

This will include a comprehensive set of ergonomic and anthropometric tools, as well as a set of user understanding, observation, analysis and ethnography tools, all housed in a purpose built environment. The facility will be created with flexibility in mind, as the user aspects being examined can differ depending on the type of research being undertaken. The facility will also cater to undergraduate and post-graduate students doing research into HCD.

As well as carrying out practical HCD work, the laboratory will also be involved in areas of research pertaining to HCD and will have a direct involvement with the educational content of degrees offered by some of our faculties.

The HCD Lab is also a great opportunity for linking with all disciplines at AUT. It will have, as its core, a foundation of interdisciplinarity that enable marketers, engineers, designers and businesses to:

- Capture customer needs and wants, brand and business insights
- Define the experience strategy
- Ideate with interdisciplinary teams
- Build and evaluate concept, prototypes, scenarios, systems
- Design the human experience/meaning
- Design products that meet customer expectations the first time, every time
- Transform human experience into meaningful product, services, systems, business, models, strategies and brand stories...

The HCD Laboratory would also be available for use by industry partners wishing to apply the principles of Human-Centered Design to their product or services.

For a facility such as the proposed HCD Lab to be a success, it is essential that it be built around the people using it, and that as many people as possible use it. Anyone with an interest in HCD or other aspects of usability should register their interest in such a facility with andrew.withell@aut.ac.nz

Recent Research Outputs

Journal papers and Book chapters:

D. Robie (2007). An independent student press: Three case studies from Fiji, Papua New Guinea and Aotearoa/New Zealand. *Asia Pacific Media Educator*, No 17, pp. 21-40.

G.H. Shergill, H. Sarrafzadeh, O. Diegel, A. Shekar, Computerized Sales Assistants: The application of computer technology to measure consumer interest; A conceptual framework, *Journal of Electronic Commerce Research*, 2007 pp. to follow

G. Bright, P. Naidoo, O. Diegel and P. Naidu, Materials Handling System for Reconfigurable Manufacturing Systems incorporating, Part Tracking, Routing and Scheduling, *Assembly Automation*, 2007, pp. to follow

W.L. Xu, L. Kuhnert, K. Foster, J. Bronlund, J. Potgieter, O. Diegel, Object-oriented Knowledge Representation and Discovery of Chewing Behaviour; *International Scientific Journal Engineering Applications of Artificial Intelligence*, 2007, pp. to follow

Barry King, Modularity and the aesthetics of self-commodification, in *As Radical as Reality Itself, Essays on Marxism and Art for the 21st Century*, Beaumont, M. / Hemingway, A. / Leslie, E. / Roberts, J. (eds.), 2007, 473 pp. ISBN 978-3-03910-938-8 pb.

Conference papers:

D. Robie, Foreign aid in Pacific media education: Panacea or Pandora's Box? 16th Asian Media and Information Centre (AMIC) Annual Conference/ 1st World Journalism Education Congress, Kuala Lumpur, Singapore, June 25-28, 2007

O. Diegel, T. Neitzert, D. Singh, S. Singamneni, W.L. Xu, J. Potgieter, G. Bright, Putting it all together: Rapid Prototype as Design, 3rd International Conference on Advanced Research in Virtual and Rapid Prototyping, Leiria, Portugal, September 2007, pp. to follow.

Turner, Raewyn. Invited New Zealand representative, lecture series, New media , Video and Projection section. Prague Quadrennial Scenofest 2007, July 2007.

Lawler-Dormer, Deborah. Invited presentation on 'Interdisciplinary, interactive and animation projects being staged by MIC Toi Rerehiko and the Creative Technologies Laboratory', delivered at The Girls, Games and Graphics Conference, Auckland, July 2007

Barry King, Celebrity and the Para-confession, Advanced centre for Cultural Studies Conference, Norkopping, University, Sweden, June 12th.

Turner, Raewyn. Invited lecture at CIANT, International Centre for Art & New Technologies, Czech Republic. July 2007.

Exhibitions

Turner, Raewyn, Exhibited in 'Blow' an Exhibition Installation of New Zealand Performance Art and Design, National Exhibition – Scenography and National Identity in the Prague Quadrennial, 2007.

Forsyth, Ian & Pollard, Jane. Film 'Precious Little' made as part of CTL residency. Exhibited in curated exhibition at MIC Toi Rerehiko Gallery, Auckland. July/ August 2007.

Forsyth, Ian & Pollard, Jane. Film 'Precious Little' made as part of CTL residency. Exhibited at South London Gallery, UK, July 2007

Miscellaneous

Radio NZ interview of Ian Forsyth and Jane Pollard, with Lynn Freeman . June 2007

Garrett, Louise. Public seminar 'Tell us something you don't know' presented at St Paul St Gallery, 7 July 2007 as part of the CTL residency programme.

Upcoming Seminars & Discussion Forums

Pacific Media Centre:

July 20: PMC fono (research briefing and discussion). CIRI, 24 St Paul St, 4-6pm.

July 23: Visiting Saharawi journalist Malainan Lakhall to speak about survival in "Africa's last colony". CIRI, 24 St Paul St, 4.30-6pm.

PMC Discussion Forum. Every 4th Friday of the month. Venue will be advised the week prior to each forum.

Centre for Rapid product Development

Discussion forum on multidisciplinary non-collocated team NPD projects. Wednesday August 22nd. 4:00 to 6:00, Venue TBA

Contributing to Innovation News

This newsletter is yours. Any items of interest you wish to contribute, as well as comments or suggestions, can be sent to olaf.diegel@aut.ac.nz.

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CIRI also has a website at www.ciri.org.nz which contains a wide range of resources and information.

