Interfaces.
Three laws.
Metaphors, transparencies and systems.
The interface is a metaphor.
Metáfora instrumental

S → O

*El usuario manipula los objetos virtuales presentes en la pantalla*

Metáfora conversacional

S ← O

*El usuario “dialoga” con el ordenador*

Metáfora superficial

S ← O

*El usuario reconoce los objetos virtuales presentes en la pantalla*

Metáfora ambiental

S ← O ← S

*El usuario interactúa con otros sujetos y objetos dentro de un espacio virtual*
The network interface
The crowd interface
(Thanks Spencer Tunick!)
The liquid interface
(Thanks Zygmunt Bauman!)
The interface is not transparent
Like a prosthesis, the best interface disappears...
Interaction never is ‘natural’.
Interfaces are complex sense production and interpretation devices.
Interfaces are ideological.
Interface design is a political activity.
The interfaces form a system
The interfaces talk to each other
Levi-Strauss: ‘the myths talk to each other’.
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Gracias!

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