

# Contents

9	Preface
19	Acknowledgements
21	Author's Note
25	<b>PART I: Design as Dreamcatcher</b>
27	Design for the Wild
41	Case Study: Apple, Design, and Business
63	The Bossy Rule
69	A Snapshot of Today
73	The Role of Design
77	A Sketch of the Process
85	The Cycle of Innovation
95	The Question of "Design"
105	The Anatomy of Sketching
115	Clarity is Not Always the Path to Enlightenment
121	The Larger Family of Renderings
127	Experience Design vs Interface Design
135	Sketching Interaction
139	Sketches Are Not Prototypes
143	Where Is the User in All of This?
145	You Make That Sound Like a Negative Thing
153	If Someone Made a Sketch in the Forest and Nobody Saw it...
167	The Object of Sharing
175	Annotation: Sketching on Sketches
201	Design Thinking and Ecology
207	The Second Worst Thing That Can Happen
221	A River Runs through It

227	<b>PART II: Stories of Methods and Madness</b>
229	From Thinking on to Acting On
239	The Wonderful Wizard of Oz
245	Chameleon: From Wizardry to Smoke-and-Mirrors
253	Le Bricolage: Cobbling Things Together
261	It Was a Dark and Stormy Night...
277	Visual Story Telling
299	Simple Animation
309	Shoot the Mime
315	Sketch-a-Move
331	Extending Interaction: Real and Illusion
337	The Bifocal Display
349	Video Envisionment
371	Interacting with Paper
393	Are You Talking to Me?
401	<b>Recapitulation and Coda</b>
407	Some Final Thoughts
421	<b>References and Bibliography</b>
436	Index