analogdigitalanalog

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The Macintosh 128k, released in 1984, was the first computer to successfully integrate a graphic user interface. Developers created what's called a "desktop metaphor" in which the computer monitor mimiced the user's physical desk. The GUI was successful because the 128k was introduced in an era where many people had never seen, used, or interacted with a computer before. This "desktop metaphor" created a more seamless transition from the analog to the digital realm.

Author: James Gall 6/23/16 10:33 AM

Today, humanity is spending 7+ hours per day using digital technology. A recent study by Common Sense Media revealed that younger generations are spending about 9 hours a day on their smartphones alone. With the average time awake being 16 hours per day, humans are spending half of their total time awake in front of a screen. With technological advancement increasing at an exponential rate, humankind can be expected to get only more engulfed in the digital world.

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Although the inevitable development of the digital world is an overall benefit to humanity, it also has its downfalls. Personal electronics have an innately addictive quality to them that we are only just realizing after over 40 years of existence. Smartphone addiction has been linked to sleep deprivation, social anxiety, parental abuse, depression, brain cancer, and mental illness. The main and most common side effect, however, is a disconnect between humans and the world in which they live.

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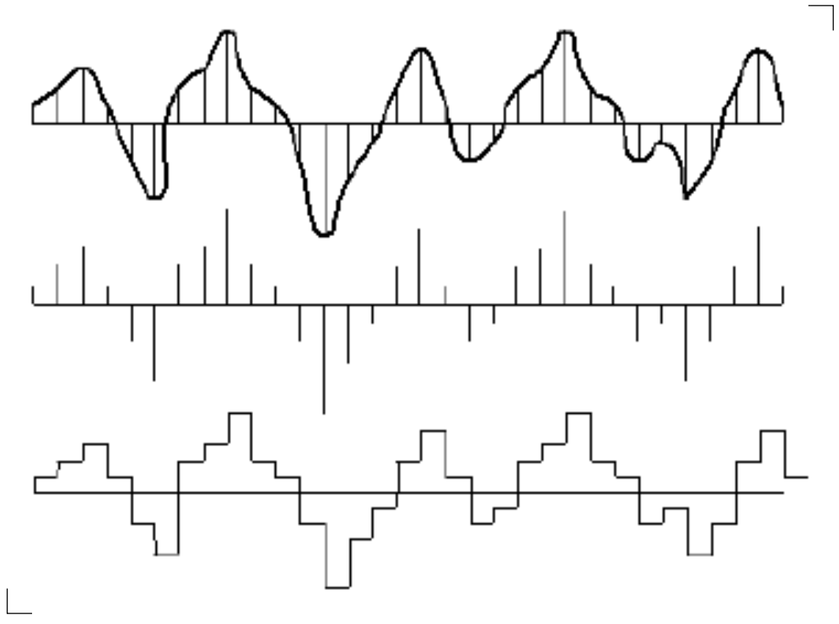

The objective of **analogdigitalanalog** is to shift this obsession back to analog by further blurring the line between the two realms. This will allow future generations to lessen their reliance on smartphones and technology as a whole.

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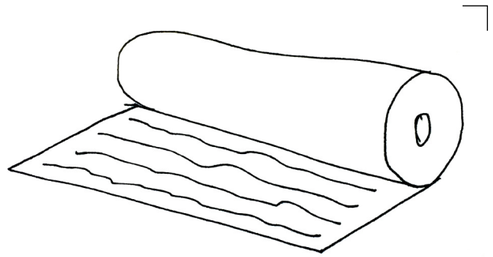

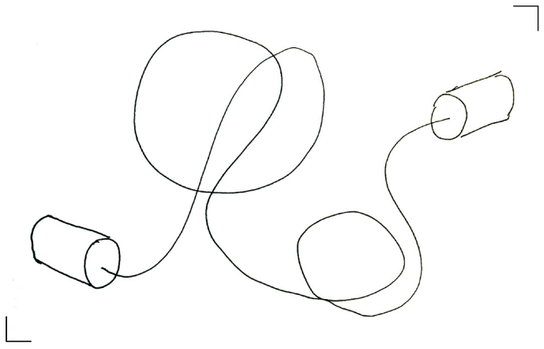

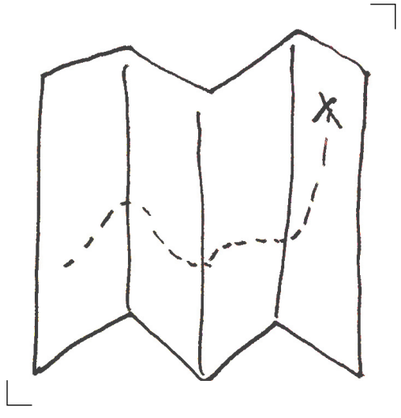

The **analogdigitalanalog** project contains three separate analog objects that together make up the main functions of a smartphone. The objects are designed to be used independantly of one another based on user needs so that there is less distraction from a multi-functional object.

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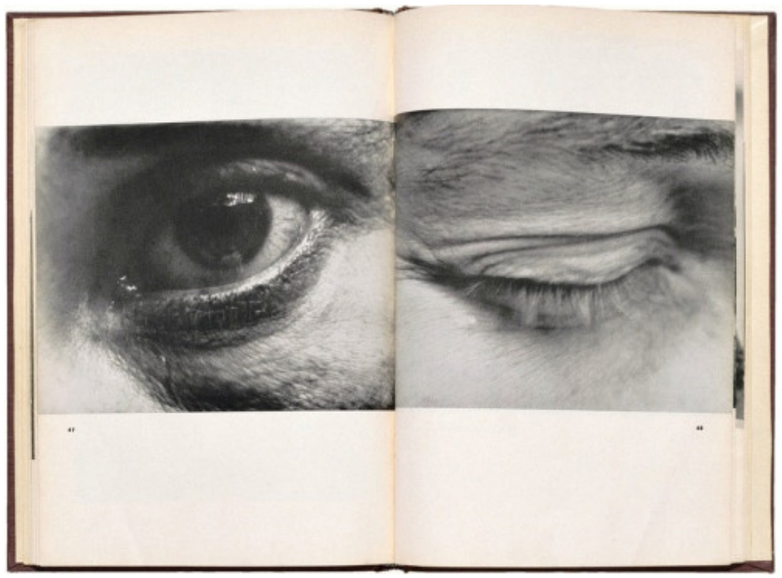

Object 01

Function: Observation

Description: Allows the user to gain knowledge or insight as well as record findings or thoughts.

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Object 01 adapts the scroll-style format of reading and note-taking on a smartphone for recovering phone addicts.

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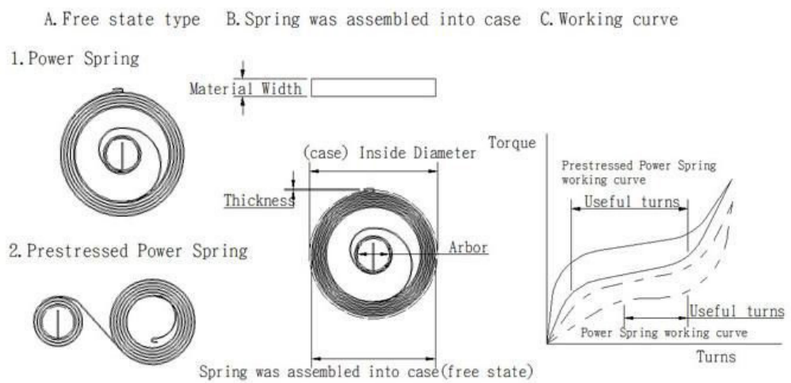

Object 01 was taken from digital to analog with the use of 3D printing and CNC machining. Each part was optimized for the machine that made the transformation possible. Tension is kept on the scroll portion of the device using spiral torsion springs pulling in opposite directions.

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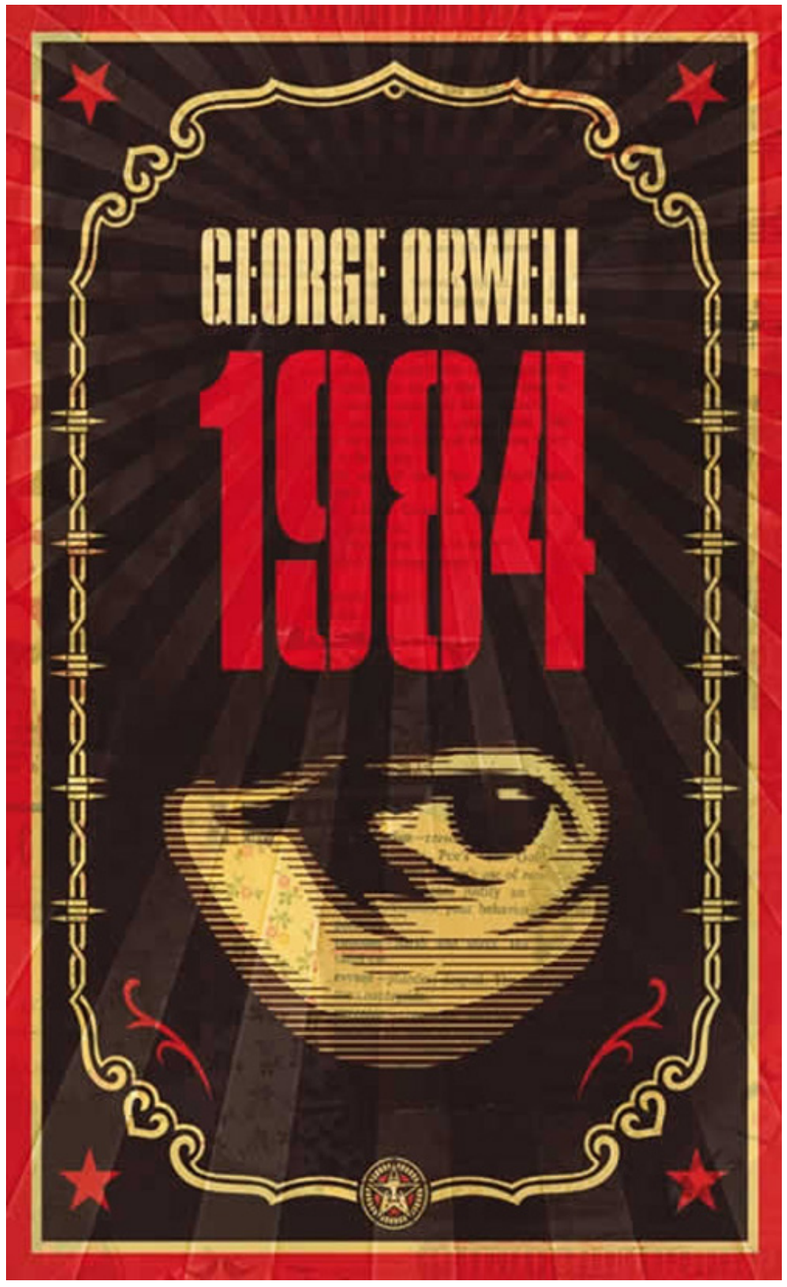

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Object 01 is presented displaying the full text of George Orwell's "1984". This novel was chosen due to its themes of futurology and surveillence which also happen to be common topics today in regards to smartphone use. Object 01 also has the capability to hold a blank scroll to act as an analog "notes" app.

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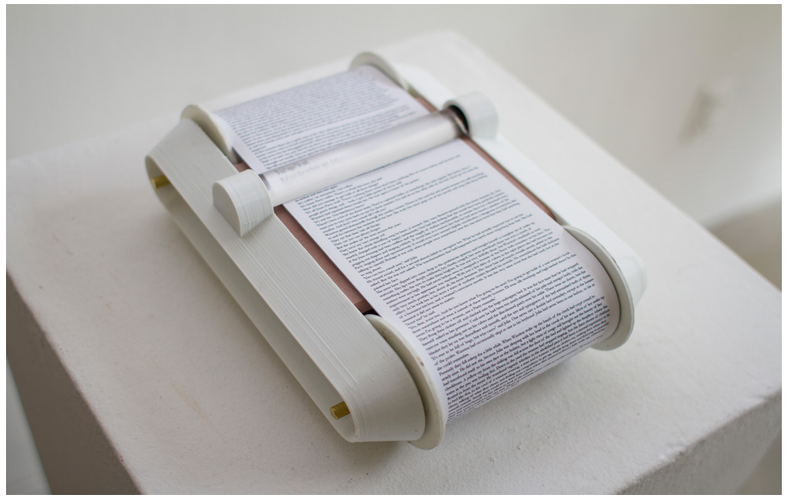

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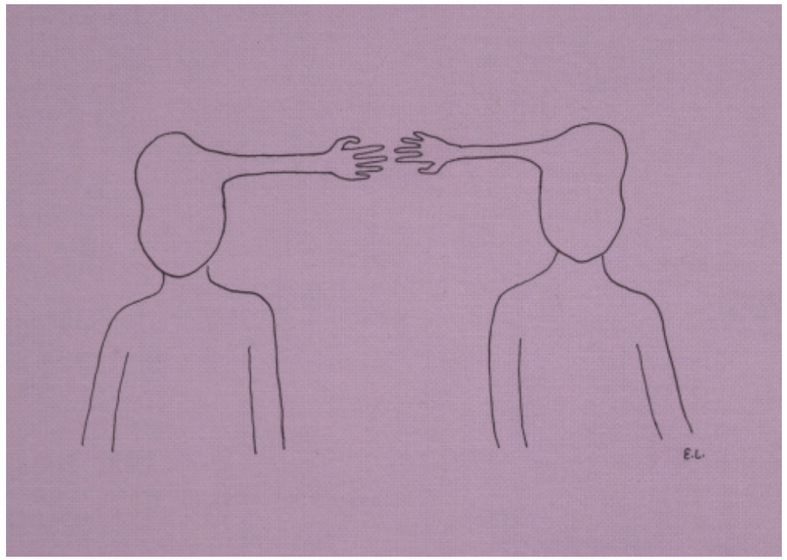

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Object 02

Function: Communication

Description: Allows the user to interact and converse.

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Object 02 is an analog take on the initial and most important function of a smartphone: long distance voice calling. This device allows users to interact who may not be able to see or hear one another otherwise. 02 also integrates “ringing” to make the device more intuitive for users transitioning from the digital world.

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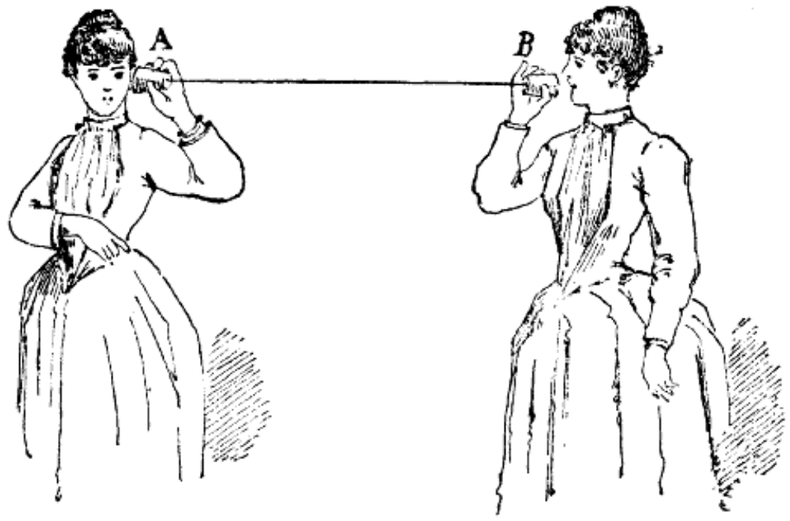

Fig. 76. Trådtelefon.

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Object 02 was brought from digital to analog using CNC machining. Computerized machines were also used to stamp out the cups as well as to spool the string.

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Object 03

Function: Wayfinding

Description: Allows the user to orient themselves and aids in locating and directing to a destination.

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Object 03 is a blank canvas for a map printed on 4-way stretch sport lycra material. The map is backed by cast acrylic sheets to minimize friction and allow the user to stretch the fabric to zoom in on an area of interest much like the gestures on a smartphone's map application.

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Object 03's fabric map was digitally printed onto the material by Spoonflower. The separate acrylic under layer allows the map to be folded up for portability. Object 03 is presented displaying the city of Cincinnati.

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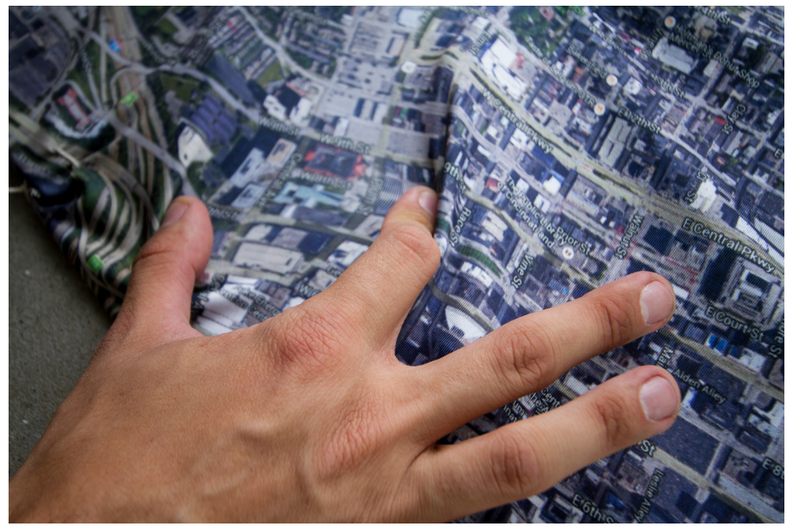

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The **analogdigitalanalog** poster series embodies the spirit of the project. each poster was created and designed using a computer then converted from digital to analog using an inkjet printer. They were then cut out, mounted, and written on. (The posters are shown in their pre-analog state on the left.)

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