
THE AIGA PHILADELPHIA / PHICHI COLLABORATION

September 14, 2006

HISTORY

Early in 2006, two Philadelphia area designers, independently, had the same idea: How can we bring user experience professionals and designers together to talk and learn from each other? With the help of a common friend and colleague, Laurie Snyder and Jim Griesemer met at a PhiCHI event and discussed their idea with other attendees. Several weeks later, Laurie, Jim, Kyle Pero (PhiCHI President), Amber DeRosa (PhiCHI Vice Chair), and Dave Rizzio (AIGA VP Web) met to brainstorm how to bring members from both organizations together. The result is tonight's event, the Visual vs. the Usable, the first of more to come.

COORDINATORS

Laurie Snyder

Senior Information Designer
Vanguard Group

Michele Cooper

AIGA President, Philadelphia Chapter
Founding Partner, Gavin Cooper Graphic Design

Dave Rizzio

AIGA VP Web, Philadelphia Chapter
Graphic Designer/Web Developer, KidsHealth.org

Jim Griesemer

Senior Designer
Electronic Ink

Kyle Pero

President, PhiCHI
Founding Principle, Usable Interface

Amber DeRosa

Vice Chair, PhiCHI
Business Systems Analyst, Vanguard Group

GOALS

The collaboration came up with the following goals:

- 1. Create a better understanding of the value of each discipline's contribution to Web sites and applications**
- 2. Dispel misconceptions and stereotypical views members of each discipline may have of the other discipline**
- 3. Foster a collaborative environment by finding common ground and establishing personal connection between the memberships**

GOING FORWARD

The Visible vs. the Usable will continue with a round table discussion, coming up on November 2, 2006, location to be announced. This will be a moderated open discussion, where user experience professionals and designers can speak to questions submitted by the membership from both organizations. Two questions already on the table are:

>> FOR DESIGNERS

How do you feel when you are handed a wire frame to design?

>> FOR USER EXPERIENCE PROFESSIONALS

How do you feel when your wire frame is not adhered to?

Both organizations will request additional questions from their memberships, prior to the event. We will endeavor to address as many as possible at the November event. Remember, we envision this as an ongoing discussion. Keep watching for the discussion to continue.



American Institute of Graphic Arts
Philadelphia Chapter

PHICHI

Philadelphia Region's Chapter
of the ACM SIGCHI

