Tuesday, January 13
7:00 to 9:30 p.m.
http://www.baychi.org/program/

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI, ..

7:30 to 9:30:
Twenty Years with the Macintosh: Lessons Learned, Lessons Lost. Jef Raskin

PARC’s George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

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Jef Raskin launched the Macintosh project in early 1979 while he was working at Apple. The rest, as they say, is history.

January 22 is the 20th anniversary of the 1984 Superbowl commercial that announced to the world the liberation offered by graphical user interfaces. To mark that anniversary, Jef will discuss the user interface lessons learned and lost as the Macintosh has developed over two decades.

Jef Raskin is an interface and systems designer, a writer, and a consultant, concentrating primarily on making computers more usable and their interfaces efficient as well as pleasant. He is also well-known as an expert on the aerodynamics of miniature aircraft.

As one of the most articulate theorists of interface design, Jef has contributed to numerous re-conceptualizations of the state of the art, including his article “Down with GUIs” in Wired magazine ten years ago and his book The Humane Interface (Addison-Wesley, 2000, ISBN 0201379376).

Complete abstract and bios: http://www.baychi.org/program/