

# Distinguished Lecture Series

OTUG announces its 2001 Distinguished Lecture Series, "A Call to Action," at the O'Shaughnessy Education Center (OEC) on the St. Paul campus of the University of St. Thomas.

## Object Technology Users Group

**1** June 19

**Jef Raskin**

**"Making Machines Fit for Human Consumption"**

<http://www.jefraskin.com>

**2001**

### Speaker

Jef Raskin is a user interface and system design consultant based in Pacifica, California. He is the author of *The Humane Interface* (Addison-Wesley 2000), the inventor of the Apple Macintosh and the Canon Cat computers, and was the CEO of Information Appliance, Inc. His clients range from start-ups to multinationals and government agencies, including NASA, Hewlett-Packard, IBM, Motorola, NCR, Xerox, Ricoh, Canon, McKesson, Intel, and AT&T. Raskin's publications number over 500 articles in some 40 periodicals including *Wired*, *Forbes ASAP*, *IEEE Spectrum*, *IEEE Computer*, *Nature*, *Quantum*, newspapers, *Innovations*, and the *Communications of the ACM*. Raskin has taught computer science at the University of California, Stanford University, and elsewhere. He was the conductor and music director of the San Francisco Chamber Opera Co.

### Lecture

We can not live without our computers and information appliances, but they are certainly hard to live with.

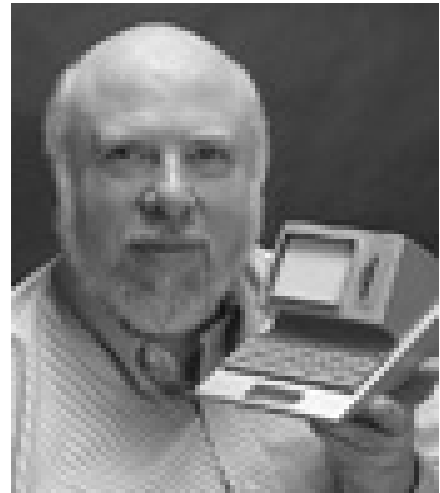
A lot of this difficulty is unnecessary, and is a consequence of bad design and a profound misunderstanding of human psychology. Every current computer-related product design is based on ideas that, while only a quarter-century old, already have the status of received truths.

Research old and new tells us how we should design these products, and the conclusions are novel and surprising, showing that modest "fixes" to today's methods cannot succeed. This talk calls for nothing less than a revolution in information product design.

### Ticket Purchase Information

For single event tickets, the cost is \$25 for members and students, \$30 for non-members. Or save \$20 by purchasing the entire series of four presentations in advance. Download the ticket order form from [www.otug.org](http://www.otug.org).

If you are not currently a member and you wish to join, enclose your membership form downloaded from our web site, [www.otug.org](http://www.otug.org), with your Distinguished Series purchase. Dues are \$20.00 annually, or \$35.00 for two years.



### Series Information

This year's OTUG Distinguished Lecture Series consists of four evenings with renowned individuals: Jef Raskin, David West, Linda Rising, and Kristen Nygaard. OTUG will host light hors d'oeuvres at 5:30 PM, followed by the evening lecture from 7:00 to 10:00 PM, with a 20-minute break halfway for dessert and coffee.

### Logistics

- ▶ **Directions to OEC:** see [www.stthomas.edu/maps](http://www.stthomas.edu/maps)
- ▶ **Lot parking:** Enter the University from Selby Avenue at Finn Street and follow the road down towards the stadium playing field to the underground visitors pay lot.
- ▶ **Street parking:** There are parking spaces on the streets that border the campus—specifically certain sides of Summit, Cleveland, Cretin and Selby Avenues—but posted time restrictions apply to several of these streets, so please check the signs.

For more information, visit <http://www.otug.org>