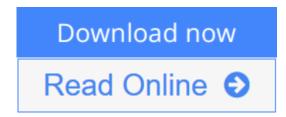# Animation, Embodiment, and Digital Media: Human Experience of Technological Liveliness

By K. Chow

Animation, Embodiment, and Digital Media: Human Experience of Technological Liveliness By K. Chow

Animation, Embodiment and Digital Media articulates the human experience of technology-mediated animated phenomena in terms of sensory perception, bodily action and imaginative interpretation, suggesting a new theoretical framework with analyses of exemplary user interfaces, video games and interactive artworks.

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Editorial Review

Review

"Lively interactive digital interfaces are transforming our culture, our schools, and our sense of who we are and how we work. Chow is a premier analyst of our transformation." - Mark Turner, Professor of Cognitive Science, Case Western Reserve University, USA

"It is a major contribution to our understanding of technological liveness. This book is a major advance in the role that animation, embodiment, and the concept of liveness will play in future works of all sorts: not just digital media, but all experiences with interacting devices, avatars, and other objects, some physical and real, some virtual, some robotic, some ephemeral, and all delightful and exciting." - Don Norman, Professor and Director, Design Lab, University of California, San Diego and Author of The Design of Everyday Things

About the Author

Kenny K. N. Chow is Assistant Professor in the School of Design at the Hong Kong Polytechnic University. His current research focuses on digital media, interaction design, cognitive science, and media studies.

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