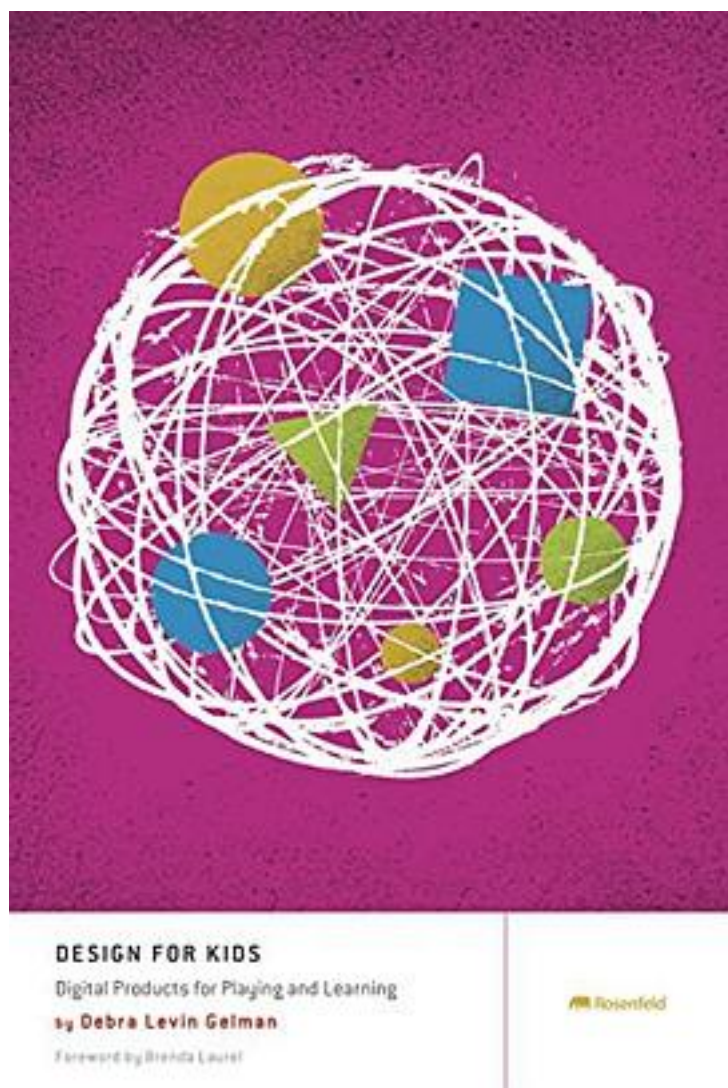


# Desing for kids



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Emotion. Ego. Impatience. Stubbornness. Characteristics like these make creating sites and apps for kids a daunting proposition. However, with a bit of knowledge, you can design experiences that help children think, play, and learn. With Design for Kids, you'll learn how to create digital products for today's connected generation.

Designing new tech for kids is an important, complex, messy mission that Debra Gelman explains with candor and brilliance. Her consideration of who children are and how we must design for and with them is a must read. More people need to understand that excellent technologies for children are not just born, but hard work, real time, and careful planning need to happen. It is all spelled out so well in this book. --Dr. Allison Druin, Chief Futurist, University of Maryland Division of Research, Co-Director Future of Information Alliance

As someone intensely interested in patterns of human behavior and technology, I am so thrilled that Debra wrote this book! Learning, play, Piaget, differences by age and gender—Design for Kids covers it all. And whether you're designing for children or adults, read this book; you will be inspired by all the examples and Debra's thoughtful reflections on this challenging design space. --Stephen P. Anderson, author of Seductive Interaction Design and creator of the Mental Notes card deck

During my work as a UX researcher and consultant in kids media, I often wished a book like this existed. Debra has done an excellent job at bridging the gap between theory and practice. This book is a must read for anyone who shares her vision of creating accessible, engaging and child-friendly media. --Sabina Idler, Founder of UXkids

作者介绍:

Debra Gelman is a researcher, designer and strategist in the field of interactive children's media. She creates sites, apps and virtual worlds for clients including PBS Kids Sprout, Scholastic, Crayola, Pepperidge Farm, Campbell's Soup and Georgia Public Television. Deb led the research and design of Planet Orange—a site designed to teach 1st through 6th graders financial literacy—which won a USA Today Education "Best Bet" award. Deb holds undergraduate degrees in Visual Media and Psychology from American University, and a Masters in Information Design and Technology from Georgia Tech. She lives in the Philadelphia area with her very patient husband and her precocious daughter, who wants to be a princess paleontologist when she grows up.

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标签

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## 评论

儿童产品设计的圣经

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分年龄段的简明参考书

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## 书评

作为用户研究员已经超过三年了，但进入儿童行业才短短几月，需要积累和沉淀的甚多。  
这是一个区别于传统的硬件设计，也区别于为成人设计APP，因为很简单，你的用户变成了孩子，不再能轻易地说出我们有empathy，为儿童设计师一门严肃的事情。  
作为rosenfeld的忠粉，已经阅读过...

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2-12歲，不同年紀的孩子，認知也是不同的，所以要考慮不同的孩子年齡而設計。成人在使用app時，會有明確的目的，比如娛樂，kids不同，可能就是play，在play的時候學習。認識新的事物，或者學著溝通。我們習慣思維中學習和玩耍是分開的，而孩子是在玩耍中學習。

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