Participate: Designing with User-Generated Content

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Creativity is no longer the sole territory of the designer and other creative professionals. Amateurs are drawn to websites such as Flickr, Threadless, WordPress, YouTube, Etsy, and Lulu, approaching design with the expectation that they will fill in the content. Never has user-driven design been easier for the public to generate and distribute. How will such a fundamental shift toward bottom-up creation affect the design industry? Designing for Participatory Culture considers historical and contemporary models of making that provide ideas for harnessing user-generated content through participatory design. The authors discuss how designers can lead the new breed of widely distributed amateur creatives rather than be overrun by them. DPC challenges designers to transform audiences into users, and completed layouts into open-ended systems. The book opens with an introductory essay entitled 'Ceding Control,' which explores the general concept of participatory culture and the resulting emergence of systems-oriented models of co-creation. Four chapters Modularity, Flexibility, Community, and Technology explore the various approaches to participatory design through critical essays, case studies, and interviews with leading designers in the field.

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