**Using Information Experience Design and Multimodality to make sense of experiences in physical and virtual curated spaces**

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This paper will show how our use of multimodal theory in relation to the discipline of Information Experience Design (IED) that we teach and direct at the Royal College of Art contributes to the development of the multimodal paradigm.

Information Experience Design is a new, hybrid field unrelated to informatics or commercial ‘user experience’ where research is undertaken using theories of information and experience drawn from the social sciences, physics, computer science and communications research (including multimodal social semiotic theory). The discipline is forward thinking centring on multisensory forms of analysis and understanding, that have been made necessary by the proliferation of technologies and the growing capacity to gather data, which has raised questions about how people experience information, and how information is both communicated in and generated from embodied experiences. IED makes use of advances in digital technologies, combined with analogue making to produce a range of multimodal data that is then analysed in order to design means for people to experience data in innovative ways such as through physical-digital installations.

After outlining IED we will draw on our interests in physical and virtual curated spaces to show how we have combined multimodality with hands-on methods of drawing, animation and making to inform changes in the museums and digital games industry. Specifically, Walker’s work focuses on visitor interactions with museum displays that incorporate both physical and digital exhibits. Yamada-Rice will draw examples from her commercially-funded study on children’s interaction and engagement with a wide range of virtual reality content and devices.