

# Jennifer Salazar Research Journal

COMD3504\_OL08 :::: Fall 2021

Reading Response

According to the author, design plays the role in society as being the message and subject that people can come across and see. This helps engage people in it. The difference in the fields that distinguishes them from other creative occupations, is the way they don't work using their creativity, but rather using other people's ideas and presenting the message a client may want. From there, they can build their career, rather than continue their works. They design and begin a process of working with their clients on how to solve problems. Designers should be able to concern themselves with theoretical questions since it helps see many different perspectives of what brings people in. Things change all the time, and they need to be able to be ready for such things. The future of design can change all the time, and people should be ready to change and practice it. The role that technology has in shaping society is by being able to let designers create and visualize more. It lets the designer have more artistic freedom and visuals. Some problems that designers face are being able to organize information and knowing how to look for clients. The designer is responsible for solving these problems by knowing theory, and understanding the social purpose of design. Understanding critical thinking.

Language has shaped design by being able to communicate different messages with the use of symbols. The messages can be known through taste and smell now. Visuals help people understand interpretations in simpler forms that are easily detectable and understood by a broad audience. Things like an emergency alarm going off is a prime example of the danger. Or even the nuclear caution sign is easy for people to look at and know what it is. Doesn't matter how much time passes, people can understand a lot of these designs.

One of the examples of a sign that is visually communicated towards people is the adam and eve image with them by a tree, and Eve holding the apple. It's known through so many people that the fruit she holds in her hands isn't supposed to be an apple, but it's an easy example of a known fruit that's easy to visualize.

Non-literal devices used in media range from symbols like doves, lions, and roses. Each representing peace, strength, and beauty.

## Hypothesis Annotation

<https://hypothes.is/a/oM6aiBPkEeyIzAfj9xr0zA>  
<https://hypothes.is/a/WnjKzhMaEeyS2acxe-h2YQ>

<https://hypothes.is/a/kullJBQREeyZe4vaXURsMA>

A common view in which a lot of these artists and designers are able to share is their end goal. They all have something they want to achieve in the end, and be able to have a finished piece but while doing it in the style or way they want to. And many of these people work to come up with their ways of how things can be done easiest for them. They can use different molds for their creations. I'm sure because a lot of people prefer playing safe, they don't wander off into new territory, since it's new ways that can be hard and challenging when they can stick to a simpler way.

Some of the elements that are still in the present that are problematic are the way people don't think there need to be changed to some of the inventions we have. Things like the way the book has been kept the same for centuries, or how ladders have kept the same design. There might not be a need for a new way to work on this, but there is probably someone out there who has had an idea or two.

Political and Economic power can be shown by the way they can express through their art the things they want to ponder to the audience.

I think the communication process has changed is because of the new technology we have. We did not think that the way we have online zoom and collaboration during the pandemic. These new innovations helped us during a time we did not think will happen.

Annotation

[https://hyp.is/To8pIBInEey5ZheTEAC33A/designopendata.files.wordpress.com/2014/05/graphicdesigntheory\\_helenarmstrong.pdf](https://hyp.is/To8pIBInEey5ZheTEAC33A/designopendata.files.wordpress.com/2014/05/graphicdesigntheory_helenarmstrong.pdf)

[https://hyp.is/1T89rBljEeyKIA8XbORzZQ/designopendata.files.wordpress.com/2014/05/graphicdesigntheory\\_helenarmstrong.pdf](https://hyp.is/1T89rBljEeyKIA8XbORzZQ/designopendata.files.wordpress.com/2014/05/graphicdesigntheory_helenarmstrong.pdf)

[https://hyp.is/CoDYDBIIeEys6HvKLSdJyA/designopendata.files.wordpress.com/2014/05/graphicdesigntheory\\_helenarmstrong.pdf](https://hyp.is/CoDYDBIIeEys6HvKLSdJyA/designopendata.files.wordpress.com/2014/05/graphicdesigntheory_helenarmstrong.pdf)

According to these authors, what is missing from the art of the past?

- What role should typography, photography, and other media play in shaping a new kind of art?
- What role should language play in art and design?
- What sort of new strategies or ideas will be necessary for future art forms?
- What should education or “the academy” teach artists about their field?

Something that is missing from art in past artists, is the way the artist themselves are shut off from the industry and only occulted themselves to working by themselves in becoming better. Working in isolation only lets them be by themselves and have no connection to the real world. The roles that the arts like photography should play are in the ways they can intertwine with



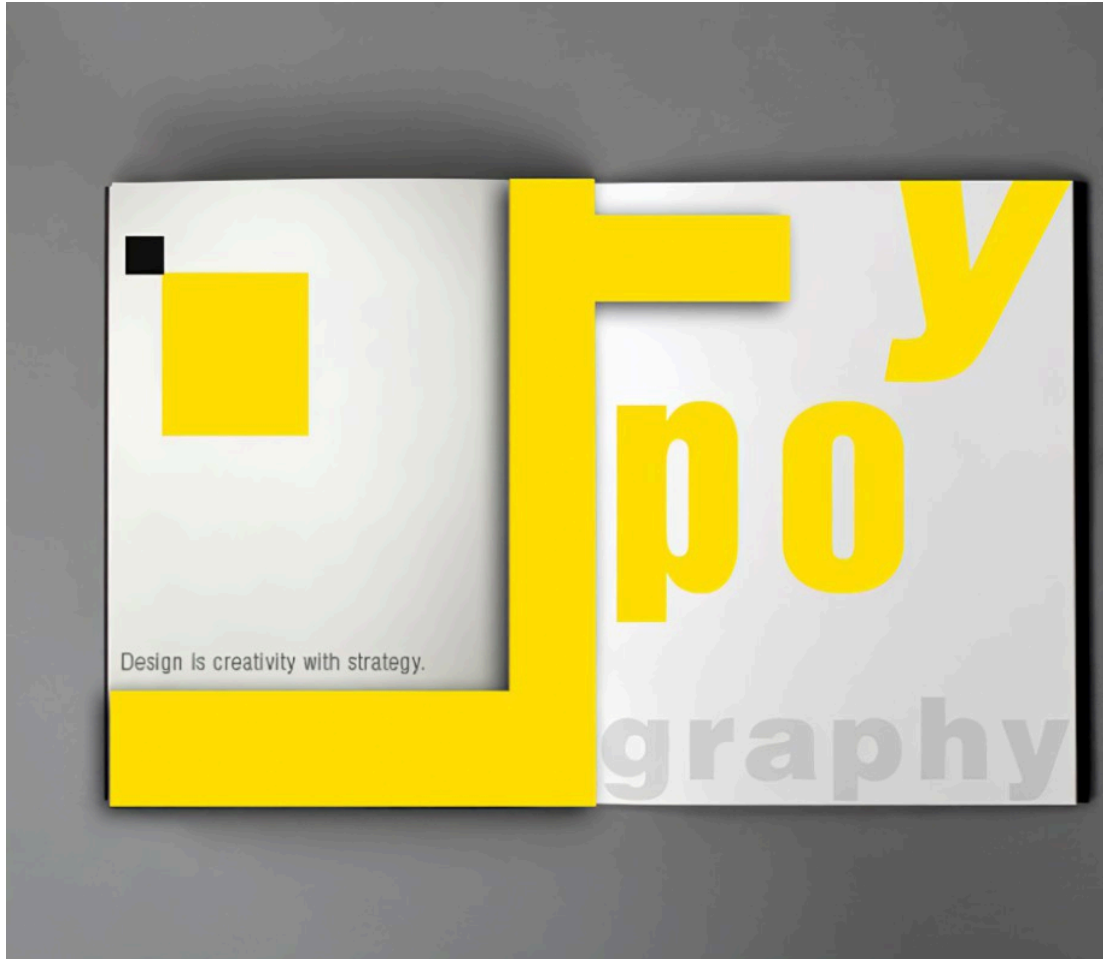
each other to create a new form. Like having Typophoto which uses both typography and photography. Language in the arts plays a role by letting people communicate how they think in an art form. By doing so, it lets other people learn it, and see it in other works as well. Some new solutions we have for new strategies or ideas for future art forms is being able to accept new principles for creative works. People don't need to go to school for it when they can learn it themselves in their free time. Someone teaching you will not let you learn it. Learning manual dexterity is a way in which the academy can teach artists to get better and succeed. Being able to use a hands-on experience is a great way for artists to learn.

*Jan Tschichold, "The Principles of the New Typography" pg35-38, Karl Gerstner, Designing Programmes pg55-61, Joseph Muller-Brockman, "Grid and Design Philosophy" pg62-63 from [Graphic Design Theory: Readings From the Field](#) by Helen Armstrong.*

*How do each of these designers/authors think you should approach design?*

- *Include an example of contemporary typography/layout that embodies each of these three design systems or philosophies. And explain why?*

Many of the designers think that the way to approach design is by being able to think clearly and approach every new task with a clean slate and need for a good result for their project. They don't want an overused design but come up with something new. Someone like Tschichold thinks that typography should be formed from knowing what the idea you mean to show rather than not knowing the truth of what it could be. Things that make sense while using objectives. He also thought that you should aim away from the old typography that used pretty typography but rather to more expression to show the demand of the economy. Karl Gerstner approached the design by using science, he wanted to connect graphic design with computer programming. He made a system that could generate a bunch of solutions for design. Joseph Muller-Brockman approached design with the use of grids to find solutions.



I think that this image could embody what the three designers think of the design system since it looks like everything could be put on a grid, the typography is strong and clear without being too fancy and there is a feeling of it being computer-generated with the drop shadows and gradient.

***Celebrating the African-American Practitioners Absent From Way Too Many Classroom Lectures*** by Madeleine Morley, Eye on Design, 2018 and ***Typography as a Radical Act in an Industry Ever-dominated by White Men*** by Silas Munro, Eye on Design, 2019, ***Design Gets More Diverse*** by Alice Rawsthorn, NYTimes, 2011

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## Questions/Prompts

- How do we change the commercial design field to include a diversity of voices and visions?
- What will the commercial design field and the study of design history look like in 20 years?

I think adding people of all races and beliefs really helps have new ideas that maybe people have not seen or heard of. So by changing the commercial design to include diversity, it can help bring so many different views that are not used in the media and take what history they know and include it for the public. There are a lot of ways in our day in

age where there is a huge push into letting minority groups have more chances in the work field. With the internet all working together, there is always a group of people trying to get more colored people in the background or even as the face and it works well for brands. Advertising is a good way to show how diversity can be expressed since we don't get to see many people of color on Tv or ads as the main focus. As well as in the design aspect which for the most part, you can sometimes tell who the main audience is from just seeing the logo, characters or art style.

I think that in 20 years, commercial design will have so much more to offer as for design history. We already get to see so many designers and artists on social media talk about their experience in big titles and encourage others. There will be so many more ideas that take form from other arts and cultures that we might not have thought of now.

## Research Project Outline

### **1. Introduction**

Explain in detail the topic you are examining and why it is significant.

My topic is about diversity (gender, LGBT.etc) in video games and how they impact the people who play them without stereotyping the designs.

### **2. Background/Review of the Literature**

Include a summary of the basic background information on the topic gleaned from your literature and sources review (you can include information from the readings and class, but the bulk should be outside sources).

This week we went over for diversity helps create designs while using their past experiences and ethnicity in their work, because if they don't, other people won't be able to express it as well as them.

### **3. Rationale**

A description of the questions you are examining and why you are exploring this topic.

Has having representation of something you feel deeply about made you want to play a game more?

Have different character designs inspire you to buy a game and if so which ones?

Is your culture ever used in a character model and expressed correctly



(clothing, voice lines, design)

What games have achieved this goal and why?

#### **4. Method and Design**

A description of how you will go about collecting resources/data and how you plan to present the information in your presentation.

I want to interview classmates, friends, and online people on their takes. I have a few friends who make games, and asking them about how they came up with their designs or use of other cultures in their game crosses their mind, and what they use to research their ideas.

#### **5. References**

List the resources and references you have found so far. Include all references in MLA style.

Lin, Brittney. "Diversity in Gaming: An Analysis of Video Game Characters." *DiamondLobby*, 17 Sept. 2021, <https://diamondlobby.com/geeky-stuff/diversity-in-gaming/#:~:text=Gender%20Diversity%20in%20Video%20Games%2079.2%25%20of%20main,characters%20in%20games%20are%20females%20of%20non-white%20ethnicities.>

Webb, Jack. "Diversity in Games: The Best (and Worst) Examples of Representation." *London Evening Standard* | *Evening Standard*, Evening Standard, 12 June 2020, <https://www.standard.co.uk/tech/gaming/video-game-diversity-representation-a4461266.html>.

Team, Plexstorm Community. "The Importance of Diversity in Video Games." *Medium*, Plexstorm, 28 Jan. 2019, <https://medium.com/plexstorm/the-importance-of-diversity-in-video-games-e0aef82508a2>.

Is the concept of mainstream vs. underground relevant in advertising of 1950's / 1960's and is it relevant today?

What is "culture jamming"?

Provide a visual example and description of early avant-garde culture jamming.

Provide a visual example and description of culture jamming today.

I think that the concept of mainstream vs underground was relevant for advertising in the 1950s since powerful marks were the way to go to grab people's attention. The sixties psychedelic movement had drugs and sex which provoked the mainstream media which was seen as underground. Dues to its edginess, the mainstream was able to embrace the way it attracted attention and

followers. That is still relevant today in magazines with celebrities when they have scandals that have to do with taboos or sex-related material. I think that cultural jamming is the use of what is seen as normal in the media, and changed to an image or meaning for something else. Like raising awareness for how it could do wrong.



There have been many mass-produced images of this man who is known as Che Guevara, but they have been modified so much that people don't even recognize who he even is anymore, This was all done on purpose to promote that and for him to be unrecognizable

This is an example of how culture jamming in our day with how people are fed up with company FedEx due to its services that have so many problems with delays and shipping.



*Roland Barthes "Rhetoric of the Image" essay from Image – Music – Text, Translated by Stephen Heath. Hill and Wang, 1977. (excerpt)*

## **Question & Prompts**

- *How do images hold and convey meaning?*
- *How do we understand them?*
- *What are they trying to say?*
- *How do they persuade and influence us?*

When reading the essay from Rolan Barthes, the idea I am getting overall is how images have a way of depicting what other people can take from it or see. Images are able to hold and convey so much meaning by how people, objects, and colors are used. Whoever is making an image is always trying to convey some feeling or emotion, no matter what it is. The viewers will try to understand anything out of it in order to try to relate or see a relation with the image.



For example, this poster shows how plastic bottles lead to pollution. The image is white in the background while the smoke coming out of the bottle is really dark that it looks like smoke coming out of factories. The image is all in black and white with barely any color other than the red text that says “Environmental impact”. They are trying to say how bad the environment is becoming and this may help persuade people who look at it. The image is really centered and has a dark theme that’s very easy to understand by a lot of people without having to read any of the text in it.

*Graphic Design Theory: Readings From the Field*, Princeton Architectural Press, 2009

Find 2 examples of the work of postmodern graphic designers from the 1980s.

Deconstruct the work. Explain which visual elements are associated with postmodernism of the 1980s and why.

What does the author mean by “Typography as discourse”?

What does the author mean when she states that “...no longer are there one-way statements from designers. The layering of content, as opposed to New Wave’s formal layering of collage elements, is the key to this exchange. Objective communication is enhanced by deferred meanings, hidden stories, and alternative interpretations”



One of the works I have chosen is “You are not yourself” by Barbara Kruger. She used the words in the image and made it look like it was slips of pieces of paper that are floating around the image. The artwork could fall in Postmodern since the style of the type can be really messy looking and different from normal.

The image itself seems distorted as well since it's a mirror breaking into pieces.

This “Vintage armchair” from the 1980s also has a postmodern design feel to it. It has a normal look to it as what a chair can be, but with a few touches to it, that make it seem really artistic and diverse. Postmodern is all about breaking what is normal and modern, and trying to come up with new ideas and concepts. It's like new art that radiates new

looks that many people have not seen or done before. New art to look at and enjoy or even use. This was a way that people in the 1980s wanted to be able to venture out and investigate.

I think Typography as Discourse can be seen as new and creative, it can be creative with no boundaries that can stop you.

<https://carissacncs1.blogspot.com/2016/08/further-research-about-typography-in.html>

[Vintage armchair, postmodern design, 1980s \(galerie-parallele.com\)](http://galerie-parallele.com)



