

Graphic Design Theory and Design As Art

“Can we imagine a ‘No Overtaking’ sign with a coffee and chocolate car on a violet background? Well, yes. We can imagine it for fun, but we cannot use it for a road sign in real life.”

Design Writing Research: Writing on Graphic Design

Language is the sound of the noun or verb that develops a sound-imagery in our minds. When we say a word of an object, the body language of the name summarizes its form of the noun/verb. What distinguishes a proper language from other forms of communication is that language can also be characteristic though it's one semi-logical system. For example, the word ‘kindness’ has a soft approach when you pronounce it. Pronouncing ‘loyal’ has strict and direct just like the meaning of the word.

Filippo Tommaso Marinetti, The Founding and Manifesto of Futurism (1909)

“As I raised my body, mud-spattered and smelly, I felt the red hot poker of joy deliciously pierce my heart. A crowd of fishermen and gouty naturalists crowded terrified around this marvel. With patient and tentative care they raised high enormous grappling irons to fish up my car, like a vast shark that had run aground. It rose slowly leaving in the ditch, like scales, its

heavy coachwork of good sense and its upholstery of comfort.”

László Moholy-Nagy; Typophoto (1925)

“Photography is highly effective when used as typographical material.”

Herbert Bayer; On Typography (1967)

“Typographers envisioned possibilities of deeper visual experiences from a new exploitation of the typographic material itself. they called for clarity, conciseness, precision; for more articulation, contrast, tension in the color and black-and-white values of the typographic page.”

Josef Müller-Brockmann, Grid and Design Philosophy (1981)

“The use of the grid system implies the will to systematize, to clarify the will to penetrate to the essentials, to concentrate the will to cultivate objectivity instead of subjectivity the will to rationalize the creative and technical production processes the will to integrate elements of color, form, and material the will to achieve architectural dominion over surface and space the will to adopt a positive, forward-looking attitude the recognition of the importance of education and the effect of work devised in a constructive and creative spirit.”

The Medium is the Message: An Inventory of Effect, co-created by McLuhan and Quentin Fiore in 1967

“The medium, or process

of our time-electric technology – is reshaping and restructuring patterns of social independence and every aspect of our personal life. It is forcing us to reconsider and re-evaluate practically every thought, every action, and every institution formerly taken for granted. Everything is changing-you, your family, your neighborhood...”

The Underground Mainstream by Steven Heller, from 2008

“In turn, the record labels advertised and packaged these bands using the very codes that signaled “alternative” to the growing youth market.”

Jessica Helfand, Dematerialization of Screen Space (2001)

“We are all little filmmakers, directing on a pathetically small screen—yet broadcasting to a potentially infinite audience. This in itself is conflicting (not to mention corrupting), but more importantly, what are we making? What are we inventing? What are we saying that has not been said before?”

How the Rolling Stone Logo Evolved from an Incredible Mistake by Steven Brower (2018)

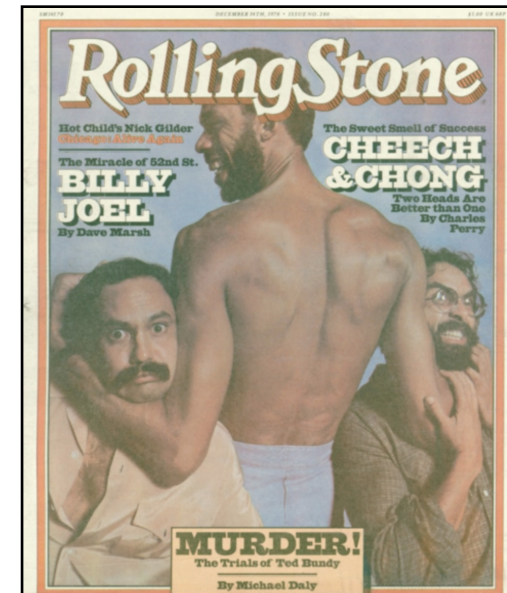
“...in 2001 to assume the design director position at GQ, leaving behind nearly 15 years of work that set a new standard for others to follow. Rolling Stone continues in a reduced format today, with the Oxford border still intact.”



November 9, 1967



1974: First Four Color Cover



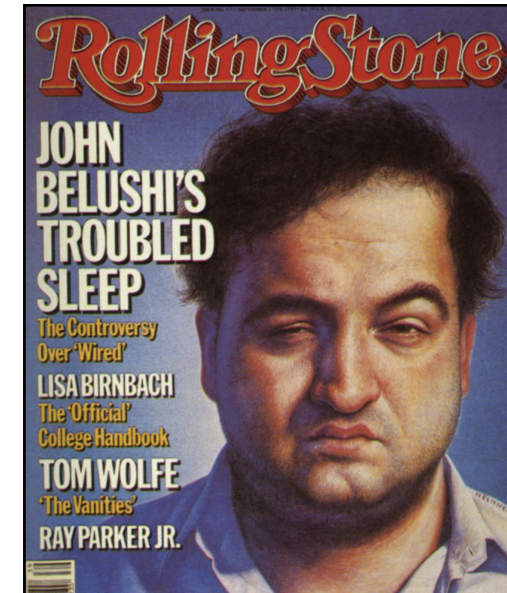
December 1978



March 1993



February 2022



September 1984



January 2022



April 2022