Andrew Bien-Aime

February 5, 2022

COMD3504: Assignment for Week 1

Helen Armstrong's "Introduction: Revisiting the Avant-Garde" from Graphic Design Theory: Readings from the Field (2009) and Bruno Munari's "Selected Chapters from Design as Art" from Design as Art are the two readings (1966). Both of the authors brought up a lot of fascinating ideas regarding design in both readings. As I was reading Helen Armstrong's "Introduction: Revisiting the Avant-Garde" from Graphic Design Theory: there were a few points that were mentioned that caught my attention. In the reading, it mentions "Graphic designers have lately re-energized their profession by creating their own material, marking their work, and establishing a maker brand. Digital technology gives designers control over invention, manufacturing, and distribution, allowing for such dramatic statements of artistic presence. These graphic authoring activities are part of a larger emerging collaborative authorship paradigm that is profoundly altering the producer-consumer relationship." In today's world, designers use the initiation to create their own brand.

There are so many software applications and internet resources that the possibilities are unlimited. Designers may utilize technology to advertise and exhibit their work in a matter of seconds, allowing thousands of people to see it. People, on the other hand, rarely consider what other artists and designers have had to do in order to market their work through allies. Years ago, technology was not always a primary attraction or a means of gaining access to people. They must develop new methods and processes to distinguish their work from that of others. All of Herbert Bayer's and László Moholy-work Nagy's in the 1900s was ego-driven. From the reading, the main point that is focused on in the beginning is the problematic concept of visual authorship that has captured people's imagination and changed the future of design, despite the fact that it is still not a dominating professional or economic paradigm for designers. It also leads the curriculum of many graphic design graduate schools as an empowering model for

practice. Design, in my opinion, is all about figuring out how to solve difficult issues. As a designer, your role is to consider aesthetics, as well as how it performs, how well it satisfies a user's demands, and how well it blends in with its surroundings, as well as materiality and production considerations.