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Comd 3507 communication design theory

Communication design paper 1

The world of graphic design can be a creative career to Pursue in . Graphic Design allows artist to express themselves in ways that cannot be easily translated in words nor in writing. Having a good design can convey a message to the viewers that can be important , meaningful or relatable to them. Design can also persuade and change a persons view of controversial ideals and topics. While I was searching for a design object to analyze I wanted to find an object that is able to convey a deeper meaning to the audience. After browsing through multiple design objects there is one that I think stands out and caught my eye. The object that interested me and Can is really effective for communicating a message is called Hella Jongerius

Hella Jongerius is a book that was published by phaidon press in New York which dated back to 2003 which makes it relatively a new design. The designers that are credited for creating this design object is Cornelia Blatter and Marcel Hermans from the design studio called COMA Amsterdam which is a design studio that is based in Amsterdam New York that specializes in visual identity. The book it's self is based on a real graphic designer by the same name . Hella Jongerius is a Dutch designer who was recognized in 1993 as a member of the Dutch group Droog design. She designs multiple products including ceramics , textiles, tableware and furniture. Hella Jongerius specializes in sensuous but simple forms, intriguing textures, and organic and malleable materials which often keeps and memorize traces of their origin. The book Hella Jongerius was the first book ever to be based on the designer by the same

name. It is also noted that Jongerius herself collaborated on the book which shares her work of the past decade which were included photographs of her work , an extended interview, essays by Louise Shouwenberg, who is a frequent collaborator.

When examining the book cover it seems as if the designers intended it to be a direct response to the viewers. To understand why this is most likely a direct response we must understand what makes a design indirect or a direct response. In design linguistics and communication is very important when conveying messages in your design. Linguistics has a very broad definition but in simple terms is the study of language and structure. There are different branches of linguistics such as morphology, syntax, phonetics, and semantics. Linguistics has two instinctive characteristics which are the arbitrary nature of a sign and the linear nature of the signifier. According to the article “Course in general linguistics “by Ferdinand de Saussure (6th page) explains that the arbitrary nature of a sign is “ not linked by any inner relationship to the succession of sounds s-6-r which serves as its signifier in French. that it could be represented equally by just any other sequence is proved by differences among languages and by the very existence of different languages”. In other words the arbitrary nature relies both on language and symbols Most of the times it is easier to find the meaning of the sign rather than to figure out it’s proper place. The linear nature of the signifier is the idea that no form of language can be used but instead must solely rely on symbols as a form of communication. Ferdinand de Saussure(pg 8 ph 1) further details that linear nature of the signifier “No individual, even if he willed it, could modify in any way at all the choice that has been made; and what is more, the community itself cannot control so much as a single word; it is bound to the existing language” . A direct response which is when a design takes a specific action to quickly grab viewers in which Sometimes resulting in us using words or writing texts

which is a form of language. This ultimately ties into the arbitrary nature of a sign and the linear nature

From my observation of the design object we can see a group of men holding the same color vase and a text below the men that reads “hella at least your colleagues give you flowers when you have something to celebrate. That never happens when you are a designer. who wouldn’t want to ruin a perfectly good vaca by putting flowers in it. This is an example of using arbitrary nature in a design due the design both using symbols and language. The symbols are the men hold the vases and the language is the text that written in the bottom. The ultimate meaning of the design is that Hella is loved and is an inspiration to a lot of people. since she is an important figure to a lot of people she receives a lot of gifts however it is implied dose not care or doesn’t like to be given things due to the hard work that was put in to the design of the object that she was given. She most likely sympathize with the designer and doesn’t want to ruin it. The imagery and the words that where used us spefic and straight to the point which makes it a direct response.

This was a perfect example of how graphic design can be a form of creativity it was able to sympathize with the viewers by using only a few words and symbols. Design is a media that is forever expanding and hopefully creativity grows along with this community.

Hella Jongerius



Hella **At least your colleagues give you flowers when you have something to celebrate. That never happens if you're a designer. Who'd want to ruin a perfectly good vase by putting flowers in it?**

PHAIDON

COMA Amsterdam / New York,

Cornelia Blatter, Marcel Hermans Hella Jongerius 2003

Medium

Book, offset printed

Dimensions

9 7/8 x 8 1/2 x 1/2" (25.1 x 21.6 x 1.3 cm)

Publisher

Phaidon Press, New York

Credit

Gift of the designers

Sources –

https://www.moma.org/collection/works/131268?classifications=34&date_begin=1971&date_end=2021&direction=fwd&page=2&q=&utf8=√&with_images=1

<https://www.abebooks.com/Hella-Jongerius-Design-Louise-Schouwenberg-Phaidon/30997556336/bd>

<https://www.vitra.com/en-pt/about-vitra/designer/details/hella-jongerius>

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