

Joseph Asimeng

10/20/2021

Communication design theory

Due 10/19/2021

Assignment #6

Design can be done in a lot of ways. Even dating back to when design was first created. It's just basically a way to express ourselves through that art. Only to show the public. For more exposure, heck, if your artwork is done well enough to get some fans, then you could be famous for it. Today, we have graphic design, packaging design broadcast design, etc. It just has to make sense to you and your viewer, or viewers.

Based on the passages of Jan Tschichold, Karl Gerstner and Josef Müller-Brockmann, they say some things on how design should be like. So, to kick things off, Jan Tschichold broke down in his book, how typography should be like. These are some of the quotes he said. Alongside that One of the things, he said was: "The essence of the New Typography is clarity." Which is a very good thing to me. Or for any other designer because you want your point to be clear to your audience. In any of our creations as designers. No matter what it is. So, he's right and has a point there. "This puts it into deliberate opposition to the old typography whose aim was "beauty" and whose clarity did not attain the high level we require today." Which could mean that the old typography was prestigious, but it wasn't perfect before than it is now. The reason being is because today's typography reached new heights, with software like Adobe InDesign. As much as that's jumping ahead, it's an example that it wasn't what it once was back in the old days. Instead, it just evolved, which probably led some people to hate the old ways of typography.

From what Karl Gerstner said in his passage, These were some of the quotes he said. Alongside that is my some of my takes on any of them. One of the things he

said was: “Instead of solutions for problems, programmes for solutions—the subtitle can also be understood in these terms: for no problem (so to speak) is there an absolute solution.” Aside from that he also had this to say: “There is always a group of solutions, one of which is the best under certain conditions.” I somewhat disagree with this because there can be so many problems to solve. With creating computer programs in this case because that’s what he was talking about. Thumbnail sketches can also be involved, if possible. Followed by if it’s done correctly, then it will be successful.

From what Josef Muller-Brockmann said, these were some of the quotes he put in his passage. Alongside that are some of my takes on some of his words. One of the things he said was this:” This is the expression of a professional ethos: the designer’s work should have the clearly intelligible, objective, functional, and aesthetic quality of mathematical thinking.” It can be very logical in my opinion. Math can go into every measurement of any design being created. “Every visual creative work is a manifestation of the character of the designer. It is a reflection of his knowledge, his ability, and his mentality.” This is also true to me. By doing this, it allows every designer to show their skills. To show if they have got what it takes, to create anything, based on how smart it should be. It shows their how intelligent they were. In the making of whatever their project was, from the past. For present and future creations, it can show their viewers, what their designs is and will be.

Once again, this goes to show all of us that designs can be done in a many forms. Even dating back to when design was first established. Making it’s great debut to the whole world. It’s just basically a way to show what we can do to show our love for this type of activity. Only to show the public. For more exposure, heck, if your artwork is done well enough to get some supporters, then you could be popular for it. Today, we have graphic

design, packaging design broadcast design, etc. It just has to make sense to you and your viewer, or viewers. You need to have thumbnail sketches. You have to be smart about it. In which I singlehandedly explained all there is to know about how one should design.