

Darwin Cruz

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Communication Design Theory

One of the authors, Herbert Bayer, suggests some strategies that could lead to a new art towards the future. One of their ideas is called, Universal Communication. With so many languages in the world, he believes that it will only create higher barriers. In this idea, he suggests that we instead build a bridge of communication instead of making barriers. According to Herbert Bayer, he says that, “first steps in this direction have, strangely enough, been made by the artist. now science must become a teammate and give him support with precise methods for a more purposeful handling of visual problems” (Bayer 47). After that he states the use of using books and pictorial communication can also help build this bridge. The use of artists, science, books, and even pictorial communication can all help support his strategy that could lead to a new art in the future. The art and design that come along with Universal Communication could impact the graphic design field as a whole. The new art could have a whole new look that can be understood by anyone, regarding their language. But this isn’t necessarily a bad thing. It can help travelers, tourists, clients and even designers themselves. It can help communicate with others around the world more easily and create a bridge that Hertbert Bayer always intended with this idea. If his idea gets movement started, it will, as he says, “become of utmost importance to universal understanding” (Bayer 47).

Typography and photography have always had a key factor in the graphic field. Typography and photography have both defined the art and design that we know today. Their role in graphic design is to help send a message, visually. As László Moholy-Nagy says,

“Typography is communication composed in type. Photography is the visual presentation of what can be optically apprehended” (Moholy-Nagy 33). When type and photography work together they effectively send a message that a client wants their audience to know. It can determine their mood and convince them into a conversation, whether about a topic or just a purchase. This new art is what people are used to and are now installed into their brains. László Moholy-Nagy also states that, “in the United States the art of typography, book design, visual communication at large, in its many aspects, is being shelved as a minor art. It has no adequate place of recognition in our institutions of culture. The graphic designer is designated with the minimizing term “commercial” and is generally ignored as compared to the prominence accorded by the press to architecture and the “fine arts” (Bayer 45-46).

Over the years, art has been always changing. Not in just the way it is presented, but also how it is learned and taught. Some people go to school and pay a huge amount of money to learn how to make art and how to become an artist. However, some people like Walter Gropius, author of *The Theory and Organization of the Bauhaus*, don't like the idea of art being taught by school, or as he calls it, “the academy”. So instead, he suggests that the academy teaches the, “manual dexterity and the through knowledge which is a necessary foundation for all creative effort, whether the workman's or the artist's, can be taught and learned” (Gropius 310). Manual dexterity is the ability to make your hand movement that helps you do tasks. This is a key factor and useful skill that all great artists could have. With improved manual dexterity, it can help artists in their projects, such as painting or sculpting. In today's world, with people making art or design on their computers, people use their hands and fingers a lot. With good manual dexterity, it could help one's workflow and productivity.

One idea that I believe could be updated to stay in the 21st century art and design is Herbert Bayer's Universal Communication. With this idea, Herbert Bayer wanted to break down barriers and instead build a bridge of communication. In today's modern world, there are over 6,000 languages. Each having their own set of rules and grammar that come along with. But Universal Communication could bring a lot of change to help communication among people we don't know. Another idea that continues to hold true in 21st century art and design is Walter Gropius's disagreement with the academy's teachings. Walter Gropius says, "lately the artist has been misled by the fatal and arrogant fallacy, fostered by the state, that art is a profession which can be mastered by study. Schooling alone can never produce art!" (Gropius 310). Today, we are paying a lot of money for about 4 years, just to get a piece of paper. I believe that creativity is something that can't be taught. It is something that the artists have. And this still applies to today, and not only for graphic design, but for almost anything.