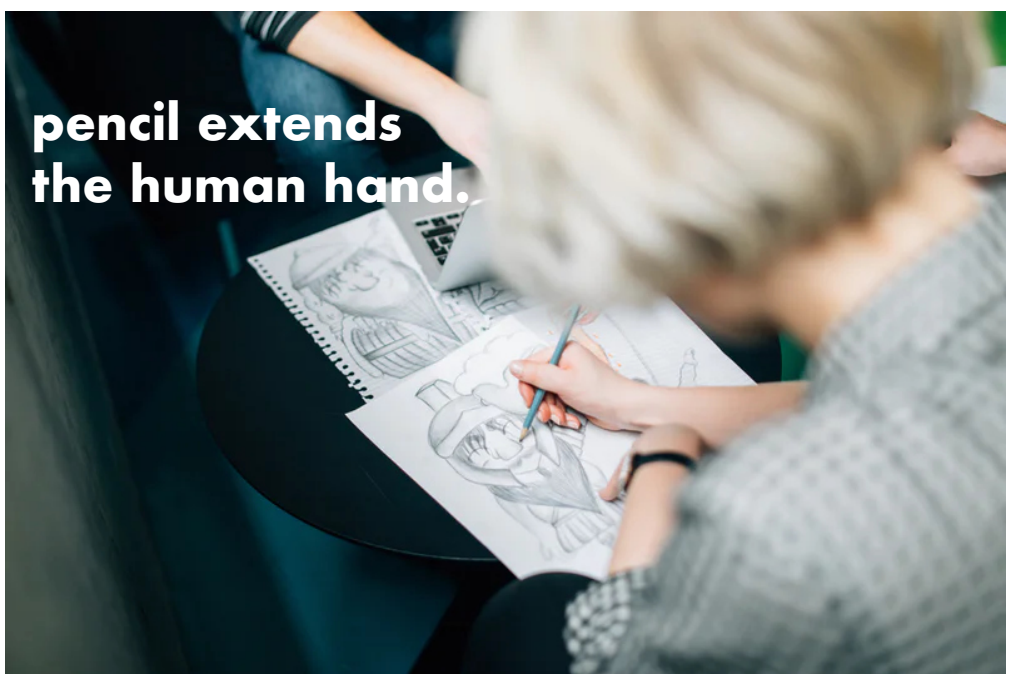


## **THE MEDIA**

Media is a communication outlet by which information is delivered. Humans communicate in a variety of ways including writing, radio, cellphone and TV. Media extends human beings by amplifying or expanding the physical, social, and mental functions of humans, radio extends the human voice, a pencil or pen extends a human hand, and a bike pedals extends the human feet.



**pedals extends  
the human feet.**



**pencil extends  
the human hand.**



**radio extends  
the human voice.**

## Hazards and Technological Progress

With improvements to technology comes pros and cons. Some pros are: quicker more accurate work, different modes of communication. However the downsides are, people are replaced by machines, and technology disrupting society interdependence. One thing that comes to mind, is the self checkout register in supermarkets and some retail stores, they take away the opportunity for people to get hired. Technology threatens society dependence on each other, people rather buy things online than leave their homes to buy them.



**The artist. The design. The media**

Artists and Designers can play a role in creating new messages, by designing things to solve problems and not focus so much on branding and entertainment. However if they are designing for entertainment or consumer purposes they should design with accessibility to different kinds of people



*Robson Square in Vancouver for wheelchair accessibility*

## DESIGN vs MEDIA

The work of designers will sometimes take the back seat, if the media used to distribute their work is not used correctly. Marshall McLuhan said "Societies have always been shaped more by the nature of media by which men communicate than by the content of the communication." If society is shaped by media, then designers need to find the media that's best communicates their message.

