

Cherise Gabbidon  
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### Assignment 4

There is a certain line in "ON Typography" - Herbert Bayer that stood out to me so sharply that I had to stop annotating just to record my thoughts about the statement that had me open my eyes wide and agree strongly. On page three towards the bottom of the page it reads "the more we read, the less we see.

constant exposure to visual materials has dulled our sense of seeing, over fed with reading: reading must be activated."

This quotation stood out to me strongly. To me the readings that we are assigned are interesting, I do not find them boring. I feel that you professor actually try to pick readings that

Stimulate us students and pick stories that relate to our future profession.

However, even though these readings do interest me there are times where my mind wanders, the language confuses me and makes certain sections and sentences hard to understand and keep in my brain.

I remember I believe it was the second reading that I gave up annotating for because I just could not understand it. I felt as if I hadn't read anything even though I did. I had tried different reading tricks such as reading aloud, using my finger to follow along, taking little notes. However to no avail, I did not understand.

So to get back to the point when the reading was

"Reading must be activated" I totally agree. One hundred percent. It is a skill, it takes brain power to do.

Maringon, it said "a new effort is needed to recapture and retain freshness." This may sound simple minded or be but the first thing that popped into my head was this is what we need. We need this issue to be recognized. And also this was an interesting idea/thought to read that did exactly what it wrote. It peaked my interest and rejuvenated my consciousness to read.

Also I will condense three more thoughts before moving on to the next article because I don't want this response to get out of hand as my thoughts are sometimes

endless it seems. I want to talk briefly about two thoughts that are connected to one another. First one, "I remembered that we live in a time of great ignorance and lack of concern with the alphabet, writing, and typography." And secondly, "The storage of books will be replaced by microfilms, which will change the design of libraries... all desired information available and ready when needed on short call." It is funny because you kind of asked a question that was like how is design different and the same in our present time. I believe it was last week.

What is interesting/funny about these two thoughts is how true they have become for our society.

People seem to be reading more paper books recently to me than in the last 10 years so maybe our norm is changing. Again however, there are so many forms of technology at our fingertips that can be a stand in for books, such as e-readers, computers, tablets, phones, youtube, analytical sites such as Sparknotes, and last but not least audiobooks. These devices have changed and impacted the way that we read, the amount, and the effort that we put in when reading.

Okay, moving on in regards to the next excerpt that I read which was "Abstraction and Form" I will answer one of the suggested questions in order to not ramble or be consumed

by thoughts and keep it short.  
The question that I chose was  
"What should education or the  
Academy teach artists about  
their field? If I was able  
to correctly understand I  
would say that the answer is  
nothing. The academy should  
teach nothing about their field.  
(This is not necessarily but  
answer personally but an answer  
I concluded to by the reading.  
They said that it was  
best to actually separate  
the artist from the  
the world of the industry  
and community of his or her  
desired field because skill and  
knowledge are gained through  
the practice of your craft, and  
through natural talent.  
This was deemed to be an  
important practice because  
education by itself cannot

Produce Great art. The focus  
of the Bauhaus education  
focused more on the processes  
of creation.

Oh, moving on to the last  
of the readings, "Typophoto",  
I have two thoughts that  
I will share in my response.  
Firstly, it said that "The  
Printer's work is part of the  
foundation on which the new  
world will be built!" That has  
become a truth that has  
stayed with us but has also  
at the same time left  
us. Think about it. Print design  
was the thing of yesterday,  
it was inductive, useful,  
more time efficient along  
with many other benefits.

However, now print design  
still exists, but lives in  
a more virtual world. There  
are subway stations that

still have printed posters in the stations, on the walls and mostly in the cars of the train. However, at the same time that is actively changing. Stations now have "screens" at the stations that have the ability to show multiple different advertisements in the span of a minute or two. The design world have come up with solutions that will save them time, money and effort in the long run. Instead of a person putting posters up and ripped them down, instead of "trying" or erase graffiti, screens can be changed virtually, and wiping a screen will not damage a graphic. As time continues to progress



design tools <sup>and</sup> methods change  
as well.

That will be all for  
this week's response.

Two notes though before  
I stop. This last article

in my opinion made it  
harder / more complicated  
to understand the term

"Typophoto". I had to search it  
on google. There they gave  
me an answer that was  
straight to the point and  
easier to understand.

And lastly I found it interest-  
ing but not at all effective  
that the article's body was  
written, all in lower case  
letters.