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Assignment 6

So the question was

"How should one Design".

I want to take it one reading at a time. The reading that I want to talk about first is

"Designing Programmes" I really wanted to try out the visual option that you gave us.

However I don't know what to draw. I'm not sure if I just draw a grid and write words into in an orderly fashion. Going back to the question, my answer to

the question regarding Karl Gerstner's "Designing Programmes"

what I got from this reading is that Design should be

created by a system. It should follow a set of rules/guidelines that are more based on

science than creativity. It is

there that creativity would be unleashed/explored because of the set up of rules. It was

said that following a system could actually release more possibilities creatively.

Moving on to reading number two, "The New Typography" - Jan Tschichold. Jan had a lot to say in terms of how one should design in terms of typography. Jan overall expressed that the way that typography was handled back in the day was inferior and not logic driven. Old typography was said to focus heavily on aesthetics. They did not design to follow logic, they did not analyze how the reader would read the text. order was not focused on. (side note) - this is very relatable to my design thinking when I was a teenager would just start to design. Back to the subject matter. Jan wanted nothing to do with this outdated system of thinking

He believed that form should follow after function. This unexistent central axis that typographers lived by shouldn't be the way it is through ~~the~~ ^{the} deletion of functions that will create form later. It is asymmetry that will conquer design due to its versatile nature. That is what Jan Tschichold believed at the time regarding how one should design type

fastly moving on to the 1957 reading "Grid and Design Philosophy" by Josef Müller-Brockmann. I will conclude and compare what all the authors had in common in terms of design thinking. Müller believed that a designer's work should be constructive and oriented to the future. It should be objective, functional and have an aesthetic quality of mathematical thinking. Design should cater to the

people, the common good and not be
controlled by higher powers.
Kastler Müller thought that
design should somewhat be
designed to be used and under-
stood universally. In all, all
three authors held futurist
ideals, showed a great deal
of respect to "real constructivist"
design and all said the design
should basically focus on
function and logic over
aesthetics and ornaments
as that will naturally follow
function. Aesthetic qualities of
design will have endless variants
if there is a structured system
in place that follows a grid-
system. That's all for
my response today.