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### Assignment 3: Personal Design style

When individuals think of author they think automatically of a book or novel or any type of text that involves reading. However, the dictionary definition of an author states, "an originator or creator of something." According to *Graphic design theory* by Helen Armstrong, author is also defined as "the person who originates or gives existence to anything." Something doesn't necessarily mean a book or a piece of text, it can mean a myriad of things.

In the video Ted talks starring Marian Bantjes she speaks upon her artistic experiences and her work. One way she describes her work would be a "changing of the world through visual language". This is an example of her being an author of her work because instead of using actual language or text on a page, she is telling a story and communicating through visual graphics symbols and or imagery.

Another way she is an author of her work would be her use of objects that are overlooked and making them into something. Author means the creator or originator of something. In this case Marian Bantjes was the author of her own pieces. One of her pieces was how she took sugar and made a typographic visual image with the sugar and became the author of that piece. She used simple childlike objects and activities and became the author of a grand piece.

Marian Bantjes believed that there was a narrative between art and literature, and how her artwork always had to communicate to the viewer just like text does or how a book tells a story, her artwork had to say something to the person who was viewing it.

One creative individual whom I believe is an author is Milton Glaser. I believe he is an author because his work tells a story and communicates with the person who viewing it. One example of this is Milton Glaser's Dylan poster communicates the psychedelic era of the 60s in which the music and the artist was popular and also it shows how his creativity and his music was very vibrant and powerful with the colorful head and the blank face and background.

To conclude, to be an author can be considered in any aspect of life, whether it is a literary author of a book or novel to being an artist and becoming an author or a masterpiece.