

Power of Punctuation, Design & Order in Everyday Life

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Overview

- Big Ideas : Power of Punctuation
- Big Ideas : Design & Order in Everyday Life

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Big Ideas : Power of Punctuation

What is the main thesis of this reading?

- punctuation has a voice
- punctuation is as important and powerful as words!

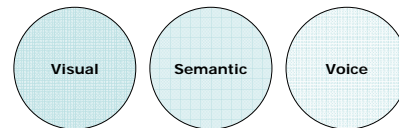
"Punctuation marks have tonal value, just as letter forms do: they also have mass and energy" (113).

What does it mean to have "mass and energy"?

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Meaning of Punctuation

Three tiered hierarchy concerning punctuation:



Mass, shape, counter, font family, bold, light, dark, serifs, diagonals, etc

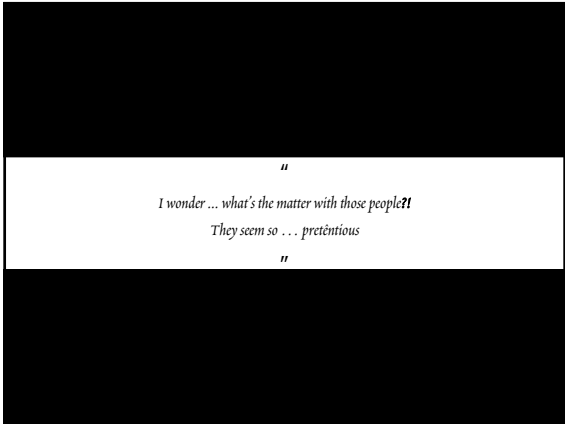
The meaning of the symbol. ! Implies aggression: ? has an associated feeling of questioning

implicit understanding of the combination of visual and semantic.
What does ?! feel like?

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I wonder what's the matter with those people? They seem so pretentious.

(I wonder what's the matter with those people ? They seem so pretentious)



Meaning of Punctuation

- So .. **Why do we care?** (after all, this isn't a graphic design class ...)

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Big Ideas : Design & Order in Everyday Life

Mihaly Csikszentmihalyi is pronounced "ME-hi CHIK-sent-me-hi-ee"

The author quotes many people as saying "Art exists because it helps bring order to human experience" (118).

Do you agree? Why does art exist?

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Research Study : What Is The Purpose of Art?

- Surveyed 315 individuals in 82 families
- Asked "what objects were special to each person, and why" (119).

"Objects do not create order in the viewer's mind by embodying principles of visual order; they do so by helping the viewer struggle for the ordering of his or her own experience" (121).

What does this mean?

What are the implications of this for designers?

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Research Study : The Big Question

"If it is not the object that creates order in the viewer's consciousness, does it actually matter how the object looks? In other words, are there objective visual qualities that add up to 'good design'?" (122).

What other design movements have asked questions like this?

What do you think - do aesthetics matter?
(don't forget: The User Is Not Like Me!)

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About Culture ...

"Harmony and conflict exist largely (perhaps entirely?) for those who have learned a specific way of coding colors. For example, for the shepherds of Central Asia... the quality of an object is inseparable from its concrete manifestation: the redness of the apple is not the same as the redness of fire" (123).

What does this mean?

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About Culture ...

"Basic patterns such as straight lines and right angles are easily isolated and recognized by people living in a 'carpentered world', but those used to a more organic environment fail to perceive such 'units' as separate from the rest of the perceptual context" (123).

What does this mean?

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His Conclusions ...

"Visual values are created by social consensus, not by perceptual stimulation" (125)

What do you think?

Is this true?

Is it good, or bad?

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Summary

Power of Punctuation
Design & Order in Everyday Life

How do you relate the two readings to this assignment?

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