type 1: disconnected information

there are two lessons you should take from our first exercise: one is that all decisions have inherent possibilities and inherent liabilities (this is actually true of life as well, but that's an entirely different discussion). the vertical format is different and offers different possibilities than the other two. each of the other two, in turn, offer the same. the idea is to become aware of what those possibilities are. the second lesson is that beginning to understand the range of subjectivities that reside within projects. some of your activity will yield significant responses and others will become negligible. efficiency in design is to begin to understand both where to look for areas of greatest effect and when to stop looking.

our second project builds on the complexity of the last exercise by breaking up the information into individual units. this change offers greater possibilities, but takes on the liability of lost hierarchy and poor communication.

design problem

> to develop designs whose traditional layout and ordering can be disrupted by variation in spatial relationships while not losing informational order and hierarchies.

parameters

> you are to break up your information into hierarchies of importance. what must people know first? second? third?

> you are to use the break up of information to create new layout possibilities. while you may break up lines of type, the individual words must remain intact

> all other considerations from the first exercise remain in effect.

considerations

while its use was less important in the last exercise, the grid is what makes this exercise possible. the underlying structure creates implied lines that connect information even while the mind doesn't consciously perceive it. try as you work through this to really grasp what the possibilities are. try to understand the limitations. start slow and gradually push the limits of the exercise . this is difficult. the perception is often that more is more. more simply exhausts possibilities faster. it is equally untrue that less is more. less can take too few risks and not know how to explore. the truth is that "more" comes from understanding the value inherent in both less and more.

due at the beginning of class 09/06