VISUAL DESIGN THEORY

NEW COVETABLES /// CHARLES AND RAY EAMES
CHARLES AND RAY EAMES. WASHINGTON BLVD OFFICE
“A question. A question I put to myself as an architect. I wonder: what is this [Magic of the Real] - Café at a students' hostel, a thirties picture by Baumgartner. Men, just sitting around – and they’re enjoying themselves too. And I ask myself: can I achieve that as an architect – and atmosphere like that, its intensity, its mood. And if so, how do I go about it? And then I think: yes, you can. And I think: no you can’t. And the reason I can is because there are good things and things that are not so good in the world.”

from atmospheres
102 VISUAL DESIGN THEORY

[01] part of the first year design sequence and [02] has something in common with arc101
102 VISUAL DESIGN THEORY

[designo] the act of drawing [mark making] inseparable from the creative act
102 VISUAL DE-SIGN THEORY

from the latin preposition [de] of, from

[de] reversal, undoing, removing [decouple, deice]

[de] intensify [denumerate]

[de] from, off [detrain]
102 VISUAL DE-SIGN THEORY

SEMIOTICS signs and symbols
study of cultural sign processes, analogy, metaphor, signification and communication

SIGN linguistics
SIGNIFIER the shape of the word, its phonic component, the sequence of letters
SIGNIFIED the concept or object that appears in our minds when we hear or read the signifier
REFERENT the actual object
window

signifier

signified
aperture

signifier

signified