

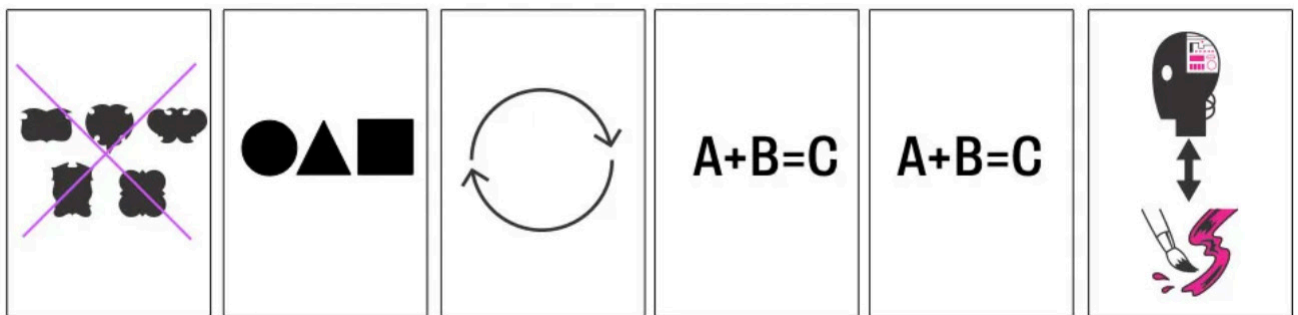
Written Response 01

Method of Contextualising

1 Ref 01 - Texts from the reading list

Why we should really be concerned about the visual identity for the Tokyo Olympics, Ian Lynam, 2015

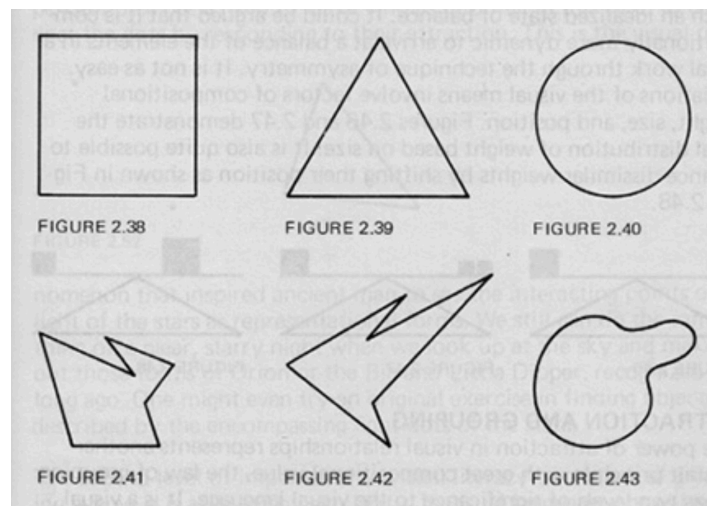
In this text, Identity design means designing the system through the lens of Modernism. The identity design rule (or system) inspired by Modernism was re-systemized with a bit of modification in this iteration of the work. The rule that I adopted was that: 1. All symbols are simplified in a way that rejects the method that I used for the first symbol, which adopts decorative elements and forms. 2. Symbols are designed starting from the intuitive image to the systematic method. 3. In terms of visual symbols, decorative design like illustration was simplified geometric shapes. This process allowed 'Symbolization' and 'Simplification' to be interpreted through the lens of modernism.



Ref 02 - Texts from the reading list

*A *New* Program for Graphic Design, David Reinfurt, 2019*

Based on the Gestalt principle of Pargnanz, my 'symbolisation & simplification of sounds' work was re-systematized. The below images explain two different types of figures. Symbolisation works were changed from Ambiguous statistics, which are the figures set in the second row, to regular geometric figures. These regular figures, triangle-circle-square, had grammar, vocabulary, syntax and even meaning. However, in the middle of symbolisation, I thought about a few enquiries: Is each figure's meaning understandable for everyone? How to define or limit of figure's meaning? Of course, I agree this theory or this primer is the very first principle of design. Although, the symbol can be only one answer of many possible answers.



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Ref 03 - Text that I find outside the reading list

Critical Wayfinding, Ellen Lupton and J. Abbott Miller, 1993

To make the sign is framing a certain activity. Therefore, we need to think about how can we cross-cultural communicate with symbols. The one-world, one-language ideal of heroic modernism couldn't be a solution for design in the next century. In recent, the DOT symbol system's man symbol is still the symbol representing humans. It represents the symbol not only playing the role of simplifying complex something but also cultural images, sexual boundaries or images, which means symbols should combine various views worldwide. In the work of 'Symbolisation & Simplification of sounds', I worked 30 iterations of each sound to translate differences of various views of people. In this iterating process, somehow extremely complex symbol designs couldn't successfully express sounds exactly even compared to the most simplified version. For further development, rather than repeating the design of symbols by myself, I'd like to abstract people's symbols and then find common things and will simplify step by step from sounds to find diverse cultural communication system of sounds.

Ref 04 - Text that I find outside the reading list

American Modernism : Graphic Design 1920 to 1960 [2003], R. Roger Remington with Lisa Bodenstedt, 2013

The ability to simplify means to eliminate the unnecessary so that the necessary may speak. Simplification from Modernism is called 'The Necessary' in this text. Modernism is not a making looks. It was not one of graphic style but a particular set of graphic principles. I abstracted one keyword which is 'Simplification' is the remaining the necessary, I adopted this principle into my work; I only remain in my symbol with the 'important', 'authentic' and 'basic' parts of each sound. Modernism affected the final symbol I created. However, I think I'm unsuccessful in symbolising sounds that encompass various perspectives because I extracted symbols only through my repetitive work.

Ref 05 - Design practices/projects

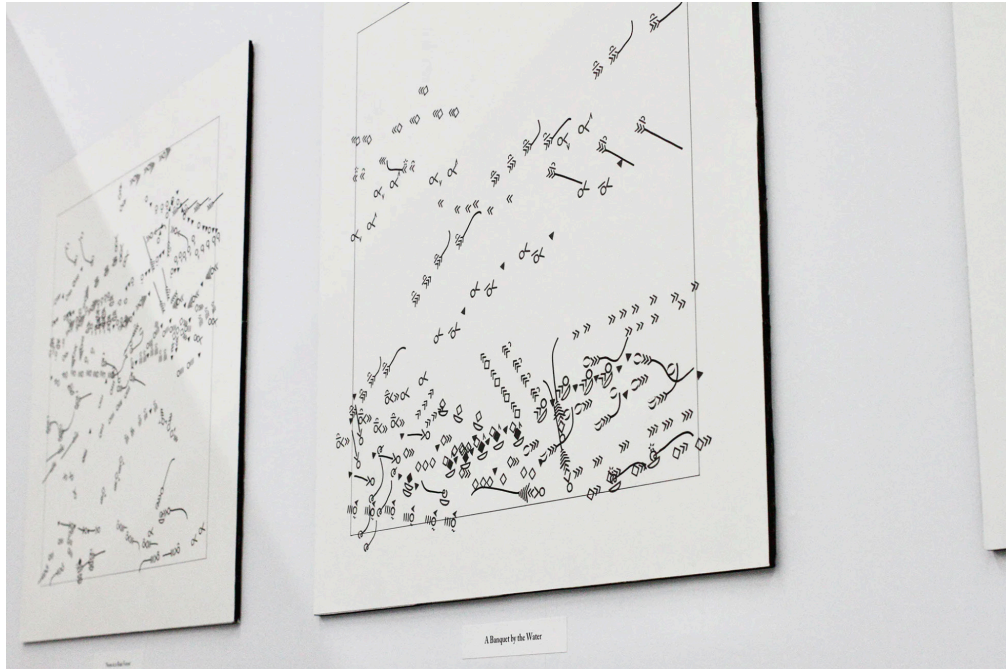
Some may works as symbols art made in Brazil 1950s-70s, Ravon Low, 2023

This exhibition finds conversations between various forms of abstraction, symbolism and figuration that were circulating and interacting in the visual culture of that time. The interesting thing I find is that when symbolistic artworks inspired by modernism were developed in Brazil, in other side, detailed traditional vivid artworks in Brazil also were developed. I abstracted a few questions from this exhibition : How do we express neutrality meant modernism in the symbol? What priorities did the symbolism, and simplification omit stories and who evaluated them? Too hard to answer those enquiries for now. But I simplified Symbolization & Simplification works step by step to study this gap. By setting the hierarchy of information that I should not delete, I'm breaking away from simplifying for minimalism.



1 Ref 06 - Design practices/projects
Bird-Transcription, Kouhei Miki, 2023

In this 'bird-Transcription', I focus on the "timbre" of birdsong, rather than the pitch or rhythm of the birdsong, which is less uncertain. As well as Symbolisation & Simplification work, I focused on 'tone' which is not formed in the traditional notation system. The interesting part of this system is presenting movement in their notation system by using only a white background and a square as a notation. This work proves that replacing sounds with symbols can exist without a frame of notation system. The method displayed in some areas and expressed detailed movement without rules shows the possibility of how can we replace the sounds.



2 A short statement that articulates your line of enquiry

The first enquiry is that: In visualizing sound and performing the role of symbols, a certain level of simplification is necessary. How do I define or limit simplification for symbolization? This enquiry was abstracted from the first iteration project. Through finding the symbol of sounds for generating notions in the city, I found one of my interests which is 'symbolization' and 'simplification'. In the second iteration, I focused on 'symbolization' and 'simplification', but still used sounds as a source of my project. In this process, I found my path for further development, the path that; what is my definition of the symbol, and how the symbol can present cross-cultural positions?