

Druckrey, Inge. 2012. *Teaching to See*

1. What it is and what it's doing? Design is about asking questions people

Beethoven poster (1979) used contrast light and dark. It makes people to think what is there, what does it want, and what's possible. And it makes people enjoying seeing the poster

2. Dot is flexible element. It can be arranged in lines, planes, or random clusters. There are lot of possibility how to compose the dots in a given format. The differences are from contrast, direction, and texture,
3. There are many variations of letters. The letter was formed with very simple elements such as vertical line, horizontal lines, and half circle, and that gives coherence
4. Contrast can bring beautiful perspective when it comes to written letter
5. Two different aspects of writing: first, the eye wants to see orderly set of marks, patterns, orders, relative perfection, reliable on a page. Second, hands is radial aspect of writing: hand wants to write fast and radically.
6. Writing can be looked at as elegant conflict between conservative eye which wants everything is perfect and rational, and radical hand which wants to write fast and expressively. These two aspects make our environment when we look at lettering
7. The back and forth of the positive and negative rendering of the letters in paint to get absolutely smooth and delicate curve by changing angle, stroke weight
8. Geometric accuracy and optical accuracy: Even though the weight of letters is exact, it is nothing that if the weight is not optically same
9. First, the letters in a typeface have to share a common structure. This assures evenness within the word picture or the entire text. Second, the letters have to be sufficiently distinct from each other to assure readability. And third, a good typeface needs to have proper optical letter spacing. This assures even rhythm and color, and overall page of the text should appear as a smooth gray without any dark or light clusters.
10. Good survey maps integrate multiple layers of detailed information. Color is intelligently used and balancing between grey value and brightness. Different types of information live together without harming each other. Detailed type and symbols survive because landscape features are kept very light.
11. Brightness is the full saturation of a color and could be defined as bluest blue or reddest red. The lightest color on the other hand is the one closest to white. We can discuss about color in terms of grey value or weight
12. Bad maps have a dominance of bright colors which makes noisy. Topographic details get lost in meaningless dark shading of the buildings.
13. Gradual value changes are used to show variations of height or type of terrain. And the color of the glacier is typical blueish cast which is very closed to reality
14. Good design is not only function at a distance reading but also capturing the attention from people