

Interface

Galloway offers a tentative definition of interface: “the interface is defined as the artificial differentiation of two media” (Galloway 2010). The interface can be seen in light of Dagognet’s concept of a fertile nexus,

Popularity as the Ultimate Tractor App

In some ways popularity is the granular mechanism of achieving an interface that is simply used, not seen. That is to say, the relative ubiquity of an interface in part defines whether that interface appears ‘natural’ or not.

The entire levelling of standards within typographic design evolved in the context of readability. What is attractive to the eye? How do you ‘encode’ messages through the formatting of text on a printed page in a way that is striving towards, and at least to some degree achieving, invisibility?

It is no secret that for a long time text sought invisibility in its conveyance. That is a romantic ideal which has stuck with us. The author is privileged, perhaps in no small part to the physicality of a text’s construction. What can lead to a finished state of readability? The audience can never know beyond its aesthetics (including its textual aesthetics, that is to say its “wording”).

Concrete Poetry

Concrete poetry developed through the relations of certain human processes with the interface of the typewriter.