

ART 313

Topic 3: Information Design and Propaganda

In all honesty, I had to Google the definition of 'seamless' and 'seamful.' Understanding their definitions helped me understand how this quote related to Zer-Aviv's conclusion of his article. According to Merriam-Webster Dictionary, seamless means having no awkward transitions, interruptions, or indications of disparity. In terms of design, seamful is design that accepts that technology has limits, and instead of disguising these limits to the user, it gives the user greater understanding of how systems work. Zer-Aviv wants designers to stop lying and persuading the public with their seamless designs and have them pull away their bias to allow their design to let the user interpret their own conclusion instead of pushing one on them. This is an important lesson for me to pack away into my design toolbox because even though I don't consciously think, "I am going to lie and convince the public to believe my opinion through this design," I think it comes through subconsciously. It also just reflects a basic social skill. I mean, I don't want to be given construed information to convince me of something, I want to make my own opinion. I assume many others want to do that too, so I shouldn't try to convince them otherwise through my future designs. I feel that especially during this polarized political era, I come across too many infographics on Instagram made by who knows who, that appeal to me and take advantage of my bias like the skull poster by Jake Lewis. It's vital that designers take responsibility to create something that doesn't impose an opinion on its viewers.