

GRAPH-360-01

W 8:00–11:00 am

San Francisco, Room E5

Reading Questions

10 Postmodernism

In every instance, note locations of passages to which you refer.

Keedy, “Zombie Modernism” (1995)

1. In what sense is modernism graphic design’s undead ideology?
2. What are the core tenets of this ideology?
3. What realities or values do these tenets ignore or deny?
4. How does a modernist exercise power?
5. Where do you position yourself in relation to Keedy’s point of view or the targets of his rant?

Burdick and Sandhaus, “Know Questions Asked” (1995)

1. In what sense is typography a form of authorship?
2. What is graphic design’s role in the legitimization of authority?
3. How do Burdick and Sandhaus characterize the public space of the page?
4. Has the capacity of users to “manipulate the form in which visual and verbal language appears to them” changed the basis of Burdick and Sandhaus’s argument with Kinross?

*Kinross, *Fellow Readers* (1994)*

1. What references do you find in Kinross’s argument to topics we covered while studying the Renaissance and Enlightenment—or the New Traditionalists?
2. What is the responsibility of the designer in relation to a text?
3. In what ways are textual production and graphic design social processes?
4. Why does Kinross say that the “game is up”?

Duncombe, “I’ve Seen the Future and it’s a Sony!” (1997)

1. Write two or three brief personal observations or questions about this reading.
2. Bring a hard copy printout of your responses to class next week.