

PORTFOLIO VISUAL IDENTITY / DIGITAL DESIGN / PACKAGING / ILLUSTRATION

MYOUNGAE KIM

MASTERS' STUDY

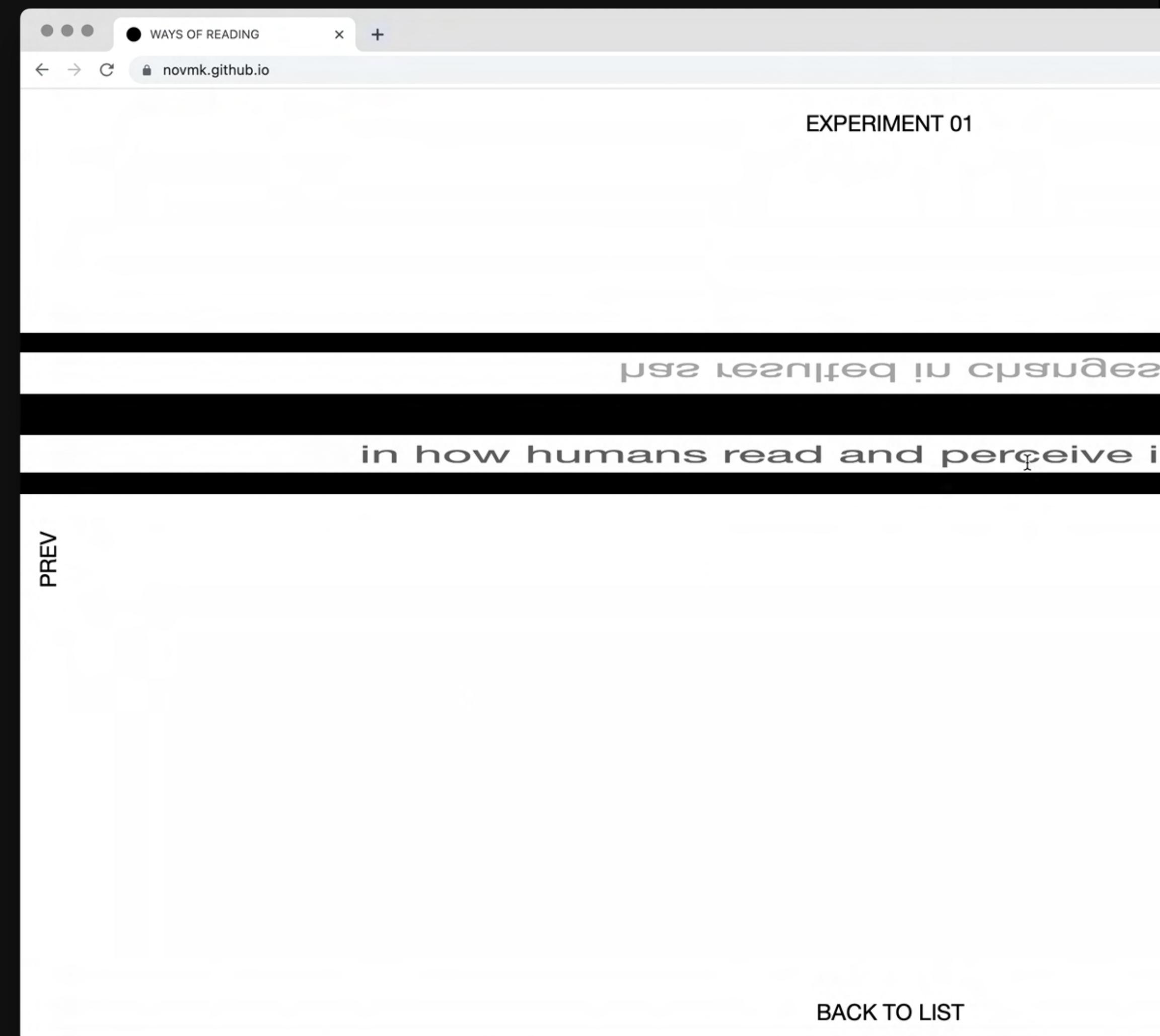
- 01 WAYS OF READING: INTERRUPTING READERS FROM SKIMMING INFORMATION
MASTER'S STUDY - FINAL YEAR PROJECT 1
- 02 WAYS OF READING: A DAY IN HYDE PARK
MASTER'S STUDY - FINAL YEAR PROJECT 2

Ways of Reading: Interrupting Readers From Skimming Information

The sustained use of digital devices has resulted in changes in how humans read and perceive information. Immediate and abundant data through websites and social media platforms have transformed human reading habits, prompting individuals to selectively accept seemingly important information and skip the rest to obtain target information quickly. Consequently, skimming and scanning have become a dominant method of information consumption. In this regard, 'Ways of Reading' examined two inquiries regarding how design can deal with skim reading and contribute to fostering 'deep reading' in the digital environment.

The first project, 'Ways of Reading: Interrupting Skimming Information', focused on enabling 'deep reading' in digital environments that typically encourage skimming. Recent studies suggest that the conventional reading approach of consuming content slowly and sequentially enhances comprehension and critical thinking. In line with this idea, the series of web experiments translates the traditional mode of sequential reading into a web environment by preventing users from skimming content and providing a slower, linear process of reading. Common digital behaviours such as hovering, dragging, and clicking, known as obstacles to the reading process, can actually help provide 'deep reading' experiences to an audience. By engaging in these web experiments, digital readers are compelled to read text sequentially, prompting them to memorise sentences and consider contextual connections. This approach encourages readers to reflect on the value of slow reading, ultimately engaging in 'deep reading' practices.

https://novvmk.github.io/ways_of_reading/
<https://vimeo.com/831639128>



[BACK TO LIST](#)

How do digital technology shapes human perception?

RESEARCH #1
– New Technologies & Perception

"Media, by altering the environment, evoke in us unique ratios of sense perceptions. The extension of any sense alters the way we think and act – the way we perceive the world. When these ratios change, men change."

– McLuhan, 2005, p.41

According to his theory, new technologies, as an extension of our senses, alter how people perceive the world, and it leads to the creation of a new kind of human being. In other words, it can be regarded that different sorts of media produce people with each particular comprehension abilities. The media alters our sense perceptions and consequently transforms our thinking, actions, and perception of the world.

RESEARCH #2
– New Technologies & Human Abilities

"The human hand is uniquely adapted to make and use tools. The inherited structure of the body is ultimately altered by its technological extensions. [...] Human designs eventually redesign the human. We are gradually redesigned by our tools."

– Colomina and Wigley 2016, p.36

Just as the human hand adapts to human-made tools, Colomina and Wigley (2016, p.36) suggest that humans adapt to technological extensions, ultimately redesigning themselves to effectively utilise new technologies.

INSIGHTS
– What human abilities have changed by digital technologies?

The project began with questioning how digital technology shapes human perception. In relation to the enquiry, philosopher and media theorist Marshall McLuhan said that "Media, by altering the environment, evoke in us unique ratios of sense perceptions.

The extension of any sense alters the way we think and act – the way we perceive the world. When these ratios change, men change (McLuhan, 2005, p.41)." According to his theory, new technologies, as an extension of our senses, alter how people perceive the world, and it leads to the creation of a new kind of human being. In other words, it can be regarded that different sorts of media produce people with each particular comprehension abilities.

Similarly, Beatriz Colomina and Mark Wigley argued that "The human hand is uniquely adapted to make and use tools. The inherited structure of the body is ultimately altered by its technological extensions. [...] Human designs eventually redesign the human. We are gradually redesigned by our tools (Colomina and Wigley, 2016)." Just as human hands adapt to human-made tools, they suggest that humans adapt to technological extensions, ultimately redesigning themselves to effectively utilise new technologies. Then, what human abilities have changed by digital technology?

CHANGES IN HUMAN ABILITIES AND PERCEPTION

Skimming & scanning have become a dominant method of information consumption

RESEARCH #3
– The Way Human Perceive And Interpret Photographs And Images



The documentary 'Ways of Seeing'
by John Berger, 1972

ANALYSIS & INSIGHTS

Among the various changes in human abilities, one noticeable transformation was in the way of reading. John Berger stated in a documentary, "Appearances could travel across the world." Similar to his assertion, advancements in new technologies have enabled not only images but also vast amounts of information to traverse the globe. This dissemination is both instantaneous and monumental in scale. I believe that these shifts in the nature of information have brought about changes in our reading habits. Prolonged digital device use has changed how humans read and perceive information. Instantaneous and abundant information through websites and social media has resulted in a change in human reading habits. People naturally selectively accept only the seemingly important data and skip the rest to obtain target information quickly. Consequently, skimming and scanning has become the predominant form of reading.

DEVELOPED RESEARCH QUESTION

Skimming and scanning has become the a dominant method of information consumption. Many people express concerns these patterns of reading behaviour. These reading habits hinder the comprehensive understanding and thinking about the content.

Then, how Graphic Communication Design can deal with skim reading and contribute to fostering 'Deep Reading' in the digital environment?

**HOW 'DEEP READING' CAN BE PROVIDED
IN DIGITAL ENVIRONMENTS?**

Interrupting Readers From Skimming Information

RESEARCH #4
– A Linear Way Of Reading
(A traditional mode of reading)

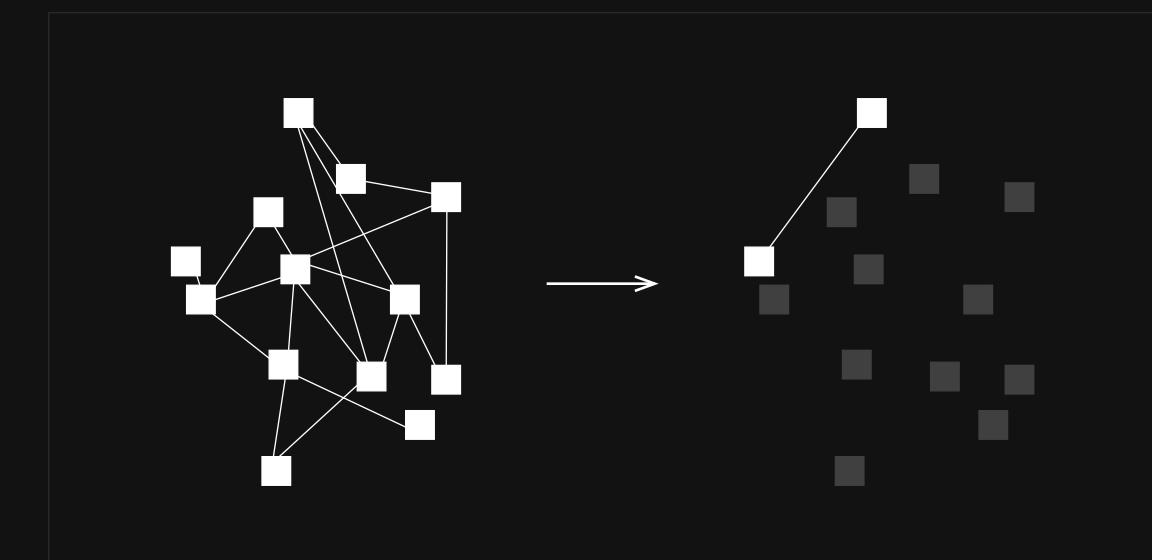
Recent studies have shown that a linear way of conventional reading approach of consuming content slowly and sequentially enhances comprehension and critical thinking. A linear way of reading, consuming content slowly in a sequential manner, is a traditional approach that allows readers to remember and focus more on the content, ultimately leading to a better understanding of the material and fostering critical thinking skills.

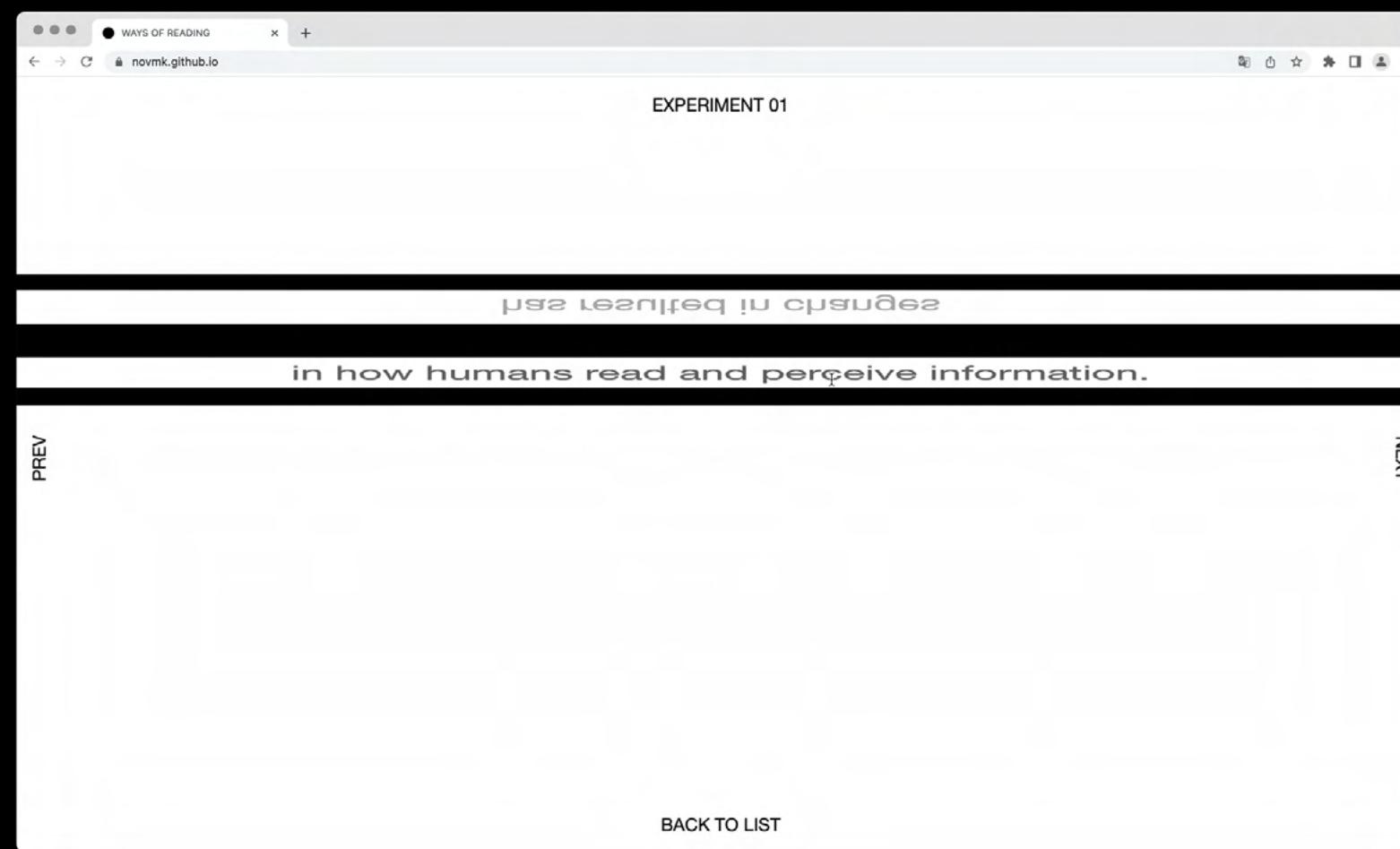
RESEARCH #5
– Mouse Interactions In Digital Reading

In the realm of digital reading, the process of flipping pages has been supplanted by interactions involving the mouse and content, fundamentally altering the act of reading. Mouse interactions such as clicking, hovering, and scrolling have the potential to facilitate skimming while potentially impeding sequential reading. This project aims to experimentally disrupt readers' tendency to skim information by utilizing mouse interactions in reverse, thereby promoting sequential reading.

DESIGN DIRECTION

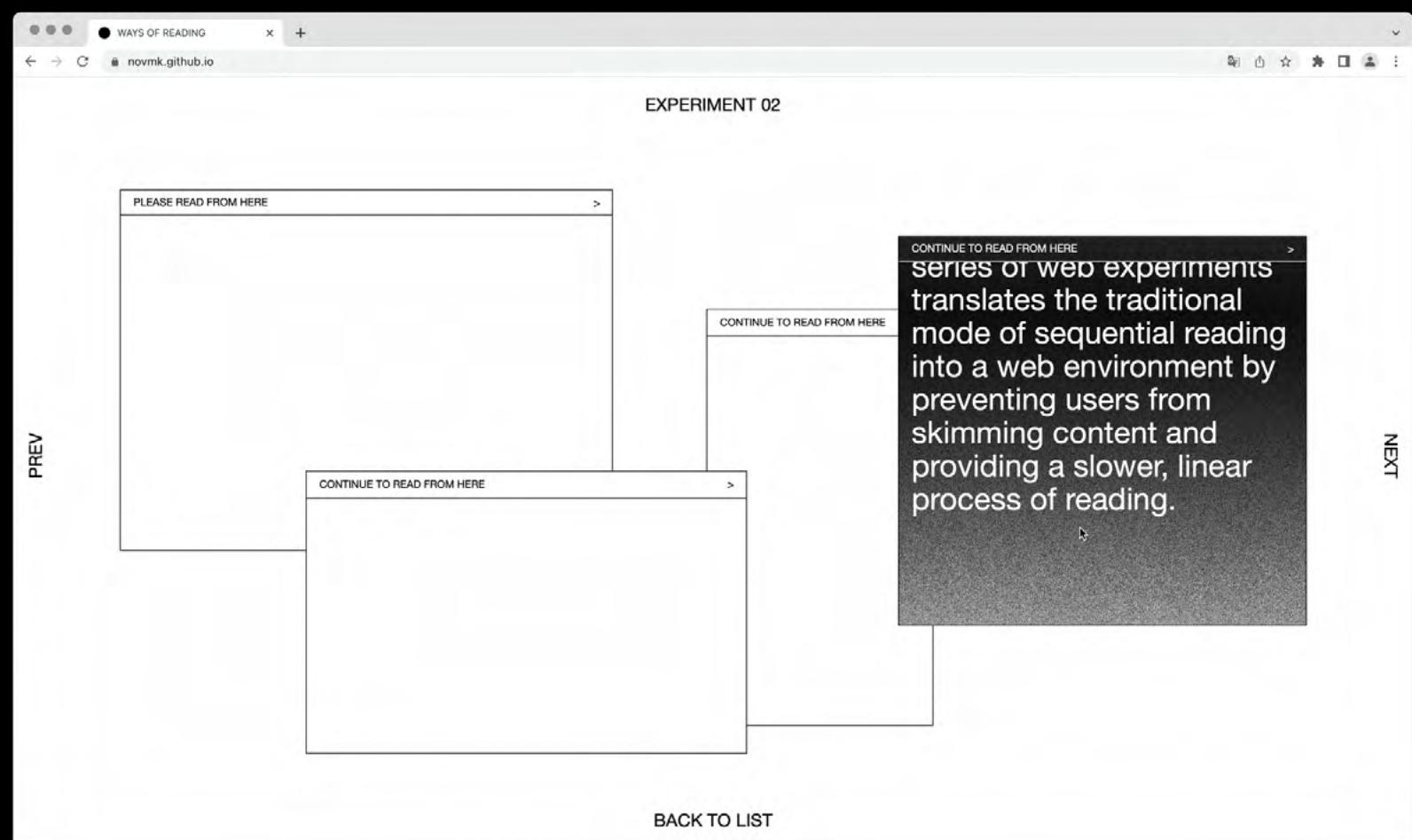
The first inquiry focused on exploring how "deep reading" experiences can be provided in digital environments that stimulate skimming reading. Recent studies have shown that a linear way of reading, consuming content slowly in a sequential manner, is a traditional approach that allows readers to remember and focus more on the content, ultimately leading to a better understanding of the material and fostering critical thinking skills.



**EXPERIMENTS #1**

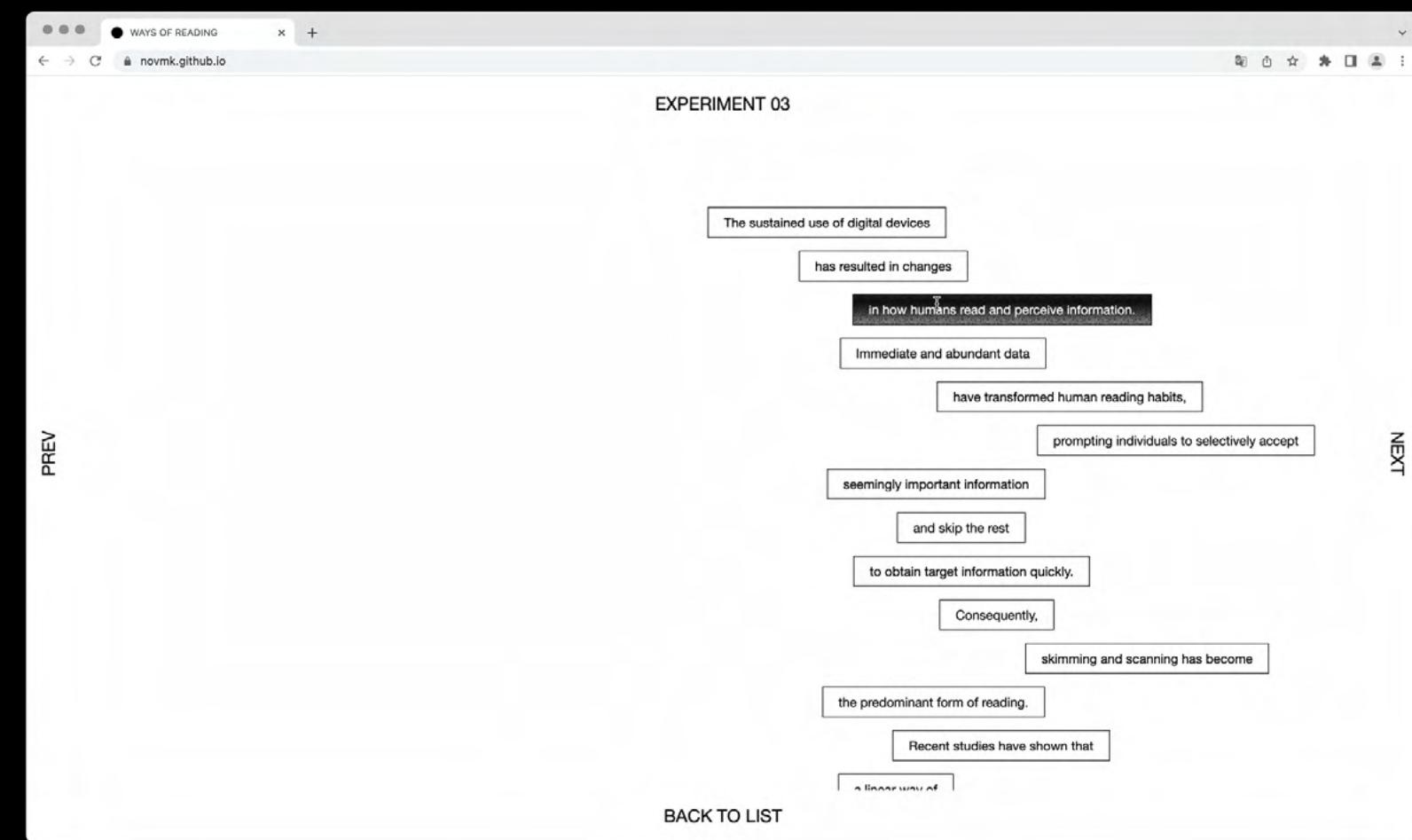
The content will only be displayed when hovering the mouse cursor over the screen, enabling readers to sequentially read it.

https://novvmk.github.io/ways_of_reading/exp1.html

**EXPERIMENTS #2**

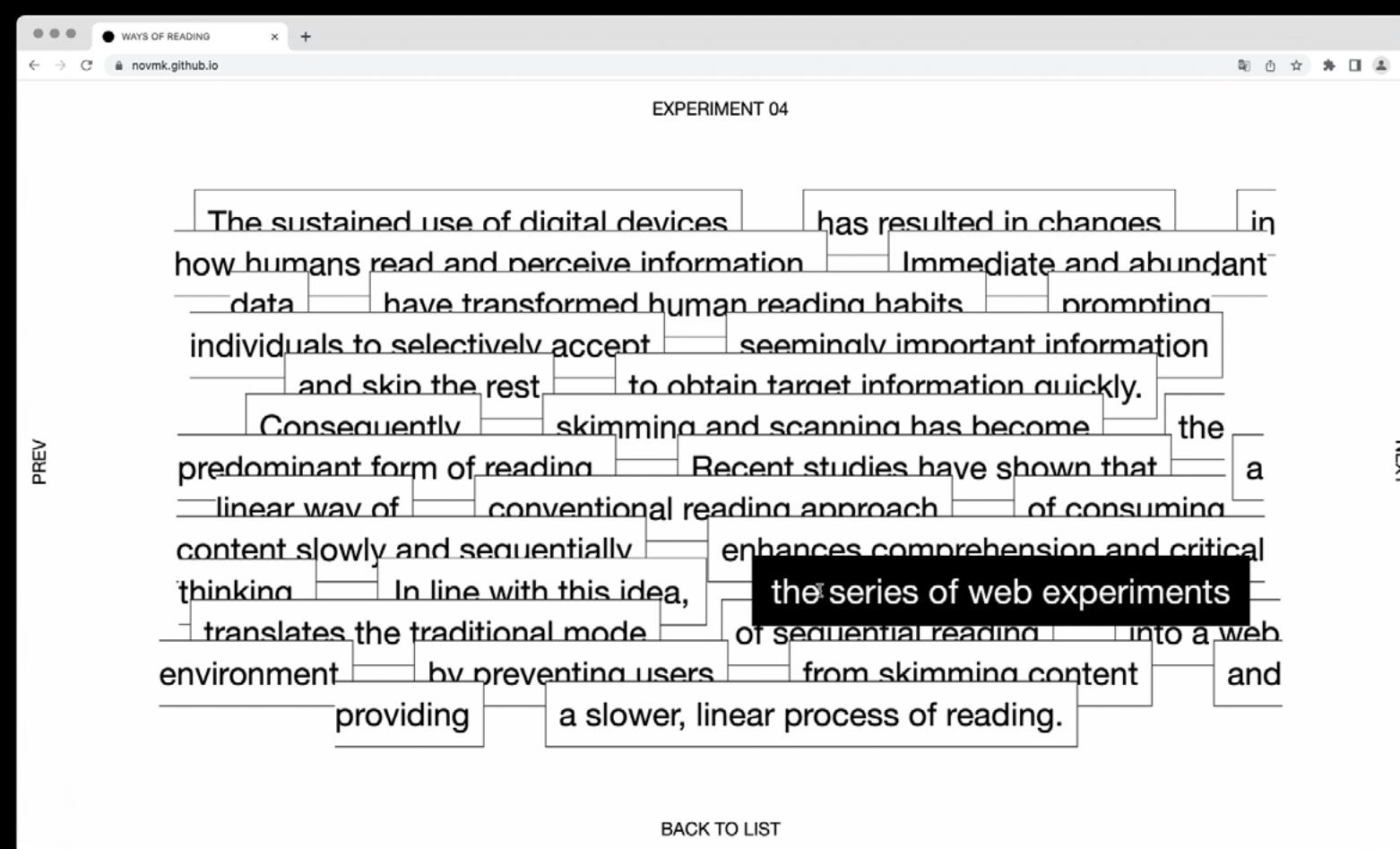
Only a portion of the content will be presented on the screen initially, requiring readers to drag and drop to continue reading the text.

https://novvmk.github.io/ways_of_reading/exp2.html

**EXPERIMENTS #3**

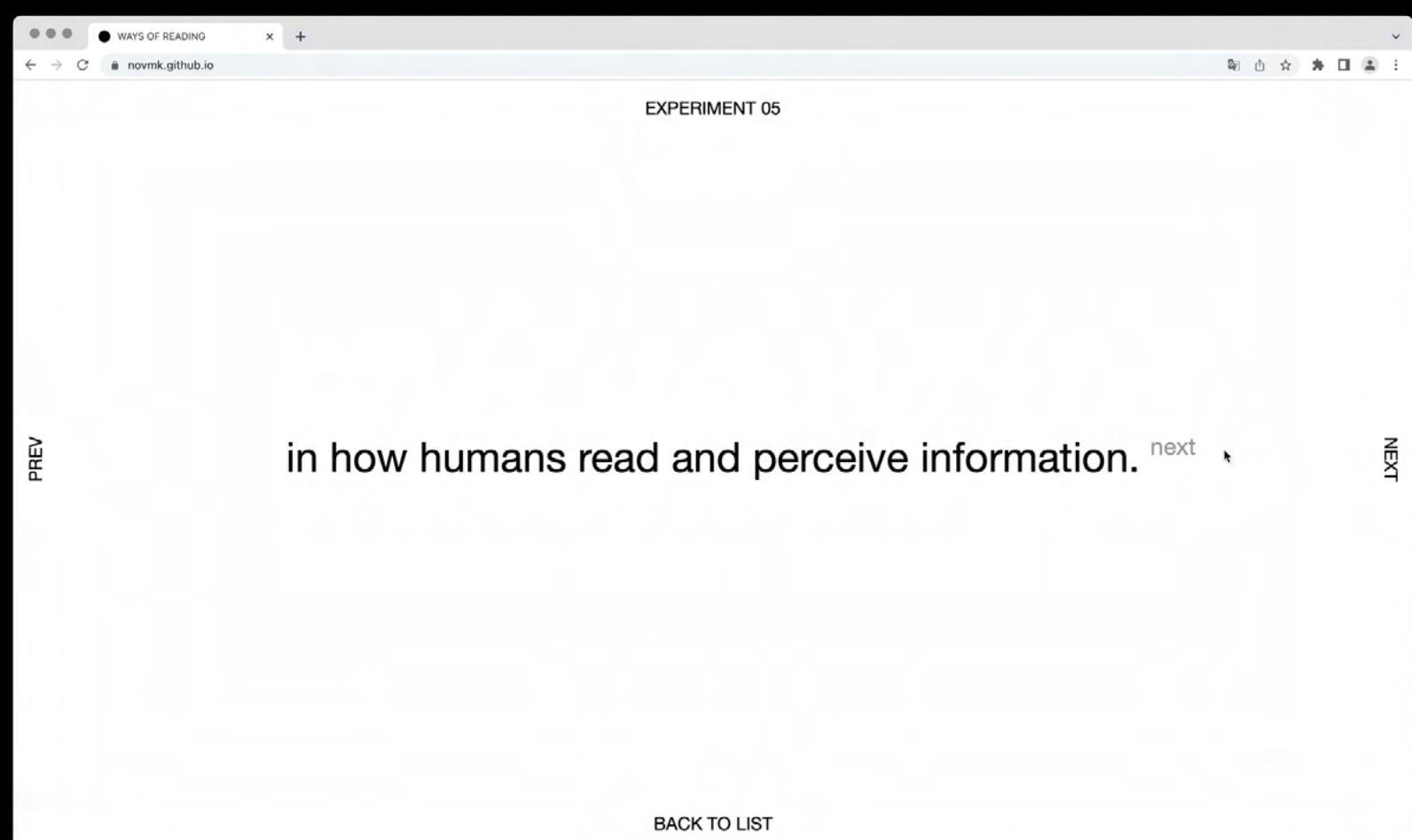
The text will move across the screen. Readers will need to hover over the text to pause its movement.

https://novvmk.github.io/ways_of_reading/exp3.html

**EXPERIMENTS #4**

The words will overlap with each other. Readers will need to hover over the content to view the complete words.

https://novvmk.github.io/ways_of_reading/exp4.html

**EXPERIMENTS #5**

The sentences are not presented in order. When readers attempt to skim the contents by scrolling, they cannot view the content sequentially. To do so, readers will need to click the 'next' button.

https://novvmk.github.io/ways_of_reading/exp5.html

**EXPERIMENTS #6**

The characters are displayed upside down. Readers will need to hover over the text to view them in the correct orientation.

https://novvmk.github.io/ways_of_reading/exp6.html

A web-based experiment was conducted to explore how mouse interactions such as clicking, mouse hovering, and scrolling disrupt readers from previewing content in advance. Readers are unable to view the entire content without mouse behaviours. This impedes readers from engaging in skim reading. Furthermore, mouse interactions, paradoxically, assist users in consuming the content more slowly and in concentrating more effectively on the content.

**WAYS OF READING :
INTERRUPTING
SKIMMING INFORMATION**

**A WEB-BASED READING
EXPERIMENT SERIES**

01 02 03 04 05 06

ABOUT

BACK TO LIST

EXPERIMENT 04

The sustained use of digital devices has resulted in changes in how humans read and perceive information. Immediate and abundant data have transformed human reading habits, prompting individuals to selectively accept seemingly important information formation quickly. It has become the case that studies have shown that a shift of consuming comprehension and critical abilities of web experiments from traditional reading into a web environment. Skimming content and ways of reading.

EXPERIMENT 03

The sustained use of digital devices has resulted in changes in how humans read and perceive information. Immediate and abundant data have transformed human reading habits, prompting individuals to selectively accept seemingly important information and skip the rest to obtain target information quickly. Consequently, skimming and scanning has become the predominant form of reading. Recent studies have shown that a new way of

**A Web-Based Reading Experiments:
Ways Of Reading: Interrupting Skimming Information**

https://novvmk.github.io/ways_of_reading/
<https://vimeo.com/831639128>

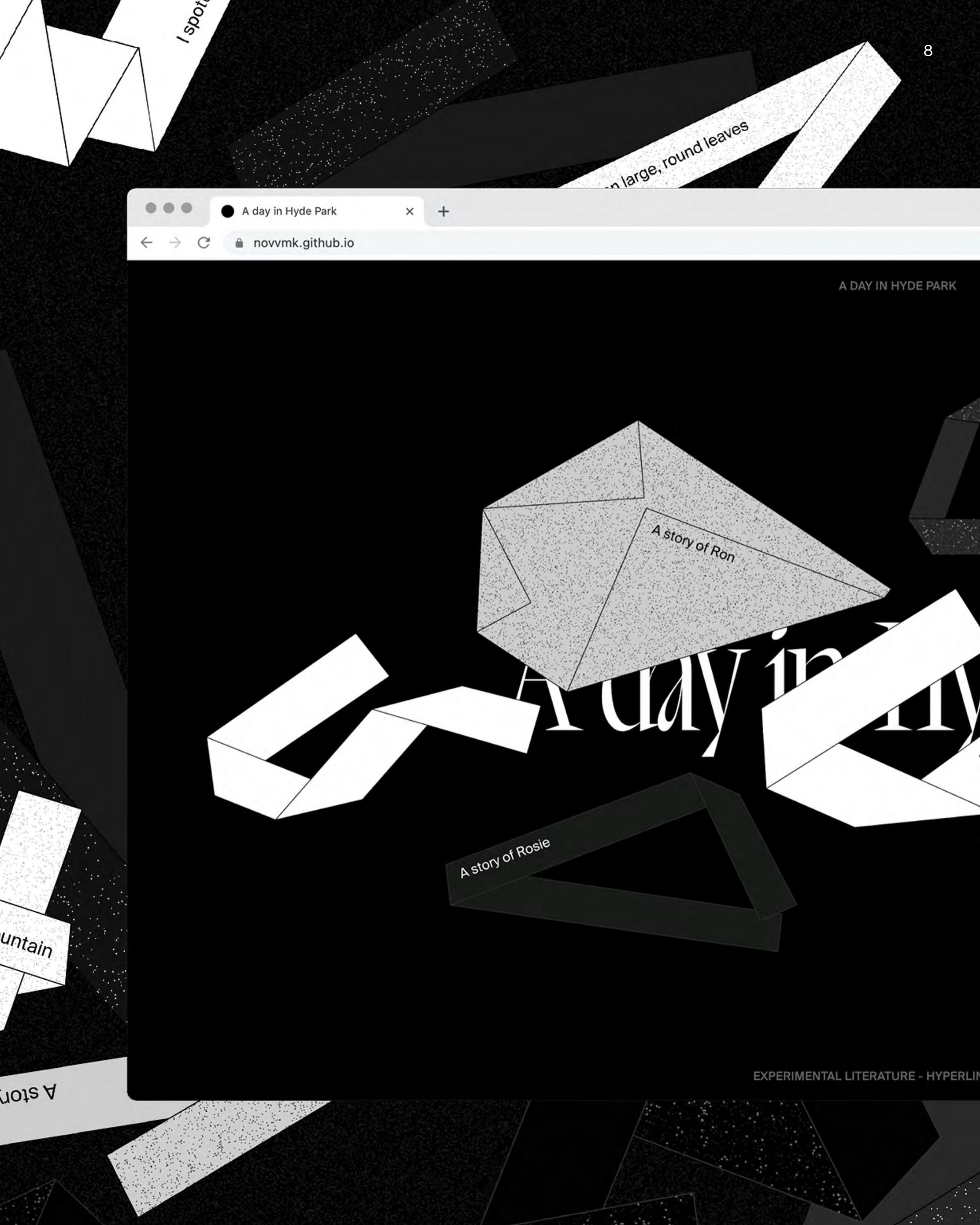
Ways of Reading: A Day in Hyde Park

On the contrary, the second study, 'Ways of Reading: A Day in Hyde Park', challenges the negative perception of skimming information. Colomina and Wigley (2016, p. 35) suggested that humans gradually redesign themselves to effectively utilise new technologies, drawing from how human hands adapt to human-made tools. In the same vein, the emerging generation, born in an entirely digitally transformed era, may have different abilities and perceptions regarding printed and digital books, as they do not differentiate between analogue and digital media. The study examines the adequacy of existing book formats for the new generation, who primarily engage in skim reading, and how to offer them 'deep reading' experiences.

In their modified reading habits, exposure to extensive and fragmented information may potentially enhance concentration. In alignment with this perspective, the project introduces a form of 'hyperlink fiction' where the narrative unfolds through hyperlinks containing fragmented content. This fiction portrays multiple characters in Hyde Park, inviting readers to infer Anne's favourite item and engaging them in an immersive experience. This format diverges from traditional printed books and PDF e-books. The investigation aims to deliver deep-reading experiences through the creation of experimental literature.

https://novvmk.github.io/a_day_in_hyde_park/

<https://vimeo.com/831634327>



EXPERIMENTAL LITERATURE - HYPERLINK

Do existing types of books provide the same reading experience to the new generation with modified abilities?

Skimming the information is a natural reading method for Generation Alpha, who was born after the widespread use of smartphones. The Alpha generation tends to not differentiate between analogue and digital media because they have grown up in an environment where digital technology has been prevalent since birth. Consequently, their perceptions regarding printed books and digital books are likely to differ from those of previous generations.

If the way humans perceive information has changed, do existing types of books provide the same reading experience to the generation who primarily engage in skim reading as their natural reading method? The Alpha generation's perceptions regarding printed books and digital books are likely to differ from those of previous generations. There remains a question of whether printed books still offer deep reading to them and whether digital books interfere with it.

The second study challenges the negative perception of skimming information. Colomina and Wigley (2016, p. 35) said that humans gradually redesign themselves to effectively utilise new technologies, drawing from how human hands adapt to human-made tools. In the same vein, the emerging generation, born in an entirely digitally transformed era, may have different abilities and perceptions regarding printed and digital books, as they do not differentiate between analogue and digital media.

The study examines the adequacy of existing book formats for the new generation, who primarily engage in skim reading, and how "deep reading" can be offered to them.

New generations' Modified Reading Habits - Skim Reading, Reading through a form of framgented data



New Narratives Through Paper-Cut

"Tree of Codes"
by Jonathan Safran Foer (2010)

This book is constructed by excising words from existing texts, thereby generating a novel narrative. By cutting words from their original context, it creates a fresh storyline. Within this book, paper transcends its conventional role as a mere information medium and instead functions as a means of disseminating and manipulating information through the act of paper-cut, ultimately giving rise to new narratives. This project serves as an exemplar of the untapped potential inherent in paper as a medium for creative expression.

soft corruptor

when i was in the 3rd grade ▾
i convinced my friend's older sister to loan me her gameboy color ▾
with pokemon blue ▾
on the one condition ▾
that i never save over her file. ▾

this was contraband; my parents couldn't know ▾
i smuggled that gameboy home and kept it inside my pillowcase, turning it on ▶
because of my promise to never save, i had, generally, somewhere between 6 and 10 hours to beat the game ▶
the house we lived in was old ▶

Stories Unfolding Over Hyperlinks

"Soft Corruptor"
Everest Pipkin (2021)

This narrative is presented in a web-based format, where the story unfolds one or two sentences at a time, progressing through arrows located at the end of each sentence. Readers have the option to click on one of several arrows to view more details or can choose to skip parts of the story without clicking on the arrows. Depending on the reader's choices, they can access either a concise or more elaborate narrative.

Mistery Hyperlink Fiction

Exploring the adequacy of existing book formats for the new generation through a process of making a new form of reading 'Hyperlink Fiction' to provide a 'Deep Reading' experience

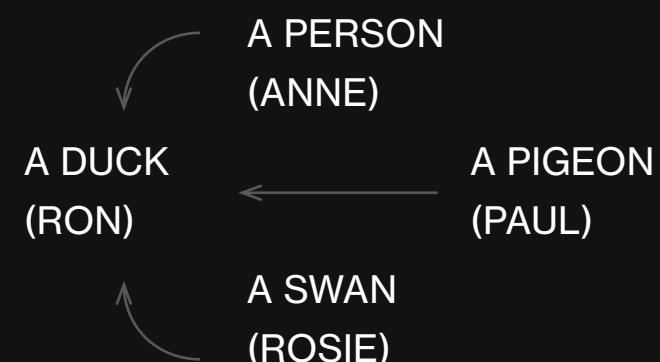
In alignment with these research, the studio practice will be conducted by creating 'hyperlink fiction', where the narrative unfolds through hyperlinks containing fragmented content. The project proposes a format that deviates from traditional printed books as well as e-books in the form of PDFs.

The fiction depicts a day in Hyde Park through multiple characters, intertwining their narratives and inviting readers to infer Anne's preferred item within the context. This approach stimulates readers to make inferences amidst diverse information and provides an immersive experience. The investigation focuses on delivering 'deep-reading' experiences through the experimental literature creation process.

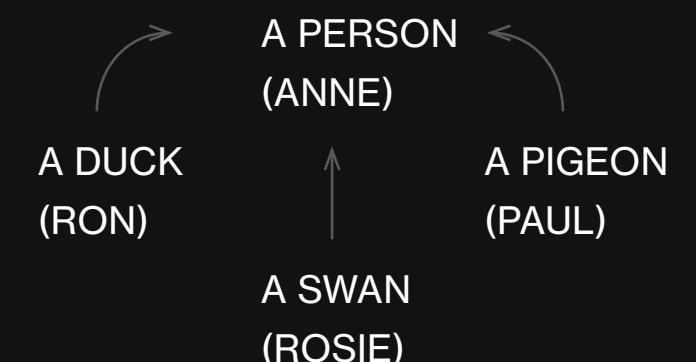
STORIES OF A DAY IN HYDE PARK

+ Description of things in hyde park

Various characters witness the happening of the duck flying suddenly into the sky



Anne's outfits and belongings inferred through the observations of each character



Skim Reading, Reading through a form of framgmented data

through
read
scattered
information

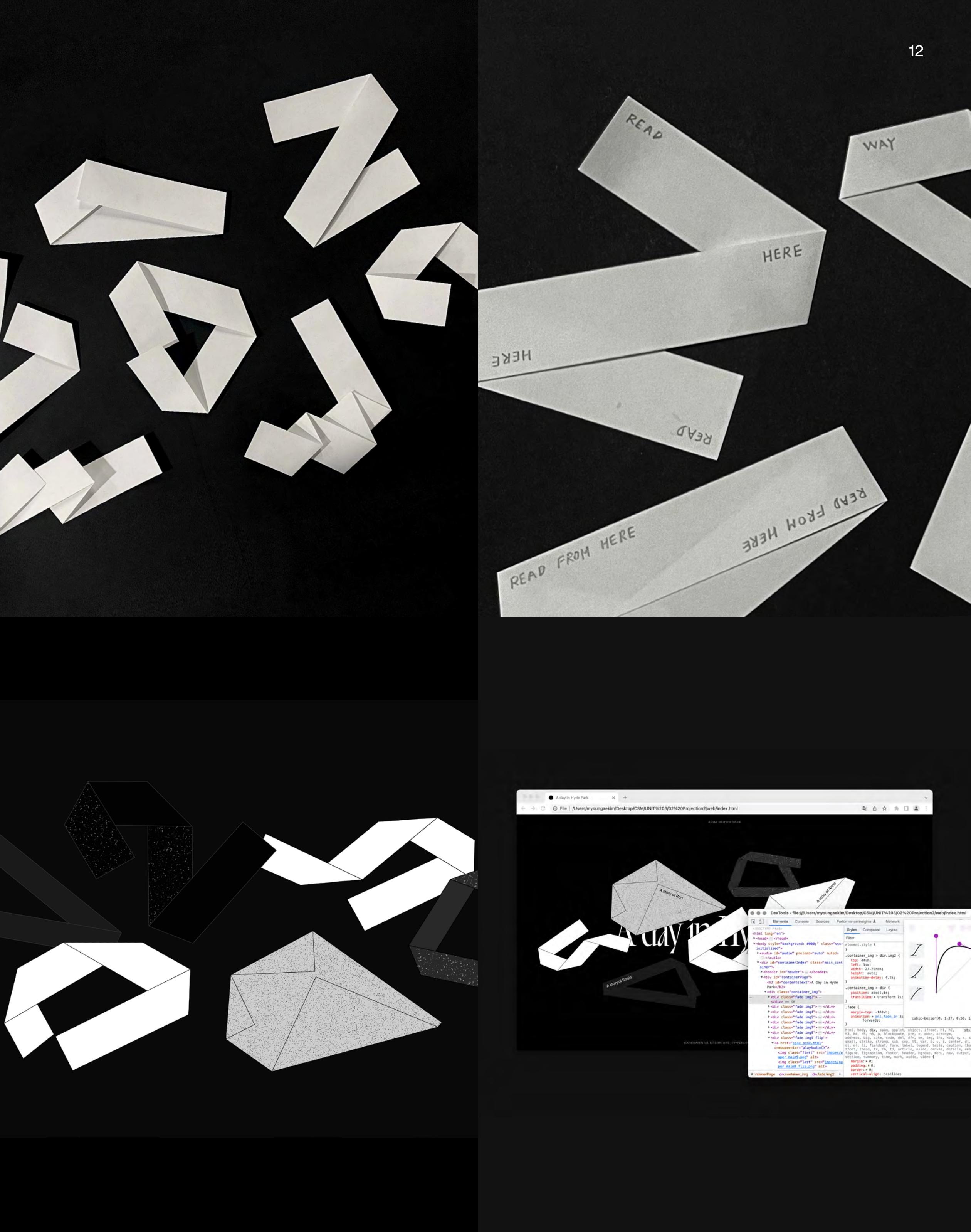
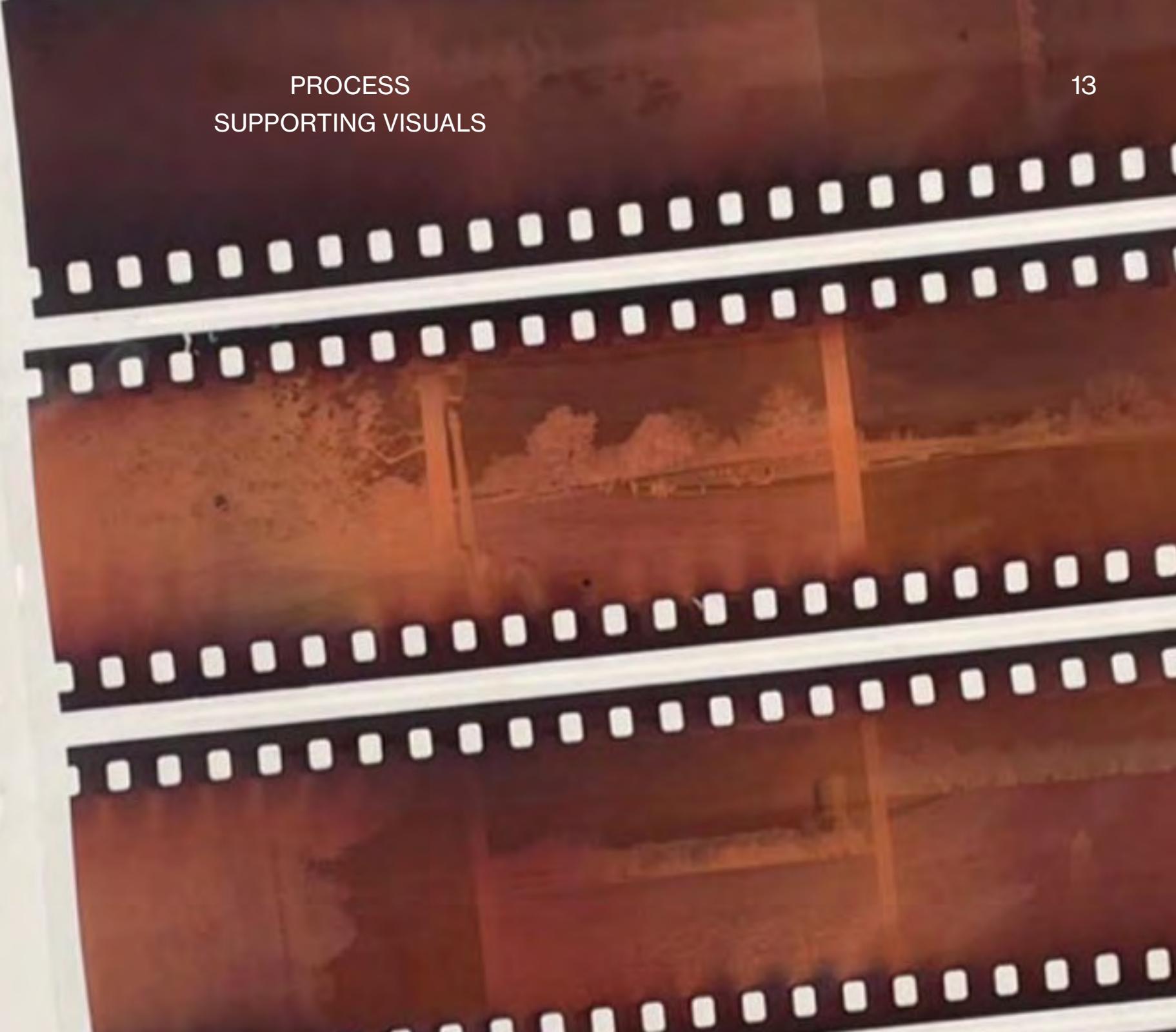
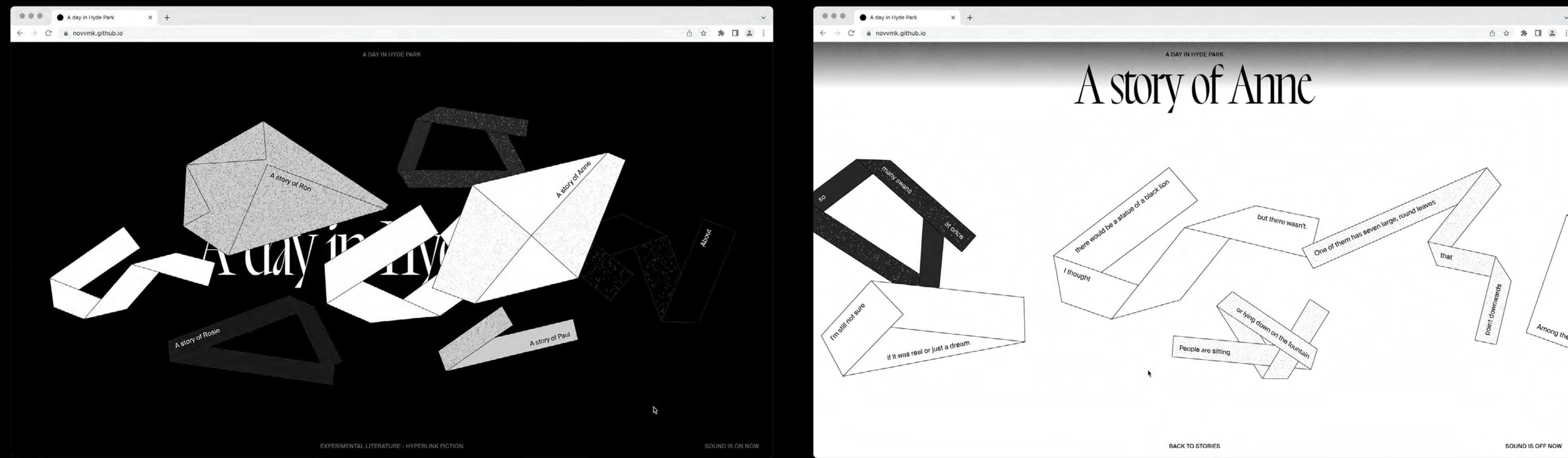


Photo Inserts That Offers Immersive Reading Experience

To enhance the richness and immersion of the experience, photographs were taken to capture key elements of narrative. Additionally, to create a sense of mystery, scenes were captured using a film camera.

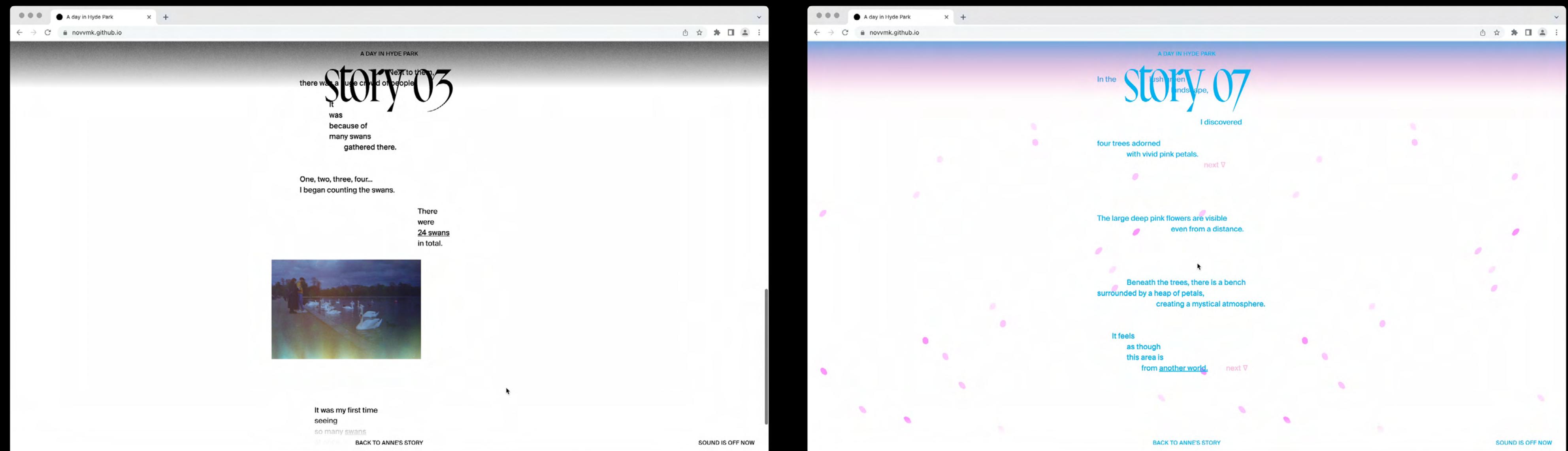




https://novvmk.github.io/a_day_in_hyde_park/

https://novvmk.github.io/a_day_in_hyde_park/page_anne.html

Narratives through scattered information (papers)



Scattered text layout and Images, Interactions for immersive reading experience

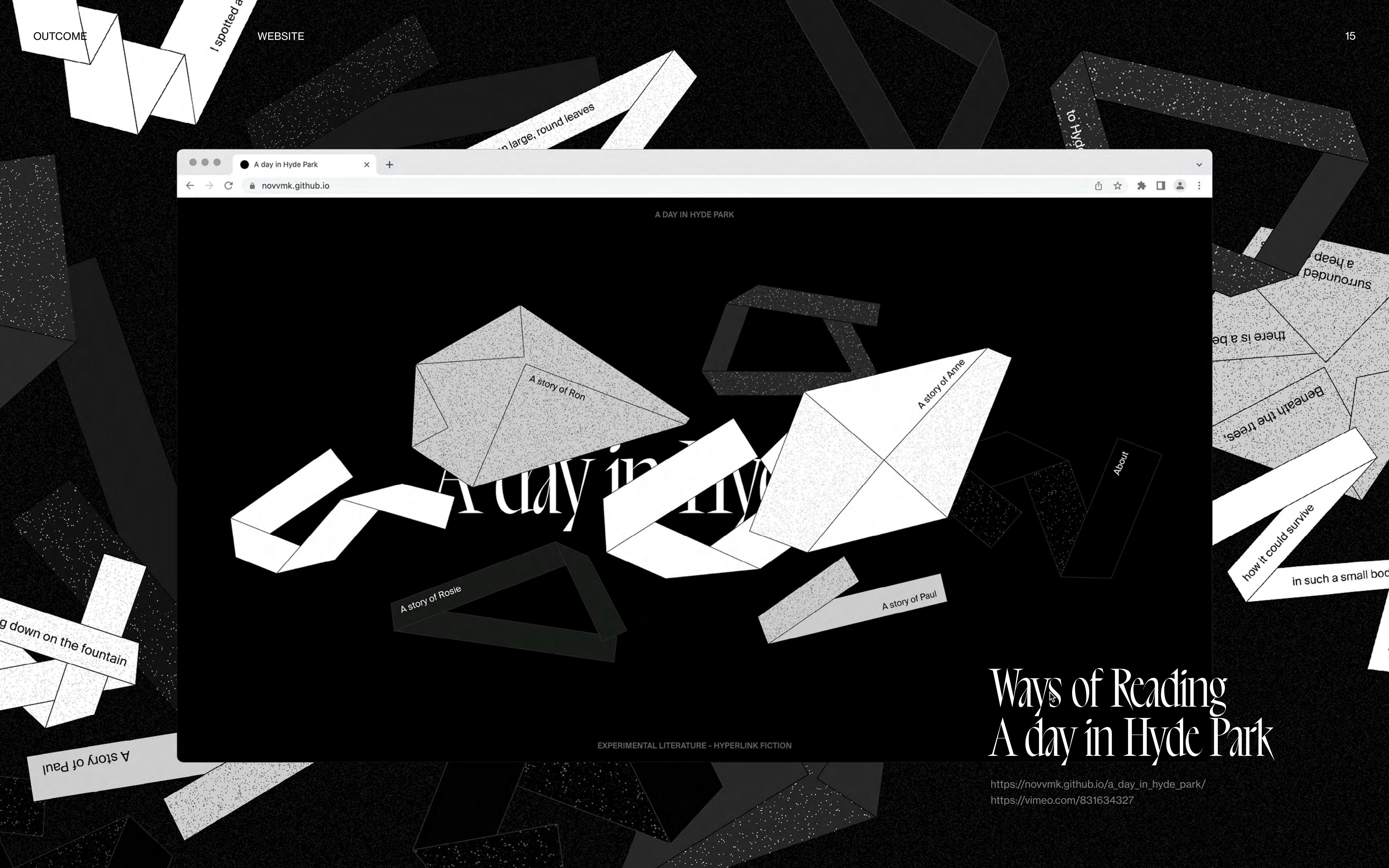
https://novvmk.github.io/a_day_in_hyde_park/page_anne3.html

https://novvmk.github.io/a_day_in_hyde_park/page_anne7.html

OUTCOME

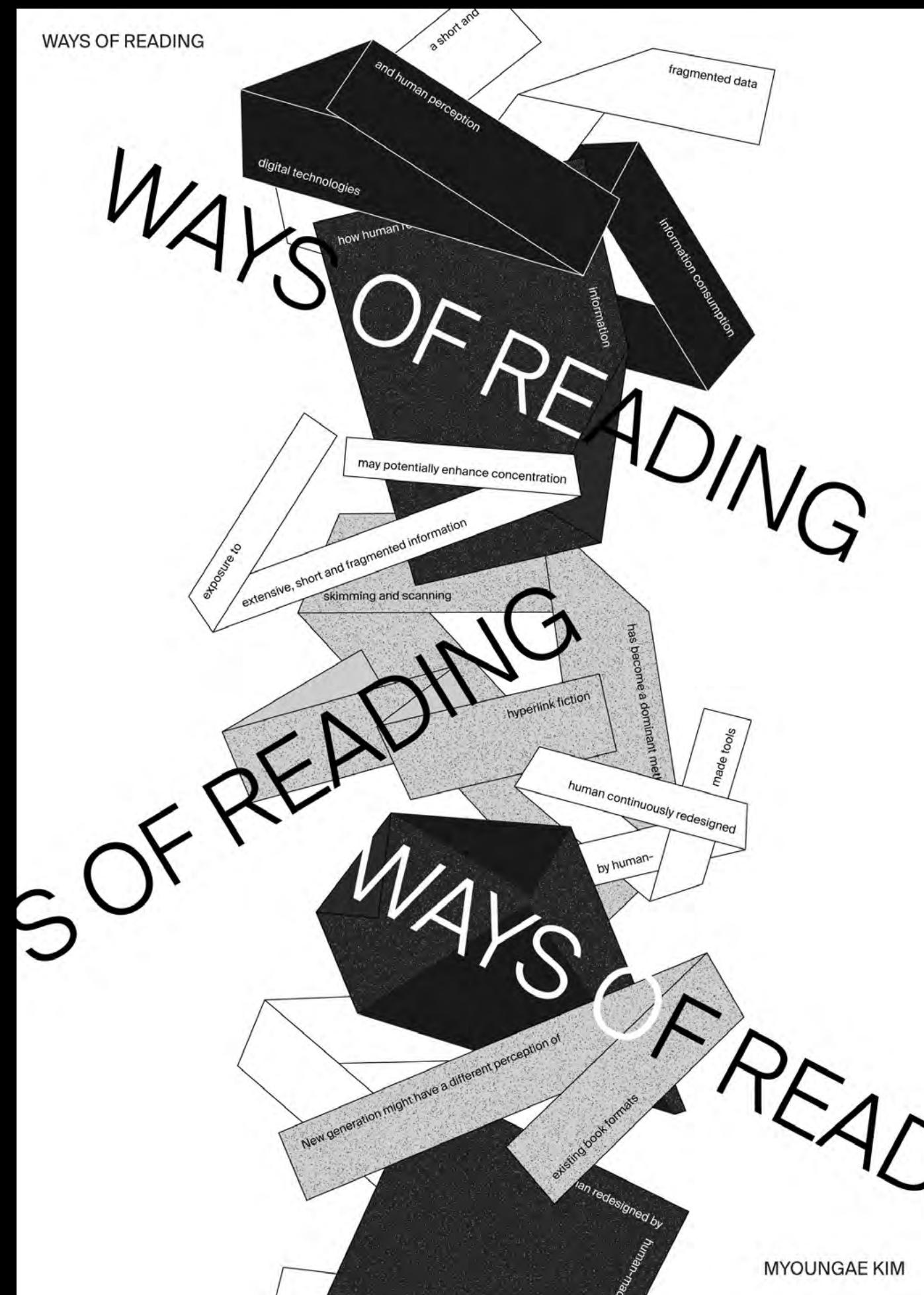
WEBSITE

15



Ways of Reading A day in Hyde Park

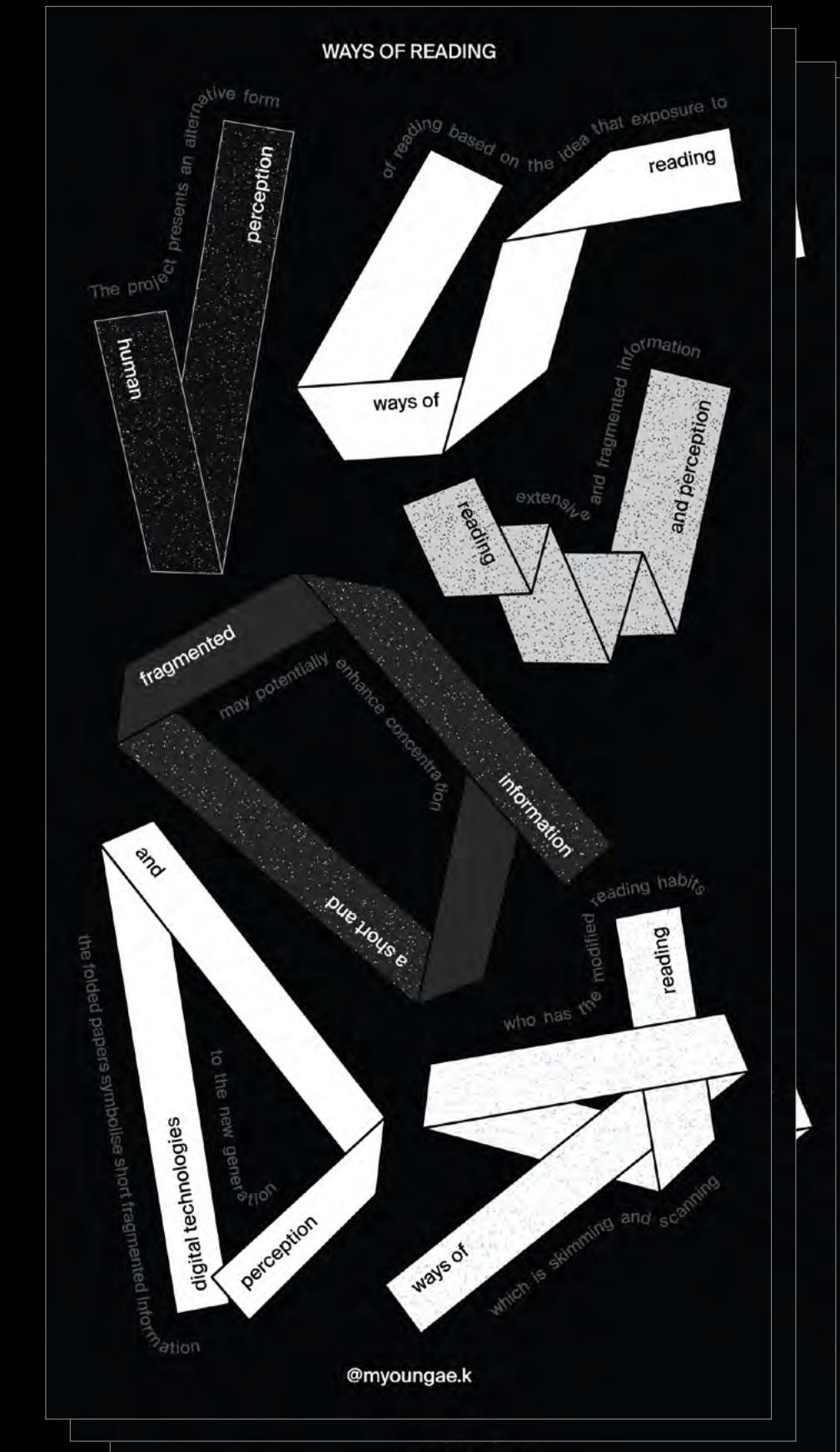
https://novvmk.github.io/a_day_in_hyde_park/
<https://vimeo.com/831634327>



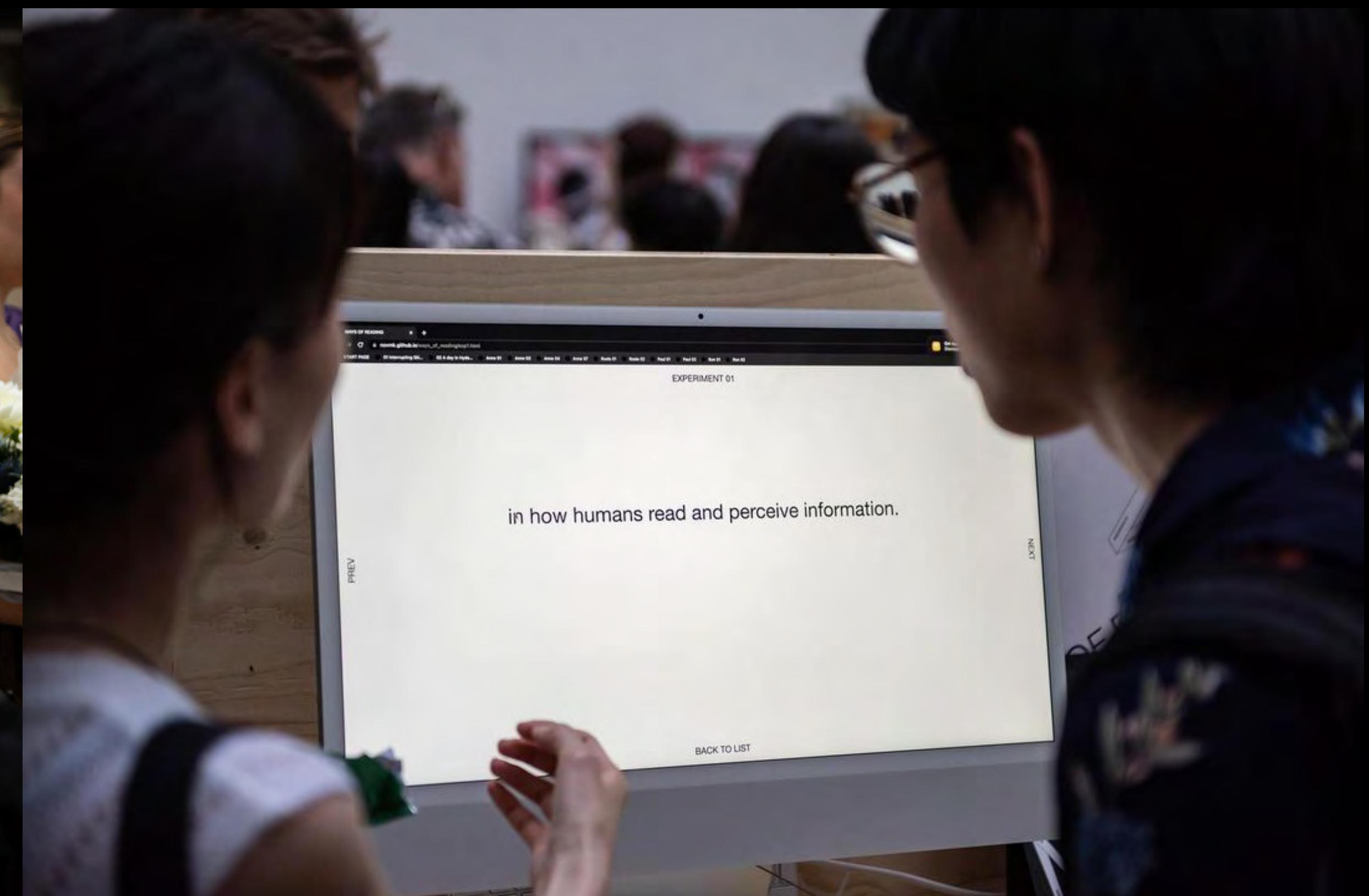
Exhibition Poster 1

THE PROJECT WAS INITIATED BY QUESTIONING HOW DIGITAL TECHNOLOGIES SHAPE HUMAN PERCEPTION. MARSHALL MCLUHAN (2005) ARGUED THAT MEDIA, AS AN EXTENSION OF HUMANITY, ALTERS OUR SENSES AND CONSEQUENTLY TRANSFORMS OUR PERCEPTIONS. THE SUSTAINED USE OF DIGITAL DEVICES HAS RESULTED IN CHANGES IN HOW HUMANS READ AND PERCEIVE INFORMATION. IMMEDIATE AND ABUNDANT DATA THROUGH WEBSITES AND SOCIAL MEDIA PLATFORMS HAVE TRANSFORMED READING HABITS, PREDICING AN INDIVIDUAL TO SELECTIVE INFORMATION AND SKIP THE REST TO OBTAIN THE TARGET INFORMATION QUICKLY. CONSEQUENTLY, SKIMMING AND SCANNING HAVE BECOME DOMINANT METHODS OF INFORMATION CONSUMPTION. YANNE WOLF (2018) AT THESE SKIMMING BITS MAY END UP WITH A READING PRACTICE THAT FACILITATES REASONING, CRITICAL ANALYSIS, AND EMPATHY. IN THIS REGARD, THE RESEARCH EXAMINED TWO PRACTICAL INQUIRIES REGARDING HOW DESIGN CAN DEAL WITH SKIM READING AND CONTRIBUTE TO FOSTERING 'DEEP-READING' IN THE DIGITAL ENVIRONMENT.

Exhibition Poster 2



Sticker



**THANK YOU FOR
YOUR TIME
AND CONSIDERATION**

EMAIL	MYOUNGAE.K@GMAIL.COM
WEB	MYOUNGAEKIM.COM
INSTAGRAM	@MYOUNGAE.K
LINKEDIN	LINKEDIN.COM/IN/MYOUNGAEKIM