

Part 1

annotated bibliography 6 reference each(100-200) statement

*1 Designer as Author

Rock, M. (1996). Designer as Author — 2x4. [online] 2x4. Available at: <https://2x4.org/ideas/1996/designer-as-author/>.

In graphic design, considering a designer as an author means recognizing their creative input and personal expression in their work. the graphic designer's authorship lies in their ability to bring their unique perspective, creativity, and decision-making to the design process, to show in a final outcome that would bears from creativity and originality.

*2 Meet the Tetracono

Reinfurt, D. (2019). A *new* program for graphic design. Los Angeles: Inventory Press ; New York, Ny.
I-N-T-E-R-F-A-C-E

It seems that David Reinfurt's approach in "Meet the Tetracono" revolves around emphasizing the process of rigorous and systematic iteration to encode ideas, rather than focusing solely on the quality of an object. By immersing himself in the perspective of Bruno Munari, Reinfurt explores the creative journey and the importance of imagination in the design process. This exploration led me to thinking of the concept of Scanimation, which involves creating animated images through the manipulation of still images.

*3 Richards on the Brain.

Richards on the Brain. (n.d.). PERCEPTUAL ILLUSIONS. [online] Available at: <https://www.richardsonthe-brain.com/perceptual-illusions>

Exploring perceptual illusions was fascinating for me and also provides insights into the complex nature of human perception and cognition.

*"Perceptual Illusions: the misinterpretation of a real external, sensory experience. (MeSH)
The action of deceiving, especially by appearances. An instance of the sense perception of an external object suggests a false belief as to its nature. (Oxford)
The experience of misperceiving the true characteristics of an object or an image. (Hockenbury, 116) A perceptual experience that is not a true representation of the physical event we are receiving through our senses. An illusion is more than a simple case of mistaken perception, it is an experience that cannot be predicted by a simple recording of the stimulus itself. (Cardwell, 126) Perceptual illusions underscore the fact that what we see is not merely a simple reflection of the world, but our subjective perceptual interpretation of it. (Hockenbury, 118)
Perceptual illusions are phenomena that occur when our perception of reality deviates from the actual physical stimuli present."*

*4 Poetry in motion BUTLER SEDER'S LIFETILES MEDIUM

www.youtube.com. (n.d.). ABOUT RUFUS BUTLER SEDER'S LIFETILES MEDIUM. [online] Available at: <https://www.youtube.com/watch?v=W-DtcHTqptQ> .

www.youtube.com. (n.d.). Rufus Butler Seder. [online] Available at: <https://www.youtube.com/watch?v=LOTqX8ddL-wg>

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poetry in motion

Years ago, a fascination with antique motion picture toys led me to wonder if I could create movies on a grand scale using no electricity, moving parts or special lighting. After some experiment I developed an 8" square, three-pound, lens-ribbed glass tile, which I called a LIFETILE. By combining many LIFETILES, I found I was able to create large-scale &Movies for the Wall&; optical wall pieces that appear to come to life, move and change when the observer walks by.

Since 1990, I've created large-scale LIFETILES murals for the Smithsonian Institute, AMTRAK, the BART subway system in San Francisco, science museums, aquariums, zoos and dozens of other public places around the world. I've only recently started designing smaller, limited-edition LIFETILE compositions for galleries and private collectors.

In my work I try to capture a motion that defines the subject to the observer. I want you to feel the weightless thrill of a dancer's leap or the elastic coil and spring of a running cat. When I succeed, I feel as though I've created a little bit of life itself.

Part 2

line of enquiry and short statement

Deep exploring the borders and possibilities behind a physical, old effect (Scanimation) in the order of storytelling.

the basic relation of this method to perceptual illusion and actually, the form of physical experience that it provided was my main intention through iterating.