
AUTORSHIP WEB DEVELOPMENT INTERFACE

* FBAUL—MDCNM—2010—11* + * TIAGO MACHADO—6170 *

**A REFLECTION ON
MEDIATION, AUTHORSHIP AND
EXPERIENCE ON THE INTERFACE**

**IT'S A SPECULATIVE PUBLICATION,
CONSTANTLY UNDER CONSTRUCTION,
THAT TRIES TO TEST LOGICS AND LIMITS
OF MEDIATION IN THE CONSTRUCTION OF
THE EXPERIENCE—NARRATIVE—ON THE
PAGE—INTERFACE—THROUGH THE EDITING
OF CONTENT AND THE USE OF SPACE AS
STRUCTURAL AND GUIDING ELEMENTS OF
THE EXPERIENCE—DÉRIVE.**

**“CHANCE IS A LESS IMPORTANT
FACTOR IN THIS ACTIVITY THAN ONE MIGHT
THINK: FROM A DÉRIVE POINT OF VIEW
CITIES HAVE PSYCHOGEOGRAPHICAL
CONTOURS, WITH CONSTANT CURRENTS,
FIXED POINTS AND VORTEXES THAT
STRONGLY DISCOURAGE ENTRY INTO OR
EXIT FROM CERTAIN ZONES.”**

GUY DEBORD

**UNDERSTAND THE PARTICULARITIES
AND INFLUENCES OF THE INTERFACE
IN THE MEDIATION OF CONTENT AND IN
THE CREATION OF EXPERIENCE**


“THE RUSH TO STUFF CONTENT INTO INTERACTIVE MEDIA HAS DRAWN OUR ATTENTION AWAY FROM THE PROFOUND AND SUBTLE WAYS THAT THE INTERFACE ITSELF, BY DEFINING HOW WE PERCEIVE AND NAVIGATE CONTENT, SHAPES OUR EXPERIENCE OF THAT CONTENT.”

DAVID ROCKEY

**“IF CULTURE, IN THE CONTEXT OF
INTERACTIVE MEDIA, BECOMES
SOMETHING WE “DO,” IT’S THE
INTERFACE THAT DEFINES HOW WE DO IT
AND HOW THE “DOING” FEELS.”**

DAVID ROCKEY

**SPECULATE HOW THE AUTHOR COULD
USE THE SPACE TO INFLUENCE THE
RELATIONS BETWEEN CONTENTS ON
THE PAGE AND THEREFORE THE
CREATION OF EXPERIENCE**



**“SPACE, NOT ART, IS THE CURATOR’S
PRIMARY MATERIAL.”**

CARSON CHAN

“BY WRITING SPACES, GRAPHIC DESIGNERS AND WRITERS BECOME TOUR GUIDES, STAGING EXPERIENCE AND ENABLING CONNECTIONS.”
ANNE BURDICK



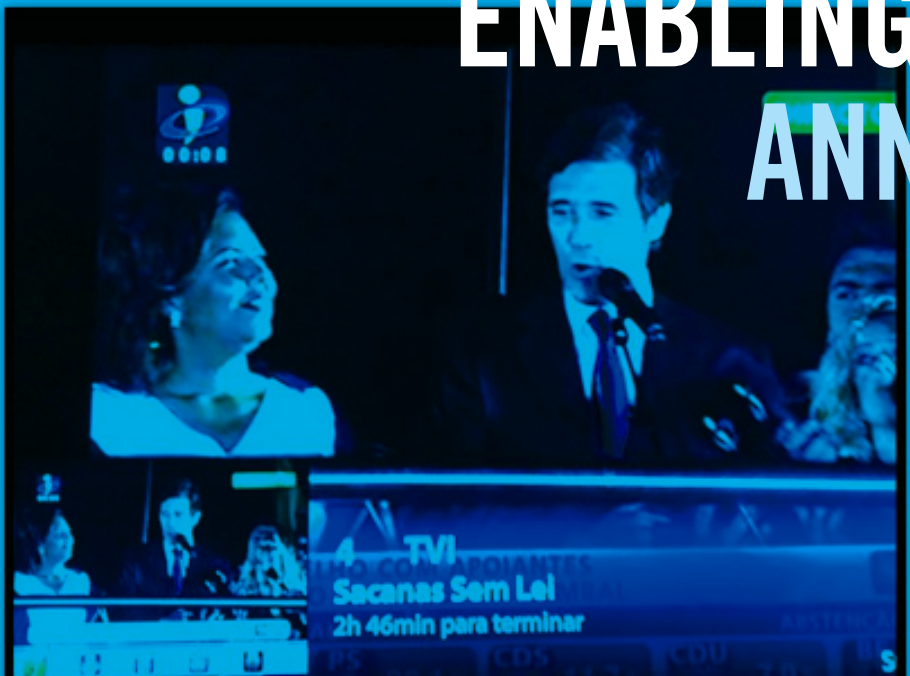
Recensão crítica sobre as estratégias de autoria na obra gráfica de James Victore

Tiago Machado

[...] Argumentar o modo como um objecto de design representa a autoria através das suas estratégias gráficas, é partir de um registo em que o designer é elevado ao estatuto de autor. Antes de mais interessa perceber o que necessário para se ser considerado autor no campo do design de comunicação, e quais as implicações dessa autoria no próprio trabalho [...]

Source: Recensão crítica sobre as estratégias de autoria na obra gráfica de James Victore

Keywords: Design, Autoria, Comunicação



**“GOD IS IN THE DETAILS.” THAT IS THE
ESSENCE OF SYNTAX: THE DISCIPLINE
THAT CONTROLS THE PROPER USE
GRAMMAR IN THE CONSTRUCTION
PHRASES AND THE ARTICULATION
A LANGUAGE, DESIGN. THE SYNTAX
OF DESIGN IS PROVIDED BY MANY
COMPONENTS IN THE NATURE OF THE
PROJECT. (...)**

IN GRAPHIC DESIGN, FOR INSTANCE, THEY ARE THE OVERALL STRUCTURE, THE GRID, THE TYPEFACES, THE TEXT AND HEADLINES, THE ILLUSTRATIONS, ETC. THE CONSISTENCY OF A DESIGN IS PROVIDED BY THE APPROPRIATE RELATIONSHIP OF THE VARIOUS SYNTACTICAL ELEMENTS OF THE PROJECT.”

MASSIMO VIGNELLI

**SPECULATE RELATIONS BETWEEN
AUTHORSHIP, CONTENT AND SYNTAX IN
THE CREATION OF THE EXPERIENCE**

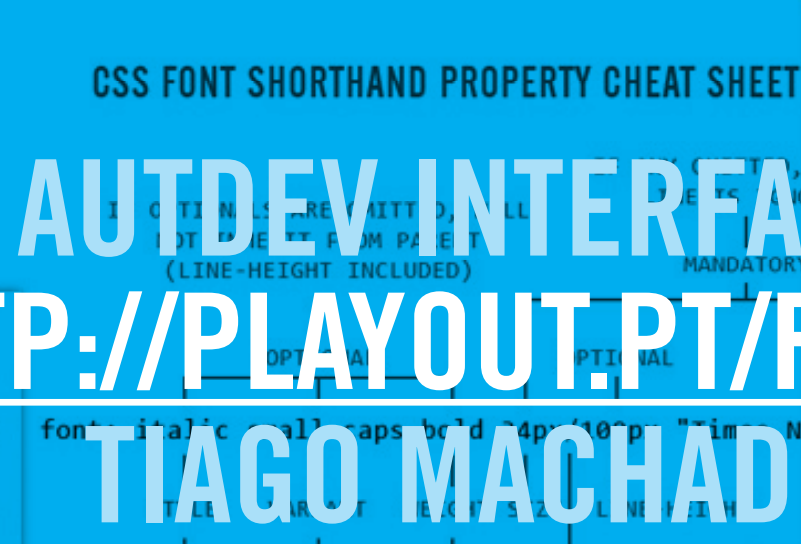
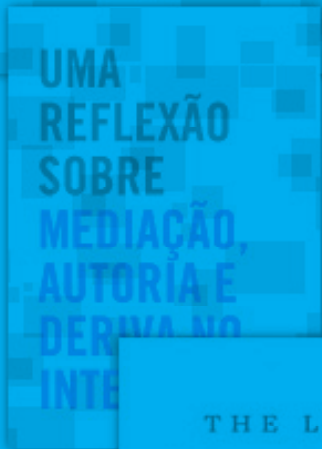
“VANDERLANS WOULD BREEZILY DISREGARD ANY NOTION OF EDITORIAL BALANCE AND DEVOTE GREAT CHUNKS OF AN ISSUE, WHOLE ISSUES EVEN, TO PEOPLE BARELY OUT OF DESIGN SCHOOL, IF HE BELIEVED IN THE WORK. [...] READERS WOULD NEVER HAVE USED THE TERM, BUT EMIGRE RADIATED AUTHORITY.” RICK POYNOR



AUTDEV INTERFACE

[HTTP://PLAYOUT.PT/FBAUL/](http://playout.pt/fbaul/)

TIAGO MACHADO



"THE PIXELS MEDIUM DEFERRED DIFFERENT FROM PAPER." JAY

"TYPOGRAPHY DESIGN INTO HABITUAL GRAMMAR ILLUMINATE T



"We must educate ourselves sensibly and imaginatively." -C.P. Snow <http://t.co/karlxoG>

about 5 hours ago

John Maeda



"Dimension is measurable. Scale is mental – a relationship to the object and the space surrounding it. Mastering scale is a lifelong search."

6:08 AM Jun 25th



— ABY WARBURG —

“MNEMOSYNE ATLAS”, “THE LAW OF THE GOOD NEIGHBOUR”,
NARRATIVE, SPACE, SYSTEMS OF ORGANIZATION, CONTENT

— ANNE BURDICK —

SYNTAX, SPACE, MEDIATION, INTERFACE

— CARSON CHAN —

EXHIBITING SPACE, CURATORSHIP, AUTHORSHIP, ART

— DAVID ROCKEY —

CONTENT, EXPERIENCE, INTERFACE

— DON NORMAN —

COMPLEXITY, INTERFACE, MEDIATION, INTELLECTUALITY

— GUI BONSIPE —

INTELLECTUALITY, VISUALITY, GRAPHICACY

— GUY DEBORD —

“THE NAKED CITY”, DERIVE, DETOURNMENT,
PSICOGEOGRAPHY, MAPPING

— ELLEN LUPTON —

AUTHORSHIP, AUTHOR-READER, INTERFACE, TYPOGRAPHY, SYNTAX

— JAY DAVID BOLTER —

MEDIATION, NEW MEDIA

— JOHN MAEDA —

“THE LAWS OF SIMPLICITY”, SIMPLICITY, MEDIATION, INTERFACE

— LEV MANOVICH —

META-MEDIA, MEDIATION, INTERFACE, NEW MEDIA, MAPPING

— MARCEL BROODTHAERS —

“MUSÉE D’ART MODERNE—DEPARTEMENT DES AIGLES”,
LEGITIMIZATION, ARTWORK, ART, DETOURNMENT, AUTHORSHIP

— MARCEL DUCHAMP —

“BOITE-EN-VALISE”, READY-MADE, EXHIBITING SPACE,
REPRODUCTION, ARTWORK, SCALE, SPACE

— MARK POSTER —

INTERFACE, MEDIATION

— MÁRIO MOURA —

“DESIGN EM TEMPOS DE CRISE”, INTELLECTUALITY,
AUTHORSHIP, CRITIQUE

— MASSIMO VIGNELLI —

“THE VIGNELLI CANON”, SIMPLICITY, SYNTAX, GRID, TYPOGRAPHY

— MICHAEL ROCK —

AUTHORSHIP

— RICK POYNER —

AUTHORSHIP, EDITING, CONTENT, LEGITIMIZATION

— SALVADOR DALI —

AUTHORSHIP, EDITING, ARTWORK

— RUDY VANDERLANS, ZUZANA LICKO —

“EMIGRE”, AUTHORSHIP, AUTHORITY, EDITING, LEGITIMIZATION

THE ~~END~~ BEGGINING

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