

Does Graphic Design need medical attention?

Dr Karel van der Waarde

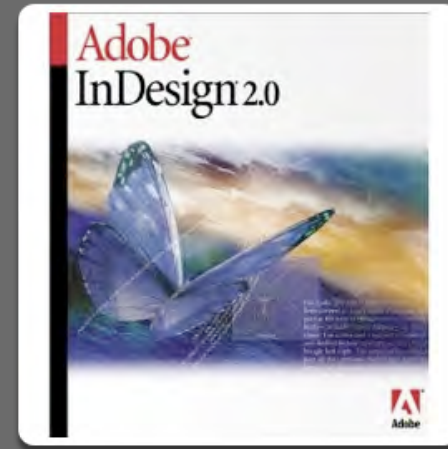
Nicosia, June 7, 2013

5th international conference on typography and visual communication

Forgetfulness?

- Do you design in a similar way as 10-20-30 years ago?
- Have the expectations of commissioners changed in the last years?
- Has your approach to projects changed?
- Has your role in design teams changed?
- Do you evaluate your work in a similar way as you did earlier?

2003?



Page layout software

System software: MacOS 10.3/windows XP

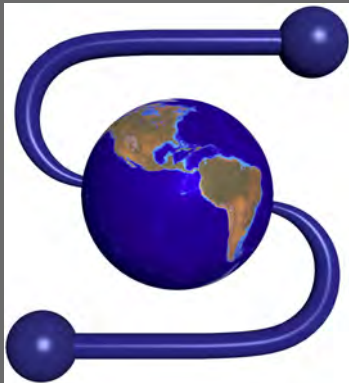


Professional networking website



Apple iMac G4/800
(1 MB ROM, 256 MB RAM, 800MHz)

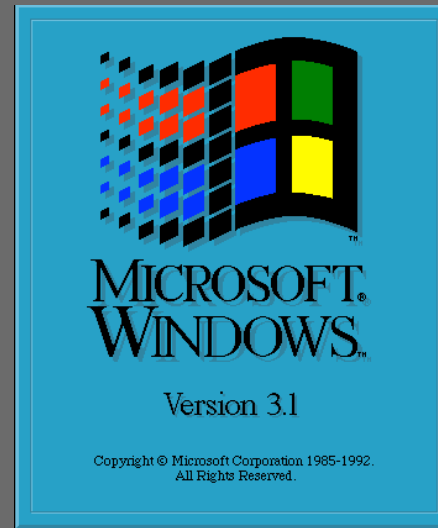
1993?



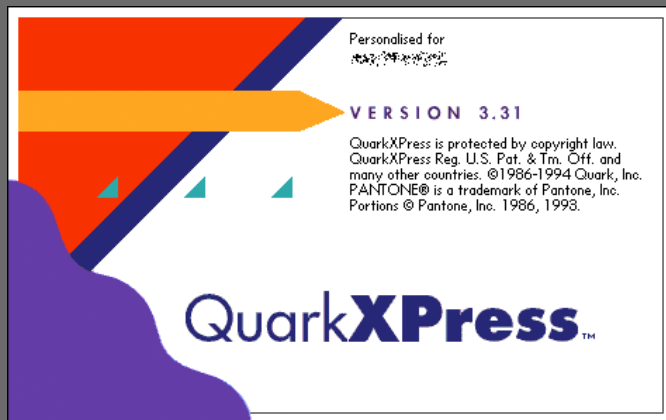
NCSA Mosaic



PDF version 1



System software: windows 3.1/MacOS 7



QuarkXpress 3.31: Page layout



Apple LC II (512 KB ROM, 4 MB RAM, 16MHz)

1983?



Aesthedes Computer



Letraset dry transfer



Wax coater

Forgetfulness?

- Do you design in a similar way as 10-20-30 years ago?
- Have the expectations of commissioners changed?
- Has your approach to projects changed?
- Has your role in design teams changed?
- Do you evaluate your work in a similar way as you did earlier?

Graphic design: medical attention?

1. Listen to complaints & symptoms
2. Ask medical history
3. Clinical examination
4. Set diagnose
5. Set realistic aims for a treatment
6. Write a prescription



Step 1. What are the chief complaints?

1. Memory loss: *severe gaps*
2. Communication issues: *reliability of arguments*
3. Difficulties with common activities: *methods*
4. Disorientation: *position*
5. Attention problems: *self centered*



Step 2. What is the medical history?

1. Education was art school based – it's now a university
2. Relation to printing industry – it's now multimedia
3. Reflective practice – experience and evidence
4. Combination of autonomous and business



Step 3. Clinical examination



1. What is your theoretical base?
2. How do you support your arguments?
3. Did you test your methods?
4. Do you often cooperate with other professions or do you work alone?
5. How important are awards and competitions?

Step 4. Diagnosis: Graphic design Dementia

“Is a general term used to describe memory impairment accompanied by problems with social and occupational functioning”



Dementia

Basics

In-Depth

Multimedia

Expert
Answers

Expert
Blog

Resources

What's
New

Share on:   

 Print  Reprints

Definition

Symptoms

Causes

Risk factors

Complications

Preparing for your
appointment

Tests and diagnosis

Treatments and drugs

Lifestyle and home
remedies

Alternative medicine

Coping and support

Prevention

Symptoms

By Mayo Clinic staff

Dementia symptoms vary depending on the cause, but common signs and symptoms include:

- Memory loss
- Difficulty communicating
- Difficulty with complex tasks
- Difficulty with planning and organizing
- Difficulty with coordination and motor functions
- Problems with disorientation, such as getting lost
- Personality changes
- Inability to reason
- Inappropriate behavior
- Paranoia
- Agitation
- Hallucinations

When to see a doctor

See a doctor if you or a loved one experiences memory problems or other dementia symptoms. Some treatable medical conditions can cause dementia symptoms, so it's important that a doctor determine the underlying cause.



Dementia

Basics

In-Depth

Multimedia

Expert
Answers

Expert
Blog

Resources

What's
New

Share on:   

 Print  Reprints

Definition

Symptoms

Causes

Risk factors

Complications

Preparing for your
appointment

Tests and diagnosis

Treatments and drugs

Lifestyle and home
remedies

Alternative medicine

Coping and support

Prevention

Symptoms

By Mayo Clinic staff

Dementia symptoms vary depending on the cause, but common signs and symptoms include:

- Memory loss
- Difficulty communicating
- Difficulty with complex tasks
- Difficulty with planning and organizing
- Difficulty with coordination and motor functions
- Problems with disorientation, such as getting lost
- Personality changes
- Inability to reason
- Inappropriate behavior
- Paranoia
- Agitation
- Hallucinations



When to see a doctor

See a doctor if you or a loved one experiences memory problems or other dementia symptoms. Some treatable medical conditions can cause dementia symptoms, so it's important that a doctor determine the underlying cause.

Step 5. Treatment

1. Just go on, enjoy, and be happy.
2. As a start, deal with the chief symptoms.



Step 6. Prescription 1

For memory loss (unrecorded past and gaps)

Record what you are doing, and publish it.

(Requirement: recording and editing skills)



Step 6. Prescription 2

For communication issues (poor arguments)

Conduct research to describe, compare, and predict arguments.

(Requirement: research skills)

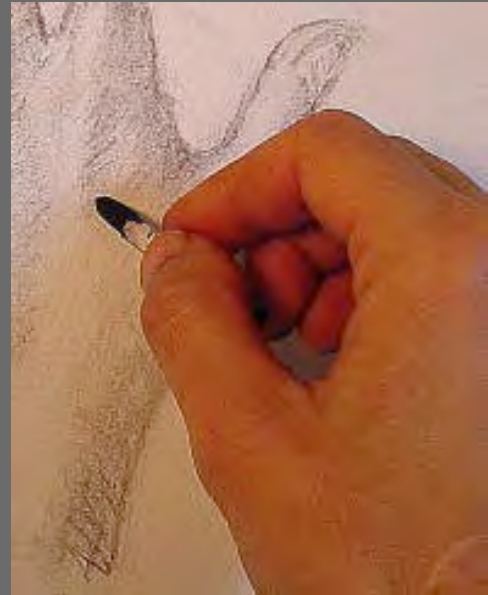


Step 6. Prescription 3

For difficulties with common activities (methods)

Test and compare methods to develop 'best practice'.

Requirement: testing skills



Step 6. Prescription 4

For disorientation (unclear position)

Clarify position, strategy, activities, and aims.

Requirement: observation skills.



Step 6. Prescription 5

Attention problems (self centered)

Focus on other people, not yourself

Requirement: external strategy



Dementia

Basics

In-Depth

Multimedia

Expert
Answers

Expert
Blog

Resources

What's
New

Share on:   

 Print  Reprints

Definition

Symptoms

Causes

Risk factors

Complications

Preparing for your
appointment

Tests and diagnosis

Treatments and drugs

Lifestyle and home
remedies

Alternative medicine

Coping and support

Prevention

Symptoms

By Mayo Clinic staff

Dementia symptoms vary depending on the cause, but common signs and symptoms include:

- Memory loss
- Difficulty communicating
- Difficulty with complex tasks
- ✓ • Difficulty with planning and organizing
- Difficulty with coordination and motor functions
- Problems with disorientation, such as getting lost
- Personality changes
- ✓ • Inability to reason
- ✓ • Inappropriate behavior
- ✓ • Paranoia
- ✓ • Agitation
- ✓ • Hallucinations



When to see a doctor

See a doctor if you or a loved one experiences memory problems or other dementia symptoms. Some treatable medical conditions can cause dementia symptoms, so it's important that a doctor determine the underlying cause.

Concluding remark 1

It's not only *lethe*: It's graphic design dementia.

Symptoms are:

Memory loss

Communication problems

Difficulties with common tasks

Attention problems

Disorientation

Concluding remark 2

Its symptoms can be treated: It's reversible!

- Make accurate records, and publish these
- Investigate the reliability of arguments
- Develop methods towards best practice
- Focus on people
- Clarify position

Concluding remark 3

Required activities:

- Writing and editing
- Research
- Testing
- Observation
- Positioning

Thank you

Dr. Karel van der Waarde
waarde@glo.be