

Experimenting with methodology and play: on an important compendium about design
Rudolf Paulus Gorbach

»How can experiment and methodology be used in design? The word ›experimental‹ is often used somewhat arbitrarily, particularly in this field.« This is how the book is announced by the publishers, meaning that methodical experiments lead to findings, solutions, ideas, and thereby to creativity in art and design, which cannot solely be traced back to intuition.

In their book, Betina Müller and Armin Lindauer reference their former teacher at the College of Fine Arts Berlin, Helmut Lortz.. Both of them have seemingly integrated a lot of his ideas into their respective teachings. The book presents examples over examples on 400 pages. However, the introductory and accompanying texts are not just important to the understanding of the book. Rather, they are also quite smart and prudent explanations to the subjects. These subjects are: BASIS, INTERPRETATION, VARIATION, RELATION, SEQUENCE. Besides works by the authors themselves, there are many contributions by students, and also guest-examples by well-known designers and artists.

In the chapter BASIS it already becomes clear, how simple opportunities lead to surprising results. The chapter INTERPRETATION brings along process techniques, while the chapter VARIATION provides the creative link. More elements complementing a subject lead to RELATION. In the chapter SEQUENCE the highest degree of freedom is reached.

Not everything that appears as a series is already experimental, of course, which is highlighted by the authors. With the introductory text, they describe the draft of a system of visual methods. They start with clarifying the notion of an "experiment", both in science and design. This also means that science and design (or art) need no longer be differentiated, but have a lot in common. Facts and data need to be analyzed and collected. The designer's visual ideas, which precede the actual process of creating, are critical to the creator, while one's own aesthetic experiences are included. Some works serve as examples for descriptions of methodology. Starting with artists like Gustave Courbet, Claude Monet, Alexej von Jawlensky, Pablo Picasso, Josef Albers, and Bernd and Hilla Becher. Those who want to come to new and good results while experimenting with design and leaving dull requirements behind, will find many suggestions to widen their opportunities. And a prudent introductory text.

About the design of the book: it is logical, the typography is quite simple and almost has a (positively spoken) document character. While browsing through the book, the constant turning (the explanations to the pages are printed vertically) is a bit exhausting ergonomically. The pretty, modern open back (very good for turning the pages) will not be delighting later on, since I will hardly be able to find it in the library. Unless I create a label for the back. Nevertheless, a remarkable collection. (Translation: Leonie Zahn)

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Buchsucht

17. Oktober 2016, 0 Kommentare
Rudolf Paulus Gorbach

Methoden und Spiel im Experiment. Über ein wichtiges Compendium zur Gestaltung

»Wie können Experiment und Methode für die Gestaltung nutzbar gemacht werden? Gerade in diesem Fachgebiet wird der Begriff ›experimentell‹ häufig mit einer gewissen Willkür verwendet«. So kündigt der Verlag das Buch an und meint damit, dass in Kunst und Gestaltung methodische Experimente zu Findungen Lösungen und Einfällen, also zu Kreativität führen, die nicht nur auf Intuition zurück zu führen sind.



Betina Müller und Armin Lindauer beziehen sich in ihrem Buch auf ihren einstigen Lehrer an der HdK Berlin, Helmut Lortz. Beide haben wohl auch viel von ihm in ihre jeweilige Lehrtätigkeit übernommen. Das Buch zeigt auf 400 Seiten Beispiele über Beispiele. Doch sind die einführenden und dazwischen liegenden Texte nicht nur wichtig zum Verständnis des Buches, sondern sind darüberhinaus sehr kluge und wissende Erläuterungen zu den Themen.

Die Themen heißen:
Basis
Interpretation
Variation
Relation
Sequenz.

Themen

- 52 Wochen tgm (23)
- Filmdokumentation (0)
- Technik (7)
- Typifikationen (5)
- Über den Tellerrand (19)
- Nachkritik (21)
- Schriften (6)
- Webfonts (1)
- Ausstellungen (2)
- Wettbewerbe (3)
- Studienreisen & Exkursionen (12)
- Zeitschriften & Zeitungen (8)
- Buchsucht (111)
- Fundstücke (0)

Tags

- Ägyptisches Museum
- Alessio Leonard
- Alex Webb
- Anatomie
- Architektur
- Architektur Fotografie
- Armenien
- Armenisch
- Ästhetik des Buches
- Ausbildung
- Basel
- Basis
- Bauhaus
- Belletrik
- Bergerhausen
- Berlin
- Bilder
- Bildsprache
- Bollwage
- Brandhorst
- Browser
- Buch
- Buchdruck
- Buchgeschichte
- Buchgestaltung
- Buchkritik
- Buchkunst
- Buchstabengeschichten
- Calligraphy
- Chinesisch
- Codierung

Letzte Beiträge

29. Dezember 2017, **Buchsucht**
Rudolf Paulus Gorbach
Kein Stil — und es wurde Stil: Ernst Keller 1891 — 1968

26. November 2017, **Studienreisen & Exkursionen**
Rudolf Paulus Gorbach
Resonanz in Sankt Gallen: Die Typo 2017

5. November 2017, **Buchsucht**
Rudolf Paulus Gorbach
Was ist der Einfluss von Paul Klees Werk auf Typografie?

29. Oktober 2017, **Buchsucht**
Rudolf Paulus Gorbach
Wert des Designs / der Designer

3. September 2017, **Über den Tellerrand**
Rudolf Paulus Gorbach
Schöne neue Welt: Typo Berlin 2017

Letzte Kommentare

20. April 2017
Michael Bundscherer
Hallo Rudolf, vielen Dank für

12. Januar 2017
Kerstin Forster
Liebe Ulrike Borinski, vielen

3. Januar 2017
Torsten Stapelkamp
Ökologie und Design Hört doch

12. Dezember 2016
Albert-Jan Pool
Vielen Dank für den Bericht,

12. Dezember 2016
horst moser
finde ich sehr interessant.