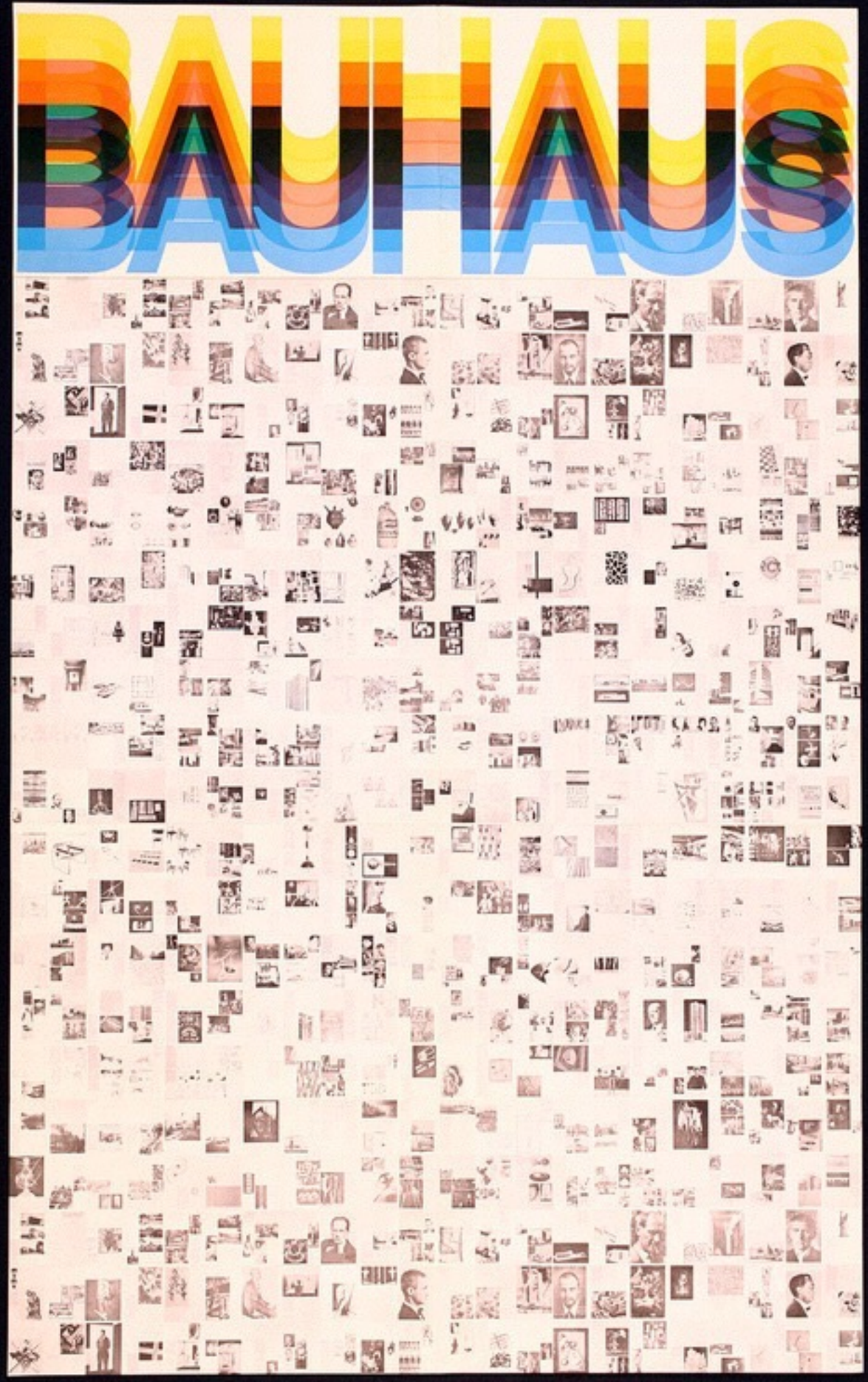
Muriel Cooper

“Messages and Means” exhibition. Early 2014 at Columbia University. Organized by David Reinfurt.


BAUHAUS
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Visible Language Workshop
Room 5-411
Massachusetts Institute of
Technology
Cambridge, Massachusetts
02139

July 15, 1980

Jeffrey L. Cruikshank
Editor, Plan
School of Architecture & Planning
MIT, 7-233

Visible Language Workshop
Room 5-411
Massachusetts Institute of
Technology
Cambridge, Massachusetts
02139

Dear Jeff:

When you asked me to prepare an article for Plan, I set myself the task of producing a "graphic" article which would represent the ideas and concerns of the Visible Language Workshop by virtue of its form as well as its content.

In a computer electronic age we see print communication as a model of changing user/maker relationships and the workshop as a place in which the content, quality and technology of communication inform each other in education, professional and research programs.

The article, "Words, Images, Tools and Ideas" would try to fulfill the following criteria:

1. It would make use of the tools, processes and technologies of graphic arts media as directly as possible and the tools would be integrated with concept and product. Many of these are in the workshop. In this case, they include a heavy use of all forms of photography and our computer graphics system for both images and typography.

2. The author would be the maker contrary to the specialization mode which makes the author of the content the author, the author of the form the designer, and the author of the craft the typographer/printer.

3. Visual and verbal representation of the ideas would be synthesized rather than separate.

4. Time would remain as fluid and immediate as possible, leaving room for feedback and change.

Much of the material was developed together with Professor Ron MacNeil and the VLW staff. It has been a fascinating opportunity which has elucidated many of the complexities of authorship into print. There is still no magic way - but we propose to keep working at it.

This stands as a sketch for the future.

Best wishes,

Professor Muriel Cooper
Director

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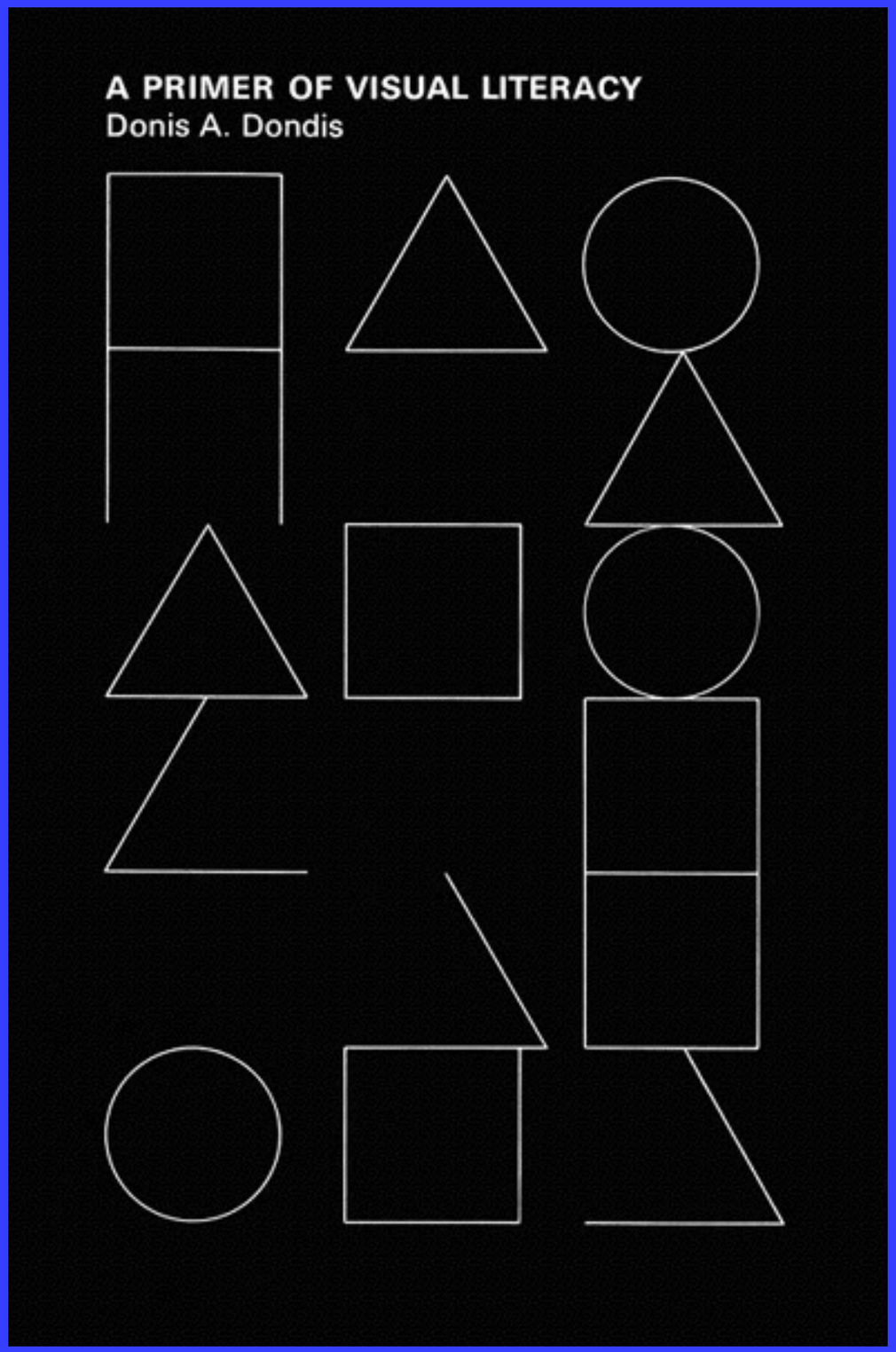
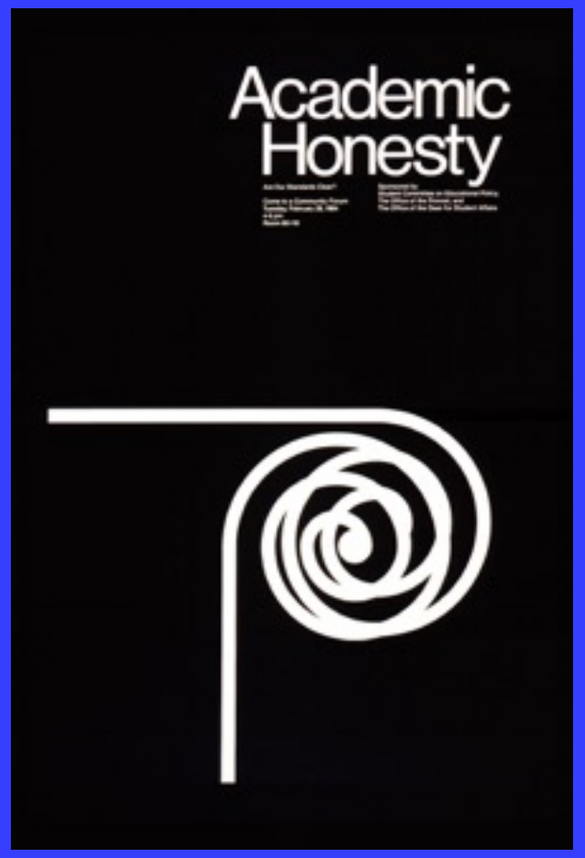

A PRIMER OF VISUAL LITERACY
Donis A. Dondis

LIGHTWORKS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A Significance for A&P Parking Lots, or Learning from Las Vegas. Commercial Values and Commercial Methods. Billboards Are Almost All Right. Architecture as Space. Architecture as Symbol. Symbol in Space before Form in Space: Las Vegas as a Communication System. The Architecture of Persuasion. Vast Space in the Historical Tradition and at the A&P. From Rome to Las Vegas. Maps of Las Vegas: Las Vegas as a Pattern of Activities. Main Street and the Strip. System and Order on the Strip, and "Twin Phenomena." Change and Permanence on the

Here is a plea for a proper architectural humanity and humility as well as a plan to accommodate the desires and values of ordinary people, who are too often dragged along on architectural ego trips and uplift programs. It is also a realistic examination of the American vernacular environment-as-it-is and a reexamination of the goal of the architect. The challenge is clear and forthright. Articles based on material in this book have already caused a great deal of controversy and rethinking. But at the present uncertain point in the development of the Modern movement, it's a useful controversy that could result in a firmer sense of future direction and closer accommodation to social realities.

LEARNING FROM LAS VEGAS

Robert Venturi Denise Scott Brown Steven Izenour

Visible Language
Intelligent Graphics
Television of Tomorrow
Newspaper of the Future
Interactive Cinema
Arts and Media
Speed Video
Shaping the Future
Muriel Cooper
Ron MacNeil
Mike Bove
Walter Bender
Glorianna Davenport
Neil Gershenfeld
Andy Lippman
Tod Machover
Steve Benton
The Visible Language Workshop
Pepple
Crotts

Excerpt from “Information Landscapes”, 1994
Watch full video here: https://www.youtube.com/watch?v=Qn9zCrIJzLs