

Graphic design is in a continuous shift. The direction not always clear but the main purpose is still at his core. Graphic design is a flux of different media, craftsmanship, methods and approaches. To me it can be summarized in communicating with images. I try to continue where written language stops. And with this visual output, analog, digital or a combination of both, I transfer knowledge and data to the viewer. To me an critical approach is crucial for developing new and interesting visuals. The reason for this is that I see graphic design as something that is continuously busy with what's happening in the world, or close to happen.

Graphic design started as a noun, first used in 1922, for a collective of different craftsmanship. The barrier between illustrators, copywriters, press setters and artists condensed. A graphic designer became master of many different tools and is able to work with many media. With the goal of communicating with visuals, many important methods where discovered and created. A great example is the London underground map. In this map all the rails are not reflecting the true distances. Instead it was made clearly visible and arranged close to each other. This way the map was reduced in size and had a clear overview. And with the combination of signs it was more understandable and accessible for more people. It gave a new perspective of raw information and made it understandable. New methods often went along with new media, and as many media come and go– or evolve. And with the latest big change, the integration of the computer in our society, the changes accelerated.

With the computer as a tool; graphic designers could work faster with the new technology, especially with printing and designing layouts. A lot of work could be pre programmed and automatically generated in an instant. Soon after the introduction, software as the Adobe line-up became mandatory. And graphic designers became master of there new and expensive tools. But the biggest from the computer didn't lie within the working progress, but the computer as a medium. Before the screen there was the paper or book, a static media with only one direction for information. From the creator or messenger, to the receiver. But with the computer, data can go both directions, back and forth. The consumer can interact with the given content. Now almost everyone has a computer and people in the contemporary society are far less passive to media and sometime produce more more data then consume. Now everyone is a photographer, bloggers are curators and everyone has acces to the same software as a designer.

The acces of tools given to everyone made a big impact to designing. This latest change to graphic design was, among different designers, forecasted by Mieke Gerritsen. And as she describes in the

book *Everyone is a designer; 'We live in a media society that has become dependent on communication and network technology. We communicate mainly through screens, which are fed by more and more people. ... Countless people are now posting and creating visuals on the internet; for these amateurs, graphic visuals for editing images is now supplied free, when buying a computer or camera, and sometimes its already installed on your new mobile phone. visual production becomes part of the consumer industry and new amateur designer see designing as choosing between templates and software.'*

And the question was raised what this explosive growth of artistic production on the internet means to the professional world of art and design.

These changes are contemporary problems a graphic designer faces. Untrained designers are working with the same tools as the professional one's. And even non designers are expecting to have influence on there products in forms of templates and customizable interfaces and products. This is referred to as the democratization of design. And although we don't have a monopoly in designing anymore, it gives us more and different things to design. Therefore Gerritsen also proclaims in her book that all graphic designers should become programmers. *'Artistic software is slowly proliferating. It isn't technicians and monopoly holders like Adobe that will stimulate the development of special software but designers themselves, who are coming to seriously view code and computer languages as artists' materials and culture of automatically generated images is still in its infancy.'* The tools and visuals of the graphic designers are over used. The impact dences and the visual information drowns in it's reoccurring.

I see mediums as tools for a graphic designer. And to me graphic design is shifting from making visual information on different media with automated tools to making the mediums with your own tools. Making my own visual language instead of using pre designed. And using it to transfer information gives a much deeper impact and a stronger communication. I see my position as graphic designer to look for a meta position and guide visual data and information. Exploring new functions and meaning in new technologies, for me, creates acces to new possibilities in visual communication. Parts that aren't designed yet.

The praise 'graphic designer should become programmers' probably define that meta position. And instead of using excising programs to create images, mostly generated and constructed automatically by the computer. I want to create those by my self. crafting with new tools, media or materials and creating new ways to visual communication.