Blind maps and blue dots: the blurring of the producer–user divide in the production of visual information
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Cover Page

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1   The historiographies of recent developments in graphic design have been too much focused on the role and persona of the graphic designer.

2   The Blue Dot, the location function in Google Maps, is a significant cartographic innovation.

3   The extent to which a map is processual depends on how it is designed, produced and distributed.

4   In a post-representational account of cartography equal attention must be paid to the dynamic position of the producer-user as to the processual nature of the map itself.

5   Graphic design evolves through new technologies, more than through the output of designers.

6   The democratization of the means of production and the predominance of a limited set of graphic tools have caused graphic design to dissolve and become part of a larger field of graphic representation. This larger field encompasses many distinct practices that are rooted in a variety of disciplines that have come to use similar tools to create, record, edit, produce and distribute visual information.

7   The producers of design software and hardware have gained such a dominant position in graphic design and design education that their power and influence disrupt the development of these fields.

8   Specialist language, such as technical jargon, shared amongst practitioners of a field, enables the exchange of ideas within this community, but functions equally as a way of gatekeeping. While the tools of graphic design have been democratized, its terminology has not. This has become an obstacle in opening up the field.

9   In order to remain relevant to society, graphic design needs to open up, be more inclusive in terms of the types of works produced, in the variety of practices it embraces, and in the languages used to characterize the field.

10   Artistic research is a type of investigation that establishes a discursive artistic practice that is ever-evolving and in which practice and theory are fully entangled. The development of alternative and complementary modes of communication is an essential aspect of artistic research.

11   The powerful information technology companies monopolize and centralize the tools that we rely on to find our way, to record our activities and ideas, and to share these in our conversations with others. The data we thus generate are exploited as raw material for economic gain. We have become casualties of the tools that we can no longer do without.

12   The choice not to choose, to withhold judgement but instead to combine different methods of research and different types of presentation is a productive way to practice research and design.