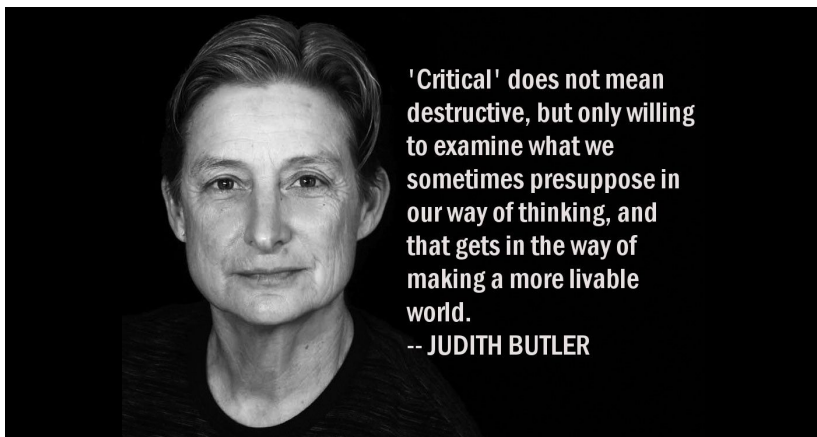


How do we learn by samples? It is similar to the way that we are learning by *examples*. Take a text-passage, for instance—I am thinking this moment of a passage on performativity by Judith Butler, because Tonje and I had tutorial over one—it is sampled from a book, and example of the concept.

That is, the concept of *performativity*. Such concepts can become extremely vague if we do not locate it within the text-passage where it appears. From a sample of Butler-quotes on performativity, we end up with an example. It allows us to *enter the concept through the detail* (not generality).

Similarly, looking for the detail of [your own practice](#) that will allow you to enter broader topic in your own field, is an example of *thinking with...* while dissenting within is when this entry will bring you into a pro-/con- discussion with your discipline. Then, in the end, you will be *thinking for design*.



We are entering the last phase of *theory 3*. It has become clearer by now that the *sequence* of tutorials you have had in the *studio-groups with me*, draws up the challenge of defining a *personal errand* that articulates, in a consistent way, with a *professional address* to each your different fields.

The *specialised tutorials* have been conceived to pick up the *consequence* of your theorising—with its claims to autonomy—into the professional field. *To pick up*, at this end, *on your reflective process as it evolves*. *To benefit from the combined input* presupposes that you are in the *driver's seat*.

At *one end*, the *outcome of the theory 3* course is to *come out as a professional person*. What are the insights and outlooks you bring into your professional practice—that can be a real passenger in your work in the spring? Also because *your specialisation as been actively involved in it*.

This is the *substance* that we will work at teasing out in your *oral presentations*. The written part *has then been submitted* and *it has been read* by a certain number of people. I will use this as a point of entry to that number of concerns that I have picked up, in your writing process *now*.

What is it that makes a piece combining writing, image and composition *readable*? Readability is not a fixed equation that can be resolved in writing. Consider the two exercises: **1)** write a text which is as *dry* as possible; **2)** add an image that turns the text into *poetry*. *What did you just experience*?

Then, a second exercise/mental experiment: **a)** write a poem *fuelled by the power of emotion*, analogy and loose connections; **b)** add an image that turns the poetry into *reason*. An image is here considered in a narrow sense. A drawing, a photograph a snapshot from a Miro-whiteboard and so on.

If you even think that you can do these two exercises you will realise that *your choices can be quite powerful in determining an outcome*. So, from here, another experimental horizon arises. Namely: what will I, you and everyone we know—in these parts, at KHiO—do with the *compound*?

That is, *the compound of text and image*. Evidently, *different compounds categorise differently*. And we need to find a good way of *combining these non-same elements into an intelligent composition*. An intelligent composition is defined by that *it could have been done differently*.

As readers we will see this. We will—in our turn—then be placed in a position where we become aware of our choices, and their impact. It is a topic raised by Umberto Eco in the *Role of the Reader* (1979), discussing such properties that distinguish an *open-* from a *closed text*, comic, score etc.

It is a way of *bringing the reader on board*. But if the reader can be on board, then it is really important that *you are on board with your work* as a practitioner. What is defined by the two exercises above—in writing and image—that also unfolds in usages in costume, furniture or illustration?