

Letter of presentation

Language forms the base of my interests. I'm concerned with how language can be utilised more freely, not as a straightjacket for the thoughts, but as a structuring tool. Graphic design is about structuring, but it doesn't have to be in the common strict, fact-based, rule-based way; much like language and punctuation. I try and make this «point» in the essay, not necessarily through arguments, but through the structure. In my thesis, I'm examining five different punctuation marks – the period, the comma, the ellipsis, the em dash and the quotation marks – not their history but their content, as tools for writing more than sense. The punctuation marks are not rules for us to follow, but they allow for the text to take on emotions and moods, without having to explain them in words.

My interest for language started when I learned German, which is a language based on structures, where the structures can be bent around to allow for new kind of words, and for humor. Through learning German, I also learned more about Norwegian and English. My perspective was suddenly three dimensional. When I later got the opportunity to learn Latin, I jumped eagerly on it, everything expanded once more. I believe that this, language, is my entry point into graphic design.

At one point towards the end of my time in high school, the criteria for what an exam paper should be, changed; we were supposed to write «creative texts». What is a creative text? me and my friends and all our teachers asked each others. There was confusion and frustration on all ends. Now I believe that a creative text could be: a text structured around an idea. That is how I've tried to write this one.

Tiril Haug Johnne

p.s.

Norway's got a long history about the fight for our own written language, for having the public discourse happening in our mother tongue. We also have a language that is extremely flexible, it aims to embrace all the dialects, be open and inclusive. Still, there is no writing or publishing culture in the norwegian graphic design scene. I think that's a pity, because the writing and graphic design is so closely knit. This is partly the reason why I chose to study at KHiO; to develop as a writer as well as practitioner, and to find a way of conjoining writing and practice, and to continue with this after school. I'm so sorry that that means that some will not be able to read my text, and even more sorry that there exists a google translated document at all. It is very insufficient.