



aware ə-ˈwɛr

*having or showing realization,
perception, or knowledge.
cognizant.*

AWARE

Graphic design is about communication. I have noticed that many people question what graphic designers do, or why we are important. Through this project I hope to show one way graphic design is important and one of the reasons I am a designer.

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AWARE is a project based on many experiences I have had and many things I have learned in the past few years. I believe awareness is something that everyone struggles with on one level or another all over the world. It is my intention with this project to explore perception and challenge people to become more aware of, well, everything.

The Display

I feel that it is important to attempt to understand and explore everything around one's self as often as possible. To be curious. Stretching and expanding on one's own bubble of perception is the only way to attempt to understand others'. Because we interpret our environments solely through our senses, it is important to note that these sensory systems differ between every individual on this planet.

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The Display

In an attempt to illustrate the differences in how one brain might interpret data from the senses compared to another, I have created a specific visual representation of the aural information in the room. Observe the effects on your perception of the sounds you are hearing while they have a visual correspondent. Simply being aware that this

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situation can be interpreted by many observers independently and subjectively is intriguing and important. Imagine you were partially or completely colorblind, might that affect your experience in this situation? Maybe you are slightly tone-deaf, how can you expect to experience this in the exact same way as any of the other observers?

Colorblind

Since I began exploring my interest in the human mind and perception one point has come to the surface in many discussions as an important example of one thing people should be aware of. The differences in our interpretative systems.

My dad is partially color blind. He has trouble discerning between certain shades of grey, blue, and green.

My dad is partially color blind. He has trouble discerning between certain shades of grey, blue, and green. There is a sweater that he wears which is knitted out of blue and grey threads. To the rest of our family, his shirt appears blue and grey. To my dad, it looks grey.

Colorblind

I feel that it is incredibly important to be aware of this kind of perceptual distinction. Without an understanding of something as simple as colorblindness an unnecessary argument over the color of a shirt could easily arise.

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This difference in perception is one of my main motivations for exploring and advocating awareness. Differences in perception not only stem from sensory variations but also from knowledge and belief systems. I believe that the more aware people are of the differences between themselves and the people around them, the more easily they will accept these differences.

Traffic

I recently traveled to India, a country with a population of over 1.1 billion people. Needless to say, awareness of one's surroundings in a place with so many people is incredibly important. One of the most prevalent examples of this fact is the traffic.

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Traffic in India functions in a completely different manner than it does in the United States. Sheer volume forces certain rules to be discarded, and simple things such as the horn become as important as the steering wheel.

Traffic

While there were signs all over New Delhi advocating following traffic laws, often times there were more lanes of cars than lines painted on the street. If there were three lanes painted, there would be four, five, or even six lanes of cars. Most of the time they were not even in lanes, simply a mass of cars traveling in the same direction.

Despite this fact, traffic seemed to flow amazingly well. One of the factors I attribute to the functioning of such a high volume of traffic is the use of car horns. The horn is not used as an angry voice or warning sound as it is here, but as a polite "Hello I'm here". People constantly honk their horns in order to let the drivers around them know where they are. It is almost impossible to be aware of such a large number of vehicles at one time, but horn-honking helps to raise that awareness. The awareness of every driver is what allows such a volume of traffic to function successfully. As a literal and figurative example I think that this is very powerful argument for awareness.

E-Prime

Another important facet to awareness is language and semantics. I recently read a book entitled Quantum Psychology by Robert Anton Wilson. While this book dealt with many topics that I still am learning about, one of them stood out to me as important to awareness in communication. E-Prime is a way of writing and speaking in English that lacks all forms of the verb "to be":

A way of writing and speaking in English that lacks all forms of the verb "to be"

be, is, am, are, was, were, been, being, and their contractions. It was developed by D. David Bourland Jr. While there are academic and literary arguments to be made both for and against the regular use of E-Prime I prefer to focus on the immediate awareness it brings to the user.

E-Prime

By forcing the user to speak/write in this way, attention is drawn to what is being said. Rather than saying "My dad's shirt is grey and blue" I would say "My dad's shirt appears grey and blue to me". This acknowledges the fact that I am making an observation based on my own senses and that it may not appear the same for my dad, or anyone else.

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AWARE

In an age where many of us have nearly unlimited access to knowledge and information gathered from the beginning of recorded history to the present, I feel that it is incredibly important to continuously strive towards learning. We must take advantage of all that is within our reach to expand on ourselves. To be aware of the dynamic and interrelated world we live in is to

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succeed in functioning with the rest of humanity and the planet. Awareness and respect of the differences between all of us is most important.