

Design Laboratory

Project Brief 01

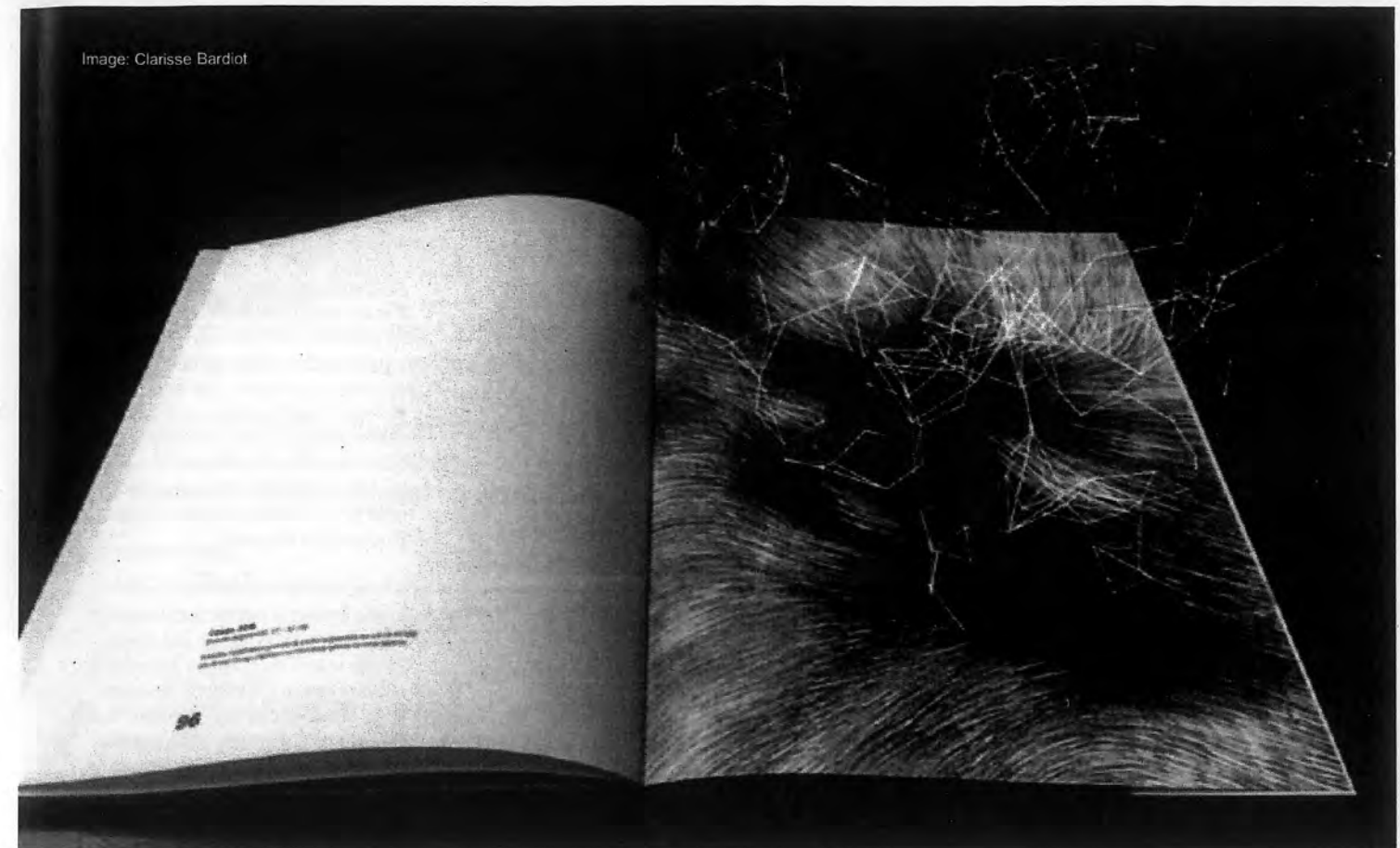
Publishing Forms

Design Lab ARTD6116

Launch: Week 1 30/01/25

Crits: Week 5 24/02/25

Image: Clarisse Bardiot



Project 01

Publishing Forms

Design Lab ARTD6116
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"Once the book becomes electronic or hybrid, the permanence, immutability and stability typical of physical books is likely to mutate into dynamic, modular, and participative forms."

– Digital Publishing Toolkit Collective, From Print to Ebooks:
A Hybrid Publishing Toolkit for the Arts, 2014

The brief

How might we re-imagine content beyond a static page?

Using the given text, create a published object that amplifies the content in new and exciting ways. This project explores different approaches to organizing, designing, and distributing information in a published form, online and offline.

Overview

Today, "making [information] public" is not a fixed activity but something that can be hybrid and connected, offline and online. We share content through interactive channels that can communicate beyond the page. But is this activity lost within the noise of modern communication? What are the actual benefits of the digitization of content? Do some forms of content still work better on paper? Are we genuinely utilizing the full potential of digital formats?

We would like you to reflect on the book as an interactive object and an object of communication; books — novels, dictionaries, catalogues, instruction books, recipe books, travel guides, picture

Brief Analysis

Project - Publishing Forms

Goal: Re-imagine how content can be presented beyond a static page

Medium: Physical, digital, or hybrid

Focus: Explore alternative and experimental Publishing formats

Deliverables:

1. Final Publishing form with the full given text
2. 2 sketch books of research
3. Evidence of experimentation and development

Purpose: To explore the transformation of books from static of dynamic forms

To understand and experiment with digital and physical Publishing tools

To express narratives through layout, interaction, and creative formats

To research and create a new type of Publication that communicates effectively and creatively.

Challenge traditional formats and storytelling

Re-imagine the book beyond static form

Purpose

Project 01: Publishing Forms

Structure

Analyze given text

Meaning

Tone of voice

Key words

Narrative structure

Identify target audience

Development with creative layout ideas

Experiment with imagery, sound, tools

Prototype different format

Walter Benjamin

The Work of Art in the Age of Mechanical Reproduction

"Our fine arts were developed, their types and uses were established, in times very different from the present, by men whose power of action upon things was insignificant in comparison with ours. But the amazing growth of our techniques, the adaptability and precision they have attained, the ideas and habits they are creating, make it a certainty that profound changes are impending in the ancient craft of the Beautiful. In all the arts there is a physical component which can no longer be considered or treated as it used to be, which cannot remain unaffected by our modern knowledge and power. For the last twenty years neither matter nor space nor time has been what it was from time immemorial. We must expect great innovations to transform the entire technique of the arts, thereby affecting artistic invention itself and perhaps even bringing about an amazing change in our very notion of art."

—Paul Valéry, *pièces sur l'art*,
"La Conquête de l'ubiquité," Paris.

PREFACE

When Marx undertook his critique of the capitalist mode of production, this mode was in its infancy. Marx directed his efforts in such a way as to give them prognostic value. He went back to the basic conditions underlying capitalist production and through his presentation showed what could be expected of capitalism in the future. The result was that one could expect it not only to exploit the proletariat with increasing intensity, but ultimately to create conditions which would make it possible to abolish capitalism itself.

The transformation of the superstructure, which takes place
*Quoted from Paul Valéry, *Aesthetics*, "The Conquest of Ubiquity," translated by Ralph Manheim, p. 225, Pantheon Books, Bollingen Series, New York, 1964.

Analysis of 'The work of Art in the Age of Mechanical Reproduction'

Focus

1. 'Aura' Disappears

Aura refers to the unique existence of a work of art in a specific time and space - its authority and sacredness.

Mechanical reproduction (photography and film) destroys this uniqueness by enabling mass duplication.

As a result, the traditional aura and historical presence of art are lost.

2. Photography and Film are agents of artistic revolution

Photography free the hand, making the eye the main artistic tool. Film transform perception by using camera movement, editing, framing. These forms enable new ways of seeing and experiencing reality.

3. From Contemplation to Distraction

In modern mass culture, people can often engage with art in a state of distraction, especially through film.

Art now aims to stimulate, not just to be admired, making the audience active participants.

This reflects a new mode of perception shaped by industrial society.

4. Artistic Reproduction reflects technology and society

Artistic development is tied to technology process and social change. New media redefine expression and perception. Art becomes not just aesthetic, but a means to understand and reshape the world.

Tone of voice

1. Philosophical and Intellectual
2. Critical and Cautionary
3. Dialectical and Theoretically Rigorous
4. Reflective and Slightly Pessimistic

Narrative Structure

1. Theoretical Framing (Introduction)
2. Historical Context and Progression
 - the evolution of reproduction - from ancient tech to photography
 - how modern reproduction tech are different from earlier forms.
3. Core Argument Development
 - Destruction of Aura
 - Mechanical reproduction remove the art work from its original context.
 - The unique, sacred presence of the artwork is lost.
 - Shift in Art's Function
 - Art moves from ritualistic use to mass exhibition
 - Role to Film and Photography
 - New media reshape human perception
 - Film especially alters how we engage with art, space, and time.
 - Conclusion and call to action

Research about the Author

Walter Benjamin (1892-1940) was a German Jewish Philosopher, literary critic, and cultural theorist active in the early 20th century. His thought blended Marxism, Jewish mysticism, and the ideas of the Frankfurt School, leaving a profound impact on philosophy, aesthetics, history, and cultural studies. As a key figure in modern cultural criticism, Benjamin made significant contributions to art and design theory, particularly through his seminal work 'The Work of Art in the Age of Mechanical Reproduction'.

In the text, he examined how technology reproduction alters the 'Aura' of art - the unique presence and authenticity of an art work.

He argued that mechanical reproduction liberates art from its ritualistic authority, making it more democratic and accessible to the masses.

This idea laid foundational ground for modern design, media art, and visual communication theory. Benjamin also explored architecture, photography, and film as forms that reshape modern perception.

His concepts of 'fragmentation' and 'image-based thinking' have deeply influenced postmodern art and design, offering critical theoretical tools for contemporary artists and designers.



Walter Benjamin
(1892-1940)

Publication design chapter selection

①
History and Development of Mechanical Reproduction

②
The 'Aura' of Art and the Impact of Reproduction

③
Art and the Future in the Digital Age

Division of excerpts from the original
text into three chapters and
design of content

From hand work to the printing press to photography

The shift from 'originality' to reproducibility

Chapter 1. The History and Development of Mechanical Reproduction

The Aura Fades

Chapter 2. The 'Aura' of Art and the impact of reproduction

→ Aura as uniqueness in time and space?

→ Reproduction makes art work accessible but also hollow

→ Photography = demystification of presence

Chapter 3. Art and the Future in the Digital Age

→ The new age of AI, AR and algorithmic generation?

→ Endless reproduction with no origin

→ Surveillance, simulation, synthetic authorship

Design thinking for Physical or digital Publication

Name: The Aura Fades

Print Edition Design strategy

Black-and-white minimalism with archival influence
Typographic aesthetics based on 20th Century Critical theory books
Paper textures, visible grain, subtle misalignments
Cover → No image? Only title in itself - quiet and severe

Sectional structure: 3 acts with bold section intros
Modular grid layouts for text, aligned with classical book architecture
Occasional asymmetric layouts to symbolize rupture

Interaction - Slow reading pace enforced by the turning of pages
Tactile elements: debossed lettering, uncoated paper
Image placement evokes "distance"

Digital Edition Design Strategy

Black/white UI with modern cold minimalism
Subtle glitches, faded texture, and slow movement
Inspired by surveillance aesthetics, AI-generated images, and monochrome film frames.

One sentence per screen or scroll trigger
Floating text blocks, overlapping captions, vertical progression
Use of display serif fonts

Interaction - scroll-to-reveal
Hover-to-compare
Click overlays
Type writer effect
"Scroll to top"

Visual Interactive Publication website design

Workshop on the Production
and binding of traditional Publications

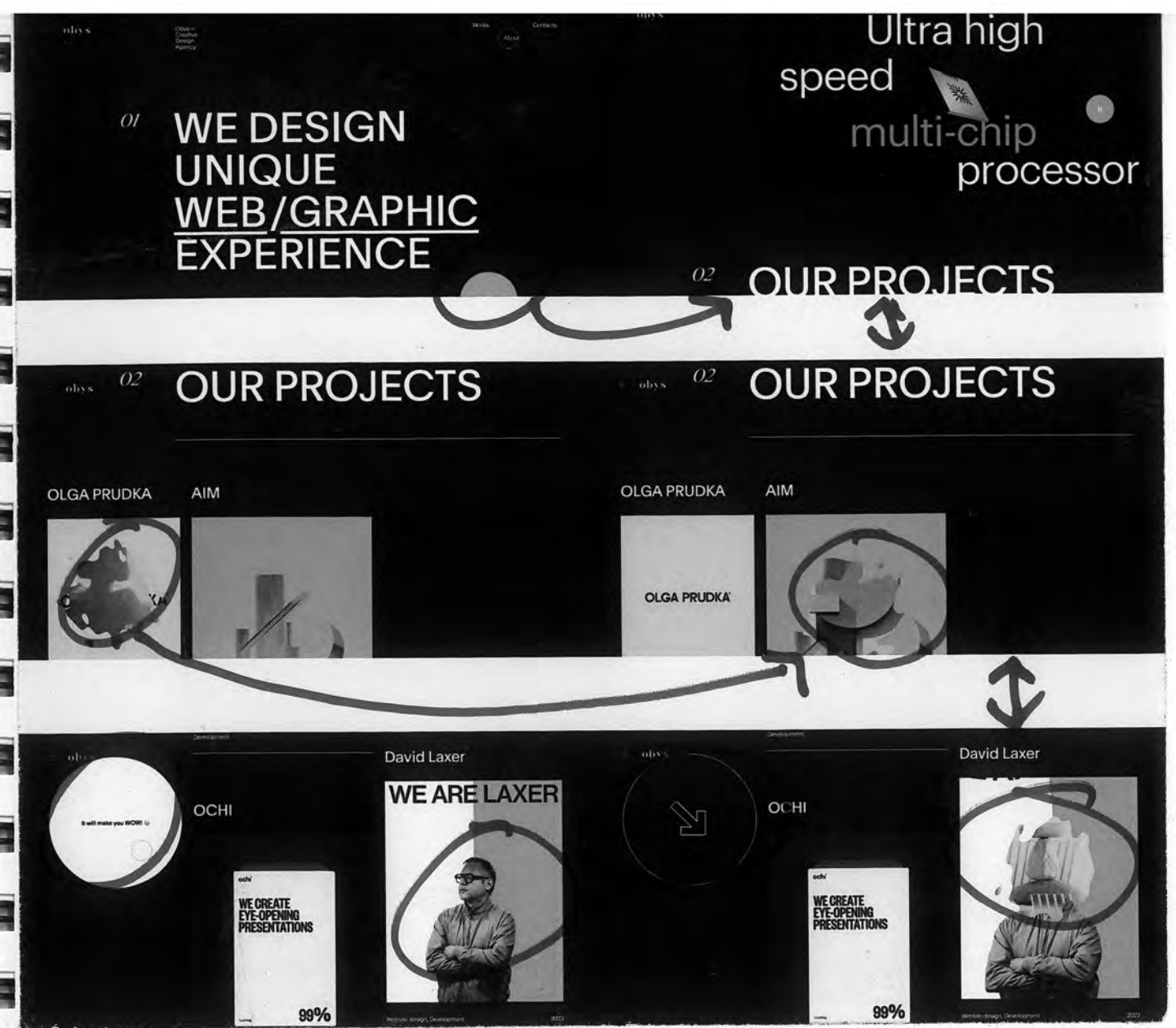
3D Paper book making →

Contents extended Page wire binding



Mood Board

Black-and-White Website Typography



Design Case studies 1

Video Visualisation + Interaction Design

obys.agency

TYPE: Scroll-driven motion, Cinematic transitions, bold type

- Hero section integrates video fragments as Primary visuals
- Transitions are smooth and time-based, matching the content rhythm
- Uses black-and-white as a base, layered with expressive motion

Inspiration

Website can adopt scroll-to-video syncing, using chapter changes as motion triggers.

Layout guides viewer through narrative, with minimal UI elements and a cinematic feel.

Ore Ore Ore

The website of the latest NFT drop from artist ORE ORE ORE celebrates the dystopian world of its life-drawn characters. In collaboration with Metadibs and OREMOB. Visit website ↗



Introduction



moody vigg



Approach



moody vigg



Approach



video Interaction

Design Case studies 2

Black- and- white Minimalism

Moby Digg

- Entire site is designed in black and white - No color distraction.
- Heavy use of typography and grid tension, ideal for a serious, philosophical tone.
- Elements animate and react to scrolling and hovering, even without images.

Inspiration

Use similar text- first structure for Benjamin-based Publication
Create rhythm with space, Pacing, and type, instead of imagery or color

Hola y bienvenido.

Start audio story

Cities are places where commerce, entertainment, and human drama unfold in the public sphere — on streets and sidewalks, in parks and plazas. The noises of life playing out in public create an urban soundscape unique to each city.

The Sounds of CDMX

How informal street vendors define the sonic landscape of Mexico's capital

By Aaron Ruiz and Oscar Molina Palacios
Editing and design by Michelle Perez-Rodriguez
Illustrations by Diego Parra

The sounds can delight, annoy, and inspire. The call of one junk collector, featuring the voice of his daughter María Del Sol, has become a symbol of the city. Most residents can relate the recording (which invites you to sell everything from mattresses to microbrews) from memory. It has been remixed for many, many, many (many) and transformed into a battle cry for feminist activists.

Comexout

Screens of informal workers being harassed and their indignation are common. In 2020, Lady Tacos de Canasta (a local celebrity profiled in the "Two Chronicles" series on Netflix) suffered this exact fate while selling tacos on the street. Video of the incident shows Lady Tacos standing over her spilled taco yelling, "I'm not out here selling, I'm just trying to earn a living!"

Design Case studies 3

Narrative / storytelling Publication

The Pudding

- Designed as an interactive chapter-based reading experience.
- Scroll-based narrative where text, animation, and visuals sync.
- Layout mimics a digital philosophy book or zine, perfect for narrative design.

Inspiration

Break project into one idea per scroll
Use smart animate to mimic 'type writer' or 'quote reveal' styles
Add minimal animation, subtle grayscale transitions to keep focus on the textual weight

Design ideas for the digital Publication Outcome

Interactive Digital Book Ideas

1. Interactive Storybook
 - animation, sound, clickable elements
 - fiction, fairy tales, or narrative-driven experiences
2. Hyperlinked Encyclopedia
 - uses hyperlinks to connect different sections
3. Immersive Audiobook
4. Dynamic Typography Poetry book
5. Timeline-Based book

Website Design Ideas

1. Visual Reading Experience
2. Open Collaborative Book
3. Augment Reality Book?
4. Generative Content Platform
5. Sensory-Driven Website

My website design
The Aura Fades?

Audiovisual Publication website
Video, Audio, Interaction design
+
Typography

Audience / User Group Analysis

Person a 1: The Thinker (Professor / researcher / deep reader)
Age - 30+

Core Needs:

- ① Seek seriousness, clarity, and original source access
- ② Prefer structured layout and contextual footnotes
- ③ Comfortable with slow, minimal, text-focused design

Person a 2: The Sensorial Seeker (designer, digital artist)
Age - 18-25

Core Needs:

- ① want to engage with the content through motion and interaction
- ② Curious about themes like aura, simulation, machine
- ③ Prefer ambiguity, fragmentation, and audiovisual immersion

Pure black and white - high contrast
modular chapter blocks,
Visual citations, focus on textual
Pacing
Scroll-to-reveal
calm, meditative, generous
white space

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Three excerpts from the original text

Chapter 1: The History and Development of Mechanical Reproduction

On the uniqueness of the artwork before reproduction:

"Even the most perfect reproduction of a work of art is lacking in one element: its presence in time and space, its unique existence at the place where it happens to be."

On the aura and authenticity:

"This unique existence of the work of art determined the history to which it was subject throughout the time of its existence. This includes the changes which it may have suffered in physical condition over the years as well as the various changes in its ownership."

On the loss of tradition through reproduction:

"The technique of reproduction detaches the reproduced object from the domain of tradition. By making many reproductions it substitutes a plurality of copies for a unique existence."

On ritual vs exhibition:

"Originally the contextual integration of art in tradition found its expression in the cult. With the different methods of technical reproduction of a work of art, its function changes. Instead of being based on ritual, it begins to be based on another practice – politics."

Chapter 2: The 'Aura' of Art and the Impact of Reproduction

Definition of aura:

"What is aura actually? A strange weave of space and time: the unique appearance or semblance of distance, no matter how close it may be."

On aura as perception:

"To perceive the aura of an object we look at means to invest it with the ability to look back at us."

On photography diminishing aura:

"The technique of reproduction detaches the reproduced object from the domain of tradition. The presence of the original is the prerequisite to the concept of authenticity."

Final design Plan

The Aura Fades

A black-and-white Audiovisual Interactive Publication

Style - minimalist, serious, archival

Navigation - Vertical Scroll with horizontal interactive segments

Format - Fullscreen immersive website, Scroll-driven storytelling

Media - Ambient sound, silent film fragments, AI imagery
hover-based transitions

Chapter 1. The history of mechanical reproduction

Vertical historical timeline from Gutenberg to photography
clickable time points revealing

Chapter 2. The disappearance of the Aura / the impact of reproduction

Aura Demonstration zone

Aura Definition + Photo Philosophy scroll

Chapter 3. The Art and The Future in the digital age

AI / AR Gallery

Mass reproduction explosion

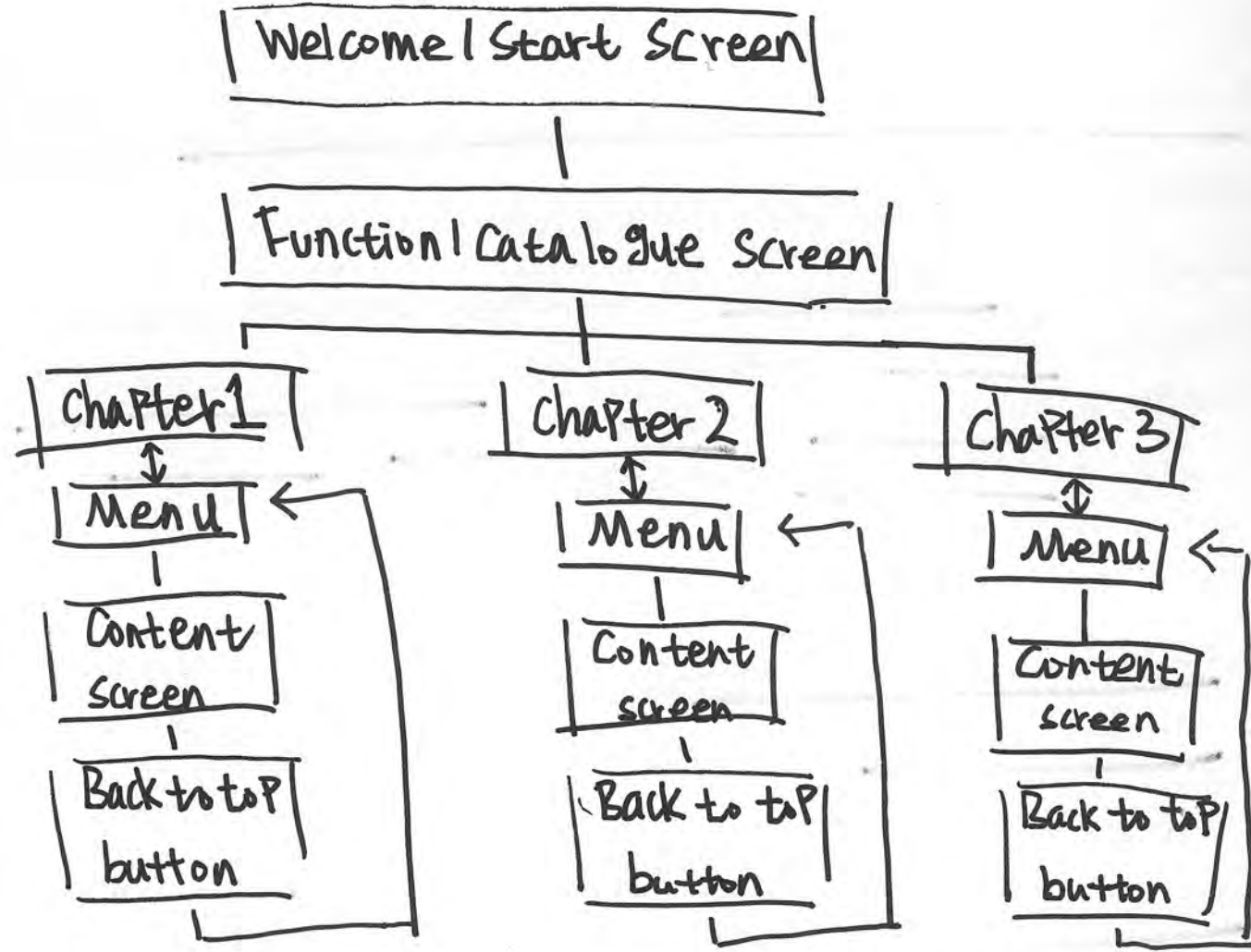
Final black screen scene

Final Outcomes: Preview Demo video

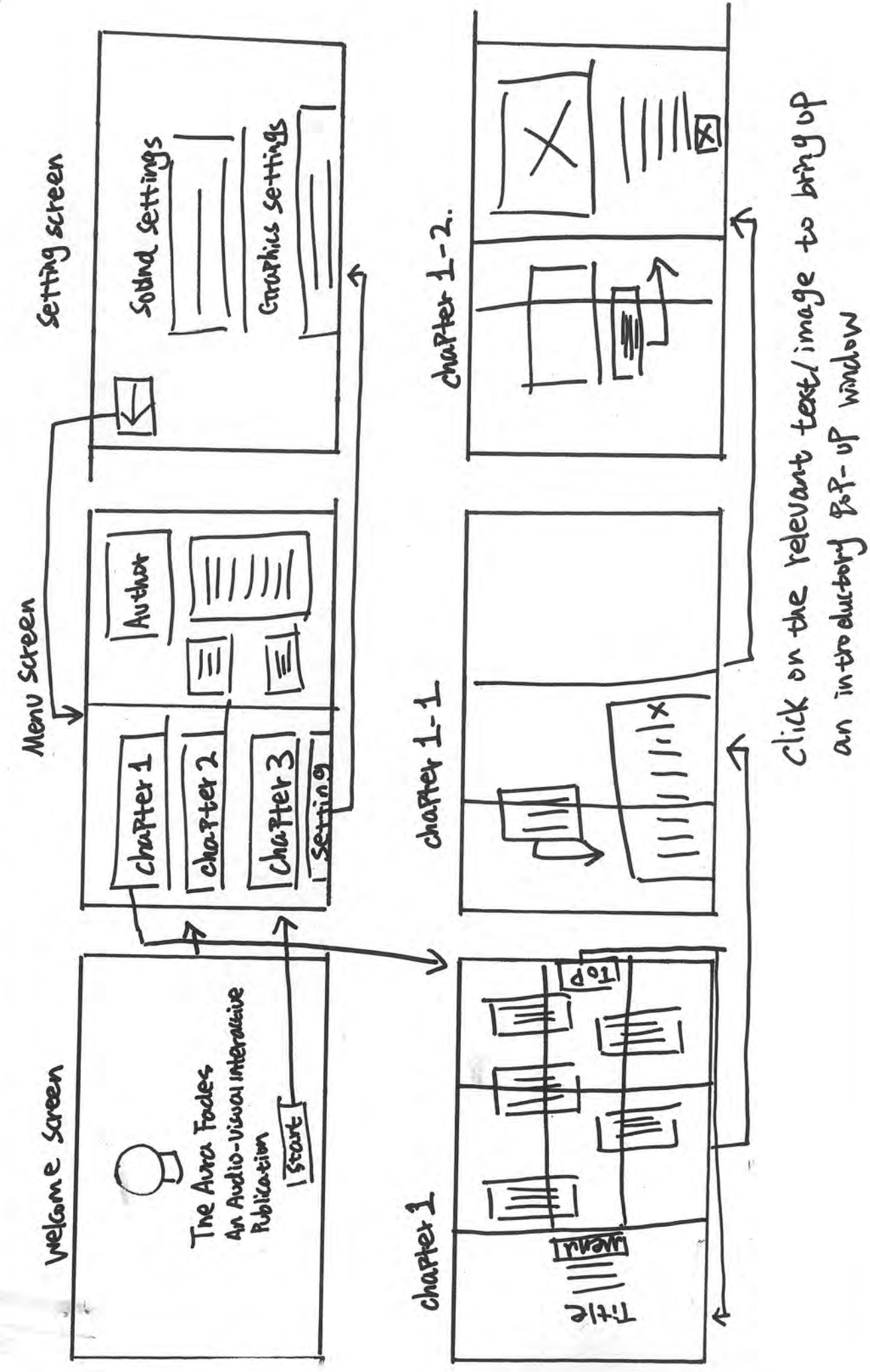
+

Screen Typography PDF

Wireframe of website design



Website Content design sketch

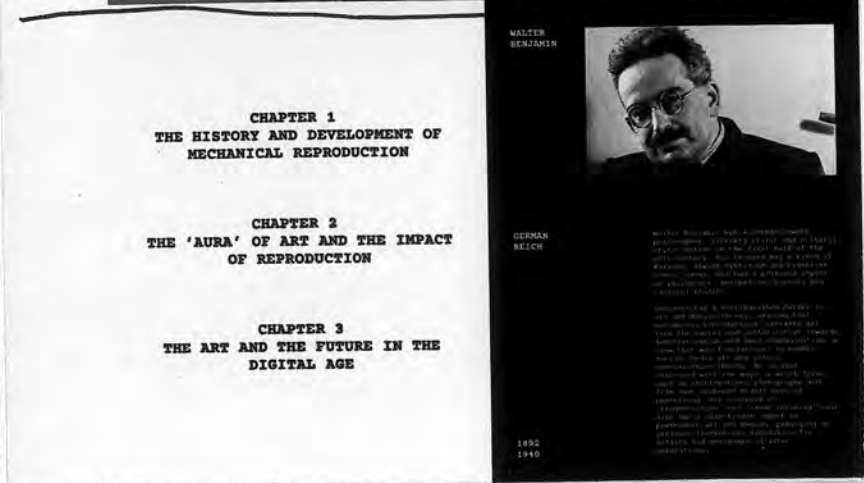




1. Red font accompanied by black and white background image



2. Black and white Stranger Sound Video Background in Cover design



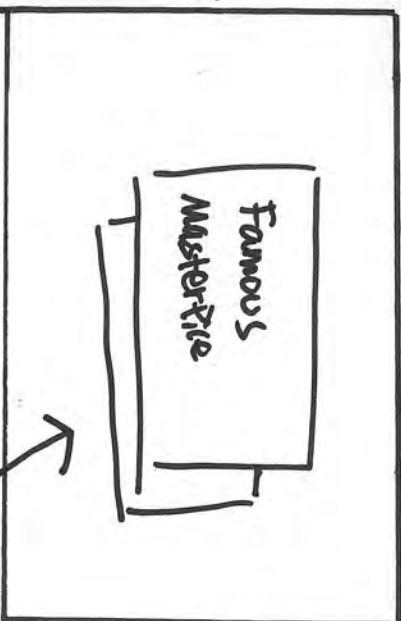
3. Black-on-white Menu design on the left versus white-on black author introduction on the right - Creating Visual Conflict

Design Iterative Process

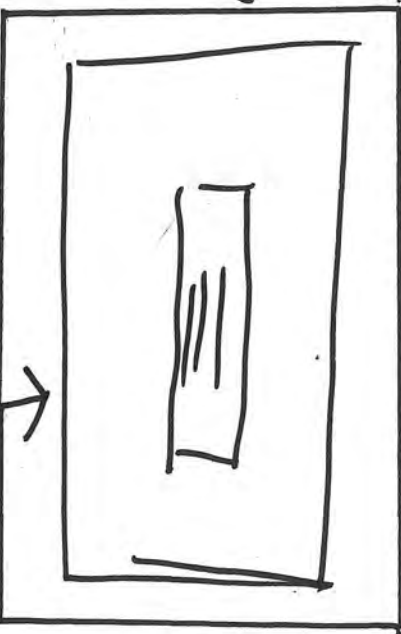
Chapter 2



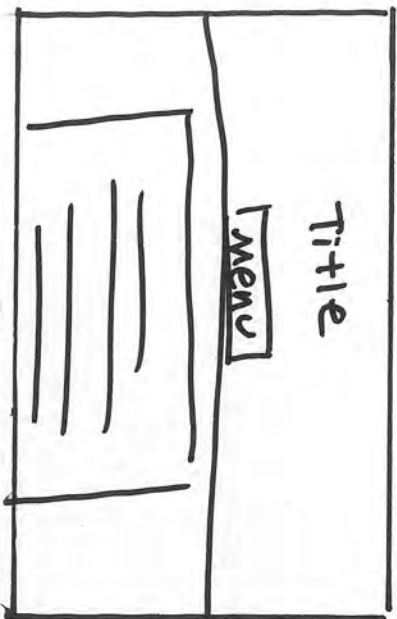
Chapter 2-1



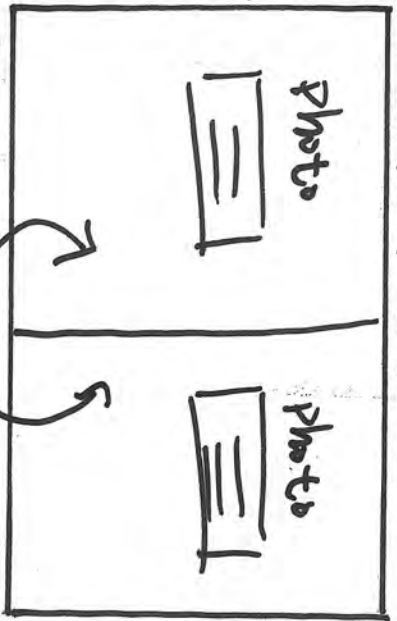
Chapter 2-2



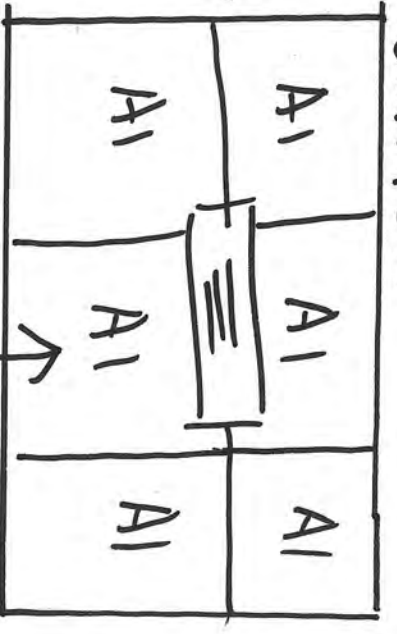
Chapter 3



Chapter 3-1



Chapter 3-2

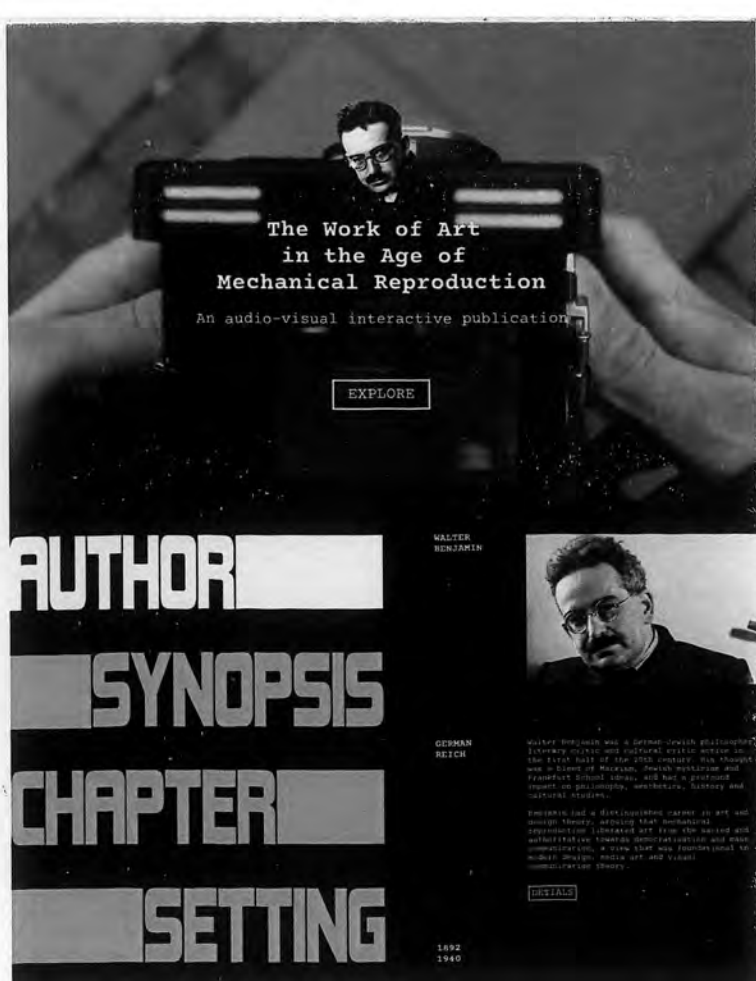


Click blur photos reveal two modern styles of film documentation

hover to view different styles of work created by modern artists using AI tech

Clicking on a work loses its aura and becomes a modern creation

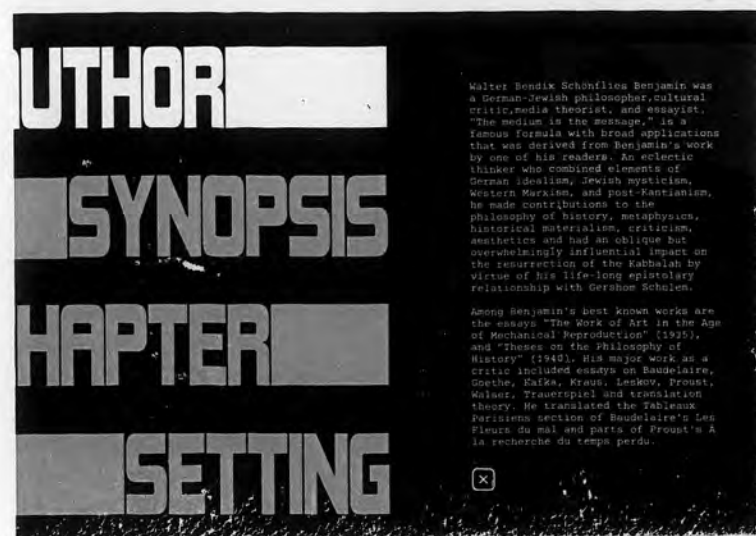
Click on a blurry photo to make it clear - Photography frees up human hand instead of auras.



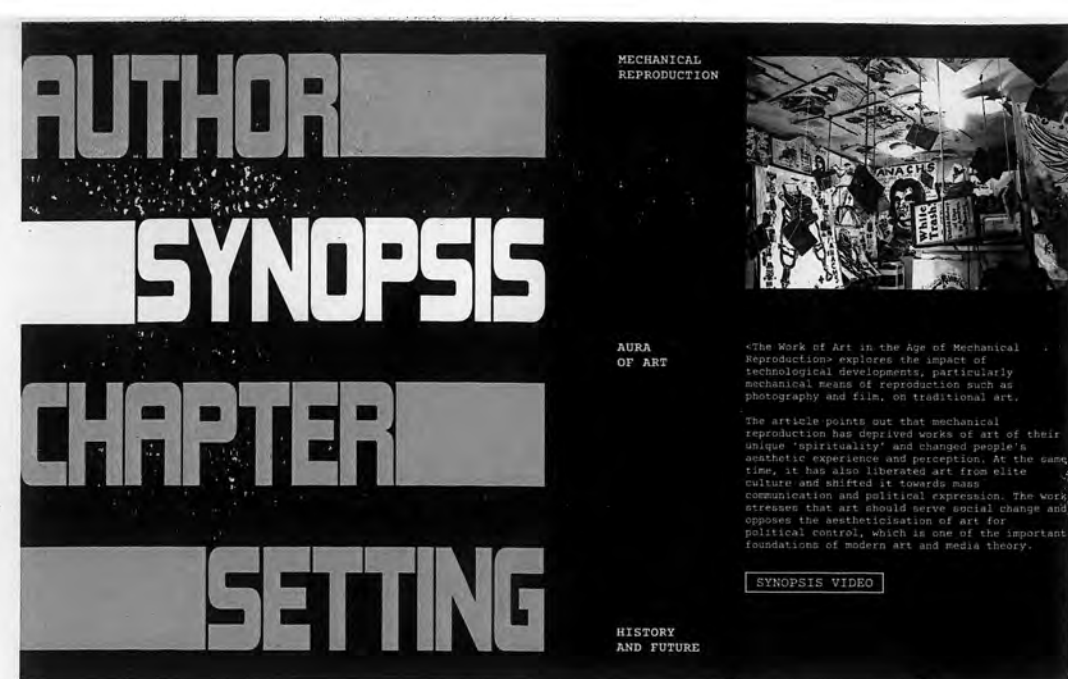
① Switched to a black and white street photography documentary more suited to the content of the chapter as a background for the cover

② Re-improved the layout design of the functional areas to make the overall visual effect more comfortable

③ Improved the functionality of the author's introduction by adding a clickable introductory pop-up window → more detailed introductory paragraphs for author

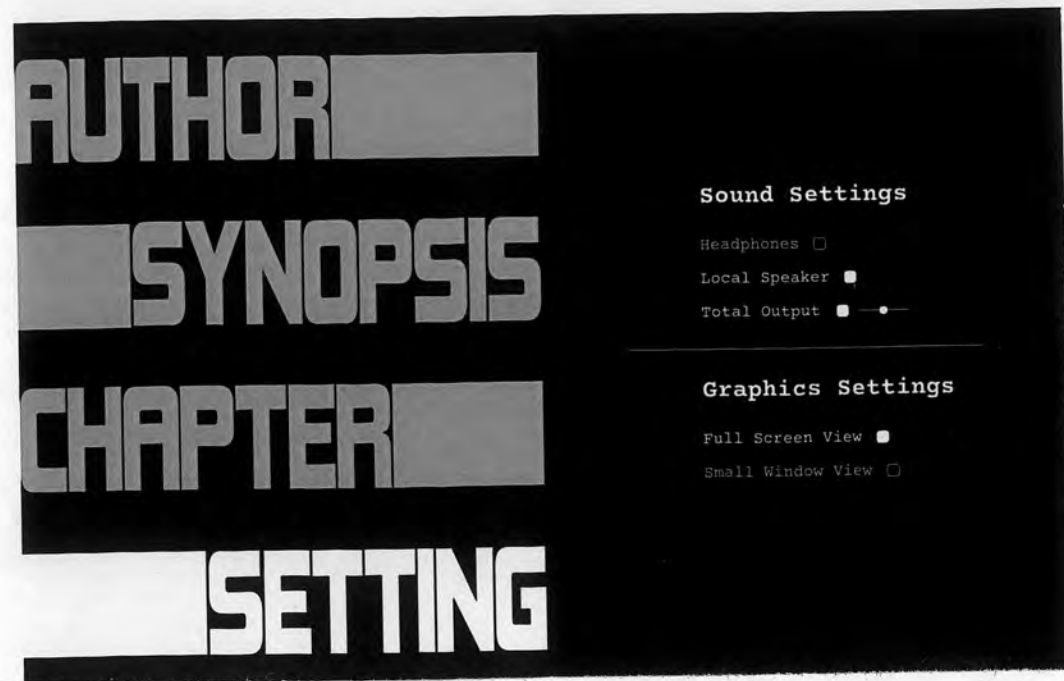
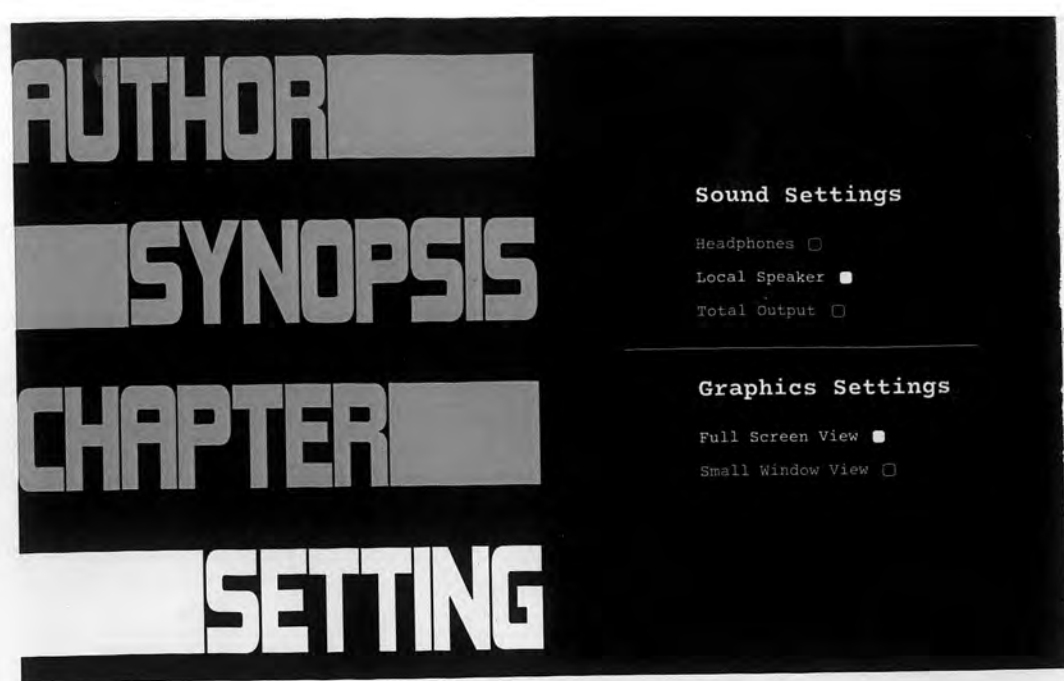


Final Cover design and author Presentation Screen design



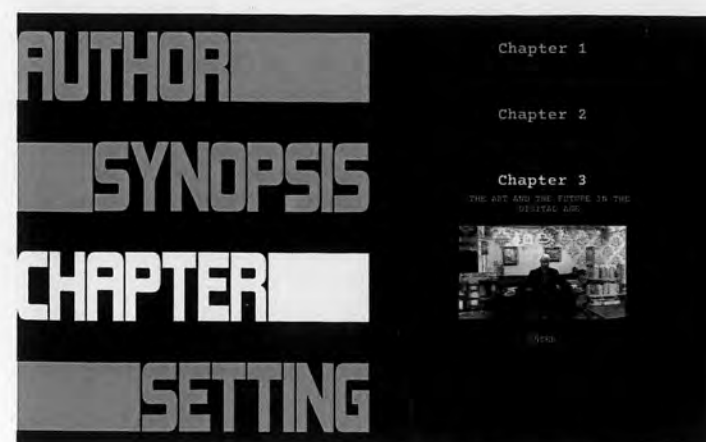
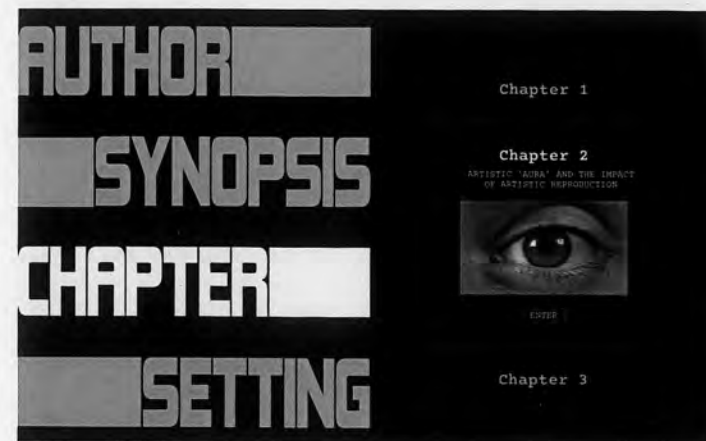
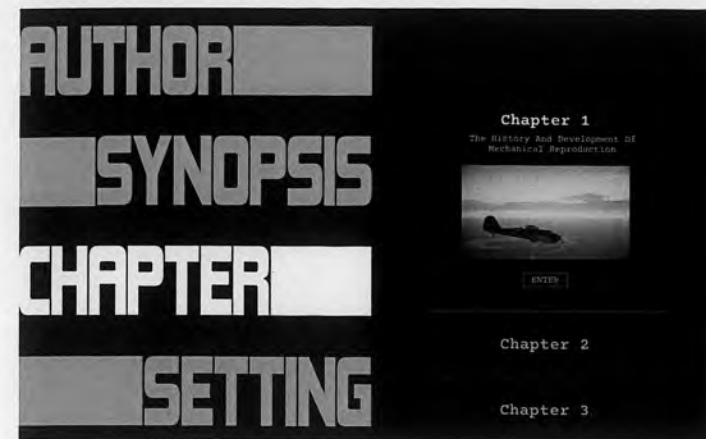
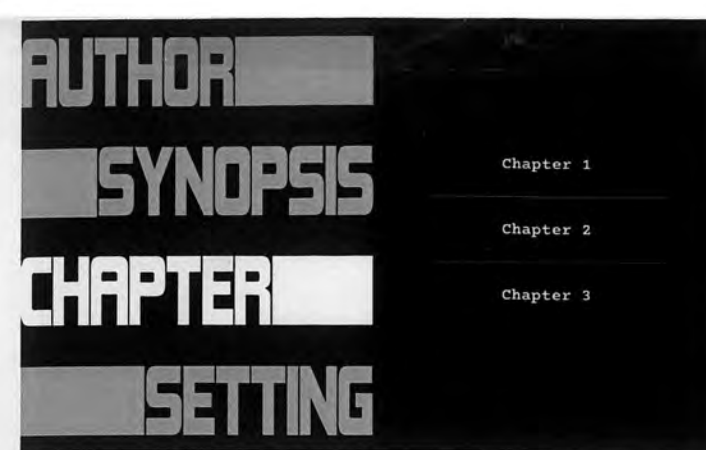
The Final menu design adds a book introduction feature - click on the introductory video button at the bottom - to watch the full introductory book video

Book Introduction Screen design



Users Can Switch between local speakers or use headphones for sound playback and volume adjustment / browse in full screen or windowed experience

Final Setting function screen design

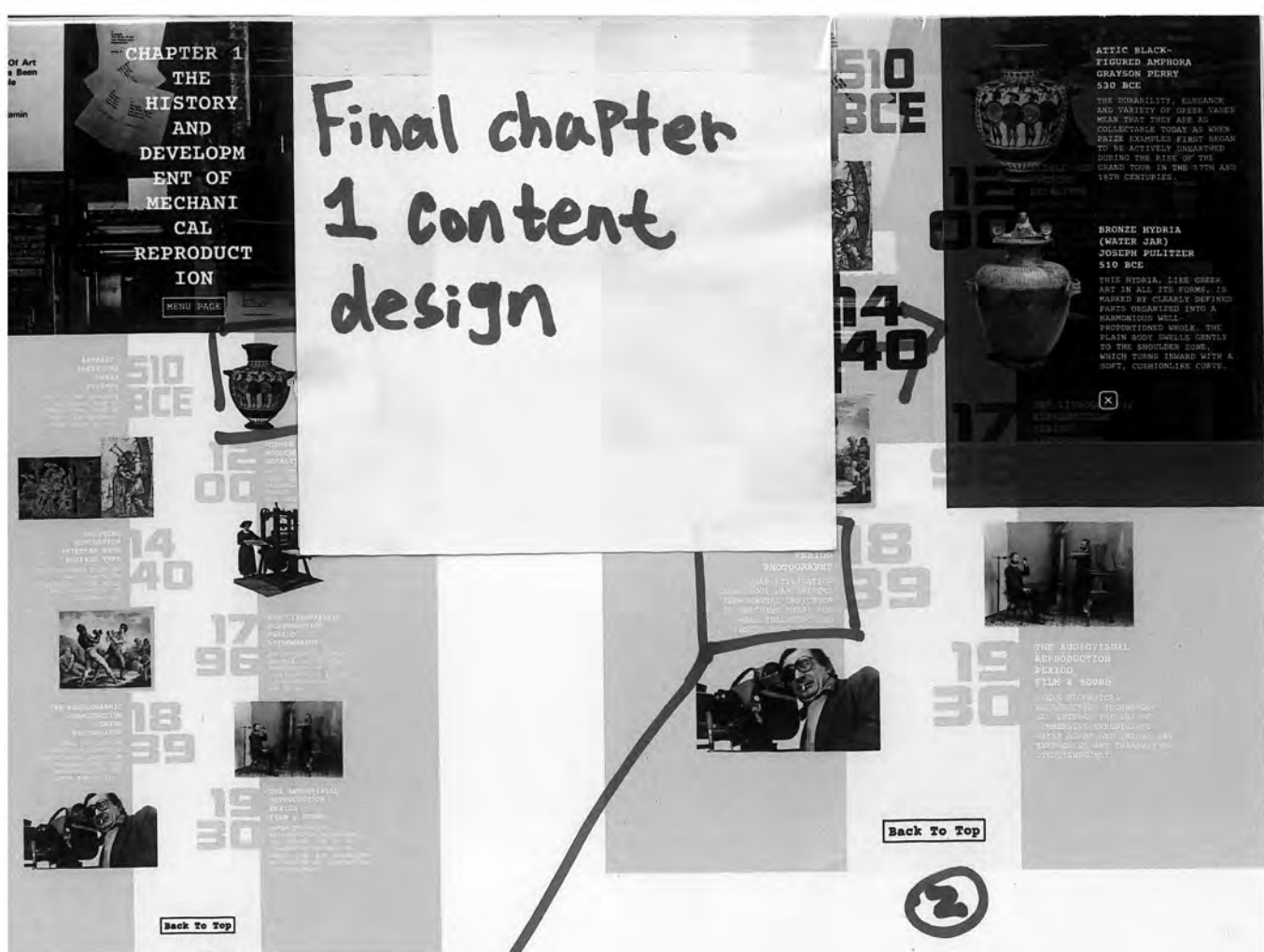


Final chapter selection screen design

Main chapter selection page

Slide to generate interaction when hovering the mouse to select, the corresponding chapter name and the black and white introductory video will pop up

Final chapter 1 content design



'The Enormous Changes Which Printing, The Mechanical Reproduction Of Writing, Has Brought About In Literature Are A Familiar Story. However, Within The Phenomenon Which We Are Here Examining From The Perspective Of World History, Print Is Merely A Special, Though Particularly Important, Case.'

'With The Woodcut Graphic Art Became Mechanically Reproducible For The First Time, Long Before Script Became Reproducible By Print.'

— WALTER BENJAMIN

In Principle The Work Of Art Has Always Been Reproducible

Walter Benjamin

ARCHAIC GREEK ERA Metal Pottery

PRINTING REVOLUTION PRINTING WITH MOVABLE TYPE

THE LITHOGRAPHIC REPRODUCTION PERIOD

'Only A Few Decades After Its Invention, Lithography Was Surpassed By Photography. For The First Time In The Process Of Pictorial Reproduction, Photography Freed The Hand Of The Most Important Artistic Functions Which Henceforth Devolved Only Upon The Eye Looking Into A Lens. Since The Eye Perceives More Swiftly Than The Hand Can Draw, The Process Of Pictorial Reproduction Was Accelerated So Enormously That It Could Keep Pace With Speech.'

'A Film Operator Shooting A Scene In The Studio Captures The Images At The Speed Of An Actor's Speech. Just As Lithography Virtually Implied The Illustrated Newspaper, So Did Photography Foreshadow The Sound Film.'

— WALTER BENJAMIN



CHAPTER 2 ARTISTIC 'AURA' AND THE IMPACT OF ARTISTIC REPRODUCTION

'The Aura Have Dissipated, They Are No Longer A Miracle But Just An Image.'



'Under The Shutter, Reality Is Calmly Captured. The Subjectivity Of Art Gives Way To Mechanical Precision.'



'These Works, Once Copied, Are Detached From The Realm Of Tradition. They No Longer Belong To History - Only To The Image. The Mona Lisa We See May No Longer Be Her. She Can No Longer See Us. And We... Can No Longer See Her.'

— WALTER BENJAMIN

Final chapter 2 Content design

1. Mouse Hover- Image change
modern famous Painting II Creation-
Representation of Aura dissipation
after mechanical reproduction
reset ↴



2. Mouse clicks- blurred photographs
become clear and clear and colourful-
re Present the development of reproduction
technology through the camera lens,



which drives the aura of art away
from the human hands, thus feeling
the human hand from the need of art.
Thus freeing the hands of people
to pull art and people into the distance.

CHAPTER 3
THE ART
AND
THE FUTURE
IN THE
DIGITAL AGE

'The Audience's Identification With The Actor Is Really An Identification With The Camera. Consequently, The Audience Takes The Position Of The Camera.'

'The Painter Maintains In His Work A Natural Distance From Reality, The Cameraman Penetrates Deeply Into Its Web.'

'The Spectator's Process Of Association In View Of These Images Is Indeed Interrupted By Their Constant, Sudden Change.'

WALTER BENJAMIN

Final chapter 3

Context design

①



ISCONTINUITY SHOTS
PERSPECTIVE RECONSTRUCTION

Heavenly Earth, Sky, Nature, Knowledge
Hand Hurst You Shall Not Pass!
THE AURA OF ART
Eve Crowe's Rome In Hand
NO LONGER SHINING IN TIME AND PLACE
Virtual Dream Future World
Virtual Dream Masked Face

Virtual Dream Night Banquet
IT FLOATS BETWEEN ALGORITHMS AND INTERACTIONS

The Aura Will Eventually Fade Away
We... Will Continue To Reproduce

Back To Top

②



Mouse hover- black and white images
are transformed into dynamic colour
AI works- representing that with the
change in reproduction technology, mankind
no longer needs an aura but has
become the aura of art itself

COLOUR SCHEMES AND FONT USAGE



##000000



##FFFFFF

KimberleyBI-Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

1234567890

Courier Prime Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

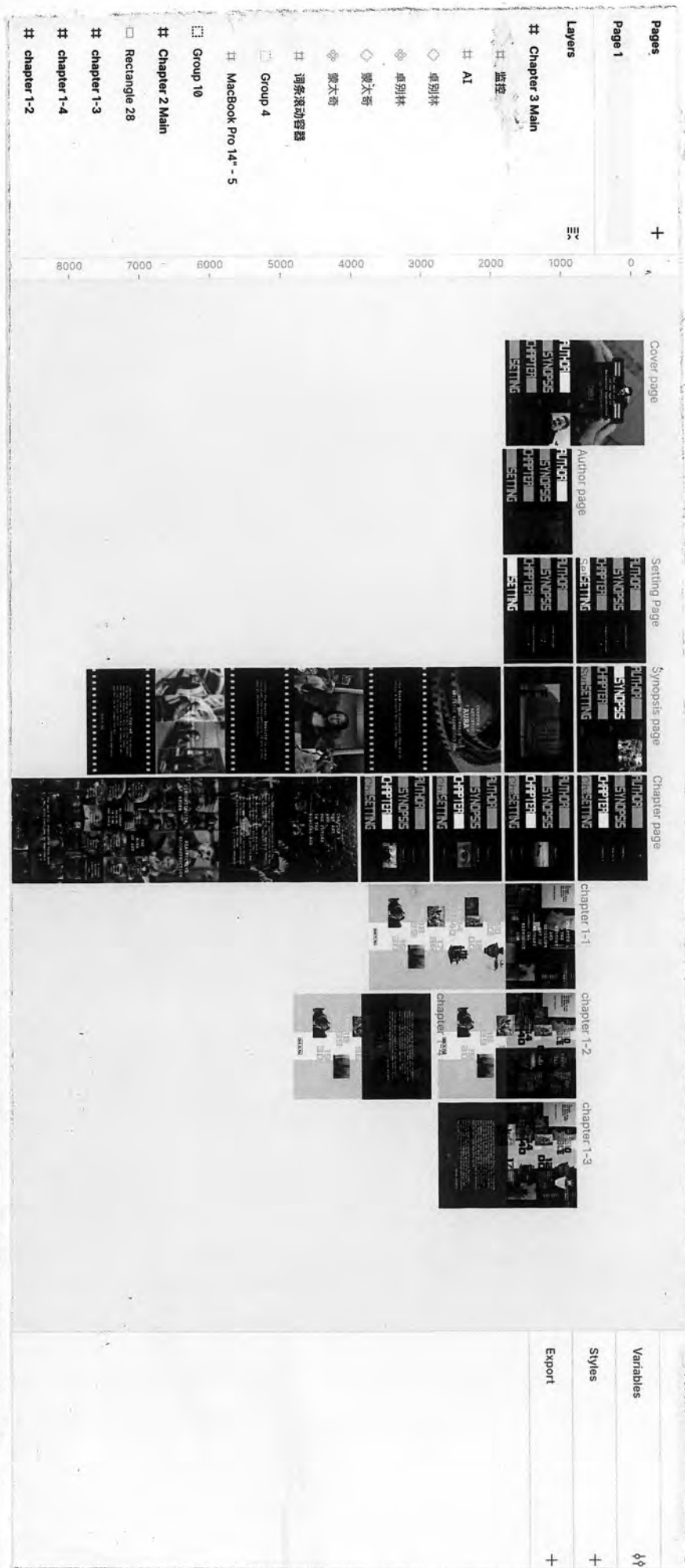
1234567890

Courier Prime Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

1234567890

Presentation of the full design layout of the Audiovisual interactive website Publication



User testing

① Testing the actionability of the introductory Pop-ups in chapter 1



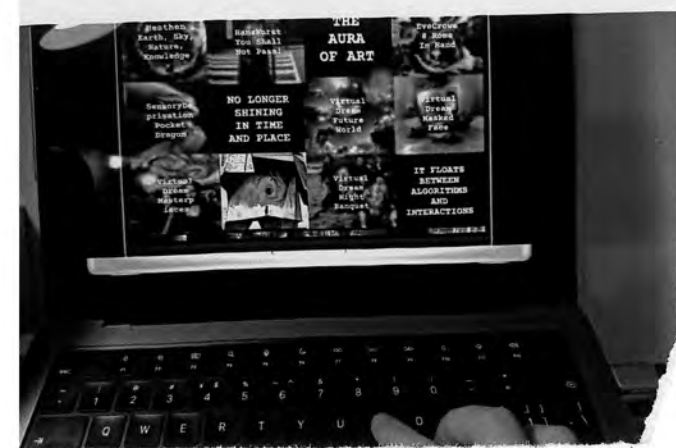
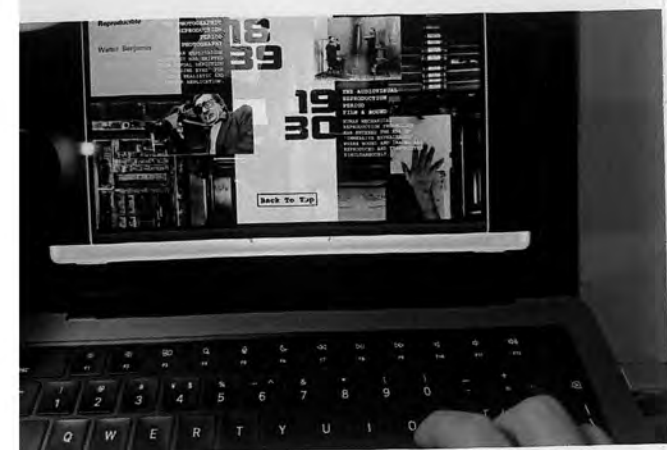
② Testing the smoothness of the scrolling of the back to top function button at the bottom of the screen



③ Testing the changes of the aura dissipation in the chapter 2 of the work



④ Testing the mouse hover start function of AI dynamic gallery in chapter 3



Publication Pre view Video clips and Sound selection

Sources of illustrations



- ① Start screen - cheerful street corner sound
- ② chapter 1. - Historical bagpipes
- ③ chapter 2 - The sound of film rolling in an old camera
- ④ chapter 3 - Ethereal / Lonely / Uncertain synthesised soundscape

