

XY STUDIO

Languages²

Are graphic designers and communication designers really translators?

Discussion Prompts

Write a general definition of translation

Write a definition of translation for graphic communication design practice

Identify one reference that does not qualify for the second definition from the brief. Discuss why and if you want to amend your definition

Original piece by Gayatri Spivak as appears as a low res PDF

Translate it to another language

- I chose to translate into Frisian as that is the closest language to English, so I could maintain the line length so I could maintain the typographical appearance as closely as possible.

- Through this method I wanted to italicise the dis of displacement, so I translated the Frisian word back to English which came out differently: dissemination> fersprieding> spread> ferspraat> scattered> ferspraat
Until I got to a cycle where the word kept coming back the same in both languages.

- Scattered - I liked scattered as dissemination so represented that visually as spattered dots in my typotranslation. The space "inbetween and around" the marks.

Typotranslation

- I chose to translate the rhetoric of the piece into a piece of graphic communication design. I used inspiration from my practice of artist Emma Reynolds who created a screenprint called Under the Same SKy, where the felt and physical sense of space was in her abundant skies. I wanted to bring the attention to the space inbetween and around the words that Spivak notes that gives words nuance, meaning, added value, aura, that can get lost in language translation.

1. The Serving Library Annual 2018/19 (Translation)
David Osbaldeston, Untitled (Negotiation) 2018
Joseph Grigley Songs without Words (2018)
Phillip Ording (A Few of) 99 Variations on a Proof (2018-1029)

2. Raymond Queneau, Exercises in Style (1947/1998)
Kate Briggs, This Little Art (2017)
Sophie J Williamson, Translation (202)

ORIGINAL

The ways in which rhetoric or figuration disrupt logic themselves point at the possibility of random contingency, beside language, around language. Such a dissemination cannot be under our control. Yet in translation, where meaning hops into the spacy emptiness between two named historical languages, we get perilously close to it.

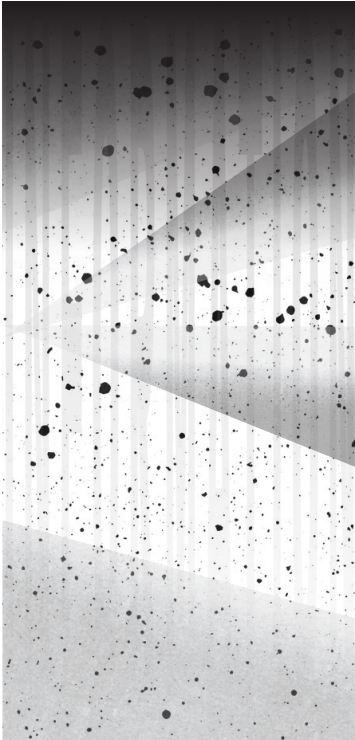
Logic allows us to jump from word to word by means of clearly indicated connections. Rhetoric must work in the silence between and around words in order to see what works and how much. The jagged relationship between rhetoric and logic, condition and effect of knowing, is a relationship by which a world is made for the agent, so that the agent can act in an ethical way, a political way, a day-to-day way; so that the agent can be alive, in a human way, in the world. Unless one can at least construct a model of this for the other language, there is no real translation.

TRANSLATION

De wizen wêrop't retoryk of figuraasje de logika sels fersteurt, wize op de mooglikheid fan willekeurige kontinginsje, njonken de taal, om taal hinne. Sa'n fersprieding kin net ûnder ús kontrôle stean. Dochs komme wy yn oersetting, dêr't betsjutting yn 'e romme leechte tusken twa neamde histoaryske talen hopet, gefaarlik ticht by.

Logika lit ús fan wurd nei wurd springe troch middel fan dúdlik oantsjutte ferbiningen. Retoryk moat wurkje yn 'e stilte tusken en om wurden om te sjen wat der wurket en hoefolle. De skerpe relaasje tusken retoryk en logika, betingst en effekt fan it witten, is in relaasje wêrmei't in wrâld makke wurdt foar de agint, sadat de agint op in etyske manier hannelje kin, in politike wize, in dei-to- day way; sadat de agint libbet, op in minsklike manier, yn 'e wrâld. Behalven as men op syn minst in model fan dizze foar de oare taal konstruearje kin, is der gjin echte oersetting.

TYPOTRANSLATION



Reflection & Notes

I loved Pivak's notion of space inbetween and around the words and this became an integral part of my practice and the investigation into aura in works of art. The nuance, value and meaning that comes from carefully curated pieces in a time and space that is encapsulated in the form.

"In translation. Meaning hops into the spacey emptiness" (Spivak)

Logic = words that make sense

Rhetoric = "works in silence inbetween and around words" (Spivak)

Can this essence be communicated across cultures?

[Kate Briggs This Little Art - people, characters, elements, space

David Pye - The Nature of Art and Workmanship

Act of Translation - Machine v Nature (Human)

"Workmanship of certainty"

But humans like imperfections?]

No one brings a pen to class - why?

They all type - obs of a mature student...

Symposium - 90% on phone or laptop bar video presentation. Mass consumption of imagery in seconds at the same time as presentation.

Mind blowing - literally.

Music - "universal language" - bell hooks

Iterations - nuance lost - nuance gained?

Translation v Interpretation

Esperanto - shared language for all cultures 1887 - never took off.

Reconfigure meaning - Change - construct medium or idea?