Dr. Russell Bestley

A Lecturer at the London Collage of arts has written and co-authored many interesting articles. He is a specialist in the subjected of graphic design research methods, information design, British Pop-culture and alternative music.

Looking at a few of his publications that are accessible online, I found one article that can be at eyemagazine.com. The article is from Issue 32, summer of 1999 Opinion, Title Words Fail Us.

The article tries to state its case, by suggesting that the development of the world and its culture dictates the way in which the masses intemperate visual communication and the subject of design. It is stated that the subject and discipline of design should be transcribed so that the complexity would be comprehensible to someone with no knowledge of the subject. He tried to spell out that the downfall of graphic designers of the time was there inability to use a wider lexicon. They knew the ins and outs of their job and the terminology needed to communicate with other people versed in the field, but they wouldn't be able to regale their information in a way that would be comprehensible to the masses. He then goes on to state that the needed information has been presented and explored in other modules and disciplines to hopefully educated those that might come across the needed skills. Although this understanding, isn't an education or integration into the subject. It is proposed that graphic designers looking into related subjected with a large history of analysis this would allow them to undergo thorough their own methodology

 And allow them to develop a form of term and referring to. At the time many publication had been written about inter-specializing studying designers during there educations, but very little had been done to help them develop the nursery skill set. It was suggested that the reason a new lexicon for designers hadn't been founded, was from the lack of communication between the creative communities and that a collegiate of intellectuals would need to come together to discusses and create and articulate, as it was their responsibility towards the academia. It is said that part of the problem lays with the fact that, graphic design, is seen as a flying banner devoted to 'advertisement devoted to a working method along the lies of printing or copywriting.'

It was suggested that was needed was a form of meta-language bespoke on the subject of visual communication that could be accessible to all, so that the consumers would be able to take part in the creative discussion.

It is said that part of the difficulty of the development and application of the modern and developing language, stems from the integration of knowledge and terminology; with the development of new technology. It would be easy for one to understand terminology from the lager historical events, but not the present vocabulary that stems from a developing cultural environment.

The only thing that is stopping the development of the creative collegiate and the theory and terminology of design is the ignorance of the few that wish not to take part.

Since than graphic design has become a discipline based on understanding of a wider interpretation of cultural force and ideological perspectives of understanding.