

## THE LANGUAGE of the CONSTRUCTIVIST (modernist):

1. assymetrical balance
2. hierarchy
3. clusters
4. tension/ lock
5. thirds
6. overlapping planes
7. hotspots
8. contrasts
9. underlying structure
10. **legibility**

## THE emergent LANGUAGE of the POST-INDUSTRIAL:

1. legible/ **readable**
2. see/ read/ image/ text
3. both/ and
4. fluid, fleeting + contingent
5. fragmentation and layering
6. author > text < reader