



Mechanic Eye

ATTENTION

PERCEPTION

Textual Color



I was not _____ enough.

One could fill that space with an innumerable amount of words, but, just for a moment, I want you to think about what you consider to be precious, of value, of importance to your current life, of such significance that you take it for granted during every second of every day?

I, for one, know it, but do you?

I understand its significance, and yet I do not value it nearly as much as I should. Its something that you give away of your own free will, yet, at the same time, you may not feel as if you had a choice in the matter.

I could say that a fundamental aspect of it is time, but **it is much scarcer in society.**



Creativity Bulb



Thus, as society wades further into this world of digitality and digital rhetoric, this aspect plays a crucial part in everything. Through digitality, we have this interconnectivity that places constraints, especially time, on this economy. This proliferation of media that monopolizes our mind... It affects our "consent without any conscious decision on [the user]" (Wampfler). So, today I would like to bring forth this concept to the very edges of your mind.

So, pay _____. If one has been cognizant so far, one may already know this ideal.

Art

Yes, this very thing that you may be giving to me this very moment. I consider it to be precious as there is so much going on around the world, and yet this is what you choose to focus on. This is what may perplex your mind for the next few moments. If anything from this piece lasts, it is that you may have been selective with your _____, but you gave me your _____ nonetheless. Leading Amishi Jha to contend that if we are not cognizant when our minds wander there could be dire consequences.

Yes, I struggled because _____ is no simple concept. Researching on the internet brings forth a new being, a new entity. If you consider Kittler (24), for a moment, media makes man. But I contend that man and media concurrently make each other. Now, with writing centers and digitality, we inspire research, but research also inspires us.

In a similar vein, the emergence of digital rhetoric is a product of media. Thus, media being a product of technology or the medium in which we view that technology, and with the proliferation of media, we have manufactured the production of scarcity. Therefore, we have essentially manufactured the scarcity of our _____, which is the most precious commodity of our time.

Integrating digital media into composition, one alters the way that writing is composed, thus, allowing the writing center to be at the forefront of this change. Through new media, we must be selective with our _____, while simultaneously facilitating the change that will occur either way. Throughout this process, we will need to be mindful that this is a learning process that requires our _____.

Arty Smoke Bomb



Significantly, in this advent of media, one simply cannot be content with meaningless, insignificant, and uninspiring rhetoric as one would not be able to contend in this _____ economy. So, I believe that one has to be innovative, understanding, and above all unique in the content that you create.

Thus, society needs to rethink the connections that we make online because our audience is not the same. I cannot use the same ideas or concepts hoping to reach everyone, so I have to be mindful of the audience that I want to reach, the audience that I want to inspire, and the audience's _____ that I want to liberate.

Writing in this new advent of digitality calls for a new style, something that just grabs your _____.

Now, I purposefully have not mentioned the crucial word but if you were paying enough _____ you may have guessed it.



Thought-provoking Eye



Reflection

I chose my specific InDesign layout as a distraction. I wanted to play on the theme of an individual's attention and selective attention when composing projects. In this new age of digitality, we need to grab an individual's attention, so I decided to tempt or intrigue the reader with a mechanic eye with the title of perception. We all perceive the world in different ways, and this is another one of my thematic ideas.

Along the same line, the textual colors are meant to play with the reader's depth perception, thus, getting the reader to think or consider the topic further. Overall, the colors that I chose are meant to distract the reader along with the words. The chosen images are meant to draw your eyeline, and get the reader thinking. I considered another photo of a lightbulb, but this intrigues me and will hopefully intrigue others. The vivid colors are constantly battling for your attention. Thus, you have to be selective and not allow your mind to wonder too much.

I envisioned an audience who would like to be intrigued yet would not be averse to negative comments. I envisioned an audience who wanted to discover the answer along some clichés of attentive sayings.

Ultimately, a constraint is that I am not forthcoming with my answer. So, I do not explicitly mention my answer but get the audience to consider the worth of my words. Thus, my affordance would be appealing to someone who would enjoy a thought-provoking distraction.



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