

# IMAGE *e* TEXT

## A JOURNAL FOR DESIGN IN SOUTH AFRICA

Virtually all academic disciplines have communications channels and forums to disseminate information, to encourage dialogue and to support research and the building of a knowledge base.

Design in South Africa is still dominated by intuitive practitioners who are more likely to consult a trade magazine instead of a scholarly publication, and who see design literature in terms of promotion and publicity, rather than the careful and critical examination of ideas and information.

The search for any local literature dealing with the interpretation and significance of South African design, usually yields little more than elementary comments. The personal experience of anyone required to undertake design research, bears testimony to the lack of availability of design information based in the South African context.

Yet an invisible network of people with specialist knowledge in design does exist. Their insights periodically emerge at conferences, in newsletters and commercial publications. Now is the time to start amalgamating and organising existing knowledge and to establish a forum for a wider exchange of information and the development of ideas.

*Image e Text*, a journal for design in South Africa, aims to disseminate local design information, opinions, ideas and experiences, and to provide a forum where design dialogue is supported and encouraged. The objectives of the bilingual journal which will be published twice a year, are to foster a culture of design writing and research in South Africa; to contribute to the development of a coherent body of scholarship and knowledge in design; and to promote communication across design disciplines.

Coverage in the journal will include informed analysis and comment on South African design, design research, case studies, profiles of designers and design companies, design education, technology and general

information. While individual design disciplines will be featured, focus will also be placed on the common ground underlying design activity and the concerns related to all the design disciplines. The journal will grow organically, based on the needs and interests of its community of users.

The success of this venture depends on two things: a sufficiently large body of subscribers and the publication of relevant and stimulating articles. In both cases, it needs the support of design practitioners, educators and students.

The editors of *Image e Text* invite you to join this forum. Subscribe and encourage a wide readership. Use the journal to explore, establish and convey the many facets of design in this country. Support and nurture a South African design dialogue. *IeT*