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Three Words:

- Ritual
- Legacy
- Pride

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In this essay I will be exploring three key words that are of importance to me, hopefully finding relevance between the words themselves and my practice. The first word I will be writing about is ritual, exploring the difference between that and a routine before discussing why I feel a connection to this word. The second word I will be exploring is legacy, explaining what a legacy is and what relevance it has to me and the process of letterpress as a part of my practice. Pride is the third word and I will be discussing regarding its history whilst discovering what lies between a prideful person and an arrogant person before explaining why this emotion is connected to me. Throughout this essay I will be forming a correlation between these three words to assist me in forming a conclusion and a question that will lead me on to a final dissertation question.

Day to day rituals are something we all have in common, from waking in the morning to settling in the evening, our lives are built upon the structure of rituals. But is there a difference between a ritual and a routine? Every morning I make my bed before devouring an enormous bowl of cereal and drinking my body weight in coffee, after showering and getting dressed I play jazz music quietly to set my mind to work mode, I sit down at my desk... and off I go. Although these morning tasks are engraved into my mind, I cannot help but wonder if these are acts of ritualistic meaning and importance or just day to day routine that I follow to set structure to my day. "a religious or solemn ceremony consisting of a series of actions performed according to a prescribed order." Most often being related to religious ceremony, you'd think, as an atheist I have no involvement in a ritual of such kind, however I will attempt to explore why I feel such a connection with a seemingly religious word. Similar to rituals the definition of routine involves "a sequence of actions regularly followed." The idea that the definition of both are a set of actions leads me to wonder if there is a difference between the set of actions of a ritual and those of a routine and if so, what is it? "routines are characterized by communication that is instrumental, involve a momentary time commitment, and are repeated regularly, holding no special meaning. Family rituals involve communication with symbolic meaning" (*Mary Spagnola, PhD; Barbara H. Fiese, PhD Family Routines and Rituals p. 285*) Understanding that the main difference between the two would be that of a symbolic meaning, one could argue that in

contrast to a routine, for something to become a ritual would fall upon an emotional connection to the set of actions. Actions that are performed on a day to day basis could fall under the category of a routine as they are not part of a meaningful process but rather to manage time effectively, with this in mind we can begin to imagine that what makes a routine a ritual is actually the intention of those set of actions are... an example of this would be when I wash my kitchen appliances after a meal, my intention is to save time cleaning before I cook another meal therefore it is a commitment to time making it a routine. Further reflecting on the previous statement from (Family Routines and Rituals) such action has (no special meaning) other than it saves time therefore concluding that it is in fact a routine. Upon reflection to my previous idea of a ritual I can now begin to understand the reason I feel a strong connection to the word 'Ritual'. "At once 'act' and 'statement', ritual is indeed that 'special occasion' which dramatizes the implicit difference from non-ritual." (understanding rituals p.4 Daniel De Coppet) Being interested in letterpress I started to wonder if this is where my connection to the word ritual comes from. The process of printmaking is one of great detail and skill, specifically letterpress, unlike printing from a computer there is a long process of careful judgment and patience to set your type the way you like before inking and printing. The set of actions that are necessary to produce good quality work are indeed of symbolic meaning as they are a part of a rich legacy from the industrial revolution, this history behind the process forms an emotional connection to the practice so could this be seen as a ritual performed by typographers?

The legacy of a person is often of great importance to an individual and sets a pathway to which they follow to honour the history involved within it. Throughout history Legacies have been left by our ancestors in hope that they will be continued by the next generation. Although These historic legacies give meaning to many families lives and are seen as something to value, many of them are left behind. In a world full of obsolete technology, legacies of industrial craftsmanship have been replaced by computers, and with that disappears the legacies surrounding them. I'd like to focus on the legacy that has been left behind by printmakers, specifically within letterpress. Letterpress revolutionized the world of printing in the written word producing everything from event posters to daily newspapers and books. However, the introduction of new technology allows for unlimited amounts of printed products to be produced within a short period of time and all within a few commands on the computer. The modern age is a disposable age, we as humans throw away the old as soon as we find something that is better. But is there a reason to keep this historic process alive and use it alongside the printing that we have today? "The letterpress process is a significant teaching tool that complements, and can act in conjunction with, computer-based design education." (Looking Backward to Look Forward, ALEXANDER COOPER, ROSE GRIDNEFF, ANDREW HASLAM p.53) Letterpress was once a career path that required years of training to become qualified. While there are many people with the knowledge to teach this process, they are aging along with the equipment that is used. By implementing the legacy of letterpress printing into education it would allow for younger generations to discover the process and become masters in this medium themselves allowing it to live on. Although the majority of Design based work is produced on the computer today, you could argue that it is a waste of time learning letterpress now as it has no place in the commercial world however, learning the typesetting process will increase

ones knowledge of the vast amounts of terminology that comes with typography and instead of adjusting leading and spacing with a click of a mouse these aspects would be changed by hand and proof printed which would allow for a greater understanding of what the changes you make do to a piece of work, ultimately developing a designers knowledge and understanding of what good typographic design looks like. "thinking about a legacy can be extremely energizing and uplifting. It forces us to think about today's actions in a larger context. It requires an appreciation of others." (A Leaders Legacy James M. Kouzes & Barry Z. Posner p.4) Legacies are often followed by the people who are interested in the topic that surrounds it, some could consider that letterpress within the commercial world is outdated, however in a subject of infinite creativity could the answer to the legacy of this craft living on in the future and keeping young creatives interested be to allow the boundaries of the practice to be explored? If this craft is taught with the idea of implementing analogue work into computer-based design, perhaps it will increase the interest of younger generations and allow them to bring their own personality to their work through letterpress. A practice that revolutionized the world of printing only to be forgotten with the introduction of computers and printers available to the average consumers is deeply saddening and with that being said it is something every designer should have a knowledge of at least and be proud of the history surrounding it.

Feeling proud of ourselves and others close to us, is within our DNA, it comes as an acknowledgment for a job well done and gives credit for the effort that one has made. Much the same as many things in day to day life excessive pride can lead to negative effects. "pride or arrogance ... has been recognized since early times as a root cause of cruelty and evil" (Schimmel, 1997, p. 29) Even being deemed as the deadliest of the seven deadly sins by ancient Greeks and the religious followers, the history of pride led me to wonder why is this historically arrogant emotion accepted in modern day society and why is it 'to feel proud' something many have now adopted as a positive personality trait, what has changed? "Pride is too broad a concept to be considered a single unified emotion and may be better viewed as two or more distinct emotions (Ekman, 2003; M. Lewis, 2000; Tangney, & Gramzow, 1989). The idea of splitting pride into two or more emotions would be an easy fix, as pride would never be linked to arrogance with it being two separate emotions, one would either be 'arrogant person' or 'prideful', however, this is not the case as it is possible to seem arrogant if someone is feeling proud. Following on from this I believe it is possible to be a prideful person without seeming arrogant, the question is where is the line, where do we begin to cross over from a prideful person to an arrogant person? Although research of other emotions outweighs the development on understanding pride, In recent studies, it has been given two facets 'Authentic' and 'hubristic' it is through these two facets we can start to build a picture of where the two emotions become involved and how one can identify the two different characteristics of being proud. The idea behind dividing the word into two facets with different characteristics means that we can identify the good and the bad qualities of pride. Similar to this, "Hume more often speaks of being proud of something- a son, a house, an ability an accomplishment" (Hume's cognitive theory of pride, p.744) If this is true to be an example of authentic pride then is being proud of yourself as opposed to something, a form of hubristic pride, or is it possible to be proud of yourself in an authentic way? Being a prideful person, I found it was interesting to find out if the way I express pride would be seen as arrogant, and if so, was there a way of changing how I

express self-pride. Returning to the 'hubristic' and 'authentic' facets discussed previously helps us to understand what facet they are exhibiting. Though there are many ways of being proud of something, the way of identifying if it is authentic or not is the reason behind being proud in the first place. For example (I finished my work because it was easy and I'm the best in the class) would be seen as a form of hubristic pride and in contrast to this (I finished my work because I spent a lot of time researching and worked hard) would be seen as a form of authentic pride. The difference between the two is that authentic pride is to be seen as a result of actual accomplishment and the self is credited for the achievement, on the other hand hubristic pride is more fuelled by a more inauthentic sense of self-worth.

In conclusion, it is clear the words I have discussed will have great relevance in moving forward with my dissertation project. The words have been incredibly useful in organising my thoughts. The concept of ritual will be useful because I have a clearer understanding of what it is in relation to a routine and can identify what I consider to be a ritual within my practice. Pride is also a useful concept for me personally due to the knowledge of 'hubristic' and 'authentic' pride and being able to acknowledge the line between being prideful and arrogant behaviour using these two facets. These words also encompass the idea of the legacy surrounding the history of design, specifically within typography. These words have drawn me to the conclusion that there is a legacy surrounding the letterpress process. Many feel emotionally connected with the ritual involved, as technology moves forward and the history of the crafts are left behind, we as creatives should take pride in our craft and its history. They beg the question can we learn more about our practice as graphic designers through the process of traditional print than digital media? and are we heading down a route of digital aesthetics that follow trend, ultimately taking away the freedom of creativity?

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