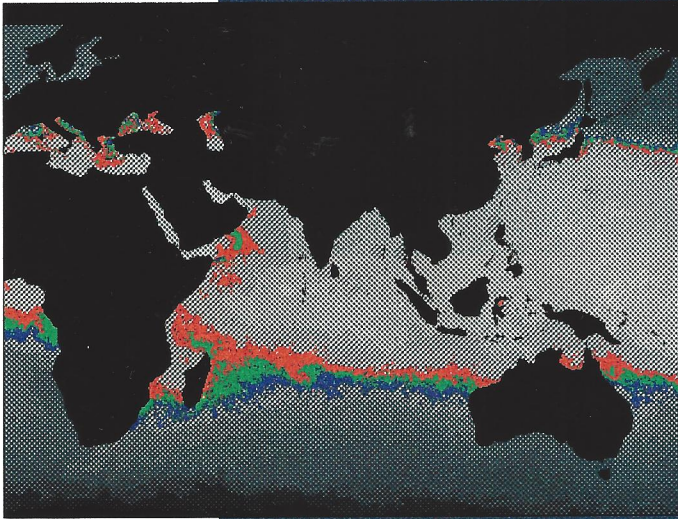


The Electronic Visual Interface



From pixel to page:

Image processing allows the manipulation of digital data.

Pictures can be placed within electronic pagination systems.

Color laser output at 300 dpi allows comprehensive mockups and proofing.

W

e are in the midst of a communications and technological revolution with implications as profound as the invention of the printing press. The impact of electronic media through television has reduced time and space to a global village of instantaneous events. Electronic publishing is accelerating the dissemination of print material at new levels of local control with diverse aesthetics. Computer workstations are offering increasingly powerful hardware and software tools. Hypermedia, desktop video, optical storage, fiber optic band widths for data transmission, BIP rates on-line, all hopefully hold the potential for positive cultural transformation.

We are witnessing the convergence of society's three main information modes: (1) Print and Publishing, (2) Broadcast and Motion Picture, and (3) Computer Technology. Current workstations, available at relatively modest cost, are capable of creating seamless environments in which the reader interacts as both author and annotator. Digital reality is altering our perceptions of images and sound. Our evolution as a species and society may well be tied up with the new neural brain connections linked to these emerging technologies.

As we move along this shifting paradigm space may the words of Albert Einstein guide us: *Love is a better teacher than duty.*

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