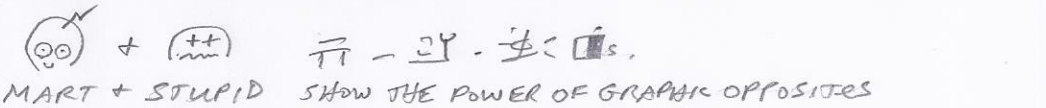
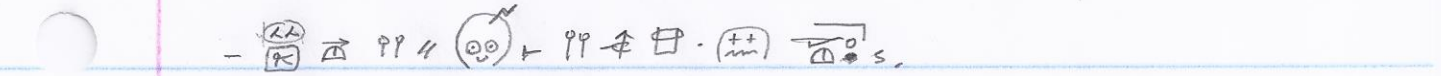
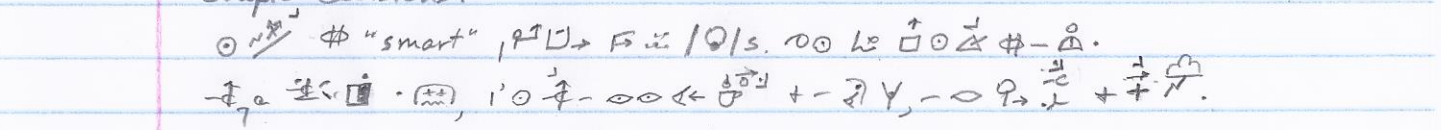


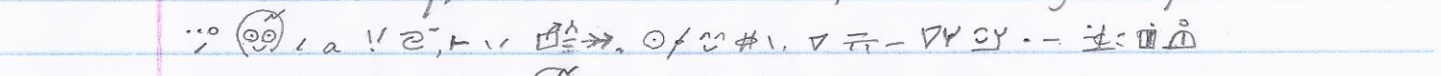
SMART + STUPID SHOW THE POWER OF GRAPHIC OPPOSITES



The bosses think they are smart but they make a lot of stupid decisions.



I struggled with "smart" unsuccessfully for many years. What I have above I developed with the idea of making a graphic opposite of "stupid", so I made the eyes look caffeinated and the forehead big, the mouth well-formed, and added lightening.



I am happy with it, This shows the great power of the graphic opposite idea for generating new ids.

Notes: struggle / hard (uphill) X fight

succeed (fail — graphic opposites!) develop change in an upward, positive way (deteriorate — g.o.!)

look, in the sense of "appear" (see), versus look, to actively see

Look at that thing — what do you think of it? It looks good to me.

too complicated, over complex (simple). Is a g.o. of c?

Maybe. At any rated, they are a contrastive binary pair, one feeding semantically off the other.

Just as I distinguish ideographically the two senses of "look" — look + look, I distinguish two senses of "new"

(begin/end) at the beginning of its use cycle: a new car

new, in contrast to the old one (old)

great size indic. big (very large)

great good (excellent)

great (pedestal) (deserving the highest honor)