What does it mean to be *effective* in an era of cut, copy, and paste?
STRATEGIES

- Ergonomics
  - Set up your work station while considering height, light, the seat position, your feet, and remember to take breaks!

- Use Hot Keys
  - Pressing keys is less stressful than moving a mouse or trackpad
  - You will make fewer mistakes
AUTOMATION

- Can be influenced by new technologies (as in Ford’s mass production of the Model T or the popularization of the ATM)
- Can influence artists and writers.
  - For instance automatic writing as “stream of consciousness” (Virginia Woolf) or when the writer “channels” spirits (Arthur Conan Doyle)
- Relates to rule-based writing or rule-based conceptual art, wherein the artifact is created “automatically,” by following a set of rules.

Assistant executing Sol LeWitt’s *Wall Drawing #65*. 
AUTOMATION

- Refers to mechanical processes that hint at artificial intelligence
- Also suggests generative art, created by some automatic or rule-driven process.
  - For this type of work, a theme and “ground rules” are established
  - Then the work is formed while it evolves and mutates based on the system inherent to the process

*net.art generator*, Cornelia Sollfrank, since 1997
• This section also includes a chapter on pagination and printing
• While this may be an automatic process on commercial printers, you may need to learn to manually set pages for pagination and printing