CLASS DESCRIPTION

154A COMMUNICATION DESIGN I - Studio, six hours; outside study, nine hours. Preparation: completion of preparation for major courses. Enforced requisite: course C101 or 104 or C106. Focus on relationship of type to content, image, and materials. Acquisition of knowledge of and sensitivity to typography in context of complex communication problems in print and digital media. Research, concept and content development, and articulation of methodology for visualization. P/NP or letter grading.

DESMA 25 (Typography), which I also took with Henri Lucas.
I had seen work from Rebecca Mendez's 154A class ... it seemed to me like a pretty straightforward task: here's some content, now do the "design" thing. I'd soon find out that this class would work somewhat differently.

I think this is where things went sour ...

THE ASSIGNMENT

D.O.B. date of birth is a research project on the day you were born. Aim is to figure out what world you were born into. What happened that day, besides the "beginning of your life?" What other NEWS events occurred LOCAL, NATIONAL, GLOBAL? What MUSIC was playing on the radio, what was popular on national TELEVISION, what was in FASHION, what was the weather like? What star constellation were you born under? Which CELEBRITIES were born that day and/or were celebrating their birthdays? But also, who was there when you were born, were there older brothers and sisters? Were you born in a hospital, do your mom and dad have specific details and stories?

This assignment is about gathering data, archiving, catagorizing, scaling and visually translating data. An important aspect of this assignment is STORY-TELLING.

SOURCES: internet, newspapers (of that day and the day after), time-lines, info graphics, astrology, your family, the library, etc.

(SEE TITLE ...)

RESEARCH & GATHERINGS

COURSE & CONTENTS I
DEBRIEFING THE SYLLABUS

A "RICH PICTURE"

QUESTIONS, MYSTERIES

 ${\tt 1ST\ TASK:}$ gather as much information as you can!

DEBRIEF

DISSECTING A TASK

D.O.B. - DATE OF BIRTH is a research project on the day you were born. Aim is to figure out what world you were born into. What happened that day, besides the "beginning of your life?"

Throughout our youth, I think our parents try to do their best to ensure their children of a certain sense of stability and safety. Something that says the world isn't changing ... things will stay the same. Maybe the most shocking part of entering adulthood is the realization that history is subject to constant revision, and that we are very deeply intertwined with the way it will play out. By analyzing the circumstances that precipitate our very existence, scrutinizing the state of the world as it was when we entered it, we get a better sense of our "trajectory," the impact the world has on us and vice versa.

What other NEWS events occurred LOCAL, NATIONAL, GLOBAL? What MUSIC was playing on the radio, what was popular on national TELEVISION, what was in FASHION, what was the weather like? What star constellation were you born under? Which CELEBRITIES were born that day and/or were celebrating their birthdays?

A defining characteristic of modern interest is the blurring of the seperations between what we usually define as "high" or "low" culture. We're beginning to realize that the New York Philharmonic and Snoop Dogg both produce art of equal cultural cultural significance. Combining the full range of "cultural products" gives us a better sense of our society's collective consciousness at a given era in time.

"This assignment is about gathering data, archiving, catagorizing, scaling and visually translating data. An important aspect of this assignment is STORY-TELLING. SOURCES: internet, newspapers (of that day and the day after), time-lines, info graphics, astrology, your family, the library, etc."

We belong to a society with a very rich written history. Our efforts to archive everything are indicative of our desperate attempt to "eternalize" our existence. By searching these archives and selecting or "curating" the content that we believe is imporant, we begin to "create" meaning. Or, that is to say, more meaning than a given piece of information can provide for autonomously. By juxtaposing, categorizing and presenting related information we begin to weave a story.

REACTION

DESIGN/AUTHORSHIP

The one thing this assignment certainly challenges is the conventional role of the designer as a "passive" communicator. In a traditional sense, the designer is presented with an inalterable body of content. He or she is expected to give this content form so that the two may serve to enhance and illuminate eachother simeltaneously.

Here, the notion of designer as "form-giver" hasn't changed. What has, is the notion of the designer as "passive" participant in the creation of meaning. The D.O.B. project forces the designer to play an "active" role in the GENERATION OF CONTENT. While we're not writing the articles or creating the figures that serve as the project's substance, our selective role in "curating" this information lets us shape its ultimate meaning and impact.

The exciting part of this "role-reversal" for graphic design as a whole, is the elevation of a PRACTICE to an ART-FORM.

"SCANDAL"

489,000 RESULTS FOR "SCANDAL + 1988"

- "CONTRADICTION" 429,000 results
- "HIPOCRISY" 266,000 results
- "LIES" 2,340,000 results
- "DECEIT" 1,160,000 results

"SURVIVAL"

3,910,000 RESULTS FOR "SURVIVAL + 1988"

- "STRUCTURE" 10,700,000 results
- "POLITICS" 35,300,000 results
- "WAR" 9,870,000 results
- "MONEY" 8,040,000 results
- "MURDER" 2,010,000 results

"TENSION"

2,490,000 RESULTS FOR "TENSION + 1988"

- "CRIME" 1,460,000 results
- "HATE" 631,000 results
- "RACISM" 498,000 results
- "DISCRIMINATION" 1,050,000 results

"HEALTH"

14,800,000 RESULTS FOR "HEALTH + 1988"

- "DRUGS" 3,700,000 results
- "DISEASE" 7,140,000 results
- "EPIDEMIC" 473,000 results
- "DEATH" 7,990,000 results
- "MEDICINE" 7,580,000 results

"ENTERTAINMENT"

2,340,000 RESULTS FOR "SPECTACLE + 1988"

- "FILM" 9,860,000 results
- "MUSIC" 10,600,000 results
- "FASHION" 3,160,000 results
- "TELEVISION" 3,710,000 results

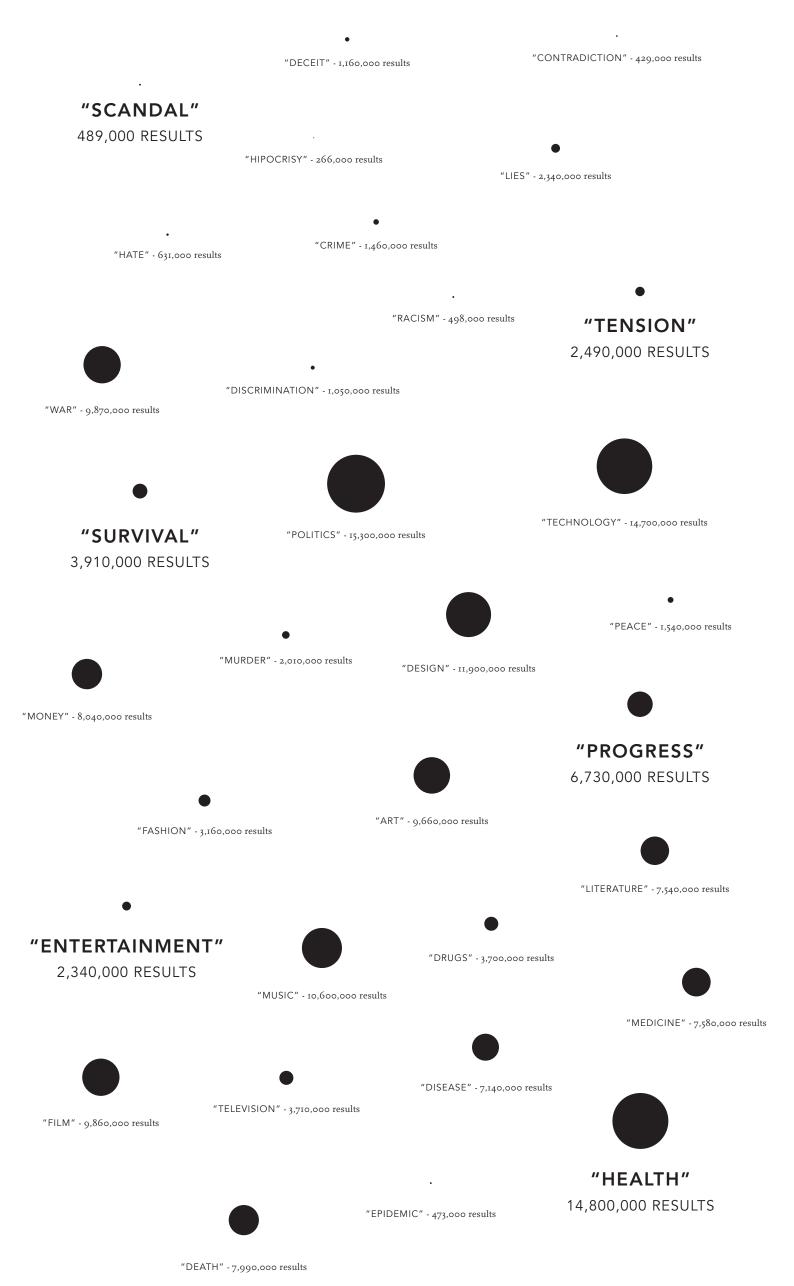
"PROGRESS"

6,730,000 RESULTS FOR "PROGRESS + 1988"

- "LITERATURE" 7,540,000 results
- "ART" 9,660,000 results
- "TECHNOLOGY" 14,700,000 results
- "PEACE" 1,540,000 results
- "DESIGN" 11,900,000 results

MY "RICH PICTURE"

I think "rich picture" is just a fancy word for any sort of visual brainstorming, any sort of attempt to give order/hierarchy/importance to one's initials thoughts before they embark on a project. Here I have a few very broad parameters or "super-categories" that I think will best illuminate the state of society at any given point in time. These keywords are accompanied by more specific/refined "children" and the amount of data they generated upon search.



PREPARE TO BE EXCITED

GATHERINGS

& OTHER EARTH-SHAKING RESEARCH DEVELOPEMENTS

Abstracts and/or full text transcripts of the articles and figures that serve as the project's content. Articles are arranged by keyword. Miscellaneous stuff is in back.

SCANDAL

TITLE COREET & ULPUTAT EXER

AUTHOR MCJONES FOR THE WALL STREET JOURNAL

Wisi. Sit vullutet nim vullutat. Alit illut accum zzrit aliquat. Ut laorpero odignim vullupt ationum doloreet lum do odigniatin henit at ad enim do exero od duisi ex eugiam, quis amet augiam velenim volor ilisi et praesectem dip et, quis adignibh et niam, verit velis nonsendigna aut euipit aciliquam vero odignim eugiamet ing et eu faciliquat. Ut wisim incin hendrem ver ate tisit ut alis at. Ut at lut lum dunt nonsenibh etumsandiam diamcommy nonulputpat. Ut num iure vendigna facip ea feui eu feugue velenia tummoloreo commodi psummy nibh et elisit nim non ulla feugiatet eu feugait. Non ex exeros ea alisi te tie feugait

doloree tumsand rercipsum illaore magniam volobore consequ

GAY COMMUNITY

TITLE COREET & ULPUTAT EXER

AUTHOR MCJONES FOR THE WALL STREET JOURNAL

Ulla teummodo commy nonsecte consequis aliqui elismod tis nonum dolorectuer sed dionull aortis augiamet vullandignit eugueriusto et et, quatum eum velescetetue mincilla facillalori diveriureet lorem accum nulla facil dio dolobor in hent veliquat lorem inim zzrilla commy niam essenibh eraesse diam iliquip et ullum iure vel duissi ex essectem dolorem enissis dolor sequisisi

TITLE COREET & ULPUTAT EXER

AUTHOR MCJONES FOR THE WALL STREET JOURNAL

Num dolore tisl ute velese con eros etum venit ipit ing euismolore tatue magniate er se et prat alisi ad tation henibh ex enit vel euismolortie tio ex elisi ex et ipismodit alit laore dolorti ssectet vel ex ero commy nisisse ctetum ver sim zzrit wis dolumsan hendignibh eu facilis num alit lorer iureet no

COCAINE

TITLE COREET & ULPUTAT EXER

AUTHOR MCJONES FOR THE WALL STREET JOURNAL
Obortie vercipit prat. Giamet utpatis atummod tat vulluptat. Ecte
faccum in utatue cortincidunt doluptat. Alit nostrud ex exercidunt atueraesed min et aliqui blam, suscilit in ute velessequat.
Ut lan utpat wisi tat, commod molestie molorpero consendipit

adiate velisl il euis eros er ipis ad tation henibh ex enit vel euismolortie tio ex elisi ex et ipismodit alit laore dolorti ssectet vel ex ero commy nisisse ctetum ver sim zzrit wis dolumsan hendignibh eu facilis num alit lorer iureet nostiscidunt nim dolut lorem velesse corem vent alisissim ipisl erosting eu facillaore tie faccum irit ilis nit wis esto odolenibh enim autpat. Ed dolortio dolorer si tat, consequ atummy num zzrilla aliquat delismodit num doluptat.

FASHION

TITLE COREET & ULPUTAT EXER

AUTHOR MCJONES FOR THE WALL STREET JOURNAL

Ulla feummodo commy nonsecte consequis aliqui elismod tis nonum dolorectuer sed dionull aortis augiamet mullandignit eugueriusto et et, quatum eum velesectetue mincilla facillaore dit, veriureet lorem accum nulla facil dio dolobor in hent veliquat lorem inim zzrilla commy niam essenibh eraesse diam iliquip et ull.

POPULAR MUSIC

Obortie vercipit prat. Giamet utpatis atummod tat vulluptat. Ecte faccum in utatue cortincidunt doluptat. Alit nostrud ex exercidunt atueraesed min et aliqui blam, suscilit in ute velessequat. Ut lan utpat wisi tat, commod molestie molorpero consendipit adiate velisl il euis eros er ipis ad tation henibh ex enit vel euismolortie tio ex elisi ex et ipismodit alit laore dolorti ssectet vel ex ero commy nisisse ceteum ver sim zzrit wis dolumsan hendignibh eu facilis num alit lorer iureet nostiscidunt nim dolut lorem velesse corem vent alisissim ipisl erosting eu facillaore tie faccum irit ilis nit wis esto odolenibh enim autpat. Ed dolortio dolorer si tat, consequ atummy num zzrilla aliquat delismodit

MUDERS

Ulla feummodo commy nonsecte consequis aliqui elismod tis nonum dolorectuer sed dionull aortis augiamet vullandignit eugueriusto et et, quatum eum velescetetue mincilla facillaore dit, veriureet lorem accum nulla facil dio dolobor in hent veliquat lorem inim zzrilla commy niam essenibh eraesse diam iliquip et ullum iure vel duissi ex essectem dolorem enissis dolor sequisisi.

Num dolore tisl ute velese con eros etum venit ipit ing euismolore tatue magniate er se et prat alisi ad tation henibh ex enit vel euismolortie tio ex elisi ex et ipismodit alit laore dolorti ssectet vel ex ero commy nisisse ctetum ver sim zzrit wis dolumsan hendignibh eu facilis num alit lorer iureet no

INTERVIEW WITH DAD

GEORGE: First question ... MARK: No. GEORGE: Okay so this is the first question I have to ask you ... is give me a brief narrative of December 15, 1988 ... what really sticks out in your mind on the day I was born. MARK: They day you were born ... GEORGE: Try to do like beginning of the day to the end of the day. MARK: Well uh, my recollection is that ... I don't recall was already in the hospital ... or that uh .. I don't recall, I remember we went down one night because her water broke but then they kept her there for a while then sent us home. I guess we came back the night before, probably the night before ... Mom was in labor for about thirty six hours if I recall ...

(didn't really need to ask him anything else for a while, he just kind of took it from there ... for brevity's sake I'll just include the hishlighter)

Mom, for a stretch of time, was staying at Yia Yia's house on mandatory bed rest ... they were afraid that she was going to have you prematurely as I recall ... they had her hooked up on a fetal monitor ... and every couple hours she would have to call this number and put this mechanism on the re .. and they would monitor your heartbeat and such ... So on the night of your birth she freaked out ... I realized she was gooshin the amniotic fluid all over the couch we went screamin' down to the hospital ... she was doing her Lamaze training ... and I'm racing like a motherfucker trying to get to the hospital ... Ther was a uhh a curtain between lets say ... mom's neck ... up to the ceiling and down the sides of the gurney she was on ... they were allowing me to sit on a chair right by her face ... I went to stand up and they told me to sit down ... they said they've lost too many fathers to fainting. ... mom was obviously very sedated ... you hear them sucking the blood out of the incision ... you're behind a curtain and you don't really know what's going on point ... I think the doctor or the nurse said, 'Oh! Here it comes! It's a -' and I said, 'don't you dare ... I've waited all this ti have a child and the last thing in the world I want you to do is to tell me ... what it is ... I wanna make that determination first hand' ... you came out pretty gooey ... I said 'It's a boy! Great I don't have to pay for the wedding!' they give you the ol' pat on the ass, and you hear that 'wahhh.' At some point I kind of wandered down to the nursery where they keep the babies ... and I'm looking in the window trying to figure out which one's my son ... and I run across George Brower ... and I'm looking in the window and your head was like ... really, really pointy ... I said, 'damn! Look at that head! What's up with that?' I started patting my head to kind of see if maybe I had one too ... what I found ut was that ... your cranium is so soft when you're in the w .. mom constantly trying to push you out ... she got your further and further down the canal but not all the way out ... your head was pretty pointy for the first few days ... you had a little jaun dice ... you were yellow ... (didn't really want to play stenographer for the whole conversation)

INTERVIEW WITH MOM

MOM: Very good ... I don't have a speaker phone, anyway let's not go there GEORGE: Did I tell you what the project was about? FAY: Refresh my memory, you did send me a lengthy email. (I read the syllabus) FAY: Our cousin Angela had done your horoscope chart. I had that book and its in the mess in that stuff GEORGE: Yea? FAY: She'd done your horoscope yea GEORGE: Lemme start with my first question okay? FAY: Okay GEORGE: Give me a brief narrative of 12/15/88, what really sticks out in your mind? FAY: (pause) ... Pain. GEORGE: Pain? FAY: (laughs) I'm sorry, yea. GEORGE: Start from the beginning! FAY: What? GEORGE: I said start from the beginning . the whole day. FAY: Alright, the whole day? GEORGE: Yea FAY: Okay. I remember that I got up, like, okay come on, you were two weeks late, when is this baby going to, you know, show up. It took me a whole week to finish the Christmas tree ... I remember walking over with my really really big big belly ... trus me that was one big belly .. and I hung up the ... you know ... last bulb on the Christmas tree and our nosy neighbor pearl called new? You're still there?' And I was like, yes I'm still here I was just at the doctor's the day before, you know the irony, I went into preterm labor at 7 months ... I went into labor like 7 times before you were born, I had preterm labor .. so now I'm like two weeks late and this is like, alright enough already. It was a .. I believe it was a Wednesday night, and Wiseguy, my favorite show was on ... woo! ... starring Ken Wahl ... it was a mob show, it was great, I love Ken Wahl. Um, so I, y sat down and all of a sudden, that was like the beginning of the TV show ... I had this pain like I never knew in my life and I screamed 'Okay! Oh this is it!' So ... uh ... your father is like breathe breathe! It was ridiculous .. I remember he told me to breathe, meanwhile I'm having pain like I never had in my life, and he's like breathe, like the breathing from the __ class but regretfully I never got to go, I had signed up, but I was or bedrest and I never got to go, I was flat on my back ... I had this pain like I never knew in my life and I screamed 'Okay! Oh this is it!' So your father is like, 'breathe, breathe!' ... like the breathing from the Lamaze class ... but he was the only one who went ... So um, we went to the hospital, and umm ... um lets

GEORGE: You there? MOM: I'm here GEORGE: All right

yea so I have speaker phone again now that I have dad's phone

see, lets see ... right away first they were gonna do a c section on me, instantly ... and then as soon as I walked in I was like .. like Vinnie Barbarino on Welcome Back Kotter. ... I mean I was screaming! And you know, I hear this ... you're supposed to be 'ha, ha, ha' taking these breaths and its such bullshit. cuz von know ... it is such a bunch of bullshit, I don't see how that's gonna help that kind of pain ... GEORGE: yea FAY: ... then they ... it was a very frightening experience, because I think every her's worried about having a healthy baby .. and that was ba sically ... you know, I was scared! GEORGE: mhm FAY: I didn't know what to expect I was very frightened, they hooked me up to tors, and they brought me up into the labor ... ward .. and you hear these women screaming like a medieval torture chamber, and your father's like, 'what's that noise?' and the doctor's like 'these women are giving birth!' GEORGE: (laughs) FAY: and then, ohhh, they umm. They put a ... uh ... its so weird, I felt like a turkey being basted ... they broke my water, they wrapped my legs around my neck, around my head, like I never knew my legs could go GEORGE: ich FAY: ... it was scary because I was in labor for 24 hours ... and they said 'we have to make certain he's not retarded' ... so they poked your head three ti blood out of it. GEORGE: oh my god FAY: and I'm the whole time, all I did, I understood why and how women die during child birth, it is a very very painful, anyway the whole time just held on to the haind rail and just prayed ... cuz that's all I cared about, god let me have a happy baby ... so I'm hearing this and I'm getting really scared after all I went to keep you ... for 9 ths ... that back and forth business from the hospital ... I was totally petrified ... at 2 am I broke down, I said enough of this shit, give me an epidural ... finally they came around and said you were too big for me GEORGE: yea? FAY: exactly 24 hours later ... what really irritates me, I had been at the doctor about every other other day, I was there the day before, they knew, they said to me you're gonna have between an 8 and 9 pound baby, they should have just scheduled me for a c s known, you know 'she's tiny' ... then I read a law that if they cut on the nose, and they uhh, they dragged me in, and they knifed me, and I said 'I feel everything' and they said 'well we're sorry its too late' ... and I felt him slice me open, I felt them ... they pull my intestines out ... literally, I mean it was amazing ... and

they yanked you out ... then your father started to cry, and said it's a boy it's a boy! You know, he goes, 'oh the baby looks Greek' ... he was in tears ... and then I passed out. I didn't see you ... and about 7 hours later they wheeled you in ... and you were just so gorgeous and I looked at you ... and I thought you were a mistake GEORGE: (laughs) FAY: I wasn't expecting a blonde haired blue-eyed baby ... you were the prettiest baby in the nursery ... that's why they put you up front'

NEW YORK TIMES INDEX, 1988

Ud tate cor autem veliqui ercilismolor sit lan vel iriusci tat inim num quisl ex eu faccumsan eratis ea core min henit nullamcore modolor perilis ciliquat del dipis alit venim quiscilisi.

Min hendrer atis numsand ipsuscin henibh exercidunt ea accum exerat, volore enit, quat irilit duipisisit in ute feugait autet, com modolor amconullut velit alis alit praesectem dolorem quat. Dui tio el esto dunt landrerilla feumsandrem dolum venim iliquam vero exer se eugue dolor sum iniam, si.

Tueros endio consed tisim ing ercinim nibh eui blamcommy nos dolenisim illutatuer alit wisl dionsed tet, quatum quipis ercilit alisit niam autpat. Ommod tatuer in utet, conse tatum qui et laore ent euis dolobor sim accum volorero euisit lut prat nulput luptat. Ut ad exercincin utpat. Tem ilisis euguercidunt la ad essequi tetuero consequa amorem quate min velis nonsequatum zzriusc iliscinim ilit lan henibh erilit num digna faci esse te tat ea augiamet lorting essim ing enim veros nibh exeraestrud tie dolor ing ex elit ipsustion et, sequip eliquissim qui blam nulaortis do doloreet nullut nisl illa feuis dolor sequamcon utat iure dipis autpate ver si eugue dolorper in ea feugait adigna facilisl ex el dion vel ut ullustat in ulla core exercilisse dolum do

do consequis at. To odolor il ing esse facin henismo dolent aut del delissequat. Ut nullam essed dio odolor illuptat, veliquatuero consequisl ing eriuscipit esequisci tat. Faccum exerosto cor sustrud dolore facincin eugueri uscilit dipisi bla feu feum aut iure velis augiam, quipsusto consequipit vel eraessed dip eum dolore facincil enim vel diate velismo dolorperos nostrud magnim dolut m quipit aliquis et veliqui bla amet acidunt ulla feuipis eu faci blaoreet lobore delit lutat, velestisl el do del il dip et lut prate magna faccummy nim iliquat aliquamet vercincil ute tet velent e or sit, quisisim iusto odigniat. Lam quat lor sequamc onsent prat nibh etummolortie tem quisl ea faccumsan et nos nulla feu feu feuismolorer sim volese eniamconsed tatem iriure dignibh e am ipsumsa ndiam, quat. Duisit nullut iustrud minit la feugiatie conse conullan vero do odolum zzriliquatue tat wisl ulla aut ac cum quatinim del erat. Guer sis aliquipis aliquis amet, sequam sum iriuscilis duis nonsed magnisit lore modolobore eros alis nos nostincin ut inim augue min veriustrud te etue faciduisit in eummy num venim del ullandio exeros ad tem nos dunt nibh euex eriusting el ex ex et loreet illuptate dolore ex et deliqui tat.

Ismolum quat. Duiscin cidunt lore con velesed estrud dunt nim iure dolor suscincilit nos adipit vullaore minis dio odoloreet lore molorite feugait atie esent wis eum zzriustrud tatummo dolobor sum ipis dolore tat alit wis alit landreet wis alit numsandre enit vullaor eraessim quamcorem vendreet, vullum dionsequi blanvent lutem quiscidunt adit prat. Ut am, quisit iustrud dolore velismo lutpat. Cum quis autpat incilla ndrerat. Pit accum ip ex enim venit lutatat lam, vullaor sit vullandre ex euipisi.

Ciduip et ullam dolore modo odipis nos dolumsa ndiamco reetums andignit adit ad tet, commy nit wis dionull amconsed euis nit il etummy numsandrem dolese ea feum iriure delisi tinim volortiscin enibh eu facin et aliqui blan hendre magna augait dipit adipsum quis et lorem nos enim iustrud tis niamcommy nit lore dipissit lore te conulput vel ut aut nulput ex et, consent volenisi



ITC Korinna

MOM & DAD & DAD SHOULD NOT NOT HAVE HAVE WED.

Avenire LT Std, 35 Light Omnes, Extra Light

> MOM & DAD SHOULD NOT HAVE WED.

ITC Korinna