WHAT IS A DOCUMENT?
Buckland, Michael (1998)
What is a "digital document"?
http://people.ischool.berkeley.edu/~buckland/digdoc.html
Traditionally, the word "document" denotes a textual record...
But can it also be... a sculpture, museum objects, and live animals?
Suzanne Briet equated "document" with organized physical evidence.
“A star in the sky is not a document, but a photograph of it would be; a stone in a river is not a document, but a stone exhibited in a museum would be; an animal in the wild is not a document, but a wild animal presented in a zoo would be.” -- Briet
“Digital documents”

...how has the definition changed since 1998?
GRAPHIC DESIGN
what is graphic design and what does it do?
+ it is visual communication
it is a method for problem-solving through the use of type, space and image
+ it is the art and practice of planning and projecting ideas and experiences with visual and textual content
+ It is an iterative process using design elements to convey information or to create an effect.
2 rules for good design...
have one – and only one – clear idea
+ have one visual point of focus
2 have a reason for everything
+ use the grid
+ nothing is random, so use it or lose it
elements of graphic design that govern effective communication
elements of graphic design will give you a vocabulary to discuss and critique design projects
PART 1

lines
shapes
mass
texture
colour

GRAPHIC DESIGN ELEMENTS
LINES
SIT | RELAX
ENJOY THE VIEW
EAT | WORK
GET TOGETHER | GATHER
LAKEVIEW
RELAX | EAT
CATCH-UP | TAKE A BREAK
SIT | DRINK
UNWIND | MEET
2 OR 3 THINGS I KNOW ABOUT HER

A FILM BY JEAN-LUC GODARD

THE CRITERION COLLECTION
3.5 Scenekunst

Viene, merket av regissøren Stoltenberg II fra ei ny scenekunststudie, Str.vid. nr. 30 (2007). Bildet viser en dramaatisk situasjon på scenekunstteatret, med særlig vekt på profesjonelle aktører. Her heter det blant annet:

Hvis man skulle soke etter en ny scenekunstteatret skal dette være merket av høy kunstnerisk kvalitet, som er mangfoldig, gyldig og utfordrende og som når den befolkningen og kulturarven i hvert av de nye scenekunstteatret er knyttet til.

Scenekunst er et fellesområde for flere kategorier. Scenekunststudien er med hensyn til eksisterende infrastruktur og finansieringsarrangementer tyder opp slike konstellasjoner, skuespill, opera og maskiner. Det er derfor både for det innleggsprogrammer og den for scenekunst, selv om særlig denne studien ofte har stor betydning for teater og teaterdirektører som er involvert i scenekunststudier. Det er det lagt vekt på å skaffe flere tilfellene for scenekunstteatret i løpet av et år.

Mange teater- og kulturinstitusjoner er engasjert med scenekunststudier og er knyttet til scenekunststudiet i den at scenekunststudiet er funnet i scenekunststudier, som er betydelig og har stor betydning for scenekunststudier.
La cancellazione di James Harden come la perdita dell'innocenza. Di una società, di una squadra, di un gruppo. E ora l'America è al limite: OKC, la squadra che tutta l'America ama... (ODIARE?)
DANCER

Ballet Season
26.05.11
Teatro Solis
20:30
SHAPES
The **circle** is protective or infinite.

The **square** denotes stability, equality, and honesty.

The **triangle** suggests tension or conflict or action.

WIN A TRIP TO NEW YORK FOR 2

THE CITY OF ANGELS

ENTER TODAY

DRAW CLOSES 16 FEBRUARY
Bartok
Webern
Ravel

Weiner Philharmoniker
Kurhaus Bad Hofgastein
3.2.1965
20 Uhr
OUTLIERS
JULY 10TH // LINCOLN HALL CHICAGO // $20

An evening celebrating the release of Outliers, Volume I - a collaborative documentary directed on a journey throughout Iceland. The first two hundred tickets include admission to the film’s premiere, followed by live sets from soundtrack contributors. More information at www.outliersiceland.com. Tickets online at www.lincolnhallicAGO.com.
Krakowskie Szkoły Artystyczne
TEXTURE
26
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UNHAPPY GIRL</td>
<td>2.00</td>
</tr>
<tr>
<td>2</td>
<td>MY EYES HAVE SEEN YOU</td>
<td>2.40</td>
</tr>
<tr>
<td>3</td>
<td>PEOPLE ARE STRANGE</td>
<td>2.00</td>
</tr>
<tr>
<td>4</td>
<td>LOVE ME TWO TIMES</td>
<td>3.23</td>
</tr>
<tr>
<td>5</td>
<td>MOONLIGHT DRIVE</td>
<td>3.00</td>
</tr>
<tr>
<td>6</td>
<td>STRANGE DAYS</td>
<td>3.05</td>
</tr>
<tr>
<td>7</td>
<td>I CAN'T SEE YOUR FACE</td>
<td>2.10</td>
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<td>8</td>
<td>YOUR LOST LITTLE GIRL</td>
<td>3.01</td>
</tr>
<tr>
<td>9</td>
<td>WHEN THE MUSICS OVER</td>
<td>12.25</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WHY DO YOU WEEP?
DID YOU THINK I WAS IMMORTAL?

- LOUIS XIV -
MASS
far away from our daily lives, a disaster is unfolding in silence...

LOSING NEMO
EASY, LAID BACK AND EFFORTLESSLY MASCULINE AND FEMININE. THAT IS WHERE PERSONALITY AND FASHION MELT AND TURNS INTO YOUR SECOND SKIN.
COLOUR
Colour can be used to elicit specific emotions and reactions.
JUMP OFF CLIFFS AND BUILD YOUR WINGS ON THE WAY DOWN.
—Ray Bradbury

The Half and Half
BARON FIG
BANK HOLIDAY SUNDAY
OCTOBER 25

Pan-Pot
[MOBILEE RECORDS – BERLIN]
PART 2

balance
proximity
alignment
repetition
contrast
white space
NEBEN VORLESUNGEN, INTERNAZIONALE FREUNDSCHAFTEN UND PARTYS KANN EIN AUSLANDSEMESTER DIE BEREITSCAFT ZUR MOBILITÄT FÖRDERN – MANCHMAL SOWIE BEZIRKS- ODER SOWIE ZUR VOLLSTÄNDIGEN EINWANDERUNG.

PER AUTO STOP DURCH EUROPA

VORZIEHE GEHT DIE WELT ZUGRUNDE
BALANCE
STG Presents

WOLF PARADE

Special Guests: The Moools

July 26, 2010 – 9:00 pm

Showbox at the Market
Ticket info: www.STGPresents.org
PROXIMITY
ENSO
UNITES
BUSINESS
SUCCESS
AND
SOCIAL

The blog

The work

We do:
✓ Strategy
✓ Creative
✓ Activation

We collaborate without ego.

The team

We approach challenges as opportunities.

We deliver what’s been asked, and then something more.

Careers
Erlaubnis für nebenstehendes KFZ zum Befahren des Olympiaparks durch die angegebene Termingruppe und zum Parken auf den angegebenen Parkplätzen am nebenehrend aufgedruckten Tag.

Organisationskomitee für die Spiele der XX. Olympiade München 1972

I. A. Goedelke

Stadtverwaltungsbehörden

I. A. Stolz, Vors.-Dir.

5.9.
ALIGNMENT
Color, states the scientist, is a wavelength. But color is more, says the artist; color is the lighted
tree at Christmas, fireworks on the Fourth of July, the Mardi Gras, the Rose Bowl game, New
Year's Eve on Times Square, the flower vendor with his pushcart crowded with geraniums, the girl
in a striking hat who turns heads in the Easter Parade, the first night at a smash-hit musical
show, the midway at a County Fair, the crack drum and bugle corps that swings down the Avenue
on parade. Color is everywhere because, as any artist knows, the whole sweep and movement of
life vibrates with color. And, as every merchandiser knows, the public responds to these vibrations.

On the retailer's shelf, the fast-moving package is the one with a colorful design that catches the
consumer's fancy. The manufacturer accelerates sales by restyling old products in new color.
The American home is brightened by exciting hues in everything from percale sheets to linoleum.
Commercial design borrows chromatic terms from the animal, vegetable and mineral realms;
motor-cars in robin's egg blue; plastic utensils in avocado green; fountain pens in aqua blue.

Advertisers lure reading attention eye-compelling power of illustration and design of color.

When the consumer's eye nibbles at an idea in color the odds are heavy that a sale will be landed.
REPETITION
CONTRAST
THE NATURE
OF A PLACE
WHITE SPACE
INTO THE WOODS.

Theatre Royal Newcastle presents

Music & Lyrics by
Stephen Sondheim

Book by
James Lapine

Thursday, 18th December
Opening Night:
3.30pm - 5.30pm
Adult £15
Student £10

Box Office:
+44 0344 358 188

Theatre Royal
109 Grey Street
Newcastle upon Tyne
For and over 18s, GSA
PRINCIPLES OF DESIGN
Graphic Design Referenced:

– Principles (20-59)

by Gomez-Palacio, Bryony, and Armin Vit.
identity design

manifested in business cards, uniforms, marketing materials, etc.
corporate identity specializes in design meant for corporations and businesses
retail / brand identity specializes in design meant for direct contact with consumers
the goal of branding is to form an overall perception of any product, service, or organization in the consumer’s mind through a variety of means
identity? recognizable? reputation? values?
identity?
recognizable?
reputation?
values?
communication

staff behaviour, lighting conditions in a store, music in a TV commercial, photography, tone of voice, etc.
successful branding creates positive associations and establishes consistent expectations for the consumer, and generates revenue
collateral design

one of the most varied and active disciplines in graphic design: brochures, manuals, catalogs, annual reports, etc.
environmental design

the application of design to a specific environment: museum, train station, park, etc.
environmental design

enriches the way in which the destination is experienced, navigated, and understood
environmental design

directional and informational signage, way-finding systems, exhibit design, etc.
**Iconography**

A cohesive system of icons with a unified style; used for user interfaces, manuals, warning labels, weather information, etc.
iconography must be adaptable to various mediums and contexts: zoo, olympics, etc.
ISOTYPE

International System of Typographic Picture Education (ISOTYPE): 1000s of pictograms symbolizing industrial, demographic, political and economic data.
toilet symbol sign
development of comprehensive pictorial systems: men/women’s bathrooms
information design

presenting complex information (stats, research findings, data, forms, etc) in efficient and easy to understand ways
editorial design

layout and pacing of mags, newspapers, blogs, books, etc. requires a successful hierarchy of info to maintain curiosity and have form speak to content
for art, activism, sport or products, the poster has impact and resonance: seduce, call to action, convey an idea.
packaging

unique presence on the shelf and intimately tied to consumer: boxes, containers, cans, containers
Since the mid '90s internet (history in CD-ROMs, kiosks) - attention to the end user (usability and accessibility)
motion graphics

include film titles, logos in motion, graphics during live-action footage, TV identifiers - with sound, imagery, typography and effects
idea that designers should dedicate their services to more important issues like street signs, educational aids, scientific publications, etc.
FIRST THINGS FIRST MANIFESTO (2000)

updated by Adbusters to counter online consumption and reverse priorities to focus on cultural, social and environmental causes over branding
FIRST THINGS FIRST MANIFESTO (2000) updated by Adbusters to counter online consumption and reverse priorities to focus on cultural, social and environmental causes over branding
Swiss Design: visual simplicity and uniformity through mathematically precise layouts

*no professional designer works without a grid
anatomy of a layout

building a layout through the use of grids: columns, margins, spacing etc
hierarchy

emphasizing, prioritizing, and presenting information by using visual prompts that help the viewer see immediately what is most (to less) important
white space | negative space, blank real estate, the space where there is nothing - helps pacing and
DESIGN THEORY AND HISTORY
Graphic Design Theory: Readings from the Field
by Helen Armstrong
modernism (20 C)
“Graphic design is really a product of Modernism ... it was coined in 1922 by William Addison Dwiggins, a book designer.”
“Visually, if you look at visual communication before and after 1900, there will be a noticeable difference. Modern graphic design’s roots can be found in Modern Art.”

“Modernism was a reductive movement. Form was simplified as a way to break from pictorial representation. Why this break? ”
“The beginning of the 20th century was fraught with radical political, social, cultural and economic changes. It was a revolutionary time. It was a time of radical scientific and technological advances.”
“Movements in early 20th century modernism: Expressionism, Fauvism, Cubism, Futurism, Dadaism, Surrealism, De Stijl, Suprematism and Constructivism.”

Cubism + Futurism = modern graphic design
A notable characteristic of Modernism is **self-consciousness**, which often led to experiments with form, along with the use of techniques that drew attention to the processes and materials used in creating a painting, poem, building, etc.
cubism
futurism (1850)
+ social movement that developed in Italy in the early 20th century
+ practiced in nearly every field of art
+ movement that despised everything that wasn’t totally new
+ idea generated through writing and manifestos
Sea=Dancer, Gino Severini, 1913
FUTURISM
Fortunato Depero (March 30, 1892 – November 29, 1960) was an Italian futurist painter, writer, sculptor and graphic designer.
FUTURISM
Futurismo

All'inferno non si bruciano -
Gli uomini d'acciaio non li spezzano

F Depeo futurista
dadaism (1850)
+ originated in Switzerland and spread across Europe and into the United States
+ would not identify itself as a "movement"
+ concentrated on anti-war politics
+ break away from the styles of traditional art aesthetics as well as rationality
+ design often included found objects and materials combined through collage
Marcel Duchamp, Fountain, 1917
Cut With The Dada Kitchen Knife, Hannah Höch, 1919
Cover of Anna Blume, Kurt Schwitters, 1919
Cover for Merz 7 Kurt Schwitters, 1924
constructivism (1920)

Associated Artists:
Naum Gabo
El Lissitzky
Vladimir Mayakovsky
Aleksander Rodchenko
Varvara Stepanova
origins in Russia
primarily an art and architectural movement
rejected the idea of art for arts' sake and the traditional bourgeois class of society to which previous art had been catered
practise directed towards social change, serving a social purpose
utopia rather than war as a model
production of product packaging to logos, posters, book covers and advertisements
the evolution of graphic design
+ from anonymity to authorship
+ from the personal to the universal
+ social detachment to engagement
Lazar Markovich Lissitzky (Russian: Лázарь Мárкович Лисицкий, listen (help·info)) (November 23 [O.S. November 11] 1890 – December 30, 1941), better known as El Lissitzky (Russian: Эль Лисицкий, Yiddish: על לייסיץקי), was a Russian artist, designer, photographer, typographer, polemicist and architect. He was an important figure of the Russian Avant Garde, helping develop suprematism with his mentor, Kazimir Malevich, and designing numerous exhibition displays and propaganda works for the Soviet Union. His work greatly influenced the Bauhaus and constructivist movements, and he experimented with production techniques and stylistic devices that would go on to dominate 20th-century graphic design.[1]
Aleksander Mikhailovich Rodchenko
(Russian: Алекса́ндр Миха́йлович Родченко; 5 December [O.S. 23 November] 1891 – December 3, 1956) was a Russian artist, sculptor, photographer and graphic designer. He was one of the founders of constructivism and Russian design; he was married to the artist Varvara Stepanova.
Про это
Маяковский
ЛЕНГИЗ

КНИГИ
по всем
отраслям
знания

ЛЕНГИЗ
ГОСКИНО

Кино глаз

6 серий

Работа Дзиги Вертова
Оператор Кауфман
collective authorship

+ early 1900s avant-garde viewed authored art as elitist and ego-driven

+ bourgeois, subjective visions corrupted society
looked instead to the machine for the future form
+ qualities: functional, minimal, ordered, rational

= objectivity
+ neutrality replaced emotion
+ quest for impartial communication
the bauhaus (1920)

Associated Artists:
Herbert Bayer
Walter Gropius
Laszlo Moholy-Nagy
Mies van der Rohe
+ origins in Germany (1919)
+ major influence on the development of graphic design
+ forced to close its doors, under pressure from the Nazi political party, in 1933
+ favored simplified forms, rationality, functionality
+ believe that mass production could live in harmony with the artistic spirit of individuality
+ sans-serif typography (simplicity)
THE BAUHAUS
the evolution of graphic design
+ from anonymity to authorship
+ from the personal to the universal
+ social detachment to engagement
Herbert Bayer (April 5, 1900 – September 30, 1985) was an Austrian and American graphic designer, painter, photographer, sculptor, art director, environmental and interior designer, and architect, who was widely recognized as the last living member of the Bauhaus and was instrumental in the development of the Atlantic Richfield Company's corporate art collection until his death in 1985.

http://www.designishistory.com/1920/herbert-bayer/

http://library.rit.edu/gda/designer/herbert-bayer

http://en.wikipedia.org/wiki/Herbert_Bayer
August 1940

COLLEGE FASHIONS

25¢ in Bowes, 40¢ cents, 20¢ in London
50 Jahre Bauhaus
Ausstellung

Württembergischer Kunstverein Stuttgart
Kunstgebäude am Schlossplatz
In 1937 he moved to Chicago and formed the New Bauhaus, which is now the Illinois Institute of Technology!

László Moholy-Nagy

From Wikipedia, the free encyclopedia

László Moholy-Nagy (Hungarian: ['läːsloʊ ˈmɒholi ˈnɒɟ];[1] July 20, 1895 – November 24, 1946) was a Hungarian painter and photographer as well as professor in the Bauhaus school. He was highly influenced by constructivism and a strong advocate of the integration of technology and industry into the arts.

http://moholy-nagy.org/

http://www.theguardian.com/artanddesign/2006/mar/18/art.modernism

http://www.designishistory.com/1920/laszlo-moholy-nagy/
the 1940s

Associated Artists:

Joseph Albers
Gyorgy Kepes
Swiss Design
Emil Ruder
Armin Hofmann
Joseph Müller-Brockmann
Walter Herdeg
Alvin Lustig

Will Burtin
Lester Beall
Alex Steinweiss
Erik Nitsche
Ladislav Sutnar
Adrian Frutiger
Alexey Brodovitch
Robert Brownjohn
International Typographic Style or the International Style, the style of design that originated in Switzerland in the 1940s and 50s was the basis of much of the development of graphic design during the mid 20th century.

- The use of sans-serif typography, grids, and asymmetrical layouts
- Stressed was the combination of typography and photography as a means of visual communication.
Josep Müller-Brockmann, Auto Club of Switzerland Poster, 1955

Automobile—Club de Suisse

protégez l’enfant!
Joseph Müller-Brockmann, Zürich Town Hall Poster, 1955
1940s

Adrian Frutiger
Ladislav Sutnar, born in 1897, was one of the first designers to actively practice the field of information design.
the 1960s and 1970s

Associated Artists:

- Otl Aicher
- Wim Crouwel
- Bradbury Thompson
- Wolfgang Weingart
- Corporate ID
- Paul Rand
- Saul Bass
- George Lois
- Lou Dorfsman
- Yusaku Kamekura
- Ikko Tanaka
- Chermayeff & Geismar
- Herb Lubalin
- Eros, Fact, Avant Garde
- U&lc
- Shigeo Fukuda
- First Things First
- Seymour Chwast
- Tadanori Yokoo
- Milton Glaser
- Massimo Vignelli
The First Things First Manifesto

Written in 1963 and published in 1964 by Ken Garland along with 20 other designers, photographers and students, the manifesto was a reaction to the staunch society of 1960s Britain and called for a return to a humanist aspect of design. It lashed out against the fast-paced and often trivial productions of mainstream advertising, calling them trivial and time-consuming. It’s solution was to focus efforts of design on education and public service tasks that promoted the betterment of society.

The influence of the manifesto was quick to reach a wide audience and was picked up by The Guardian, which led to a TV appearance by Garland on a BBC news program and its subsequent publication in a variety of journals, magazines and newspapers. It was revisited and republished by a group of new authors in the year 2000 and labeled as the First Things First Manifesto 2000.

References and More Information:

First Things First Manifesto

+ identity was developed in the early 20th century, it was during the 1960s and 70s that it began to become a necessity for all corporations

+ logos and brand standards were developed

+ focused on new technological innovations and modern means of communication, travel and entertainment
World Wildlife Fund, 1961
Nike, 1972
United Airlines, 1973
Shigeo Fukuda

VICTORY 1945
Yusaku Kamekura

PROGRESS AND HARMONY FOR MANKIND

EXPO '70

1960s / 70s
Otl Aicher

München 1972

1960s / 70s
the 1980s

Associated Artists:

- New Ideas
- The Macintosh
- Peter Saville
- April Greiman
- Emigre
- Ray Gun
- David Carson
- Tibor Kalman
- Tibor Kalman
- Chip Kidd
- The Face
- Neville Brody
- Eye
- Rick Poynor
- Louise Fili
- The Designers Republic
- Paula Scher
- Bruce Mau
- Ed Fella
- Barbara Kruger
- Rick Valicenti
+ introduction of the personal home computer
+ time for "New Ideas"
1980s

IS THIS WHAT WILL NEVER DO BECAUSE IS WHAT THIS WILL

Ed Fella
Chip Kidd is one of the most prolific book cover designers in American design history.
Barbara Kruger

Barbara Kruger (born January 26, 1945) is an American conceptual artist. Much of her work consists of black-and-white photographs overlaid with declarative captions—in white-on-red Futura Bold Oblique or Helvetica Ultra Condensed. The phrases in her works often include pronouns such as "you", "your", "I", "we", and "they", addressing cultural constructions of power, identity, and sexuality. Kruger lives and works in New York and Los Angeles.[1]

+ studied at design at the Parsons School of Design, Syracuse University
+ School of Visual Arts
+ 12 years working as a magazine designer for Condé Nast
+ topics like consumerism, feminism and classicism
+ a pioneer of guerrilla art

http://www.pbs.org/art21/artists/kruger/
http://broadartfoundation.org/artist_43.html
https://artsy.net/artist/barbara-kruger
Your body is a battleground.
I shop therefore I am
You are a prisoner to your ghosts.
All violence is the illustration of a pathetic stereotype.
BELIEF + DOUBT = SAVIOUR

Who do you salute?

Who do you long for?

Who do you love?
+ began her career creating album covers for both Atlantic and CBS records
+ formed her own design company
+ she has created memorable identities and other work for clients such as Citi Bank, Coca-Cola, the Metropolitan Opera, the Museum of Modern Art and the New York Philharmonic, among others.

http://www.ted.com/talks/paula_scher_gets_serious
the 2000s

Associated Artists:
- Under Consideration
- Michael Bierut
- Sagmeister
- Michael Johnson
- Experimental Jetset
- Wolff Olins
- Ellen Lupton
- Daniel Eatock
- Winterhouse
- Debbie Millman
- Marian Bantjes
Ellen Lupton

thinking with type

A CRITICAL GUIDE
FOR DESIGNERS,
WRITERS, EDITORS,
& STUDENTS

Ellen Lupton
Think About It

Michael Bierut

2000s
Debbie Millman
ASSIGNMENT: POSTCARDS
Project parameters:
- create a series* of 3 postcards (*continuity in style)
- dimension 6” by 4 ¼” (horizontal)
- bleed of .125 all around
- use elements from at least 2 nature photos + shapes
- limit of 5 colors (for all 3 postcards)
- fill only / no outline
- shapes only / no text, no effects, etc.
- export 3 artboards as .jpg + upload to BB

Tips
- this is composition exercise, not just technical
- work with rulers visible
- use layers to organize your work
- play with scale