

Spring 2006
TIA 3001
TIA Advanced Projects Seminar
chantal zakari
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wednesdays & fridays 9-12

This is a class designed to help you develop a long term body of work that uses typography and the language of the graphic arts. There are no project assignments nor any technical demos in this class. Students who are in this seminar are expected to be fluent in their chosen medium. This class has been developed for graduating students to have the opportunity to work on a thesis project, a body of work that will be one of the most significant work in their portfolio.

There are three components to this course:

1. Class discussions:

There will be 3 (or 4) class discussion days.

We will decide on the theme as a group. For each theme there will be a reading pack.

I will discuss the work of some artists in relationship to the theme.

Each discussion will also be led by 3 students who will explore various aspects of this theme by presenting the class artists whose work relates to the theme, or other interesting visuals from pop culture, commercial designs and everyday life.

2. Class presentations of your work:

You will get a chance to present your work in various stages of progress 3 times during the semester. Each person will have a 45min-1hr slot to get feedback from the group. Use your time well, do not take someone else's time. The feedback you get is dependent on what you bring in.

I would like us to create a safe environment where we can talk about important issues in an open way. Always remember to be constructive. The aim is to help the person develop their ideas.

3. You will get to meet with me 3 times on an individual basis:

This will give us some time to brainstorm together. It will also allow the rest of the group to have some studio time on their own.

If you need to change your appointment coordinate with other classmates to switch times. If you will be missing an appointment let me know about it the day before the meeting. If you don't show up the first 15 mins of the appointment I will assume you've had an emergency and will not come. If you miss an appointment I cannot make time outside of class to meet with you again.

4. I expect you to attend artist lectures, gallery and museum shows around town on a regular basis.

5. Special Project:

I'd like us to start a blog for the group, but it will also be a resource for the rest of the area.

This could be a bulletin board where we post listings of events, shows, billboards, signage, public art projects, books etc. that are around town.

I would like each one of you to post a message (a paragraph of critical thoughts) once a week and to regularly reply to others.

Your weekly blog entry may include text, images and even small animations.

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F - Jan 20 working out the schedule
developing the blog
<http://www.designobserver.com/>
<http://typeculture.com/>
<http://www.underconsideration.com/speakup/>
<http://journal.aiga.org/content.cfm?Alias=voicejournal>
<http://backspace.com/notes/>
<http://www.rhizome.com/>
<http://www.mcsweeneys.net/>
<http://www.posttypography.com/>
<http://www.lot-ek.com/>
<http://www.ths.nu/beast/magazine.html>
deciding on themes to discuss
the group selected 5 themes, chantal will update the syllabus and weekly schedule
there will be only 2 class critiques to accommodate for one more seminar discussion

W - Jan 25 creating the TIA blog - each is responsible of uploading a comment once a week:
monday - mike demers
tuesday - yaffa gilbét
wednesday - redd justice
thursday - cathryn griffith, loki nitsano
friday - firestarter, misha bove
saturday - marcus ferolito
sunday - L-dawg
the8thDay - tia-maria
Blog entries can include a short paragraph about thoughts regarding a design piece you have seen during the week. This can be a billboard, a book cover, a font, a show, a talk, street art... Write short and be to the point, no ramblings. tell us exactly what was interesting about the piece. Would be good to include a picture, a short animation or a link to another site where we can see what you are talking about.
You should also post comments to your colleagues' entries. you can do that under your screen name or anonymously.
Shayna is the t.a. for the class:
as you hear of a show or an up coming event please let Shayna know. she will be responsible of uploading the calendar page on the blog.

(also)
W - Jan 25 Bring two pieces of work you have done in the recent past
F - Jan 27 bring especially work that you would like to continue working on during this semester
present the group with sketches of what you would like to work on
bring as much as you can
every idea should have a visual representation

W - Feb 1 individual meetings #1 (4 people, 35 mins each)
----> preparation of discussion #1 - readings are distributed

F - Feb 3 discussion #1
TEXT AS IMAGE IN THE GALLERY
all come prepared to discuss the readings
discussion leaders: Cathryn, Michael, Shayna
each come prepared to discuss one relating idea
use visuals to explain your idea, present one or two artists' work that speak to the issue
pick artists whose work relates to your own interest
reading:
Critical Terms for Art History, Nelson & Shiff, **Word and Image**, WJT Mitchell
Who Needs a White Cube These Days?, Roberta Smith, *NYTimes*
further reading:
High & Low, Modern Art and Popular Culture, MOMA
The Visible Word, Johanna Drucker
Postmodernism: A Very Short Introduction, Christopher Butler
Iconology: Image, Text, Ideology, WJT Mitchell

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- W - Feb 8 individual meetings #1 (5 people, 35 mins each)
----> preparation of discussion #2 - pick up your reader from the Print House on Huntington Avenue
- F - Feb 10 discussion #2
STREET ART: TEXT IN PUBLIC SPACE
discussion leaders: Alison, Nicola, Shayna
reading:
Not Funnies, Charles McGrath, *NY Times Magazine*
The Murakami Method, Arthur Lubow, *NY Times Magazine*
Social Responsibility and the Place of the Artist in Society, Carol Becker
either: **The Work of Art in the Age of Mechanical Reproduction**, Walter Benjamin
or: **Ways of Seeing**, John Berger
further reading:
The Ecstasy of Communication, Jean Baudrillard
Ways of Seeing, John Berger
- W - Feb 15 presentation of work in progress to class #1 (3 people, 1 hr each)
F - Feb 17 presentation of work in progress to class #1 (3 people, 1 hr each)
W - Feb 22 presentation of work in progress to class #1 (3 people, 1 hr each)
- F - Feb 24 discussion #3
THE MEDIA IS THE TEXT
discussion leaders: Shayna, Lex, Misha and Susan
reading:
Separation Perfected, The Society of Spectacle, Guy Debord
The Guttenberg Galaxy, (several chapters) Marshall McLuhan
Regarding the Torture of Others, Susan Sontag, *NY Times Magazine*
Picture Theory, WJT Mitchell, **Pictures and the Public Sphere**
further reading:
The Guttenberg Galaxy, Picture Theory, Society of the Spectacle
Art and Propaganda in the 20th Century, Toby Clark
- W - Mar 1 gallery trip?
- F - Mar 3 Faculty development day, no class
- W - Mar 8 individual meetings #2 (3 people, 45 mins each)
F - Mar 10 individual meetings #2 (3 people, 45 mins each)
W - Mar 15 individual meetings #2 (3 people, 45 mins each)
- F - Mar 17 NY gallery trip? Boston galleries?
- Mar 22, 24 Spring Break
- W - Mar 29 discussion #4
TEXT IS NEW TECHNOLOGY
discussion leaders: Susan, Misha, Marcus
readings:
I am Type, Frederic Goudy, 1931
Electronic Typography, Jessica Helfand
Visual Dictionary, The Bauhaus and Design Theory, Ellen Lupton
Herbert Bayer's Universal Type in Its Historical Contexts, Mike Mills (same book)
Life on the Screen, Sherry Turkle, **MUD Rape: Only words?**
Hamlet on the Holodeck, Janet Murray, **4 Essential Properties of Digital Environments**
further reading:
Life on the Screen, Hamlet on the Holodeck
The War of Desire and Technology at the Close of the Mechanical Age, Allucquère Rosanne Stone
Virtual Communities, Howard Rheingold

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F - Mar 31 individual meetings #3 (3 people, 1hr each)
W - Apr 5 individual meetings #3 (3 people, 1 hr each)
F - Apr 7 individual meetings #3 (3 people, 1 hr each)

W - Apr 12 discussion #5
WILL WORK FOR CASH
discussion leaders: Lex, Nicola, Alison
readings:
Good Design is Goodwill, Paul Rand
The End, Karrie Jacobs and Tibor Kalman
We Got It, project by Grennan and Sperandio
Graphic Design in a postmodern context: the beginning and the end?
First Things First: A Design Manifesto, Adbuster
further reading:
Graphic Artist Guild Handbook of Pricing and Ethical Guidelines
Looking Closer 1, 2, 3, & 4 (a collection of articles) Bierut, Heller, Drenttel
Design Literacy and Design Literacy (continued) Heller and Pomeroy

F - Apr 14 presentation of work to class #2 (3 people, 1hr each)
W - Apr 19 presentation of work to class #2 (3 people, 1hr each)
F - Apr 21 presentation of work to class #2 (3 people, 1hr each)

sometime
in May opening of a group show?