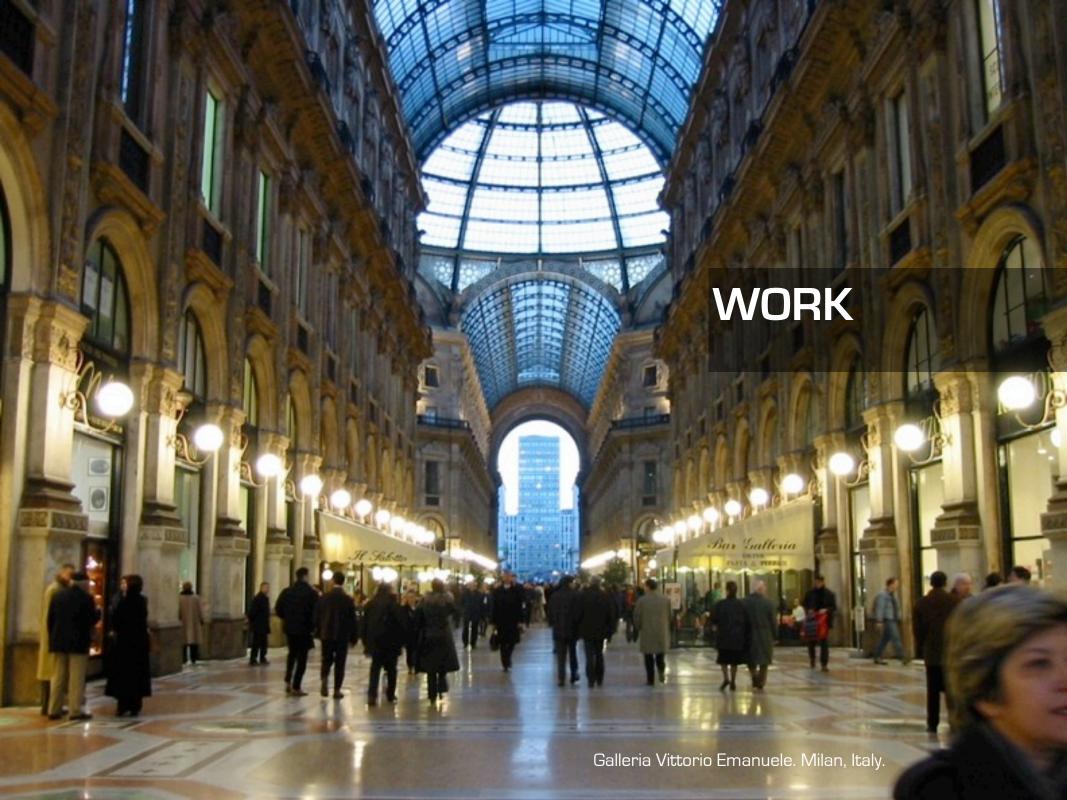




of the camera. With the (69) http://wish.uph.vintage clicks off the two tight

Shet 70 The derived and printing the image the developing tray. I the safety light, from up of the tray, print, and hangs it up tilts upwards). Does the kodalith sheet, him behind the transities.

Shot 71 Back in the discolve and the same last shot in the dark holding up the sheet of the first shot in the dark holding up the sheet of the shot should be shown at the other photos made. Books about opened on the table shot it he bauhaus on the bauhaus on the bauhaus on the bauhaus on the who is now seen from the photograph working on the photograph of free-floater sheet inches the photograph working on the poster. He has the photograph sketch (one:



# GrafCo

bookingkers

Janno Santerila

and the

libri riviste marchi immagini manifesti cataloghi mostre brochures fotografie logotipi books magazines logos pictures posters catalogues exhibitions brochures photos

logotypes







# Rete Ambiente

Marchi per l'Editore e il Network. Logos for the publisher and its network. 1995 (Z+P)

## **Edizioni Ambiente**

Editore specializato in temi ambientali. Riviste, libri, pieghevoli. Publisher specializing in environmental issues. Magazines, books, and pamphlets.

1994-1995 (P+Z+T)













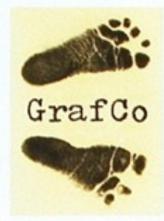
#### Prenatal-WWF

Diario e calendario scolastico per bambini. Datebookidiary and calendar for schoolchildren.

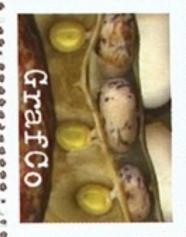
1995 (P+5)









































### ACHELY CHITTELEW

Monorah /922 Protope to aluminos and placer (total No. 16' 202) F.From 23.377, F.Llow (LSV) #252 cm (12.127)

And Corplets interest Almo per ruch beand to desprcontribution many of which want par interpretation For one be scient or honor specty and NAMES (BODGE OF "Senicial" for world disease.

The Administration in communities in Dr. march Terr Move. Continguous abus for light as Joseph Road promoted in 1985 by Sole Case of the South Mission in Jenselen His resident The hadrone' level conferholes Budgett mich made bandle bar ops directly from a Japanese relation the green perfective.



Non-Am Andr

Folding Tray, one
Prompty is substituted from

# 18 cm (28 fr) # 22 cm (22 fr)

# 22 cm (25 fr) # 22 cm (22 fr)

# 23 cm (25 fr) # 22 cm (22 fr)

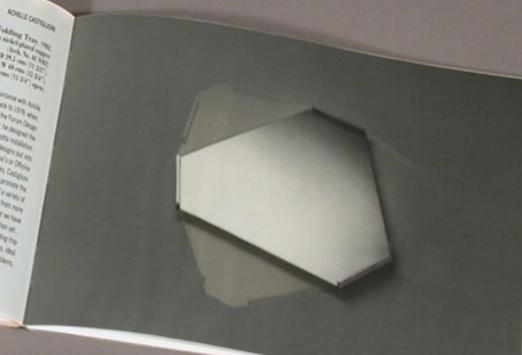
# 24 cm (22 fr)

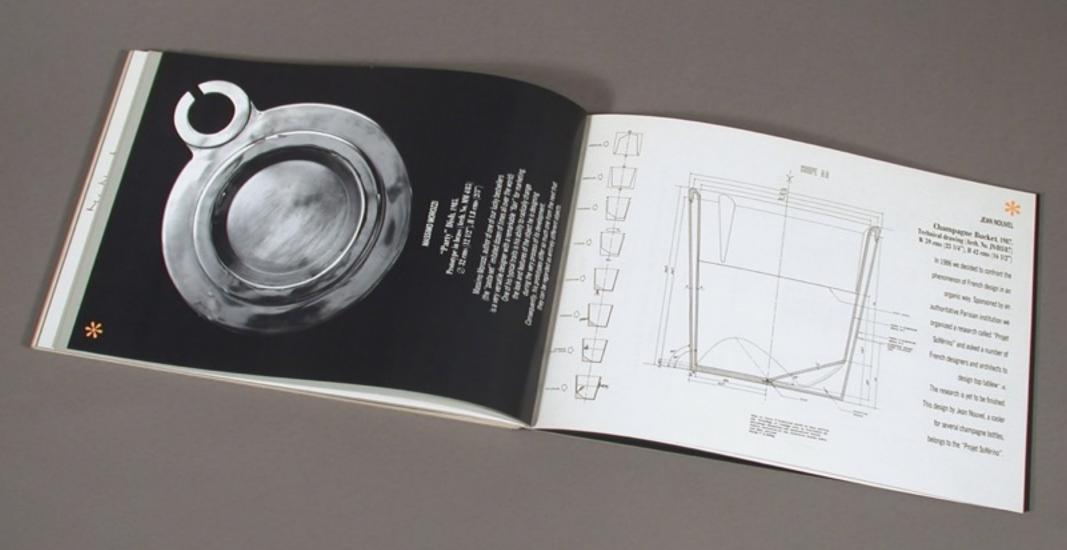
# 25 cm (22 fr)

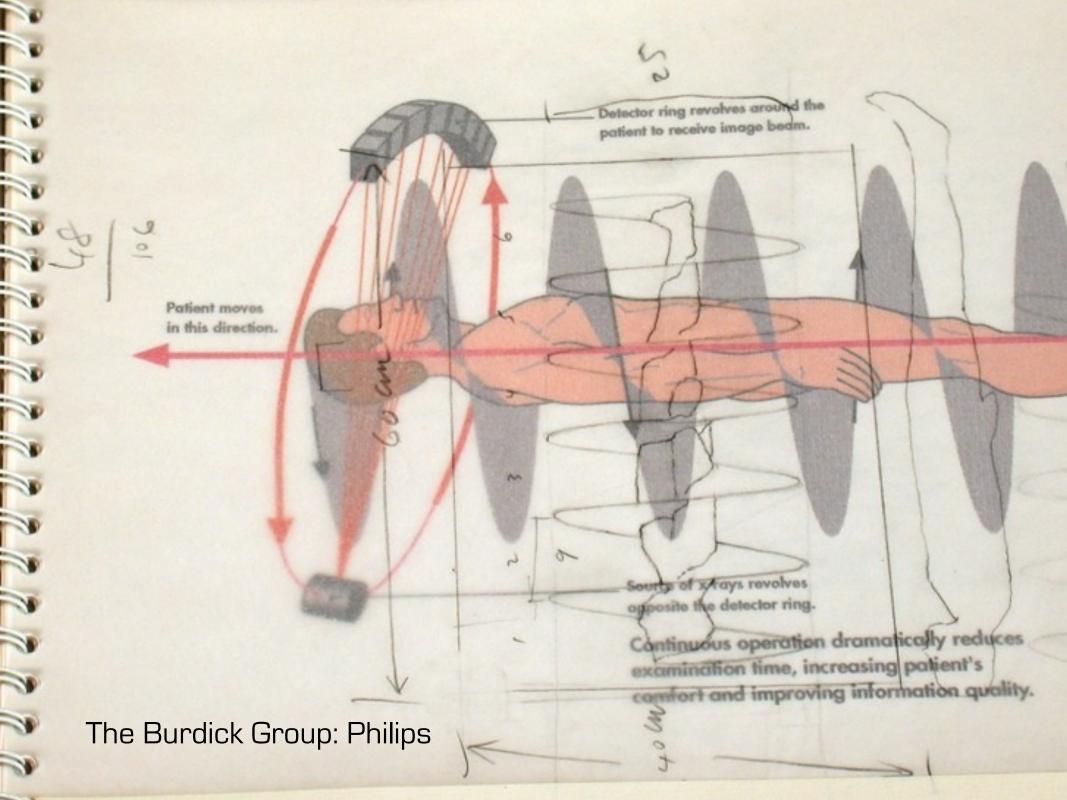
# 25 cm (22 fr)

# 25 cm (22 fr)

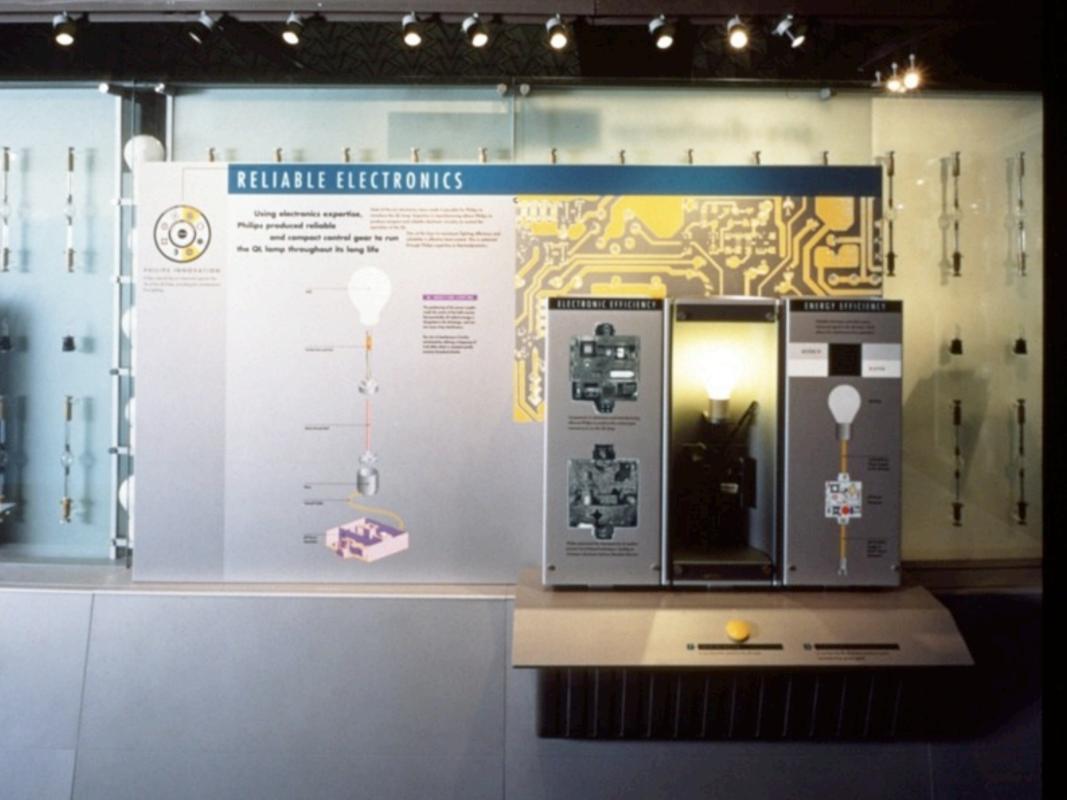
Or Knasters and John Constant Sent to 1979 Man o man d te form her establish in Linz, by designed the ignal of the Association in which the in addition to the design and the profession and Applications Asso ) trademarks Complete brad at a proof to Greignest of a series of proton sure for ton schwarz, policy pay as pol not dared put rels production par. For induced the billing the epicond with heights and first, that by apartment and their property of





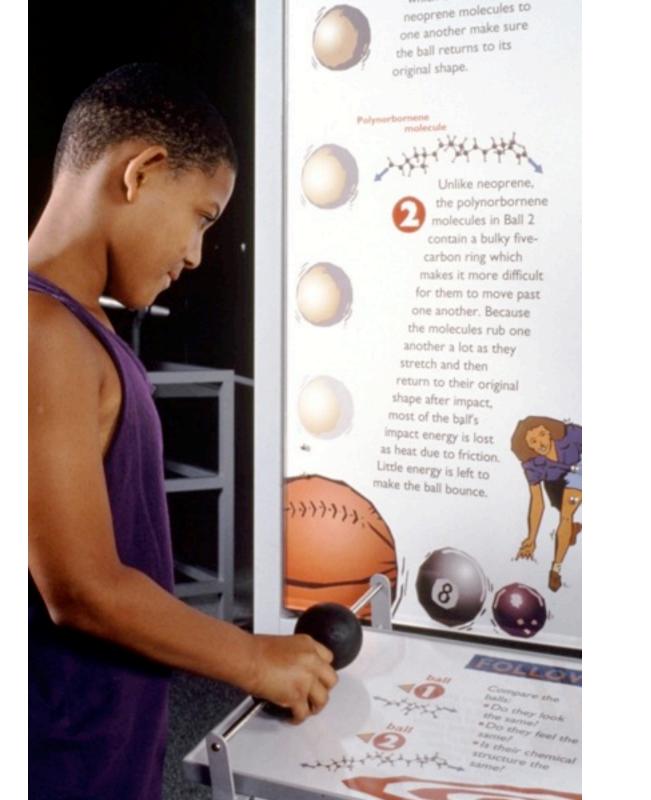








West Office: California Museum of Science and Industry





AND THE MAGIC CONTINUES ...













GrafCo: Mayor's Office of Housing, SF





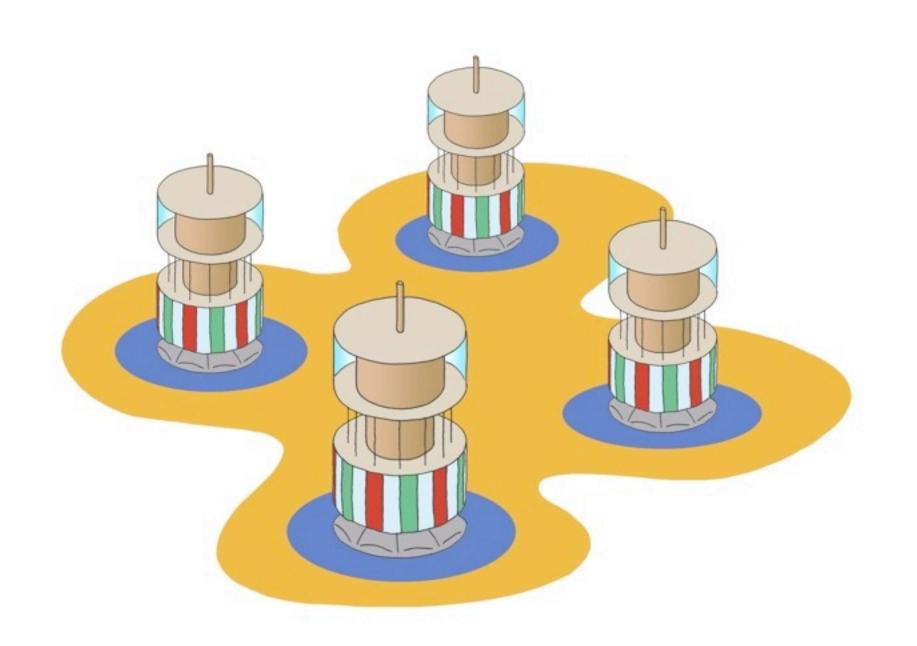
GrafCo: Recycling Exhibit





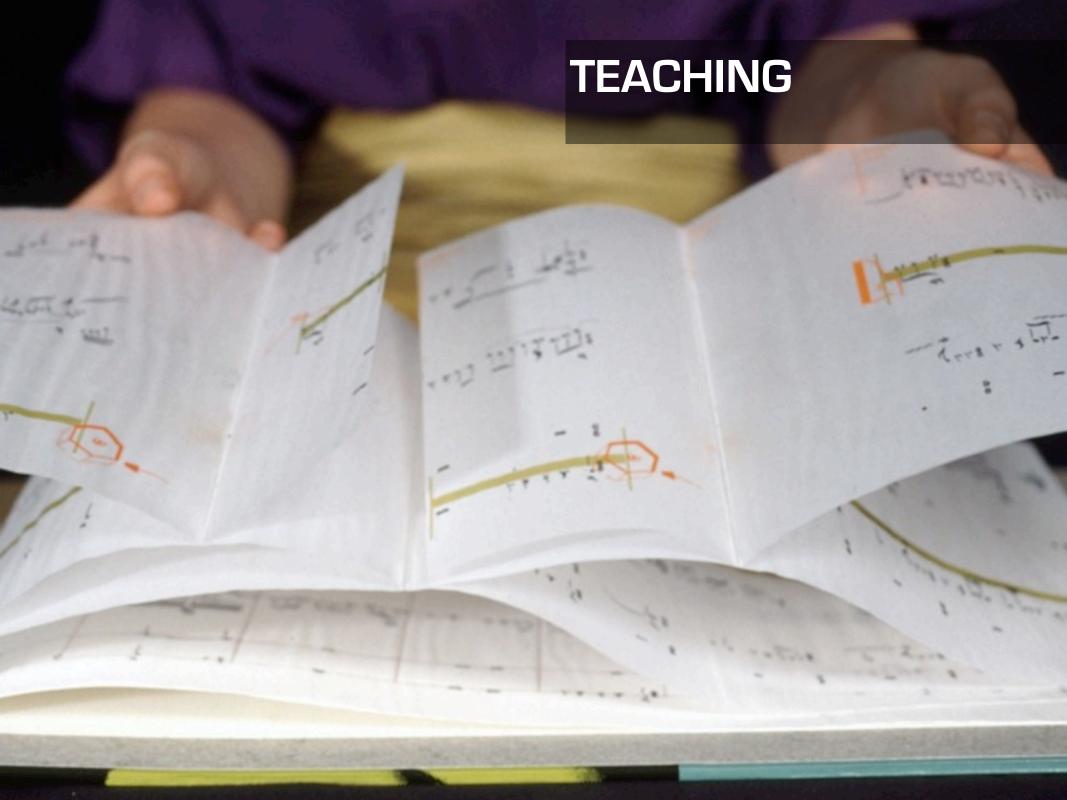


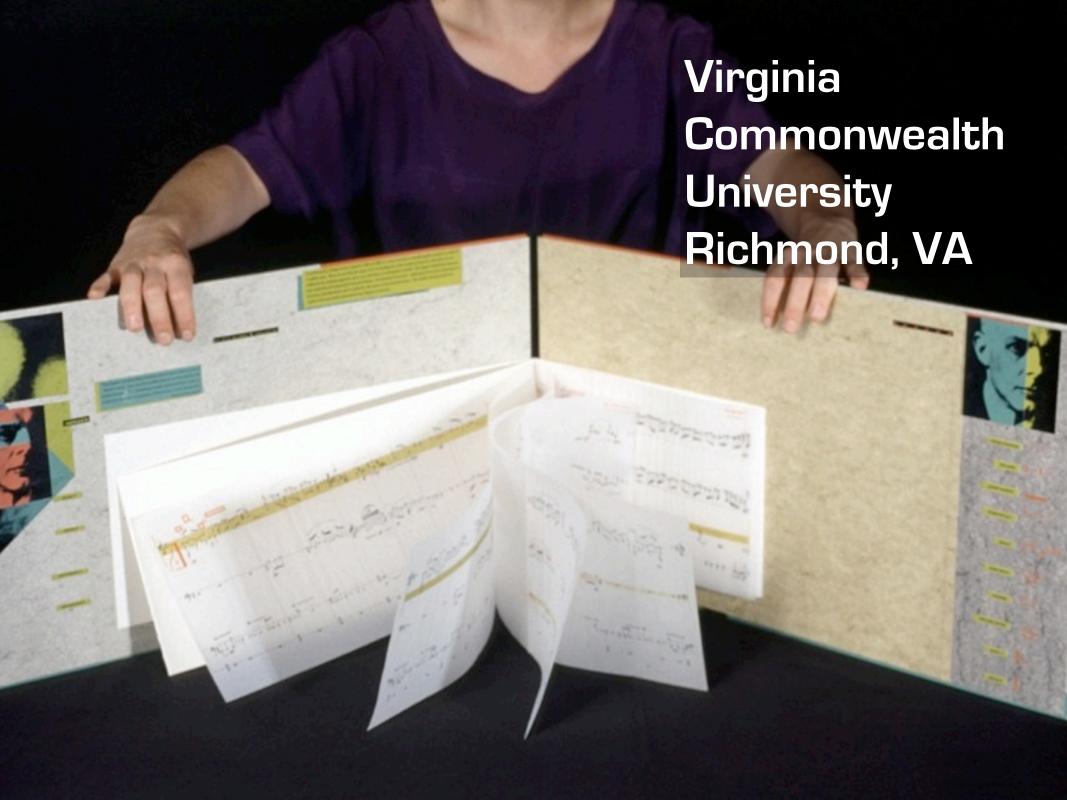


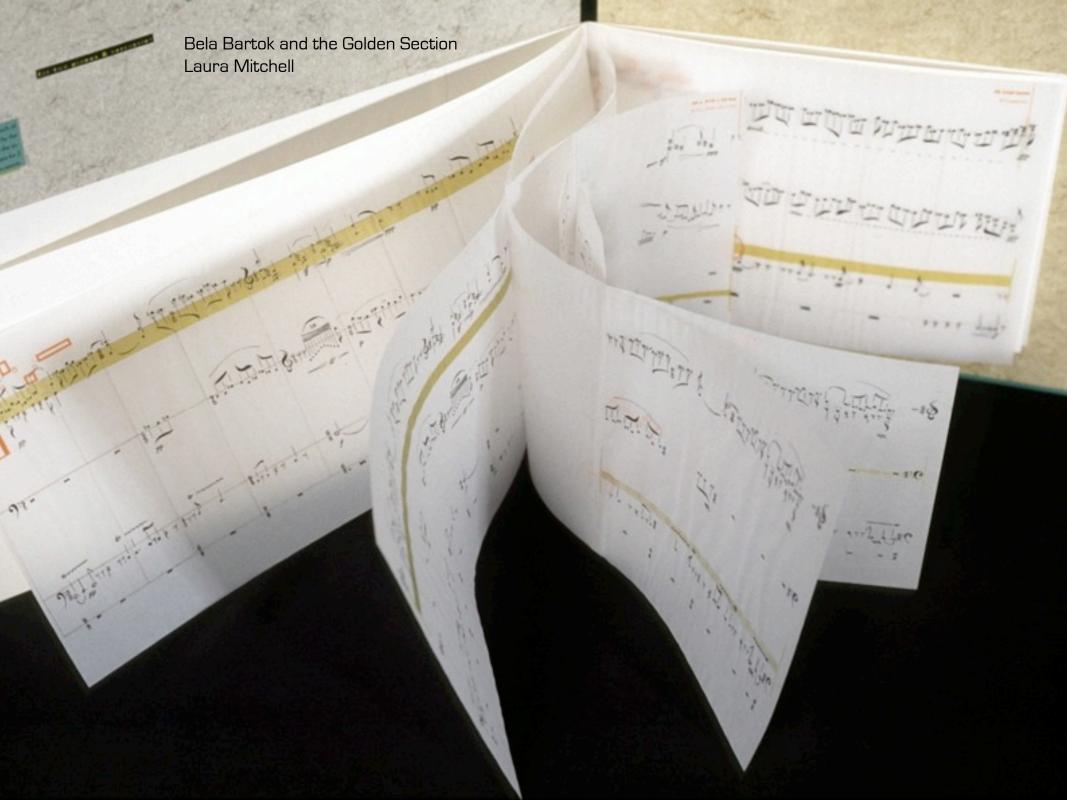


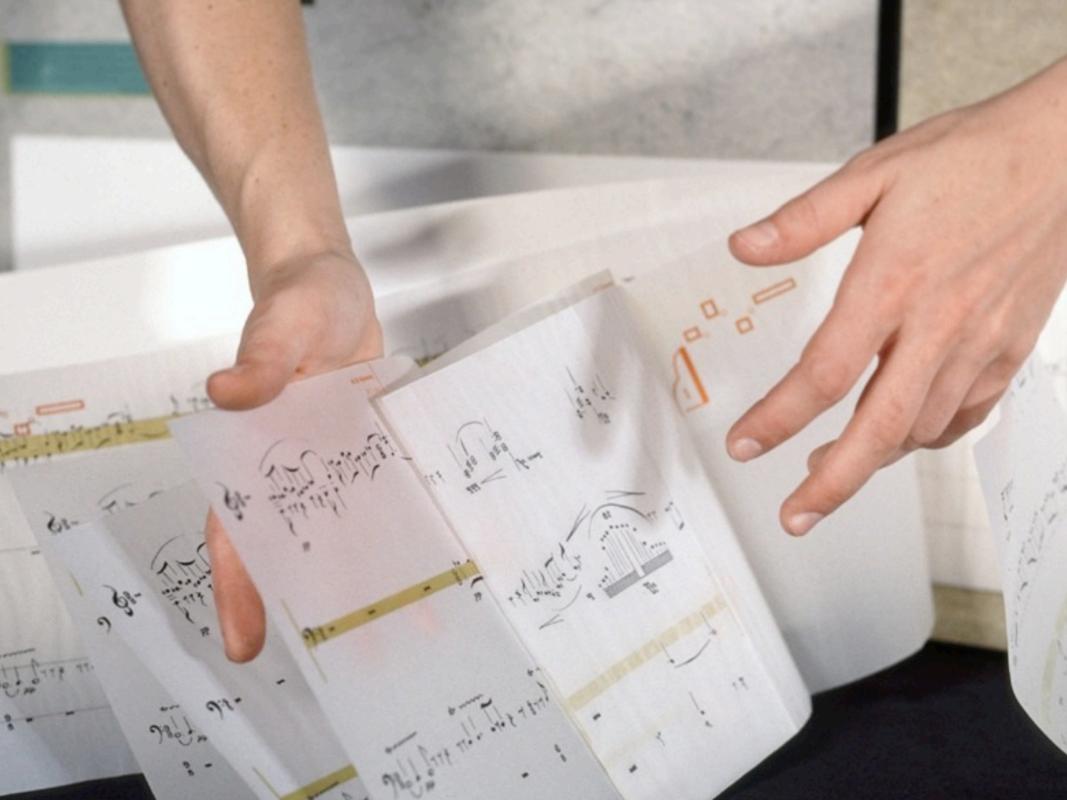














#### Typography, My Way

Distriction the entities of all things good.
Life thy arms upon you like a bose,
moving over analoguesies.
fitting parallels and the tips, of railing page
irro-contections, of projective.

It in value at my wingtips

The room so angular, so pointed and particular I spy myself in pairs of papils - such a face.

Before they invested configures, \$2000 how were the circles born? On you found like fair Aphrodite, or absolube the grasping of determined finge corling in as formal.

No matter

You him me, all woods gone, and there is not hing left for helterforms to say, the justical slars of speech bubble around us, be notified without We, with come to other or calculate.

perfect on their clarms

Ascentescus

#### etophon

the potent Typography, My Way was written in 1991 by a student of typography at Virgoria Commitmenanth University, Schmoned, 14, Transcribed by the teacher Pine Trings and nedocosened in 2005 in San Psincipio of was first guidanthed by Jack W. faulflacher of The Greenwood Press, as part of a limited edition osed and of poetry antified Visine into TVPE, the APHIA Psicing vortains. American Printing History Associatios, 2006.

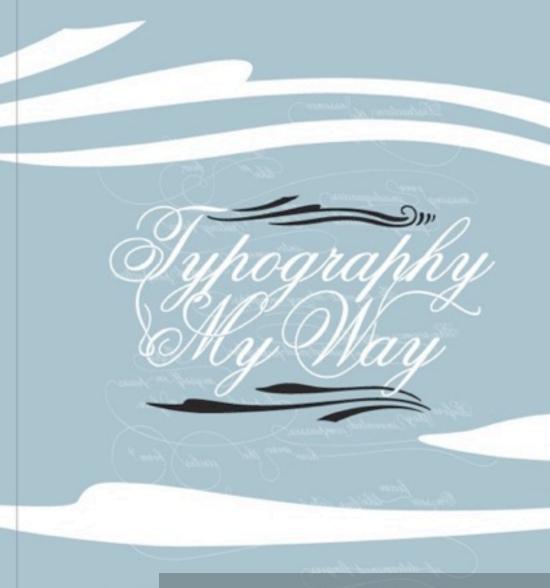
No. 4: page britadable was designed and produced by Wiffred settlio, as part of DSGD 184. Digital Applications Methodology, graphic design class Length in the fail of 2006. School of Art. Int Design, San Jose State University, California, USA. Additional text. Poets are semestimes analyzed by their handwersing to reveal their personality. Knowing poets' personalities, we see how their traits can influence their poetry. I reveal this by the shokes of as Ink calligraphy pers. Connecting the poem as a whole, the Ink strokes reveal its own visual interpretation of the poem and a sense of the poets state of mind when this poem was written.

Typertaces: Flomesh Script Regular, Mission Pro Regular, Mission Pro Semibold Italic, Frutiger Regular, Frutiger Bold

Illustrations: Wiffred Castillo

Broadwiden, 12 of 2

Copyright © Withold Castillo, 2004



San Jose State
University, CA





American was recorded and the second of the

(participal Plantos Naryal Plagual Navier Pra Nagalas, Mari In Sembolis Italia, Prantos Pagusa, Inteligen Ball





Colophos The posts Topography, My Way was written in appe by a student of typography at Virginia Consormath University, Richard, VL. Transcribed by the teacher Pine Trage and reduceweed in 2005 in Six Francisco. It was first polished by lick W. Starffader of The Greenwood Press, as part of a limited edition loand set of portry ratified Worse into TYPE. the APEA Butty Partisio. American Printing History Association, 2006.

> This 4-page broadeds was designed and produced by Mayoni Bloods, as part of DSGD ald, Digital Applications Methodology, a graphic design - Electrations: don taight in the fall of soost. School of Art and Design, San lose State University, California, USA. According to Flande's interpretation, the poen describes typography through two human

sesses, swing and bracing. And she visualism the three significant scores of the poem with the two benun sensor the angular letters through the writers eyes, the deplie form of the nature through the antiquity's eye, and the letters merging into the air and locoming the invisible sounds.

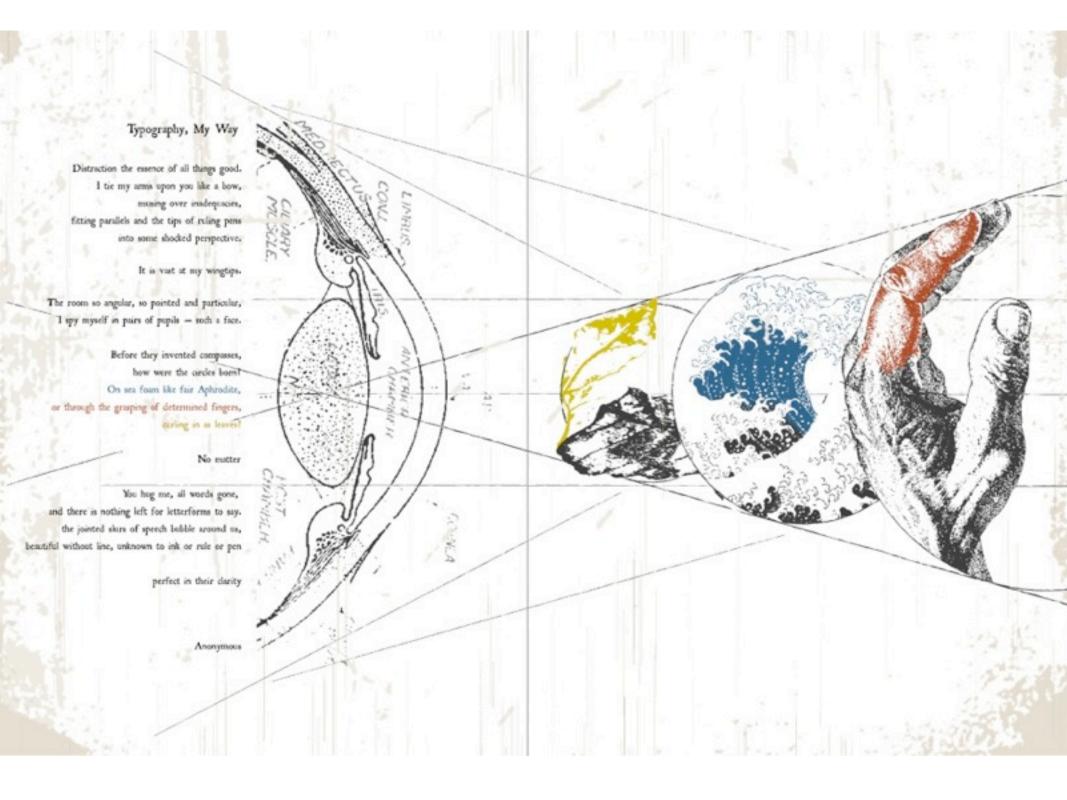
Alditioné testr. Moyeni Books Typefune Rosson Astique Anatomy of the eye and exhit

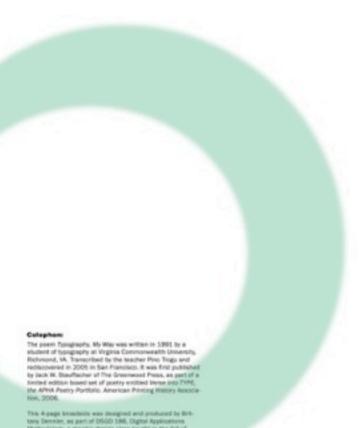
An Min of Anitony for Artists Mayrons Florida

Broadside a. se of ad

Copyright © Mayore Hoods, most







This 4-page broadside was designed and produced by Brit-tany Dennier, as part of DSGD 1996, Digital Applications Methodology, a graphic design class stugits in the fall of 2006, School of Art and Design, San Jose State breversity, California, USA.

Typefaces: Franklin Gothic Book, Helvetica

Broadwick n. 1 of 26

Dooyright & Brittany Dennier, 2006

## Typography, My Way

before they invented compasses,

can't we just be friends

how were circles born? don't want to go back to class



fourteen times without comes

I won't forgo oh man you have to

fourteen times without com-

the jointed slurs of speech bubble around us

at me borrow a pen-

forget it! on we have homework due tom

he wouldn't just leave it

you see that movie to

d had a pro-crit

can't we just be fri

beautiful without line, unknown to ink or rule or pen

don't want to go back to c

that wasn't my intent a

won't forge

oh man you have to

that teacher sucks take

neer look neights ever

me me alone work

five assignments on the first of

perfect in their clarity

Typingstephy, My Way

Distraction the resence of all things good.

I be my arms upon you like a bow.

musing over inadequaties.

fitting parallels and the tips of ruling perm

into come shocked perspective.

It is vasil at my winglise.

The soon so angular, so pointed and porticular,

I spy myself in pairs of pupils - such a face.

Before they invented companies.

how were the circles born?

On sea from like fair Aphrodite.

or through the grasping of determined fingers.

curting in an insure?

No mater

You hug me, all words gone.

and there is nothing left for letterforms to say.

the jointed sture of speech bubble around us.

booutiful without line, unknown to intil or rule or pan

perfect in their clarity

Anonymeus

# Tape Recorder and Magnetic tape

A tope recorder is an analog device that uses magnetic tope to record audio for playback and data for storage. The tape itself is a thin plastic strip coated by a layer of ferric axide powder. Ferric axide is a naturual element existing in hematile are and rust, it's often use for metal polishing as well as an magnetic tapes.

Originally, recording was done by using steel wire, invented by Valdemar Poulsen in 1900. It wasn't until 1928 that magnetic tope was first invented for recording sound by Fritz Pfleumer. Early tape recordings were done by using reelito-reel recorders, reel-to-reel tope was common until the invention of the compact cassette tope in 1964.

#### Analog to Digital

From oudio to data, information storage and recording has progressed from analog to digital. Here's a look at some past and current storage devices; (A) reel-to-reel tope, (B) compact cassette, (C) Sony's first Walkman, (D) compact dask and (E) mp.3 player; the ipod.



#### The Magnetic Recording System

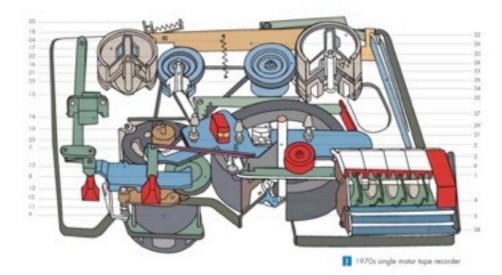
There are two parts to any magnetic recording system: the recorder itself and the tape it uses as the storage medium. Real-to-neel recording refers to the form of magnetic tape audio recording in which the recording medium is held on a real, rather than being securely contained within a cassette.

The real-to-real format was used in the very earliest tape recorders, including the pioneering German Magnetophons of the 1930s.

In 1964, the compact cassette was introduced and quickly it went into mass production. Compact cassette achieved a period of popularity in the 1990s until CDs and mp3 players took over.



#### Description of Operation: Tape Recorder



#### Electrical

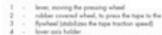
Current flowing in the coils of the electromagnet causes the magnetic material on the tape to align in a manner proportional to the original signal. The signal can be reproduced by running the tape back across the tape head, where the reverse process occur; the magnetic imprint on the tape induces a small current in the read head which approximates the original signal. This is then amplified for playback.

#### Mechanical

Professional recorders usually use a simple three-motor scheme. One motor with a constant rotation speed provides traction for the leading wheel. The leading wheel is usually combined with a flywheel to ensure that the tape speed does not fluctuate. The other two motors apply constant torque to maintain the tape's tension or wind the tape quickly.

Sources on unlepedia org/will/Tope, recorder electrorics houself-works com/cassets free

Digital-Analog Design Purich Cards is a set of research cards designed and produced by the students of DSGD 186, Digital Applications Methodology, a third-year graphic design course at San zose State University, Fall 2006. The set, composed of 1+26 cards, is by no means complete. Each topic was chosen and researched by the students, based on a theme presented by the instructor Pino Trogu, with help from Maurio Panzeri. This is card number 20 and it was designed by



5 - leading wheel (determines the tope traction speed)
6 - spring
7 - Anni receive for time to the except is both

detail, pressing the tope to the magnetic heads
 intermediate wheel
 electric motor

10 rewind authorition control 15 tope traction speed selector

16, 34 - doth-covered surface to create the hiction force 17, 30 - bottom of topic holder, substea with constant speed 18, 32 - top side of the topic holder.

19 - 22, 25, 26, 35 - belt geor to notate tope holders of reduced speed 23 - erosing magnetic head

24 gring 26 bode 21, 27, 31 tope directors

universal magnetic head, for playing & recording
 pure to apply the brokes
 additional leaves.

37 - additional levers
 38 - operating controls.



DSGD 186-Digital Applications. Methodology School of Art and Design San Jose State University California - USA October 2006 Digital-Analog Card No. 20 Printed by ps/hint.com

# typewriter

mechanical to electronic

typewriter is a nechanical, electremechanical, or electronic device that prints letters on paper. Typewriters have changed significantly in the modern era. The most remarkable development was the transition from mechanical to electronic typewriters.

#### history

The first typewriter that enabled operators to write significantly. faster than a person could write by hand was invented by Christopher L. Sholes and Carlos Glidden. Then E. Remington & Sons purchased the rights and manufacture began in 1874. To avoid jamming typebars with adjacent and commonly used pairs of letters. Sholes and Glidden intentionally arranged the keyboard layout in a way that made typists slow down. The name of the system "QWERTY" comes.



1304 The woman typing the typewriter

from the first six letters in the top alphabet row. "OWERTY" system is still the standard for many keyboards. George Blickensderfer produced the first electric typewriter in 1902, but practical electric typewriters were used extensively after 1925. Compared to non-electric Spewriters, electric ones respond to the light touch, and apply identical pressure leading to even depth and uniform color. The first electronic bipewriter was invented by Olivetti in 1978 and came with a small memory chip that displayed what was being typed before it was actually transferred to paper, allowing the operator to go back and correct mistakes before they ruined the whole page.



featuring the DWFFTY Keyboard



#### mechanical tech

A manual typewriter is a mechanical device that contains a system of levers. It converts the small movement of a fingertip on a key into a long movement --- in this case the movement of the raised type on The end of the typebar. As the typewriter is always played strongly. a simple system of levers suffices to mechanically connect the key to the type. Most manual typewriters use at least five levers between key and typotax Pressing a key causes

mechanical force that transmits to such lever, By this mechanics, the typebar is lifted and strikes on the ink ribbon. For moving the paper between letters and between lines. most typewriters use a cylindrical platen, against which the paper is held firmly. Each typebar bears both upper-and lower-case letters. Pressing the shift key lowers the typebar so that the upper-case letter strikes the ribbon. The platen moves horizontally to produce the spacing between lines. An electric typewriter is an electromechanical

device that contains a motor-driven mechanism. It performs the actual work of lifting the typebar and striking it against the ribbon. and also of returning the carrage to the right and turning the platen at the end of the line. In The electric mechanism, the pressure is much less than on mechanical typevriters. and as a result an operator can type faster and with less fatigue.

tric signal forming a code number

that identifies the key. The code

up of on-off electric pulses. This

digital signal of the code number

goes through the pair of lines, the

keyboard chip, the microprocessor.

and the display chip or the print chip. For example, a metal contact

number is in the form of bits made

C: key lover 3 can lever & typebar

number 00110000 (base ten 48).

and sends it out to the micropro-

cessor. The code number is con-

verted again to 01100010 (98) in

the microprocessor, and travels to

the display chip or the print chip

that display the code number as

appearities almost com-

pletely. Unlike typewriters.

that manage only one.

simple task, General-pur-

The character.

#### electronic tech

A hybrid between electric typewriters. and computers, electronic typewriters-which contain a microprocessor and microchips, can automatically center headings, aligndecimal points in numerical tables. and flag words that are not found in its spell-check memory. Most electronic typewriters also permit sudimentary editing of test before printing through the use of a small liquid crystal display window. Pressing a key generates an elec-



Electronic typewriter (2 subper dome 3 contact (E) a pair of less 5. keytoard chip miorgrocessor display chip

The New Way Things Work

Digital-Analog Design Funch Cards is a set of research cards designed. and produced by the students of DSGD 186, Digital Applications. Methodologic a third-year graphic design course at San Jose State University, Fall 2006. The set, composed of 1+26 cards, is by no means. complete. Each topic was chosen and researched by the students. based on a theme presented by the instructor Pino Trogu, with help from Mauro Paraeri. This is card number 14 and it was designed by Mayumi Honda.



D5GD 186 Digital Applications Methodology School of Art and Design San Jose State University California, USA - October 2006 Digital-Analog Card No. 14 Printed by psPrint.com

----

In Baraque Europe, it's played as a countly instrument or royalty with an added fifth pair of strings. The style combines elements of polyphonic lute glaying with chordal strumming techniques used by popular musicians.

The traveling French and English bring the guitar to settlements in North America.

In the Diassical ma, a new louder 5 single string arrives and is a favorite of the chamber music scene.

Felk develops among gypsies in southern Spain creating Flamenco style and guitars.

Factory production creates cheaper prices of guitars. making them more available to common people.

200

Deorge Brauchamp patents the electric guitar and co-founds Rickenbacher, which uses the horseshor-magnet pickup. The company of the lane C.F. Martin releases first guitar. made for steel strings, leading to the Western guitar, Martin steel strings are still made today. Danelectro-guitar company pioneers tuber ampitechnology and is first to produce electric guitars for the wider public.

PIPCETIC US. ACOUSEIC



- 1 Managing, Genid The New Way Trings Work, Houghton Mittle, Bonton, 1998, pg 125 2 Hartmers, Romana, Grant Bontation, Bill Paries "Bottar Paris, present and follows".
- Music Educators Journal War St. v. 84, 5 sue 5
- 3 whipedu com "gotte" 4 all mages from stock com



D5GD 186 Digital Applications Methodology School of Art and Design San Jose State University California, USA - October 2006 Digital-Analog Card No. 65 Printed by psPrint.com

# EIPLLIC GUILAT

#### derinition

gui tar

a stringed musical instrument having a long, fretted neck, a flat-backed body. and played by strumming or plucking

a lectric

producing, transmitting, or operated by electricity.

#### description

Since the creation of guitartike instruments, the guitar has gone from an instrument only for excertaining royalty. to one for a traveling musician. While the 20st century musician might be neither. of the two, the guitar is now for the amateur whether

of the guitar have been made. Forever popular. Despite the changes to form or style, the guitar remains a perfect instrany ensemble.

main parts headstock frets

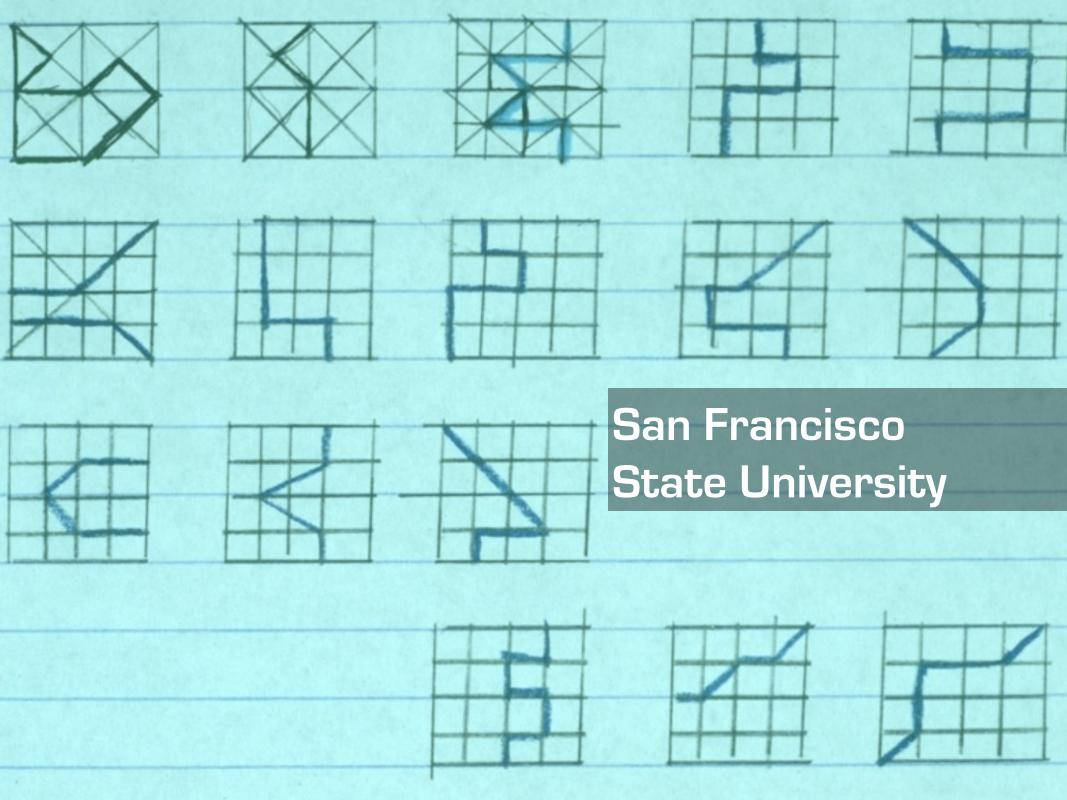
neck and fretboard

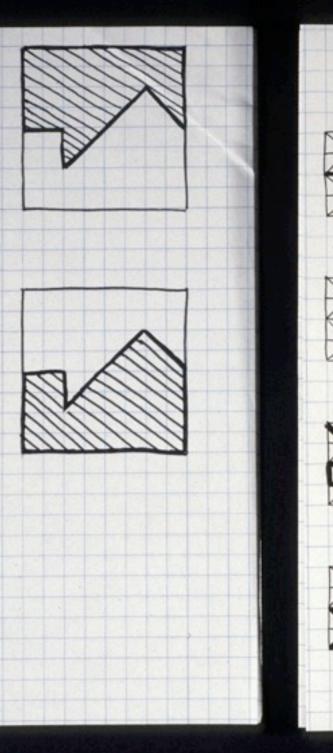
pickups

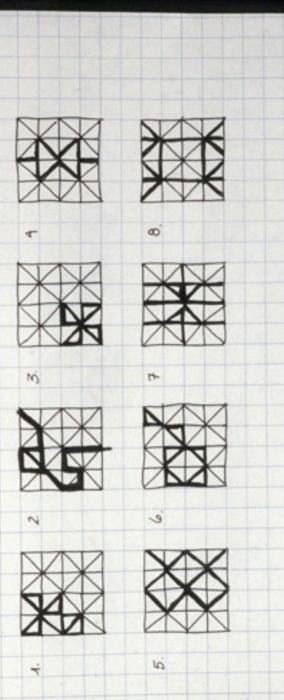
pickguard

Digital-Analog Design Funch Cards is a set of research cards designed and produced by the students of DSGD 186. Digital Applications. Methodology, a third-year graphic design course at San Jose State-University, Fall 2006. The set, composed of 1+26 cards, is by no means. complete. Each topic was chosen and researched by the students, based on a theme presented by the instructor Pino Tiogu, with help from Mauro Farizeri. This is card number 05 and it was designed by Sarah Alberg





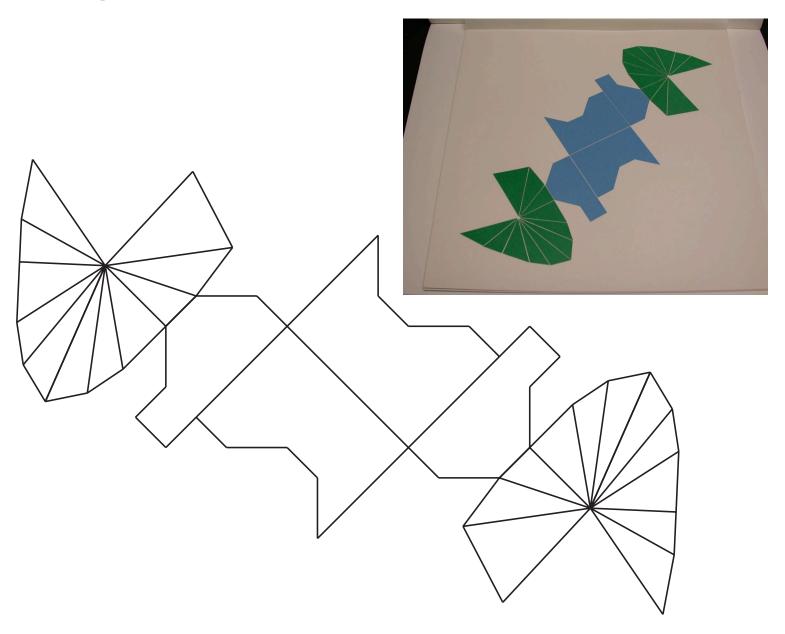




300 Design Process

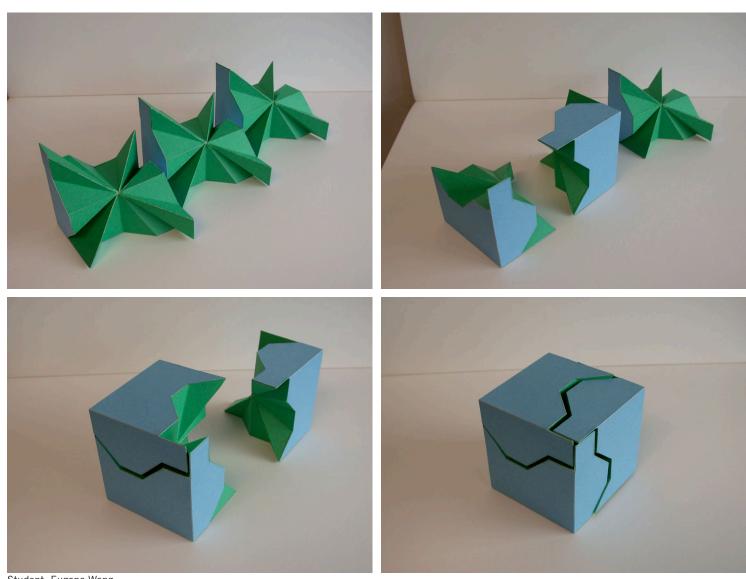
# **CUBE SECTION – 3 MODULES**

# **Example 5**

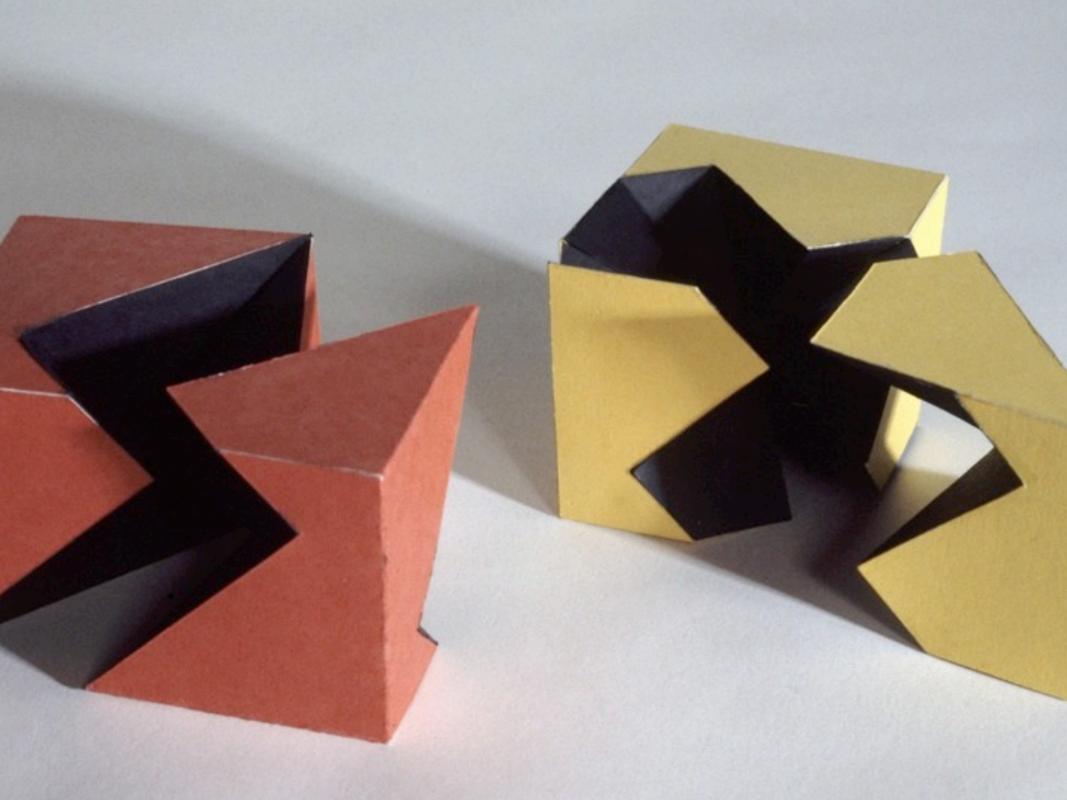


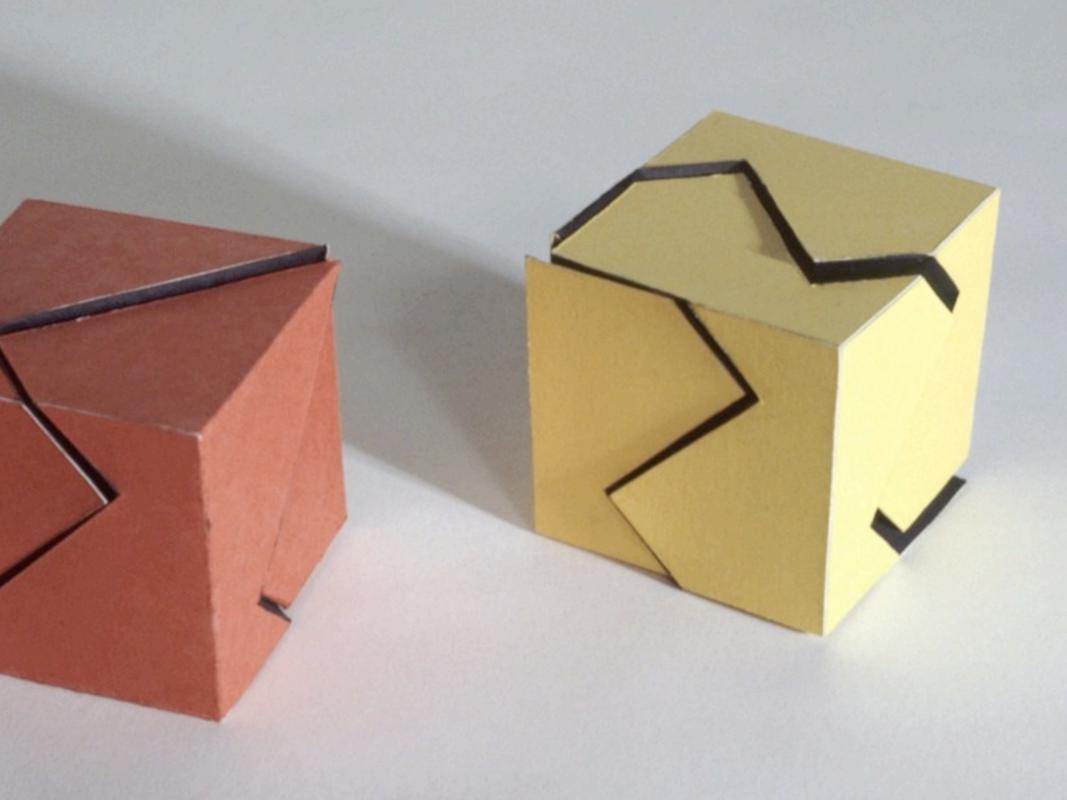
# **CUBE SECTION – 3 MODULES**

# **Example 5**



Eugene Wong





# Riding Through History

#### The Walking Machine

In 1817 Baron von Drais invented a walking machine that would help him get around the royal gardens faster: two same-size in-line wheels, the front one steerable, mounted in a frame which you straddled. The device was propelled by pushing your feet against the ground, thus rolling yourself and the device forward in a sort of gliding walk.



Seat Frame and Post

Complete Drive Train

The machine became known as the Draisienne or hobby horse. It was made entirely of wood. This enjoyed a short lived popularity as a fad, not being practical for transportation in any other place than a well maintained pathway such as in a park or garden.

New Age Bicycle

#### The Bone Shaker

The next appearance of a two-wheeled riding machine was in 1865, when pedals were applied directly to the front wheel. This machine was known as the velocipede ("fast foot"), but was popularly known as the bon shaker, since it was also made entirely of wood, then later with metal tires.



Suspension

and the combination of these with the cobblestone roads of the day made for an extremely uncomfortable ride. They also became a fad, and indoor riding academies, similar to roller rinks, could be found in large cities.

#### www.pedalinghistory.com

#### The Kid's Bike



Introduced just after the First World War by several manufacturers, such as Mead, Sears Roebuck, and Montgomery Ward, to revitalize the bike industry (Schwinn made its big splash slightly later), these designs, now called "classic", featured automobile and motorcycle elements to appeal to kids who, presumably, would rather have a motor. If ever a bike needed a motor, this was

it. These bikes evolved into the most glamorous, fabulous, ostentatious, heavy designs ever. It is unbelievable today that 14-year-old kids could do the tricks that we did on these 65 pound machines! They were built into the middle '50s, by which time they had taken on design elements of jet aircraft and even rockets. By the '60s, they were becoming leaner and simpler.

## The Pneumatic-Tired Safety





The Hard-Tired Safety

The High Wheel Safety

#### The High Wheel Bicycle

In 1870 the first all metal machine appeared. (Previous to this metallurgy was not advanced enough to provide metal which was strong enough to make small, light parts out of.) The pedals were still attached directly to the front wheel with no freewheeling mechanism. Solid rubber tires and the long spokes of the large front wheel provided a much smoother ride than its predecessor. The front wheels became larger and larger as makers realized that the larger the wheel. the farther you could travel with one rotation of the pedals. You would purchase a wheel as large as your leg length would allow. This machine was the first one to



called a bicycle ("two wheel"). These bicycles enjoyed a great popularity among young men of means (they cost an average worker six month's pay), with the hev-day being the decade of the 1880s.

### The High Wheel Tricycle



# TRANSPORTATION OF GOODS

# **GROCERIES**

We are examining different objects in the context of everyday human activities. Our topic for this poster is the transportation of consumer goods. We will focus on the tools and such that help us get products from the shelves, to the cash register, to home for our personal use. We will look at the transportation of the bigger goods, where they require big shopping carts, and move down in size to the smaller goods, where the goods are Handheld and don't require a





This is a folding personal shopping cart. Its steel design makes it sturdy and able to carry a huge load. You won't find these in a supermarket, but since they are for your personal use, you can use them and bring them anywhere. The handle on top allows you to tilt the cart and drag it behind you with ease. This is commonly used by people who commute to their grocer by foot or public transportation.



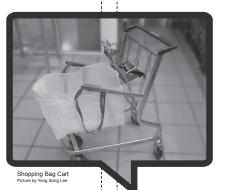




This large flatbed shopping cart is used for things too large to fit into a conventional shopping cart that you might see at your local supermarket. Large boxes of groceries are a good example. These can be found at wholesale warehouses like Costco and Sam's Club.



This is an example of a basic shopping cart that you'd see at your local super market. It has four wheels attached by directional casters for easy maneuverability. They're made either out of metal or plastic and have a larger rack on the bottom for your larger items. It also has a small folding seat for small children.





This is a smaller shopping cart that is to be used with a large reusable shopping bag with handles. The bag is strung over the two protruding arms. It features four directional castered wheels like the regular shopping cart. It is great because you could either have the bag, or if the bag gets too heavy you can push it around on the cart. Some carts can support shopping baskets.





This is the classic shopping basket that you'd see at almost all of the stores. They're commonly made of plastic, giving them a sturdy form. It can carry a pretty good amount of goods. The folding handles make it easy to set down









This is a shopping cart for the disabled. It is battery powered and can maneuver easily between the aisles. It features a sturdy easy to get in and use design. These are available at more well known supermarkets like Safeway. Walmart or

# Razors In Pursuit of the Perfect Shave

While the act of shaving has been around for centuries, it's only in the past few write the act of snawing has been around for centuries, it is only in the past rew decades that there has been such an increase in innovation. Competition among decades that there has been such an increase in innovation. Competition among brands like Gillette and Schick has flooded the market with three, four, five, and prands like utiliette and society has neoded the market with three, lour, fix even six bladed razors, is there more to these razors than a complicated even six bladed razors, is there more to these razors than a complicated marketing scheme? Take a look at how the shaving industry has evolved from marketing scheme? Take a look at how the shaving industry has even a construction of the shaving industry has a look at how the shaving industry has even a construction of the shaving industry has a look at how the shaving industry has even a construction of the shaving industry has a look at how the shaving industry has even a construction of the shaving industry has a look at how the shaving his construction of the shaving industry has a look at how the shaving his construction of the marketing scheme? Take a look at how the shaving industry has evolved from cut-throat straight razors in the barbershop to powerful and portable electric cut-unroat straight razors in the parpersnop to powerful and portable ejectric razors in the palm of your hand. Ergonomic, lightweight, rust free, and sharper than only the straight of the straight of your hand. razors in the paim of your hand. Ergonomic, lightweight, rust tree, and sharper tazors in the paim of your hand. Ergonomic, lightweight, rust tree, and sharper tazors in the paim of your hand. Ergonomic, lightweight, rust tree, and sharper tazors in the paim of your hand. first men without beards.

Modern DOVO Straight Razors

Using a straight razor requires a steady hand and precise movements. Straight razors are still used but mainly by barbers and collectors that enjoy the closeness These hand made DOVO straight

# Straight

#### Ancient Egyptian Razor

The Greeks and Romans used all types of crude tools to remove their facial hair.

Scraping away unwanted stubble using sharpened stones, axes, swords, knives and even clamshells oved to be not only a difficult, but



#### Modern Colonel Ichabod Conk shaving brush

Brushes like this one are often made of badger or hog hair. Different qualities of hair come from different areas on a badger's body. The quality of brush determines how smooth or creamy the shaving foam will be when applied to the face. A brush made of hadger für can cost



It was in the 19th century that handle and extremely sharp

> The HeadBlade's unique design allows the user to push the blade's rolling body over the scalp as opposed to pulling a handle

The HeadRlade is different brands and styles of disposable



razors are crafted from Ivory, buffalo horn, Swedish stainless steel, birds eye maple and

Gillette Fusion, 2006 The Fusion features five blades on the front of the razor and an additional trimmer blade along the back.

An onboard computer chip and motor powered by a AAA battery vibrates the blades of the razor to help give a close





#### Gillette Safety Razor, 1901

Pictured here is the Gillette Adjustable Razor from 1957. It is similar to Gillette's original design except for the ability to change the height of the blade to accommodate short, medium, and heav



#### This more complex razor allowed the user to re-sharpen blades until they

eded to be completely replaced



#### Braun Sixtant, 1962

Built with a heavy cast alloy cutting head with brushed finish, foil cutting surface, and an injection molded acrylic body.

Braun credits much of their early success in the dry shaving market to the Sixtant.

Philips Philishave, 1980 Philips' first Lift & Cut shaver with a traction and cutting system that works in a similar fashion to the manual twin-blade razor.

Its metal body with black plastic and rubber accents is reminiscent of early tape players, Walkmans, VCRs and other high tech gadgets



#### Norelco Arcitect, 2007

A lubricating strip at the front of the blade fades from green to white when it's time to replace

the disposable blade.

The latest electric razor from Norelco has one of the most unique designs of all electric razors from the past century. The three independently flexing heads of the unit are now elevated from the handle allowing them to con-tour to the face in ways never before possible.

The open design of the razor makes for simple cleaning and maintenance. Each of the three blades can be opened outward and the waterproof shaver can easily be rinsed free of hair.

# Electric





#### Braun Combi DL 5, 1957

The DL 5 was among the first electric razors developed by

The Gillette Trac II, 1971

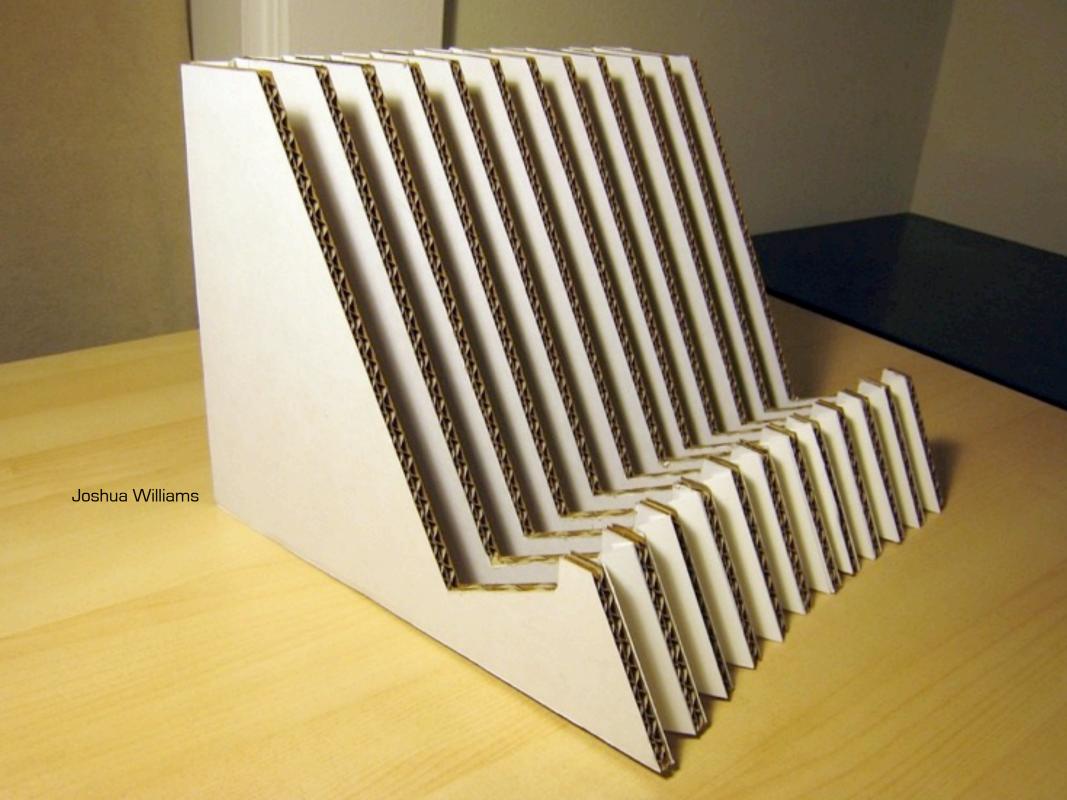
In 1977 the Trac II was modified with

In 1985 a thin strip of rubber called

the lubricating strip was added to the head of the razor.

the addition of a pivoting head.

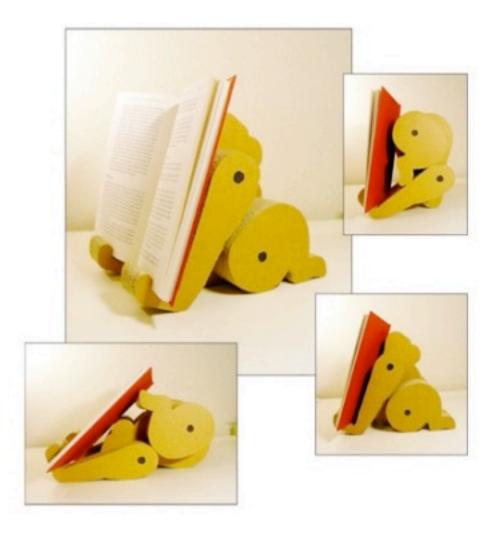










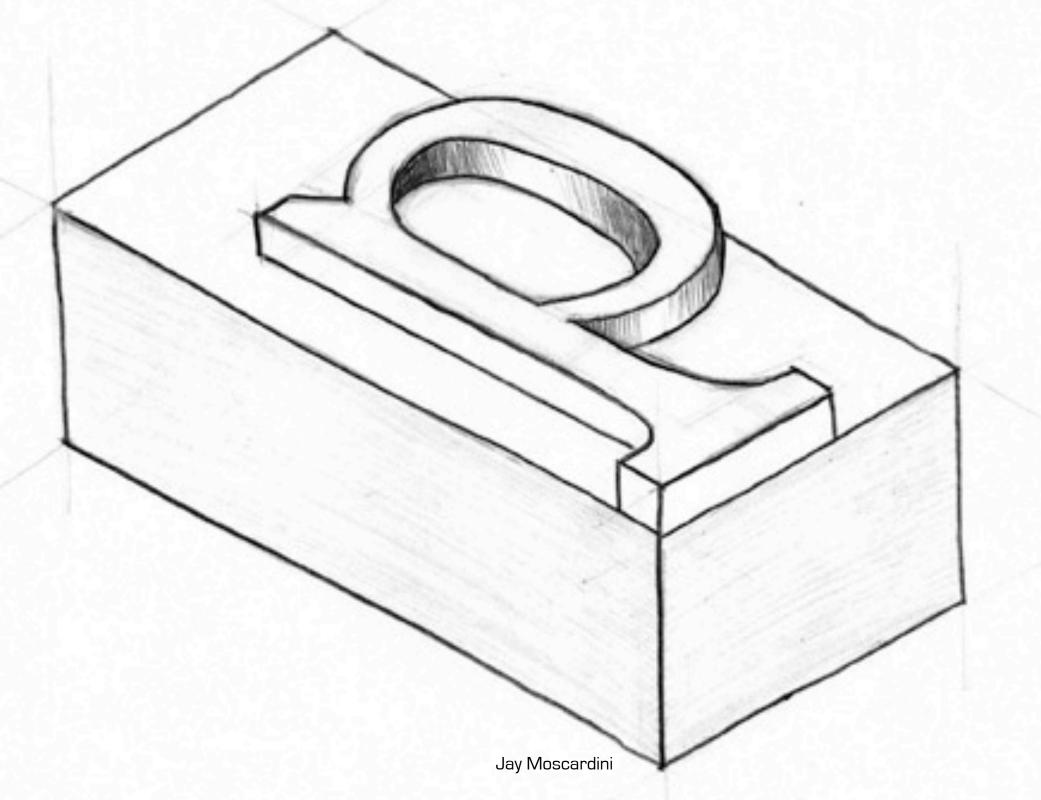


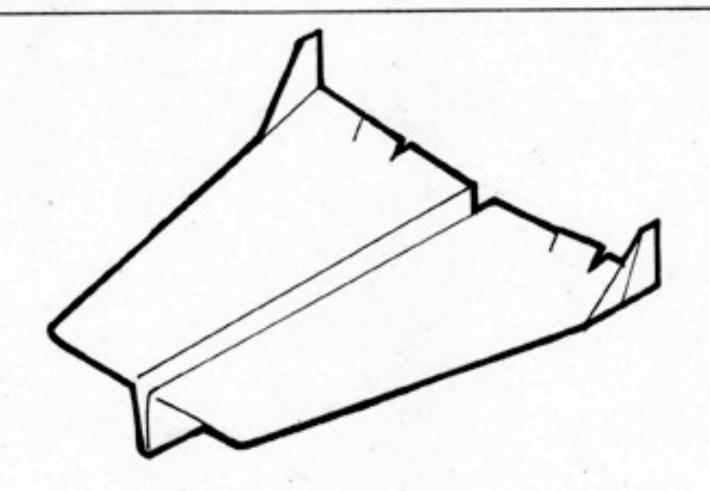
Eugene Wong





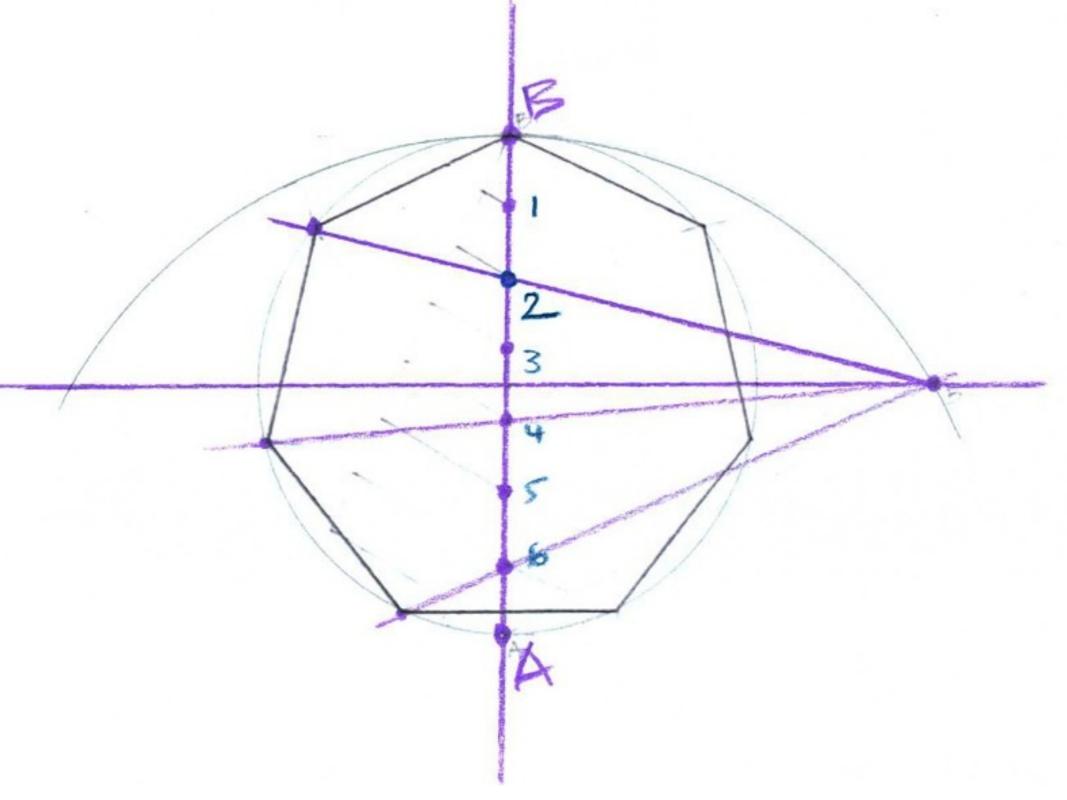


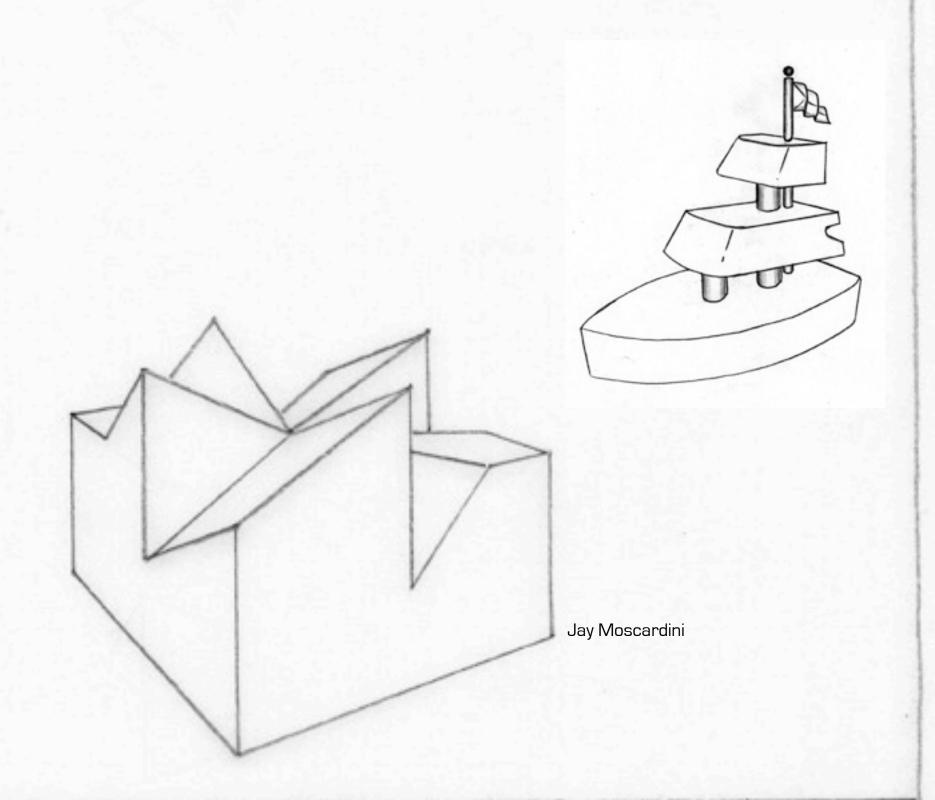


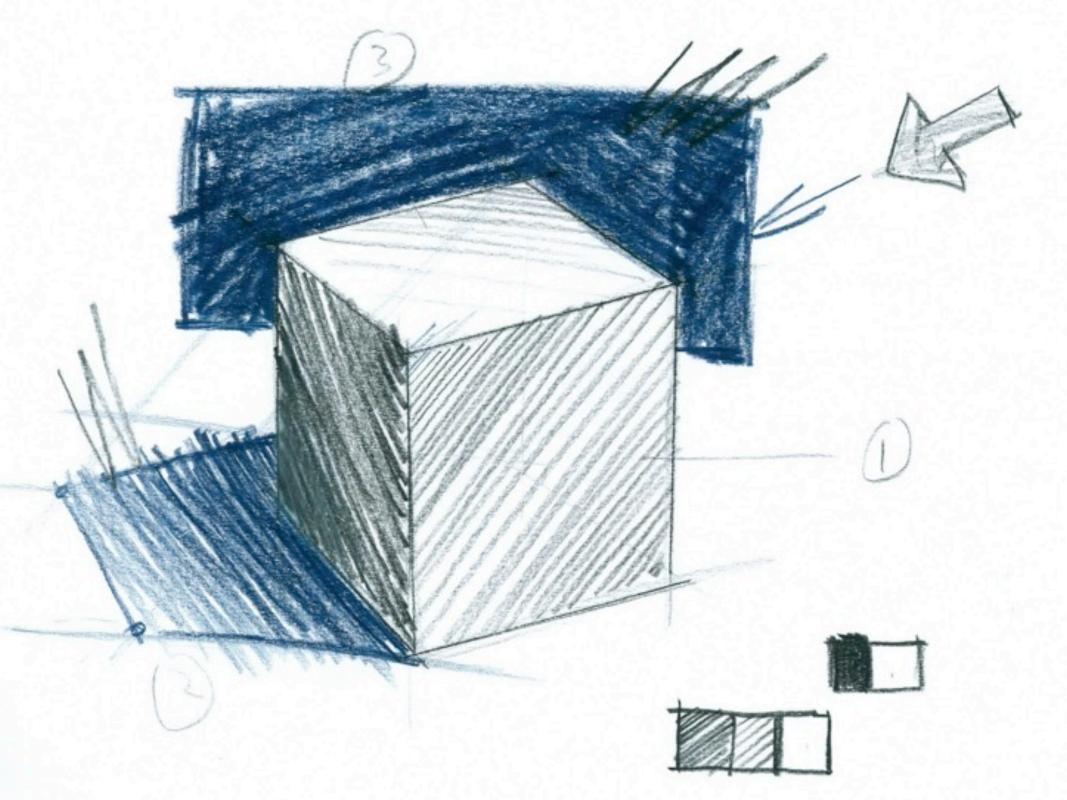


Jay Moscardini

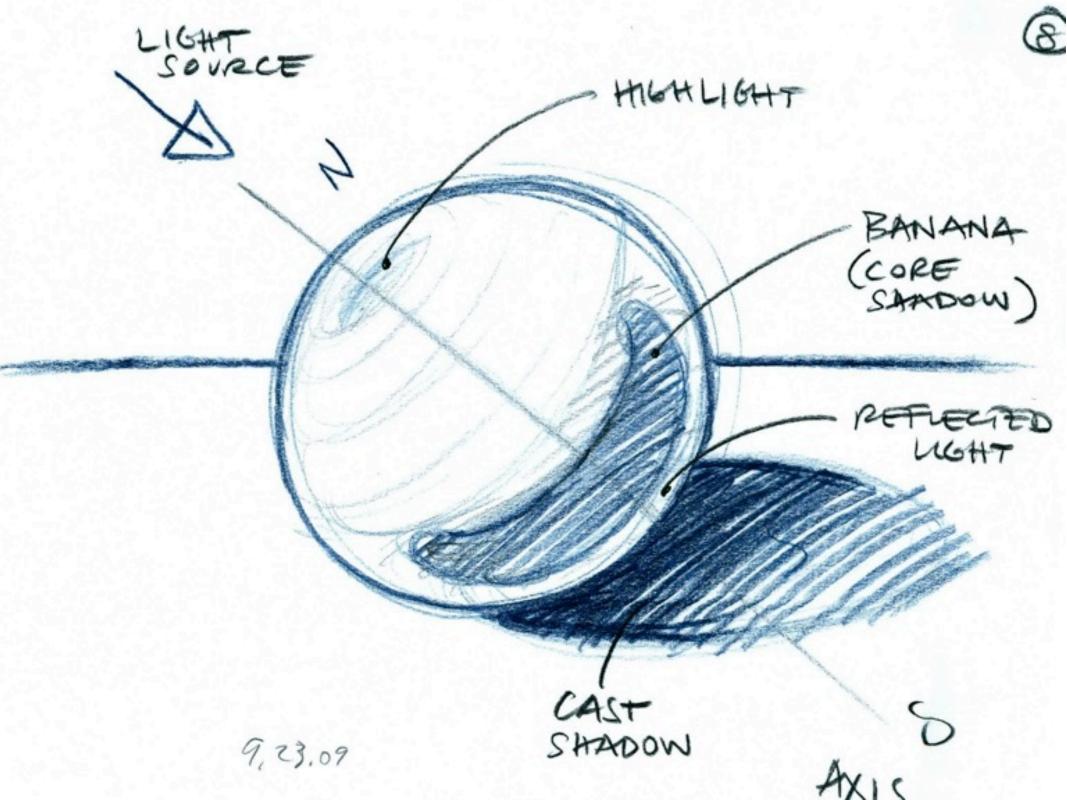
BEFORE DIGITAL PRE-PRESS EXISTED, DESIGNER USED PRECISE "LAYOUT DUMMIES" TO SHOW I EXACT LAYOUT OF ELEMENTS ON EACH PAGE. A DUMMY LAYOUT IS A MOCK-UP THAT SHOWS THE ACTUAL SIZE, LOOK, AND FEEL OF BROCHURES, MULTIPAGE MATERIALS, PACKAGES, POINT-OF-PURCHASE DISPLAYS, TO NAME JUST FEW. THE GRAPHIC ARTIST ASSEMBLES THE DUM BY HAND, USING COLORED MARKERS AND COMPLIER PROOFS (TRIAL SHEETS OF PRINTED MATERIAL). THE WORK IS MOUNTED ON STUDY PAPER, AND THEN CUT AND FOLDED TO THE PROPER SIZE. IT MUST BE EXAMINED AND APPROVED BY THE PRINTING BUYER PRIOR TO THE BOILDING OF WALL ADDE CODIES

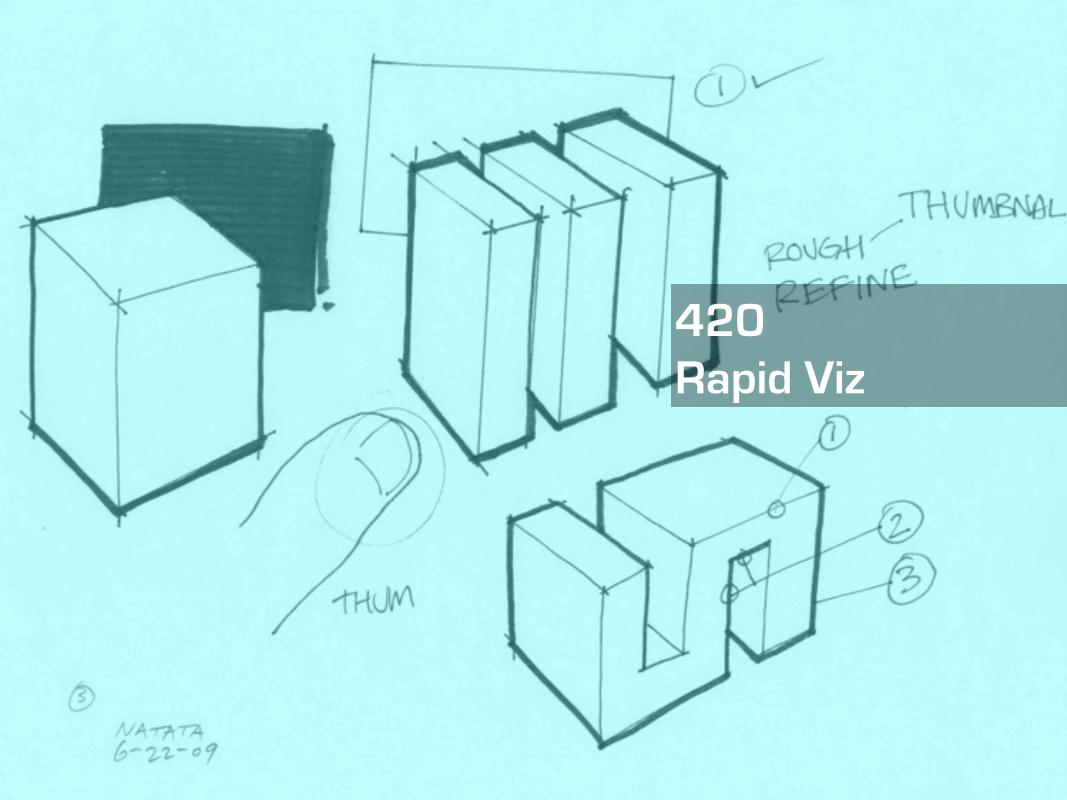


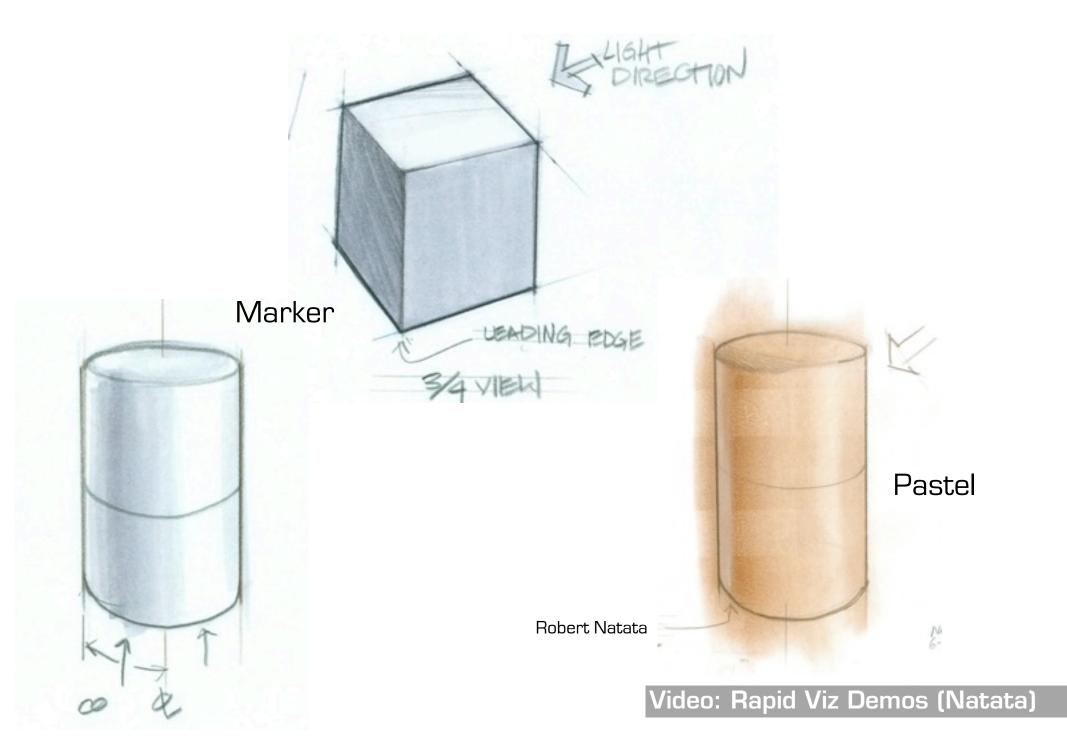




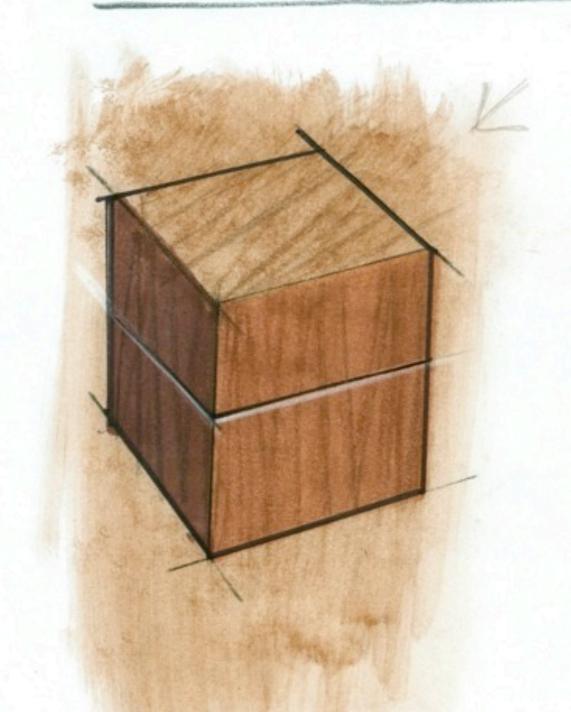
REFLECTED CORESHADOW HIGHLIGHT



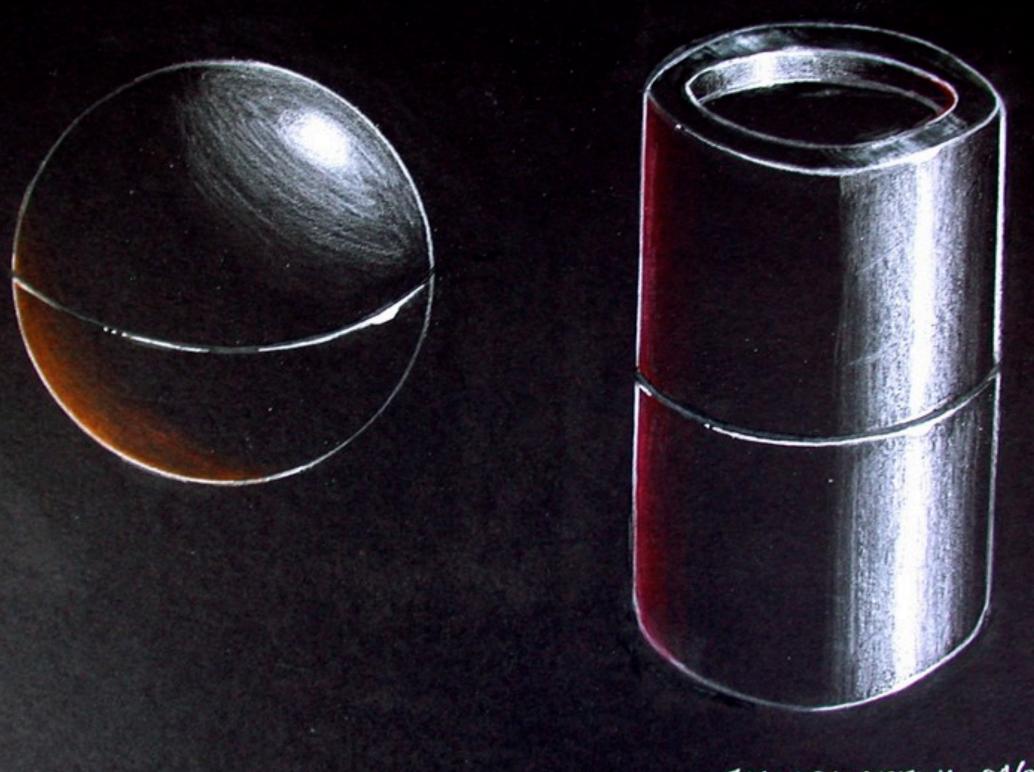




# PASTEL BESTINE: TEXTURES

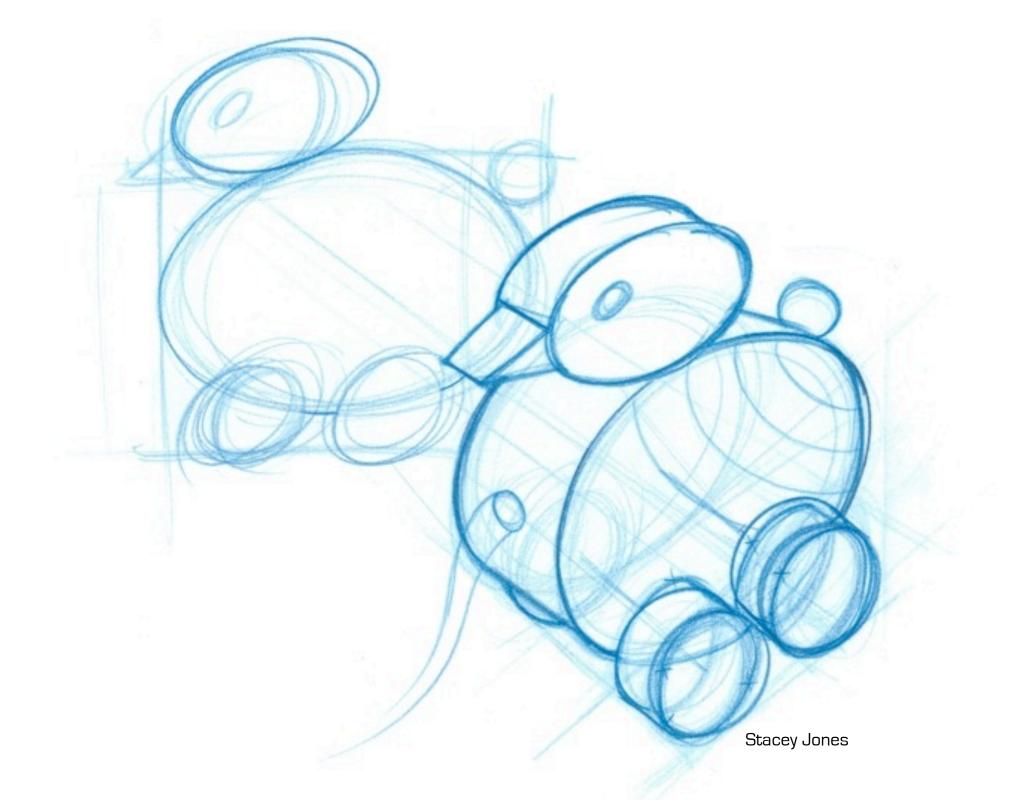


NATATA-6-22-09

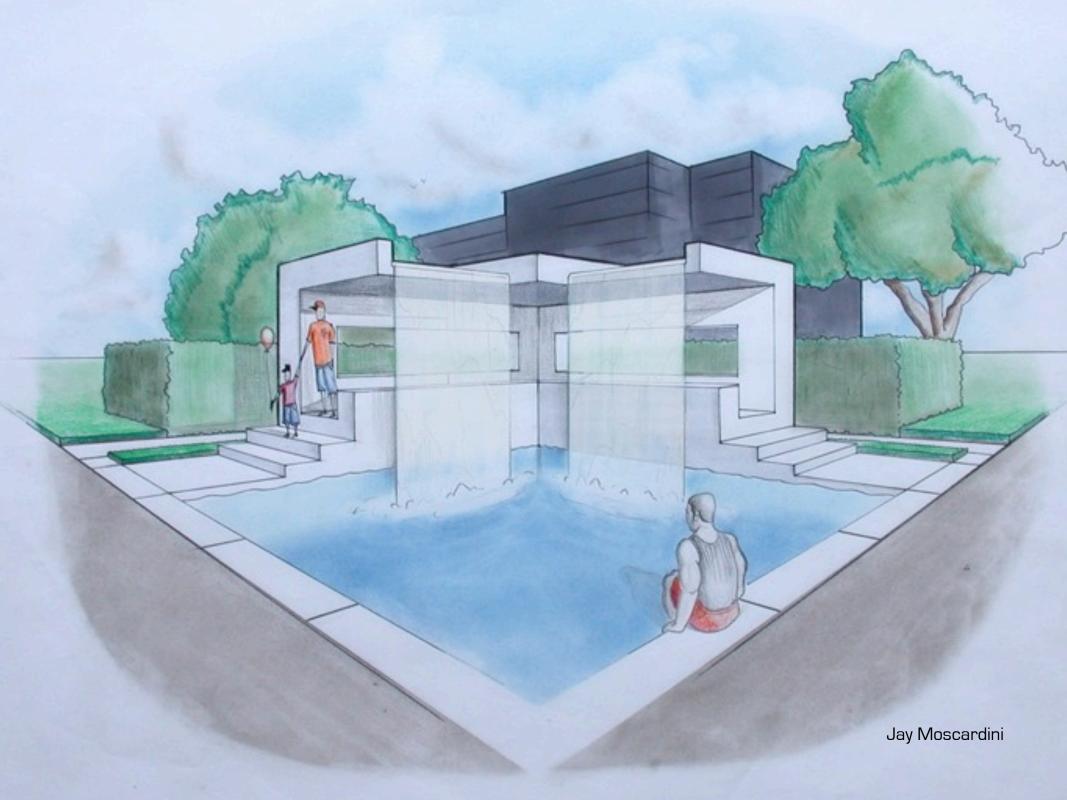


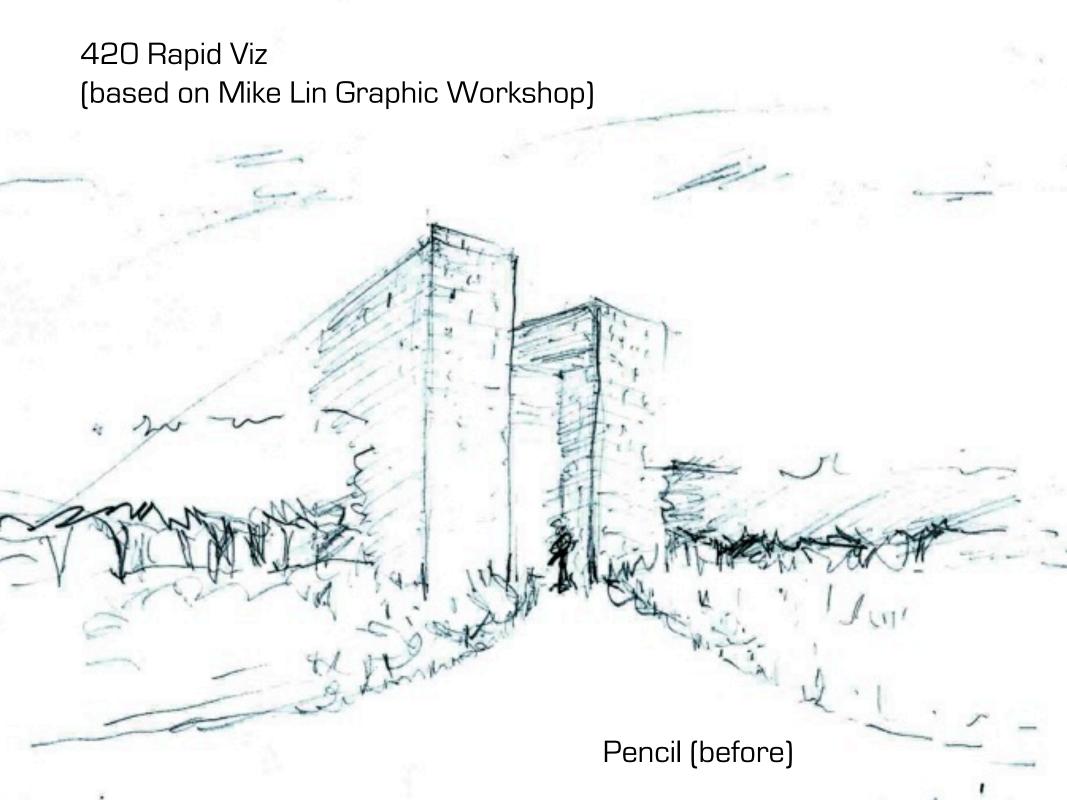
JAY MOSCARDINI 04/07

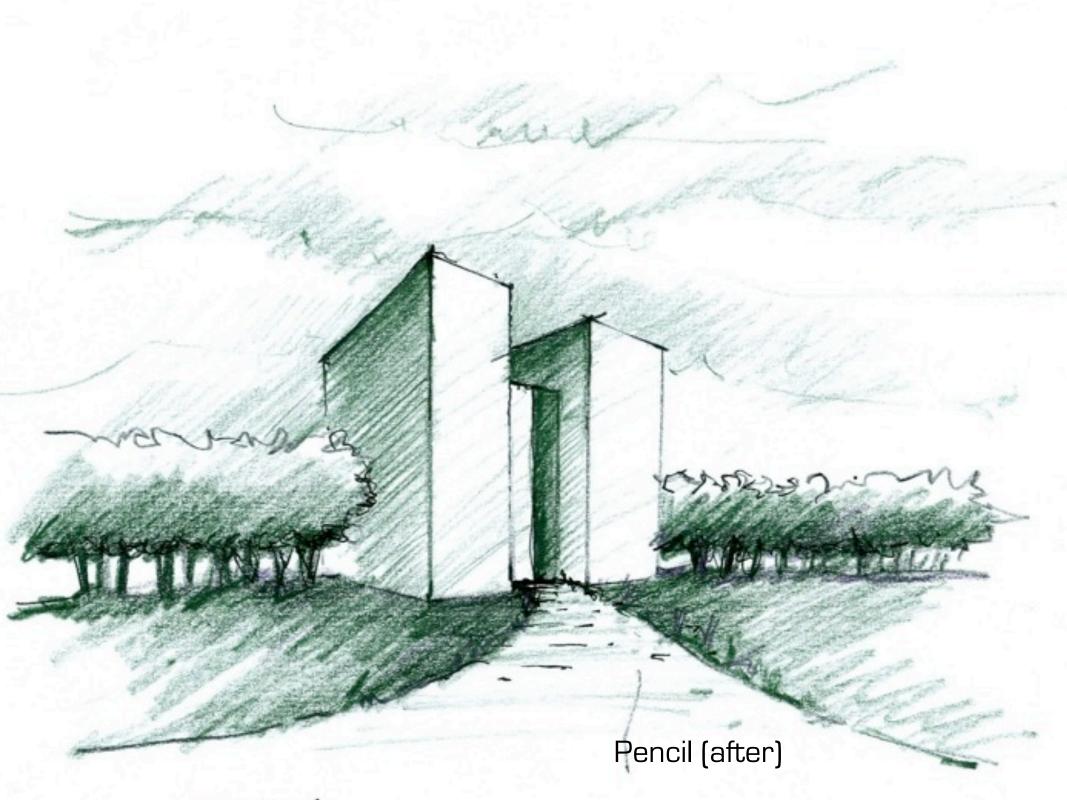


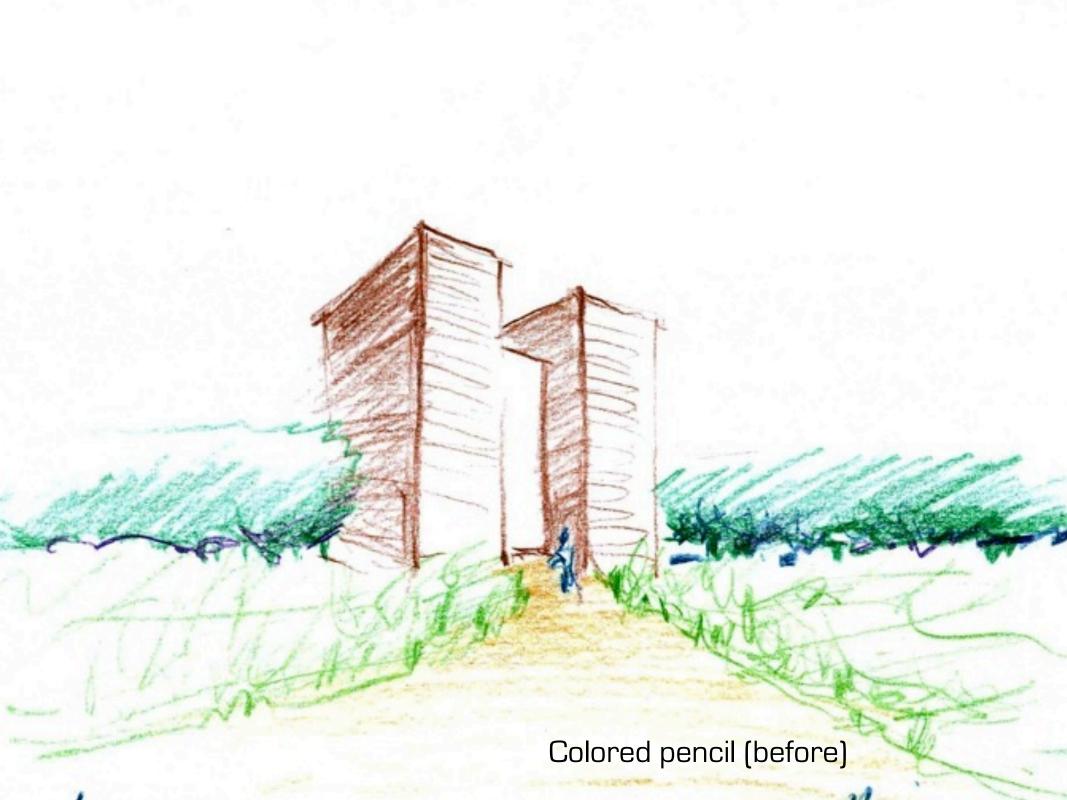


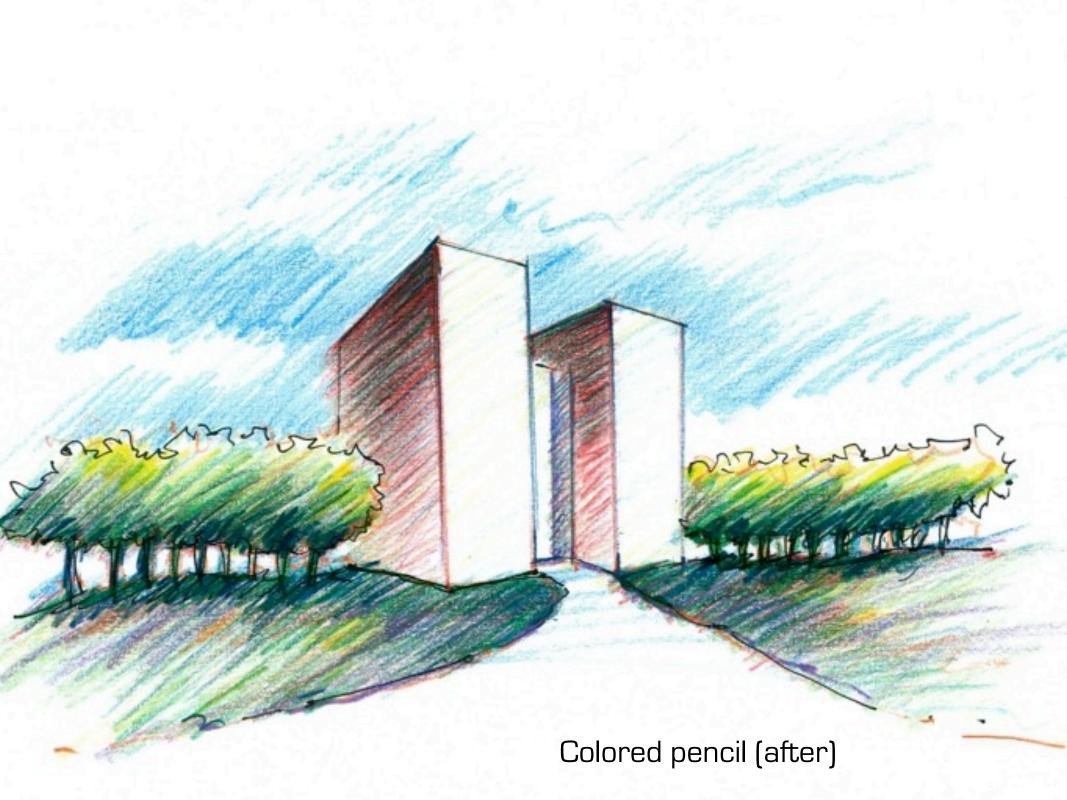


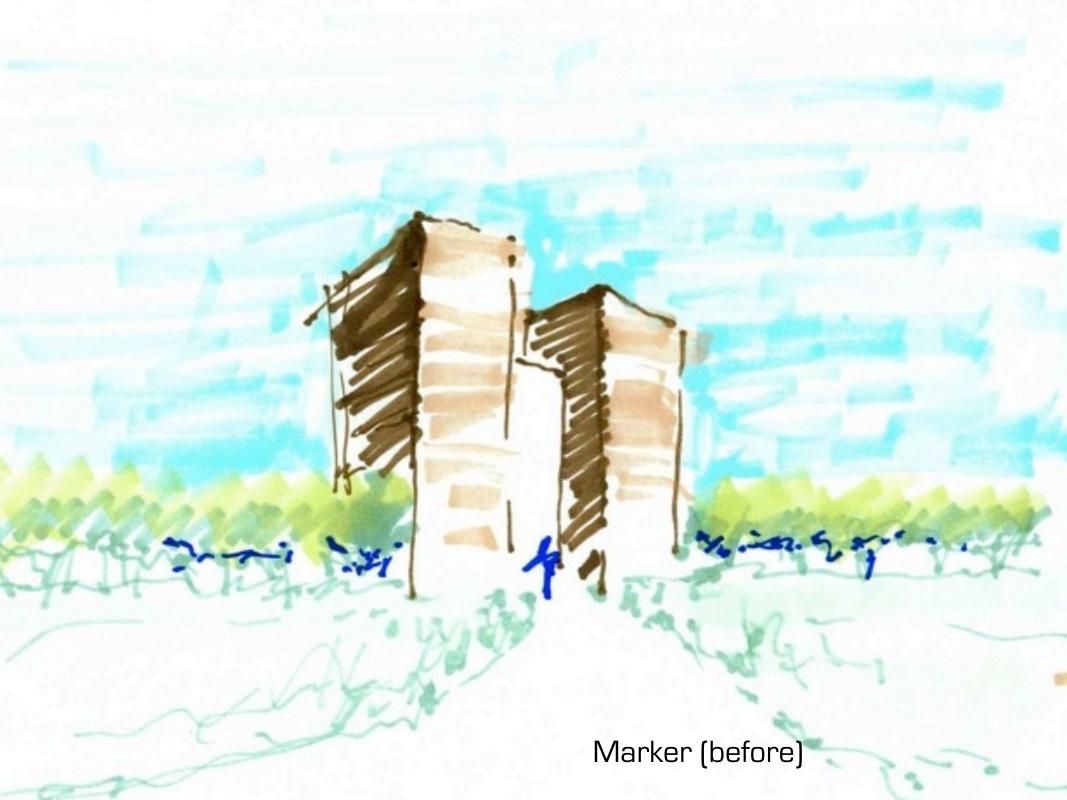


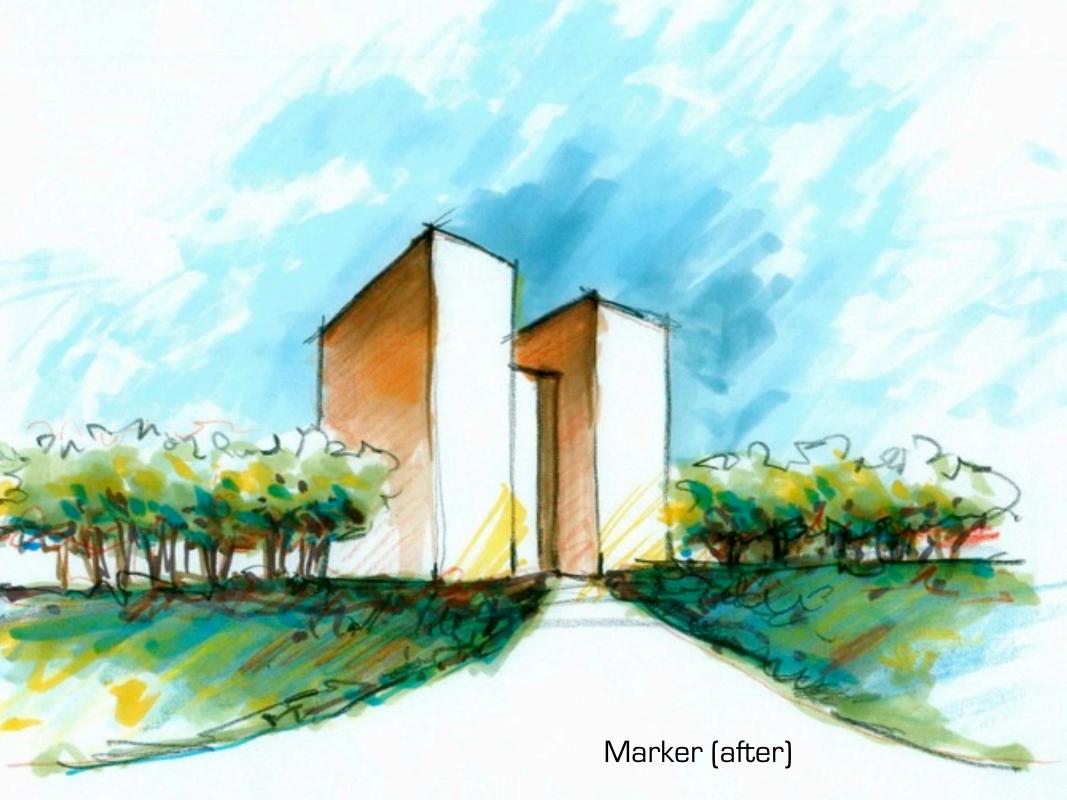


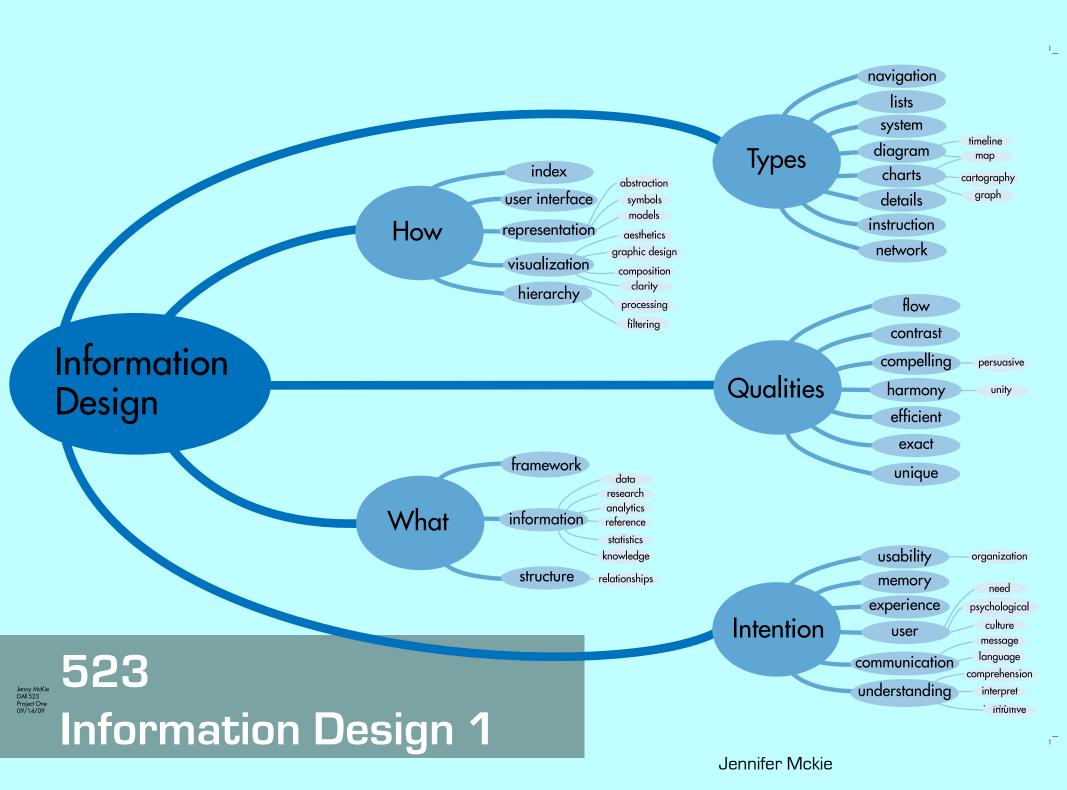












The

process

research analysis of

abstracting

interpret translate

relationships

reference structure between

concepts

experience perception comprehension

and

modeling

efficient composition

a

visual

aesthetics harmony flow hierarchy organization

system

simple complex

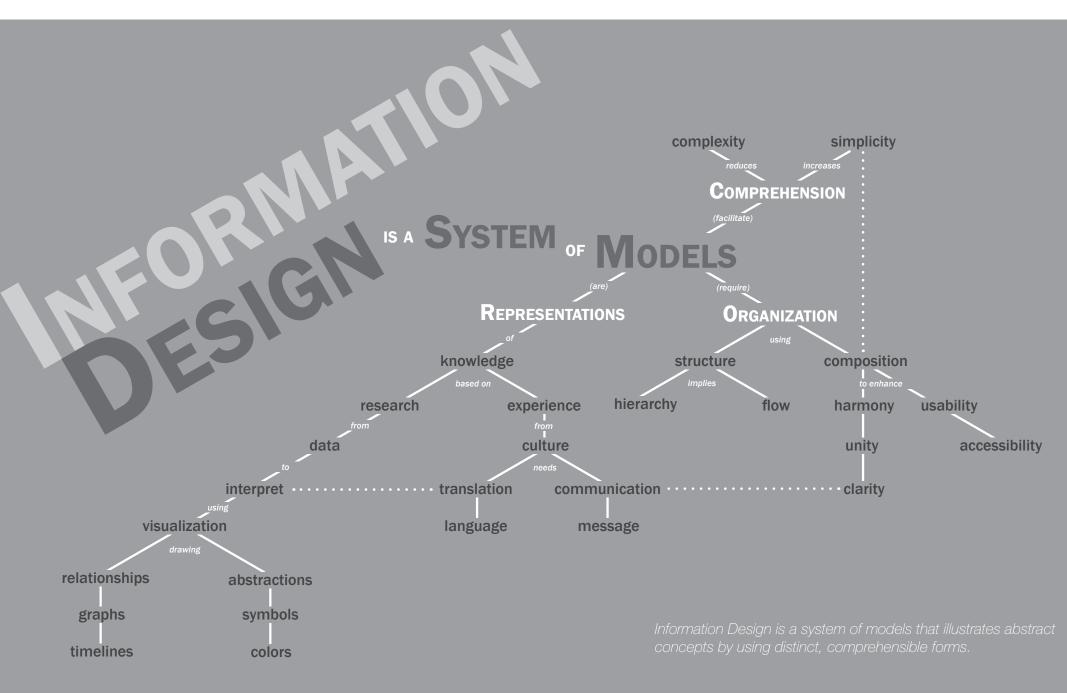
that

represents

communication message user them.

Information Design

Chae Fields | DAI523 | Trogu | Concept Map | Fall 2009



## **Timelines**

"Timelines are sequences of related events in chronological order. They are important in understanding history."



The earliest modern timeline, Carte chronologique, is created by Jacques Barbeu-Dubourg.

1753



Carte figurative de pertes successives en hommes de l'Armée Française dans l mpagne de Russie 1812-1813. Among the finest of Minard's raphical works, this chart plots the catastrophic loss of men in relation to place, time, and temperature during Napoleon's march to Moscow. 1869



H.G. Wells' bi-weekly of History includes a comprehensive timeline that comprehensively

depicts events from 1,000 BC

1920

#### 1765

Joseph Priestley publishes the first of several timelines. A Chart of Biography compares the life spans of 2,000 celebrated men from 1200 BC to 1750 AD, using bars set against a linear time axis to denote their life spans.



### 1889

In Time and Free Will, Henri Bergson argues for a distinction between the homogeneous mathematical conception of time and heterogeneous experience of duration. He insists that the experience of time cannot be represented in a linear fashion.



### 1950

Studies of the damage wrought by atom bombs prompt timelines broken into infinitely smaller fragments of time.



Martha Pettit

## **S**tatistics

A meta-science (or meta-language) for dealing with data collection, analysis, and interpretation, drawing conclusions based on data and estimating the present or predicting the future.

#### sta-tis-tics

A set of numbers which represent facts or measurements

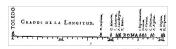


Michael-Florentius Van Langren (27 April 1598 - May 1675) was a Dutch astronon and cartographer. In 1644, Michael van Langren depiction of 12 determinations of the longitude from Toledo to Rome. It's most likely the first visual representation of statistical data.



William Playfair (Sept 22, 1759 - Feb 11, 1823) was a Scottish engineer and political economist, who is considered the founder of graphical methods of statistics. William Playfair displays several variables in a single two-dimensional image: nvented four types of diagrams:

data, and in 1801 the pie chart and circle graph. . the low temperatures



Charles Joseph Minard (27 March 1781 - 24 October

1870) was a French civil engineer noted for his inventions in the field of information graphics. Minard is famous for his flow map of Napoleon's disastrous Russian campaign of 1812. The graph

- · the army's location & direction
- in 1786 the line graph and bar chart of economic . the declining size of the army

Maggie Lee

# RAY & CHARL Information Design Though Films & Exhibitions



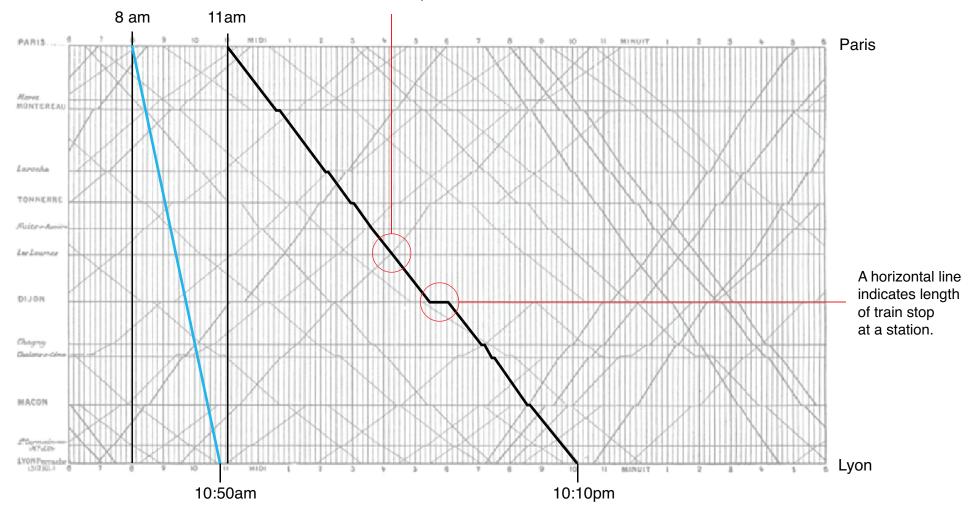
DESIGN DUO, RAY AND CHARLES EAMES are most often known for their iconic mid-century modern furniture designs for Herman Miller; the Eames Lounge Chair and Eames Lounge Chair Wood. What most people do not realize is that the Eames, were more than furniture designers, they were photographers, architects, and most importantly information

3 hours

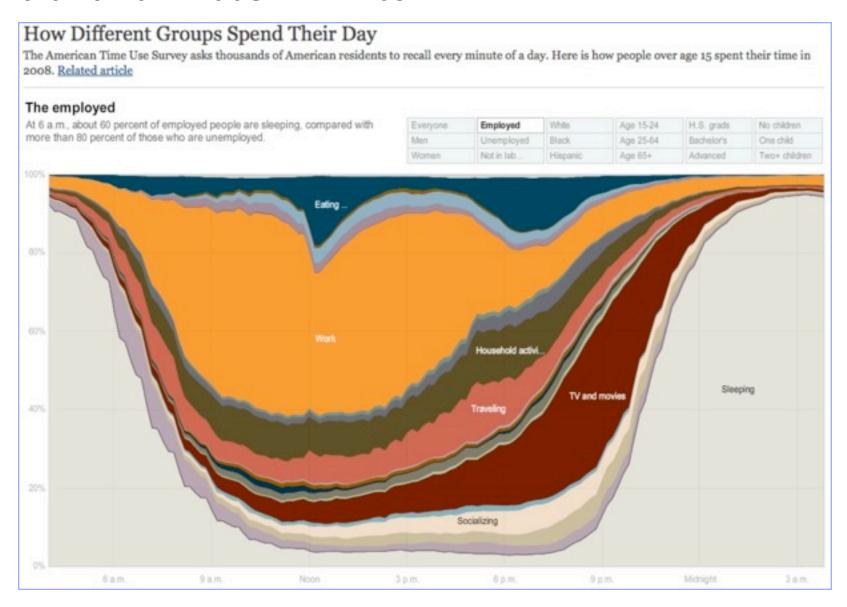
## Graphical train schedule - Paris-Lyon, 1885

9 hours

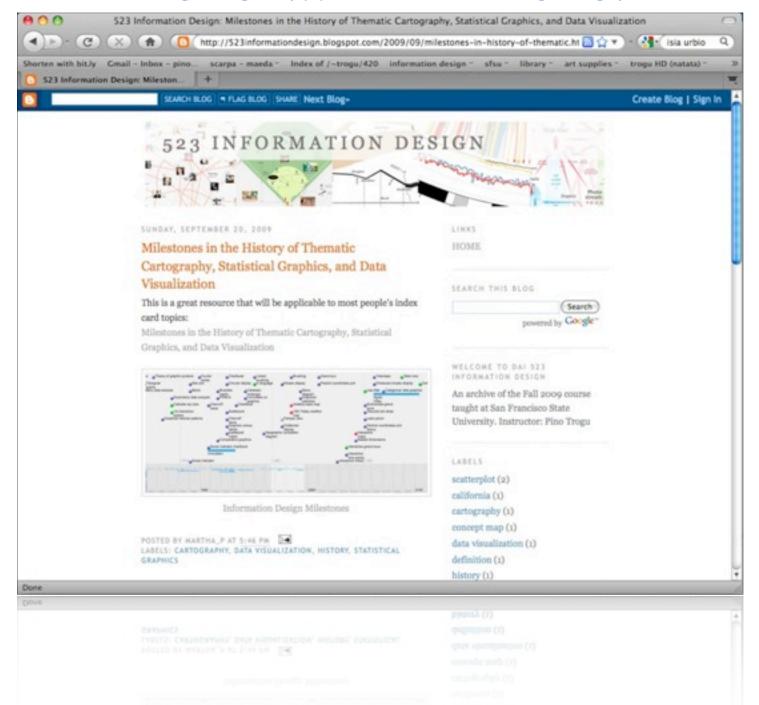
The intersection of two lines locates the time and place that trains going in opposite direction pass each other.



A stacked graph showing how people in the US spent their time in 2008. NY Times.



## Information design blog: http://523informationdesign.blogspot.com









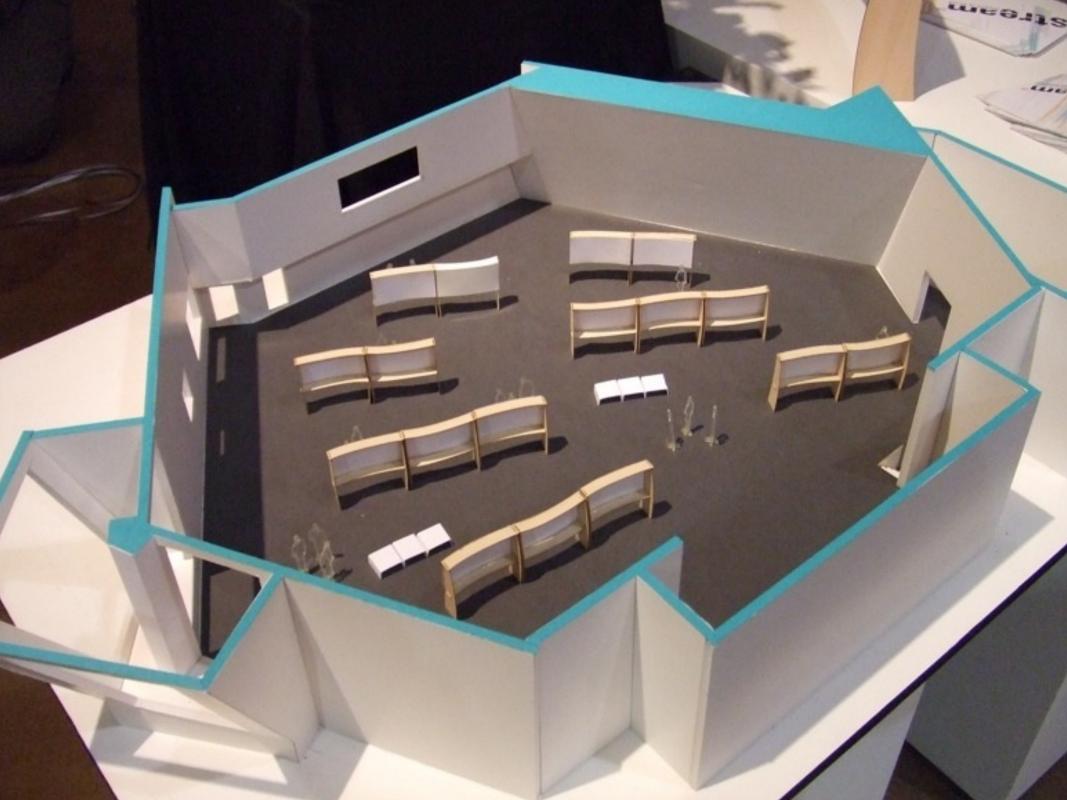












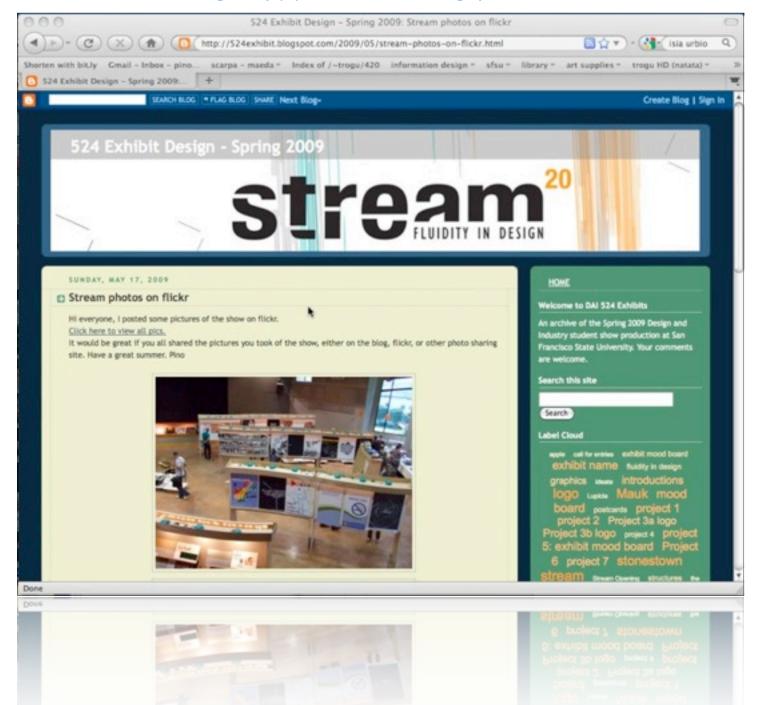








## Visit the exhibits blog: http://524exhibit.blogspot.com





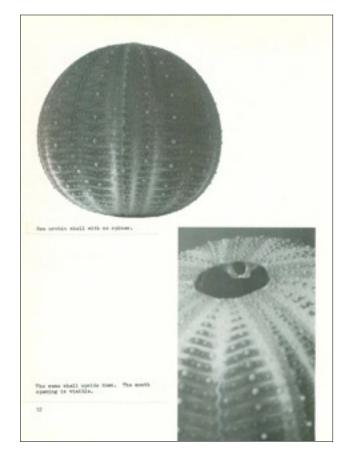
Photography workshop

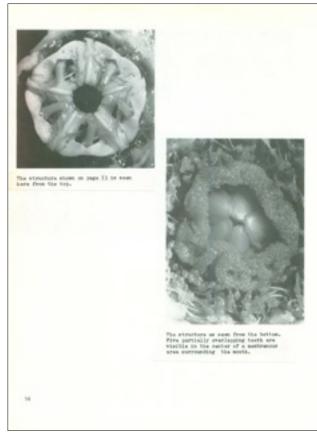






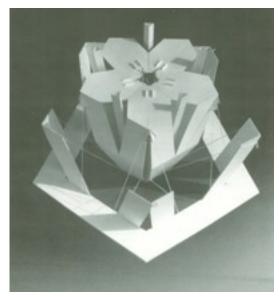


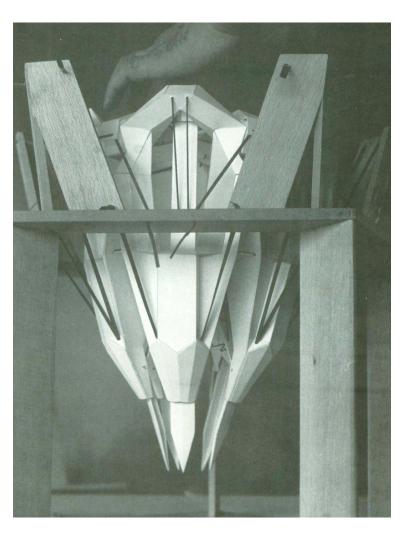


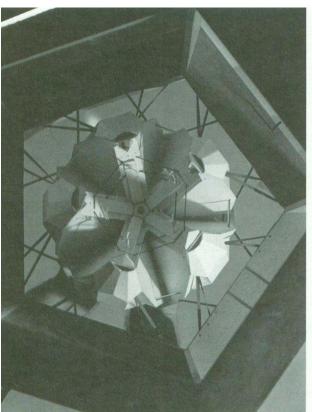


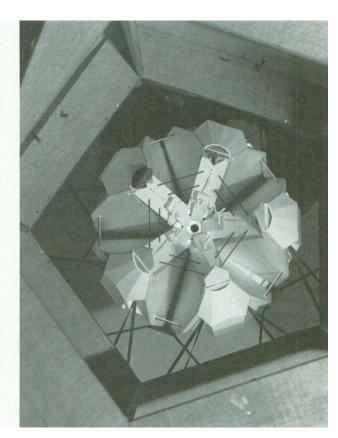
## Translations: Bionic models

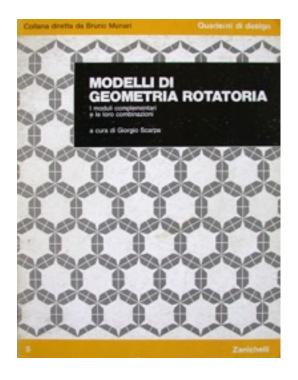


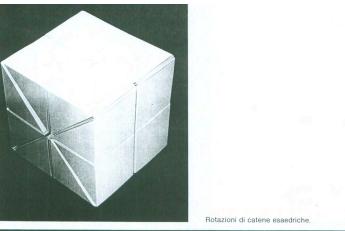


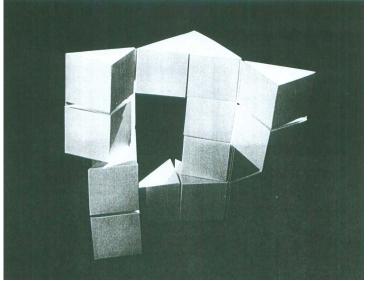


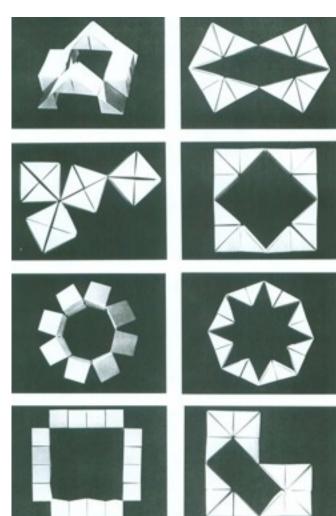




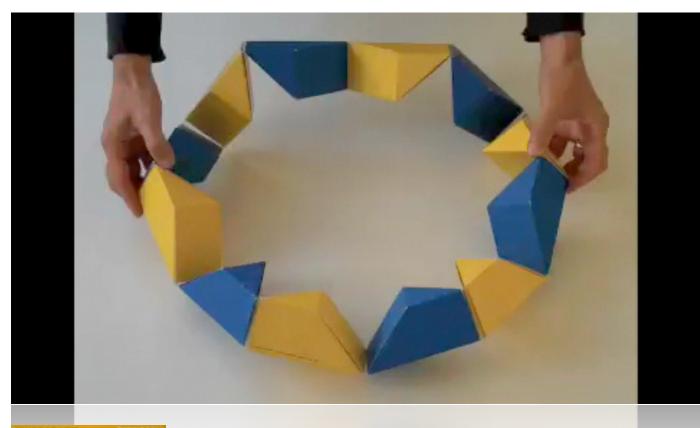


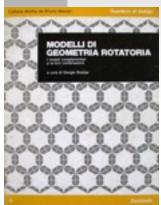






Translations: Geometry models















- Letterpress, typography & bookbinding
- Basic design foundation
- Color theory
- Semiotics
- Design criticism
- Bionics
- Span across disciplines
- 2D, 3D, motion graphics, web design
- Designs that last
- Computers and pencils
- Hand-eye connection
- How to teach drawing in the age of computer (by doing, by building, by showing - mirror neurons)
- How to teach design in the age of multidisciplinary work processes
- Basic principles of design
- How to integrate the principles (less variable) with the methods and technologies (more variable)

## trogu.com

Dowload this slide show:

http://www.trogu.com/downloads\_html

References (mirror neurons)

A Revealing Reflection

http://daviddobbs.net/page2/page4/mirrorneurons.html

Teacher's domain

http://www.teachersdomain.org/resource/hew06.sci.life.reg.mirrorneurons/

Video

http://www.teachersdomain.org/asset/hew06\_vid\_mirrorneurons/

Nova

http://www.pbs.org/wgbh/nova/sciencenow/3204/01.html

Intentional Attunement

The Mirror Neuron system and its role in interpersonal relations

by Vittorio Gallese

http://www.interdisciplines.org/mirror/papers/1/2

Music

Bonobo / Dial M for Monkey