

Pino Trogu

SFSU

370 Colloquium

Wednesday

August 10, 2011



HOME

Sardinia, circa 1950



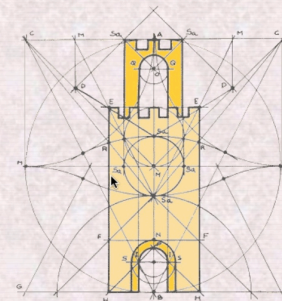




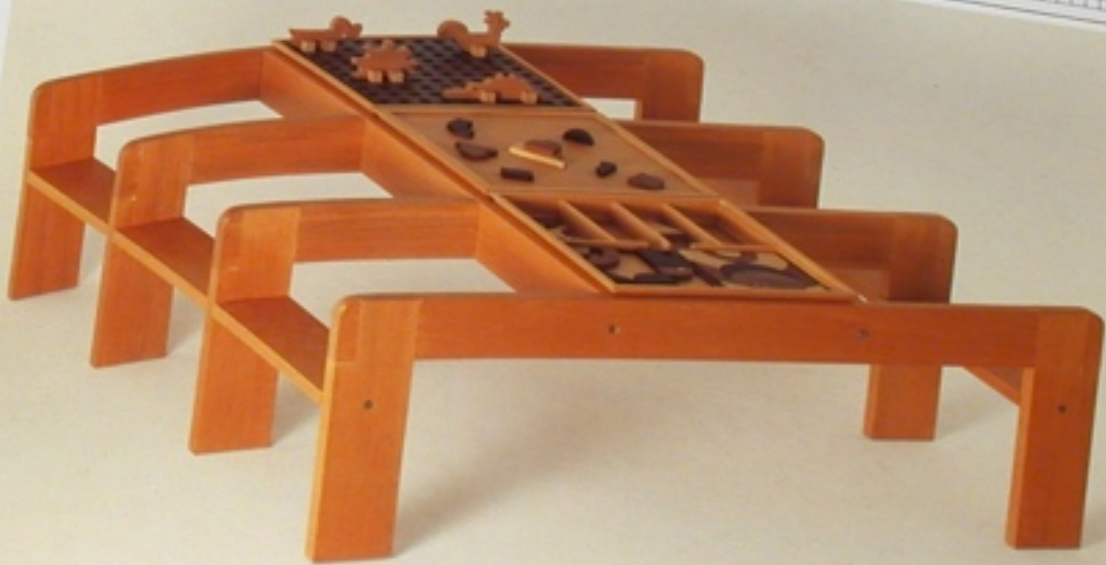
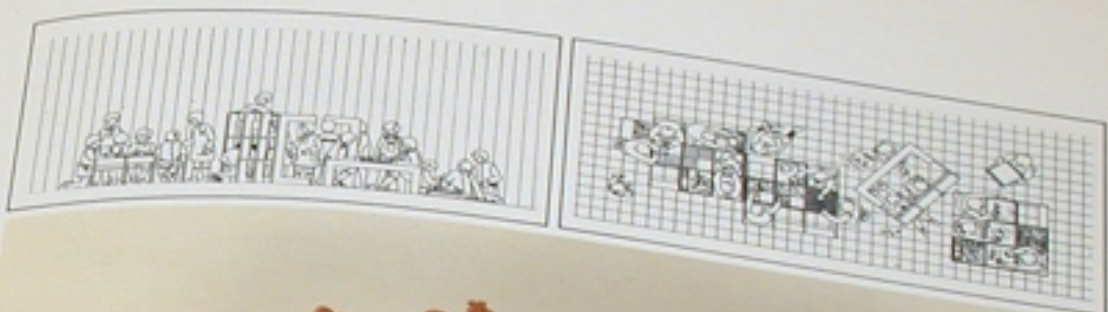
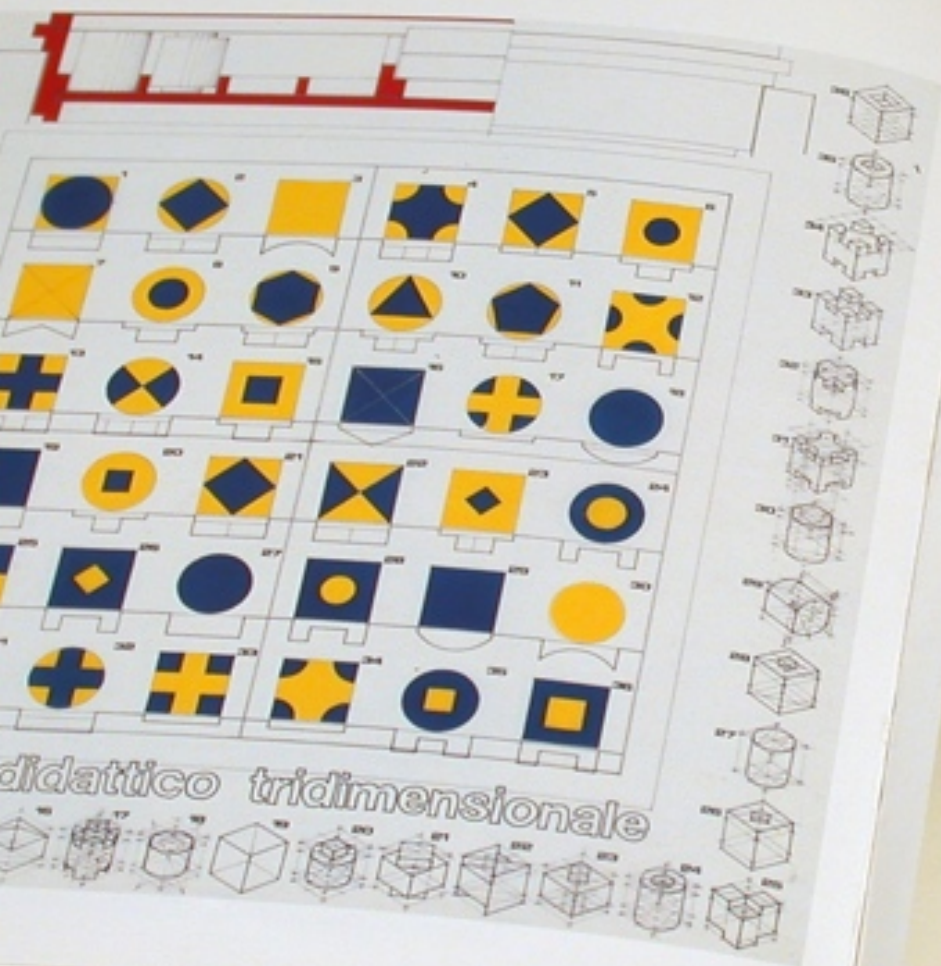
Art Institute Industrial Design Sardinia



ISTITUTO STATALE D'ARTE "C. CONTINI" ORISTANO







Provazioni di laboratorio (s. 1975).
Provazioni nell'aula di progettazione



Analisi grafica della struttura di elementi naturali (s. 1984)



Art Institute Graphic Design Urbino

ISIAUrbino MINISTERO DELL'UNIVERSITÀ
ALTA FORMAZIONE ARTISTICA

[HOMEPAGE](#) [ISTITUTO](#) [AMMISSIONE](#) [DIDATTICA](#) [CALENDARI](#) [PROGETTI](#) [STUDE](#)

**Diploma di II livello
in Grafica delle immagini
a indirizzo
Fotografia dei
Beni Culturali**

**Una palestra per
una completa
formazione nella
professione
del fotografo**

**Calendario
Accademico**
A.a. 2009-2010

**Candidati ammessi al
1° anno del Diploma
Accademico di
secondo livello in
Grafica dei sistemi
Indirizzo
Comunicazione e
design per l'editoria**
A.a. 2009-2010

Offro Stages e tirocini
Eikon ricerca 1 web designer
con un minimo di esperienza
per la progettazione e
sviluppo di applicazioni web.
E' richiesta la conoscenza





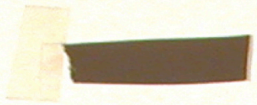
CHANGE OF TEMPERATURE
COLD → COLDER
WARM → WARMER

VALUE
↓

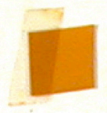
Rhode Island School of Design Providence



2+4



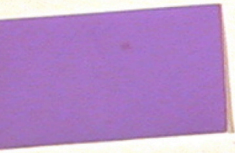
ALI
GOLD
BLACK



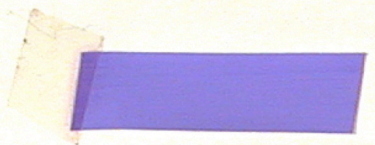
SPEC
TURQ
OXIDE
WHITE



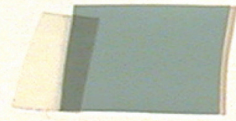
lighter



SPEC
TURQ
ULTRA
ROSE
WHITE



3+4



4+7



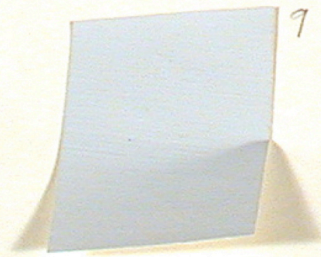
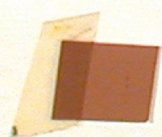
ROSE
GOLD
ULTRA
FLAME
WHITE



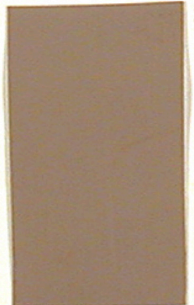
duller



3+7

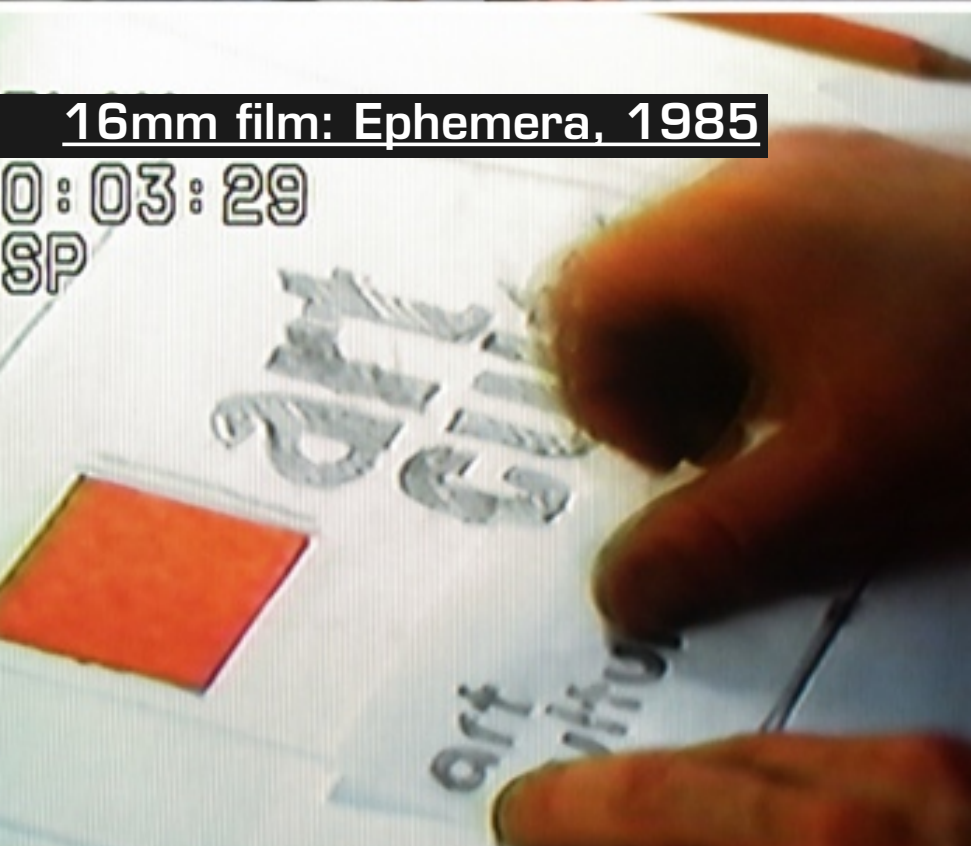


9

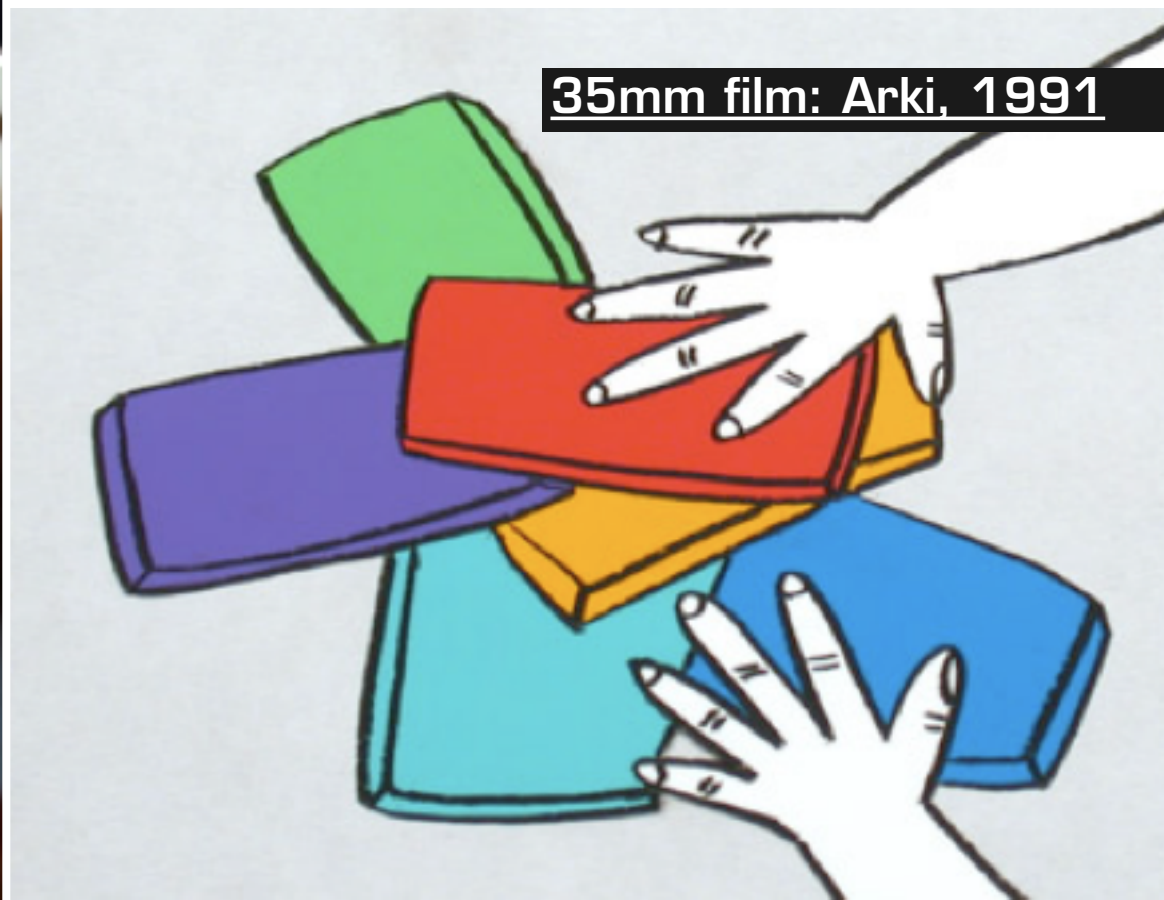


8

DARKER : GREEN
VIOLET



16mm film: Ephemera, 1985



35mm film: Arki, 1991



WORK

Galleria Vittorio Emanuele. Milan, Italy.

GrafCo

book-makers
UNITED

Mauro Santella

Pier Antonio Zevi

Mauro Piacentini

Pino Poggi

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



PHOTO: GIOVANNI MARIANI

S

Z

P

T



Istituto Europeo di Design, Istituto Superiore di Comunicazione, Centro ricerche
 Comunicare una scuola italiana nel mondo. Manifesti, pieghevoli e prodotti editoriali. Visual identity for an Italian design school and its international promotional campaign. Posters, pamphlets and various publications. 1991-1995 (P+2+5)

Edizioni Ambiente

Rete Ambiente
 Marchi per l'Editore e il Network. Logos for the publisher and its network. 1994-1995 (2+P)

Edizioni Ambiente
 Editore specializzato in temi ambientali. Riviste, libri, pieghevoli. Publisher specializing in environmental issues. Magazines, books, and pamphlets. 1994-1995 (P+2+T)



Prenatal-WWF
 Diario e calendario scolastico per bambini. Datebook/diary and calendar for schoolchildren. 1995 (P+5)





Alessi

ACHILLE CASTIGLIONI

Menorah, 1961.

*Prototype in aluminum and plastic
(Arch. No. AC 382)
W 29 cm (11 1/2"), H 4.3 cm (1 3/4")
D 29.2 cm (11 1/2")*

Achille Castiglioni's influence on Alessi goes much beyond his design contributions—many of which were put into production. For one, he increased our "turnover" capacity and he definitely taught us to "demystify" the world of design.

The Menorah is his contribution to the research "Nerd Mizvah: Contemporary ideas for light in Jewish Ritual" promoted in 1985 by Itzki Gaoi of the Israel Museum in Jerusalem. His version of the traditional Jewish candle holder features ready-made handle bar caps, directly from a Japanese motorcycle, that grant a perfect hold.



Foto: A&P S&P



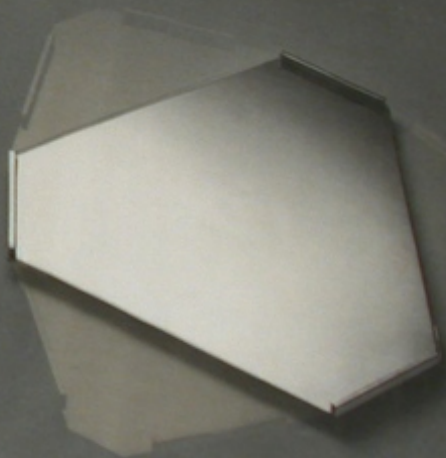
ACHILLE CASTIGLIONI

Folding Tray, 1962.

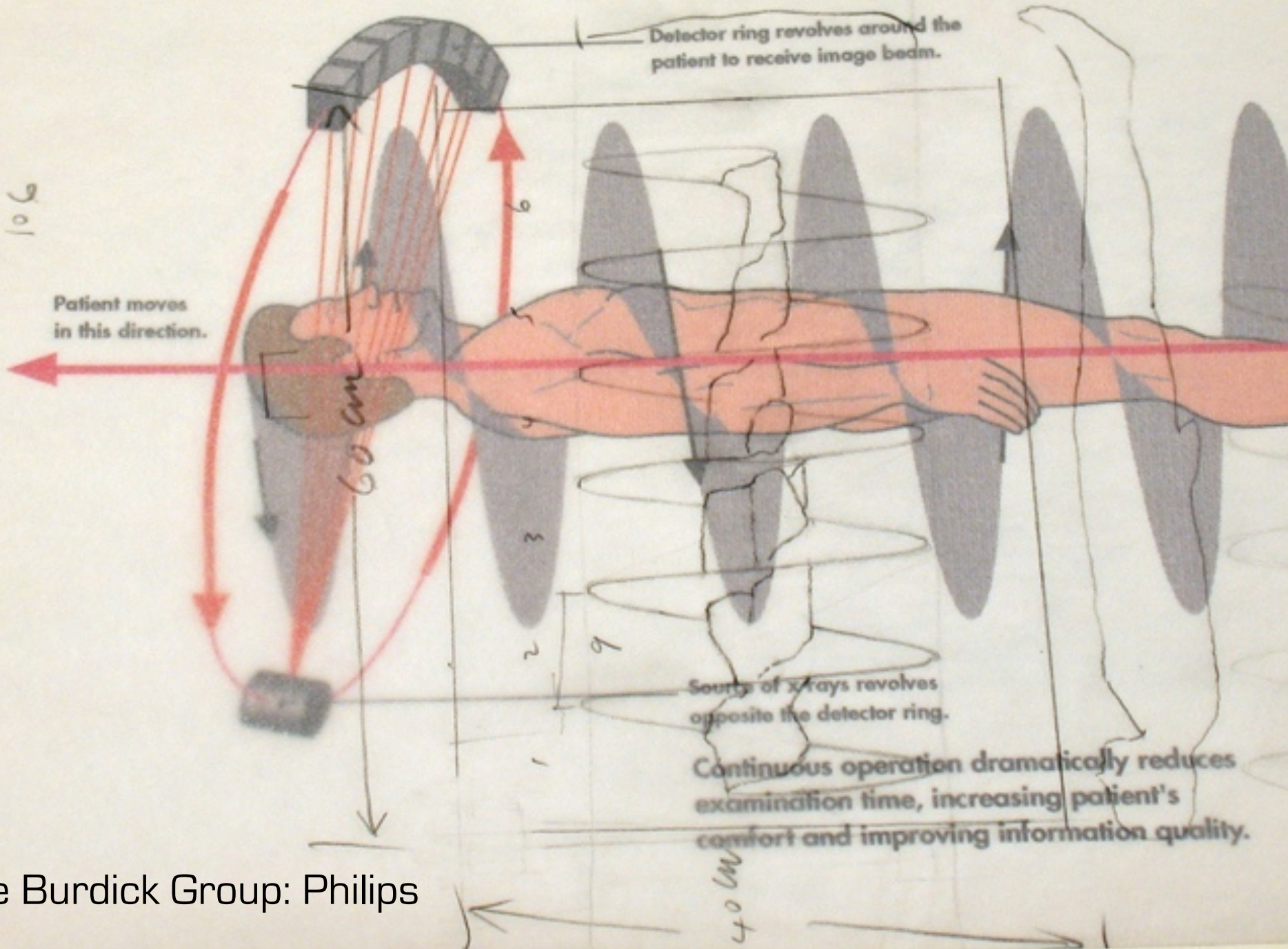
*Prototype in nickel-plated copper
(Arch. No. AC 382)
W 34 cm (13 1/2"), H 29.5 cm (11 23/64")
D 2.3 cm (7/8") W 48 cm (15 3/4")
D 48 cm (15 3/4") (open)*

Our acquaintance with Achille Castiglioni dates back to 1979, when, on occasion of the Forum Design exhibition in Linz, he designed the layout of the Alessi/Zanotta installation. In addition to the designs put into production under Alessi's or Officina Alessi's trademarks, Castiglioni forced us to promote the development of a variety of prototypes issuing from more "experimental" designs, that we have not dared put into production yet.

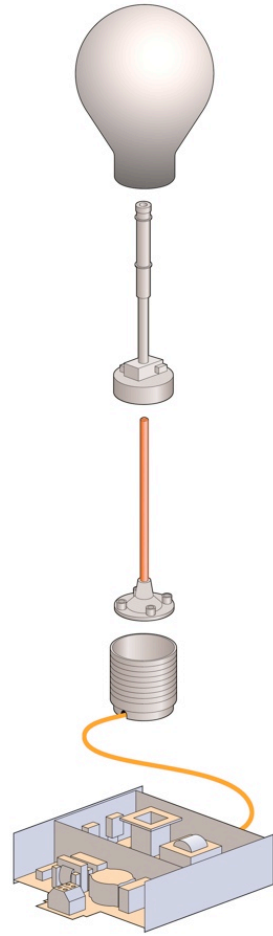
For instance this biking tray equipped with hinges and fins, ideal for apartments with space problems.



48
106



The Burdick Group: Philips



RELIABLE ELECTRONICS

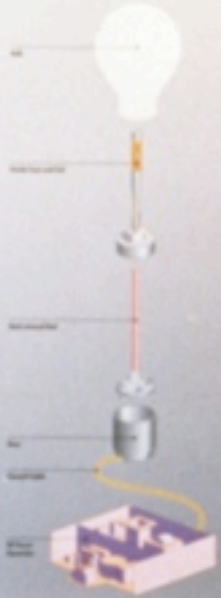


PHILIPS INNOVATION
Philips innovation is always ahead of the curve. We're constantly re-inventing ourselves.

Using electronics expertise, Philips produced reliable and compact control gear to run the QL lamp throughout its long life

One of the key electronic innovations for Philips is the introduction of the QL lamp. Featuring a manufacturing process Philips is a leader in, the QL lamp is a compact and reliable electronic assembly to control the operation of the QL.

One of the key to maximum lighting efficiency and reliability is effective heat control. This is achieved through Philips expertise in manufacturing.



RELIABLE ELECTRONICS
The reliability of the control gear is the result of the high quality components, the use of advanced manufacturing techniques, and the use of advanced testing techniques.



ELECTRONIC EFFICIENCY

Philips' expertise in electronics is the key to the reliability of the QL lamp. The control gear is a compact and reliable electronic assembly to control the operation of the QL.

The Philips QL lamp is a compact and reliable electronic assembly to control the operation of the QL.

ENERGY EFFICIENCY

Philips' expertise in electronics is the key to the energy efficiency of the QL lamp. The control gear is a compact and reliable electronic assembly to control the operation of the QL.



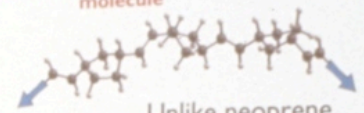


West Office:
California Museum
of Science
and Industry



neoprene molecules to one another make sure the ball returns to its original shape.

Polynorbornene molecule



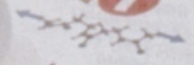
2

Unlike neoprene, the polynorbornene molecules in Ball 2 contain a bulky five-carbon ring which makes it more difficult for them to move past one another. Because the molecules rub one another a lot as they stretch and then return to their original shape after impact, most of the ball's impact energy is lost as heat due to friction. Little energy is left to make the ball bounce.



FOLLOW

ball 1



ball 2



- Compare the balls:
- Do they look the same?
 - Do they feel the same?
 - Is their chemical structure the same?



AND THE MAGIC CONTINUES...



A B C D E F G

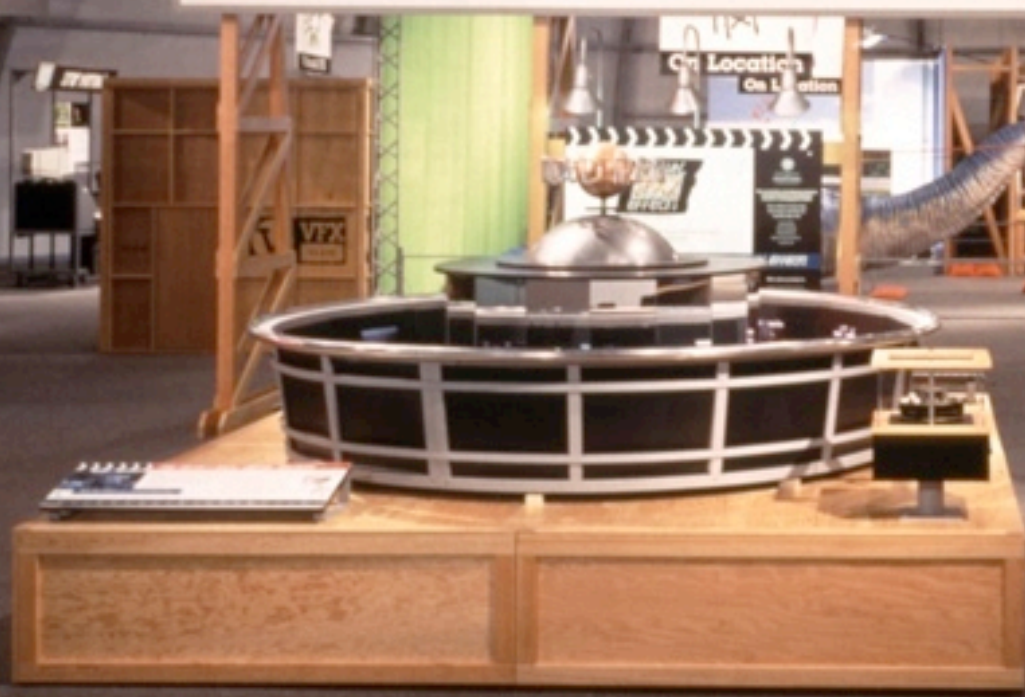
H I J K L M N

O P Q R S T U

V W X Y Z



SPECIAL EFFECTS 2



On Location
On Location

On Location
On Location

Shop





DIGITAL BIG SCREEN



THE DIGITAL WORKFLOW



MOTION CONTROL





GrafCo: Mayor's Office of Housing, SF

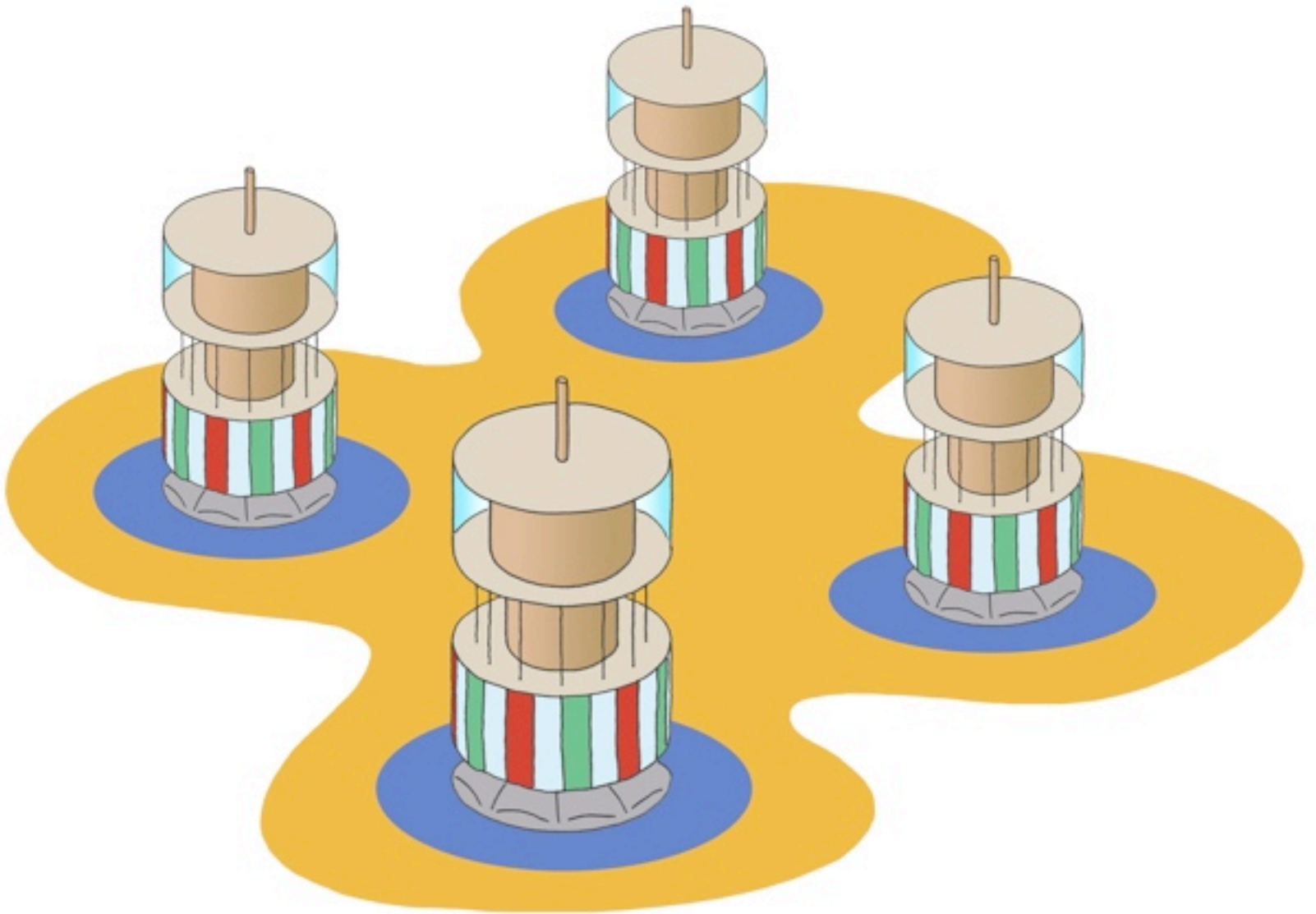


GrafCo:
Recycling Exhibit



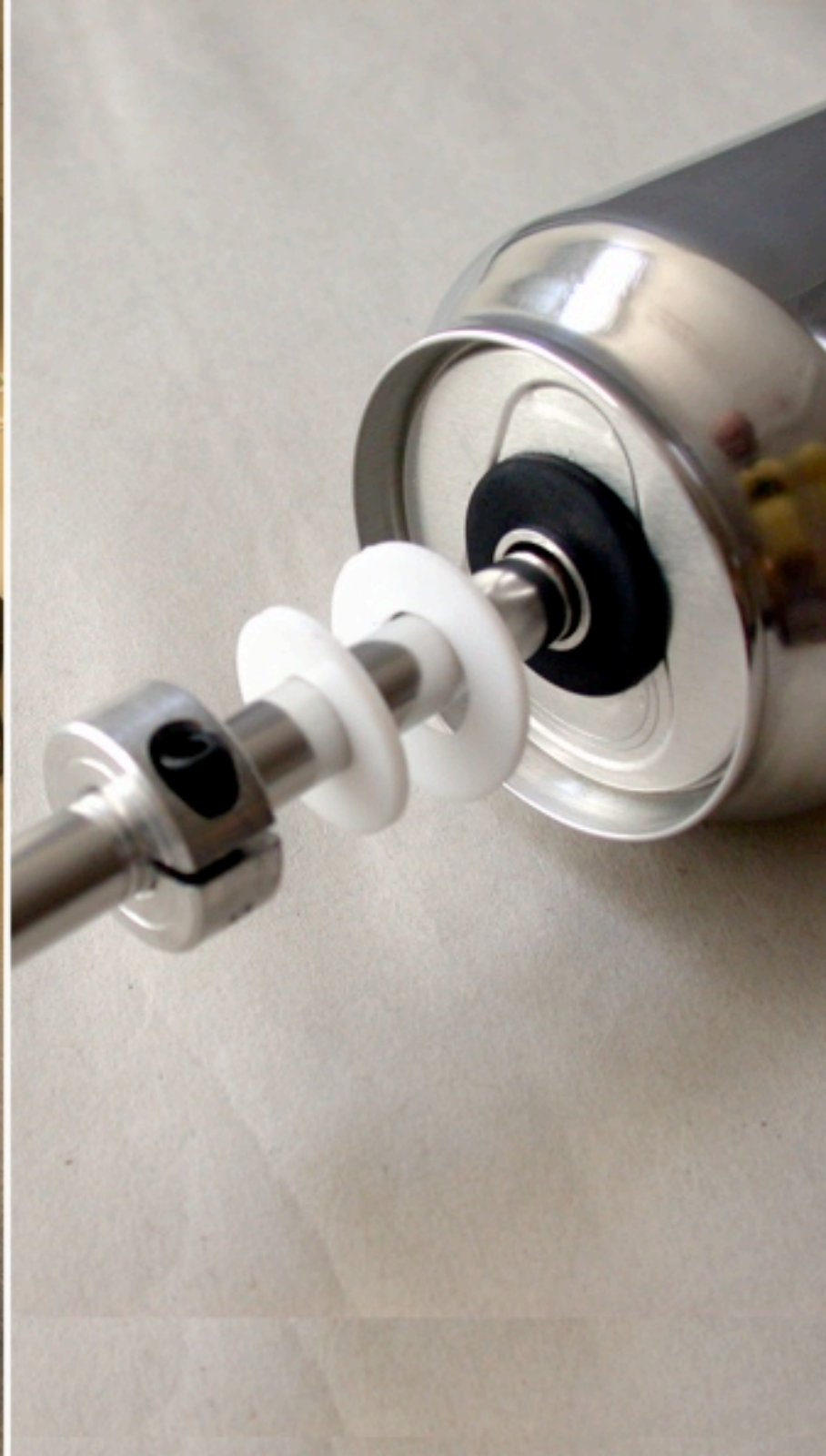








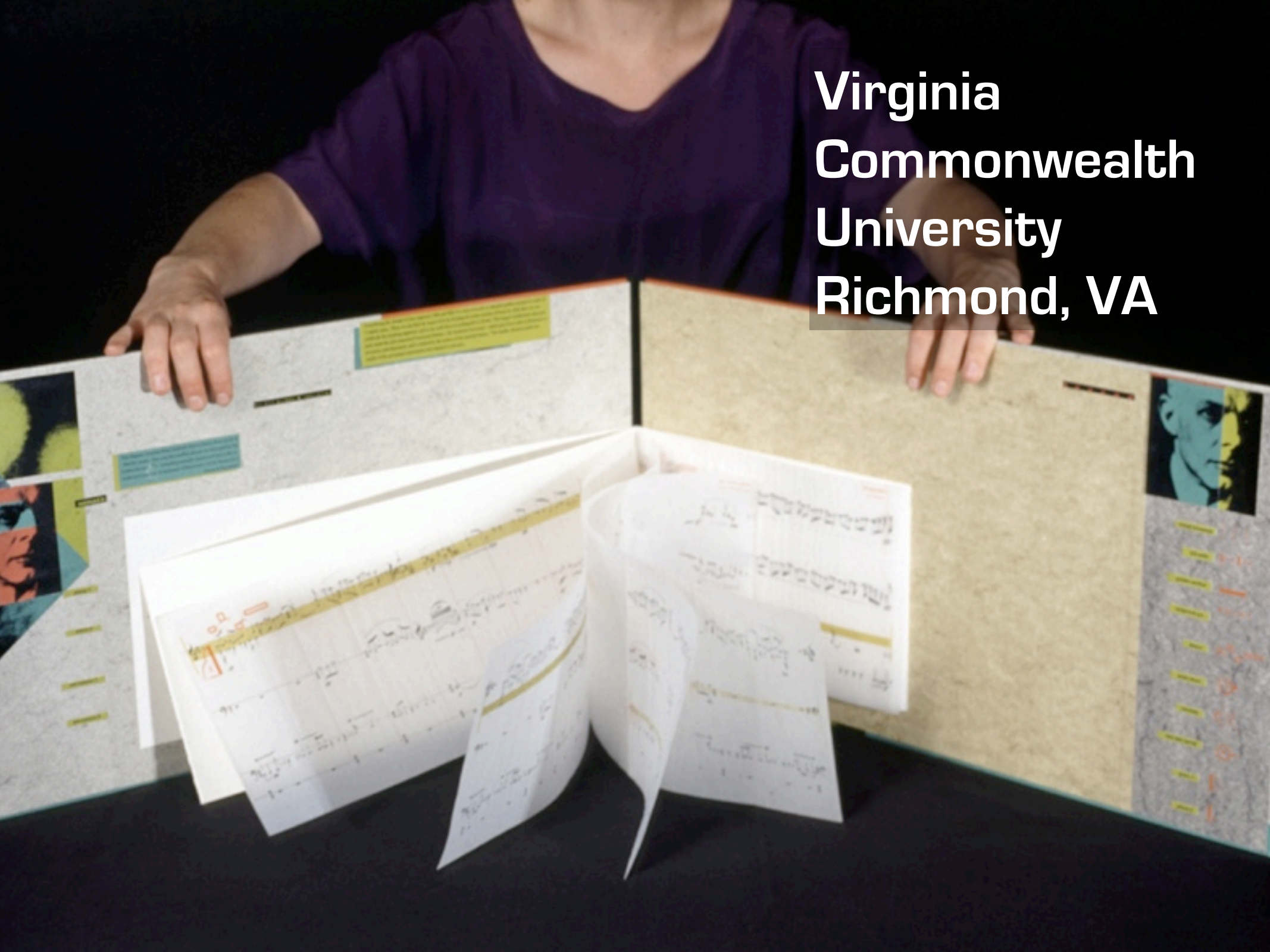
ALUMINUM RECYCLING



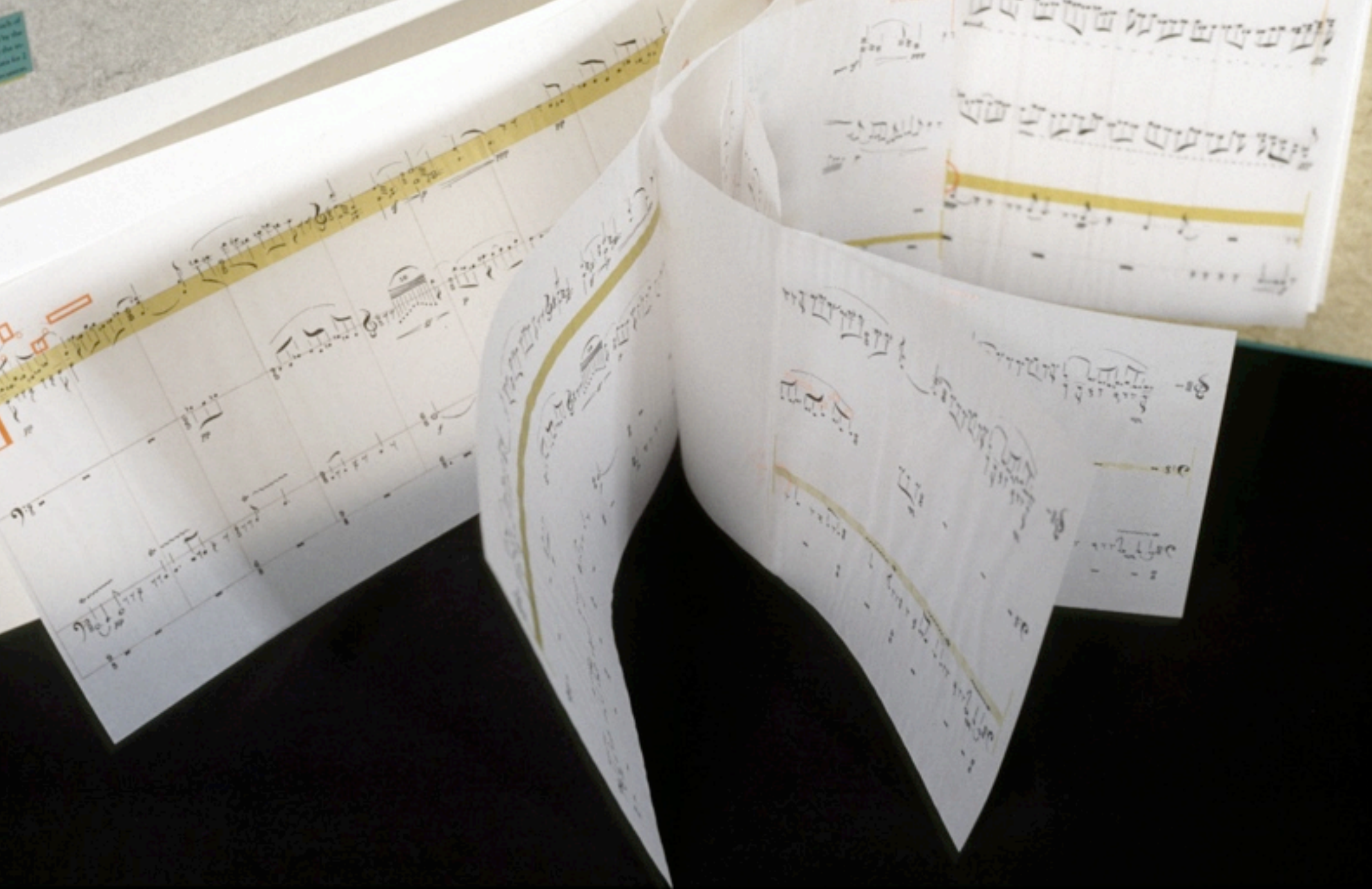
TEACHING

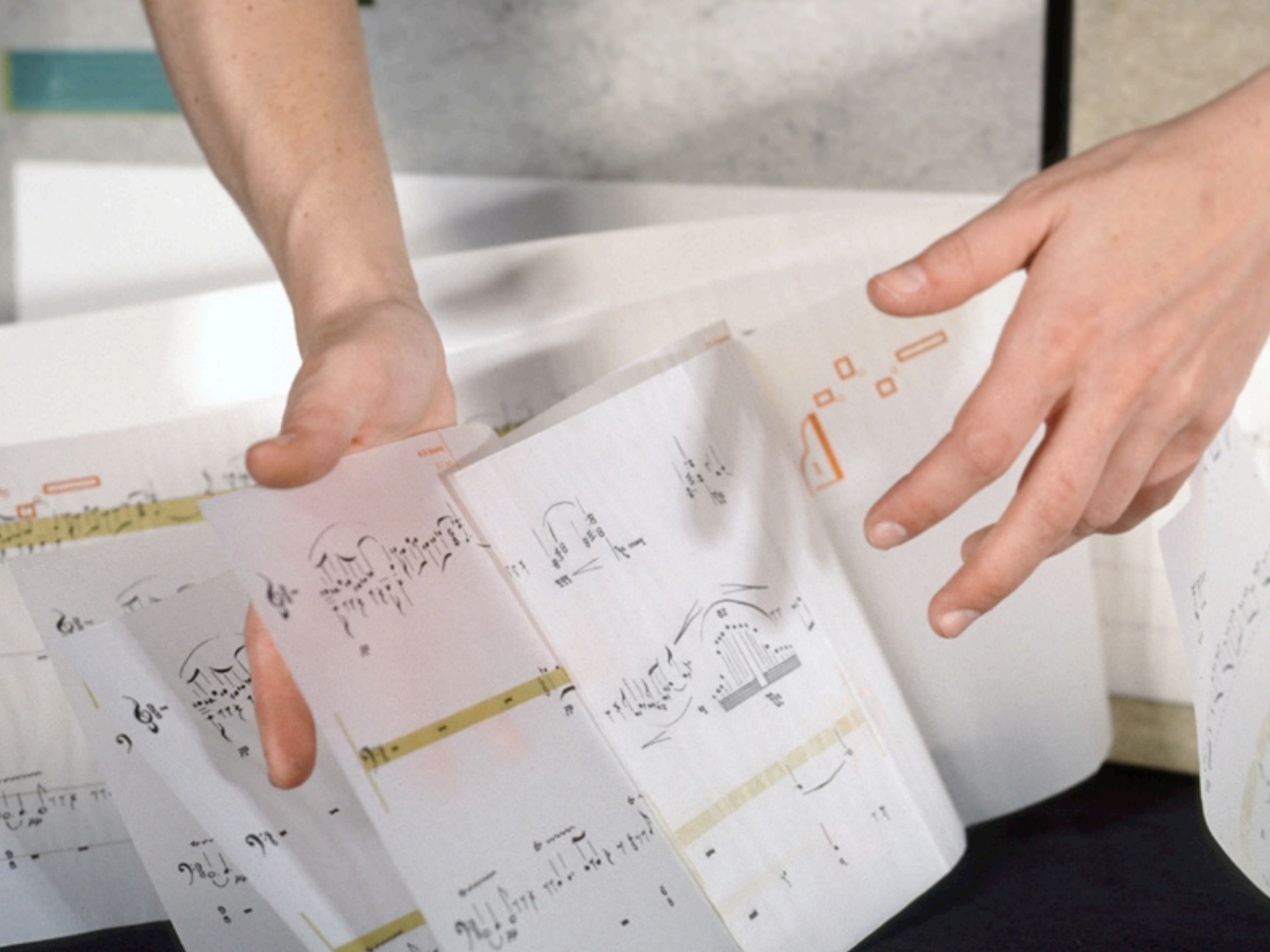


**Virginia
Commonwealth
University
Richmond, VA**



Bela Bartok and the Golden Section
Laura Mitchell







Typography, My Way

Distraction the essence of all things good.
I tie my arms upon you like a bow,
musing over inadequacies,
fitting parallels and the tips of ruling pens
into some slanted perspective.

It is vast at my fingertips.

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

Before they invented compasses,
how were the circles born?
On sea foam like fair Aphrodite,
or through the grasping of determined fingers,
curling in as leaves.

No matter

You hug me, all words gone,
and there is nothing left for letterforms to say,
the jointed slurs of speech bubble around us,
beautiful without line, unknown to ink or rule or pen

perfect in their clarity

Anonymous

Typography
My Way

Colophon

The poem *Typography, My Way* was written in 1991 by a student of typography at Virginia Commonwealth University, Richmond, VA. Transcribed by the teacher Pino Trogu and rediscovered in 2005 in San Francisco. It was first published by Jack W. Stauffacher of The Greenwood Press, as part of a limited edition boxed set of poetry entitled *Vene into TYPE*, the APHA Poetry Portfolio. American Printing History Association, 2006.

This 4-page broadside was designed and produced by Wilfred Castillo, as part of DSGD 184, Digital Applications Methodology, a graphic design class taught in the fall of 2006. School of Art and Design, San Jose State University, California, USA.

Additional text: Poets are sometimes analyzed by their handwriting to reveal their personality. Knowing poets' personalities, we see how their traits can influence their poetry. I reveal this by the strokes of an ink calligraphy pen. Connecting the poem as a whole, the ink strokes reveal its own visual interpretation of the poem and a sense of the poet's state of mind when the poem was written.

Typefaces: Flemish Script Regular, Minion Pro Regular, Minion Pro Semibold Italic, Frutiger Regular, Frutiger Bold

Illustrations: Wilfred Castillo

Broadside n. 12 of 26

Copyright © Wilfred Castillo, 2006

San Jose State
University, CA

Distraction the essence
of all things good.
I lie my arms upon you
like a bow,
musing over inadequacies,
filling parallels and the lips of ruling pens
into some shocked perspective.
It is vast at my wingtips.
The room so angular,
so pointed and particular, I spy
myself in pairs
of pupils - such a face.
Before they invented compasses,
how were the circles born?
On sea foam like fair Aphrodite,
or through the grasping
of determined fingers,
curling in as leaves?

No matter

You hug me,
all words gone, and there is nothing left
for letterforms to say.
The jointed slurs
of speech bubble around us,
unknown to ink, beautiful without line,
or rule or pen
perfect in their clarity

Typography, My Way

Distraction the essence of all things good.
I tie my arms upon you like a bow,
musing over inadequacies,
fitting parallels and the tips of ruling pens
into some shocked perspective.

It is vast at my wingtips.

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

Before they invented compasses,
how were the circles born!

On sea foam like fair Aphrodite,
or through the grasping of determined fingers,
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No matter

You hug me, all words gone,
and there is nothing left for letterforms to say,
the jointed stirs of speech lobbie around us,
beautiful without line, unknown to ink or rule or pen

perfect in their clarity

Anonymous





Colophon:

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This 4-page broadside was designed and produced by Brittany Denzler, as part of DSGD 186, Digital Applications Methodology, a graphic design class taught in the fall of 2006, School of Art and Design, San Jose State University, California, USA.

Typefaces: Franklin Gothic Book, Helvetica

Broadside n. 1 of 26

Copyright © Brittany Denzler, 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

was so happy

fourteen times without coming

oh man you have to
I won't forget

fourteen times without coming
the jointed slurs of speech bubble around us
let me borrow a pencil
forget it!
he wouldn't just leave it all
do we have homework due tomorrow?
you see that movie tho
and had a cup of
can't we just be friends?

beautiful without line, unknown to ink or rule or pen

don't want to go back to class
that wasn't my intent at all
I won't forget
oh man you have to
that teacher sucks take
see last night's episode
leave me alone weirdo

five assignments on the first day

perfect in their clarity

Typography, My Way

Distraction the essence of all things good.

I tie my arms upon you like a bow,

musling over inadequacies,

fitting parallels and the tips of ruling pens

into some shocked perspective.

It is vast at my wingtips.

The room so angular, so pointed and particular,

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

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the jointed slurs of speech bubble around us,

beautiful without line, unknown to ink or rule or pen

perfect in their clarity

Anonymous

typewriter

mechanical to electronic

A typewriter is a mechanical, electromechanical, 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

from the first six letters in the top alphabet row. "QWERTY" 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 typewriters, electric ones respond to the light touch, and apply identical pressure leading to even depth and uniform color. The first electronic typewriter 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.



1904 The woman typing the typewriter



1875 Typewriter Patent Drawing, featuring the QWERTY keyboard

analog



1874

The first practical typewriter
Produced by Christopher L. Sholes and Carlos Glidden
Introduced by E. Remington & Sons



1902

The first electric typewriter
Produced and introduced by George Blickensderfer



1961

The revolutionary typewriter
SELECTRIC TYPEWRITER
Produced and introduced by IBM
Characterized by **spherical type ball** for eliminating of jams and allowing multiple fonts



1978
The first electronic typewriter
E1-101
Produced and introduced by Olivetti



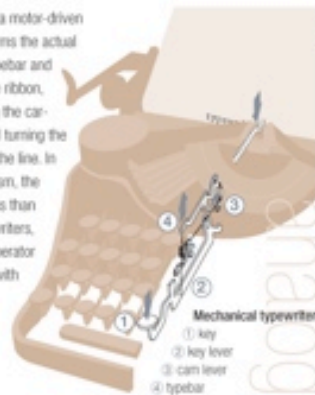
digital

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 typebar. Pressing a key causes

mechanical force that transmits to each 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 carriage 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 typewriters, and as a result an operator can type faster and with less fatigue.



Mechanical typewriter
① key
② key lever
③ cam lever
④ typebar

electronic tech

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

tric signal forming a code number that identifies the key. The code number is in the form of bits made 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 in a rubber dome under key B touches two contacts at the end of a pair of lines. As the contact meet, a scanning signal goes along the lines to the keyboard chip. The chip converts the signal into the code

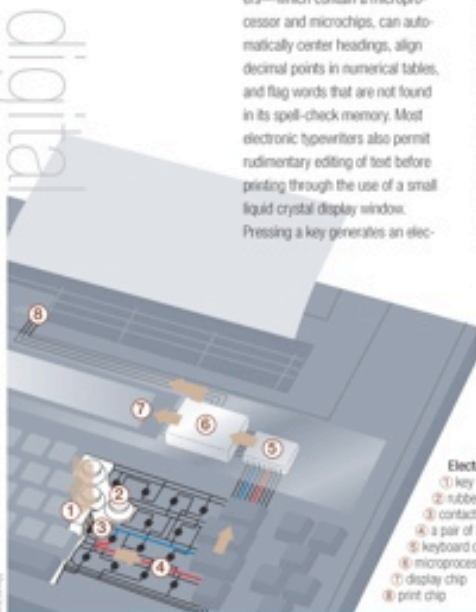
number 00110000 (base ten 48), and sends it out to the microprocessor. The code number is converted again to 01100010 (86) in the microprocessor, and travels to the display chip or the print chip that display the code number as the character.

today

Typewriters are now very rare in the Western World because personal computers have become very popular. Today, computers replace typewriters almost completely. Unlike typewriters that manage only one simple task, General-purpose personal computers with word processing software largely deal with complicated multiple tasks.



The laptop computer
MAC PRO
Produced by Apple



Electronic typewriter
① key
② rubber dome
③ contact
④ a pair of lines
⑤ keyboard chip
⑥ microprocessor
⑦ display chip
⑧ print chip

Digital-Analog Design Punch 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 Trogu, with help from Mauro Panzeri. This is card number 14 and it was designed by **Mayumi Honda**.



The History Channel
www.history.com

How Products Are Made
www.madehow.com

The New Way Things Work
by David Macaulay
Houghton Mifflin, Boston, 1998

Resources

DSGD 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

Electric Guitar

definition

guitar

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

electric

producing, transmitting, or operated by electricity

description

Since the creation of guitar-like instruments, the guitar has gone from an instrument only for entertaining royalty to one for a traveling musician. While the 21st century musician might be neither of the two, the guitar is now a common instrument even for the amateur whether acoustic or electric.

Over time, many variations of the guitar have been made. Some, like the bass, became forever popular. Despite the changes to form or style, the guitar remains a perfect instrument to lead or accompany any ensemble.

main parts



electric guitar, detail

headstock

frets

strings

neck and fretboard

body

pickups

pickguard

bridge

history

16th century
Introduced to New World by Columbus.

17th
In Baroque Europe, it's played as a courtly instrument or royalty with an added fifth pair of strings. The style combines elements of polyphonic lute playing with chordal strumming techniques used by popular musicians.

18th
The traveling French and English bring the guitar to settlements in North America.

18, 19th
In the Classical era, a new louder 6 single string arrives and is a favorite of the chamber music scene.

19th
Folk develops among gypsies in southern Spain creating Flamenco style and guitars.

19, 20th
Factory production creates cheaper prices of guitars, making them more available to common people.

20th
George Beauchamp patents the electric guitar and co-founds Rickenbacker, which uses the horseshoe-magnet pickup. The company of the late 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 tube-amp technology and is first to produce electric guitars for the wider public.

electric vs. acoustic

The electric guitar is quite different from the acoustic guitar in several ways. An acoustic guitar has a soundboard and a sound hole which are a large part of the sound amplification. Electric guitars do not have soundboards or holes because they use pickups to transmit sound to an amplifier. Pickups look like small metal buttons sitting beneath the strings on the body. They are individual magnets wrapped together in copper wire underneath the surface of the body. The wire and magnets create a sensitive magnetic field that detect the slightest vibrations in the strings. The detections are transmitted to an amplifier as electrical energy and translated into sound through the speaker. Electronic devices on the body of the guitar can change volume and other aspects of the output sound during play. Devices on the amplifier or mixer can distort the sound and create interesting variations of the classic sound.

One thing that has had slight variations but has stayed fundamentally the same throughout the ages is the guitar body. The body of the electric guitar, while sometimes slightly hollow, has little to do with the sound of the guitar. But the long history of the classic acoustic guitar shape, which has been crafted to generate the perfect sound, is difficult for society to deviate from. Its pear-shaped body is aesthetically pleasing and is reminiscent of that perfectly mastered instrument. While the electric guitar could be played with only a long thin body the width of its fretboard with the headstock at the top and a bridge at the base keeping the strings taught and in place, it is unlikely that such a shape will ever gain genuine popularity in the music world. As musical technology presses forward, humanity still clings to tradition.



electric guitar, detail

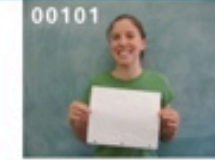


acoustic guitar, detail

references

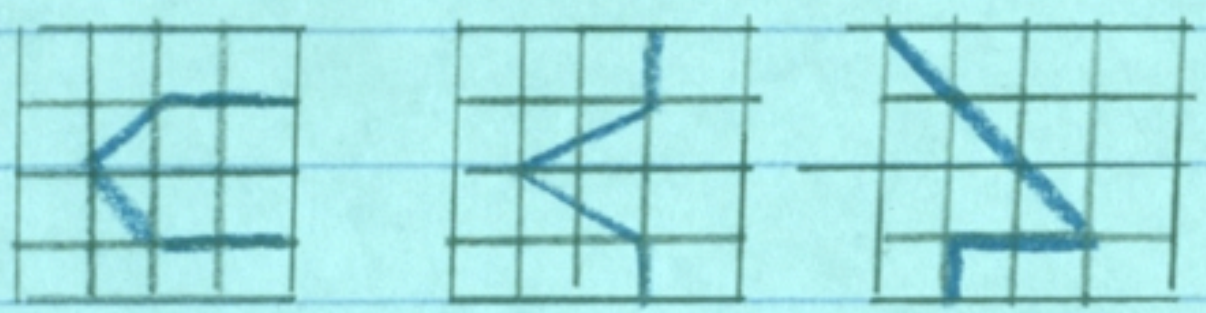
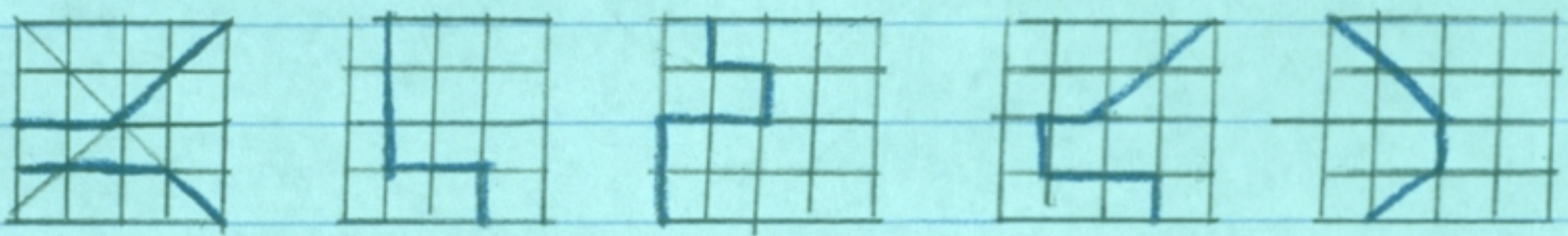
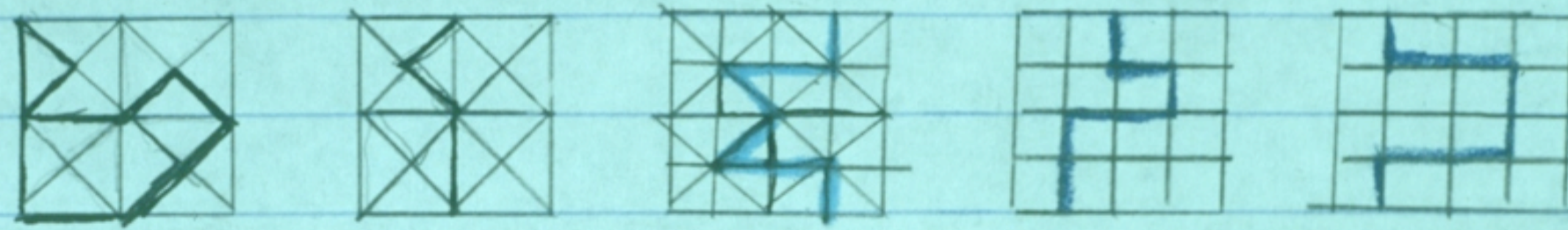
1. Macaulay, David. *The New Way Things Work*. Houghton Mifflin, Boston, 1998. pg 125
2. Hartnett, Romana, Grant Sustafson, Bill Purze. "Guitar: Past, present and future". *Music Educators Journal*, Mar 98, v. 84, Issue 5
3. wikipedia.com, "guitar".
4. all images from istock.com

Digital-Analog Design Punch 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 Trogu, with help from Mauro Parzeri. This is card number 05 and it was designed by Sarah Alberg

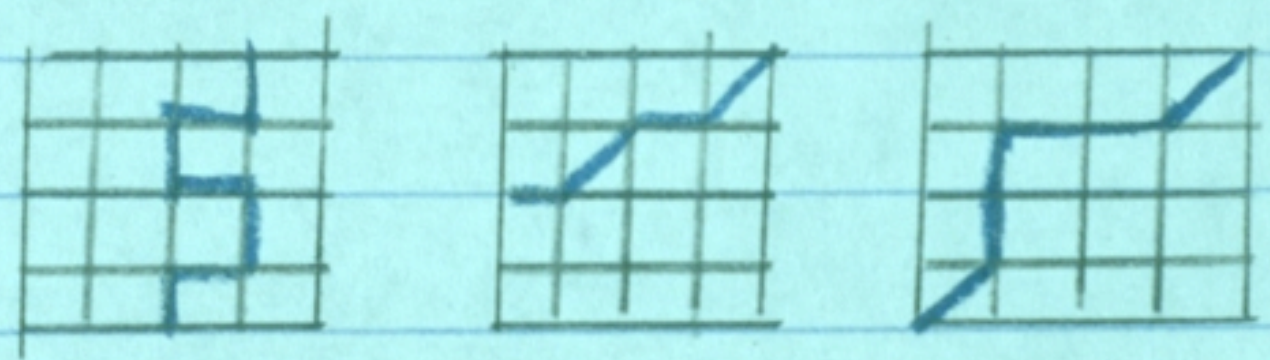


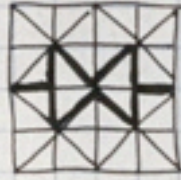
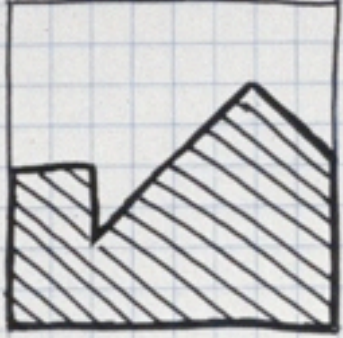
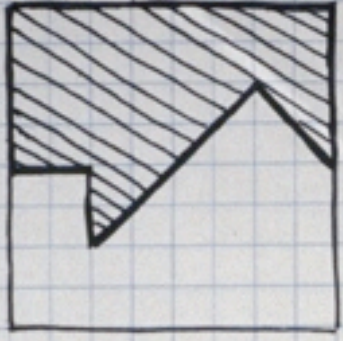
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DSGD 186
Digital Applications
Methodology
School of Art and Design
San Jose State University
California, USA - October 2006
Digital-Analog Card No. 05
Printed by psPrint.com

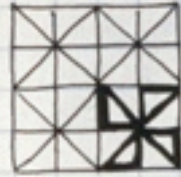


San Francisco
State University

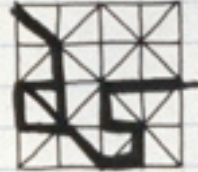




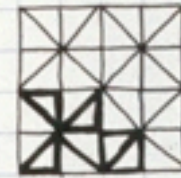
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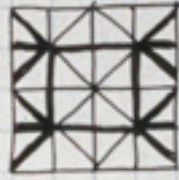
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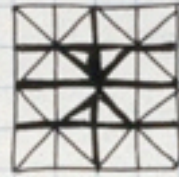
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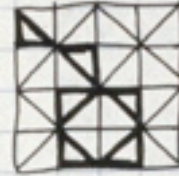
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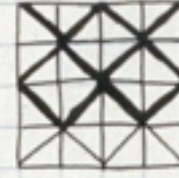
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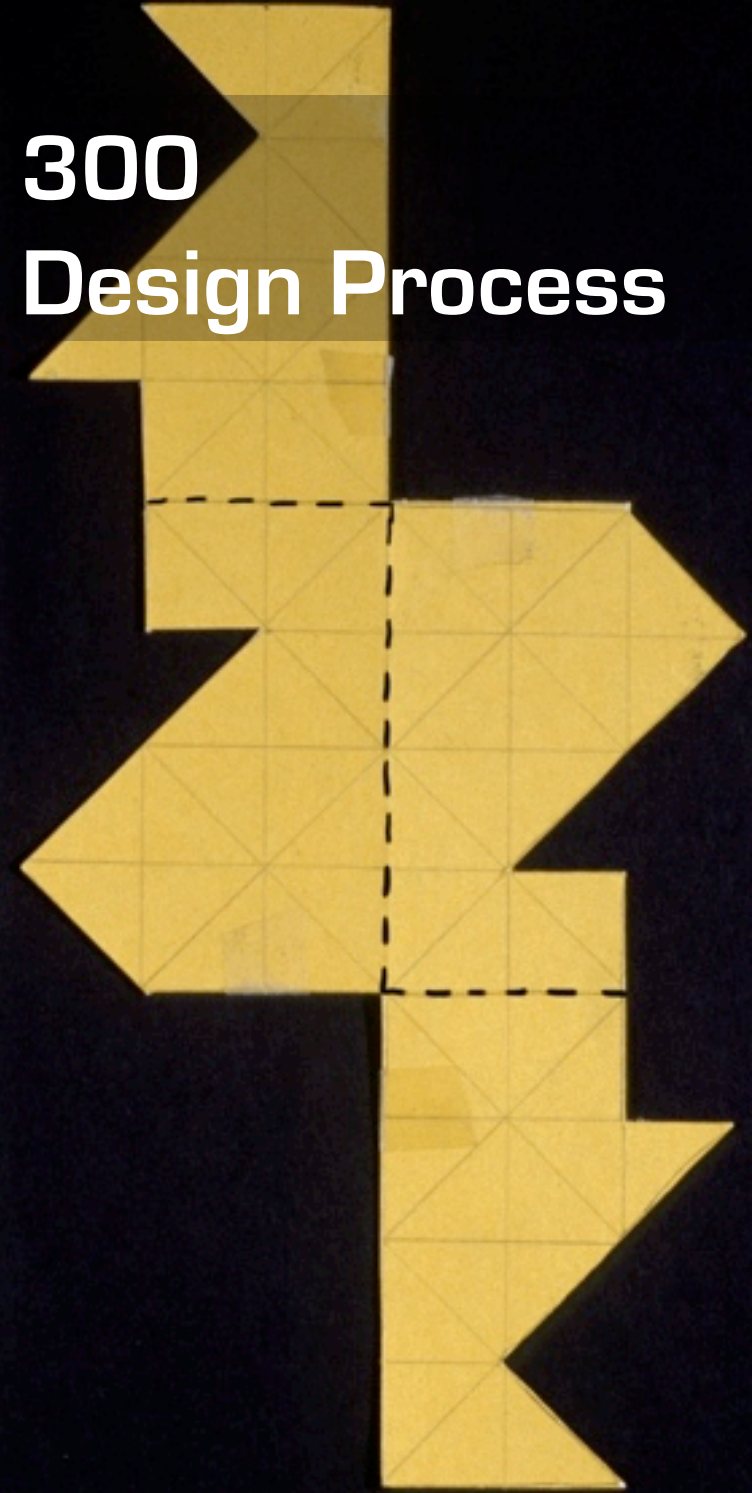
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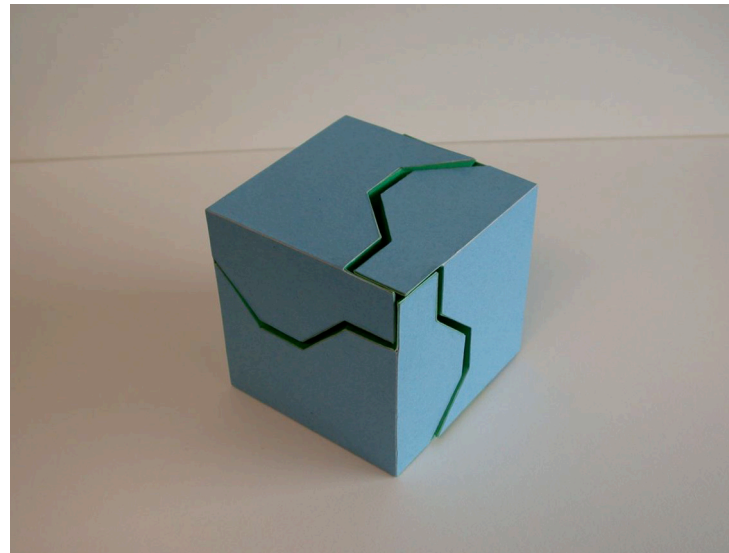
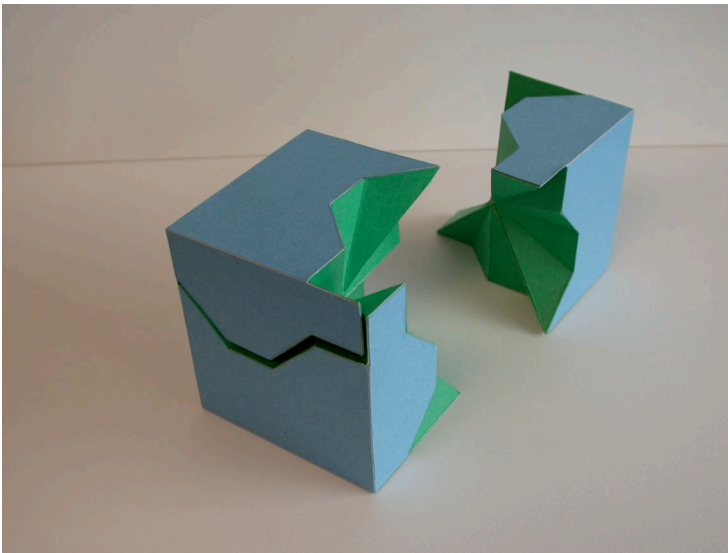
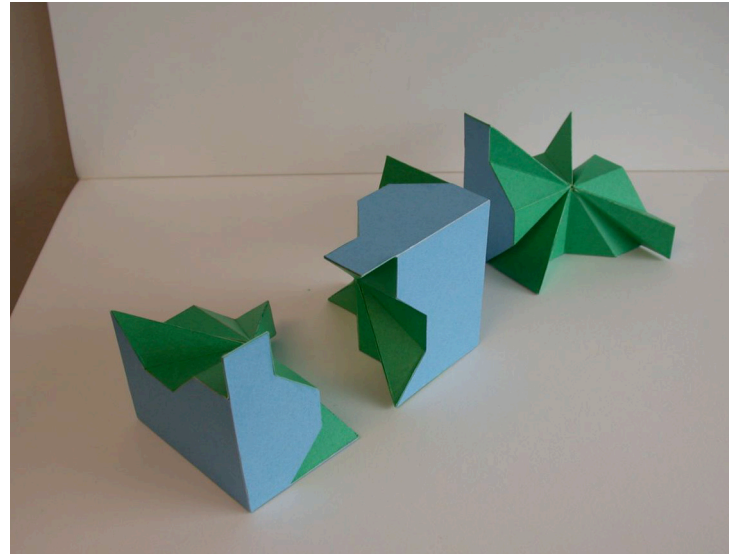
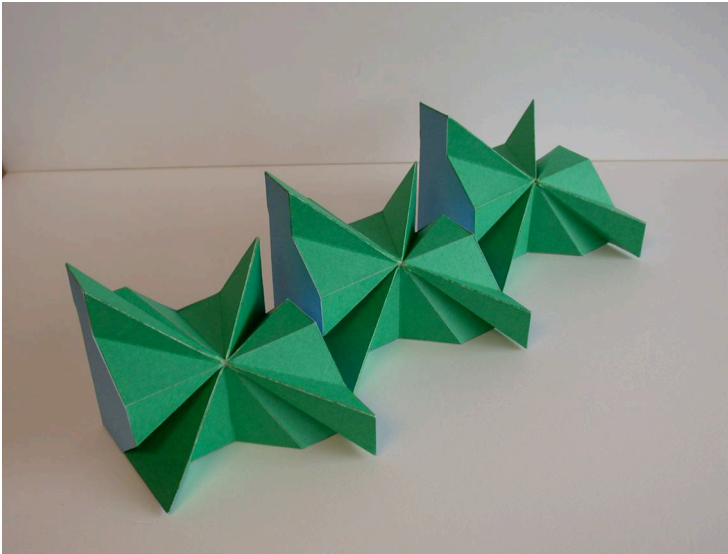
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Design Process



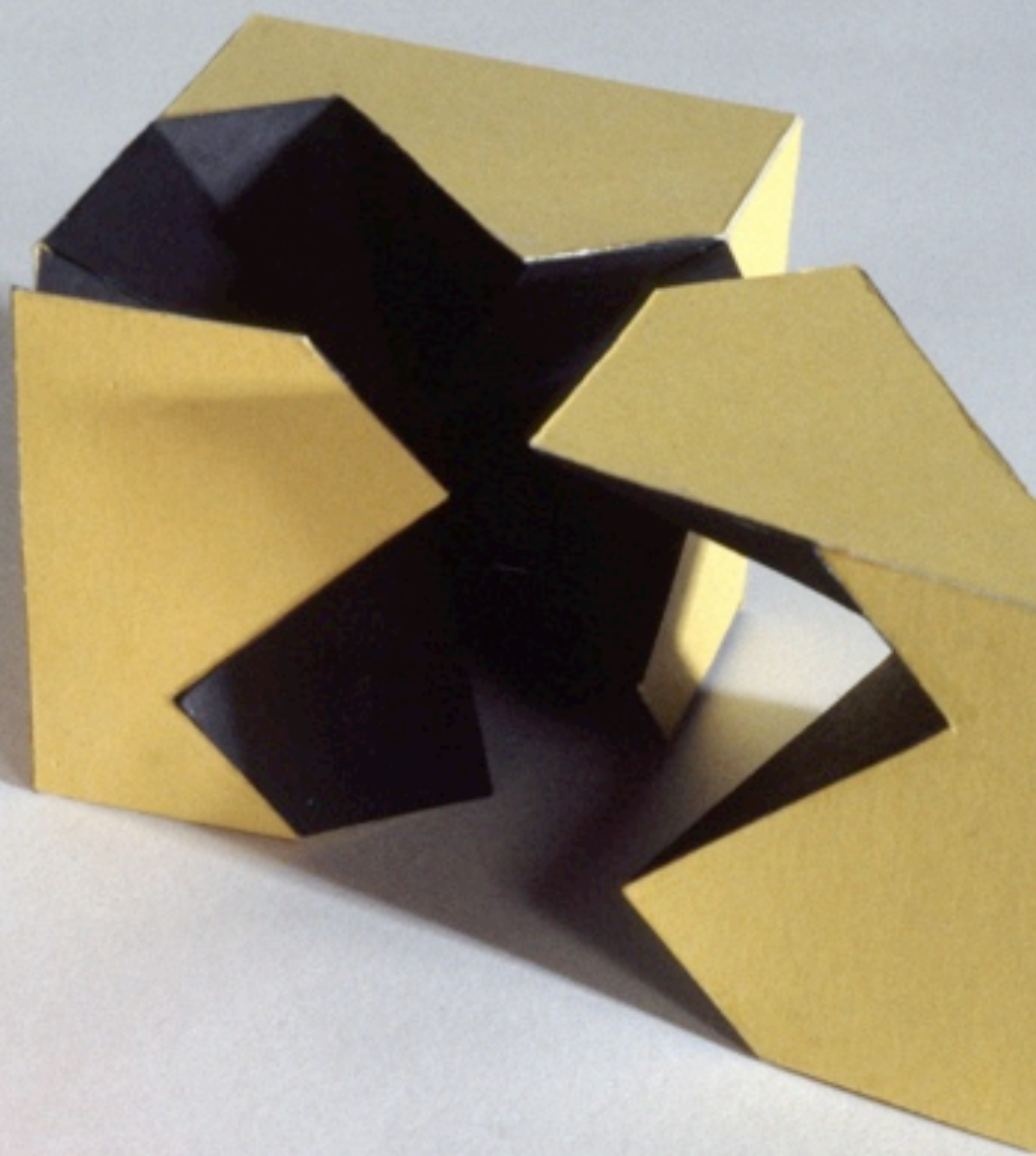
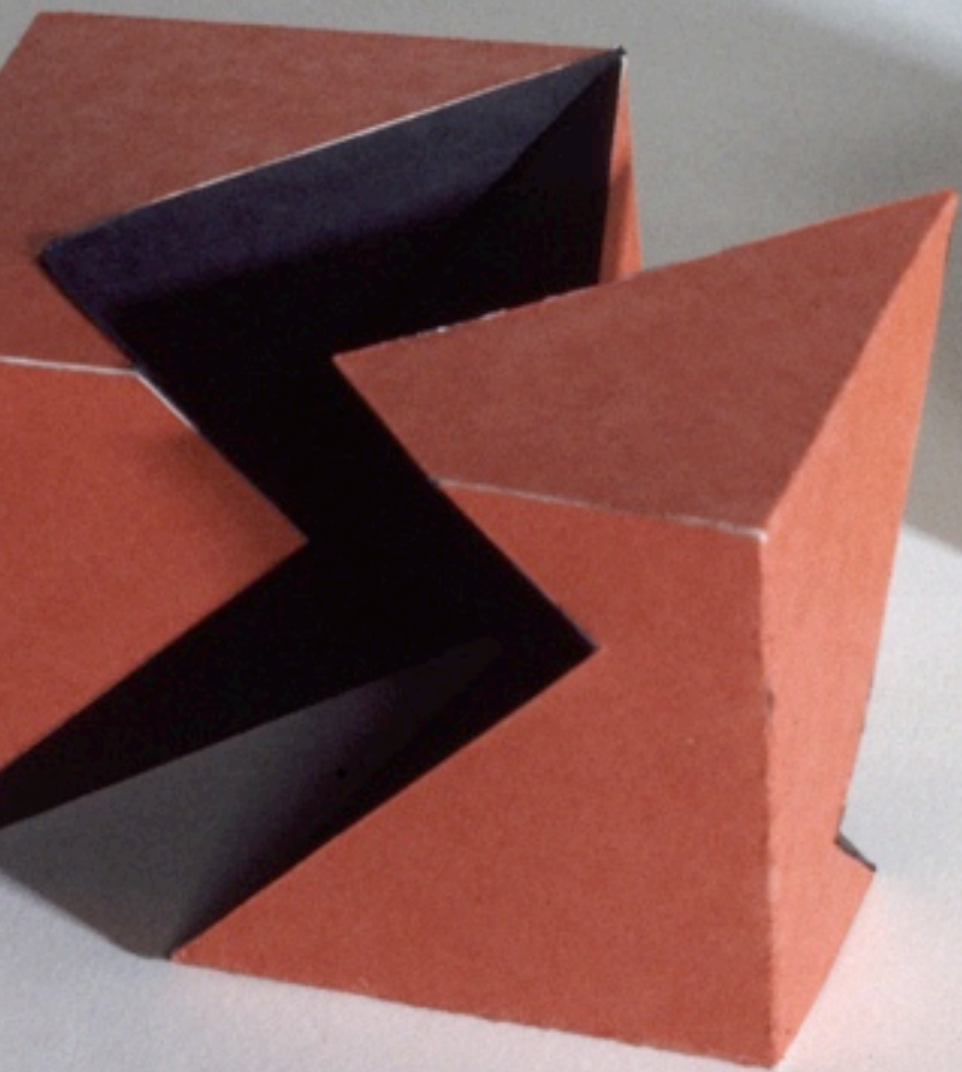
CUBE SECTION – 3 MODULES

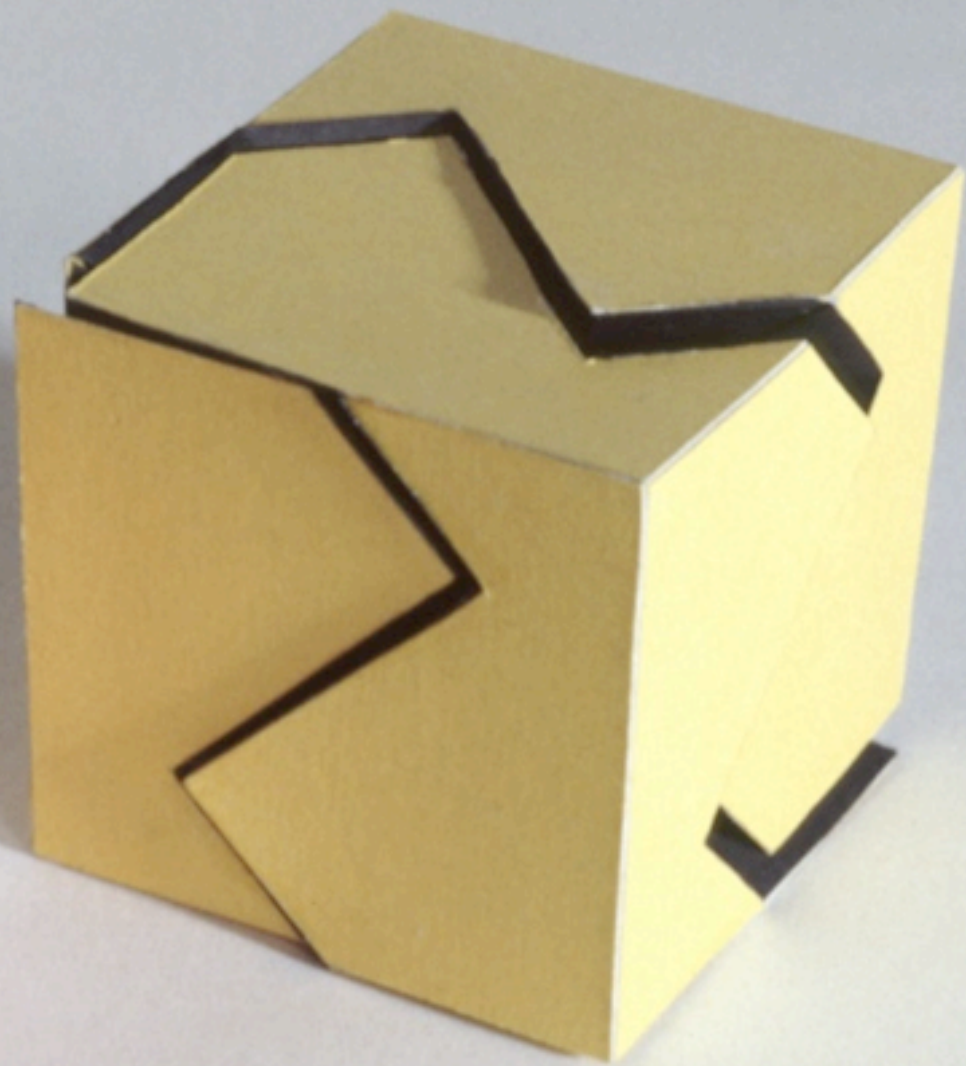
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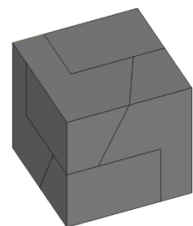
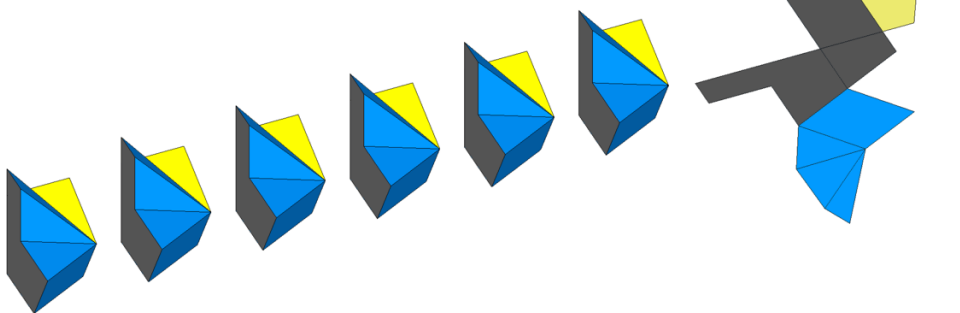
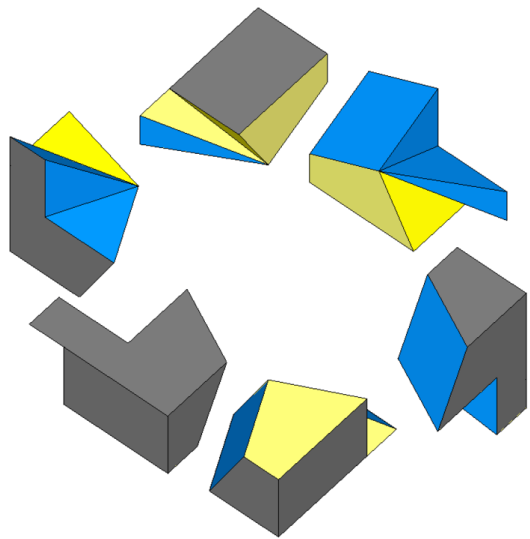
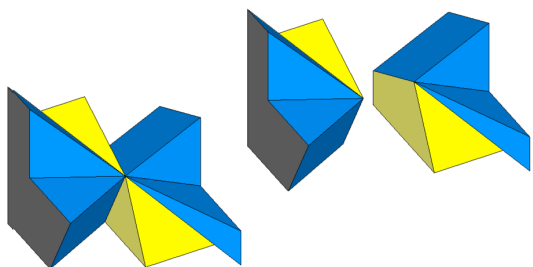
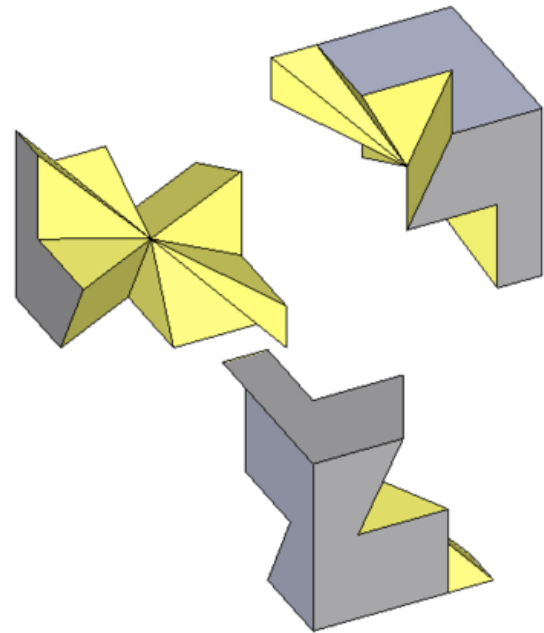
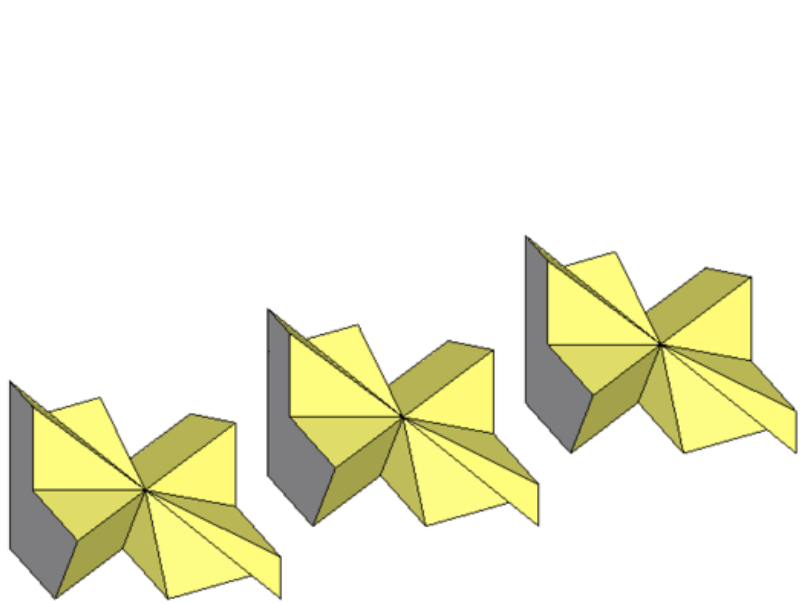


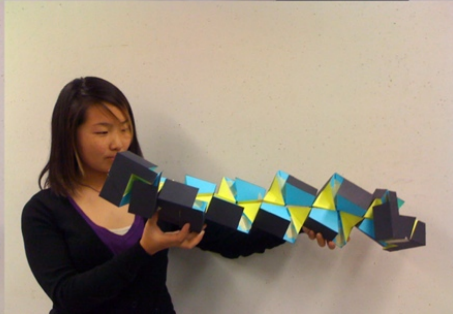
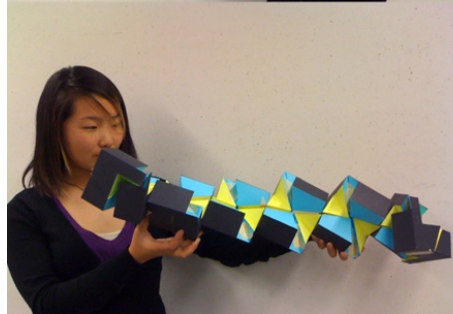
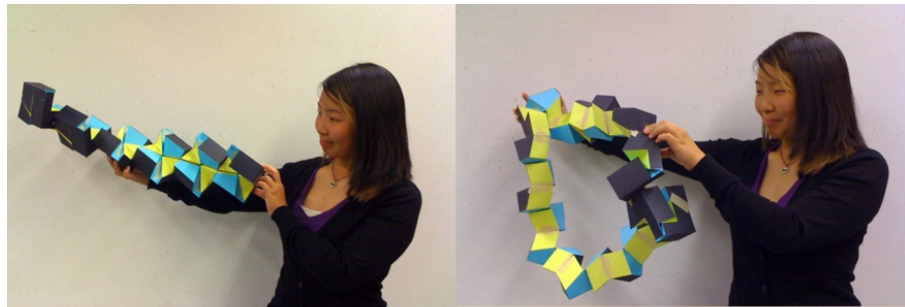
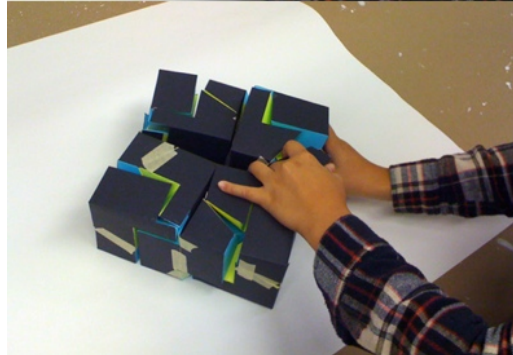
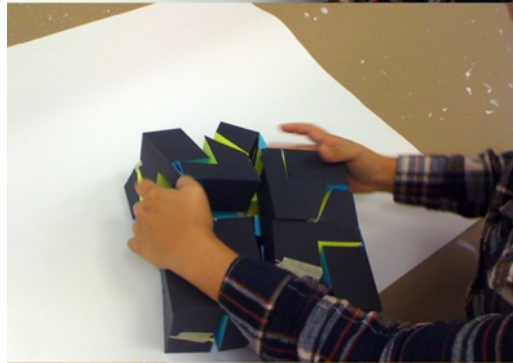
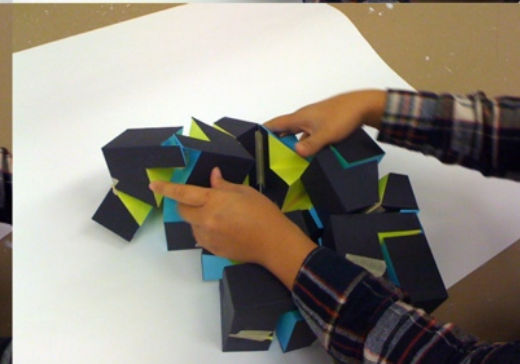
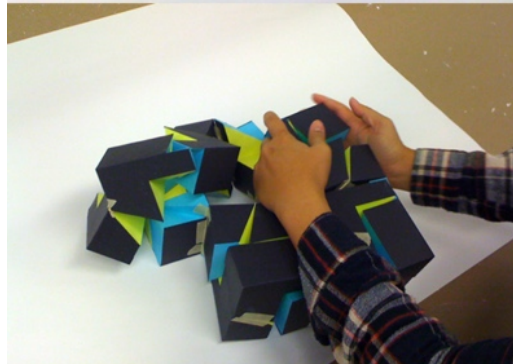
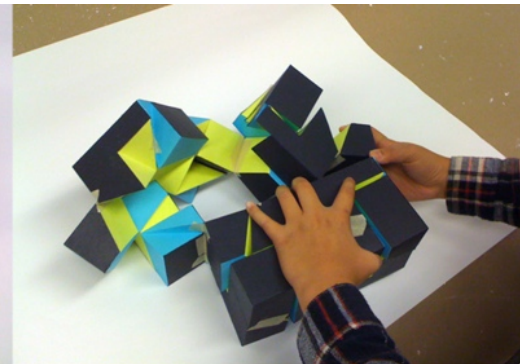
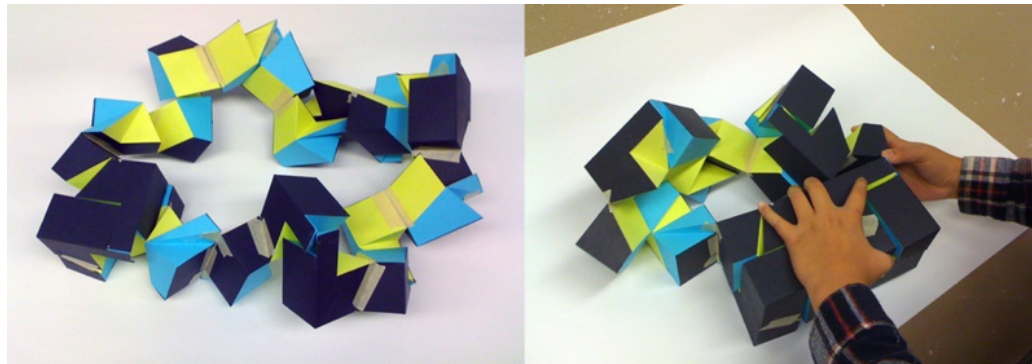
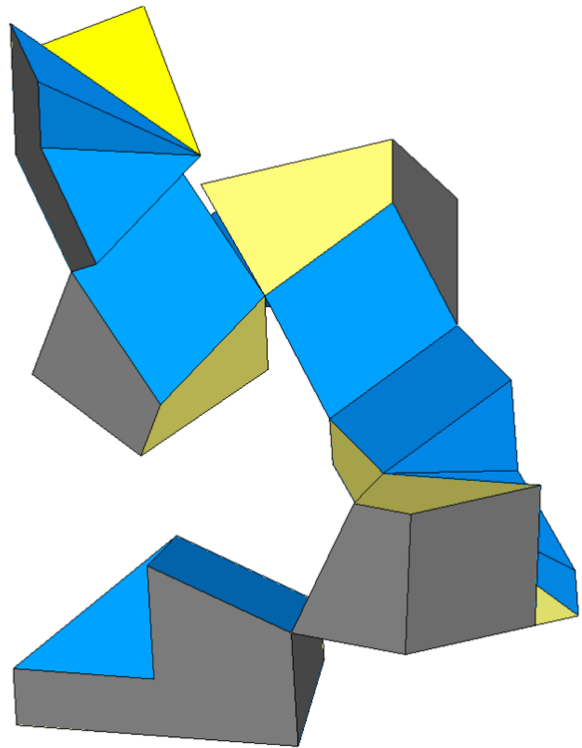
Student: Eugene Wong

Eugene Wong









Florence Yuen

Riding Through History

The Walking Machine

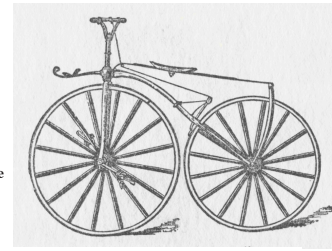
In 1817 Baron von Drais invented a walking machine that would help him get around the royal gardens faster: two same-size in-line wheels, the front one steerable, mounted in a frame which you straddled. The device was propelled by pushing your feet against the ground, thus rolling yourself and the device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



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.

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 bone shaker, since it was also made entirely of wood, then later with metal tires,



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



New Age Bicycle



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 be



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 hey-day being the decade of the 1880s.

The High Wheel Tricycle



Razors

In Pursuit of the Perfect Shave

While the act of shaving has been around for centuries, it's only in the past few 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 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 cut-throat straight razors in the barbershop to powerful and portable electric razors in the palm of your hand. Ergonomic, lightweight, rust free, and sharper than ever, the razors of today are a far cry from the dull instruments used by the first men without beards.

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 proved to be not only a difficult, but painful process.



Modern Colong 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 badger fur can cost anywhere from \$25 to \$550.



It was in the 19th century that the straight razor was introduced with its smooth handle and extremely sharp blade.



These hand made DOVO straight razors are crafted from ivory, buffalo horn, Swedish stainless steel, birds eye maple and plumwood.



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 of shave.

Safety



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 heavy beards.



The Valet Auto Strop, 1921

This more complex razor allowed the user to re-sharpen blades until they needed to be completely replaced.



The Gillette Trac II, 1971

The first multiple blade razor from Gillette. In 1977 the Trac II was modified with the addition of a pivoting head. In 1985 a thin strip of rubber called the lubricating strip was added to the head of the razor.

HeadBlade, 2000

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 HeadBlade is compatible with many different brands and styles of disposable razors.

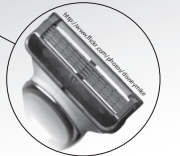


Gillette Fusion, 2006

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 closer shave than a manual razor.

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



Electric



Braun Combi DL 5, 1957

The DL 5 was among the first electric razors developed by Braun. Its cream colored plastic body with foil or ribbon head was



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 of the 1980s.



Norelco Arcitect, 2007

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 contour 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.

LUKA

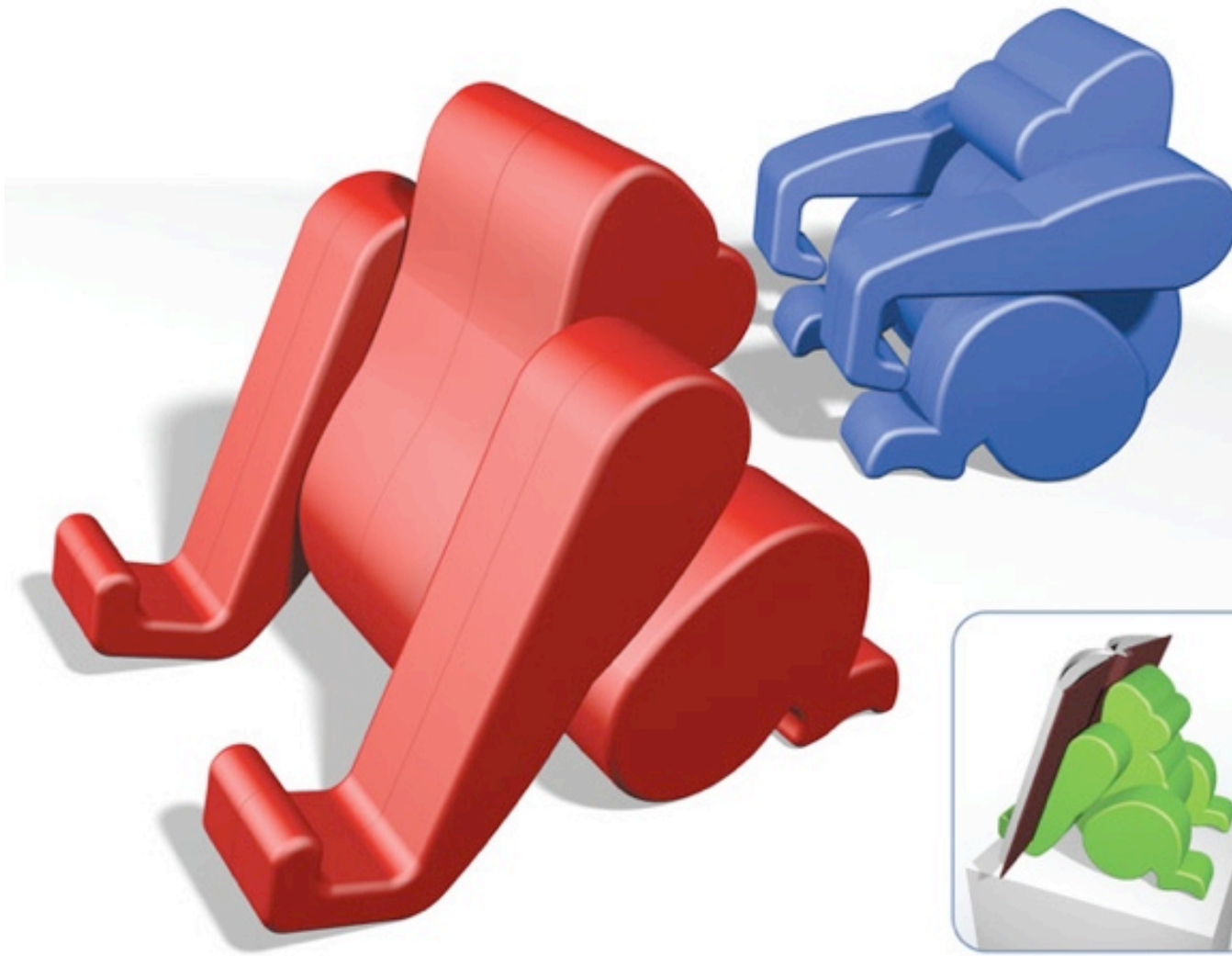
The Book-Handling Primate



Eugene Wong

LUKA

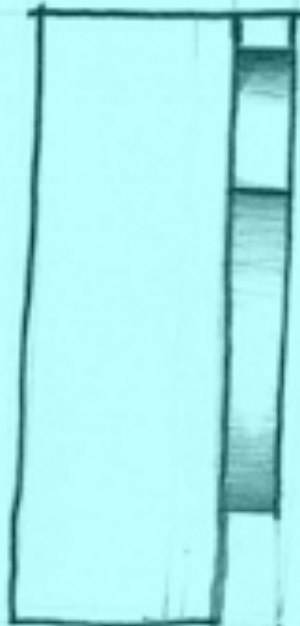
The Book-Handling Primate



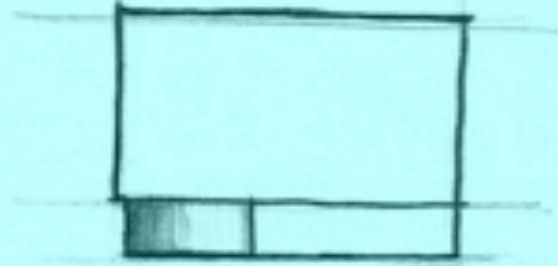
Eugene Wong
San Francisco State University



BACK



LEFT



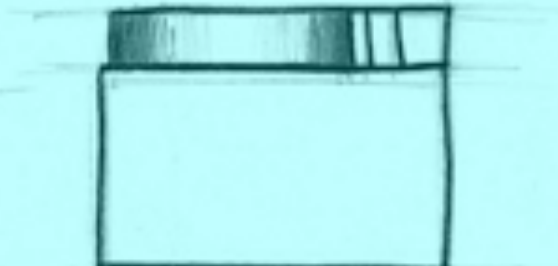
TOP



FRONT

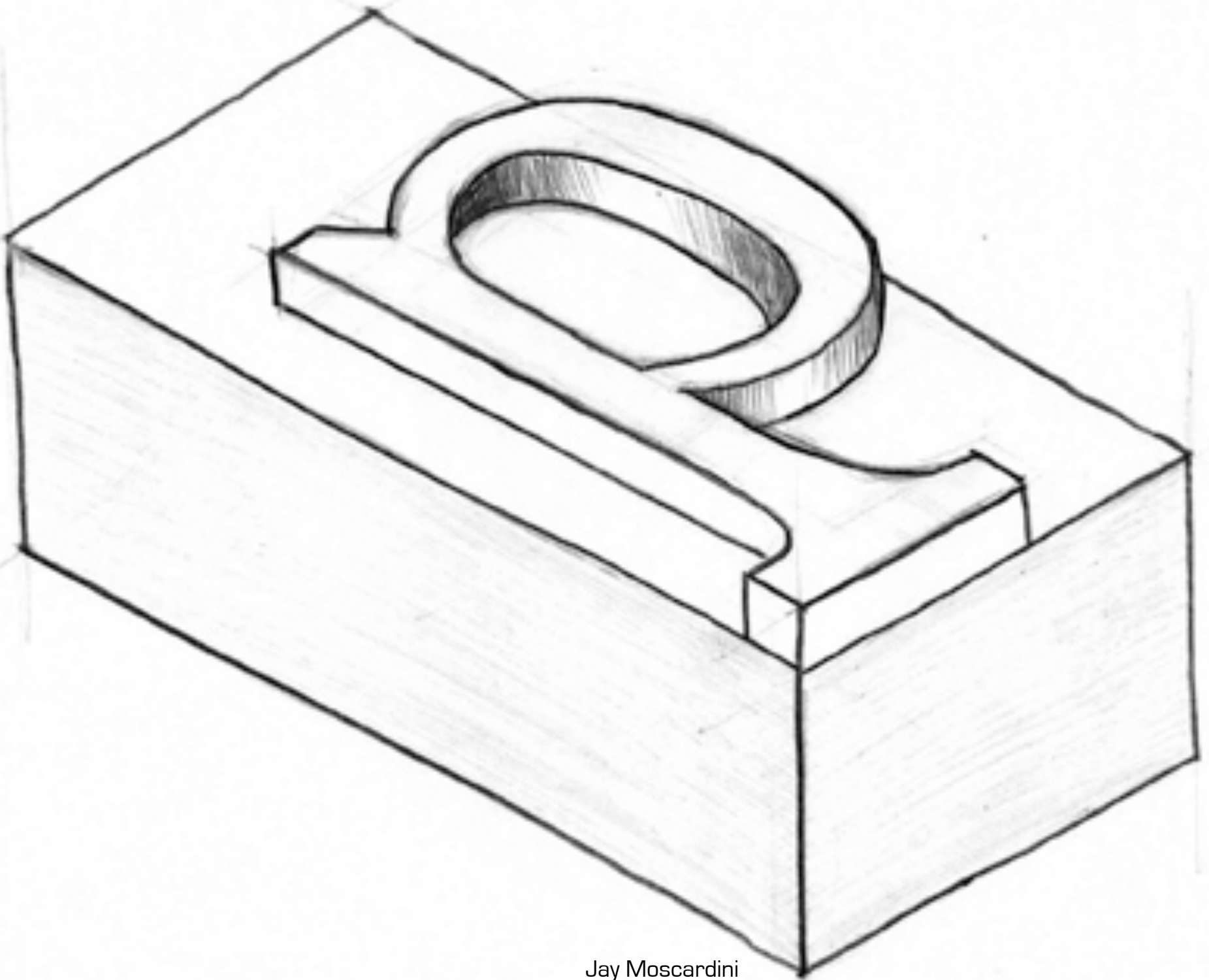


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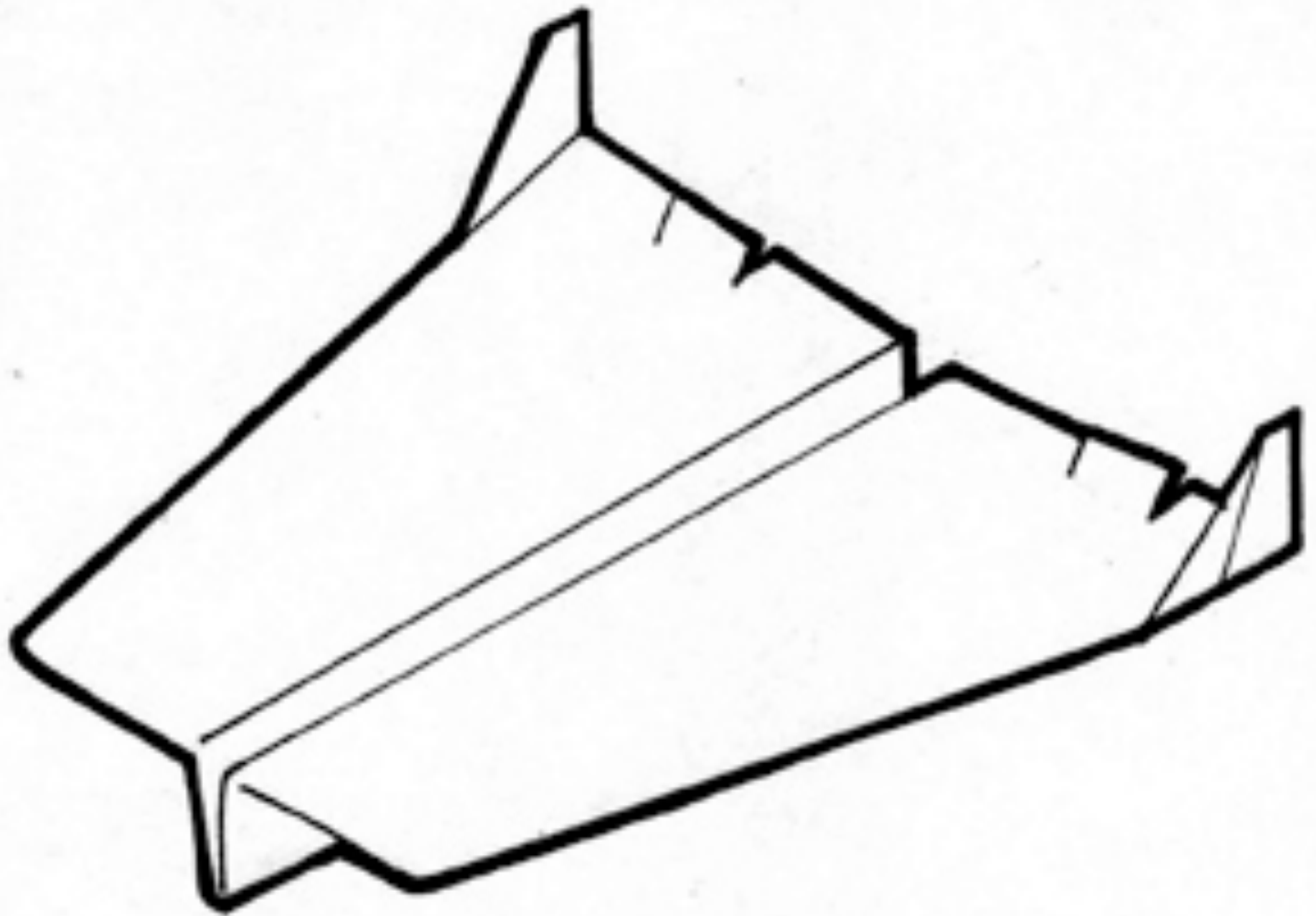


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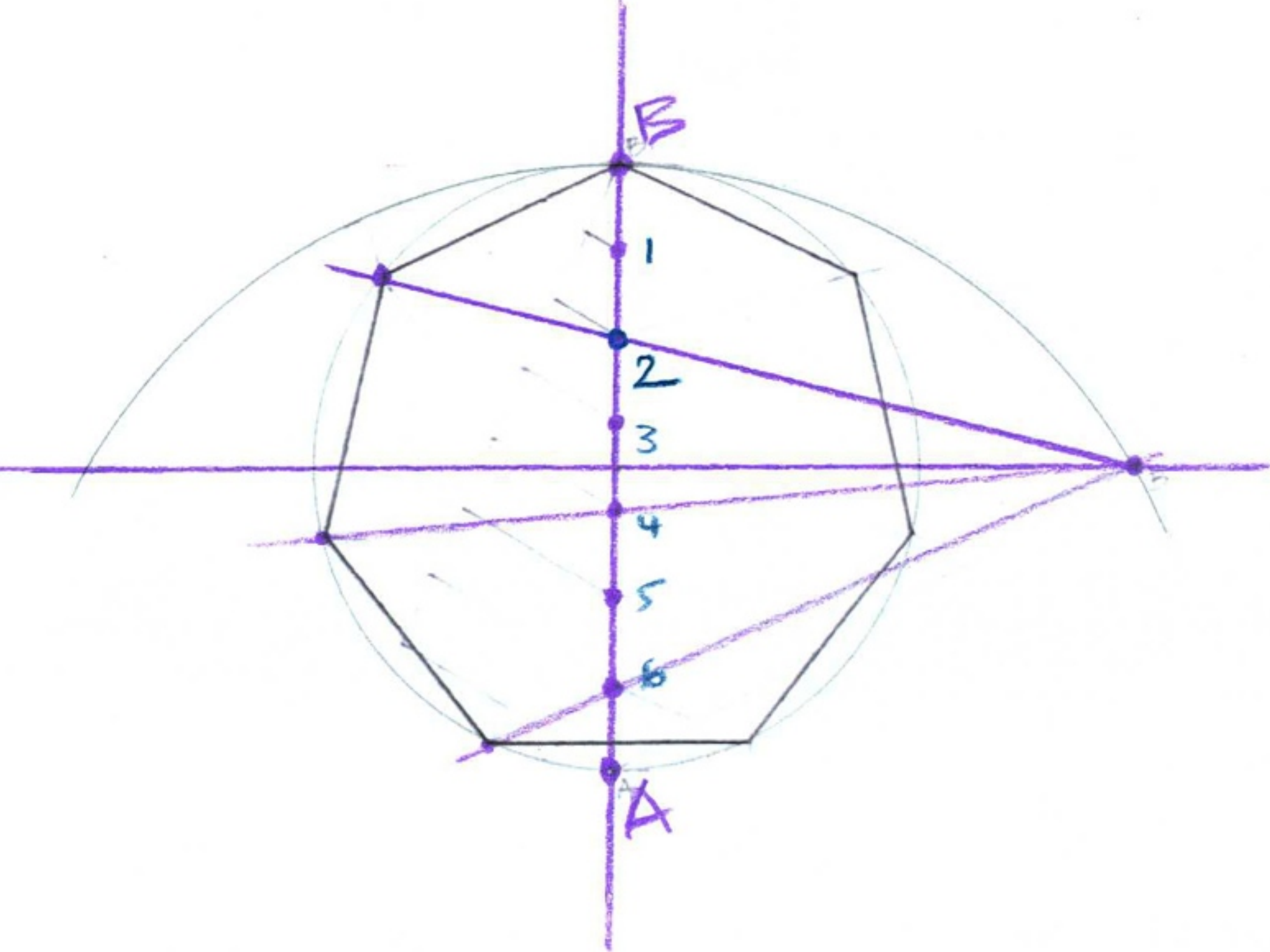
320 Drafting & Sketching



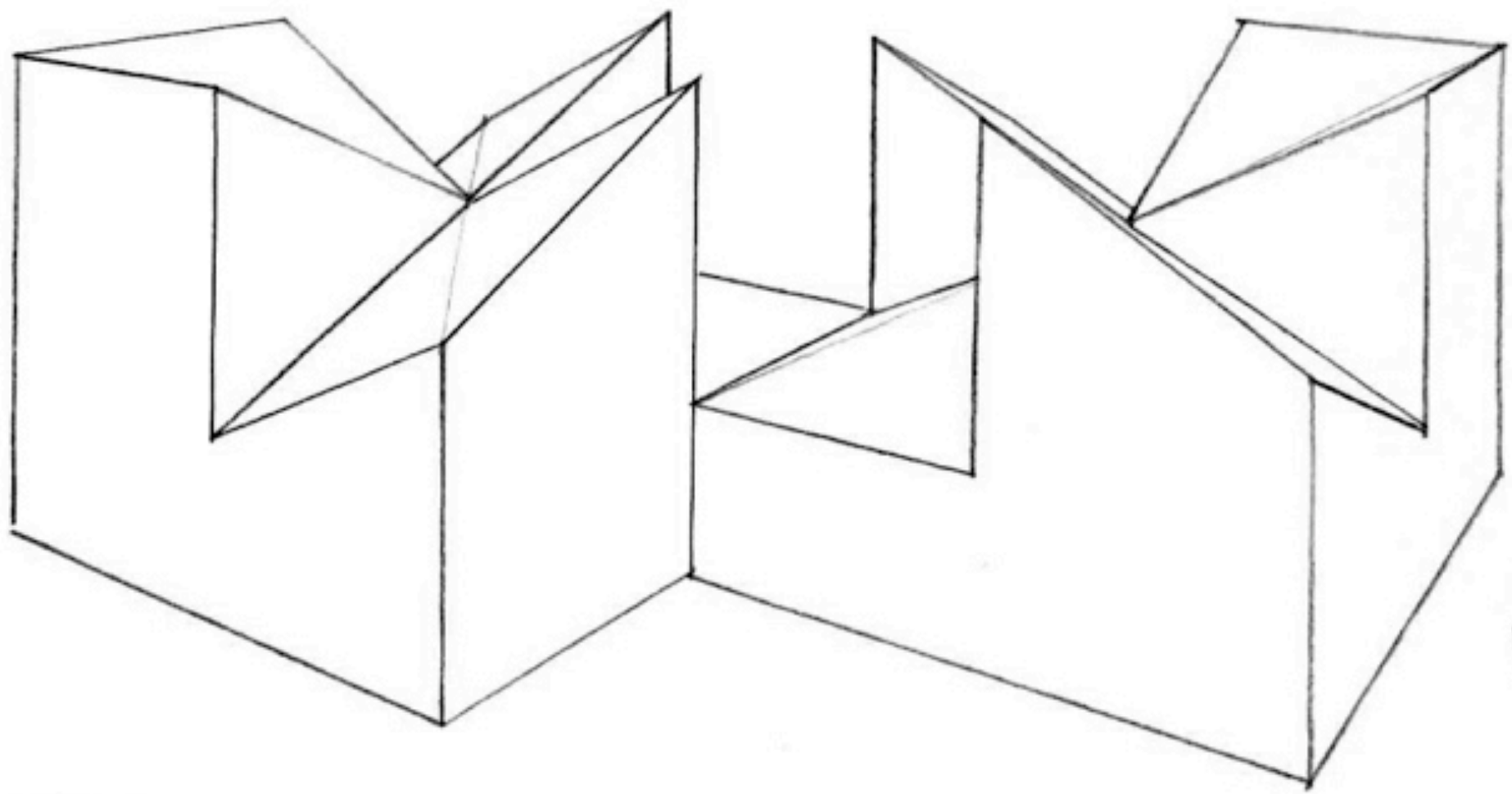
Jay Moscardini



Jay Moscardini



Florence Gold Yuen



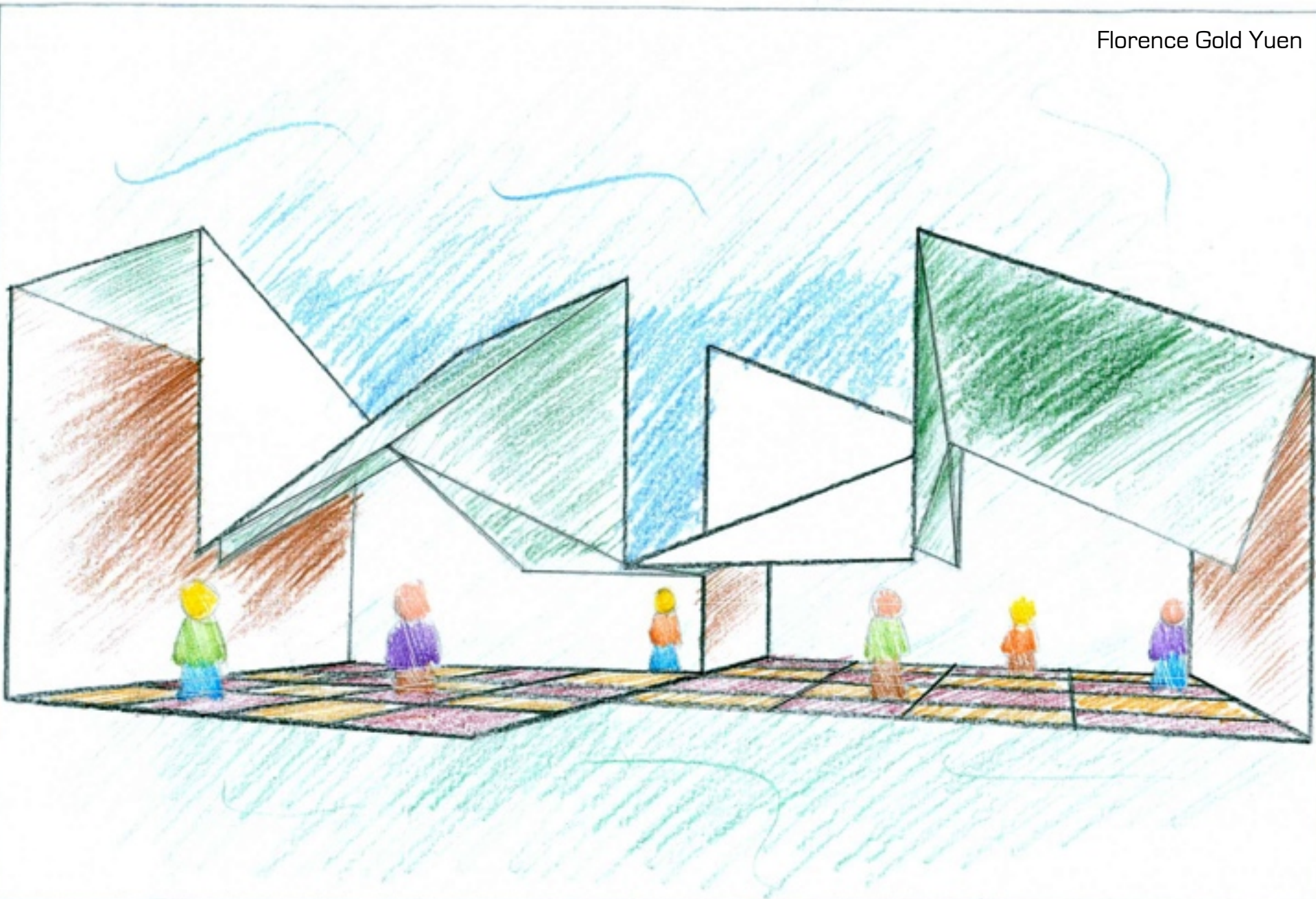
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TWO CUBIC
MODULES

DAI 320 TRAMU

YUEN, FLORENCE

DEC. 13, 2010

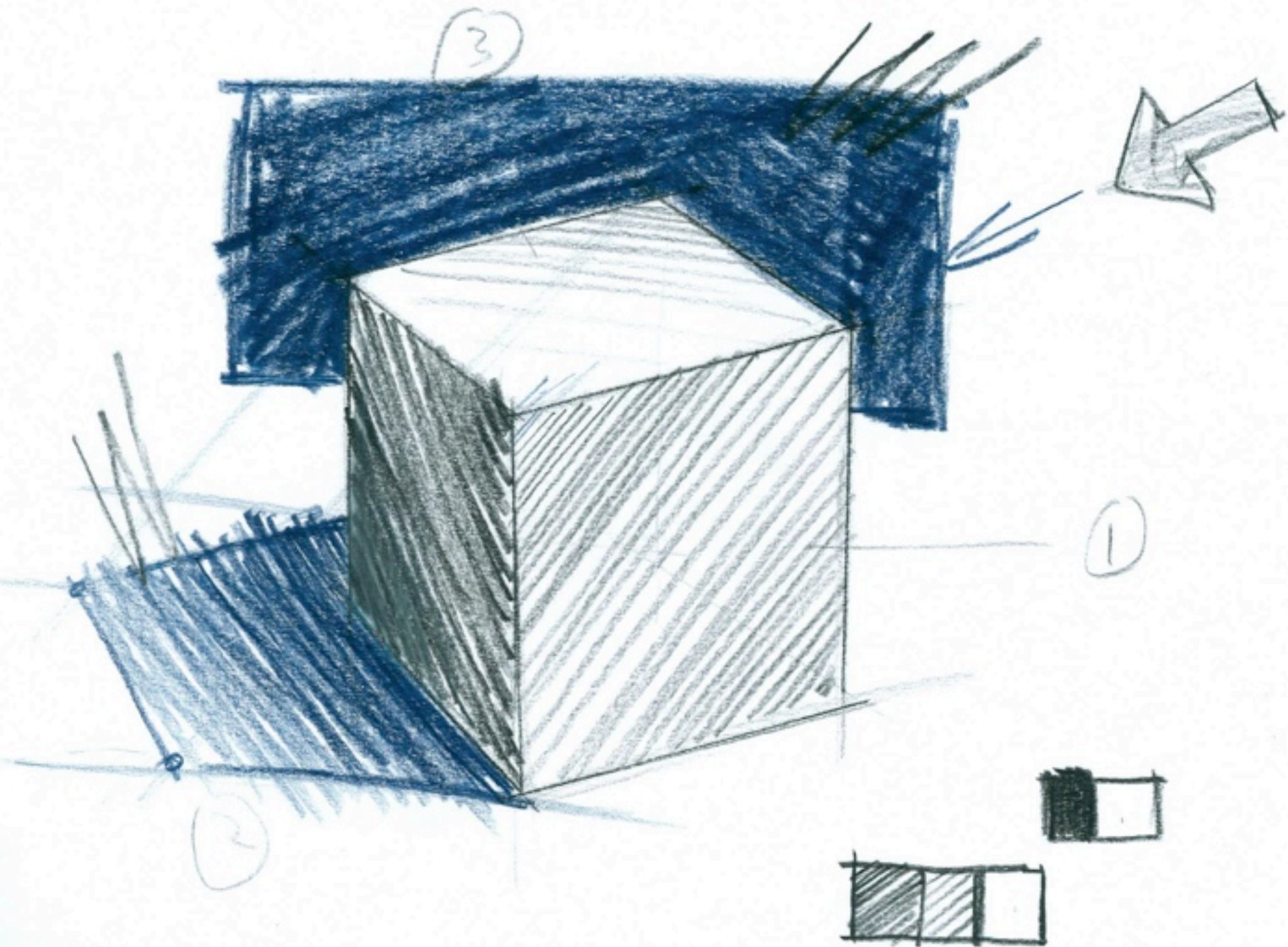


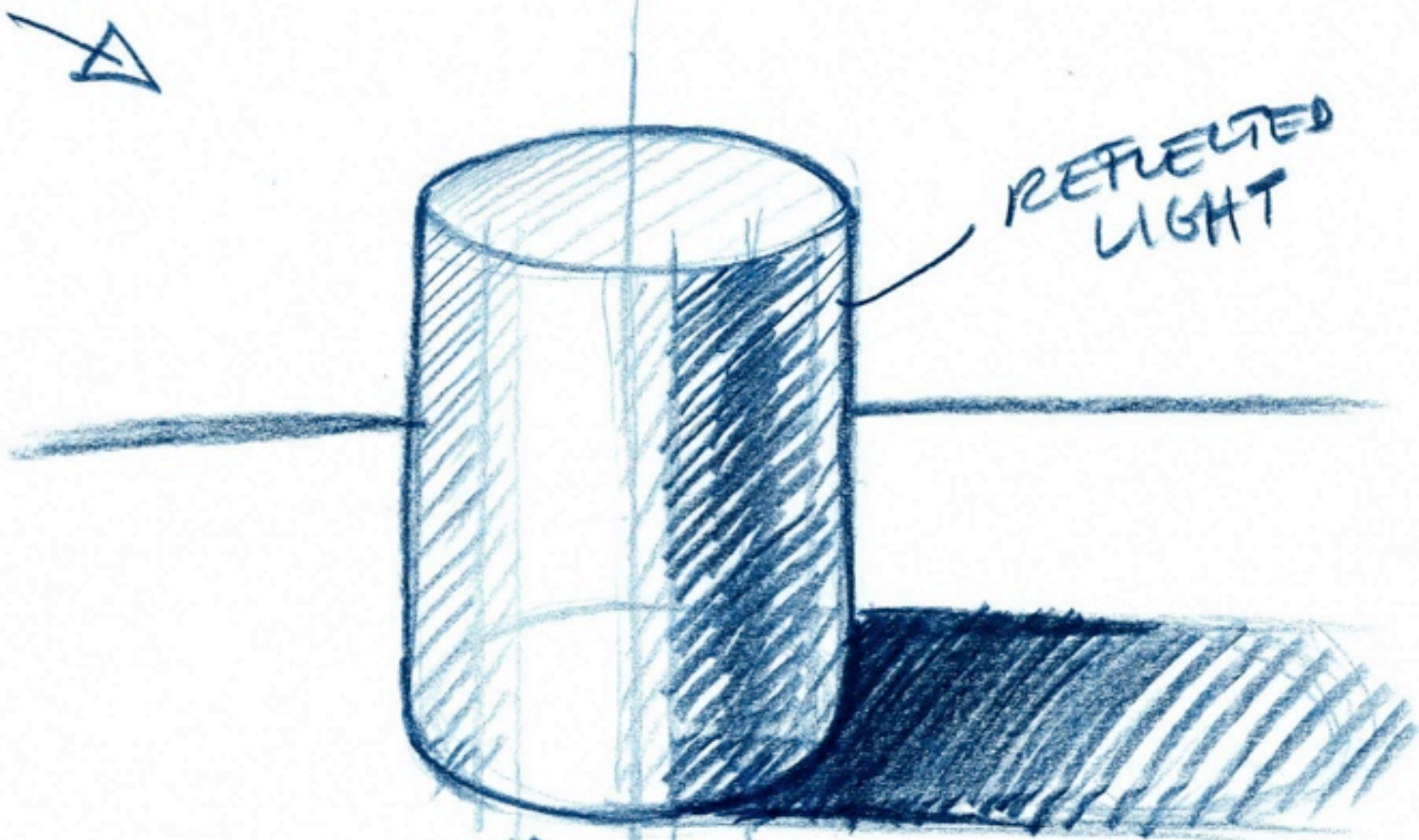
46 FREE-HAND
PERSPECTIVE AND COLOR

DAI 320 TROGIU

YUEN, FLORENCE

DEC. 14, 2010



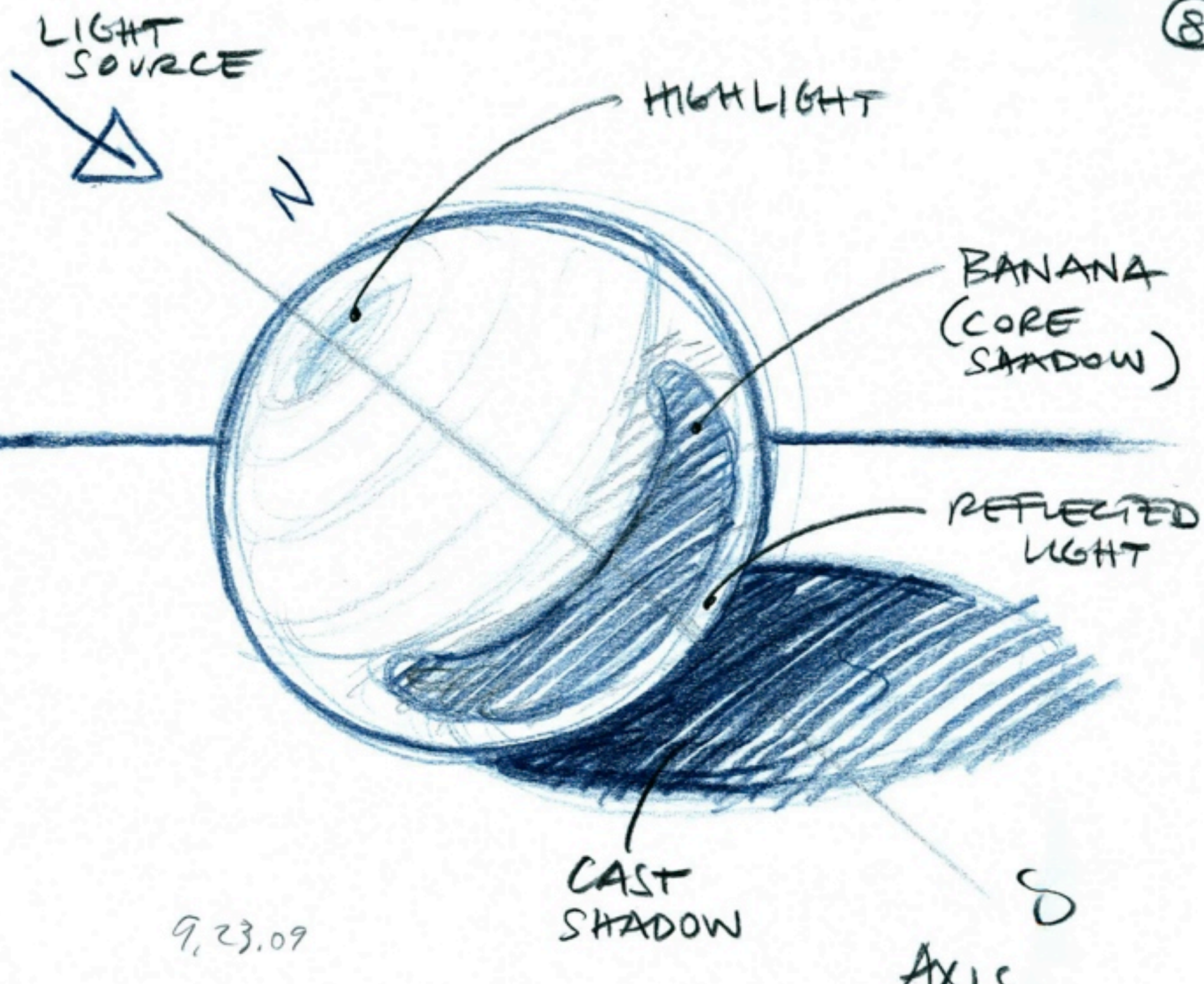


REFLECTED
LIGHT

HIGHLIGHT

CL

CORE SHADOW



LIGHT SOURCE

HIGHLIGHT

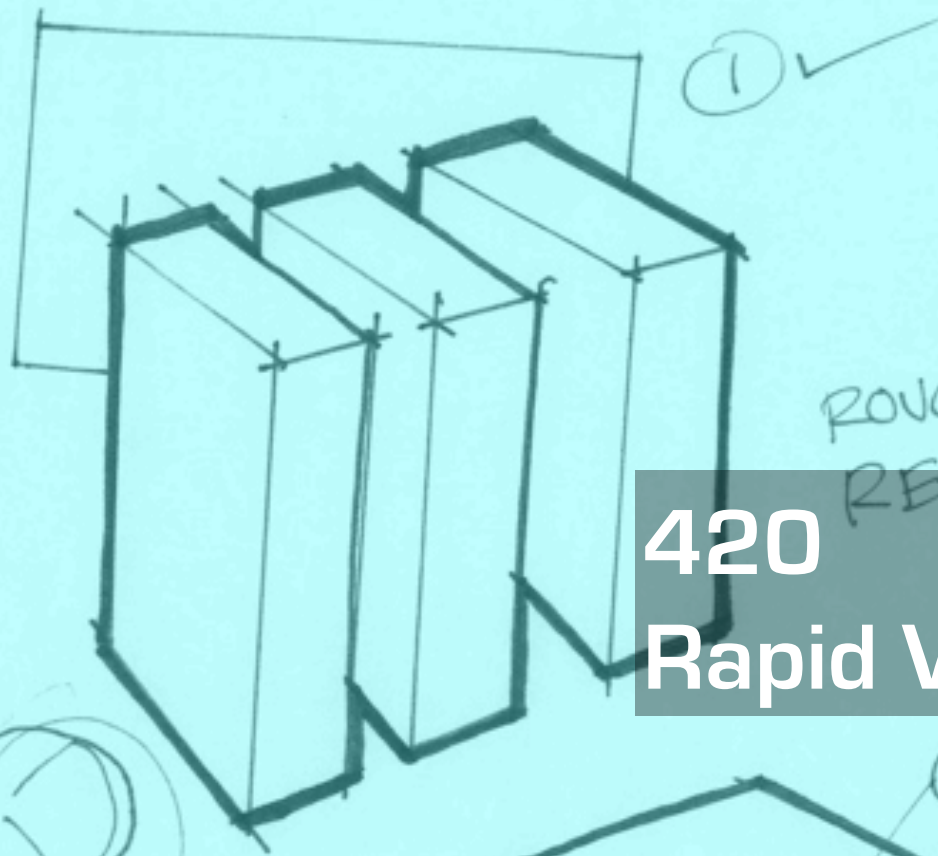
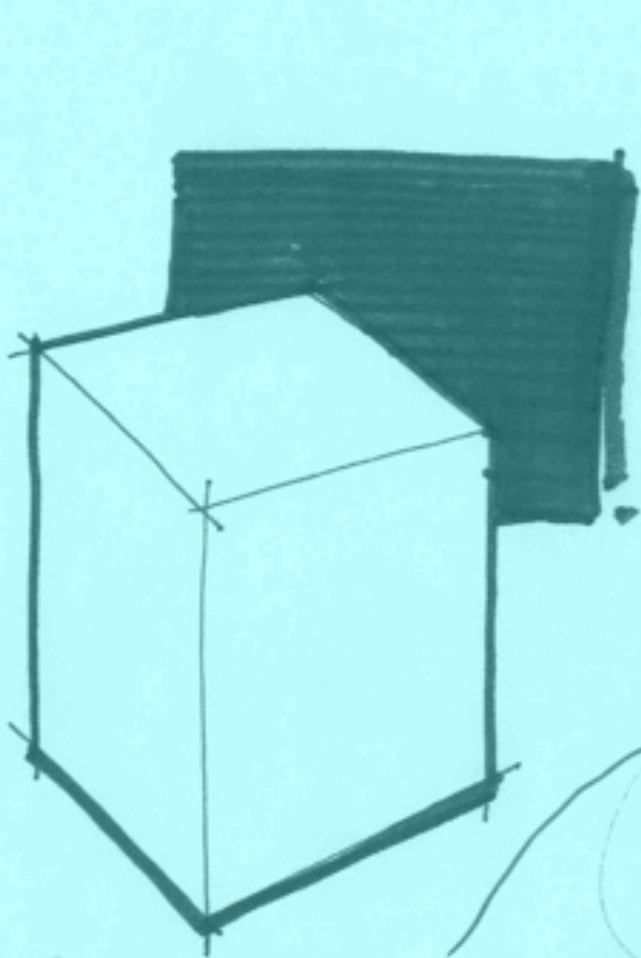
BANANA (CORE SHADOW)

REFLECTED LIGHT

CAST SHADOW

AXIS

9.23.09

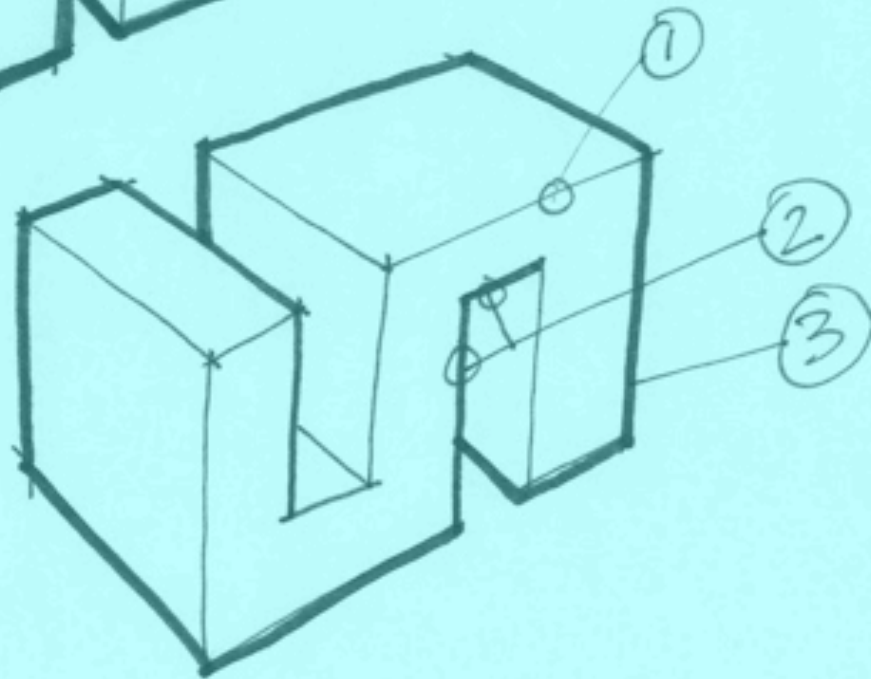


ROUGH — THUMBNAI
REFINE

420 Rapid Viz

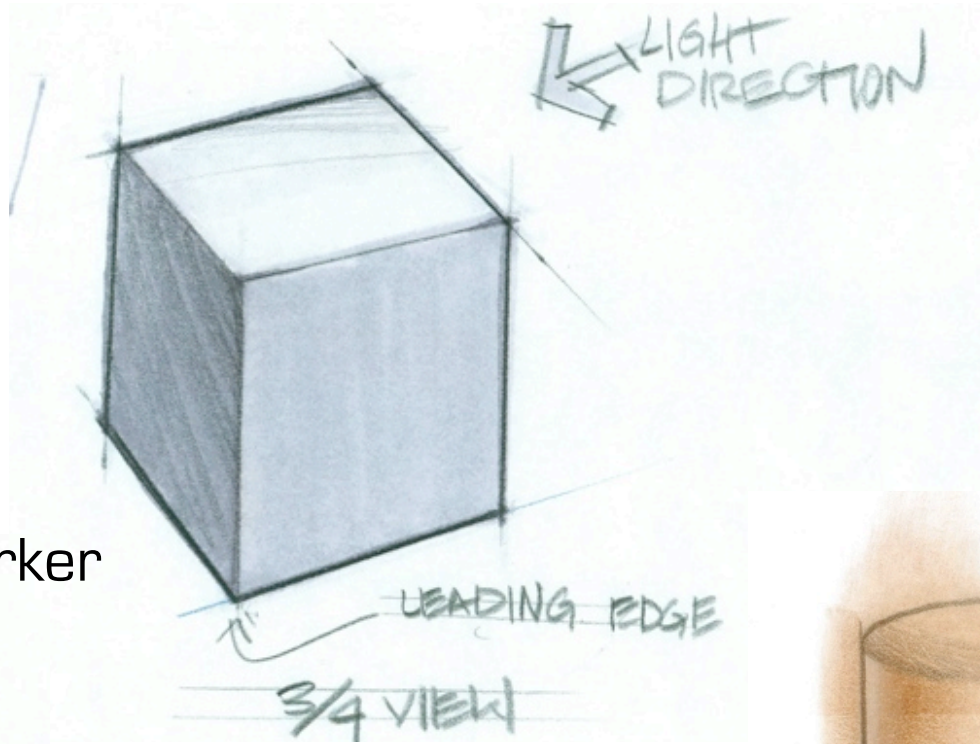


THUM

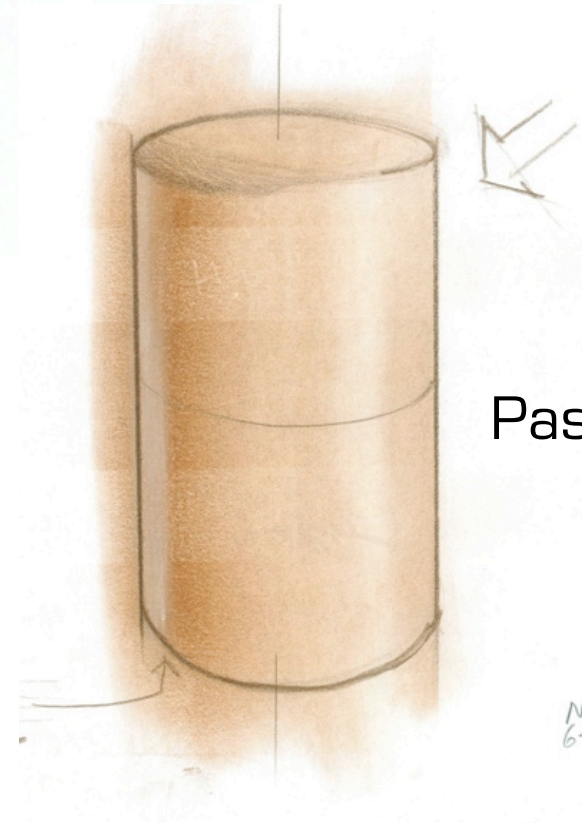


③

NATATA
6-22-09



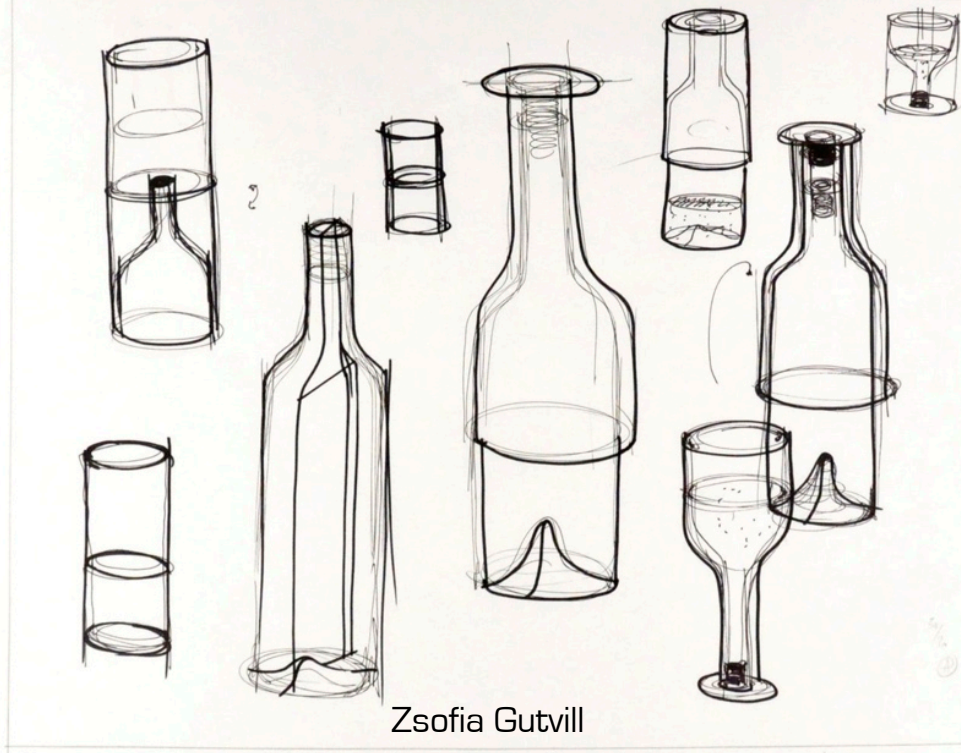
Marker



Pastel

Robert Natata

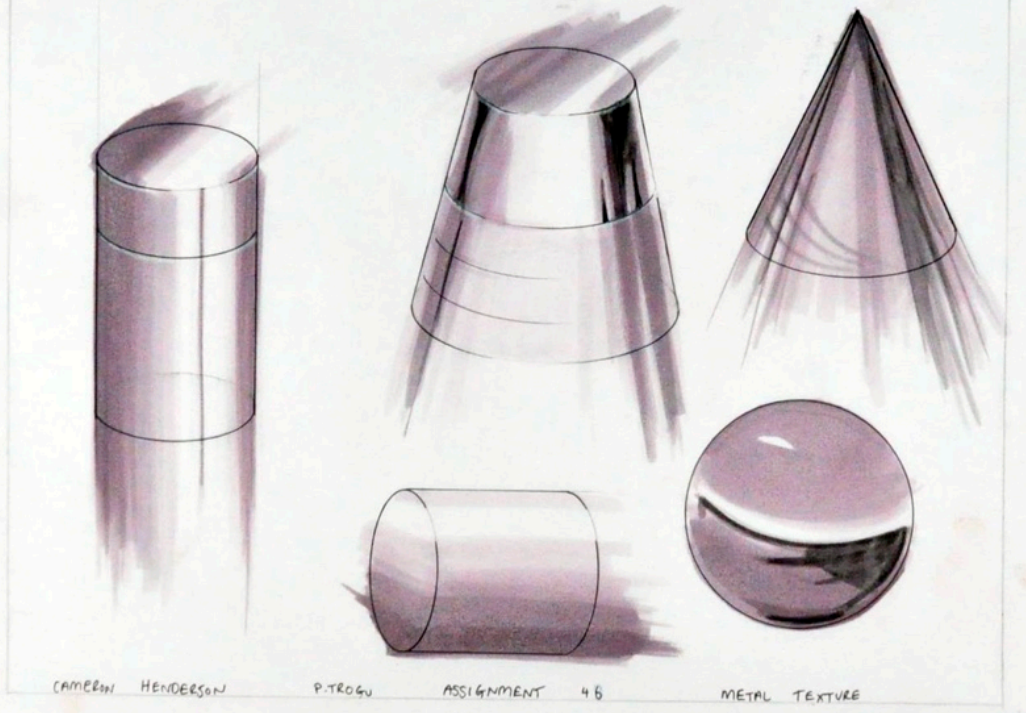
Video: Rapid Viz Demos (Natata)



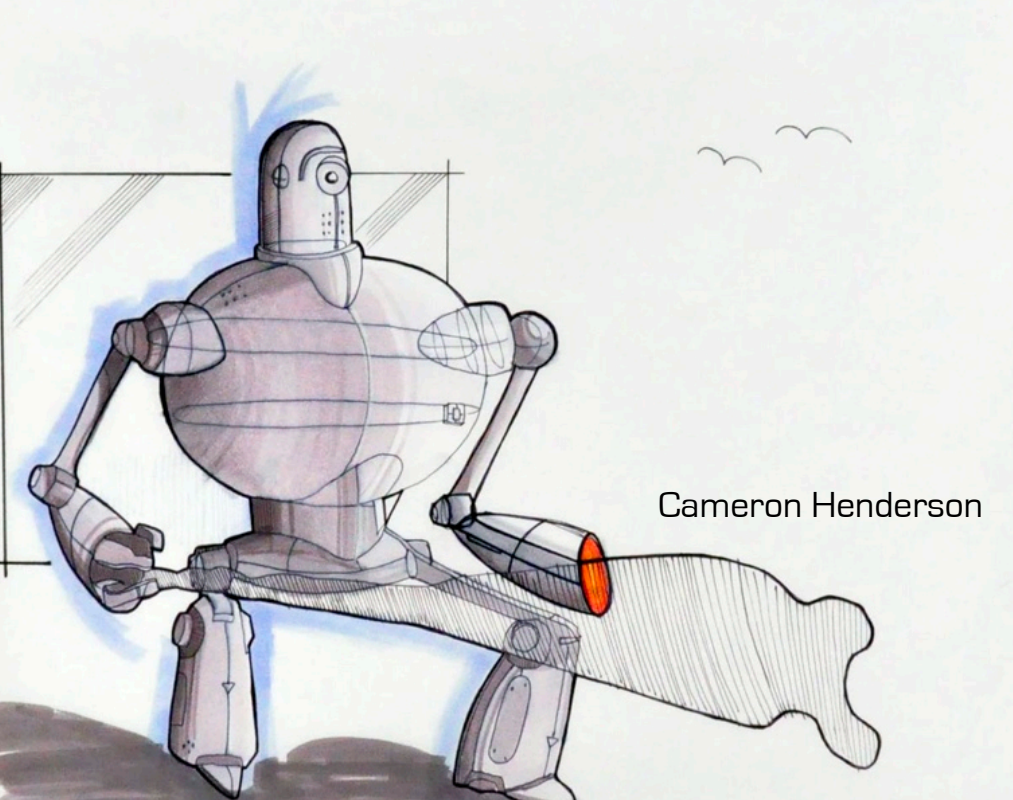
Zsofia Gutvill

45 early version of packaging concept 11/20/10

Cameron Henderson



CAMERON HENDERSON P.TROGU ASSIGNMENT 46 METAL TEXTURE



Cameron Henderson

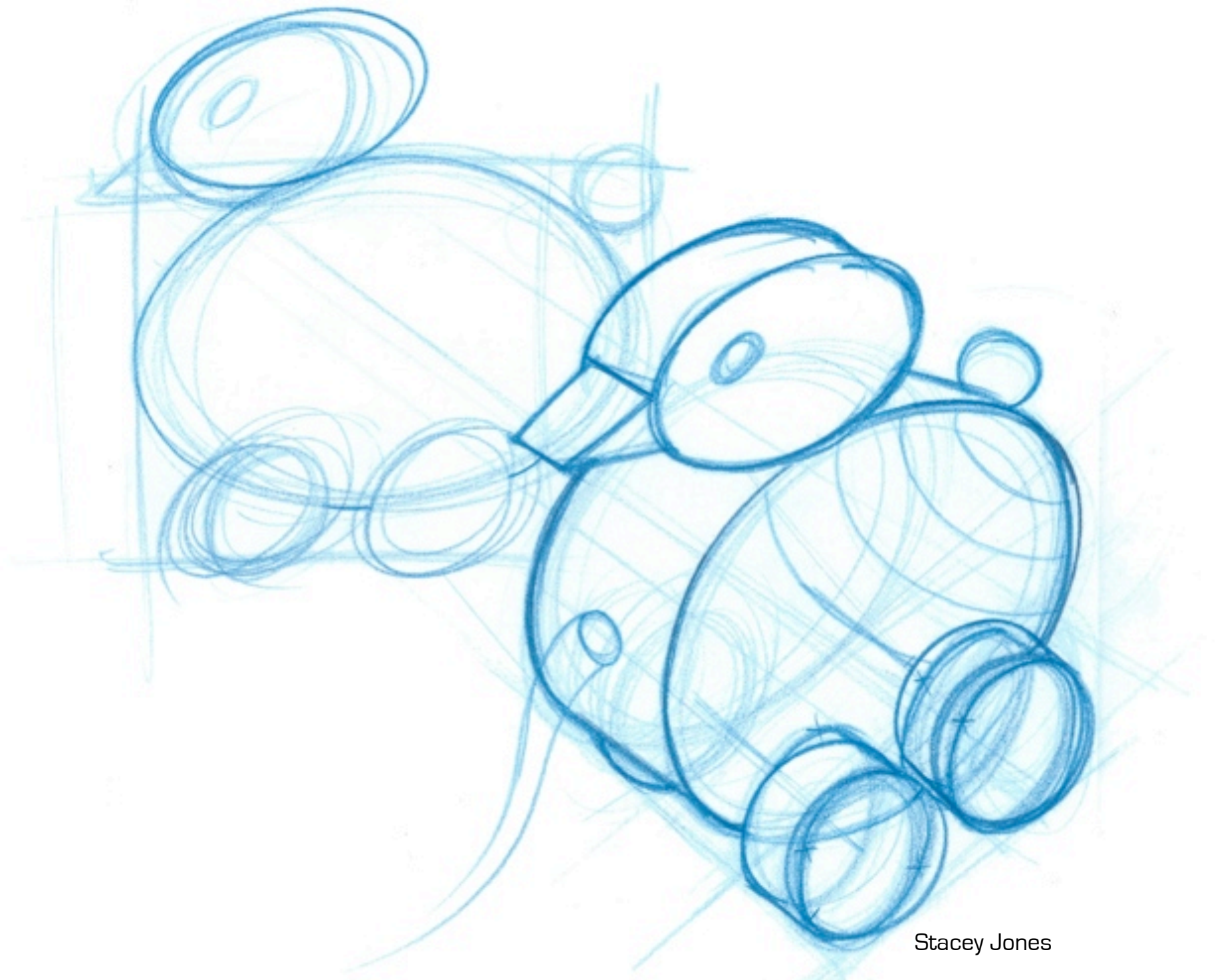


"Agent Orange wine"

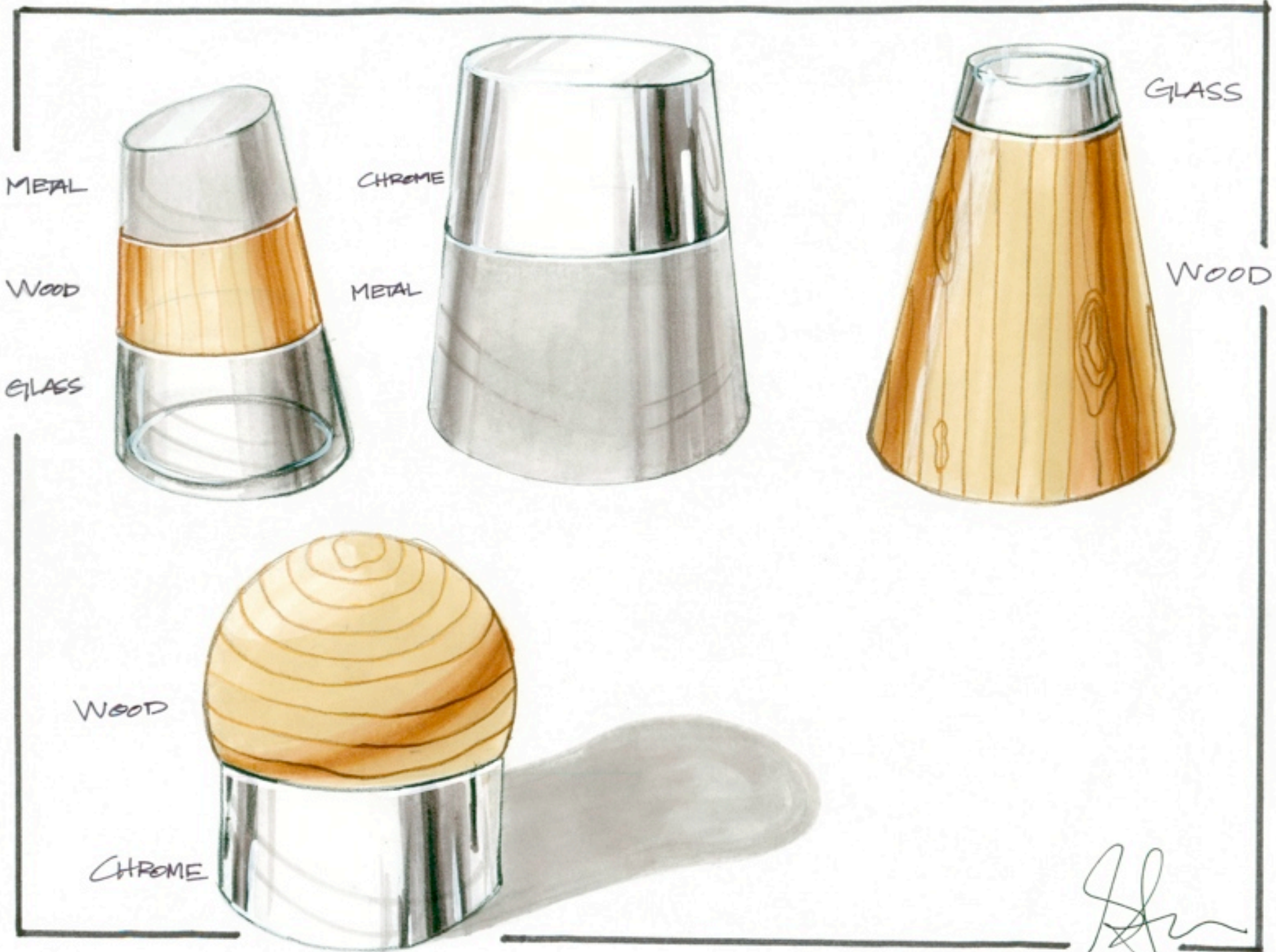
Moses Garibey

MOSES GARIBAY 12/16/2010

#53 5/10 (A)



Stacey Jones



METAL

WOOD

GLASS

CHROME

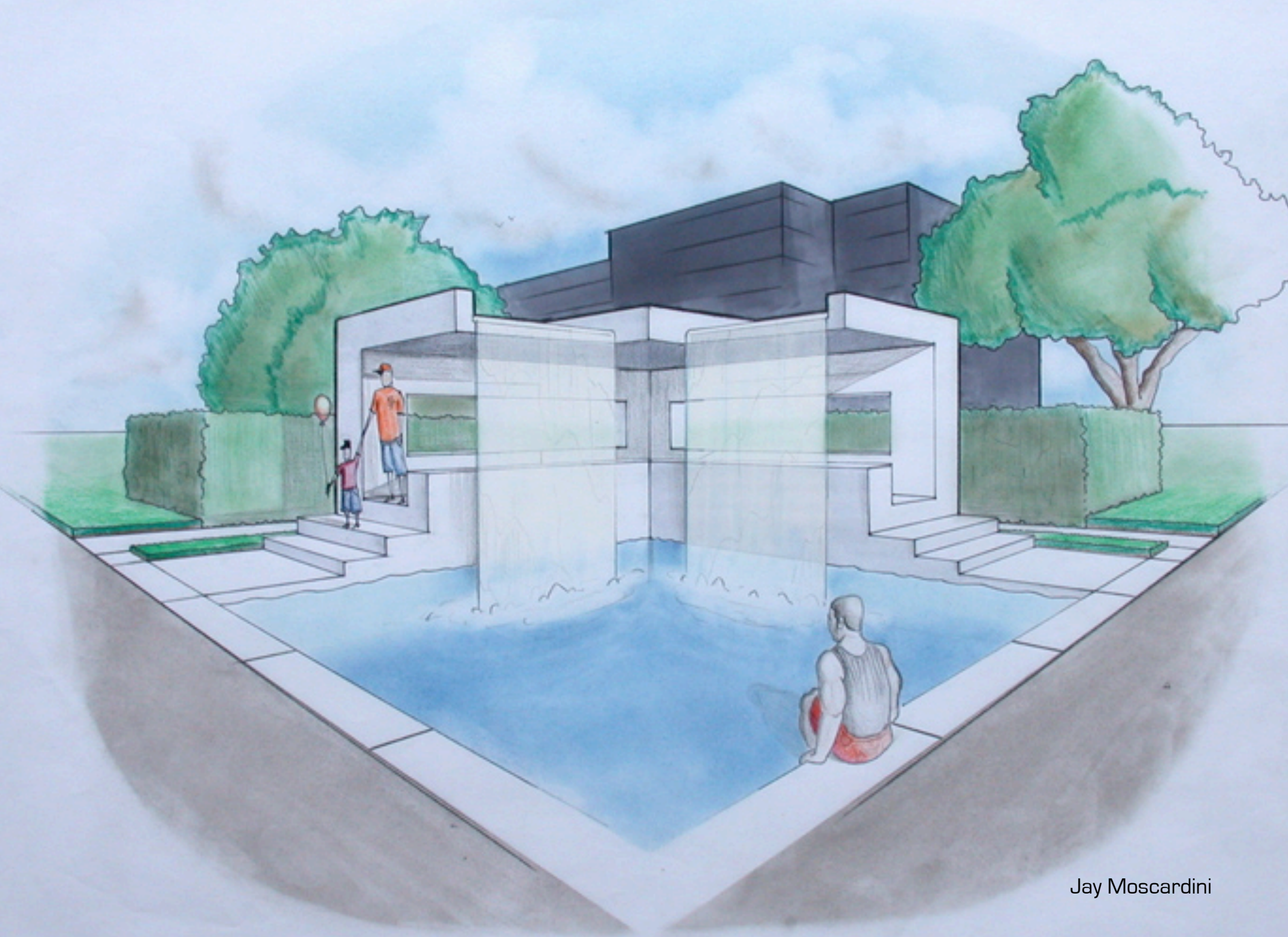
METAL

GLASS

WOOD

WOOD

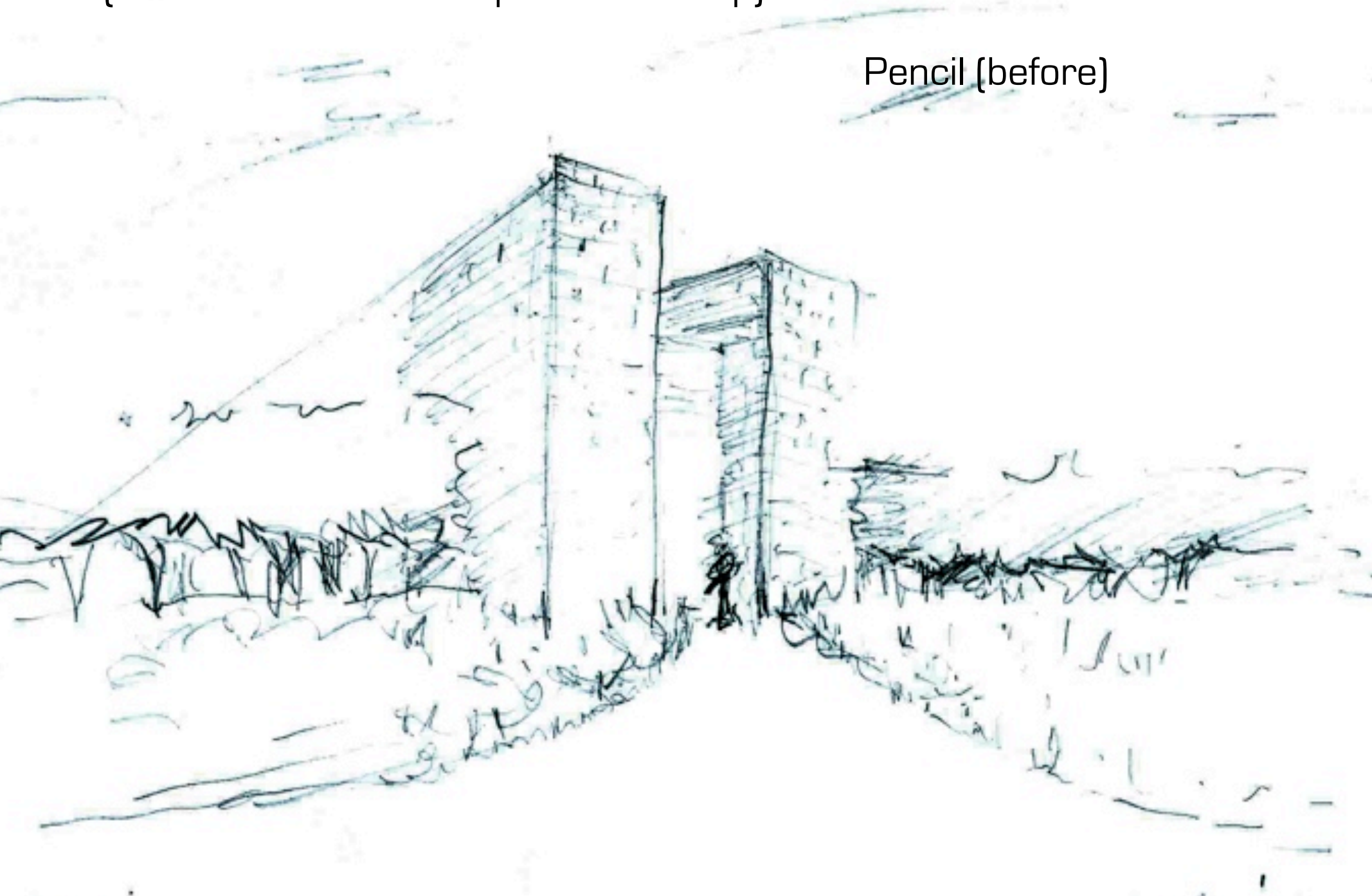
CHROME



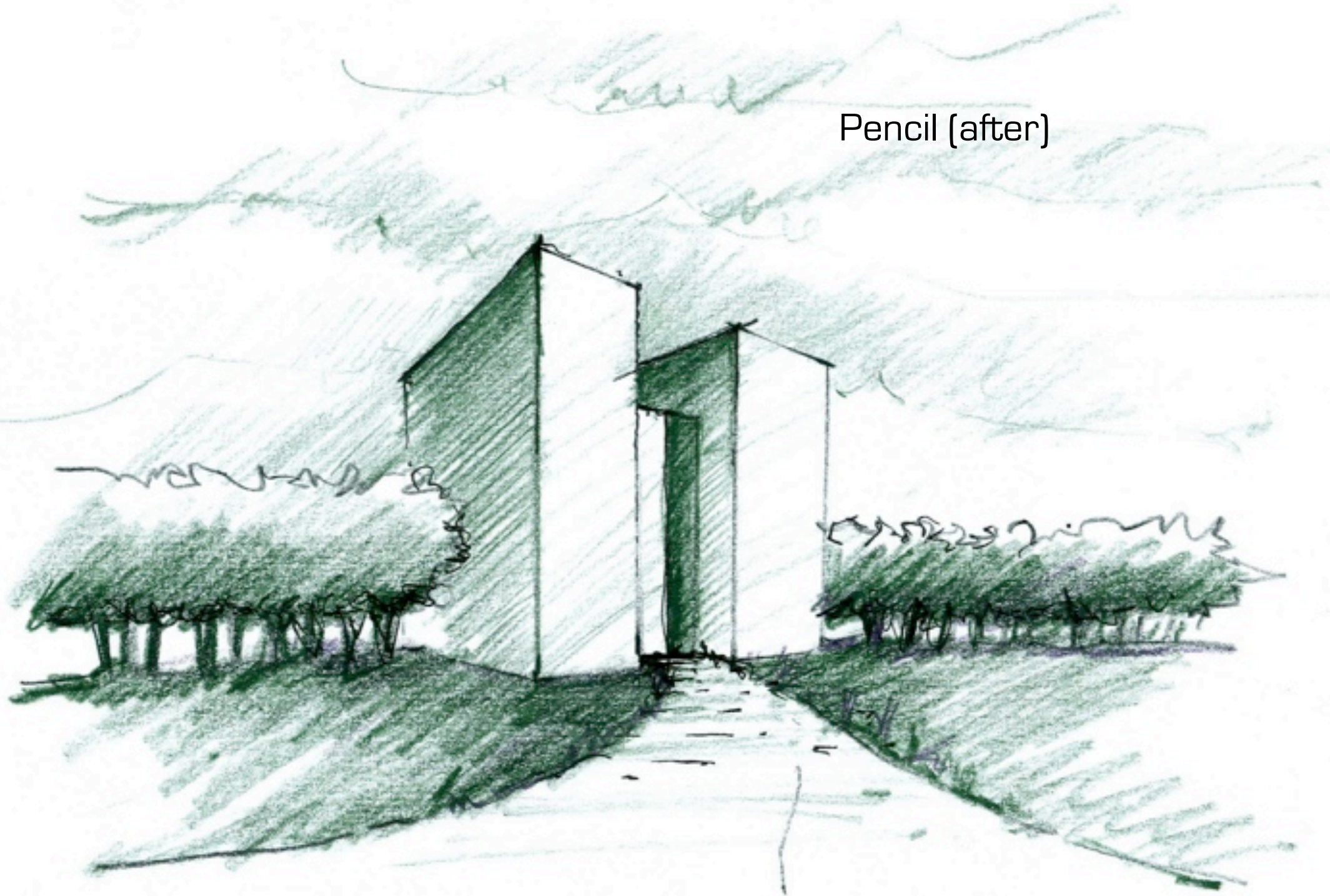
Jay Moscardini

420 Rapid Viz
(based on Mike Lin Graphic Workshop)

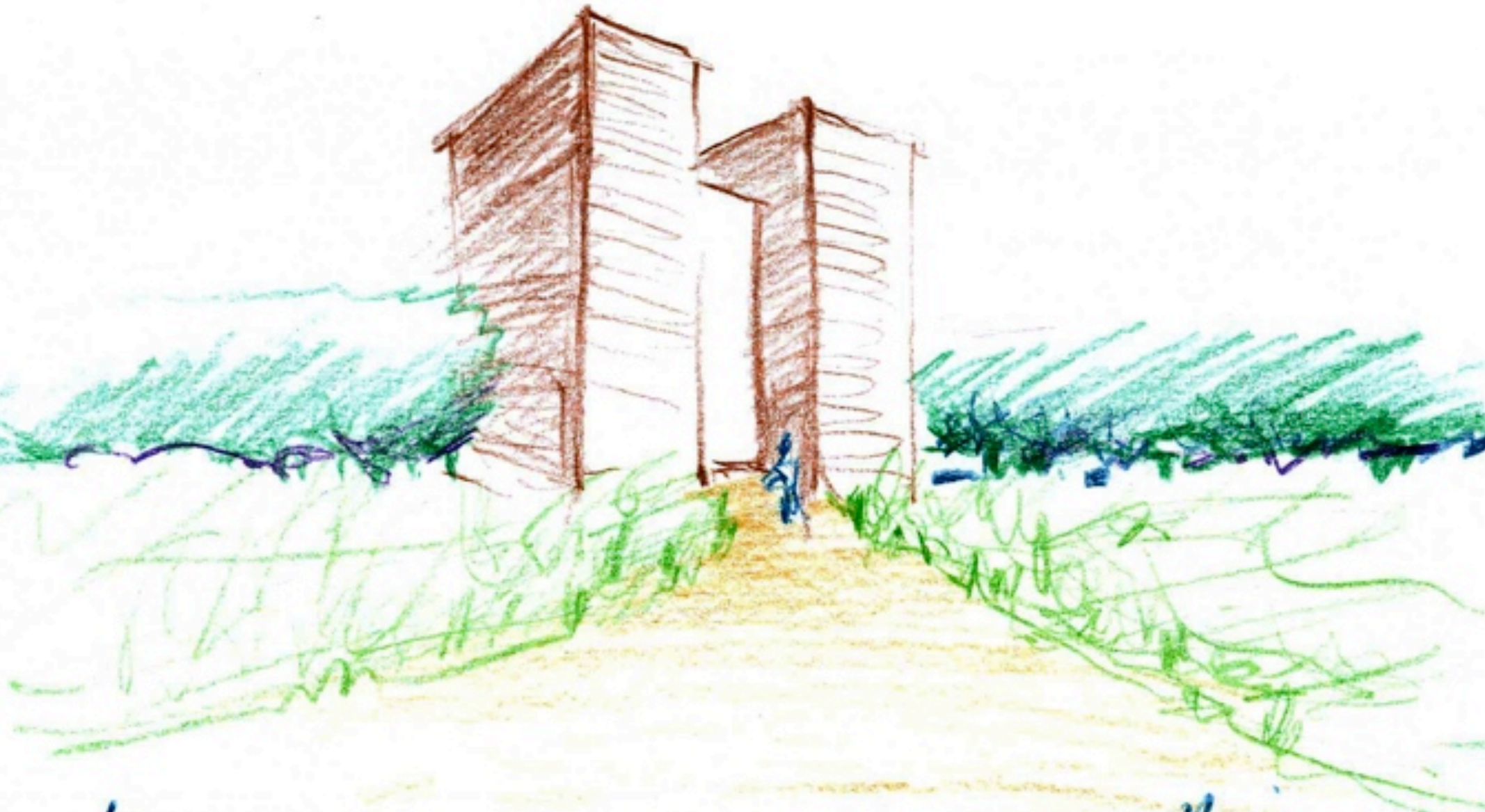
Pencil (before)



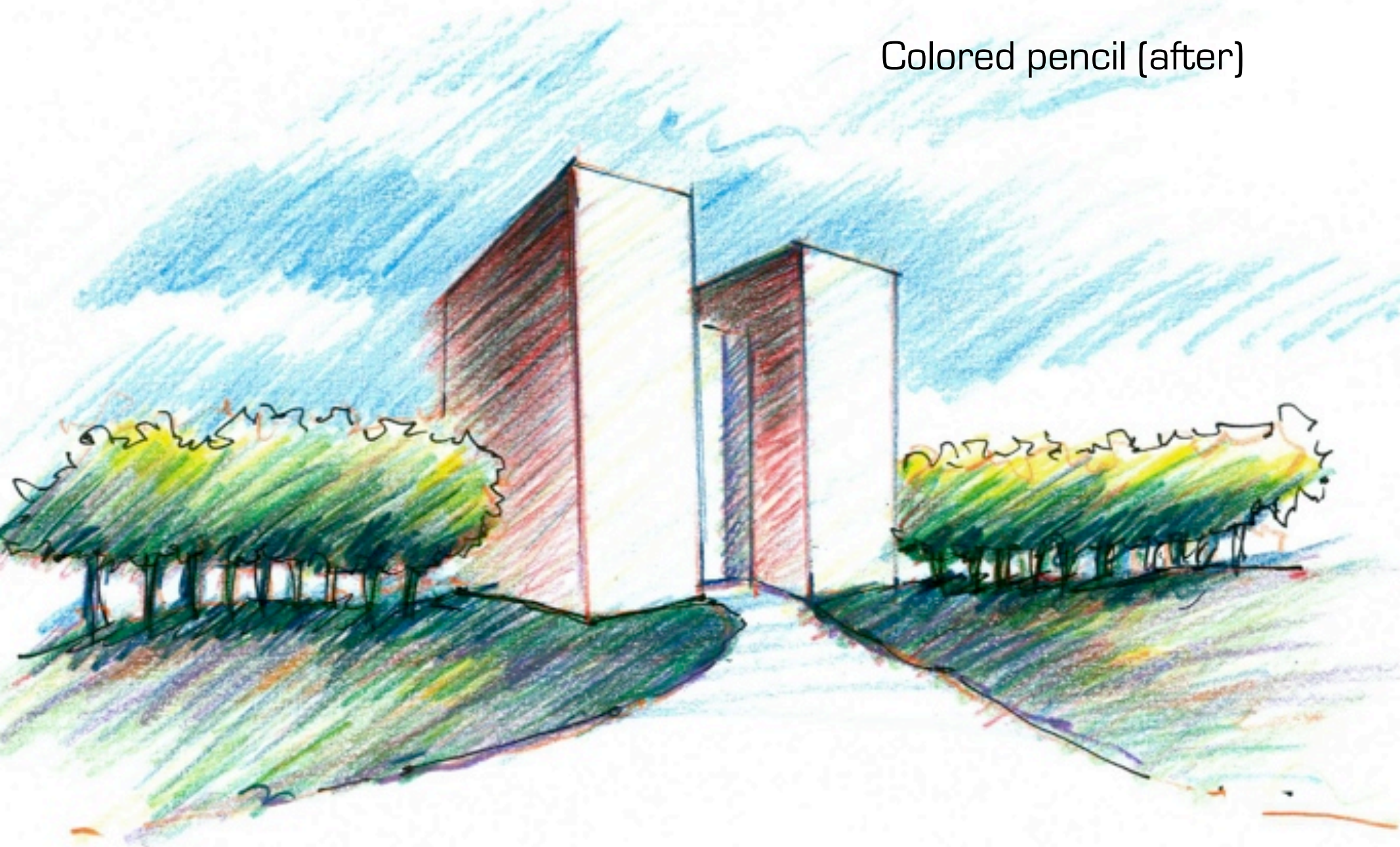
Pencil (after)



Colored pencil (before)



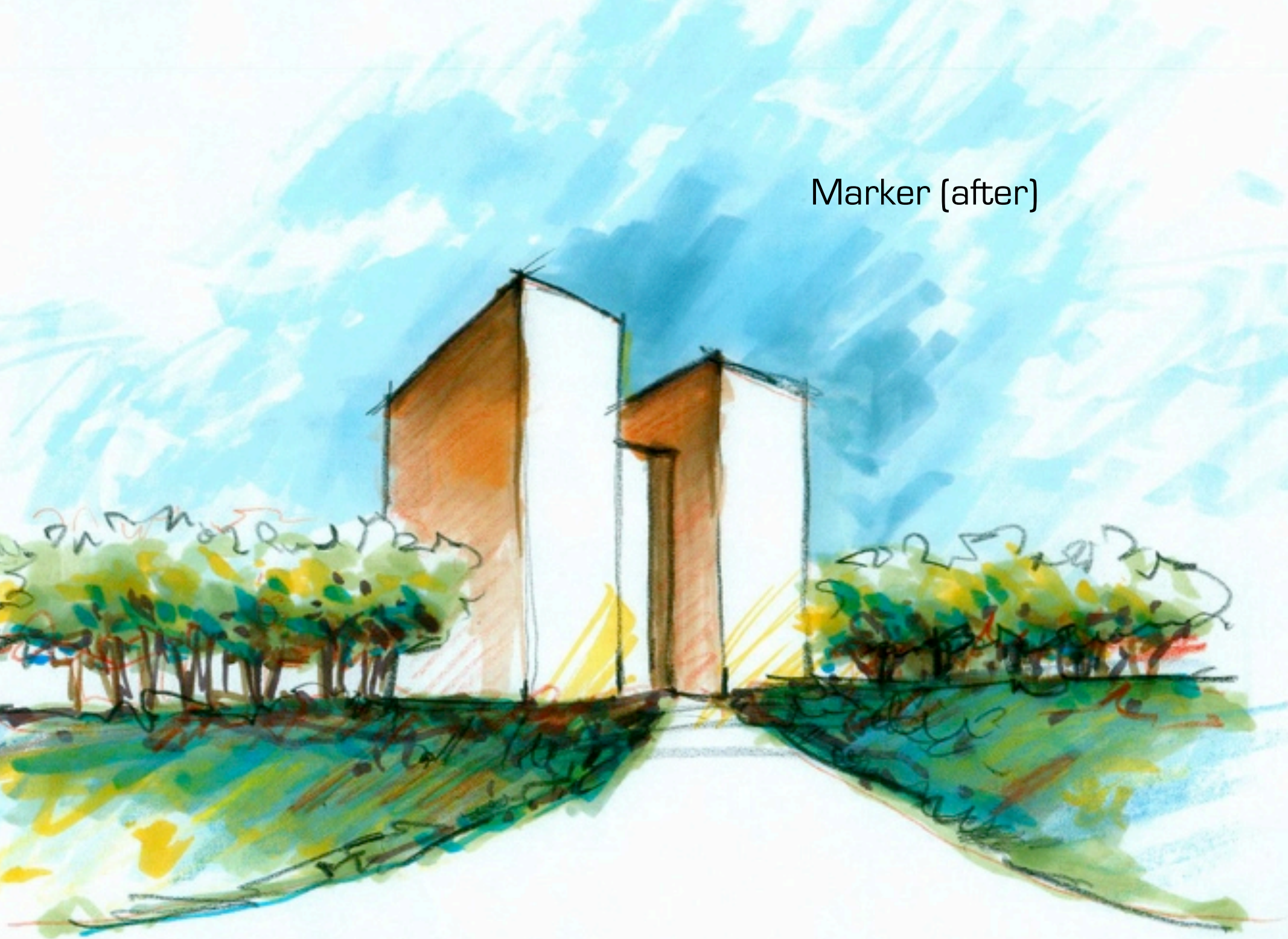
Colored pencil (after)



Marker (before)



Marker (after)



523

Information Design 1

Information Design

How

- index
- user interface
 - abstraction
 - symbols
 - models
- representation
 - aesthetics
 - graphic design
- visualization
 - composition
 - clarity
- hierarchy
 - processing
 - filtering

Types

- navigation
- lists
- system
- diagram
 - timeline
 - map
- charts
 - cartography
 - graph
- details
- instruction
- network

Qualities

- flow
- contrast
- compelling
 - persuasive
- harmony
 - unity
- efficient
- exact
- unique

What

- framework
- information
 - data
 - research
 - analytics
 - reference
 - statistics
 - knowledge
- structure
 - relationships

Intention

- usability
 - organization
- memory
- experience
 - need
 - psychological
- user
 - culture
 - message
 - language
 - comprehension
- communication
- understanding
 - interpret
 - intuitive

1. Piece Goods	460.5	473.0	478.1	3.8	1.1
2. Domestics and Draperies	413.2	412.3	394.3	-4.6	-4.4
3. Women's and Children's Shoes	679.0	706.7	701.6	3.3	-0.7
4. Men's Shoes	915.7	929.3	930.2	1.6	0.1
5. Infants' Wear	579.8	580.0	578.0	-0.3	-0.3
6. Women's Underwear	599.1	625.8	641.0	7.0	2.4
7. Women's Hosiery	375.6	375.8	396.5	5.6	5.5
8. Women's and Girls' Accessories	563.0	640.2	619.5	10.0	-3.2
9. Women's Outerwear and Girls' Wear	360.0	377.5	361.4	0.4	-4.3
10. Men's Clothing	541.1	527.4	533.1	-1.5	1.1
11. Men's Furnishings	587.1	574.5	581.8	-0.9	1.3
12. Boys' Clothing and Furnishings	416.0	427.9	390.9	-6.0	-8.6
13. Jewelry	1003.5	1006.2	1009.4	0.6	0.3
14. Notions	847.6	856.1	871.7	2.8	1.8
15. Toilet Articles and Drugs	1041.3	1050.3	1044.8	0.3	-0.5
16. Furniture and Bedding	594.6	573.8	551.3	-7.3	-3.9
17. Floor Coverings	621.3	610.6	609.3	-1.9	-0.2
18. Housewares	686.2	674.1	666.0	-2.9	-1.2
19. Major Appliances	214.5	205.0	205.4	-4.2	0.2
20. Radio and Television	27.4	25.6	24.2	-11.7	-5.5
21. Recreation and Education ¹	77.0	75.7	73.8	-4.2	-2.5
22. Home Improvements ¹	158.7	155.0	155.0	-2.3	0.0
23. Automotive Accessories ¹	135.8	135.7	137.7	1.4	1.5
1-15. Soft Goods	567.8	577.4	571.2	0.6	-1.1
16-20. Durable Goods	364.8	353.7	347.8	-4.7	-1.7
21-23. Miscellaneous Goods ¹	99.3	98.0	97.2	-2.1	-0.8
Store Total ²	500.2	502.6	496.8	-0.7	-1.2

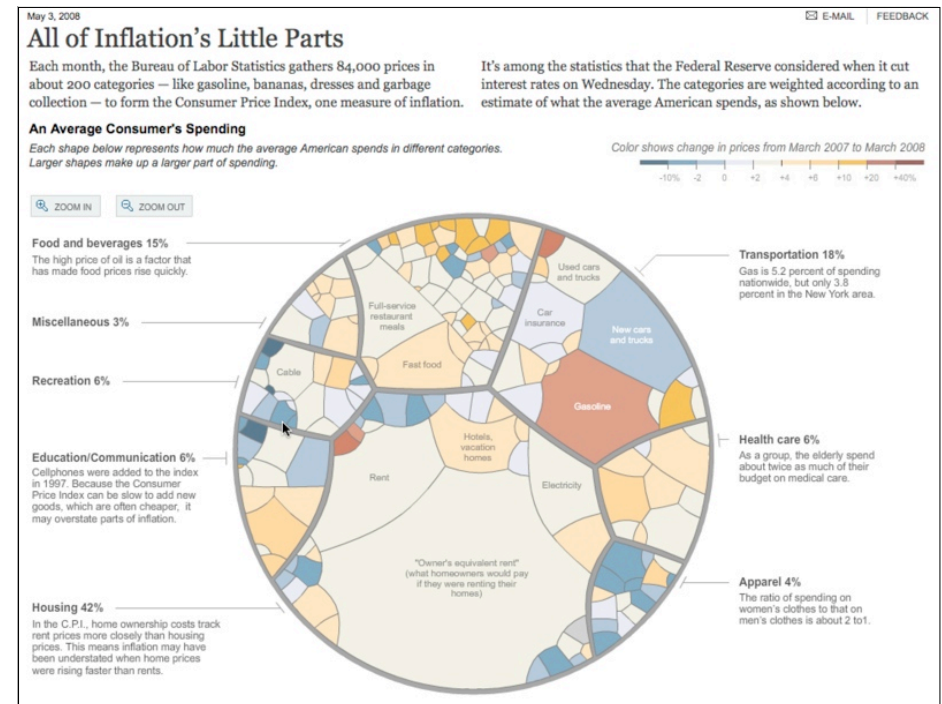
Data set (numbers) in



Data set "meat grinder"

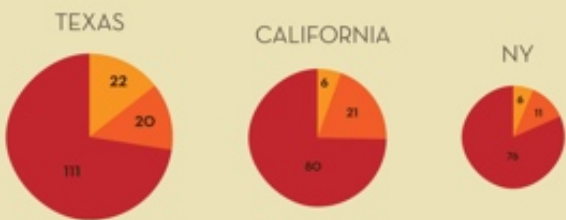
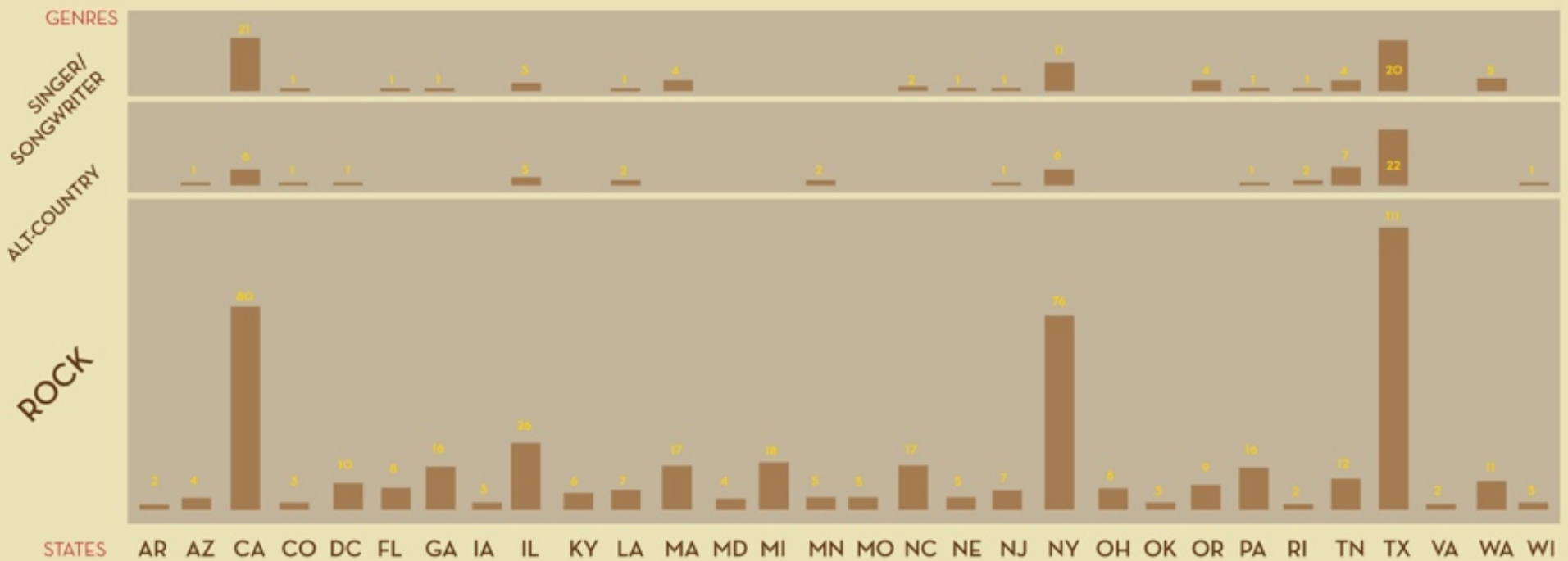
>>> All of inflation's little parts

Voronoi tree map by Amanda Cox for The New York Times



Data visualization (graph) out

SXSW BANDS BY GENRES AND STATE ORIGINS



The three states that many of the bands called home

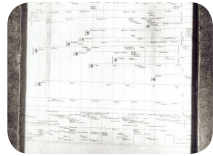


SOUTH BY SOUTHWEST
MUSIC CONFERENCE
& FESTIVAL 2007

DAI 523 Information • Data and Text Visualization Types
Gritchelle Fallesgon • 10/19/09 • Pino Trogu

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 Barbeau-Dubourg** in **1753**



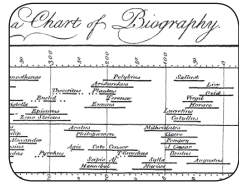
Charles Joseph Minard's *Carte figurative de pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813*. Among the finest of Minard's graphical works, this chart plots the catastrophic loss of men in relation to place, time, and temperature during Napoleon's march to Moscow.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



The final installment of **H.G. Wells'** bi-weekly periodical, *Outline of History* includes a comprehensive timeline that comprehensively depicts events from 1,000 BC to the present day. **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.



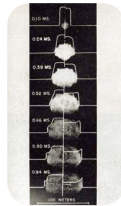
1889

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

Statistics

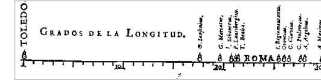
A meta-science (or meta-language) for dealing with data collection, analysis, and interpretation, drawing conclusions based on data and estimating the present or predicting the future.

sta-tis-tics

A set of numbers which represent facts or measurements.



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



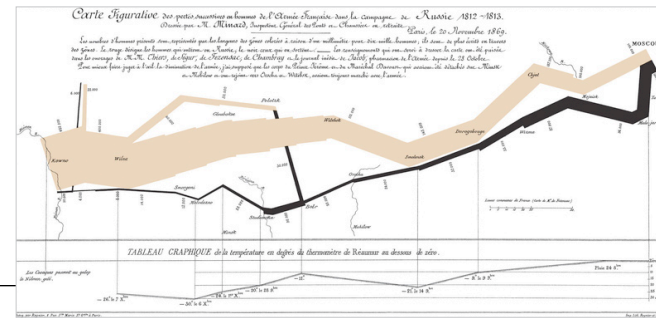
Longitude. Michael F. Langren, 1644



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 invented four types of diagrams: in 1786 the line graph and bar chart of economic data, and in 1801 the pie chart and circle graph.

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 displays several variables in a single two-dimensional image:

- the army's location & direction
- the declining size of the army
- the low temperatures



Flow Map Charles J. Minard, 1869

05

RAY & CHARLES EAMES

Information Design Through Films & Exhibitions



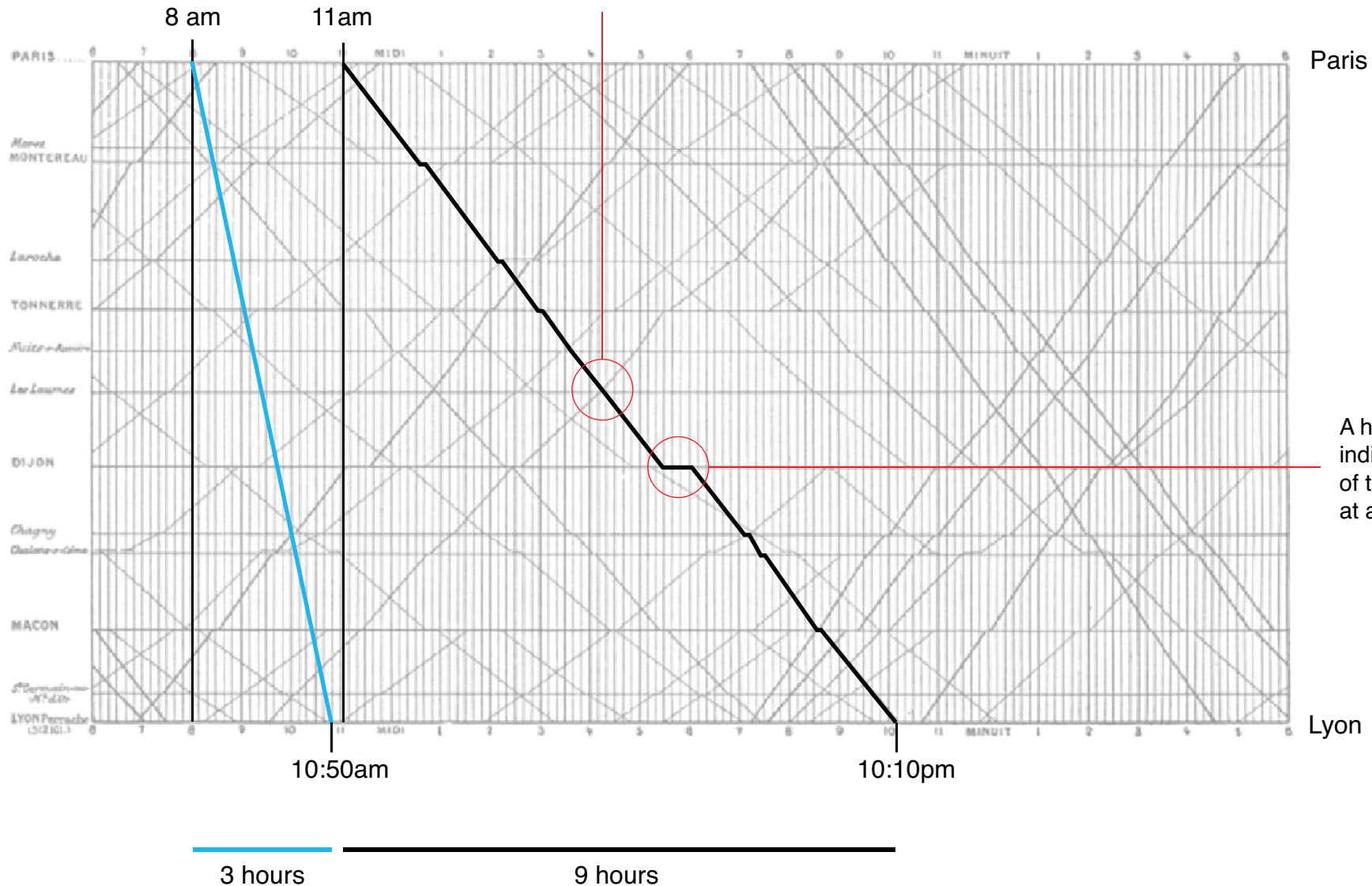
DESIGN DUO, RAY AND CHARLES EAMES are most often known for their iconic mid-century modern furniture designs for Herman Miller: the Eames Lounge Chair and Eames Lounge Chair Wood. What most people do not realize is that the Eames, were more than furniture designers, they were photographers, architects,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

Gritchelle Fallesgon




Graphical train schedule – Paris-Lyon, 1885

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



BASEBALL


basic rules & game play



BASEBALL IS A GAME PLAYED BY TWO TEAMS OF 9 PLAYERS EACH, UNDER DIRECTION OF A MANAGER, PLAYED ON AN ENCLOSED FIELD, UNDER JURISDICTION OF ONE OR MORE UMPIRES.

The objective of each team is to win by scoring more runs than the opponent. The winner of the game shall be that team which shall have scored, in accordance with these rules, the greater number of runs at the conclusion of a regulation game.

DEFENSIVE POSITIONS



SCORING RUNS

A RUN is scored when a batter or base runner advances around the bases and returns to home plate.

AN INNING

Consists of three parts: top, middle, and bottom. Each part consists of a half-inning for each team.

FOUL BALL

A ball that is batted into the field of play and is not a fair ball.

BATTING ORDER

The order in which the players bat is determined by the manager.

SACRIFICE FLY

A fly ball hit to the outfield that allows a runner to advance to the next base.

FORCE PLAY

A play where a runner is forced to advance to the next base because the batter has reached base.

HOME RUN

A home run is scored when a batter hits a fair ball that allows him to score.

DOUBLE PLAY

A play where a batter hits a ball that results in two outs.

PITCHING

The pitcher is the player who throws the ball to the batter.

BASE ON BALLS

A base on ball is awarded when the pitcher throws four balls without striking the batter.

STRIKE OUT

A strike out is recorded when a batter strikes three times without getting on base.

STEALING


A steal is recorded when a runner advances a base without the aid of a hit or error.

THE STRIKE ZONE

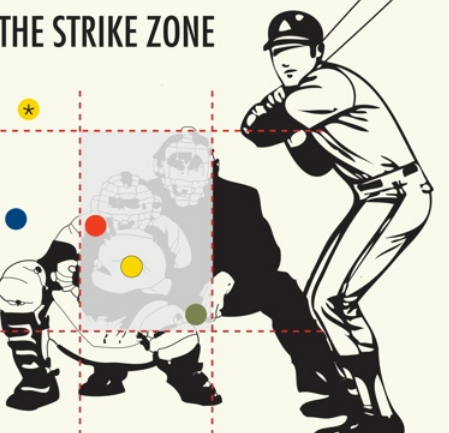
The area in front of home plate where the pitcher is required to pitch.

BASEBALL FACIAL HAIR

variations & styles



THE STRIKE ZONE



GROUND RULE BUNTING DOUBLE

A bunt that results in a double.

THE COUNT

The number of strikes and balls recorded during an at-bat.

INFIELD FLY RULE


A rule that prevents a double play on an infield fly.

DIMENSIONS

The distances between bases and from home plate to the outfield.

AMERICAN CIVIL WAR 1861-1865

MAJOR EVENTS LEADING TO THE CIVIL WAR



PEOPLE OF IMPORTANCE

Abraham Lincoln

18th President of the United States, led the Union to victory.

Jefferson Davis

President of the Confederate States of America.


Ulysses S. Grant

General of the Union Army, eventually won the war.

Robert E. Lee

General of the Confederate Army, one of the best military leaders.

UNITED STATES OF AMERICA 1860



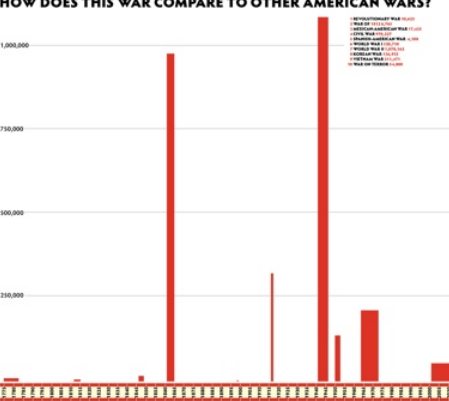
CASUALTIES

Category	Union	Confederate
COMBAT DEATHS	110,270	110,270
OTHER DEATHS	174,000	348,458
WOUNDED	1,177,000	1,174,175
TOTAL	1,770,000	1,713,324

DEADLIEST BATTLES

Battle	Union and Confederate Killed, Wounded, Missing, Captured (Total)
GETTYSBURG	51,113
CHANCELLORVILLE	30,099
SPOTTSYLVANIA	17,100
BATTLE OF PETERSBURG	16,134
WILMINGTON	16,064
BATTLE OF SHILOH	16,311
BATTLE OF BURNING OVER	16,046
BATTLE OF FORT DONELSON	11,653

HOW DOES THIS WAR COMPARE TO OTHER AMERICAN WARS?



WAR BETWEEN THE STATES A COUNTRY DIVIDED

Derek Fletcher

Mary Hickox

How legitimate is our ELECTORAL COLLEGE?

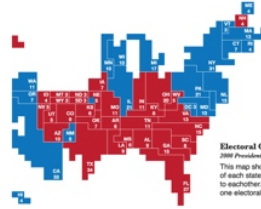
2000 Bush / Gore

What is the Electoral College?

Americans elect the President and Vice-president through a method of indirect popular election. However, votes actually count towards a group of electors who pledge to vote for a specific candidate when the Electoral College meets in December. The "Electoral College" is the unofficial term coined in the 1800s for the group of citizens selected by the people to cast votes for President and Vice President.

The presidential/vice-presidential pair who wins the popular vote in any given state receives all of the state's number of Electoral College votes. In the end, the winner of the race is the candidate who receives a majority (270) of the 538 Electoral College votes.

*The exceptions are Maine and Nebraska, where a proportional method for allocating votes is used.



Electoral College Cartogram 2000 Presidential Election
This map shows the proportional weight of each state's electoral votes in relation to each other. Each square represents one electoral vote for each state.

Popular Vote

GORE 50,999,897
BUSH 50,456,002

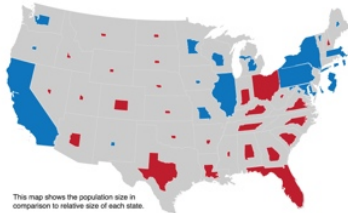
This shows the total number of votes by all Americans in the 2000 Presidential Election. If we search for the Electoral College AI Gore would have won the presidency.

Electoral Vote



Presidential Candidates need at least 270 of the 538 Electoral Votes to become elected President.

Population Scale



This map shows the population size in comparison to relative size of each state.

How does that work?

Although Gore won the popular vote, Bush won the presidency. This is because of the disproportionate scale of each state's population combined with their number of electoral college members. Each state receives one elector from the Senate and two from the House of Representatives; the additional electoral college members are elected through a means of population size.

Vote's Worth

Because of the 3 free votes given to each state, the number of votes per elector is weighted unevenly giving states like Wyoming a greater pull on the election.



Average Vote Per Elector

GORE 191,728.94
BUSH 186,184.51

Wyoming's vote counts as 1.00

California's vote counts as .45

Electoral College Summary

The Electoral College is why we have odd circumstances as seen in the 2000 Presidential Election where George W. Bush won the presidency although he lost the popular vote to Al Gore. Bush took all the small states, having a greater weight, to swing the election in his favor.

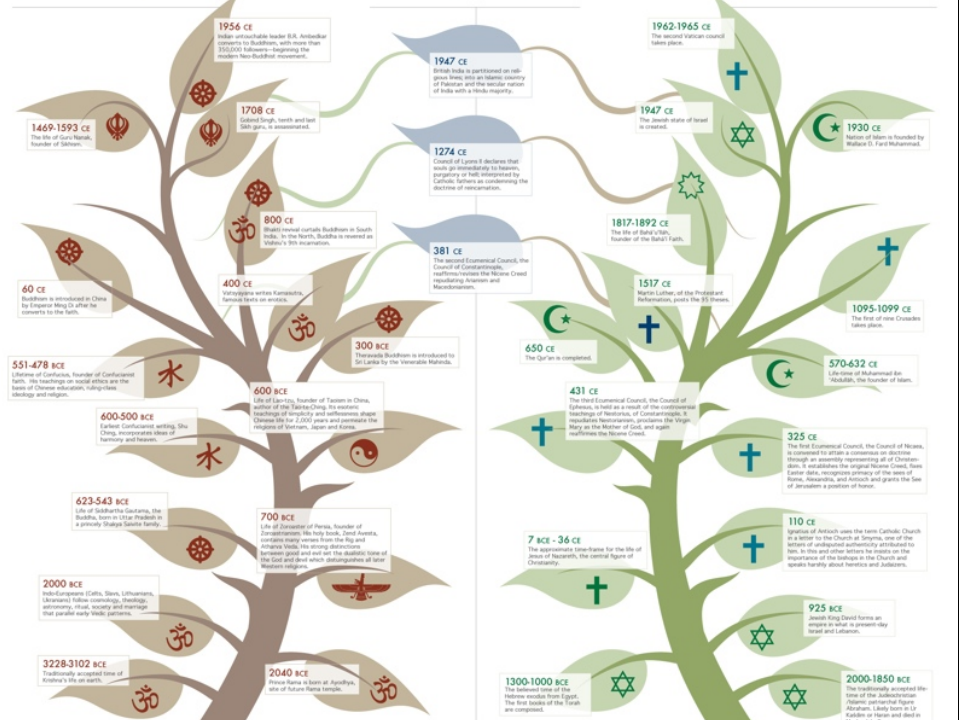
Compare the size of the states in the Population map above with the Vote's Worth map to the right get a real feeling for how some of our small states can make a big difference in the outcome of the elections.

MAJOR WORLD RELIGIONS

EASTERN RELIGIONS

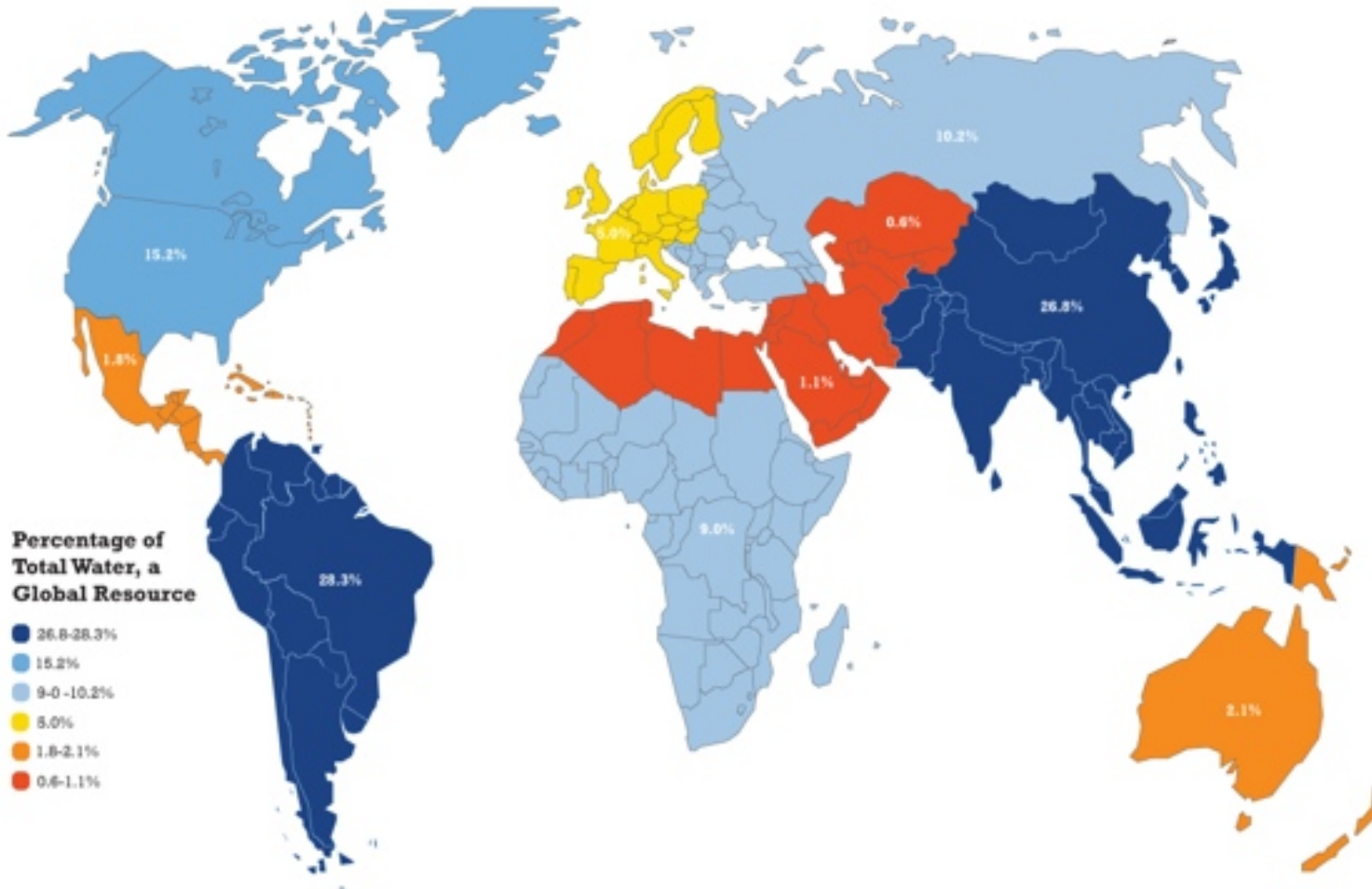
CONNECTIONS

ABRAHAMIC RELIGIONS



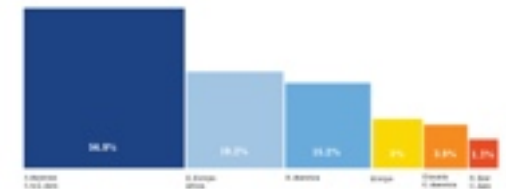
HINDUISM	ZOROSTRIANISM	BUDDHISM	CONFUCIANISM	TAOISM	SIKHISM	JUDAISM	CHRISTIANITY	CATHOLICISM	ISLAM	PROTESTANTISM	BAHAIISM
Date of Origin 1500 BCE	Date of Origin 600 BCE	Date of Origin 500 BCE	Date of Origin 500 BCE	Date of Origin 600 BCE	Date of Origin 1500 CE	Date of Origin 1200 BCE	Date of Origin 30 CE	Date of Origin 30 CE	Date of Origin 600 CE	Date of Origin 1517 CE	Date of Origin 1850 CE
Place of Origin India (Vedic India)	Place of Origin Iran	Place of Origin India (Gautama Buddha)	Place of Origin China (Confucius)	Place of Origin China (Lao Tzu)	Place of Origin India (Guru Nanak)	Place of Origin Israel (Abraham)	Place of Origin Israel (Jesus)	Place of Origin Israel (Jesus)	Place of Origin Middle East (Muhammad)	Place of Origin Germany (Martin Luther)	Place of Origin Iran (Baha'u'llah)
Founder Hinduism	Founder Zoroaster	Founder Gautama Buddha	Founder Confucius	Founder Lao Tzu	Founder Guru Nanak	Founder Abraham	Founder Jesus	Founder Jesus	Founder Muhammad	Founder Martin Luther	Founder Baha'u'llah
Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer	Daily Prayer
Scripture Vedas, Upanishads	Scripture Avesta	Scripture Pali Canon	Scripture Four Books	Scripture Tao Te Ching	Scripture Guru Granth Sahib	Scripture Torah	Scripture New Testament	Scripture New Testament	Scripture Quran	Scripture 39 Books	Scripture Kitabo-Ahmad
Fate Heaven	Fate Heaven	Fate Nirvana	Fate Heaven	Fate Heaven	Fate Heaven	Fate Heaven	Fate Heaven	Fate Heaven	Fate Heaven	Fate Heaven	Fate Heaven
Followers Today 753 Million	Followers Today 205,000	Followers Today 325 Million	Followers Today 222 Million	Followers Today 221 Million	Followers Today 25 Million	Followers Today 14 Million	Followers Today 2.3 Billion	Followers Today 1.3 Billion	Followers Today 1.9 Billion	Followers Today 400 Million	Followers Today 6 Million

Water As a Global Resource



Water Scarcity A Growing Global Problem

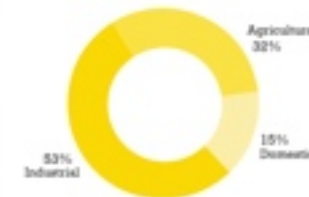
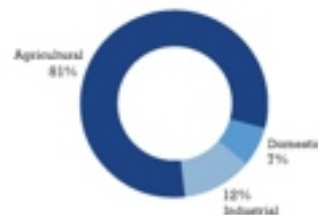
Since 1960 the world's population has doubled. With population growth comes the international need for water. According to the United Nations Environment Programme, more than half of the world's population will struggle with water shortages by 2030. Today rivers, lakes, and reservoirs are being fought over. Climate changes are melting glaciers and sea levels are rising, spoiling fresh water resources. The world is in a water crisis. While the population can help by reducing water use domestically, there can always be away to conserve more water.



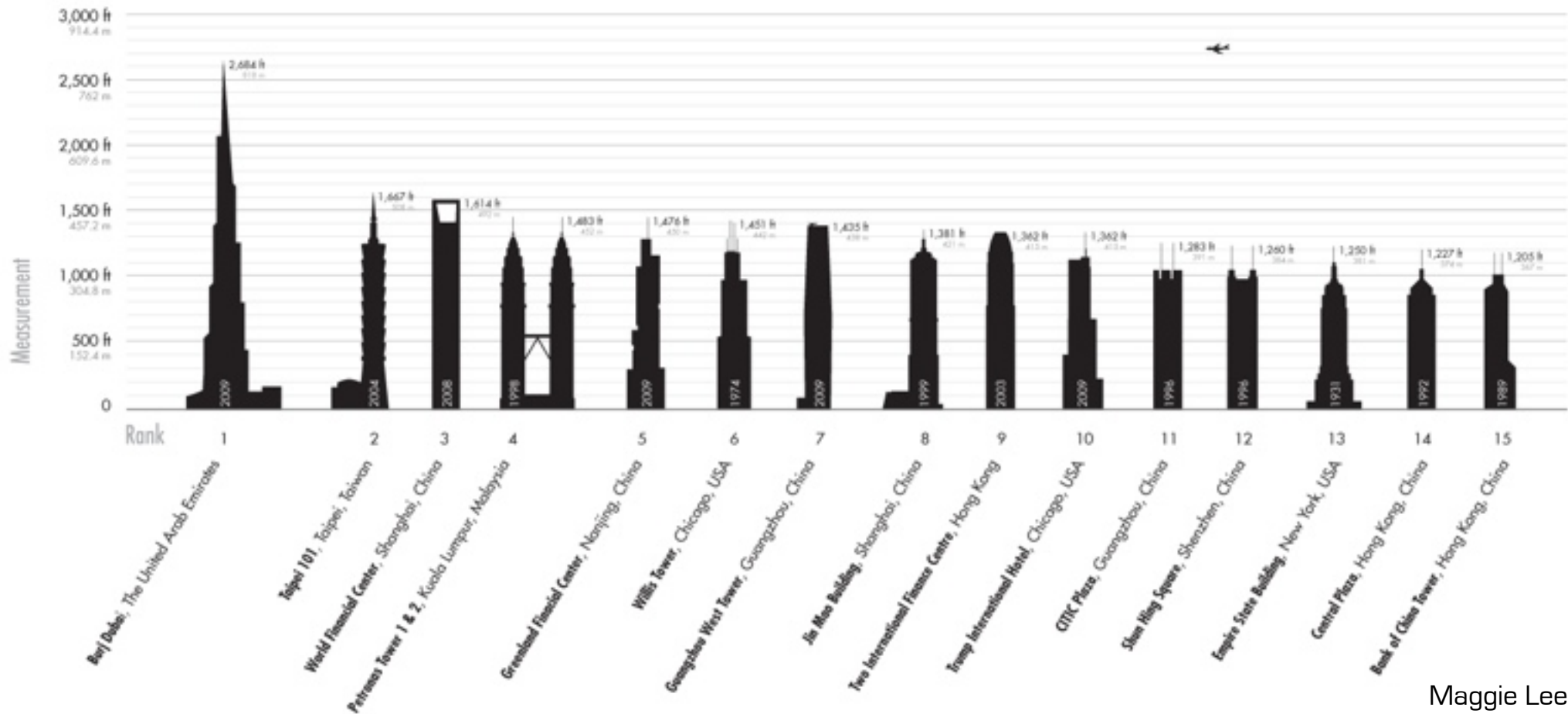
The visual map to the left shows the percentage of total water use in each region. While this is an effective visual, the size of the regions do not show the different percentage ratios. To compare ratios, the visual above shows the percentage of water used by a per-capita basis.

Water Use by Sector Agricultural, Domestic, and Industrial

Water use can be broken down into three main categories, water consumption domestically, industrially, and agriculturally. The Food and Agriculture Organization claims that 70 percent of world water goes to agriculture. Currently, countries considered low income are using most of their water agriculturally to provide food globally. These are also



World's Tallest Buildings 2009



Maggie Lee

Location Map

World Map: wikipedia.org



World's Tallest Building Criteria

Reference: skyscraper.com

Criteria for Inclusion on the List of 100 Tallest Buildings by the Council on Tall Buildings and Urban Habitat

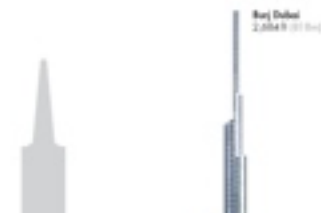
This data was gathered and/or supplied by members and representatives of the Council on Tall Buildings and Urban Habitat who represent world leaders in the field of the built

When does a building appear on the list?

When a building is "topped out"—the point of construction when the structure has met its proposed structural top (see height definition below)—the building is officially ranked and is placed on the list.

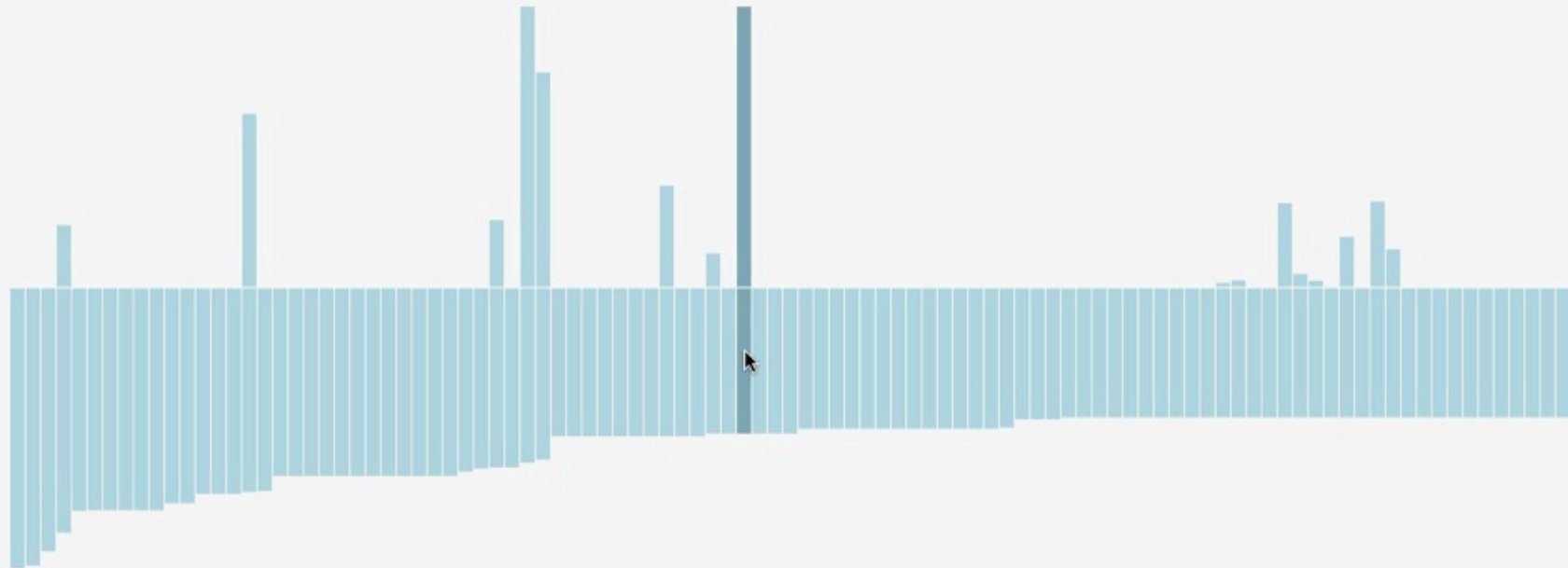
Rank

Ranking is determined by height to the structural top of the building (see above). If there is a tie, the building with the larger number of stories is ranked higher. If a tie still remains, the building that was completed first is ranked higher. If a tie would still



Jun Wang
Readers: 455
LinkedIn connections: 500
<http://www.linkedin.com/pub/jun-wang/3/9aa/98a>
BUT! There are 7 matching results from LinkedIn...

LinkedIn connections



Mendeley's readers

Authors of the most read papers in biology (from Mendeley). Visualization by Giorgio Caviglia, William Gunn and Pino Trogu for the [Data in Sight challenge](#)

[academia iceberg](http://academia.iceberg)

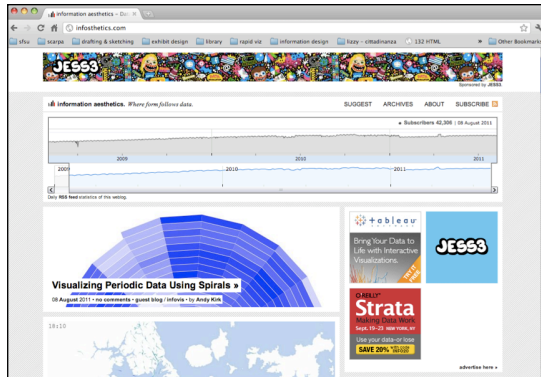
processing.org

[data in sight hackathon](#)

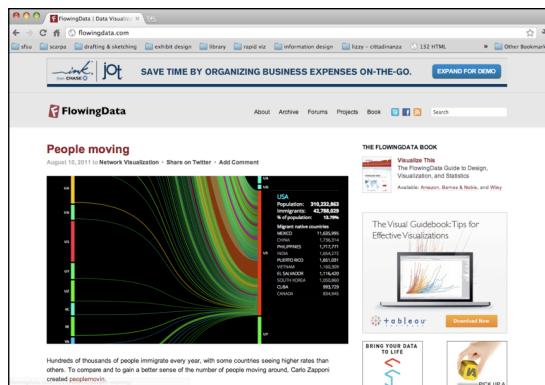
d3.js

Giorgio Caviglia, William Gunn, Pino Trogu

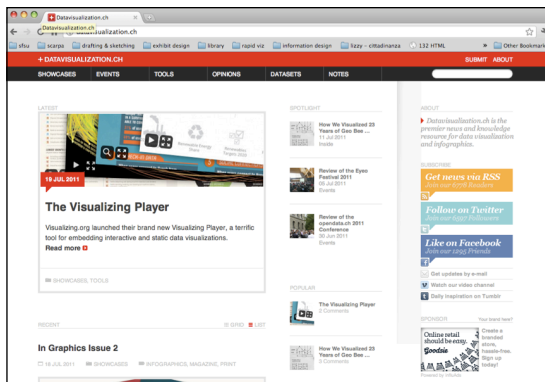
infosthetics.com



flowingdata.com

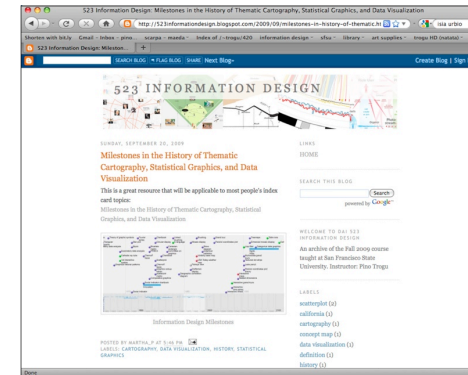


datavisualization.ch



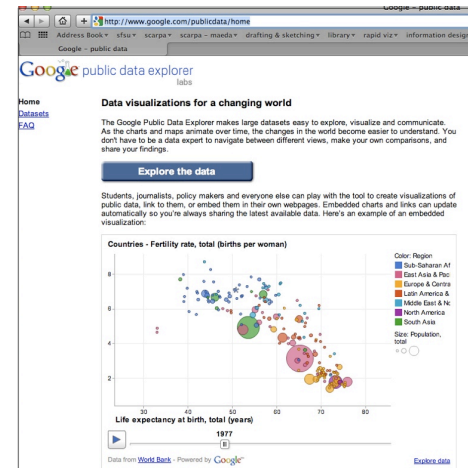
class blog:

523informationdesign.blogspot.com



Google public data explorer:

google.com/publicdata/home



524

Information Design 2: Exhibits



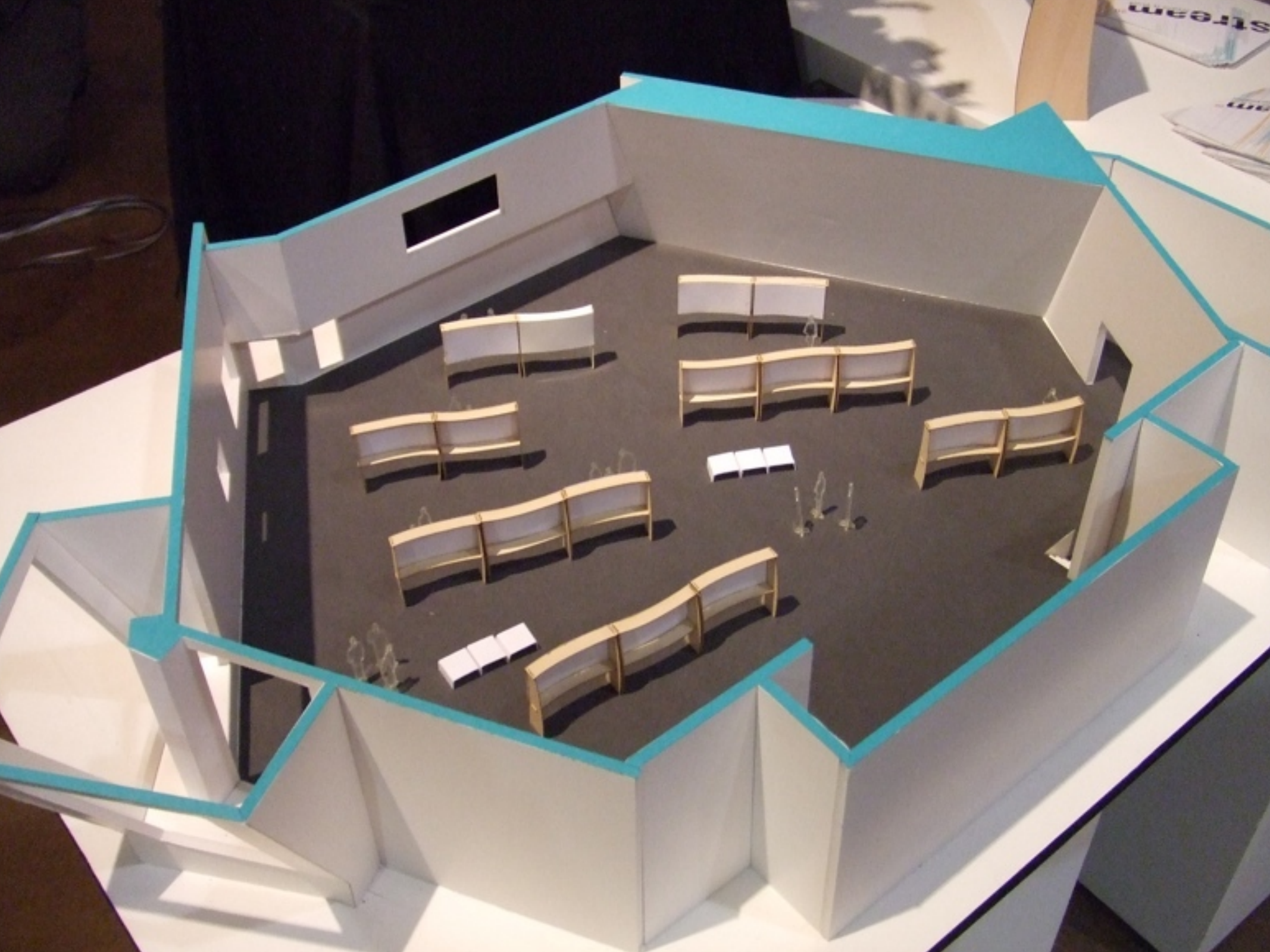
Stream²⁰

FLUIDITY IN DESIGN

FOR ENTRIES

ANNIVERSARY STUDENT EXHIBITION

Office FA121





dream

Various posters and informational cards displayed on a curved wooden structure.

Physical models of furniture, including a chair and a table, displayed on a white platform.

Photo gallery display featuring a grid of small images, possibly related to a project or event.

IMAGINE
TOUCH
FEEL

female: 2 gemin
seeks a fitting
name and talk live
in an

Live.
Learn.
Explore

Interactive display area with a screen and informational cards, including one labeled "COACH".

i n p u l s e

2010

THE RHYTHMS OF DESIGN





>>> In Pulse: The Rhythms of Design

Video presentation by Nancy Salcedo [on Youtube]

t h e

r h y t h m s

o f

d e s i g n





design is information



design is development



design is concept



design is research



design is technical



design is digital



design is human



design is music





Din pulse



REVERB

REVERB

REVERB



Reverb video by BECA students.





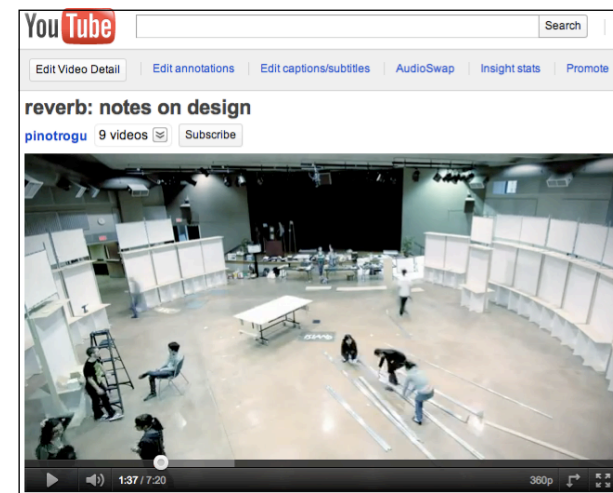


Photos: Kevin Funk

[Reverb trailer by Kevin Funk.](#)



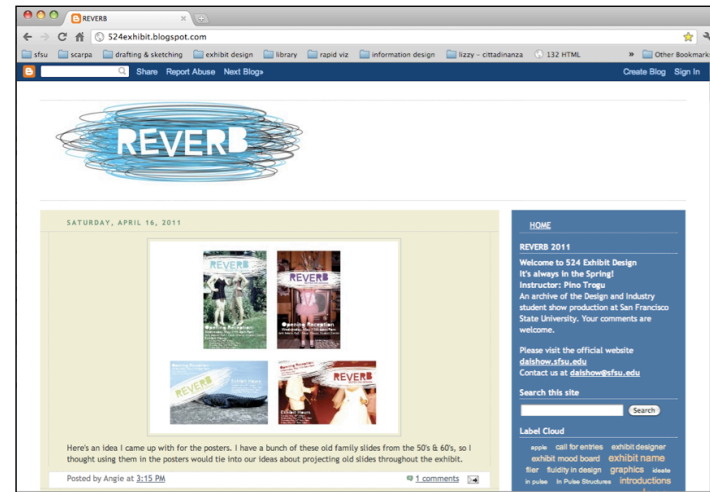
[Reverb time lapse video by Kevin Funk.](#)



[Reverb video by BECA students.](#)



[blog: 524exhibit.blogspot.com](#)



More stuff...

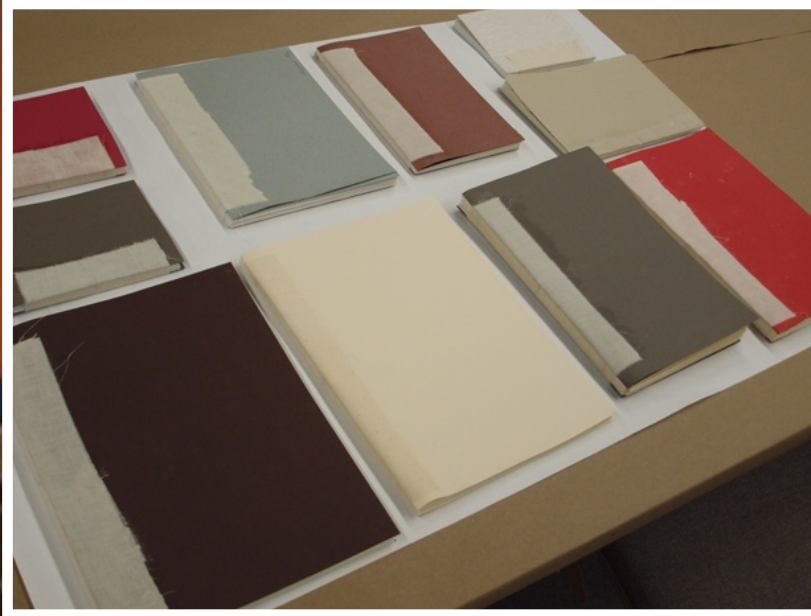


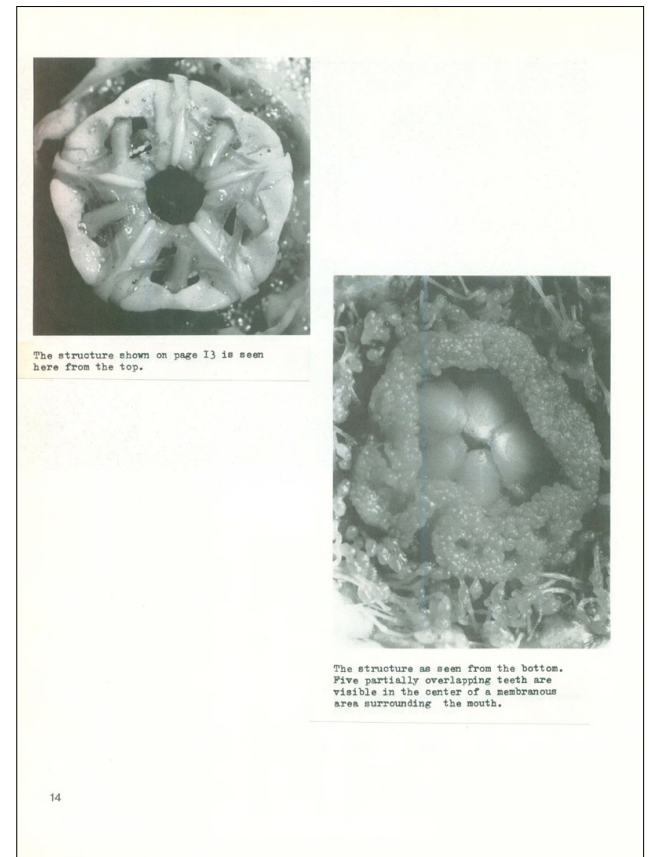
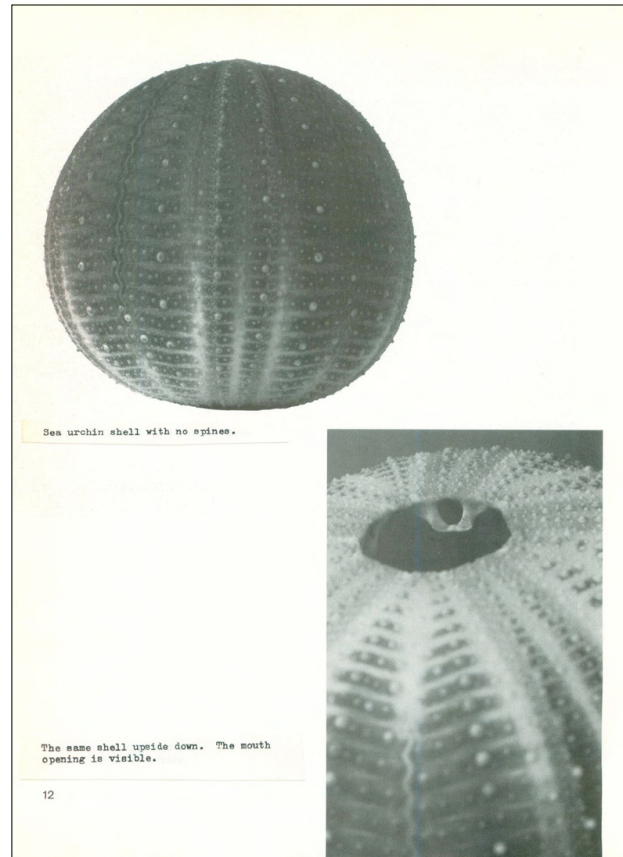
Photography workshop



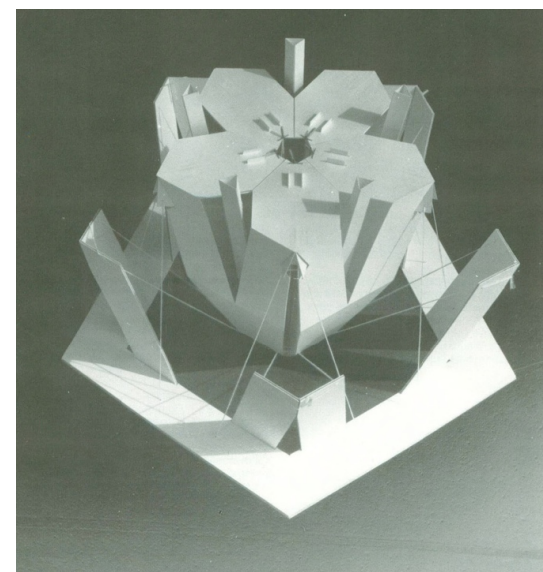
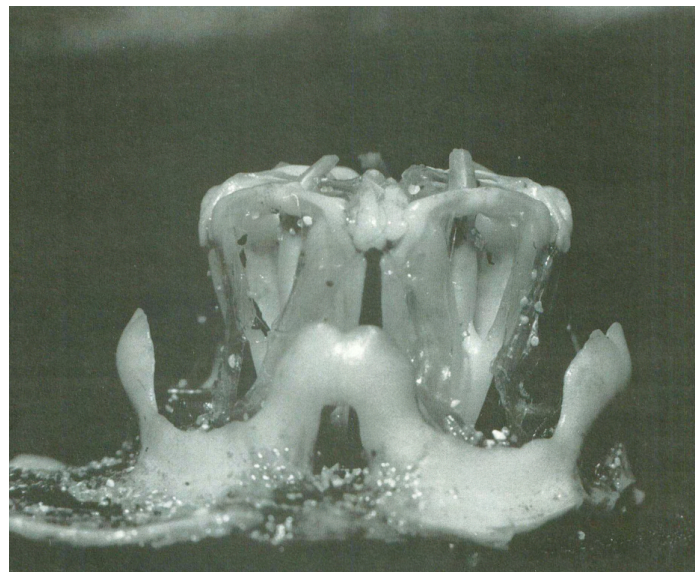


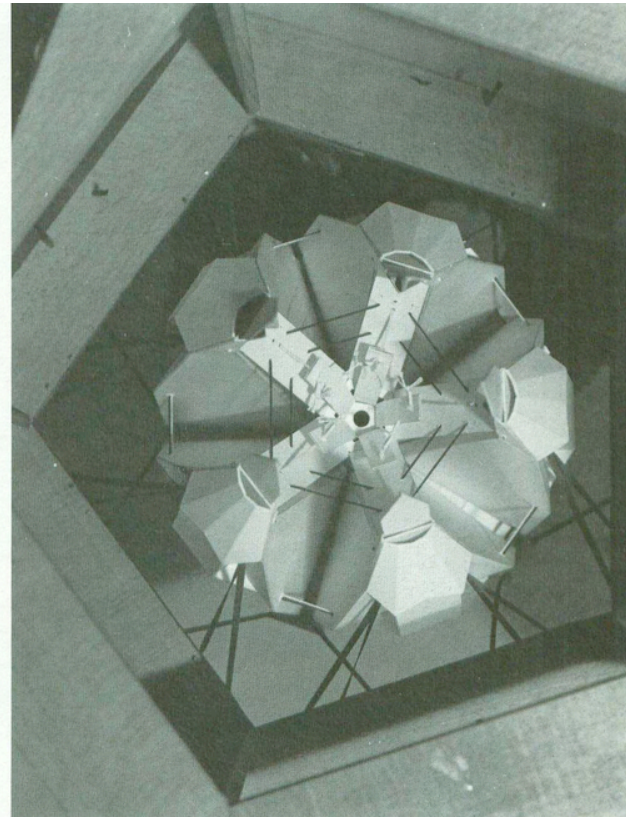
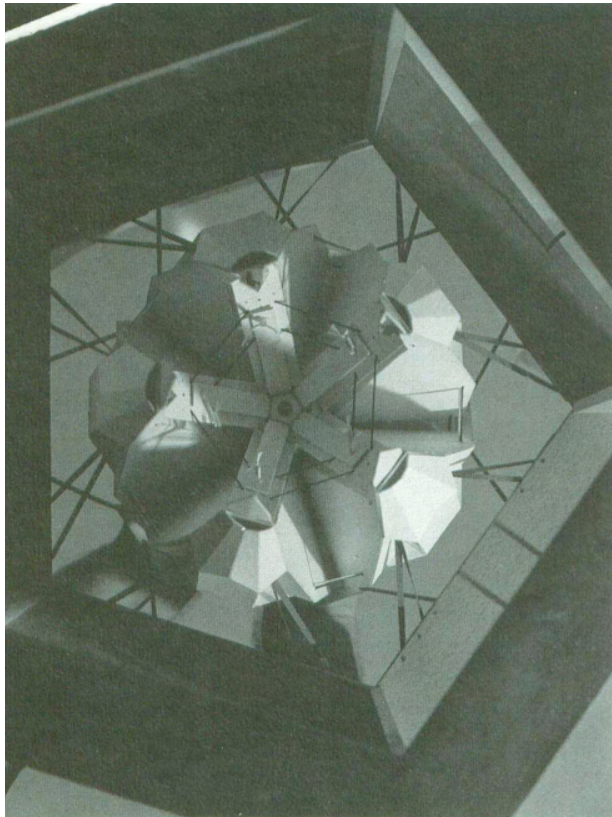
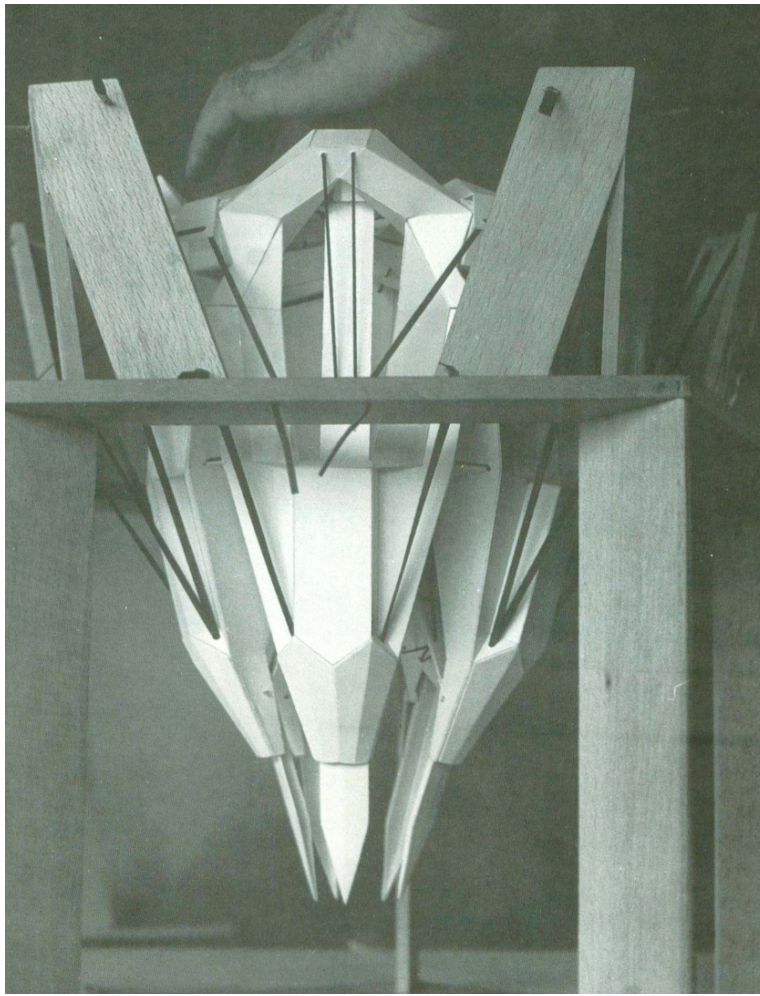
Letterpress
& bookbinding

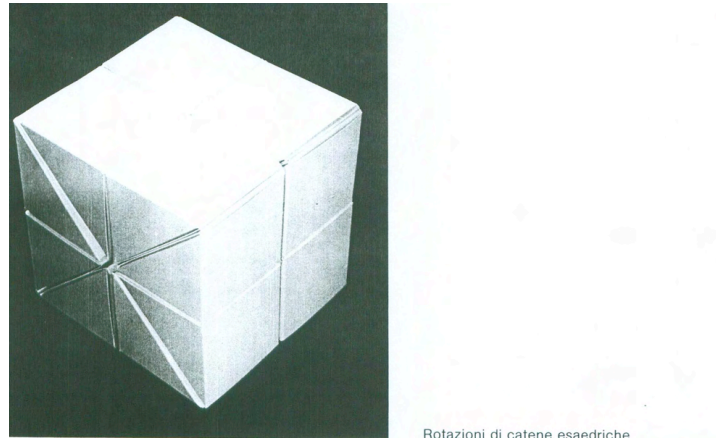




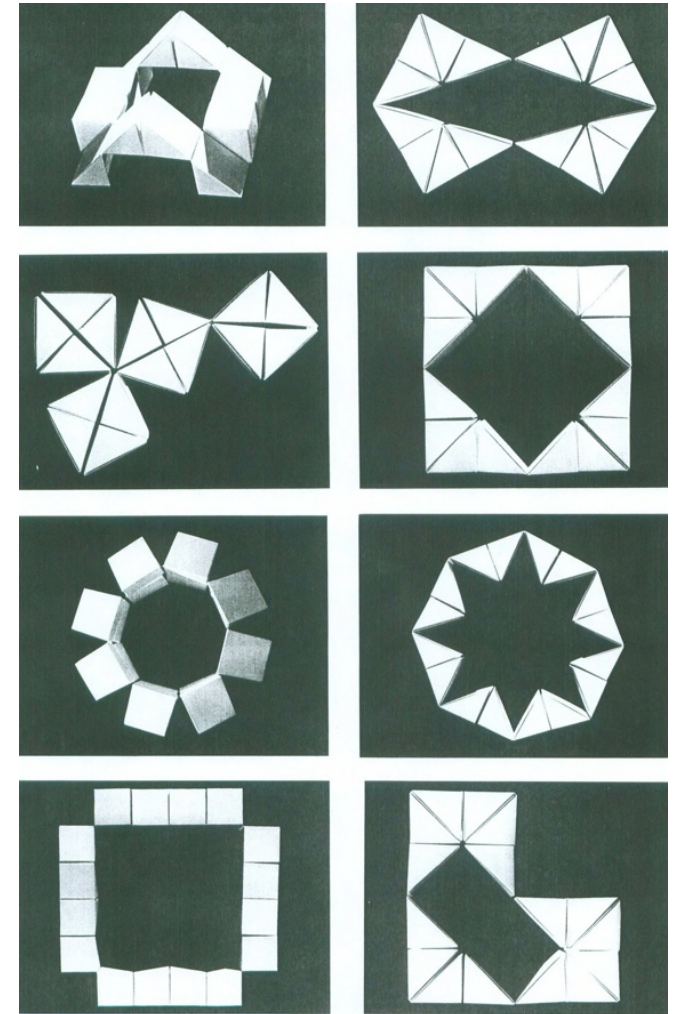
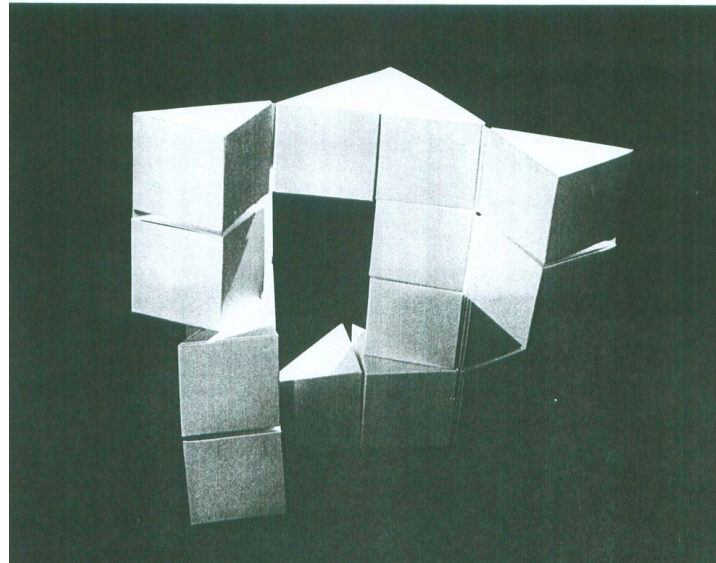
Translations:
Bionic models



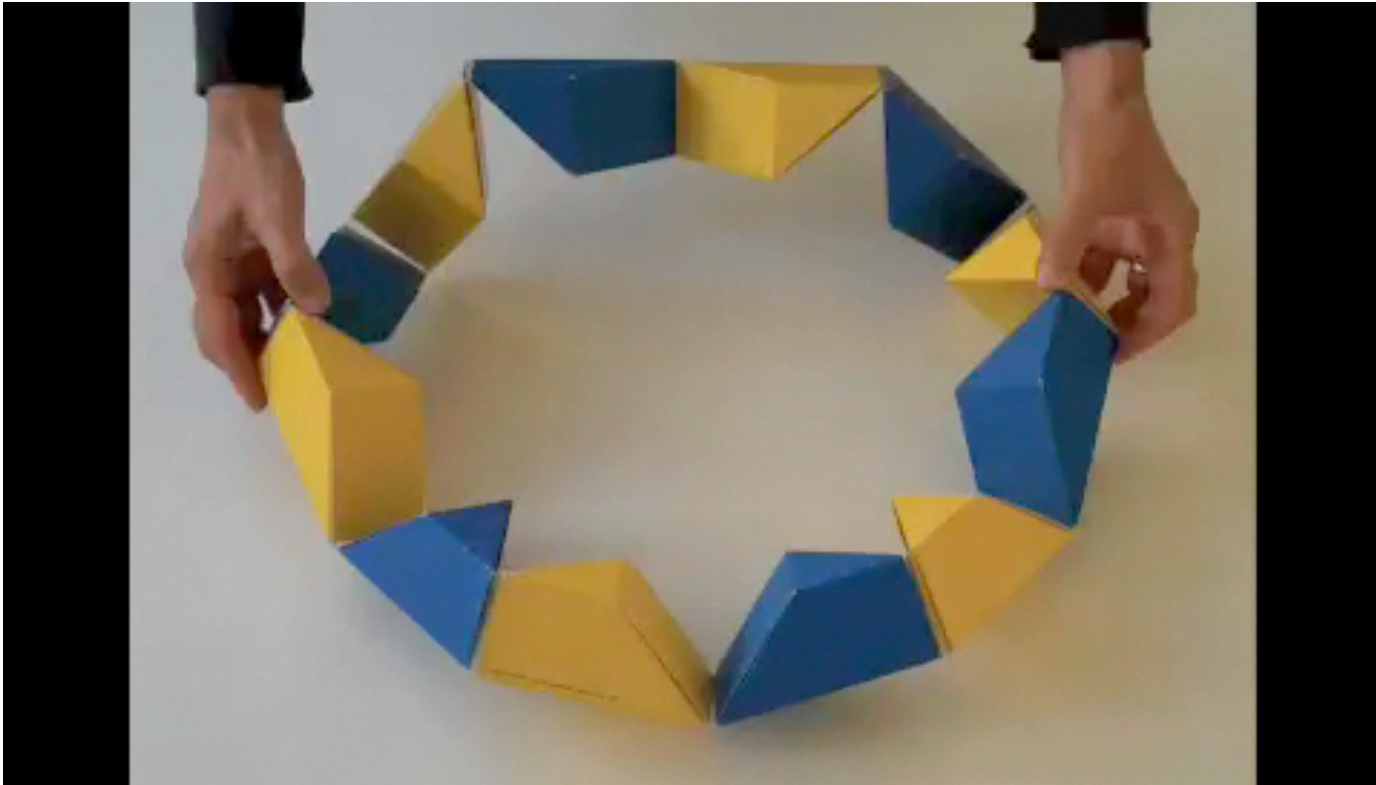




Rotazioni di catene esaedriche.



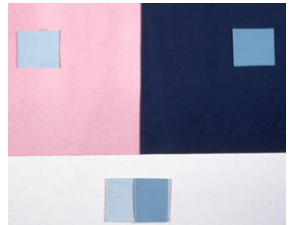
Translations:
Geometry models



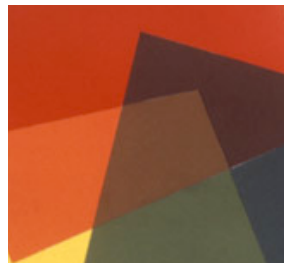


- Letterpress, typography & bookbinding
- Basic design - foundation
- Color theory
- Semiotics

[go HOME](#)



- Design criticism
- Span across disciplines
- 2D, 3D, motion graphics, web design
- Computers and pencils



- Hand-eye connection
- How to teach drawing in the age of computer
(by doing, by building, by showing)
- 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)

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