

CalArts Graduate Seminar Fall 06: MFA 1

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Map Project

Louise Sandhaus and Lorraine Wild

4 weeks

We organize information on maps in order to see our knowledge in a new way. As a result, maps suggest explanations; and while explanations reassure us, they also inspire us to ask more questions, consider other possibilities.

– Peter Turchi, Maps of the Imagination

Design a map of graphic design **now**. (Not historically! Not even a year ago).

Consider what constitutes the current field and practice of graphic design at this current moment and where it is going.

Consider

The lay of the land.

How big or small it is.

And what it is part of.

It's cities and town. The boroughs and counties.

Are there country roads or highways that connect various areas?

Or perhaps it's a family.

A big family. With lots of brother and sisters.

Are there aunts and uncles? Tons of cousins?

How are they related?

Consider an appropriate metaphor for your map.

The finished form can be either print or screen.

Week 1: November 30

Present pencil sketches of 4 alternative approaches to the design/content (not the style). Do the following readings (as well as your own research about where graphic design now and where it may be going):

1. The Bathing Ape Has No Clothes (and other notes on the distinction between style and design) by Adam Greenfield

It can be found at: <http://www.alistapart.com/articles/bathingape>

2. Schools of Thoughts III: Conference description

3. "Metaphor, Or The Map" and "Projections and Conventions" from Maps of the Imagination by Peter Turchi

4. "Introduction," You are Here by Katherine Harmon

5. "Where/Abouts" from Janet Abrams and Peter Hall, eds. Else/Where: Mapping

Check out:

Designs for Thinking: <http://www.mapthemind.com/thinkingmaps/themaps/tree/index.html>

Wikipedia on Metaphors

Week 2: December 7

Design Development

Week 3: December 14

Finish

