

10.14.2014

### **Hybrid Practice: A Primer**

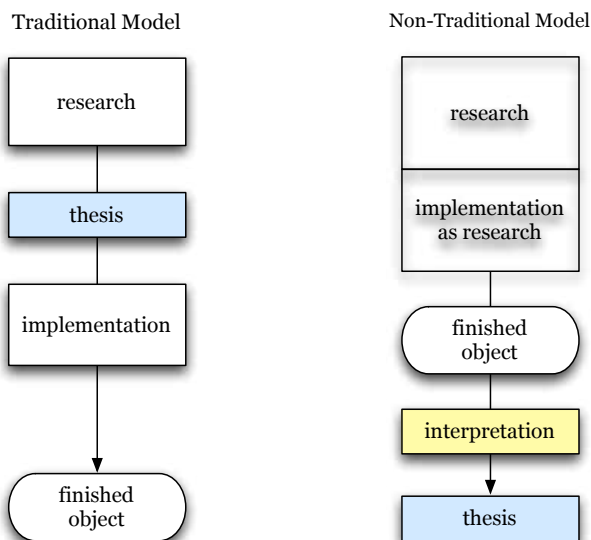
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You will be investigating non-traditional design process (**figure 1**). You will be asked to produce a 24"x36" poster from collaged imagery. The goal is to produce an "interpretive object." An interpretive object is a thing capable of sustaining "interpretation." Put as simply as possible, in traditional design process it is important to establish an "idea" prior to making (**see thesis in figure 1 below**). We will be rejecting this model and instead exploring non-traditional design process (**column two below**). In this project we will be using the process of making to explore and establish our "idea." Only after completion and critique of your work, should you come to an understanding of what your "idea" actually is. In contrast to traditional design process, the "idea" for your work will be fully formed only **after** the work is complete.

### **Production Method**

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1. Identify a childhood passion as the theme for your project.
2. Select a random topic from the "Editors Choice Banner" which resides at top of the CNN website. Or select a random "Trending Topic" on Twitter.
3. Produce (draw, photograph, sculpt or illustrate) "charged" imagery relating to your theme and to the random "trending topic."
4. The goal is to produce numerous images that can serve as material for collage.
5. Collage charged imagery together to form a cohesive poster based image.
6. Find a good Haiku poem. Use Oulipo N+7 formula to produce a new text.
7. Use the new N+7 Haiku as your textual element.



**Figure 1.**



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### Concerning Charged Imagery

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One of the primary goals of this project is to become sensitized to the notion of “charged” imagery. You are being asked to produce imagery for your poster that is semiotically loaded. Images that are violent, sexualized, erotic or graphic in nature can be understood as “charged.” The goal is not necessarily to pick the low hanging fruit of sexualized images. Beauty, subtlety, and refinement can also be understood as components that produce charged imagery. In the simplest terms possible, charged imagery evokes a response in the viewer. The viewers’ response may take any number of forms from anger, empathy, desire, sorrow, joy, laughter. **When developing the source imagery from which you will collage your final poster, focus on producing images that evoke a response in the viewer.**

### Language

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Select a compelling Haiku Poem (the Google can help here). Apply the Oulipo N+7 formula to the Haiku. Use the Result as the text of your poster.

For instructions on Oulipo N+7 see: <http://www.poets.org/poetsorg/text/poetic-techniques-oulipe>

### Laymans’ Explanation of the Project

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As a Graphic Designer you have been trained to think logically. You’ve been trained to work systematically, and in most cases you have separated the process of making from the process of thinking. In most cases you **“come up with your idea, before you make your piece.”** We aren’t going to do this. We are going to **think through making.** Produce a poster around your selected childhood theme and your random (CNN) subject. Please use the automatic N+7 writing formula to produce text for your poster. Collage imagery together with little care for **“what this means,”** simply strive for a compelling and charged image space. Let the process of collage determine your “idea.” Strive to produce a poster capable of sustaining interpretation. We will attempt to interpret the work upon my arrival.

We will discuss and elaborate on these issues in class.

*Note: This project represents a radical simplification of one of the many processes I use with my students. While this brief leaves many of the difficult issues raised by this project unexplored, it’s best to think of it as a starting point, and a catalyst for deeper consideration.*

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