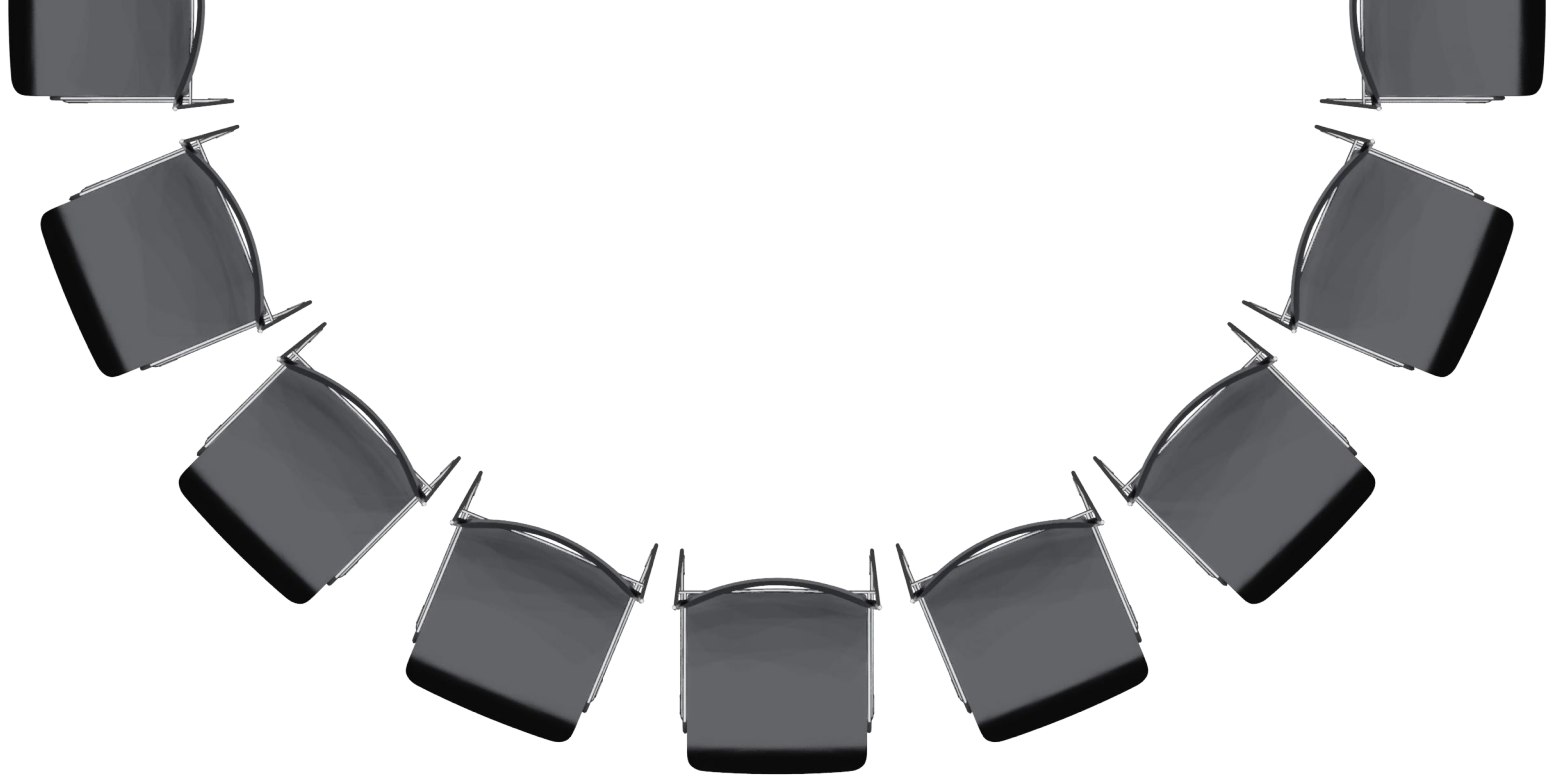A

Graphic Design

MFA Thesis Review
First Year

CRITIC:

STUDENT:

Please fill out
the following document.

Return by **end of day**
on May 17.

May 09

I just noticed that
US Letter is
almost the same as 4x3

4x3
is the default format
for a presentation
in Apple Keynote.

US Letter works well on phones,
it's less cinematic than 16x9
(given that you hold it upright)

it's also the other
            alternative to 4x3 in
            Apple Keynote

I realized that
I have been thinking
about formats a lot lately

about files formats like .key
                       .svg
                       .html
                       .indd
                       .pdf
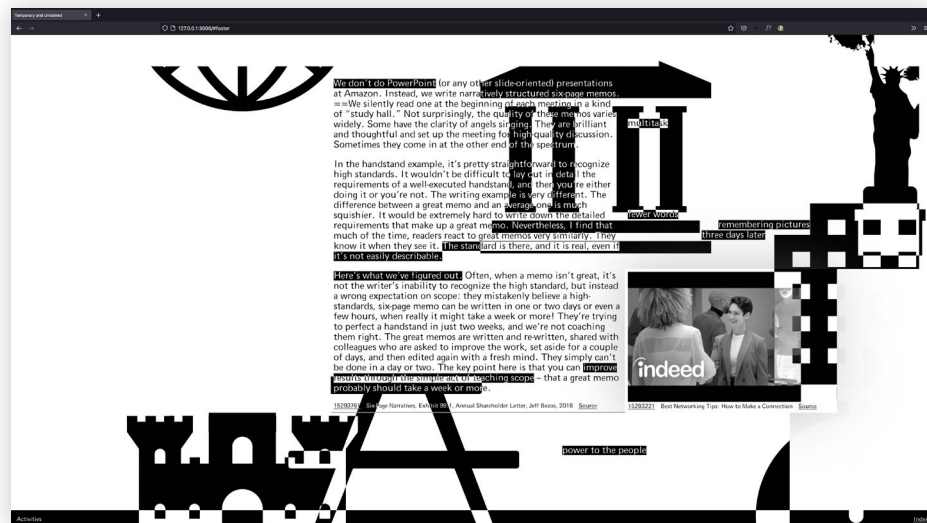
about the format
        of this presentation
        (silent)

about the format of
        presentations in general,
about how we use
        presentation software,
about how we gather around it,
about where all of this
        comes from

In the beginning of this year
                    (2022)
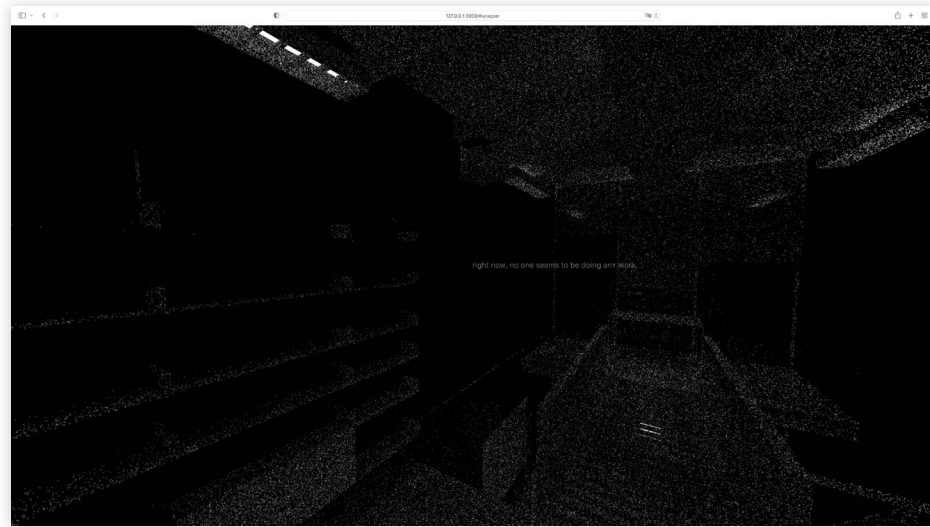I started working on:
two websites

one served as a prop
for an earlier version
of this performance

it is called
Temporary and Unnamed

the other is a an escape room
of sorts,

but without an escape

it is called Hot Desk

<u>Temporary and Unnamed</u>
organizes a collection of
material

through the sixteen categories
of the clip-art library
that ships with Apple Keynote

Temporary and Unnamed comes from wikipedia
and describes the way data is stored within
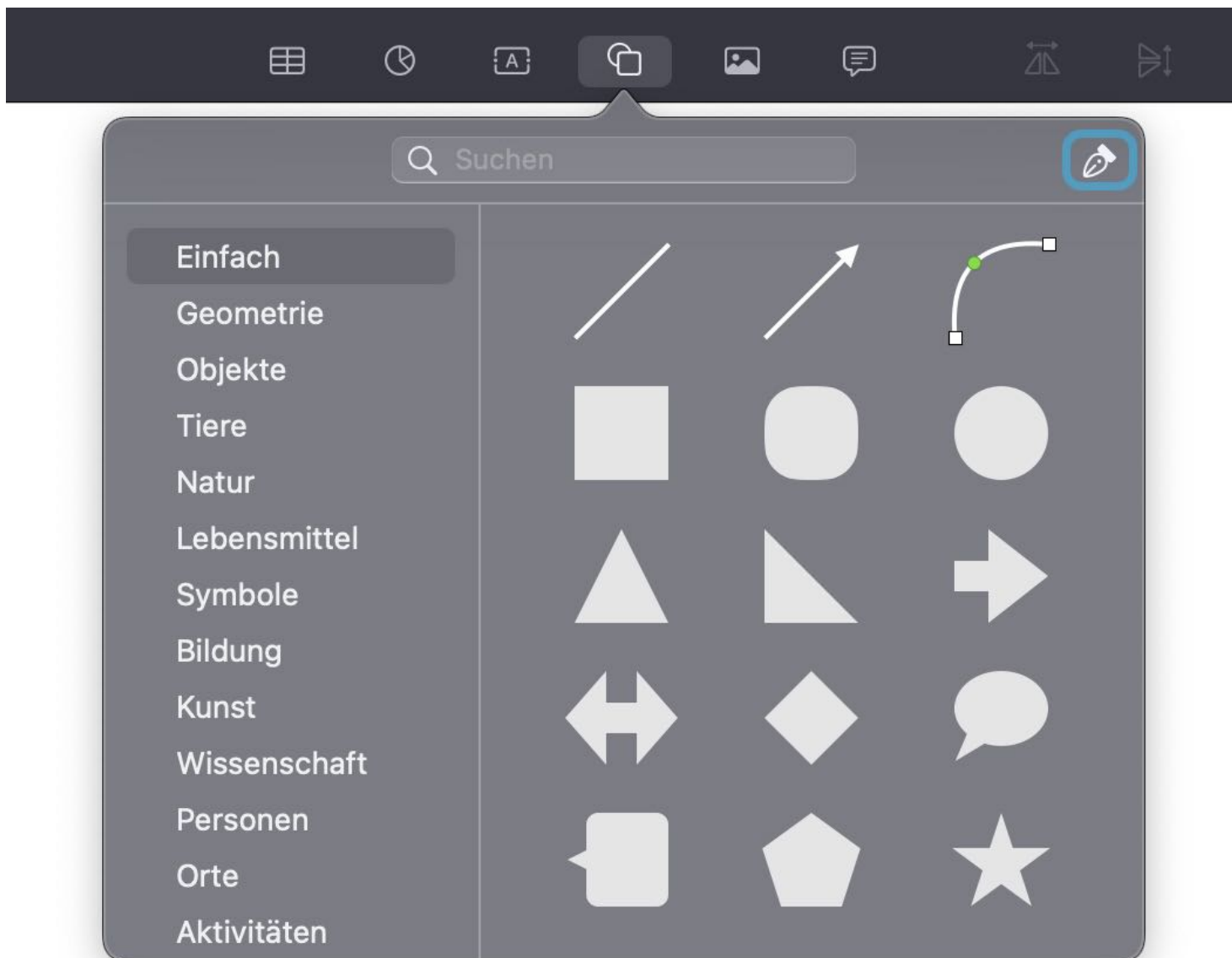the clipboard of a computer

In the earlier stages
of this project I talked a lot

about how
clipart and psychedelics
are used as a productivity tool
                in the office

clip-art serves as visual aid
in the infographics and
        diagrams of your deck

and psychedelics like LSD
are used to be more creative
at work

the icons in the shape-library
are arranged on a grid
in an effort to make things
more efficient

like acid tabs
on a piece of blotter paper

Einfach
Geometrie
Objekte
Tiere
Natur
Lebensmittel
Symbole
Bildung
Kunst
Wissenschaft
Personen
Orte
Aktivitäten

°020

You **drop** acid   and
you drag and **drop** clip-art
     from the shape-library
into your slide
information enters your body

     literally
and metaphorically
     digested

usually
administered orally

during a lecture or
     on a trip

Taking LSD in liquid form, on
paper makes it actually quite
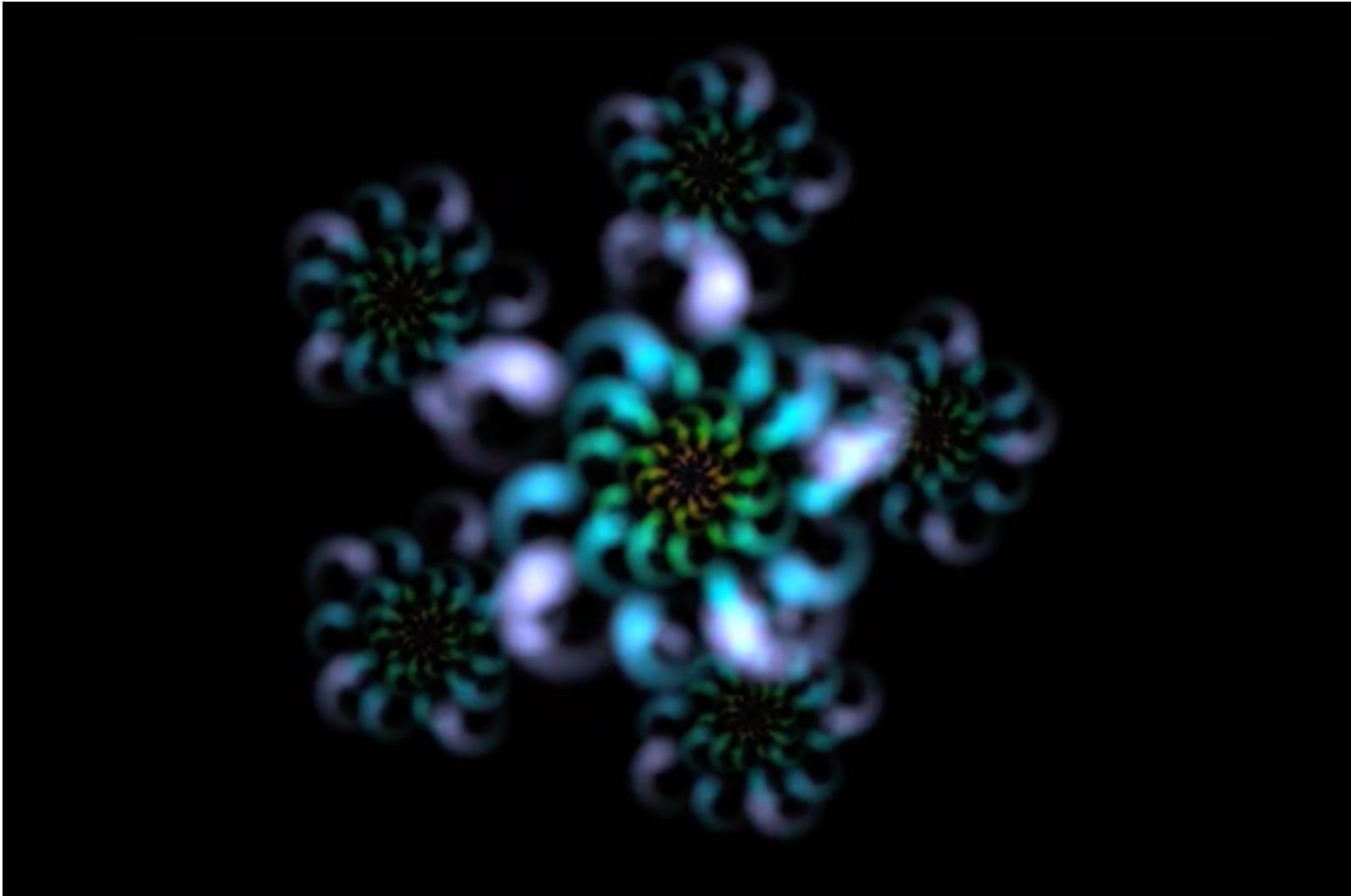hard in terms of dosage

Some of my friends that tried
micro-dosing ended up tripping
in the office
    and were rendered useless
        for that day

they still had a good time

i guess
that's the initial idea of
         dropping out

you are
not supposed to be working

°023

It's the same in a
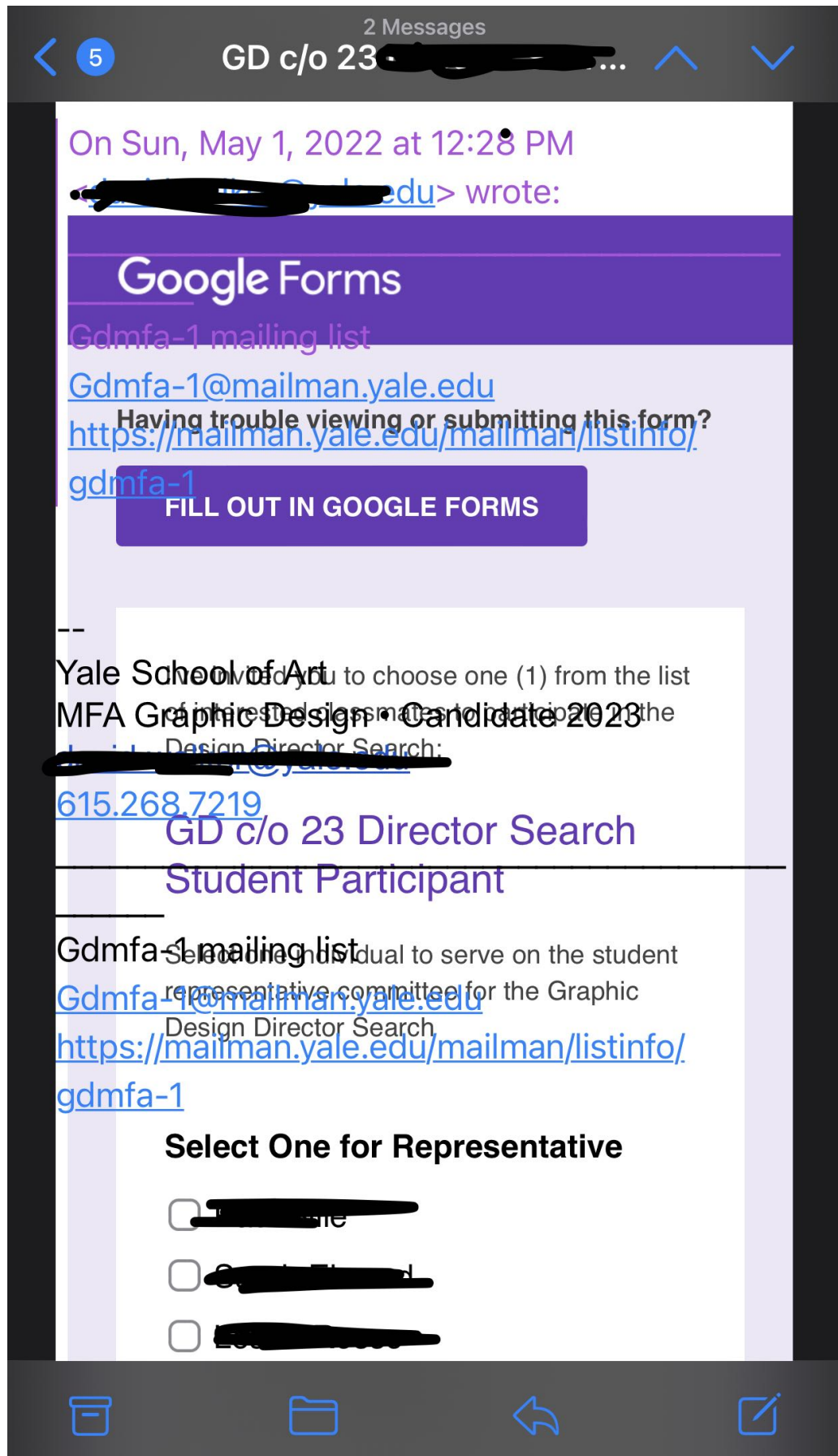presentation

the wrong dose of clip-art
                      in a deck
renders it less efficient

it may even be regarded as
                UNPROFESSIONAL

people seem to
take you less serious

the same goes for
any other kind of excess
                information
                that
                misbehaves

°024

sometimes information
is just out of place

On Sun, May 1, 2022 at 12:28 PM
<⬛⬛⬛⬛⬛⬛⬛edu> wrote:

Google Forms

Gdmfa-1 mailing list

Gdmfa-1@mailman.yale.edu

Having trouble viewing or submitting this form?

https://mailman.yale.edu/mailman/listinfo/
gdmfa-1

FILL OUT IN GOOGLE FORMS

--

Yale School of Art
MFA Graphic Design · Candidate 2023

We invite you to choose one (1) from the list
of interested classmates to join in on the
Design Director Search:

⬛⬛⬛⬛@yale.edu
615.268.7219

GD c/o 23 Director Search
Student Participant

_____

Gdmfa-1 mailing list
Select one individual to serve on the student
Gdmfa-1@mailman.yale.edu
representative committee for the Graphic
Design Director Search.
https://mailman.yale.edu/mailman/listinfo/
gdmfa-1

Select One for Representative

○ ⬛⬛⬛⬛⬛⬛
○ ⬛⬛⬛⬛⬛⬛
○ ⬛⬛⬛⬛⬛⬛

So when does a slide
become an image?

when does the slide break
with the expectations
        that are attached to it
        in a lecture?

Playing with dosage in that
  sense, was interesting to me
        for the website

the same goes for

bullet points,

speech,

or text,

btw

you can read this document

at your own pace

you can also just skim it

you propably have to

vice versa this means that i can include a lot
more things deliberately,
because I can highlight the important things
and make periferal information less important by
formatting it in a different way

in speech I could speak quieter
but that nobody would understand me
but in text things I leave this up to you

So the website basically just takes all the material I collected and organizes it in theses sixteen categories:

°034

Don't you think it reads a bit
like some sort of
    Big Bang Theory?

Each category in the shape library has a bunch of clip-art images in it, and on the website every time you access it

Each piece of content gets assigned an SVG from each category, to give a hint at the categorization but also to produce these intersecting shapes that produce these constellations of content

Everything is also set to be hidden and only visible on hover to prompt you moving around within these constellations to see what they reveal

I did this because I wanted to provide a stock of material from which everyone who would participate in the performance would create their own collection of material

This performance is based on the format of Silent Meetings.

Silent Meetings come from
Jeff Bezos banning PowerPoint
                at Amazon.

In his 2018 annual
               shareholder
               letter,

Bezos demanded a move back to
memos that would be
read collectively,
   in silence,
      followed by a discussion.

It's somewhat ironic that
the bossman of Amazon would
provide an alternative format
for lectures and meetings
        as we now them

Of course this is just another
attempt to make meetings more
efficient

but it's also a kind of
meeting that happens to be
less focussed on channeling
charisma through an
extroverted orator

the memo, this document
stands in for my charisma
(or the lack thereof)

Coincidentally this format also shares
similarities with early 60s happenings
as they were conceptualized by artists
like John Cage or Allen Kaprow

Reading a document collectively in silence
preserves the autonomy of participants.

But still prompts you to read it,
just by being there

°047

If you believe the scholars
Erica Robles-Anderson and
Patrik Svensson than we live
in a presentation-culture
that favors flexible
extroverted knowledge workers.

If you believe writer and
activist Hamja Assan,
the author of Shy Radicals:
The Anti-Systemic Politics of the Militant
Introvert, 2017

our society is run by exactly
those extroverts.

If you believe the art
historian Fred Turner
this is no good,
because organizing money and
labor according to social
norms makes it harder to
challenge what's in place.

It's a funny feeling to
find yourself agreeing
with someone who defends
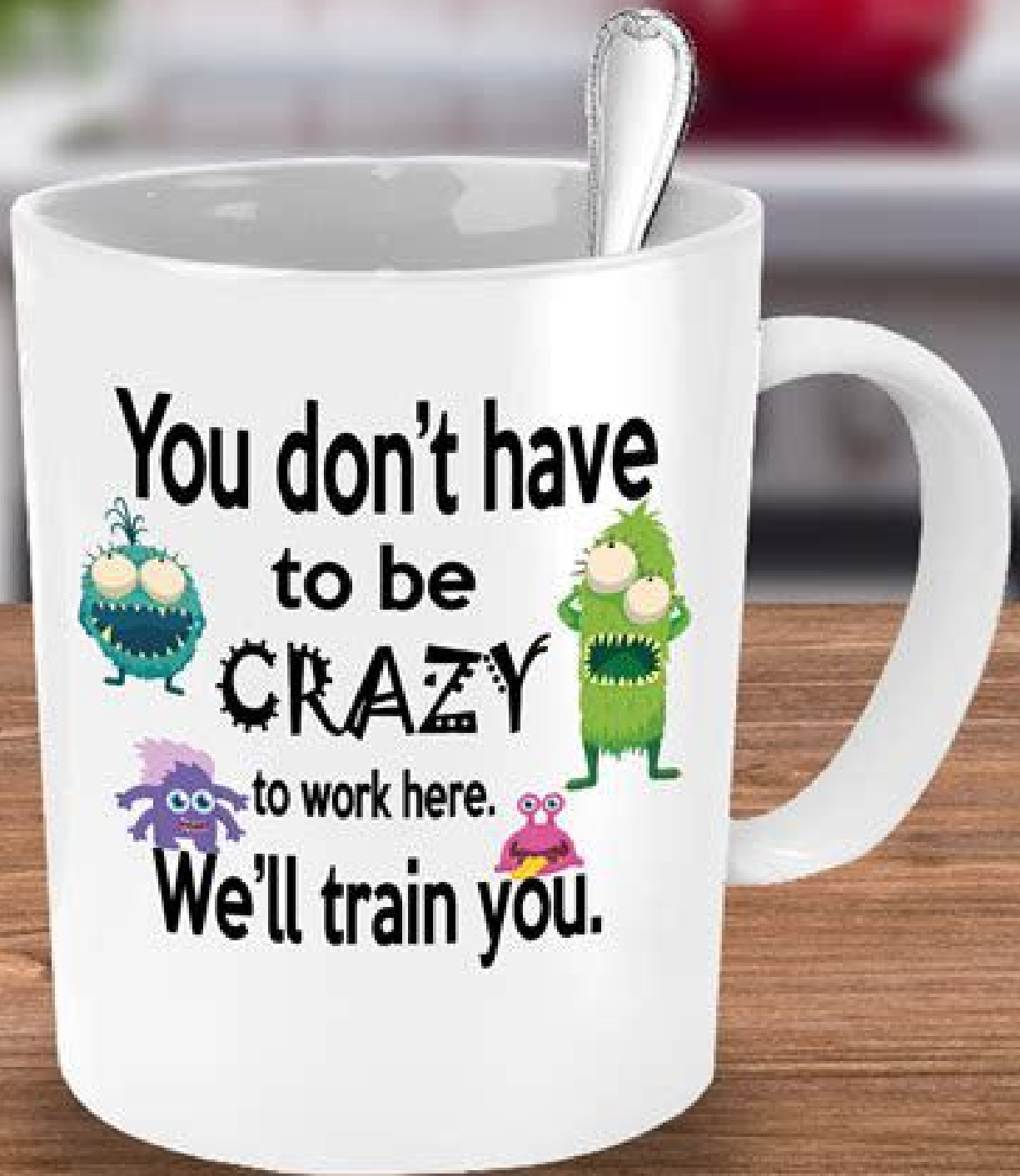bureaucracy.

Phew!

COFFEE BREAK

B

YOU'RE *Awesome* KEEP THAT SHIT UP

Your reading is timed by the water kettle that you are currently hearing behind you.

°053

MY BOSS TOLD ME TO HAVE A GOOD DAY ...

So I went home!

Once we are boiling we will stop reading.

°054

You might wanna speed up a little, depending on how loud the water is.

Coffee
The only reason
I'm at work
TODAY

Did you know that Elizabeth Holmes,the former CEO of the now bankrupt health start-up Theranos, is known for chewing coffee beans?

Jim, you're 6'11 and you weigh 90lbs. Gumby has... a better body than you.

Boom. Roasted.

Dwight, you're a kiss-ass.

Boom. Roasted.

Pam you failed at art school.

Boom. Roasted.

Meredith, you've slept with so many guys you're starting to look like one.

Boom. Roasted.

Kevin, I can't decide between a fat joke and a dumb joke.

Boom. Roasted.

Creed, your teeth called, your breath stinks.

Boom. Roasted.

Angela where's Angela? [Angela raises her hand] Whoa there you are, I didn't see you there behind that grain of rice.

Boom. Roasted.

Stanley, you crush your wife during sex and your heart sucks.

Boom. Roasted.

Oscar, you are... Oscar, you're gay. Andy, Cornell called, they think you suck and you're gayer than Oscar.
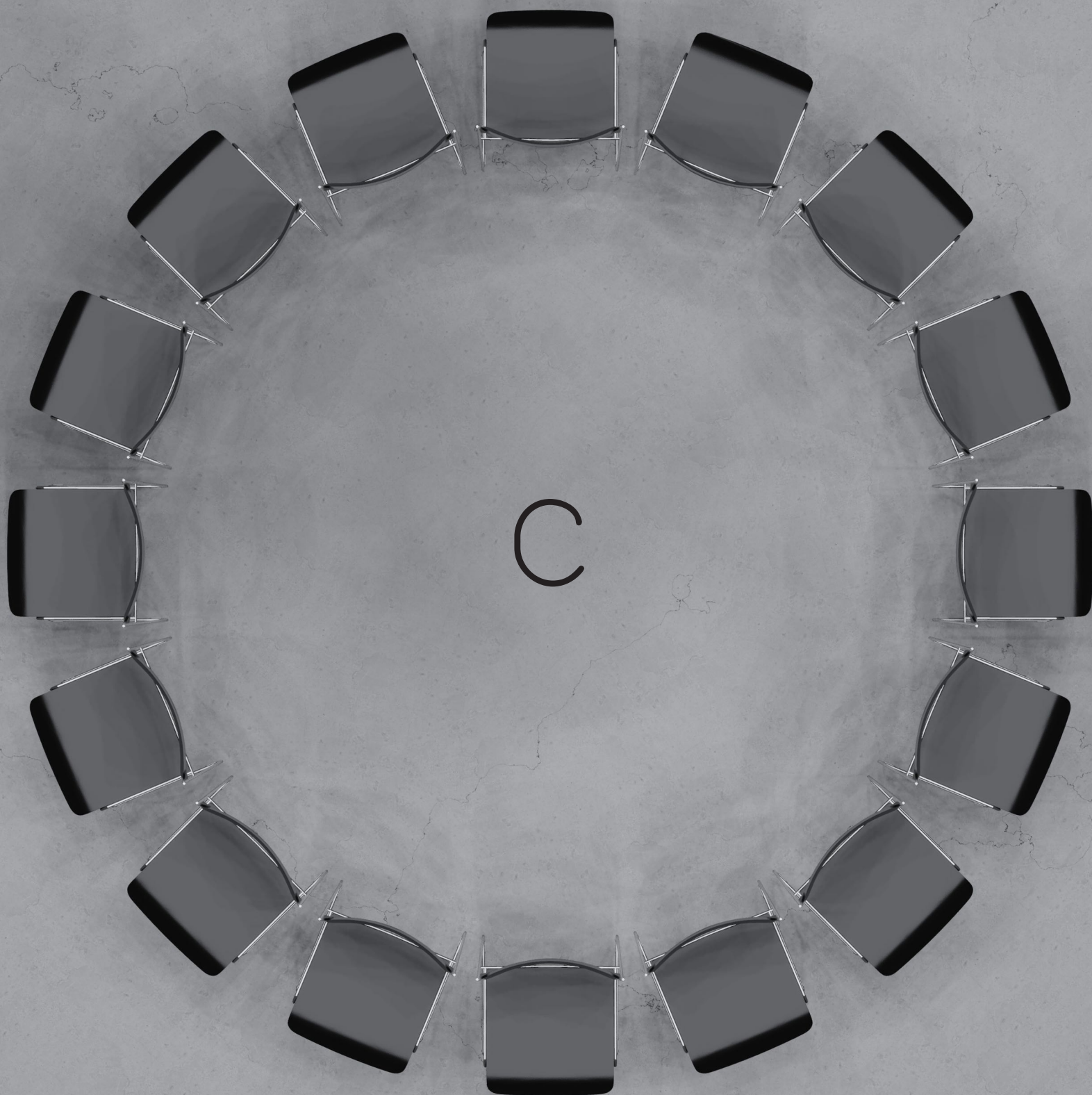
Boom. Roasted.

Like many other founders she is really into biohacking.

YOUR DESIGN HERE

She would live of green smoothies never consume caffeine with the exeption of occasionally chewing chocolate covered coffee beans because that is more efficient than drinking coffee.

°058

C

reading-circle facing outwards.

circle-time facing inwards.

Circeling around something is a phrase I often use to describe my work.

this can go in two directions
circeling inward and
circeling outwards

I tend to mix them up sometimes
I keep forgeting
am I talking to myself
or am I talking to an audience

I was told a circle
is just a line
with a different shape.

But a circle
is drawn around
    something.

I'm a bit afraid
of straight lines
        of linearity

But it's hard to escape them.

°063

This is just
one damn page after another.
    damn sentence after.
        character another.

°064

This is the third time
I am doing this performance.

(depending on how you count)

Every iteration
is slightly different.

I'm interested in the
                    differences in
spatial configurations
like these,

why some work
                better than others.

        How have they become an
        invisible standard?

        How do they structure
                what I do?
        How do they put me
                to work?

In the beginning of this
year we red McLuhan.

This quote
stuck with me since then:

> On the other hand, in
experiments in which all
outer sensation is withdrawn,
the subject begins a furious
fill-in or completion of senses
that is sheer hallucination.
So the hotting-up of one sense
tends to effect hypnosis,
and the cooling of all
senses tends to result in
hallucination.

I keep coming back to this.
Iterating over it—
                over
       and over
              again
Producing multiple versions
in a more or less provisional
manner
rambling along

                    so to say

          The amnesic properties
of DMT   at
          high doses can be
          blamed on the
          difficulty of
instantiating the
       necessary geometry to make
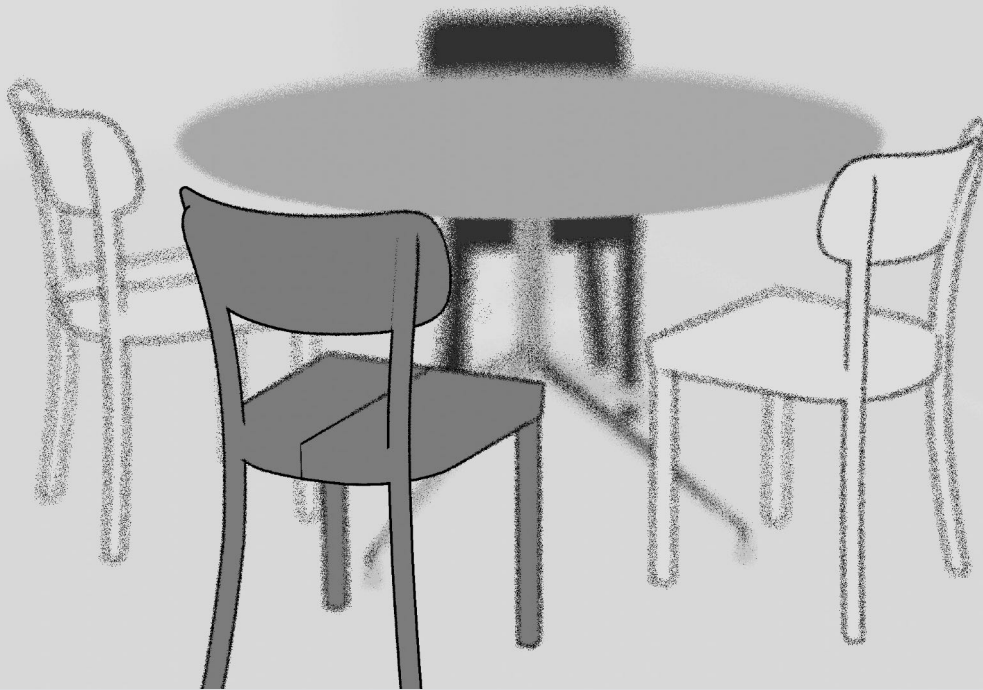sense of
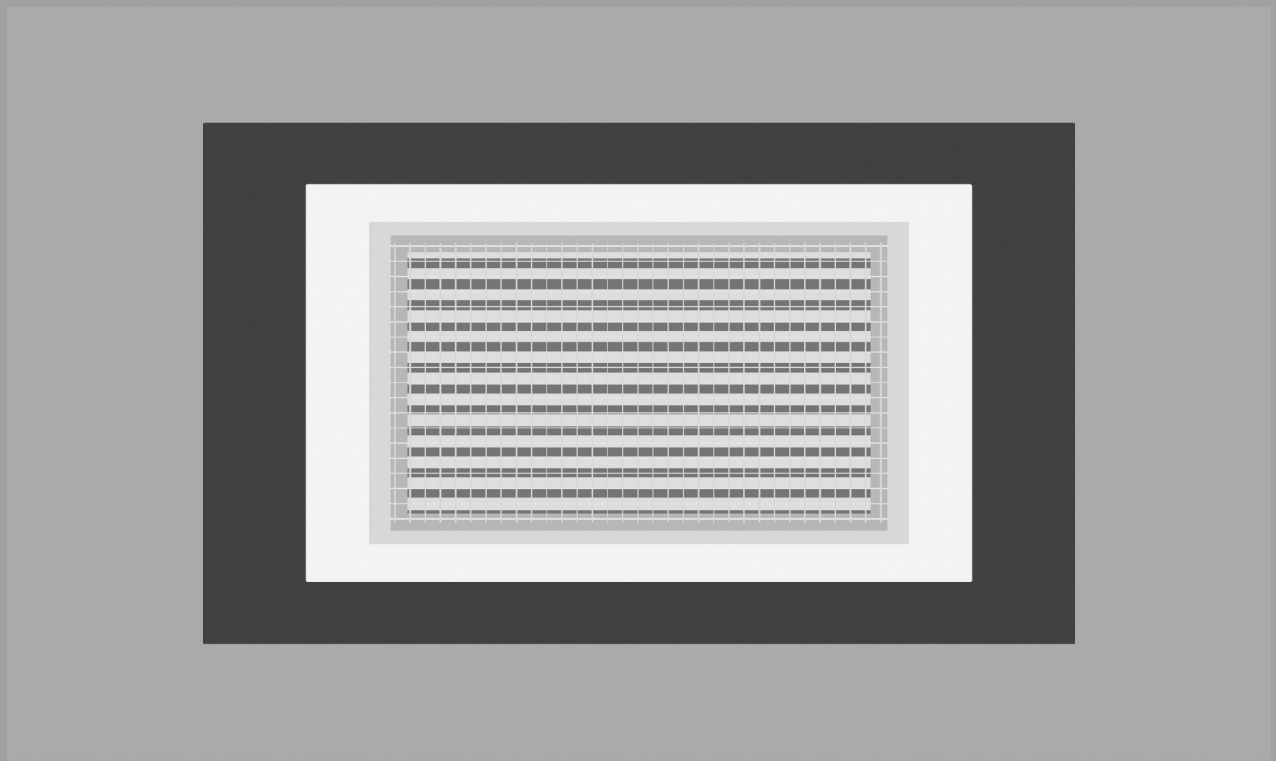   what was experienced.

Deloitte.

VIRTUAL FACILITATION
The art of building trust on virtual platforms
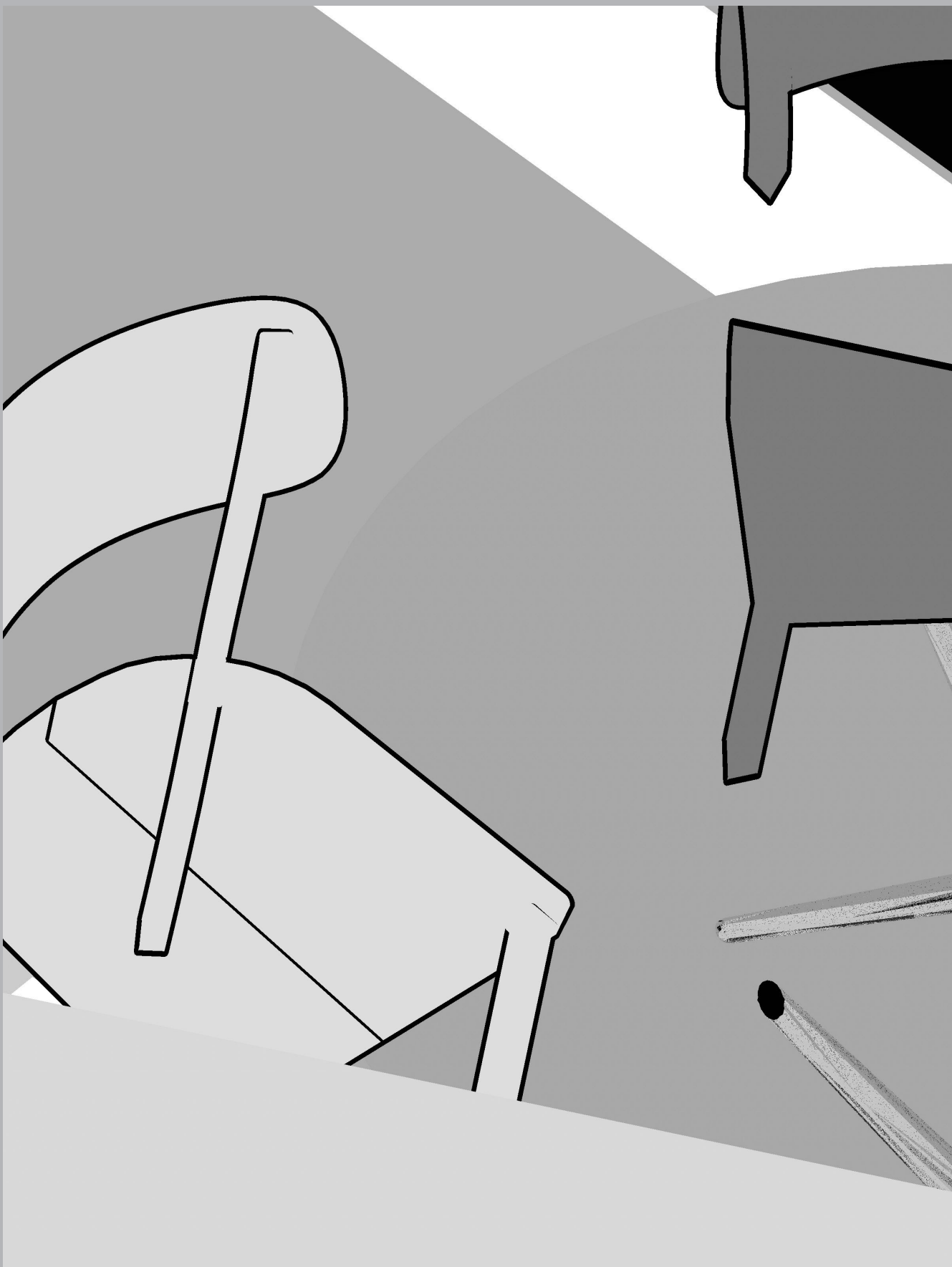
Human Capital | March 2020

Paul, a start-up founder
in New York,

It's a bit like
being stuck in a room
looking at
all the objects within
starting with the basic
architecture
the floor
the ceiling
the furniture   °073

going over

about

how everthing is arranged
how arranged everthing is

says he and his employees
are less stressed since
they started microdosing.   °075

at some point
you reach the less
significant details

   Transient Global Amnesia
   attacks are associated with
   some form
   of precipitating
   event in at least one-third
   of cases.

   The most commonly cited
   precipitating events include
   vigorous
                        exercise
   (including sexual intercourse),
   swimming in cold water   or
   enduring   other   temperature
   changes,   and   emotionally
   traumatic or
   stressful events.
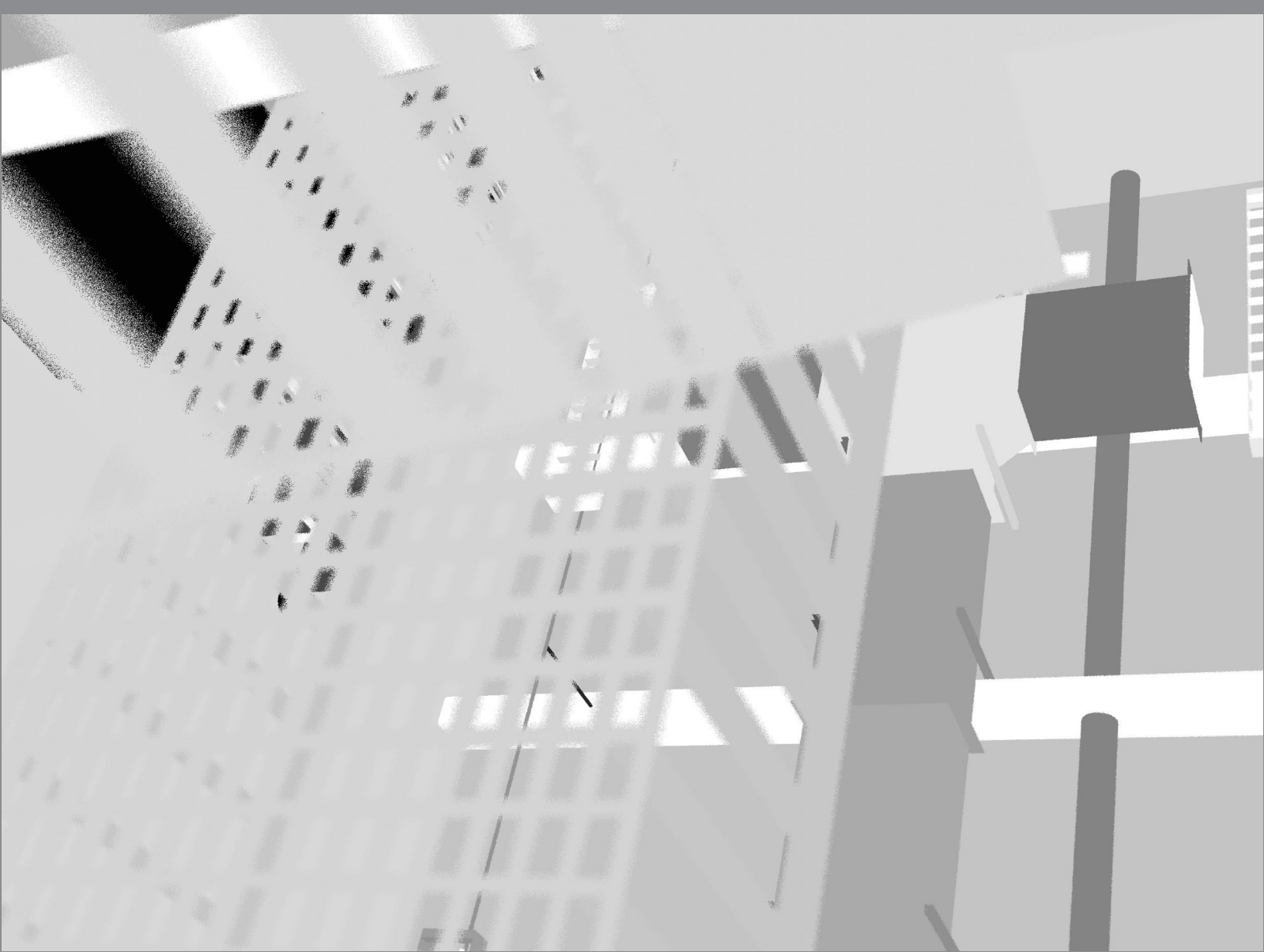
But he couldn't be absolutely
sure about the cause and
effect:
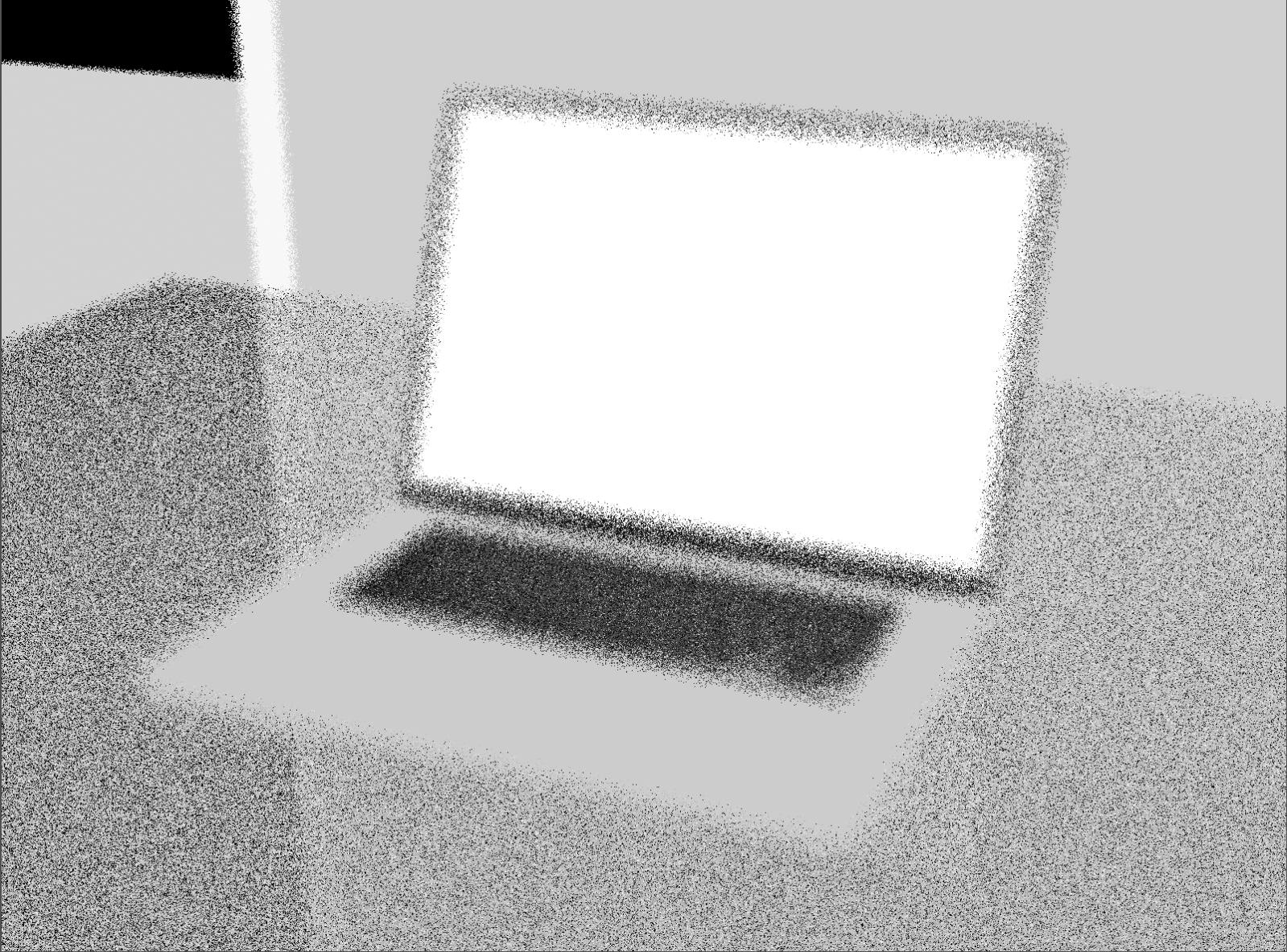
he thinks it may have also been
the project-management app
                           Asana,
which they started using
at the same time, to keep
                    organised.

I could go on for ever,
but we need to move on.   °078

D