

1/ Play button

2/ Who we are

Formerly partners in small studio practice

Specializations / types of work

Y: Print Mag

J: www.dotdash3.com

3/ Alma matter > parallel lives

Shared experience

Shared interests: form, discourse > academic graphic design

Shared academic tradition / conversation

Y: Thesis

J: Thesis

4/ Grad school

Values in professional practice that are extensions of grad school:

AGENCY

Making projects that allow designer to be present

Finding opportunities for collaboration

Making work that allows for exploration and expression of ongoing interests (NOT self expression)

Y: Visiting Artist posters

J: Visiting Artist posters

5/ Work for cultural institutions through studios

Counterpoint to commercial projects

Allowed for greater SENSE of agency

But true agency.....???

J: Architecture in the public

Y: CalArts Bulletin

6/ Work for OTIS > paths finally cross

Counterpoint to commercial projects

Opportunity for greater formal exploration

Greater agency in design process

Culturally literate client that is interested in discourse

J: Otis MFA publications

Y: Otis MFA Certificate of Completion

7/ Teaching

At Otis > first collaboration

Revisiting of grad school ideals in context of Otis' new curriculum

Opportunity to exercise agency as an educator in building curriculum and in classroom

Y/J: VL

J: Web design

8/ Teaching

At Otis > first collaboration

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Y/J: VL

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9/ Student Work, print

Students personalities and interests are visible in the work

L: Nigel Zeff, zine about ball culture

R: Erika ??, poster for no-buy store

10/ Student Work

Sites are structured and formally driven by function and content not convention

L: Tom Ahn, American Actuality Monument

R: Need Name, Ghetty Green web site

11/ Recent Work

L: LAX <3 PDX poster

R: The Unspecific Index

12/ Recent Work

L: Gradient Architects web site

R: Doug Aitken box set

13/ Recent Work

L: Arthur Magazine

R: Muscle bikers

14/ NOW = VOID

15/ Graphic Design Post-Studio

Current state of graphic design practice

Not economically viable

Is no longer a space for agency as a designer

16/ Indistinct distinction between practice and education

Practice is less client-driven, more opportunities for self-initiation

More modes of practice open to the graphic designer:

educator, curator, writer, publisher, etc

17/ Designing practice / designing education

Thinking about these two things as aspects of a single practice

Moving design outside of the studio

Moving education outside of the institution

What are the opportunities??

18/ How does a formalist inhabit an a-formal environment?

What do design educators make?

How do you define an academic professional practice?

19/ What does an educator make?

Need to explore this question beyond the obvious:

Slide shows, syllabi, readers...

20/ The act of it is it

Or: how do you make for something that you have not defined?

Focus on process

The opportunities for making will reveal themselves as you move towards a definition

21/ So what now...

Focusing on building a collaborative academic practice that exists in parallel to other modes of practice and outside of educational institutions

Workshops to augment curricula by introducing areas of specialization or focus

Residencies to develop structure of practice

Conferences to engage in discourse about modes of practice

Papers to work rough thoughts into concrete ideas

and...??