

“Come to see victory in a land called Fantasy.
Loving life for you and me. To behold, to your soul is ecstasy.
You will find other kind that have been in search of you.
Many lives have brought you to recognize it's your life now in review.”
—Earth, Wind & Fire

https://www.youtube.com/watch?v=6mV8ew_stNs

FREE iii (A DESIGN EDUCATORS WORKSHOP)

NESTED INSIDE **CALIFORNIA INSTITUTE OF THE ARTS ON JANUARY 19-21, 2021**

MEETING REMOTELY VIA MOZILLA HUBS

FREE iii (A DESIGN EDUCATORS WORKSHOP)

OVERVIEW

**We believe in the revolutionary potential
of the everyday work
and artifacts of design education.**

FREE iii 2021 is a workshop that explores the radical potential of the artifacts and platforms of design education (tools, projects, presentations, prompts, resource lists and the like) as spaces for new forms of critical writing, making, and discourse. It invites design educators to imagine, debate, test drive and flesh-out the impractical, the impossible and the extreme in a space that is free from the constraints of the institution, expectation and convention. We have structured FREE iii as an intermittent series of workshops and we invite graduate students at host institutions to apply for the workshop and to work alongside participating educators and administrators.

Part working group and part think tank, teams will work fast and furiously in articulating a vision mission statement / manifesto and generating responses in the form of a collection of pedagogical artifacts, platforms and other unforeseen outcomes. These workshop outcomes will be posted to an ongoing archive of online resources for graphic design educators and students. Finally, teams will present, debate, discuss their outcomes, beliefs, values, and interests in an informal public presentation.

In the past, we have presented a prompt in the form of an unresolvable dichotomy. Some FREE alumni will remember Post-Formalism vs Hyperformalism or Humanism vs Post-Humanism. One day we will revisit the COVID-cancelled Multiverse (many subjectivities) vs Infinite Surface (networked collective).

This year, the prompt takes the form of

a
single
unresolvable
dilemma:

ALL-ACCESS EDUCATION.

We've hit what seems to be the *ne plus ultra* of higher design education.

Rates of change and disruption
inside design education as we know it are accelerating,
but where are we headed?

AGENDA

Since 2016, FREE has taken place in person, on site. This year FREEiii is going rhizomatic with multiple small workshops, intermittently interwebbed. **Participants may choose to apply individually or as a team with one graduate student from their institution.**

As always, the outcomes we make are meant to articulate, respond to and disrupt an urgent issue in contemporary graphic design education. FREEiii challenges you to dive into the infinite surface of the NOW and take an ideological stance about the unresolvable dilemma that is:

ALL ACCESS EDUCATION

The barriers to change and innovation in design education are myriad: lack of financial resources; infrastructure issues; overworked faculty and staff; a breakdown of trust between faculty and administration; inadequate pathways into higher education; too much unmet financial need; too little emotional support.

So.... if these barriers were gone... How would we move forward? What would we prioritize? Who would we serve? What would we teach and how? At what scale? What of mission and learning outcomes? Is education our only purpose? Are students the only ones we serve, or do we embrace them as members of families and communities?

Among the implications of all access education is the question of the primary role of the graphic design educator / administrator. Is our job to establish a vision, curate content, build curricula and projects? Or is it to construct the conceptual models that describe *and predict* the structures, hierarchies and processes of design education? Is change fundamentally curricular? Administrative? Ideological?

As educators, are we the shapers of the content? Are we the inhabitants of existing structures? Or are we the agents of their evolution, and the architects of the conceptual models that predict and determine their future course?

WORKSHOP INFORMATION:

FREEiii is ORGANIZED BY

Workshop Project: Yasmin Khan + Jessica Wexler www.workshopproject.org
and hosted by the Program in Graphic Design, California Institute of The Arts

DATES

January 19-22, 2021
via Mozilla Hubs (a free online platform)
California Institute of The Arts, Santa Clarita, California USA

HOW TO APPLY

To apply, email the application to Yasmin and Jessica at info@workshopproject.org.
For more information, please visit www.workshopproject.org.
The application deadline is December 18, 2020.

WHY PARTICIPATE?

- Create a space for critical discourse on design education
- Build community and dialogue among colleagues from a broad range of institutions
- Explore the potential of artifacts of design education as platforms for innovative pedagogy
- Redefine teaching as a form of critical inquiry
- Imagine new formal outcomes and structures for design educators and students
- Discover unforeseen pedagogical approaches and outcomes through process and discourse
- Examine and rethink the relationship of the educator to institution

HOW MUCH DOES IT COST?

The workshop is FREE for accepted applicants.

WHAT DO I NEED IN ORDER TO PARTICIPATE?

- A laptop or desktop computer with a web camera, microphone and sound (internal or headset)
- Google Chrome browser installed on your computer
- A physical workspace
- Reliable internet access

WHAT WE'LL DO AT THE WORKSHOP:

- 1. Develop** ways to articulate and present your vision and ideas about All Access Education—who we serve, what we do / teach / make, at what scale, and so on.
- 2. Write / Make / Create / Conceptualize** pedagogical artifacts and tools for educators and/or students at any level. These artifacts may range from the traditional (readers, projects, workshops, prompts, briefs, bibliographies, webinars) to the non-traditional (experiences, engagements and other platforms for delivery) to the speculative.
- 3. Present + Debate** workshop outcomes
- 4. Distribute** pedagogical tools and artifacts generated during the workshop through the FREE online resource at <http://workshopproject.wiki>

There is no prescribed form or format for the outcomes, apart from the provision that they be published, sharable and accessible to the public. The visual form, format and media will depend on the interests, goals and agenda of the participants.

FREE

DESIGN EDUCATORS WORKSHOP APPLICATION DEADLINE: DECEMBER 18, 2020

PLEASE RESPOND TO ALL OF THE QUESTIONS BELOW AND RETURN ALONG WITH YOUR CV TO
INFO@WORKSHOPPROJECT.ORG
WE WILL NOTIFY YOU BY DECEMBER 21, 2020.

For more detailed information and for faculty grant copy/paste text please see the call for applications at
www.workshopproject.org.

SINCERELY,
WORKSHOP PROJECT

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1/ BASIC INFORMATION ABOUT YOU.

NAME:

ADDRESS:

INSTITUTIONAL AFFILIATION:

POSITION:

EMAIL:

PHONE:

2/ WHAT ARE YOUR PRIMARY CONCERNS/INTERESTS IN DESIGN EDUCATION TODAY?

**3/ WHAT SINGLE CHANGE WOULD YOU MOST LIKE TO SEE AT YOUR CURRENT POSITION OR
INSTITUTION, AT ANY LEVEL (CLASSROOM, CURRICULAR, STRUCTURAL, ETC)?**

4/ ANYTHING ELSE?

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THANK YOU FOR SUBMITTING YOUR APPLICATION.

ACCEPTED APPLICANTS WILL BE NOTIFIED AND INTRODUCED TO EACH OTHER VIA EMAIL BY
DECEMBER 21, 2020. BY SUBMITTING YOUR APPLICATION, YOU CONSENT TO HAVE YOUR NAME
PUBLISHED ON THE WEBSITE IN A LIST OF PARTICIPANTS, AND YOU CONSENT TO BE PUT IN EMAIL
CONTACT WITH YOUR FELLOW WORKSHOPPERS.