ELLEN LUPTON AND JENNIFER COLE PHILLIPS

GRAPHIC DESIGN BASICS

VISUAL LAYOUT
SYMMETRY/ASYMMETRY
SYMMETRY AND ASYMMETRY

Symmetry

Asymmetry
SYMMETRY
SYMMETRY
SYMMETRY
SYMMETRY
DYNAMIC ASYMMETRY
ASYMMETRY
ASYMMETRY

Le Corbusier, Pavilion L'Esprit Nouveau, 1925
DYNAMIC ASYMMETRY

Shiva Nallaperumal, MICA
DYNAMIC SYMMETRY
DYNAMIC SYMMETRY

Shiva Nallaperumal, MICA
ABSTINENCE AND FIDELITY ARE THE MOST IMPORTANT FACTORS IN ENDING THE TRANSMISSION OF HIV PROGRAMS THAT RECEIVE PEPFAR FUNDS WILL NOT BE REQUIRED TO PROVIDE CONDOMS AS A MODE OF PREVENTION THE UNITED STATES ADMINISTRATION WILL TAKE ABSTINENCE FROM AN AFTERTHOUGHT FORWARD TO AN URGENT GOAL THE RELIGIOUS INSTITUTIONS ARE VITAL PARTICIPANTS IN THE FIGHT AGAINST HIV AND AIDS IN EVERY INSTANCE

Katrina Keane, MICA
DYNAMIC SYMMETRY
CHAPTER WRAP!
SCALE
SCALE IS RELATIVE
When the objects that we see in a field are familiar to us, we may expect a predetermined relative scale, as with the giraffe, human, scissors and paper clip above. When our expectations are defied, we begin to see very different and intriguing relationships, from an increased depth of field to new shapes inspired by extreme abstraction.
INFECTIOUS TRENDS
TOP REPORTED DISEASE PER COUNTRY

Nicki Dlugash, Richard Blake, Qian Li, MICA
Gotham is a frequently used geometric sans-serif. It was designed by American type designer Tobias Frere-Jones in 2002. Gotham’s letterforms are inspired by a form of architectural signage that became popular in the 20th century. It is especially popular throughout NYC.

DIN is a commonly used non-serif typeface in Europe. The DIN 1451 standard is the most widely used form of DIN. It is used in many countries for signage, branding, and corporate identity. DIN 1451 is a registered trademark in the US.

Helvetica is one of the most popular and widely used typefaces in the world. It is characterized by its clean lines and neutrality, making it perfect for a wide variety of applications. Helvetica continues to be one of the most sought after and frequently specified sans-serifs.

Clarendon was first designed to serve as a display letter in a mass of text and was used in printed newspapers. It is an English slab-serif typeface created in 1845 by Robert Besley and is known as the first registered typeface. Its bold face established the use of bold in printed text.
TYPOGRAPHIC CONTRAST

Li Shaobo and Wenjie Lu
TYPOGRAPHIC CONTRAST
IT’S THE POLITICAL ECONOMY STUPID
CHAPTER WRAP!
FRAMING
MARGINS AND BLEEDS

Margin  Full bleed  Partial bleed
Design: Ragnar Freyr.
Photography: Kevin McAuley
4 ára áfmælischátið
breakbeatis á Kapital

DJ Bailey

Heineken

Introsound
Melheade
BCC 10th

DJ Gunni Ewok
DJ Kali
DJ Lelli

breakbeatis.com

Fædaldaginn 23. apríl (hlíð 22:00)
16 ñe apríl (hlíð 20:00) / 15000 ás, apríl 22
Alþjóðalíkamót 23 ár | Súlahlið skýði

Design: Ragnar Freyr. Photography: Cleveland Aaron/Knowledge Mag
Austin Kleon is a writer and artist living in Austin, Texas. He teaches folks how to take notes with pictures, words, and visual thinking. Visual note-taking is the perfect medium for capturing your live event.

Austin Kleon
Visual Note-taking

03/17-06/11

Lolo Zhang, MICA
CHAPTER WRAP!
HIERARCHY
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3. Shaking Hands  
4. At Table  
5. The Sprayer Family  
6. The Child’s Hands  
7. The Birthday Cake  
8. Personality  
9. Visiting Cards and Calling  
10. Intruders  
11. Expectorating (Spitting)  
12. Picking  
13. Belching  
14. The Sniffer and the Snorter  
15. The Moistened Finger  
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Think with the Senses
Feel with the Mind.
Art in the Present Tense
Venice Biennale
52nd International Art Exhibition
10 June – 21 November
National and Regional Pavilions and Presentations.
Parallel Exhibitions and Projects
Think with the Senses
Feel with the Mind.
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weight, color, space, alignment

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Feel with the Mind.
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scale, space, alignment

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National and Regional Pavilions and Presentations.
Parallel Exhibitions and Projects

italic, scale, color, alignment
# Basic Hierarchy

## Tapas

<table>
<thead>
<tr>
<th>Shrimp &amp; Asparagus</th>
<th>Eggplant &amp; Kalamata Olives</th>
<th>Fire Roasted Almonds &amp; Cherries</th>
<th>White Anchovies &amp; Mache</th>
<th>Caramelized Onion</th>
<th>Lemon &amp; Ricotta Cheese</th>
<th>Lamb &amp; Fennel Sauté</th>
</tr>
</thead>
</table>

## Pasta

<table>
<thead>
<tr>
<th>Spaghetti Carbonara</th>
<th>Spaghetti Bolognese</th>
<th>Spaghetti Aglio e Olio</th>
<th>Spaghetti Puttanesca</th>
</tr>
</thead>
</table>

## Salads

<table>
<thead>
<tr>
<th>Fennel &amp; Apple Salad</th>
<th>Shrimp &amp; Avocado Salad</th>
<th>Chicken &amp; Grape Salad</th>
<th>Lobster &amp; Corn Salad</th>
</tr>
</thead>
</table>

## Fish

<table>
<thead>
<tr>
<th>Seared Ahi Tuna</th>
<th>Seared Salmon</th>
<th>Seared Tuna</th>
<th>Seared Albacore</th>
</tr>
</thead>
</table>

## Meat

<table>
<thead>
<tr>
<th>Grilled Steak</th>
<th>Grilled Ribs</th>
<th>Grilled Lamb</th>
<th>Grilled Chicken</th>
</tr>
</thead>
</table>

## Vegetable

<table>
<thead>
<tr>
<th>Brussels Sprouts</th>
<th>Asparagus</th>
<th>Spinach</th>
<th>Kale</th>
</tr>
</thead>
</table>

## Cheese

<table>
<thead>
<tr>
<th>Blue Cheese</th>
<th>Bleu Cheese</th>
<th>Gorgonzola</th>
<th>Parmesan</th>
</tr>
</thead>
</table>

---

**PAZO**

The heart and inspiration of our cuisine is to be found on the coast of Spain, the Italian Islands, and in the South of France. Our kitchen uses classic methods and both authentic and natural local ingredients to create dishes that represent the traditions of the region. Any item on the menu...

**Katie MacLachlan and Anna Eshelman, MICA**
PAZO

SALADS

COPPA AND PEAR $6
Grilled fennel & salt-cured pork

LOCAL APPLES & ROSEMARY $6
Marinated goat's cheese

WILD ARUGULA SALAD $5
Pecorino & crisp shallots

INSALATA PUGLIESE $7
Buffalo mozzarella & grilled vegetables

ROMAINE HEARTS $6
Sweet peppers & tarragon vinaigrette

BREADS

WHOLE WHATE Fougasse $4
Rustic bread of Puglia

PUGLIESE $5
Rustic bread of Puglia

PAIN HICHELE $5
Bread of the dead

PANE DI NATALE $5
Bread of the dead

CHEESE

FRESH MAHON $4
Minerva sheep, semi-soft

ISTARA $4
Pyrenees sheep, creamy, earthy, mild

PECORINO $4
Pienza sheep, creamy, rich

IDIABEEL $5
Navara sheep, smoky, nutty, firm

GARROTXA $4
Catalonia goat, rustic, mild spice

CABRALES $5
Spain cow, sharp, pungent

SERRA DE ESTELLA $6
Portugal sheep, mellow

RAW

CEVICHE $8
Scallop, melon, avocado

LAMB ON FOUGASSE $18
Roast lamb, egg, green olives

FIRE ROASTED ALMONDS $15
Unfiltered olive oil & sea salt

MANCHEGO + MANZANA $18
Sheep's cheese, apples, walnuts

MIXED OLIVES $12
House made of vinegar & herbs

BRUSCHETTA $15
Slow-roasted shallots & cheese

FISH

PESCADO A LA BRASA $9 market
Grilled whole fish, filleted table-side with marjoram & salt

INVOLTINI DI TONNO $18
Tuna stuffed with capers, raisins

SAUTEED MERLUA $18
Delicate white fish, pistachio crust, topped with pomegranate sauce

MEAT

PINCUTED ALBUQUERQUE $18
Grilled pork, pepper sauce, garlic on the side

GRILLED LAMB CHOP $18
Lamb chops, garlic, pepper, salt, rosemary

SLOW COOKED LAMB $24
Lamb shoulder, garlic, salt, pepper, rosemary

24 OZ AGED RIBEYE $14
twenty-four ounce ribeye, served with tomato, rosemary, garlic

ALMENDRAS $15
Almond nuts, garlic, chili

BRUILED VEAL CHEEKS $24
Brulèed veal cheeks, tomato, garlic, rosemary

MICKAEL $21
Slow cooked pork chop, garlic, salt, pepper, tomato, rosemary

VEAL CASCAPINHO $18
Veal shoulder, pepper sauce & garlic

FONTINAS $18
Slow cooked chicken, garlic, salt, pepper, tomato, rosemary

PASTA

MALLOWEDE AS ALLA NORMA $18

TAPAS

JAMON IBERICO $18
Aged Spanish ham & pomegranate

WHITE ANCHOVIES $15
With first press Sicilian olive oil

CALAMARI FRITTI $15
Crispy calamari, lemon, chili & aioli

SHRIMP + APPLE PINCHEOS $15
Dill vinaigrette & tomatoes

CHORIZO $15
White bean puree & pork jus
At the Pentagon, Defense Secretary Donald H. Rumsfeld said that while it was unclear what role the U.S. military might take in enforcing new U.N. sanctions, he did not expect the United States or any other nation to do so unilaterally. At the Pentagon, Defense Secretary Donald H. Rumsfeld said that while it was unclear what role the U.S. military might take in enforcing new U.N. sanctions, he did not expect the United States or any other nation to do so unilaterally. At the Pentagon, Defense Secretary Donald H. Rumsfeld said that while it was unclear what role the U.S. military might take in enforcing new U.N. sanctions, he did not expect the United States or any other nation to do so unilaterally.
Julie Diewald, MICA

For instance, pick a geometry you have studied which you find interesting. Is there some aspect of it which was discussed briefly in class but which wasn’t pursued? Is there some step of changing the rules which intrigues you? If you’re not having much luck, browse through the textbooks. Look at the books on reserve at the library. Talk to me. Once you have tentatively chosen a topic, write a few sentences explaining it. If you’re creating your own model, describe exactly what it is. If there’s something missing from a proof, or from the coverage of a topic in one of the books, or whatever, describe what’s missing. Turn in your outline. Do the math. Solve the problems. This is the fun part! Make a rough draft. Write up what you did. You need to include enough detail so that people can understand it. Most calculations should be given explicitly. Lots of figures (with suitable captions/descriptions) are a big help. But you also need to include enough words so that people can understand it; theorems and proofs may be appropriate.

Divide them into appropriate categories. Now you’re ready for the outline. Start with an introduction, end with a conclusion, and put the main sections in the middle. Briefly describe each part. Turn in your outline. Do the math. Solve the problems. This is the fun part! Make a rough draft. Write up what you did. You need to include enough detail so that people can understand it. Most calculations should be given explicitly. Lots of figures (with suitable captions/descriptions) are a big help. But you also need to include enough words so that people can understand it; theorems and proofs may be appropriate.

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This is a pro

THIS IS A PRO

PROTESTERS IN HONG KONG
LOSE SIT-IN AT GOVERNMENT
HEADQUARTERS HHUK
HEAD QUARTERS HHUK
BEIJING BEIJING HONG KONG
BEIJING HONG KONG

DEADLY TYPHOON HITS JAPAN
BEARS DOWN ON TOKYO

CLASHING GOALS IN SYRIA
STRIKES BEDEVIL

Chen Zui, MFA Studio
ONE IMPORTANT ELEMENT

James Anderson and Heda Hoksichir, MICA
ONE IMPORTANT ELEMENT

James Anderson, MICA
ONE IMPORTANT ELEMENT

Heda Hoksirr, MICA
MANY IMPORTANT ELEMENTS
CHAPTER WRAP!
GRIDS
TYPOGRAPHIC GRID
GRIDS ORGANIZE CONTENT
GRIDS GENERATE FORM
MAKING A GRID IN INDESIGN
MAKING A GRID IN INDESIGN
USING THE GRID
USING THE GRID
STRUCTURE AND VARIATION

The Universal Declaration of Human Rights

Chen Yu, MICA
“Even with the genre-bending eclecticism of today’s avant-garde, Lars Jan stands out.”
“Even with the genre-bending eclecticism of today’s avant-garde, Lars Jan stands out.”
Abacus

Eccentric technohumanist Paul Abacus (aka may or may not be the post-traditional ego of Lars Jan) presents his multimedia talking tour of our hyper-networked world to come. Flanked by balletic Steadicam operators and a giant panda, our elusive prophet walks us through a lecture that's part TED talk, part televangelism, part new performance frontier, in the name of a world without borders. Predicated on the imminent collapse of both the nation-state and our current screen age, ABACUS is a dark roller-coaster ride through experience design, experimental comedy, and the underbelly of big data.

VIDEO, SCENIC, AND SOFTWARE DESIGN
Pablo N. Molina

VISUALIZATION SOFTWARE & DATA NARRATIVE DESIGN
James N. Sears and Jonathan Cousins

MUSIC, SOUND, AND SOFTWARE DESIGN
Nathan Ruyle

LIGHTING DESIGN
Christopher Kuhl

NY PREMIERE

DATE
9.24–9.27

TIME
1 Hour

LOCATION
BAM Fisher: Fishman Space

COST
All tickets $20

Commissioned by EMPAC / Experimental Media and Performing Arts Center, Rensselaer Polytechnic Institute, Troy, NY

"EVEN WITH THE GENRE-BENDING ECLECTICISM OF TODAY’S AVANT-GARDE, LARS JAN STANDS OUT.”

LOS ANGELES TIMES

WRITTEN & DIRECTED BY
Lars Jan
DIGITAL GRIDS

Nour Tabet, MICA
DIGITAL GRIDS
DIGITAL GRIDS
CHAPTER WRAP!