

Concordia University, Department of Design
The Culture of Images DART 441 Fall 2006

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Class meets: Wednesday 13:30 - 17:30
DART Studio 7-735 | CDA LAB 5-709

Prerequisite: DART 491, 492 previously or concurrently; 48 or more credits completed in the Major in Design; or written permission of the Department of Design & Computation Arts.

NOTE: Students who have received credit for DART 422 may not take this course for credit.

A democratic civilization will save itself only if it makes the language of the image into a stimulus for critical reflection – not an invitation for hypnosis.

- Umberto Eco

Catalogue Description

This studio course explores images as composite surfaces informed by the urban landscape. Strategies for commentary, and engagement in image-saturated societies include image ethics, appropriation, and design as intervention. Book works, projected images and print series are produced, and range in size from handheld to the architectural.

Course Objectives

This course will explore concept development, the construction of meaning and audience reception of images that circulate in contemporary culture. Illustration, photography, typography, and layout will be considered in the context of graphic design. Our investigation will follow two interconnected lines of inquiry. First, concept, visualization and reception— what strategies will you adopt for the production and dissemination of meaning in the images you create with a particular emphasis on social and political content. Second, how will your images be produced? What is the role and responsibilities of the designer in the industry of mass produced images. In part this is a technical inquiry, how do we do what we do, but we also need to recognize that the method and distribution system chosen to reproduce images also contributes to the interpretation of those images.

Topics for investigation will include, photography, the image economy, advertising, alternative media, image ethics, copyright: rights and responsibilities, notions of community, audience and the role of the designer in the social and political dimension of our everyday lives.

In order to accommodate the mix of technical and theoretical content presented the course will divide classroom time between the computer lab and the studio. Lab time will be devoted to computer instruction, mini workshops, and one to one consultation with the Instructor. Students are required to be in the lab working during this time, and can expect to spend at least 6 hours per week outside of class working in the lab/studio in order to complete assignments. Studio time will be devoted to lectures, slide and video presentations, readings, class discussion and critiques.

Materials & Reading

It is strongly recommended students get a Concordia University alcor account for e-mail. Students are required to pay their lab fees to the Centre for Digital Arts ensuring access to the computer labs and individual storage space on the network. Students should also keep a sketchpad for notes, visual thinking, handouts, and brainstorming.

SUGGESTED READING:

Please see the bibliography attached. Other reading materials will be provided by the instructor in conjunction with assignments.

Assignments

1] Picture This	15%
2] Experimental Cartography	25%
3] Graphic Street Intervention	25%
3] Book Project	25%
5] Participation	10%

Some of the briefs will require a written project proposal and visualization to be handed in on the date assigned by the instructor. This is a research document which would typically include, rational, thumbnails, visual references, production deadlines, and bibliography.

The assignments are designed for disciplined self motivated students. Individual input and project proposals are encouraged in consultation with the Instructor. **ORIGINAL IMAGERY IS REQUIRED FOR ALL ASSIGNMENTS.** Strategies for image appropriation may be considered in consultation with the Instructor. All assignments are due at the beginning of class meetings. **CRITIQUES BEGIN PROMPTLY AT 1:30 PM AND STUDENT ATTENDANCE AND PARTICIPATION IS MANDATORY.**

WORKSHOPS:

Technical workshops and software demonstrations will be organized at the discretion of the instructor in consultation with the class.