

Assignment IV
Making a List

Fall 2012, Art 081 231
Rutgers University
Mason Gross School of
the Arts

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Section 1 WF 12:00–3:00pm
Section 2 WF 3:20–6:30pm

Section 3 WF 3:20–6:30pm
Section 4 WF 12:00–3:00pm

Office hours by appointment.

The activity of design can, at its highest level, be the specification of rules for the production of things, rather than the production of the things themselves. In this assignment you will conduct, from the positions of both rule-maker and rule-follower, an investigation into the conceptual activity of design.

An important part of designing is being aware of how you work, and organizing both your thoughts and the project at hand in a way that makes them/it manageable. But what happens when we use the process itself as the content? What if all you have to work with is your ideas about how to work? And what if in addition to scrutinizing how to make graphic design, you must also negotiate setting these rules with someone else (who undoubtedly has their own ideas about rule- and form-making)?

You and a partner will come up with a series of 20 rules for how you will make an 18" x 24" poster. The only content permitted on this poster are the rules themselves or the result of following them (for example, if one of your rules is "make it red" or "find a photo with a monkey in it" or "tear it in half," then both these words and their outcomes should appear on the poster).

Don't think too much about ultimately how the poster will look when you're devising your rules. Try to think only of actions, processes, and ways of working that interest you. Also, any method is fair game: you could work only with your hands, or you could execute all of your steps digitally, or some combination of both (i.e. think about means of production).

Schedule

Wednesday, Oct 24: Assigned partners. For next class come up with your list of rules.

Friday, Oct 26: Present your list of rules to the class. Work in class on poster design with your partner. Print up some rough drafts.

Wednesday, Oct 31: Present your first draft. Continue following your rules and complete your poster. We'll reconvene near the end of class to take a look at both the lists of rules and the posters.

Friday, Nov 2: Final of poster due.