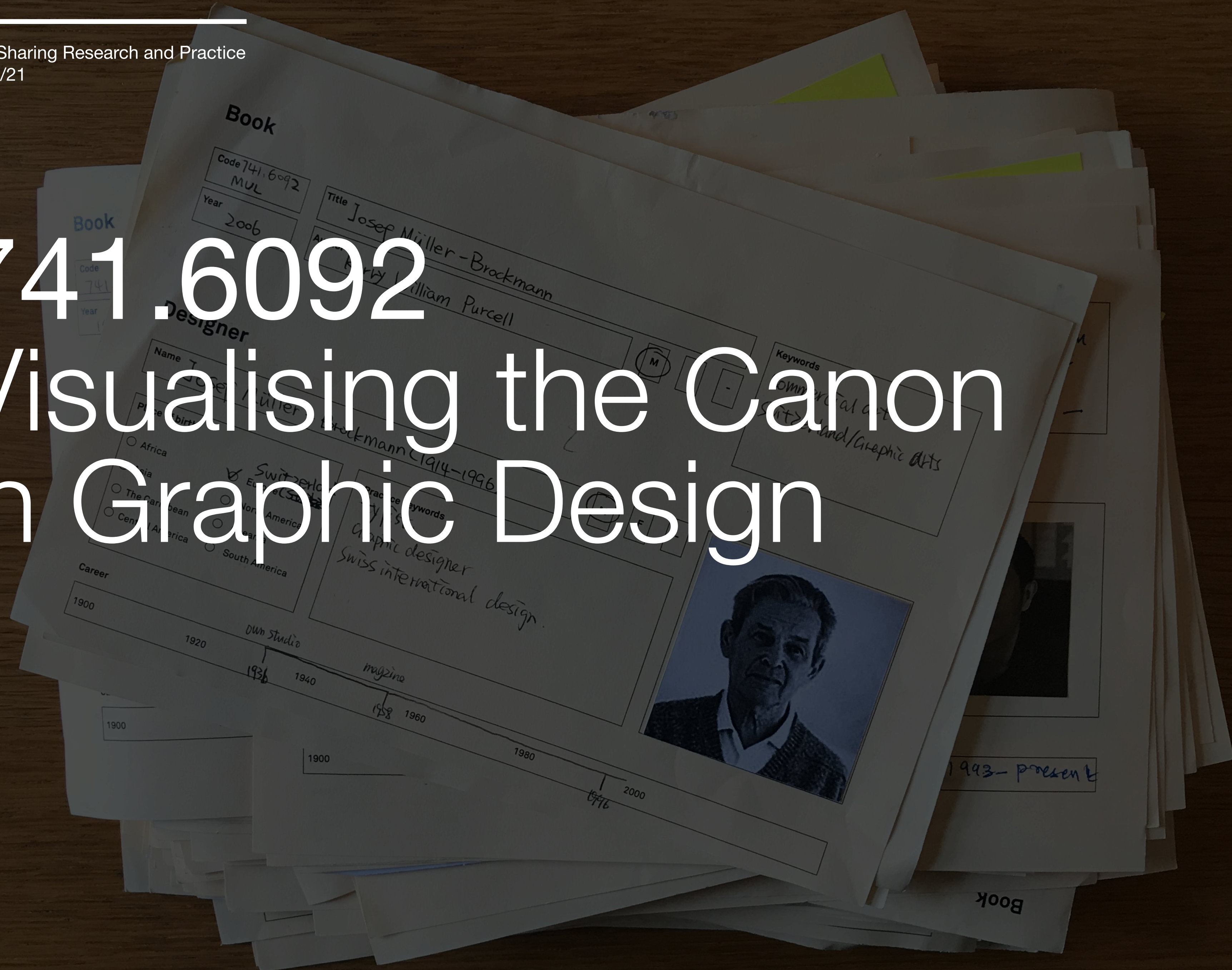
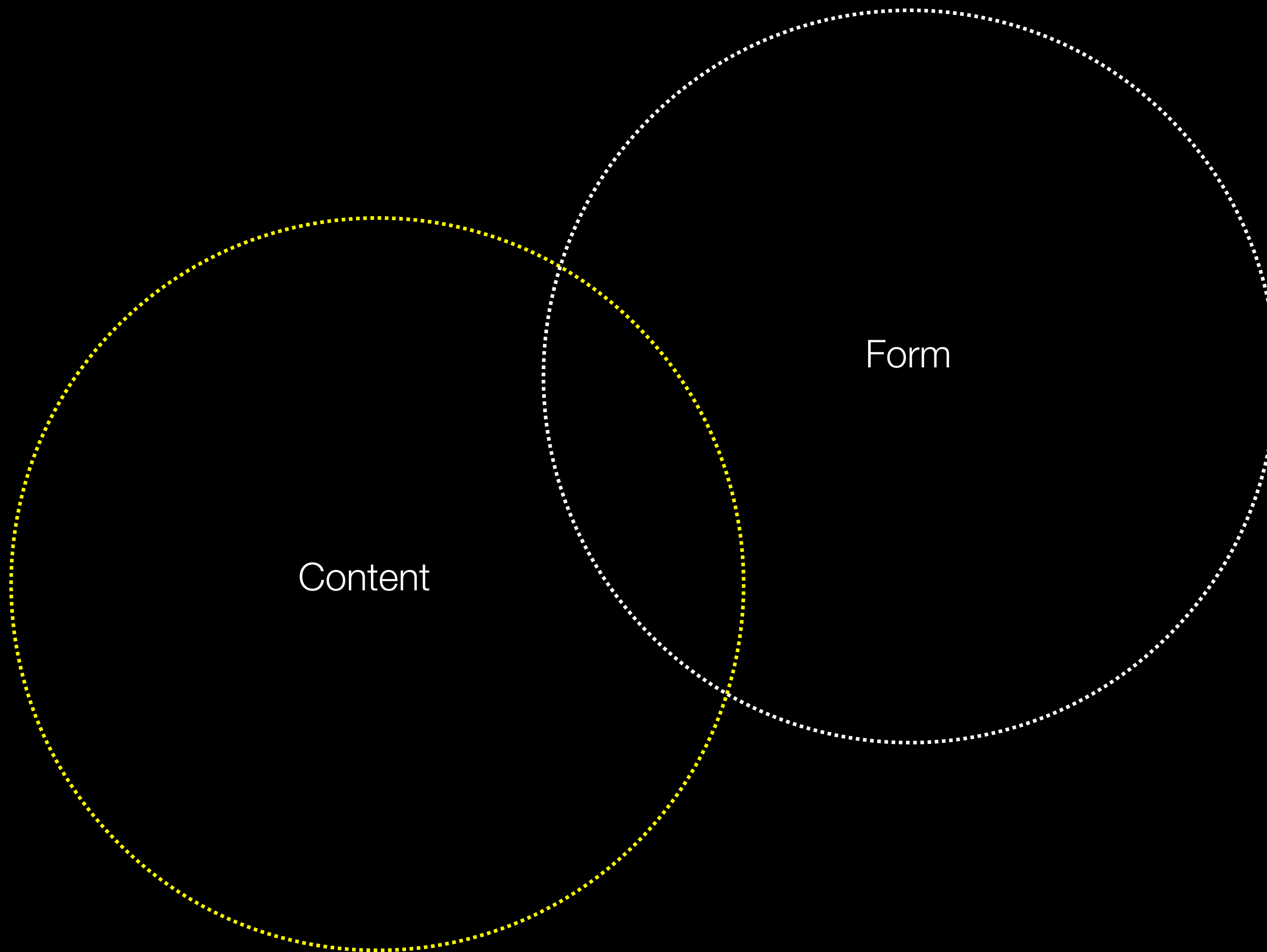


741.6092 Visualising the Canon in Graphic Design



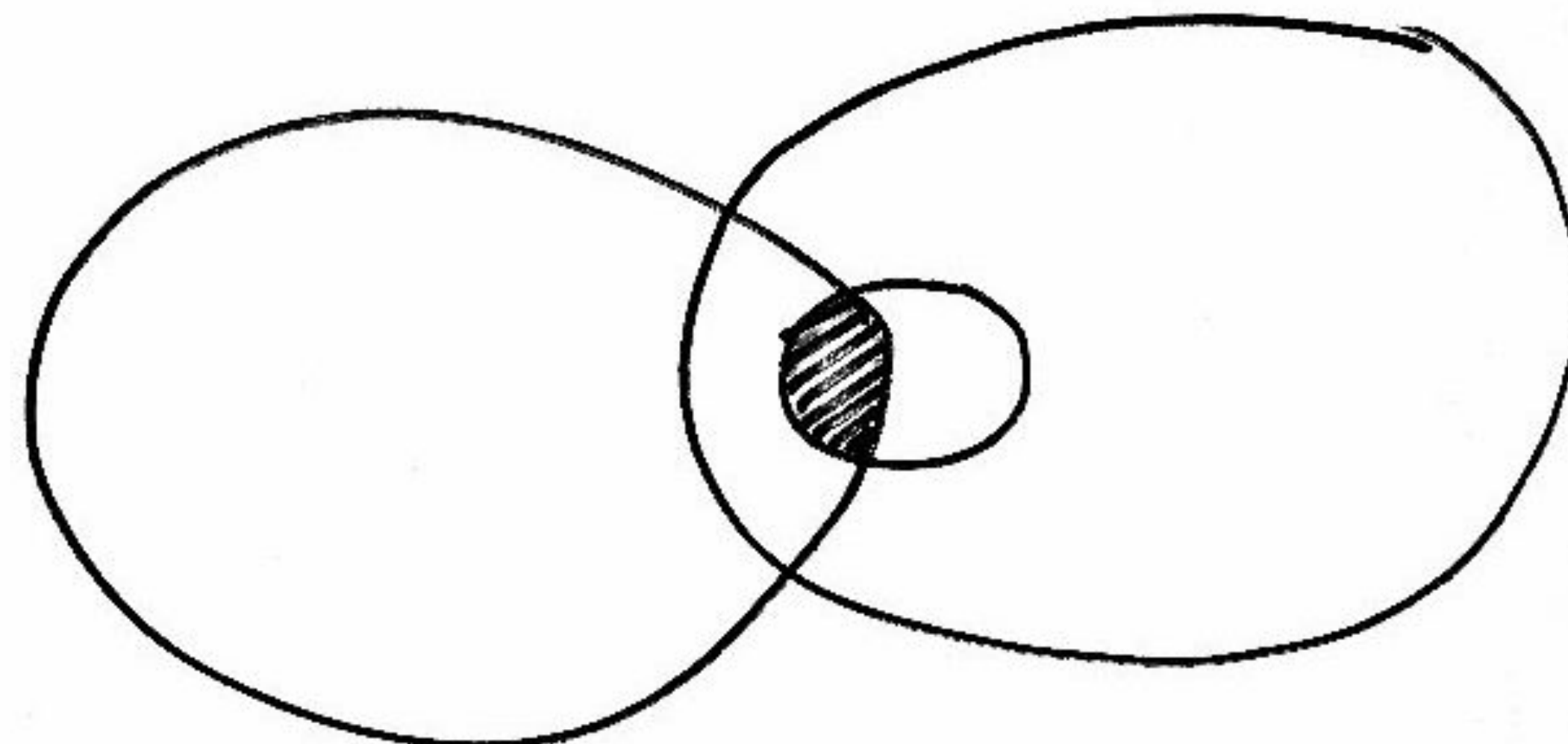
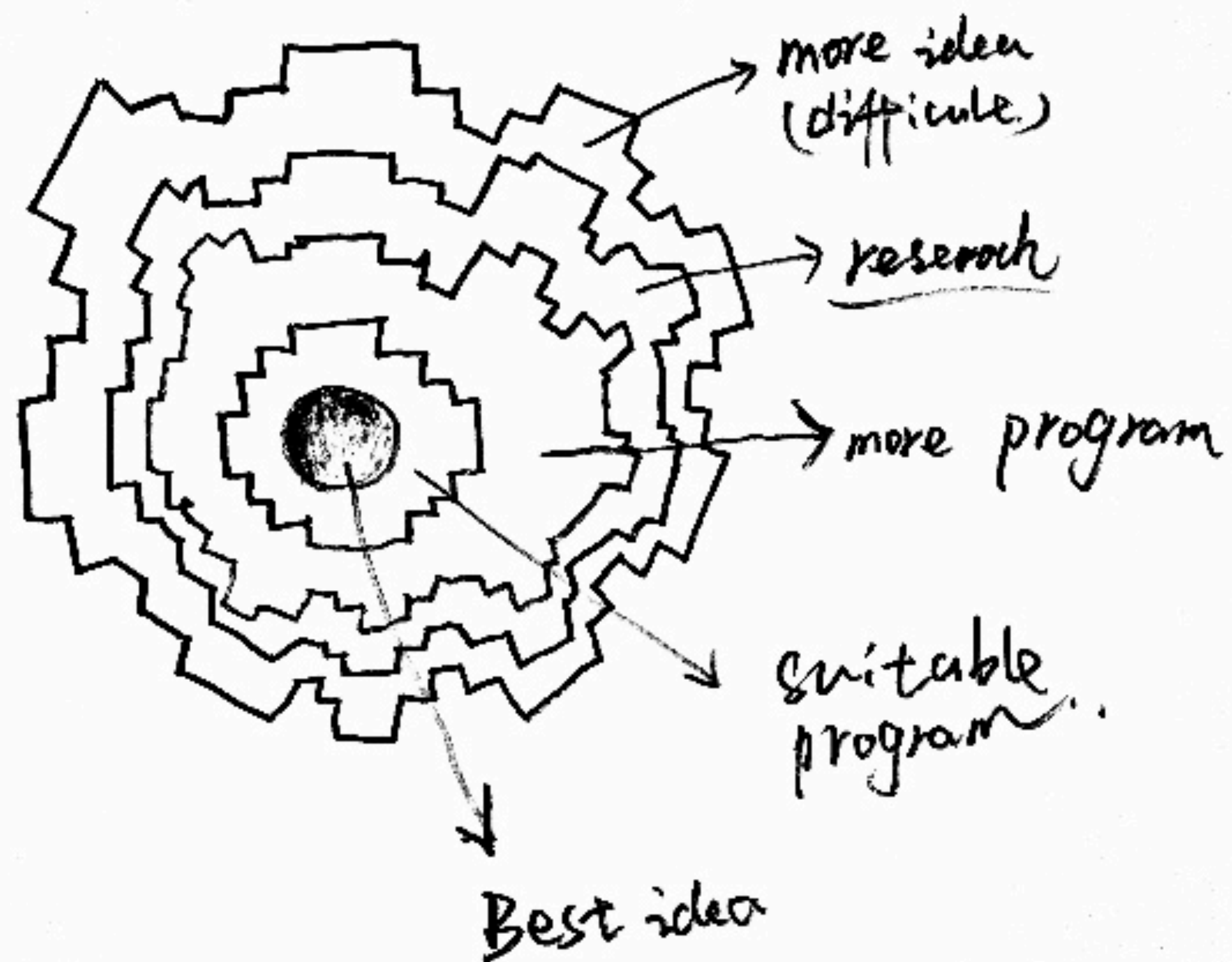


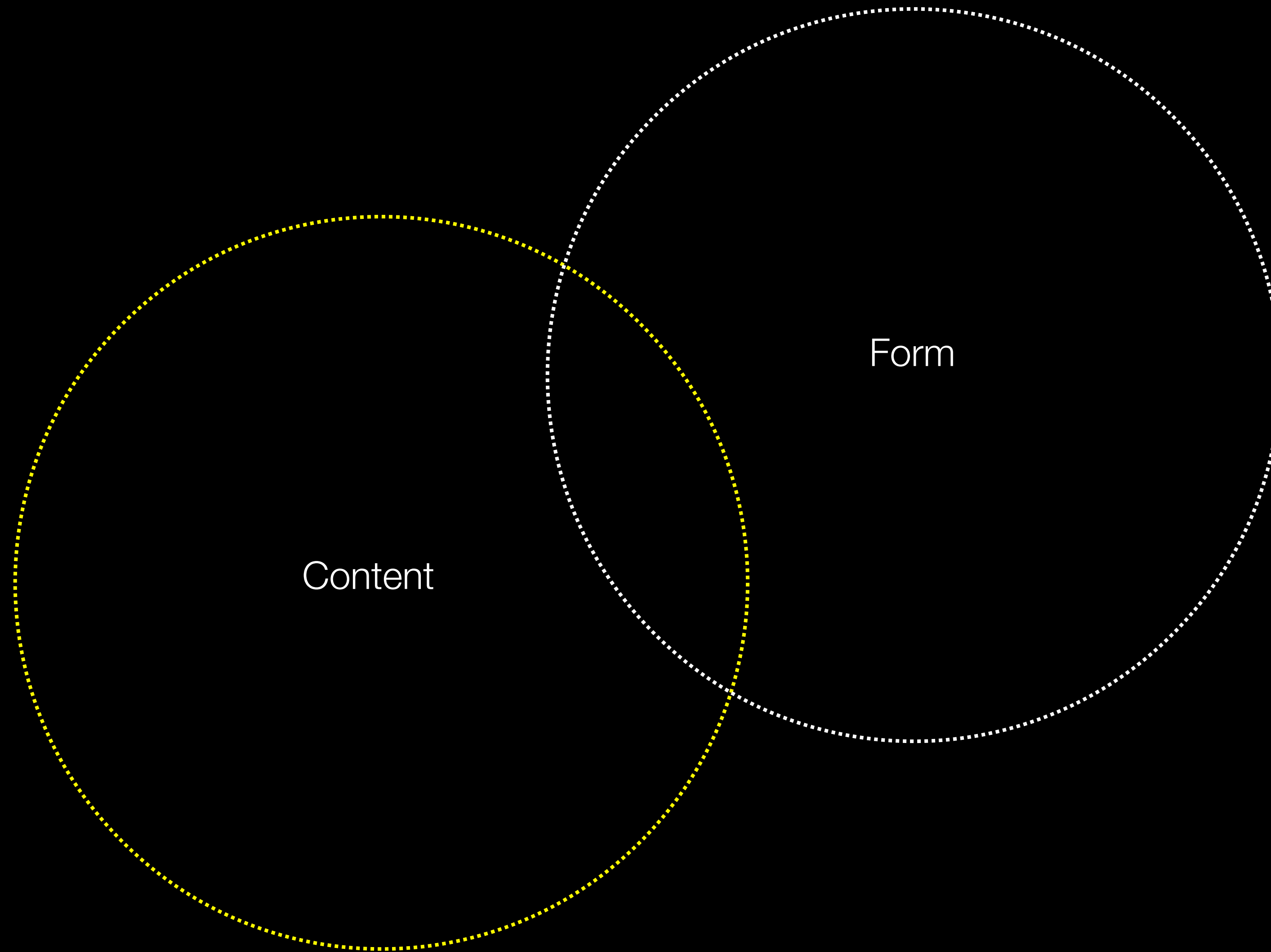
My expertise has always been my ignorance,
my admission and acceptance of not knowing.
My work comes from questions, not answers.

Laura Knight
741.6092

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Theory▶ Practice

Theory itself is often assumed to be abstract: something is more theoretical the more abstract it is, the more it is abstracted from everyday life. We might then have to drag theory back, bring theory back to life

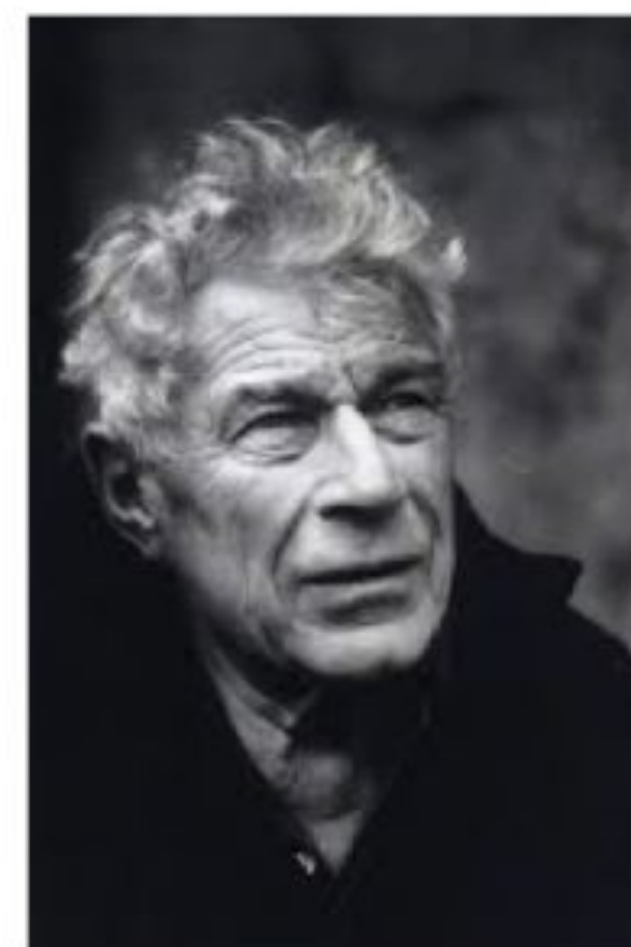
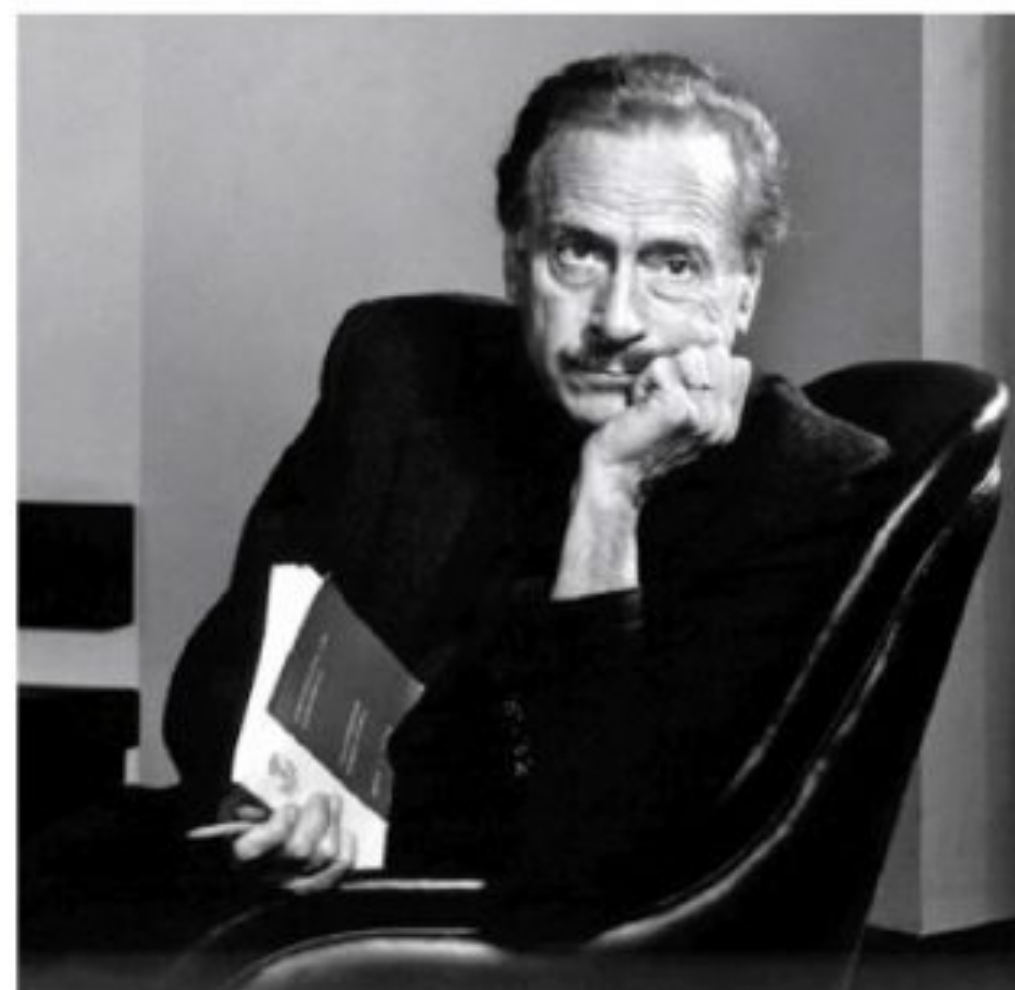
Sara Ahmed, 2017:10

741.6092 Graphic Designers



To date, mainstream design discourse has been dominated by a focus on Anglocentric/ Eurocentric ways of seeing, knowing, and acting in the world

The history of design is being told as the history
of genius individuals (predominantly white men)



Reading Lists

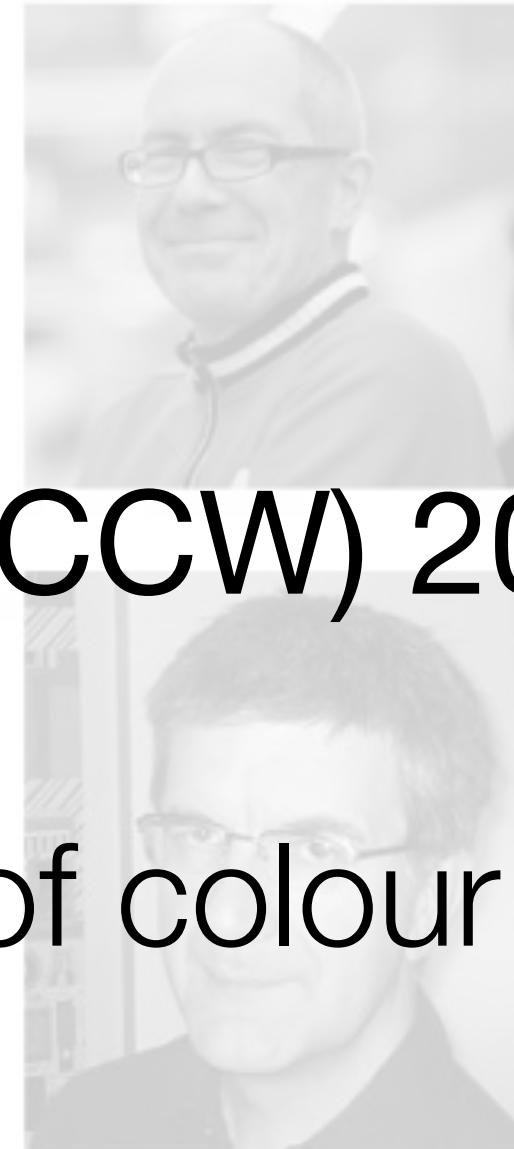
Graphic Design Programme (CCW) 2019

0.3% of authors were people of colour

18% of authors were women

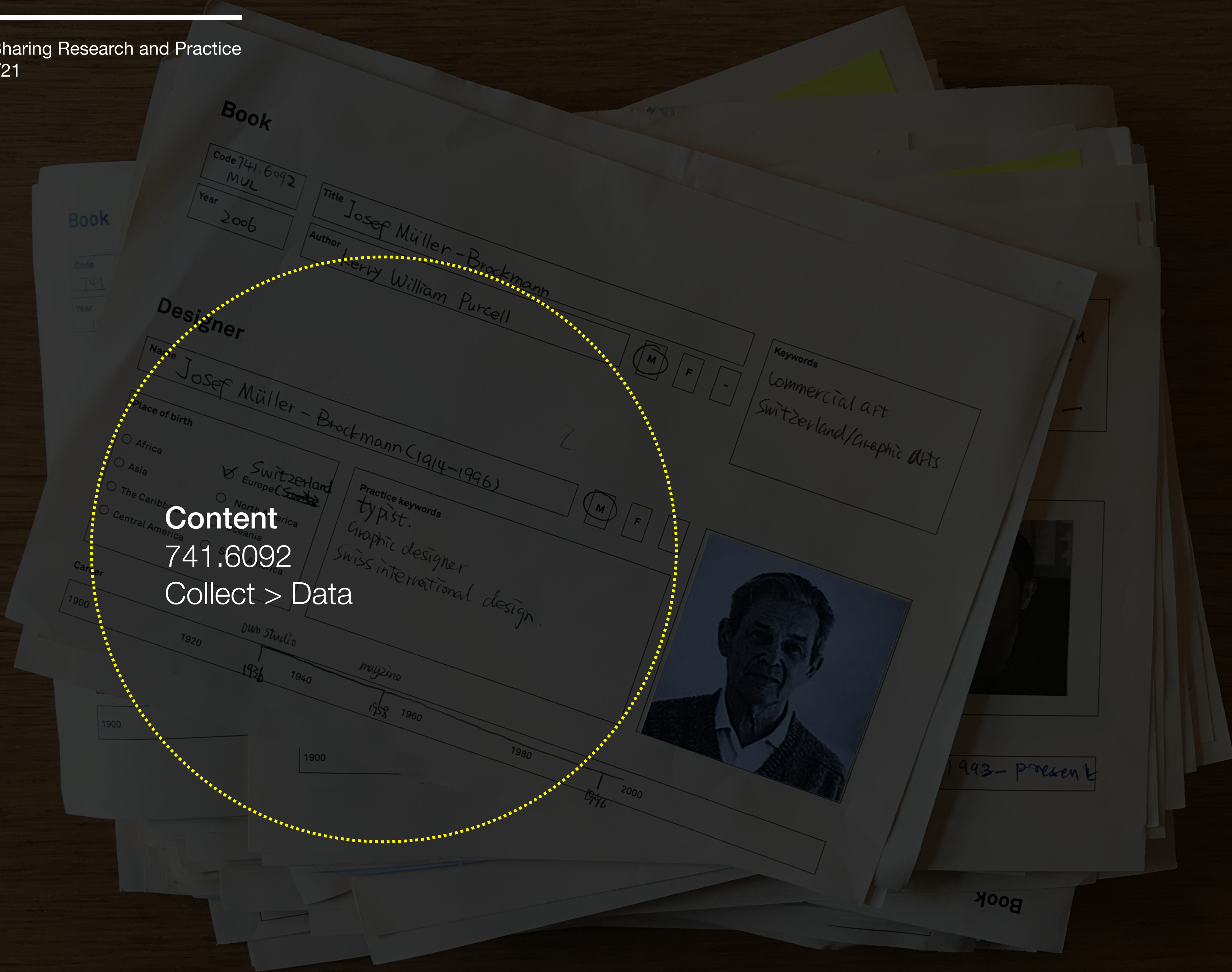
11% of books had been published since 2000

100% of the books Anglo/Euro publishing



Education either functions as an instrument to facilitate integration of the younger generation into the logic of the present system or it becomes the practice of freedom; the means by which they deal critically and creatively with reality and discover how to participate in the transformation of their world

Who *are* the designers represented
in section 741.6092 of the library at
Chelsea College of Arts?



Content
741.6092
Collect > Data

Book

Code 741.6092
MUL

Year 2006

Title Josef Müller-Brockmann

Author Kerby William Purcell

Designer

Name Josef Müller-Brockmann (1914-1996)

Place of birth

☐ Africa

☐ Asia

☒ Switzerland

☐ The Caribbean

☐ Central America

☐ Europe

☐ North America

☐ Oceania

☐ South America

Practice keywords

typist.

graphic designer

Swiss international design.

Keywords

Commercial art

Switzerland/graphic arts

Career

1900

1920

1936

1940

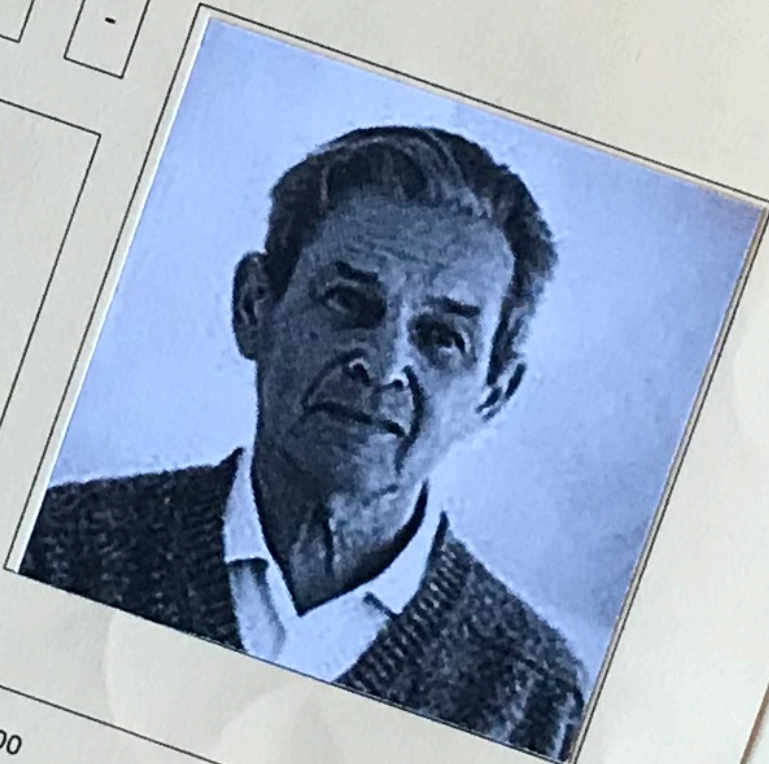
1958

1960

1980

2000

1996



1900

1993-present

Book

Code 741

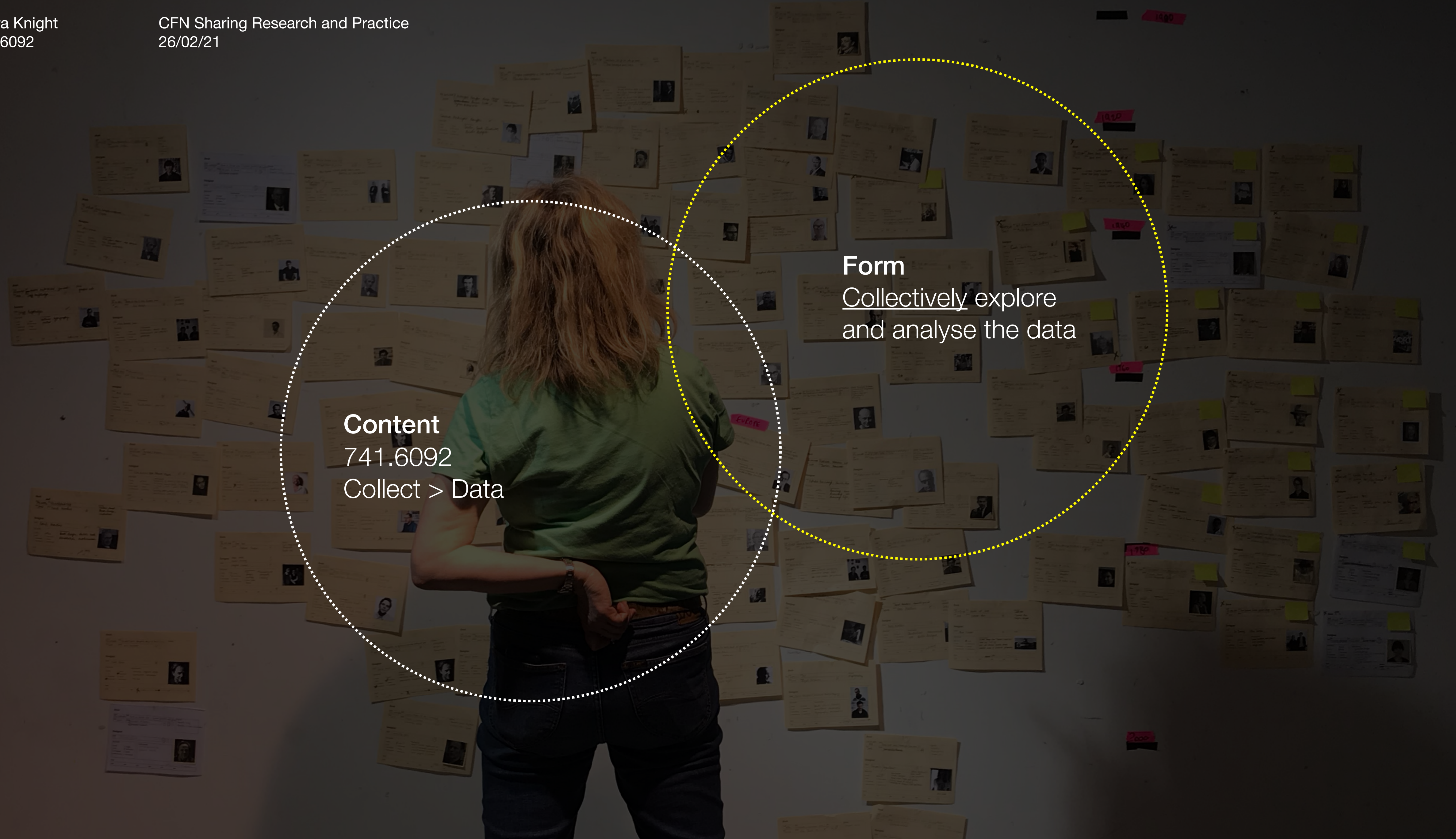
Year 1

Laura Knight
741.6092

CFN Sharing Research and Practice
26/02/21

Content
741.6092
Collect > Data

Form
Collectively explore
and analyse the data



It was exciting to collect data about books that had not been recorded before, to be creating new information about the collection at Chelsea

Student reflection

Book

Code 741.6092
MUL

Year 2006

Title Josef Müller-Brockmann

Author Kerry Williams

Keywords Commercial art
Switzerland/Graphic arts

Name Josef Müller-Brockmann (1914-1996)

Place of birth

- ☐ Africa
- ☐ Asia
- ☐ The Caribbean
- ☐ Central America
- ☒ Switzerland
- ☐ Europe
- ☐ North America
- ☐ Oceania
- ☐ South America

Career

1900

1920

1936

1940

1958

1960

1977

1980

2000

Practice keywords

typist.
Graphic designer
Swiss international design.

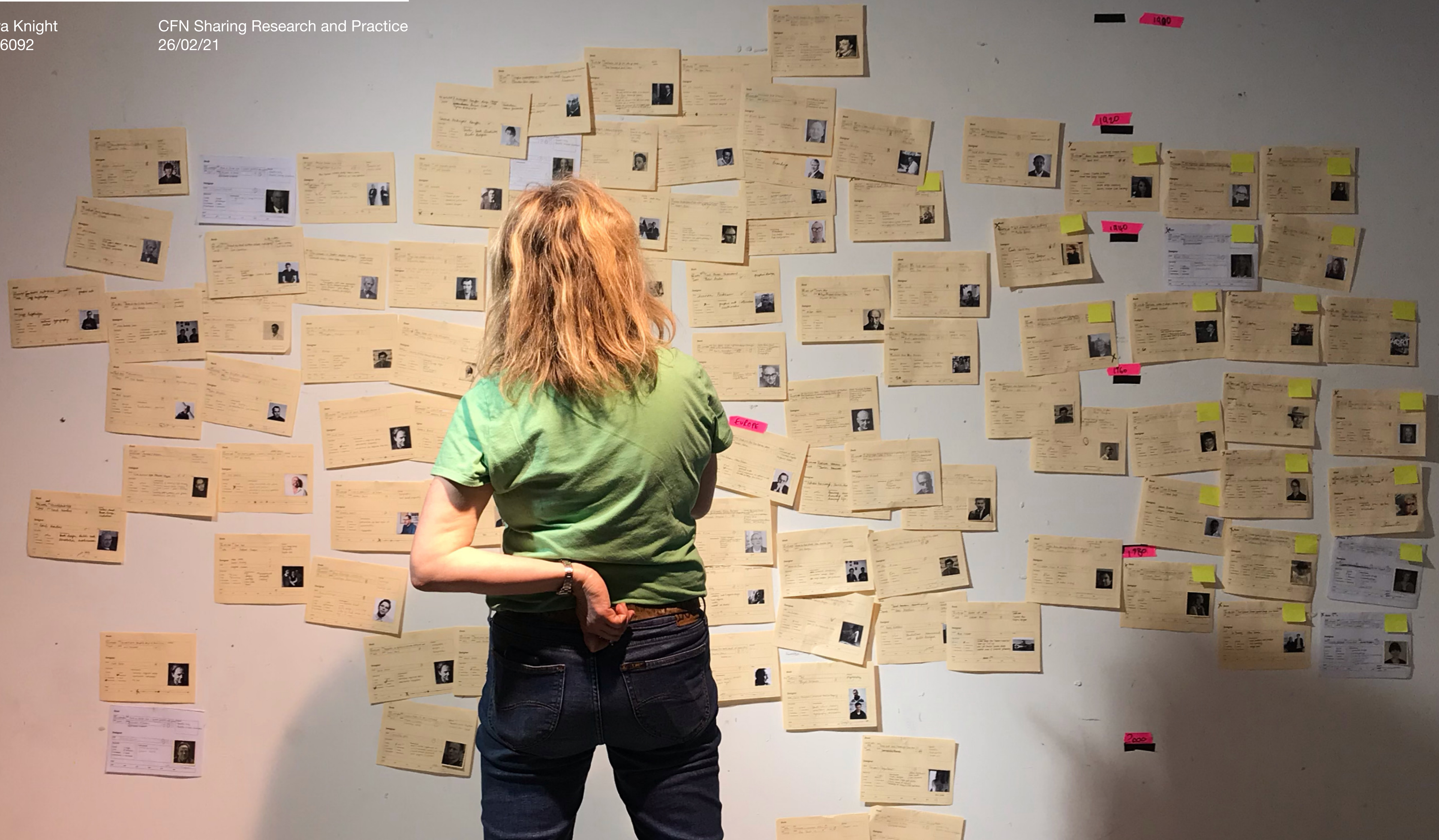
M F -

1993-present

Book

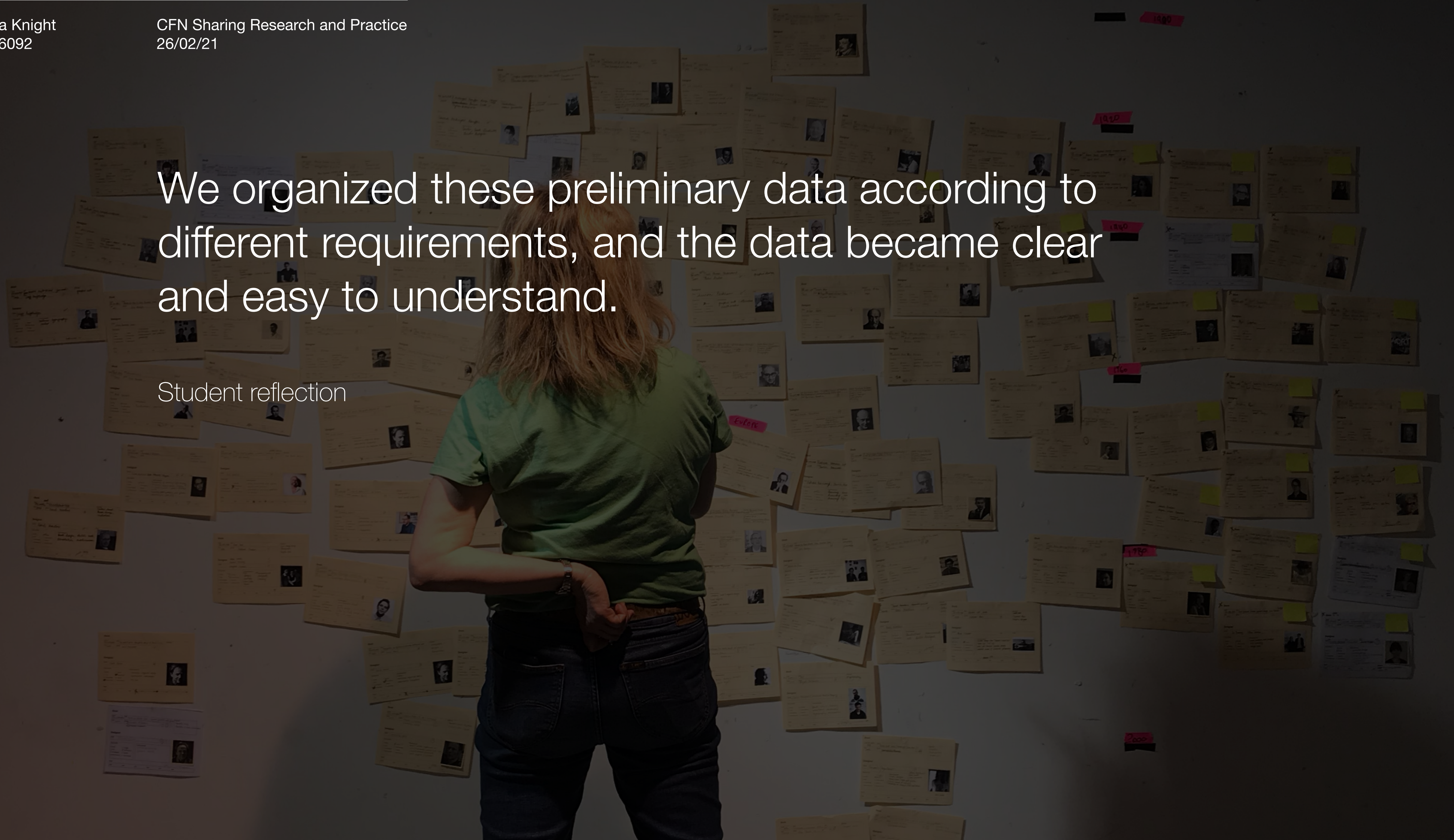
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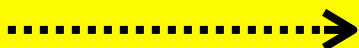


We organized these preliminary data according to different requirements, and the data became clear and easy to understand.

Student reflection



Arrange



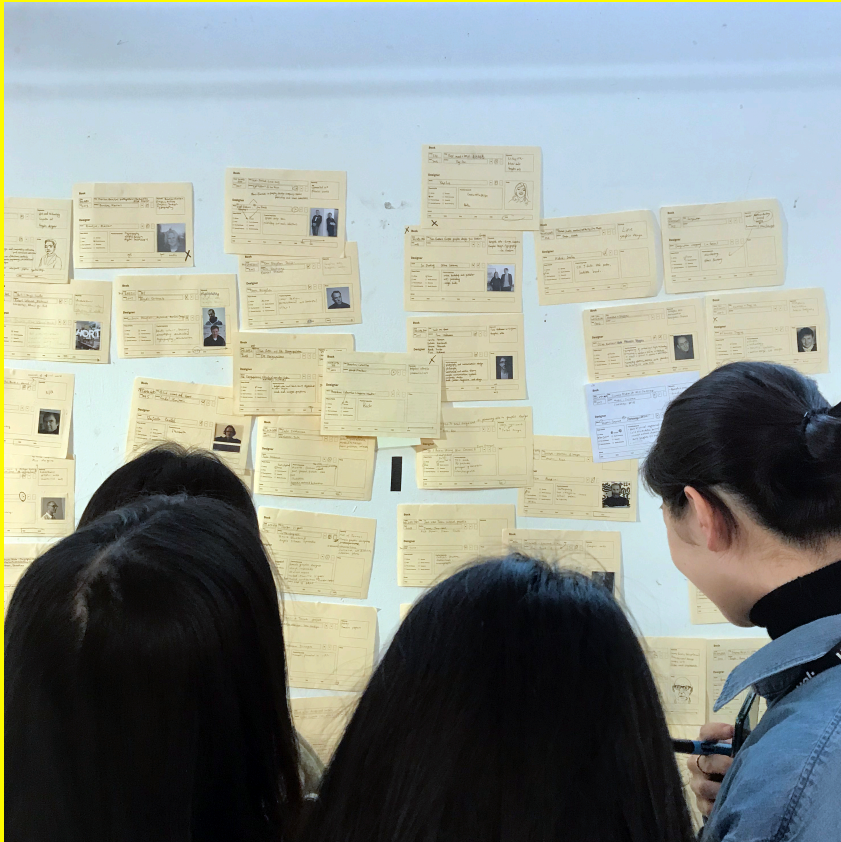
Document



Discuss

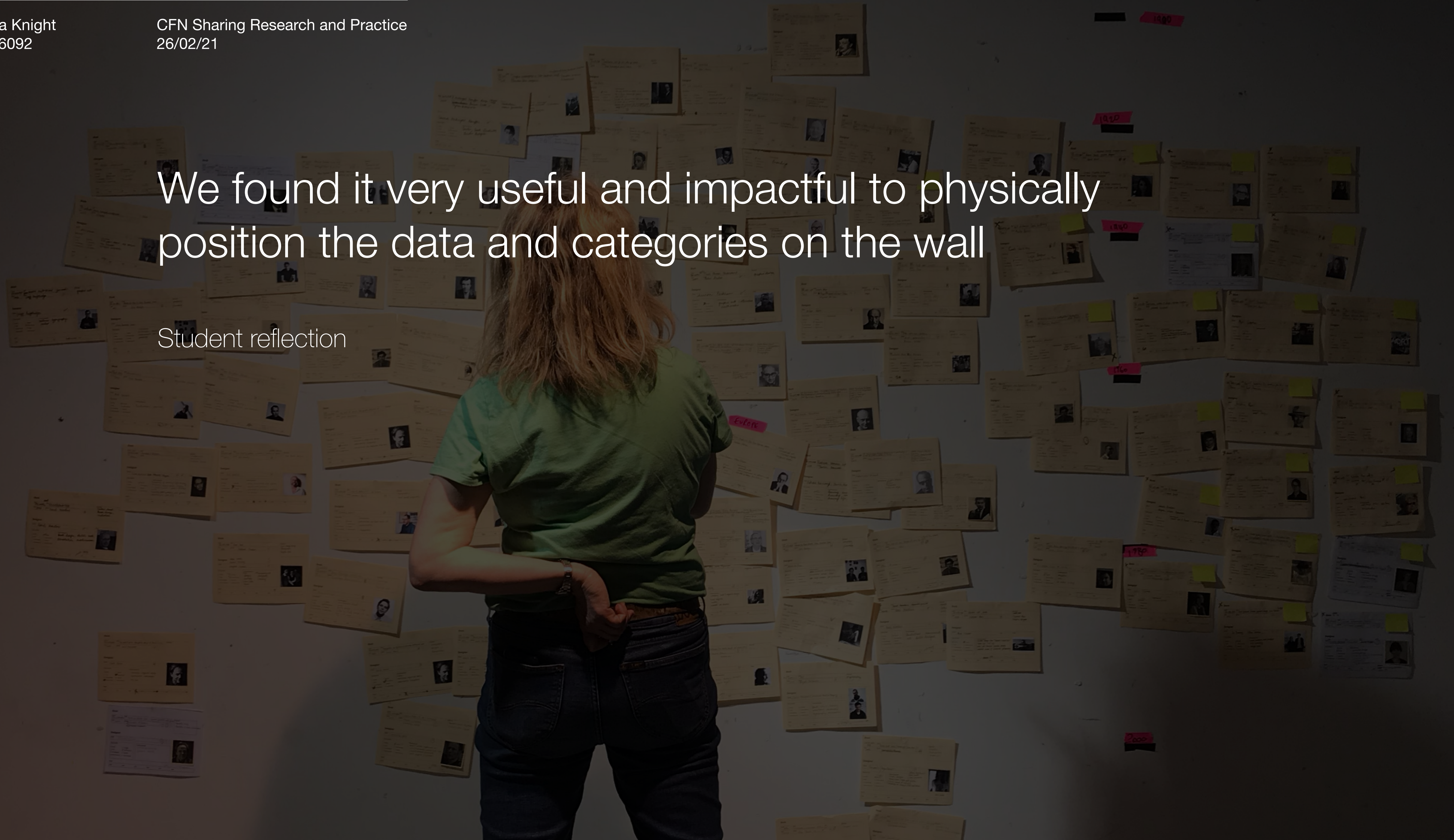


Record



We found it very useful and impactful to physically position the data and categories on the wall

Student reflection



Arrange

.....→

Document

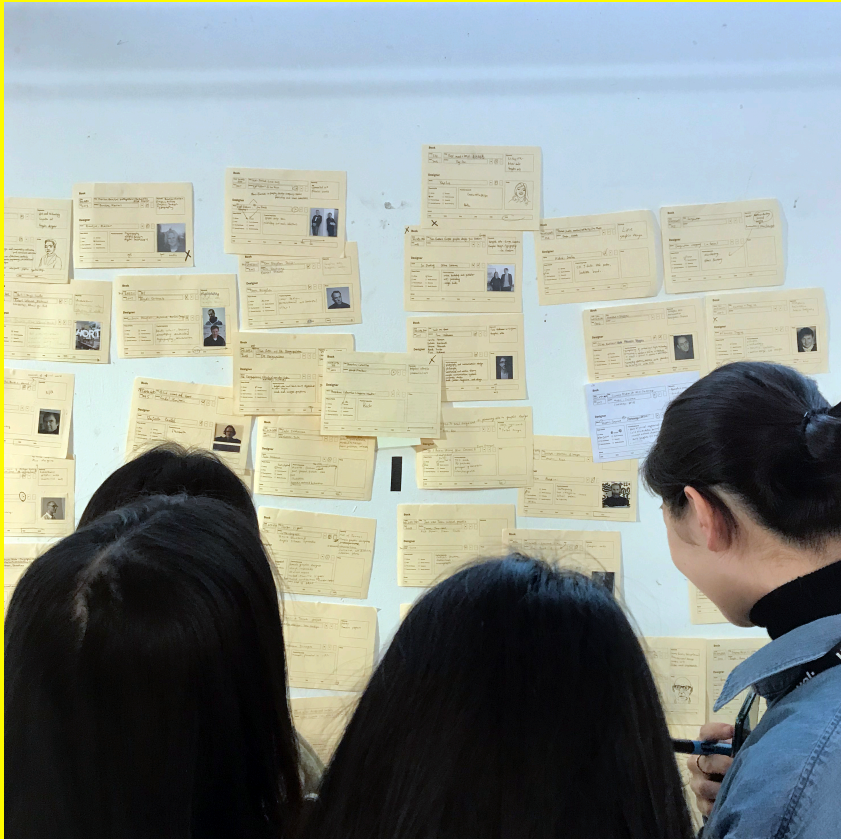
.....→

Discuss

.....→

Record

- Time
- Location
- Category*
- Hierarchy*
- T+H*
- T+H+C*
- L+C*
- C+C*



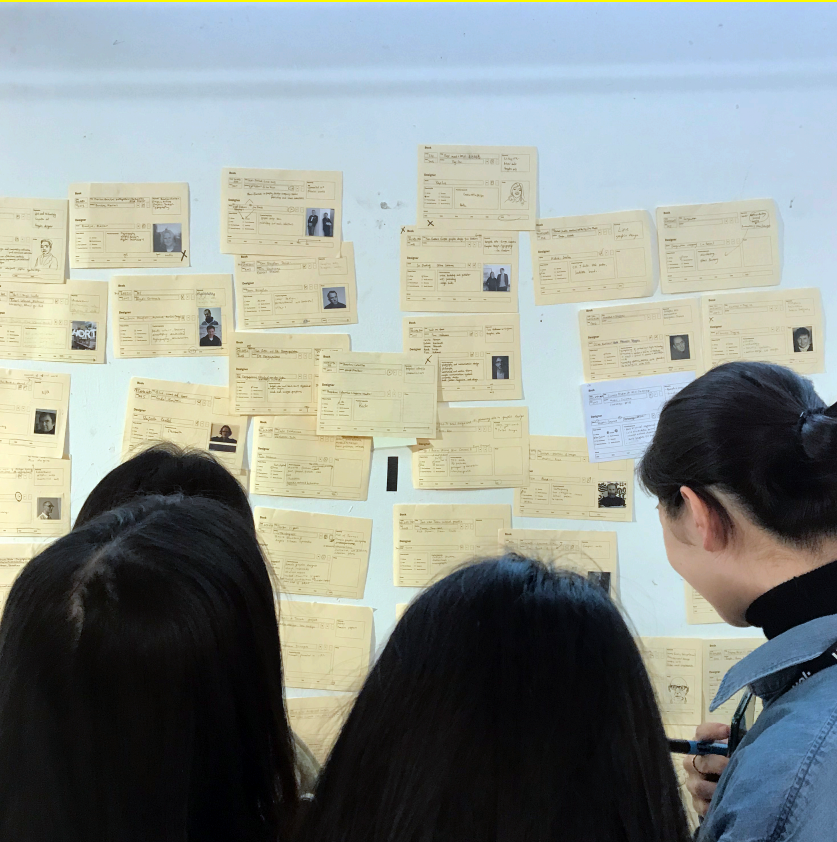
Arrange

- Time
- Location
- Category*
- Hierarchy*
- T+H*
- T+H+C*
- L+C*
- C+C*

Document



Discuss



Record



L+C LOCATION

Designers from Asia are mainly Japanese & Africa.

Asia is such a BIG continent yet there are only a few graphic designers are included in the canon.

Lots of Germans.

Europe has the most no. of designers but is ~~not~~ so racially skewed.

Women in Asian have a higher proportion
Gender issues about who is managing the design co?

Who are the AFRICAN DESIGNERS?

" " " CARIBBEAN "
" " " LATINO "

even Spanish?

→ northern EU dominant.

is it because of manufacturing?
economy?

M / F → Category
→ Cat vs Hierarchy

- Most women graphic designers are from North America or Europe.
- Most women designers' book released after 2000
→ they need to be at the top of their career to have a book released.
- Duo designers are discovered these days.
- 3 of these women come from the same studio
- Only one woman / Asia designer is located in 1950'
- mixed gender studios only recent (1990s)
- studio show up late.

→ rise of collaboration after 1980s.
↓
before 1980's we only had posters / billboards due to new technology. → need more diverse skills to design for new tech.

rise of tech / social media.
Easier to be recognised.

I guess after half century. if students do this data again, most designers will be Female.

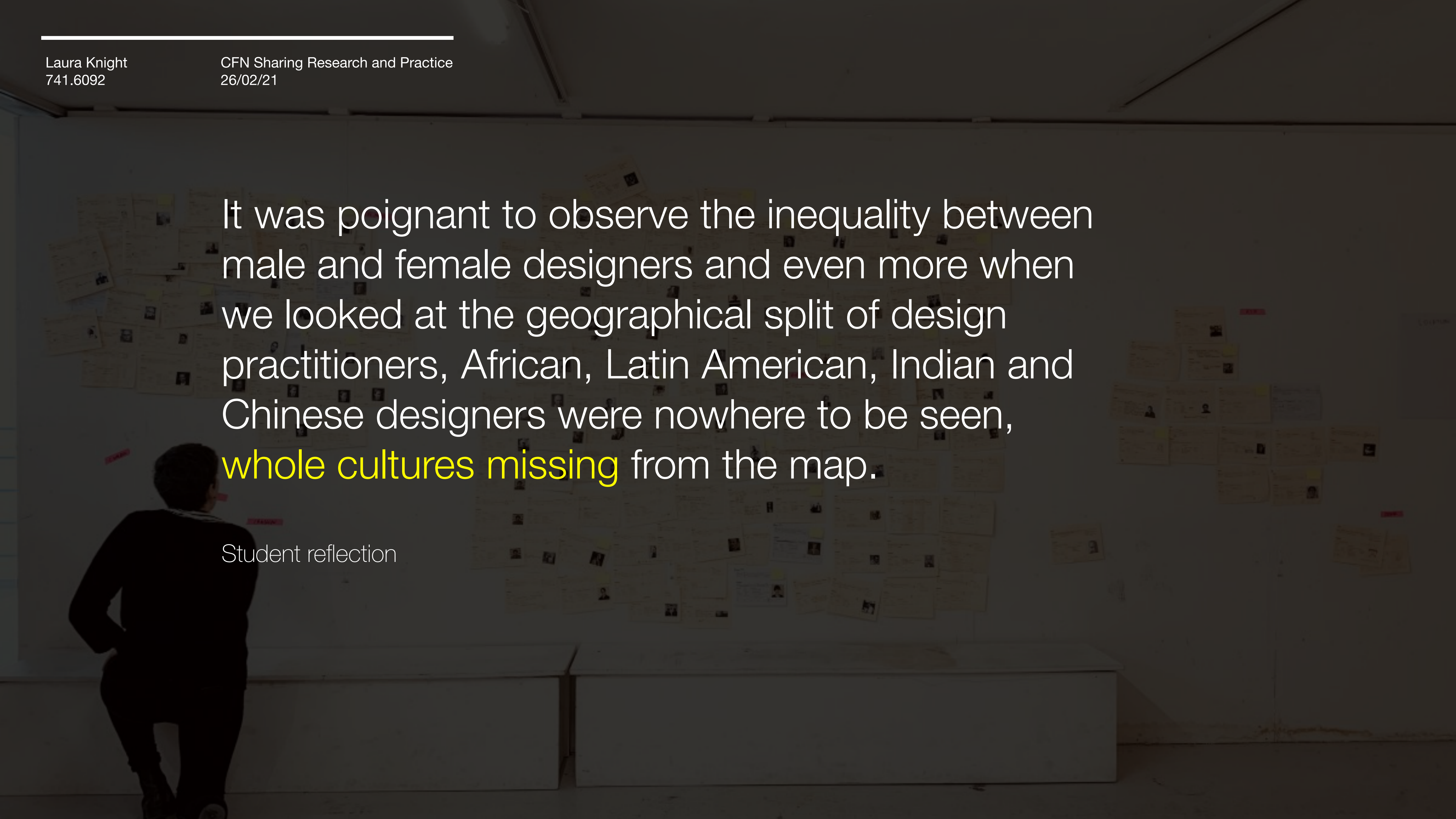
* correlation between students + successful designers → industry = More male.
study = More female.

* GD is still new industry → quickly growing co. V1

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A person is seen from behind, standing in a room and looking at a large wall. The wall is covered with numerous small, rectangular papers or photographs pinned to it. The person is standing on a low platform or bench. The lighting is dim, and the overall tone is contemplative.

It was poignant to observe the inequality between male and female designers and even more when we looked at the geographical split of design practitioners, African, Latin American, Indian and Chinese designers were nowhere to be seen, **whole cultures missing** from the map.

Student reflection



I thought this workshop was very powerful.
I realised how key design can be, how we can
contribute to change by making people think
and feel abstract concepts through visualisation.

Student reflection



We knew before that the design world wasn't very representative. What shocked us was the prevalence such **bias in an educational institution**. The biases are going to continue as this is what young designers are taught.

Student reflection



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I found these practical steps really helpful as these were only fuzzy abstract concepts to me before. I can now see that I can **contribute** to this process in the context of my **future work** as a designer.

Student reflection

This project has truly led me to reflect on the resources I draw on in my design practise. It helped me realise that I must make a conscious effort to broaden them.

Student reflection

I've realised internalizing codes without questioning them is deeply problematic. I am working with representations that are not inclusive and I could influence the general perception of reality accordingly.

Student reflection

Limitations

Book

Code 741.6092 FUK

Title Posters of Fukuda

Year 1987

Author Shigeo Fukuda


Keywords graphic design

Designer

Name Shigeo Fukuda

Place of birth ☒ Asia ☐ Africa ☐ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords Sculptor decorator illustration designer social concern humorous

Photo 

Career 1900 1920 1940 1960 1980 2000

Book

Code 741.6092 NOD

Title NAGAJI NODA

Year 1973-2008

Author NAGAJI NODA


Keywords

Designer

Name NAGAJI NODA (1973-2008)

Place of birth ☒ Asia (Japan) ☐ Africa ☐ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords Artist: freelance art director: fiction designer kawaii artist extremely bold color clear edge between reality and abstraction free photography

Photo 

Career 1900 1920 1940 1960 1980 2000 2008

Book

Code 741.6092 MIH

Title Hall of Femmes: Tomoko Miho

Year 2013

Author Tomoko Miho, Samira Bouabara, Angela Tillman Sperandis


Keywords

Designer

Name Tomoko Miho

Place of birth ☐ Africa ☐ Asia ☒ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords Signage and catalogue design

Photo 

Career 1900 1920 1940 1960 1980 2000

Book

Code 741.6092 ASY

Title All you wanted to know about Asylum but were too shy to ask

Year 2012

Author lua Ai Wei (edited by)


Keywords Graphic Arts 21st Century Artist Books Asylums

Designer

Name The Asylum Team

Place of birth ☐ Africa ☐ Asia ☒ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords graphic design graphic design education and research editorial, print and web design identity & typography individual exhibitions explores power structure and what makes something great & well collected and what makes something terrible

Photo 

Career 1900 1920 1940 1960 1980 2000

Book

Code 741.6092 KUR

Title Poemotion 1, 2, 3

Year 2014

Author KURASHIMA Takahiro


Keywords Pattern perception Visual perception optical illusion Takahiro, 1970 -

Designer

Name Takahiro Kurashima

Place of birth ☒ Asia ☐ Africa ☐ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords link to the motif of a "school of seeing" in a playful & minimalist way Abstract volume & motion

Photo 

Career 1900 1920 1940 1960 1980 2000 2014

Book

Code 741.6092 UKA

Title UKAWA NAOHIRO (Gas Book oT)

Year 2002

Author Toru Hachigae (Editorial Director)


Keywords Graphic arts Commercial art graphic design

Designer

Name UKAWA NAOHIRO

Place of birth ☒ Asia (Japan) ☐ Africa ☐ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords VJ, graphic designer, writer, University professor, club owner, program producer, party organizer, visual artist, music video director

Photo 

Career 1900 1920 1940 1960 1980 2000

Book

Code 741.6092 ABE

Title Concept + Selections of Images

Year 2002

Author Abedini Reza


Keywords

Designer

Name Reza Abedini

Place of birth ☒ Asia ☐ Africa ☐ Europe ☐ North America ☐ Oceania ☐ The Caribbean ☐ Central America ☐ South America

Practice keywords Contemporary book / Magazine covers festival posters brochures

Photo 

Career 1900 1920 1940 1960 1980 2000

Location | Europe/Africa/Asia

Taken at Data Discovery Workshop
19/02/2020, Chelsea College of Arts

741.6092 / 2 / Data Discovery

+

lauraknight.myblog.arts.ac.uk/2020/02/21/741-6092-2-data-discovery-workshop/

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1 Hello, Laura Knight

21ST FEBRUARY 2020 BY LAURA KNIGHT

741.6092 / 2 / Data Discovery Workshop

Yesterday I held the second of two workshops on the 741.6092 project. Students brought their alternative ‘library cards’ to the session complete with the extra data about the designers. This included photos of the designers, their sex, place of birth, the timeframe of their career and some practice-related keywords.

The workshop today was about data discovery. We used the creative organisation of the cards on the walls to create new readings of the information about the collection. We used L.A.T.C.H (Wurman, 2001) because it’s familiar to the students already and this serves as a great refresher. It’s also a very accessible method. We can work through the letters one-by-one. As Wurman has said, ‘each method of organisation creates a new structure’ enabling us to consider a new perspective on the whole.

T

The first exercise was perhaps the simplest (which is why I began with it). A simple **T for Time** on the wall in tape and a series of tape strips. This replicated the timeline on their library cards. Students then placed the designers in the area that represented the peak of the designers career.

This was ill-planned as I realized that it wasn’t exactly what I had asked them to capture. This needs considering in the design of the library card. The span of the career is one thing but the peak is another

Search ...

Q

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Teaching in Collaborate / Set up

Teaching in Collaborate / Engagement

Reflections on a racist printer

741.6092 / 2 / Data Discovery Workshop

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Knight, L. (2020) ‘741.6092 / 2 / Data Discovery Workshop’, 21/02/2020
lauraknight.myblog.arts.ac.uk/2020/02/21/741-6092-2-data-discovery-workshop/

Book

Code

Title

Year

Author

M

F

-

Keywords

Designer

Name

M

F

-

Place of birth

☐ Africa

☐ Europe

☐ Asia

☐ North America

☐ The Caribbean

☐ Oceania

☐ Central America

☐ South America

Practice keywords

Photo

Career

1900

1920

1940

1960

1980

2000

741.6092 Going forward

Book

Code 741.6092
MUL

Year 2006

Title Josef Müller-Brockmann

Author William Purcell

Designer

Name Josef Müller-Brockmann (1914-1996)

Place of birth

☐ Africa
☐ Asia
☐ The Caribbean
☐ Central America
☒ Switzerland
☐ Europe
☐ North America
☐ Oceania
☐ South America

Practice keywords
typist.
Graphic designer
Swiss international design.

Keywords
Commercial art
Switzerland/Graphic arts

Career

1900

1920

1936

1940

1958

1960

1977

1980

2000

1993-present

Book

- Informing collection development
- New resources to expand mapping
- Visual Reading Lists



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