Lecture # 7

VISUAL LANGUAGE AND NARRATIVE SYSTEMS

Serial Imagery, Typology, Repetition
Visual Language, Expressive 'Experimental' Typography
Text in Art
Narrative Systems - Episodic, Linear/Sequential, Non-Linear, Re-arranging

video:
Charlie White & Boom Bip, Music for Sleeping Children, “Isabelle”, 2012, directed by Jacob Satterwhite
Michael Fluckiger, Pandoras Box, 2009, Processing & Arduino, projection
Stephen Doyle, Grit tape installation, 2011
Bad Lip Reading, YouTube excerpts, https://www.youtube.com/user/BadLipReading

Excerpts from modern title sequences: Island of Dr. Moreau, 1996, Panic Room, Homeland, True Detective
http://www.artofthetitle.com/title/the-island-of-dr-moreau/
Gregory Bros., Songify the News #6, 2015

Context: The set of circumstances or facts that surround a particular event, situation, etc.
The interrelated conditions in which something exists or occurs.

1. **Context**
2. **Serial Imagery + Typology**
   3. Andy Warhol, Mao installation with wallpaper 1974,
   4. Andy Warhol, Elvis I and II, 1964, synthetic polymer paint and silkscreen 208.3cm square
   5. Jeans ad mimicking Warhol
   6. Andy Warhol, Lavender Disaster, 1963, acrylic and silkscreen, 106x82”
   7. The history of folding chairs poster
   8. Bernd and Hilla Becher, Typology of Half Timbered Houses, 1959-74, gelatin silver photographs 40x31cm each
   9. Lorna Simpson, Easy for Who to Say, 1989, 5 polaroids w/10 plastic plaques, 31x115”
10. **Typography, a short history and popular use**
    11. Reading/Seeing/text/Image, diagram
    12. Boca & Ryan Uhrich, Vancouver Film School, Typography Lesson, 2007
    13. Typeface diagram
    14. Serif and sans serif type identification
    15. Simple difference in typeface can express differently
    16. Petroglyph, approx 10,000 yrs old, picture writing
17. Chinese ideogram (a written character symbolizing the idea of a thing without indicating the sounds used to say it)
18. Sumerian (now southern Iraq) cuneiform, clay, invented 5,000 yrs ago
19. Egyptian hieroglyph with dog (?)
20. Rebus examples
21. Rebus examples
22. Joris Hoefnagel and Georg Bocskay, folio 15 from Mira Calligraphiae Monumenta (Model Book of Calligraphy), produced between the mid and late 16th century
23. Unknown Persian typography
24. Industrial Era and Art Nouveau Typography 1800-1900
25. Filippo T. Marinetti, from the Futurist Words-in-Freedom, 1914
27. Alexander Rodchenko, 1920's Russian Constructivist typography
28. De Geluidsfilm magazine covers, Dutch (soundfilm), 1933
29. Swiss Modern Typography, architecture magazine spread, c 1950
30. Paul Rand, corporate identity for IBM, c 1960
31. Ann Peebles, & Atlanta, GA blues concert posters, 1964
32. Rolling Stones & Led Zeppelin rock concert posters, 1964
34. Wes Wilson, Van Morrison concert poster, 1967 (psychedelia)
35. Victor Moscoso, Quicksilver concert poster, 1967 (psychedelia)
37. Punk posters, Fear, 1982, Sex Pistols
38. New Wave, 70's-80's, April Greiman, Your Turn, My Turn, 1983, poster
39. David Carson, spread from Ray Gun, 1994, offset 12x20" (deconstructivist)
40. Substance Design Agency, deconstructivist typography example, mid-1990's
41. Elliot Earls, from An Investigation Thru Portraiture (ML King), 1999
42. Shigetaka Kurita, the original emoji, 1999, 12x12 pixels each
43. Michael Fluckiger, Pandora's Box, Processing & Arduino projection, 2009
44. Retro, posters influenced by past visual movements
45. Recent typography trends
46. The typeface "Matrix" on a football field; Designer typefaces for MacDonalds, Rudy Vanderlans, Pink Cliffs Village sign, photograph
47. Vernacular street typography
48. Street writing- tags, laser tag, graffiti
49. F*%kFace
50. **Typography in Art**
51. Walker Evans, Havana, 1932 photograph
52. Unknown artist, examples of Concrete Poetry
53. Unknown artist, Peace for the World, example of Concrete Poetry, c 1965
54. Frederick Barthelme, Untitled (Instead of Making Art I filled Out This Form), 1970, double page spread, offset
55. Robert Indiana, Alabama, 1965
58. You Are Beautiful, **Cup Fence**, intervention, Chicago, c2000
59. Steve Lambert, sign intervention, c2005
60. Lawrence Weiner, outdoor installation at Regen Projects, Los Angeles, CA, 1999
61. Lawrence Weiner, manhole cover, 2000, NYC
62. Kay Rosen, **Tide**, 1994, sign paint 25x33.5”
63. Micah Lexier, **Self Portrait as a Wall**, 1998, paint on wall
64. Ching-Ying Man, **Reunification, I am Very Happy...**, 1997 installation
65. Stefan Sagmeister, **Self Portrait Poster**, 1999, offset print 39x27.2”
66. Germaine Koh, **Thanksgiving**, 1999, newspaper coupons
67. Sam Durant, *I don’t Believe in Nothing, I Feel like They Ought to Burn Down the World, Just Let it Burn Down, Baby*, 2010, paint on mirrors
69. Jean Michael Basquiat, **Charles the First**, 1982, acrylic, oil paintstick and paper collage
70. Pat Ward Williams, **Accused/Blowtorch/Padlock**, 1990, magazine photos, silver prints window frame, text in paint
71. Genevieve Seille, **Navigational Pathways** (Appendix), 1992, mixed media 11.5x8x2.5”
72. Roger Andersson, from **Letters from Mayhem**, 2003, painting and artists book
73. Ed Rusha, **Air, Motor, Lips**, all 1970, gunpowder and pastel on paper
74. Margaret Kilgallen, installation view, c1999, paint on mixed surfaces
75. Monique Prieto, **Bells**, 2005, acrylic, 30x40”
76. Steve Powers, **Love Letter to Brooklyn**, 2011
77. Gorbet Design, **P2P**, 2006, interactive circuit signage
79. Stephen Doyle, **Grit**, making of installation, 2011
80. **Narrative strategies, single panel**
81. Yasuk Onishi, ‘Hiroshima survivor painting’, c 1974
82. Unknown artist, **#4 de Espanol y Negra Mulata**, 18th century, oil 14x19”
83. Navajo sand painting, temporal and symbolic
84. Buddhist sand mandala in progress
85. Channel ad with Kristen Stewart, 2013
86. Felix Gonzalez-Torres, Untitled, 1991, billboard, 8th Ave. & 16th, NYC
87. Manuel Ocampo, **The Holocaustic Spackle in the Murals of Quixotic Inseminators**, 2000, oil on canvas, 77.5”x93.5”
88. Lari Pittman, **thought-form of image patterns revealed at the time of death**, 2012 Cel-vinyl, spray enamel on canvas over wood panel, 102 x 88 inches
90. Jeff Wall, **Mimic**, 1982, duratrans photograph 78x90.25”
91. Douglas Gordon, **30 Second Text**, 1996, Helvetica & Bembo on wall, lightbulb, timer
92. **Narrative Strategies, episodic/multiple panels**
93. The Crusader Bible, David and Goliath, c.1250, 11.5x10.75”, Episodic Time Passage, like a Medieval comic, & detail
94. Hieronymous Bosch, (Flanders), *Garden of Earthly Delights Triptych*, c.15th century, oil
   220x195cm
95. Hieronymous Bosch, *Garden of Earthly Delights*, details, c.15th century, oil on panel 195x55cm
96. John Baldessari, *The Pencil Story*, 1972-73, two R-type photo prints, colored pencil 22x27”
97. Joseph Grigely, from the series *Untitled (Conversations)*, 2000-, ink and graphite on paper
98. Manga page, Japanese Comic Book targeted to young girls, 1996-7, offset printing 10x7”
99. Cheap Art, Power Myth (excerpt), from World War 3, 1991, activist art/comic/zine, 10.5x8”
100. Chris Ware, *Sparky’s*, back cover (I Hate You), Acme Novelty Library, 1994
   banners 96x48” each

105. **Narrative Strategies in Film/TV title, credit sequences**
106. Kyle Cooper, title sequence from *Island of Dr. Moreau*, 1996
107. Panic Room, David Fincer
108. Homeland, Thomas Cobb of TCG
109. True Detective, season 1, Antibody, creative director Patrick Claire

110. **Narrative Strategies, re-arranging**
111. Literal Video
112. Gregory Brothers, *Songify the News #6*, 2015, YouTube video
113. Non-Linear narrative structures/Hypertext
114. **Non-Sequential Non-Linear Narratives**
115. html code, V. Kandinsky, *Composition VIII*, 1923, hypertext vs book
117. Shelly Jackson, *Skin*, 2003-current, a story published on the skin of 2095 volunteers
118. Doug Akin, Loaded, web project non-linear narrative

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**Context:** The set of circumstances or facts that surround a particular event, situation, etc.
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**Serial imagery:** the use of repeated, identical or near identical images to evoke time, sequence,
seriality; arranged in a series

**Typography:** “Text “ is what the words means, “Type” is what it looks like.
Serif and Sans Serif typefaces (a typeface is the visual font or totality of the characters in a particular
style)

“"The typeface is the ultimate icon of our information and consumer culture. An endlessly replicating image
system in which product and advertisement are indistinguishable”. From Emigré Type Specimen Series
#4, 2002

ideogram - a written character symbolizing the idea of a thing without indicating the sounds used to say it
antiquarian typography- When printing became a viable option for the dissemination of information is
the same moment in the European arts when calligraphy was free to become an art form- producing both
innovation and a new appreciation for the handwriting . The analogy for today’s times would be the rapid
ascent of digital technology renewing an interest in the hand made object.

Type in Art
Narrative Strategies - Single Panel or Frame

**Narrative:** noun  1: something that is narrated  : STORY; 2: the art or practice of narration  
3: the representation in art of an event or story; also: an example of such a representation  
- narrative adjective  
- narrative-ly adverb

Narrative Strategies - Linear, Episodic or Multiple Panels/Frames, Non-Linear

**Episodic:** sequences taking place over two or more frames (cells/panels), non or multi-linear narratives

Non-Sequential/Non-Linear narrative structures are a narrative technique, sometimes used in literature, film, hypertext websites and other narratives, where events are portrayed out of chronological order.

Hypertext: the presentation of information as a linked network of nodes which readers are free to navigate in a non-linear fashion. It allows for multiple authors, a blurring of the author and reader functions, extended works with diffuse boundaries, and multiple reading paths. 
The term "hypertext" was coined by Ted Nelson, who defined it in his self-published *Literary Machines* as "non-sequential writing" (0/2).