



**DESIGN  
SOCIAL  
CHANGE**

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**SPRING 2013**

UNIVERSITY OF SAN FRANCISCO / ART + ARCHITECTURE

**SPRING 2013 / SPECIAL TOPICS 21071 / ART 301-01**

MONDAYS 11:45 AM – 3:25 PM / KALMANOVITZ HALL 167



**SORRY, THE REVOLUTION  
WILL NOT BE TELEVISED**  
(DUE TO CORPORATE MEDIA CORRUPTION, GREED, AND FEAR)

**NOW!**



**OCCUPY  
YOUR MIND.**

**THINK RESPONSIBLY.**





# DESIGN SOCIAL CHANGE

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Welcome!~

*Investigate the power of art and design  
to fashion a more humane and just world.*

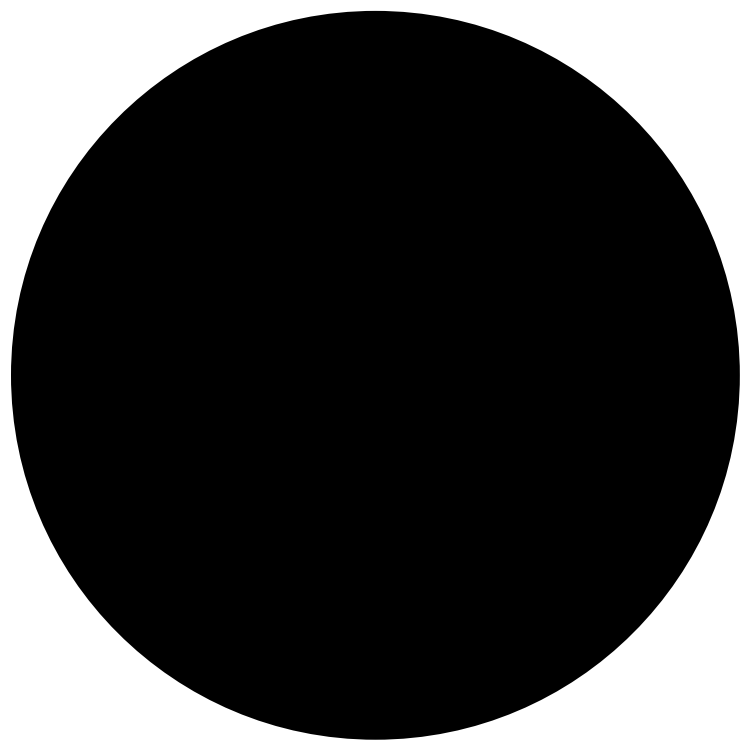








$\pi$





ALBERTO BURRI





**LET'S**





www.luluso.com

iPhone 4

Steve Jobs  
1955-2011



“Design can and must become a way in which people can participate in changing society.”

Victor Papanek

**Design for the Real World**

Why the Things You  
Buy Are Expensive, Badly  
Designed, Unsafe, and  
Usually Don't Work!

With some startling  
practical alternatives--

like a radio that  
costs 9c, a \$6 refrigerator,  
a television set for \$8,  
and much, much more!

**Design For The Real World**

by Victor Papanek

Human Ecology and Social Change  
With an Introduction by

R. Buckminster Fuller

Completely Illustrated

19701 • \$2.95 • A BANTAM BOOK

## Statistics of nonsurvival...

- \* While two-thirds of the world's population lives in poverty, valuable human and natural resources are used to produce: fur-covered toilet seats, electronic nail polish dryers, diapers for parakeets, and mink-oil fertilizer for "the plant that has everything"...
- \* Each year in America, 600 women lose their hands in top-loading washing machines, 50,000 people die in badly designed automobiles, 700,000 children are killed and injured by unsafe toys...

## Solutions For Sane Living...

Child-proof medicine bottles, thermometers for the blind, a 9¢ radio, irrigation pumps made of recycled tires, \$6 food-cooling units, an efficient stereo set that costs ten times less than ordinary hi-fi systems... Here is a book crammed with designs and suggestions for every man, woman, and child on Earth.

## Victor Papanek's Design For The Real World

A revolutionary book about  
what the world really needs now!



If we are to change our world view, images have to change.  
The artist now has a very important job to do. He's not a little  
peripheral figure entertaining rich people, he's really needed.

–Vaclav Havel, 1936–2011



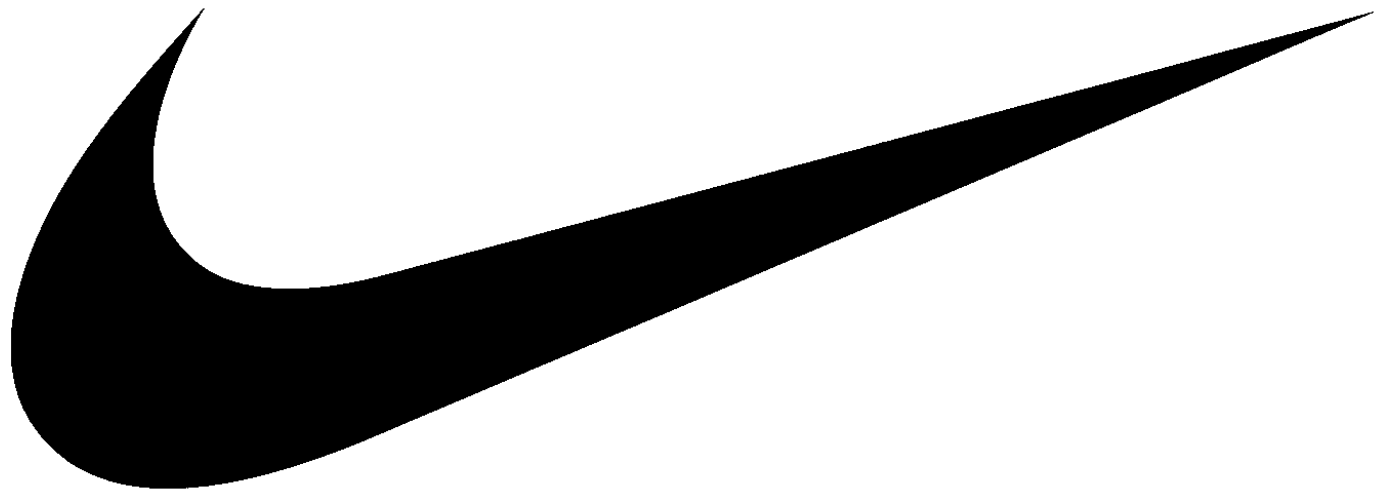
*Freedom*, Emory Douglas, woodcut print

Emory Douglas worked as the Minister of Culture for the Black Panther Party from 1967 until the Party disbanded in the 1980s. The San Francisco Chronicle reported that Douglas "branded the militant-chic Panther image decades before the concept became commonplace.

As a teenager, Douglas was incarcerated at the Youth Training School in Ontario, California; during his time there he worked in the prison's printing shop. He later studied commercial art at San Francisco City College.









# World Through Wonder



Graduate Thesis Project  
Oxford Elementary School, Berkeley, California, March 2002

Students instantly were collaborators to get the large black ball to move and to engage it in play.



Black Dot Intervention  
Lake Merritt Park, Oakland, California, February, 2002



Graduate Thesis Project  
Oxford Elementary School, Berkeley, California, March 2002



Graduate Thesis Project  
Oxford Elementary School, Berkeley, California,  
March 2002

After playing with the large black ball or dot, students were given a t-shirt that was a souvenir of their experiences. This action represented how branding and marketing function.





Graduate Thesis Project  
Installation for MFA Exhibition, California College  
of the Arts, May, 2002

The video monitor played documentation of the  
Oxford Elementary School students interacting with  
the 6' black ball. The vending machine "sold" black  
dot merchandise and served as a model for market-  
ing strategies





Design as Social Change

Design as Protest

Design as Generosity

Designer as Activist

Designer as Witness

Designer as Reporter












## **Design and Social Change**

Designers and visual communicators can be culturally aware by creating work that is socially responsible and influences positive change in society.

Designers in the forefront of social change are currently using their design-thinking skills to develop and execute their own solutions to social problems—pushing the boundaries of what design can do. This course will demonstrate to students the power of design to leverage their sense of humanity and ability to fashion a more humane and just world.

Students will be assigned specific historical events or social movements to research and reveal relevant examples of how design can sway public opinion, organize, inform, protect and restore the environment.

re-form or reform?

**re·form**  *verb* \ri-fōrm\  
**1**



**Definition of REFORM** .....



*transitive verb*

- 1 a** : to put or change into an improved form or condition  
**b** : to amend or improve by change of form or removal of faults or abuses
- 2** : to put an end to (an evil) by enforcing or introducing a better method or course of action
- 3** : to induce or cause to abandon evil ways <*reform* a drunkard>
- 4 a** : to subject (hydrocarbons) to cracking  
**b** : to produce (as gasoline or gas) by cracking

*intransitive verb*

: to become changed for the better

— **re·form·abil·i·ty**  *noun*

— **re·form·able**  *adjective*

 See [reform](#) defined for English-language learners »

See [reform](#) defined for kids »

**Examples of REFORM** .....

- The program is designed to *reform* prisoners.
- They want to *reform* campaign spending.
- The laws need to be *reformed*.

### Examples of REFORM .....

- The program is designed to *reform* prisoners.
- They want to *reform* campaign spending.
- The laws need to be *reformed*.
- The program is designed to help former gang members who are trying to *reform*.

### Origin of REFORM .....

Middle English, from Anglo-French *refurmer*, from Latin *reformare*, from *re-* + *formare* to form, from *forma* form  
First Known Use: 14th century

### Related to REFORM .....

**Synonyms:** [habilitate](#), [reclaim](#), [redeem](#), [regenerate](#), [rehabilitate](#)

[+] [more](#)

See Synonym Discussion at [correct](#)

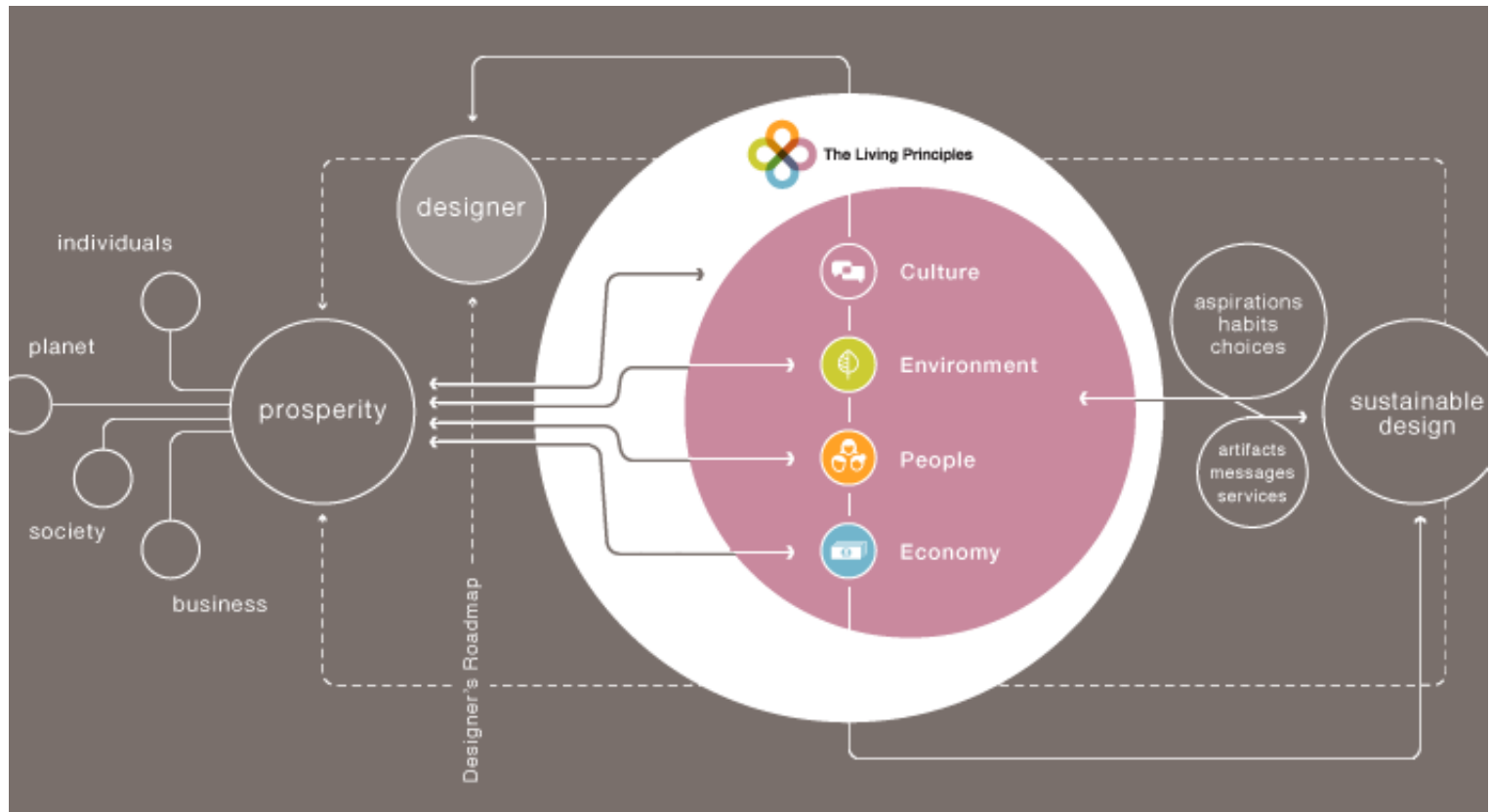
### Rhymes with REFORM .....

[art form](#), [aswarm](#), [barnstorm](#), [brainstorm](#), [by-form](#), [by storm](#), [conform](#), [deform](#), [Delorme](#), [dust storm](#), [firestorm](#), [free-form](#), [hailstorm](#), [ice sto...](#)

[+] [more](#)

<http://www.livingprinciples.org/>

<http://www.livingprinciples.org/framework/introduction/>



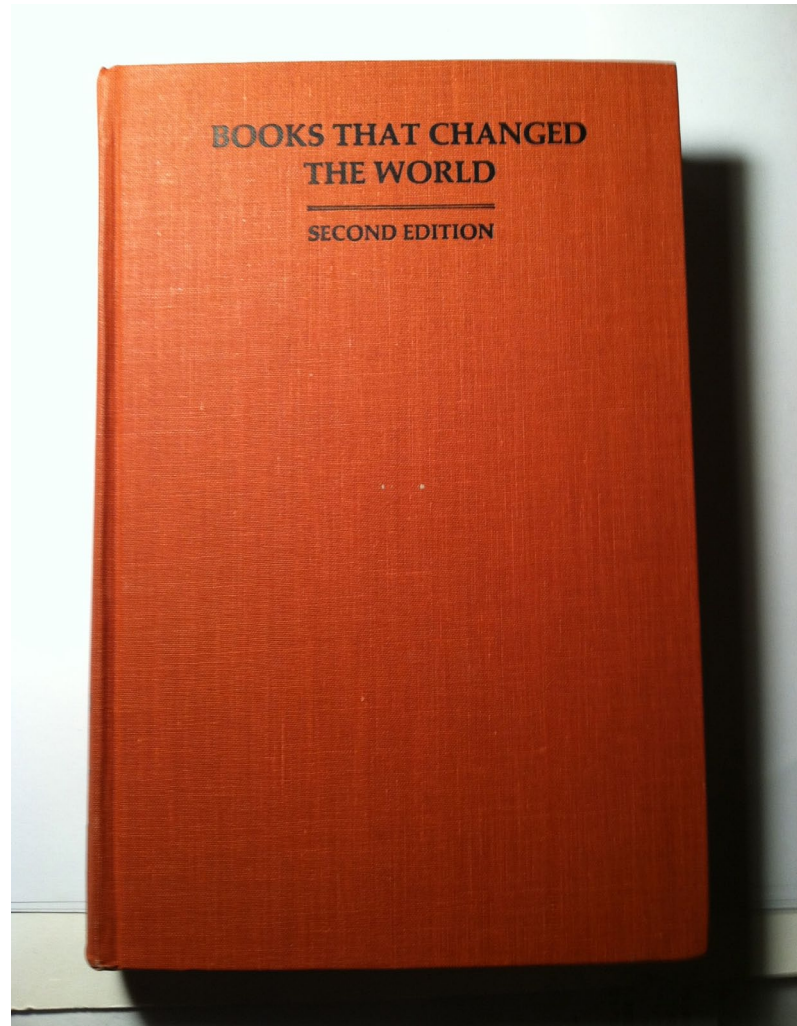
This course will survey an array of visual styles, communications and design projects that date from the turn of the century to the present in the form of artistic posters, non-commercial advertisements, web sites, outreach and political propaganda.

Students will also engage with San Francisco based design firms that are socially responsible, local artist / activists that incorporate design into their propaganda and learn how the work they do is making a positive and significant impact on the world.



## Design + Publication Design / Books That Changed World

Can you name a book that changed the world?



Preface ix

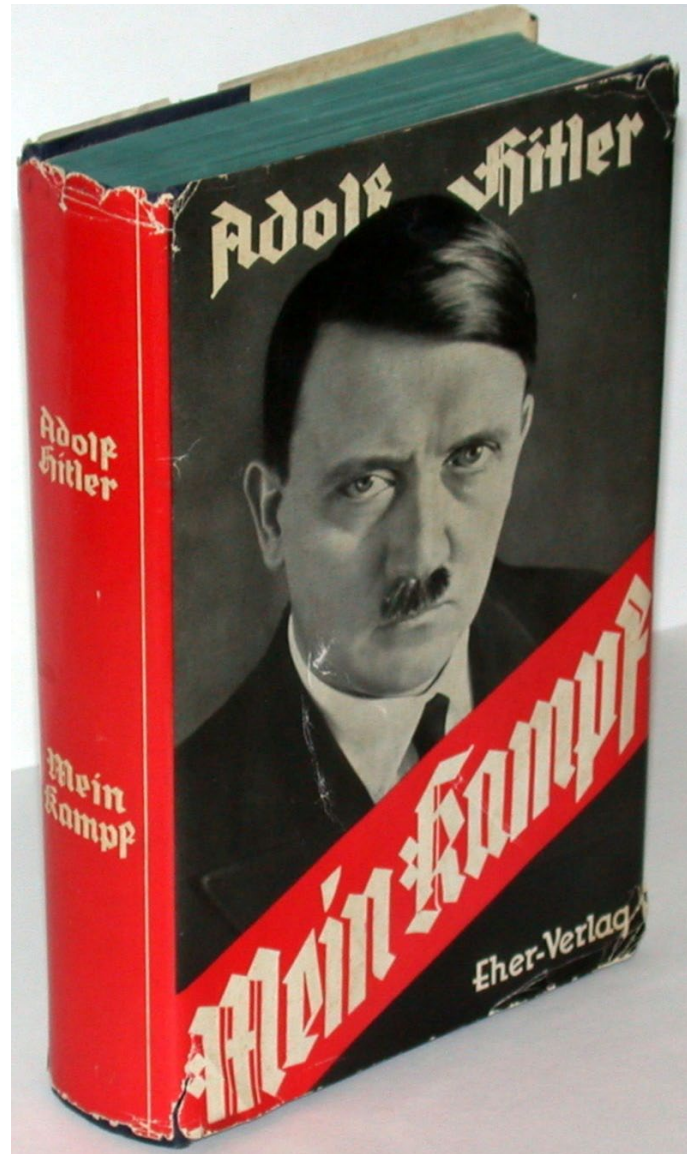
Ideas in the Flow of Civilization 1

## THE WORLD OF MAN

1. THE BOOK OF BOOKS  
The Bible 27
2. EPIC POET  
Homer: *Iliad, Odyssey* 36
3. FAMED FABULIST  
Aesop: Fables 44
4. JUDGE OF NATURE AND MANKIND  
Plato: *Symposium, Apology, Crito, Phaedo, Republic, Statesman, Laws, Timaeus* 49
5. UNIVERSAL MAN  
Aristotle: *Organon, History of Animals, Physics, On the Heavens, Meteorologics, Mechanics, Ethics, Politics, Rhetoric, Poetics* 69
6. MASTERS OF DRAMATIC ART  
The Greek Playwrights: Aeschylus, Sophocles, Euripides, Aristophanes, Menander 93
7. SENSE OF THE PAST  
Greek and Roman Historians: Herodotus, Thucydides, Xenophon, Polybius, Sallust, Livy, Plutarch, Tacitus 121
8. FATHERS OF THE CHURCH  
St. Augustine: *Confessions, City of God* 151  
St. Thomas Aquinas: *Summa Theologica* 157
9. ANATOMY OF POWER POLITICS  
Niccolò Machiavelli: *The Prince* 163

23. DAWN OF SCIENTIFIC MEDICINE  
William Harvey: *De Motu Cordis* 324
  24. SYSTEM OF THE WORLD  
Sir Isaac Newton: *Principia Mathematica* 334
  25. DISCOVERER OF VACCINATION  
Edward Jenner: *An Inquiry into the Causes and Effects of the Variolae Vaccinae* 345
  26. SURVIVAL OF THE FITTEST  
Charles Darwin: *Origin of Species* 349
  27. PSYCHOLOGIST OF THE UNCONSCIOUS  
Sigmund Freud: *The Interpretation of Dreams* 362
  28. HARBINGER OF THE ATOMIC AGE  
Albert Einstein: *Relativity, the Special and General Theories* 374
  29. UPSETTING THE BALANCE OF NATURE  
Rachel Carson: *Silent Spring* 383
- Bibliographical Notes 393

The receptivity of the great masses is very limited, their intelligence is small, but their power of forgetting is enormous. In consequence of these facts, all effective propaganda must be limited to a very few points and must harp on these in slogans until the last member of the public understands what you want him to understand by your slogan. As soon as you sacrifice this slogan and try to be manysided, the effect will piddle away, for the crowd can neither digest nor retain the material offered. In this way the result is weakened and in the end entirely cancelled out.



**THE NEVER  
BEFORE  
SHOWN  
TRUTH  
OF  
HITLER'S  
REICH!!**

**ALL AUTHENTIC FROM  
SECRET GERMAN FILES!**



**MEIN KAMPF**

**THE TERRIFYING RISE AND RUIN OF HITLER'S REICH!**

Narrated by CLAUDE STEPHENSON • Written and Edited by ERWIN LEISER • Produced by TORE SJOBERG • A MINERVA INTERNATIONAL PRODUCTION • A COLUMBIA PICTURES RELEASE

Produced by John de Mol and Walter Reuther. © 1938 by Minerva International. All Rights Reserved. COLUMBIA PICTURES



The Stop Online Piracy Act (SOPA) is a United States bill introduced by U.S. Representative Lamar S. Smith (R-TX) to expand the ability of U.S. law enforcement to fight online trafficking in copyrighted intellectual property and counterfeit goods. Provisions include the requesting of court orders to bar advertising networks and payment facilities from conducting business with infringing websites, and search engines from linking to the sites, and court orders requiring Internet service providers to block access to the sites. The law would expand existing criminal laws to include unauthorized streaming of copyright material, imposing a maximum penalty of five years in prison.

Proponents of the bill say it protects the intellectual property market and corresponding industry, jobs and revenue, and is necessary to bolster enforcement of copyright laws, especially against foreign websites. Claiming flaws in present laws that do not cover foreign owned and operated sites, and citing examples of "active promotion of rogue websites" by U.S. search engines, proponents say stronger enforcement tools are needed.

Opponents say the proposed legislation threatens free speech and innovation, and enables law enforcement to block access to entire internet domains due to infringing material posted on a single blog or webpage. They have raised concerns that SOPA would bypass the

"safe harbor" protections from liability presently afforded to Internet sites by the Digital Millennium Copyright Act. Library associations have expressed concerns that the bill's emphasis on stronger copyright enforcement would expose libraries to prosecution. Other opponents state that requiring search engines to delete a domain name could begin a worldwide arms race of unprecedented censorship of the Web and violates the First Amendment.

On January 18, 2012, the English Wikipedia, Reddit, and an estimated 7,000 other smaller websites coordinated a service blackout, or posted links and images in protest against SOPA and the Senate bill, the PROTECT IP Act (PIPA), in an effort to raise awareness. In excess of 160 million people saw Wikipedia's banner. A number of other protest actions were organized, including petition drives, with Google saying it collected over 7 million signatures, boycotts of companies that support the legislation, and a rally held in New York City.

In response to the protest actions, the Recording Industry Association of America (RIAA) stated, "It's a dangerous and troubling development when the platforms that serve as gateways to information intentionally skew the facts to incite their users and arm them with misinformation," and "it's very difficult to counter the misinformation when the disseminators also own the platform."



about x Preservir x Preservir x Type gra x Gmail - 1 x 0 (1713) x USJ Universit x Micah Ba x VatorNe x Southwe x Carson D x Twitter / x

www.facebook.com/profile.php?id=100001338454384

facebook Search Stacy



**Carson Day** Friends Subscribed Message

Worked at Lionel Trains (Sound Engineer, field re...)  
Lives in San Francisco, California

22 Mutual

Photos 267 Map 51 Likes 76

Post Photo Write something...

Carson's Friends See All

Caroline Acquistapace 3 mutual friends Chat (Offline)

translations.jpg Writing a Thought Paper.doc Show All



Google Search

I'm Feeling Lucky

Tell Congress: [Please don't censor the web!](#)

**STOP PIPA (Senate 968) & SOPA (HR 3261)**

Imagine a world without craigslist, Wikipedia, Google, [your favorite sites here]...

News Corp, RIAA, MPAA, Nike, Sony, Comcast, VISA & others want to make that world your reality.

80 Members of Congress are in their sway, 30 against, the rest undecided or undeclared.

★ ★ ★ Please take a minute to tell your Members of Congress you OPPOSE PIPA & SOPA ★ ★ ★

[CLICK HERE for MORE INFO & EASY ACTION ITEMS](#)

PS: corporate paymasters, KEEP THOSE CLAMMY HANDS OFF THE INTERNET!

👤 [go to SF bay area craigslist](#) 👤



## Imagine a World Without Free Knowledge

For over a decade, we have spent millions of hours building the largest encyclopedia in human history. Right now, the U.S. Congress is considering legislation that could fatally damage the free and open Internet. For 24 hours, to raise awareness, we are blacking out Wikipedia. [Learn more.](#)

Contact your representatives.

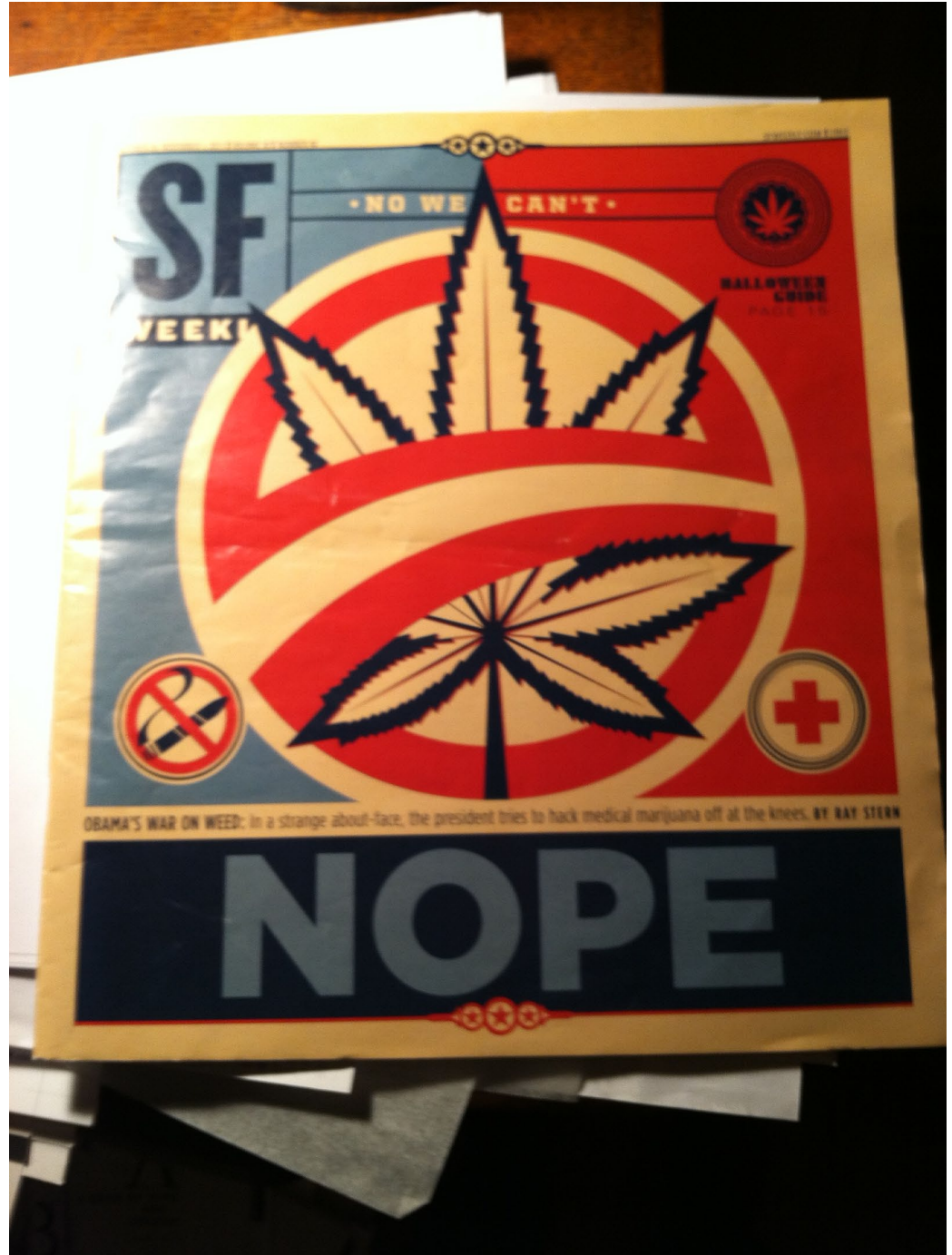
Your ZIP code:



# Freedom of Speech

<http://www.funnyordie.com/videos/fe4086c5f4/clarence-explores-freedom-of-speech-from-wondershowzenfan>





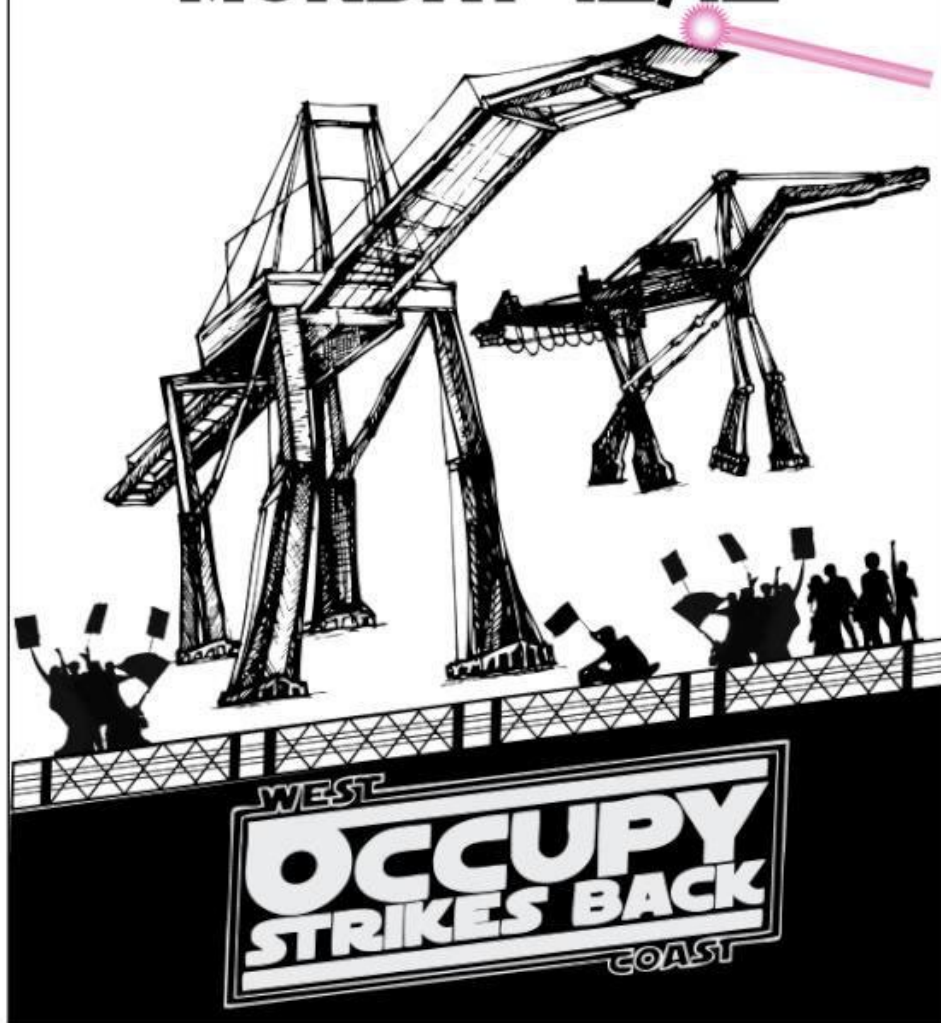




# PORT SHUTDOWN

SD LA OAKLAND SF PDX TACOMA SEATTLE VANCOUVER  
INLAND SOLIDARITY AT DENVER AUSTIN AND MORE

## MONDAY 12/12



**ALL POWER**



**TO**

**THE**

**PEOPLE**





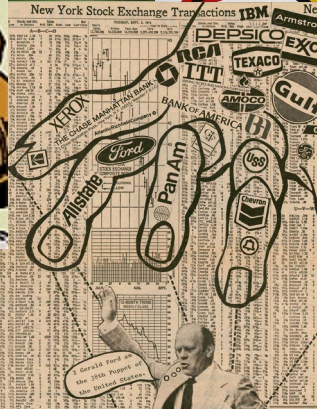
12pm-6pm FREE!  
SAT. MAY 7<sup>TH</sup> OAKLAND CITY CTR.  
CINCO DE MAYO FAMILY

# FIESTA

Guest: CESAR CHAVEZ

Other activities include:  
marriage games, etc. (for adults)  
children's games, etc. (for children)  
clowns, games for children, food  
raffle trip to mex.

walk-a-thon call 01.510.533.3477





<http://www.holtlaborlibrary.org/MattinglyPolitical.html>

12pm-6pm **FREE!**  
SAT. MAY 7<sup>th</sup> OAKLAND CITY CTR.  
**CINCO DE MAYO FAMILY**

# Fiesta

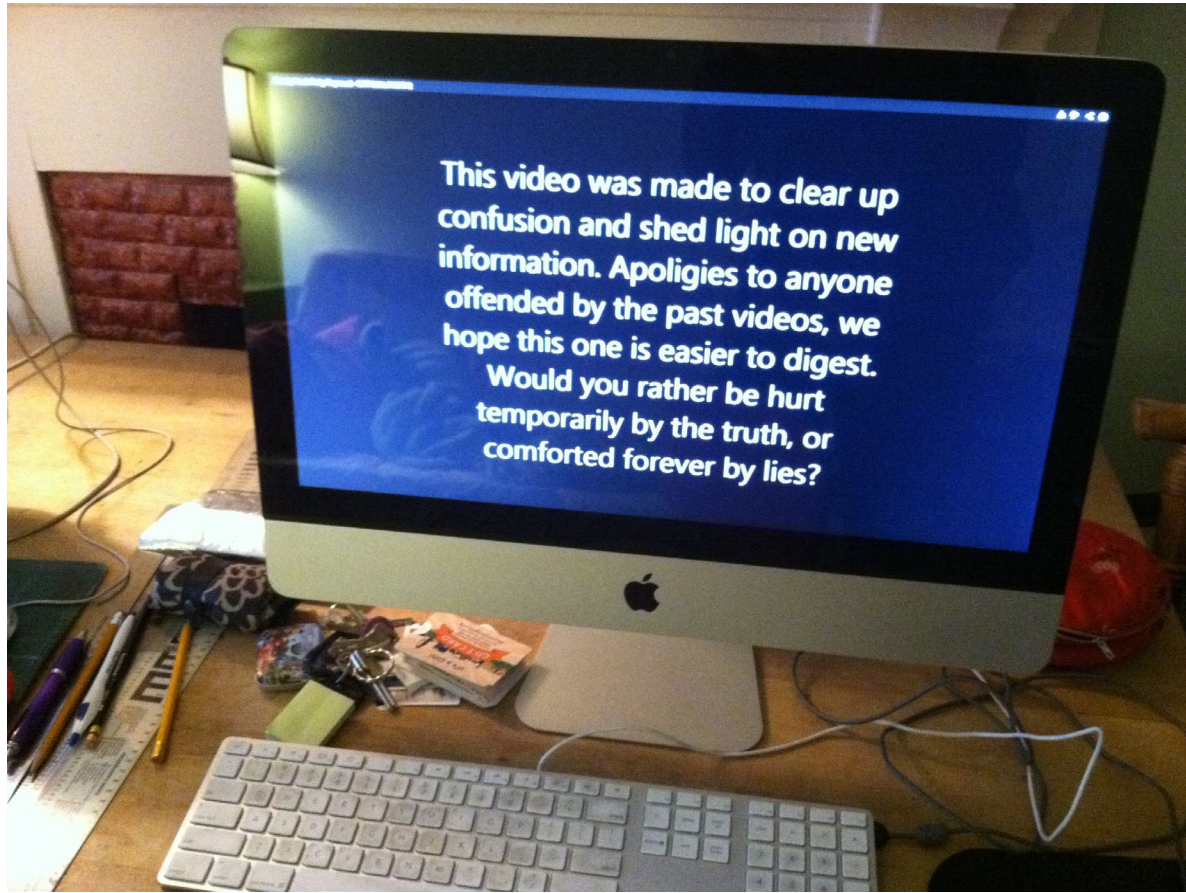
guest  
\* **CESAR CHAVEZ** \*

**SPEAKERS · MUSIC**  
marina garcia · elaine brown ·  
dennis banks · lucha y paz · ballet folklórico ·  
ballet folklórico estampa mexicana ·  
lightning bugs

**clowns · games for children · food**  
**raffle trip to mex.**

**walk-athon** call U.F.W 533-3477

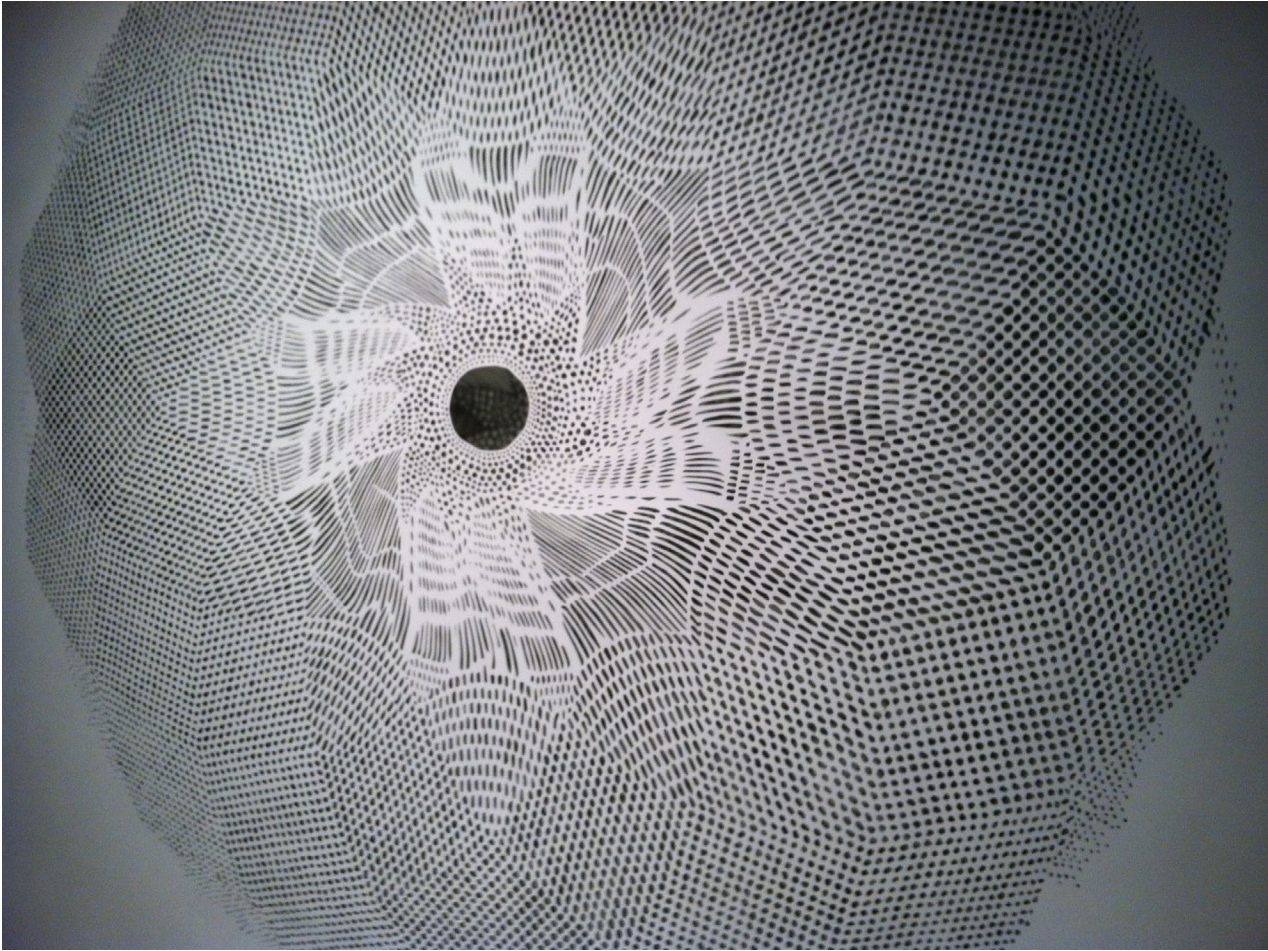
<http://www.docspopuli.org/IW/webcat/detail.np/detail-11.html>













design + social change...

what needs to change?

change = ?

**design**

**= form + content**

We must  
be the change  
we want to see  
in the world.

—Gandhi



get toasty  
**warm**  
from head to toe!





**MONSANTO**



**BIO** **TECHNOLOGY**

**innovation – collaboration – speed**





*change/CHānj/*

*Verb:*

*Make or become different: "a proposal to change the law";  
"beginning to change from green to gold".*

*Noun:*

*The act or instance of making or becoming different.*

*Synonyms:*

*verb. alter - exchange - vary - shift - convert - transform*

*noun. alteration - shift - variation - exchange - mutation*

*change/CHānj/*

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*Noun:*

*The act or instance of making or becoming different.*

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*verb. alter - exchange - vary - shift - convert - transform*

*noun. alteration - shift - variation - exchange - mutation*

**change**  [cheɪnj]  [Show IPA](#) **verb, changed,**  
**chang·ing, noun**

**verb (used with object)**

1. to make the form, nature, content, future course, etc., of (something) different from what it is or from what it would be if left alone: *to change one's name; to change one's opinion; to change the course of history.*
2. to transform or convert (usually followed by *into*): *The witch changed the prince into a toad.*
3. to substitute another or others for; exchange for something else, usually of the same kind: *She changed her shoes when she got home from the office.*
4. to give and take reciprocally; interchange: *to change places with someone.*
5. to transfer from one (conveyance) to another: *You'll have to change planes in Chicago.*
6. to give or get smaller money in exchange for: *to change a five-dollar bill.*
7. to give or get foreign money in exchange for: *to change dollars into francs.*
8. to remove and replace the covering or coverings of: *to change a bed; to change a baby.*

---

**verb (used without object)**

9. to become different: *Overnight the nation's mood changed.*
10. to become altered or modified: *Colors change if they are exposed to the sun.*
11. to become transformed or converted (usually followed by *into*): *The toad changed into a prince again.*
12. to pass gradually into (usually followed by *to* or *into*): *Summer changed to autumn.*
13. to make a change or an exchange: *If you want to sit next to the window, I'll change with you.*





Books holding ground at UC Berkeley, November 2011.

The last image of this exercise in lateral (horizontal!) research shows the “tented” books that appeared in Berkeley, California after the University’s Occupy encampment was evicted. The domestic scale of the books speaks volumes about the now missing architecture and the protesting bodies it once housed. This action perfectly highlights the Occupy sentiment that “you can’t arrest/evict an idea,” and that the movement’s infrastructure is constructed around a body of knowledge that’s been internalized by subjective bodies that can gather, exchange, disperse, and repeat the cycle the next day, and the next, and the next. This is the promise of protest, and, increasingly, all art concerned with social dynamics and the multiplicity of voices.



Fuchsia tents at Nickelsville camp, Seattle, 2008. Photo by Michaelann Bewsee.

Nickelsville camp in Seattle was started by Veterans for Peace in 2008. It's named after the city's mayor at the time, Greg Nickels, who passed an ordinance essentially forbidding homeless people to sleep anywhere on public property. Since its inception, the encampment has undergone fierce scrutiny by the city, forcing it to move sites 15 times. Now back at its original location and with a promise from the current mayor to let it stand, what began as 150 fuchsia tents currently houses around 1,000 people.



Tent action by *The Children of Don Quixote*, Paris 2006. Photo from [lesenfantsdedonquichotte.com](http://lesenfantsdedonquichotte.com).



Another highly aestheticized tent protest took place late in 2006 in Paris. The Children of Don Quixote group pitched 300 tents along a city canal, in which protesters of many different economic means slept for the duration of the relatively short action, three weeks from beginning to end. In response to the protest, President Chirac agreed to provide housing placement for 120,000 people by 2012.

While up, the tents housed many citizens without homes as well as some people with homes who camped in solidarity. Each structure clearly represented another person not provided for within the French housing system. Although the tents did provide shelter, this action was less about creating an organic community and more geared toward providing an undeniable visual tally of those in need.

Photo: In 1906, Duboce Park became one of the “tent cities” for refugees of the earthquake and fire.  
From the collection of Greg Gaar.

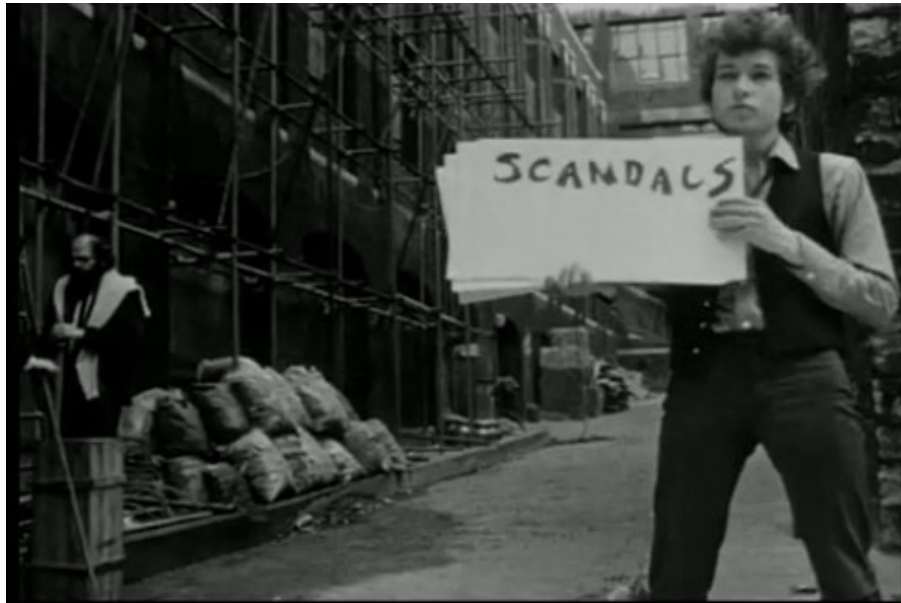


The community is in the tradition of tent cities throughout history, which serve to house people during economic depressions and after catastrophes. The aestheticization of Nickelsville in its early stages served to highlight that it was an intentional community with organization and resources, perhaps making it less threatening in the eyes of the city. It didn't work! But the encampment survives.

Although the tents did provide shelter, this action was less about creating an organic community and more geared toward providing an undeniable visual tally of those in need.



The Tent Embassy in Canberra, Australia was started in 1972 to call attention to the various issues within the country's indigenous population.



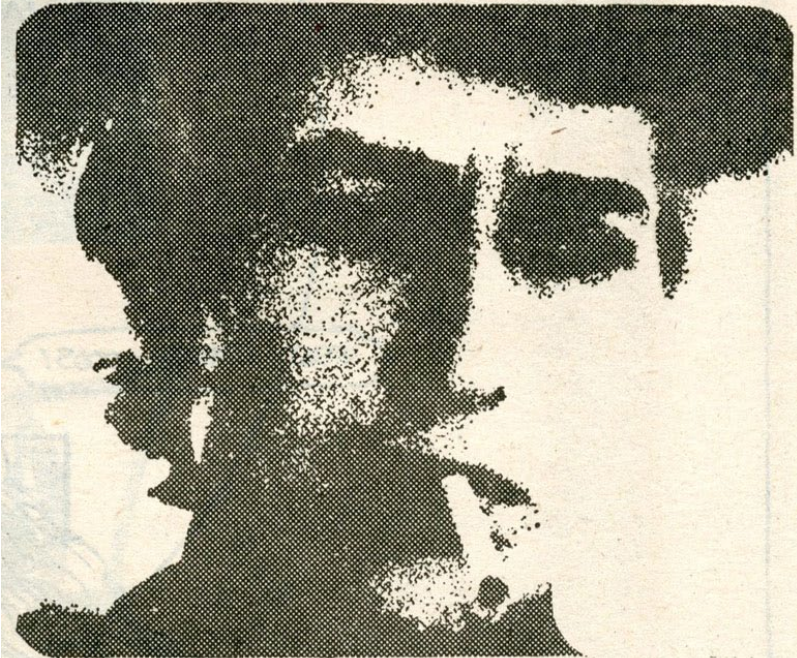
<http://www.rottentomatoes.com/m/dont-look-back/trailers/>

*As film, it is pure art; as a commentary on our world, well, that's the way it is. — L. A. Times*

**HE SHOWS IT LIKE  
IT REALLY IS.** —N.Y. Times

“Look out kid. it's somethin' you did. God knows when but you're doin' it again.” The words and the music of Bob Dylan fill the BROADWAY THEATRE as his image comes on the screen . . .

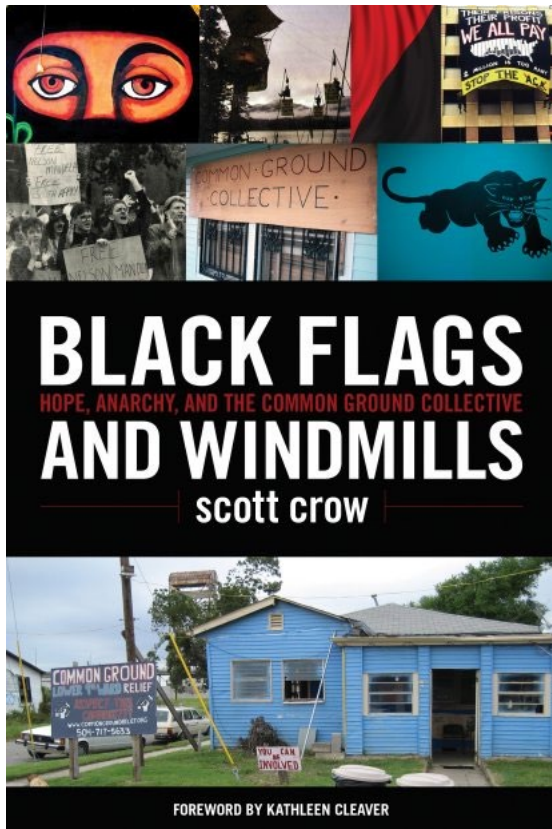
**BOB DYLAN**



**DONT LOOK BACK**

A Film By D. A. Pennebaker





## *scott crow's Black Flags and Windmills: Review & Raves*

“Black Flags and Windmills, crow’s first book, focuses on Common Ground Collective, an anarchist-based relief organization he helped found when official disaster relief efforts not only failed to meet the needs of affected residents along the Gulf Coast, but seemed intent upon criminalizing them.

But that wasn’t what he set out to do. While millions sat stunned, weeping at televised images of a drowned metropolis, as mythic to the American psyche as Atlantis to the Greeks’, scott crow drove from Austin, Texas, to New Orleans to look for a stranded friend.

Black Panther Party matriarch Kathleen Cleaver’s insightful introduction sees this as the fulcrum, asking, “What deep motivation drives anyone to travel by boat across an unfamiliar flooded city looking for a friend under life-threatening circumstances?”

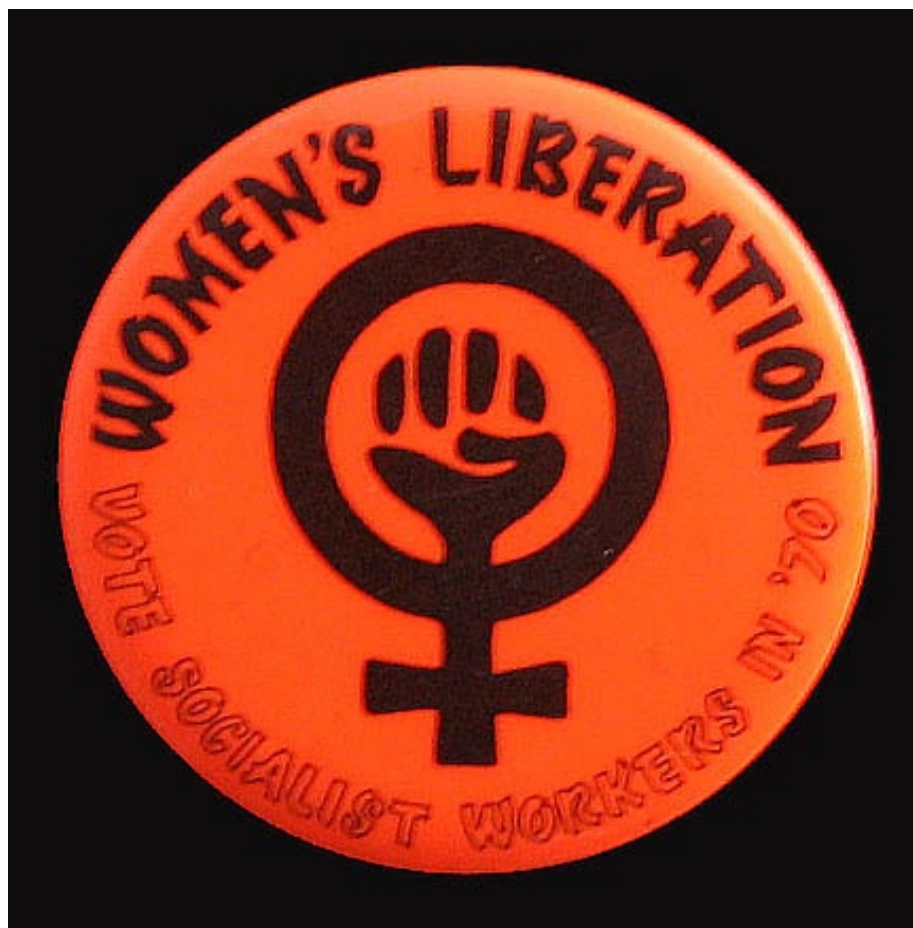
The answer comes from another BPP icon, Geronimo ji Jaga: “Revolutionaries are motivated by great love for another world.”  
—Mariann G Wizard, The Rag Blog







**中国人民解放军是毛泽东思想大学校**







**Emory Douglas** / the Black Panthers  
Revolutionary Art of Emory Douglas /  
the Center for the Study of Political Graphics



NONYMOUS

# ¿NUESTRO PRÓXIMO PRESIDENTE?

**sabías que...**



ANONYMOUS



**El envió fuerzas policíacas a San Salvador Atenco**

**en el 2006 causando la muerte de un niño inocente de 14 años, 40 personas  
heridas, un incontable número de mujeres violadas por miembros**

**¿Sabías que Peña Nieto en sus 6 años de la autoridad y 211 detenidos.  
como Gobernador del Estado de México endeudo al mismo por 61 mil millones  
de pesos?**

**¿Realmente quieres que alguien sea tu presidente por ser "guapo"?**

**¿Sabías que detrás de este títere esta Carlos Salinas de Gortari,  
Arturo Montiel, Hank Rhon y Emilio Azcarraga?**

**¿Sabías que el Edo. de México es el 2do estado en feminicidios  
solo detrás de Chihuahua?**

**¡REACCIONA! Crea conciencia  
¡DIFUNDE ESTA INFORMACION  
POR EL BIEN DE TU PAIS  
Y TUYO!**

# REFORM

<http://reformparty.org/core-principles/>

<http://en.wikipedia.org/wiki/Reform>

Reform means to put or change into an improved form or condition; to amend or improve by change of color or removal of faults or abuses, beneficial change, more specifically, reversion to a pure original state, to repair, restore or to correct.

Reform is generally distinguished from revolution. The latter means basic or radical change; whereas reform may be no more than fine tuning, or at most redressing serious wrongs without altering the fundamentals of the system. Reform seeks to improve the system as it stands, never to overthrow it wholesale. Radicals on the other hand, seek to improve the system, but try to overthrow whether it be the government or a group of people themselves.



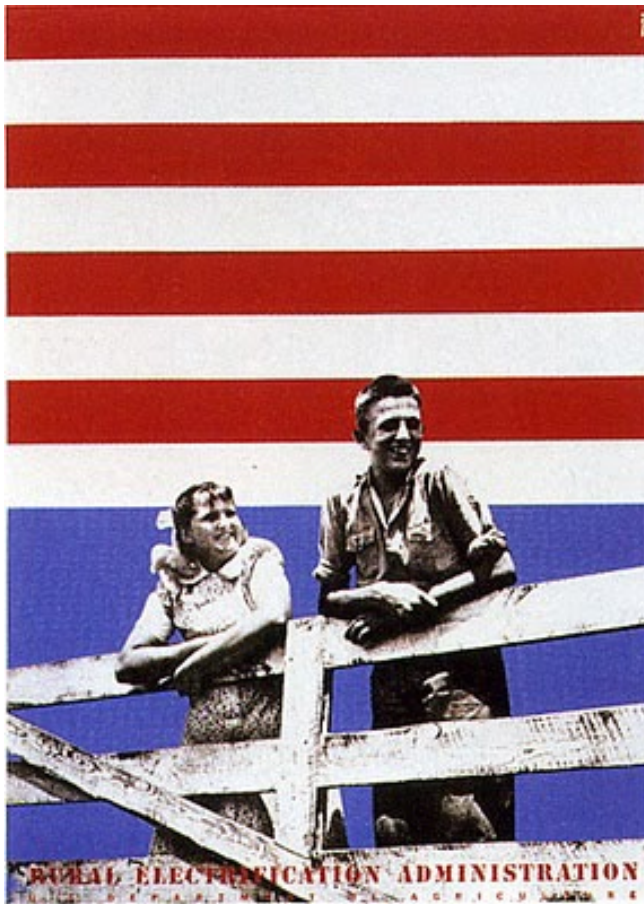
The Printed Word + Wearable  
Billboard Project


The Dissemination  
of Words for Change



*Design and Social Change Screen Printing Workshop*  
Visiting artist: **Kate Shearman** of Positive News





**re·form**  **verb** \ri-fōrm\  
1



**Definition of REFORM** .....

+1

 Like

*transitive verb*


- 1 a** : to put or change into an improved form or condition  
**b** : to amend or improve by change of form or removal of faults or abuses
- 2** : to put an end to (an evil) by enforcing or introducing a better method or course of action
- 3** : to induce or cause to abandon evil ways <*reform* a drunkard>
- 4 a** : to subject (hydrocarbons) to cracking  
**b** : to produce (as gasoline or gas) by cracking

*intransitive verb*

: to become changed for the better

— **re·form·abil-i-ty**  *noun*

— **re·form·able**  *adjective*

 See [reform](#) defined for English-language learners »

See [reform](#) defined for kids »

**Examples of REFORM** .....

- The program is designed to *reform* prisoners.
- They want to *reform* campaign spending.
- The laws need to be *reformed*.

### Examples of REFORM

- The program is designed to *reform* prisoners.
- They want to *reform* campaign spending.
- The laws need to be *reformed*.
- The program is designed to help former gang members who are trying to *reform*.

### Origin of REFORM

Middle English, from Anglo-French *refurmer*, from Latin *reformare*, from *re-* + *formare* to form, from *forma* form

First Known Use: 14th century

### Related to REFORM

**Synonyms:** [habilitate](#), [reclaim](#), [redeem](#), [regenerate](#), [rehabilitate](#)

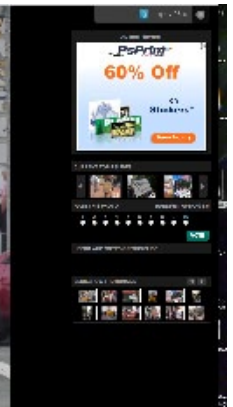
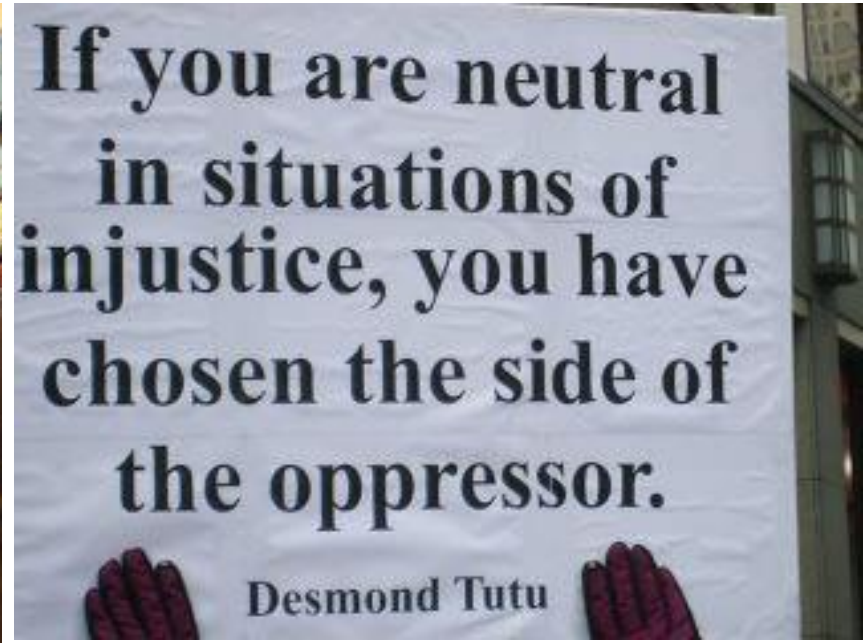
[+] [more](#)

See Synonym Discussion at [correct](#)

### Rhymes with REFORM

[art form](#), [aswarm](#), [barnstorm](#), [brainstorm](#), [by-form](#), [by storm](#), [conform](#), [deform](#), [Delorme](#), [dust storm](#), [firestorm](#), [free-form](#), [hailstorm](#), [ice sto...](#)

[+] [more](#)



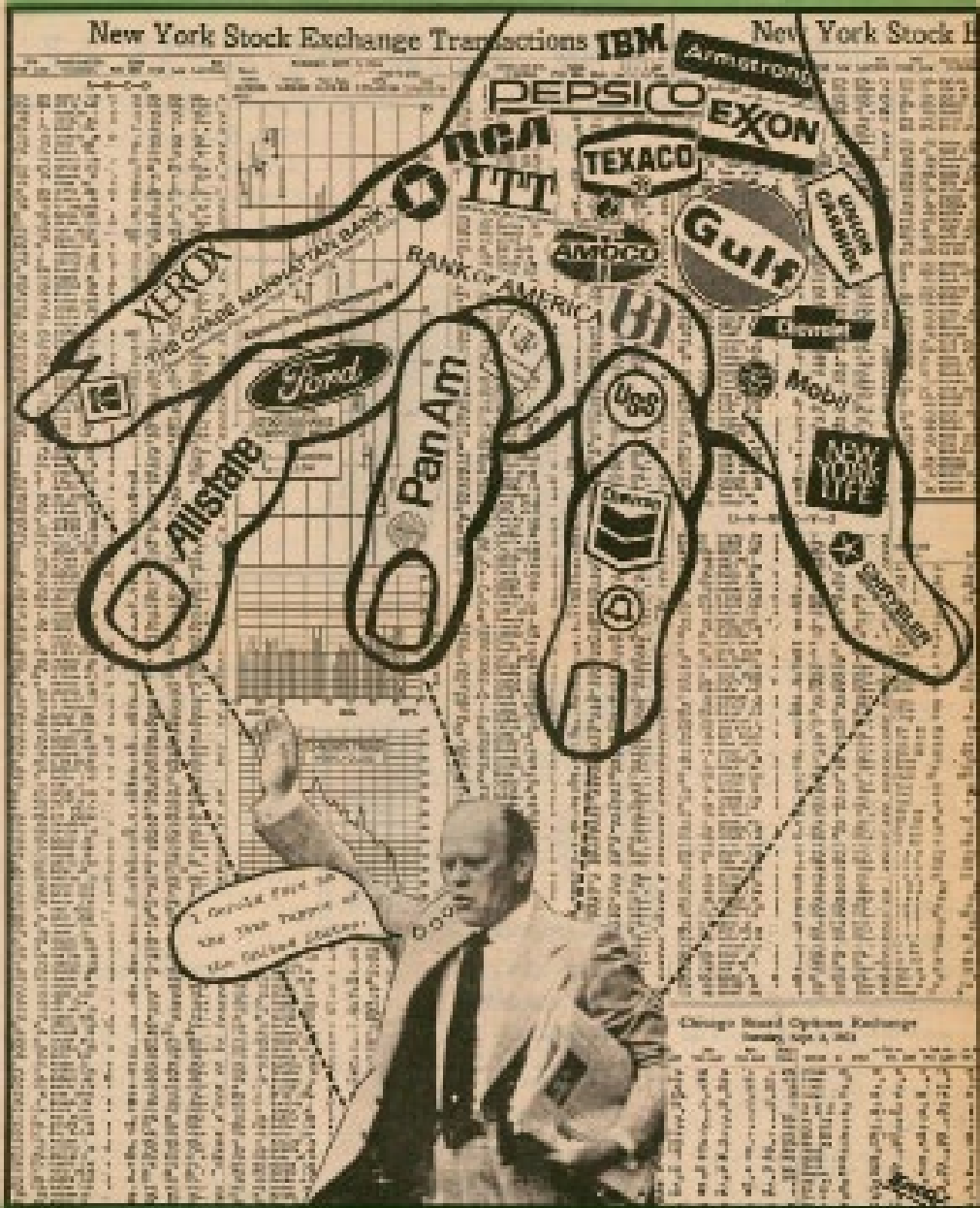




<http://www.crmvet.org/info/pins.htm>

<http://www.adbusters.org/campaigns/occupywallstreet/posters>



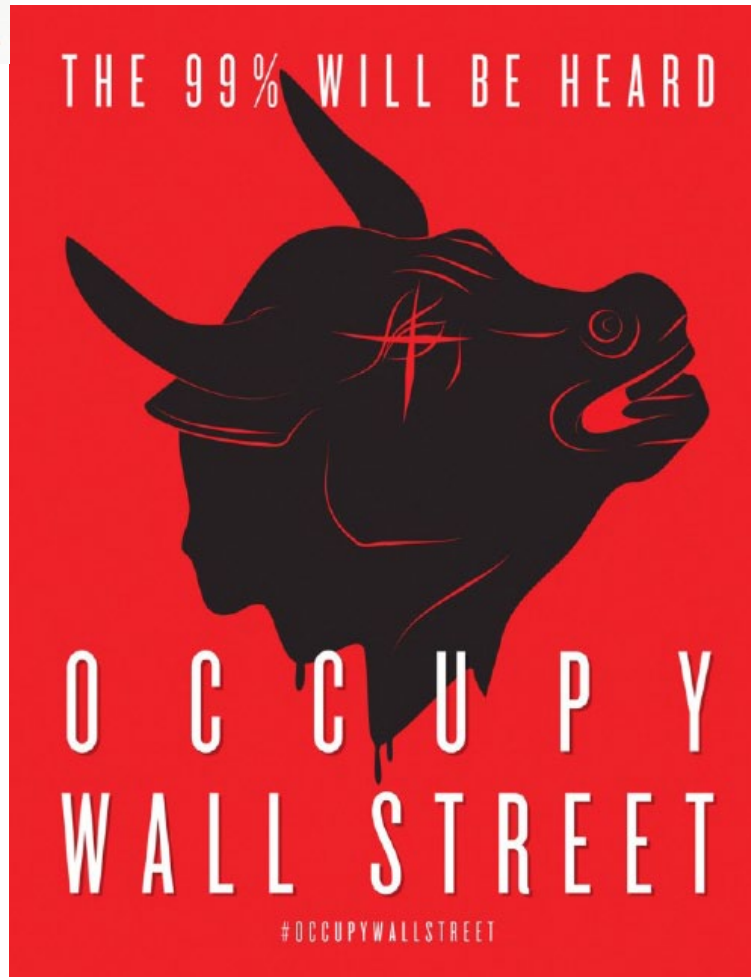


<http://www.goodbysilverstein.com/#/beliefs>





[http://www.huffingtonpost.com/2011/10/05/occupy-san-francisco\\_n\\_997262.html#s391801&title=Occupy\\_San\\_Francisco](http://www.huffingtonpost.com/2011/10/05/occupy-san-francisco_n_997262.html#s391801&title=Occupy_San_Francisco)



**#OCCUPY WALL STREET**  
September 17th. Bring tent.  
[www.occupywallst.org](http://www.occupywallst.org)



## **NYU WALKOUT** *in solidarity with* **OCCUPY WALL STREET**

**4PM - Wed, October 5**  
*Washington Sq. Park*  
*@ the fountain*

We will meet in the middle of Washington Square Park and march together to City Hall, where we'll join the Community/Labor March in Solidarity with Occupy Wall Street, endorsed by dozens of NYC unions and community groups including the United Federation of Teachers, SEIU 32BJ and SEIU 1199, the Transit Workers Union Local 100, Make the Road New York, New Yorkers Against Budget Cuts, the Alliance for Quality Education, and more!

**for info, contact:**  
[ownyu@gmail.com](mailto:ownyu@gmail.com)





01. The Russian Avant Garde / Constructivists

02. Marinetti and the Futurists / John Heartfield and the AIZ

03. WWII Propaganda / Rosie the Riveter, Duck and Cover and Sinking Lips,

04. Public Works Administration\*

- pending field trip to CCA's exhibition of WPA artwork

05. Black Panthers / the Vietnam war protests\*

06. Haight Ashbury and the Summer of Love / the Ad Council / Early Anti-litter campaign

07. Anti-Nuclear and the Peace Symbol / The Vietnam War and Anti-War Propaganda

08. Amnesty International, Human Rights / Civil Rights / Women's Liberation

09. Gay Rights / Harvey Milk / Proposition 06

10. Labor Unions and Labor Rights / Cesar Chavez / Human trafficking today

11. First Things First Manifesto – 1964 / First Things First Revisited – 2000

12. Adbusters / Billboard Liberation Front

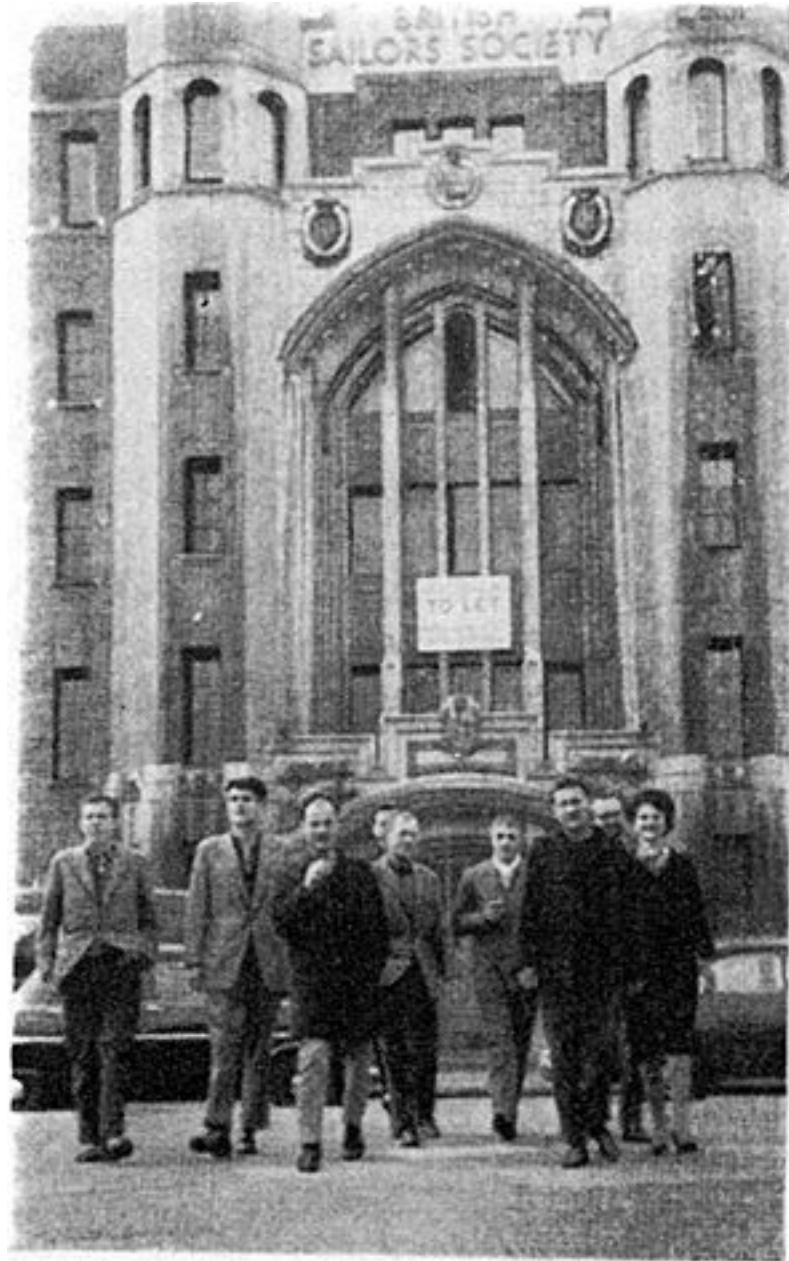
13. Anti-war propaganda / 911 /

Patriotism: the 2008 Election - Shepard Fairey and the HOPE campaign / 2011 Wall Street Reform

14. Re-cycle symbolism / Ecology and Green Culture / Sustainable Design / Naomi Klein and No-Logo

15. The Open Source Software movement / WWW and social media / Democracy Now / Freedom?

# situationist international







Comment

# HACKMEET2011

WEST COAST HACKMEETING · OCT 15-16, 2011  
at NOISEBRIDGE in San Francisco



EXPLORING WHERE TECHNOLOGY AND RESISTANCE MEET. Workshop and skillshare topics include: radical media · game design for social change · gender, race and technology · tools for activists · know your digital rights · security culture · social networking for radicals · open hardware · securing cellphones · p2p and anonymous networks · pirate radio · location privacy · wikileaks and social movements · technology and worldwide resistance · and much, much more...

## WWW.HACKMEET.ORG



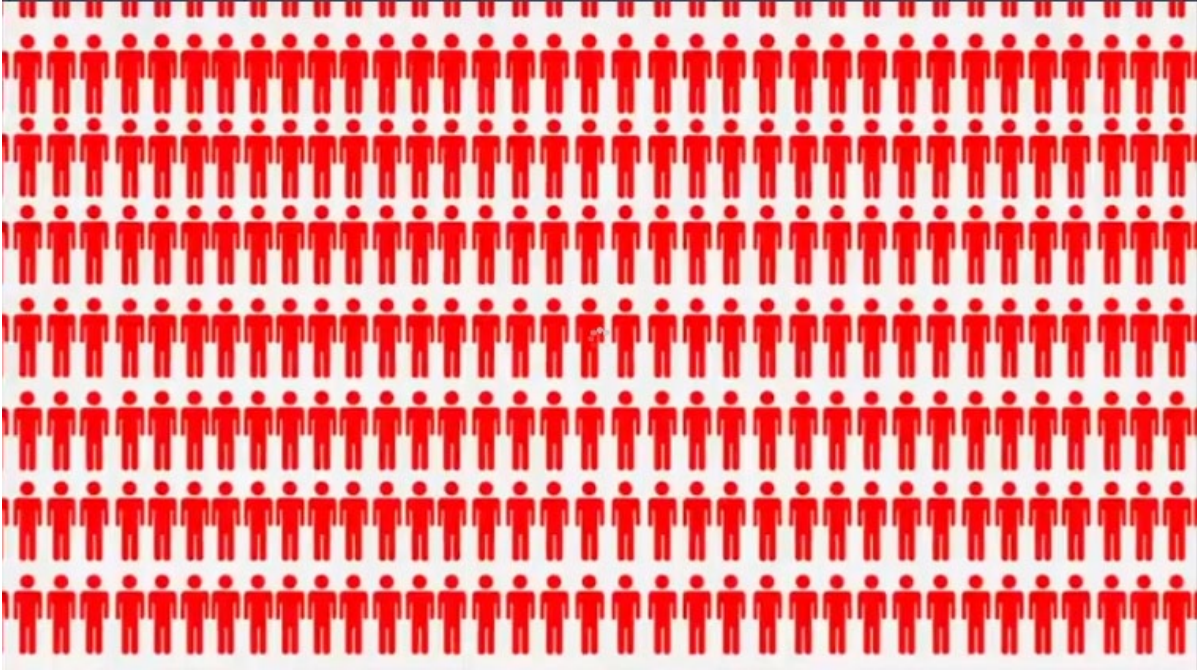


## The Interventionist's Toolkit, Part 2: Posters, Pamphlets and Guides

Hypothetical Development Organization, Mobile Cornucopia, rendering by Candy Chang. [Image via H.D.O.]

A squat retail building in New Orleans' Marigny neighborhood sits empty. Delta Countertops & Cabinets, its last tenants, are long gone, and the storefront is tagged with graffiti, including baby blue cursive spelling out "Sauce!" A glossy poster, roughly two-feet-high by four-feet-wide, hangs off center on the metal siding. The poster features a cheery illustration that might portend new development — housing, perhaps, or a revived commercial strip to replace the down-on-its-luck building? Closer inspection of the colorful rendering reveals a new future for the run-down structure. In the illustration the building is transformed into an ersatz mobile grocery. It's raised high in the air and mounted on the back of a pickup; there's a cascade of jumbo shrimp tumbling out of it. Airborne bananas and giant carrot-shaped street benches add to a festive composition. In the upper right hand corner is a logo and the enigmatic words: The Hypothetical Development Organization.

The poster is fiction.



# **OCCUPY**

## **THE PRESENT**



**DIG DEEP. POWER UP.**

<http://www.usfca.edu/library/thacher/>

TALLER TUPAC

<http://tallertupacamaru.com/index.php?s=1>



**A WARRIOR FOR YOUR PEOPLE  
NOT THE U.S. WAR MACHINE**

**IRAQ IS AZTLAN. SAY NO TO IMPERIALISM.**



MONEY  
OUT of  
POLITICS

I VOTE  
I'M PISSED  
So I'm HERE

END  
CORPORATE  
GREED

Women are 1/2 the World's  
population working 2/3 of  
the world's working hours  
receiving 10% of the  
world's income owning  
less than 1% of the  
world's property  
We are part of the 99%

Corporations  
are  
NOT  
People

People  
NOT  
Profits

2011/10/21 17:38

# Occupy Google+



Please? It's kinda lonely over here



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Gavin Newsom  
Lt. Governor of California

“Designers are the mediators of our daily experience. The easier my compost bucket is to use, the more comfortable my ride on the bus, and the more appealing my reusable grocery bag, the more likely I am to participate in environmentally sound practices. Designers carry a heavy responsibility, but at the same time they can offer our future the greatest gift.”

**DESIGN  
WON'T SAVE  
THE WORLD**

**GO VOLUNTEER AT A SOUP KITCHEN,  
YOU PRETENTIOUS FUCK.**

**DESIGN**  
WILL SAVE THE WORLD

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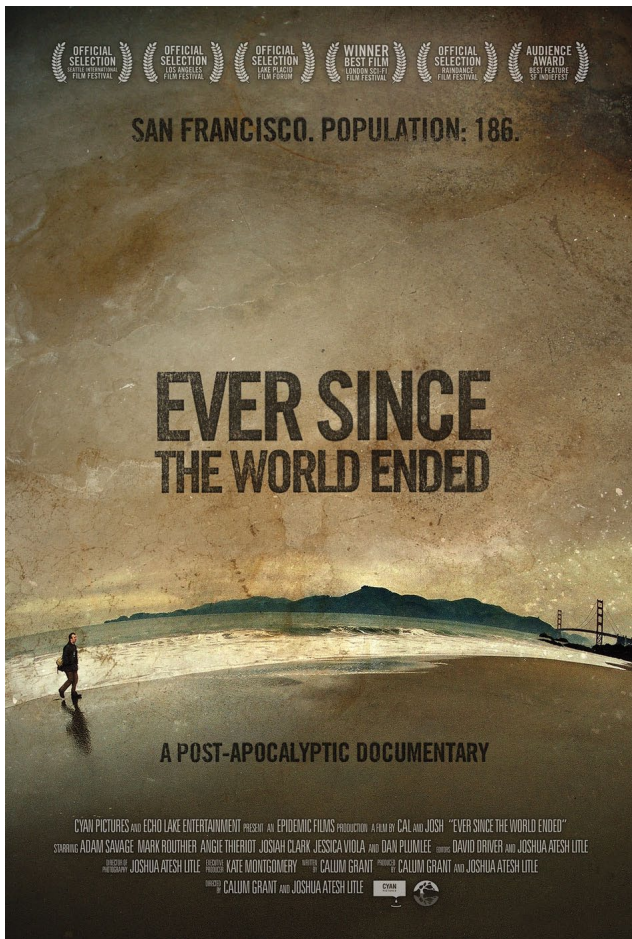


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A faux documentary with a twist, “Ever Since the World Ended” unfolds in and around an eerily depopulated San Francisco 10 years after a mysterious plague has decimated humanity. But instead of making a movie about the aftermath of a disaster, the filmmakers, Calum Grant and Joshua Atesh Litle, have tried something a little more clever and a lot cheaper: to envision what the first movie made after that disaster might look like.

The result is a rudimentary yet fascinating record of remembrance and reconstruction, accessed through survivor interviews and carefully chosen landscapes. Effects are all the more special for being minimal: a decaying Golden Gate bridge, a decomposing ship listing in the harbor. Thought-provoking rather than deeply philosophical, “Ever Since the World Ended” features many engaging performances and several outstanding ones, including Mark Routhier as a damaged former emergency worker and David Driver as a self-justifying scavenger. — Jeannette Catsoulis

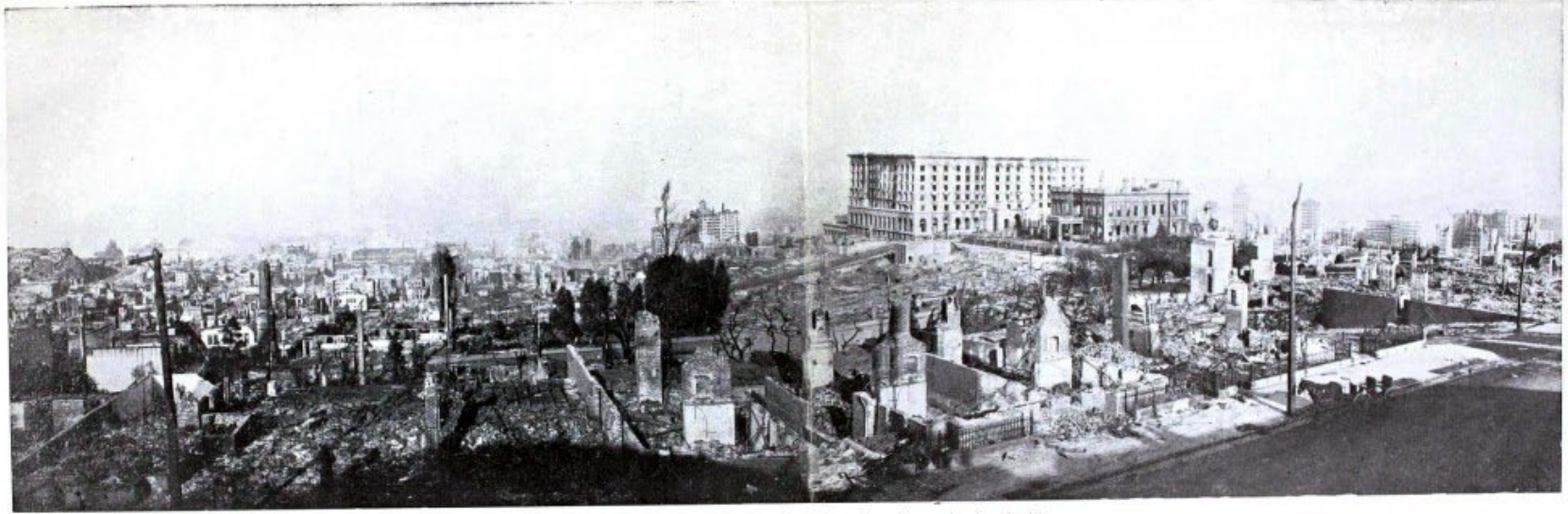


imagine the following scenario:

**DISASTER**







Panorama of Business District from Jones Street Reservoir after the Fire.





Help...

What can a  
designer do?





Groups of 3

Discuss your role in providing assistance.

Present your team's solution back to the class.

Address specifically what EACH role will be when faced with disaster.

What does this tell you about the type of designer you want to be?

20 minutes.