

Design + Social Change

University of San Francisco

Art + Architecture / Spring 2012

Art 21851 / Art 390-04

Lone Mountain Rossi Wing, B01

Wednesdays, 11:45–3:30 p.m.

Stacy Asher / sjasher@usfca.edu

OCCUPY

THE PRESENT



DIG DEEP. POWER UP.



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.

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?

Help...

What can a
designer do?

generosity

**DESIGN
WON'T SAVE
THE WORLD**

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

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

January 27—March 4, 2012

Richard Kamler: A Retrospective

feb. 02

Opening Reception: Thursday, January 2.

This retrospective of San Francisco artist activist, **Richard Kamler**, presents drawings, objects, photographic documentation and sketchbooks that trace his four-decade career with art as a socially-engaged practice. Works on view include iconic pieces from each decade, including selections from "Impact Drawings," "Out of the Holocaust: Drawings and Environments," and SFMOMA-sponsored "The Desert Project" (1970s); "Maximum Security 1-8: Installations" (1980s); "Table of Voices" and "Bison Project" (1990s); and "Seeing Peace" and "Las Mujeres de Juarez" (2000s). To create these works, Richard Kamler has collaborated with groups as far reaching as death row inmates, interfaith communities and the United Nations. Richard Kamler retired from USF's Department of Art + Architecture in 2011.



Scott Tsuchitani



Peter Selz, Museum of Modern Art, "The Art of Engagement"

Tom Ferentz

Judith Selby Lang

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



<http://artasia.org/artist/detail/187>



My Geisha Fantasy #1: Billboard Liberation

11x14 inches (h x w x d), 2004, Fuji Lightjet C-Print

Four Decades of Art Activism

A fishbowl conversation moderated by Richard Kamler with Tom Ferentz, Judith Selby Lang, Peter Selz and Scott Tsuchitani (see full description below).

Fri, Jan 27, 7-9 pm

Intersection for the Arts, 925 Mission (at 5th Street)

Richard Kamler and Robert Atkins in Conversation

Thurs, Feb 2 and Wed, Feb 8, 2:30-3:30 pm

McLaren 250, USF (at Clayton)

Opening Reception and Birthday Celebration

Thurs, Feb 2, 4-6 pm

Thacher Gallery

Meet the Artist

Saturdays, Feb 4, 11, 18 and 25, 11 am to 1 pm

Thacher Gallery

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.

ALL POWER



TO

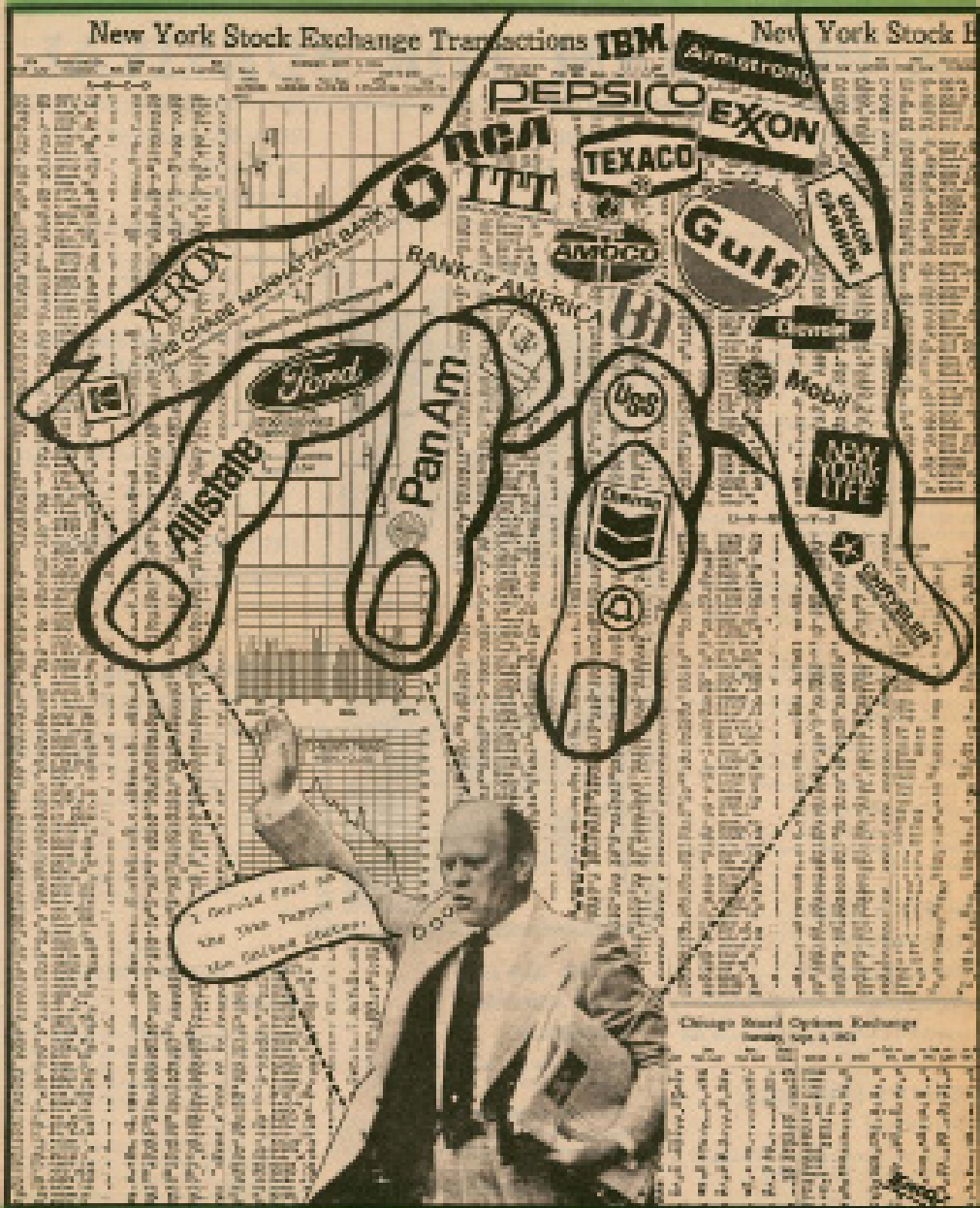
THE

PEOPLE





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



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

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

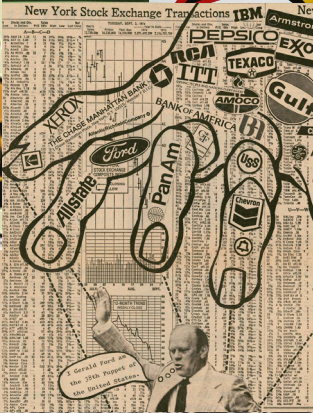
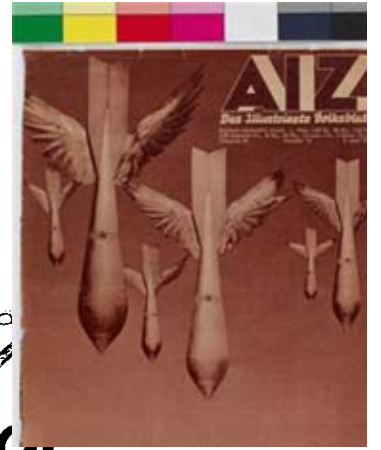
FIESTA

Guest: **CESAR CHAVEZ**

Other activities include:
marriage agenda - etnoia foroun -
cherry books - lacho y yoz - ballet folklorico -
ballet folklorico antiojia mexicana -
softing bruce

clowns - games for children - food
raffle trip to mex.

walk-a-thon call 0.510.533.3477



design + social change...

what needs to change?

change = ?

design

= form + content

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

—Gandhi

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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Visiting Designers / Artists

Emory Douglas

Aaron Gach / Center for Tactical Magic

Kate Shearman

Jason Hanasik

Field Trips

Gap Inc.

Mine

Brute Labs

complete field trip waivers

JUST DESIGN

Christopher Simmons
MINE™

Socially
Conscious
Design
for
Critical
Causes



**PATRIOTISM
MEANS
NO QUESTIONS**

**A MESSAGE FROM
THE MINISTRY OF
HOMELAND SECURITY**

Facebook and Google / Secret Revealed

http://www.youtube.com/watch?v=WLXaIkEMooU&feature=player_embedded

Project 01

Determine area of study...

What are you interested in researching?

Assign by the end of class.



1900–1920

1920–1930

1930–1940

1940–1950

1950–1960

1960–1970

1970–1980

1980–1990

1990–2000

2000–2010

2010–2020



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?

1900–1920

1920–1930

1930–1940

1940–1950

1950–1960

1960–1970

1970–1980

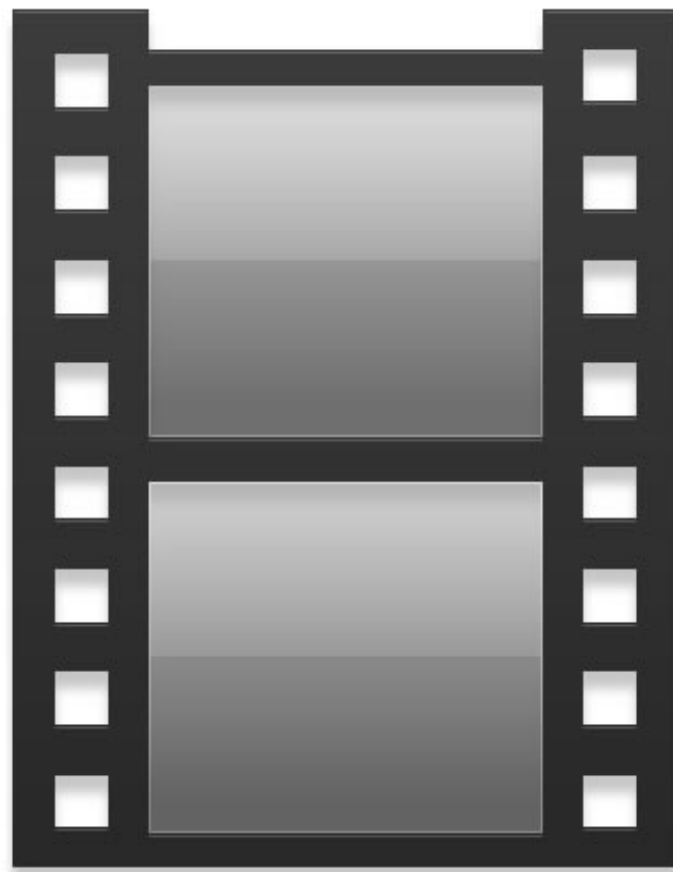
1980–1990

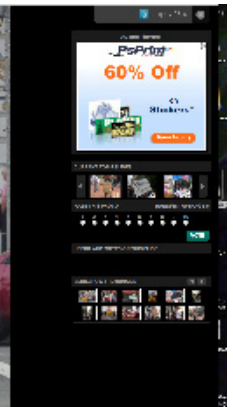
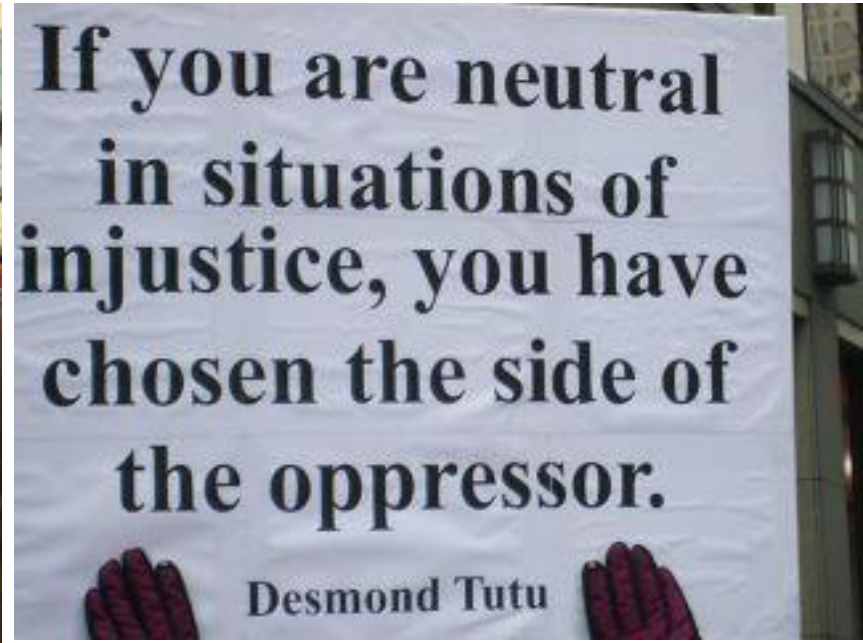
1990–2000

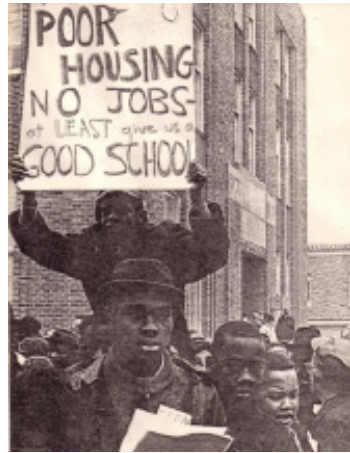
2000–2010

2010–2020

Project 01
determine area of study









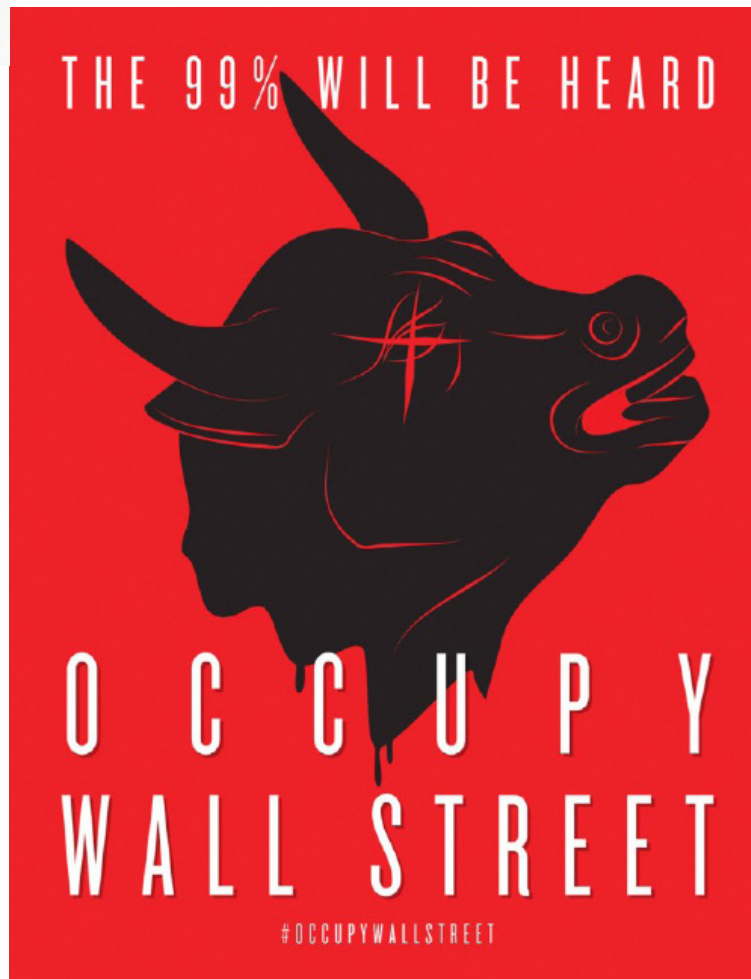
<http://www.crmvet.org/info/pins.htm>

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





http://www.huffingtonpost.com/2011/10/05/occupy-san-francisco_n_997262.html#s391801&title=Occupy_San_Francisco



#OCCUPYWALLSTREET
September 17th. Bring tent.
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





situationist international





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

