

USF in the Presidio Presents
Fall Lecture Series

**VISUALIZING
SAN FRANCISCO:
EXPLORING SIGNAGE
& PUBLIC SPACES** ART 195

First Year Seminar

VISUALIZING SAN FRANCISCO: EXPLORING SIGNAGE & PUBLIC SPACES

First Year Seminar

USF in the Presidio Presents
Fall Lecture Series

University of San Francisco / Art + Architecture
Fall 2012 Stacy Asher / Instructor



“Visualizing San Francisco: Exploring Signage & Public Spaces”, is an interdisciplinary seminar for new students at the University of San Francisco.

Participants assess their place in public space by investigating the presence of words and images in the urban landscape.



Reading Signs



Making San Francisco
HOME for awhile...



WELCOME TO SAN FRANCISCO

Edie's



JohnnyJet.com



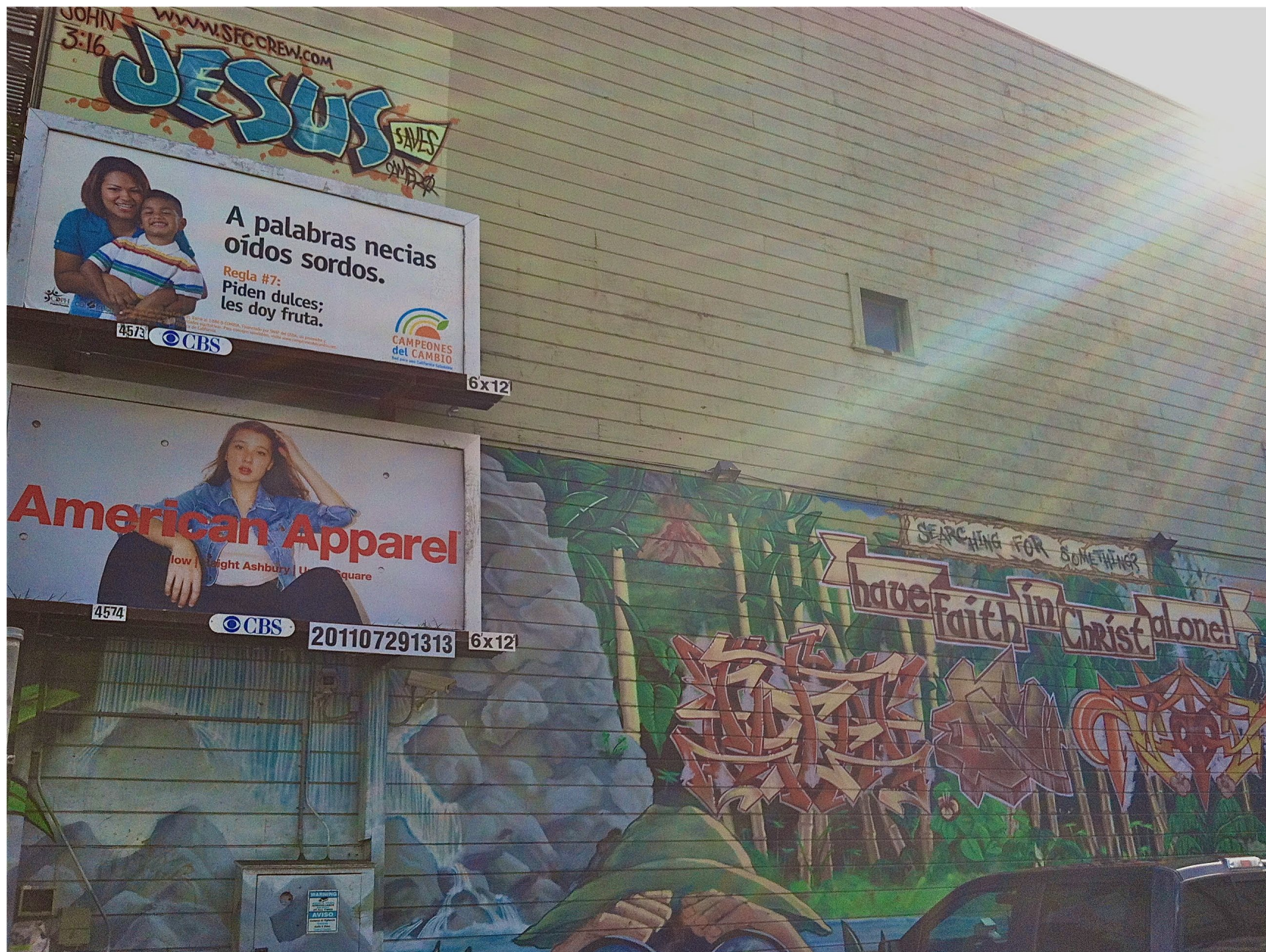






Looking around through the lens
of “signage” and **reading** / seeing
a city - VISUALIZING

Getting **acquainted** with a
place through the exploration
of signage.



JOHN
3:16

WWW.SFCOREW.COM

JESUS SAVES



A palabras necias
oídos sordos.

Regla #7:
Piden dulces;
les doy fruta.

4573

CBS

CAMPEONES
del CAMBIO

6x12



American Apparel

low | Night Ashbury | U Square

4574

CBS

201107291313

6x12

SEARCHING FOR SOMETHING

have Faith in Christ alone!

Generate WELL BEING

Getting **acquainted** with their class mates and their college town through class field trips that explore signage.

Signage competes for attention,
conveys content, and merges into
identity.

LIQUORS
Chilled WINE • Cold BEER
DELICATESSEN

Liquor

Cindy's DELI

TONY'S GIANT
Sandwich, SODA + CHIPS
\$7.00



The sign features a central illustration of a beach scene with blue water and a yellow sky. On the left and right sides of the beach are clusters of purple grapes and red berries. Below the beach scene, there are two small illustrations: a sandwich on a plate on the left and a slice of pizza on a plate on the right.

Interpreting how signs affect
behavior

How signage can tell stories
about the spaces and places
they encounter





Stories can be about the history,
the environment and the people
who live or lived there.



Signage can tell about the identities of the people who live in a neighborhood



PERI

Cucina Di Serr

" Best pizza in Northbeach a

PASTA-VEAL-CHICKEN-S

- SLICES
- HOT SANDWICHES
- BEER & WINE



NO PARKING
4 A.M. TO 6 A.M.
EVERYDAY
INCLUDING HOLIDAYS
STREET CLEANING

PERI

CHICKEN W

PIZZA PASTA



Can reading signs help someone
feel connected to the place
they live?

Signage > Identity < Signage



=





SKATEBOARD
AND
BICYCLE
RIDING
PROHIBITED
ON SIDEWALK
SEC 96 & 100 TRAFFIC CODE



STOP ID # 15553
info
9 Mill
Dream
.5 Mill
sh
70-7896
Traffic



糕慶
MISSION
GRAND
DONUTS & BAKERY
家餅生



ROVER



USF Student = Identity

Increase sense of well
being and enjoy life

Retention

vs.

Attrition

Receive a quality education

Evolve as critical thinkers
and agents of social change?























GENERATE well being

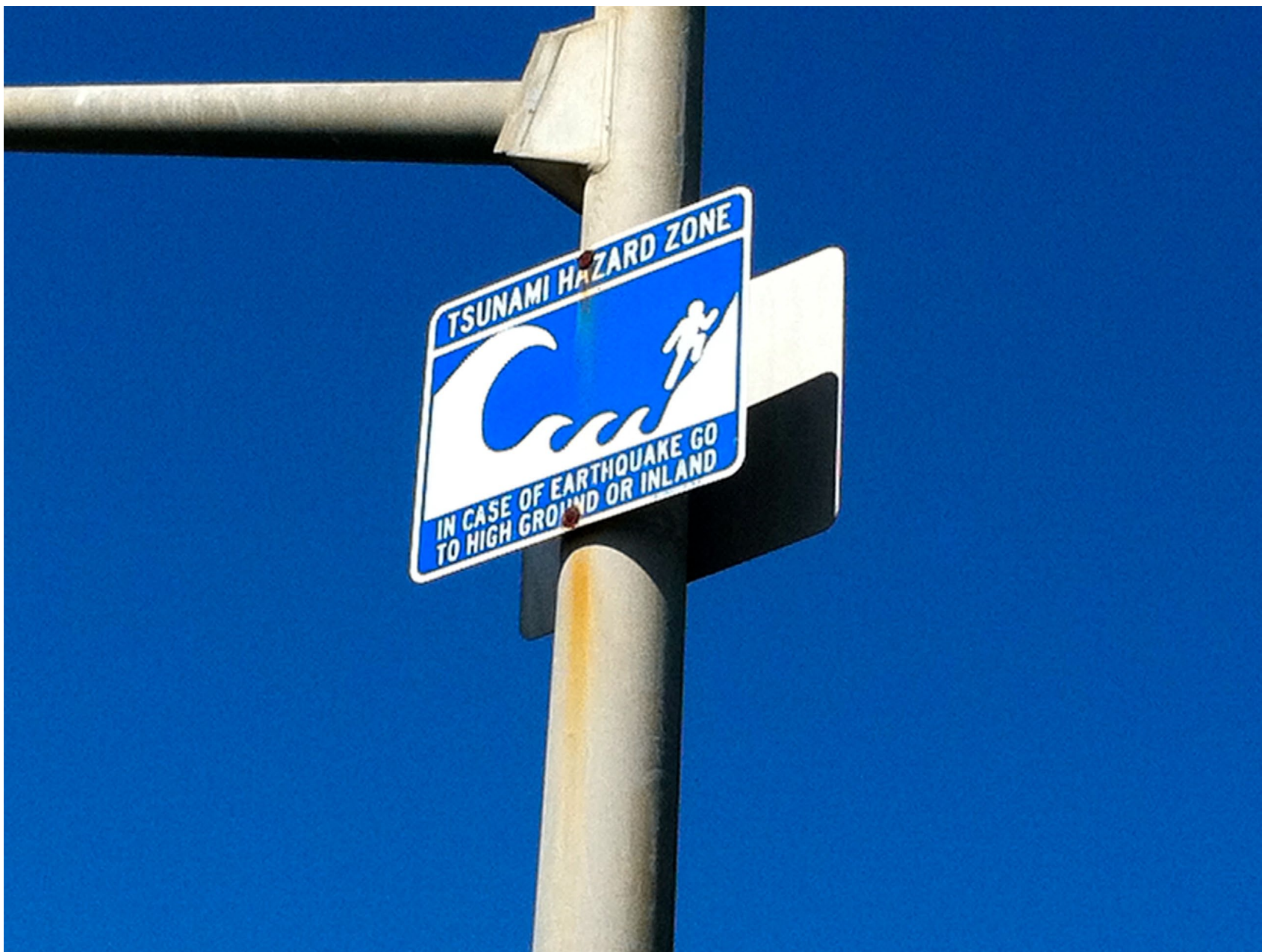
Getting **acquainted** with their
class mates and their college town
through class field trips that
explore signage.



USF Mission and Core Values

Fashioning a more humane and just world

Thinking about concepts of social responsibility and service



TSUNAMI HAZARD ZONE

IN CASE OF EARTHQUAKE GO
TO HIGH GROUND OR INLAND





6TH STREET

SYRINGE ACCESS SERVICES

NEEDLE EXCHANGE



A PROGRAM OF **SAN FRANCISCO AIDS FOUNDATION**

























How people make meaning out of [signs / objects / things] that are a part of their lives.

How identities are formed around the interpretation of and making of “signs”



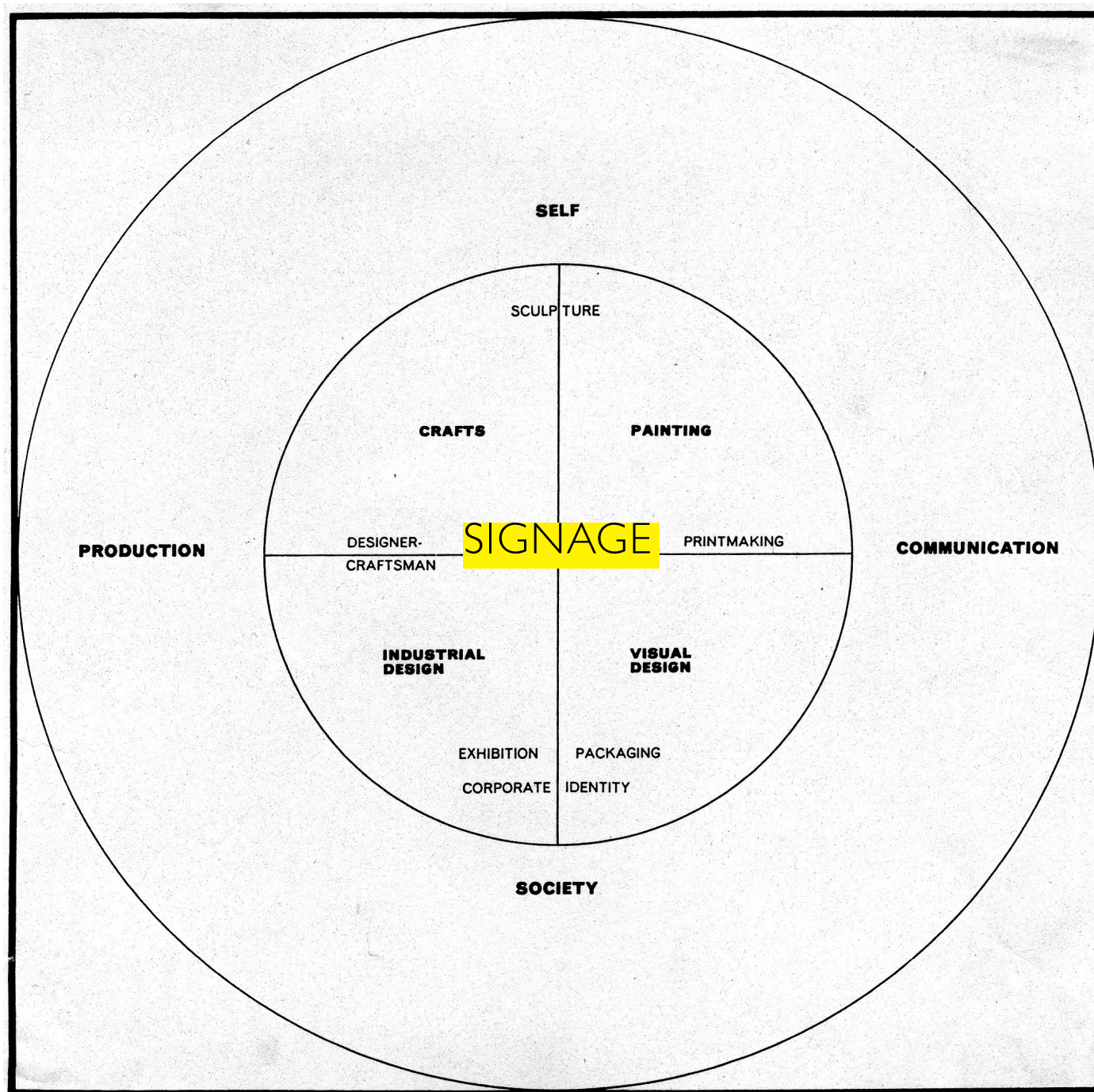
PEDODOGOY

ped ·a ·go ·gy [ped-uh-goh-jee,
-goj-ee]

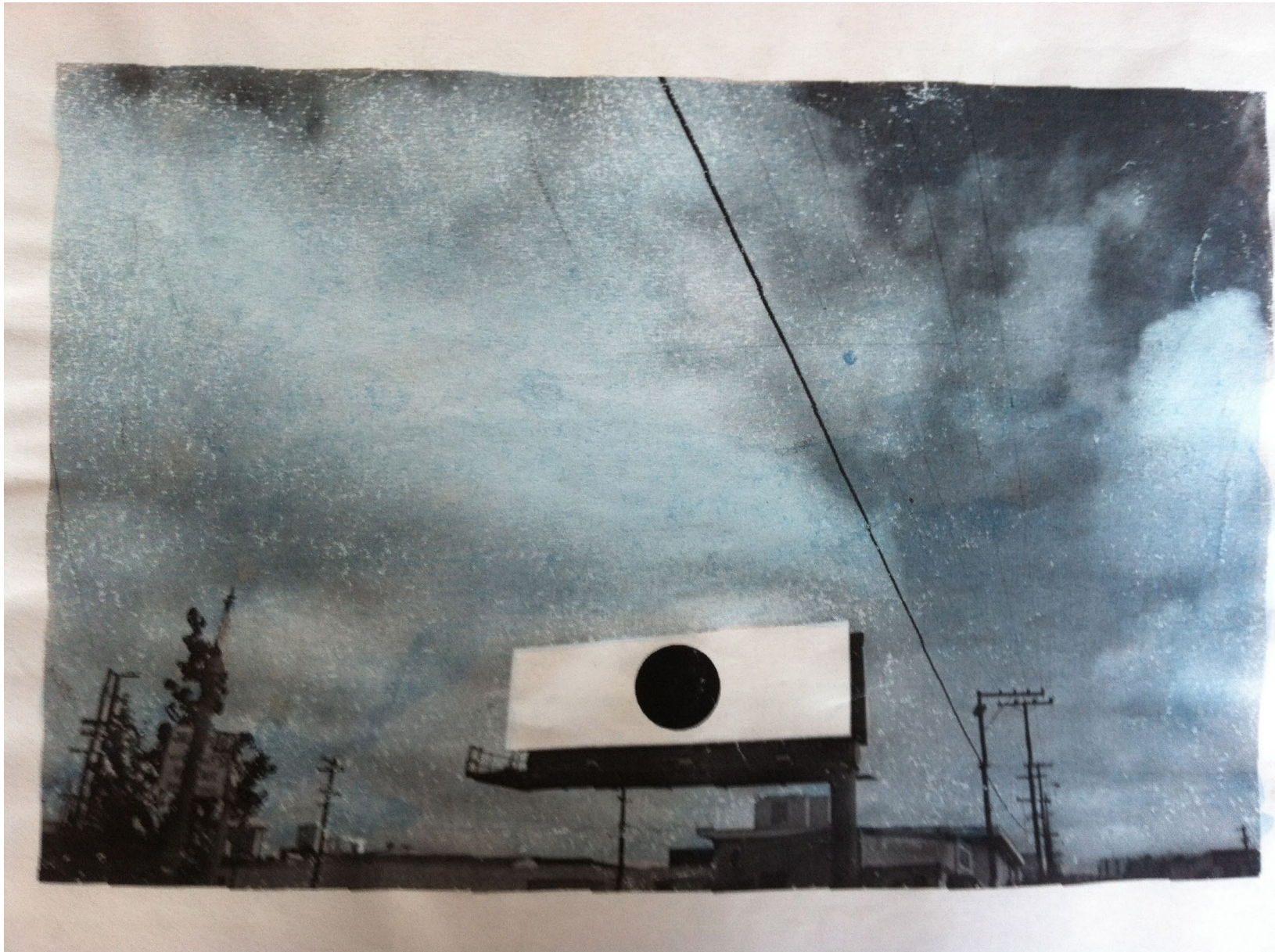
noun, plural ped ·a ·go ·gies.

I. the function or work of a
teacher; teaching.

2. the art or science of teaching;
education; instructional methods.



My Design Practice [2000 - the present]



San Francisco is a city of contrast with a diverse population.

Visual communications consist of text (letter forms or typography) and image and are present everywhere throughout San Francisco.







Signage is located in public space in the form of directional signage, retail signs, banners, posters, billboards and advertisements and is found on the streets or inside and outside of buildings.

The object of signage is to establish a sense of place, attract audiences and draw attention to the content of the intended visual communications.



Signage can say something or tell stories about the spaces and places in San Francisco.

This course surveys an array of graphic design styles, typographic forms and media dating from the early days of San Francisco to the present in the form of



signage.













Translations use details when you tell



What is Graphic Design?

What is Typography?

What is the role of Typography?

What is the role of Graphic Design?



When Flushing,
make sure
water shuts off







Signage connects audiences to their communities and creates identity in the urban landscape.

This class compares and contrasts different graphic design styles and visual languages of historical eras from MULTIPLE DISTRICTS OF SAN FRANCISCO.



Students, as new citizens of San Francisco, will tour various neighborhoods and communities throughout the city to:

observe

document

[with photography + field notes + drawings?]

analyze a collected samples of signage

reflect on the intended audience

engage in writing about their discoveries in the form of a...

THOUGHT PAPER

What signage is present and what kinds of “voices” exist? Who are they speaking to and why?



Students will learn to read the city around them and better navigate their way through San Francisco's public spaces.



What is public?

What is private?

What is a place?

What is a space?

What signs are present?

What kinds of meanings are made?

KEEP OUT

This course is an introduction to:

Semiotics, also called semiotic studies or
(in the Saussurean tradition)

semiology, is the study
of signs and sign processes (semiosis), indication,
designation, likeness, analogy, metaphor, symbolism,
signification, and communication.



Semiotics is closely related to the field of linguistics, which, for its part, studies the structure and meaning of language.

Signs are everywhere. But how exactly are they shaped, communicated, and understood.

Semiotics is often divided into three branches:

Semantics

Relation between signs and the things to which they refer; their denotata, or meaning

Syntactics

Relations among signs in formal structures

Pragmatics

Relation between signs and the effects they have on the people who use them



Semiotics is frequently seen as having important anthropological dimensions;

for example, Umberto Eco proposes that every cultural phenomenon can be studied as communication.



Syntactics is the branch of semiotics that deals with the formal properties of signs and symbols.

[2] More precisely, syntactics deals with the “rules that govern how words are combined to form phrases and sentences.”

time smiles in my hand

Semantics deals with the relation of signs to their designata and the objects which they may or do denote;

Pragmatics deals with the biotic aspects of semiosis, that is, with all the psychological, biological, and sociological phenomena which occur in the functioning of signs.



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"Where's daddy?"

Work safe. Home safe. **Work Safe**

evn





Investigators
Journalists
Anthropologists
Historians
Detectives
Reporters

Relations among signs in formal structures



Keywords / Themes

Design, Graphic Design, Typography, Visual Communications, Identity, Urban Form, Advertising, Communications, Communities, Urban Planning, San Francisco, Posters, Billboards, Banners, Way finding Systems, Audience and Identity, Diversity, Neighborhoods, Public Space, Private Space, Landscape



Field Trips

Students will visit and carefully study the following districts in San Francisco to observe, document and compare and contrast what types of signage have and are present and who the intended audience is.

The Golden Gate Park, Ocean Beach, Mission, Castro, Chinatown, Fisherman's Wharf, Sunset, Haight-Ashbury, Pacific Heights, Potrero Hill, China Basin, SOMA, Tenderloin, Financial District, Golden Gate National Parks.



Key moments, Themes, Places

How signage changed, enlivened or promoted action

1900's - The Great Fire and Earthquake, The Victorian Era, WWI

1920's - Prohibition and Bootlegging, Panama Pacific Exposition

1930's - The Great Depression, the Golden Gate International Exposition, 49-Mile Scenic Drive, Work Projects Administration; WPA



1940's - World War II, Historic Walking Tour of Fisherman's Wharf

1950's - Freeway Development and Suburbia, Bay Bridge Development

1960's - Haight-Ashbury, Civil Rights, Anti-War and the Summer of Love

1970's - San Francisco Sign Ordinance, Gay Rights, Billboard Liberation Front,

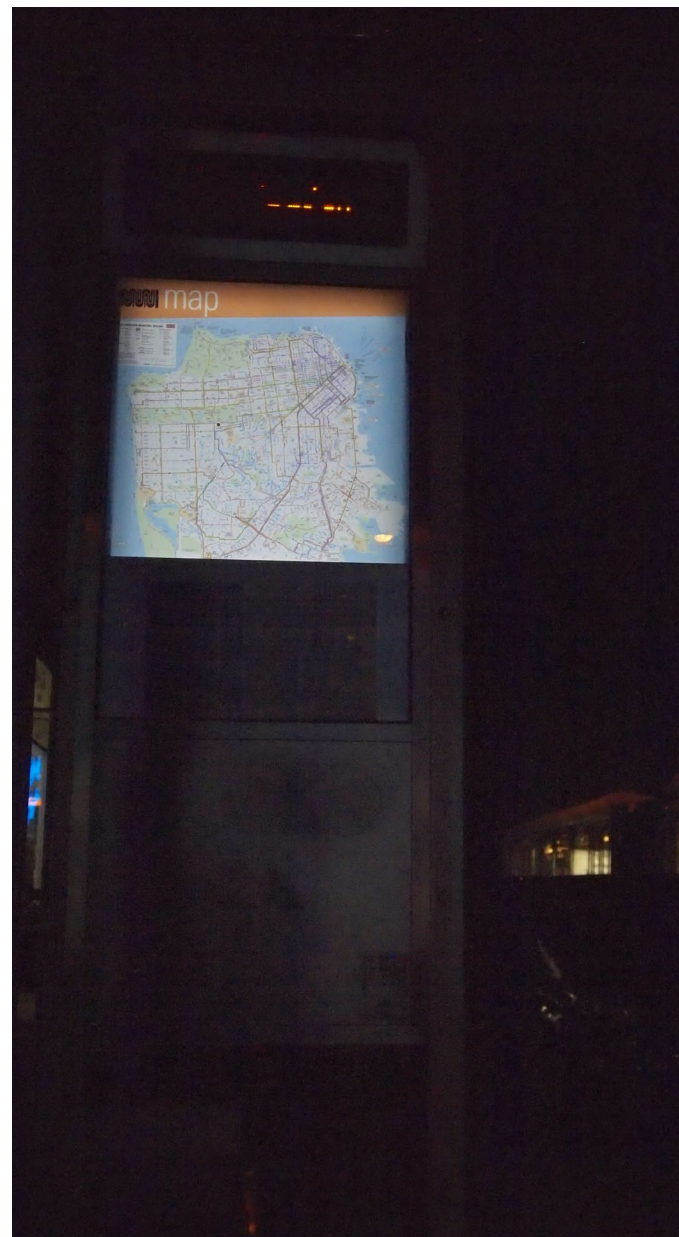


[Ramp leading from the San Francisco-Oakland Bay Bridge to the site of the 1939 Golden Gate International Exposition on Treasure Island] [graphic].m 1939 Feb. 18.

1980's - Vinyl Technologies and the Beginning of the Digital Era

1990's - Dot-Com Boom, Gentrification, Interactive Signage

2000's - New Legislation, Prop G, 2008 Election, New Technologies: the LED and Kinetic Signage, Signage in the Future







DOLL HOUSE
FURNITURE
ANTIQUE-KIMONOS

WATCH JEWELRY REPAIR CENTER

鐘錶 珠寶 修理中心

精工修理各國名錶 抹錶油 換錶帶 換電池

EMPRESS
OF
CHINA









**MAIDEN
LANE
GATES**

Provided
by the
Maiden Lane
Association
with a
Special Grant
from
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Over the years, SF BEAUTIFUL has helped push through legislation to limit and regulate the amount and placement of billboards and other commercial advertising throughout the city.

In 2002 they sponsored Proposition G, to prohibit any new billboards, which passed with 79% voter approval.

In 2009, they successfully opposed Proposition D, which would have allowed a massive installation of digital billboards on Market Street, blighting our skyline.


In that same election, they also promoted Proposition E, which now prohibits any new advertising on public property.

SF Beautiful remains committed to ensuring that the city enforces its public advertising laws.

<http://sfbeautiful.org/>



AT&T works in more places,
like NSA HEADQUARTERS

The new  at&t


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Why look at history?

Why study the past?











The Beach Chalet, in renovation for its reincarnation as a brew pub and restaurant.
Appeared in Richmond Review, March 1995.



FEDERAL ART PROJECT

W.P.A. 1936-1937

SPONSORED BY PARK COMMISSION

DESIGNED AND EXECUTED BY
LUCIEN LABAUDT

• ASSISTANTS •

ARNOLD BRAY • FARRELL DWYER

• PLASTER WORK •

• MOSAIC •

JAMES WYATT

PRIMO CAREDIO









**SERVE YOURSELF
AND PAY LESS**



RIGHT LANE
BUSES
TAXIS
ONLY
4PM - 6PM
MON-FRI







PHAP 4-5



ABOUT 1910

ARKANSAS + 18TH ST.

CALEGARI COLLECTION



"This gorgeous film pictures San Francisco's main thoroughfare as seen from the front window of a moving Market Street cable car, before the downtown area was destroyed in the 1906 earthquake and fire. This unusual record has been called the first "structural film" because it follows exactly the externally imposed structure of the car ride."

http://www.youtube.com/watch?v=wzqs6DF_wGE&feature=related

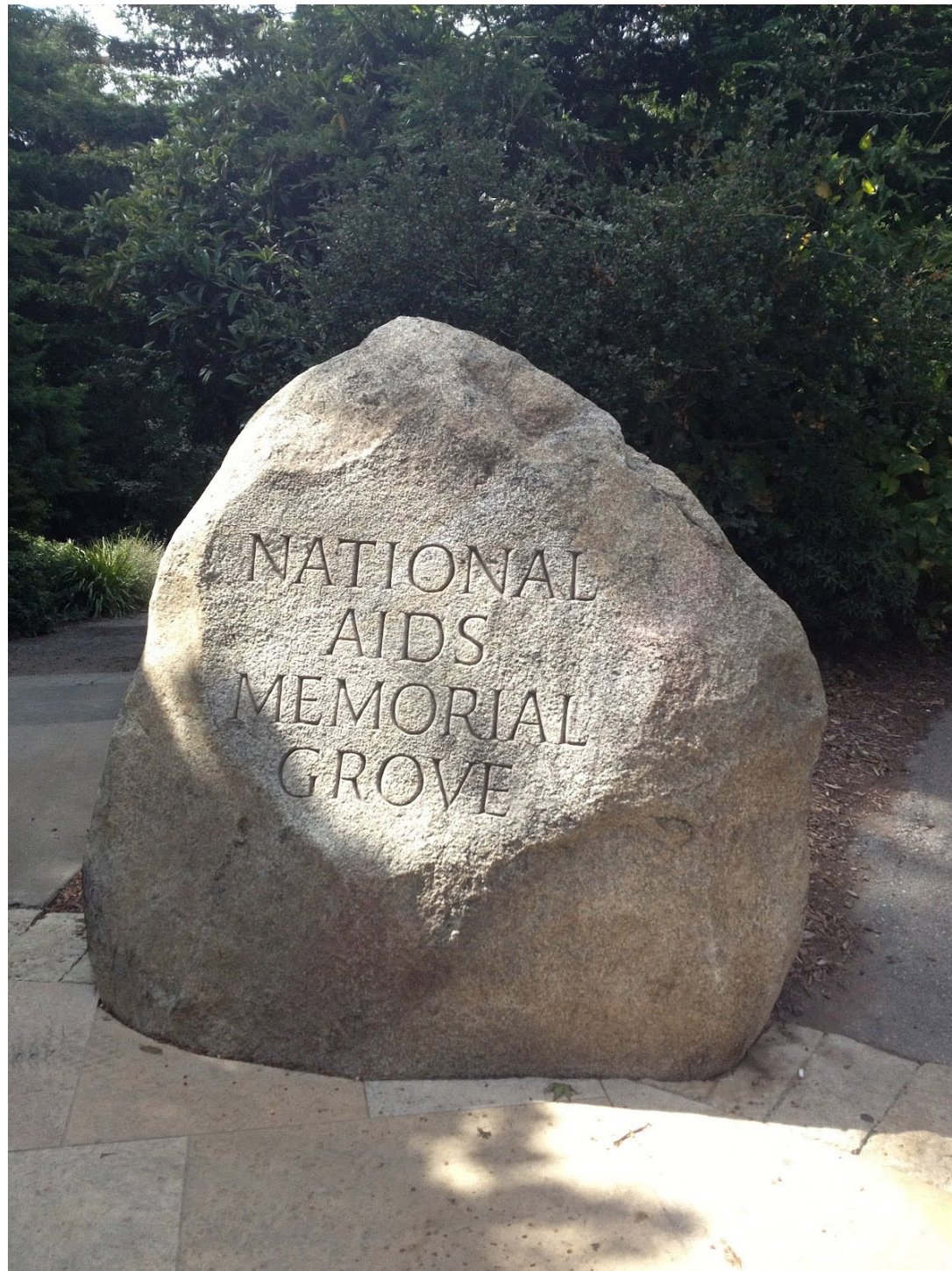
http://www.youtube.com/watch?v=b_-x2_hXC2g&feature=related


<http://www.youtube.com/watch?v=z4Hdn5Etn0E&feature=related>

DEDICATED
TO THE CITY OF
SAN FRANCISCO
BY THE
BEETHOVEN MAENNERCHOR
OF NEW YORK
AUGUST 6th 1915
UNDER THE AUSPICES
OF THE
GERMAN-AMERICAN AUXILIARY
TO THE PANAMA PACIFIC
INTERNATIONAL EXPOSITION









THE MAGNOLIAS
A GIFT FROM THE DE LAVEAGA FAMILY
IN HONOR OF

JOSE VICENTE DE LAVEAGA
- WHOSE GENEROSITY CREATED DE LAVEAGA DELL -
AND IN LOVING MEMORY OF THE MANY LIVES AND
HEARTS THAT HAVE BEEN TOUCHED BY AIDS









LIC. # 952596

STOP

DAY & NIGHT
WHEELING
ALABAMA CO.

863-180
RAIL

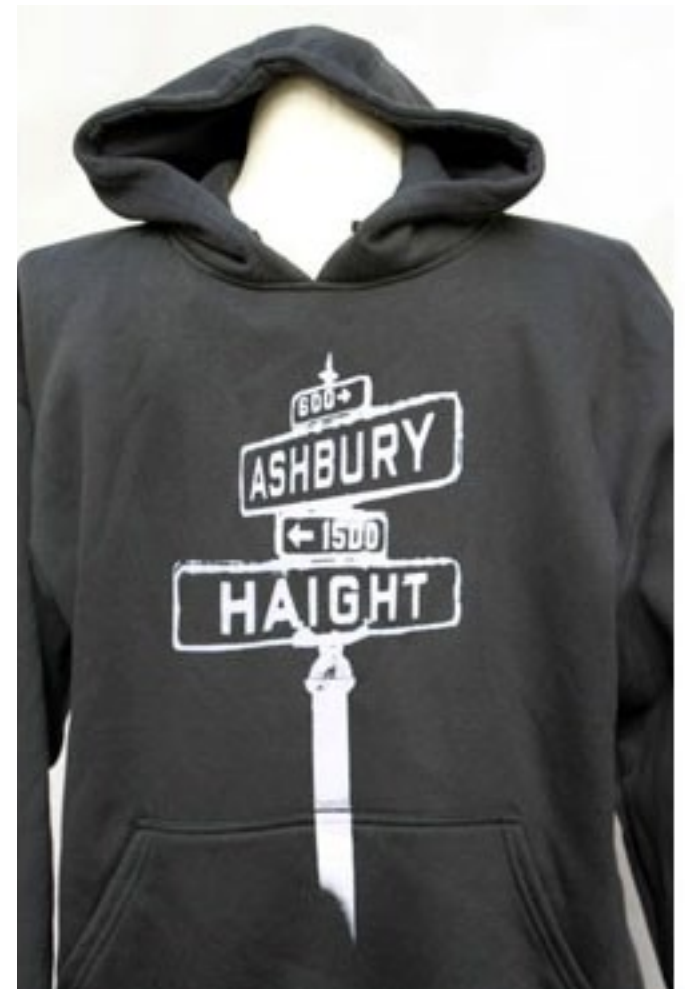
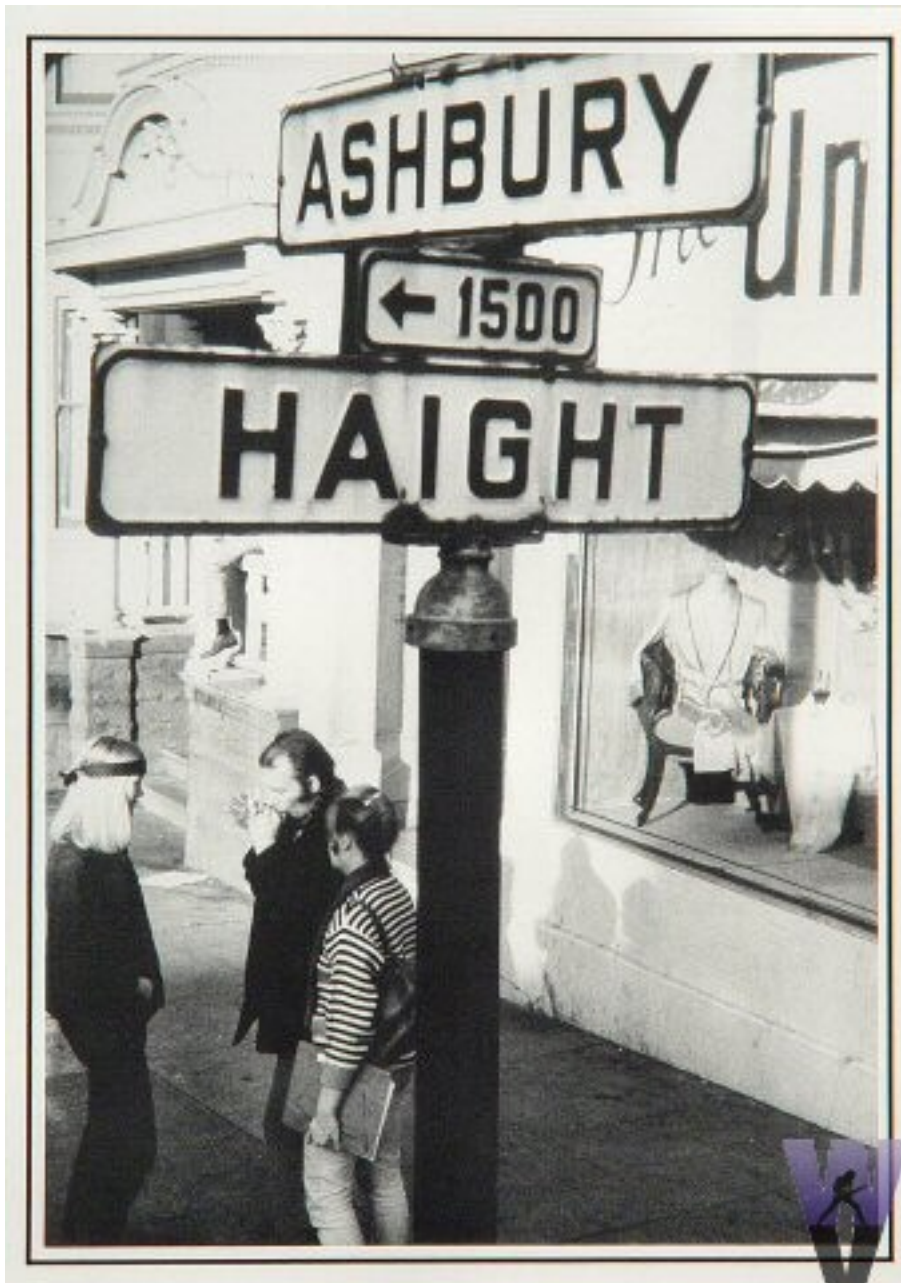
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LOVE WHAT YOU EAT**

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WHOLESALE IMPORTERS

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EXHIBITION

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IMPORTED FOODS • SOUVENIRS

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NATURAL RESOURCES
TAKE ONLY WHAT
YOU REALLY NEED**









Civic Center

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Center
Station**



DOLE

PHONE

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Listen



Even before the emergence of anthropology as an academic discipline in the 1880s, ethnologists were using photography as a tool of research.



Photography is an integral part of the course.

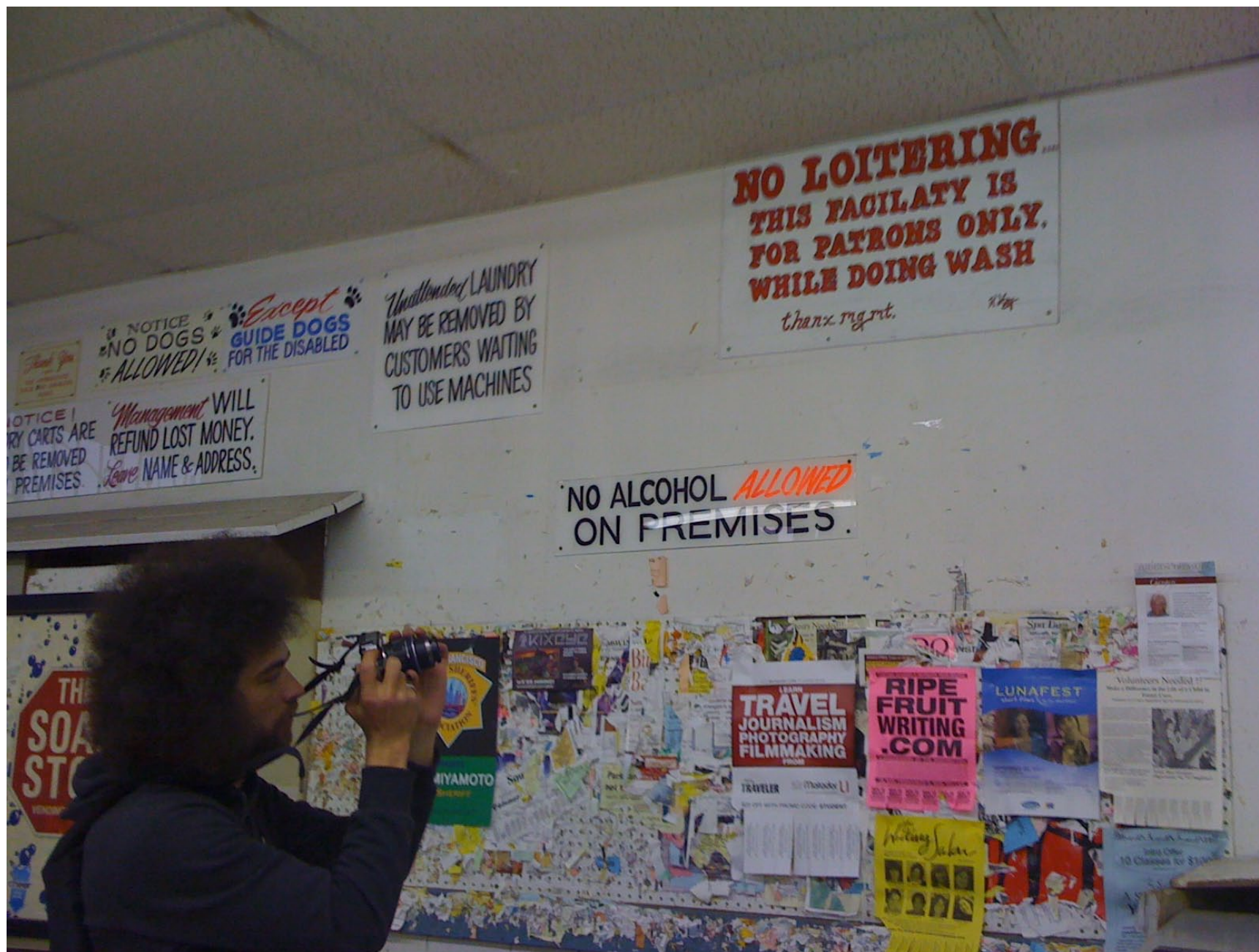
The act of photographing in public is an art itself.

[1] Anthropologists and non-anthropologists conducted much of this work in the spirit of salvage ethnography or attempts to record for posterity the ways-of-life of societies assumed doomed to extinction

(see, for instance, the Native American photography of Edward Curtis)

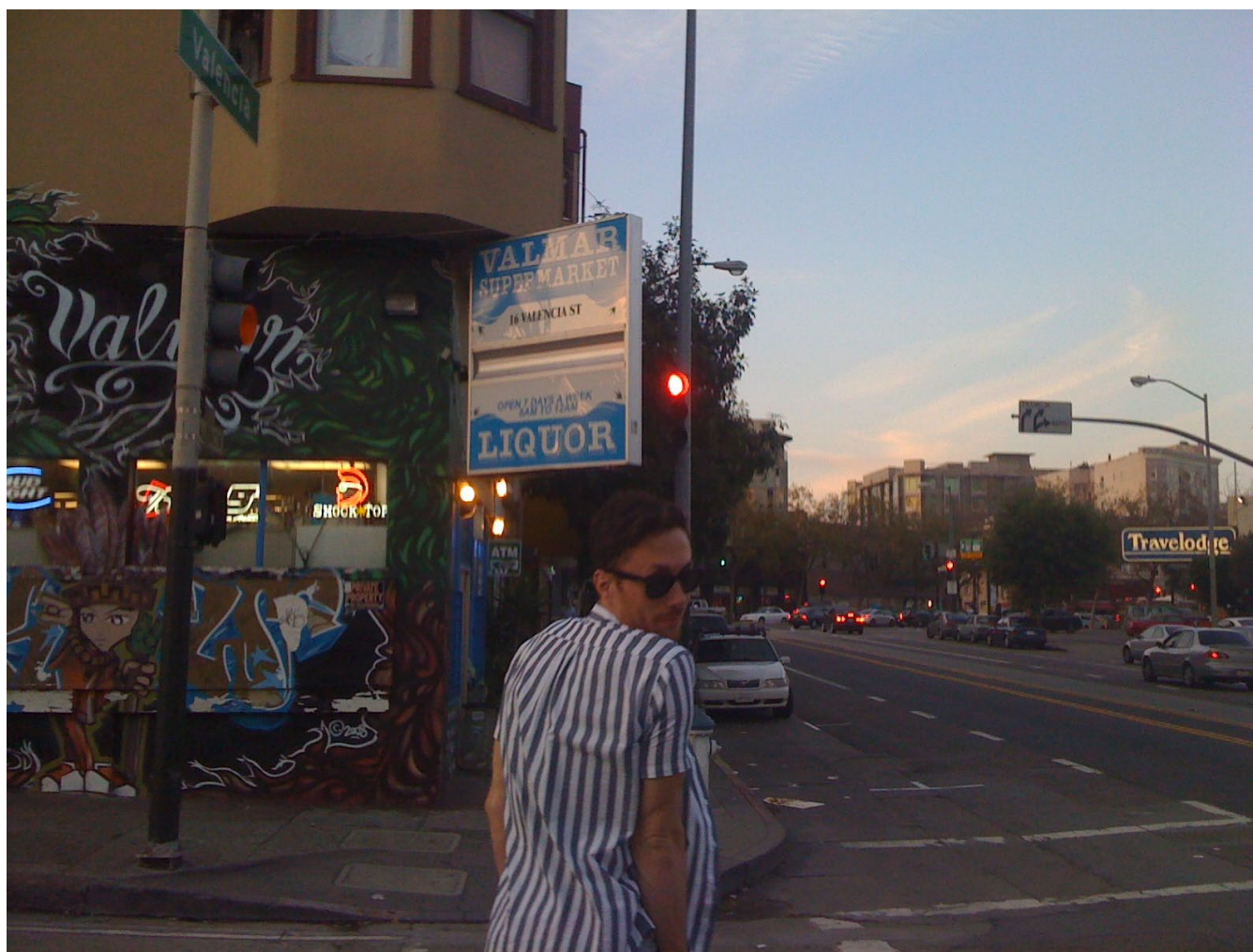


Native American Horsemen & Horses by Edward Curtis.
Library of Congress photo













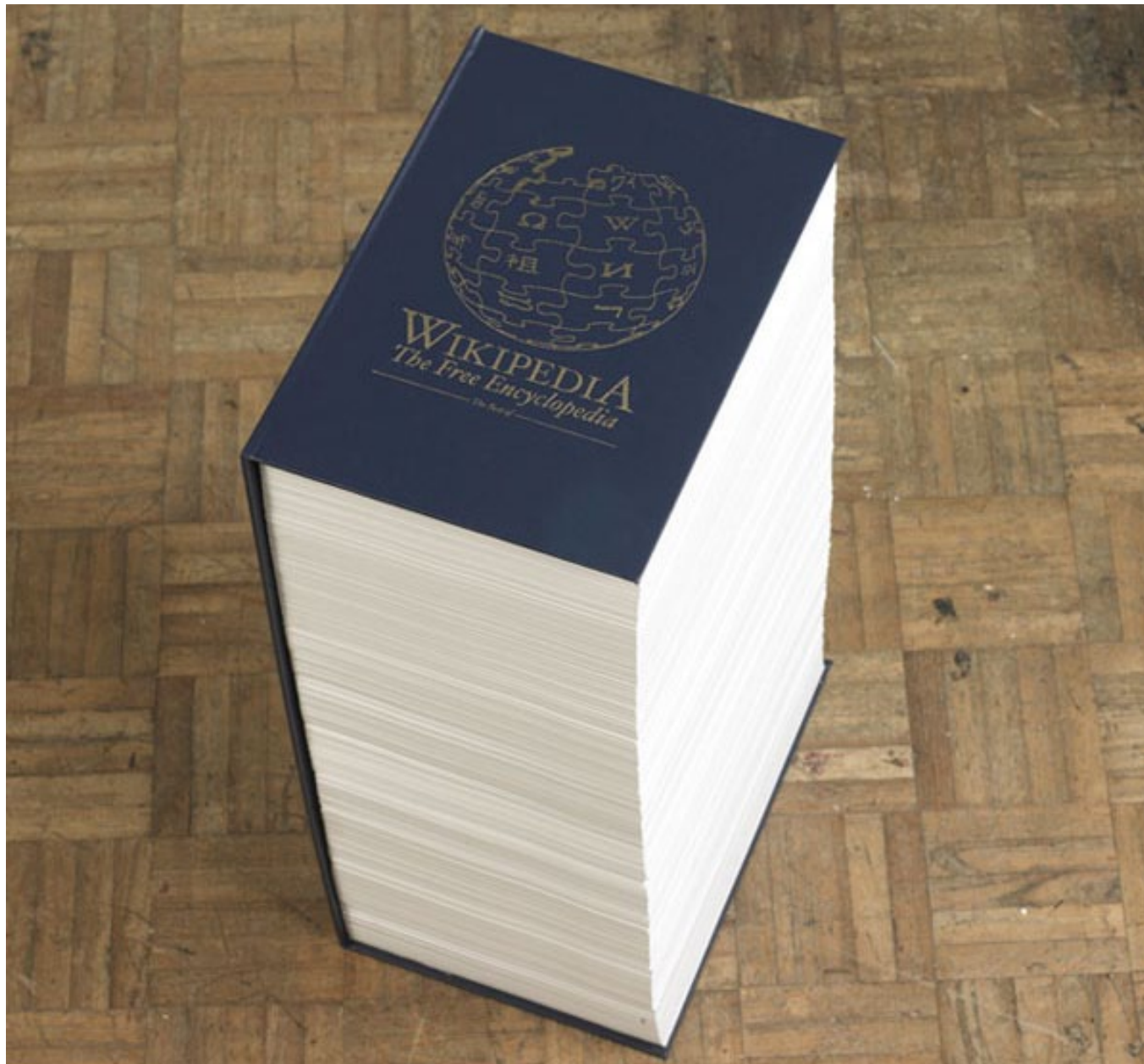




Curriculum is a **prototype**.

Developing SKILLS:

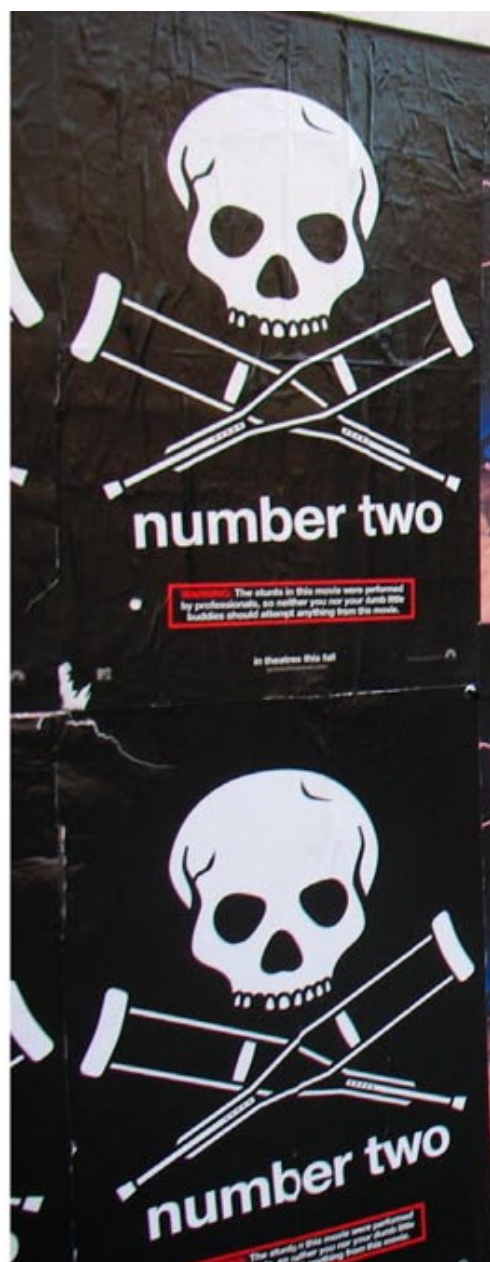
1. Analyze / Interpretation Skills
2. Writing / Publishing
3. Documentation Process
4. Time Management



Research!

<http://vator.tv/news/2009-06-09-the-first-printed-volume-of-wikipedia>





number two

The stunts in this movie were performed by professionals, so neither you nor your dumb little buddies should attempt anything from this movie.


In theaters this fall

number two

"HILARIOUSLY HIP."
Smart and satirical, it is also surprisingly meaningful and unexpectedly moving.
—San Francisco Chronicle

The 25th Annual Putnam County SPELLING BEE

FINAL WEEKS.
MUST CLOSE SEPTEMBER 2.




San Francisco, CA
San Francisco, CA
San Francisco, CA

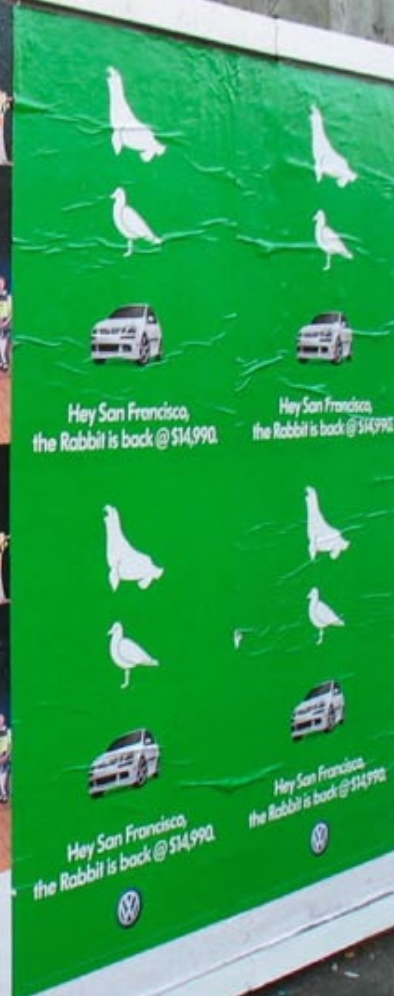
"HILARIOUSLY HIP."
Smart and satirical, it is also surprisingly meaningful and unexpectedly moving.
—San Francisco Chronicle

The 25th Annual Putnam County SPELLING BEE

FINAL WEEKS.
MUST CLOSE SEPTEMBER 2.



San Francisco, CA
San Francisco, CA
San Francisco, CA



Hey San Francisco,
the Rabbit is back @ \$14,990.

Hey San Francisco,
the Rabbit is back @ \$14,990.

Hey San Francisco,
the Rabbit is back @ \$14,990.

Hey San Francisco,
the Rabbit is back @ \$14,990.



These posters are part of a collection displayed on a wall, featuring various characters and scenes in a stylized, colorful manner.





















Areas of study for this course

Journalism

Communication Studies

Urban Planning

Graphic Design

Sociology

Psychology

Semiotics

Architecture

Marketing / Promotions

Public Relations

Anthropology

Archeology

??

Ethnography

Ethnography (from Greek ethnos = folk/people and grapho = to write) is a qualitative method aimed to learn and understand cultural phenomena which reflect the knowledge and system of meanings guiding the life of a cultural group.



It was pioneered in the field of socio-cultural anthropology but has also become a popular method in various other fields of social sciences—particularly in sociology, communication studies, design, and history



Ethnography is the study of people, ethnic groups and other ethnic formations, their ethnogenesis, composition, resettlement, social welfare characteristics, as well as their material and spiritual culture.

It is often employed for gathering empirical data on human societies and cultures.













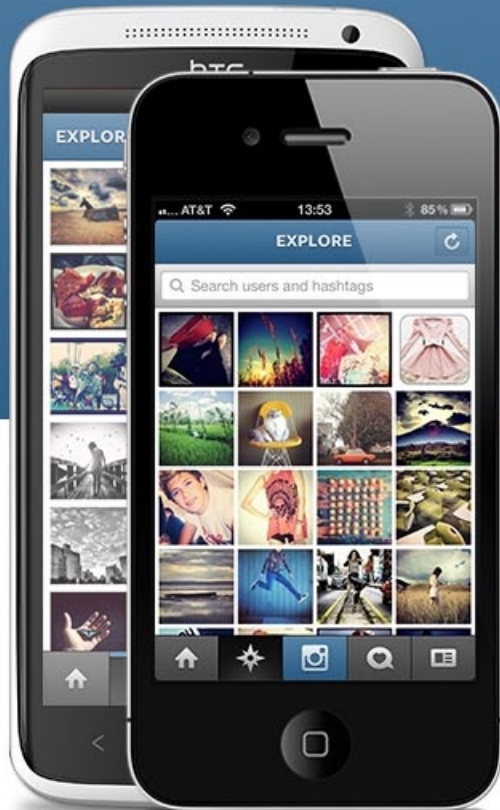




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Instagram
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It's a **fast, beautiful** and **fun** way to share your photos with friends and family.

Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Share to Facebook, Twitter, and Tumblr too – it's as easy as pie. It's photo sharing, reinvented.

Oh yeah, did we mention it's free?



Ma'Keda Habtemariam's Signage / Documentation



Caren Balance's Signage / Documentation



Rachel Kaya's Signage / Documentation



Rachel Kaya's Online Journal / Documentation

Luis Camancho's Online Journal / Documentation

John Warda / Online Journals Documentation

THANK YOU.

GRACIAS • 謝謝 •