

I. REDISTRIBUTION/ DECLASSIFICATION OF TOOLS

The narrative of the graphic design mediactivism workshop was a situation where a trained designer is redistributing (while also declassifying) his tools to a group of people who need to visually deliver the information they have earlier produced, but their ability to independently produce a functional layout is limited by their lack of access to paid tools like Adobe (especially given recent payment collection strategy change in its politics) or paid typography, full-colour/offset/silkscreen printers. The aim was to create a layout in Word/Paint/PowerPoint (or any other default tool for creating documents) that could be later, sans the presence of the designer, reproduced in a form of easily transmitted, emotionally charged pieces of visual communication. It was also a speculation on a realistic situation in which a group of activists need to create posters or instagram posts but do not have access to professional graphic design services. The workshops exercised the

idea of a black and white/symmetrical revolution, the colour of the cheapest photocopy walk-in studio and composition known to those who don't have time to metabolise the grid system. An inspiration for this was a meme phenomenology.

II. THE RECIPE

The basic instructions for creating a black&white photocopy printers friendly poster that we used are below:

1. Create a document with a horizontal A4 ratio (297x210)
2. Find a symmetrical line that decides the document in half horizontally – you will later use it as an axis of symmetry.
3. Hierarchy of data: using capital Times New Roman aligned to centre, put in an emotional message. Capital letters enhance legibility, because the line height can be smaller. Make them as big as you can, the word-below-word system will naturally create an organic, symmetrical form on the layout whatever you write in. On the bottom of the page, also

symmetrically, put hard data using small Arial lettering.

4. Last part is the composition. Designers use many types of layering systems to create a coherent outcome, but for us the only way to find transparency is by putting a png transparent background file into our file (usually by dragging/dropping or some basic ‘place image’ command). The png files can be easily downloaded from free images stocks. To intensify the composition we used full symmetry in duplicating/reflecting in a mirror the png, creating a Rorschach test effect, that is easily consumed by sight due to its natural harmony.

5. We save the file as PDF / export the file as PDF. It is ready for print. This technique gives you an opportunity to create posters with an element of disturbia in them – you can juxtapose contrasting elements like pop-slogan, dark data and optimistic back-drops.

An inspiration for this was Benjamin H Bratton’s and Metahaven work on the idea of

an informational stack.

Tasks for Sunday Collective:

I. B&W photocopies POSTERS

1. Operate on the open file

(File paramètres: A4 proportions 210x297

HORIZONTAL, 3 layers, SYMMETRY.

USING SHERIFF TIMES NEW ROMAN

CAPITALICS ENHANCES VISABILITY/

LEGIBILITY (LINE HEIGHT CAN BE

SMALLER). Second in hierarchy is the data

info (what data source to use).

WE ACHIEVED LAYERS BY PUTTING A
PNG FILE OVER AN OPTIMISTIC FREE-
STOCK BACKDROP)

2. Find png layers (darkness)

3. Find optimistic backdrops

4. Coming up with data / slogans

5. Saving the file as PDF

I. Stickers

1. Same data
2. Same png over data
3. transparent background (for the image to melt on information stack) – basic photocopy production

REDISTRIBUTING TOOLS + BASIC KNOWLEDGE

GRIDS ARE TOO COMPLICATED WE WENT WITH SYMMETRY. USING SHERIFF TIMES NEW ROMAN CAPITALICS ENHANCES VISABILITY/ LEGIBILITY (LINE HEIGHT CAN BE SMALLER). Second in hierarchy is the data info (what data source to use) in small sans sheriff approx. 1 line

WE ACHIEVED LAYERS BY PUTTING A PNG FILE OVER AN OPTIMISTIC FREE-STOCK BACKDROP (SEMANTICS: WHICH TAGS TO USE / DIS MAGAZINE EXAMPLE)

Tasks for Sunday Collective:

The workshops exercised the idea of knowledge as a commodity.

0. DATA: Names+emails+Insta accounts

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