

```

module.....: / ARCHIVE.....
index.....: part 02 / 04...
type.....: [ PROCESS_LOG ]

year.....: 2022 - 2023....
course.....: BA 1.....
content.....: drafts.....

linked_node..: [ OUTPUT ]
linked_module: / MEMORY.....

```

Nº 15	" typography ... time vs space "	[248]
Nº 16	" typography ... & lucky numbers "	[260]
Nº 17	" typography ... & word + image "	[268]
Nº 18	" infra - ordinaire "	[276]
Nº 19	" text -> paragraph -> ..."	[292]
Nº 20	" this is the record cover "	[302]
Nº 21	" typography ... & fanzine "	[342]
Nº 22	" to translate "	[348]
Nº 23	" kind of magic "	[368]
Nº 24	" basic operations "	[378]
Nº 25	" if / else / then "	[388]
Nº 26	" talent show "	[400]

**№ 15.
“ TYPOGRAPHY...
& TIME VS. SPACE ”**

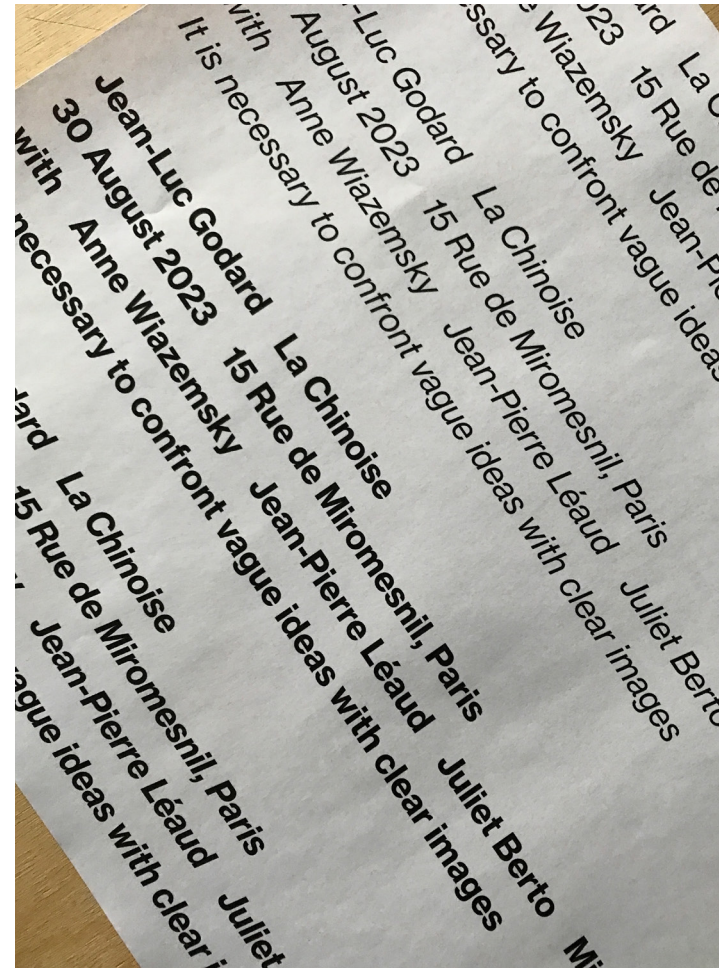
-> you have:

4 LINES OF TEXT
COPIER! KNIFE!
RULER! GLUE!

-> produce:

10 POSTERS

-> by the way, NO computers!



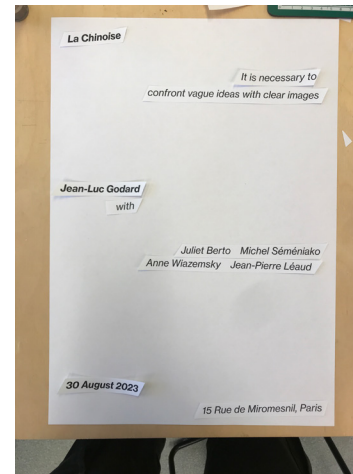
day 1. 6:30 p.m:



// the thrilling adventure of trying to get the copier to work for several hours.

finally he decided to cooperate for scanning.

day 1. 10:30 p.m:



// the "first brief" rule:

no, seriously, you had to stay at britanka till they locked up, and then you'd still be working on the project for another whole day, and after that, it would just take over your life for a week.

day 2 - 5:

cut
arrange
scan

cut
arrange
scan

cut
arrange
scan

cut
arrange
scan

cut
arrange
scan



the last day. exhibition:

// that's what happens when you mess with fonts too much.

situation: 1 poster left

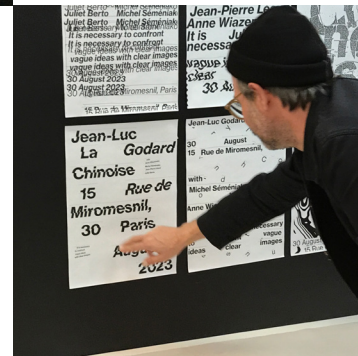
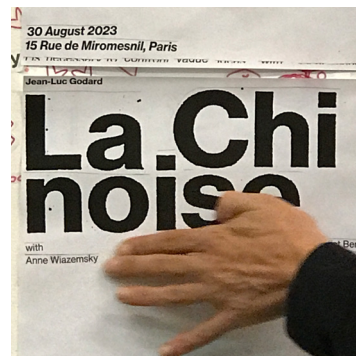
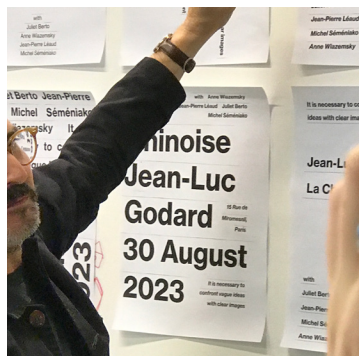
time: no

solution: throw the scraps on the scanner

seb's review: - seems like a lot of fun!







**№ 16.
“ TYPOGRAPHY ...
& LUCKY NUMBERS ”**

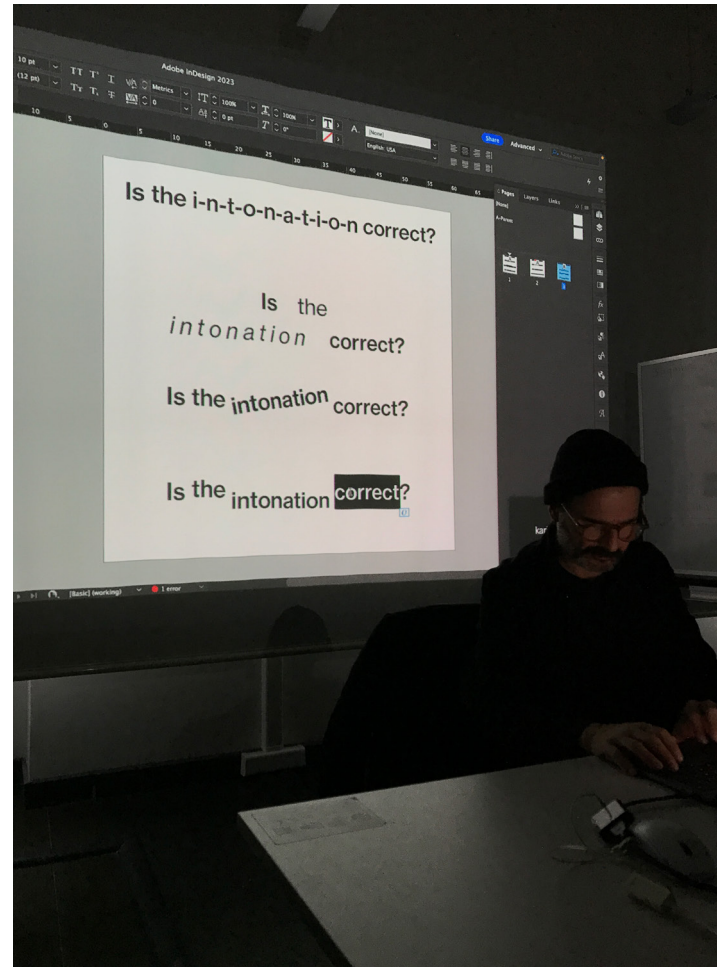
-> take oblique strategies

SELECT
THE MAIN

-> WORD <-

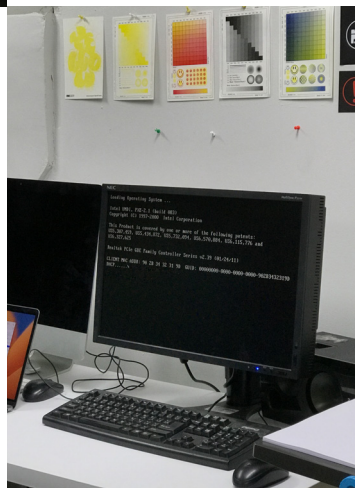
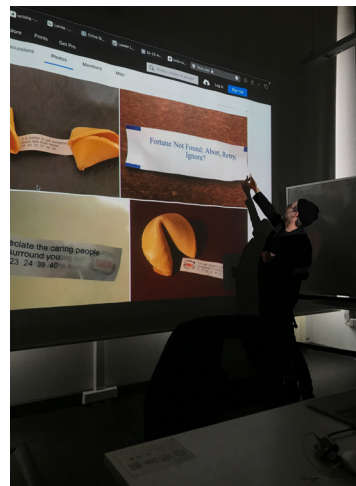
IN
A SENTENCE
AND
EMPHASISE IT

-> design it as a fortune
cuckie prediction





[DETAIL] PROJECTIONS. MONDAY. 31 OCTOBER 2022. 15:46 266



[DETAIL] RISO INTRO. TUESDAY. 8 NOVEMBER 2022. 13:35 267

№ 17.
“ TYPOGRAPHY ...
& WORD + IMAGE ”

-> you have an archive.

FIND PATTERNS

-> produce:

3 WEEKS OF A CALENDAR PRESENTING IMAGES FROM THE ARCHIVE

-> the focus: coincidences,
like the same girl in dif-
ferent outfits or different
models in the same pose.



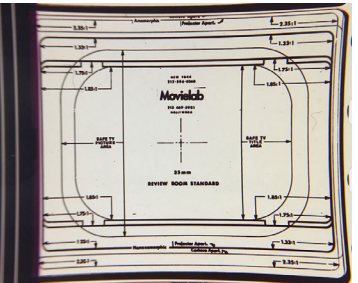
new beverly cinema



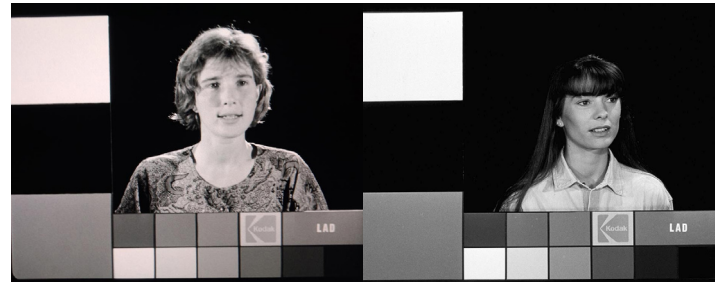
35mm " the emperor jones "



" wrath of khan "



movielab alignment chart 1987



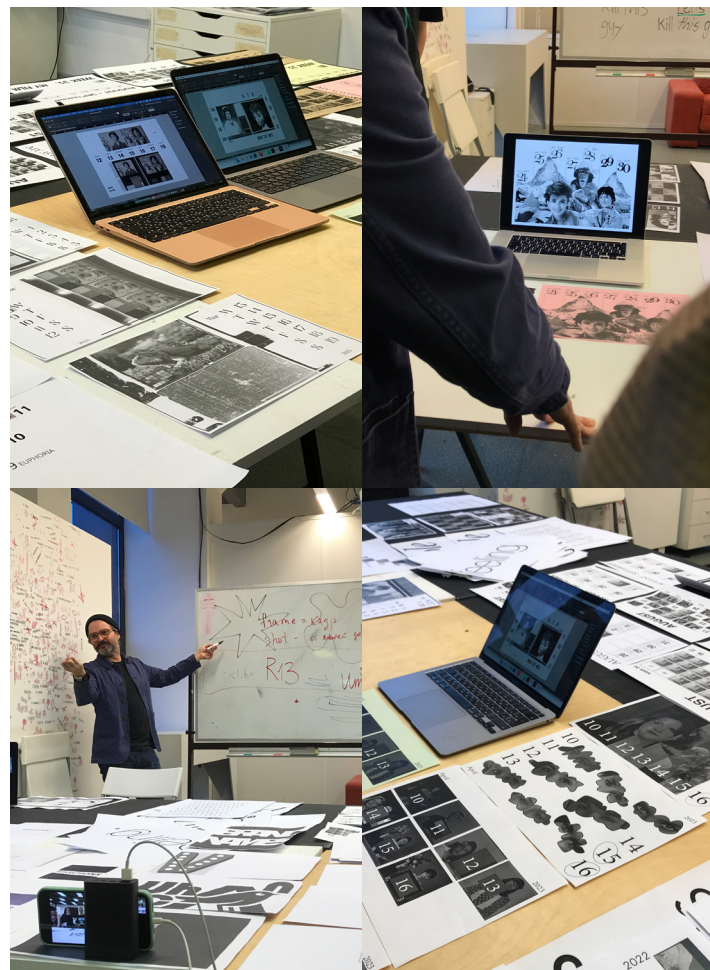
gilles langlais

" soy cuba " by becca hall



[SHOT] FIRST ROUND OF SKETCHES

274



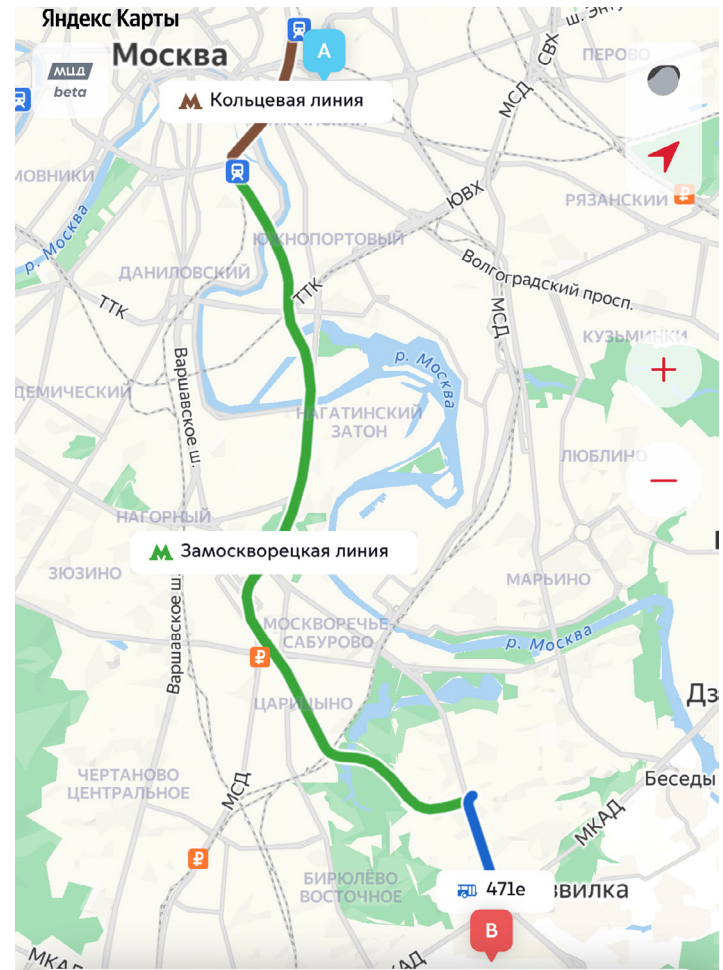
[SHOT] REVIEW AND FEEDBACK SESSION WITH SEBASTIAN

275

Nº 18. " INFRA-ORDINAIRE "



-> this time it's
vegas cashirscoe.





-> go to the place and collect
as much material as possible:

3 DAYS IN VEGAS

??? collections. ??? photos
??? videos.

-> choose the main topic:

PEOPLE AND THEIR PHONES

-> make a video presentation.

NOIR DETECTIVE VIDEO INVESTIGATION

-> present the subject in the
newspaper advertisements.

??? EXTRA NEWSPAPER BLOCKS

-> assemble it with groupmates
and print the newspaper.

*// i knew there was a mystery
unfolding. that was a sign-
time had come...*



It was 21 of October 2022
I'm a private eye. The best
in this business.

I was sent to the future with
another mission:
to identify a criminal for my
client and the most beautiful
girl (for me).

I knew exactly where to find
both of them!

"Everything that happens
in Vegas stays in Vegas"

Everyone flocks here in search
of easy money, adventure, en-
tertainment or insane love.

But who would have thought
that I would be able to dis-
cover something else...
So, everything is in order.

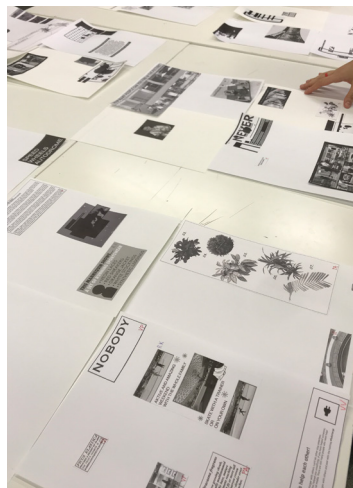
I arrived at the place exactly
five hours early, as usual.

*// want to know more?
watch the video.*



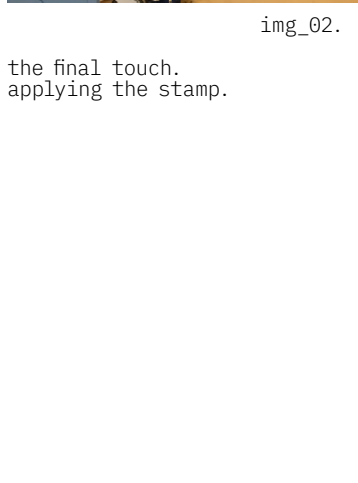
img_01.

newspaper blocks analysis.



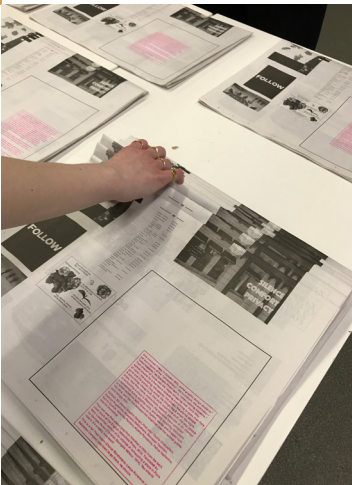
img_03.

collective newspaper assembling process.



img_02.

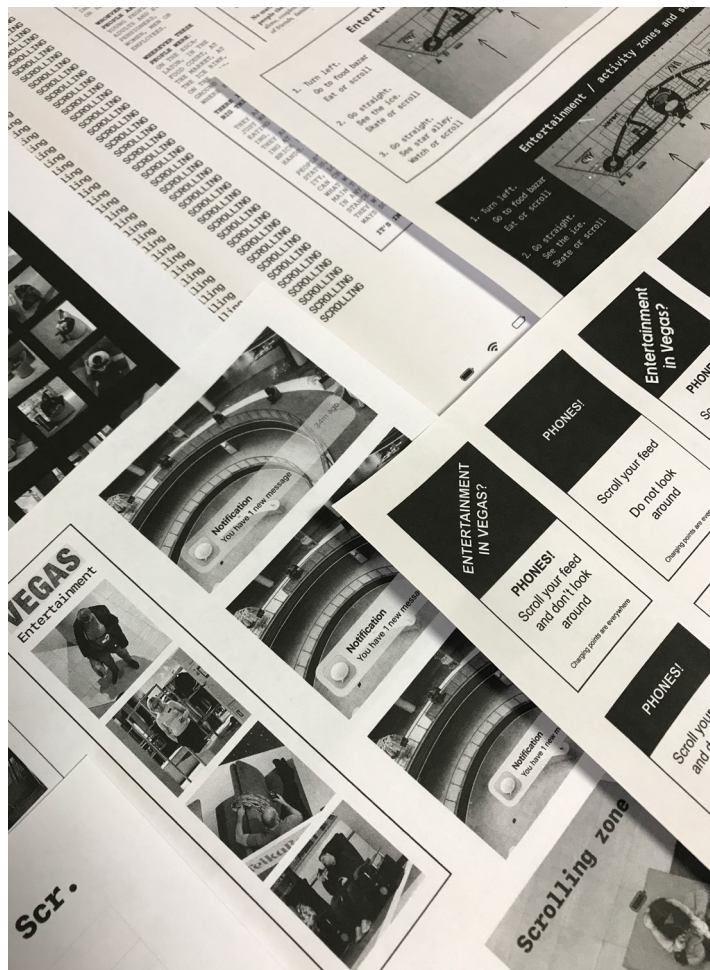
the final touch.
applying the stamp.



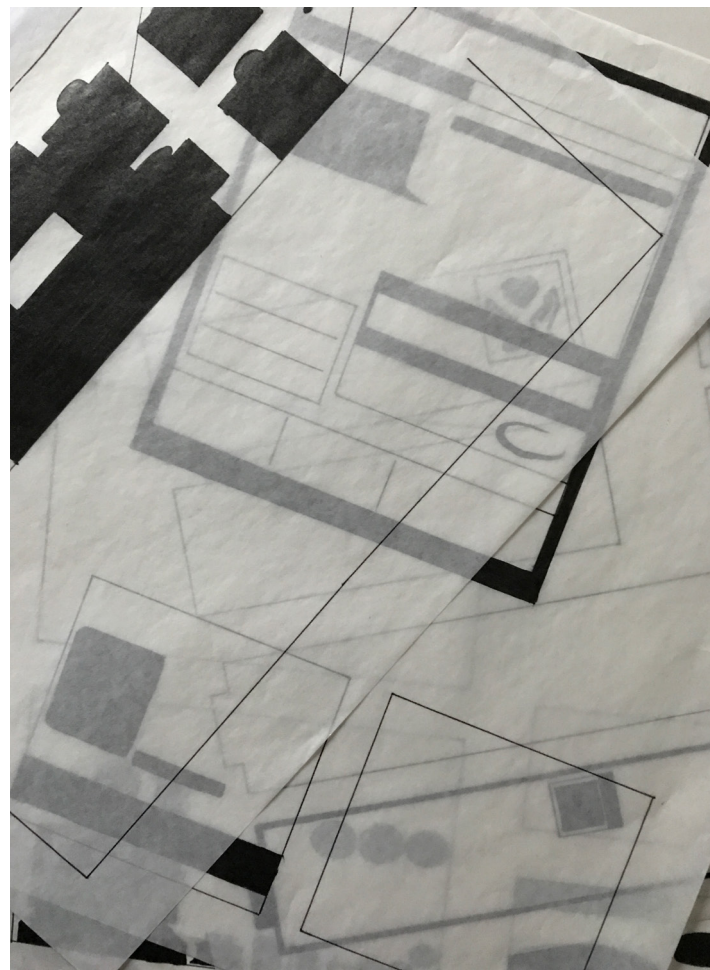
img_04.

// while we were collecting
the newspaper, a good boy
supervised the process.





[DETAIL] BLOCKS PRINT TEST



[DETAIL] BLOCKS ON THE TRACING PAPER

№ 19.
" TEXT ->
PARAGRAPH -> ... "

-> you have a text:

" CAN
SOCIALISTS
BE HAPPY? "

-> you need to:

TYPESET IT

CAN SOCIALISTS BE HAPPY?

The thought of Christmas raises almost automatically the thought of Charles Dickens, and for two very good reasons. To begin with, Dickens is one of the few English writers who have actually written about Christmas. Christmas is the most popular of English festivals, and yet it has produced astonishingly little literature. There are the carols, mostly medieval in origin; there is a tiny handful of poems by Robert Bridges, T.S. Eliot, and some others, and there is Dickens; but there is very little else. Secondly, Dickens is remarkable, indeed almost unique, among modern writers in being able to give a convincing picture of happiness.

Dickens dealt successfully with Christmas twice in a chapter of *The Pickwick Papers* and in *A Christmas Carol*. The latter story was read to Lenin on his deathbed and according to his wife, he found its 'bourgeois sentimentality' completely intolerable. Now in a sense Lenin was right: but if he had been in better health he would perhaps have noticed that the story has interesting sociological implications. To begin with, however thick Dickens may lay on the paint, however disgusting the 'pathos' of Tiny Tim may be, the Cratchit family give the impression of enjoying themselves. They sound happy as, for instance, the citizens of William Morris's *News From Nowhere* don't sound happy. Moreover and Dickens's understanding of this is one of the secrets of his power their happiness derives mainly from contrast. They are in high spirits because for once in a way they have enough to eat. The wolf is at the door, but he is wagging his tail. The steam of the Christmas pudding drifts across a background of pawnshops and sweated labour, and in a double sense the ghost of Scrooge stands beside the dinner table. Bob Cratchit even wants to drink to Scrooge's health, which Mrs Cratchit rightly refuses. The Cratchits are able to enjoy Christmas precisely because it only comes once a year. Their happiness is convincing just because Christmas only comes once a year. Their happiness is convincing just because it is described as incomplete.

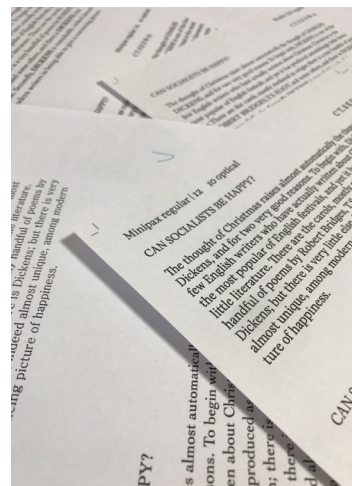
All efforts to describe permanent happiness, on the other hand, have been failures. Utopias (incidentally the coined word Utopia doesn't mean 'a good place'; it means merely a 'non-existent place') have been common in literature of the past three or four hundred years but the 'favourable' ones are invariably unappetising, and usually lacking in vitality as well.

By far the best known modern Utopias are those of H.G.Wells. Wells's vision of the future is almost fully expressed in two books written in the early Twenties, *The Dream* and *Men Like Gods*. Here you have a picture of the world as Wells would like to see it or thinks he would like to see it. It is a world whose keynotes are enlightened hedonism and scientific curiosity. All the evils and miseries we now suffer from have vanished. Ignorance, war, poverty, dirt, disease, frustration, hunger, fear, overwork, superstition all vanished. So expressed, it is impossible to deny that that is the kind of world we all hope for. We all want to abolish the things Wells wants to abolish. But is there anyone who actually



week 1:

briefing, tutorial and exposure to indesign basics.



week 3:

prototyping and testing.

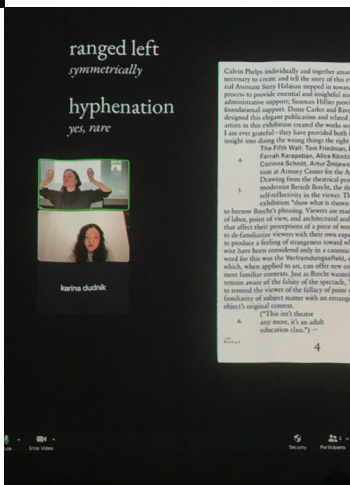
week 1 - 4:

hyper-specific calibration—
kerning, tracking, paragraph
control, spread anatomy.

tutors: alina and zhanar
projected at a cinematic
scale. surreal and surpris-
ingly cool.

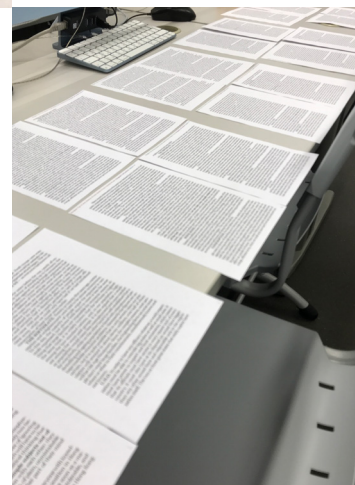
side effect: indesign and
typography knowledge now
permanently installed into
my brain.

uninstall unavailable.



week 4:

the final choice of spread.



**№ 20.
" THIS IS
THE RECORD COVER "**

-> create a fictional band,
whose album was released
between 1966 and 1992.

STRANGELY DISSAPEARED SOVUET UNDERGROUND ROCK BAND " ЦИРК " FROM LENINGRAD

-> make a 5-minute film that
tells the story of this al-
bum & the band.

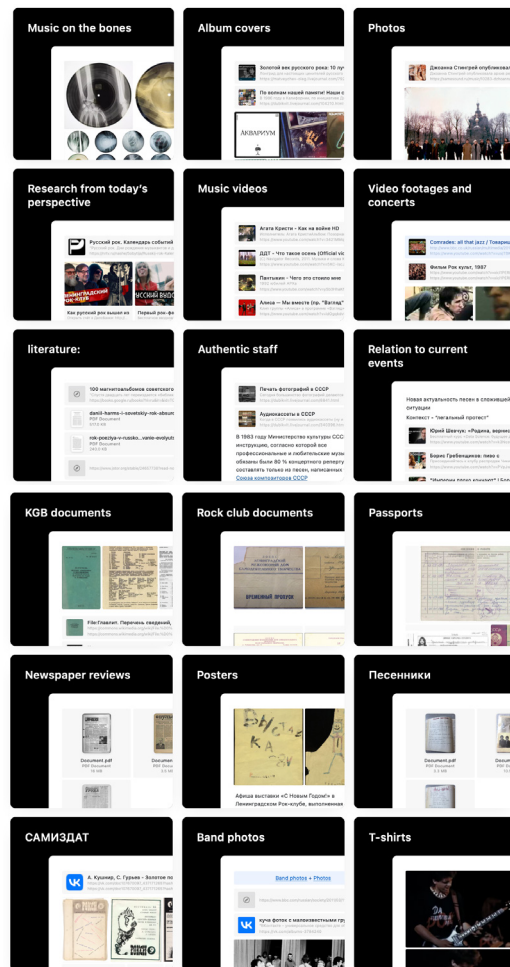


THE DEPTH AND JOY
OF THE PROJECT
CAN'T BE SUMMA-
RISED — IT HAS TO
BE EXPERIENCED

LENINGRAD'S
UNDERGROUND ROCK
SCENES DESERVES
A FULL DIVE

WE GATHERED
A GOOD STUFF

SO, DON'T SKIP IT!



Polina Vazhenina сейчас на главном экране



20:30 | dsr-hsbp-fwx



EEEEEE,
САМОПТАЛ!



What you see here is not real!

For this project, we teamed up with @valeria_voevodina_01 to create a fictional music band from the past.

Allow me to introduce 'Cirk,' a forgotten rock band from late 1980s Leningrad, USSR.

In order to bring the band to life, we meticulously crafted a wide array of props, including records, band pictures, posters, photoshopped newspapers, and edited KGB documents. To authentically capture the spirit of the era, we purposely employed handmade and amateur production methods. If you're interested in delving into the band's story, I encourage you to search for 'Cirk band. Russian rock' on YouTube, where you can find a short film with my voiceover edited by Lera.

Lastly, I extend special thanks to the individual who graciously allowed us to use his hips for our X-ray vinyl!



ПРАВДА ВСЕГДА ОДНА

ТРЕЗВОСТЬ
Р
ЮМКА
ЧАЯ
У
дарным трудом

суде
Оговор

ШКАЛА
НАДЕЖНОСТИ

КТО НЫНЧЕ БОГАТ?

К Р А Х

ЮНОСТЬ ПЛАНЕТЫ

ХОРОШО
ЖИВЕМ!
Н. ХРАБОВА

И ЦЕЛАЯ ЖИЗНЬ

МИР: ХРОНИКА, СОБЫТИЯ, ПРОБЛЕМЫ

ОБРАЩЕНИЕ
К СОВЕТСКОМУ
НАРОДУ

БАЛЛ
ЗА КАЧЕСТВО

НЕ БЫТЬ
РАВНОДУШНЫМ

ОДНАКО...

МОЯ ТОЧКА ЗРЕНИЯ

КРИК ДУШИ

Рыцарь на перепутье

Имя
собственное

В ЧУЖОЙ
КВАРТИРЕ

ОТСТОЙ

Из того,
что было
со мной

УДАЧНЫЙ ЗАПЕВ
Я В МИРЕ БОЕЦ

СТРАТЕГИЯ
УСКОРЕНИЯ



[DETAIL] " OGONEK " LETTERS CUTTED OUT

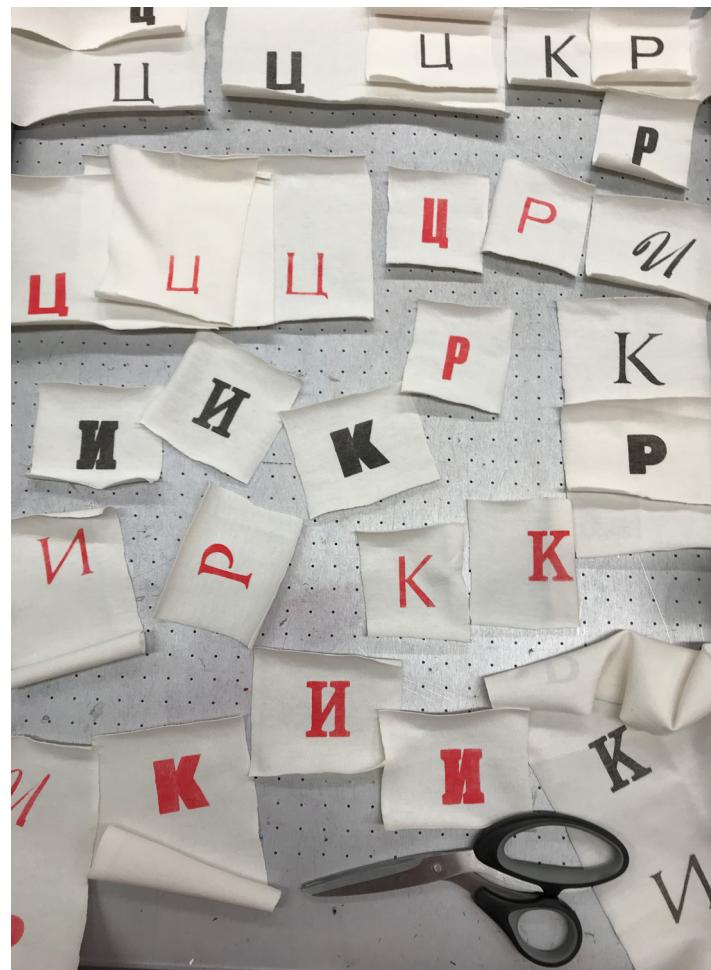


[DETAIL] SCREE PRINTING PREPARATION AND DRAFTS





[DETAIL]



[DETAIL] CUTTED LETTERS







[DETAIL] PROPS



[DETAIL]

1988 год. Последний концерт одной из таких групп.

Вступление

Через 1,5 часа после начала концерта вся группа музыкантов была арестована прямо на сцене.

Прокуратура засекретила дело

С родственников взяли расписку о неразглашении

Но не смотря на это, выступление обсуждал весь Ленинград

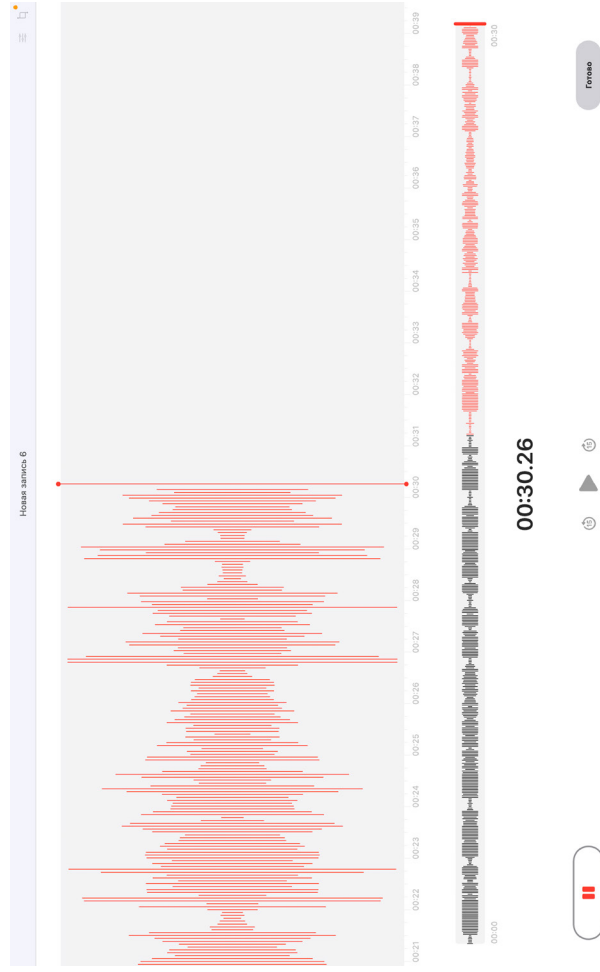
Почему после этого молодые люди пропали?!

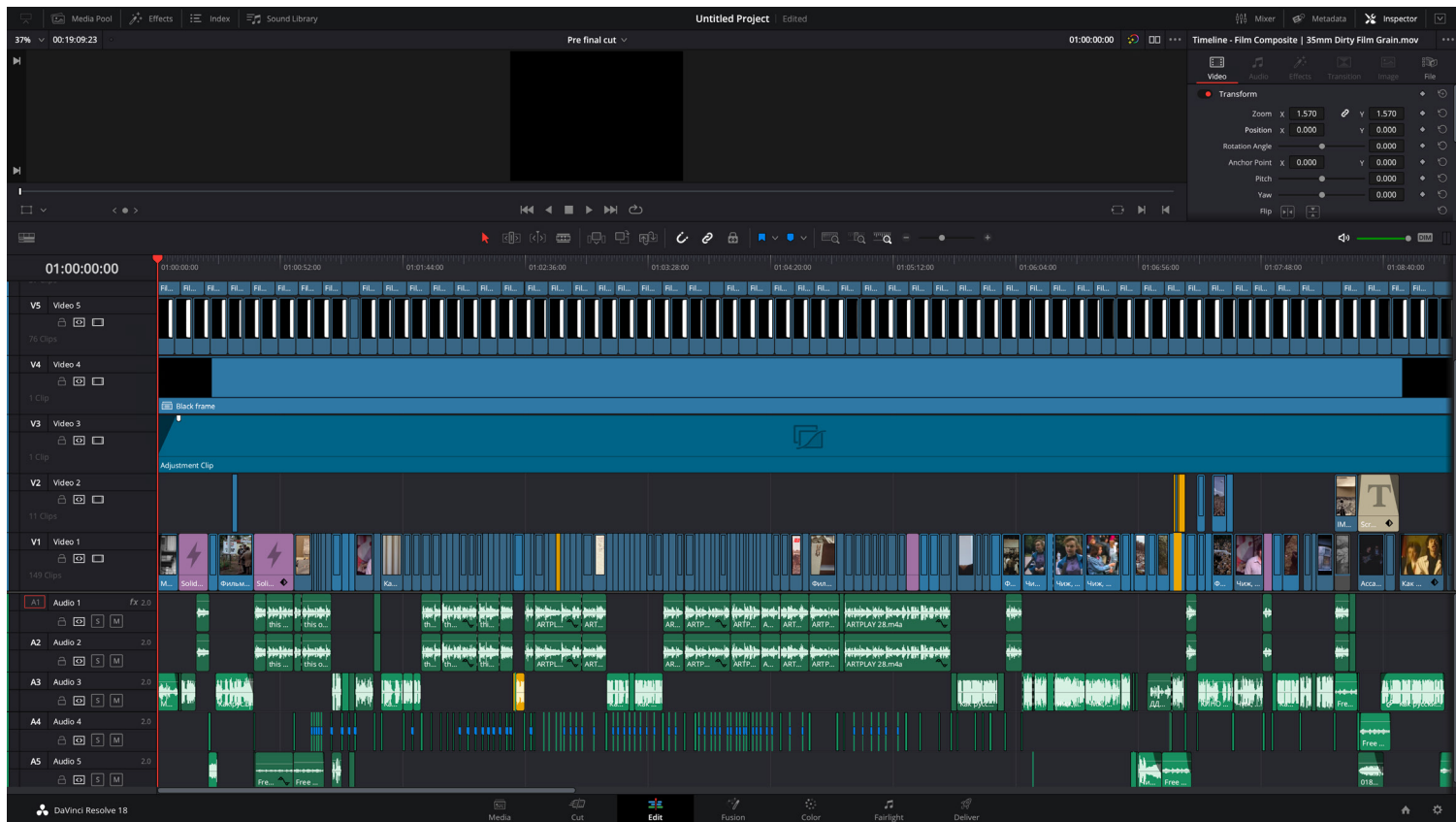
О ком же идет речь? Кто герои этой истории?

1980 год.

Студенты политехнического университета Саша Черненко, Сеня Панов, Дима Баранов и Женя Грибов создают рок группу под названием "Цирк"

Вот что о них говорили знакомые





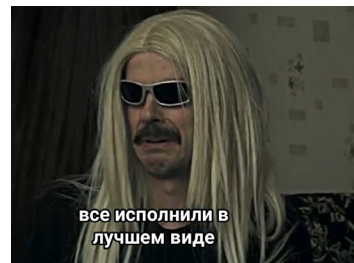
// i was ready to make a full
3-hour documentary if they
let me...

WE MADE
A DOCUMENTARY
IT'S TOOOO
BELIVABLE:

// let it be our little secret

[1] WATCH IT!
[2] SHOW IT TO
SOMEONE
[3] DO NOT TELL
ANYBODY IT'S FAKE

LET'S MAKE "CIRK"
A ROCK LEGEND!



**№ 21.
" TYPOGRAPHY ...
& FANZINE "**

-> find a content.
put it in a fanzine:

TELL THE MAIN AND 3 SIDE STORIES USING A GRID

* a fanzine
(blend of fan and magazine)

it is about the content people cared about. basically it's blogs that are printed.

"we want magazines to show us things we haven't seen before together".

ART

+

MILITARY CONFLICTS

*// only facts in the
chronological order.
no comments, just saying...*

№ 22. “ TO TRANSLATE ”

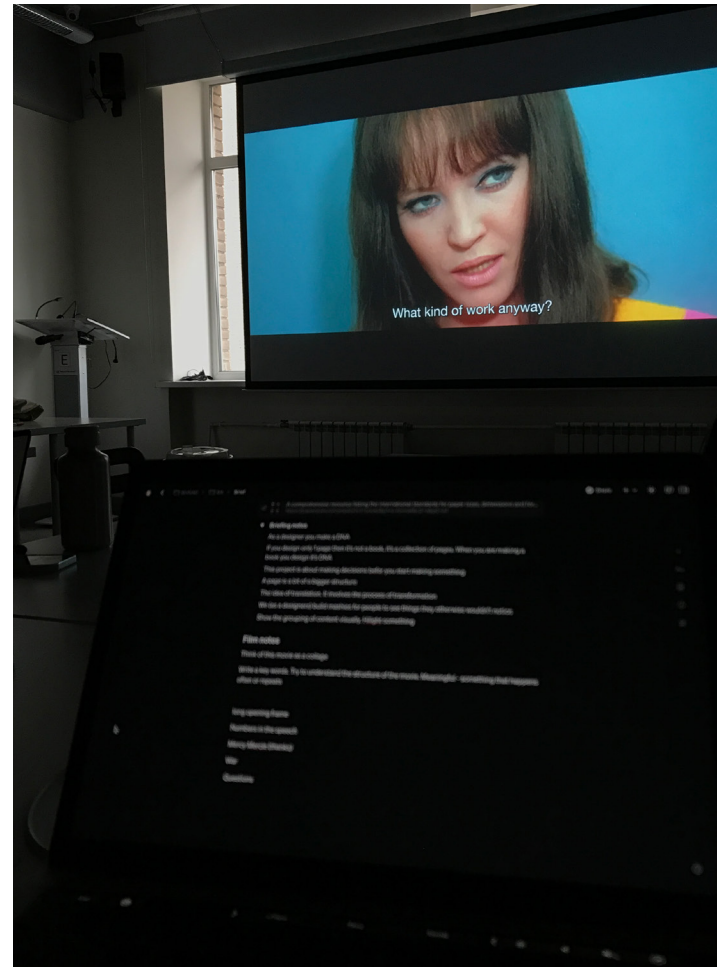
-> watch the film:

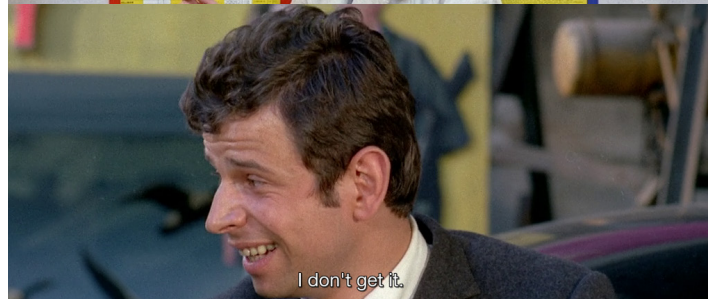
"MADE IN USA" BY JEAN LUCK GODAR

-> find a thing you
will be tracking.

TRANSLATE IT INTO A BOOK

-> design and produce the
book. no text by the way,
images only.





+ 433 screenshots

01. politics and war.
02. books and newspapers.
03. locations.
04. questions (only).
05. numbers (only).
06. visual symmetry.
07. dead people.
08. "kill"
09. guns.
10. richard.
11. monologues.
12. key points (script).

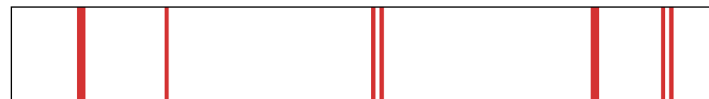
12 CATEGORIES



<- // fun stickerpack here.



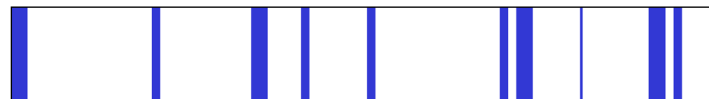
01: guns.



01: blood, murder.

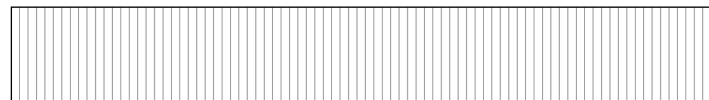


02: politics.



03: richard is mentioned.

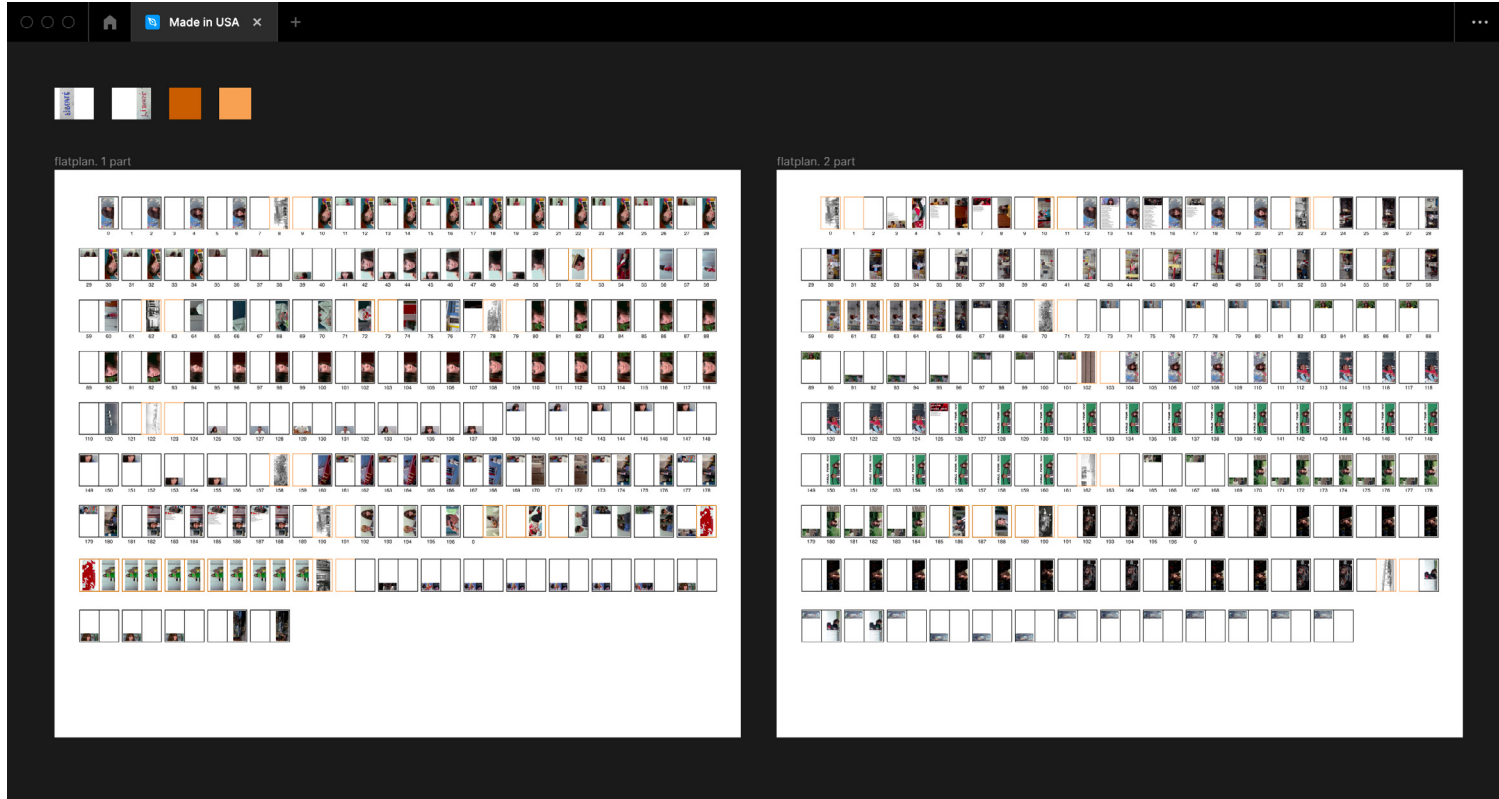
*// what you are looking at is
a film structure.*

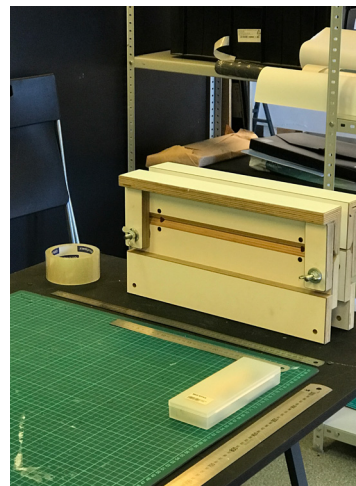


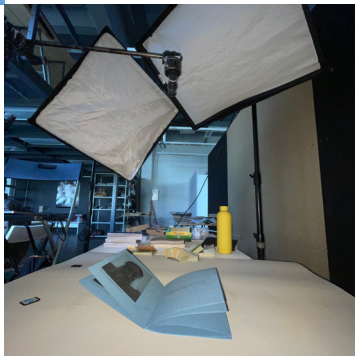
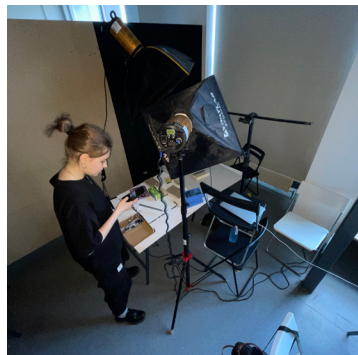
00:00:00 min

00:85:00 min

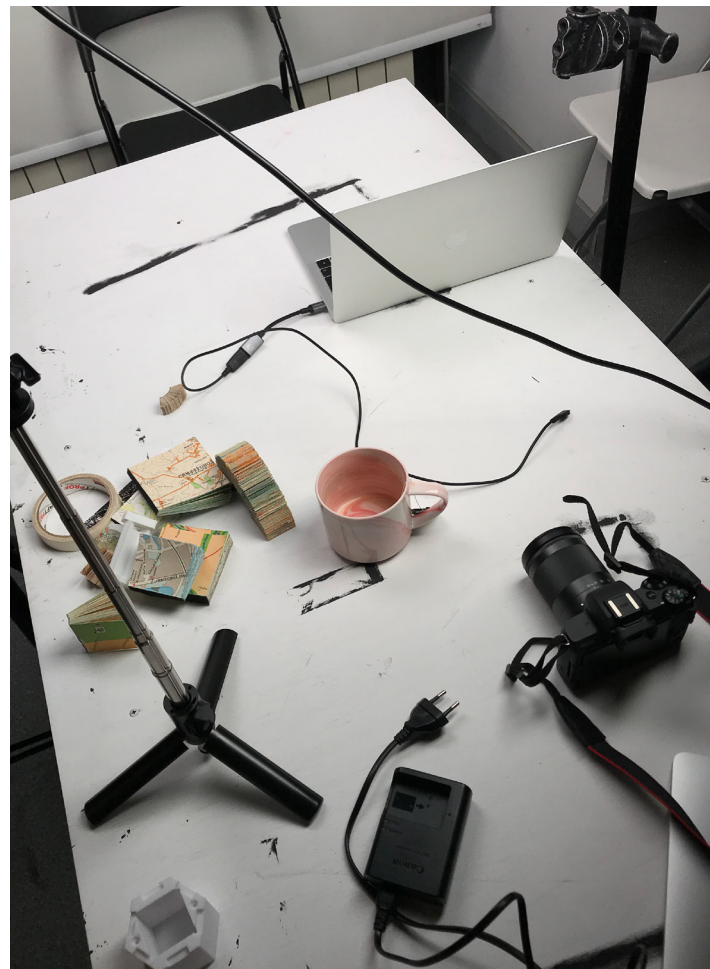




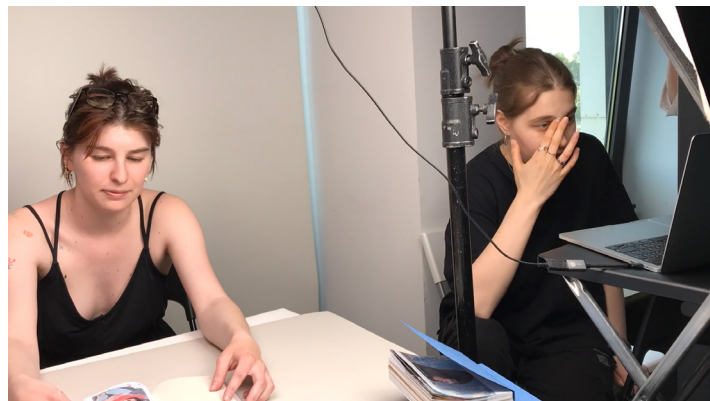




[SHOT] DOCUMENTATION SETUP



[SHOT] BACKSTAGE. THURSDAY. 15 JUNE 2023. 20:46



№ 23. “ KIND OF MAGIC ”

-> choose a time-related
subject to work with.

-> make a 1-min video
about this subject.

WHAT IF TYPOGRAPHY CAN EXPRESS INTONATION?

* the struggle is already
in the brief. you will
struggle with animation.
so, try to choose and make
a topic as fun as you can.
at least you will be gig-
gling half of the time...



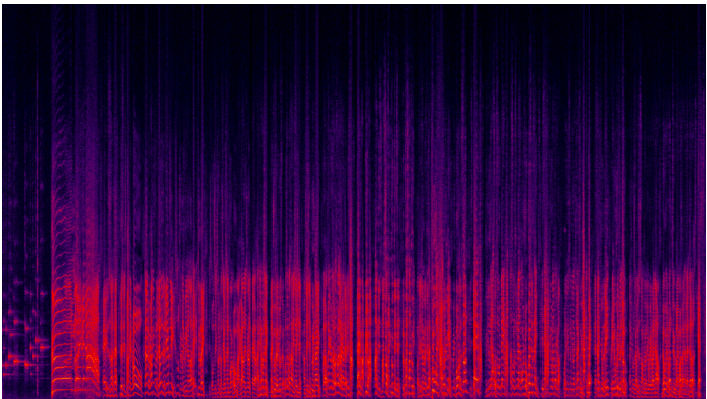
typography

= speech

intonation

= spectrogram

- 01. tracking + stretching...: = speed.....
- 02. typeface.....: = tone of voice.....
- 03. size.....: = loudness.....
- 04. weight.....: = pitch.....
- 05. colour.....: = emotion.....



// yep, spectrograms again.
and guess what? another fun
adventure downloading a bunch
of software hoping one isn't
completely useless.

back to:

CODING, FORUMS, YOUTUBE TUTORIALS

- online css tests
- drawbot drafts
- coldtype trials
- figma plugins

3 WEEKS OF TRYING TO GET THIS CODE TO WORK...

*// i thought auto-generating
it with code would be the
best way. nope, manual was
the right thing all along...*



// as the wisest guys says:

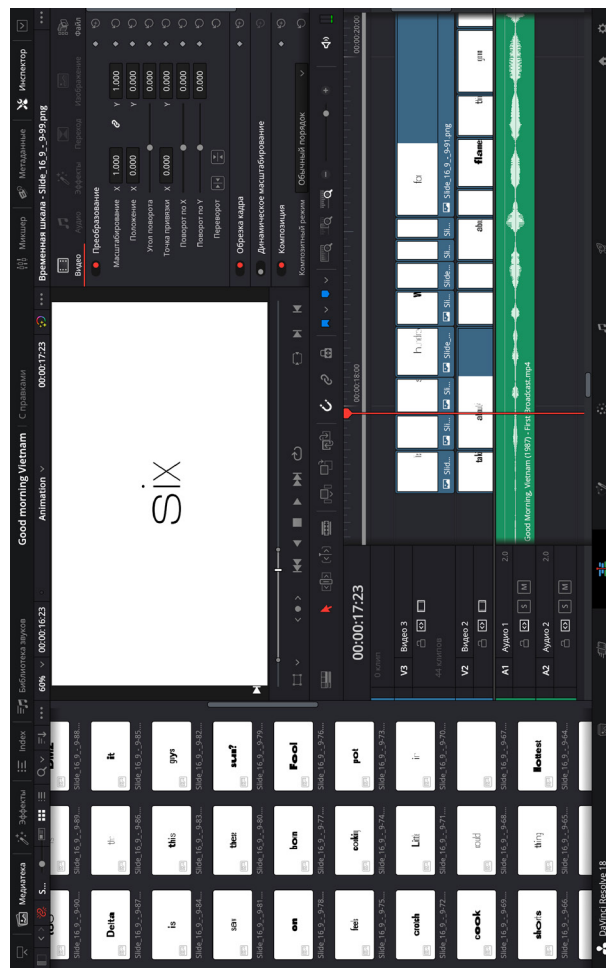
WHEN YOU
HAVE
~~A BAD DAY~~

a bad coding experience.

GIVE UP.
GO HOME
AND SLEEP

FUCK IT,
~~TRY AGAIN~~
~~TOMMOROW~~

try doing it in figma. cre-
ate 135 slides and animate
everything in davinci.



№ 24. " BASIC OPERATIONS "

FASHION MAGAZINES

HORIZONTAL CUT IN THE MIDDLE

UNEXPECTED COMBINATIONS OF SIMILAR IMAGES

[ASSIGNMENT] INTERPRETATION



at first:

NO IDEA

later:

RANDOM
TESTING

newspapers, children's
magazines, sudoku,
puzzles and crosswords.

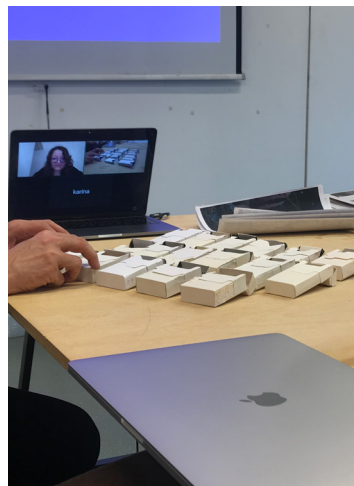
FANCY
GLOSSY
MAGAZINES

prototypes with scanning,
reprinting and overlay.

IMAGES ARE
SO SIMILAR...

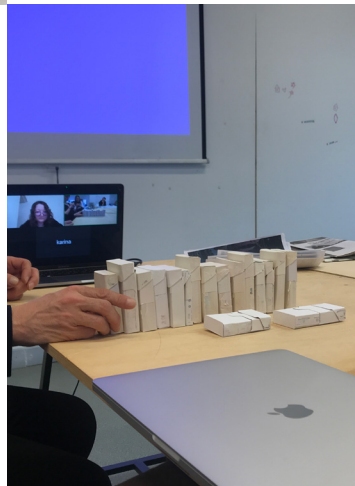
cut one out, and it can
continue the next.





" this is a project where
a bunch of students destroy
stuff they bought on avito ".

sebastian campos.

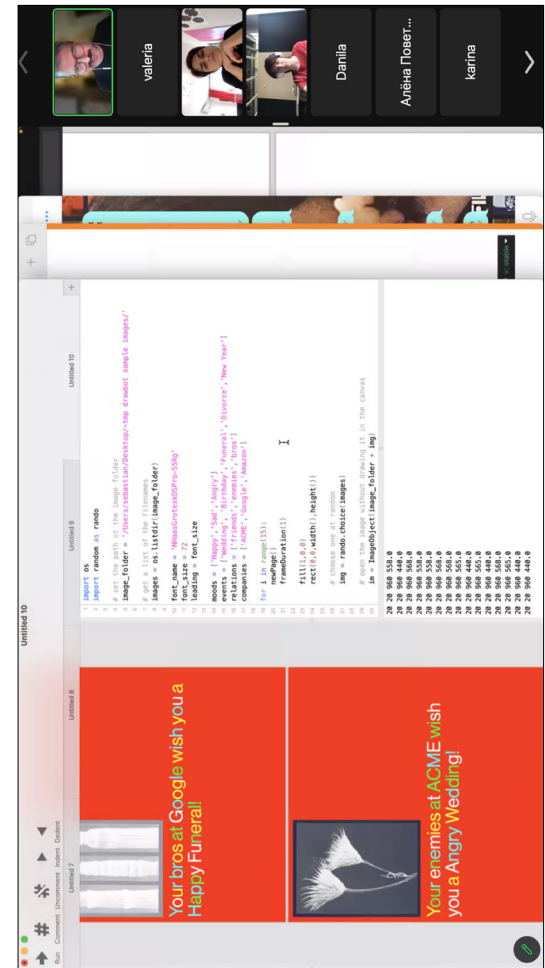


Nº 25.
" IF
/ ELSE / THEN "

-> let's try to code
something with in drawbot.

AUTO GENERATIVE TEAR-OFF CALENDAR WITH ANECDOTES ABOUT STIRLITS AND NOT ONLY :)

*// i call it "разрывной
календарь". hope you got
the joke...*

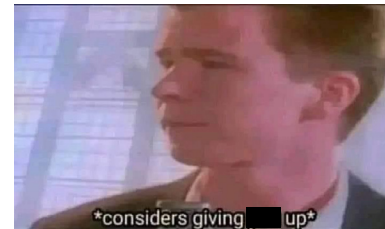


4 CODING LECTURES

25 TESTS

including "kind of magic".

ENDLESS ATTEMPTS TO COME UP WITH IDEA



*// but right after the crisis
the idea stricked...*



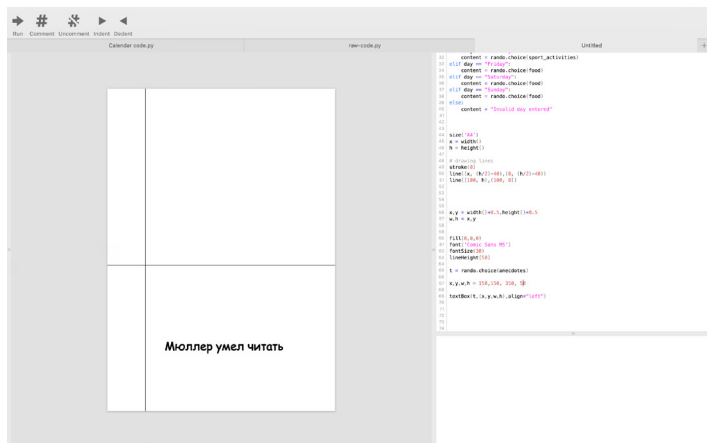


камыши

CALENDAR

+

ANECDOTES ABOUT
STIRLITS



ACCIDENTS
HAPPEN

WHO KNEW THEY
COULD BE
THIS FUN?

other iterations:

- штирлиц играл в карты
- шелленберг дал штирлиц выстрелил
- мюллер умел читать штирлиц стрелял
- из окна дуло. штирлицу за шиворот
- мюллер шел по лесу и штирлиц перешел

№ 26. “ TALENT SHOW ”

-> learn a new skill from youtube. it has to be unrelated to art & design.

Help! I am an artist / philosopher / poet / historian / postman / intellectual / architect / rock star / writer / scientist / director / entrepreneur / hacker / painter / musician / plumber / Marxist / chef / fast food manager / doctor / gangster rapper / _____ trapped inside the body of a graphic designer!

-> film your learning and post the process on your youtube channel every week.

subject underwent prolonged phase of analytical drift:

- skill selection
- projects research
- sketching and prototyping
- components hunting
- 3D workshop induction

- DAMN, I DON'T
KNOW WHAT TO
CHOOSE...

// my friend's ex:

"программирование на ардуино

ну плата маленькая в которую можно закачать простейшие функции. тебе условно нужно, чтобы плата заставляла робота что-то делать

закачиваешь в ардуино функцию специальную прописываешь ее

простейшее программирование. короче вот".

phase:

SOLDERING

*// watching self-taught guys
soldering on youtube is like
watching stand-up.
no, really. you should see it.*

STEP 1:

buy the wrong wire.

STEP 2:

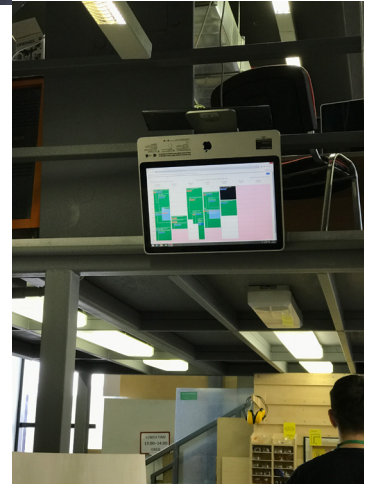
go buy the right one.

NEW SKILL UNLOCKED:

soldering without triggering
the fire alarm.

LIFESTYLE GAINED:

staying in the workshop 4 days
straight until they close it.





[DETAIL]

410



[DETAIL]

411

stage:

THE SETUP

spend way too long decoding
the wiring diagram.

NO COMMENTS

test the connection.
blow up a capacitor.

FIXING

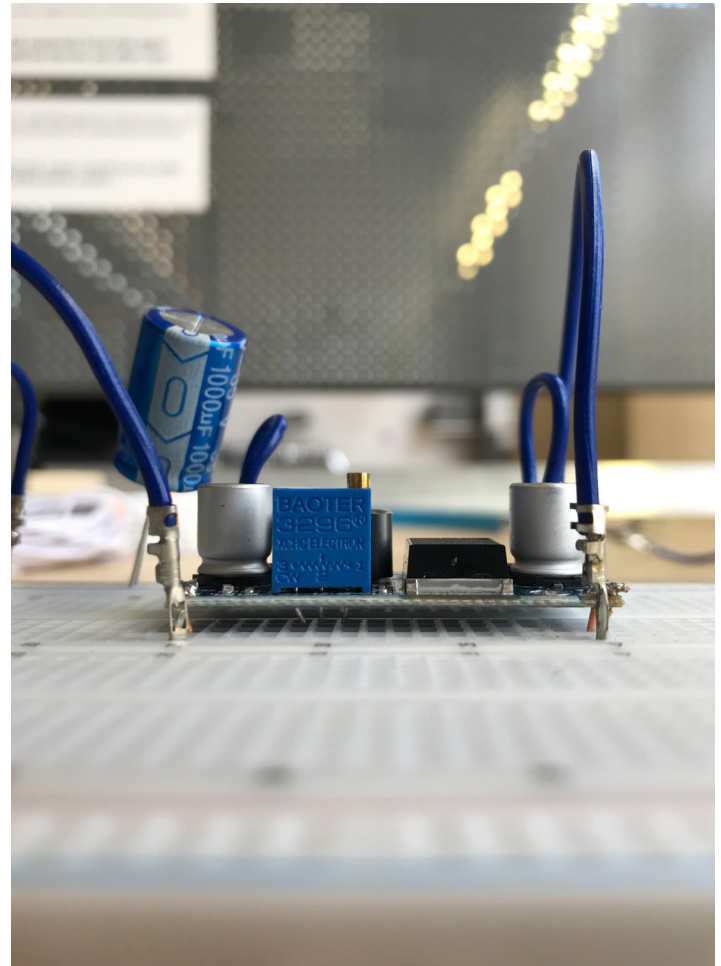
- desolder a new one from
an ancient pc. solder it in.
- reconnect everything.
- make 100 attempts to make
it work. no success.

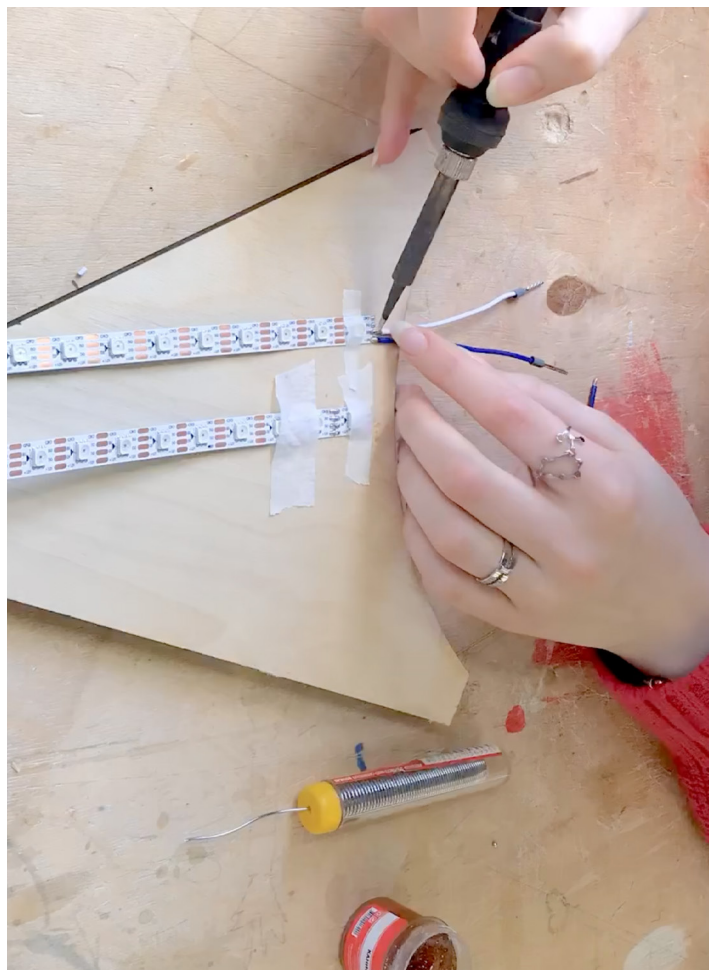
DESPAIR

give up. go think.

REVELATION

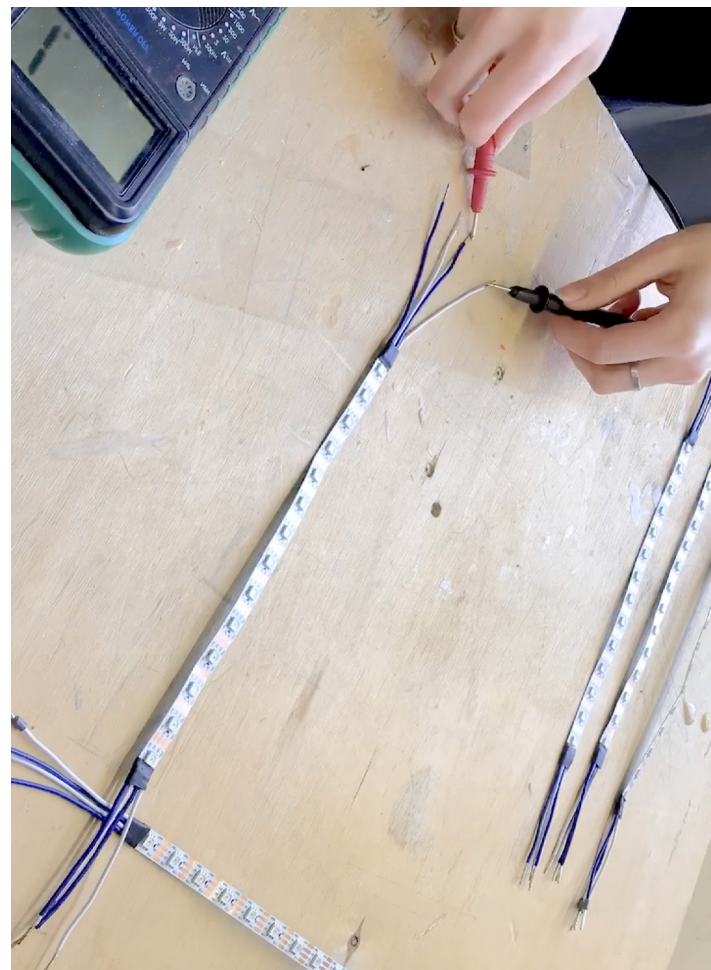
realise that it was just one
wrong contact. of course...





[DETAIL] SOLDERING

414



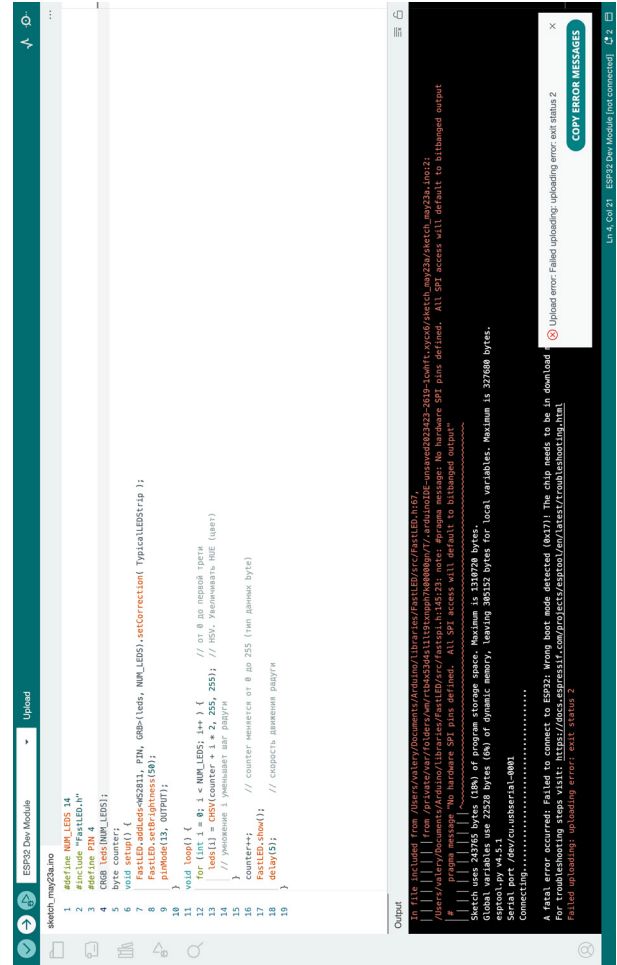
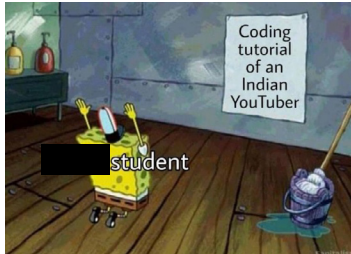
[DETAIL] CHECKING THE CONTACTS

415

phase:

PROGRAMING

*// yep, it's coding. again.
this time on arduino.*



PREPARATION

steal the code. download
the editor. open it.
install the code. try to
upload it to the device.

...ERRORS...

recieve a ton of errors.
device can't even connect
to the laptop.

TRY TO IDENTIFY THE PROBLEM.

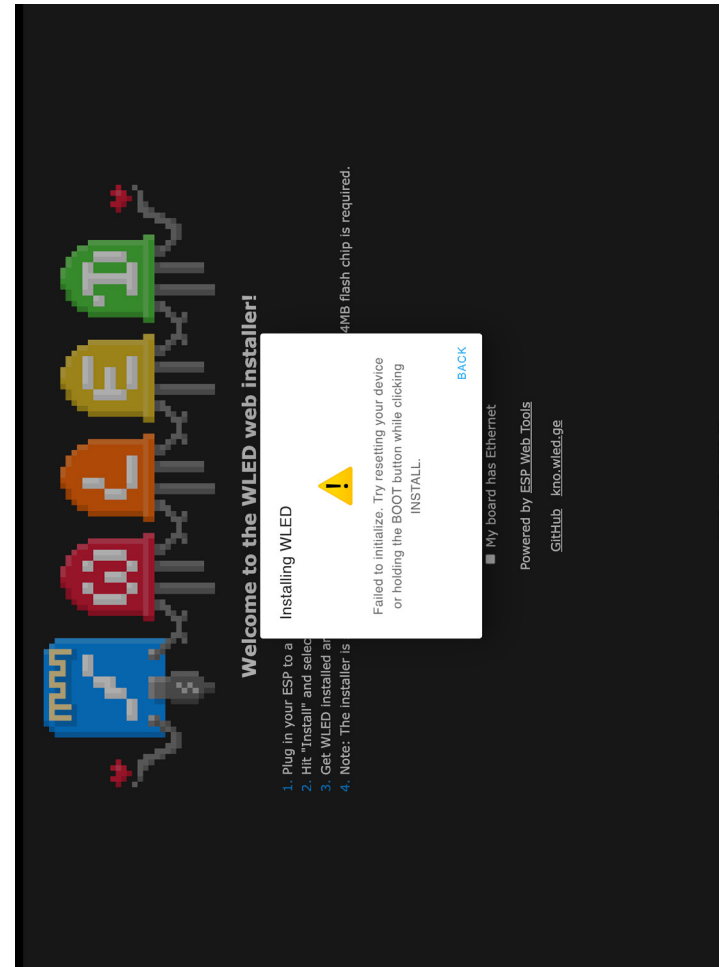
watch tutorials and try
to unsuccessfully fix it.

GIVE UP

emotional support protocol:
complain to sebastian. re-
ceive an advice to seek
help from product designers.

CROSS-DEPARTMENT DIPLOMACY

ask a product design tutor for
help.



THE GREAT LAMP SAGA

4 days of coding.
change 2 computers.
change 2 arduino boards.
lamp still refusing to shine.

ДМИТРИЙ
ЛЮБИМОВ,
ЭТО ТЕБЕ!

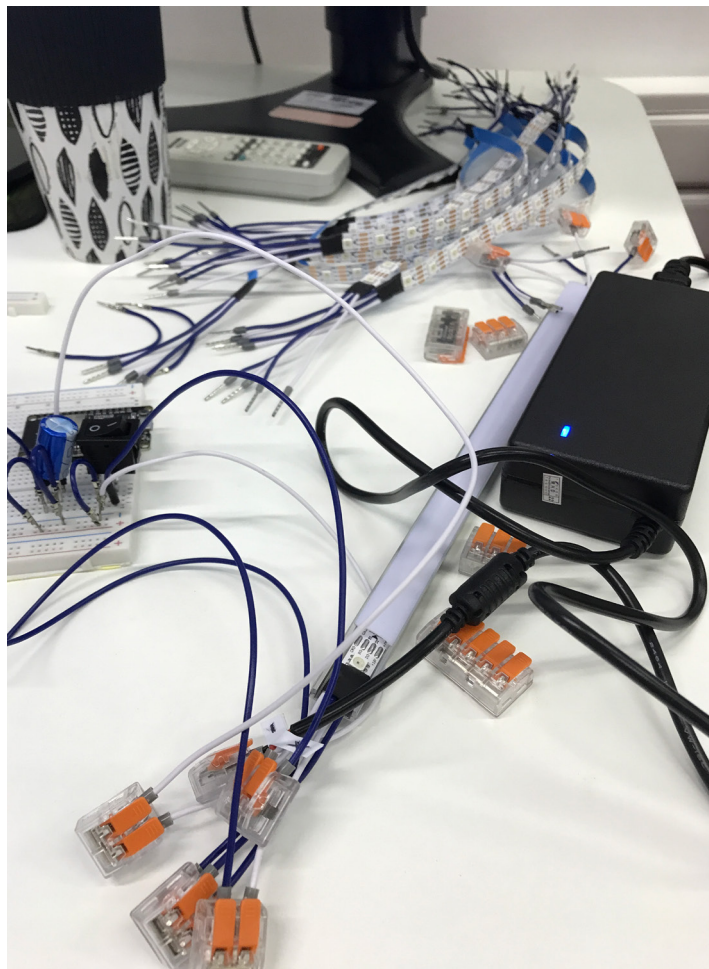
ENLIGHTENMENT

realise that it was one
wrongly connected wire all
along. just one...



GRATITUDE

*// special thanks to the dmit-
ry who cracked the mystery.
absolute legend!*



3D

start modelling mounts. try
to invent joints that will
fit and work. fail. adjust.
repeat at least 4 times.

COLLABORATIVE CONFUSION

buy the plastic.
print 4 variations.
bother the 3D workshop
technician with progressively
weirder questions.
get a feedback before the last
one: "вы как у стругатских:
люди, которые хотели
странного".

VICTORY

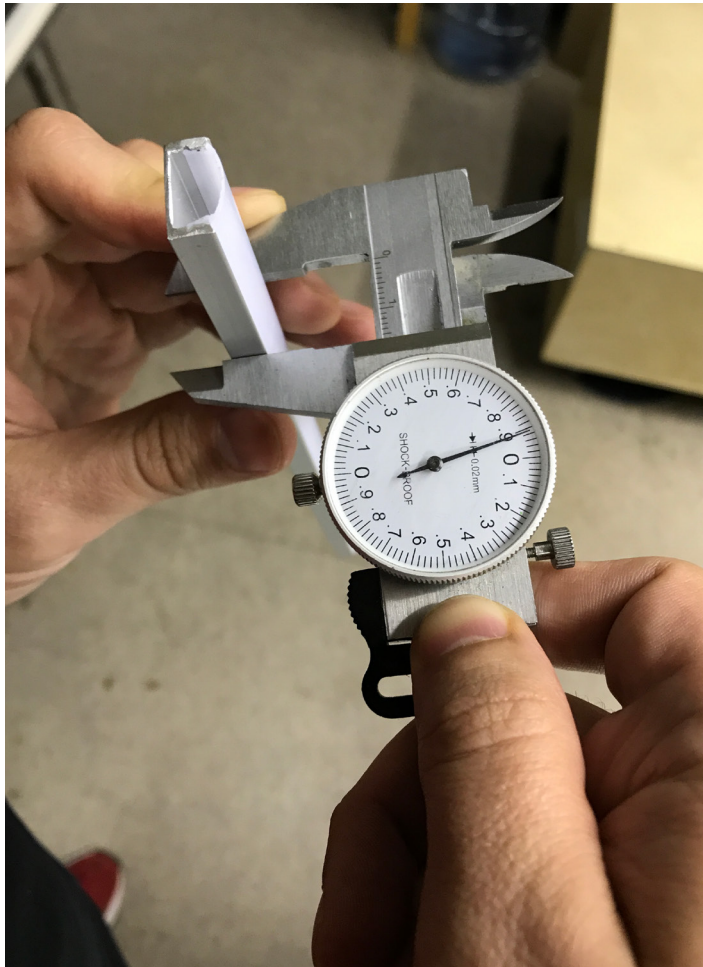
fifth print = functional.
miracle achieved.

WAITING

3 more days just to print
enough copies.

dialogue:

- модель готова, а как сделать
подпорки для печати?
- а подпорки у нас делает
раб божий александр...



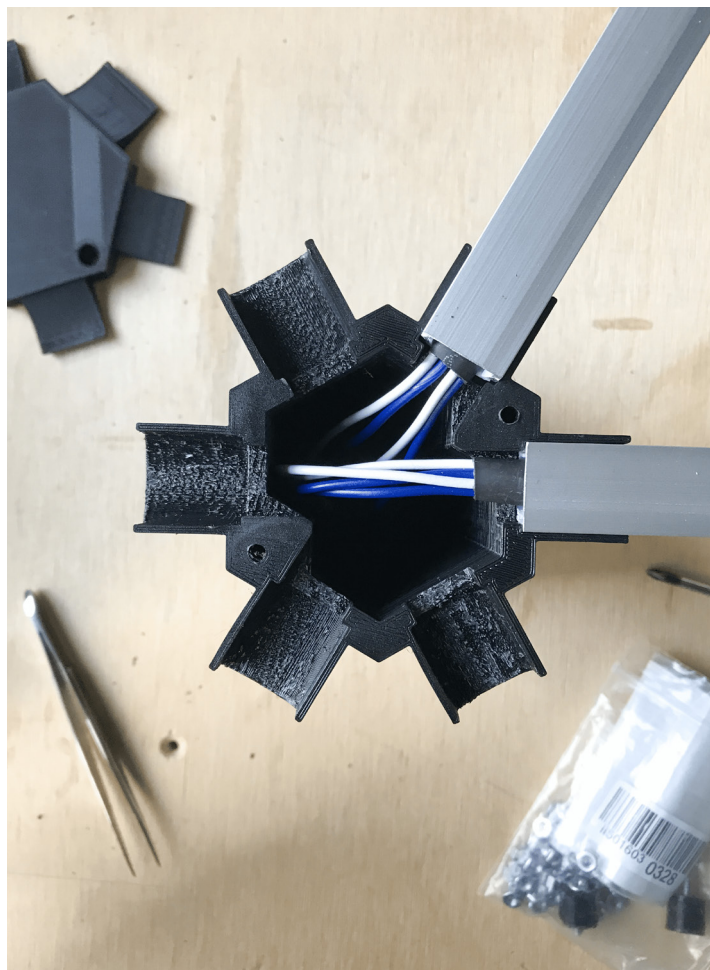
the hardest part isn't fixing.
it's figuring out why it's
broken: you messed something
up, or it's not meant to work
at all.

top 3 reasons it refused to
work (chronologically):

[1] USB PORT

[2] FAULTY WIRE
CONNECTION

[3] A SINGLE LINE
OF CODE



[DETAIL]

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[DETAIL]

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THE FINAL BUILD

start assembling the lamp.
begin testing.

// it does work properly!

DOCUMENTATION PLANNING

schedule the final outcome
shoot. plan every single
detail. forget the camera
cable. obviously.

RELOCATION

deside to carry the entire
thing home to meet the dead-
line. right in the middle of
"кормительный спас".



FINAL ATTEMPT

reassemble. reconnect.
shoot the video demo.



*// like, subscribe to my chan-
nel to see the whole process.*

DONE!

```
> node_export: complete.....
```

```
projects.....: 12.....
```

```
pages.....: 430.....
```

```
linked_node..: [ OUTPUT ]
```

```
linked_module: / MEMORY.....
```

```
> access.....: extended notes
```

```
memory_type..: digital.....
```



*// scan to view full process.
it may take a while.*