

module.....: / ARCHIVE.....  
index.....: part 02 / 04...  
type.....: [ PROCESS\_LOG ]  
  
year.....: 2022 - 2023....  
course.....: BA 1.....  
content.....: drafts.....  
  
linked\_node.: [ OUTPUT ]  
linked\_module: / MEMORY.....

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

**№ 15.  
" TYPOGRAPHY...  
& TIME VS. SPACE "**



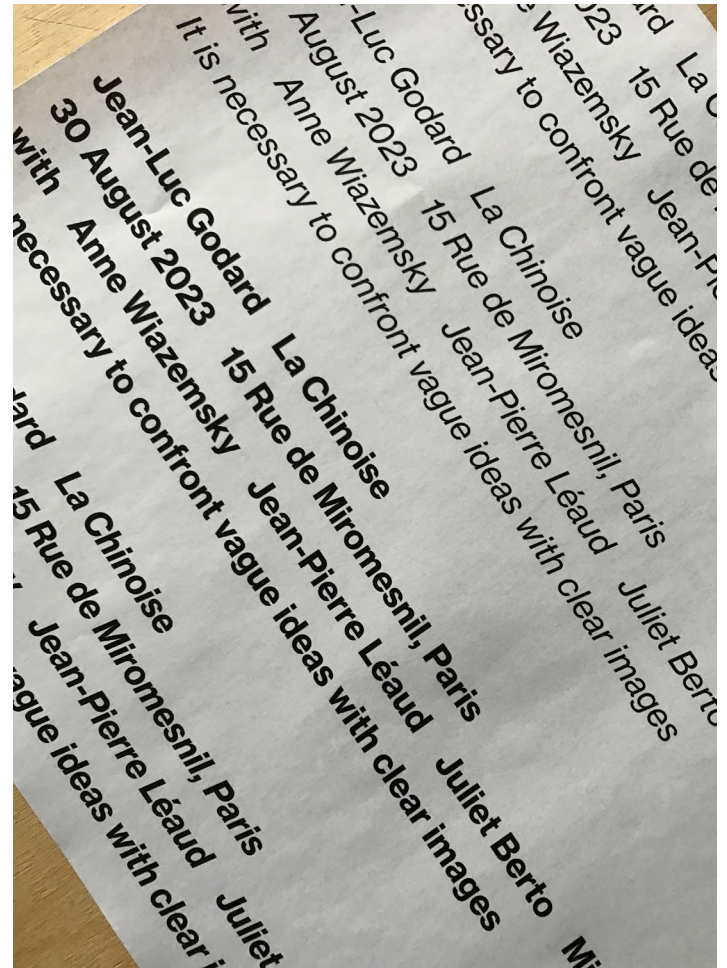
-> you have:

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

-> produce:

10 POSTERS

-> by the way, NO computers!



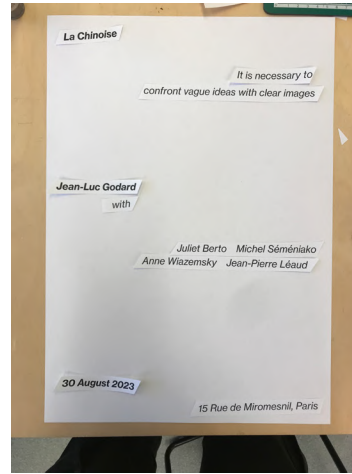
day 1. 6:30 p.m:

I'll take a little break now!



// 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

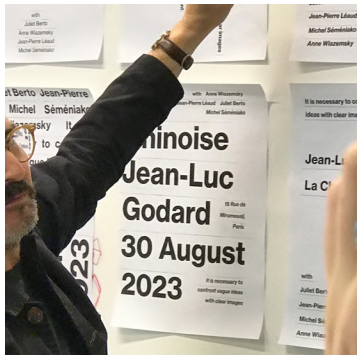
time: no

solution: throw the scraps on the scanner

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







**№ 16.  
" TYPOGRAPHY ...  
& LUCKY NUMBERS "**



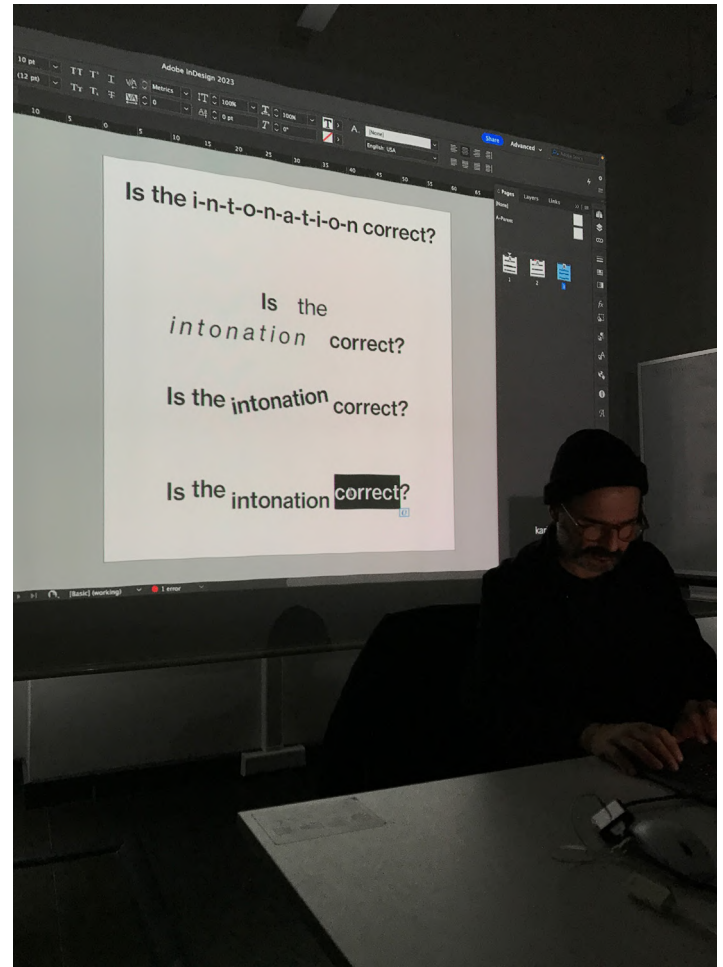
-> take oblique strategies

SELECT  
THE MAIN

-> WORD <-

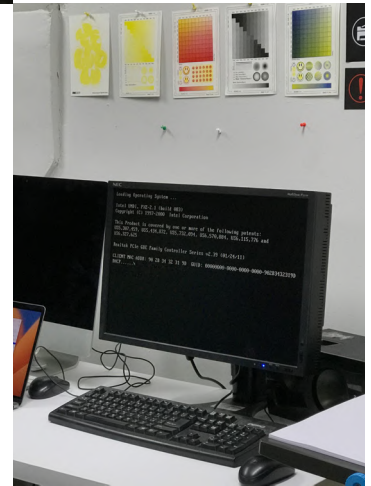
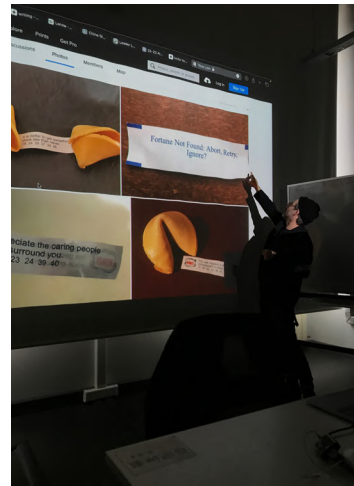
IN  
A SENTENCE  
AND  
EMPHASISE IT

-> 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:

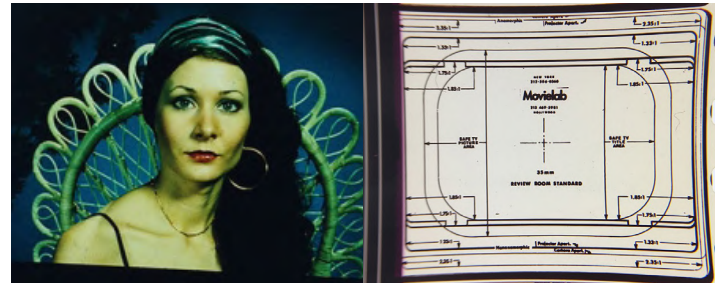
## 3 WEEKS OF A CALENDAR PRESENTING IMAGES FROM THE ARCHIVE

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



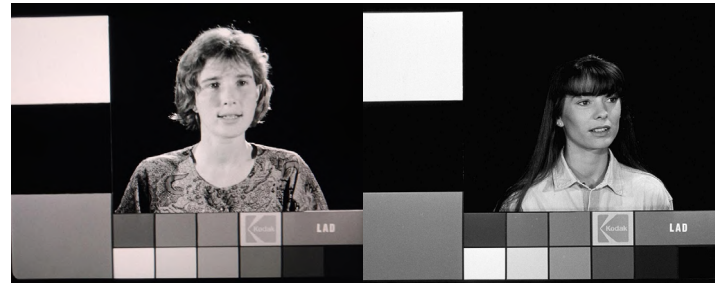
new beverly cinema

35mm " the emperor jones "



" wrath of khan "

movielab alignment chart 1987

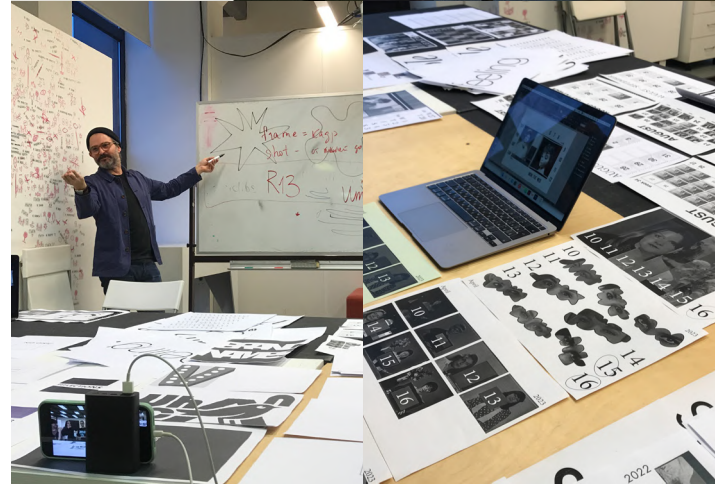


gilles langlais

" soy cuba " by becca hall



[ SHOT ] FIRST ROUND OF SKETCHES



[ SHOT ] REVIEW AND FEEDBACK SESSION WITH SEBASTIAN

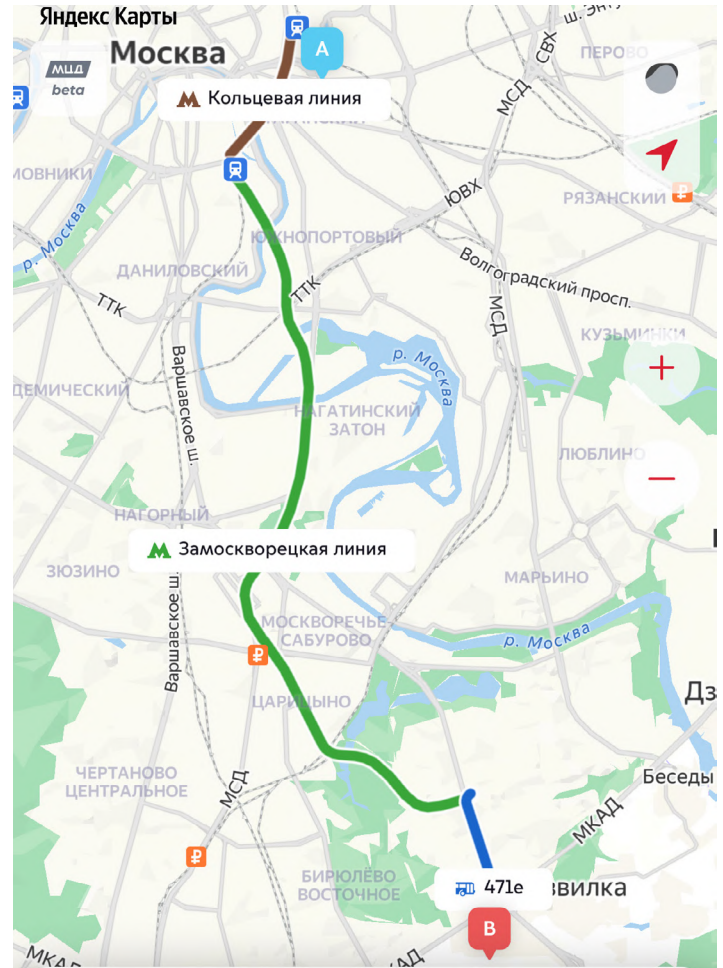
**Nº 18.**  
**“ INFRA-ORDINARIE ”**







-> this time it's  
vegas cashierscoe.





-> 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.

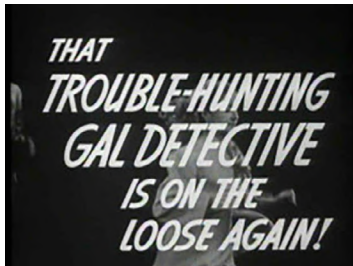
## NOIR DETECTIVE VIDEO INVESTIGATION

-> 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.

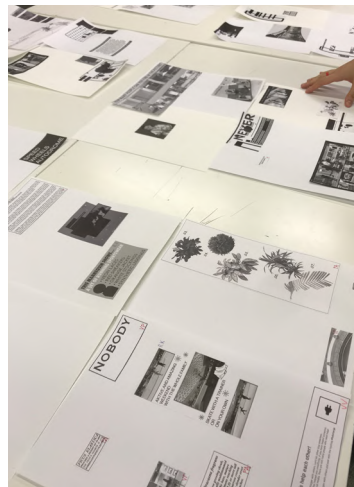
I arrived at the place exactly  
five hours early, as usual.



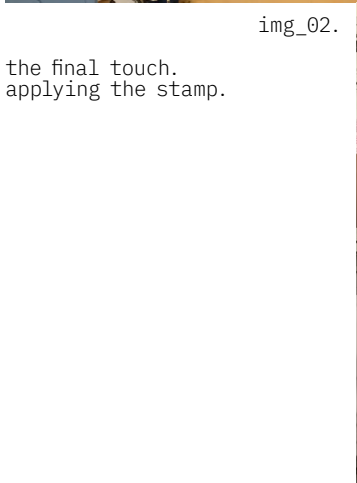
*// want to know more?  
watch the video.*



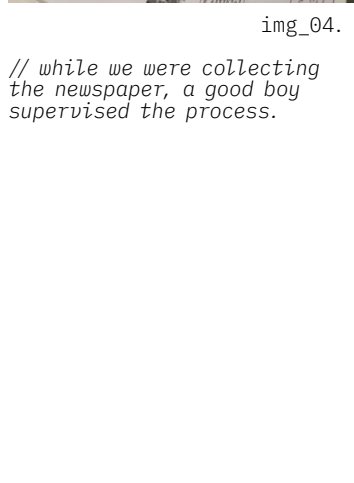
img\_01.  
newspaper blocks analysis.



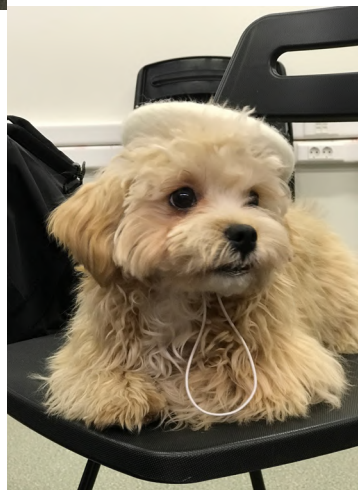
img\_03.  
collective newspaper  
assembling process.

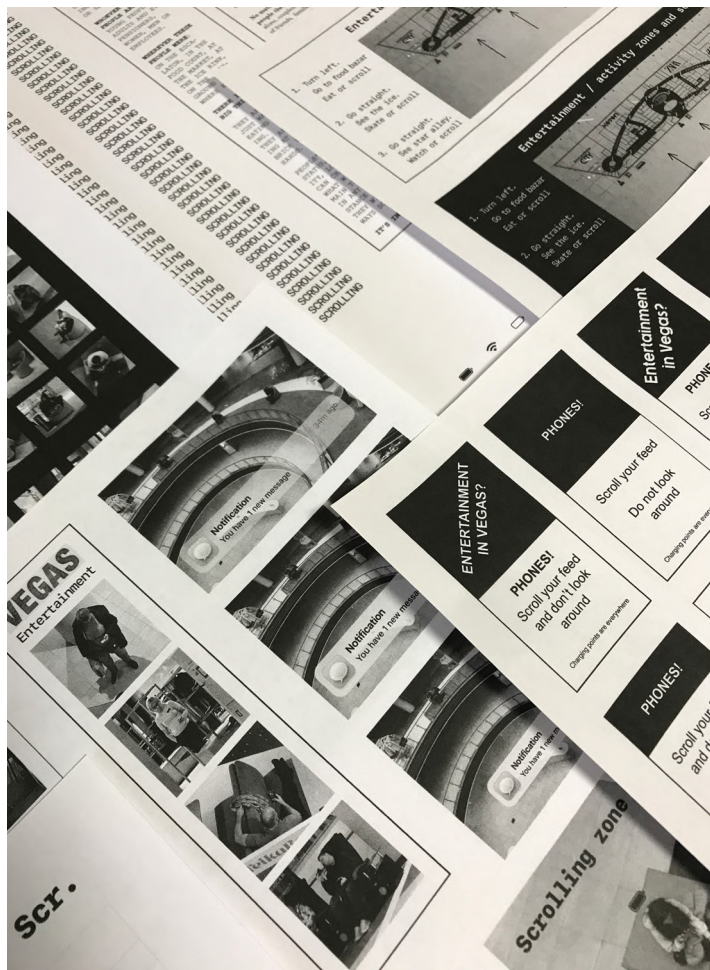


img\_02.  
the final touch.  
applying the stamp.

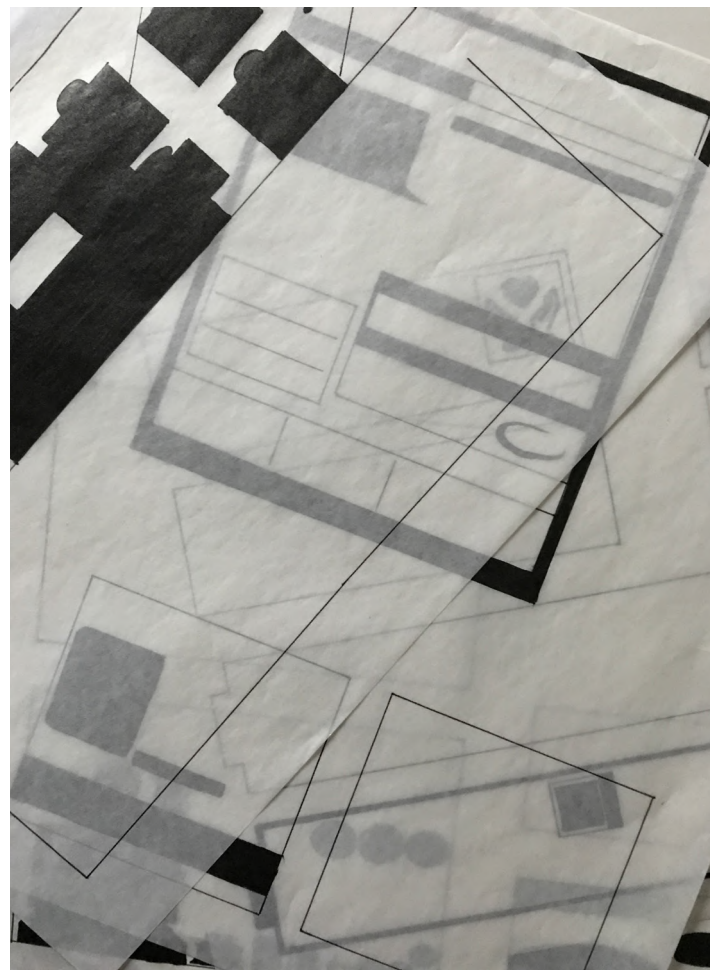


img\_04.  
*// while we were collecting  
the newspaper, a good boy  
supervised the process.*





[ 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.

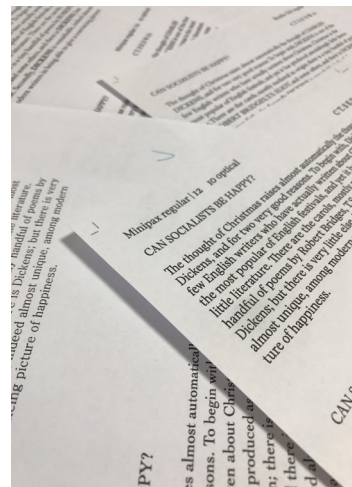
All efforts to describe permanent happiness, on the other hand, have been failures. Utopias (incidentally the coined word Utopia doesn't mean 'a good place'; it means merely a 'non-existent place') have been common in literature of the past three or four hundred years but the 'favourable' ones are invariably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

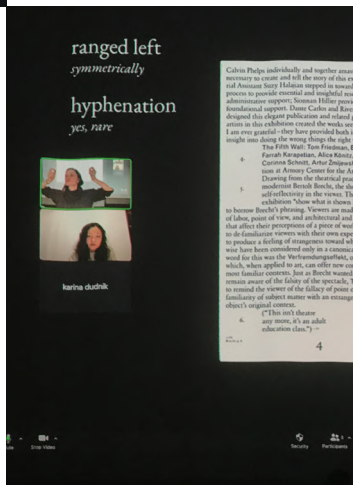
week 1 - 4:

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

tutors: alina and zhanar projected at a cinematic scale. surreal and surprisingly cool.

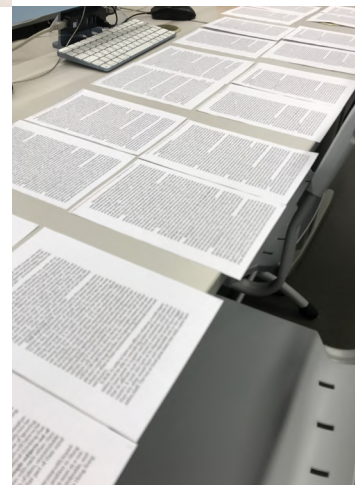
side effect: indesign and typography knowledge now permanently installed into my brain.

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.

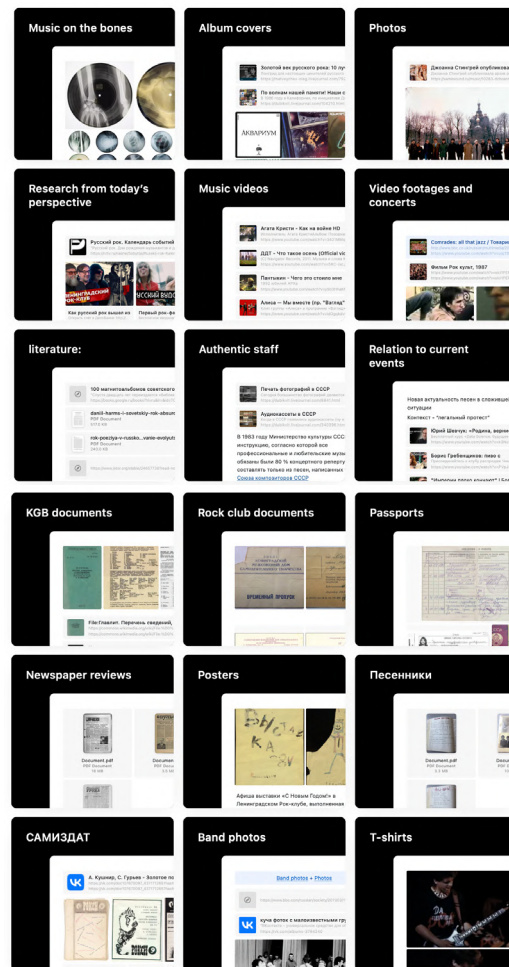


THE DEPTH AND JOY  
OF THE PROJECT  
CAN'T BE SUMMA-  
RISED — IT HAS TO  
BE EXPERIENCED

LENINGRAD'S  
UNDERGROUND ROCK  
SCEN DESERVES  
A FULL DIVE

WE GATHERED  
A GOOD STUFF

SO, DON'T SKIP IT!





Polina Vazhenina сейчас на главном экране

Projects > This is the record > "PROPS" > Band photos

Open with Preview

Share

COVER IMAGE

SOLID GRADIENT IMAGE

FONT

Ss Serif Bb None Rr Round

By

20:30 | dsr-hsbp-fwx



ЕЕЕЕЕ,  
САМОТЪЛ!



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**

еуде  
*Оговор*

**ШКАЛА  
НАДЕЖНОСТИ**

**У**  
**дарным трудом**

**КТО НЫНЧЕ БОГАТ?**

**КРАХ**

**ЮНОСТЬ ПЛАНЕТЫ**

**ХОРОШО  
ЖИВЕМ!**

**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 перекрестке*

**Имя  
собственное**

**В ЧУЖОЙ  
КВАРТИРЕ**

**ОТСТОЙ**

**Из того,  
что было  
со мной**

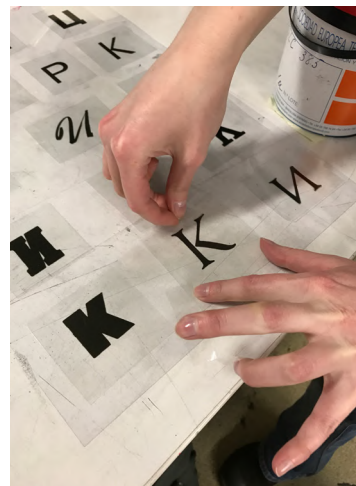
**Я В МИРЕ БОЕЦ**

**УДАЧНЫЙ ЗАПЕВ**

**СТРАТЕГИЯ  
УСКОРЕНИЯ**



[ DETAIL ] " OGONEK " LETTERS CUTTED OUT

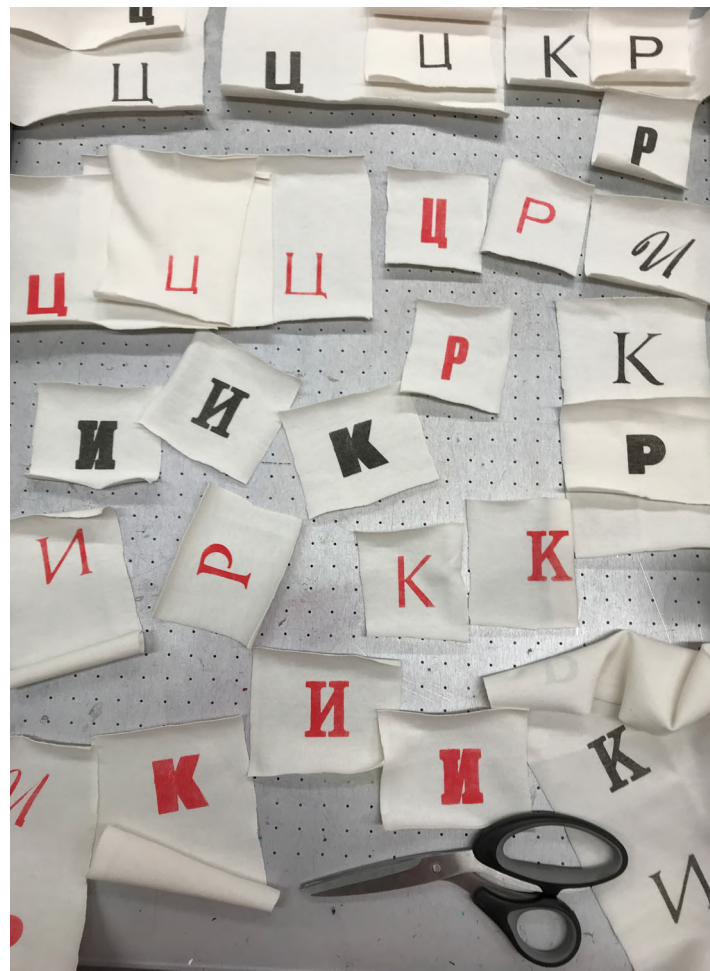


[ DETAIL ] SCREE PRINTING PREPARATION AND DRAFTS





[ DETAIL ]



[ DETAIL ] CUTTED LETTERS





[ SHOT ] PROPS DOCUMENTATION BACKSTAGE



[ MEM ]



[ 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

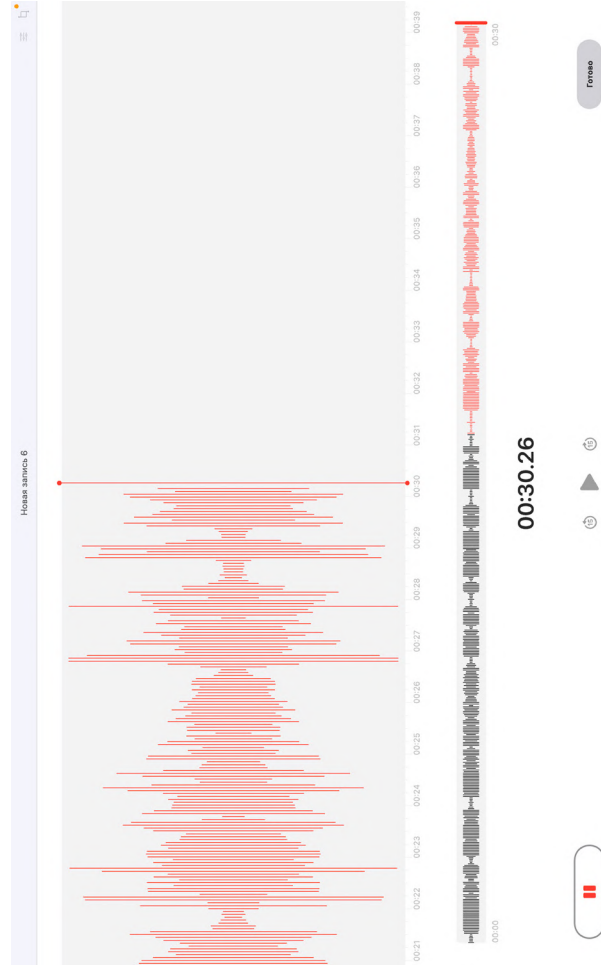
Почему после этого молодые люди пропали?!

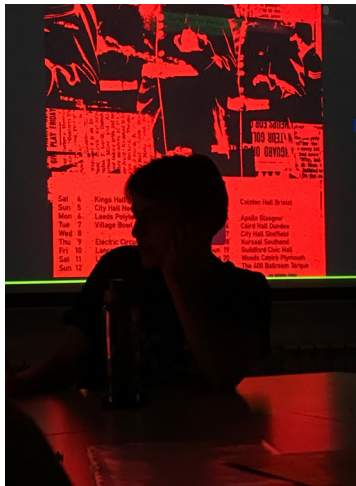
О ком же идет речь? Кто герои этой истории?

1980 год.

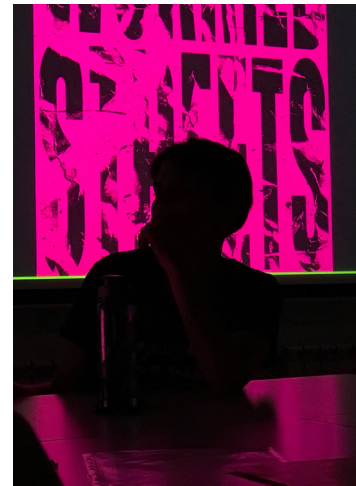
Студенты политехнического университета Саша Черненко, Сеня Панов, Дима Баранов и Женя Грибов создают рок группу под названием "Цирк"

Вот что о них говорили знакомые



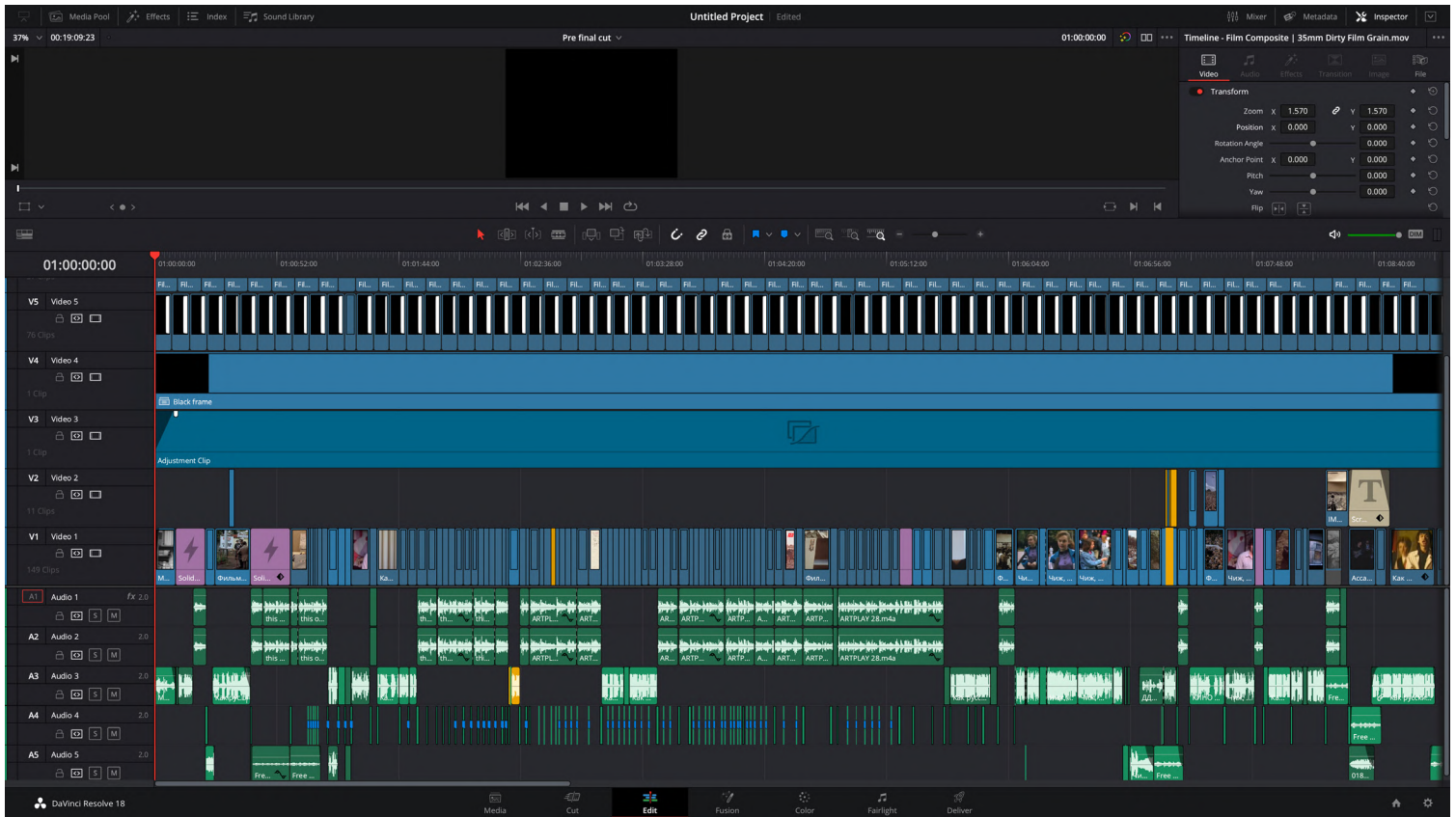


[ SHOT ] VIDEO REVIEW AND FEEDBACK SESSIONS



[ SHOT ] FRIDAY, 13 JANUARY 2023. 16:04





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

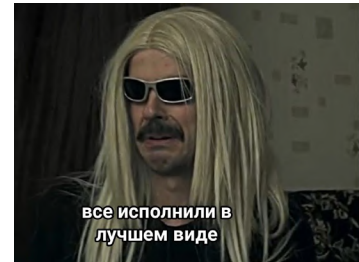
*// let it be our little secret*

WE MADE  
A DOCUMENTARY  
IT'S TOO  
BELIVABLE:



[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 "**



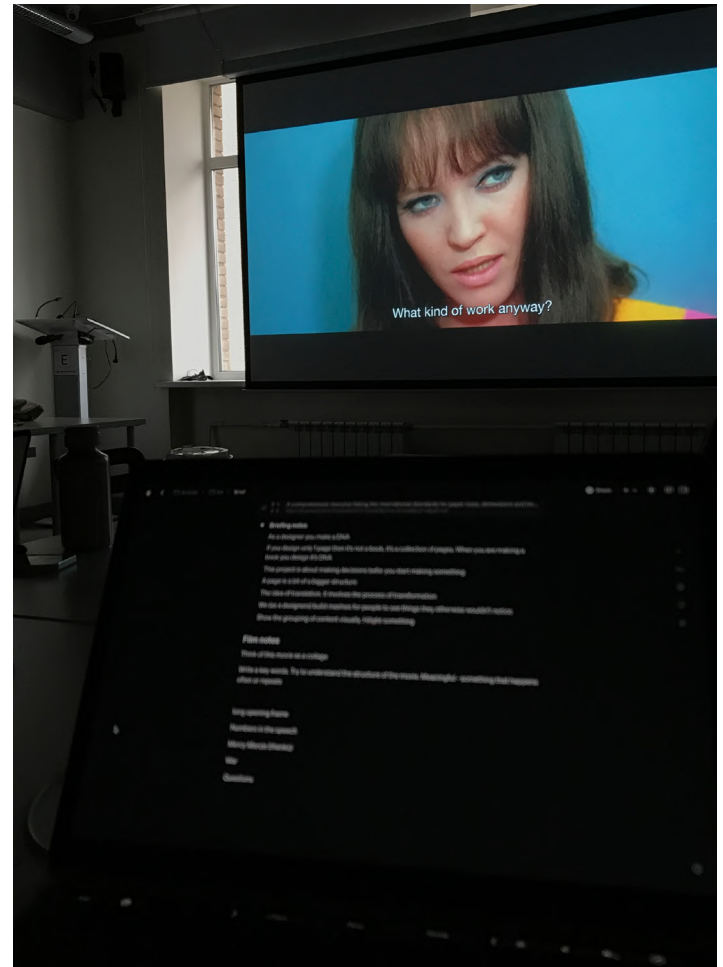
-> watch the film:

# "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).

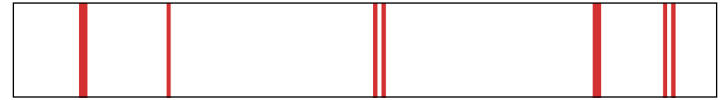
## 12 CATEGORIES



<- // fun stickerpack here.



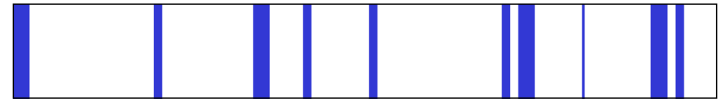
01: guns.



01: blood, murder.

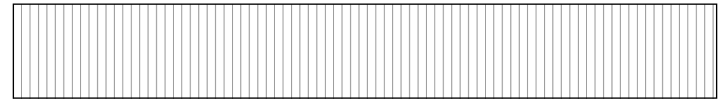


02: politics.



03: richard is mentioned.

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



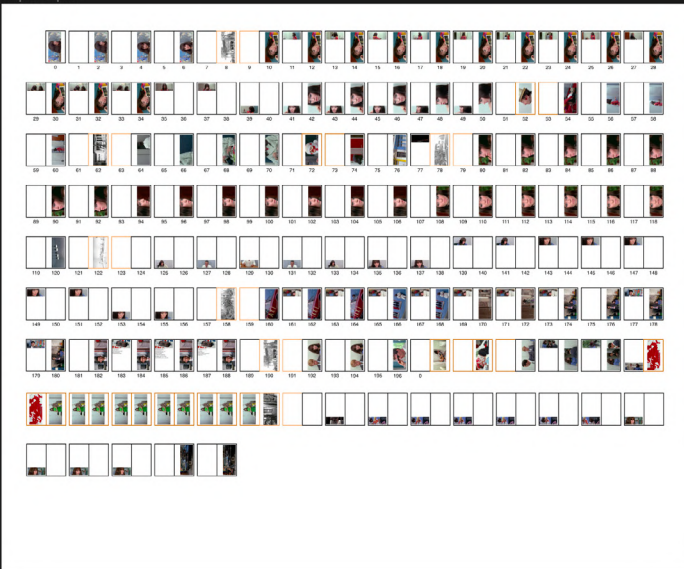
00:00:00 min

00:85:00 min

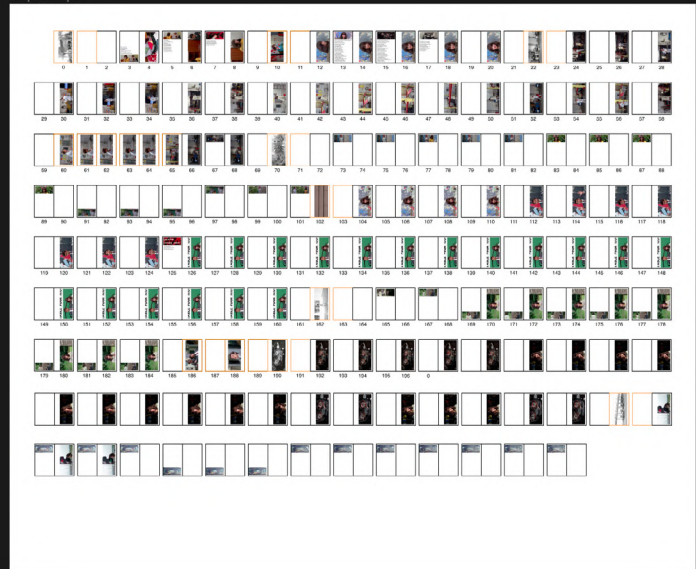




flatplan\_1 part

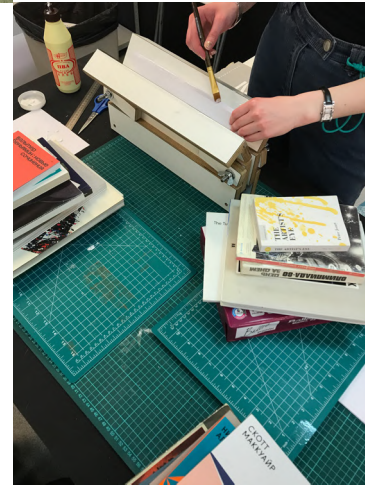
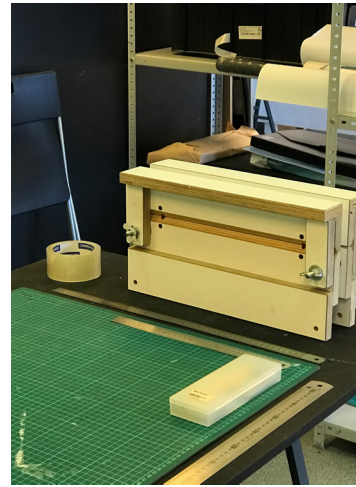


flatplan\_2 part





[ LOG ] BOOK BINDING TUTORIAL



[ LOG ] BOOK BINDING TESTS



[ SHOT ] DOCUMENTATION SETUP



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



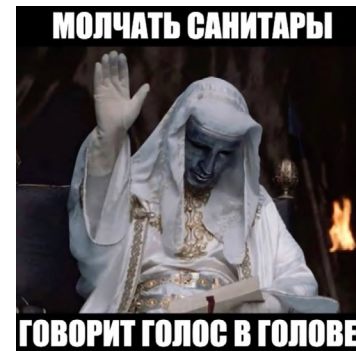
**№ 23.  
“ KIND OF MAGIC ”**

-> 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...



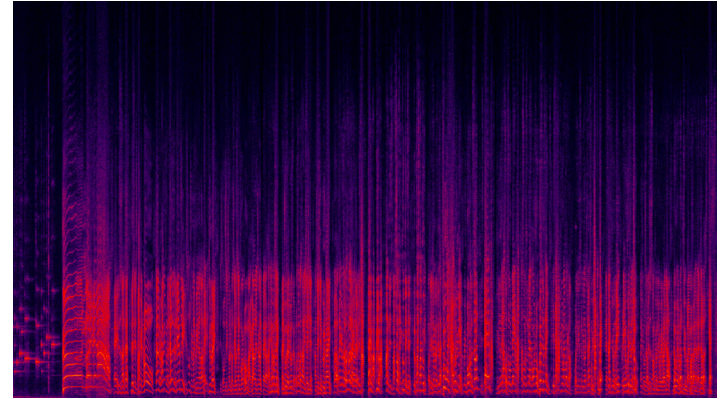
typography

= 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:

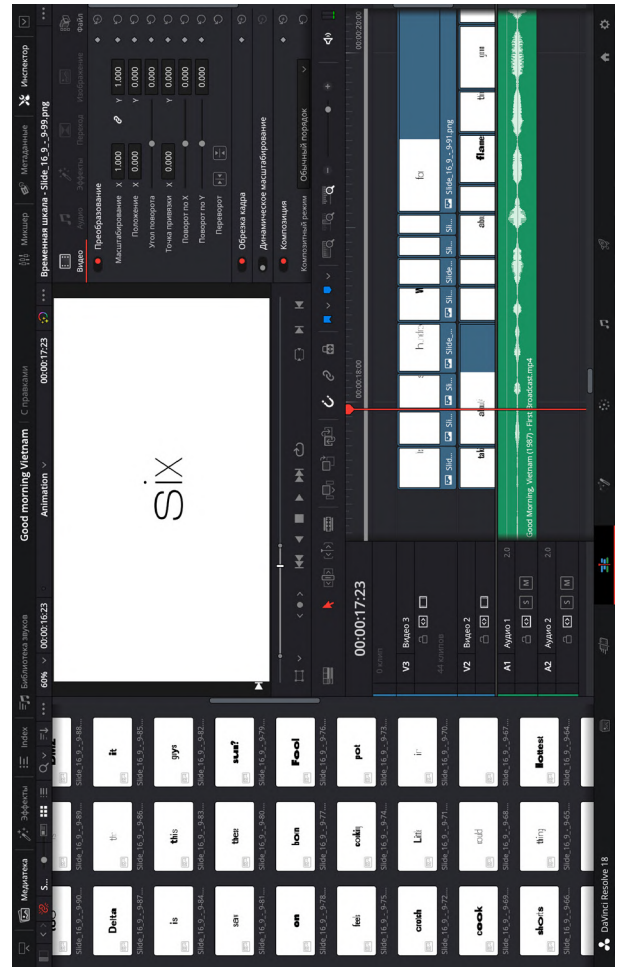
WHEN YOU  
HAVE  
~~A BAD DAY~~

a bad coding experience.

GIVE UP.  
GO HOME  
AND SLEEP

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

try doing it in figma. create 135 slides and animate everything in davinci.



**№ 24.  
" BASIC  
OPERATIONS "**



-> choose a genre of mass-produced things.

# FASHION MAGAZINES

-> design a simple, mechanical, repeatable action.

# HORIZONTAL CUT IN THE MIDDLE

the result:

# UNEXPECTED COMBINATIONS OF SIMILAR IMAGES

\* think like a machine.



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...

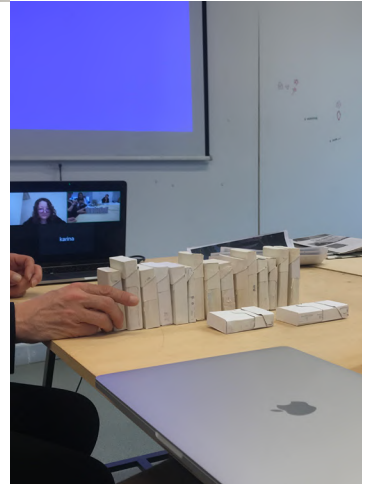
cut one out, and it can  
continue the next.





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

sebastian campos.



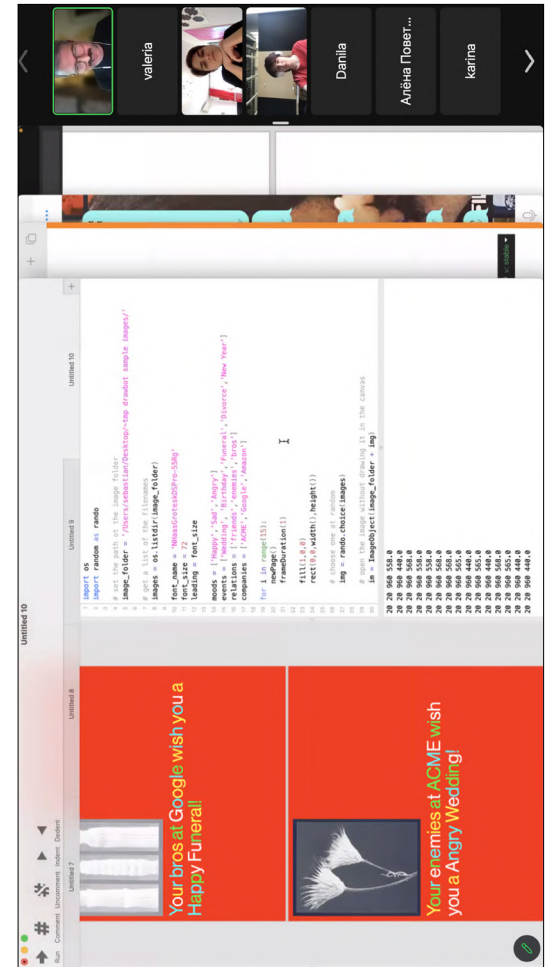
**№ 25.  
" IF  
/ ELSE / THEN "**



-> 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...*





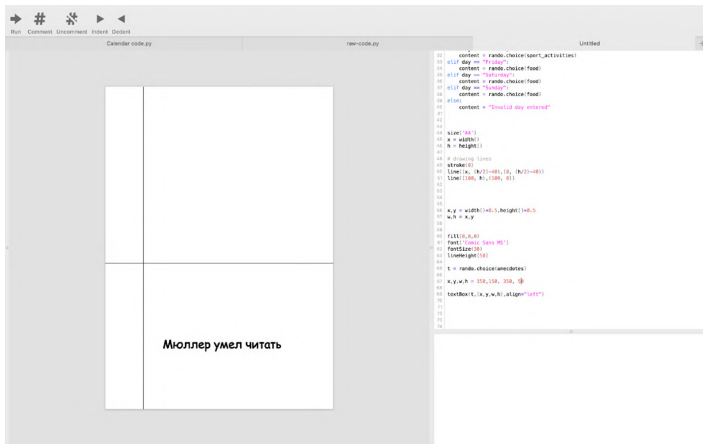


камышы

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:

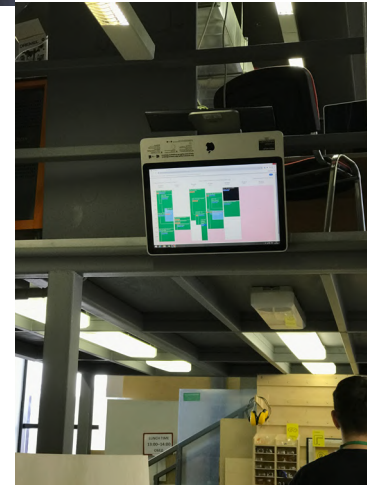
go buy the right one.

## 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

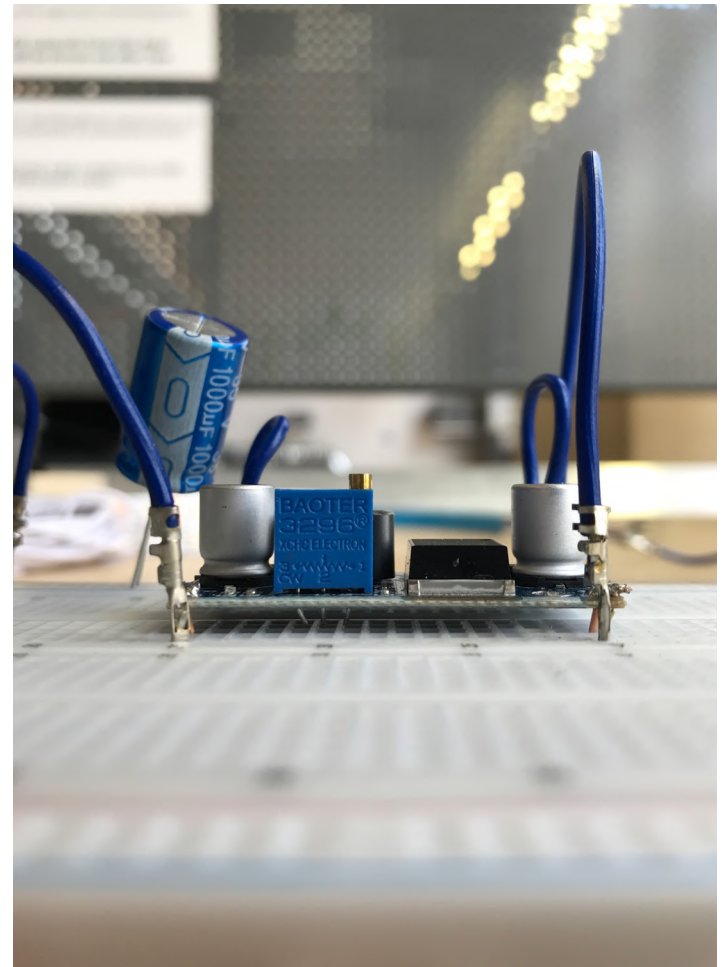
- desolder a new one from  
an ancient pc. solder it in.
- reconnect everything.
- make 100 attempts to make  
it work. no success.

## DESPAIR

give up. go think.

## REVELATION

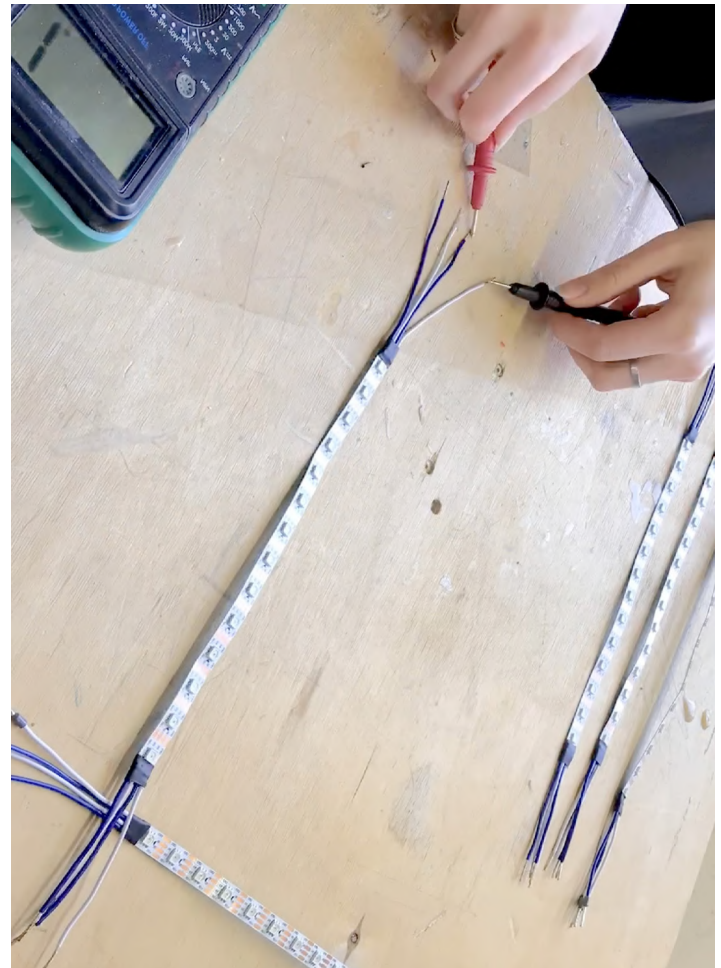
realise that it was just one  
wrong contact. of course...





[ DETAIL ] SOLDERING

414



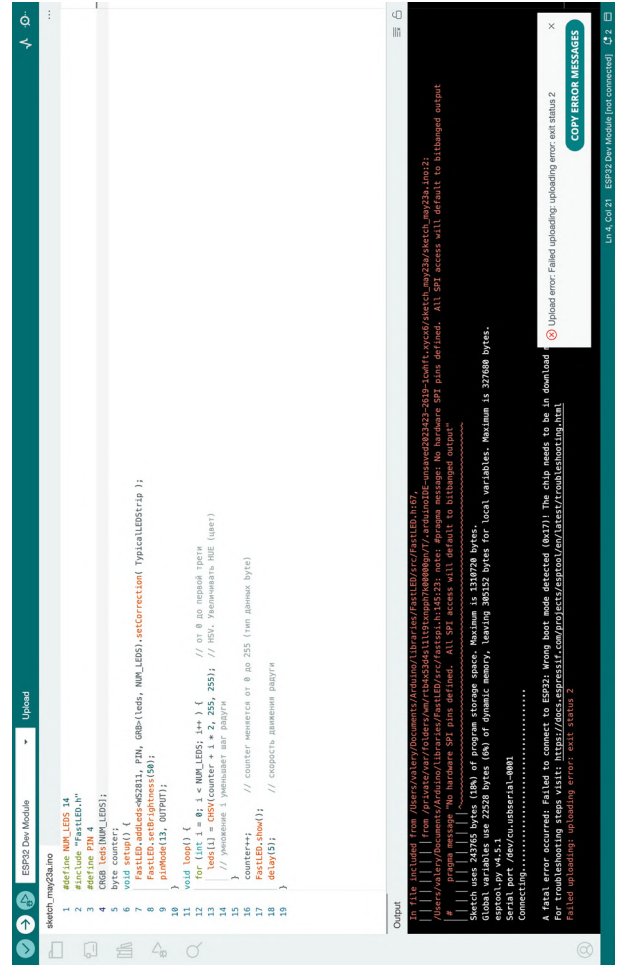
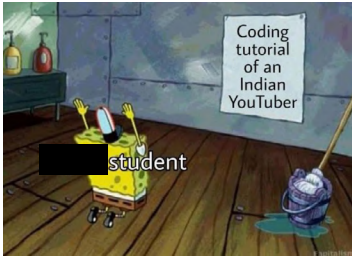
[ DETAIL ] CHECKING THE CONTACTS

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.

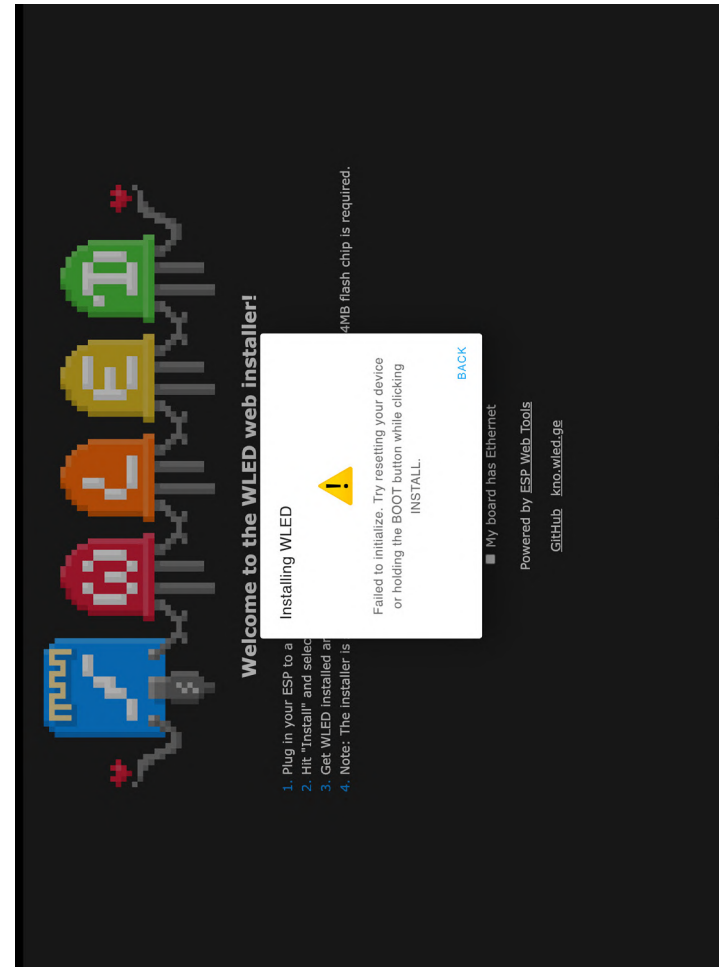
watch tutorials and try  
to unsuccessfully fix it.

## 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!

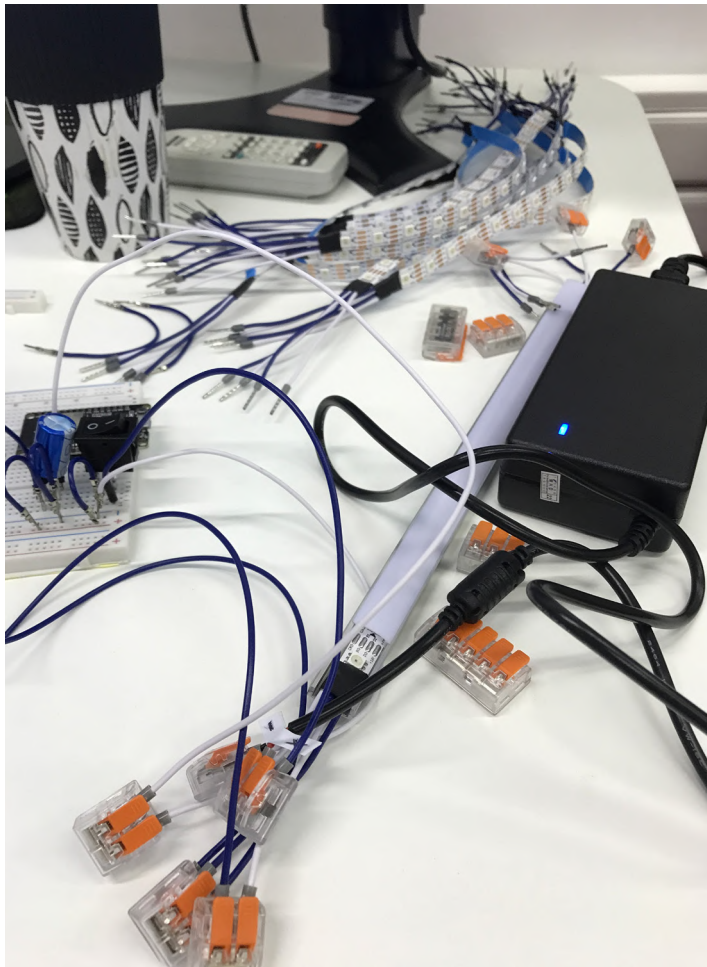
# ENLIGHTENMENT

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



# GRATITUDE

*// special thanks to the dmitry  
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

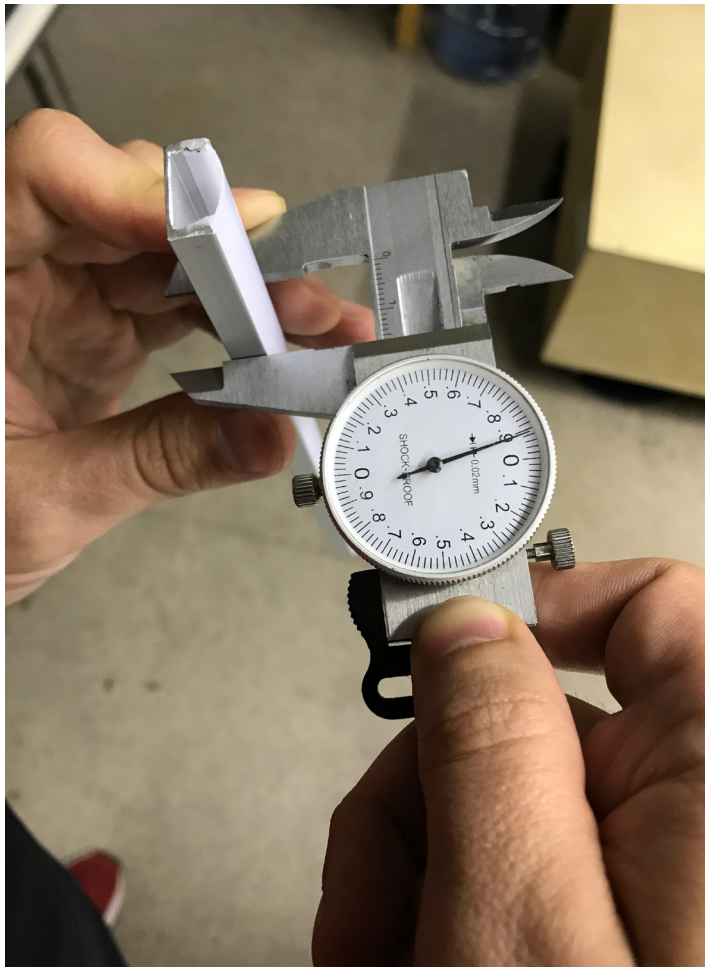
fifth print = functional.  
miracle achieved.

## 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...



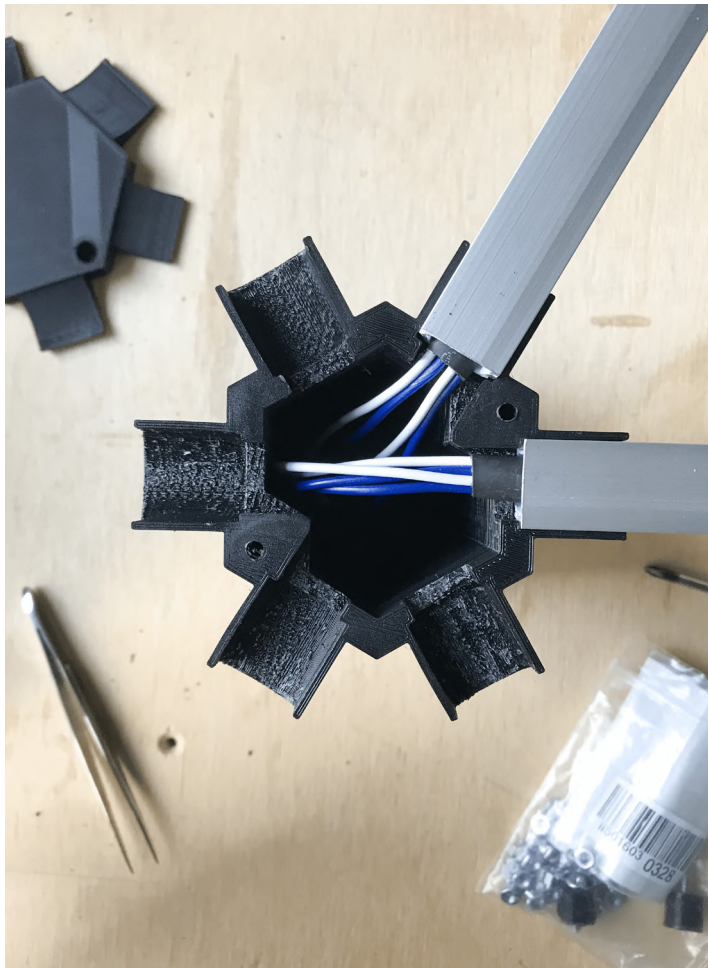
the hardest part isn't fixing.  
it's figuring out why it's  
broken: you messed something  
up, or it's not meant to work  
at all.

top 3 reasons it refused to  
work (chronologically):

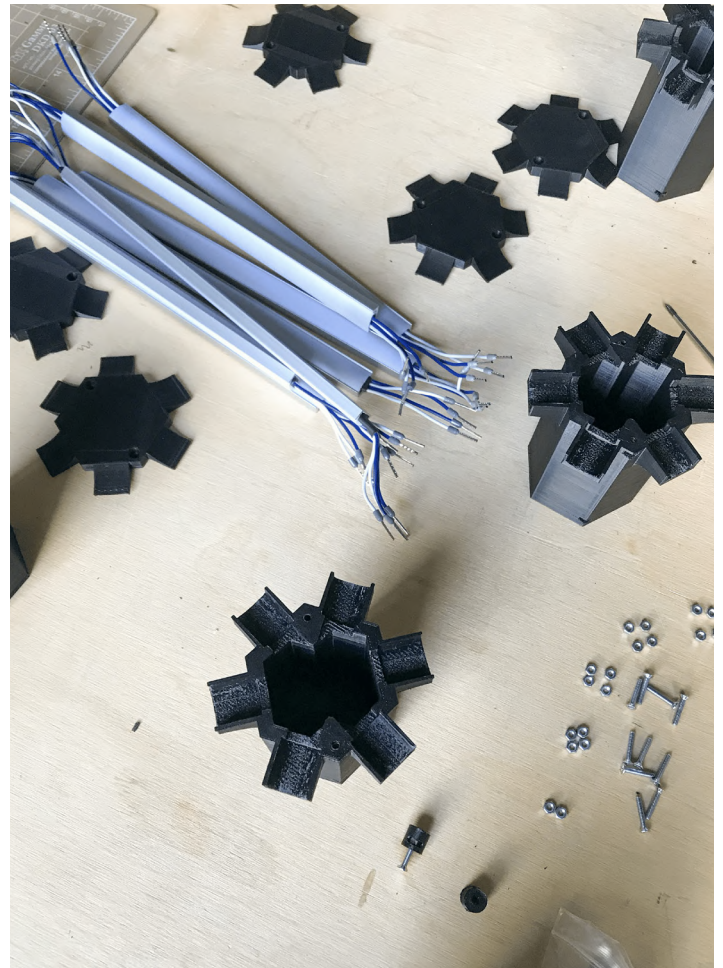
[1] USB PORT

[2] FAULTY WIRE  
CONNECTION

[3] A SINGLE LINE  
OF CODE



[ DETAIL ]



[ DETAIL ]

# 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

decide to carry the entire  
thing home to meet the dead-  
line. right in the middle of  
"кортофельный 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.*