



CLASS DESCRIPTION

154A COMMUNICATION DESIGN I - Studio, six hours; outside study, nine hours. Preparation: completion of preparation for major courses. Enforced requisite: course C101 or 104 or C106. Focus on relationship of type to content, image, and materials. Acquisition of knowledge of and sensitivity to typography in context of complex communication problems in print and digital media. Research, concept and content development, and articulation of methodology for visualization. P/NP or letter grading.

As far as I knew, this class was supposed to be the extension of DESMA 25 (Typography), which I also took with Henri Lucas. I had seen work from Rebecca Mendez's 154A class ... it seemed to me like a pretty straightforward task: here's some content, now do the "design" thing. I'd soon find out that this class would work somewhat differently.

I think this is where things went sour ...

THE ASSIGNMENT

D.O.B. - DATE OF BIRTH is a research project on the day you were born. Aim is to figure out what world you were born into. What happened that day, besides the "beginning of your life?" What other NEWS events occurred LOCAL, NATIONAL, GLOBAL? What MUSIC was playing on the radio, what was popular on national TELEVISION, what was in FASHION, what was the weather like? What star constellation were you born under? Which CELEBRITIES were born that day and/or were celebrating their birthdays? But also, who was there when you were born, were there older brothers and sisters? Were you born in a hospital, do your mom and dad have specific details and stories?

This assignment is about gathering data, archiving, categorizing, scaling and visually translating data. An important aspect of this assignment is STORY-TELLING.

SOURCES: internet, newspapers (of that day and the day after), time-lines, info graphics, astrology, your family, the library, etc.

FIRST TASK: gather as much information as you can!

(SEE TITLE ...)

COURSE & CONTENTS	I
DEBRIEFING THE SYLLABUS	14
A "RICH PICTURE"	31
QUESTIONS, MYSTERIES	
RESEARCH & GATHERINGS	



EMOTIONS

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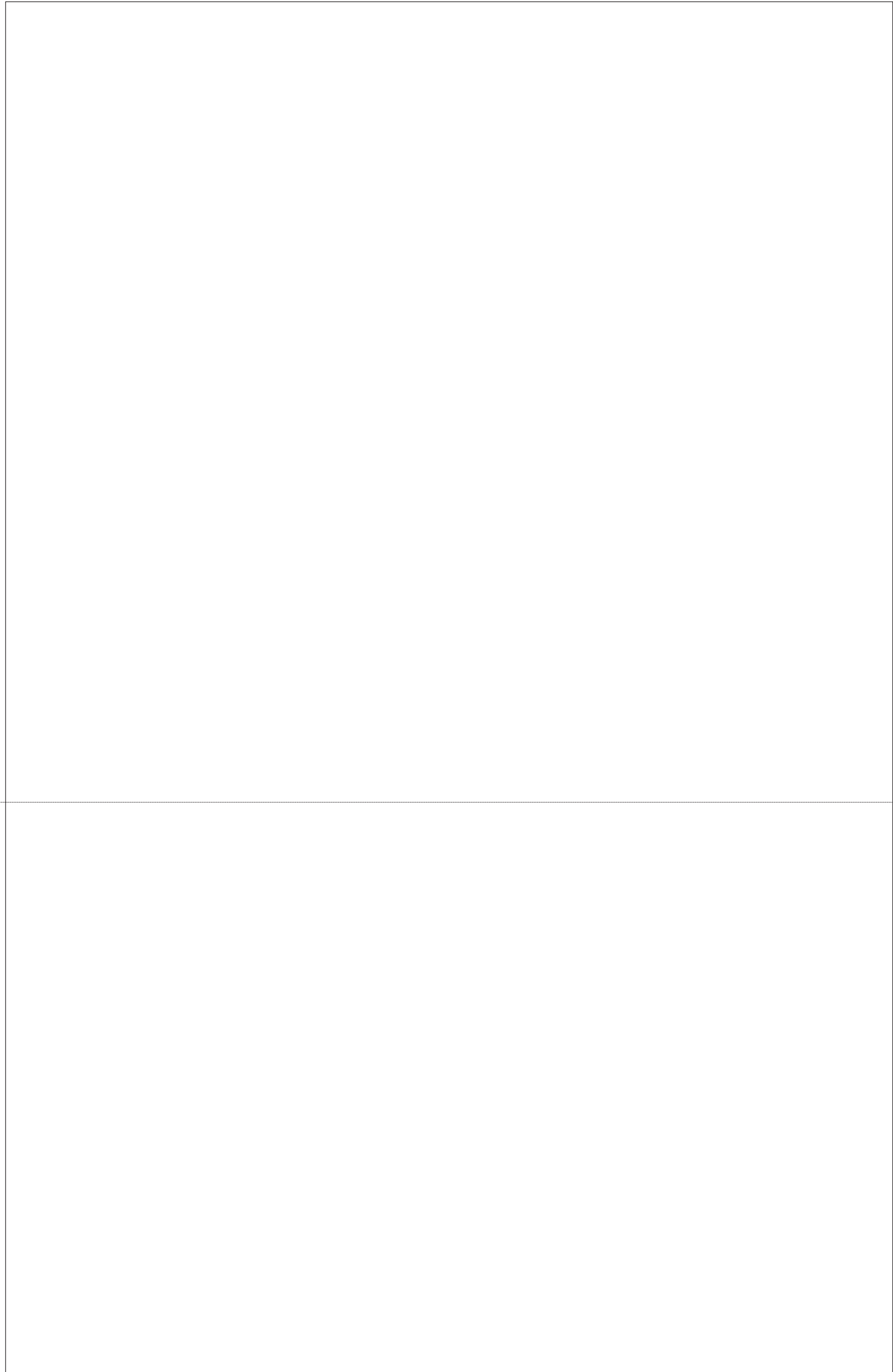
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“This assignment is about gathering data, archiving, catagorizing, scaling and visually translating data. An important aspect of this assignment is **STORY-TELLING.**”

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MY "RICH PICTURE"

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WHAT WERE PEOPLE
SCARED OF? (SLOP-
ING SHOULDERS)

WHAT WERE PEOPLE
EXCITED ABOUT?

DO YOU WISH YOU
HAD ME EARLIER?

DO YOU WISH YOU
HAD ME LATER?

WHAT WERE PEOPLE
WEARING?

WHAT WERE PEOPLE
BUYING?

WHO WERE PEOPLE
LISTENING TO?
(DOROTHY ZBOR-
NAK)

WHO WERE PEOPLE
IGNORING?

WHO WERE PEOPLE
KILLING?

WHAT WERE PEOPLE
WATCHING?

WHERE WERE PEO-
PLE WORKING?

WHAT WERE PEOPLE

LOOKING FORWARD
TO?

WHAT WERE PEOPLE
TIRED OF? (MARA-
JUANA)

WHAT WERE PEOPLE
THINKING?

K, I LOVE YOU GUYS

PREPARE TO BE BORED

GATHERINGS & OTHER EARTH- SHAKING RESEARCH DEVELOPEMENTS

Without further adue, I give you my findings.

UCLA LIBRARY CATALOGUE
(1/1/88 - 12/31/88)

TITLE COREET & ULPUTAT EXER
AUTHOR MCJONES FOR THE WALL STREET JOURNAL

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TRANSCRIPT OF MY INTERVIEW WITH DAD

GEORGE: First question ... MARK: No. GEORGE: Okay so this is the first question I have to ask you ... is give me a brief narrative of December 15, 1988 ... what really sticks out in your mind on the day I was born. MARK: They day you were born ...

GEORGE: Try to do like beginning of the day to the end of the day. MARK: Well uh, my recollection is that ... I don't recall was already in the hospital ... or that uh ... I don't recall, I remember we went down one night because her water broke but then they kept her there for a while then sent us home. I guess we came back the night before, probably the night before ... Mom was in labor for about thirty six hours if I recall ...

(didn't really need to ask him anything else for a while, he just kind of took it from there ... for brevity's sake I'll just include the highlights)

... Mom, for a stretch of time, was staying at Yia Yia's house on mandatory bed rest ... they were afraid that she was going to have you prematurely as I recall ... they had her hooked up on a fetal monitor ... and every couple hours she would have to call this number and put this mechanism on the receiver of the phone ... and they would monitor your heartbeat and such ... So on the night of your birth she freaked out ... I realized she was gooshin' the amniotic fluid all over the couch ... we went screamin' down to the hospital ... she was doing her Lamaze training ... and I'm racing like a motherfucker trying to get to the hospital ... There was a uhh a curtain between lets say ... mom's neck ... up to the ceiling and down the sides of the gurney she was on ... they were allowing me to sit on a chair right by her face ... I went to stand up and they told me to sit down ... they said they've lost too many fathers to fainting. ... mom was obviously very sedated ... you hear them sucking the blood out of the incision ... you're behind a curtain and you don't really know what's going on ... at one point ... I think the doctor or the nurse said, 'Oh! Here it comes! It's a -' and I said, 'don't you dare ... I've waited all this time to have a child and the last thing in the world I want you to do is to tell me ... what it is ... I wanna make that determination first hand' ... you came out pretty gooey ... I said 'It's a boy! Great. I don't have to pay for the wedding!' they give you the ol' pat on the ass, and you hear that 'wahhh.' At some point I kind of wandered down to the nursery where they keep the babies ... and



I'm looking in the window trying to figure out which one's my son ... and I run across George Brower ... and I'm looking in the window and your head was like ... really, really pointy ... I said, 'damn! Look at that head! What's up with that?' I started patting my head to kind of see if maybe I had one too ... what I found out was that ... your cranium is so soft when you're in the womb ... mom constantly trying to push you out ... she got your further and further down the canal but not all the way out ... your head was pretty pointy for the first few days ... you had a little jaundice ... you were yellow ... *(didn't really want to play stenographer for the whole conversation)*

TRANSCRIPT OF MY INTERVIEW WITH MOM

GEORGE: You there? MOM: I'm here GEORGE: All right ... yea so I have speaker phone again now that I have dad's phone MOM: Very good ... I don't have a speaker phone, anyway let's not go there GEORGE: Did I tell you what the project was about? FAY: Refresh my memory, you did send me a lengthy email. (I read the syllabus) FAY: Our cousin Angela had done your horoscope chart. I had that book and its in the mess in the basement ... when what star you were born under and all that stuff GEORGE: Yea? FAY: She'd done your horoscope yea GEORGE: Lemme start with my first question okay? FAY: Okay GEORGE: Give me a brief narrative of 12/15/88, what really sticks out in your mind? FAY: (pause) ... Pain. GEORGE: Pain? FAY: (laughs) I'm sorry, yea. GEORGE: Start from the beginning! FAY: What? GEORGE: I said start from the beginning ... the whole day. FAY: Alright, the whole day? GEORGE: Yea FAY: Okay. I remember that I got up, like, okay come on, you were two weeks late, when is this baby going to, you know, show up. It took me a whole week to finish the Christmas tree ... I remember walking over with my really really big big belly ... trust me that was one big belly ... and I hung up the ... you know ... last bulb on the Christmas tree and our nosy neighbor pearl called ... 'so new? You're still there?' And I was like, yes I'm still here.

I was just at the doctor's the day before, you know the irony, I went into preterm labor at 7 months ... I went into labor like 7 times before you were born. I had preterm labor ... so now I'm like two weeks late and this is like, alright enough already. It was a ... I believe it was a Wednesday night, and *Wiseguy*, my favorite show was on ... woo! ... starring Ken Wahl ... it was a mob show, it was great, I love Ken Wahl. Um, so I, you know, sat down and all of a sudden, that was like the beginning of the TV show ... I had this pain like I never knew in my life and I screamed 'Okay! Oh this is it!' So ... uh ... your father is like breathe breathe! It was ridiculous ... I remember he told me to breathe, meanwhile I'm having pain like I never had in my life, and he's like breathe, like the breathing from the ... class, but regretfully I never got to go, I had signed up, but I was on bedrest and I never got to go. I was flat on my back ... I had this pain like I never knew in my life and I screamed 'Okay! Oh this is it!' So your father is like, 'breathe, breathe!' ... like the breathing from the Lamaze class ... but he was the only one who went ... So um, we went to the hospital, and umm ... um lets see, lets see ... right away first they were gonna do a c section on me, instantly ... and then as soon as I walked in I was like ... like Vinnie Barbarino on *Welcome Back Kotter*, ... I mean I was screaming! And you know, I hear this ... you're supposed to be 'ha, ha, ha' taking these breaths and its such bullshit, cuz you know ... it is such a bunch of bullshit, I don't see how that's gonna help that kind of pain ... GEORGE: yea FAY: ... then they ... it was a very frightening experience, because I think every mother's worried about having a healthy baby ... and that was basically ... you know, I was scared! GEORGE: mhm FAY: I didn't know what to expect I was very frightened, they hooked me up to monitors, and they brought me up into the labor ... ward .. and you hear these women screaming like a medieval torture chamber, and your father's like, 'what's that noise?' and the doctor's like 'these women are giving birth!' GEORGE: (laughs) FAY: and then, ohhh, they umm. They put a ... uh ... its so weird, I felt like a turkey being basted ... they broke my water, they wrapped my legs around my neck, around my head, like I never knew my legs could go GEORGE: ich FAY: ... it was scary because I was in labor for 24 hours ... and they said 'we have to make certain he's not retarded' ... so they poked your head three times to draw blood out of it.

GEORGE: oh my god FAY: and I'm the whole time, all I did, I understood why and how women die during child birth, it is a very very painful, anyway the whole time I just held on to the haind rail and just prayed ... cuz that's all I cared about, god let me have a happy baby ... so I'm hearing this and I'm getting really scared after all I went to keep you ... for 9 months ... that back and forth business from the hospital ... I was totally petrified ... at 2 am I broke down, I said enough of this shit, give me an epidural ... finally they came around and said you were too big for me GEORGE: yea? FAY: exactly 24 hours later ... what really irritates me, I had been at the doctor about every other other day, I was there the day before, they knew, they said to me you're gonna have between an 8 and 9 pound baby, they should have just scheduled me for a c section, they shoulda known, you know 'she's tiny' ... then I read a law that if they cut you open before 24 hours you can sue them ... so yea, 24 hours on the nose, and they uh, they dragged me in, and they knifed me, and I said 'I feel everything' and they said 'well we're sorry, its too late' ... and I felt him slice me open, I felt them ... they pull my intestines out ... literally, I mean it was amazing ... and they yanked you out ... then your father started to cry, and said it's a boy it's a boy! You know, he goes, 'oh the baby looks Greek' ... he was in tears ... and then I passed out. I didn't see you ... and about 7 hours later they wheeled you in ... and you were just so gorgeous and I looked at you ... and I thought you were a mistake GEORGE: (laughs) FAY: I wasn't expecting a blonde haired blue-eyed baby ... you were the prettiest baby in the nursery ... that's why they put you up front'

NEW YORK TIMES INDEX, 1988

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AUTHOR MCJONES FOR THE WALL STREET JOURNAL

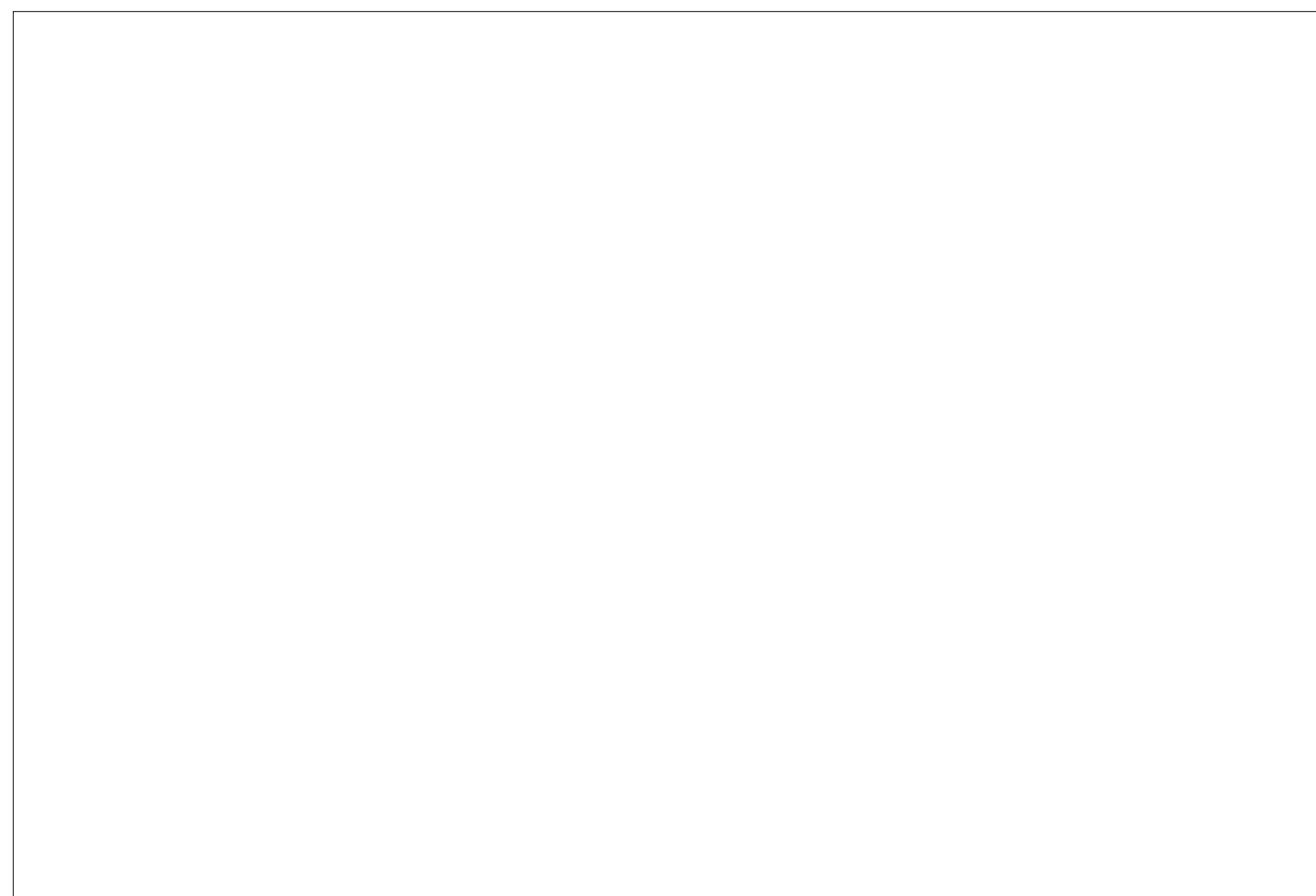
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