

COMD 3503

Topics on Graphic Design

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Networking Events

After visiting one of the events I desired that it was not enough experience, inspiration or satisfaction from the event, so, to have a bigger response to this paper as well as personal experience and to get out from the comfort zone I visited other event which inspirers me to visit more and more design field events in the future. First event had happened on Tuesday, April 3rd at The Cooper Building where Paul Shaw's presentation was about the input in typography of German calligrapher Werner Schneider. The second - was a 2-day multimedia event from the Society of Illustrators - MoCCA Fest which was running on April 7 - 8 at the Metropolitan Pavilion in New York. Particularly to this event I went to the honored guest speaker - Roz Chast where she was gratefully presenting her beautiful and at the same time funny illustrations. From the beginning I may say that both events taught me something, brought me new information to think about and inspiration to continue doing what I like - visual communication through the design.

During the research process of New York City events my eyes stopped at the Title: Thinking with Eye and Hand - The Typefaces of F.H.E. Schneider with Paul Shaw. The most attractive to me was the quote "Thinking with Eye and Hand" I found it interesting and start to read about the event and the speaker. Mr. Shaw is a graphic/letter designer, calligrapher, design historian, professor at Columbia University and many more. To my surprise, I found out that - Shaw created the logo for Barbie as well as Subway sign using the Helvetica Typeface. Without any hesitation I desired to go to this event. As mentioned before, the event was at the Cooper Union's New Academic Building and good to know that it was my first visit to this incredibly large, modern, innovative building full fill with wonderful geometric shapes all over, starting from the outside look of the entire building ending with wavy ceiling made from iron net at Rose Atrium where the event went. The audience in the room was mostly students but in some places where hardly seen the older people.

If someone asked me before the "Thinking With Eye and Hand" Event who was Werner Schneider or what impact he made in history of typography I barely could guess the correct answer. During the event Mr. Shaw discussed a lot of interesting moments, career and facts from Schneider's life. Before Schneider gets in to calligraphy he was doing detailed ornaments, mostly in black ink. At that moment I realized that the design elements that I was doing for presentation "Whom am I?" was very similar to his ornaments. Without any discussion Schneider's ones are very detailed, complex and much finer rather than mine, but if I was familiar with his works earlier I could say that his work inspired me to do the dots design for the presentation. From his early works the most interesting for me was EHMCKE RUSTIKA where Schneider used combination of text and ornaments in between the letters. The clean upper case letter text with a simple stroke and overlapping W was like a new fresh air for 1920's. Interesting but exactly after RUSTICA type face Schneider starts using Latin typeface, also his works gets sharper. Some people think that teaching at college, Schneider's students somehow acted on his design. He was creating a very odd typefaces not just for the time he was leaving in, but for ours as well. To my mind that made him so successful and well-known. Mostly, in every typeface created by him we can see some type common elements such as calligraphic letters with curved edges. All in all, it was very great to get familiar with Schneider's work, but happier I was to talk to Mr. Shaw after his presentation. While most of the audience was hustling to get out from the Atrium, I and some other students decided to take a chance to talk with Mr. Shaw. First of all, I introduced myself and thanked for interesting presentation pointing some facts that he spoke during the speech, we discussed the book with Schneider's works, he made a couple of jokes about the Nazis and our conversation was going to the end as it seemed like he was willing to leave.

If at the first event I learned more about typography elements, the second event was more about the illustrations, comics, and cartoons. After the "Thinking with Eye and Hand" event I wanted to see something deferent, warmer, with brother audience, modern speakers and educative moments. During my second event research I knew I want something modern, so after visiting couple websites related with design I opened the Society of Illustrators webpage and the nice, colorful poster of MoCCa fest 2018 pop up, after a couple minutes of reading the description I desired to purchase a ticket for Saturday program. The speaker's sessions was holding at Ink 48 Hotel which wasn't as impressive as Cooper building, but when Roz Chast started to speak, it changed everything. She took all the attention from the audience. Her speech was very attractive, the first couple minutes she was presenting her works, the

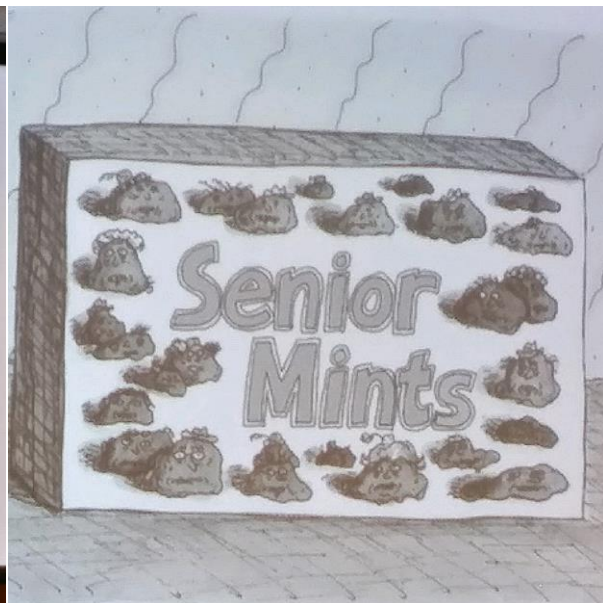
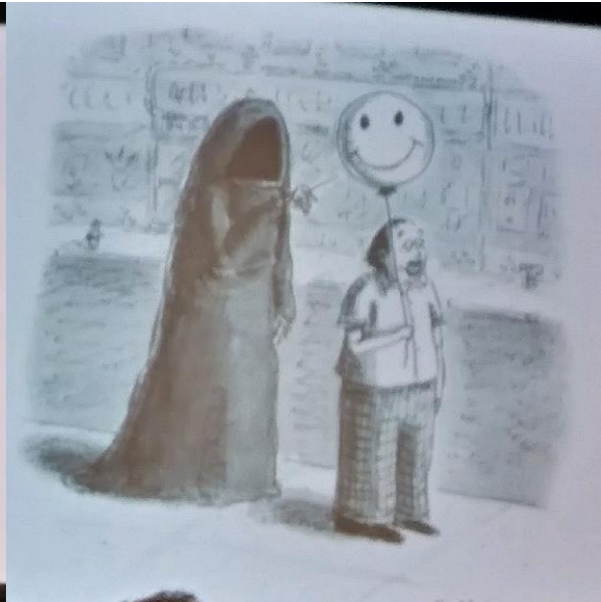
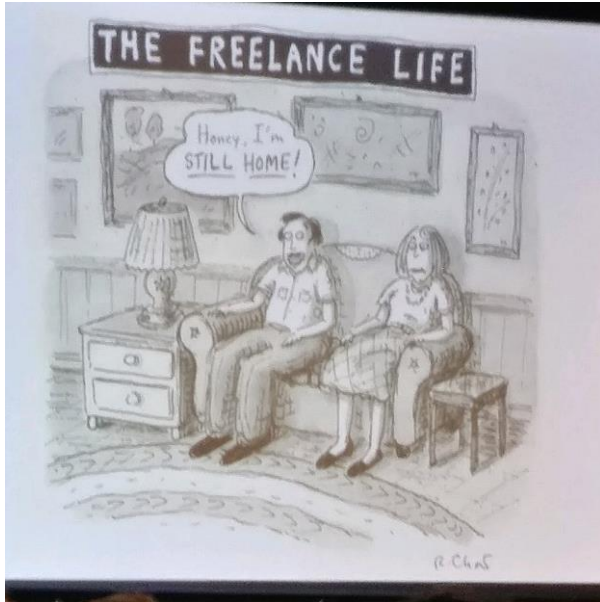
presentation was very simple, one work per slide centered to the middle. Each work that she spoke about was related to funny story of the how it was created, she indicated when it was done, how the sketches came up to her, mostly she was taking those from the real life. The most impresses me how easily she speaks about her works - with lots of humor into it. While she was showing her cartoons which took about of 10-15 minutes the audience was laughing from the stories she related to her urban and domain life images. Even the sad moments from her life such as death of her parents, inspired Chast to publish a very successful book about the last years of her parents, "Can't We Talk about Something More Pleasant?" this book became the number 1 best seller 2014 National Book Awards. After the presentation the interviewer was asking her question about her life how she came to be so successful, how it is for her to work as a freelancer and so on. The entire session was holding for about one hour and a half. Chast was talking about her passion and luck of living in New York City as well about her fortune to get a job at The New Yorker and create over 800 cartoons for them. Even to our days for The New Yorker she is drawing her illustrations and then scanning and sending for the approval. Even she has some works done on the Sketch Pad Pro she says that even drawing takes lots of time as if you what to change or improve the particular part you have to start all over again, and on the I-pad it's much easier "klik-klik klik-klik and done" but still the panicle drawing gives more filling to it. One of the asked questions was what she does when she gets stack with a particular idea for the cartoons. To what she responses that it happens a lot when she gets stack, and it depends on the projects, sometimes it's enough to get out and take a fresh air and take a cup of coffee for example, but other times it's better to leave this project for a couple days and to do something totally different and the idea will come by itself, so she quickly needs to find something to sketch on just not to lose the idea, and what is interesting that later she finds those sketches everywhere as she never knows when the idea will come up.

My conversation with Chast was very deferent from the Mr. Shaws. She was very kind and take her time to talk with me even though behind me was a huge line of people willing to have a conversation. During the presentation she mentioned that after she graduated from the Art School her works was steerable and she knew that, but she steel wanted to do that what she was doing so she started to imposer her work and to that in the way she felt and wanted. So I came up with a question knowing that her works are bad how she found inspiration and strength to move forward and become successful? Her response was very clear she said: "creating cartoons was the only thing that I knew and wanted to do, if not this so what I will do?" Step by step she started to make cartoons with some humor in it and it's became better and better. She

signed me a card with her picture, wished me good luck and said that if I'm in situation like she was so by continuing doing what I feel I what and instantly working on as in most cases it will lead to the good position. In addition I found from her that The New Yorker accept the illustration from everyone just needs to follow the deadlines, which I found very interesting.

I strongly believe that both events was important to me and will have an input to my future career. Thinking with Eye and Hand Event get me more familiar with German calligrapher Schneider and his typefaces from where I learned that even some odd or extraordinary letters or pieces of art may be beautiful and accepted by audience. From Roz Chast I learned if you willing something with a hart you need to work on it to get the good result. In addition she taught me that it's always good to have a little bit of humor in the art, presentation and in life in general. All in all, at the end I found myself inspired and satisfied with the events. Even it was an assignment, I took a lot of fun, excitement and experience of getting out from the comfort zone, as to come to bough speakers wasn't so hard as to start a conversation with them. As a result, I'm willing to visit more vents and get more familiar myself with different artists and to share my work with people from the professional field.

Roz Ghast:



Paul Shaw:

