

# After the Bauhaus, Before the Internet: A History of Graphic Design Pedagogy

YALE UNIVERSITY May 10–11, 2019

## FRIDAY | MAY 10, 2019

### SESSION I | FROM PRACTICE TO DISCIPLINE

2pm–2.10pm

#### Welcome

**Tim Barringer** Paul Mellon Professor, History of Art, Yale University

2.10pm–2.30pm

#### Introduction

**Geoff Kaplan** General Working Group and Graphic Design Critic, Yale University School of Art

2.30pm–2.50pm

#### “Designing a Discipline”

**Katherine McCoy** Graphic designer and emeritus faculty, Cranbrook Academy of Art and Illinois Institute of Technology

2.50pm–3.30pm

#### Keynote: “Notes on Practice”

**Lorraine Wild** Principal, Green Dragon Office, Los Angeles, Faculty in Graphic Design, School of Art, California Institute of the Arts, and Creative Design Consultant, Los Angeles County Museum of Art

3.30pm–3.50pm

#### “During the Bauhaus”

**Juliet Koss** Professor of Art History, Scripps College

3.50pm–4.30pm

#### Respondent & Moderator

**Sharon Helmer Poggenpohl** Editor Emeritus, *Visible Language*, and Board Member, *Shi Ji, The Journal of Design, Economics, and Innovation*

4.30pm–4.50pm

Break

4.50pm–5.10pm

#### “Object as Image: Art in the Postwar American Design Culture”

**Sydney Skelton Simon** Bradley Assistant Curator of Academic Affairs, Yale University Art Gallery

5.10pm–5.30pm

#### “Between Profession and Discipline: Ambiguity in Graphic Design’s Academic Identity”

**Deborah Littlejohn** Associate Professor of Graphic Design, College of Design, North Carolina State University

5.30pm–6pm

#### Respondent & Moderator

**James Merle Thomas** Assistant Professor, Tyler School of Art, and Curator

## SATURDAY | MAY 11, 2019

### SESSION II | WHAT WE WERE READING

9am–9.10am

#### Session Welcome

**Allen Hori** Graphic designer and Graphic Design Critic, Yale University School of Art

9.10am–9.30am

#### “es + el lissitzky”

**Maria Gough** Joseph Pulitzer Jr., Professor of Modern Art, Department of History of Art & Architecture, Harvard University

9.30am–10.10am

#### Keynote: “From Intertextuality to Intersectionality: The Soft Power of the Bibliography”

**Andrew Blauvelt** Director, Cranbrook Art Museum, Bloomfield Hills, MI, and Curator-at-Large, Museum of Arts and Design, NY

10.10am–10.40am

#### Respondent & Moderator

**Sharon Helmer Poggenpohl** Editor Emeritus, *Visible Language*, and Board Member, *Shi Ji, The Journal of Design, Economics, and Innovation*

10.40am–11am

Break

11am–11.20am

#### A Conversation

**Sheila Levrant de Bretteville** Caroline M. Street Professor and Director of Graduate Studies in Graphic Design, Yale University School of Art

**James Merle Thomas** Assistant Professor, Tyler School of Art, and Curator

11.20am–11.40am

#### “The Difference it Makes Who is Speaking: An Autoethnography of Minor Literatures in Graphic Design at Yale School of Art”

**Audrey G. Bennett** Professor, Penny W. Stamps School of Art and Design, University of Michigan, and 2015 Andrew W. Mellon Distinguished Scholar, University of Pretoria, South Africa

11.40am–12pm

#### “Design in Latin America: Migrations and Drifts”

**Silvia Fernández** Nodo Diseño América Latina

12pm–12:30pm

#### Respondent & Moderator

**Sharon Helmer Poggenpohl** Editor Emeritus, *Visible Language*, and Board Member, *Shi Ji, The Journal of Design, Economics, and Innovation*

12:30pm–2pm

Lunch break

### SESSION III | THE PROBLEM-SOLUTIONS PROBLEM

2pm–2.10pm

#### Session Welcome

**Julian Bittiner** Graphic designer and Graphic Design Senior Critic, Yale University School of Art

2.10–2.50pm

#### Keynote: “On the Heteronomy of Design”

**Gui Bonsiepe** Professor Emeritus, Ulm School for Design, and Professor Emeritus, Interface Design, University of Applied Science, Cologne

2.50pm–3.10pm

#### Respondent & Moderator

**Pamela M. Lee** Carnegie Professor, Modern and Contemporary Art, Yale University

3.10pm–3.30pm

Break

3.30pm–3.50pm

#### “The Design of Neoliberalism”

**Fred Turner** Harry and Norman Chandler Professor of Communication, Stanford University

3.50pm–4.10pm

#### “The Problem with Problems”

**Hugh Dubberly** Dubberly Design Office, and Faculty, Northeastern University and California College of Art

4.10pm–4.40pm

#### Respondent & Moderator

**James Merle Thomas** Assistant Professor, Tyler School of Art, and Curator

4.40–5pm

#### Closing Remarks

**Janet Abrams** Thinker, maker, cultural generator, and Former Director of the University of Minnesota Design Institute

5.15–6.30pm

Public closing reception at the Yale Center for British Art

Special thanks to Amy Meyers, Director of the Yale Center for British Art, for her support of the event and for hosting the reception.

**Tim Barringer**, Paul Mellon Professor of the History of Art at Yale University, recently published a collection of essays, *Victorian Jamaica* (co-edited with Wayne Modest, Duke Press, 2018). In 2009 he was the Slade Professor of Fine Art at the University of Cambridge; these lectures, *Broken Pastoral: Art and Music in Britain, Gothic Revival to Punk Rock*, will appear as a monograph. Barringer is an active curator, most recently with Elizabeth Kornhauser of *Thomas Cole’s Journey: Atlantic Crossings* at the Metropolitan Museum of Art and the National Gallery in London in 2018. Earlier this spring he delivered the Paul Mellon Lectures at the National Gallery, London, on “Global Landscape in an Age of Empire.”

**Geoff Kaplan** of General Working Group has produced projects for a range of academic and cultural institutions, including the Museum of Modern Art, New York, Harvard University, and The Museum of Contemporary Art, Los Angeles. His work is included in the permanent collections of the San Francisco Museum of Modern Art and Museum of Modern Art, New York, and he has exhibited internationally. Kaplan received his MFA from Cranbrook Academy of Art. He is a Graphic Design Critic, Yale University School of Art, and previously was the Frank Stanton Chair in Graphic Design at Cooper Union. Kaplan wrote, edited, and designed *Power of the People: The Graphic Design of Radical Press and the Rise of the Counter-Culture, 1964–1974* (University of Chicago Press, 2013), and is currently at work on a history of graphic design pedagogy. Kaplan is one of the three co-founders of no place press, distributed by MIT Press.

**Allen Hori** is a New York-based graphic designer, principal at bateshori.com, partner at openproject.co, Graphic Design Critic, Yale University School of Art, Master Lecturer at University of the Arts. Hori received his MFA from Cranbrook Academy of Art and a Fulbright to study in the Netherlands. His work has been recognized and published widely. He has lectured at numerous design schools and symposia, and was a Frank Stanton Chair in Graphic Design at Cooper Union. He is a natural selection gardener and French Bulldog devotee.

Design meld: ALLEN HORI and GEOFF KAPLAN

where I’m going but I want to be there: *The Expanding Field of Graphic Design 1900–2020* (Graphic Design Museum, Breda, 2010). He has been a visiting tutor at the Typography Summer School in New York and is currently Graphic Design Senior Critic, Yale University School of Art.

**Julian Bittiner** is an independent designer based in New York, originally from Geneva, Switzerland. He received a BFA in fine art from Art Center College of Design in 1995 and an MFA in graphic design from Yale University School of Art in 2008. His typographically-inflected studio practice centers around a search for meaningful new graphic forms rooted in a specific time and place. Working closely with artists, curators, and cultural institutions on a variety of projects across media, recent commissions have come from Michael Stipe, Jonathan Berger, BoWSE Gallery, Adams and Ollman Gallery, and the Center for Comparative Media at Columbia University. Work and essays have appeared in the periodicals *Soanyway*, *Poster Tribune*, *The Meander*, *Slanted*, *GRAPHIC*, and *Journal of Visual Communication*, as well as in the books *Taking a Line for a Walk: Assignments in Design Education* (Spector, 2014), *Introducing Culture Identities: Design for Museums, Theaters, and Cultural Institutions* (Gestalten, 2013), and *I don’t know*

PAMELA M.  
DEBORAH  
KATHERINE  
SHARON HELMER  
SYDNEY SKELTON  
JAMES MERLE  
FRED  
LORRAINE