

Clara Chirila-Rus



About

I am a Romanian-American graphic design student at ArtEZ University of the Arts in Arnhem, The Netherlands. I put a strong emphasis on experimental ideation and conceptual research processes in my work. My portfolio looks at my conceptual, analytical and visual design abilities, and in-depth knowledge of the graphic design field. I am interested in editorial design, print, multidisciplinary collaborations, and motion graphics.

Education

ArtEZ University of the Arts 2021 - Present
Arnhem, Netherlands
BA Graphic Design

San Jose State University 2020 - 2021
San Jose, CA, USA
BA Graphic Design

Leland High School 2016 - 2020
San Jose, CA, USA

Work Experience

Typeclub FiveThirty Sep 2023 - Present
Arnhem, Netherlands
Student-led Workshop Initiative

SneakerKit Sep - Dec 2023
Arnhem, Netherlands
Videography/Producer

Virtuagym Sep - Nov 2022
Amsterdam, Netherlands
Digital Marketing Intern — US/UK

Eden Housing Feb - Sept 2021
San Jose, CA, USA
Graphic Design Intern

Languages

English Native

German Native

Romanian Native

'bit.map' is a collaborative publication containing essays exploring, analyzing, and responding to various manifestations, characteristics, meanings and effects of online video.

Type & Design Team: Soyoon Cha, Clara Chirila-Rus, Roxana Neacsu, Shiri Wijnhoven

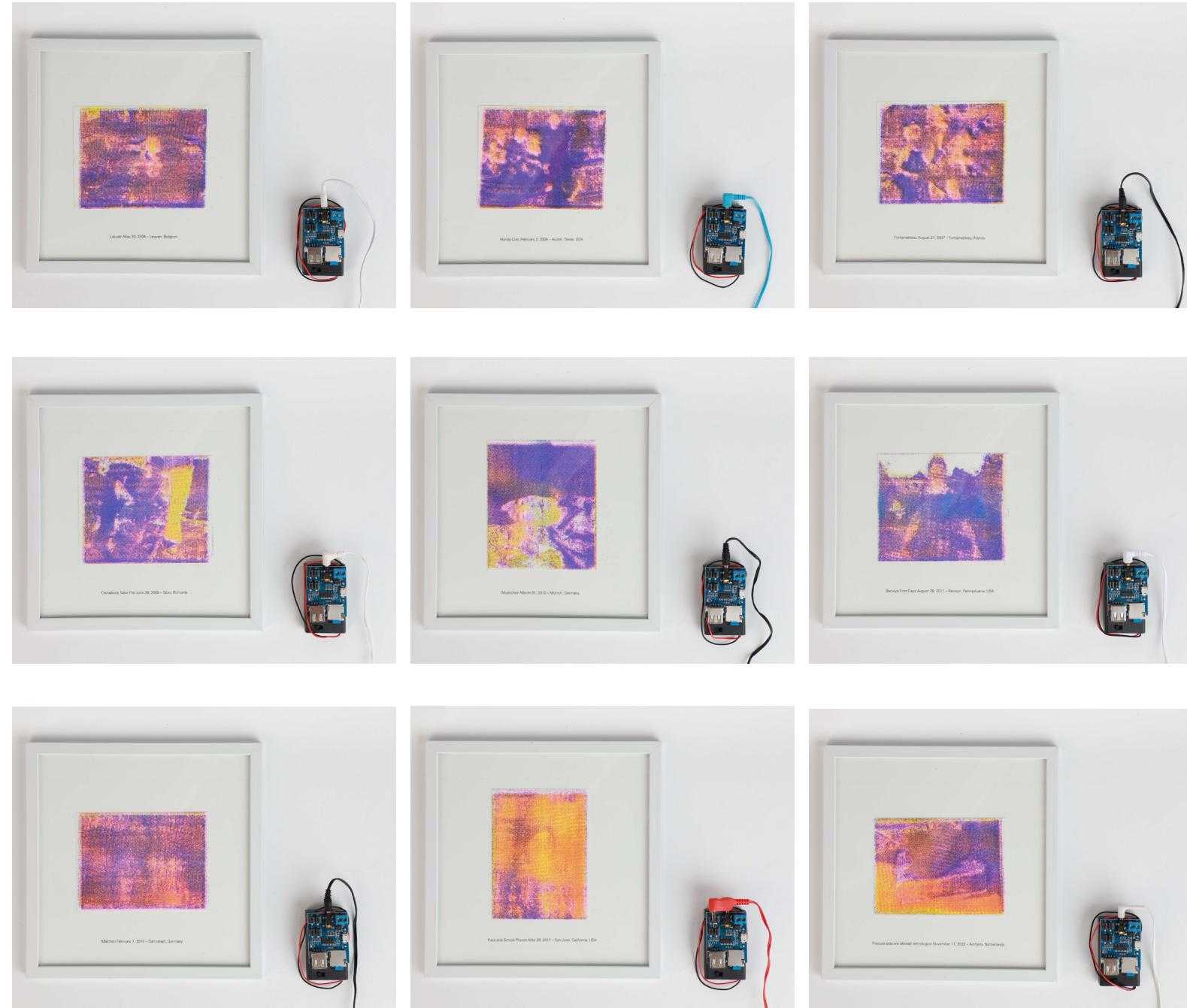
Typeface: Arial Narrow, Venusta

Paper: Multi Offset



Me, my sisters, my parents, my dog, and a brand new American car.

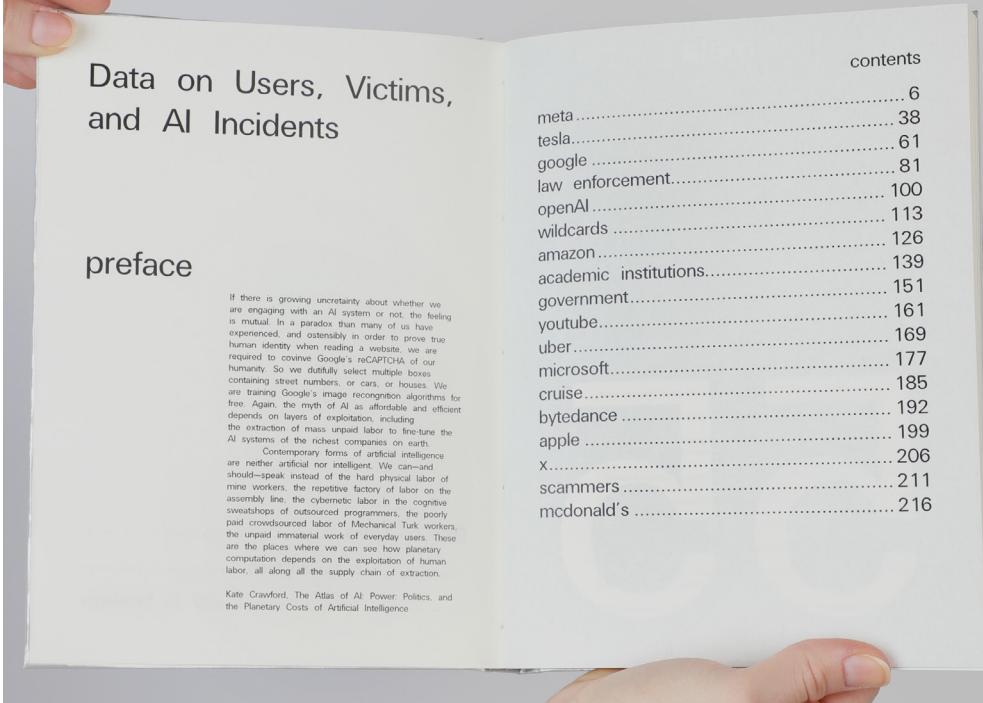
'Me, my sisters, my parents, my dog, and a brand new American car.' is a mixed-media installation consisting of 9 Risograph prints narrated by Clara, exploring the question of how we carry cultural identity across time and space. Each riso print is a an abstracted result of a digital image from the Chirila-Rus family image archive. 81 risographs were produced in the making of the 9 final exhibited images.



Data on Users, Victims, and AI Incidents

'Data on Users, Victims, and AI Incidents' is a book contrasting victims of AI incidents and the purveyors of those systems. This is the online dataset from AI Incidents Database (<https://incidentdatabase.ai>) typeset, designed, printed, and bound into a book.

Typeface: Universal-Regular
Cover Paper: Chromolux
Metallic Zilver
Body Paper: Munken Pure



preface

If there is growing uncertainty about whether we are among the winners or losers, if that uncertainty is mutual. In a paradox than many of us have experienced, and ostensibly in order to prove true human identity when reading a website, we are required to prove Google's reCAPTCHAs of our humanity. We dutifully select multiple boxes containing distorted letters or numbers. We are training Google's image recognition algorithms for free. Again, the myth of AI as affordably and efficiently depends on layers of exploitation, including the extraction of mass unpaid labor to fine-tune the AI systems of the richest companies on earth.

Companies that profit off of artificial intelligence are neither artificial nor intelligent. They do not think and speak instead of the hard physical labor of mine workers, the repetitive factory labor on the assembly line, the cybertech labor in the cognitive sweatshops of outsourced programmers, the poorly paid crowdsourced labor of Mechanical Turk workers, the algorithmic world of everyday users. These are the places where we can see how planetary computation depends on the exploitation of human labor, all along the supply chain of extraction.

Kate Crawford, The Atlas of AI: Power, Politics, and the Planetary Costs of Artificial Intelligence

This section of the book displays a table of AI-related incidents in San Francisco, categorized by date and type (INCIDENT, CRIME). The data includes details such as the date, title, and a brief description of the event.

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4/7/2021	New York City Low Income Communities
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4/7/2021	The New York Police Department canceled a contract to use Boston-based company RiskSpot following public backlash
4/18/2015	Oakland Residents
4/18/2015	Predictive Policing Basis of Profiling
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LetterpressNeue

LetterpressNeue' is a variable font based on analog explorations using experimental, modular letterpress units, translated digitally into glyphs.

Made in collaboration with
Soyoon Cha.

Weight 10



Weight 500



Weight 1000



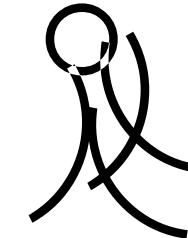
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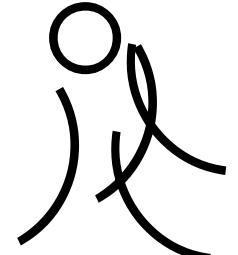
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Weight 500



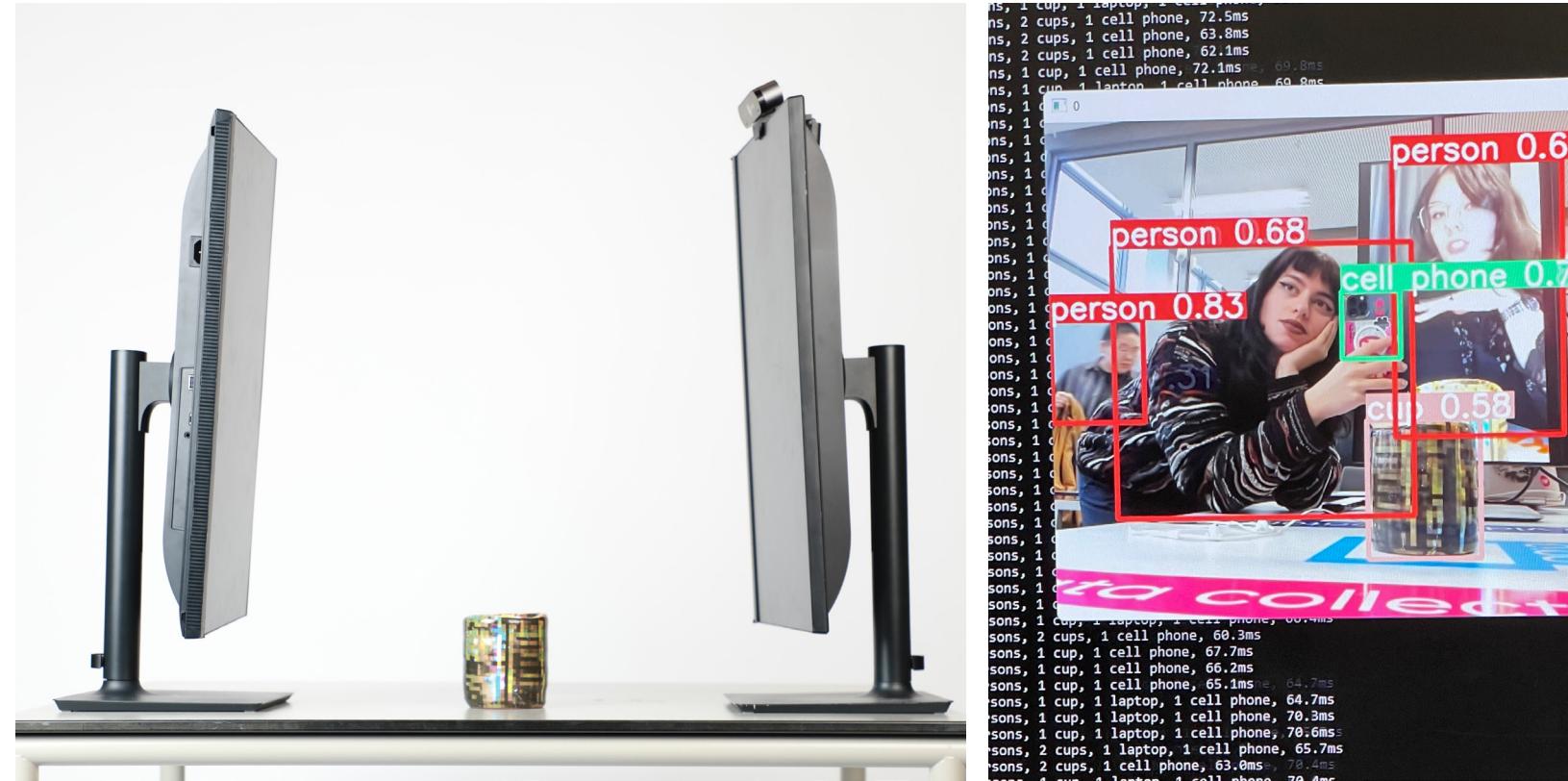
Weight 750



Weight 1000

Dear Data Collector,

'Dear Data Collector,' highlights the contradiction between the manifestation of online identity, and the lack of autonomy over our digital bodies. The installation offers a tangible perspective on the role of the data collector, the online video creator, and data points [users] in the digital realm. The work features a mug screen-printed with ceramic glaze, a series of anecdotal online videos, and YOLOv5, an image classification algorithm. The pattern on the mug is an adversarial patch, a pattern that defeats object classification in facial recognition algorithms. By preventing the data collector from identifying data points in the online video, the experience between the user and the creator reaches a truer level of intimacy.



Adversarial patch developed by:
Pintor, Maura, et al. "ImageNet-Patch: A Dataset for Benchmarking Machine Learning Robustness Against Adversarial Patches." *Pattern Recognition*, vol. 134, Feb. 2023, p. 109064. <https://doi.org/10.1016/j.patcog.2022.109064>.

A screenshot of a TikTok profile for 'deardatacollector'. The profile has 0 following, 3 followers, and 44 likes. It features a bio link to http://claracr.com. The feed shows six short video clips of a person holding a mug with an adversarial patch. The first video has 536 likes, the second has 510 likes, the third has 537 likes, the fourth has 531 likes, the fifth has 535 likes, and the sixth has 527 likes.

FiveThirty TypeClub

FiveThirty TypeClub is a student-led initiative focused on workshops and studies on type. The workshops hosted by FiveThirty encourage cross-department collaboration as well as play within the infrastructure of typography. We design systems, prompts, and curate materials to be explored.

Team: Joshua van Blijderveen, Soyoon Cha, Clara Chirila-Rus, Joy Chung, Gilles Goosen, and Jonas Riemersma

IG: @fivethirty.today

