dezine

GRAPHICALLY SPEAKING

PILOT

ISSUE

JONATHAN CORREA

A designer born in Colombia, raised in the city that never sleeps, now living in Montréal.

I am a creative with a passion for art & design. Always Dreaming. Analyzing. Evolving. Creating (sustainably of course). I hope that there will be many more issues to come. It would be great to see new design students stepping into the program with a copy of deZine and adding a piece of themselves to it, graphically speaking.

CONTRIBUTORS

JOSH CHEVALIER

Brand new to Concordia, hail from friendly Halifax. My niche is all over the place, but I am into renewable energy gadgetry these days (if you are like-minded, chase me down!). If I could give you some Montréal design advice: Make it warmer!

I hope the zine would grow, adding new student related sections, and an online connection so everyone can easily submit their work or vote for others. In the end, it would become the CART/DART must-know for all events and cool things alike.

ADA CHAN

Coming back to school after a number of years working as a graphic designer certainly opened my eyes and appreciate the various school projects in a much different light. The creative allowance and opportunities that can emerge from deZine is limitless. This is a great outlet for students to explore their creativity without the controls of a work setting. I urge all CART/DART students to participate or make contributions at least once before leaving school.

MAHA ABUTALEB

With an interior design background, my interests reside in design issues and specifically industrial design and I wish to gain a wider perspective about the field and its impact on life. I hope this project will flourish and become the magazine of reference for CART/DART students. It will be even better if it can reach the greater Concordia populace as well as the metropolitan area of Montreal.

DANIEL ROBERTS

Part-time interaction designer, full-time student, painter, photographer, electronics geek, with a lifetime spent in CART already. I have a passion for student initiatives such as Dezine, and have spent the majority of my time here at Concordia advocating for and attempting to promote student culture.

HELLO WORLD !!

We the editors would like to welcome you to the pilot issue of Dezine, a zine representing student culture and work in the Department of Design and Computation Arts at Concordia University.

This project was spawned as a class assignment for DART 391, but after many hours of sweat and hard work, we feel that it has potential beyond the confines of a class project.

If you would like to get involved in writing or designing for the magazine, or would like to have your work featured in future issues, please get in touch with us at cartdartzine@gmail.com.

Founders and Editors of Dezine Magazine
Pilot Issue, November 2, 2010

"Vox Pluralis is a musical performance system for augmented singing consisting of
a conductive fabric sensor glove that continuously parametrizes realtime vocal manipulation."

Vox Pluralis
Morgan Sutherland, Finn Upham

Completed for MUMT307
musical computer interface,
sound processing system
April 2010

MONTRÉAL

UNESCO CITY OF DESIGN

Montréal, Berlin, Buenos Aires, Kobe, Nagoya, Shenzhen and Shanghai. UNESCO calls these the official international cities of design. Look down, now look up; where are you? You're in Montréal.

A few years ago Montréal was named a UNESCO official "City of Design". This changes things. Officially, we're leaders in the world of design. Almost 2/3s of Quebec's entire design industry resides in our city. As students of design, we're currently living and learning in a thriving, bloodthirsty community of creative minds and amazing potential. Hosting four major universities, and some 20 college-level teaching institutions, it's a big city, and it's okay to be a little reserved when it comes to all the opportunities around Montréal. But don't worry; we've got you covered.

There's a massive design economy here in Montréal.

It's estimated to generate over 20k jobs and $700 million in benefits just for the city alone. With this much money coming in, the industry is plump with plenty for a young designer to keep busy. We all know the big places to go like the '67 Expo biosphere, Habitat housing and a few others (which you

"Almost 2/3s of Quebec's entire design industry resides in our city."

should visit if you haven't yet). There are tons of bigwig design firms and companies you need to visit if you want to even dream of getting that internship. We suggest visiting so often that the staff brews extra coffee knowing the days you're by. Check out the International Design Alliance, EA (Electronic Arts) Montréal, and a list of others we'll include in the calendar section of this zine. If you want to learn from past successes, check out some of the local galleries around town. We've got too many to mention them all (again, we'll list some in the calendar). There are also tons of events and competitions going on all year round. Competitions you say? Yes. You can win free stuff, and get sweet portfolio pieces as consolation. Design de Ville | Ville de Design and Commerce Design Montréal put on competitions around the board, so check their sites often. Official "Montréal" competitions like ones put on by Commerce Design Montréal are great to get exposure, because they often put on competitions and events aimed at making Montréal merchants more aware of the benefits of investing in the design community. What that basically means: First come, first serve.

EXTRA CREDITS!!!
(not really, good impression tho...)

"SPEAKER SERIES"
on campus every other
WEDNESDAYS

FREE FREE FREE
Expozine
November 13 and 14, 12pm–6pm
5035 St-Dominique.
Montreal's annual small press,
comic and zine fair.
www.expozine.ca

COOL DESIGN
OBJETS SHOP
www.jamaisassez.com
5155 St. Laurent
5145093709

AFTER

Hey man,
you hanging around
this FEB for
NUIT BLANCHE?
fyi. Julie's going!
www.montrealenlumiere.com

WWW.
DESIGNER
TOOLBOX
.COM

NOTE TO SELF

- Design month is MAY in MTL.
- RENT!!
- Get Toilet Paper

404 ERROR:
The Object is not Online

Nov. 11, 2010 - Feb. 13, 2011
@ Canadian Centre for
Architecture,
Octagonal Gallery
www.cca.qc.ca

TEDxConcordia
February 12, 2011

tedxconcordia.com/

MUST GO!!

SCHOOL SPECIAL

NEED MORE
Twitter:
@DezineConcordia

Dude, you got to see
this, way too funny.
www.goodfucking
designadvice.com
OH, get some beer
for FRI, I am out of $

CHECK OUT
DESIGN LAB??@
Musée des beaux-arts

The Tribe + The Hermit
Tent Chairs by MTL Designer
Michel Rouleau until NOV. 14. 2010.

Liliane and David M.
Stewart Pavilion
1379 Sherbrooke Street West

www.mbam.qc.ca/

The Designer Footprint Effect

Life as a Designer begins in school and each footprint you make now affects you and your Designer self down the road.

YOU ARE NOT in the **BOX**

School is the best place to learn how to take critiques and do critiques well. Don't just do constructive criticism but learn to listen to what others have to say constructively. Yes, it sounds like somebody stabbing you when the project at hand is literally the fruit of your loins after hours and hours of blood, sweat and sleepless nights. But when you peel off all the bits that sound negative and bad, it can be some of the best critiques and learning experience you will ever have. And of course, learn to do criticism constructively. There are different ways to phrase what you have in mind. Remember all the sleepless nights you had and you don't want to hear anything negative? Well, look here, your peers had exactly the same thing. Say something positive that will add to your peer's work.

THINK/DO OUTSIDE
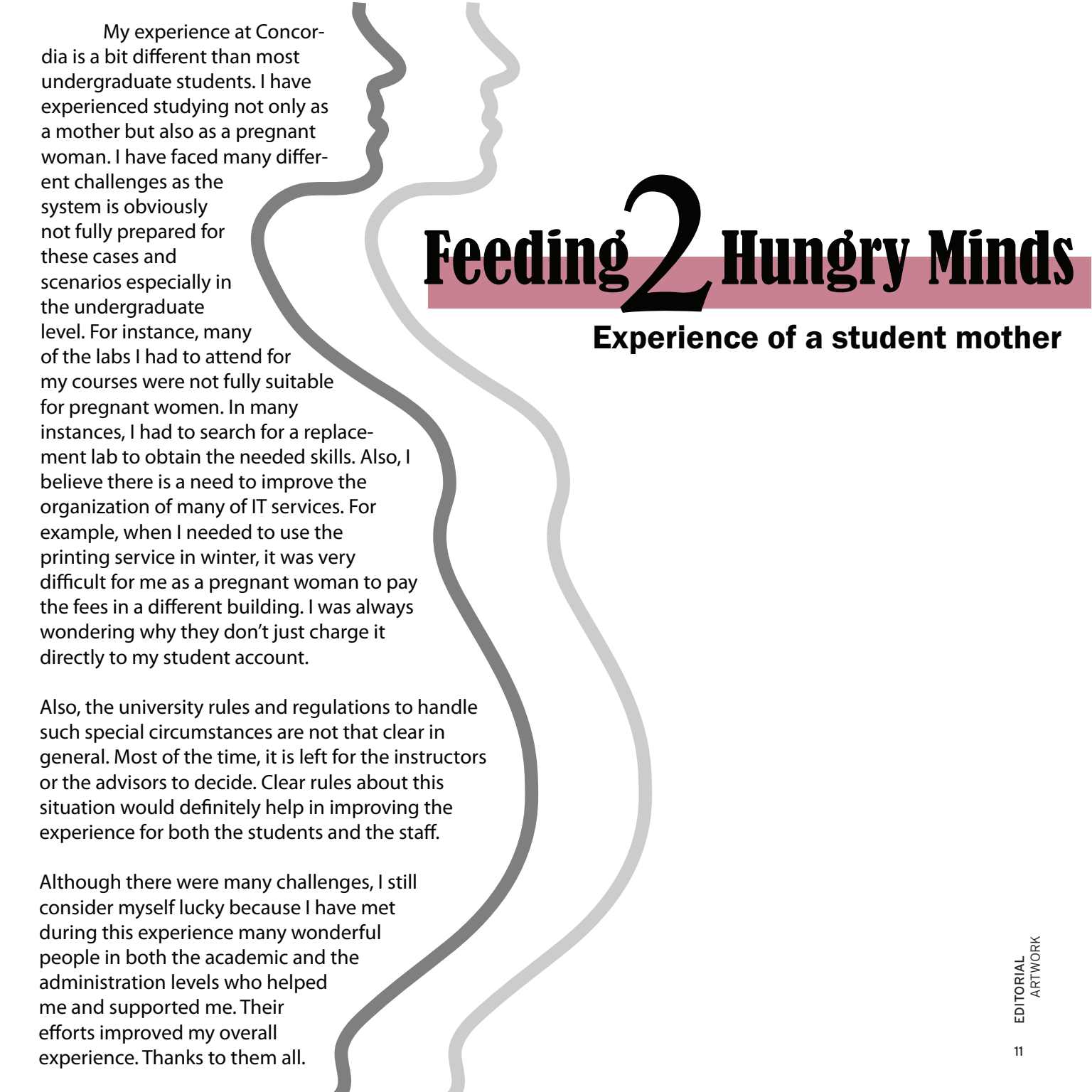
Imagine yourself being in the same social circle your whole life. Maybe you've grown a bit but not that much since everyone in the circle thinks and work in somewhat the same way. There are so many different people and talent within a class year and with transfer students on top of that, why not collaborate out of your usual circle? You might be surprise the classmate sitting next to you is someone who have worked in the field for years but decided to come back to school. Picture all the pointers he or she might be able to provide or possibly even studio contacts. These are your peers and they have some great assets you can probably learn from.

ALWAYS RIGHT

DON'T JUST

EAT DRINK BREATH SLEEP SHITE } DESIGN

LOSE YOUR EGO

All of it! Ok, maybe not all of it. You probably have your mindset and you are not that easy to convince. But I assure you with these wise words of the Far East "There will always be a mountain higher than the one you are standing on". There will always be someone better than you in Photoshop. There will always be a better idea. There will always be another way. Learn to take a step back and see the big picture because your way is not the only way. Understand that the circle is pretty small and words get around and it follows you around. It only takes one time for your attitude whether it is stubbornness, closed-mindedness, or what have you to ruin everything. Everything means other designers don't want to work with you again.

Your world will be very very very small if you do. Learn from a variety of fields and industries because they might have had tackled a design challenge that you can learn from and apply the same idea in your work. Read your newspapers and magazines and see what is happening in the world today. Take what you find out as your instructions and then see the different possibilities design can do to make improvements.

My experience at Concordia is a bit different than most undergraduate students. I have experienced studying not only as a mother but also as a pregnant woman. I have faced many different challenges as the system is obviously not fully prepared for these cases and scenarios especially in the undergraduate level. For instance, many of the labs I had to attend for my courses were not fully suitable for pregnant women. In many instances, I had to search for a replacement lab to obtain the needed skills. Also, I believe there is a need to improve the organization of many of IT services. For example, when I needed to use the printing service in winter, it was very difficult for me as a pregnant woman to pay the fees in a different building. I was always wondering why they don't just charge it directly to my student account.

Also, the university rules and regulations to handle such special circumstances are not that clear in general. Most of the time, it is left for the instructors or the advisors to decide. Clear rules about this situation would definitely help in improving the experience for both the students and the staff.

Although there were many challenges, I still consider myself lucky because I have met during this experience many wonderful people in both the academic and the administration levels who helped me and supported me. Their efforts improved my overall experience. Thanks to them all.

Feeding 2 Hungry Minds

Experience of a student mother

Brazilian Rosewood Cuff Bracelet
Tiffany Blaise

Completed for DART 291
Brazilian rosewood and metal
Fall 2009

Helicopter ring
Tiffany Blaise

Completed for DART 292
Silver
Winter 2010

DOUBLE

Design at Concordia from two perspectives

Point one perspective

When I began studying design a few years back, I didn't realize the amount of devotion, sleepless nights, and grueling attention to detail it required. Sure I knew there was a lot going on, but it's really just the tip of the iceberg. One of the huge issues that we're continuously faced with as students of design is time management ("how much can I invest in project A without completely shitting on project B?") and it's a killer when you're trying to get those info graphics perfect before the due in the morning. I can't help you polish that project off, but I can give you some time-saving tips to give you the cream of the crop resources come out on top of your class; maybe not in work quality, but definitely in prep. Readysetgo?

I spent a lot of time online searching for references and design material. Now that I look back on it, I realize that I could have exposed myself to a lot of great work if I had been checking out more specified areas.

Grad student work is a great resource to finding strong design that you might not have known about. Take a look at the kinds of books and sites they're referencing. They've been studying and searching for good material just as much as you have, but for the last 4 years. There's always something to learn from experience. If you're working in 3d construction, technicians are an often under-valued information resource. Get to know them quickly—not just the caretakers of metal, wood and plastics shops—go to fabrics, the print shop, ceramics, photography; befriend all the technicians you can. These guys have been helping out students, finding solutions to art and

design problems for years. If you're trying to figure out how something could work, they may known of multiple ways to give you the best existing solutions if you're tripping over a problem. On top of that, it won't hurt to make allies with fellow students who are creating work in other mediums too. Who knows when you'll need a project sewn or documented. These are a few simple things you can do to cut project "think" time down, and will definitely help to upgrade the quality of work you're producing. Hell, you'll even have some extra time to grab beers before the deadline.

Point two perspective

I'm one of those career undergrads. I'd like to think that I'm somewhat like Van Wilder, but life is so much more boring than Hollywood, and probably the only link is in how long I will have been in school by the time I graduate. This is my 5th year in Computation Arts, for a variety of reasons, including being from Ontario, working throughout my studies, dropping some classes and participating in the Co-op program. Yeah, we have a Co-op, just like the engineers, but probably nobody has heard about it. Basically, you get a job.

Sounds like fun, eh? If you'll allow me to pop my dentures out and take the role of the grandpa rocking on the porch, I will tell you a story about back in my day. When I first started at Concordia, there was no Café X, the student lounge on the 7th floor was a classroom and the only area for students to congregate were the red chairs on the 5th floor. We had to walk up the stairs to class, both ways. I came into the program thinking I was going to be trained to be a web designer, with dreams of fame and fortune awaiting me in California. I'm still not 100% sure what Computation Arts is all about, but I realize now, it actually has very little to do with being a web designer. People ask me at parties, "So, what do you take in school?". Then there is

> I realize that I could have exposed myself to a lot of great work if I had been checking out more specified areas.

VISION

an awkward pause while I evaluate if they want to spend the next 20 minutes trying to understand what we do in Computational Art. "Um, I do like design... and stuff..." is the usual answer.

So what is it exactly that we do in Computation Arts? I waited about a year before I realized that they weren't going to teach me Photoshop, that there is no HTML 101. In some classes, we sit around and talk about philosophy. In other classes, we do motion graphics with typography. Two people can take the same course code with two separate professors, and learn completely different things. I don't have a definitive answer for what Computation Arts is all about, but I can tell you what it means to me. Cart isn't about design for the web; it's about design for post-web. Or perhaps design for a web of things, rather than a web of sites. What I mean by this is of course the fun that is physical computing, embedding within objects the ability to communicate wirelessly, to be aware of their surroundings, and to affect their surroundings. These objects could be anything. They could be multimedia; projections or audio environments; they could be architecture, or they could be toys. They could be our cell phones, or they could be whatever we use after cell phones.

The job opportunities are almost endless. There is so much more out there beyond creating web sites. Moment Factory is a well-known example that comes to mind immediately, creating responsive multimedia stage shows for bands like Nine Inch Nails, and installation projects across the world. There are overlaps with dance and theatre. There are job opportunities in video game creation, including 3D design, but going well beyond that into sound environments, concept creation and numerous other fascinating jobs.

The resources at Concordia, as well, are almost endless. We are lucky to have a department who is responsive to our needs. We told them we

needed more student space, and while it took some time, it happened eventually. There is money flowing through the university. Have a good idea? You can probably get it funded. The workshops are well equipped, with friendly staff. Remember those odd places you visited when you did your official school tour? Go there. Talk to the

Cart isn't about design for the web; it's about design for post-web.

people at the wood shop, the metal shop, and the plastic shop. They have workshops and tutorials. Learn how to weld. We have 3D printers and rapid prototyping plastic machines. There are top-notch research groups here; Hexagram, Topological Media Lab, and more. Check them out; there is often room to get involved. If you have a CDA membership, you can reserve one of the almost 20 well-equipped private workstations on the 5th floor. These are great spaces to get some work done in a quiet environment, and are equipped with good computers, and often state of the art audio and video editing suites. Half the students I've talked to don't even know they exist. Also, just for the record, there is a staircase that connects the 7th and 8th floor.
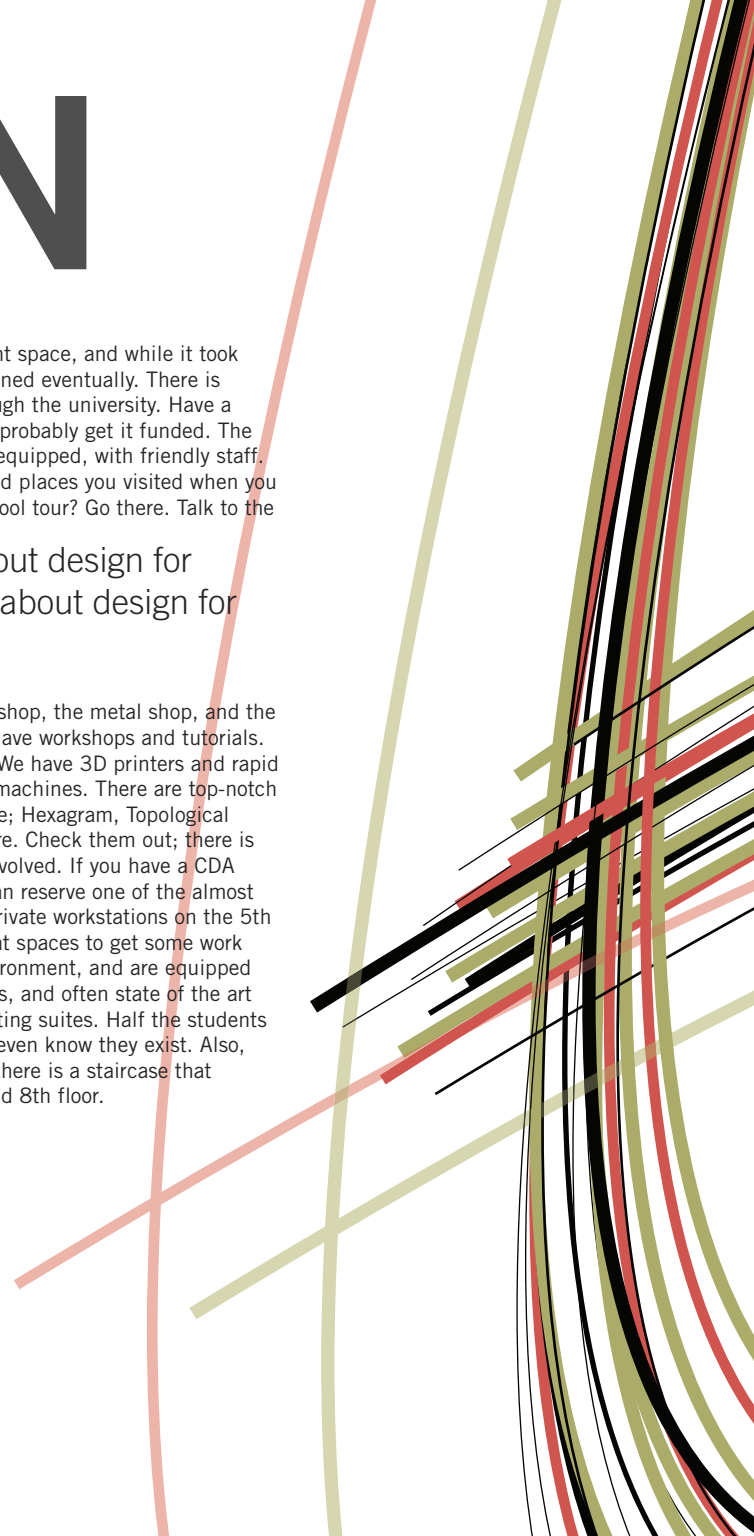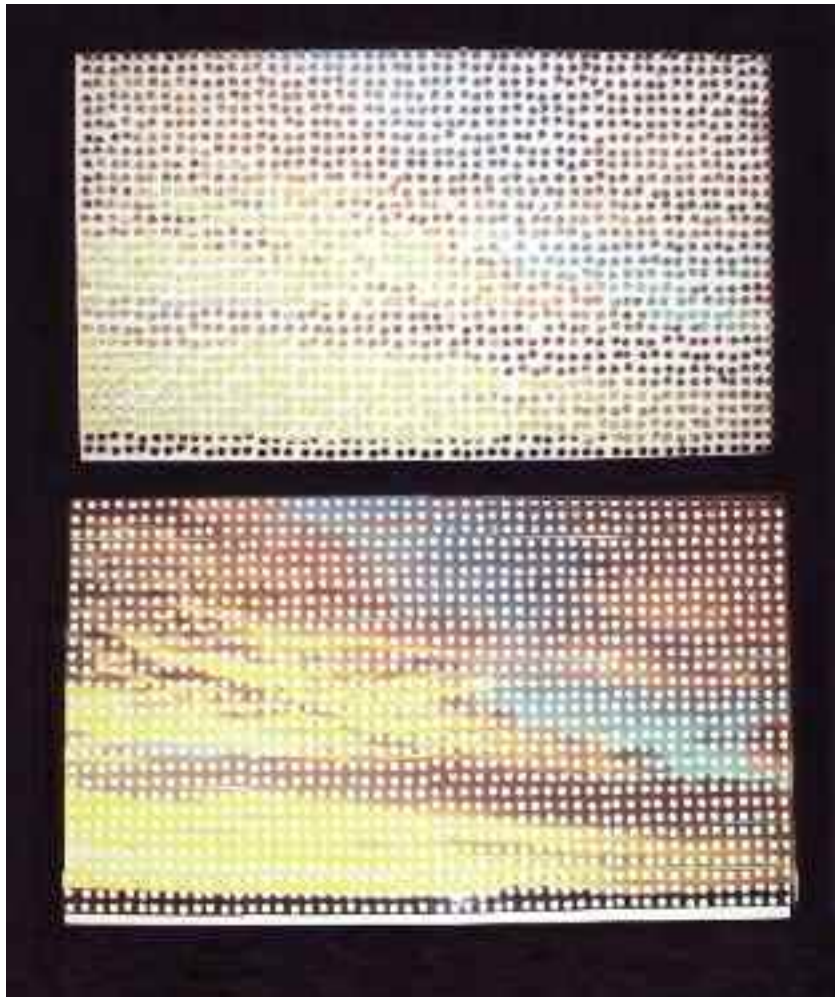
Kata Tjuta Sunset - 1560 Punaises
Juliane Charbonneau

Photographie, 1560 punaises,
vernis, foamcore
2010

It's a Magazine!

We present to you Dezine! The proud parents welcome the first issue, printed November 11 at 4:59pm. Dezine weighed in at 1 pound 2 oz. with a healthy height and width of 8 in.

With over 200 hours in labour, we would like to thank everyone who helped to make this magazine possible, and create a space for our little one to grow in years to come...