

# ALGORITHMIC ARCHIVE

Process Book

# Design Research - Partner Institutions Pt 1

## Tag Lines

1. San José Museum of Art
  - i. A nurturing environment for the appreciation of art
2. San José Institute of Contemporary Art
  - i. Staying relevant on urgent issues
3. Knight Foundation
  - i. Evolving service for communities through technology and information engagement
4. Zero1
  - i. Addressing social challenges by emerging media/digital art globally.
5. San José State University
  - i. Powering Silicon Valley
6. Leonardo Press
  - i. Where art, science and technology converge

# Design Research - Partner Institutions Pt 2

3 Synthesis Slides combining research from the following presentations:

1. 03-Discovery-Student-Presentation-PT1 (SJMA + your 5 key skills)
2. 03-Discovery-Student-Presentation-PT2 (Partner Institutions)
3. Creative Brief - Art 210 - 23S.

Can be found through email and Google Docs

One slide each for

1. Project Vision
2. Project Goals
3. Project Audience

# Design Research - Project Vision

This project's vision supports a digital management technology art project, a digital exhibition platform, and showcase the best practices of digital management technology and standard artist contracts.

To stimulate the potential of tomorrow's communities by provoking new ideas, experimentation, and creative strategies today.

# Design Research - Project Goals

Through collaborations with different target audiences, this project aims to promote the importance of digital management technology and enhance public understanding and appreciation of culturally relevant art.

The project leverages art, science, and technology to create social change. It also produces community-engaged public art projects and varied skills, from augmented reality, street interventions and robotic sculptural installations to digital building modifications and ephemeral sky art.

What does that mean? This project has been developed to recreate and reauthor digital and non-digital art pieces that are no longer supported digitally or ephemerally in the world we know. We are using New Art City as a hosting platform for potentially forgotten art, giving a new venue for this art to thrive and live again to be appreciated by the digital masses..

# Design Research - Project Audience

The target audience of this project is art enthusiasts and professionals, digital archive managers and curators, as well as museums and art institutions.

The target audience of this project is government officials, academic corporations, and the cultural and diverse communities.



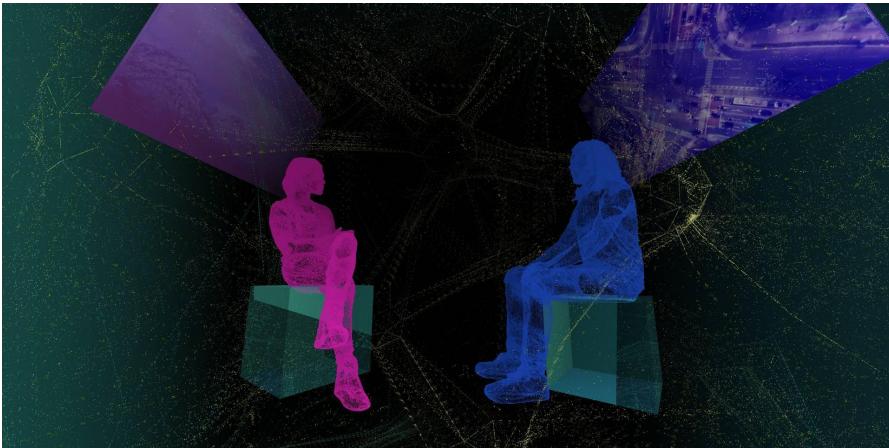
# Ideation Brand Foundation

Keywords and Motivation:

- Dystopian
- Circuitry
- UpCycle
- Modern
- Professional



# Ideation New Art City Exhibitions



Artist: Luca Lee  
Work Title: Metamorphosis



Artist: Enrique Lobo  
Work Title: The Cave Gallery



# Ideation New Art City Exhibitions



Artist : Joel Cretan  
Work Title :Core of the  
Lazer creamsicle Reaction  
Chamber



Artist: Henrique Fagundes, Sammie  
Veeler, Zhao Tian-lin  
Work Title: The Day We Intertwined



# Ideation Venue & Exhibition



Bascom Library, San Jose



# Ideation Venue & Exhibition



SF MOMA



Emily Pope at Ginny on  
Frederick / London



1933 Old Millfun,  
Shanghai



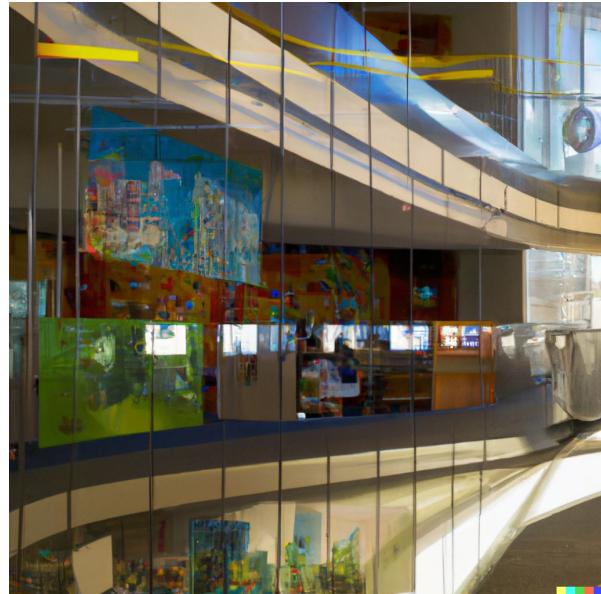
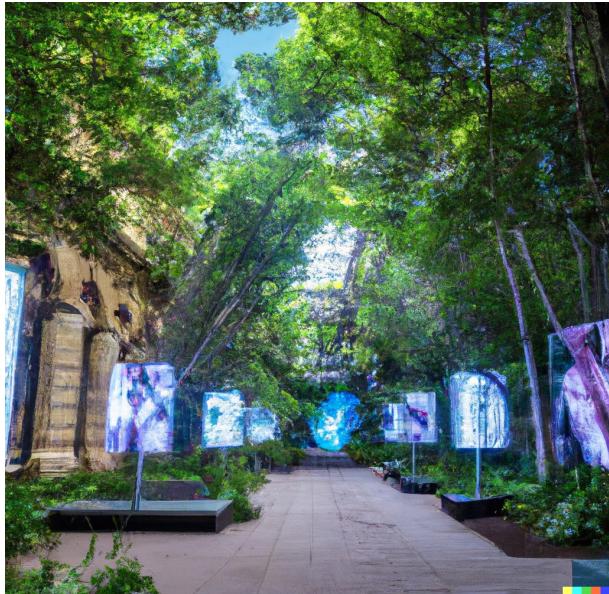
# Ideation Venue & Exhibition



Oakland Museum of California



# Ideation Mockups of an exhibition



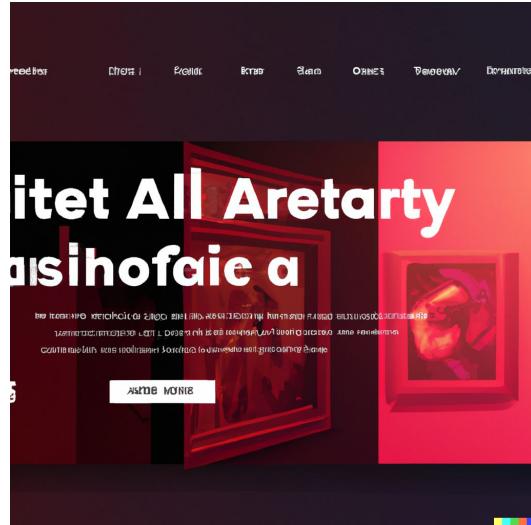
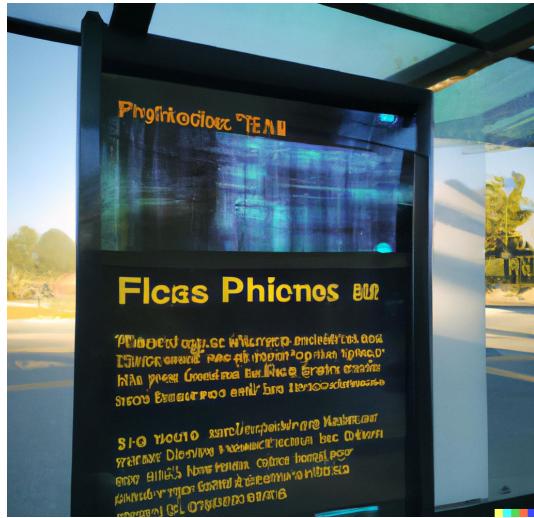


# Ideation Mockups

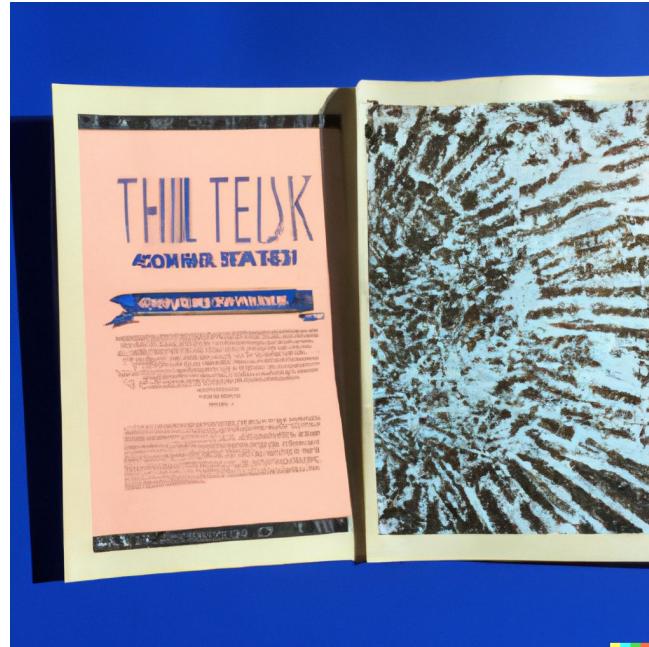




# Ideation Website Design



# Ideation Exhibition Poster/Catalogue/Flyer





# Ideation Exhibition Poster/Catalogue/Flyer





# Ideation Brand Foundation

Names:

- Diagnostically Archived Digital Art
- Algorithmic Archive
- The DMArchive
- Circuitry Overload
- Analog Connections
- Lost Digital Archive
- Disconnected Archive
- Artifacts Vault
- Cyber Archive
- Archived Nostalgia



# Ideation Brand Foundation

Color Pallets:





# Ideation Brand Foundation

Fonts:

**Agency FB**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**Mirlad Pro Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Poiret One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

Fonts:

**PT Serif Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

**BEBAS NEUE BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

**BUNGEE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ01  
23456789**

**Coolvetica Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789



# Ideation Brand Foundation

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- Dystopian
- Circuitry
- UpCycle
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- Professional

The goal is to incorporate the main message, IE the application of archiving Digital Media Art outside the technological era it was produced, with the overall name and branding.

The color pallet represents numerous angles to allow for multiple marketing plans, events, and installations

The Typography gives any designer current or future a quick and malleable foundation to transform and further this project into the future.

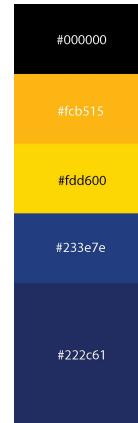


# Ideation Brand Foundation

Beta Deployment: “Lost Digital Archive”

**LOST DIGITAL ARCHIVE**

**LDA**



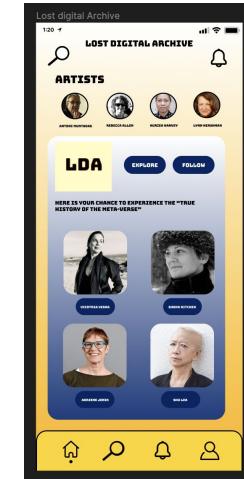
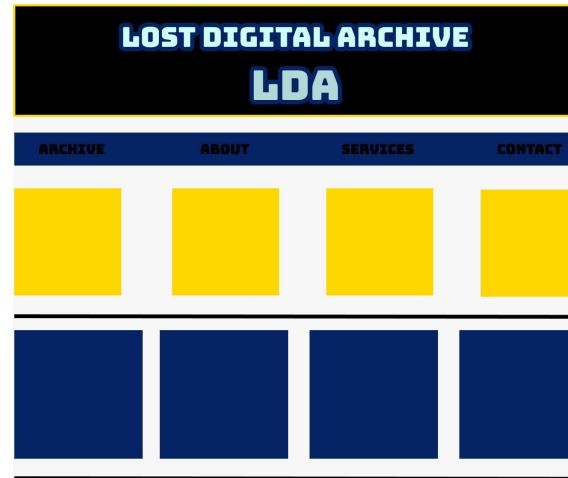
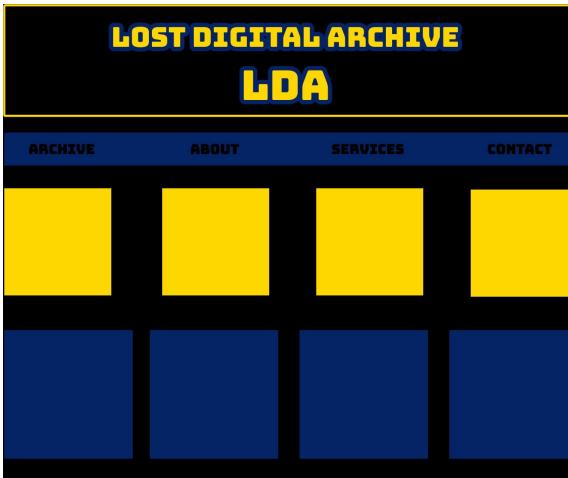
Can Be Applied to All Color Pallets Best With Provided Pallet

Font: Bungee



# Ideation Brand Foundation

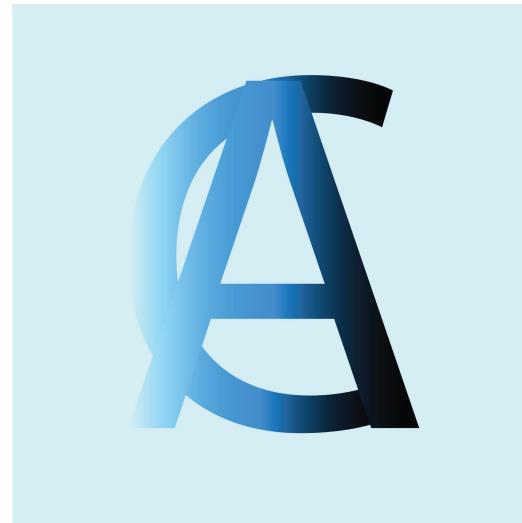
Beta Deployment of Artifacts:





# Ideation Brand Foundation

Beta Deployment: “Cyber Archive”



Font: Miriad Pro Heavy



# Ideation Brand Foundation

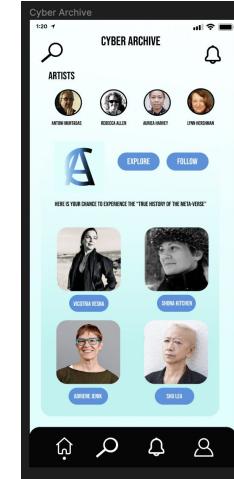
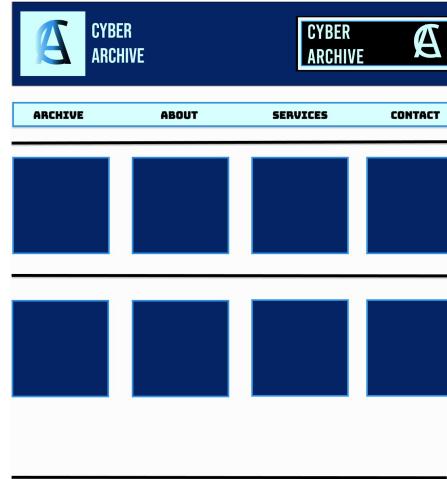
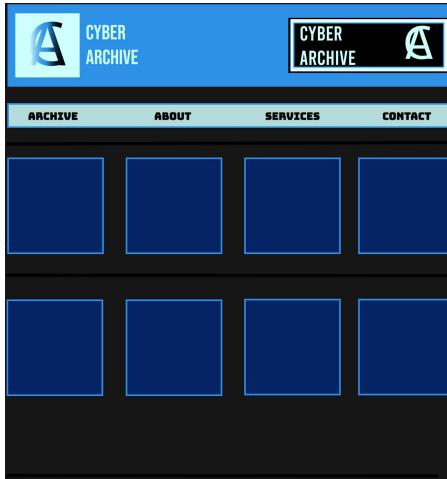
Beta Deployment: “Cyber Archive”





# Ideation Brand Foundation

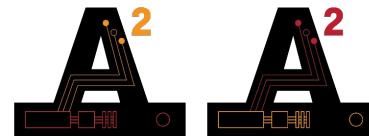
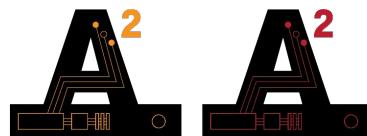
Beta Deployment of Artifacts:





# Ideation Brand Foundation

Beta Deployment of Algorithmic Archive:

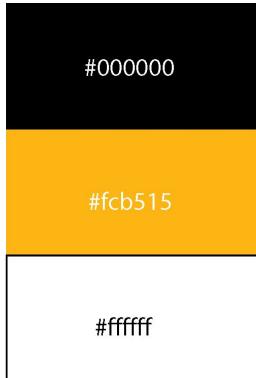


Font Coolvetica Heavy



# Chosen Brand Foundation

Color Pallet:



**Title Font:**

**Coolvetica Heavy - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

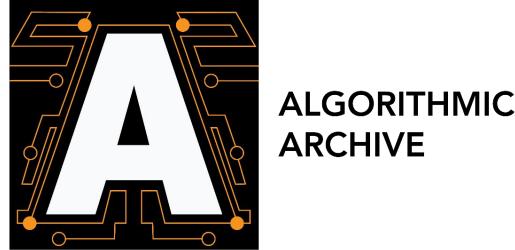
**Secondary Font:**

Avenir Medium - ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789



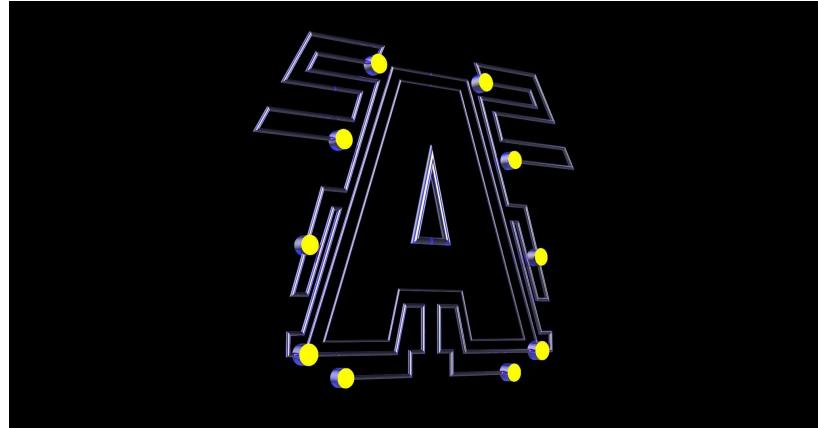
# Chosen Brand Foundation

Logo:





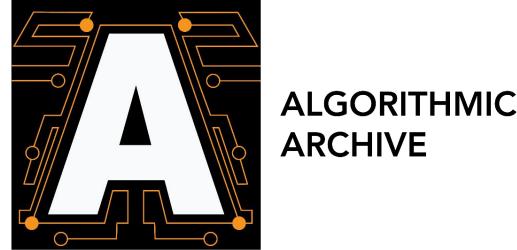
# Chosen Brand Foundation - Ideation





# Chosen Brand Foundation

Logo:





# Brand Foundation

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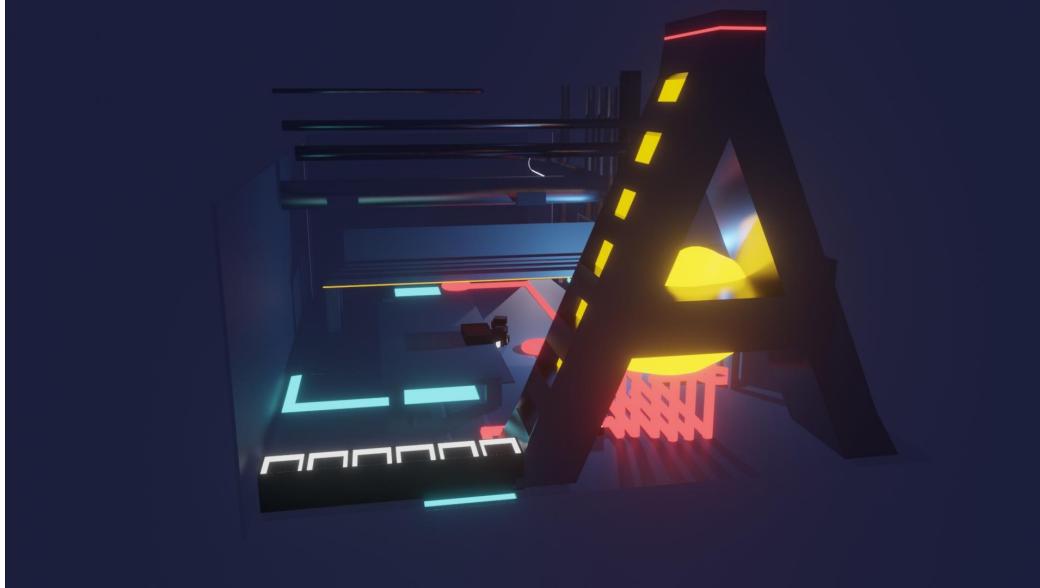
# Deployed Design - Information

In order to deploy proper ground work for this brand to thrive - our team has deployed these assets into production to aid future projects:

- Website
- Online Artifacts
  - Social Media
  - Web
  - Article
- Physical Artifacts
  - Billboard Advertisement
  - Bus Station Advertisement
- Interview Name Cards for Post Production Editing
- 3D Assets for NAC Gallery
- Discussions in Marketing Strategies
- Discussions in Fundraising Opportunities

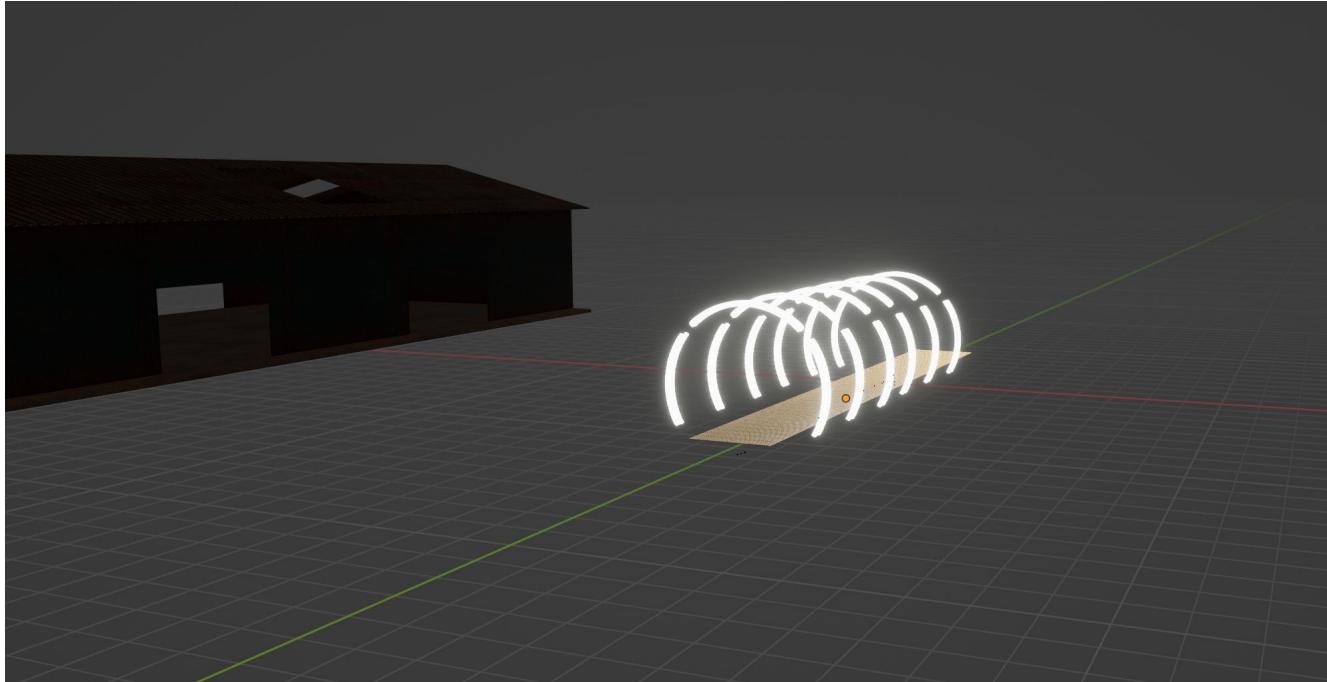


# Deployed Design - 3D Artifacts





# Deployed Design - 3D Artifacts



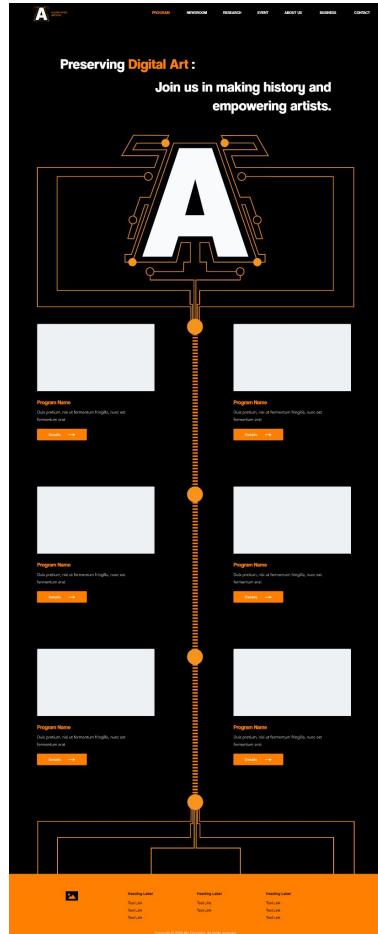


# Deployed Design - 3D Artifacts





# Website Wire Frame





# Deployed Design - Online Artifacts



Algorithmic Archive

[Message](#)

[Follow](#)



...

3 posts

1.5k followers

600 following

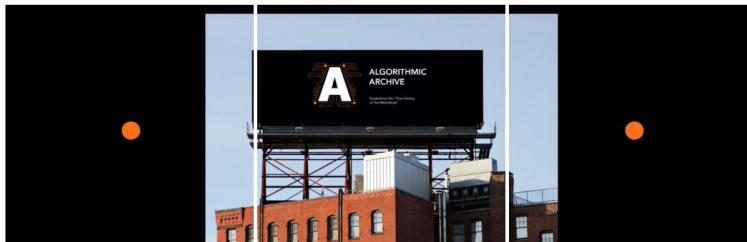
A<sup>2</sup>

The chance to experience the true Metaverse

[algorithmicarchive.org](http://algorithmicarchive.org) - placeholder

POSTS

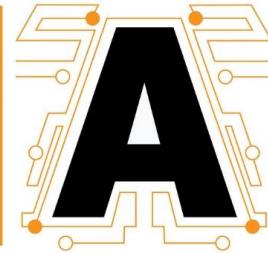
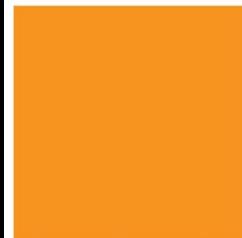
TAGGED



M U L T I

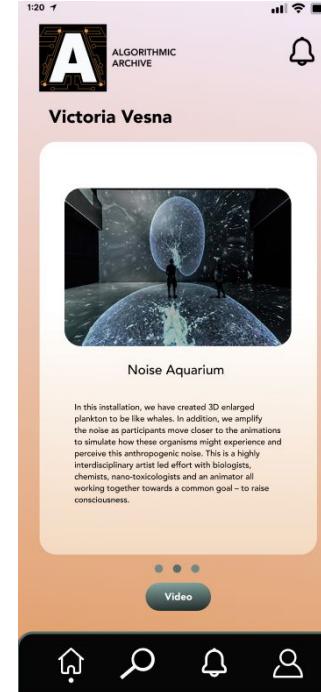
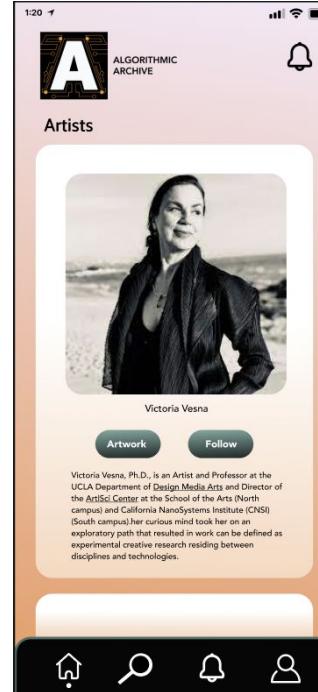
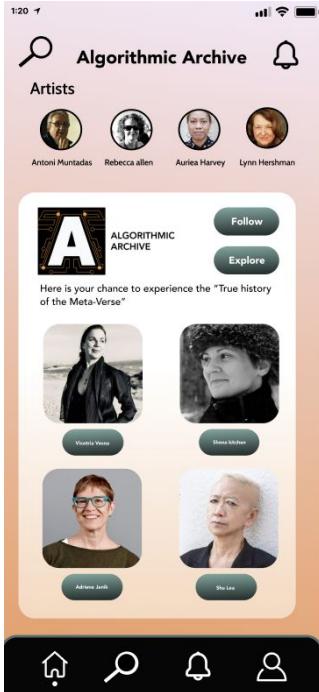
EXPERIENCE  
THE REAL

V E R S E





# Deployed Design - Online Artifacts



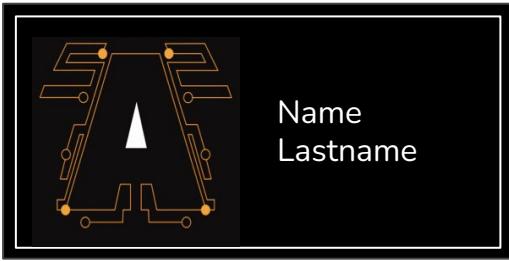


# Deployed Design - Physical Artifacts





# Deployed Design - Interview Artifacts



Name Tag



Printed  
Flier



# Deployed Design - Interview-Joel Slayton





# Marketing/PR Planning - Information

**What should the target audience think?** Our audience shares an understanding that Digital Art is worth archiving, and research and innovation in the field of digital preservation is crucial to the establishment of equitable precedents that empowers artists. We want to shift the precedent of creative technology lacking protocols that empowers artists. We believe that institutionally, SJSU is well situated as a home/coordination hub for this effort.

**What should the target audience feel?** We want to emphasize that our supporters and partners are historically situated, and enabled to take part in making (art) history in an equitable way. We seek to engage those who wish to join us as *Pioneers* in the realm of modern art.

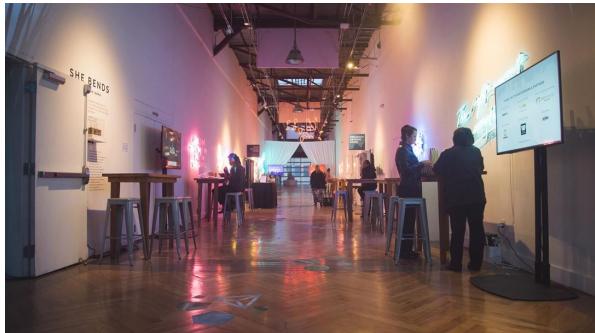
**Political goals:** The political goals of this effort must be effectively communicated, in order to share the opportunity with Silicon Valley lawmakers to be pioneers in this niche. The PR Plan should include seeking commendation from State lawmakers such as Evan Low, Ash Kalra, and Dave Cortese, County lawmakers such as Joe Simitian, who have taken on digital issues before, as well as advocacy groups like San Jose Arts Advocates. Events such as a policy charette with staff from each lawmaker's office as well as artists and academics can help kick-off awareness, as well as communicate to other potential backers that this is a historic undertaking.



# Marketing/PR Planning - Bay Area Location



San Jose Public Library,  
Bascom Branch  
San Jose, CA



The Midway Gallery  
San Francisco, CA



Gray Area  
San Francisco, CA



# Marketing/PR Planning - Secondary Location



Bakersfield  
Museum of Art  
Bakersfield, CA



Downtown  
Reno, NV



Arts and Computational  
Sciences Building  
UC Merced



Contemporary Art Museum  
CSU Long Beach



# Marketing/PR Planning - Final Deployment

Addressing an audience of the local art + media ecosystem, the press release will consist of both a conventional publishable written statement and invitation to a themed community reception event. This will be a means of sharing the project's narrative, and networking with potential arts community supporters, policymakers, artists, and press. The event (potentially funded by Abierto grant and hosted at the Mexico Theater) will serve as:

- the initial means of communicating the project to a general audience
- an opportunity to better integrate project partners and funders, while demonstrating alignment on community values
- a presentational “dry run” opportunity to show the MVP (minimum viable product) for a physical exhibit—perhaps utilizing various scales in reauthoring (projection mapping)
- a springboard to grounded local conversations about the political efforts and critical discourses of this project



The  
Mercury  
News

SAN JOSE  
**spotlight**

**C**  
SVCREATES

Rotary  
Club of San Jose

Metro siliconvalley



Interview with R.  
Holberton