

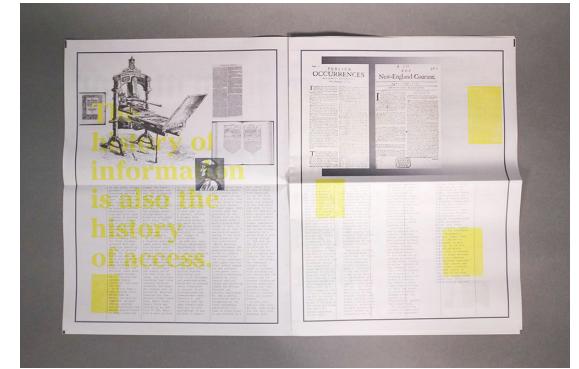
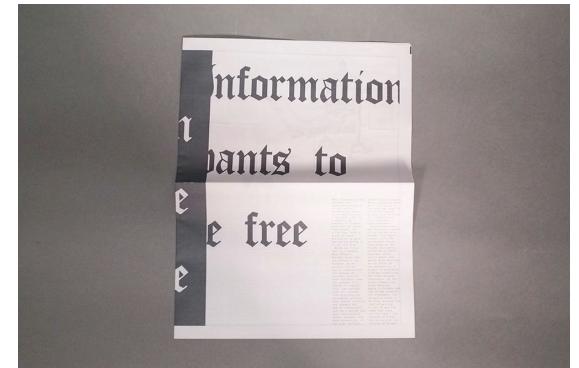
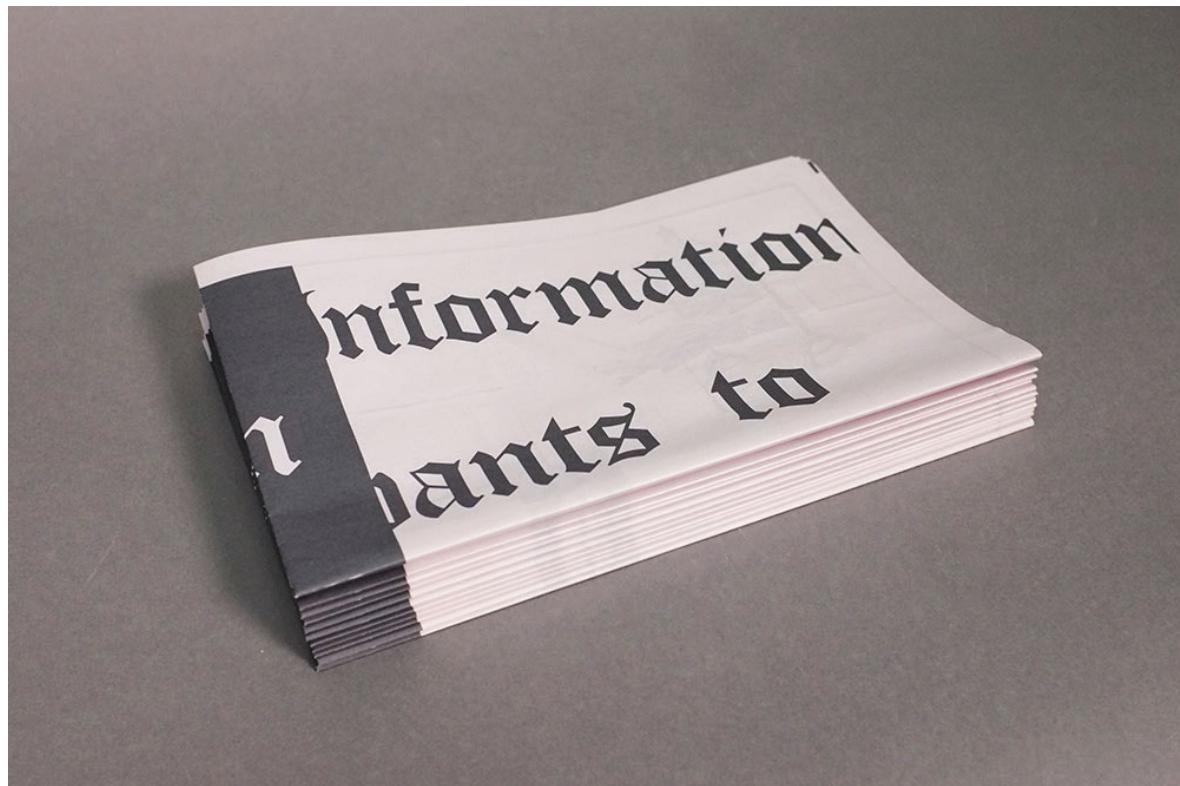
Jarrett Fuller

Graphic Design, etc

Experimental Portfolio

The Information Zine

The Information Zine is an eight-page, two color zine that features an original, 3000 word essay on the history of information distribution and access. This piece, using the form of the zine (a traditional sub-cultural form of distribution), chronicles the complicated history. The form of the zine itself, then, becomes a method of distribution while constantly balancing obstruction and access.



The Information Zine

In addition to the printed newspaper, the essay was also published on a long-scrolling, single serving website. The site borrowed the design language started in the zine and furthers that aesthetic in a digital environment.



In the 1400s, former goldsmith Johannes Gutenberg refined a system of movable type, improving upon the laborious process of

What is the price of information? I typed these words in a text editor, designed the pages in an Adobe product, I uploaded a PDF to a website for a company in Glasgow, gave them my credit card number, and a few days later a stack of these arrived at my door. And now I'm giving them to you for free.

Words are tools. Text is a medium. When Marshall McLuhan wrote that the medium is the message, he explained how the way we communicate—the mediums we use—have just as much influence over the message it's trying to communicate. The mediums used for information distribution throughout history have shaped cultures and changed the way

subvert. What is happening here? Am I clarifying or obstructing? What is our relationship? Do you trust me? This is a publication that uncovers these extremes.

Forty miles from San Francisco, north of the Golden Gate Bridge, lies Marin County. It's 1984 and Stewart Brand, then known as the founder and editor of *The Whole Earth Catalog*—a publication Steve Jobs would later describe as the Bible of his generation, a Google in paperback form—was organizing the first Hackers Conference. At the event, Brand told Steve Wozniak, Apple co-founder and one of the original 150 attendees: "information wants to be free, because the cost

In 1960, in a column for *The New Yorker*, journalist A.J. Liebling wrote what would become his most famous line: "freedom of the press is guaranteed only to those who own one." Liebling argued that those who could afford a printing press had ultimate control over the news media. He believed that the press had to refuse any advertisement or editorial they disagreed with. He worried that the power of distribution was limited to the few wealthy corporations that owned the newspapers.

In October 1990, an American computer scientist named Tim Berners Lee wrote the first protocols for the World Wide Web and the first browser. The World Wide Web is an information space where documents and resources live at unique URLs and referenced with hyperlinks. With the introduction of the web, the world began to feel like the culmination of the information age—the full transition from the industrial revolution to an economy built around information. The world wide web opened up the floodgates of information. With the invention of the personal computer and the internet, the world wide web lowered production costs, sped up delivery times, and increased distribution and readership.

The internet democratized publishing. Anyone could set up a webpage. Blogs, a shorthand term for "web-log," gained popularity in the late 1990s, allowing users to write thoughts, articles, and journals to their own corners of the internet. forums and communities sprung up on a variety of topics. Average people could release their work to the world. Traditional media companies like the Huffington Post, a hybrid blog and newspaper, were started solely online publications. If Liebling, who died in 1963, had lived to see the internet, he'd have lived to

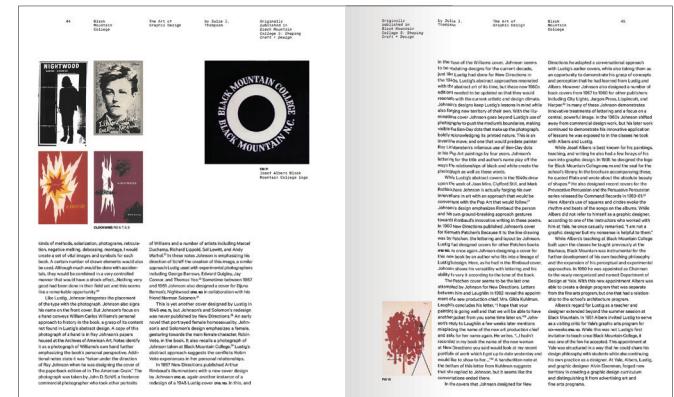
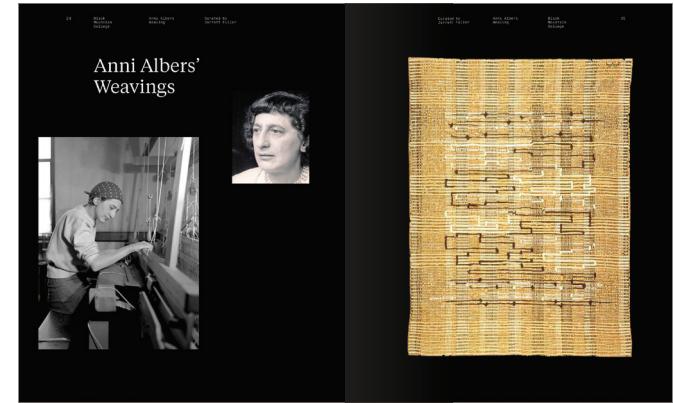
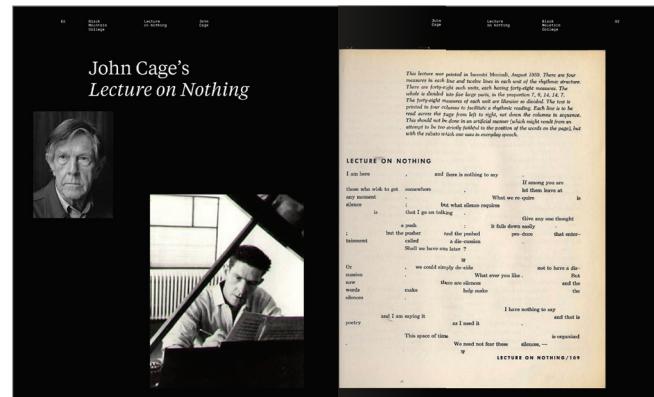
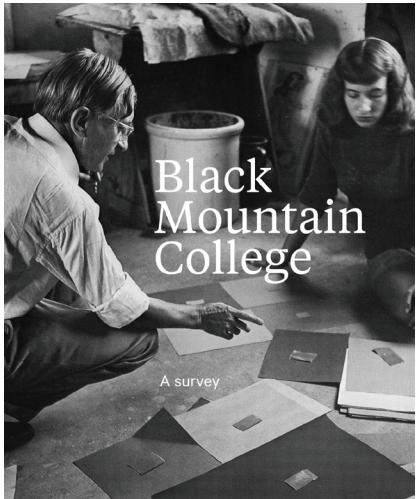
overstay negative or positive messages. In an article titled "Experimentally: Evidence of Massive Scale Emotional Contagion Through Social Networks", Facebook details how if a user sees more positive posts on their Feed, they are more likely to post more positive posts themselves. Conversely, if a user sees negative content, when they post, they're posts will lean negative.

This study illuminated, among other things, that despite the internet's democratization, the information we encounter is still heavily filtered. Information wants to be free, but we still have the power companies can use to filter that way. Most technology companies are built on user data allowing them to serve us the right information at the right time. Facebook frequently has to turn down direct traffic to news sites that publish negative or positive stories. In its News Feed it doesn't want users to see.

In 2013, the company launched internet.org, an initiative to provide internet access to developing countries. In announcing the project, Zuckerberg wrote a piece called "Connectivity is a Human Right" where he laid out the importance of access, not just to the developed world, but also for those with lower

Black Mountain College: A Survey

Black Mountain College: A Survey is a book I designed and edited to showcase the range of art forms and the talent of artists who passed through the experiment art college in its short lifespan. I selected essays from various writers on the school, its students and teachers, and the pedagogical theories as well as curated selections of works from various artists related to the school.



August Art Series

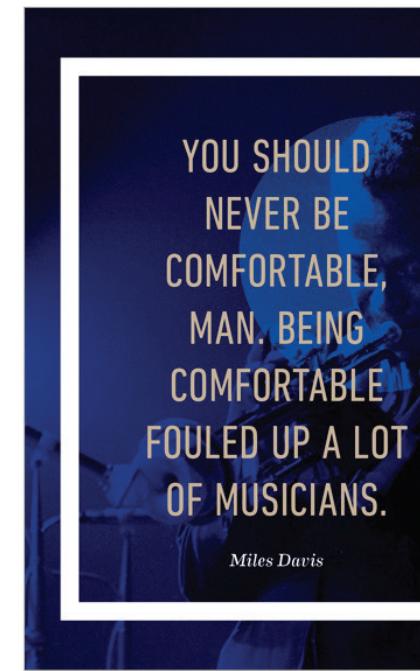
Everyday during August 2014, I challenged myself to make an original piece of art. Each piece had to fit within a square format but could be made in any medium. As the month went on, I worked in illustration, drawing, collage, and photography. The thirty-one pieces I created produced a small collection of visual experiments and responses to artists I admire.



The Five Obstructions

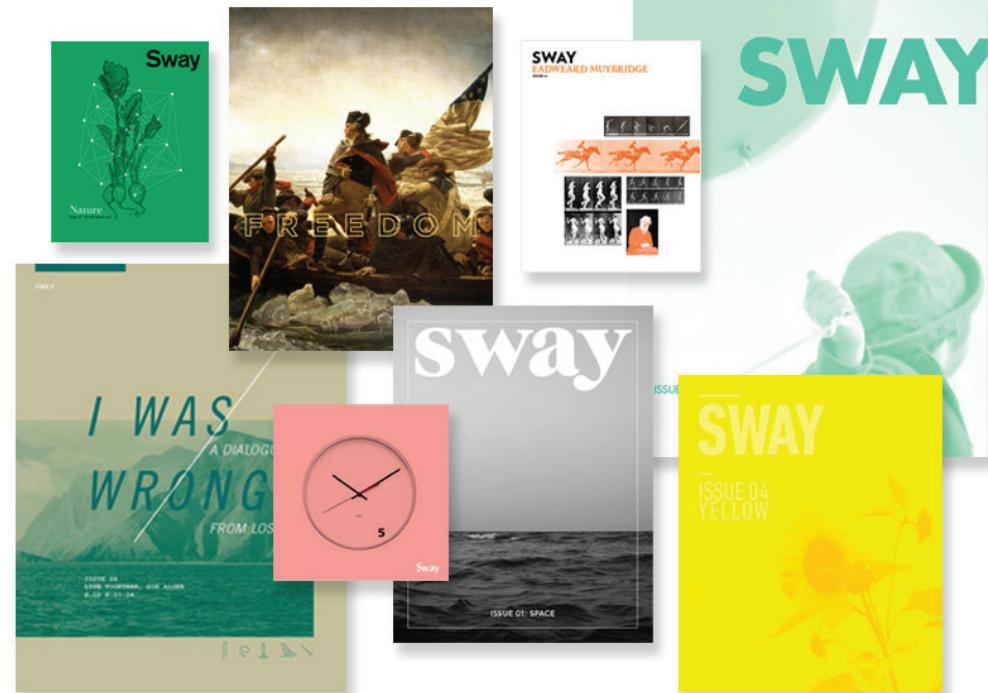
The Five Obstructions is a 2003 Danish film by Lars von Trier and Jørgen Leth. In the film, Von Trier gives Leth, his friend and mentor, the task of remaking The Perfect Human—von Trier's favorite film—five times, each time with a different 'obstruction' (or obstacle) given by von Trier.

In the second episode of the Sway podcast, Rory King and I discussed the *The Five Obstructions* as a framework for a class assignment that forces students to work within constraints to focus on processes, research, and experimentation. We adapted the concept for Sway by selecting a favorite project of each others and then spent five weeks between March 12 and April 30, 2014 to have each other redesign it five times under various constraints. Rory had me rethink my Don't Get Comfortable booklet and I asked him to redesign his identity system for Nuit Noir.



Sway

Sway was an experimental zine I started with Rory King to provide a creative outlet for each of us to explore topics of interest and grow as designers. Each issue of Sway had a predetermined theme and we were given six spreads each to respond in any way we wish to that theme. The six spreads served as our canvas to explore the chosen theme. The zine ran for nine issues between 2012 and 2013.



You Only Go Around Once

DEATH AND NOSTALGIA IN THE FILMS OF WOODY ALLEN

WORDS BY TODD KUSHNERMACH

Woody Allen's career spans over four decades, during which he has directed, acted, and written numerous films. His work often explores themes of memory, loss, and the search for connection. In this spread, we look at some of his most iconic films and how they reflect these universal emotions.

10 SWAY 001: SPACE

ALTHOUGH ISAAC SEES NEW YORK AS A BEAUTIFUL CITY ROOTED IN THE PAST, THE REALITY OF THE PRESENT IS DISAPPOINTING, NOT AT ALL FULFILLING.

11 SWAY 001: SPACE

A Romance of Many Dimensions

TEXT BY LISA ANN WHITE

Edwin A. Abbott's *Flatland: A Romance of Many Dimensions* is a classic science fiction novel that explores the nature of dimensions through the eyes of a two-dimensional being named A. A. Abbott's vision of a three-space world, filled with complex geometric shapes, has inspired generations of mathematicians and scientists.

20 SWAY 001: SPACE

21 SWAY 001: SPACE

MARILYN & HER MONSTERS

MARY QUIGLEY

When the world first saw Marilyn Monroe in *How to Marry a Millionaire*, she became an instant icon. Her beauty, grace, and charm captivated audiences around the globe. In this spread, we look at the life and legacy of the "girl next door" who became a symbol of Hollywood glamour.

12 SWAY 001: SPACE

THE YELLOW HOUSE

"The subject is frightfully difficult, but that is just why I want to conquer it. These houses, these rooms, in the sun, are the most wonderful feelings of the blue. And everywhere the ground is yellow too."

HENRY IN A LETTER TO HIS BROTHER TROY.

When Thoreau moved into his cabin in the woods, he was faced with a daunting task: painting the exterior of his home. In this spread, we look at the challenges he faced and the creative solutions he found. From using natural dyes to employing a unique perspective, Thoreau's approach to painting his home offers valuable insights for anyone looking to tackle a difficult project.

13 SWAY 001: SPACE

PIONEER PHOTOGRAPHER

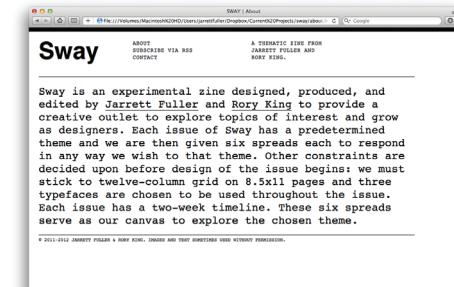
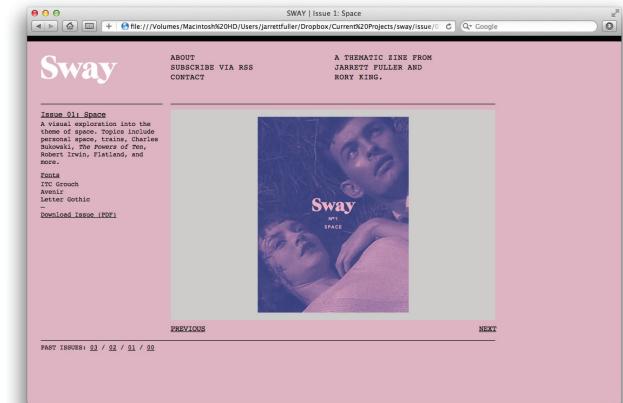
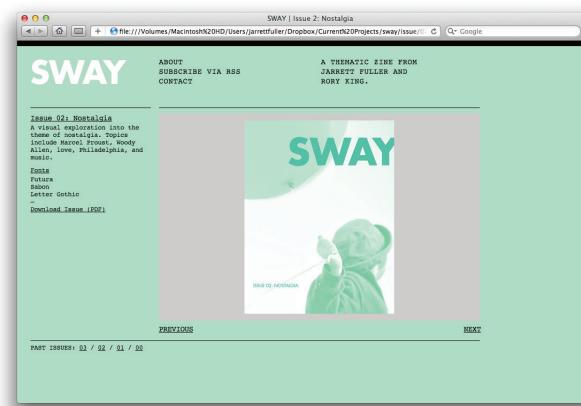
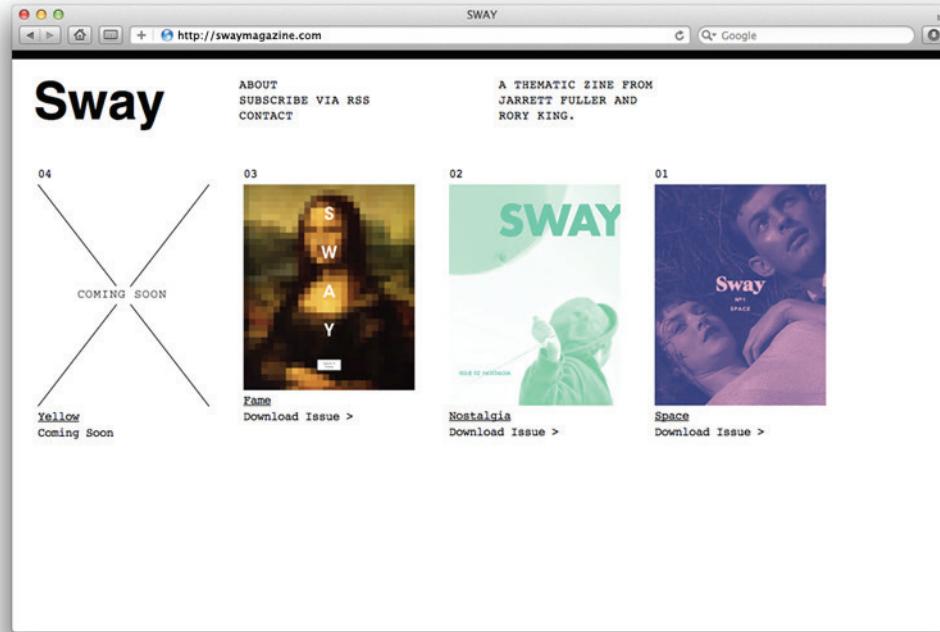
Whether showing us what water droplets look like when hurled from a bucket, or revealing the slow, destructive effects of acid rain, Muybridge almost magically made time visible in space, as a new show at Tate Britain will reveal.

14 SWAY 001: SPACE

15 SWAY 001: SPACE

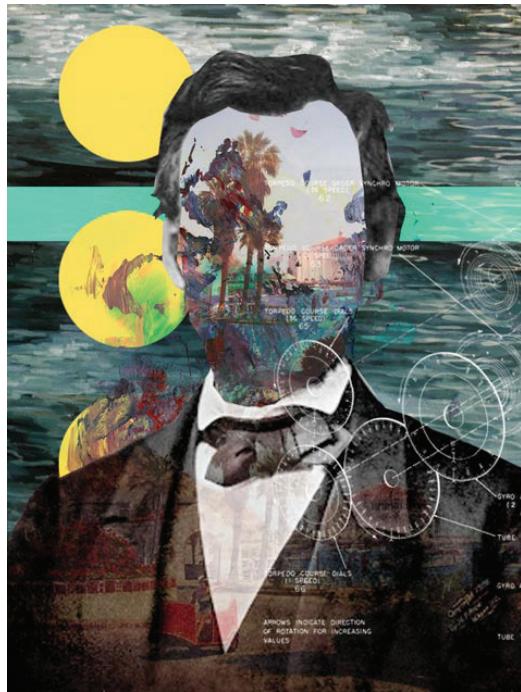
Sway (website)

Because Sway is such an experimental publication and something that changes so drastically from issue to issue, Rory and I wanted the site to reflect this idea and something that would change and evolve its aesthetic with each issue. We built a standard template that could be skinned to reflect each issue so as you browse the site, the text and colors change depending on what issue you are viewing. Because Sway does not have a traditional logo or masthead, we developed a system where the logo-type changes fonts for each issue in the same vein that the typography changes per issues.



Illustration

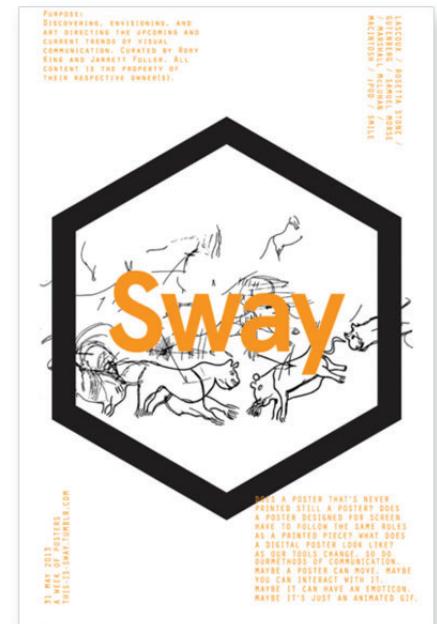
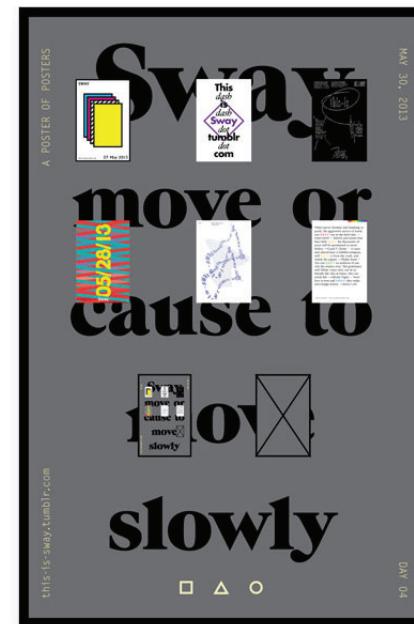
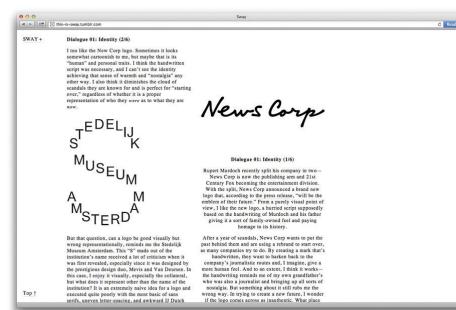
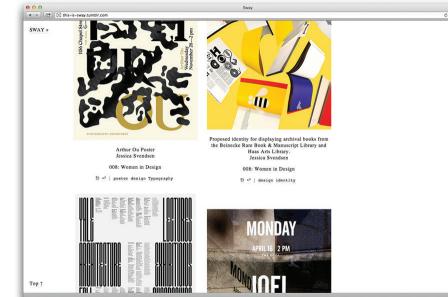
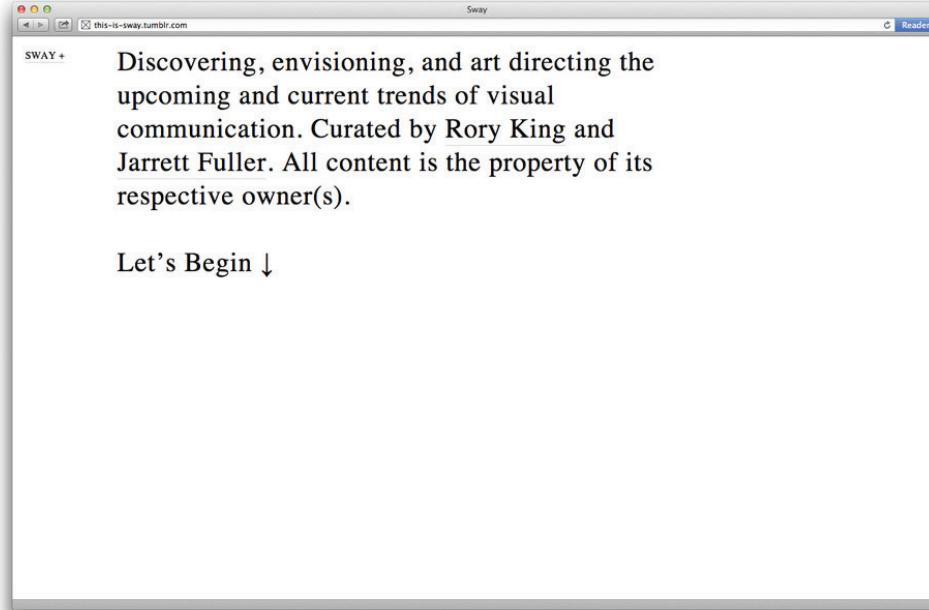
Various photo collages, illustrations, and art pieces.





Sway

After an eight month haitus, Rory King and I decided to relaunch Sway in all new format. Instead of a magazine, the new format was an on-going experiment in research, curation, art direction, and dialogue centered on weekly themes.

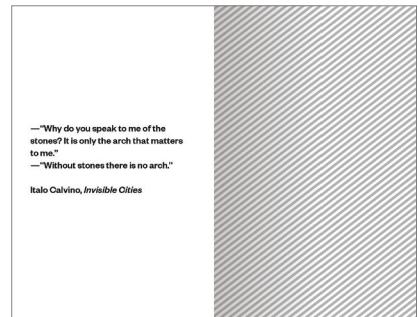
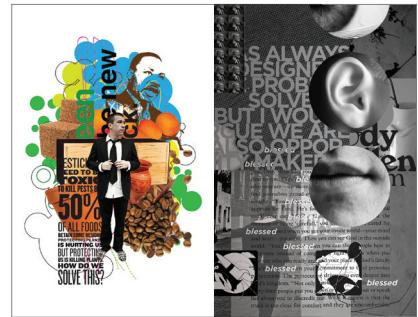
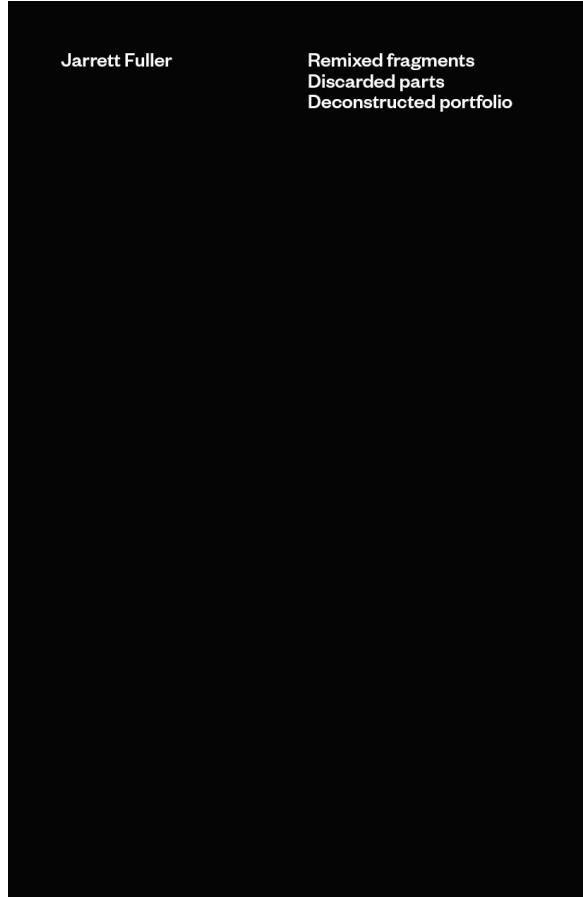


Deconstructed Portfolio

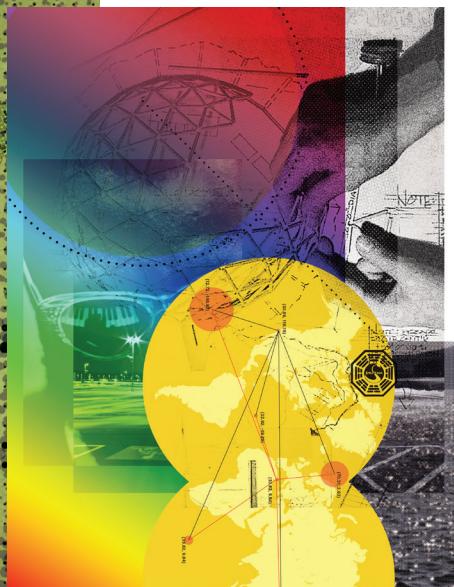
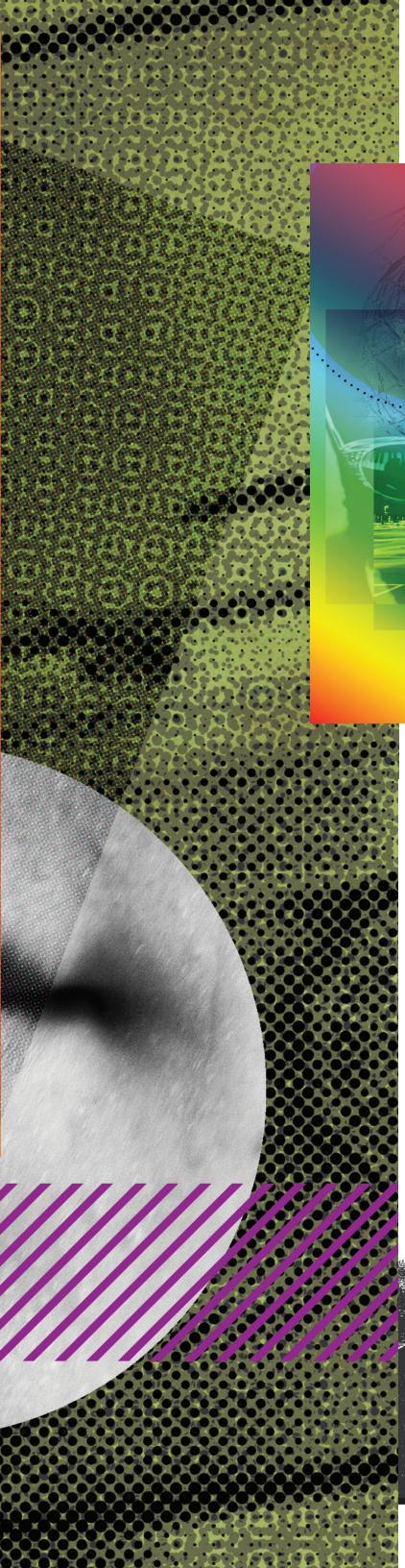
I was interested in how much work I've done that I don't show in my portfolio—old school projects, discarded experiments, posters for my friends' bands. While I'm embarrassed by that work, it was fundamental in my development as a designer. In deconstructing the work from my undergrad design courses and reassembling them in these new collages, I learned about that old work and discovered pieces of who I am.

Jarrett Fuller

Remixed fragments
Discarded parts
Deconstructed portfolio



A MUSEUM IS LIKE AN INVITATION
TO THE WORLD TO CREATE. THE WORDS
ARE MOTIONS OF COURAGE
AND FORTITUDE ARE ASSOCIATED WITH IT, BUT
ALSO PLAYFULNESS AND LEVITY.



Four of Brubeck's professional musicians, eldest, is an accomplished arranger, producer, educator and performer. Dan is a renowned percussionist, Chris is a jazz instrumentalist and composer. Steve, new to the band, is a versatile artist with the ability to sing and play a wide variety of instruments. The children often entertain at local concerts and in the recording studio.

EARLY LIFE & CAREER

Howick was born in Copdock, Suffolk, and grew up in Ione. He is of English (maternal) descent, his parents being Henry and Mary Howick. His father, Henry, was a railwayman, and his mother, Mary, who died young, had been uneducated. The family became very poor, necessitating a pig or extra meat to supplement their diet. Henry did not receive any formal education, but he was a physician (his title was Dr. Howick), and Henry and Howard were ~~mainly~~ on that track, but took lessons from his mother. He could not read sheet music during these early lessons, attributing this difficulty to poor

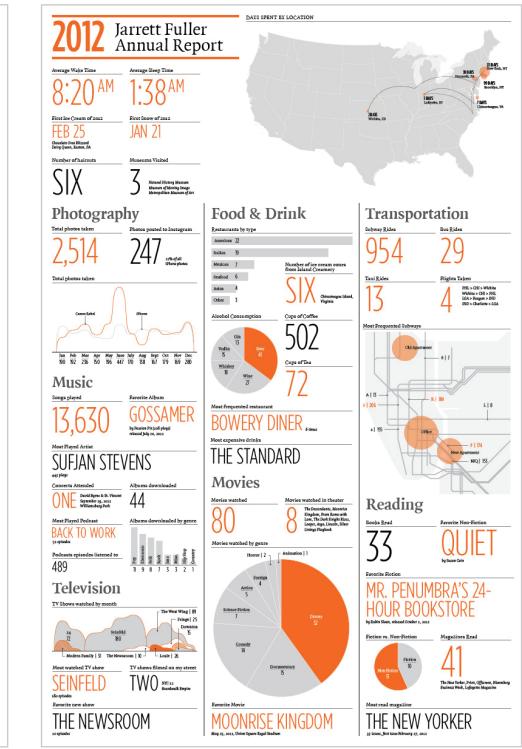
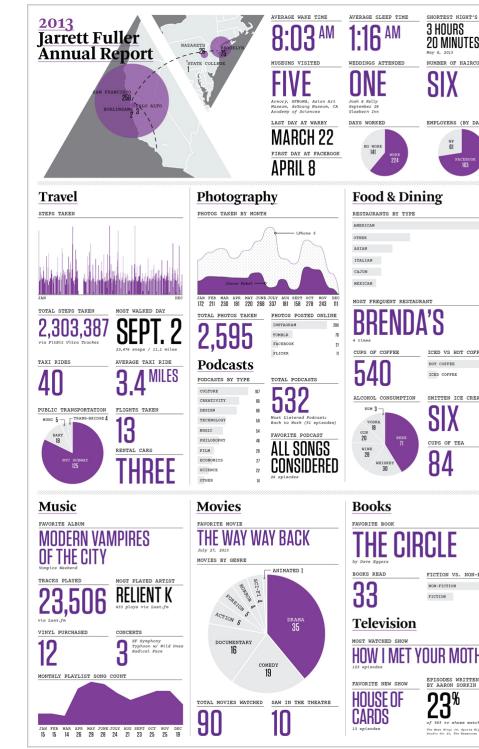
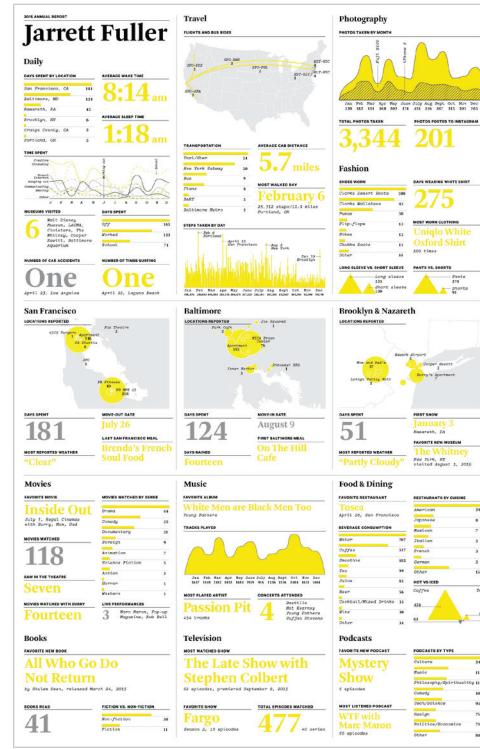
eyesight, but "fake well enough that they mostly unnoticed.

Wanting to work with his father on their ranch, Brubbeck entered the College of the Pacific (now the University of the Pacific) studying veterinary science, but transferred to the head of zoology, Dr. C. H. "him" Brubbeck, and worked across the lawn in the care. See



Annual Report Posters

At the beginning of 2009, inspired by designer Nicholas Felton's Annual Reports, I started recording various details in an attempt to create my own infographic poster documenting the various minutia of the year. In the following years, it was become a yearly tradition and way for me to look back over the past year. Each year takes the format of an 11x17 two-color poster set in two typefaces.



Come Early for a Good Back Seat

Come Early for a Good Back Seat is a self-published zine of original photography church marquee signs I've taken over the last few years. I became fascinated with the messages churches used on these signs—ranging from inspirational to informational and started documenting the ones I encountered throughout the country. This zine features a selection of some of my favorites.



2



Church marquee sign

3



6

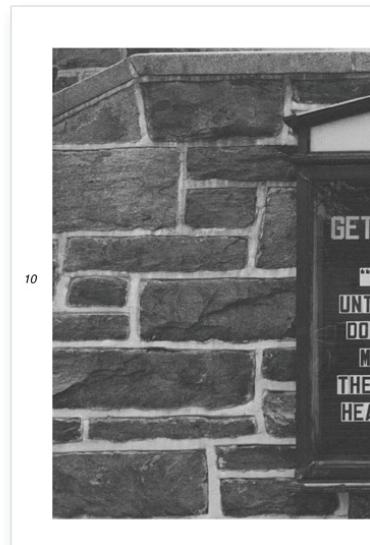


4

6365 Church St.
Chincoteague Island, VA

5

2067 5th Avenue
New York, NY



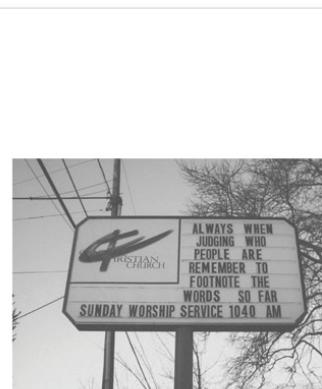
10



9



12



14

Being God's Medium

Being God's Medium is a series of four books that explore Marshall McLuhan's theory that "the medium is the message" and applies that to churches, religious organizations, and faith-based groups. The books feature a mix of design, photography, imagery, words and original content that raise attempt to raise questions about how the modern church is communicating.



Introduction

From ancient oral traditions to Gutenberg's Bible to attending church services online, the way Christians have been communicating their message has changed and evolved as it adopts emerging mediums in an attempt to better communicate.

In the traditional Jewish culture, the Torah was taught through an oral tradition passed along from generation to generation. Rabbinic sages often the only people in a village with a copy of the Torah would travel from town to town and interpret them so he could teach his community.

As the Catholic church gave its power, monks were tasked with writing the Gospels by hand. This was the first time the church had complete control over the message and its distribution.

In the 1400s, Johannes Gutenberg invented the first movable type printing press. One of his earliest printed pieces was the Gutenberg Bible. This, of course, had profound implications for the church message. Gutenberg's printing press made it easier and less expensive to print Bibles than ever before.

With the rise of the internet, the church is once again seeing how the medium in which the message is being communicated. The ease of the technology may be dying, making way for a new kind of church. The Gospel can be shared quicker and easier than ever before. The church can now share their message for themselves and was free to interpret and translate it in any way that felt right to them.

Today, there are hundreds of different translations of the Bible.

With the rise of the internet, the church is once again seeing how the medium in which the message is being communicated. The ease of the technology may be dying, making way for a new kind of church. The Gospel can be shared quicker and easier than ever before. The church can now share their message for themselves and was free to interpret and translate it in any way that felt right to them.

"The content or message of any given medium," McLuhan said, "has as much importance as the stenciling on the casing of an atomic bomb."

Look

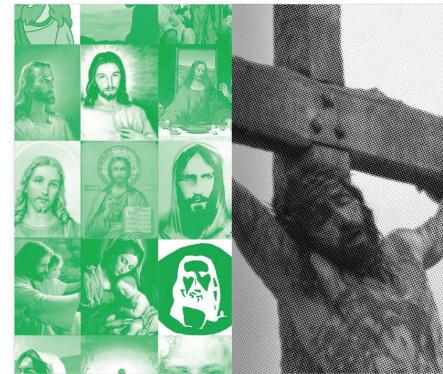
There was a time when the Church was at the forefront of visual communication. Most of the great works of art were religious in nature. They used the power of visual media in spreading its message. However, over the years, the church has lost its voice. The church has lost its visual message.

It is critical for the church to understand how various media are effective. By having a greater understanding of how the media works, churches will have better control over the message they are trying to communicate. These mediums and technologies are not bad on their own, but if we don't understand the message they are commanding, they will do no good.



"It's all relative to the size of your steeple."

—Martin Marson



For God so loved the world, that he gave his only begotten son, that whosoever believeth in Him shall not perish, but have eternal life.

10
BIBLICAL COUNSELING INSTITUTE & LIBRARY

For God so loved the world, that he gave His only begotten son whosoever believeth on Him should not perish, but have eternal life.

11
BIBLICAL COUNSELING INSTITUTE & LIBRARY

JOHN 3:16 NEW INTERNATIONAL VERSION
Jesus wept.

JOHN 3:16 KING JAMES VERSION
Jesus wept.

JOHN 11:35 THE MESSAGE
Jesus wept.

JOHN 11:35 NEW ENGLISH TRANSLATION
Jesus wept.

JOHN 11:35 NEW AMERICAN STANDARD BIBLE
Jesus wept.

JOHN 11:35 NEW LAYMAN'S TRANSLATION
Jesus wept.

JOHN 11:35 WORLD ENGLISH BIBLE
Jesus wept.

JOHN 11:35 HEN CENTURY VERSION
Jesus cried.

"PICK ME UP AND THROW ME INTO THE SEA AND IT WILL BECOME CALM, I KNOW THAT IT IS MY FAULT THAT THIS GREAT STORM HAS COME UPON YOU."



"Go to the great city of Nineveh and proclaim to it the message I give you."

Jonah obeyed the word of the Lord and went to Nineveh. Now Nineveh was a very large city. It took three days to go through it, because it was so large by going a day's journey into the city, proclaiming:

"Forty more days and Nineveh will be overthrown."

The Ninevites believed God. They declared a fast, and all of them, from the greatest to the least, put on sackcloth.

When the king received the king of Nineveh, he rose from his throne, took off his royal robes, covered himself with sackcloth and sat down in the dust.

"Go to the great city Nineveh and preach against it, because its wickedness has come up before me."

But Jonah ran away from the Lord and headed to Tarshish, a city in the west. He found a ship bound for that port. After paying his fare, he got on board and sat down to sleep. The captain went to him and said, "How can you sleep? Get up and call on your god! Maybe he will take notice of us so that we won't sink."

Then the Lord sent a great wind on the sea, and such a violent storm arose that the ship threatened to break up.

All the sailors were afraid and each cried out to his own god. And they threw the cargo into the sea to save the ship. But Jonah had gone below deck, where he lay down and fell asleep.

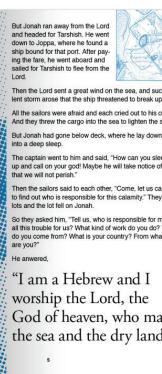
The captain went to him and said, "How can you sleep? Get up and call on your god! Maybe he will take notice of us so that we won't sink."

Then the sailors said to each other, "Come, let us cast lots to find out who is responsible for the calamity." They cast lots and the lot fell on Jonah.

So they asked him, "Tell us, who is responsible for making this trouble for us? What kind of work do you do? Where do you come from? What is your country? From what people are you?"

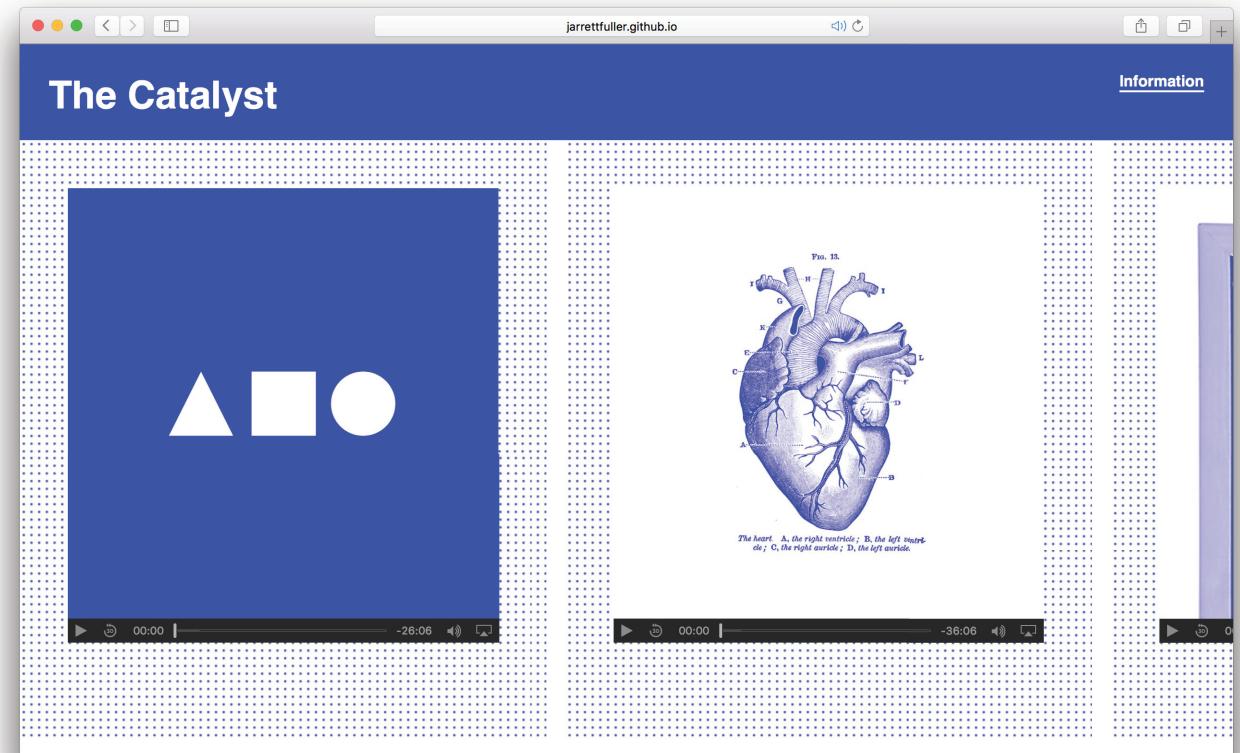
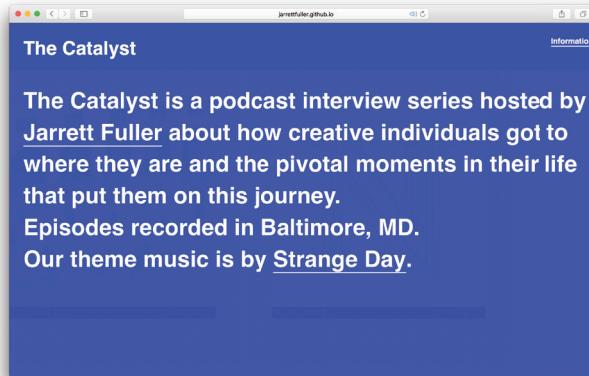
He answered,

"I am a Hebrew and I worship the Lord, the God of heaven, who made the sea and the dry land."



The Catalyst

The Catalyst is a short form, limited run podcast series where I interviewed designers, classmates, and professors about how they became designers and the pivotal moments in their life that set them on their creative journey. The 13-part series were edited into half-hour episodes and are archived on a website I designed and coded.



Jarrett Fuller

Graphic Design, etc

Experimental Portfolio

jarrettfuller@gmail.com
jarrettfuller.com

© 2009–2015 Jarrett Fuller