

PROJECT FOR UIC DESIGN FACULTY

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PROBLEM STATEMENT

As a part of a large campus, the diverse organizations, departments, programs, and units of UIC generate large amounts of information about their activities. Many of these bodies organize lectures, hold symposia, show films, and put together other programs which they invite members of the UIC community to attend. Information about these events is disseminated through the most diverse channels - flyers in faculty mailboxes, small posters put up intermittently in buildings and elsewhere on campus, announcements in At Chicago and other campus publications.

As a result of no coordinated plan for disseminating such information, much of it never reaches a wide audience including many people who might be interested in attending a particular event. The information is often mingled with vast amounts of other material - bureaucratic memos, advertising flyers, etc. that drown out its potential impact. Much of it is unimaginatively designed as well. What is needed on campus is a new way of presenting information about public events that is clear, lively, and informative.

In addition, the physical forms of the mailboxes, kiosks, bulletin boards etc. where the information is placed and posted do not in any way celebrate what it means to gather information about events that are likely to be stimulating, entertaining, or productive in some way. In the past, for example, the circus was

identified with a festive tent, films with elaborate movie palaces, posters with ornate kiosks, etc. What is needed are new forms for the structures that display information, forms that celebrate the meaning of taking in useful information about forthcoming events.

PROJECT STATEMENT

The project proposed is to design new forms, whether graphic or structural, for the display of information about forthcoming events on the UIC campus. Ideally, this project would involve a study of how information is currently disseminated and how the coordination of information about forthcoming events might be improved. Projects could take the form of large weekly calendars for display or mail, systems for modular information graphics, formats for posters, or any other graphic means for insuring a clear and attractive presentation of information about events. Among the issues to be addressed are not simply how to inform the public about the events, but how to give the events some appeal through visual and/or verbal means. In addition to graphics, the faculty might consider the use of video displays or other electronic means of presenting information.

The second aspect of the project is to consider the structures that frame or contain the information. These can be located both within and without buildings. Perhaps there might be a festive information booth in Circle Center or a series of kiosks placed around the campus. Designers are invited to consider not only the structural aspects of these frames or containers, but also a visual rhetoric that speaks to the

experience of gathering information for edification or entertainment.

Designers can work alone or with others, considering either individual elements of a large information gathering and dissemination system, or combinations of elements, whether objects, design systems, or the design of new organizational strategies for gathering information. Projects should not consider any current restrictions on design formats or information display although they should be considered as proposals for actual changes that might occur on the UIC campus.