

Unit 2: Week 1

Positions through Triangulating

Experiment 01

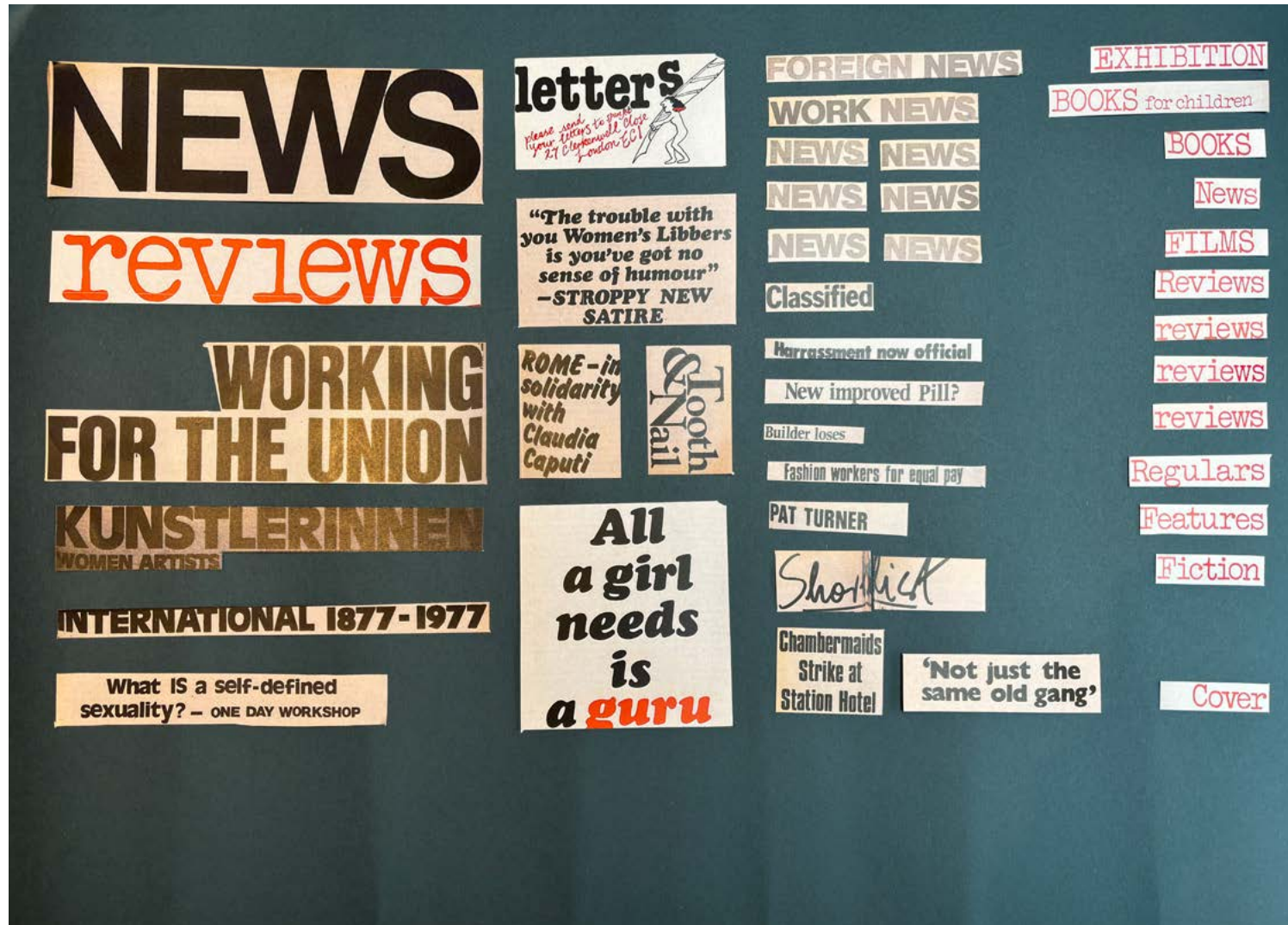
UNIT 2: WEEK 1
POSITIONS THROUGH TRIANGULATING

Spare Rib: Dissecting Cataloguing

Experiment 01

Cataloguing

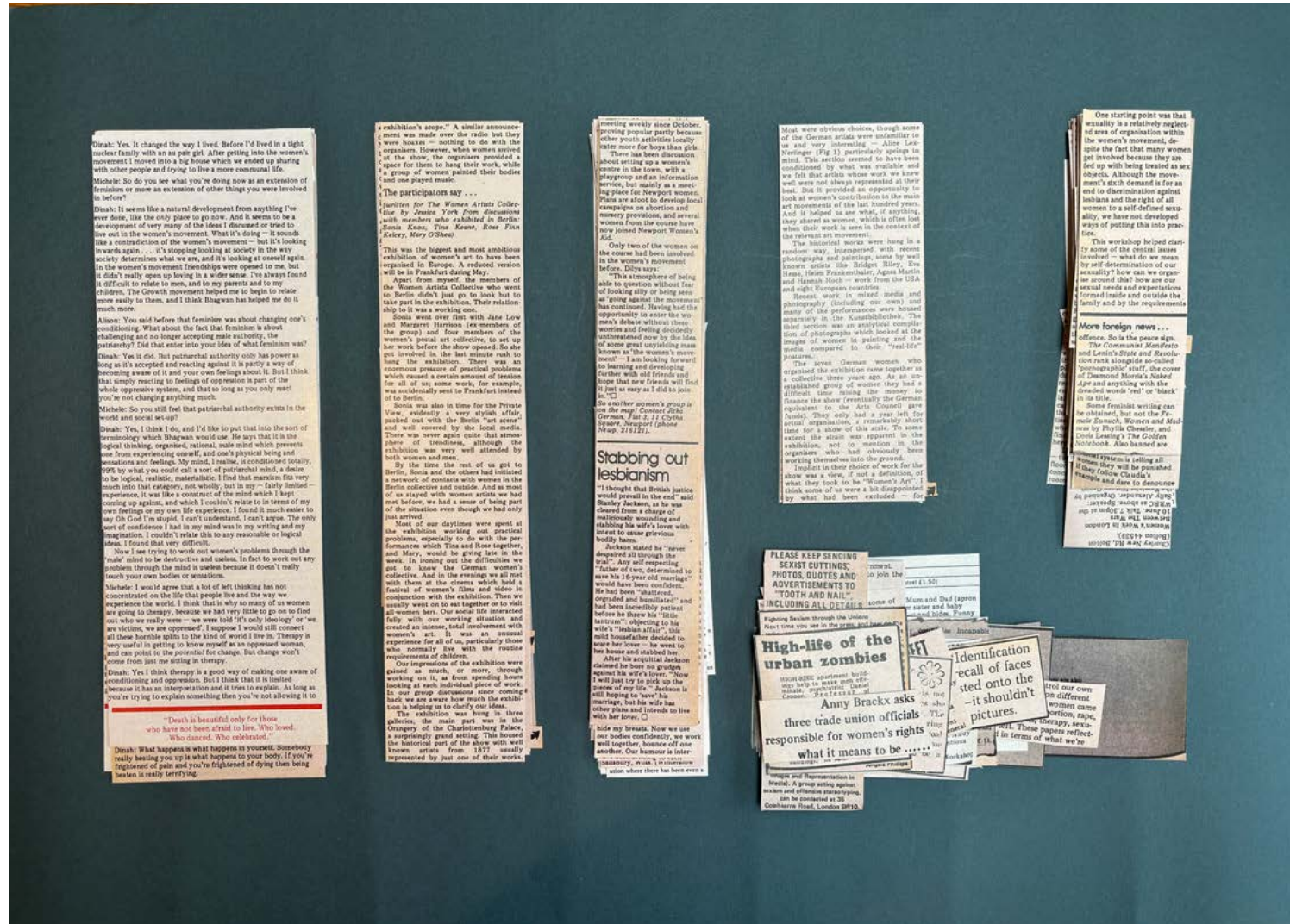
UNIT 2: WEEK 1
POSITIONS THROUGH TRIANGULATING



- Headlines:
- 24 headlines
- 17 slugs
- 9 font families
- 16 font variations
- 3 colours
- Varied alignment
- Focus on news and reviews
- All Caps used for 'serious' headlines
- Mix of factual headlines and 'lighter' headlines*
- Semiotics of newspaper headlines in font, style and composition

Cataloguing

UNIT 2: WEEK 1 POSITIONS THROUGH TRIANGULATING

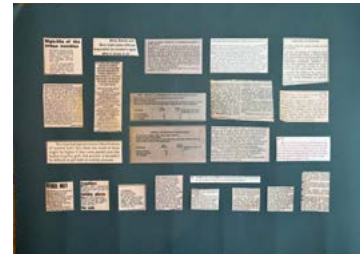
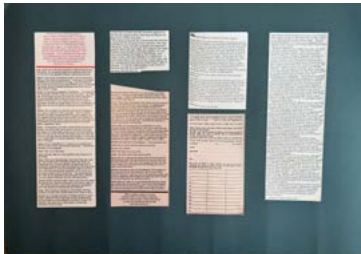


Text Columns:
6 column styles: Wide, Medium, Skinny, Short Medium, Short Skinny, Miscellaneous Small
Each style is stacked in size
Desnse columns
Turn arrows protrude and are irregular
Short columns are usually longer
columns split by an image or similar
Semiotics of newspaper headlines in font, style and composition

Experiment 01

Cataloguing

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POSITIONS THROUGH TRIANGULATING



Wide Columns
Wide Columns All

Medium Columns Long
Medium Columns Short
Medium Columns All

Skinny Columns Long
Skinny Columns Short
Skinny Columns All

Small Paragraphs
Smallest Text
Small Paragraphs All

Text Columns:

Lots of sub heads used

Sub heads vary in size, style
and colour

Skinny columns used the most

There is a total of 000 columns
of text

That is a LOT of words

Experiment 01

Cataloguing

UNIT 2: WEEK 1
POSITIONS THROUGH TRIANGULATING

Imagery:

Mainly black and white

Mainly poor quality

Mix of photography and
illustration (mainly line work)

2 large images

11 medium images

17 small images

13 censored images

23 images feature women

2 images feature no women

1 image feature children

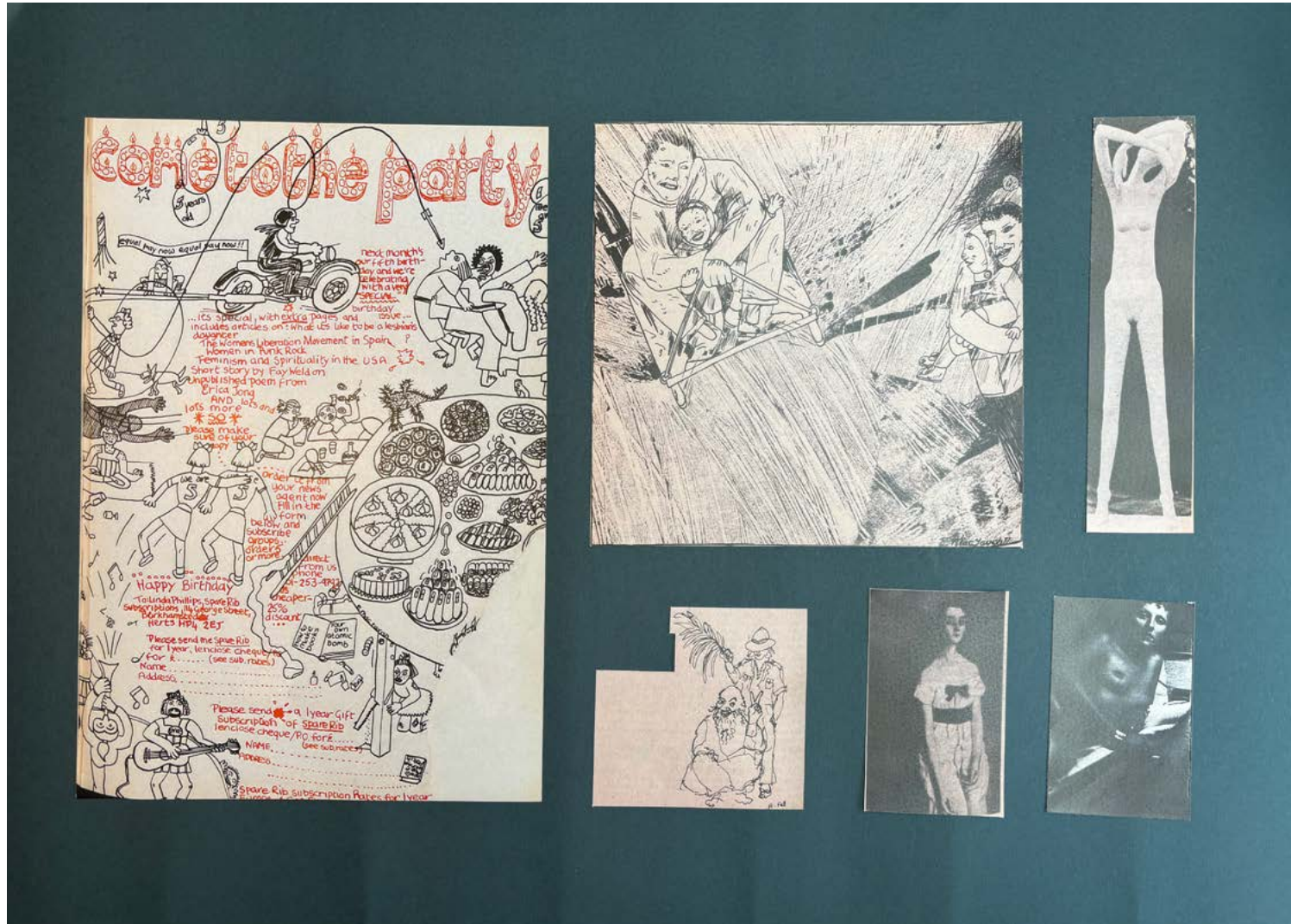
2 images are ambiguous

13 images can't be categorised

Experiment 01

Cataloguing

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POSITIONS THROUGH TRIANGULATING



Large Images:
Illustration
Limited colour
Linework

Experiment 01

Cataloguing

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Medium Images:
Mix of portraits and groups
All women
All serious
Non sexualised

Experiment 01

Cataloguing

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Medium Images:
Mix of individuals and groups
Mix of men and women
and children
Abstract (hands and man sitting)
Illustration (line work)
Some suggested sexualisation
Some nudity or inference
of nudity

Experiment 01

Cataloguing

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POSITIONS THROUGH TRIANGULATING

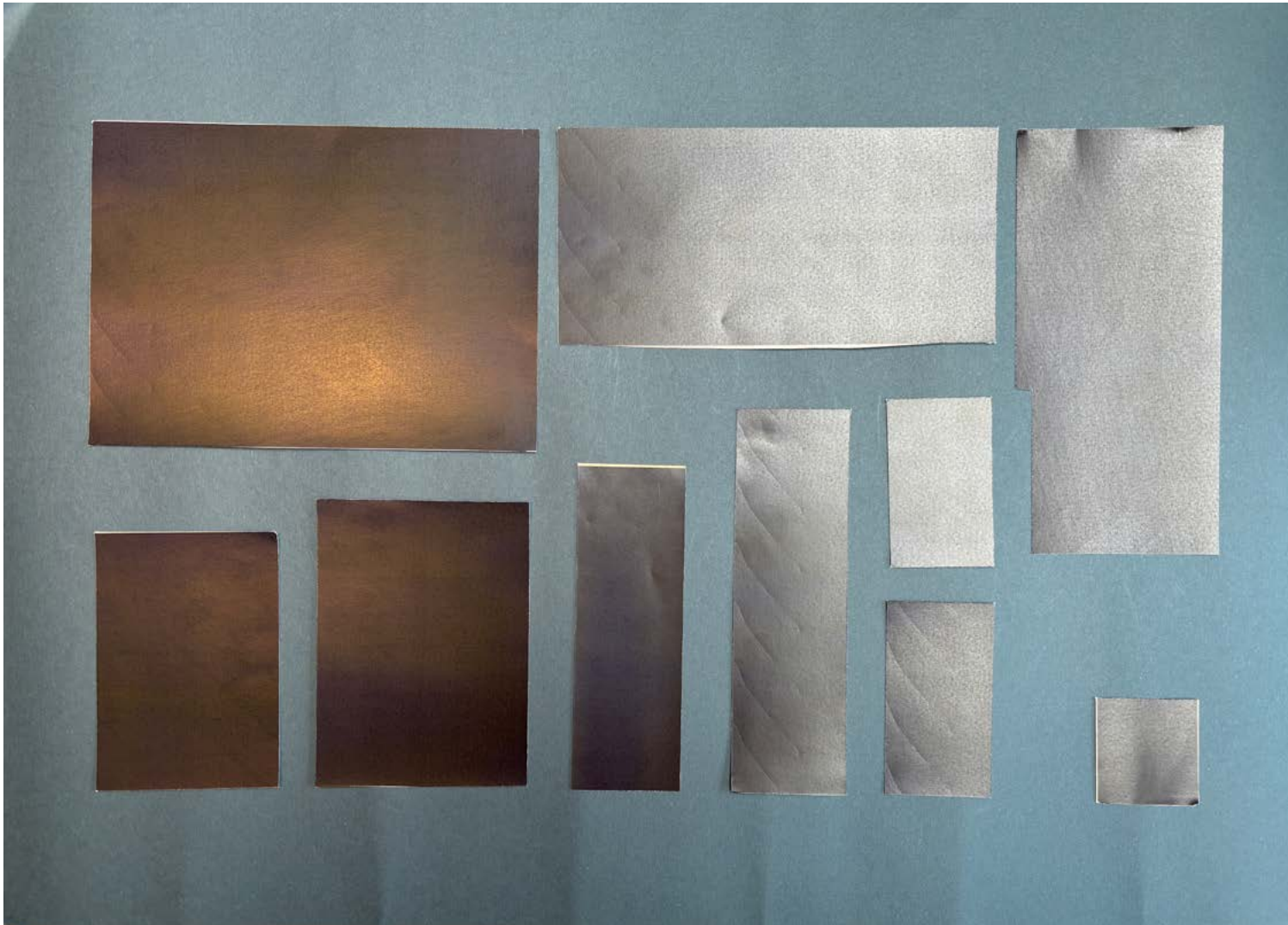


Small Images:
Mix of individuals or small groups
All female
Some nudity
Some pattern (screenprint?)
Close relationships
Most non sexualised

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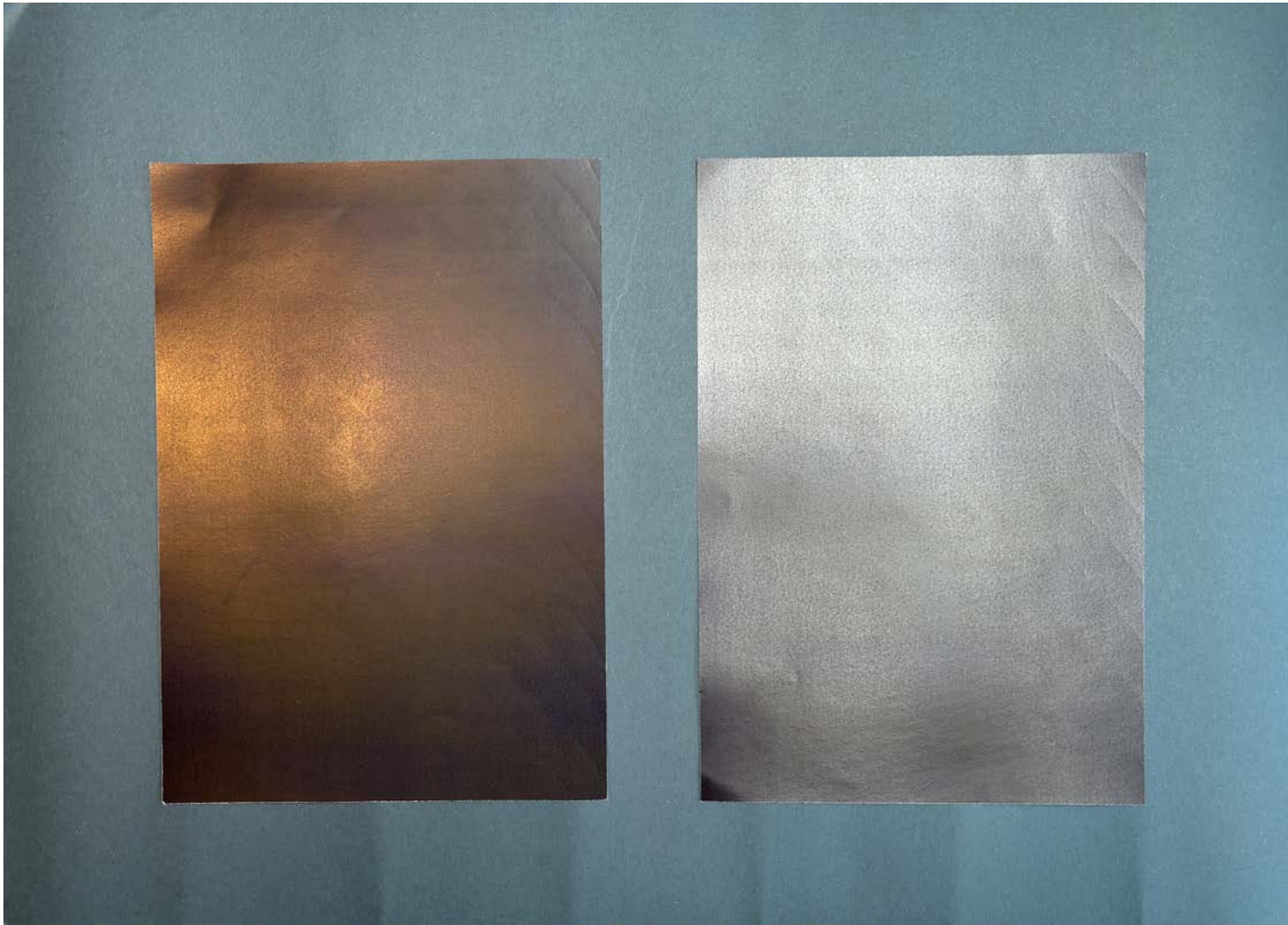


Censored Images:
13 censored images in total

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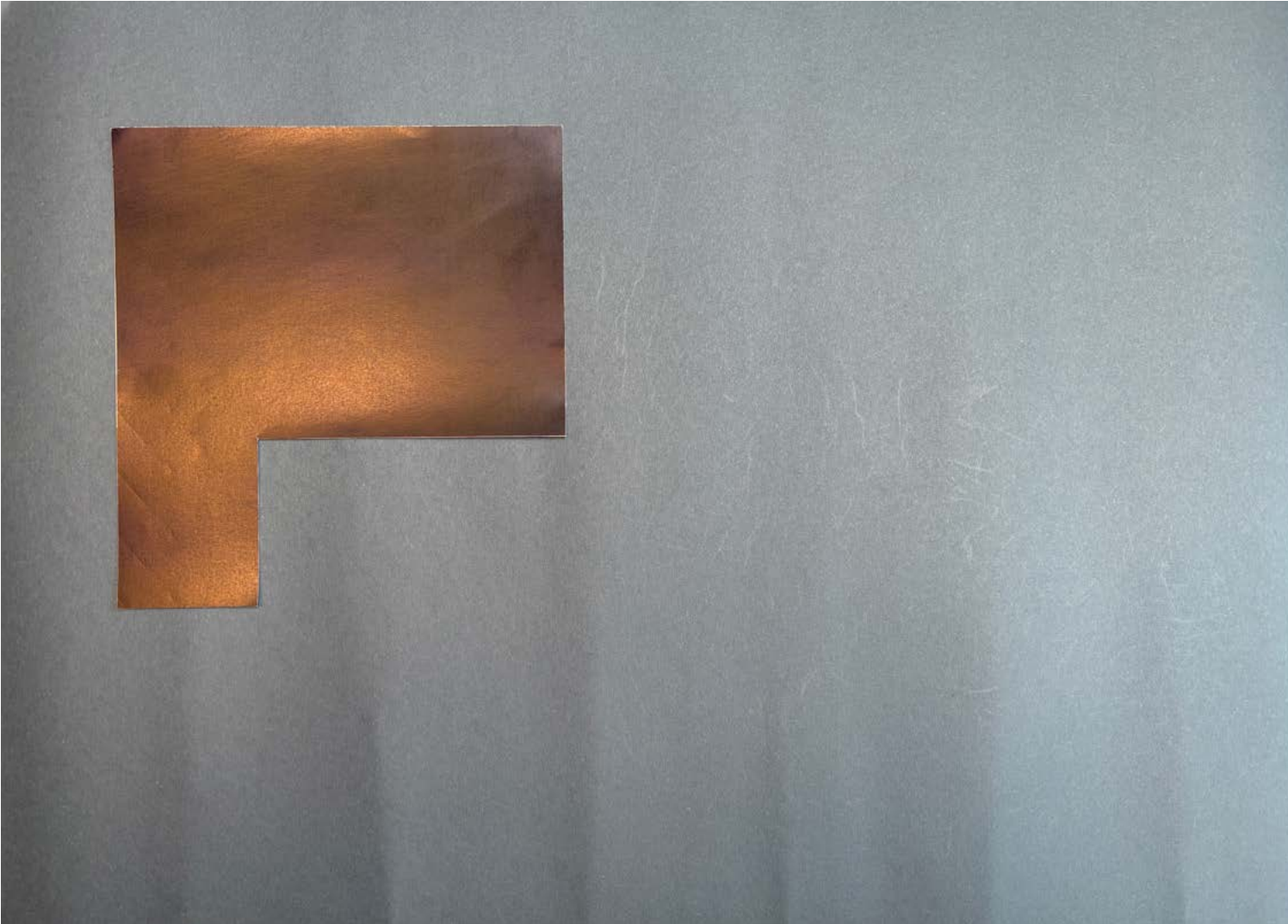


Censored Images

Experiment 01

Cataloguing

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POSITIONS THROUGH TRIANGULATING



Censored Images

Experiment 01

Cataloguing: Evaluation

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POSITIONS THROUGH TRIANGULATING

Through this method of categorising several things emerged. The style of the headlines, copy and images had connotations of newspaper design and layout. The typography and language used in headlines were strongly newspaper influenced. Is this to utilise the meaning and connotation of newspapers into the magazine? So it is considered seriously, as fact and truth? In this way is this 'authentic' tone and feel an untruth? A disguise?

Or a prop? To better articulate, communicate and resonate with the reader?

This raises questions of what a magazine is. The definition of which is probably worth some investigation within itself. Which raises the question of what a newspaper is and how taking the aesthetics of that affect the reading of a magazine in the style of a newspaper.

Experiment 01

Cataloguing: Reflection

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POSITIONS THROUGH TRIANGULATING

This is a start of a categorising method, but I appreciate it isn't in depth, thorough or complete.

Through dissecting the magazine into its component parts and categorising it, I found that I don't enjoy the mechanics of categorising. It's sterile, time consuming and uninspiring to me.

It did uncover some interesting things, but more importantly other things emerged that warranted further investigation. I got distracted with these ideas and wanted to pursue them further, rather than to continue with a thorough, indepth categorising interrogation.

Experiment 01

Cataloguing: Development

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POSITIONS THROUGH TRIANGULATING

Through dissecting the magazine into its component parts three things emerged for further investigation:

1. An inventory of styles and styling could be taken...
2. The process of using a scalpel and rule to cut each individual element brought my attention to the small parts that would otherwise go missed. Picture captions, picture credits, contributors, and readers names and locations were of particular interest...
3. What was left behind after the content was removed were the skeletons of the pages that were poetic, graphic, insightful and creative...

Experiment 01

Cataloguing: Development

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Through these emergent components, emerging questions emerge:

1. What does the inventory tell us about the time, place, technology and culture?
How can we communicate this in a creative and inspiring graphic communication?
2. What happens if we magnify the minutae?
3. What can we 'glean' (The Gleaners and I, 2000) from the the gleaned?