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THE PROGRAM 05
CURRICULUM 07
FACULTY 08
STUDENT WORK 10
DESIGN WEEK 30
PROJECT SHOWCASE 40
FINAL REVIEWS 54
SUMMER LECTURES 56
TRAVEL ABROAD 58
DESIGN WEEK 60
VISITING ARTISTS 63
THE PROGRAM

The limited-residency MFA in Graphic Design provides a rigorous and challenging academic and studio environment for candidates interested in enhancing their current professional practice. This model of higher learning provides the opportunity to pursue and advanced degree while allowing for flexible outside employment opportunities.

Otis teaches professional preparation and has an international internship program. The program educates conscientious individuals who recognize the value of design and its role in society. Coursework is comprised of research, readings, studio projects (assigned and self-directed), and a final project. The department provides students with instruction by core faculty, visiting faculty, and visiting artists who are recognized nationally and internationally in their design and art practices.

Students convene each summer for eight consecutive weeks and work individually on or off site during two spring sessions. As part of our commitment to social responsibility and global leadership we encourage all of our students to engage design practice at the international level through travel, study and work.
The program is 2 years and 2 months running for 3 consecutive summers with two part-time spring semesters that can be completed on or off site. Incoming students begin the program at the start of each summer session.

1/ SUMMER
COURSEWORK + DESIGN WEEK

2/ SPRING SEMESTER
ELECTIVES
INTERNSHIPS
TRAVEL
INDEPENDENT STUDY

3/ SUMMER
COURSEWORK + DESIGN WEEK

4/ SPRING SEMESTER
ELECTIVES
INTERNSHIPS
TRAVEL
INDEPENDENT STUDY

5/ SUMMER
COURSEWORK + DESIGN WEEK
CURRICULUM

At Otis, students are empowered to take risks in finding purpose and meaning in their work with emphasis on experimentation by merging methodologies from within and outside of the field of graphic design. Otis students come from a variety of disciplines and diverse international backgrounds. They propose projects that confirm the value of combining personal histories, design philosophy and social relevance. Upon completion of their coursework they will have conceived of, designed, and executed a body of work that advocates their practice. Their projects reflect an understanding of the current discourse within the field of graphic design and represent both traditional and emerging design media.

The faculty welcomes new interpretations of success, encouraging students to live in a state of experimentation. With an extremely low faculty to student ratio, we provide individual attention, thereby meeting the needs of all MFA candidates. The program prioritizes process and learning over aestheticized product and fashionable outcomes. Our students’ dedication and entrepreneurship generate surprising results.
CHAIR
Kali Nikitas (CalArts)

ASSISTANT CHAIR
Tanya Rubbak (CalArts)

FACULTY
Riah Buchanan (Cranbrook)
Julie Cho (Yale)
Neil Doshi (CalArts)
Yasmin Khan (CalArts)
Ana Llorente (CalArts)
Joe Potts (CalArts)
Chris Svensson (Yale)
Tucker Neel (Otis)
John White (Art Center)
Benjamin Woodlock (CalArts)

VISITING FACULTY
Menno Cruijsen (HKU)
Davey Whitcraft (UCLA)
Jan en Randoald (Sint-Lucas Gent)
OTIS MFA GD 2015
To be modern is to find ourselves in an environment that promises us adventure, power, joy, growth, transformation of ourselves and the world—and at the same time, that threatens to destroy everything we have, everything we are.
Mellis

Today is Tomorow

Transform.

Adventures

Power

Quote by Karl Marx
Censorship is the suppression of speech, public communication or other information which may be considered objectionable, harmful, sensitive, politically incorrect or inconvenient as determined by governments, media outlets, authorities or other groups or institutions.
#OTISMFAGD
#COURSEWORK
#PROCESS
#EXPERIMENTATION
#TYPESTUDIES
#SCANNER
#LONELY
A CATALOGUE OF THOUGHTS AND THINGS THAT MATTER
In 2006, South Korean Equality Theatre performed the musical drama *Equality* within South Korea.
EN MONSERRATE
DE CHICO
–
–
–
LA SOLEDAD
LO QUE ME AYUDÓ CON
TOMAR DECISIONES
EL MANUAL
MI MADRE
EL CRUCIFIJO QUE ME DIO
PROTEJEME
DE LA BARBIE
LOS JUGUETES
RO

... Ana Sofía ...
... Luz Marina ...
... Claudia Prada ...
22/07/15
–
BAILAR SALSA
PADRE SON BORROSAS
A MI MAMA
SOLO CONOZCO
AUN NO SÉ A DONDE
COLOMBIANO?
LA HISTORIA DE MIS
VINE A ESTE
ADAPTARME
01/08/15
–
NO ME ACUERDO
... María Camila ...
... Camilo Sebastián ...
20/07/15
–
CON LA FAMILIA ES
CASA
ME HIZO SUBIR DEMASIADO
LA COMIDA
–
CASERA
ME HACE EXTRAÑAR
–
SON GIGANTES
–
FRES CAS
SON DEMASIADO
31/07/15
–
COMIDA COLOMBIANA
FUE DURO
EL CAMBIO
... Enrique Gonzales ...
... Lili Buitrago ...
... Susana ...
20/07/15
EN EL SUPERMERCADO
LA GRAN PENA
20/07/15
LOS NIÑOS SE BURLAN
EXOTICO?
26/07/15
TOMAR DECISIONES
AQUI SE HABLA
–
VER PELÍCULAS CON LOS
29/07/15
POR NO HABLAR INGLÉS
IGNORANTE
YO NO SOY
–
BACHILLERATO?
REPETIR
30/07/15
ESTUVE AQUI
COMO EXTRAÑO
CALUROSO
EL SALUDO
... Angela María ...
... Maria Fernanda ...
20/07/15
EN EL SUPERMERCADO
... Sofía Gutiérrez ...
... Diana González ...
... Diana González ...
20/07/15
INGLÉS    ESPAÑOL
MI
TE
N
G
U
A

25
#OTISMFAOD
#COURSEWORK
#TYPOGRAPHY
#ENVIRONMENTAL
#VENICEBEACH
#RELATIONALDESIGN
I Knew You Were Trouble
### Overview

We live in the world full complex and increasingly more powerful visual identities. Social media apps, menus on our phones and cars, life-style blogs, election campaigns, celebrity and musical personas, logarithms on dating apps, news-media, google, wikipedia are just a few examples. These identities shape our reality on a day-to-day basis.

Identity design is practiced by large and small brands, film-makers, art galleries, museums, corporations, politicians, artists, shops, musicians, fashion designers, countries and cities, religious organizations, life-style bloggers, sub-cultures, and all users of social media platforms.

We will think about how these ideas play out in the visual culture and social spheres and how and where graphic designers fit, contribute, or bring change as expert cultural producers. We will experiment with these ideas by materializing something that you care about.

The class will begin to address the notion of identity as a comprehensive set of approaches for presenting ideas, messages, stories, and products. They may take visual forms as well as verbal, behavioral, and organizational. Contemporary identities tend to be flexible, modular, multi-platform, participatory, relational, and not always stable. Brands, visual languages, styles, voices, systems, programs, and rules for engagement will all fall under the category of identity for the purpose of this class.

We ask you to create a persona and then devise a set of communication strategies, creating several projects from the perspective of this character. We hope that you will achieve a communication style that can be applied across various media and different types of messages.

### Fictional Persona is a Branding Project

Students create a persona and develop a set of communication strategies addressing issues critical to their character.
#OTISMFAO
#SHOWCASE
#COURSEWORK
#MFA1
#FICTION
#HOMELESSNESS
#MENTALILLNESS
#VAPEWAVE

44
Ceremony

How do we find meaning in a world of constant change and uncertainty? What do we require for human existence through the complex of suffering and happiness do we look for in our lives?

The act of living is one of the most dehumanizing conditions with which we suffer. Continuous, unfulfilled, and unrequited. Those emotions are caused by longing, ungraspable, despairing for pleasure, suffering pain. But complete release is impossible, liberation and Roberts cannot be achieved.

We are composed of our individual experiences. Truth lies in the process, not the outcome. If your mind is quiet, you will see the answer.

The eye sees only what it seeks.
What defines social responsibility?

How does graphic design play a role in social responsibility?

Can graphic design evoke social change?

In this class, you will address these questions by creating an individual or group project with a strong social angle which is related to its specific surroundings and context. The audience, concept and context is determined by you. The project outcome can be a campaign, book, film, music piece, poster series, installation, object etc.

The class will be structured as a collective studio, a temporary pop-up studio if you like. Class time will be used for work, discussion, pitch ideas and visual research with your classmates. Your project and progress must be well documented and produced in a limited edition for the class.
ANTIWARR
ACTIVIST
ANTIWARR
ACTIVIST
ANTIWARR

49
#OTISMFAGD
#SHOWCASE
#MFA2
#PUBLICATION
#UBER
#INGLEWOOD
#DRIVE

a city
west of los angeles
ive been feeling
through the wood
in the evening sun
your rainy weather
in

so uncertain

lets just go back
to Randys?

of ingle

i dont mind

no

pictures!
OPEN STUDIOS
SUMMER 2015 LECTURES
Juliette Bellocq, Los Angeles
Kate Durbin, Los Angeles
Kate Johnston, Los Angeles
Gail Swanlund, Los Angeles
Randoald Sabbe, Ghent
LECTURES
A weekly lecture series features artists and designers from Los Angeles and beyond. After the lecture, visitors meet students for one-on-one desk critiques and conversations.

WORKSHOPS
Visiting international, national, and local artists and designers host workshops ranging from one to several days in length. Students engage in research before the workshops begin. Visitors often use the city as a staging ground for individual and group projects.
During the two part-time spring semesters, students work with mentors on or off site to develop an independent project through travel study. Students recently traveled to Belgium and the Netherlands, visiting graphic design studios, participating in workshops, and touring cultural locations.
Each summer, sessions begin with “Design Week:” multiple workshops running simultaneously and hosted by internationally recognized visiting artists whose practice exemplifies alternative practices. The week ends with a public event. Design Week, is a profound experience for students to engage with designers and other students who introduce diverse perspectives and new ways of thinking and practicing in a global world. This transformative experience shapes the culture of the department and confirms that collaboration, risk taking, and relationship building are the foundational elements of a successful practice. Students from other institutions are invited to participate during the week. Select schools include: Sint-Lucas Gent, Sint-Lucas Antwerp, CalArts.
DESIGN WEEK 2015 VISITING ARTISTS

Field Experiments, Quebec/NYC
www.field-experiments.com

April Greiman/Made in Space, Los Angeles
http://madeinspace.la

Laurie Haycock Makela, Los Angeles
www.designtoobjective.com

Prill Vieceli Cremers, Zurich
www.prillviecelicremers.ch

OMA, Rotterdam
www.cedricvanparys.com

The Exercises, Amsterdam
www.the-exercises.com

Facebook, San Francisco
www.cameronewing.com

Agency Collective, San Francisco
www.agencycollective.com