Cultural Identity in Design :: reason : reflect : respect

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art 315 special topics in graph design Archana Shekara M.W.F. (8.00 to 9.50 a.m.) CVA 45

How do you design for a multicultural audience? How can you create design that is authentic, meaningful and far-reaching in a global context? What is the research methodology?

Students will create projects (in various form and media) based on participation, observation and interdisciplinary research.

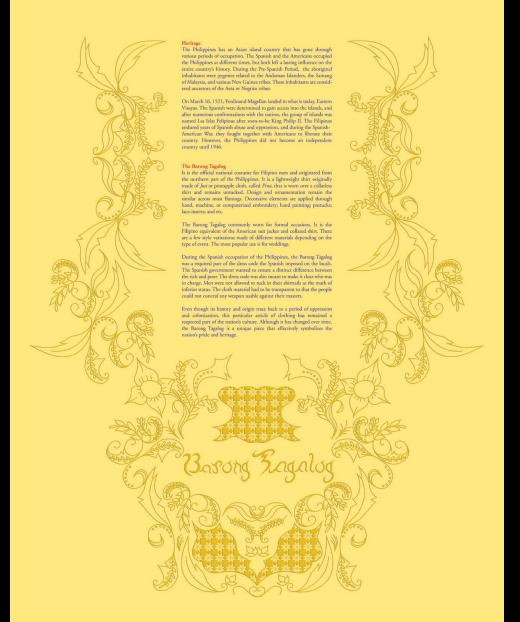


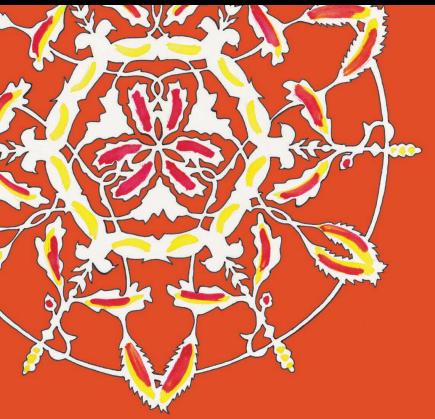


project 1 : cultural identity # object



ALPHORN





Kuctuctsuhr

In 1630, wooderafters in the Black Forest region of Germany began to explore the art of clockmaking While clockmaking was new to the region, the tradition of woodearving was a popular pastine. Carving provided Black Forest artisans with an escape from the long, hard winters of the region. Black Forest woodearvers enjoyed depicting themes found in everyal German life. These themes included lone, finally, death, birth, mythology, and Christian religion. The most popular themes, however, were hunting and nature. When clockmaking became prevalent, Black Forest woodearvers continued to depict themes from their everyday lives. Carved leaves, birds, deer, and other woodland creatures were typical motifs.

Between 1730 and 1750, Black Forest artisans began to incorporate the cuckoo bird mechanism into their docks. This idea did not originate in Germany, but Black Forest artisans did popularize and perfect the practice. It is likely that the artists of the Black Forest region decided to incorporate the cuckoo bird mechanism into their clocks because they associated the cuckoo bird's all with the coming of spring. To produce the cuckoo bird's call, a system of two bellows and pipes were employed. At the top of the hour, the clock's weights and pendulum turned a wheel. This action released the cuckoo bird from its nest. Alternating puffs of air were then released from the bellows into the obser-caratine the saund of the cuckoo.

Over the years, many different styles of cuckoos clocks emerged in the Black Forest region. While the styles varied in appearance, the cuckoo clocks of the Black Forest maintained one constant them; their carebe motifs acted as reflections of duly life in the Black Forest region of Germany Today, Black Forest cuckoo clocks remain true to their historical styles and motifs. They act as a reminder of life in the historic Black Forest region and pay homage to the skill of the region's woorderafters.

White Privilege: Unpacking the Invisible Knapsack :: Peggy McIntosh

DAILY EFFECTS OF WHITE PRIVILEGE

I decided to try to work on myself at least by identifying some of the daily effects of white privilege in my life. I have chosen those conditions that I think in my case attach somewhat more to skin-color privilege than to class, religion, ethnic status, or geographic location, though of course all these other factors are intricately intertwined. As far as I can tell, my African American coworkers, friends, and acquaintances with whom I come into daily or frequent contact in this particular time, place and time of work cannot count on most of these conditions.

- 1. I can if I wish arrange to be in the company of people of my race most of the time.
- 2. I can avoid spending time with people whom I was trained to mistrust and who have learned to mistrust my kind or me.
- 3. If I should need to move, I can be pretty sure of renting or purchasing housing in an area which I can afford and in which I would want to live.
- 4. I can be pretty sure that my neighbors in such a location will be neutral or pleasant to me.
- 5. I can go shopping alone most of the time, pretty well assured that I will not be followed or harassed.
- 6. I can turn on the television or open to the front page of the paper and see people of my race widely represented.
- 7. When I am told about our national heritage or about "civilization," I am shown that people of my color made it what it is.
- 8. I can be sure that my children will be given curricular materials that testify to the existence of their race.
- 9. If I want to, I can be pretty sure of finding a publisher for this piece on white privilege.
- 10. I can be pretty sure of having my voice heard in a group in which I am the only member of my race.
- 11. I can be casual about whether or not to listen to another person's voice in a group in which s/he is the only member of his/her race.
- 12. I can go into a music shop and count on finding the music of my race represented, into a supermarket and find the staple foods which fit with my cultural traditions, into a hairdresser's shop and find someone who can cut my hair.
- 13. Whether I use checks, credit cards or cash, I can count on my skin color not to work against the appearance of financial reliability.
- 14. I can arrange to protect my children most of the time from people who might not like them.
- 15. I do not have to educate my children to be aware of systemic racism for their own daily physical protection.
- 16. I can be pretty sure that my children's teachers and employers will tolerate them if they fit school and workplace norms; my chief worries about them do not concern others' attitudes toward their race.
- 17. I can talk with my mouth full and not have people put this down to my color.
- 18. I can swear, or dress in second hand clothes, or not letters, without having people attribute these choices to the bad morals, the poverty or the illiteracy of my race.
- 19. I can answer and speak in public to a powerful male group without putting my race on trial.
- 20. I can do well in a challenging situation without being called a credit to my race.
- 21. I am never asked to speak for all the people of my racial group.
- 22. I can remain oblivious of the language and customs of persons of color who constitute the world's majority without feeling in my culture any penalty for such oblivion.
- 23. I can criticize our government and talk about how much I fear its policies and behavior without being seen as a cultural outsider.
- 24. I can be pretty sure that if I ask to talk to the "person in charge", I will be facing a person of my race.

Peggy McIntosh is associate director of the Wellesley Collage Center for Research on Women.

project 2 : cultural identity # citizen designer





Melanie Lecaroz Philippines





REVEALING THE WESTERN VIEWS OF

نار ARABIC

Many Americans confuse Turks for speaking Arabic. However, Turkey is entirely unrelated to Arabic and modern Turkish is written in the Latin alphabet. Today, 79% of the population in Turkey has Turkish as a first language. The Turkish constitution clearly states, "No language other than Turkish shall be taught as a mother tongue to citizens of Turkey at any institution of training or education." The situation for minorities in Turkey has been difficult and remains difficult, even if Turkish membership aspirations with the European Union, has resulted in some reforms.

TERRORISM

Turkish people are usually portrayed as intelligent gunmen who have underground terror or mafia function. The vast majority of Americans have a stereotype in mind thinking of terrorists, and that stereotype is of someone of Arab descent. This stereotype remains untrue. There are plenty of groups within the United States: white supremacists, separatists, even opportunists who can be bought for a price. Stereotyping Arabs or Muslims or terrorists alienates them at a time when Westerners need their support like never before to help root out those within their communities who do indeed pose a threat to America's security.

MUSLIMS

A national poll in America following the attack of September 11, 2001 found that 54% expressed the view that the attack was motivated by a conflict between Christianity and Islam. Today, those feelings have changed. "Turkey's greatness lies in your ability to be at the center of things. This is not where East and West divide — this is where they come together," President Obama said. The president invoked his own heritage: "The United States has been enriched by Muslim Americans. President Obama is one of them. In Turkey, approximately ninety-eight percent of the citizens are Muslims. The Arabic word "Islam" stands for a life focused on peace, mercy, and forgiveness. In a religious context it means complete submission to the will of God.

Thank you

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