Statement of Activity and Background Information

Since its introduction from Apple Computers Inc. in 1984, the Macintosh computer has evolved into one of the premier art and design tools of its decade. It has provided fine artists, graphic designers, architects, musicians and various other professionals a user-friendly means for creating their own personal vision. For fine artists and designers, the Macintosh provides a new medium with which visually oriented communication can be implemented. As the versatility and quality of the visual output develops, the Macintosh's demand in the art market place subsequently helps bring about a greater support in software and hardware. The high quality printouts are, in part, the result of an evolution in laser printing technology and the development of Postscript® computer language. Utilizing Postscript® language, laserprinters can output very fine curves and lines instead of the jagged bitmap patterns which plagued line renderings in the original Apple ImageWriter. Printed type and drawings which originally had to be produced by photographic process from professional printers and typesetters can now be produced by the Macintosh quickly and efficiently.

However, even with the unfolding of laserprint technology and excellent software support, designs produced utilizing the Macintosh are still said to have a computer generated look or feel to them. In the field of graphic design, professionals familiar with the capabilities of the Macintosh still seem to recognize a "computer generated" job. Many designers feel that although the computer helps them to output typography and drawings faster and easier, the human element that is illustrated through a "done-by-hand" methodology is being lost.

This so-called "done-by-hand" pre-computerized method is possibly best illustrated by the poster designs of World War I. The poster reached a high level of importance during the first world war. Printing technologies such as screen printing had been perfected and television had not yet evolved into a viable medium of communication. The government of the United States utilized the poster as a primary means of propaganda and visual persuasion to uplift morale and gain financial support for the
war. The WW I posters also helped to reassure the masses that they were doing the just and right thing by involving themselves in the war. The design characteristics of these posters consisted of hand drawn illustrations and hand drawn type combined with simple recognizable symbols that the masses could easily understand. Screen printing was used extensively. This method of printing involved forcing ink through a stencil attached to fabric held tight by a frame. It was simple, versatile and efficient for moderate quantity printing.

My Honors thesis involves two-fold experimentation. I will develop three limited edition poster designs dealing with the topic of AIDS prevention utilizing the screen printing process, and I will use the Macintosh computer to create all typographic and image output. My work with the Macintosh and related software will deal with rendering style relating to human or hand-drawn effects. I hope that by adding the element of screen printing to the final pieces, the final designs, like the posters of World War I, will carry the same inherent stylistic humanness that will aid in shedding the sterile and technological feel of computer aided design.

The posters will be designed to inform and educate young adults about the AIDS virus and offer current suggested means of prevention. Presently, AIDS is one of the number one killers of heterosexuals and homosexuals in the world. Although there is almost four times the amount of research and funding for AIDS as there is for cancer, a cure most likely will not occur for decades. In a recent interview in the state of Indiana, C. Everett Koop, former Surgeon General, noted that he didn't think the world would ever find the cure for AIDS. Considering the fact that the common cold and flu are viruses just like the AIDS virus and that scientists have found no cure for either of them, this pessimistic outlook seems to carry some validity.

I became interested in developing the AIDS posters because of the apparent dangers it presented to my age group and through my work at the Wellness Center at Ball State. There is an incredible amount of misinformation which is circulated by word of mouth among young adults. Subsequently, there is a great need for posters, etc. explaining the disease and how to protect one's self. In researching
the effectiveness of the WW I posters. I realized what a powerful medium the poster could be in moving people to action. I felt that developing posters about AIDS would be a beneficial way to utilize my talents as a graphic designer in a socially conscious manner. In turn, I will gain valuable knowledge about the Macintosh computer and whether or not it is possible to shed the typically computerized stereotype associated with design work produced through such electronic methodology.

Currently, there is no cure for the AIDS virus. The only real protection for people is behavior modification; that is to say, people can primarily prevent AIDS by changing potentially dangerous habits or behaviors. When a person acquires AIDS (Acquired Immune Deficiency), his body loses its natural ability to cope with disease. Simple infections or ailments which might not normally affect someone are deadly to AIDS carriers. The disease of AIDS has been considered the new Black Plague of the 80's and 90's, however, few people off the street could tell you who is at risk and how the disease is transmitted. The need for information is obvious and the simple poster is a powerful moving medium which can compel people to act in a way that could possibly save their lives.

Outside the criteria for this thesis project, I plan to distribute several copies of my posters to organizations such as Planned Parenthood and the Wellness Center in order to promote this important message and possibly gain backing to produce more posters that will further help people. In order to produce the creative works, an undergraduate grant was applied for in the fall of my senior year to develop the poster designs. The advantage to this was that upon acceptance of my grant proposal, I was allotted funds to support my creative endeavors for the thesis project.

My experimentation with the Macintosh as a means of generating the images and type for the poster designs will increase my personal design skills as well as helping my fellow design classmates as they learn from my experimentation and create their own conclusions about combining humanness and computer design. My goal for acquiring a humanness to the visuals of the final output will verify the computers capacity for rendering images that are devoid of the indicators of cold technology. On a broader scale, this project will hopefully help the Ball State student body protect themselves from AIDS.

The following is a breakdown of the design process from thumbnail sketches to the final comprehensive.
Literature Sources

AIDS References


Design/Computer References


Notes on AIDS

Symptoms:
Fevers that don't go away.
Hep B. Feels like having the flu for two years.
Number of AIDS cases double every 13 months
Incubation period - about 10 years
Fastest growing age demographics 22-29 years of age
High risk groups - 11-25 years

HIV virus dies quickly after leaving the body.
Hepatitis B can live up to eight days but is curable.
You can't tell if a person has AIDS other than a blood test

Focus should be on college age because of the sexual experimentation and level of understanding. Also, might prevent spreading if they already have contracted the disease from experimentation at puberty.
Shalico Center

1106 Meridian Plaza
Room 555
Anderson, Indiana 46016
(317) 646-9206

Hours: Monday-Friday 8:00 a.m.-4:00 p.m.

(AIDS Information, Testing, and Referral)
AIDS And You

Separating fact from fiction about the disease and how it affects you
HIV victim talks sex, drugs, life
Youth organization founder promotes positive thought

BY JENNIFER KRIMMEL
Chief Reporter

The founder of the Youth AIDS Foundation told students Tuesday about his struggling personal life with HIV and the consequences of unprotected sex.

"Basically if you have unprotected sex you're at risk for HIV," Robert Levy said. "You can't care what your friends think, it's about life."

Levy, 24, from upstate New York was diagnosed with the HIV virus in 1984 at age 18.

"I went home with a guy and had unprotected sex," he said. "The next day he told me, 'Oh! By the way, I'm HIV positive.'"

According to Levy, he got tested and accepted the fact he had the virus.

"In August 1984, about when testing came out, I took the test," said Levy. "The doctor said 'You have AIDS and you'll die by December.'"

Levy said after December passed and he was still alive, he went into a denial of the virus.

"I applied for college and went for a couple of years," he said. "I then decided to quit school and go to New York City and become an actor."

According to Levy, in the city he got heavily involved with drugs and having unprotected sex.

"Since I was in denial, I forgot I was HIV positive," Levy said. "So I was having unprotected sex... I don't remember a lot about those years."

"One day, my acting teacher asked me if I did drugs," he said. "I denied it like I denied HIV. I was running from my disease. I was running from my sexuality, I was running..."

Levy then went to Phoenix, Ariz., Chicago and then to Los Angeles where his drug problem made him overdose.

"I was homeless for a month," he said. "One day I was walking down the street and a long limousine pulled up in front this restaurant and this beautiful woman stepped out. I looked at her and looked at myself and knew I was going to die."

According to Levy, he joined a support group but wasn't getting the help he needed.

"The support group I went to was older people and all they talked about was dying," said Levy. "That's why I started a fun group (The AIDS Youth Foundation). I'm not going to die for a while... by positive thinking. Just because you're HIV positive doesn't mean you're going to die."

Levy said the foundation is for youths coping with HIV through positive ways.
Understanding and Preventing AIDS

A Harvard Biologist explains in simple language:

- How AIDS is Transmitted Sexually
- How AIDS is Transmitted Non-Sexually
- AIDS Prevention
- How to Get Tested — a 24 Hour AIDS Hotline
- Correct Condom Use
- How Long the AIDS Virus can Survive Outside the Body
- When to worry about Kitchens and Bathrooms
- Soaps & Detergents which Kill the AIDS Virus
- The Truth about the AIDS Virus
- The Truth about Vaccines
Thumbnail Sketches
Small sketches of possible ideas for the poster designs.
Used primarily for idea generators to more complex designs.
I know the difference?
One has AIDS and the other
The one may kill him.

Do you know who you had sex with 10 years ago?
Let's hope you knew enough to use a condom.

AIDS has a buddy
Herpes is B.
If you don't know what it is like, I don't want the flu for 2 years.

Use a condom.
Live longer.

Warning: The surgeon general has determined that using a condom could prevent the infection of HIV the AIDS virus.
KNOWN WAYS AID CAN BE TRANSFERRED

- Blood
- Semen
- Vaginal secretions
- Urine
- Saliva
- Tears

SCENARIO: 
YOU CONTRACT AIDS.

10 YEARS LATER

YOU FIND OUT SCARY?

IN CASE OF EMERGENCY READ THIS.
HOW TO USE A CONDOM

STOP

IF YOU WANT HIM TO WEAR A CONDOM TELL HIM THIS.

USE SOMEONE'S NEEDLE TO SHOOT UP AND YOU WILL GET AIDS
How to use a condom

Banana

Condom

Banana not included

If you're not sure how to use a condom

Practice on a banana first

Using a condom is as easy as putting on a sock

Use a condom or die

It's that simple today.

AIDS is like playing in bed

AIDS is like putting in bed

AIDS is like putting in bed

Don't this is the last mistake she'll ever make

Life Life Life Life Life Life

Life Life Life Life Life Life

Mothers who have AIDS will give it to their kids

Please protect your self.
AIDS
Fucked to Death
1993

Practice Makes Perfect
AIDS Kills

When Will We Learn?

Timmy's a few hours old... He's got 16 minutes left.

It's Mummy had AIDS.

If you must be friendly, be prepared.

Different word?

Two male silhouettes

If you must play, wear protection.

It's better than AIDS.

If he's a friend, we'll need deepバックング and wear a condom.

Stop the Beast.
**Roughs**
Larger sketches of possible ideas for the poster designs. Color and placement of elements generally layed out. Traditionally, close to actual size or specified thus.
When Condoms are Broke
When People are Obnoxious
Of The Facts
When Couples Engage
In Dangerous Acts
When No Cure Can Drive You Now

Kiss

Kiss

Dear
Even though you're presently in a monogamous relationship, you can still get AIDS only a condom will adequately protect you.

Scenario:
You contract AIDS
(10 years later)
You finally see symptoms
Scared? Use a condomremove the doubt.
HAVING SEX WITH SOMEONE WHO HAS AIDS IS ASKING FOR YOUR DEATH?

PROTECT YOURSELF WEAR A CONDOM

LIVE LONGER...

PEOPLE WHO SHOUT UP WITH OTHER PEOPLE'S NEEDLES RISK GETTING AIDS

IF YOU CAN'T USE A CONDOM IT'S BETTER THAN AIDS

HER NEXT MISTAKE IS HAVING THE CHILD

MOTHERS WHO HAVE AIDS WILL KILL THEIR CHILDREN

YES
Even virologists are scared of AIDS. Protect yourself and those you love by wearing a condom.
STOP THE KILLING.

PROTECT YOURSELF.

WEAR A CONDOM.

Do you know who you had sex with 10 years ago?

Let's hope you were a condom.

AIDS patient contracted 10 years ago.

Do you know who he is/she?

WARNING: THE SURVEY GENERAL HAS DETERMINED THAT CONDOMS MAY INCREASE YOUR LIFE BY PREVENTING AIDS. USE AT OWN RISK.
The final pages show the eventual poster designs as they appeared in print in the last comprehensive stage of the design process. All output was done by computer. Final size output was 11"X17". The printer was a fiery Cannon color printer output at 400 DPI.
XOS

Red color
Red Ribbon
used to symbolize
AIDS

Dagger shape
Cold colors
Cold colors pull
the red down

Snake symbolizes
pestilence + disease.

Stop killing
virus conditions.
COUPLE WHO THINKS THEY CAN'T GET AIDS BECAUSE THEY'RE IN A RELATIONSHIP WITH ONE PERSON NONE.

FACES ALL AROUND.

REVERSED OUT TYPE IN BLACKS
Stop the killing.
Have some regard for human life.
Unprotected sex spreads AIDS.