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» publications

- García Ferrari, T. "*Información líquida*." tipoGráfica 73: 2006.
- García Ferrari, T. and C. Short. "*Designing the Net*." *Gebraucht und Gebräuchlichkeiten. Vom Umgang mit den Dingen und ihrer Gestalt. Ein Symposium in Rotis.* Ed. F. Aicher and D. Rinker. Munich: Christian Pixis Verlag, 2000.
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- García Ferrari, T. and C. Short. "*Diseñando la red*." tipoGráfica 40 1999: 12.
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- García Ferrari, T. and C. Short. "*Tipografías dinámicas*." tipoGráfica 36: 1998.
- García Ferrari, T. "*Tipografía Verdana*." tipoGráfica 34: 1997.
- García Ferrari, T. "*Nuevas áreas del diseño*." tipoGráfica 32: 1997.
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- Short, C. and C. Venancio. "*httpG*." tipoGráfica 28–34: 1996–1997.
- García Ferrari, T. "*Fuse '95*." tipoGráfica 28: 1996.
- Short, C. "*De oficio, maestro*." tipoGráfica 27: 1995.

► **Design Studies, University of Otago**
Institutional brochure
2006

Institutional brochure for the Department of Design Studies, University of Otago, designed and produced in 2006.



Design is a process through which we identify challenges and opportunities, propose and articulate solutions, visualise possible scenarios and shape the world around us. **Design is invisible** thus **ideas are our tools.***

* With respect and reference to "Forum Design", Linz (1980) and Adolpho Natalini, Superstudio (1973)

The goal of **Design Studies** is to ensure that design activity is based on thorough research, and a sound knowledge base, as well as intuition and a strategic mindset.



Head of Department
Professor Thomas S. Bley

The **Design Studies academic staff** embrace a **broad range of backgrounds and interests**. Together they cover the **various areas of expertise from environmental to industrial, from communication to interaction design**; a gateway linking the **creative methods to strategic planning**, the **intuitive with the rational**, the **emotions with the functions** – all based on a **sound understanding of the history and theory of design**.

In addition to its residence faculty, **Design Studies** supplements its curriculum with **guest lecturers** from the profession and the industry delivering **keynote presentations** regularly during the course of the programme. **Design Studies** is also at the forefront of New Zealand's design programmes, bringing in **internationally recognised speakers** to address global relevant topics in design and beyond.

As part of an interdisciplinary campus environment and through international affiliations, **Design Studies** faculty is granted to provide a convergent and team oriented environment for study and research in design.

- **Information about academic staff:**
<http://www.design.otago.ac.nz/staff/academic.htm>
- **Information about current research and postgraduate study:**
<http://www.design.otago.ac.nz/research/index.htm>
- **Information about current activities:**
<http://www.design.otago.ac.nz/home.htm>



academic staff | 1



usu 312 • Interaction Design Theory
Semester 1 | 18 points

Interaction Design is a young "inter" discipline where design and disciplines like psychology, computer sciences and others meet. It involves way more than Interface Design or Media Design and is about defining the concepts, artifacts and systems of relationships... men's, machine's or both. Semester 1 will continuously connect theoretical backgrounds with several practical exercises. Topics involve: Team communication, planning and presentation strategies, Short media history, On software, interface and web design. Design of data spaces and liquid media.

usu 313 • Interaction Design Project
Semester 1 | 18 points

Project will also introduce in design interaction (Design Theory). Semester 2 is dedicated optionally to 3 more advanced exercises on one long term project that has to undergo all project steps from conceptualisation over interface design to prototyping and over testing. Topics involve: How to have ideas and articulate them. Conceptualizing the invisible: compelling and software design. Virtual vs real landscape. Narration over time. Media for the senses.

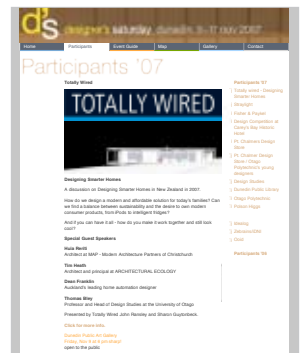
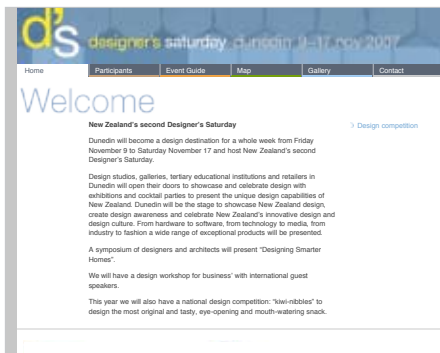
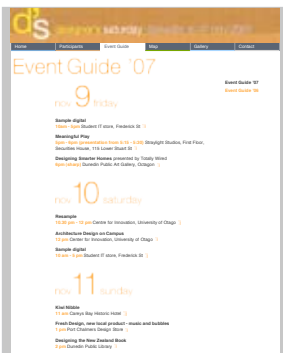
usu 319 • Environmental Design Theory
Semester 1 | 18 points

Design can never exist in isolation. All design is a response to the context in which it is made: more significantly the activity and outcomes of designing shape environmental and cultural meanings. In this paper we will focus on three main questions. Firstly what from a design perspective is meant by environment. Secondly how can design respond to and shape wider societal concerns of dwelling, mobility, community, technology, sustainability, authority and nature? And lastly what design strategies and design processes might be utilised to better respond to issues of context.

level three | 2

› **designers' saturday**
 Website
 2006 – 2007
In collaboration with
Ralf Hebecker

The city of Dunedin – located in the south of New Zealand – is since 2006 the host of the designers' saturday, an event where design studios, galleries, educational institutions and retailers open their doors to showcase and celebrate design.



► Austria SkiRanch
Identity
2007

Austria

Una forma de vivir

Mas de 25 años con todo lo mejor en equipos e indumentaria de esquí en el cerro Chapelco.

Alquiler y venta de equipos de esquí y snowboard. Equipos técnicos, camperos y pantalones de esquí. Calidad de montaña y accesorios de las mejores marcas.

Alquiler y venta

- El la altura del carving
- Las placas o elevadores
- Que es un carving
- Cómo elegir un par de botas
- Principales: como sentir las botas

Logos: SALOMON, Columbia Sportswear Company, ansilta, OAKLEY, ASOLO, patagonia, adidas, NIKE, SCOTT, CEBE, BRIKO.

Austria

Como efectuar una reserva

Reservar equipos de esquí y snowboard. Equipos técnicos, camperos y pantalones de esquí. Calidad de montaña y accesorios de las mejores marcas.

Alquiler y venta

Alquiler y venta de equipos de esquí y snowboard. Equipos técnicos, camperos y pantalones de esquí. Calidad de montaña y accesorios de las mejores marcas.

Alquiler y venta

Alquiler y venta de equipos de esquí y snowboard. Equipos técnicos, camperos y pantalones de esquí. Calidad de montaña y accesorios de las mejores marcas.

Austria

Notas

Snowboards: los verdaderos fun carvings

Que es un carving

Las placas o elevadores

¿Por qué venir a esquiar?

Principales: las bondades de los carvings

disfrutá los mejores momentos
junto a las mejores marcas

SALOMON
Columbia Sportswear Company
ansilta
OAKLEY
ASOLO
patagonia
adidas
NIKE
SCOTT
CEBE
BRIKO

Austria Excelencia en productos de montaña

Avda. San Martín y Moreno | San Martín de los Andes | Teléfono 02972 427071 | <http://www.austria-skiranch.com.ar/> | e-mail info@austria-skiranch.com.ar

► **tipoGráfica**
Website
2007

tipoGráfica is a Design and Typography Magazine made in Buenos Aires, Argentina, for designers and visual communicators around the world. Since 1987, tipoGráfica magazine has provided a forum for debate, communication and exchange of ideas and knowledge. Its staff of advisors and contributors comprises top international specialists.



› **outback**
Logotype
2004



outback!

› **store**
Logotype
2004



◀store▶



› pueblo
Logotype
2005

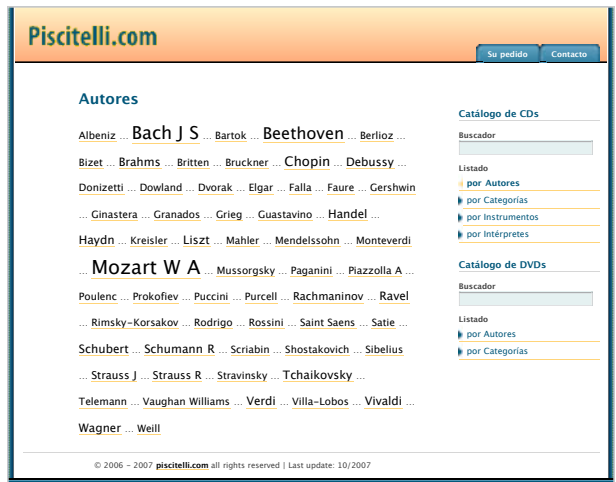


› widewilliams
Logotype
2004

widewilliams
designed and built by García Ferrari

► Casa Piscitelli
Website
2006

From 1939 Casa Piscitelli has been commercializing recorded music, offering the biggest catalogue of classical music in the Spanish speaking world.



► Buenos Aires Book Fair
Website
2007

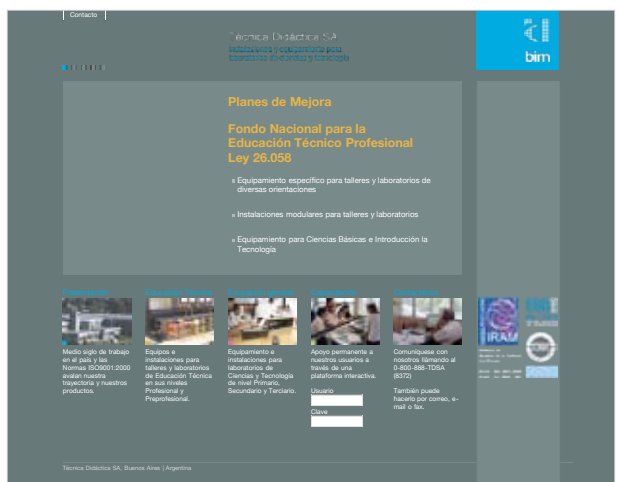
Buenos Aires International Book Fair, a genuine city of books, a national and international catalog of publishing industries and a cultural celebration.



► **Viva La Radio**
Website
2007



► **Técnica Didáctica**
Website
2007



› **Design and Cyberspace**

Lecture in Colombia

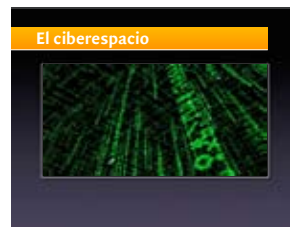
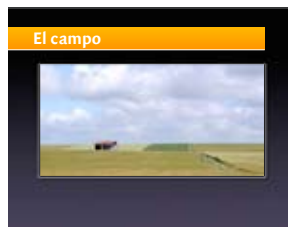
2005

Diseño y Ciberespacio
en relación a los espacios urbanos y rurales

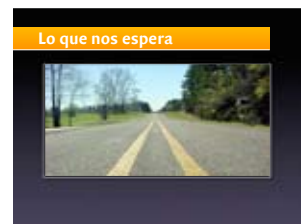
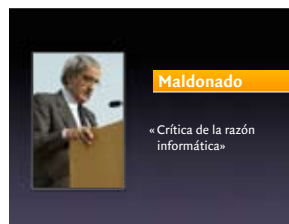
Tomás García Ferrari

Seminario Internacional
Diseño Vida Cotidiana
Universidad del Cauca
Popayán – Colombia

Making an analysis of the relation between cyberspace, urban and rural spaces, this talk is based on texts written by Tomás Maldonado and Nicholas Negroponte, both interesting authors that have work on this area.



**Design, as generator of new communication scenarios,
is an active participant in the construction
of new realities that give shape to possible
understandings of urban and rural spaces.**



› **Design and Complexity**
Lecture in Argentina
2006

Complejidad y diseño

Grupo multidisciplinario de investigación
Buenos Aires, abril de 2006

In the context of a multidisciplinary research group on complexity, we argue that the key facts of being a designer are:

- › the type of problems we work with;
- › a special perception on the relationship between problems and solutions;
- › a deep interest on formal aspects.

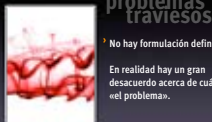


Todos somos diseñadores...
Como todos podemos andar en
bicicleta! Pero si queremos
ganar el Tour de France...

Thomas Bley



El mejor camino para enfrentar
estos problemas comunmente
es lidiar con los problemas y
las soluciones de forma
simultánea.



problemas
travesos

› No hay formulación definitiva.

En realidad hay un gran
desacuerdo acerca de cuál es
«el problema».

“Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.”

Herbert A. Simon

› **Legibility and Readability**
Lecture in Argentina
2006

In April 2006 we have presented the results of our investigation on ‘*Legibility and Readability on the World Wide Web*’ in the monthly meeting of the collective group of discussion on typography t-convoca.
<<http://www.t-convoca.com.ar>>

Legibilidad y comprensión en la World Wide Web

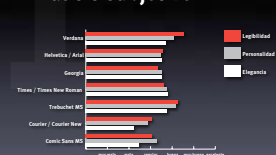
Motivaciones y resultados
de una pequeña investigación

Carolina Short & Tomás García Ferrari

› <http://bigital.com/>

1 Familia tipográfica

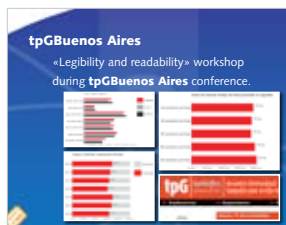
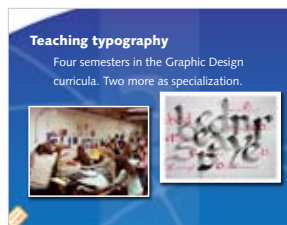
Análisis subjetivo



› **design as (is) a full-life job**
Lecture in New Zealand
2006

In June 2006 we were invited to give a Keynote Lecture to the design students of the University of Otago as we started teaching in the Design Studies Department. Our lecture was entitled '*design as (is) a full-life job*' as we were talking about the three interconnected lines of our lives:

- › personal aspects,
- › professional developments and
- › academic life.





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