

---

## INFO

MICA Flex Design Workshop  
Maryland Institute College of Art  
April 11–25, 2017  
Adam Lucas, [aswift.lucas@gmail.com](mailto:aswift.lucas@gmail.com)

---

## PREFACE

*Begin with ideas*  
*Celebrate coincidence*  
*Trust the process*  
*Allow concepts to determine form*  
*Sustain the integrity of an idea*

— excerpts from Daniel Eatock's "[Manifesto](#)"

Like life, much of design is about contrast: form and counterform; negative space and positive space; legibility and illegibility.

It's been a long year. And it's not over. You still have a bunch of work to do — May feels like it's forever from now. Class projects feel heavy and slow.

This workshop is an opportunity to contrast those feelings with a quicker pace and lighter context.

---

## ASSIGNMENT

You will choose to make one of two projects: a single-serving site or a supercut. The content of your chosen project is up to you — what you're most interested in or excited about is a good place to start — but like Eatock, you should begin with ideas, trust the process, and allow your concept to determine the form of your project.

---

## SCHEDULE

On 4/11 (Remote presentation)  
— Listen and watch my presentation  
— Get inspired and excited

From 4/11 to 4/18  
— Research the two project options  
— Begin with ideas (a lot of them)  
— Make a textual and/or visual list of at least 12 different ideas (e.g. a supercut of [description], a single-serving site called [domain name] that is [description])  
— Choose one of those ideas and make it

On 4/18 (In-class critique)  
— Present your list of at least 12 ideas  
— Present a rough draft of your project (rough cut unpublished supercuts and unpublished websites are fine at this point)

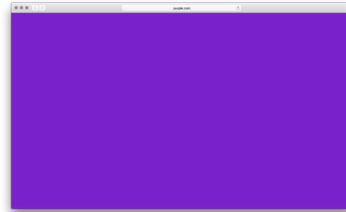
On 4/25 (Remote presentation)  
— You will present your final projects remotely (final supercuts streamed on YouTube or Vimeo, live published sites with purchased domain name)

---

## BACKGROUND

### *Single-serving site*

A single-serving site is a website composed of a single page with a dedicated domain name and serves only one purpose. The term was originally coined by Jason Kottke in February 2008, although single-serving sites have existed since the dawn of the internet. You can find links to examples on the following page.\*



The oldest known single serving site is [Purple.com](#), which was launched in 1994. This website contains no links and its only content is a purple-colored background.

### *Supercut*

A supercut is a compilation of short video clips of the same type of action, a "fast-paced montage of short video clips that obsessively isolates a single element from its source, usually a word, phrase, or cliché from film and TV. The word was apparently coined by Andy Baio, in a blog entry in April 2008. He defined it there as a "genre of video meme, where some obsessive-compulsive superfan collects every phrase/action/cliché from an episode (or entire series) of their favorite show/film/game into a single massive video montage. You can find links to examples on the following page.\*"



Christian Marclay's [The Clock](#), the ne plus ultra of supercuts.

For examples of these forms, see the links on the following page.

\* The above definitions are both from Wikipedia

---

SINGLE-SERVING SITE EXAMPLES

Classic examples:

[purple.com](http://purple.com)

[www.zombo.com](http://www.zombo.com)

[yourethemannowdog.com](http://yourethemannowdog.com)

[barackobamaisyournewbicycle.com](http://barackobamaisyournewbicycle.com)

[amiawesome.com](http://amiawesome.com)

[islostarepeat.com](http://islostarepeat.com)

[isitchristmas.com](http://isitchristmas.com)

[whatismyip.org](http://whatismyip.org)

[donothingfor2minutes.com](http://donothingfor2minutes.com)

[howtocutapineapple.com](http://howtocutapineapple.com)

[beesbeesbees.com](http://beesbeesbees.com)

[distancetomars.com](http://distancetomars.com)

Single-serving tumblrs

[dinakelberman.tumblr.com](http://dinakelberman.tumblr.com) (I am Google)

[selleckwaterfallsandwich.tumblr.com](http://selleckwaterfallsandwich.tumblr.com)

[kimjongilllookingatthings.tumblr.com](http://kimjongilllookingatthings.tumblr.com)

[marinaabramovicmademecry.tumblr.com](http://marinaabramovicmademecry.tumblr.com)

[marinaabramovicmademehigh.tumblr.com](http://marinaabramovicmademehigh.tumblr.com)

[typographerryangosling.tumblr.com](http://typographerryangosling.tumblr.com)

[feministryangosling.tumblr.com](http://feministryangosling.tumblr.com)

Single-serving site artists and artworks

[sometimesredsometimesblue.com](http://sometimesredsometimesblue.com) by Damon

Zucconi (2007)

[Rafael Rozendaal](#)

[Anthony Antonellis](#)

[Wishing Well](#) by Harm van den Dorpel

and Jonas Lund (2013)

[If You Want to Clean Your Screen](#) by Olia Lialina (1996)

[bluemonochrome.com](http://bluemonochrome.com) by Jan Robert Leege (2008)

[Miltos Manetas](#)

[Poetry generator](#) by Laurel Schwulst

---

SUPERCUT EXAMPLES

[Charlie Rose](#) by Samuel Beckett

[The Clock](#) by Christian Marclay

[Telephones](#) by Christian Marclay

[Apple iPhone Hello commercial](#)

[Paganini's 5th Caprice](#) by Cory Arcangel

[Fargo—Yeah](#)

[The Big Lebowski—Every Single Dude](#)

[I'm Not Here to Make Friends](#)

[Let's Enhance](#)

[Kramer's Entrances](#)

[Holy Robin](#)

[Blah Blah Blah](#)

[Every Single Michael Bay Explosion](#)

[Iron Chef's Secret Ingredient](#)

[Sorkinisms](#)

[6 Minutes of Nothing \(Seinfeld Theme\)](#)

[Cage Does Cage](#)