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The Value of Time: A Comparative Visual Analysis

by
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THESIS PROJECT DEFINITION

There are many profound mysteries in this world. Time is one of them. What is time? Strangely enough, this question cannot be answered. Over the centuries, the only source for time keeping was through nature. Eventually, the first humans began to realize and understand the regular sequences of celestial objects, such as the earth, sun and moon. Time is a factor when people record an event and when that event takes place in relation to other events. People cannot carry out this act if a common approach for time measurement did not exist within their society.

One way of making life possible for all people was through communication. Human interaction may involve two people communicating with each other or larger groups of people involved in numerous activities. Through these human interactions, a number of events occur on a daily basis. One way for people to communicate is through the use of a common language. Units of time measurement can be expressed in words or numbers. Without the use of any numbers, the three periods of tense in time measurement are the past, present and future. The past refers to anything that happened **before**. The present refers to something that is happening **now**. And the future is anything that will happen **later**. The period between **before** and **now** indicates that time must have passed, no matter how brief or long the length of time is.

In the real world, change is constantly occurring. Time and change are related for an important reason. The passing of time includes changes that take place. Such changes led to new discoveries, like units of time measurement. Some changes can happen only once, whereas other changes occur repeatedly. These changes that repeat stand out from other changes. For example, the most obvious and natural change that occurs on a daily basis is the rising and setting of the sun.[1] Such naturally repeating events were probably counted by the ancients to keep track of time.[2] As years passed by, people began to make time measuring devices, like sundials and clocks, to imitate the regularity of natural events. As people began to count the repeating events, they began to measure time.

THESIS PROJECT DEFINITION continued

Throughout history, the visual expression of time has been an integral aspect of art, business and technology across many levels of society. Functional time devices, such as calendars, have evolved into an important communication tool which keep people of different professional backgrounds informed of the units in time measurement, such as the year, month, week, day and hour.

This thesis, (The Value of Time: A Comparative Visual Analysis), will address four different professional users. These four professionals, a tax accountant, apple farmer, college professor and Catholic priest, were chosen because of the wide range of differences among them. The four professionals mentioned above not only perceive time differently from one another, but also live by different and specific schedules in their daily lives. For example, a certain month, week, day or even hour may hold more significance for one professional compared to others. The main objective for this thesis study is to visually communicate and emphasize the value of time for each of the four professions.

RESEARCH AND ANALYSIS

One of the earliest devices for time measurement was the Saxon sundial, developed around 1064 A.D.[3] Although they were the only reliable source for telling time, sundials were not easily accessible. The construction of an accurate sundial required knowledge of astronomy, geography, mathematics and mechanics, not known in early days.[4] One of the biggest disadvantages of using a sundial was that it relied on sunlight and therefore could only measure time on sunny days. Also, the slow movement of the shadow cast on the sundial made it difficult to measure the smaller units of time, such as minutes.[5] By the 1700's, clocks and watches were developed. Their accuracy told time to the minute.

Accuracy in time keeping has grown in demand through the years as human lifestyles have become more complex.[6] Demand has increased for a more accurate device that tells time for the people of present day compared to cave-dwelling hunters of prehistoric eras. The rising and setting of the sun, the phases of the moon and the cycles of other heavenly bodies have always provided man with periodic references for measuring time.[7] When people began to move from the unvarying climate of areas near the equator and became farmers, they needed to measure time on a seasonal basis.[8] Therefore, the "calendar" was born.

The exact origin of the calendar is unknown. During the Holy Roman Empire, the word *"calendar"* originated from Latin *"calendarium"*, which means an account book literally intended for entering interest rates on loans and investments.[9] The earliest calendars were strictly utilitarian, serving only religious and agricultural purposes.[10] Priests created and maintained calendar systems to record the stars, seasons, times of religious festivals and times for planting and harvesting.[11]

Not until the Middle Ages were calendars used as decoration. The first printed calendar was made around 1438 A.D. by an astronomy professor, Johannes Nider, at the University of Vienna.[12] The process required intensive work. Before the printed image was produced, it had to be carved into wooden blocks, then inked and pressed onto paper. Distinctive symbols for each month were developed for these calendars.[13]

RESEARCH AND ANALYSIS continued

During the mid-fifteenth century, different kinds of calendars were produced. In 1448, calendars were made into hanging posters that could be tacked or pasted onto walls.[14] Then more detailed, information-filled calendars were created. As a result, several calendars appeared in the form of bound, illustrated almanacs.

After the industrial revolution, calendars became a commercial vehicle for promotional purposes.[15] At the turn of the twentieth century, a businessman in America observed that almost everyone needed a calendar for personal and professional use. There was a mass, captive audience in calendar users and therefore, a perfect opportunity to produce a variety of calendars in mass quantity.[16] This was when the modern calendar was finally created.

A calendar is a system for measuring long units of time, usually in terms of days, weeks, months and years.[17] The units of time measurement in calendars have a direct relationship to astronomy. First, the length of time in which the earth makes one rotation around its axis is called a *day*. Second, the length of time it takes for the moon to revolve around the earth is called a *month*. Finally, the length of time needed for the earth to make one rotation around the sun is called a *year*. The only unit of time measurement that does not have a direct link to astronomy is the week. No one knows exactly why there are seven days in a week. They were probably named for the seven objects, the sun, moon and the five planets able to be seen by the naked eye, moving on the zodiac (an imaginary belt in the heavens divided into twelve equal signs, each named for different constellation) that were seen by the ancients.[18]

There are three kinds of calendars. The first type is the Lunar Calendar, which is based on the month. This calendar consists of twelve synodic months. Each synodic month averages about 29.53 days, the period of time in which the phases of the moon, from one full moon to the next, repeats.[19] Therefore, a lunar calendar averages 354.37 days in length.[20] This is less than the usual 365 days it takes for the earth to revolve completely around the sun. As a result, lunar calendars get out of phase with the seasons.

RESEARCH AND ANALYSIS continued

The second type is the Luni-Solar Calendar. This type of calendar also has the twelve synodic months, but with a thirteenth month inserted every few years to keep the calendar in phase with the seasons.[21] Two of the important surviving luni-solar calendars are the Hebrew (Jewish) and Chinese Calendars. The Hebrew Calendar is used by the Jewish religion, whereas the Chinese Calendar is used in eastern Asia.

Finally, the third type of calendar is the Solar Calendar, which is based on the length of one year. This is the present type of calendar, consisting of either three hundred sixty-five or three hundred sixty-six days. Solar calendars evolved from the ancient Roman calendar and passed through the stage of being a luni-solar calendar with extensive history.

Around the time Rome was founded in the first centuries (753 B.C.), there were only ten synodic months in the Roman calendar.[22] The year started near the beginning of spring in March and ended with December, the tenth month. The remaining seventy winter days were not counted in the calendar. Centuries later, two more months, January and February, were added between December and March. January was named for Janus, the two-faced Roman god of gates and doorways.[23] February was named for the Roman festival of purification.[24] Julius Caesar commissioned the Greek astronomer Socigenes from Alexandria to plan a sweeping reform of the Roman calendar during 45 B.C.[25] This type of calendar includes the main features which Socigenes devised and Caesar implemented for the Roman Empire. On occasion, a thirteenth month was later inserted into the calendar. At this stage, the Roman calendar was the luni-solar calendar.

Although a month consists of thirty days in average, the following months have thirty-one days: January, March, May, July, August, October and December. The months with thirty days are April, June, September and November. In ordinary years, the remaining month of February has twenty-eight days. In total, all these months add up to three hundred and sixty-five days for one ordinary year.

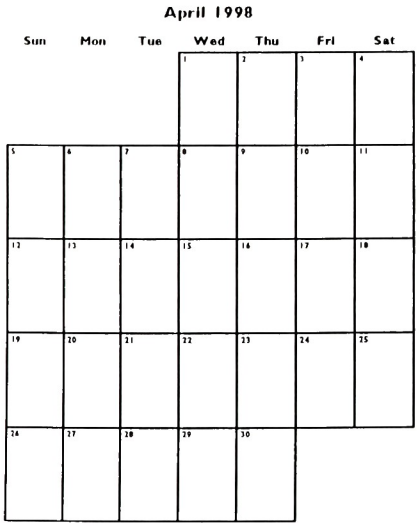
RESEARCH AND ANALYSIS continued

The only exception to an ordinary year is a leap year, which occurs every four years. There are a total of three hundred and sixty-six days in a leap year. This day in the calendar appears as February twenty-ninth.

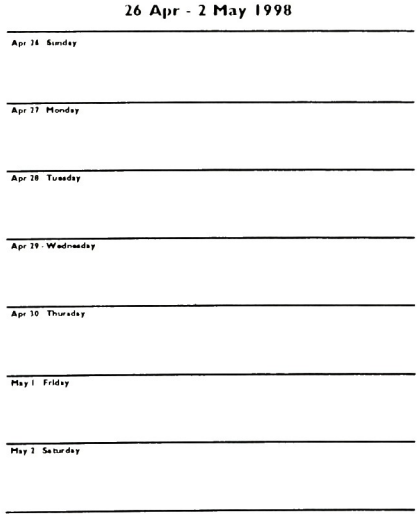
Today, the calendar year begins on the first of January and ends on the thirty-first of December. The first of January was established by the time of year when the sun seems to fade about half an hour later than its earliest setting seen in Rome, which occurs in early December.[26] Basically, a calendar consists a total of three hundred and sixty-five days in one year. The year is divided into twelve months or fifty-two weeks (See Appendix A).

The initial steps for the thesis study were to carefully analyze the existing calendar formats. These formats range in their approach to specific units. They include the monthly, weekly and daily formats. In addition to the existing calendars sold in stores, computer programs also provide structured formats. The following thumbnail images of different calendar formats were obtained from a computer program, Calendar Creator:

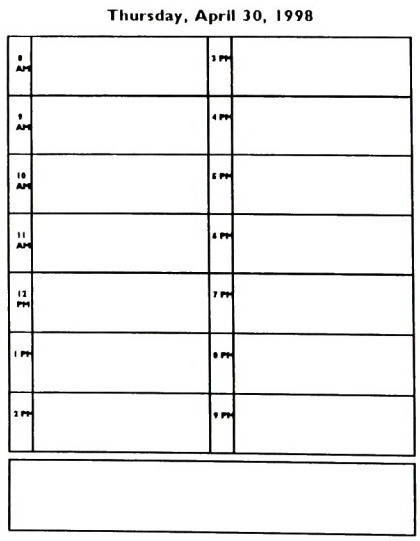
Monthly formatted calendar



Weekly formatted calendar



Daily formatted calendar



RESEARCH AND ANALYSIS continued

Calendar formats vary based on the units of time measurement. In most cases, all the units of time measurement add up to one full year. In addition, they are broken down into months, weeks, days and hours. If the calendar format is weekly, then there will be a total of fifty-two weeks for that one year. Monthly calendars will include twelve months to represent one complete year.

Units of time measurement are based on numbers. One year consists of twelve months. Each month averages about thirty days. Each month is divided into about four weeks. Since a week consists of seven days, a total of twenty-eight days would make up one full month. For example, there are twenty-eight days (exactly four weeks) in February. Months that have thirty-one days (January, March, May, July, August, October and December) are $4\ ^{3}/_{7}$ weeks long. Months with only thirty days (April, June, September and November) are $4\ ^{2}/_{7}$ weeks long.

There are twenty-four hours in one day. Two systems of numbering the hours of the day are most commonly used. First, the twelve-hour time scale divides the day at noon. The hours before noon are labeled A.M. (ante meridiem).[27] Those after noon are labeled P.M. (post meridiem).[28] Second, the twenty-four hour time scale is used in many parts of the world for civil, governmental, military and scientific usage in time keeping.[29] This is a more concise and less ambiguous system. Below is a comparison of both systems for numbering the hours of the day:

	24-hour scale	12-hour scale
Midnight	00:00	12:00 A.M.
	01:25	1:25 A.M.
	11:59	11:59 A.M.
Noon	12:00	12:00 P.M.
	13:25	1:25 P.M.
	23:59	11:59 P.M.

RESEARCH AND ANALYSIS continued

People from all over the world use calendars in their daily lives. Whether it is for personal or professional use, people need some form of an organizational tool to keep track of their daily schedule. People of all ages, ethnic backgrounds, religious and professional careers use such tools, like calendars, to measure time.

Calendars are used by many different working professionals. Understanding and researching the professionals and their titles are an important aspect for this thesis study. It is the first step to discover the differences in time value for the working professionals. In order to start this research the *Dictionary of Occupational Titles*, a resource published by the United States Department of Labor was consulted. Instead of listing each title printed in this book, only the most common and general categories of occupations were selected. Here is the following list of the main categories:

Agriculture
Art and Design
Beauty
Business
Child Care
Construction
Dentistry
Economy
Education
Engineering
Entertainment
Fashion
Finance
Food/Drink
Government/Politics
Health
Home Care
Journalism
Law
Literature
Medicine
Music
Religion
Safety
Sanitation
Science and Nature
Sports
Technology
Transportation

RESEARCH AND ANALYSIS continued

From the list of the general categories of occupations, four main professional categories were chosen, along with more specific occupational titles:

Agriculture
- Dairy Industry Worker
- Farmer

Education
- Librarian
- Student
- Professor

Finance
- Accountant
- Banker
- Bank Teller
- Bookkeeper
- Cashier
- Investment Banker
- Retailer

Religion
- Minister
- Nun
- Pastor
- Pope
- Priest
- Rabbi

The four professionals were carefully selected, confirming that there was a wide range of differences among them. As a result, the four chosen professionals were the farmer, professor, accountant and priest. The four professionals were then specified to the following degrees:

Apple Farmer
College Professor
Tax Accountant
Catholic Priest

These four professionals were chosen because of the wide range of differences among them. They not only perceive time differently from one another, but also live by different and specific schedules in their daily lives. Discovering new facts about each of the four professionals' usage of time was a main goal for the thesis project.

RESEARCH AND ANALYSIS continued

Interviewing Professionals

In order to gather research for the four specific professions, interviews were conducted, either in person or by phone, from a questionnaire developed by the designer. Based on the questionnaire, the following questions were asked (See Appendix B):

1) Description of job

2) Use of calendar:
   a) Is it necessary to use a calendar?
   b) How important is it to use a calendar?
   c) What are the main reasons for using calendars?

3) Important dates/events relating to profession

4) Description of typical year, month, week and/or day

5) Important considerations:
   a) Particular colors involved in profession?
   b) Specific images/icons/symbols considered?

The following professional users interviewed were:

Tax accountant	Joon Won Choi, CPA, Timonium, Maryland
Apple farmer	Jennifer Hanaman, Fowler Farms, Wolcott, New York
College professor	David Dickinson, Illustration Program, Rochester Institute of Technology, Rochester, New York
Catholic priest	Father Chang Ho Kim, Lutherville, Maryland

SYNTHESIS

Tax Accountants

After researching and interviewing the professional users, all the information was gathered and summarized. Joon Won Choi, CPA, is a tax accountant for people who run their own businesses. Most of her clients include Korean families who operate their own stores. During the interview, she mentioned that keeping track of time for all her client appointments was a very important part of her job. Clients call in everyday to either schedule or cancel a meeting. After explaining the thesis project and its goals, Mrs. Choi listed all the important dates and events for tax accountants. For example, she immediately mentioned the quarterly due dates for both corporations and individuals:

Corporate Due Dates	Dec 15	Mar 15	Jun 15	Sep 15
Individual Due Dates	Jan 15	Apr 15	Jun 15	Sep 15

She also mentioned the peak periods, which refer to the busiest time periods for accountants before the big tax deadline of April 15. The peak periods include the last week of January, first week of February and the two weeks preceding April 15.

Mrs. Choi has a typical workday from 8:00 am to 6:00 pm. She works in her office five days a week, Monday through Friday. After viewing her appointment book, there were lists of client appointments that lasted from half an hour to an hour. On some slow days, there were a few spaces of free time. When asked, the first color that came to her mind was green, for money. As the interview ended, Mrs. Choi offered the main part of her job was to help all her clients save money as much as possible.

SYNTHESIS continued

Apple Farmer

Jennifer Hanaman, an apple farmer at Fowler Farm in Wolcott, New York, was given a telephone interview. She grows, picks and processes apples throughout the year. She mentioned that apple farmers go by a seasonal calendar when harvesting apples. Since apple orchards operate in cooperation with the laws of nature, apple farmers take important steps and have specific preparation during each season. Here are main highlights of what goes on in an apple orchard during each season of the year:

Winter	pruning, equipment repairs
Spring	grafting, budding, planting, spraying insecticides
Summer	fertilizing, pollination, irrigation
Fall	picking, marketing, processing (pies, sauce, juice, cider, jelly)

An apple orchard can be a busy place in a typical year. Each month of each season involves careful step-by-step planning and teamwork. Although winters may be slow, there is always indoor work that needs to be done. The beginning of spring keeps apple farmers busy with the planting until the end of fall, when the picking ends. During the interview, Jennifer listed vibrant nature colors like greens, reds, oranges and browns, as representative of her profession. Trees are important for apple farmers. Trees symbolize nature, growth and structure. It is what apple growers rely on for the success of their apple harvest.

SYNTHESIS continued

College Professor

David Dickinson is a full-time illustration professor at RIT at the undergraduate and graduate levels. Professor Dickinson teaches three classes a week. His duties include serving on thesis committee meetings and participating in other special projects for the Democrat & Chronicle Newspaper. Professor Dickinson only uses his calendar for the following reasons: student appointments, due dates of all the class assignments, thesis committee meeting schedules and for personal reasons. For Professor Dickinson, other important dates and events included the three RIT thesis exhibitions, deadlines for the Democrat & Chronicle projects and exam weeks for each quarter. He also found it helpful to record the due dates for final grades at the end of each quarter.

A typical day for Professor Dickinson consists of using one half of the day for either lecture, demonstration or critique. The other half of the day is used as studio time. During this time, he is available in the computer lab for any student who needs extra help with their work. In addition, he also holds office hours where any student can come to his office with questions or problems.

Catholic Priest

The last person to be interviewed was Father Chang Ho Kim, a Catholic priest for St. Mary's Church of Baltimore. Every Sunday for the last twenty years, Father Kim has given a sermon during mass to his church members. Father Kim uses calendars for either personal or professional reasons. There are special sacred events that the Catholic church celebrates every year to honor Jesus, Mary (Blessed Virgin Mother of Jesus) and Joseph (Husband of Mary). In addition to his Sunday responsibilities, Father Kim also performs special mass celebrations for these sacred events on other days of the week. He listed all the important holidays and events the Catholic Church honors every year:

SYNTHESIS continued

January 1	New Year's Day
February 25	Ash Wednesday
March 19	Celebration of Joseph
March 26	Holy Thursday
April 5	Palm Sunday
April 10	Good Friday
April 11	Passover
April12	Easter Sunday
May 24	Holy Trinity
May 28	Corpus Christi
May 31	Visitation of the Blessed Virgin Mary
June 4	Sacred Heart of Jesus
June 24	Nativity of Saint John, the Baptist
June 29	Apostles Day: Saints Peter and Paul
August 6	Assumption of the Blessed Mary, the Virgin
September 8	Birth of the Blessed Virgin
November 1	All Saint's Day
November 21	Presentation of the Blessed Virgin Mary in the Temple
November 22	Feast of Christ the King
November 26	Thanksgiving
November 30	Feast Day of St. Andrew the Apostle
December 8	Immaculate Conception of the Blessed Virgin Mary
December 20	Fourth Sunday of Advent
December 25	Christmas

These events were listed in Father Kim's calendar. He described his church members as dedicated and loyal. All these events are celebrated during mass every year. He honors every special day to celebrate Jesus, Mary and Joseph with all his church members. One important color was mentioned by Father Kim. Purple has always been a sacred color for Jesus, symbolizing royalty. Besides the color, other symbols have also been important to the Catholic religion: Holy Cross, Mary and Jesus and the Holy Eucharist. The main purpose for the masses is to share the Holy Eucharist (body and blood of Christ) with all his church members.

In contrast to the special events, listed above, that may be celebrated on any day of the week, mass still takes place every Sunday. Sunday is the busiest day for Father Kim. He gives his sermon on both Sunday mornings and afternoons. On Saturdays, Father Kim prepares his sermon lectures. Throughout the weekdays, Father Kim and his wife are involved in many volunteer jobs in Baltimore.

SYNTHESIS continued

CREATING ORGANIZATIONAL MATRICES

After all the information was obtained from the interviews, organizational matrices (outline of descriptive information grouped in a form of a graph) were created. These matrices were created so they can be carefully analyzed and compared throughout the thesis study.

YEAR

A yearly was broken down into twelve months, from January to December. Important events that occur in those twelve months for the four professional users (tax accountant, apple farmer, college professor and Catholic priest) were listed in the appropriate places. For the tax accountant, the following information was included: due dates for the corporations and individuals, peak periods and the courses offered for accounting. There are important steps for apple farmers to take during the year as they work toward the harvest. The matrix documents the month by month process of growing apples. In the section designated for the college professor, the year was divided into four academic quarters: winter, spring, summer and fall. The matrix contains the beginning and end of each quarter. Other information, like the dates of three thesis exhibitions, is also included. In the section related to the Catholic priest section, all the sacred events and holidays were listed in the yearly matrix.

After all the important information, events and holidays were listed in the yearly matrix for the four professional users, a series of hierarchy exercises were conducted. Through the hierarchy exercise, the designer will be able to not only identify specific typographic variables, but also clarify their function as visual cues to signal the hierarchical levels of information in a text. The designer will then discover the power of subtle typographic messages. There were three steps involved in these hierarchy exercises. The first step involved using typographic scale differences to emphasize certain elements for each user. The second step was to experiment with typographic weight differences to emphasize some important words or phrases for each user. The last step involved the use of other graphic elements, along with a combination of the two previous variables in scale and weight. In the end, a total of three yearly matrices finalized.

SYNTHESIS continued

MONTH

A similar procedure was followed to create the monthly matrices. This time, the month of April was broken down into thirty days across the matrix. Based on data gathered and used in the yearly matrix, the month of April seemed to have significance for all four professionals. Therefore, April was chosen to be highlighted in the monthly matrices. The information contained in the monthly matrix has more specific facts about each user. The tax accountant section contains such details as client appointments, each peak day and the April 15 deadline. In the apple farmer section, spring planting begins in April. Throughout the month, details, like the process of transplanting apple trees, are included. The college professor section contains information such as the week by week process of class critiques and assignment deadlines. The monthly matrix for the Catholic priest shows the week by week preparation for mass, along with other sacred events that occur in April.

Again, a series of four hierarchy exercises were conducted. First, the typographic scale changes were used to emphasize key elements for each user. For example, larger type was used for the peak period days in the tax accountant section. Larger type was used for the beginning of the spring planting preparation for the apple farmer section. For the college professor section, larger type was used for the three thesis exhibition shows and the class critiques. These two important events emphasize deadlines for both the students and professor. Mass was the only word highlighted for the priest through the use of larger type.

Typographical weight differences were used next. The same words or phrases that were emphasized above were also highlighted through the use of different type weights. The last hierarchy exercise was through the use of other graphic elements with a combination of typographical scale and weight variables. As a result, a total of three different monthly matrices were created which each included the four professional users.

SYNTHESIS continued

WEEK

A similar procedure was conducted for the weekly matrices as was done in the yearly and monthly matrices. This time, a week was broken down into seven days, starting with Sunday and ending with Saturday. The information contained in the weekly matrix has even more specific facts about each professional. The tax accountant section contains such details as nine to five workdays and their client appointments. The apple farmer section shows the day by day process of apple farmers selling their fruit to the public. The college professor section contains a weekly schedule of all classes that are taught, along with department meetings and other off-campus project schedules. In the Catholic priest section, only one day is emphasized during the week. Sunday is broken down into morning, afternoon and evening masses.

A series of three hierarchy exercises was created for the weekly matrices. Only one section did not contain the typographical differences in scale and weight. It was not necessary to emphasize any information for the tax accountant. This matrix shows a typical week of client appointments. No deadlines were included, therefore, nothing was highlighted. The first hierarchy exercise used typographical scale differences. In the apple farmer section, larger type was used for the apple farmers beginning to market their fruit. In the college professor section, larger type was used for class and department meetings. Larger type was also used for the morning, afternoon and evening masses in the Catholic priest section.

Typographical weight differences were used next in the second hierarchy exercise. The same words or phrases that were emphasized previously were also highlighted through the use of different type weights. The last hierarchy exercise was done using imagery with a combination of typographical scale and weight variables. As a result, a total of three different weekly matrices were created which each included the four professional users.

SYNTHESIS continued

DAY

Finally, the same procedure was followed for the daily matrices as was done in the yearly, monthly and weekly matrices. The day was broken down into twenty-four hours, starting from 12:00 am and ending at 12:00 pm. The information contained in the daily matrix has even more detailed facts about each user. The tax accountant section contains a typical workday starting at 8:00 am and finishing at 6:00 pm. It shows a typical daily schedule including client appointments. In the apple farmer section, the daily process of apple farmers beginning to pick their fruit is shown. Apple farmers start their day at 7:00 am, earlier than many other professionals who may start around 9:00 am. The college professor section shows a a typical day of classtime which is taught by the college professor. It starts with a critique in the morning, followed by a lunch break and ending with studio work time in the afternoon. The Catholic priest section shows the mass ritual of one day. As the mass begins, it is followed by prayers and hymns.

Finally, a series of three hierarchy exercises was created for the daily matrices. As in the weekly exercises, it was again not necessary to emphasize any information for the tax accountant. This daily matrix shows a typical day of client appointments. No deadlines were included, therefore, nothing was highlighted. The first hierarchy exercise focused on the use of typographical scale differences. In the apple farmer section, larger type was used when the picking began. In the college professor section, larger type was used for the morning critique. Larger type was used to communicate in the Catholic priest section when the mass began and ended.

Typographical weight differences were used in the second hierarchy exercise. The same words or phrases that were emphasized before were also highlighted through the use of different type weights. The last hierarchy exercise was through the use of other graphic elements with a combination of typographical scale and weight variables. As a result, a total of three different daily matrices were created which each included the four professional users.

IDEATION

Before any preliminary sketches started, the main goals for the thesis study had to be clearly generated through conceptual solutions. What are the main intentions for creating the design applications? Through academic and professional experiences of the designer, it was important to create a visual, comparative study of how time is viewed through each professional. The design applications will be designed for educational purposes.

After creating the yearly, monthly, weekly and daily matrices through hierarchy exercises, preliminary sketches of the actual design application began. A total of four posters were created. A poster was designed for each professional user. For the first poster, representing Tax Accountants, variables related to typography, color and image were explored. Most of the information contained in the yearly, monthly, weekly and daily matrices was combined into one timeline for the tax accountant. The timeline was placed directly in the center of the poster. The title of the thesis and the professional user, tax accountant, were positioned at the top. Tax accountant was strongly emphasized through the use of larger letterforms. A range of green tones was used throughout the poster. Images that relate to money, such as a calculator and piggy bank, were used.

Since this was only a preliminary sketch, more changes needed to be done. The main considerations for further changes were the use of color, images and the typographic variables, such as size, weight and scale. Discoveries from the hierarchy exercises were taken into consideration when creating this preliminary poster.

For the layout relating to Apple Farmers, various type, color and images were used. Most of the information contained in the yearly, monthly, weekly and daily matrices was combined into one timeline for the apple farmer. The timeline was also placed directly in the center of the poster. The title of the thesis and the professional user, apple farmer, were positioned at the top. The user name, apple farmer, was strongly emphasized through the use of larger letterforms. A range of red tones was used throughout the poster. Images that relate to apple farming, such as apples and a mower tire track, were used.

IDEATION continued

Discoveries from the hierarchy exercises were taken into consideration when creating this preliminary poster. Since this was only a preliminary sketch, more changes needed to be done. The main considerations for further changes were the use of color, images and the typographic variables, such as size, weight and scale.

Most of the the information contained in the yearly, monthly, weekly and daily matrices were all combined into one timeline for the college professor. The timeline was also placed directly in the center of the poster. The title of the thesis and the professional user, college professor, were positioned at the top. The user name, college professor, was strongly emphasized through the use of larger letterforms. A range of yellow tones was used throughout the poster. Images that relate to teaching at the college level, such as a computer mouse, an aerial view of the RIT campus and a graduation cap, were used. The cap was specifically located near the month of May, during Commencement.

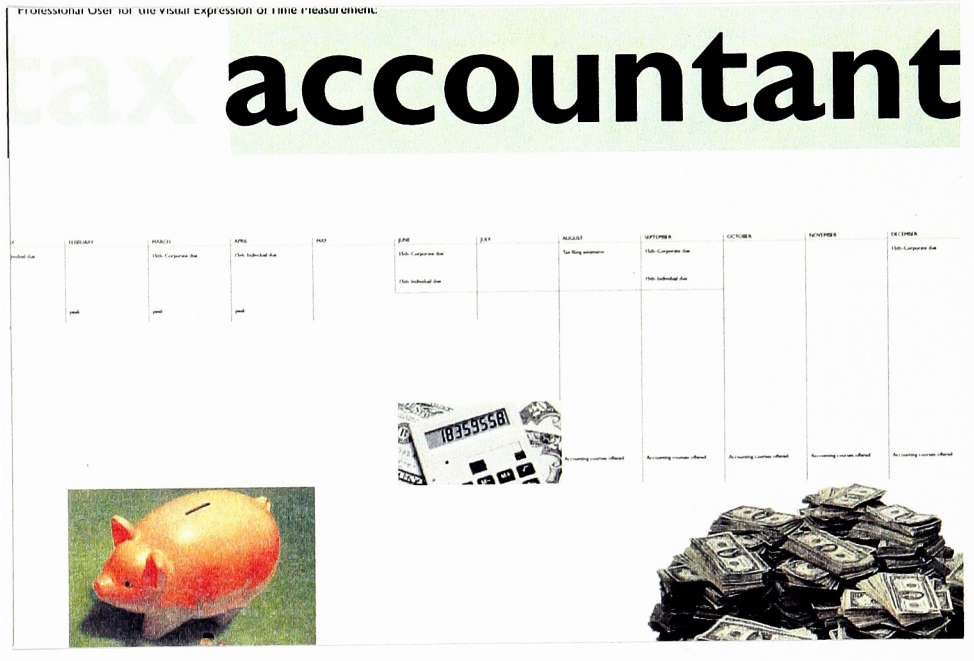
Discoveries from the hierarchy exercises were taken into consideration when creating this preliminary poster. Since this was only a preliminary sketch, more changes needed to be done. The main considerations for further changes were the use of color, images and the typographic variables, such as size, weight and scale.

In the layout representing Catholic Priests, various type, color and images were explored. Most of the information contained in the yearly, monthly, weekly and daily charts were all combined into one timeline for the Catholic priest. Along the top included the title of the thesis and the professional user, Catholic priest. Catholic priest was strongly emphasized through the use of larger letterforms. A range of soft blue-violet tones was used throughout the poster. Images that related to Catholicism were used. For example, this poster shows two different images of Jesus and the Blessed Virgin Mary.

Discoveries from the hierarchy exercises were taken into consideration when creating this preliminary poster. Since this was only a preliminary sketch, more changes needed to be done. The main considerations for further changes were the use of color, images and the typographic variables, such as size, weight and scale.

IDEATION continued

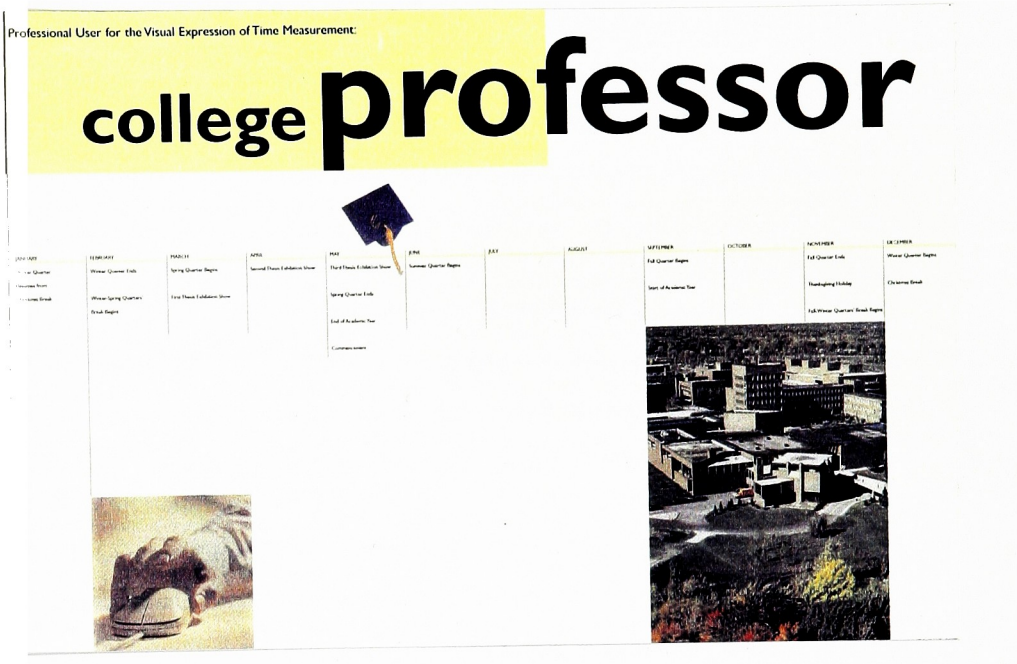
Preliminary layout of the design application for the **Tax Accountant**:



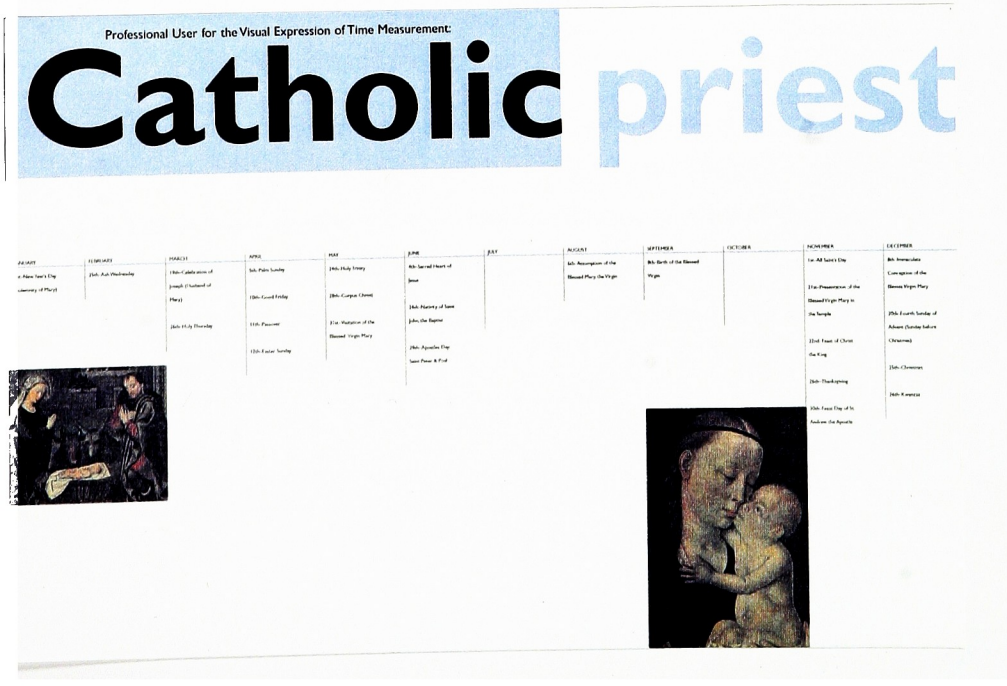
Preliminary layout of the design application for the **Apple Farmer**:

IDEATION continued

Preliminary layout of the design application for the **College Professor**:



Preliminary layout of the design application for the **Catholic Priest**:



EVALUATION

Over the weeks when refinements were being made to the design applications, a change occurred in the thesis title. The old name, *Visual Expression of Time Measurement*, was changed to *The Value of Time: A Comparative Visual Analysis*. Originally, this thesis project focused on goals that related to calendar design. But as agreed by the designer and the thesis committee members, a stronger thesis study was emerging which focused on the visual analysis of the time that was valued differently by each of the four professional users.

After four preliminary layouts were created, feedback was received from the thesis committee members. Overall, the four compositions needed much more consistency along the top portion of the layout where the thesis title and user names were located. The type of each user name was too large. The title of the thesis, "The Value of Time: A Comparative Visual Analysis", needed to be in the same position for each of the four layouts. The color vignettes also needed a consistent look throughout each of the four layouts.

Most of the feedback was focused on the timeline section of each layout. Originally, all twelve months, starting from January and ending in December, were equally spaced throughout the timeline. The thesis committee suggested that certain months with more important dates or events should have greater emphasis. This could be shown through extended column widths or the use of larger typography.

The thesis committee members advised that images should be used carefully. In other words, no images should be arbitrarily used in the layouts. The placement of the images should also be carefully considered. If an image was placed under a certain month, that image would have some special relation to that month. Besides images of photography or illustration, the thesis committee members also suggested the use of texture that may also describe each professional.

IMPLEMENTATION

Based on the suggestions and feedback from committee members, the following changes were made. First, the colors for all four layouts were revised. A darker and duller green was used in the tax accountant layout, to represent the actual color of money. A brighter peach was used for the apple farmer layout. The yellow in the college professor layout was brightened to represent writing pads that are often used in academia. The color was changed to a brighter purple in the Catholic priest layout. Throughout each layout, more than one shade of the chosen color was used. Darker shades were used in certain areas that needed to be highlighted or emphasized.

The main focus of each of the four layouts was the information contained in the timeline. Certain months had more focus through use of bigger column widths and larger type. For example, the tax accountant layout shows strong emphasis during the month of April. Throughout this timeline, there are three different column widths. The widest column is shown in April. For the months of December, January, March, June and September, the column widths measured about a third in size compared to the column width of April. These months all contain the tax due dates for both corporations and individuals. Other months (February, May, July, August, October and November) contain no information and, therefore, had the smallest column widths (See Appendix D).

Each layout included the name of a certain type of calendar. For example, *fiscal calendar* was added to the tax accountant layout to define a tax year of twelve months which ends with a month other than December. *Harvest calendar* was added to the apple farmer layout. The college professor layout included the phrase *academic calendar*. The Catholic priest layout was labeled the *sacred calendar*.

The tax accountant layout was designed through the use of a grid system, based on the column widths from the timeline. The space directly above the month of April, is used to describe what tax accountants go through in a typical year. An image of a piggy bank is placed to the right of this section. To the left of this section is a cropped, close-up image of a dollar bill. These images were used to symbolize tax accountants. Their main job is to help their clients save and budget their money. The title of the thesis in each of the four layouts, the name of the professional user and other subtitles were placed in the

IMPLEMENTATION continued

same location to carry out a consistent look. The subtitle, "A year in the life of a ..." was placed in a black vignette with white type. Fiscal calendar was placed at the bottom left side of the first image, directly below the thesis title.

A similar procedure was done with the apple farmer layout. Certain months had more focus through the use of bigger column widths and larger type. For example, the apple farmer layout shows strong emphasis during the months of August, October and December. Throughout the timeline, there are two different column widths. The widest columns are shown in August, October and December. These months show the most important processes of apple harvesting. Apple picking begins in August. October is an important month, since the largest quantity of apples are picked at this time. After all the apples are picked and processed, it is time for the apple farmers to begin marketing their fruit in December. Smaller column widths for the other months of January, February, March, April, May, June, July, September and November were used. Other process work occurs during these months for the apple farmers, but are not considered the busiest times.

Just like the tax accountant layout, the apple farmer layout was also designed through the use of a grid system, based on the column widths of the timeline. The space directly above the months of August and September is used to describe what apple farmers go through in a typical year. An image of an apple tree in bloom is placed on the right side of this section. On the left of this section is a cropped, close-up image of a green apple. These images were used to symbolize apple farmers. The title of the thesis, the name of the professional user and other subtitles were placed in the same location in each of the four layouts to carry out a consistent look. The subtitle, "A year in the life of a ..." was placed in a black vignette with white type. *Harvest calendar* was placed at the bottom left side of the first image, directly below the thesis title (See Appendix D).

Suggestions were given by the committee members for the college professor layout. Certain months had more focus through the use of broader column widths and larger type. For example, strong emphasis is shown during the months of May and September. Three different column widths were used. The widest columns are shown in

IMPLEMENTATION continued

May and September. These months show the beginning and ending of the academic year. For the other months of January, February, March, April, October, November and December narrower column widths were used to contain information like the beginning and ending of each quarter, holiday breaks and the thesis exhibitions. The narrowest columns are used during the summer months of June, July and August. Many professors do not teach during the summer quarter, but still remain very busy with related professional activities.

The college professor layout was designed through the use of a grid system, based on the column widths from the timeline. The space directly above the months of May, June, July and August, is used to describe what college professors go through in a typical year. An image of the George Eastman building at RIT, is placed to the right of this section. To the left of this section is a cropped, close-up image of a brick wall of a RIT building. These images were used to symbolize the college environment. The title of the thesis, the name of the professional user and other subtitles were placed in the same location in each of the four layouts. The subtitle, "A year in the life of a ..." was placed in a black vignette with white type. *Academic calendar* was placed at the bottom left side of the first image, directly below the thesis title (See Appendix D).

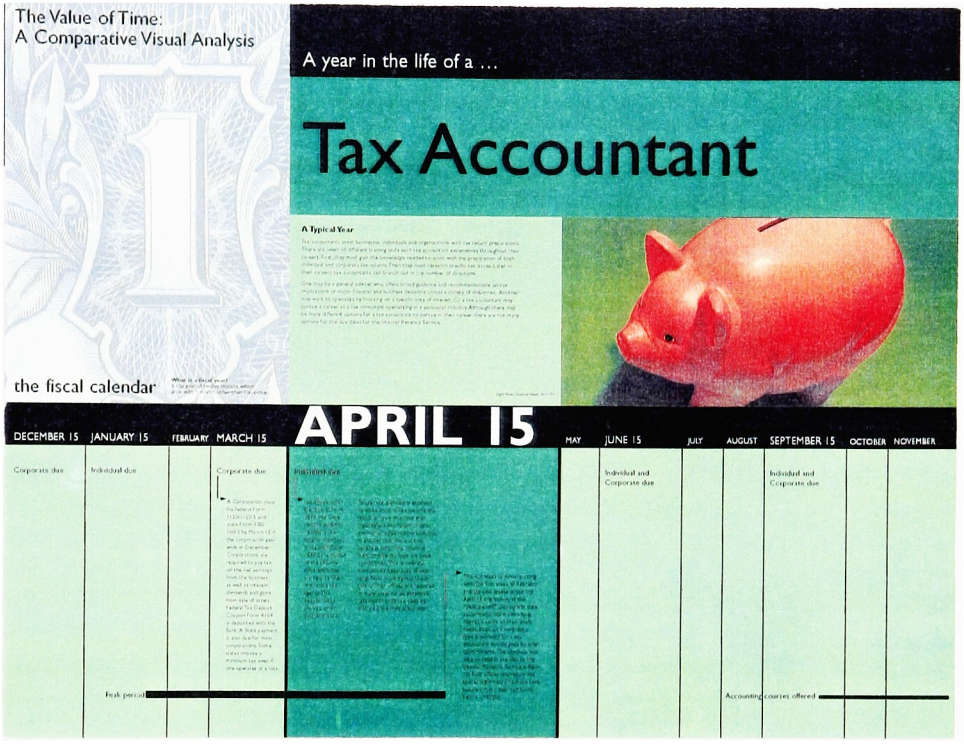
More suggestions from the committee members were given for the Catholic priest layout. Certain months had more focus through the use of bigger column widths and larger type. For example, strong emphasis is shown during the months of March, April and December. Three different sizes of column widths were used throughout the timeline. The widest columns are shown in March, April and December. These months show the important sacred holidays Catholics celebrate every year. In March, Holy Thursday is celebrated. Four special events occur in the Catholic religion during April: Palm Sunday, Good Friday, Passover and Easter Sunday. In December, there is a big celebration of Christmas, the birth of Christ. The other months of January, February, May, June, August, September and November are shown with narrower column widths and include other sacred events honoring Mary and Jesus. The smallest column widths are used for the months of July and October, when no sacred events occur.

IMPLEMENTATION continued

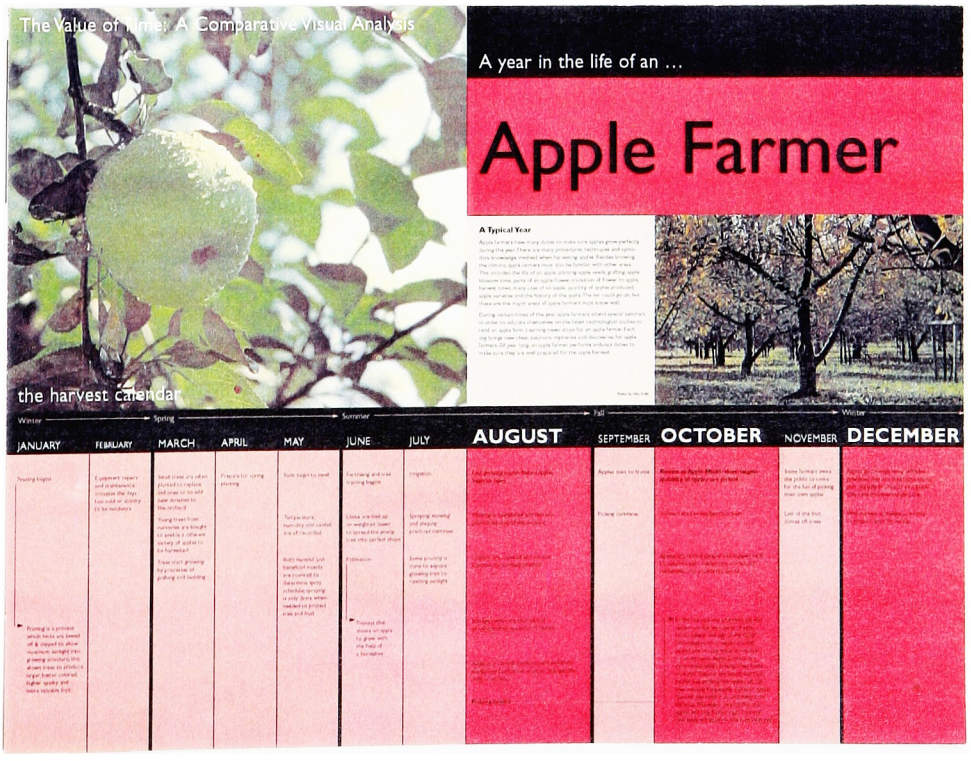
The Catholic priest layout was designed through the use of a grid system, based on the column widths from the timeline. The space directly above the month of April is used to describe what Catholic priests go through in a typical year. Images of Mary with Jesus and the Holy Eucharist held by the priest, are placed to the right of this section. To the left of this section is a cropped, close-up image of a Catholic priest's robe. These images were used to symbolize Catholic priests. The title of the thesis, the name of the professional user and other subtitles were placed in the same location in each of the four layouts. The subtitle, "A year in the life of a ..." was placed in a black vignette with white type. *Sacred calendar* was placed at the bottom left side of the first image, directly below the thesis title (See Appendix D).

IMPLEMENTATION continued

Final design application for the **Tax Accountant**:

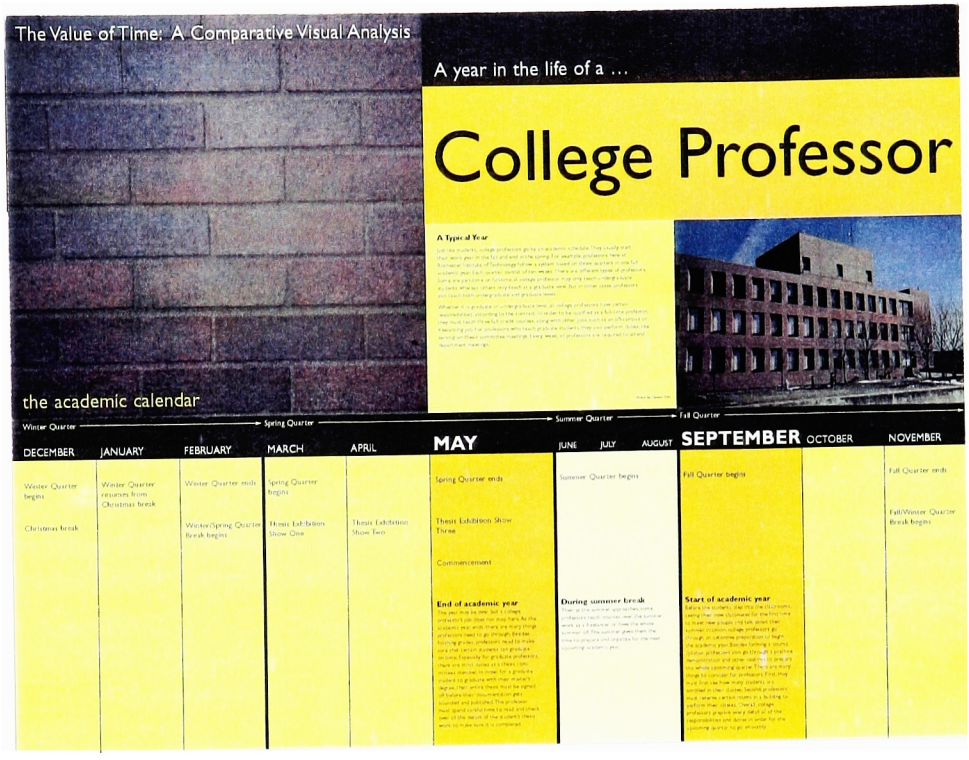


Final design application for the **Apple Farmer**:

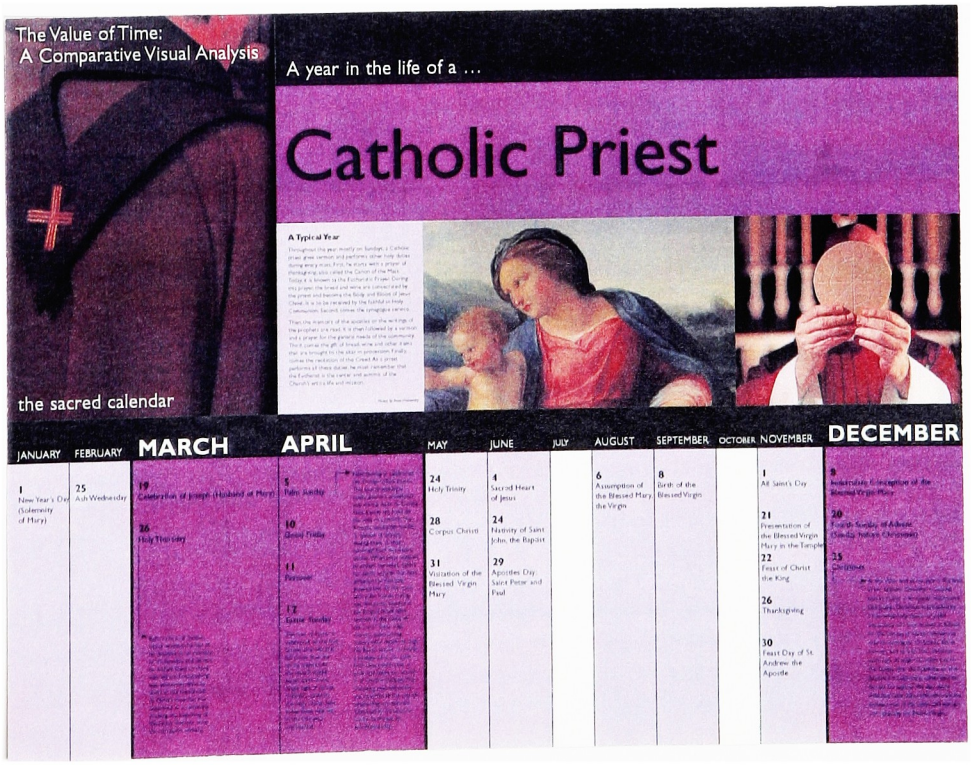


IMPLEMENTATION continued

Final design application for the **College Professor**:



Final design application for the **Catholic Priest**:



DISSEMINATION

The four layouts were displayed in the RIT Bevier Gallery during the second of the three thesis exhibitions. Each final layout measured twenty-four inches wide by eighteen inches.

The four layouts were designed mainly for educational purposes. The goals for the thesis study related to the analysis of the value of time for each of four professional users. These final layouts could be distributed and used in the following ways:

Since the layouts are intended for educational purposes, they could be used in both public and school libraries. One way to display these layouts would be to put the tax accountant layout, for example, near the section on finance. The Catholic priest poster could be displayed in the section on religion. The apple farmer layout could be shown in the agriculture section of the library. Finally, the college professor layout could be used near the reference section. These layouts could inform students and other library patrons of the ways time is valued within each profession.

A second way of distributing the layouts would be to place them directly in the working environments of each of the four professionals. These four users most likely have either their own office or a working room they use every day. The layouts could be used as a reminder to clients and visitors of all the important events that occur each year in their professional careers.

Finally, the posters could be used in design schools. The best places for the four layouts would be in locations where many art students work and learn. For example, a design studio or a computer lab might be a good location to display these layouts. Students and professors can visually admire, and gain awareness of, the ways time is valued within each profession.

RETROSPECTIVE EVALUATION

Only minor feedback was given from the thesis committee members for the design compositions shown in the exhibition. When comparing all four layouts, the thesis title, "The Value of Time: A Comparative Visual Analysis," was either on one line or two separate lines and, therefore, did not appear consistent. The following is an overview summarization of all feedback received from the thesis committee for each layout:

THESIS COMMITTEE EVALUATION

Tax Accountant layout:

April 15 appeared too large with very tight spacing and not as consistent in size compared to the other highlighted months in the other posters

Apple Farmer layout:

Differences in type size for the months showed a clear hierarchy and legibility

College Professor layout:

Descriptive text in the section of A Typical Year was not legible due to its lengthy width

The colors seemed too bright when compared to the other posters

Catholic Priest layout:

A Typical Year section was much easier to read due to its narrow width

Image of the priest's robe appeared too dark

RETROSPECTIVE EVALUATION continued

Once the final changes were made, color prints, reduced by sixty percent, were generated to fit on an eleven by seventeen size paper. These reduced color prints were copied to be sent to the professional users who were originally interviewed for this project. Evaluation forms were also sent with the color copies. On the evaluation form, four questions were asked that related to the goals of the study (See Appendix E). The following is an overview summarization of all the feedback received from the four professional users:

OUTSIDE EVALUATION

Tax Accountant Layout (Evaluated by Joon Won Choi, CPA)

According to Joon Won Choi's evaluation, the information about time in the visual composition was well described for the profession of a tax accountant. April 15 is emphasized more than the other due dates. Since not many people are familiar with the term, fiscal calendar, it was important to show the definition by ending the year with a month other than December.

The chosen color, green, communicated the profession in an appropriate manner.

The explanatory paragraph contained most of the necessary and basic information to describe the profession of a tax accountant. Although it included the corporate and individual due dates and the peak periods, small details like the tax laws and client interaction were not included.

As a tax accountant, Mrs. Choi felt that the design composition achieved its main goal by visually communicating and emphasizing the value of time for this profession. All the important due dates were included. Appropriate images and colors were used in the layout. Overall, the design composition clearly emphasized the importance of April 15.

RETROSPECTIVE EVALUATION continued

OUTSIDE EVALUATION continued

Apple Farmer Layout (Evaluated by Jennifer Hanaman, Fowler Farm)
According to Jennifer's evaluation, the information about time in the visual composition was well described for the profession of an apple farmer. The description of the apple harvest process throughout the year was clearly shown across the timeline.

The chosen colors, red and peach, communicated the profession in an appropriate manner. These colors represent an apple harvest.

The explanatory paragraph contained most of the necessary information to describe the profession of an apple farmer. The only information that was not included in the paragraph was the technical and scientific knowledge farmers need to know about apple growing. However, Jennifer felt that this kind of information was not necessary to include since only the farmers need to know the scientific and technical aspects for growing apples.

As an apple farmer, Jennifer felt that the design composition achieved its main goal by visually communicating and emphasizing the value of time for this profession. Some months with greater emphasis were clearly shown in the composition. The months of August and October are the most important times for the apple harvest. Overall, Jennifer felt that the design composition was very well organized which made it visually appealing and informative.

College Professor Layout (Evaluated by David Dickinson, RIT)
According to Professor Dickinson's evaluation, the information about time in the visual composition was well described for the profession of a college professor. The composition was well organized and contained important information relating and describing the profession of a college professor.

The chosen colors, yellow and burgundy, communicated the profession in an appropriate manner. These colors relate to elements which represent the RIT campus.

RETROSPECTIVE EVALUATION continued

OUTSIDE EVALUATION continued

The explanatory paragraph contained most of the necessary information to describe the profession of a college professor. Professor Dickinson felt that it was not crucial to include the exact information contained in a RIT professor's contract by describing their lists of responsibilities and regulations as a professor.

As a college professor, Professor Dickinson felt that the design composition achieved most of its main goal by visually communicating and emphasizing the value of time for this profession. Spatial relationships worked well with all the text and graphics. The only area that caused uncertainty from Professor Dickinson was in the summer quarter. He noticed that these months had the least attention and focus. He felt that this may not be true for all college professors. The summer quarter may indeed be the busiest time for some professors.

Catholic Priest Layout (Evaluated by Father Chang Ho Kim)
According to Father Kim's evaluation, the information about time in the visual composition was well described for the profession of a Catholic priest. More emphasis was shown in the months of March, April and December. This was especially important for the role of Catholic priests who honor the sacred events in celebration of Mary.

The chosen color, purple, communicated the profession in an appropriate manner.

The explanatory paragraph contained most of the necessary information to describe the profession of a Catholic priest. The only information that was not included in the paragraph was the denominations for the hierarchy rank of the Catholic religion. Father Kim suggested that the background information describing the process of becoming a priest through seminary school was also important to include in the explanatory paragraph.

As a Catholic priest, Father Kim felt that the design composition achieved its main goal by visually communicating and emphasizing the value of time for this profession. However, Father Kim suggested that March should not have as much emphasis as April and December. Only April and December should be highly emphasized.

CONCLUSION

Upon the completion of the final thesis study, much knowledge was gained through each step of the process. Through the initial phases of research, new and unexpected information on the value of time was discovered. Besides the history of time, other findings relating to time, such as mathematics and science, were acquired through research. As the research gatherings progressed, more sub-related topics were discovered along the way. One of the more interesting aspects of the research process was uncovering the immense number of professionals. This list led to various comparisons for evaluating the value of time in each profession.

During the synthesis process, useful information about the working profession was obtained from the interviews of the four professionals. Personally, the designer did not know all four professionals before the interviews. Jennifer Hanaman was referred to from a friend of the designer. An interesting discovery was learned from this experience of interviewing both known and unknown professionals. The interviews with the three familiar professionals (Joon Won Choi, David Dickinson and Father Kim), were more comfortable than the interview with the fourth professional, Jennifer Hanaman, whom the designer never met. Despite these differences, all the interviews were conducted on a mature and professional level. Enough information was gathered from the four professionals to use in the thesis study.

After the interviews, information on the value of time for the four professionals was visually compared and analyzed into matrices. The matrices were organized into yearly, monthly, weekly and daily formats. Each of the four professionals viewed time differently from one another. Not every professional has a typical workday from 9:00 am to 5:00 pm during the week. Apple farmers mainly rely on natural sources, like the seasonal weather, to operate within their working environment. The busiest working days for the Catholic priest are during the weekends, when most people are not working. For either scientific or religious reasons, there are certain factors related to whether or not some professionals can control the use of time in their profession.

CONCLUSION continued

The ideation process enabled the designer to explore different design application layouts. Significant improvements, from the preliminary sketches to the final application layouts, were made through the simple use of colors, images, typographic variables and spatial relationships. Focusing on the main goal enabled the designer to succeed in comparing the value of time differences for the four professionals. Although it was important for the final layouts to be consistent, some variety was needed in the composition to differentiate between the four professionals. Not all the images were the same size in the four layouts. Some column widths of the months in one layout were either wider or narrower than the other layouts. Despite these variations, the type size and placement of the thesis title and other subtitles were consistent in all the four layouts.

Feedback was given by the thesis committee to the preliminary sketches during the evaluation process. In the implementation process, changes were made to the four layouts to produce final design applications. The four final applications were then displayed in the Bevier Gallery during the second thesis exhibition on April 10, 1998. One way to discover if the designer achieved her thesis goals in the design applications was through a retrospective evaluation. The four interviewed professionals responded with their suggestions through a questionnaire. The retrospective evaluations also enabled the designer to understand and respect the different perspectives of the four professionals' usage of their time.

Creating design compositions for a comparative visual study was only one part of the knowledge and experience gained by the designer. Throughout the thesis process, the designer gained a valuable lesson. Since the process steps (research, synthesis, ideation, evaluation, implementation and retrospective evaluation) were structurally organized, the designer was able to conduct her thesis study by focusing on the main goals and objectives. Overall, the designer was fortunate enough throughout the thesis process to have the support and guidance from the thesis committee and the graduate graphic design department.

FOOTNOTES

1. Leonard Doob, *Patterning of Time.* (New Haven: Yale University Press, 1971), 126.

2. Doob, 127.

3. Harrison Cowan, *Time and its' Measurement.* (Cleveland: The World Publishing Company, 1958), 17.

4. Anthony Aveni, *Empires of Time.* (New York: Basic Books, 1989), 86.

5. Aveni, 86.

6. Mark Gabor, *Art of the Calendar.* (New York: Harmony Books-Crown Publishers Inc., 1976), 7.

7. Cowan, 57.

8. Cowan, 57.

9. Gabor, 7.

10. Gabor, 7.

11. Gabor, 7.

12. Gabor, 7.

13. Gabor, 7.

14. Gabor, 7.

15. M.N. Saha, *History of the Calendar.* (New Delhi: Council of Scientific & Industrial Research, 1992), 42.

16. Gabor, 7.

17. Saha, 45.

18. Cowan, 51.

19. Michael Robbins, *Electronic Clocks and Watches.* (Indianapolis: Howard W. Sams & Co., 1975), 12.

20. Robbins, 12.

21. Saha, 44.

22. Saha, 44.

23. Robbins, 13.

24. Robbins, 13.

25. Saha, 45.

26. Robbins, 13.

27. Robbins, 14.

28. Robbins, 14.

29. Robbins, 14.

GLOSSARY OF TERMS

Academic Of colleges, universities; scholastic

Accountant A person whose work is to inspect, keep, or adjust accounts

Aesthetics A branch of philosophy dealing with beauty and the beautiful

Bible The sacred book of Christianity; Old Testament and New Testament

Calendar A system by which the beginning, length and divisions of the civil year are fixed and by which days and longer divisions of time are arranged in a delineated order

Clock A device other than watch for indicating or measuring time

Conceptual An idea that includes all that is characteristically associated with or suggested by a team

Consideration Careful thought and attention

Culture Body of customary beliefs, social forms and material traits constituting a distinct complex of tradition of a racial, religious or social groups

Day The time (24 hours) that it takes the earth to revolve once on its axis; period of light between sunrise and sunset

Diagram A drawing or plan that outlines and explains the parts or operation

Evaluation To determine the significance or quality of

Expression To represent by a symbol, character, figure or formula

Farmer A person who earns their living by farming, especially one who manages or operates a farm

Function Purpose for which something is designed or exists

Goal Result or achievement toward which effort is directed

History A branch of knowledge dealing with past events

Hour Division of time, one of the twenty-four parts of a day; sixty minutes

Incidence The act, fact or manner of falling upon or influencing

Integration Making whole or complete by adding or bringing together parts

GLOSSARY OF TERMS continued

Interrelationship Mutual or reciprocal relation

Measurement Process of ascertaining the extent, dimension or quality

Minute 1/60 of hour; 60 seconds

Month Period of four weeks or 30 days

Mystery Something unexplained, unknown, or kept secret

Nocturnal Of, done or happening in the night

Origin Something from which anything arises or is derived

Pattern Natural or chance marking, configuration or design

Phase Any of the stages or forms in any series or cycle of changes, as in development

Plan Scheme or method of acting or proceeding developed in advance

Portable That can be carried or moved

Preliminary Preceding and leading up to the main part, matter or business

Priest Person whose function is to make sacrificial offerings and perform other religious rites

Process Systematic series of actions directed to some end

Professor A teacher; specifically a college teacher of the highest rank, usually in a specific field

Relationship Connection, association or involvement

Root Source or origin of a thing

Schedule List of times of recurring events; timed plan for procedure or plan

Season Any of the four arbitrary divisions of the year, characterized chiefly by differences in temperature, precipitation, amount of daylight and plant growth (spring, summer, fall/autumn, winter)

Second 1/60 of a minute of time; very short period of time

Solution Act or process of solving a problem

Strategy Plan or method for achieving a specific goal

GLOSSARY OF TERMS continued

Student Person who is enrolled for study at a school, college, etc.

Symbolism Letter, figure or other conventional mark designating an objective, quantity, operation or function

Thumbnail Brief or concise sketch

Week Period of seven days, especially one beginning with Sunday and ending with Saturday

Weekday Any day of the week except Saturday and Sunday

Weekend The period from Friday night or Saturday to Monday morning

Defined terms obtained from:
Webster's New World Dictionary of the American Language, Second College Edition

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Financial World, June 17, 1997
Money, January 1998

Other Sources:
Calendar Creator, PowerUp Software Corporation, Creator David Taylor
Kinko's-Custom Calendar Order Form
Day-Timer: How to Use Your Day-Timer Personal Organizer
The Filofax Calendar
Franklin Quest-1997 Annual Reference Catalog
OfficeMax

APPENDICES

APPENDIX A

Units of Time Measurement

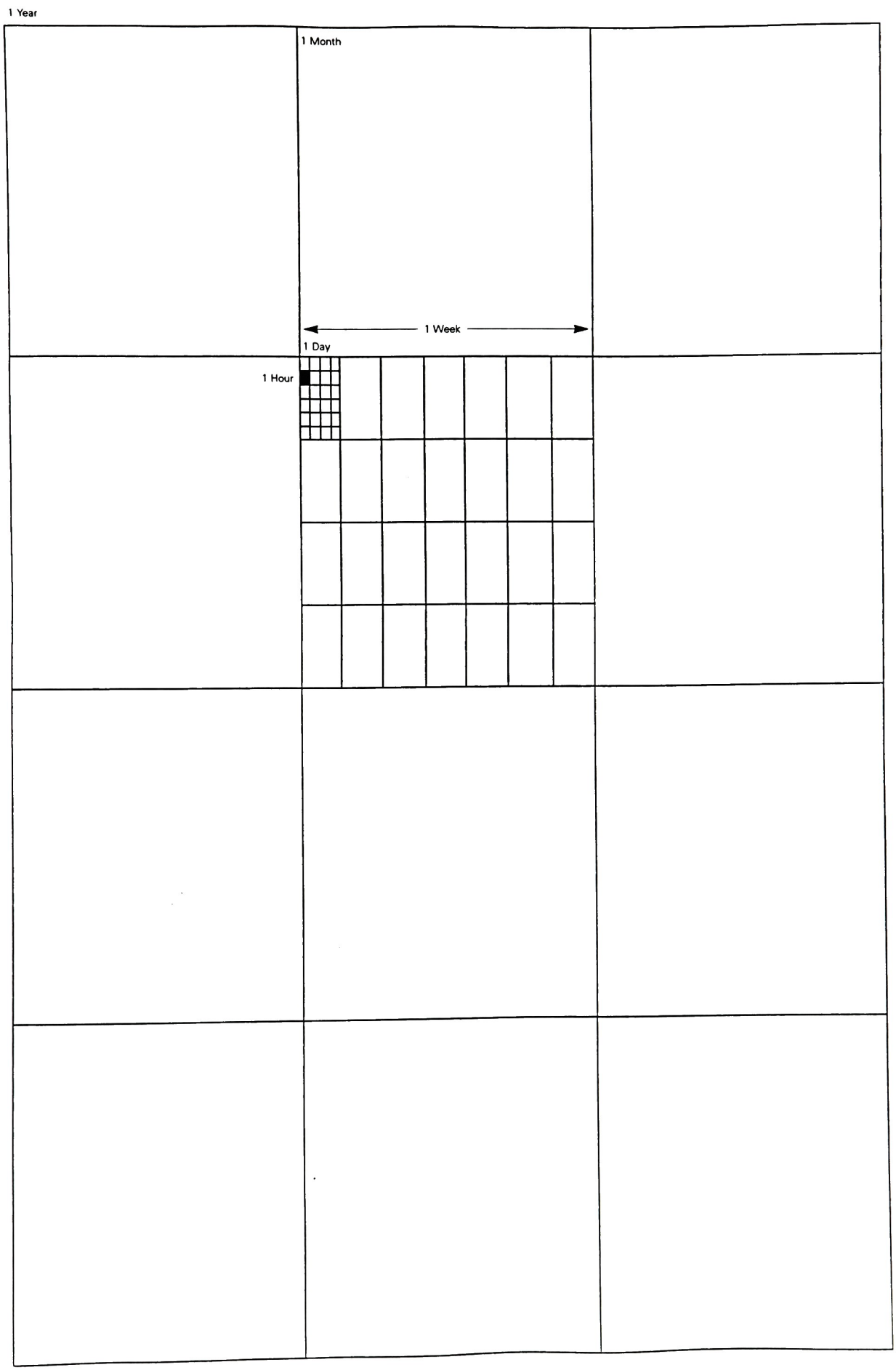
Calendar Formats:

Monthly

Weekly

Daily

Units of Time Measurement



April 1998

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

26 Apr - 2 May 1998

Apr 26 - Sunday

Apr 27 - Monday

Apr 28 - Tuesday

Apr 29 - Wednesday

Apr 30 - Thursday

May 1 - Friday

May 2 - Saturday

Thursday, April 30, 1998

8 AM		3 PM	
9 AM		4 PM	
10 AM		5 PM	
11 AM		6 PM	
12 PM		7 PM	
1 PM		8 PM	
2 PM		9 PM	

APPENDIX B

Interview Forms from the Following Users:

Tax Accountants

Joon Won Choi, CPA

Apple Farmer

Jennifer Hanaman

College Professor

David Dickinson

Catholic Priest

Father Chang Ho Kim

Questionnaire

Interview with: Joon Won Choi, CPA

- [x] Tax Accountant
- [ ] Apple Farmer
- [ ] College Professor
- [ ] Catholic Priest

1) Description of job

tax accountant for business owners; clients - mostly Korean families w/ their own stores in Maryland (mostly Baltimore)

2) Usage of calendar:

a) Is it necessary to use a calendar?

yes! to keep track of client meetings

b) How important is it to use a calendar?

their whole business relies on it — schedules!

c) What are the main reasons for using calendars?

Set up appointments for clients
Schedule other personal agenda as well

3) Important dates/events relating to profession

Quarter due dates for Corporate & Individual
Peak period - end of Jan
beginning of Feb
2 weeks prior of Apr 15

4) Description of typical, year, month, week and/or day

base new year on Apr 15!
typical 8-6 schedule everyday w/ client appoint that last about 1 hour each w/ few breaks in between; may have 1 day off each week — depends!

5) Important considerations:

a) Particular colors involved in profession?

money - green

b) Specific images/icons/symbols must be considered?

Questionnaire
Interview with: Jennifer

- ☐ Tax Accountant
- ☑ Apple Farmer
- ☐ College Professor
- ☐ Catholic Priest

1) Description of job

Apple grower, picker & processer

2) Usage of calendar:

a) Is it necessary to use a calendar?

Not really — depends but not for everyday use! Some may prefer?

b) How important is it to use a calendar?

only for seasonal purposes

c) What are the main reasons for using calendars?

to prepare for harvest & apple picking schedule

3) Important dates/events relating to profession

Winter - pruning, equipment repairs, harvest completed
Spring - grafting/budding, planting, spraying insecticides
Summer - fertilizing, pollination, irrigation
Fall - picking begins, marketing, processing (apple sauce, cider, pies, jelly, juice)

4) Description of typical, year, month, week and/or day

Careful planning through each season
Slow in Winter
Busy from Spring → Fall
Alot of teamwork & dedication through entire year!

5) Important considerations:

a) Particular colors involved in profession?

vegetation/plant colors - greens, oranges, browns, reds

b) Specific images/icons/symbols must be considered?

tree - symbol of life & growth

Questionnaire

Interview with: Dave Dickinson

- ☐ Tax Accountant
- ☐ Apple Farmer
- ☑ College Professor
- ☐ Catholic Priest

1) Description of job

professor (full-time) for Illustration
teach 3 classes a week
serve on thesis committee members
special project - Democrat & Chronicle

2) Usage of calendar:

a) Is it necessary to use a calendar?

sometimes

b) How important is it to use a calendar?

if students need to make appointments / dept mtgs

c) What are the main reasons for using calendars?

for personal reasons
deadlines / due dates of assignments of each class

3) Important dates/events relating to profession

thesis committee mtgs → thesis shows!
Demo & Chronicle - deadlines for projects
Finals week - final grades due

4) Description of typical, year, month, week and/or day

for all 3 classes, use 1/2 day for lecture, demo or critique; then other 1/2 day is studio time
hold office hours 2x a week

5) Important considerations:

a) Particular colors involved in profession?

b) Specific images/icons/symbols must be considered?

Questionnaire

Interview with: Father Chang Ho Kim

- ☐ Tax Accountant
- ☐ Apple Farmer
- ☐ College Professor
- ☑ Catholic Priest

1) Description of job

Catholic priest - church in Lutherville, MD

2) Usage of calendar:

a) Is it necessary to use a calendar?

no

b) How important is it to use a calendar?

depends

c) What are the main reasons for using calendars?

personal
religious holidays

3) Important dates/events relating to profession

Any religious date celebrating Mary & Jesus:
3/19, 26 4/5, 10, 11, 12 5/31 8/6, 8/8
11/21 12/8 12/25
Most important: Holy Thurs, Easter, Palm Sunday, Good Friday
Christmas

4) Description of typical, year, month, week and/or day

Give sermons every Sunday in church
Hold special masses during ↑ holiday/rel. dates

5) Important considerations:

a) Particular colors involved in profession?

purple- Sacred

b) Specific images/icons/symbols must be considered?

holy cross, Eurcharist
Mary & Jesus

APPENDIX C

Synthesis Process - Hierarchy Exercises:

Yearly Matrix

Monthly Matrix

Weekly Matrix

Daily Matrix

Synthesis Process - Hierarchy Exercise
Yearly Matrix

Yearly	January	February	March	April	May	June	July	August	September	October	November	December
Tax Accountants												
Accountants focus their year on a quarterly basis. The chart on the timeline indicates two different due dates every quarter, where taxes are filed from both Corporate and Individuals (Form 1040ES)	Individual due on the 15th		Corporate due on the 15th	**Individual due on the 15th**		Corporate due on the 15th **Individual due on the 15th**			Corporate due on the 15th Individual due on the 15th			Corporate due on the 15th
Apple Farmers												
Apple orchards are operated in cooperation with the laws of nature. It is a highly seasonal enterprise that is varied as the days in a year. Here is a process of what apple farmers go through month by month in a full year	Pruning begins (process which limbs are sawed off & clipped to allow max. sunlight into growing structure; this allows trees to produce larger, better colored, higher quality & more valuable fruit)	Equipment repairs and maintenance occupies the days too cold or stormy to be outdoors	Prepare for spring planting	Buds begin to swell Temperature, humidity & rainfall are recorded Both harmful & beneficial insects are counted to determine spray schedules (spraying is only done when needed to protect tree & fruit)	Pollination begins Fertilizing & tree training begins Limbs are tied up or weighted down to spread the young tree into perfect shape	Irrigation Spraying, mowing & shaping practices continue Some pruning is done to expose growing fruit to ripening sunlight	Last growing month before apples begin to ripen **Picking begins**	Apples start to bruise **Picking continues & ends**	Last of the fruit comes off trees Farmers start to market their fruit Apples are stored, packed and shipped fresh to supermarkets, restaurants and schools nationwide and around the globe Some farmers invite the public to come for the fun of picking their own apples	Apples go through many different processes that are made into sauce, pies and jelly or presses into fresh cider and processes apple juice With harvest complete, it is time to prepare again for winter
Apple varieties of the seasonal year:												
Cortland	•									•	•	•
Fuji	•	•	•	•	•	•				•	•	•
Gala	•	•	•	•	•	•			•	•	•	•
Granny Smith	•	•	•	•	•	•	•	•	•	•	•	•
Jonagold										•	•	•
Jonamac										•	•	
Macoun										•	•	
McIntosh	•	•	•	•	•	•			•	•	•	•
Paula Red							•	•				
Red Delicious	•	•	•	•	•	•	•	•	•	•	•	•
Twenty Ounce									•	•	•	

Synthesis Process - Hierarchy Exercise
Yearly Matrix

College Professors *College professors go by an academic season by starting the year in the fall (September) and end in the Spring (May)* *This chart shows an example of an academic quarter system, like RIT. There are 10 weeks/quarter and 3 quarters in 1 full year*	Winter Quarter Resumes from Christmas Break	**Spring Quarter Begins** 1st Thesis Exhibition Show	Second Thesis Exhibition Show	Third Thesis Exhibition Show		**Summer Quarter Begins**		**Fall Quarter Begins** Start of Academic Year			**Winter Quarter Begins** Christmas Break
	Winter Quarter Ends **Winter-Spring Quarters' Break Begins**			**Spring Quarter Ends** **End of Academic Year**						**Fall Quarter Ends** **Thanksgiving Holiday Fall-Winter Quarters' Break Begins**	
Catholic Priest *This chart shows the major days in a year of religious observance for the Catholic Priests of the Christian region. During these events, masses are held in churches and other locations, like schools*	**1st–New Year's Day (Solemnity of Mary)**	**25th–Ash Wednesday**	**19th–Celebration of Joseph (Husband of Mary)** **26th–Holy Thursday**	**5th–Palm Sunday** **10th–Good Friday** **11th–Passover** **12th–Easter Sunday**	**24th–Holy Trinity** **28th–Corpus Christi** **31st–Visitation of the Blessed Virgin Mary**	**4th–Sacred Heart of Jesus** **24th–Nativity of St. John the Baptist** **29th–Apostles Day: St. Peter & Paul**	**6th–Assumption of the Blessed Mary, the Virgin**	**8th–Birth of the Blessed Virgin**		**1st–All Saint's Day** **21st–Presentation of the Blessed Virgin Mary in the Temple** **22nd–Feast of Christ the King** **26th–Thanksgiving** **29th–First sunday of Advent** **30th–Feast Day of St. Andrew the Apostle**	**8th–Immaculate Conception of the Blessed Virgin Mary** **20th–Fourth Sunday of Advent (Sunday before Christmas)** **25th–Christmas** **26th–Kwanzaa**

Appendix C

Synthesis Process - Hierarchy Exercise
Monthly Matrix

Monthly	April	7 Tue	8 Wed	9 Thu	10 Fri	11 Sat	12 Sun	13 Mon	14 Tue	15 Wed
Tax Accountants	Client Appointments **Peak**	Client Appointments **Peak**	Client Appointments **Peak**	Client Appointments **Peak**	Client Appointments **Peak**	Client Appointments **Peak**	Client Appointments **Peak**	Last Minute Preparation **Peak**	Last Minute Preparation **Peak**	Individual Due **Deadline**
Apple Farmers	Spring Planting Preparation Begins						Young apple trees are transplanted to the orchard since apples do not grow true to their seeds, therefore, grown in the nursery from the cutting			
College Professor	Class	Preparation for Friday's Class Demonstration Class	Critique in Class Project for Democrat & Chronicle Class	Preparation for Friday's Class Demonstration	Class 2nd Thesis Exhibition Show		Preparation for Monday's Class	Class	Project for Democrat & Chronicle	Critique in Class
Catholic Priest		Preparation for Mass Mass Palm Sunday		Preparation for Weekend Mass	Good Friday	Mass Passover Preparation for Easter Mass	Mass Easter			

Appendix C

Synthesis Process - Hierarchy Exercise
Monthly Matrix

16 Thur	17 Fri	18 Sat	19 Sun	20 Mon	21 Tue	22 Wed	23 Thur	24 Fri	25 Sat	26 Sun	27 Mon	28 Tue	29 Wed	30 Thur
Finish up work	Organize			Client Meeting & Appointments	Client Meeting & Appointments		Client Meeting & Appointments	Client Meeting & Appointments			Client Meeting & Appointments	Client Meeting & Appointments	Client Meeting & Appointments	Client Meeting & Appointments
Organize	Client Meetings													
Client Meetings														
						Study the trees' fruit variety that are grafted (attached by tissue splicing) on a root-stock selection Examine its characteristics of size and vigor before buds begin to swell								
Preparation for Friday's Class Demonstration	Class		Preparation for Monday's Class	Class	Project for Democrat & Chronicle	Class	Preparation for Friday's Class Demonstration	Class		Preparation for Monday's Class	Class	Project for Democrat & Chronicle	Critique in Class	Preparation for Friday's Class Demonstration
		Preparation for Mass	Mass							Preparation for Mass	Mass			

Appendix C

Synthesis Process - Hierarchy Exercise
Weekly Matrix

Weekly	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Tax Accountants	Client Appointments 9:00 am ↓ 5:00 pm	Client Appointments 9:00 am ↓ 9:00 pm	Client Appointments 9:00 am ↓ 9:00 pm		Client Appointments 9:00 am ↓ 9:00 pm	Client Appointments 9:00 am ↓ 9:00 pm	Client Appointments 9:00 am ↓ 5:00 pm
Apple Farmers	Apple farmers begin the process to market their fruit	Apples are first stored in refrigeration		Apples are packed into boxes		Apples are shipped to grocery stores, restaurants, and schools	Farmers allow the public to come for apple picking
College Professors		Class: Digital Painting Morning Class Demonstration *Office Hour* Lunch Afternoon Studio Lab	*Meeting for Democrat & Chronicle Project*	Class: Illustration Morning Critique *Office Hour* Department Meetings Lunch Afternoon Studio Lab	Preparation for Friday's Demonstration *Office Hours*	Class: Printmaking Morning Class Demonstration *Office Hours* Lunch Afternoon Studio Work	
Catholic Priest	Morning Mass Afternoon Mass Evening Mass						Preparation for Sunday Mass

Appendix C

Synthesis Process - Hierarchy Exercise
Daily Matrix

Daily	1:00 am	2:00 am	3:00 am	4:00 am	5:00 am	6:00 am	7:00 am	8:00 am	9:00 am	10:00 am	11:00 am
Tax Accountants									Client Appointment		Client Appointment
Apple Farmers						Check and clear storage rooms and refrigeration Ladders taken out	**Picking Begins**				
College Professors									**Morning Critique**		Critique ends Office hour begins
Catholic Priest										**Mass begins** Prelude Call to worship *Hymn*	Responsive reading *Prayer* Scripture reading **Sermon**

Appendix C

Synthesis Process - Hierarchy Exercise
Daily Matrix

11 00 am	1 00 pm	2 00 pm	3 00 pm	4 00 pm	5 00 pm	6 00 pm	7 00 pm	8 00 pm	9 00 pm	10 00 pm	11 00 pm
Client Appointment	Lunch	Client Appointment	Client Appointment		Client Appointment	Client Appointment	Client Appointment				
Lunch break	Picking continues			Picking ends for the day	Apples are stored Ladders are put away						
Department Meeting	Lunch	Afternoon Studio Lab Help students			Leave for the day						
Eucharist Offering Closing Hymn Mass ends											

APPENDIX D

Final Thesis Design Applications:

Tax Accountant

Apple Farmer

College Professor

Catholic Priest

The Value of Time:
A Comparative Visual Analysis

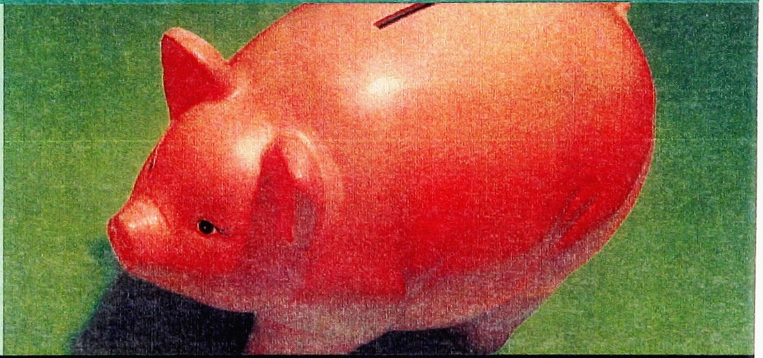
A year in the life of a ...

Tax Accountant

A Typical Year

Tax accountants assist businesses, individuals and organizations with tax return preparations. There are levels of different training skills each tax accountant experiences throughout their careers. First, they must gain the knowledge needed to assist with the preparation of both individual and corporate tax returns. Then they must research specific tax issues. Later in their careers, tax accountants can branch out in any number of directions.

One may be a general adviser who offers broad guidance and recommendations on tax implications of major financial and business decisions across a variety of industries. Another may want to specialize by focusing on a specific area of interest. Or a tax accountant may pursue a career as a tax consultant specializing in a particular industry. Although there may be many different options for a tax accountant to pursue in their career, there are not many options for the due dates for the Internal Revenue Service.



the fiscal calendar

What is a fiscal year?
A tax year of twelve months which ends with a month other than December.

DECEMBER 15 | JANUARY 15 | FEBRUARY | MARCH 15 | **APRIL 15** | MAY | JUNE 15 | JULY | AUGUST | SEPTEMBER 15 | OCTOBER | NOVEMBER

DECEMBER 15: Corporate due

JANUARY 15: Individual due

MARCH 15: Corporate due

A Corporation must file federal Form 1120/1120-S and state Form 100/100-S by March 15 if the corporation year ends in December. Corporations are required to pay tax on the net earnings from the business, as well as interest, dividends and gains from sale of assets. Federal Tax Deposit Coupon Form 8109 is deposited with the Bank. A State payment is also due for most corporations. Some states impose a minimum tax even if one operates at a loss.

APRIL 15: Individual due

Individuals must file federal Form 1040 and State returns by April 15. While the federal estimates made with Form 1040 ES is mailed to the IRS, the state estimates are sent to their local state tax agency. The deposit dates are due on a quarterly basis.

Proper tax planning is essential to make most of the income tax law. It is not a one-time shot right before the return is due, but rather a year-round endeavor. It ensures that there are no surprises when the return is filed. Income tax laws are quite complicated. This is how tax accountants keep busy all year long. Extra working hours outside of their offices are required in many cases to do extensive research in order to keep up with new tax laws every year.

The last week of January, along with the first week of February and the two weeks preceding April 15 are known as the "peak period." During this time, accountants work extra long hours to serve all their client needs. Even on a busy day, a typical workday for a tax accountant strictly goes by only appointments. The absolute due date to send in tax files to the Internal Revenue Service is April 15. Post offices even work the special night hours to make sure people submit their tax forms before midnight.

Peak period

JUNE 15: Individual and Corporate due

SEPTEMBER 15: Individual and Corporate due

Accounting courses offered

The Value of Time: A Comparative Visual Analysis

A year in the life of an ...

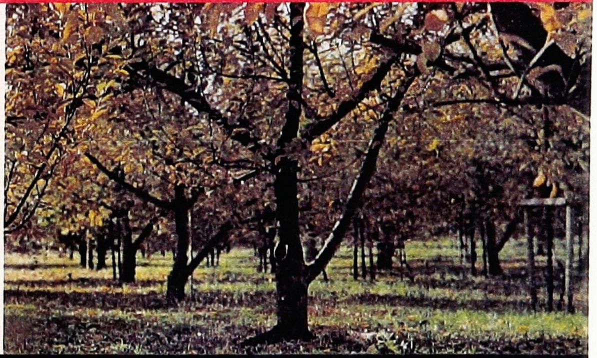
Apple Farmer

A Typical Year

Apple farmers have many duties to make sure apples grow perfectly during the year. There are many procedures, techniques and up-to-date knowledge involved when harvesting apples. Besides knowing the climate, apple farmers must also be familiar with other areas. This includes: the life of an apple, planting apple seeds, grafting, apple blossom time, parts of an apple flower, transition of flower to apple, harvest times, many uses of an apple, quantity of apples produced, apple varieties and the history of the apple. The list could go on, but these are the major areas all apple farmers must know well.

During certain times of the year, apple farmers attend special seminars in order to educate themselves on the latest technological studies to tend an apple farm. Learning never stops for an apple farmer. Each day brings new ideas, solutions, mysteries and discoveries for apple farmers. All year long, an apple farmer performs arduous duties to make sure they are well prepared for the apple harvest.

Photos by Hiro Kobe



the harvest calendar

Winter → Spring → Summer → Fall → Winter

JANUARY
- Pruning begins
- Pruning is a process which limbs are sawed off & clipped to allow maximum sunlight into growing structure; this allows trees to produce larger, better colored, higher quality and more valuable fruit.

FEBRUARY
- Equipment repairs and maintenance occupies the days too cold or stormy to be outdoors

MARCH
- Small trees are often planted to replace old ones or to add new varieties to the orchard
- Young trees from nurseries are bought to enable a different variety of apples to be harvested
- Trees start growing by processes of grafting and budding

APRIL
- Prepare for spring planting

MAY
- Buds begin to swell
- Temperature, humidity and rainfall are all recorded
- Both harmful and beneficial insects are counted to determine spray schedule; spraying is only done when needed to protect tree and fruit

JUNE
- Fertilizing and tree training begins
- Limbs are tied up or weighted down to spread the young tree into perfect shape
- Pollination
- Process that allows an apple to grow with the help of a honeybee.

JULY
- Irrigation
- Spraying, mowing and shaping practices continue
- Some pruning is done to expose growing fruit to ripening sunlight

AUGUST
- Last growing month before apples begin to ripen
- Mowing is completed and bins are positioned around the orchard
- Ladders are repaired and harvest logistics are carefully planned
- Storage rooms are cleaned and all refrigeration systems are tested
- Additional harvest workers are hired both locally and from other areas to help get the crop in on time
- **Picking begins**

SEPTEMBER
- Apples start to bruise
- Picking continues

OCTOBER
- **Known as Apple Month since largest quantity of apples are picked**
- Farmers start to market their fruit
- Apples are stored, packed and shipped fresh to supermarkets, restaurants and schools nationwide and around the world
- In the late summer and early fall, the apples are ripe and ready to pick. Even today in the age of the latest technologies, most apples are still picked just as they were in colonial times—by hand. Apple farmers are very careful when picking. They make sure that they do not bruise the fruit by not just yanking the apples off the tree. Instead, they gently cup each apple, then lift and twist it up and away from the tree. This way it insures that the apples will stay fresh longer and that new buds will grow on the tree next year.

NOVEMBER
- Some farmers invite the public to come for the fun of picking their own apples
- Last of the fruit comes off trees

DECEMBER
- Apples go through many different processes that are made into sauce, pies and jelly or pressed into fresh cider and processed apple juice
- With harvest complete, it is time to prepare again for winter

The Value of Time:
A Comparative Visual Analysis

A year in the life of a ...

College Professor

A Typical Year

Just like students, college professors go by an academic schedule. They usually start their work year in the fall and end in the spring. For example, professors here at Rochester Institute of technology follow a system based on three quarters in one full academic year. Each quarter consist of ten weeks. There are different types of professors. Some are part-time or full-time. A college professor may only teach undergraduate students whereas others only teach at a graduate level. But in other cases, professors also teach both undergraduate and graduate levels.

Whether it is graduate or undergraduate level, all college professors have certain responsibilities, according to the contract. In order to be qualified as a full-time professor, they must teach three full credit courses, along with other jobs, such as an off-campus or freelancing job. For professors who teach graduate students, they also perform duties, like serving on thesis committee meetings. Every week, all professors are required to attend department meetings.

the academic calendar

Winter Quarter → Spring Quarter → Summer Quarter → Fall Quarter

DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
Winter Quarter begins	Winter Quarter resumes from Christmas break	Winter Quarter ends	Spring Quarter begins		Spring Quarter ends	Summer Quarter begins			Fall Quarter begins		Fall Quarter ends
Christmas break		Winter/Spring Quarter Break begins	Thesis Exhibition Show One	Thesis Exhibition Show Two	Thesis Exhibition Show Three						Fall/Winter Quarter Break begins
					Commencement						

End of academic year

The year may be over but a college professor's job does not stop here. As the academic year ends, there are many things professors need to go through. Besides finishing grades, professors need to make sure that certain students can graduate on time. Especially for graduate professors, there are strict duties as a thesis committees member. In order for a graduate student to graduate with their master's degree, their entire thesis must be signed off before their documentation gets bounded and published. The professor must spend careful time to read and check over all the details of the student's thesis work to make sure it is completed.

During summer break

Then as the summer approaches, some professors teach courses over the summer, work as a freelancer or have the whole summer off. The summer gives them the time to prepare and organize for the next upcoming academic year.

Start of academic year

Before the students step into the classrooms, seeing their new classmates for the first time to meet new people and talk about their summer vacation, college professors go through an extensive preparation to begin the academic year. Besides forming a course syllabus, professors also go through a practice demonstration and other routines to prepare the whole upcoming quarter. There are many things to consider for professors first, they must first see how many students are enrolled in their classes. Second, professors must reserve certain rooms in a building to perform their classes. Overall, college professors prepare every detail of all the responsibilities and duties in order for the upcoming quarter to go smoothly.

The Value of Time:
A Comparative Visual Analysis

the sacred calendar

A year in the life of a …

Catholic Priest

A Typical Year

Throughout the year, mostly on Sundays, a Catholic priest gives sermon and performs other holy duties during every mass. First, he starts with a prayer of thanksgiving, also called the Canon of the Mass. Today, it is known as the Eucharistic Prayer. During this prayer, the bread and wine are consecrated by the priest and become the Body and Blood of Jesus Christ. It is to be received by the faithful in Holy Communion. Second, comes the synagogue service.

Then, the memoirs of the apostles or the writings of the prophets are read. It is then followed by a sermon and a prayer for the general needs of the community. Third, comes the gift of bread, wine and other items that are brought to the altar in procession. Finally, comes the recitation of the Creed. As a priest performs all these duties, he must remember that the Eucharist is the center and summit of the Church's entire life and mission.

Photos by Anne Hamersky

JANUARY

1 New Year's Day (Solemnity of Mary)

FEBRUARY

25 Ash Wednesday

MARCH

19 Celebration of Joseph (Husband of Mary)

26 Holy Thursday

[illegible]

APRIL

5 Palm Sunday

[illegible]

10 Good Friday

11 Passover

12 Easter Sunday

[illegible]

MAY

24 Holy Trinity

28 Corpus Christi

31 Visitation of the Blessed Virgin Mary

JUNE

4 Sacred Heart of Jesus

24 Nativity of Saint John, the Baptist

29 Apostles Day: Saint Peter and Paul

JULY

AUGUST

6 Assumption of the Blessed Mary, the Virgin

SEPTEMBER

8 Birth of the Blessed Virgin

OCTOBER

NOVEMBER

1 All Saint's Day

21 Presentation of the Blessed Virgin Mary in the Temple

22 Feast of Christ the King

26 Thanksgiving

30 Feast Day of St. Andrew the Apostle

DECEMBER

8 Immaculate Conception of the Blessed Virgin Mary

20 Fourth Sunday of Advent (Sunday before Christmas)

25 Christmas

[illegible]

APPENDIX E

Thesis Design Project Evaluation Forms:

Tax Accountant, Joon Won Choi, CPA

Apple Farmer, Jennifer Hanaman

College Professor, David Dickinson

Catholic Priest, Father Chang Ho Kim

Dyanne M. Kim
Graduate Graphic Design–Thesis Design Project Evaluation

Please fill out the following information before answering the questions below:

Name: Joon Won Choi, CPA
Profession: Tax accountant
Today's Date: 4/28/98 (Phone evaluation)

Questions (Please circle the appropriate answer):

1. After viewing the visual composition for the first time, do you feel that the information about time that has been included is important and well described for that profession?

(yes) / no
Please explain Since Apr 15 is emphasized than other dates Especially the fiscal calendar not starting in month of Jan! Very important since not many people are familiar w/ this term — fiscal

2. Do the chosen colors communicate the profession in an appropriate manner?

(yes) / no
If not, then what color(s) do you feel would be more suitable? _____

3. Do the explanatory paragraphs in the tax accountant composition contain all the necessary information to fully describe your profession?

(yes) / no
Please explain Mainly the basics — like dates, peak period but not every detail (process of acct w/ their clients not included — but not necessary to include!)

4. The purpose of this thesis study was to visually communicate and emphasize the value of time for a specific profession. Do you feel, as a tax accountant, that this design composition achieves that main goal?

(yes) / no
Please explain Dates are there, so are added images, important dates are included — crucial due dates are highlighted, especially Apr 15!

Dyanne M. Kim
Graduate Graphic Design–Thesis Design Project Evaluation

Please fill out the following information before answering the questions below:

Name: Jennifer Hanaman
Profession: Apple Farmer
Today's Date: 4/30 (phone evaluation)

Fowler Farm
Wolcott, NY

Questions (Please circle the appropriate answer):

1. After viewing the visual composition for the first time, do you feel that the information about time that has been included is important and well described for that profession?

(yes) / no
Please explain It's nice to see all the months across 1 year w/ description showing all the process involved in apple harvest year — very clear!

2. Do the chosen colors communicate the profession in an appropriate manner?

(yes) / no — my 1st choice!
If not, then what color(s) do you feel would be more suitable? _____

3. Do the explanatory paragraphs in the apple farmer composition contain all the necessary information to fully describe your profession?

(yes) / no
Please explain this may not be necessary to include but only the scientific & technical aspects weren't included — like what farmers need to know in order to grow apples (but do see that they learn thru classes)

Good enough!

4. The purpose of this thesis study was to visually communicate and emphasize the value of time for a specific profession. Do you feel, as an apple farmer, that this design composition achieves that main goal?

(yes) / no
Please explain very clear since certain months are brought forth w/ more attention
can relate to how some months are more important than other months, like Aug, Oct
very well organized (visually) composition describing apple farmers

Dyanne M. Kim
Graduate Graphic Design–Thesis Design Project Evaluation

Please fill out the following information before answering the questions below:

Name: David Dickinson
Profession: Professor – Illustration Program
Today's Date: 5/4/98 (sit-down evaluation)

Questions (Please circle the appropriate answer):

1. After viewing the visual composition for the first time, do you feel that the information about time that has been included is important and well described for that profession?

(yes) / no
Please explain very well organized composition that contains important information related to college profession

2. Do the chosen colors communicate the profession in an appropriate manner?

(yes) / no besides the yellow (very academic) also the bricks' color
If not, then what color(s) do you feel would be more suitable? for RIT Campus

3. Do the explanatory paragraphs in the college professor composition contain all the necessary information to fully describe your profession?

(yes) / no
Please explain Although not necessary to include exactly what's in a professor's (full-time) contract but to be general in terms of explaining – yes it does describe my profession

4. The purpose of this thesis study was to visually communicate and emphasize the value of time for a specific profession. Do you feel, as a college professor, that this design composition achieves that main goal?

(yes) / no
Please explain yes, all the text, graphics & whole layout work well together to emphasize the time value in my profession
Can relate to how certain months would be more important than others, but during the summer quarter (where it's less emphasized) this may not relate to all professors – for some it may be the busiest time for them

Dyanne M. Kim
Graduate Graphic Design–Thesis Design Project Evaluation

Please fill out the following information before answering the questions below:

Name: Father Chang Ho Kim
Profession: Catholic Priest
Today's Date: 5/2/98 (phone evaluation)

Questions (Please circle the appropriate answer):

1. After viewing the visual composition for the first time, do you feel that the information about time that has been included is important and well described for that profession?

(yes) / no
Please explain Especially for months of Apr & Dec – to show the importance of Easter & X-Mas celebrations
* This shows the role of the priest who honors those events
→ Also nice to see sacred holiday events also honoring Mary

2. Do the chosen colors communicate the profession in an appropriate manner?

(yes) / no
If not, then what color(s) do you feel would be more suitable? _____

3. Do the explanatory paragraphs in the Catholic priest composition contain all the necessary information to fully describe your profession?

(yes) / no
Please explain pretty much! hierarchy denominations in Catholic religion?
(except for background info: process involved in seminary schooling – yrs it take to become priest?)

4. The purpose of this thesis study was to visually communicate and emphasize the value of time for a specific profession. Do you feel, as a Catholic priest, that this design composition achieves that main goal?

(yes) / no
Please explain I feel the thesis shows a strong emphasis on how certain months are more important than others, like Apr & Dec, but feel that Mar is not as equally important as Apr