

Purpose

To preserve documents that clarify a progression leading to and ensuing from appointment to start a pioneering program in graphic design at the University of the Arts (then Philadelphia College of Art) in 1966. Key facets of the perception-based and essentially non-verbal graphic design program of the Basel School of Design (then called Allgemeine Gewerbeschule Basel) were integrated with the liberal arts approach to BFA education at this independent arts college in the U.S.

Container Reference:

A1-A10, A16 = Design Artifacts

B1-B2 = Biographical Data, Syllabi, Writings

11-15, 17 = Framed Photo Studies

D1 = Digital Data, to come later

Abbreviations:

AGS = Allgemeine Gewerbeschule (Basel)

AIGA = American Institute of Graphic Arts

BFA = Bachelor of Fine Arts

DFA = Doctor of Fine Arts

GD = Graphic Design

GDP = Graphic Design Processes

GDS = Graphic Design Sources

KH = Ken Hiebert

MCC = Mennonite Central Committee

MFA = Master of Fine Arts

UArts = University of the Arts (Philadelphia)

Format of submission:

HC = hard copy

DIG = digital

TX = text

IM = image

KH Brief Timeline:

- 1930 — born Mt. Lake, MN
 - 1954 — lives in Basel 1954–64
studies at AGS 1959–64
 - 1964 — faculty at Carnegie Tech, Pittsburgh, 1964–66
 - 1966 — faculty at PCA/UArts, Philadelphia, 1966–99
 - 1973 — visiting faculty at Yale University, spring 1973
 - 1999 — retires from UArts, 1999
 - 2001 — visiting faculty at Carnegie Mellon, spring 2001
 - 2017 — lives in Gwynedd, PA
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1. BIOGRAPHICAL DATA **BOX B1**

1.1. Vitae

1.2. Photos of KH

1.3. UArts GD40 history (Katherine McCoy)

This version is a product of phone interviews by author and includes minor KH factual corrections.

1.4. UArts GD50 program book (Ken Carbone, Tim Samara)

1.5. UArts 2016 legacy statement (Chris Myers et al.) **pending release**

1.6. George Bunker as advocate

1.7. AIGA Fellow Award booklet

1.8. Author talks

- "Motivations and Mechanisms," at Foulkeways, 10/2007
- "From Small Town Minnesota to Yale University Press—The Saga," at Foulkeways, 1/2014

1.9. Solo exhibitions

1.10. Influences

- Armin Hofmann
 - Lecture by KH about Armin Hofmann, at Cooper Union, 1988
 - Introduction by KH to catalog for the exhibition, "Basel School of Design and Its Philosophy," Moore College of Art, 1988
 - Lecture by KH about Armin Hofmann to Graphic Design Education Association, 1999
 - KH correspondence with Armin and Dorothea Hofmann **pending**
- Paul Rand
 - KH correspondence and commentary
- Personal statements (cf "Ken-ections" lectures, 1987–1999)
- Travel (see Chapter 4, GDP, also Section 5 pending)
- Nature (see Chapter 1, GDS, also Section 5 pending)

1.11. Correspondence

- Armin Hofmann (cf: 1.10 Influences)
- Paul Rand (cf: 1.10 Influences)
- Manfred Maier **pending**
- Wolfgang Weingart **pending**
- PCA/Uarts alumni
- Other

1.12 Interviews

- 1992: Interview by Kimberly Cott
published in Bethel College Bulletin, Summer 1992)
- 2001: Interview by Angela Meyer
at Carnegie Mellon University, 3/2001)
- 2001: Interview by Carla Reimer
published in *Context* alumni magazine, Bethel College, 2001
- 2001: Interview by Jason Tselentis (values)
at University of Washington, 11/2001
- 2002: Interview by Rinn Siegrist (MCC mark)
at Syracuse University, 8/2002

1.13. Letters of recommendation by colleagues

1.14. Misc. ephemera and personal items

2. DOCUMENTS / EXAMPLES SHOWING EVOLUTION AS A DESIGNER

2.1. Pre-Basel photography (client project)

- Editorial photography for publication in *Mennonite Life* (1952jan.pdf, pp. 23–48) www.ml.bethelks.edu/archive

2.2. Basel studies at AGS (KH student work, 1959–64) **Box A10**

- Drawing
- Foundation
- Letter forms
- Posters
- Studies

2.3. Basel professional work (client projects concurrent with studies at AGS) **Box A1**

- Aera Furnishings
- Agape Verlag
- Mennonite World Conference

2.4. Westinghouse (client projects, 1964–1968) **Box A1**

- BART mimic bus panel
- Grid typography demonstration, with Paul Rand
- Laundromat/Drycleaner
- Skybus mural and graphics
- tr-ex Transit Expressway
- X-ray equipment panels

2.5. Identity and Branding (client projects 1964–2006) **Box A1, A2, A8**

> = expanded beyond logo

Unless otherwise credited, all design and photography by KH

Formats for logo/mark collection:

- *Some logos/marks large-scale prints and pre-digital era drawings* **Box A9**
- *Logos/marks shown alphabetically in alternation with photography in the movie "Logo-Photo Mix"* **Box A2**
- *Stories about logos/marks in "Lives and Deaths of Signifiers and Signified"* **Box A2**

- AIA Pittsburgh (1966)
- Altenhof and Bown (1966)
- AMAS (Association of Mutual Aid Societies) (1908s)
- Arts Consortium Philadelphia (1970)
- Bethel College (2000 ff) >
- Blood Audio/Video/Film (2000 ff) >
- Borowsky Center/University of the Arts (1986 ff) >
- Carnegie Library Pittsburgh (1965)
- Castle Worldwide Testing Center (2006) >
- Center for Planning, Design & Construction (1980s)
- Communication Theory Journal, logo exploration (1991) >
- Design Alliance (1967) > **Box A9**
- Experiments in Art and Technology (EAT) (1968)
- Eirene (1962)
- Fortress (1972)
- Goodville Mutual Casualty Company (ca1995 ff) >
- Hermeneia (1970 ff) >
- Philo Institute, Studia Philonica (ca 1972)
- International House Festival Ball Programs: Japan, Mexico
- International Toy Fair (1963)
- Justice icon (1980)
- Kauffman Museum (1988 ff) > (expanded in Chapter 7 of GDP)

- Knox Architects (1967)
- McPartland Piano Jazz
- Mennonite Central Committee (1970) >
- Mennonite Indemnity (ca 1985)
- AMAS, Association of Mutual Aid Services (ca 1982)
- Olivers, Opera and Broadway
- Orchestra 2001 (1988 ff) > (logo design with student, apps by KH)
- Ornamine decongestant (Smith, Kline & French) (ca 1975)
- PCA/UArts (1967–2000)
- Philadelphia Solar Planning (1908s)
- REP Guide (ca 1982)
- Schoeffler/Tinguely Exhibition motif (1965)
- SGL Network (2005) >
- Stendig Furniture (1967)
- Tumacacori poster (1981) >
- UArts identity, 2000 > (*expanded in Chapter 6 of GDS*)
- Urban Design Associates (1968) >
- Wave Hill Center (1970)
- Weimar-Tobin (1975)

2.6. Posters by KH **Box A16 (+ 24x36" foamcore package)**

For UArts/AIGA lectures:

- Center City District, Philadelphia
- Gips-Balkind
- April Greiman
- Netscape: Hugh Dubberly
- Paul Rand
- Skolos-Wedell
- Massimo Vignelli
- Richard Saul Wurman

For other clients:

- Noguchi sculpture, Fairmount Park Art Association
- Maine College of Art, Summer Institute in Graphic Design
- Mennonite Central Committee ("Salt" and others as annual reports)
- Tumacacori National Monument

2.7. Misc. design

- Font design for GDP book: DotLineCaps **Box A2**
- Penns Landing Banners presentation **Box A8**
- Various client projects **Box A2**

3. DOCUMENTS SHOWING EVOLUTION AS AN EDUCATOR **BOX B1**

3.1. Educational goals statements

3.2. Syllabi

Syllabi for selected years demonstrate the primarily idealistic nature of the teaching and senior project definition by students demonstrating the effect of this approach.

3.2.1. UArts/PCA

(BFA syllabi/project outcomes)

- Advanced Typography **Box B1/A6**
- Photographics **Box B1**
- Senior Studio Lab **Box B1/A5**
- Thesis Projects **Box B1/A4**
- 3D Graphics **Box B1/A6**
- 2D Foundation **Box B1/A9**

3.2.2. Syllabi: other institutions **Box B1**

- Carnegie Mellon University BFA

3.2.2. Short term workshop projects, selected

- Arizona State University **Box B1**
- Goshen College
- University of Akron

3.3. KH writings, events **Box B2**

3.3.1. Books authored

- *Graphic Design Processes*, Van Nostrand Reinhold, 1992
- *Graphic Design Sources*, Yale University Press. 1988
- Reviews
- Notes for a signing event

3.3.2. Lectures **Box B2**

The year in each bold bullet heading below marks the primary gelling point of this lecture topic. The designation **TX** indicates images either never included or, if listed, have been lost but text alone significant; **TX + IM** indicates a text file with images in a separate Adobe Director 12 file on an accompanying disk. Projector versions of Adobe Director files can be played on Macintosh and Windows computers without additional software.

- **1972: "Defending the New GD Program" TX only**
given to PCA Alumni
- **1973: "Opposition of Images" TX + IM print**
Full lecture title: "Opposition of Images as a Means for Visual Communication"
given at Environmental Design Research (EDRA) symposium, and published in *Environmental Design Research*, vol. 2, 1973
- **1979: "Vital Form" TX only**
Full lecture title: "The Teaching of Visual Form: Inert or Vital"
given at "Design 25" symposium, Boston, 2/1979
- **1982: "New Wave" TX only**
Full lecture title: "New Wave: An Answer to the Fallacy of Control"
– given at Quebec Society of Graphic Designers, 1982
– given at AIGA, Philadelphia, 1983
– given at Yale University, 1984
- **1983: "Intersections and Unisons" TX and Box A7**
Full lecture title: "Intersections and Unisons"
given at Bethel College (Greer Lecture) 11/1983
- **1985: "Education and Business" TX only**
given at Design Management Institute at PCA, 3/1985
- **1987: "Unfolding Matrix" and "Ken-ections" TX only**
(* = versions included)
Full lecture title: "Life is an Unfolding Matrix"
 - – given at Mennonite Designers Conference, Laurelville Camp, 11/1987
 - – given at Carnegie-Mellon summer program, 7/1988
 - – given at Arizona State University, 3/1992Also presented under title "Ken-ections"
 - presented at Maine College of Art, 1994
 - University of Nebraska, 1998
- – given at "Con-Tacto-Visual" Conference, Universidad de las Américas, Puebla, Mexico, 7/1999

- **1988: "Armin Hofmann" TX only**
Lecture title: "A Personal Tribute to Armin Hofmann and the Basel School of Design," given at Cooper Union, New York, 11/1988

Lecture title: "Experiencing Armin Hofmann as a Teacher", given at Graphic Design Educators' Association, Chicago, 6/1990
- **1991: "Micro/Macro/Micro" TX only**
Lecture title: "Micro/Macro/Micro" (guided tour of *GDP*, annotated)
– given at AIGA, Philadelphia, 11/1991
– given at AIGA, Washington DC, 12/1991
- **1999: "Allowing Reflection"**
"Gaps: Concealing–Revealing"
given at Graphic Design Alumni Fest, UArts, 3/1999
- **2000: "Quest-Ions"**
Lecture title: "Allowing Reflection: Computers and Emotion"
and 3-part visual/sound presentation "Quest-Ions" **TX + IM**
(Profile Intermedia, Bremen, Germany, 12/2000)
- **2002: "Intermedia"**
Lecture title: "The Migration of Messages to Motion and Sound"
given at Society of Printers, Boston, 3/2002 **TX + IM**

Lecture title: "Interchangeable Realities" **TX + IM**
given at California State University, Fresno, 7/2003
- **2001: Real Worlds/Allowing Reflection**
Lecture title: "Real Worlds: Creating and Closing Gaps in Visual Communication"

With variation, given at
1999: Goshen College
2000: Ohio State University
2000: Western Michigan University
2001: Carnegie Mellon University
2001: AIGA Fellow Award
2003: University of Akron
2006: University of Delaware
2006: Washburn University
2006: University of Oklahoma **TX + IM**
(this lecture is titled "WHY? Design Distillation Decisions"
and Incorporates "Real Worlds" lecture from 2001)

- **2002 "Hear-Say Basic Skills" TX + IM hard copy**
Lecture title: "Basic Skills in the Context of Larger Design Processes," published in *Echo*, publication of proceedings, "Hear-Say, 10 Conversations on Design," conference at The University of the Arts, 2002
- **2004: "Future History" TX + IM**
Lecture title: "Legacy of a Sixties Credo"
– given at AIGA Design Education Conference, Chicago, 10/2004
– given at Cleveland Institute of Art, 11/2004

3.3.3. Miscellaneous Writings **Box B2**

- Various Collected Essays
- Nierenberg Chair Activity and Report (Carnegie Mellon, 2000)
- UArts administrative documents

3.3.4. Events **Box B2**

- Art/Play/Design Symposium
- universal/Unique Symposium
- K/AH Show

4. INDEPENDENT EXPLORATIONS IN VISUAL MEDIA

4.1. Photographic studies

- "MexTex" **Box A3**
- "Relics" (9-module versions, framed 30x30") **Box A17**
- "Twelve Eclipses" (Stonehenge) (framed, glass) **B2, Boxes A11-15**

5. INDEPENDENT EXPLORATIONS IN VISUAL/SOUND COMBINATION **BOX D1 TO COME LATER**

- "Ancient Voices of Children"
- "Poetry of Light and Space"
- "Quest-Ions"
- "Japan: As We Found It"
- "Turkey: An Elegy for Lost Civilizations"

A1 DESIGN WORK

- Agape Publishers, Basel
(Mennonite World Conference)
- Basel-era design work
- Aera
- 1965 World's Fair Mennonite Exhibit, NYC
- Westinghouse
- Mennonite Central Committee (MCC)
- MII and AMAS
- Bethel College
- Kauffman Museum
- Goodville Mutual
- Blood Audio
- * PCA/UArts

A2 DESIGN WORK

- Design drawings (some smaller ones)
darkroom drawings with developer
moth drawings for GDP
sketches for opera poster (figures)
compass drawings (Yale, 1973)
faces in red ink
logo drawings (P)
photograms "joy"
- Logos
- Font design, DotLineCaps
- Philadelphia Music Festival
- Carnegie Library sign
- International House (University of Pennsylvania)
- Communications Theory (CT)
- Fortress Press, Hermeneia book series
- Noguchi poster
- Bryn Mawr
- Orchestra 2001
- Goodville Mutual
- Castle Worldwide C.I.
- Misc. clients

A3 PERSONAL EXPLORATIONS

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updated 9/22/17

- Graphic Design Processes
 - pattern studies
 - u/u (universal/unique)
- Stonehenge
- Agave
- Other:

A4 WORK BY STUDENTS

- Senior Projects, PCA/UARTS spring semester

A5 WORK BY STUDENTS

- Icon Projects, PCA/UARTS senior studio fall semester

A6 WORK BY STUDENTS

- Typography Projects, PCA/UARTS
 - Typo riddles
 - Systematic Research
 - 7 x 7 Workshop
 - Rivers, 2 versions each
 - Quotations: Basic Semiotic studies and outcomes
 - Music and type
 - Zero option Ads
 - GD Dept Newsletter
 - Takemitsu CD's
 - 3D graphics project – exhibit entrance
 - Misc Projects:
 - NRDL
 - Black Box
 - Data Interpretation
 - O 2001 / Music study
 - UArts Newsletter Identity

A7 WORK BY STUDENTS / OTHER SCHOOLS

- Carnegie Institute of Technology (CIT) 1964
- Carnegie Mellon University (CMU) 2001

- Bethel College

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updated 9/22/17

A8 DESIGN PROJECTS OVERSIZE (BOX)

- Yale Ugra
- C.I. Project Manuals
- Self Help
- UArts
- Bethel College
- Misc.

A9 OVERSIZE (BLUE PORTFOLIO CASE)

Design Work

- set of large logo prints
- design drawings
(hand drawings, letterform and logo paintings on board)
- Beaver Falls urban graphics
- Design Alliance logo
- Aitenhof & Bown prospectus
- IBM grid set (set of boards)
- PCA donor prints

Work by students

- PCA students – 2D Foundation

A10 BASEL KUNSTGEWERBESCHULE (BLACK PORTFOLIO CASE)

KH student work

“Vorkurs” and “Fachklasse”

- form studies/paintings
- life drawings, gestural figure drawings, volumetric drawings
- Armin Hoffman’s class – poster paintings
- brush writing, calligraphy
- anatomy drawings (slides)
- ?! (Vocational Guidance Agency, class project with Armin)
- 3-dimensional graphics
- some project description

A11 STONEHENGE "TWELVE ECLIPSES" 1 & 2

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updated 9/22/17

January
February

A12 STONEHENGE "TWELVE ECLIPSES" 3 & 4

March
April

A13 STONEHENGE "TWELVE ECLIPSES" 5 & 6

May
April

A14 STONEHENGE "TWELVE ECLIPSES" 7, 8, 9, 10

July
August
September
October

A15 STONEHENGE "TWELVE ECLIPSES" 11 & 12

November
December

A16 KH POSTERS – WHITE FLAT CASE

- KH posters
 - (2) of each
 - (25) of Tumacacori
- Posters by others for KH events
- Orchestra 2001 – mounted diagram for Voices of Ancient Children projection/collaboration (on foamcore)

A17 PHOTOGRAM MULTIPLE: RELICS II 9-MODULE VERSION