

Dhaka Day by Day

Graphic Designing representing a Global Aesthetic

by Aasha Mehreen Amin

You may not be obliged to judge a book by its cover but you are certainly inclined to choose a product by its look. Creating an image is what marketing is all about. A large part of this is graphic designing. As the world becomes more and more competitive, selling has become a kind of art form relying heavily on visual impact. The four month workshop at the Fine Arts Institute in Dhaka, conducted by Professor Barry Mirenburg, a Fulbright scholar, was geared to introduce to students, new dimensions of contemporary graphic design, an aspect of art relatively unexplored in Bangladesh. The conclusion of the workshop took the form of a two day exhibition from May 27th which showed the works of the Bangladesh students who had studied under Mirenburg.

The exhibition itself, would probably not have seemed particularly spectacular to the lay person. The posters were done with simplistic themes in basic colours of blue, green, red and yellow. Made with cut out paper with logos of the Shishu Park or Balda Gardens, the works had a look of naivete. But according to Miren-

burg, it was this very simplicity that made them so special. Said the professor of Parsons School of Design in New York, the purpose of using uncomplicated designs and basic colours was to create a deep visual impact. "In a world where we are constantly being bombarded with so many images, he commented, "we need more powerful and immediate

images in order to have lasting impressions. This in turn translates into more simple forms which are captivating and expressed through these primary colours." This type of work he added, was reminiscent of the work of renowned impressionist painter Andre Matisse. Matisse, whose work has greatly influenced Mirenburg, was extremely avant garde. Being a paraplegic, restricted to a wheelchair, he used paper cutouts to create what later became his famous Jazz Series done in vibrant colours.

When asked why themes of local parks and events (such as the Bengali New Year) dominated the poster exhibition, said Mirenburg, "I felt I should assign them work that would be representative of their own environment, something they could relate to" Mirenburg further added that the high quality of the 22 pieces of work marked a breakthrough in approach and represented "the American sensitivity of contemporary design". "Before this, said Mirenburg, "the students were too dependent on realistic painted forms and images. This approach is new in that it provides a two dimensional experience as opposed to the three dimensional experience of traditional methods. Mirenburg seemed quite satisfied with the results of the workshop saying that the students had been both respon-

sive and enthusiastic about an approach that was so novel to them. The work of all 22 students had been exhibited with no editing or discarding.

But how much artistic talent was really required for this kind of work? Plenty according to Mirenburg. "You have to have a very good sense of shape and colour because you are so dependent on correctness of form and composition without any extraneous details. The result, in many ways, is more difficult to achieve since it has to communicate a specific effect," he said.

Mirenburg, who has won more than 125 awards from organisations such as the Art Directors Club, the American Institute of Graphic Arts and Metropolitan Museum of Art, has been in this field for over 18 years. The rest of his curriculum vitae is even more impressive. Apart from an MA in advertising and graphic design and doctorate in art and art education, Mirenburg also has an MBA and Bachelors Degree in Sociology and Psychology. Moreover, since 1986, he has been the president and creative

director of his own businesses - The Corporate Commercial Group and Mirenburg and Co. Both these enterprises have developed design programmes and packaging material for some of the major Fortune 500 firms including Xerox, Citicorp, Sears and General Motors.

As an expert in his field, Mirenburg had a lot to say on the increasing importance of graphic designing in world trade and commerce. In terms of earning a living he said, this area of art had become very attractive especially in the US. Many students in America have switched from Fine Arts Schools to 'Applied Arts Schools because the job prospects for graphic designers are much better. Globally as countries vie each other to get a chunk of the international market, the area of graphic designing was ever expanding. Governments of third world countries such as Pakistan, India and Bangladesh have adopted policies to motivate exporting of consumer goods. This said Mirenburg, required packaging that was succinct, images that were more powerful and language that was more vivid. The idea was to send a clear, lasting message on the uniqueness of the product. For Bangladesh, Mirenburg seemed optimistic regarding this field. He felt that with proper training, exposure and resources which he admitted was rather lacking at present, Bangladesh will be able to market its goods with graphic designing techniques that were in line with the global aesthetic and produced the maximum impact on customers.

Graphic designing, said the enterprising New Yorker, was after all, the marketing field of commercial art.



Professor Mirenburg discussing an exhibit at the Fine Arts Institute of Dhaka.

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sive and enthusiastic about an approach that was so novel to them. The work of all 22 students had been exhibited with no editing or discarding.

World No Tobacco Day observed

'Efforts to be made to ban smoking through passing bill in Parliament'

Works Minister Rafiqul Islam Miah Sunday called for waging a social movement throughout the country against smoking of tobacco, reports BSS.

He was speaking as the chief guest at a discussion marking the observance of 'World No Tobacco Day' at the VIP lounge of the Jatiya Press Club here.

Jointly organised by the Health Education Bureau and the Consumers Association of Bangladesh (CAB) the discussion was addressed by Deputy Minister for Health Strajul Haque as the special guest.

Presided over by the Director General of Health, Prof MA Siddique, the discussion was participated by Director of Bangladesh Cancer Institute Prof MA Hye, Prof Nurul Islam of IPGMR, Principal of Government Titumir College Bazur Rahman, Chief of Health Education Bureau Nazrul Islam, WHO representative Myo T. Hwe, President of CAB Borhanuddin Ahmed and General Secretary Sarwar Jahan.

Underlining the health hazards of smoking tobacco, the Works Minister said conscious section in the society and voluntary agencies like CAB could play a pioneering role in motivating the smokers to give up their bad habit.

Rafiqul Islam Miah who himself a non-smoker said efforts would be made to ban smoking through passing a bill in the coming session of the Jatiya Sangsad, particularly in the work places.

The Deputy Minister of Health, in his speech, described smoking as a money wasting bad habit and said a bill would be introduced in the coming session of Parliament against smoking in general and in offices and work places in particular.

Another report adds: Information Minister Barrister Nazmul Huda Sunday urged students and the youth to refrain from smoking for their own interest as smoking is injurious to health.

Speaking as the chief guest at a discussion, held in observance of 'World No Tobacco Day' at the Notre Dame College auditorium here, the Information Minister advised the stu-

dents to refrain from experimenting and adventurism with smoking as this leads to habit.

He said smoking should be avoided as it affects the smokers as well as the non-smokers sitting around a smoker.

The Information Minister assured the audience that radio and television would play their due role in strengthening the anti-smoking movement.

Jointly organised by Association for the Prevention of Drug Abuse-Bangladesh and Notre Dame Science Club, among others, city Mayor Mirza Abbas, President of the Association Dr Arup Ratan Choudhury, Vice-President Singer Sabina Yasmin, President of the Science Club Susanta Kumar Sarker, Artist Anjana Rahman, Pop Singer Ferdous Wahid and prof Amal Krishna Banik took part in the discussion.

Acting Principal of Notre Dame College Father Benjamin Costa presided.

Dr Arup Ratan Choudhury said 26 lakh people died every year in the world due to smoking. He urged every student to join anti-tobacco movement.

Prof Susanta Kumar Sarker urged the students to take a vow for establishing a tobacco and drug free society.

In his presidential speech Father Benjamin Costa said smoking was harmful to moral, social, economic and personal health of an individual.

He said anti-smoking movement should not be confined to formal functions only.

Report from Chittagong adds: World No-tobacco day was observed here and elsewhere in the district Sunday with a call to promote anti-smoking drive.

Different socio-cultural and anti-smoking organisations have taken up various programmes to mark the day to mobilize public opinion against the detrimental effect of smoking.

The programmes of the day included discussion and symposium, distribution of posters and leaflets and holding of procession and rallies.

Consumers Association of Bangladesh (CAB) in collaboration with Raajan Club held a discussion with UNO of Raajan in the chair.

Adhunik, Boalkhali branch held a seminar on 'Tobacco-free work places safer and healthier' at Boalkhali Serajul Islam Degree College.

It also arranged an exhibition of posters and poetry recitation session.



Leader of the Opposition in Parliament and Awami League chief Sheikh Hasina addressing the concluding session of the three-day convention on 'Women and Politics' held at the National Museum auditorium Sunday. Story on page 1. —Star photo

'Zia filled up political vacuum'

CHITTAGONG, May 31: Participants at a discussion today said that Shaheed President Ziaur Rahman had filled up the political vacuum by introducing Bangladeshi nationalism which gave the nation a separate identity for protecting the independence and sovereignty of Bangladesh, reports BSS.

Describing late President Zia as a man of vision they said it was Zia who gave the people political philosophy and an economic programme of self-reliance.

The discussion was held in observance of the 11th death anniversary of President Ziaur Rahman at the Zia Parishad Auditorium here under the auspices of Chittagong University chapter of Jatiyatabadi Samajik Sangskritik Sangstha (JSSS). Presided over by Chapter Convenor Mohammad Shahjahan it was participated, among others, by Chittagong University Professors Dr Enamul Haq, Dr Shauque Haider Chowdhury, Abul Kasem and JSSS leaders Eteker Mohsin and Mainul Ahmed Munna.

The speakers said real tributes to late Zia could be paid by upholding the ideals of independence and sovereignty, self-reliance and improvement of the lot of the common people.

Navy seizes contraband in Ctg

CHITTAGONG, May 31: Bangladesh Navy ships Abu Bakr and Tanveer during their intensified anti-smuggling, anti-piracy and fishery protection patrol today apprehended three sailing boats and arrested 12 crew members from outer anchorage, reports BSS.

One of the boats sank while trying to escape and the navy ships rescued all the six crew members of the boat, an ISPR press release said.

The boats were impounded while they were carrying-out smuggled goods. Thirty eight foreign flower vases (contraband items) were recovered from the boats and seized.

Killings by Shantibahini in Rangamati slated

Several organisations, including the Chittagong Hill Tracts National Coordination and Peace Council, Sunday condemned the killings by Shantibahini gunmen in Rangamati on Friday and Saturday, reports UNB.

In a statement, they demanded proper enquiry into the incidents and compensation for the families of the dead and the injured people.

The statement said the outlawed Shantibahini's atrocities left 4 non-tribals dead and several injured in Baghatchari and Kaukhali upazilas.

"We hope all human rights organisations and humanitarian groups of the world will condemn and build resistance against such barbarism as well as its instigators."

Weather

Day temperature may rise

By Staff Correspondent

Rain or thundershower accompanied by temporary gusty or squally wind is likely at a few places over Chittagong division and at one or two places over Dhaka and Chittagong divisions during the next 36 hours commencing 6 pm Sunday.

Weather may remain mainly dry over Rajshahi division during the period.

Day temperature is likely to rise by one to two degree Celsius over Rajshahi division and to remain nearly unchanged elsewhere over the country.

The Sun sets in Dhaka today (Monday) at 6-43 pm and rises tomorrow (Tuesday) at 5-11 am.

Temperature and humidity recorded in important cities and towns on Sunday were:

Cities/ Towns	Temperature in degree Celsius		Humidity in percentage	
	Max	Min	9 am	6 pm
Dhaka	34.5	23.0	85	75
Chittagong	33.0	25.2	79	81
Rajshahi	40.2	25.5	79	64
Khulna	36.0	24.4	80	67
Barisal	34.0	22.6	87	81
Cox's Bazar	33.0	26.0	78	86
Sylhet	31.5	24.5	86	90
Bogra	34.0	23.7	85	76

Monday

- 5.00 Opening announcement
- 5.00 Al-Quran Programme summary
- 5.10 News in Bangla
- 5.20 Recitation from the Geeta
- 5.30 Cartoon : The Great Space Coaster
- 6.00 Sports Programme : Wrestling
- 6.30 Jibon O Projukti
- 7.05 Debate
- 8.00 News in Bangla
- 8.30 Programme on SAARC
- 9.00 Surer Bhubancy
- 10.00 News in English
- 10.30 Film: Highway to Heaven
- 11.30 Khabar/The News
- 11.40 Tuesdays programme Summary
- 11.45 Closing

Indonesian donation for Rohingyas

Al-Ershad, a voluntary organisation of Indonesia, has donated 30,000 US dollars to the Ministry of Relief for the Myanmar Rohingyas refugees in Bangladesh, reports BSS.

A cheque was handed over by Soemaknoiswadi, the

Ambassador of Indonesia in Bangladesh to Ghulam Murtaza, Joint Secretary (Rohingya Affairs) of the Ministry of Relief at the latter's office Sunday in favour of Al-Ershad. G Eys, M Amar, the chief of the organisation, was present.

Wanted

Applications are invited by an International Company for the post of Office Secretary (Male). Persons should be fluent in English, preferably having 4-5 years experience of working in engineering/technical firms. Candidates should have knowledge of PC/Word Processor, shorthand and typing speed of 50 words per minutes. Age between 25 to 35 years. Interested persons may apply The Advertiser, C/o. The Daily Star, 28/1, Toynbee Circular Road, Dhaka-1000 latest by 7th June 1992. D-298

Bangladesh University of Engineering & Technology, Dhaka

Admission Notice

Academic Session 1991-92

Dt: 31/5/92

No D-2594(6)

Applications in prescribed form are hereby invited 'Admission Test' examinations for admission into the first year degree classes of all Faculties of this University for the Academic Session 1991-92. Admission Form will be available from 8th June, 1992.

FACULTIES OF ENGINEERING, CIVIL ENGINEERING, MECHANICAL ENGINEERING AND ELECTRICAL & ELECTRONIC ENGINEERING.

ELIGIBILITY FOR SUBMISSION OF APPLICATION FOR ADMISSION TEST :

1. Candidates must be citizens of Bangladesh either by birth or by domicile.
2. Only those candidates who have passed HSC examination or its equivalent not earlier than the calendar year 1990, subject to fulfilment of the conditions (3) & (4) as under, are eligible to apply.
3. Candidates must have passed SSC examination of any Education Board of Bangladesh or its equivalent and obtained at least 50% marks on the average or equivalent grades.
4. Candidates must have passed HSC examination of any Education Board of Bangladesh or its equivalent and obtained at least 65% marks on the average in the subjects of Mathematics, Physics and Chemistry and minimum of 50% marks in each of these three subjects separately or equivalent grades in these subjects.
5. A merit list on the basis of the marks of Mathematics, Physics and Chemistry only of the HSC examination or the equivalent grades in these subjects will be prepared out of which only the **first three thousand and five hundred candidates will be allowed** to take part in the Admission Test examination. All the candidates in the three thousand five hundredth position having equal marks, will also be allowed to take part in the Admission Test examination.

SUBJECTS OF ADMISSION TEST EXAMINATION :

The admission test examination will be held in the subjects of Mathematics, Physics and Chemistry only on the basis of the Syllabuses of HSC examinations conducted by the different Boards of Bangladesh in 1991. In order to test the suitability of the candidates some questions of basic and elementary nature on the subjects may also be set.

NUMBER OF SEATS :

The maximum total number of seats in the first year B Sc Engineering degree course in the Faculties of Engineering, Civil Engineering, Mechanical Engineering and Electrical & Electronic Engineering is 510 of which 3 seats are reserved for the candidates from Chittagong Hill Tracts and other Tribal Areas of Bangladesh. Candidates from Tribal Areas must submit certificates from the Principal of the College from which they passed HSC Examination or First Class Gazetted Officer or the Chairman of Local Union Parishad and **must indicate in the Application Form that they belong to Tribal Area.** Candidates for these reserved seats must also fulfil the minimum qualification requirements for the Test Examination. There will be no separate Admission Test examination for the reserved seats for tribal students.

FACULTY OF ARCHITECTURE & PLANNING

ELIGIBILITY FOR SUBMISSION OF APPLICATION FOR ADMISSION TEST:

1. Candidates must be citizens of Bangladesh either by birth or by domicile.
2. Only those candidates who have passed HSC examination or its equivalent not earlier than the calendar year 1990 subject to fulfilment of the conditions (3) & (4) as under, are eligible to apply.
3. Candidates must have passed SSC Examination of any Education Board of Bangladesh securing minimum 50% marks excluding marks of additional subjects or must have passed equivalent examination securing equivalent grade.
4. Candidates must have passed HSC examination of any Education Board of Bangladesh or its equivalent securing at least 45% marks in Mathematics and minimum 50% marks excluding marks of additional subjects.
5. A merit list on the basis of the marks obtained in HSC examinations (excluding marks of additional subjects) or its equivalent will be prepared out of which only the **first three thousand** candidates will be allowed to take part in the Admission Test examination. All the candidates in the three thousandth position having equal marks will also be allowed to take part in the Admission Test examination.

SUBJECTS OF ADMISSION TEST EXAMINATION :

The admission test examination will be held in the subjects of Mathematics, General Knowledge and Science, Design and Free-hand Drawing and Written Discussion.

Number of Seats :

The maximum total number of seats in the first B Arch Course of 5 years duration is 50 of which 1 seat is reserved for the candidates from Chittagong Hill Tracts and other Tribal Areas of Bangladesh. Candidates from Tribal Areas must submit certificates from the Principal of the College from which they passed HSC examination or First Class Gazetted Officer or the Chairman of Local Union Parishad and **must indicate in the Application Form that they belong to Tribal Area.** There will be no separate Admission Test examination for the reserved seats for tribal students.

TIME SCHEDULE FOR ADMISSION TEST EXAMINATION :

Time-Schedule for Admission Test Examination	All Engineering Departments	Architecture Departments
a) Last date of submission of application either directly or by post :	Monday July 6, 1992 3.30 PM	Monday July 6, 1992 3.30 PM
b) Date of publication of list of eligible candidates selected for Admission Test Examination	Saturday August 1, 1992	Saturday August 1, 1992
c) Date and Time of Admission Test examination :	Tuesday September 8, 1992 9 AM to 12 Noon	Wednesday, September 9 1992, 9 AM to 12 Noon (both parts)
d) Date of declaration of the names of the selected candidates for admission :	Sunday, September 27, 1992	Sunday, September 27, 1992

PROCEDURE FOR SUBMISSION OF APPLICATIONS (ALL FACULTIES) :

Application form and prospectus explaining details of submission procedure may be obtained directly from the Registrar's Office on cash payment of Tk 20/- (Twenty) or by sending Pay Order/Bank Draft of Tk 20 (twenty) in favour of Bangladesh University of Engineering & Technology drawn on Sonali Bank in any branch in Dhaka city together with a 255 X 115 mm or 10 X 4.50 inch size self addressed envelop with postal stamps of Tk 10/- (Ten) only.

Admission forms for Engineering and Architecture are separate. Candidates who want to get it by post must clearly mention the exact Admission form they need.

Registrar

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