The Value of Time: A Comparative Visual Analysis

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Rochester Institute of Technology

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The Value of Time: A Comparative Visual Analysis

by
Dyanne M. Kim

May 18, 1998
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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. Such naturally repeating events were probably counted by the ancients to keep track of time. 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.
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. 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. 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. 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. 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.

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. Therefore, a lunar calendar averages 354.37 days in length. 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.
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. 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:
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 \( \frac{3}{4} \) weeks long. Months with only thirty days (April, June, September and November) are 4 \( \frac{2}{3} \) 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:

<table>
<thead>
<tr>
<th></th>
<th>24-hour scale</th>
<th>12-hour scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midnight</td>
<td>00:00</td>
<td>12:00 A.M.</td>
</tr>
<tr>
<td></td>
<td>01:25</td>
<td>1:25 A.M.</td>
</tr>
<tr>
<td></td>
<td>11:59</td>
<td>11:59 A.M.</td>
</tr>
<tr>
<td>Noon</td>
<td>12:00</td>
<td>12:00 P.M.</td>
</tr>
<tr>
<td></td>
<td>13:25</td>
<td>1:25 P.M.</td>
</tr>
<tr>
<td></td>
<td>23:59</td>
<td>11:59 P.M.</td>
</tr>
</tbody>
</table>
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
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.
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:

<table>
<thead>
<tr>
<th>Corporate Due Dates</th>
<th>Dec 15</th>
<th>Mar 15</th>
<th>Jun 15</th>
<th>Sep 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Due Dates</td>
<td>Jan 15</td>
<td>Apr 15</td>
<td>Jun 15</td>
<td>Sep 15</td>
</tr>
</tbody>
</table>

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.
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:
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 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.
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 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.
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 for College Professor](image)

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

![Preliminary layout for Catholic Priest](image)
**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.
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**:

The Value of Time:  
A Comparative Visual Analysis

A year in the life of a ...  

Tax Accountant

The fiscal calendar

DECEMBER 15  JANUARY 15  FEBRUARY 15  MARCH 15  APRIL 15  MAY 15  JUNE 15  J Ly  AUGUST 15  SEPTEMBER 15  OCTOBER 15  NOVEMBER 15

February 15

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

The Value of Time:  
A Comparative Visual Analysis

A year in the life of an ...  

Apple Farmer

The harvest calendar

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

September 15
IMPLEMENTATION continued

Final design application for the College Professor:

The Value of Time: A Comparative Visual Analysis

A year in the life of a...

College Professor

the academic calendar

Final design application for the Catholic Priest:

The Value of Time: A Comparative Visual Analysis

A year in the life of a...

Catholic Priest

the sacred calendar
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
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.
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


2. Doob, 127.


5. Aveni, 86.


7. Cowan, 57.

8. Cowan, 57.


17. Saha, 45.


20. Robbins, 12.

21. Saha, 44.

22. Saha, 44.


25. Saha, 45.


27. Robbins, 14.


# GLOSSARY OF TERMS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>Of colleges, universities; scholastic</td>
</tr>
<tr>
<td>Accountant</td>
<td>A person whose work is to inspect, keep, or adjust accounts</td>
</tr>
<tr>
<td>Aesthetics</td>
<td>A branch of philosophy dealing with beauty and the beautiful</td>
</tr>
<tr>
<td>Bible</td>
<td>The sacred book of Christianity; Old Testament and New Testament</td>
</tr>
<tr>
<td>Calendar</td>
<td>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</td>
</tr>
<tr>
<td>Clock</td>
<td>A device other than watch for indicating or measuring time</td>
</tr>
<tr>
<td>Conceptual</td>
<td>An idea that includes all that is characteristically associated with or suggested by a team</td>
</tr>
<tr>
<td>Consideration</td>
<td>Careful thought and attention</td>
</tr>
<tr>
<td>Culture</td>
<td>Body of customary beliefs, social forms and material traits constituting a distinct complex of tradition of a racial, religious or social groups</td>
</tr>
<tr>
<td>Day</td>
<td>The time (24 hours) that it takes the earth to revolve once on its axis; period of light between sunrise and sunset</td>
</tr>
<tr>
<td>Diagram</td>
<td>A drawing or plan that outlines and explains the parts or operation</td>
</tr>
<tr>
<td>Evaluation</td>
<td>To determine the significance or quality of</td>
</tr>
<tr>
<td>Expression</td>
<td>To represent by a symbol, character, figure or formula</td>
</tr>
<tr>
<td>Farmer</td>
<td>A person who earns their living by farming, especially one who manages or operates a farm</td>
</tr>
<tr>
<td>Function</td>
<td>Purpose for which something is designed or exists</td>
</tr>
<tr>
<td>Goal</td>
<td>Result or achievement toward which effort is directed</td>
</tr>
<tr>
<td>History</td>
<td>A branch of knowledge dealing with past events</td>
</tr>
<tr>
<td>Hour</td>
<td>Division of time, one of the twenty-four parts of a day; sixty minutes</td>
</tr>
<tr>
<td>Incidence</td>
<td>The act, fact or manner of falling upon or influencing</td>
</tr>
<tr>
<td>Integration</td>
<td>Making whole or complete by adding or bringing together parts</td>
</tr>
</tbody>
</table>
## GLOSSARY OF TERMS continued

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interrelationship</td>
<td>Mutual or reciprocal relation</td>
</tr>
<tr>
<td>Measurement</td>
<td>Process of ascertaining the extent, dimension or quality</td>
</tr>
<tr>
<td>Minute</td>
<td>1/60 of hour; 60 seconds</td>
</tr>
<tr>
<td>Month</td>
<td>Period of four weeks or 30 days</td>
</tr>
<tr>
<td>Mystery</td>
<td>Something unexplained, unknown, or kept secret</td>
</tr>
<tr>
<td>Nocturnal</td>
<td>Of, done or happening in the night</td>
</tr>
<tr>
<td>Origin</td>
<td>Something from which anything arises or is derived</td>
</tr>
<tr>
<td>Pattern</td>
<td>Natural or chance marking, configuration or design</td>
</tr>
<tr>
<td>Phase</td>
<td>Any of the stages or forms in any series or cycle of changes, as in</td>
</tr>
<tr>
<td></td>
<td>development</td>
</tr>
<tr>
<td>Plan</td>
<td>Scheme or method of acting or proceeding developed in advance</td>
</tr>
<tr>
<td>Portable</td>
<td>That can be carried or moved</td>
</tr>
<tr>
<td>Preliminary</td>
<td>Preceding and leading up to the main part, matter or business</td>
</tr>
<tr>
<td>Priest</td>
<td>Person whose function is to make sacrificial offerings and perform</td>
</tr>
<tr>
<td></td>
<td>other religious rites</td>
</tr>
<tr>
<td>Process</td>
<td>Systematic series of actions directed to some end</td>
</tr>
<tr>
<td>Professor</td>
<td>A teacher; specifically a college teacher of the highest rank, usually in</td>
</tr>
<tr>
<td></td>
<td>a specific field</td>
</tr>
<tr>
<td>Relationship</td>
<td>Connection, association or involvement</td>
</tr>
<tr>
<td>Root</td>
<td>Source or origin of a thing</td>
</tr>
<tr>
<td>Schedule</td>
<td>List of times of recurring events; timed plan for procedure or plan</td>
</tr>
<tr>
<td>Season</td>
<td>Any of the four arbitrary divisions of the year, characterized chiefly by</td>
</tr>
<tr>
<td></td>
<td>differences in temperature, precipitation, amount of daylight and plant</td>
</tr>
<tr>
<td></td>
<td>growth (spring, summer, fall/autumn, winter)</td>
</tr>
<tr>
<td>Second</td>
<td>1/60 of a minute of time; very short period of time</td>
</tr>
<tr>
<td>Solution</td>
<td>Act or process of solving a problem</td>
</tr>
<tr>
<td>Strategy</td>
<td>Plan or method for achieving a specific goal</td>
</tr>
</tbody>
</table>
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

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Money, January 1998

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Kinko's-Custom Calendar Order Form
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The Filofax Calendar
Franklin Quest-1997 Annual Reference Catalog
OfficeMax
APPENDICES
APPENDIX A

Units of Time Measurement

Calendar Formats:
  Monthly
  Weekly
  Daily
Appendix A

Units of Time Measurement

1 Year

1 Month

1 Week

1 Day

1 Hour
# April 1998

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td></td>
<td>3 PM</td>
<td></td>
</tr>
<tr>
<td>9 AM</td>
<td></td>
<td>4 PM</td>
<td></td>
</tr>
<tr>
<td>10 AM</td>
<td></td>
<td>5 PM</td>
<td></td>
</tr>
<tr>
<td>11 AM</td>
<td></td>
<td>6 PM</td>
<td></td>
</tr>
<tr>
<td>12 PM</td>
<td></td>
<td>7 PM</td>
<td></td>
</tr>
<tr>
<td>1 PM</td>
<td></td>
<td>8 PM</td>
<td></td>
</tr>
<tr>
<td>2 PM</td>
<td></td>
<td>9 PM</td>
<td></td>
</tr>
</tbody>
</table>
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
Appendix B

Questionnaire
Interview with: Joon Won Choi, CPA

1) Description of job

tax accountant for business owners;
clients - mostly Korean families of 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 of 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

1) Description of job
Apple grower, picker & processor

2) Usage of calendar:
a) Is it necessary to use a calendar?

Not really - depends but not for everyday use!

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 \rightarrow Fall
A lot 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
Appendix B

Questionnaire
Interview with: Dave Dickinson

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!
- Democrat & 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 2 x 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

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, 6/6, 8/8, 12/21, 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, Eucharist, Mary & Jesus
APPENDIX C

Synthesis Process - Hierarchy Exercises:

Yearly Matrix
Monthly Matrix
Weekly Matrix
Daily Matrix
### Apple Varieties

<table>
<thead>
<tr>
<th>Seasonal Varieties</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
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<th>November</th>
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<td>Golden Delicious</td>
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### Apple Farming

- **Pruning begins**: process which limits are sawed off & clipped to allow new growth into growing structures. This allows trees to produce larger, better colored, higher quality fruit.
- **Equipment repair and maintenance occupies the days too cold or stormy to be outdoors**.
- **Prepares for spring planting**.
- **Buds begin to swell**.
- **Temperature, humidity & rainfall are recorded**.
- **Both harmful & beneficial insects are counted to determine spray schedule**.
- **Spraying is only done when needed to protect tree & fruit**.

### Hierarchy Exercise

- **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**

### Yearly Matrix

- **Fin**: sa
- **fr-S**: u
- **fr-S**: c
- **UoII**: E
- **fin**: a
- **sllli**: 1
- **S3**: 5
- **Silii**: 1
- **iriifi**: 1
- **I-**: Ei
- **i**: i
- **S**: I
- **I!-**: 1

### Appendix C

- **Yearly Process**: Hierarchy Exercise
Appendix C

Synthesis Process - Hierarchy Exercise

Yearly Matrix

Winter Quarter Begins
Spring Quarter Begins
Summer Quarter Begins
Fall Quarter Begins
Start of Academic Year

Winter Quarter Ends
Thanksgiving Holiday
Fall/Winter Quarter Break Begins

College Professors
College professors go by an academic year as the fall (September) and end in the spring (May).

The chart shows an example of an academic year system for the RT.

There are 10 weeks per quarter and 3 quarters in 1 full year.

Winter Quarter
Resume from Christmas Break
Spring Quarter
Begin
Summer Quarter
Begin
Fall Quarter Begins
Start of Academic Year

Winter Quarter
Ends
Thanksgiving Holiday
Fall/Winter Quarter
Break Begins

Catholic Feast
This chart shows the major days in a year of religious observances for the Catholic Feast of the Christian regions. During these events, masses are held in churches and other locations like schools.

Catholic Feast
1st-New Year's Day (Solemnity of Mary)
25th-Ash Wednesday
10th-Feast of St. Joseph (Husband of Mary)
19th-Feast of St. John the Baptist
24th-Holy Thursday
18th-Palm Sunday
27th-Feast of St. Peter & Paul
5th-Tuesday of Holy Week
18th-Sacred Heart of Jesus
25th-Lenten Wednesday
31st-Feast of the Blessed Virgin Mary
6th-Assumption of the Blessed Mary, the Virgin
2nd-Christmas
8th-Birth of the Blessed Virgin
1st-All Saints' Day
8th-Immaculate Conception of the Blessed Virgin Mary
21st-Presentation of the Blessed Virgin Mary in the Temple
25th-Christmas
21st-Feast of Christ the King
26th-Thanksgiving
25th-January
30th-Feast Day of St. Andrew the Apostle

Archbishop

Fr. John Smith
### Appendix C: Monthly Matrix

#### Tax Accountants

<table>
<thead>
<tr>
<th>Week</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
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#### Apple Farmers

**Spring Planting**
- Preparation Begins
- **Note:** Young apple trees are transplanted to the orchard since apple trees do not grow true to their seed, therefore, grown in the nursery from the cuttings.

#### College Professor

<table>
<thead>
<tr>
<th>Class</th>
<th>Preparation for Friday's Class</th>
<th>Class</th>
<th>Critique in Class</th>
<th>Project for Democracy &amp; Chronic</th>
<th>Class</th>
<th>Preparation for Monday's Class</th>
<th>Class</th>
<th>Preparation for Monday's Class</th>
<th>Class</th>
<th>Project for Democracy &amp; Chronic</th>
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<th>Critique in Class</th>
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#### Catholic Priest

<table>
<thead>
<tr>
<th></th>
<th>Preparation for Mass</th>
<th>Mass</th>
<th>Preparation for Weekday Mass</th>
<th>Good Friday</th>
<th>Mass</th>
<th>Mass</th>
<th>Preparation for Easter Mass</th>
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<td><strong>Preparation for</strong></td>
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<td><strong>Preparation for</strong></td>
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<td><strong>Project for</strong></td>
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<td>Friday's Class</td>
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**Study the trees' fruit variety that are graveled (attached by tissue splicing) on a root stock selection.**

**Examine ex characteristics of size and color before tests begin to seed.**

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<td><strong>Preparation for</strong></td>
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<td><strong>Class</strong></td>
<td><strong>Preparation for</strong></td>
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<td><strong>Project for</strong></td>
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**Please note:**

- **Appendix C**
- **Synthesis Process - Hierarchy Exercise**
### Weekly Matrix

#### Accountants

<table>
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<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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</tbody>
</table>

#### 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 Planning
- Morning Class Demonstration
- Office Hour
- Lunch
- Afternoon Studio Lab
- Meeting for Dialect & Chronicle Project
- Class Discussion
- 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 Lab

#### Catholic Priest

- Morning Mass
- Afternoon Mass
- Evening Mass
- Preparation for Sunday Mass
<table>
<thead>
<tr>
<th>Daily</th>
<th>11:00 am</th>
<th>12:00 pm</th>
<th>1:00 pm</th>
<th>2:00 pm</th>
<th>3:00 pm</th>
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<tr>
<td>Farmers</td>
<td>Check and clear storage rooms and refrigeration</td>
<td>Picking Begins</td>
<td></td>
<td>Ladders taken out</td>
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<td>Morning Critique</td>
<td>Cirque ends</td>
<td></td>
<td>Office hour begins</td>
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<td>Responsory reading</td>
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# Appendix C

## Synthesis Process - Hierarchy Exercise

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity 1</th>
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<th>Activity 3</th>
<th>Activity 4</th>
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**Notes:**
- Lunch break
- Picking continues
- Picking ends for the day
- Apples are stored
- Ladders are put away
- Department Meeting
- Afternoon Studio Lab
- Help students
- Leave for the day
- Exchange
- Offering
- Closing / Handover
- Mass ends
APPENDIX D

Final Thesis Design Applications:

- Tax Accountant
- Apple Farmer
- College Professor
- Catholic Priest
Appendix D

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 preparation. There are levels of different tax prep skills, such as a bookkeeper, jr accountant, and CPA. Regardless of one's professional level, they must meet the knowledge needed to assist the preparation of both individual and corporate returns. Depending on the specific tax issues that arise, tax professionals might need to branch out in any number of directions.

One may be a generalist 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 account may become a specialist in a particular field. Although there may be many different options for tax accountants, in other career fields there are not many options for the tax field.

The fiscal calendar

DECEMBER 15   JANUARY 15   FEBRUARY   MARCH 15

Corporate due

Corporate due

Corporation must file its federal Form 1120S and state Form 100 and 1120X. It is the corporation's year-end. Corporations are subject to income tax on the net earnings from the business as well as dividend and interest earned. Federal Tax Deposit Form 8109 is required by the third day of each month in which the corporation must pay the business

individual due

Individual due

Individual due

Identification

Individual due

Individual due

Individual due

Individual and Corporate due

Individual and Corporate due

Individual and Corporate due

Individual and Corporate due

Individual and Corporate due

Individual and Corporate due

Individual and Corporate due

The tax season is the time during the year when most taxes are due. The tax season starts in January and ends in April. The tax season is the busiest time of the year for tax accountants. Tax accountants must file tax returns and prepare for the next tax season.

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## 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 processes, techniques, and agrotechnical knowledge involved when managing an apple orchard. An apple farmer must be familiar with various tools and techniques for planning, planting, and maintaining the orchard. In this article, we will discuss the major tasks an apple farmer performs throughout the year to ensure they are well-prepared for the apple harvest.

### The Harvest Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
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<th>MARCH</th>
<th>APRIL</th>
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<th>JUNE</th>
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<tr>
<td>Pruning trees</td>
<td>Equipment</td>
<td>spraying</td>
<td>Buds begin to grow</td>
<td>Fertilizing</td>
<td>Training</td>
<td>Irrigation</td>
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### Equipment and Maintenance

During the winter months, apple trees are sprayed with dormant oil and lime sulfur to protect them against disease and pests. The trees are pruned to ensure proper light penetration and air circulation. The orchard is prepared for spring planting by digging trenches, planting trees, and mulching the ground to retain moisture.

### Spraying

Spraying is an essential part of apple tree management. It helps to control pests and diseases, and promote healthy growth. Spraying is done during the dormant season and throughout the growing season. The type of spray used depends on the specific pest or disease being controlled.

### Fertilizing

Fertilizing is important for providing nutrients to the apple trees. It helps to promote healthy growth and fruit production. The type of fertilizer used depends on the soil type and the specific needs of the apple trees. Fertilizers are applied in the spring and fall.

### Training

Training is the process of shaping the apple trees to create a desired form. The goal is to create a balanced tree structure that promotes good air circulation and light penetration.

### Irrigation

Irrigation is necessary to provide water to the apple trees during the growing season. It helps to maintain soil moisture levels and promote healthy growth.

### Harvesting

Harvesting is the process of gathering the apples from the tree. It is a critical part of the apple growing season, as it determines the quality and quantity of the harvest. Harvesting is done by hand or using mechanical devices, depending on the size of the orchard and the type of apples being grown.

### Conclusion

Apple farming is a challenging but rewarding occupation. It requires hard work, dedication, and knowledge of the orchard, pests, diseases, and market conditions. Apple farmers play a crucial role in providing fresh, healthy food for people around the world. With proper planning and management, apple farmers can ensure a successful harvest year after year.
Appendix D

The Value of Time: A Comparative Visual Analysis

A year in the life of a...

College Professor

A Typical Year

Most full-time college professors work on a quarter system. They usually start their work year in the fall and end it in the spring. For example, a professor based at Benedictine University in Illinois might teach his or her courses in the spring quarter, then summer quarter, then fall quarter, and finally winter quarter. Each quarter consists of 10 weeks. There are different types of professors. Some are part-time and full time. A college professor may only teach undergraduate students whereas others teach both undergraduate and graduate levels.

Whether as a professor or administrator, all college professors have certain responsibilities, according to the context. In order to be qualified as a full-time professor, they must teach full courses during the academic year, along with other duties such as research or supervision for graduate students. In addition, college professors, they also perform duties like serving on faculty committees, mentoring, and advising students, and participating in external department meetings.

The academic calendar

Winter Quarter

DECEMBER

Winter Quarter begins

CHRISTMAS BREAK

JANUARY

Winter Quarter continues from Christmas break

FEBRUARY

Winter Quarter ends

MARCH

Spring Quarter begins

APRIL

Spring Quarter ends

MAY

Summer Quarter begins

JUNE

Summer Quarter ends

JULY

Fall Quarter begins

AUGUST

Fall Quarter ends

SEPTEMBER

Fall/Winter Quarter Break begins

OCTOBER

NOVEMBER

COMMENCEMENT

End of academic year

During summer break

Start of academic year

This is the summer approach. Some professors teach courses over the summer, work as counselors or have the adult students. The summer guest faculty must complete the necessary courses for the upcoming academic year.

Winter Quarter: Teach courses, grade papers, prepare for the fall quarter.

Spring Quarter: Teach courses, grade papers, prepare for the fall quarter.

Fall Quarter: Teach courses, grade papers, prepare for the fall quarter.
The Value of Time: A Comparative Visual Analysis

A year in the life of a Catholic Priest

The sacred calendar

JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
1 | 25 | 19 | 5 | 24 | 4 | 6 | 8 | 1 | 18 | 20 | 25
New Year's Day (Solemnity of Mary) | Ask Wednesday | Celebration of Joseph (Husband of Mary) | Palm Sunday | Holy Trinity | Sacred Heart of Jesus | Assumption of the Blessed Virgin Mary | Birth of the Blessed Virgin | All Saint's Day | Immaculate Conception of the Blessed Virgin Mary | Fourth Sunday of Advent (Weekly before Christmas) | Christmas

A Typical Year

Throughout the year, notably on Sundays, a Catholic priest greets everyone and performs several tasks during Mass. First, he starts with a prayer of thanksgiving also called the Canon of the Mass. Then he recites 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 eucharistic prayer of the faithful.

Then the reading of the scriptures or the readings of the prophets are read. It is then followed by a sermon and is proper for the general results of the community. Third comes the gift of bread, wine, and other gifts that are brought to the altar in procession. Fourth comes the reading of the Gospel. As a priest performs all these duties, he is reminded that the Eucharist is the center and source of the Church's entire life and mission.
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
Appendix E

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

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

Name: Jon 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!
Appendix E

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

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

Name: Jennifer Hamman
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 to grow apples (but do see that they learn thru classes)

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
   way well organized (visually) composition describing apple farmers
Appendix E

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
   - Please explain

   Besides the yellow (very academic) also the brick's 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 is less emphasized) this may not relate to all professors - for some it may be the busiest time for them.
Appendix E

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 - yes 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.