DESIGN STATEMENT

The print issues of TAB: The Journal of Poetry & Poetics are special editions, each published at the beginning of the calendar year. These issues reflect the mission of Tabula Poetica: The Center for Poetry at Chapman University to create an environment that celebrates poetry in various forms and venues. The annual print issue engages the reader with poetry as a material object and asks that the reader negotiate between image and text. The design of the print issues do not assume a traditional role of quietly framing content; instead, design actively shapes the reading experience. The special print editions of TAB will continue to experiment and explore the intersections between form and content, object and space, and reader and reading.

The 2015 print issue explores mapping as place, location, and orientation. The journal’s design this year encourages reading mindfulness with the intention of getting lost, disoriented, having to navigate a way through as someone might navigate a journey and encourage discovery. The journal emphasizes the iconic ritual of unfolding and refolding maps and also the visual weight of traditional street maps in order to communicate credibility and an authoritative source of being an actual place. But this place is no place.

We examined work by Jacques Bertin, a French cartographer and a visual semiotician. In his book, The Semiology of Graphics, he synthesized design principals with rules applied to writing and topography. His work was dedicated to the study of visual variables (shape, orientation, color, texture, volume, and scale) of maps and diagrams to code visual combinations that would create successful map-reading objectives. We challenge these guidelines by employing visual variables associated with illegibility, including graphic density and angular illegibility. The front side of the map, which contains the poems, tightly compresses layers between text and texture, eliminating hierarchy and contrast. There is no right side up so disorientation is part of the reading experience. This is further emphasized by orientation conflict in which each poem is placed on its own angled baseline.

This back side of the map provides information about the authors. In order to discover the author of a poem, the reader must flip between the front and back of the map to determine its placement on the latitude and longitude grid. This side of the map uses photography of places so specific that the reader is excluded from knowing the place. With the common use of GPS and everyday devices that lead the way rather than show the way, this print issue empowers the reader to lead their own way.

Electronic issues, on the second Wednesday of every other month, follow the printed issue. Using these differing formats—print and digital—allows experimentation with design and materiality in a time when print and electronic dissemination coexist. TAB will not force either format to adapt to the other and the reading experience for each format drives the design. The electronic issues are shaped by Open Journal Systems, a federally funded, open-access system from the Public Knowledge Project designed to serve the public good globally. While the electronic files can be printed, each electronic issue are formatted for ease of reading on the screen. Decisions about page size, typography, and composition are driven by the online reading experience. In this electronic issue, the design of the author pages play into the print issue by including author bios and designating “location” on a zoomed-in part of the map. TAB also makes use of the audio/video possibilities of digital dissemination.
SPECIAL ISSUE

Each year, thousands of California students participate in the Coastal Art & Poetry Contest hosted by the California Coastal Commission. Students in grades K-12 are invited to submit original poems with a California coastal or marine theme.

For several years, Tabula Poetica has overseen the mid-level judging of the poetry contest and chosen the finalists in each grade category. Thanks especially to Annie Kohut Frankel, the Education Director at the California Coastal Commission, for supporting this ongoing collaboration.

This year, for the first time, TAB: The Journal of Poetry & Poetics devotes its May issue to the winning poem, along with an honorable mention, in each grade category. TAB is proud to be a part of this project and to feature California’s young writers.

This year, Tabula Poetica Graduate Assistant David Krausman coordinated the judging process. The undergraduate Chapman University students who participated as judges are Daniella Islas, Caitlin Dinunzio, Jay Dye, Max Celentano, and Katie Ratermann.

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One University Drive
Orange, CA 92866

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Contributors receive complementary copies and can request additional copies. TAB is distributed at the AWP Conference each year.