

ARCH500

## Fresh Graphics: All Access

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# FRESH Graphics All ACCESS

A significant challenge of making the world more accessible to those with disabilities involves making the topic of accessibility not only more easily understood, but more approachable. In simple terms, this can sometimes come down to the fact that it's difficult to understand what can't be seen, or to see what is not understood. This course will guide students in the design of innovative methods of communication about accessible design.

The seminar will study the history of graphic communication, beginning with the work of Gerd Arntz with Otto and Marie Neurath, who, one century ago, pioneered the design and development of the Isotype as a radically modern pictorial system of knowledge sharing. Neurath famously opined that 'words divide, pictures unite,' and argued that there was more to be gained by remembering simplified images than by forgetting 'accurate figures.' Among the achievements of these and other relevant visual thinkers is the core tenet of accessibility. **Such visual work that is approachable and friendly, and invites a diverse audience into an inclusive conversation, is the basis for this course, with the goal, through innovative visual communication, of increasing interest, understanding, and commitment to accessible design and the creation of inclusive environments.**

In 1975, disability activist Victor Finkelstein described an "imaginary example which turns the world upside down," where wheelchair users live together in a village no longer obliged to accommodate the able-bodied, who find themselves comparatively disabled by their ill fit into their surroundings. This course will pick up Finkelstein's gauntlet, by asking graphic design to assist in the process of providing an exuberant and "upside down" context that recognizes the provocative possibilities of designing better when considering all people.