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Monday, February 22, 2016

To Whom It May Concern:

I am writing on behalf of Gabrielle Lipman who is applying to study in the Design program at Concordia. Gabrielle is an exceptionally talented visual artist with impressive creative and technical abilities and a quick, critical mind.

Gabrielle took three classes with me while she was at Cegep, the required introductory and exit courses in the Arts + Culture profile, and a lab-style course in alternative media. In all, her work was thoughtfully conceived and carefully done.

The main assignment in the *Introduction to Arts + Culture* class asks students to conduct an extended research project on an artist of their choice and present their findings in an oral presentation, an annotated bibliography and a short analysis of a key work. Gabrielle chose Yoko Ono's Fluxus oriented work as the subject of her study and did an excellent job explaining the movement and analysing Ono's contributions to it, with particular and astute emphasis on the interactive aspects of Fluxus and Conceptual art practices.

In *Alternative Media* students explore mass audiences and mass media, focusing especially on emerging media contexts. In conjunction with theoretical inquiry, students produce their own alternative media works. Among other projects, Gabrielle worked with another student to produce a map of 'Jewish Montreal' outlining migration waves of the Jewish community in Montreal, providing short narrative accounts of her own and her collaborator's families' experiences and identifying key neighbourhoods and landmarks related to this story. Elegant in thought and design, the project was also very affecting.

The *Integrating Activity* requires students to consolidate the knowledge they've acquired in the Arts and Culture profile through the conception, development and production of a comprehensive project. Here, Gabrielle's talents in design really shone. She took it upon herself to learn InDesign and took charge of the design and production of a 100-page publication collecting the works of all the students in the class, as well as the graphics for an Instagram PR campaign, and the event poster. Though the work flow on the project was hampered by late submissions, Gabrielle managed to pull everything together. Not only were the book and related graphics beautifully designed but, she got everything to the printer on time?

Without doubt Gabrielle Lipman is headed for a career in Design. Likewise there is no question in my mind that she would flourish in your program and make a significant contribution to any of the fields of design and computational arts she chooses to pursue.

Sincerely,



Cheryl Simon, PhD.
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