

## Visual Studies Workshop

Columbia University Graduate School  
of Architecture, Planning and Preservation  
Thursdays 1:00 – 3:00 pm  
David Reinfurt / reinfurt@o-r-g.com  
www.portabledocumentformats.org

### Assignment 2: This is Now

Benjamin Franklin spent the full year of 1725 typesetting one book as an apprentice to a London printer. Typesetting metal punched letters into slugs and galleys was an extremely labor-intensive task and necessarily gave Franklin an intimate acquaintance with the text that he was setting — *The Religion of Nature Delineated* by William Wollaston. He read it closely while technically producing the printed pages and, as also an ambitious writer, decided that Wollaston's ideas on how religious truth could be gleaned through the careful study of science were not completely right. Benjamin Franklin wanted to correct the gaps in Wollaston's reasoning as he saw it. At the same time as typesetting the principal volume, Benjamin wrote and typeset a slim companion volume called *A Dissertation on Liberty and Necessity, Pleasure and Pain*. Both books were then printed at the same time, although Franklin's pamphlet was produced in a modest run of 125 copies. He only distributed a few of these before, sheepishly, destroying the remainder.

In Assignment 1, you have all spent the first half of the semester researching a significant architecture book from the 20th century. Now, I would like you also to design and produce a companion volume to this original publication. Your companion pamphlet should translate the material that you prepared as a performative slide show into the format of a small run, print-on-demand publication.

Therefore:

Design, produce and print a Portable Document to act as a companion volume to the book that you examined in Assignment 1.

Working together in your same groups of 2–5 students, develop a theme and agenda for the publication. Through group editorial meetings and individual design work, narrow down the selection of materials (texts, images, diagrams) to comprise a booklet of approximately 24 pages (this is a guideline, not a requirement.) The format, length and design of your publication should be determined with and by its contents.

You will produce your booklet using Lulu.com, so please begin by carefully examining their formats and printing requirements. For the final review, please bring at least 2 copies of the final publication as well as the original book or facsimile where possible that began your investigation.

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THE  
RELIGION  
OF  
NATURE  
DELINEATED.

"Ἐνιοὶ φεύγοντες τὴν Δεισιδαιμονίαν ἐμπίπτουσιν  
εἰς Ἀθεότηα τραχεῖαν καὶ ἀντίτυπον, ὑπερπεδήσαντες  
Ἐν μέσῳ κειμένην τὴν Εὐσέβειαν.

Some, in order to avoid superstition, have fallen into the  
wildest and most obstinate atheism, and trampled upon  
that piety which lies between either extreme. PLUT.

Χαίρειν ἔν ἑάσας τὰς Τιμὰς τὰς τῶν πολλῶν  
ἀνθρώπων, τὴν ἈΛΗΘΕΙΑΝ ἀκοπῶν, πείρασομαι  
τῷ ὄντι ὡς ἂν δύνημαι βέλτιστος ὢν καὶ ζῆν, καὶ  
ἐπιθαν ἀποθνήσκω, ἀποθνήσκειν.

Wherefore bidding farewell to the honours of the multitude,  
and having my eye upon TRUTH, I will really en-  
deavour, as far as I am able, to live in the best manner  
I can, and when I die, to die so. PLATO.

By Mr WOLLASTON.

THE SEVENTH EDITION.

To which is added,  
A PREFACE containing a general Account of the Life,  
Character, and Writings of the AUTHOR:

Also a Translation of the NOTES into English.

LONDON:

Printed for J. and P. KNAPTON, in Ludgate-Street.  
MDCCL.

Ms. A. 9. 2. 2  
Present. A.M. 3. Jan. 30



A  
DISSERTATION  
ON  
*Liberty and Necessity, &c.*

\*\*\*\*\*  
To Mr. J. R.  
\*\*\*\*\*

S I R,



HAVE here, according to your Request, given you my *present* Thoughts of the *general State of Things* in the Universe. Such as they are, you have them, and are welcome to 'em; and if they yield you any Pleasure or Satisfaction, I shall think my Trouble sufficiently