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AY 2016-2017

LECTURE 2

CHALLENGING ASSUMPTIONS

Hall, S. (2012). *This means this, this means that*. London: Laurence King Pub.

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COMPOSITION

COMPOSITION has two dimensions:

Space: The spatial aspect of any composition

Time: The temporal aspect of composition

SPACE has two factors:

(a) **Placement:** Where elements are placed.

(b) **Presence:** Proximity, Balance, Number, Size, Colour, Contrast, Detail, Tone, etc.

TIME has two factors:

(a) **Placement:** Before or after another in a sequence – e.g. animation

(b) **Presence:** Past, present, or future



RECAP: JOURNEY OF A MESSAGE



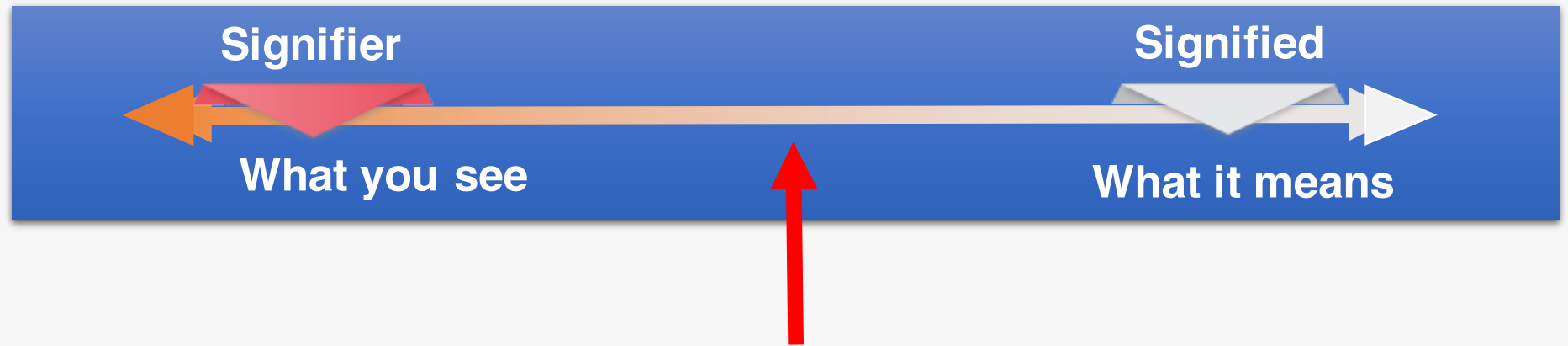
1. *Sender*
2. *Intention*
3. *Message*

4. *Transmission*
5. *Noise*

6. *Receiver*
7. *Destination*



RECAP: JOURNEY OF A MESSAGE



MAKING SENSE OF THE SIGNIFIER

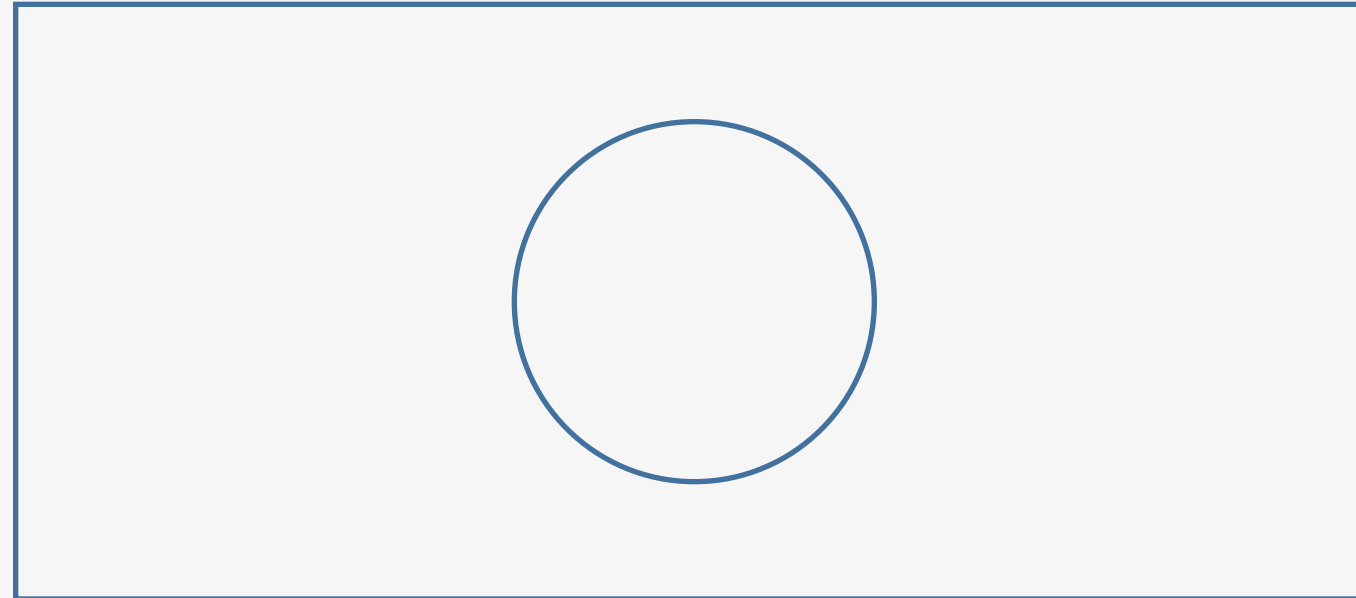
ARBITRARY / TRANSFERENCE RELATIONSHIP

- Question / provoke assumptions! What is the linking notion / abstract concept?
- This is where potential lies. Ask yourself – Is it, really? But why?

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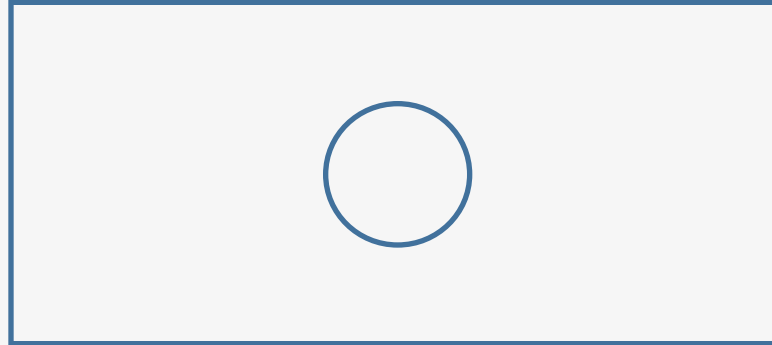
WHAT DOES THIS IMAGE REPRESENT?



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WHAT DOES THIS IMAGE REPRESENT?

*CONSIDER: REPRESENTATION & INTERPRETATION*

- Possibilities: A hole in a wall, A circle on a wall, a hole in a ceiling, etc.
- What has changed? It is not what you see – but rather, the way you interpret what you see. Not only did you change the way the image is seen, you have also changed the ‘viewing position’ of the viewer. What happens if I say this is a hole in a table, we will go from looking up to looking down.

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HOW DO WE READ?



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CONSIDER: VISUAL CONVENTIONS

- Visual conventions create sequence
- As a designer, are you aware of conventions? How do you challenge these conventions or use them to your advantage?

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BEFORE & AFTER



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BEFORE & AFTER



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CONSIDER: SEQUENCE

- When there is more than a single event depicted in a mono-scenic image, do consider the following: does your audience know the 'story' or background information of what you are trying to convey? Only when this is so then does a 'break' in conventionality create a strong message or impact.

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REPRESENTING TIME



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CROSS-CONTEXTUALISATION OF FORM



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CONSIDER: CAN WE REPRESENT TIME?

- What is considered 'the past', 'the present', and 'the future'? With respect to when?
- Time is also relative – 'fast' and 'slow' should be represented with a point of reference.

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RECAP OF LECTURE

VISUAL STRUCTURES



CONSIDER REPRESENTATION: Which perspective / POV?



CONSIDER SEQUENCE: Which came first? Left or right? Up or down?



CONSIDER TIME: With respect to when/how/what?

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Please email me at joyho@ntu.edu.sg if you have further questions.

THANK YOU