

Image & Transformation



G3 (Group 1)

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What?

Image

Image is a visual representation of (something), and that could be in a form photos, posters, brand logos, and graphic design”

Transformation

It is a marked change, a process by which one figure, expression, or function is converted into another one of similar value.



Why?

It creates a new form a visual and gives it a new interpretation according to its function.

Some examples of image transformation

Scale



Double Exposure



How it started?

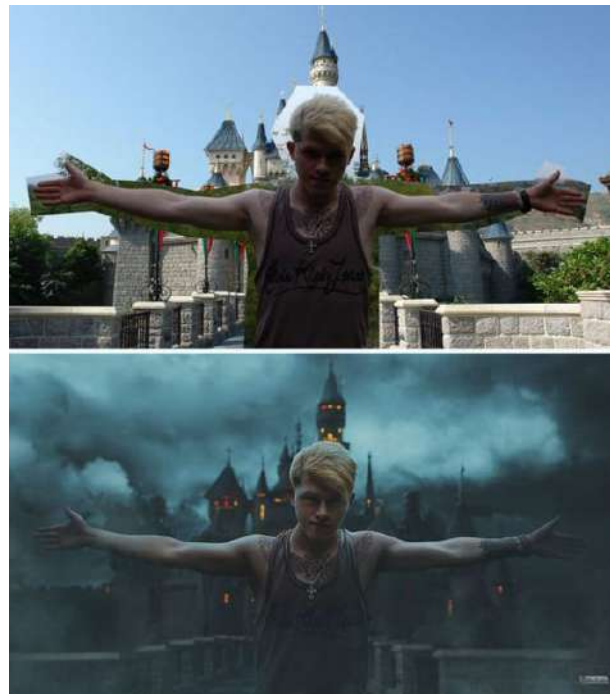
Then



*Joseph Stalin pictured with the
"Vanishing Commissar" (Nikolai Yezhov)
before retouching*



Now



*Max Asabin Digital Art
Disneyland 2017*

Dadaism, Surrealism, Cubism & Futurism



How did these movements transform imagery & their influences in today's context.

Dadaism

1916 – 1924

“An attempt on a New Kind of Art, focusing on the conceptual and ideas of the artist rather than on simple aesthetics.”

Max Ernst



L'esprit de Locarno, 1929

Collage on paper
24 × 19 cm

Hannah Höch



Ohne Titel, 1930

Collage
48.3 × 32.1 cm

Photo Montage / Collage



“Land Rover”



“Okinawa Pineapple”



“Live Twice, Be an Organ Donor”

Surrealism

1924 – 1966

“Surrealist imagery was outlandish, perplexing and even uncanny.”

René Magritte



The Human Condition, 1933

Oil on Canvas
100 × 81 cm

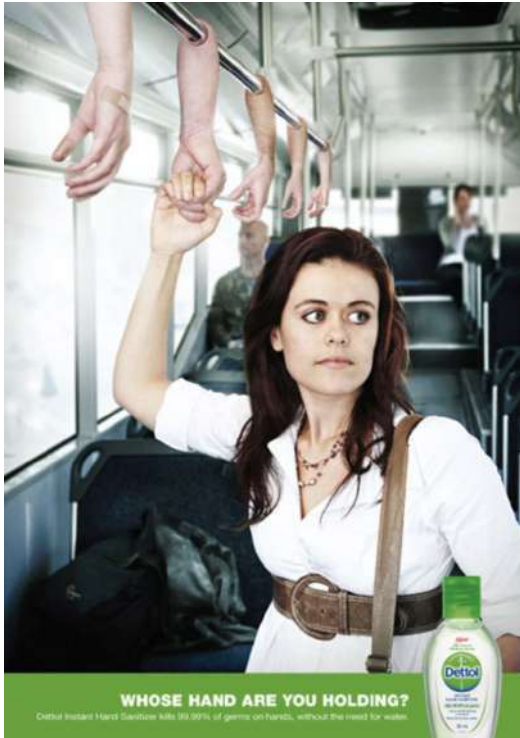
Salvador Dalí



The Persistence of Memory, 1931

Oil on Canvas
24 × 33 cm

(Digital) Image Manipulation



“Dettol keeps your hands clean”



“Taste of Homemade Orange Juice”



“Komatsu Tofu Store”

The transformation coincides with what's current ...



L.H.O.O.Q. Mona Lisa, 1919
Marcel Duchamp



Mona Lisa (Collage) Edit, 2019
@awesome.art (Instagram)



Fidget Spinner Mona Lisa, 2017
Artist Unknown

Cubism

1907 – 1922

“Cubists explored open form, piercing figures and objects by letting the space flow through them, blending background into foreground, and showing objects from various angles.”

Pablo Picasso



Les Femmes d'Alger (O.K.), 1907

Oil on Canvas
243.9 × 233.7 cm

Georges Braque



Bottle and Fishes (Bouteille et poissons), 1910-1912

Oil on Canvas
61.9 × 74.9 cm

Digital Art



Milano Film Festival
by Riccardo Guasco



Death and Desire
by Brad Woodard



The Joker
by Luis Huertas

Futurism

1909 – 1920s

“Committed to the new, its members wished to destroy older forms of culture and to demonstrate the beauty of modern life - the beauty of the machine, speed, violence and change.”

Umberto Boccioni



The City Rises, 1910

Oil on Canvas
199.3 × 301 cm

Natalia Goncharova



The Cyclist, 1913

Oil on Canvas
78 × 105 cm

Application Today



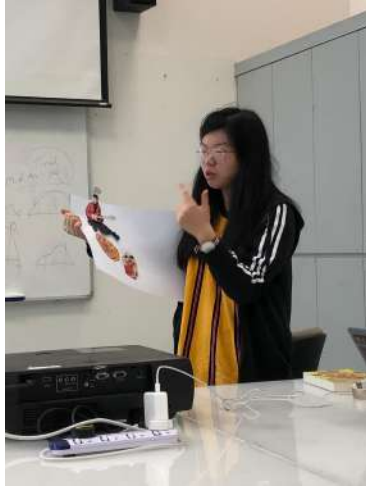
Activity

Using some of the techniques mentioned earlier, please put together a composition that tells a story / narrative.

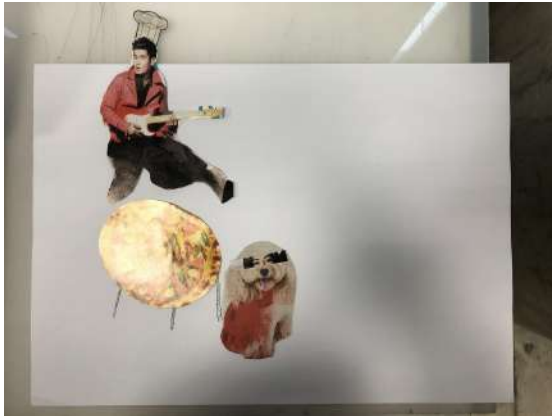
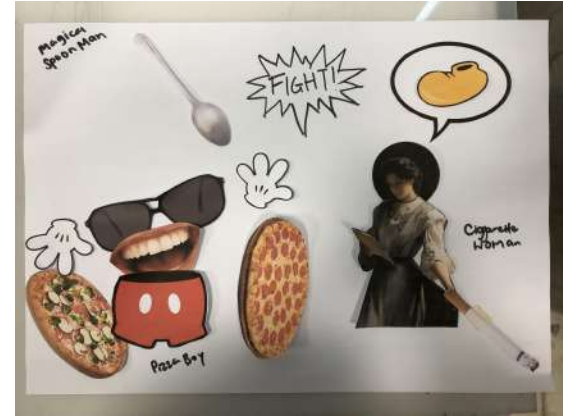
Images from Activity



Images from Activity



'Final Pieces'



Bibliography

Images

Cinderella - <https://giphy.com/gifs/cinderella-5nvoaf6Cn55mg>

Max Ernst - <https://www.artsy.net/artwork/max-ernst-lesprit-de-locarno-1>

Hannah Höch - <https://www.artsy.net/artwork/hannah-hoch-ohne-titel-aus-einem-ethnographischen-museum>

Detto! Hands - <https://adstrategy.files.wordpress.com/2010/01/1-291.jpg>

Orange Juice - <https://bemethis.com/most-creative-photo-manipulations/>

Komatsu Tofu Store - <https://i.pinimg.com/originals/72/39/2e/72392eb67d257a2e91fec44919fc86f2.jpg>

Okinawa Pineapple - <https://i.pinimg.com/originals/73/10/1f/73101f0226a79ecfb0849106c3669a8f.jpg>

Land Rover - <https://fromupnorth.com/animals-in-advertising-208-4ec75ed53ec>

The Human Condition - <https://www.renemagritte.org/the-human-condition.jsp>

Persistence of Memory - <https://www.moma.org/collection/works/79018>

Instagram Mona Lisa - <https://www.instagram.com/p/BsyMtCQhOyz/>

Duchamp Mona Lisa - <https://www.artsy.net/artwork/marcel-duchamp-lhooq-mona-lisa>

Fidget Mona Lisa - <https://tenor.com/search/mona-lisa-gifs>

Pablo Picasso - <https://www.moma.org/collection/works/79766>

Georges Braque - <https://www.tate.org.uk/art/artworks/braque-bottle-and-fishes-t00445>

Umberto Boccioni - <https://www.moma.org/collection/works/79865>

Natalia Goncharova - [https://commons.wikimedia.org/wiki/File:Cyclist_\(Goncharova,_1913\).jpg](https://commons.wikimedia.org/wiki/File:Cyclist_(Goncharova,_1913).jpg)

Digital Art - <https://blog.spoongraphics.co.uk/articles/30-modern-examples-of-the-cubism-style-in-digital-art>

Bibliography

Webpages

Dadaism - <https://www.theartstory.org/movement-dada-and-surrealist-photography.htm>

Surrealism - <https://www.theartstory.org/movement-surrealism.htm>

Cubism - <https://www.theartstory.org/movement-cubism.htm>

Cubism - https://www.metmuseum.org/toah/hd/cube/hd_cube.htm

Futurism - <https://www.theartstory.org/movement-futurism.htm>

Books

100 ideas that Changed Graphic Design by Steven Heller. Laurence King Publishing, ISBN-1856697940

Philip B. Meggs, Meggs' History of Graphic Design, Wiley; 6 edition 2016. ISBN 1118772059

Further Reading

Poster / Ads - <http://graphicdesignjunction.com/2012/01/35-clever-poster-advertisement-ideas/>

Digital Imaging Ads - <https://www.pinterest.com/pin/763078730590667224/>

<https://abduzeedo.com/awesome-digital-imaging-ads>