

Is my practice contemporary ?

Name: Yi Yang

Student number: 2233138

Professional Doctorate: Art & Design

Word count: 530

(Includes: essay and captions only)

1. Explanation

As designers, the first thing we have to do is help translate. What does this mean? Of course, we won't translate the meaning of your text. We may need to use some words that ordinary people can understand. Use symbolic language to describe it, and the result will roughly explain what kind of problem it is.

So is there any way we can make the boundaries of language disappear so that everyone can understand? There are symbols. We have to find a way to give him this information and display it in symbolic form. In this way, as long as he matches the picture information we give him with the symbols in our design summary, and connects several symbols together, he can understand the general meaning of this sentence.

So if I use this ancient oracle bone inscription culture in a symbolic form so that people who see it can understand me, I will get a certain symbol through a certain picture content. This is the result of our own design, and then I put these symbols together, and you can read the meaning of a sentence or a paragraph of text. In this way, we can break the language barrier. Because I have learned about Oracle before, after people read the personal graphic combination, they will form a concept of symbols, and it will be easy to understand what we are doing and what we have done.

For example, there is no text on the interface of a certain decoration, no Chinese characters, no English, no language, only some symbols we designed. Of course, we will explain the meaning of these symbols earlier and use the content of the picture to represent them. By combining the shape interpretation of Oracle with contemporary art design, new symbols and graphics are generated, allowing users to read it using your symbols.



Figure 1, Tarot cards (2022) by China Tarot Association

2. Inspiration

My inspiration for this project comes from our life. Everyone's life is made up of some daily trifles. Most of the daily trifles that happen to everyone are the same but different, which creates

a different personality for everyone; Different characteristics; Different habits enrich everyone's life.



Figure 2, Oracle (2020) by zhihu

However, symbols are used in different forms in today's life.



Figure 3, Chinese character totem (2017) by Jie xu

3. MIND MAP

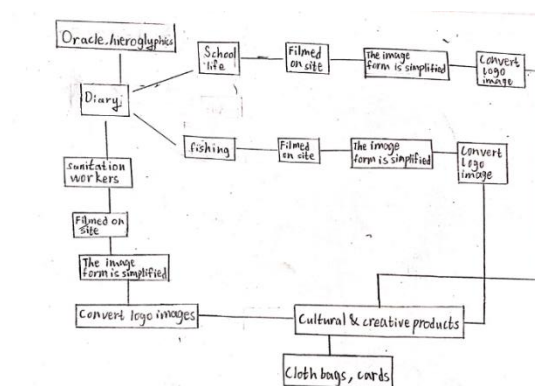


Figure 3, Mind map (2022) by own photography

4. EXPERIMENTATION

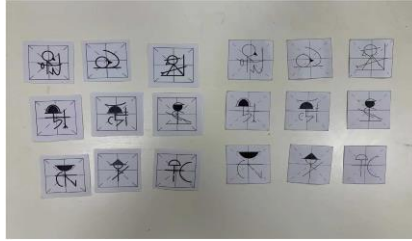


Figure 4, hieroglyphics (2022) by own photography



Figure 5, hieroglyphics (2022) by own photography

Software:Photoshop

Materials:coated paper, glue, tool knife, and chevron board.

Experimental process: The first time the graphics were converted into symbols, thin lines were used and some parts were left blank. The second time the graphics were thickened and a golden border was added. A comprehensive experiment was conducted after two comparisons.

5. RESEARCH

Everyone's life is pieced together by pieces of daily trivia, and the daily trivia happening to everyone is mostly the same but different.



Figure 6, Sanitation worker (2022) by own photography



Figure 7, Fisherman (2022) by own photography



Figure 8, Have a meal (2022) by own photography

Symbolic information conveyance.

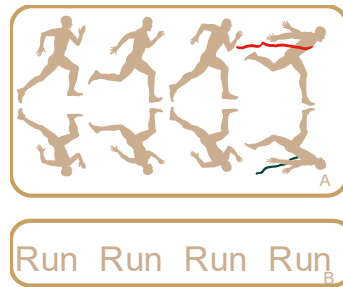


Figure 9, Running man (2022) by own photography

The contrast between meaning and literal meaning.

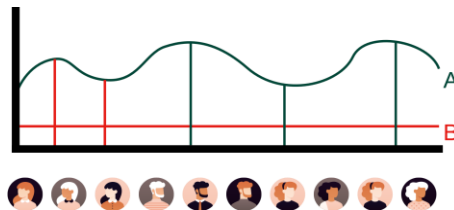


Figure 10, Compare A and B and ask 10 people to distinguish between text and pictures.(2022) by own photography

The conclusion is that symbols convey more information than writing.

The research recorded scenes in people's lives through questionnaire surveys and on-site interviews, and took more than a hundred photos. Finally, the representative photos were selected and processed for the second time to simplify the characters in the pictures. The third time will be simplified. The characters form lines, and for the fourth time, different lines and graphics represent different things.

6. PROCESS

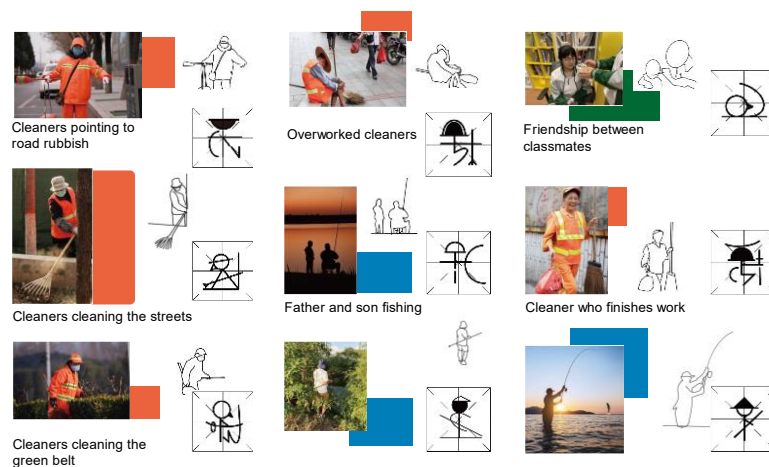


Figure 11, Image to graphic design process (2022) by own photography

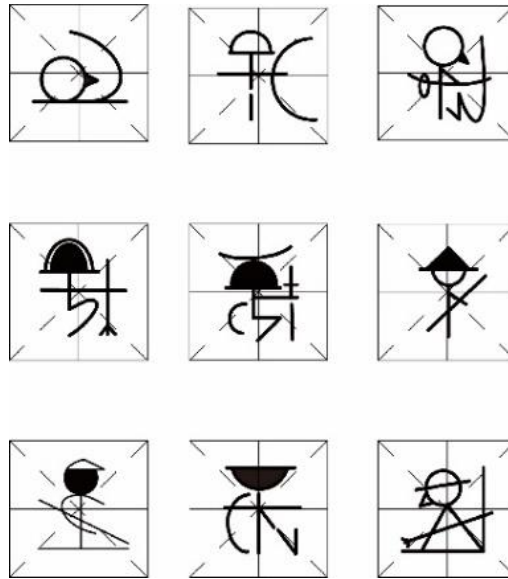


Figure 12, Graphic design (2022) by own photography

7. FINAL DESIGN

Cultural and creative products. Cloth bags, posters.

Software: Photoshop

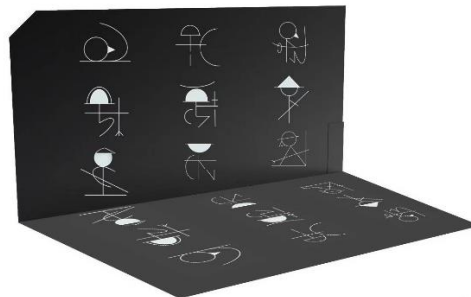


Figure 12, Cultural and creative products. (2022) by own photography



Figure 12, Cultural and creative bag product design.(2022) by own photography