

cut u p C O N C E P T.

S - O R Y .

C O N C E P T

/ˈkɒnsɛpt/

noun

1. an abstract idea.

"structuralism is a difficult concept"

synonyms: idea, notion, conception, abstraction, conceptualization; More

- a plan or intention.

"the centre has kept firmly to its original concept"

- an idea or invention to help sell or publicize a commodity.

"a new concept in corporate hospitality"



You are all working towards a **B I G** idea, likely the biggest and best idea you have had creatively to date. This is your very personal journey, exploration and design direction that might inform your Explorative Research & Praxis.

To celebrate this exploration we are going to play with ideas, words and image.

Words can be a powerful tool to explore ideas; they can sometimes start as a jumble but when thoughtfully considered or haphazardly strung together can challenge thinking, evoke emotion and engagement within you/ your audience.

The Dadaists in the 1920s used words, and chance, as a method for ideation using the cut-up technique. Bowie did the same in the 1970s, Kurt Cobain in the 90s. Assembling words in strange and new configurations to redefine their meaning or association.

TASK 1: You will need a piece of paper, a pen and some scissors.

- Lets spend 5 minutes defining the core idea (concept) that you would like to explore within your personal projects. Be honest, consider it a personal love letter to yourself. It doesn't necessarily have to be coherent (but it could be).

Consider the hyper selection of these words; not sure what you mean or want to say? Then look them up.

Be clear in your choice of language. You can construct these words as a paragraph or a list, it's entirely your choice how you choose to string them together, but you should aim for at least 30 words that best describe the ideas and aspirations buzzing about your head.

- Spend 5 minutes developing a list of antonyms (opposites) to juxtapose with your careful selections. For example, MAN/ WOMAN, COLOUR/ COLOURLESS, LOVE/ HATE... Be as discerning with these choices as you were with your concept development.
- Cut all of your words up, singling them out into their own fragments. Jumble the pile together.
- Rearrange your jumble into a smaller series of ideas or trains of thought. Consider the tensions that opposing words might conjure up within you, within your audience. Be playful. Allow yourself to become a nomadic poet of ideas. Need a word – consider the spacing words on screen.
- Each of you will present your assemblage concept ideas to your peers. Allow them to feedback with what your ideas have conjured up in them. Note their words back to you.
- Pinpoint 5-10 key words/ ideas that have come from this wordy exploration.

WORDS + [as] IMAGE



w a b i s a b i
perfect
imperfection
materials



Carefully selected W O R D S + I M A G E can be a powerful visual communication. Strong clear visuals can help surmise the story of personal project, visually supporting your written and verbal presentations.

EXTEND

- Collate and curate a series of carefully chosen images (min. 4) for each of your montaged key words, to help visually define some of the cut up concepts ideas that you have developed. You might do this using a Pinterest board for example or create working mood boards.
- Consider images that help articulate the ethos of that word, materiality, colour, pattern or texture. Be as discerning collecting and selecting these images as you have been collating and curating your words and texts.
- Curate a working story board (you can use word to keep it simple, or photoshop for something a bit more snazzy!) that expresses what you visually and verbally want to say about your thinking in this moment.