

7B Image Studies: Visual Experience and the Shape of Meaning in Images

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Lecture # 7

VISUAL LANGUAGE AND NARRATIVE SYSTEMS

Serial Imagery, Typology, Repetition

Visual Language, Expressive 'Experimental' Typography

Text in Art

Narrative Systems- Episodic, Linear/Sequential, Non-Linear, Re-arranging

video:

Charlie White & Boom Bip, Music for Sleeping Children, "Isabelle", 2012, directed by Jacob Satterwhite

Boca & Ryan Urich, Typography Lesson, <http://www.youtube.com/watch?v=Ki6rcXvUWPO>, 2007

Michael Fluckieger, Pandoras Box, 2009, Processing & Arduino, projection

Stephen Doyle, *Grit* tape installation, 2011

Bad Lip Reading, YouTube excerpts, <https://www.youtube.com/user/BadLipReading>

Excerpts from modern title sequences: Island of Dr. Moreau, 1996, Panic Room, Homeland, True Detective

<http://www.artofthetitle.com/title/the-island-of-dr-moreau/>

Gregory Bros., Songify the News #6, 2015

Context: The set of circumstances or facts that surround a particular event, situation, etc.

The interrelated conditions in which something exists or occurs.

1. Context

2. Serial Imagery + Typology

3. Andy Warhol, Mao installation with wallpaper 1974,

4. Andy Warhol, Elvis I and II, 1964, synthetic polymer paint and silkscreen 208.3cm square

5. Jeans ad mimicking Warhol

6. Andy Warhol, Lavender Disaster, 1963, acrylic and silkscreen, 106x82"

7. The history of folding chairs poster

8. Bernd and Hilla Becher, Typology of Half Timbered Houses, 1959-74, gelatin silver photographs 40x31cm each

9. Lorna Simpson, Easy for Who to Say, 1989, 5 polaroids w/10 plastic plaques, 31x115"

10. Typography, a short history and popular use

11. Reading/Seeing/text/Image, diagram

12. Boca & Ryan Urich, Vancouver Film School, Typography Lesson, 2007

13. Typeface diagram

14. Serif and sans serif type identification

15. Simple difference in typeface can express differently

16. Petroglyph, approx 10,000 yrs old, picture writing

17. Chinese ideogram (a written character symbolizing the idea of a thing without indicating the sounds used to say it)
18. Sumerian (now southern Iraq) cuneiform, clay, invented 5,000 yrs ago
19. Egyptian hieroglyph with dog (?)
20. Rebus examples
21. Rebus examples
22. Joris Hoefnagel and Georg Bocskay, folio # 15 from Mira Calligraphiae Monumenta (Model Book of Calligraphy), produced between the mid and late 16th century
23. Unknown Persian typography
24. Industrial Era and Art Nouveau Typography 1800-1900
25. Filippo T. Marinetti, from the Futurist Words-in-Freedom, 1914
26. Alexander Rodchenko, 1920's Russian Constructivist typography
27. Alexander Rodchenko, 1920's Russian Constructivist typography
28. De Geluidsfilm magazine covers, Dutch (soundfilm), 1933
29. Swiss Modern Typography, architecture magazine spread, c 1950
30. Paul Rand, corporate identity for IBM, c 1960
31. Ann Peebles, &, Atlanta, GA blues concert posters, 1964
32. Rolling Stones & Led Zeppelin rock concert posters, 1964
33. Wes Wilson, Jefferson Airplane poster, 1966, Fillmore West Rock Posters, 1960-70's
34. Wes Wilson, Van Morrison concert poster, 1967 (psychedelia)
35. Victor Moscoso, Quicksilver concert poster, 1967 (psychedelia)
36. Sun Ra posters, 1973, 1980
37. Punk posters, Fear, 1982, Sex Pistols
38. New Wave, 70's-80', April Greiman, Your Turn, My Turn, 1983, poster
39. David Carson, spread from Ray Gun, 1994, offset 12x20" (deconstructivist)
40. Substance Design Agency, deconstructivist typography example, mid-1990's
41. Elliot Earls, from An Investigation Thru Portraiture (ML King), 1999
42. Shigetaka Kurita, the original emoji, 1999, 12x12 pixels each
43. Michael Fluckiger, Pandora's Box, Processing & Arduino projection, 2009
44. Retro, posters influenced by past visual movements
45. Recent typography trends
46. The typeface "Matrix" on a football field; Designer typefaces for Macdonalds, Rudy Vanderlans, Pink Cliffs Village sign, photograph
47. Vernacular street typography
48. Street writing- tags, laser tag, graffiti
49. F*%kFace
- 50. Typography in Art**
51. Walker Evans, Havana, 1932 photograph
52. Unknown artist, examples of Concrete Poetry
53. Unknown artist, Peace for the World, example of Concrete Poetry, c 1965
54. Frederick Barthelme, Untitled (Instead of Making Art I filled Out This Form), 1970, double page spread, offset
55. Robert Indiana, Alabama, 1965
56. Jenny Holzer, Raise Boys and Girls the Same Way, 1987, Jumbotron sign

57. Christian Robert-Tissot, Deadline, fence public installation, 2008
58. You Are Beautiful, Cup Fence, intervention, Chicago, c2000
59. Steve Lambert, sign intervention, c2005
60. Lawrence Weiner, outdoor installation at Regen Projects, Los Angeles, CA, 1999
61. Lawrence Weiner, manhole cover, 2000, NYC
62. Kay Rosen, Tide, 1994, sign paint 25x33.5"
63. Micah Lexier, Self Portrait as a Wall, 1998, paint on wall
64. Ching-Ying Man, Reunification, I am Very Happy..., 1997 installation
65. Stefan Sagmeister, Self Portrait Poster, 1999, offset print 39x27.2"
66. Germaine Koh, Thanksgiving, 1999, newspaper coupons
67. Sam Durant, I don't Believe in Nothing, I Feel like They Ought to Burn Down the World, Just Let it Burn Down, Baby, 2010, paint on mirrors
68. Susan Siltan, Utility, 2011, one of a series posted 2011-2015
69. Jean Michael Basquiat, Charles the First, 1982, acrylic, oil paintstick and paper collage
70. Pat Ward Williams, Accused/Blowtorch/Padlock, 1990, magazine photos, silver prints window frame, text in paint
71. Genevieve Seille, Navigational Pathways (Appendix), 1992, mixed media 11.5x8x2.5"
72. Roger Andersson, from Letters from Mayhem, 2003, painting and artists book
73. Ed Risha, Air, Motor, Lips, all 1970, gunpowder and pastel on paper
74. Margaret Kilgallen, installation view, c1999, paint on mixed surfaces
75. Monique Prieto, Bells, 2005, acrylic, 30x40"
76. Steve Powers, Love Letter to Brooklyn, 2011
77. Gorbet Design, P2P, 2006, interactive circuit signage
78. Kim Beck, The Sky's the Limit, skywriting, New York, 2011
79. Stephen Doyle, Grit, making of installation, 2011
- 80. Narrative strategies, single panel**
81. Yasuk Onishi, 'Hiroshima survivor painting', c 1974
82. Unknown artist, #4 de Espanol y Negra Mulata, 18th century, oil 14x19"
83. Navajo sand painting, temporal and symbolic
84. Buddhist sand mandala in progress
85. Channel ad with Kristen Stewart, 2013
86. Felix Gonzalez-Torres, Untitled, 1991, billboard, 8th Ave. & 16th, NYC
87. Manuel Ocampo, The Holocaustic Spackle in the Murals of Quixotic Inseminators, 2000, oil on canvas, 77.5"x93.5"
88. Lari Pittman, thought-form of image patterns revealed at the time of death, 2012 Cel-vinyl, spray enamel on canvas over wood panel, 102 x 88 inches
89. Nan Golden, Philippe M. and Rise on Their Wedding Day, New York City, 1978, from: The Ballad of Sexual Dependency, photograph series
90. Jeff Wall, Mimic, 1982, duratrans photograph 78x90.25"
91. Douglas Gordon, 30 Second Text, 1996, Helvetica & Bembo on wall, lightbulb, timer
- 92. Narrative Strategies, episodic/multiple panels**
93. The Crusader Bible, David and Goliath, c.1250, 11.5x10.75", Episodic Time Passage, like a Medieval comic, & detail

94. Hieronymus Bosch,(Flanders) , Garden of Earthly Delights Triptych, c.15th century, oil 220x195cm
95. Hieronymus Bosch, Garden of Earthly Delights , details, c.15th century, oil on panel 195x55cm
96. John Baldessari, The Pencil Story, 1972-73, two R-type photo prints, colored pencil 22x27"
97. Joseph Grigely, from the series Untitled (Conversations), 2000-, ink and graphite on paper
98. Manga page, Japanese Comic Book targeted to young girls, 1996-7, offset printing 10x7"
99. Cheap Art, Power Myth (excerpt), from World War 3, 1991, activist art/comic/zine, 10.5x8"
100. Chris Ware, Sparky's, back cover (I Hate You), Acme Novelty Library, 1994
101. Chris Ware, Jimmy Corrigan, Acme Novelty Library, published by Fanagraphics Press. c.1995
102. Chris Ware, Building Stories, multi-piece artist 'book', 2012, offset printing and mixed binding
103. Sophie Calle, The Blind, 1986, color photographs, installation
104. Mike Kelly, Pay For Your Pleasure, 1988, pastel on paper by William Bonnin) painting on tyvek banners 96x48" each
- 105. Narrative Strategies in Film/TV title, credit sequences**
106. Kyle Cooper, title sequence from Island of Dr. Moreau, 1996
107. Panic Room, David Finner
108. Homeland, Thomas Cobb of TCG
- 109.** True Detective, season 1, Antibody, creative director Patrick Claire
- 110. Narrative Strategies, re-arranging**
111. Literal Video
112. Gregory Brothers, Songify the News #6, 2015, YouTube video
113. Non-Linear narrative structures/Hypertext
- 114. Non-Sequential Non-Linear Narratives**
115. html code, V. Kandinsky, Composition VIII, 1923, hypertext vs book
116. The Witness, 2015, Shadowmatic, 2015 update, non-linear video games
117. Shelly Jackson, Skin, 2003-current, a story published on the skin of 2095 volunteers
118. Doug Akin, Loaded, web project non-linear narrative

----- Lecture 7 notes

Context: The set of circumstances or facts that surround a particular event, situation, etc. The interrelated conditions in which something exists or occurs.

Serial imagery: the use of repeated, identical or near identical images to evoke time, sequence, seriality; arranged in a series

Typography: "Text " is what the words means, "Type" is what it looks like.

Serif and Sans Serif typefaces (a typeface is the visual font or totality of the characters in a particular style)

"The typeface is the ultimate icon of our information and consumer culture. An endlessly replicating image system in which product and advertisement are indistinguishable". From Emigré Type Specimen Series #4, 2002

ideogram - a written character symbolizing the idea of a thing without indicating the sounds used to say it
 antiquarian typography- When printing became a viable option for the dissemination of information is the same moment in the European arts when calligraphy was free to become an art form- producing both innovation and a new appreciation for the handwriting . The analogy for today's times would be the rapid ascent of digital technology renewing an interest in the hand made object.

Type in Art

Narrative Strategies - Single Panel or Frame

Narrative: *noun* 1 : something that is narrated : STORY; 2 : the art or practice of narration

3 : the representation in art of an event or story; *also* : an example of such a representation

- narrative *adjective*

- nar·ra·tive·ly *adverb*

Narrative Strategies - Linear, Episodic or Multiple Panels/Frames, Non-Linear

Episodic: sequences taking place over two or more frames (cells/panels), non or multi-linear narratives

Non-Sequential/Non-Linear narrative structures are a narrative technique, sometimes used in literature, film, hypertext websites and other narratives, where events are portrayed out of chronological order.

Hypertext: the presentation of information as a linked network of nodes which readers are free to navigate in a non-linear fashion. It allows for multiple authors, a blurring of the author and reader functions, extended works with diffuse boundaries, and multiple reading paths.

The term "hypertext" was coined by Ted Nelson, who defined it in his self-published *Literary Machines* as "non-sequential writing" (0/2).