



Fresh_Eye



FRESH EYE Workshop: Basics of Visual Communication

How to understand the images of everyday culture? What do billboards, photographs and political campaigns have to tell us and how do we make use of public space? External lecture in the form of a workshop dealing with the phenomena and changes in contemporary visual culture.

Program Goals:

Communication through images has become increasingly important in contemporary society. While text takes a long time to read and interpret, the image takes but a second to make an impression and spread quickly via social and new media in diverse forms. The image as a global medium of information, communication and art strongly forms the world we live in. How is the image to be understood?

The 90-minute workshop offers an encounter with doctoral students of visual sociology and semiotics, under whose guidance, consisting in group work and discussion, the workshop participants will get a general grasp of the changes and meaning of the medium of photography and related questions of its manipulation and use in media communication, acquire basic skills of interpretation of the advertising image and reflect on the possibilities of the use of and communication within public space.

Workshop Themes

1. Image versus Photography

Analog versus digital photography

= we will introduce the difference between digital and analog photography, we will show how both types of the medium are manipulated

What is manipulation? Seeing versus knowing

= we will think about various ways of communication of photography, its context and social impact

Group work – how do journalists use photography?

= students will form groups and create newspaper headlines for selected photographs that will give them a different meaning

2. Image versus Advertising

Advertising and the visual field

= we will think about the mass of advertising images around us and our relationship to it

Logos and cultural symbols

= how does a logo work, what purpose does it serve, can logo be related to political symbols?

Denotation and connotation

= we will learn to differentiate between what we really see and what it means or what meaning it carries for the viewer

Group activity – advertising analysis

= we will learn to apply the new terms of denotation and connotation directly by means of advertising analysis

3. Image versus Public Space

Public space and the city

= what is public space, what is its function, is the city we live in the same for everyone?

Visual smog

= what do the students perceive as visual smog, is it always purely negative, how to fight visual pollution?

Art interventions in public space

= we will present examples of various art interventions in public space (projection mapping, graffiti, installation)

Group activity – visual smog in my city

= students will mark the most visually polluted parts on a map of Prague and suggest how to improve those places

