

1_2 Analyse & Interpret

Saul Bass

"It seems to me that the creative process is one that re-examines those things we already know and understand, and forces us to reconsider them, usually involving insight to their nature. The creative act is an act that transforms the ordinary into the extraordinary."

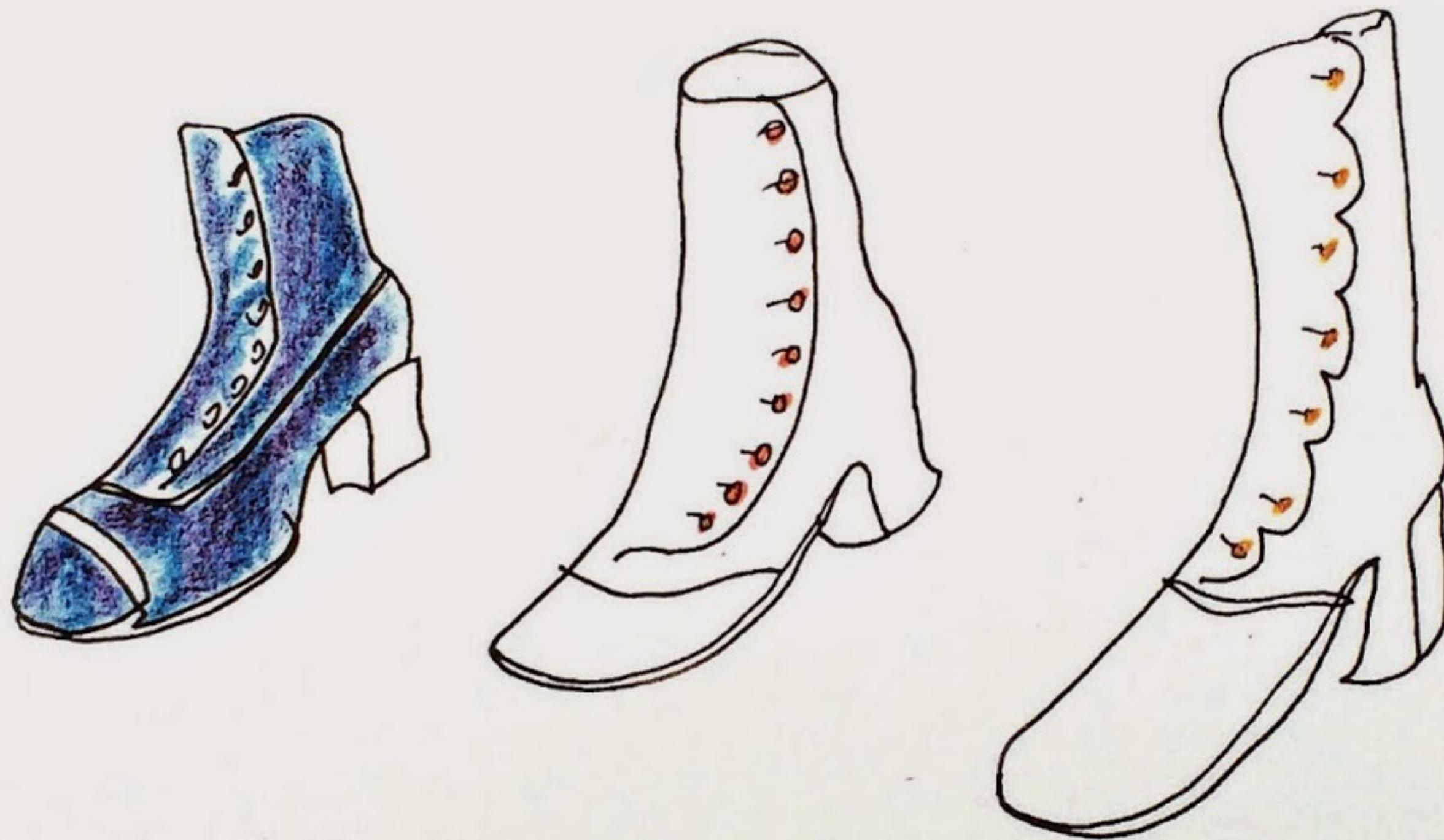
— Saul Bass

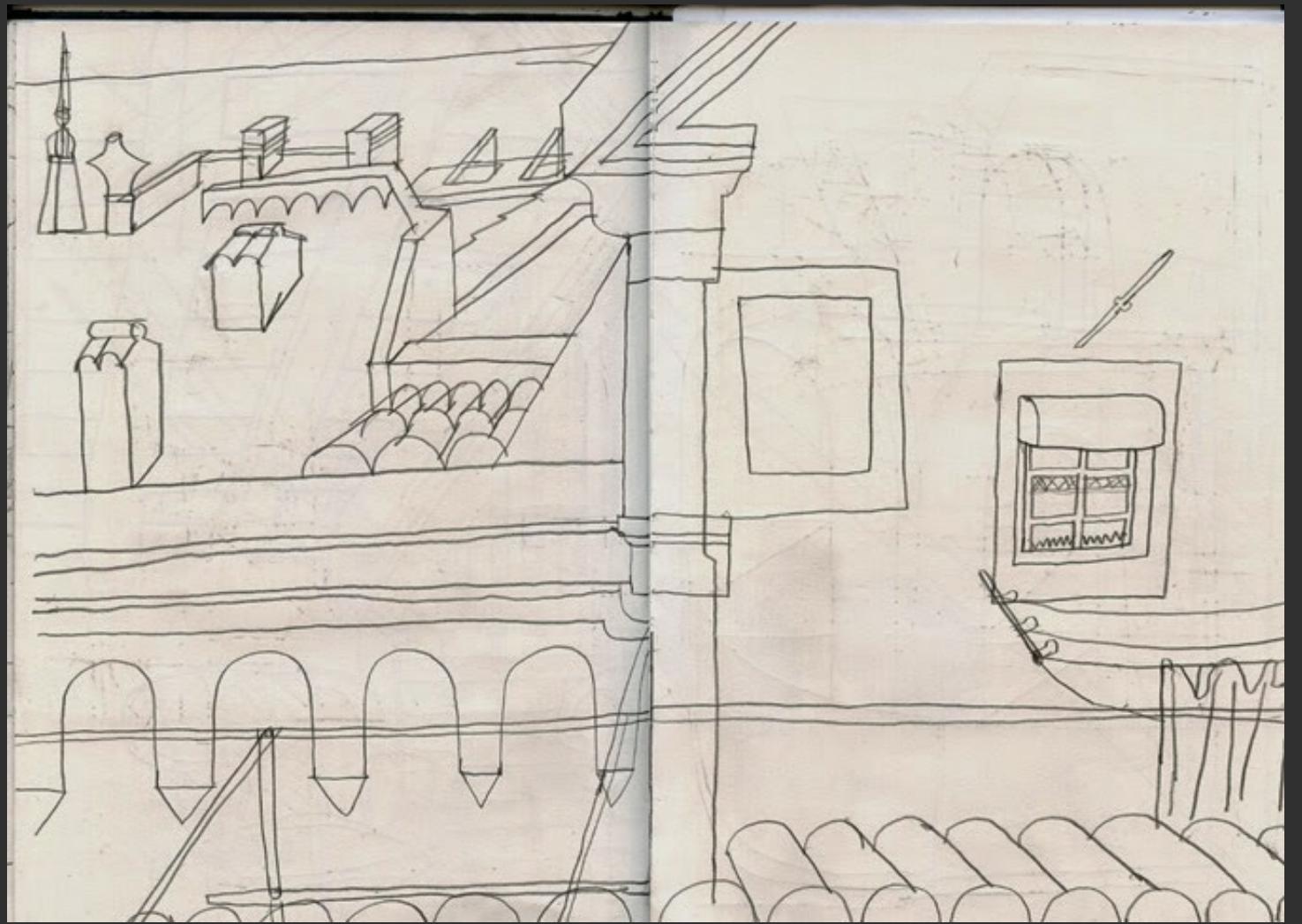
Examine & interpret your Research from the British Museum

Look for

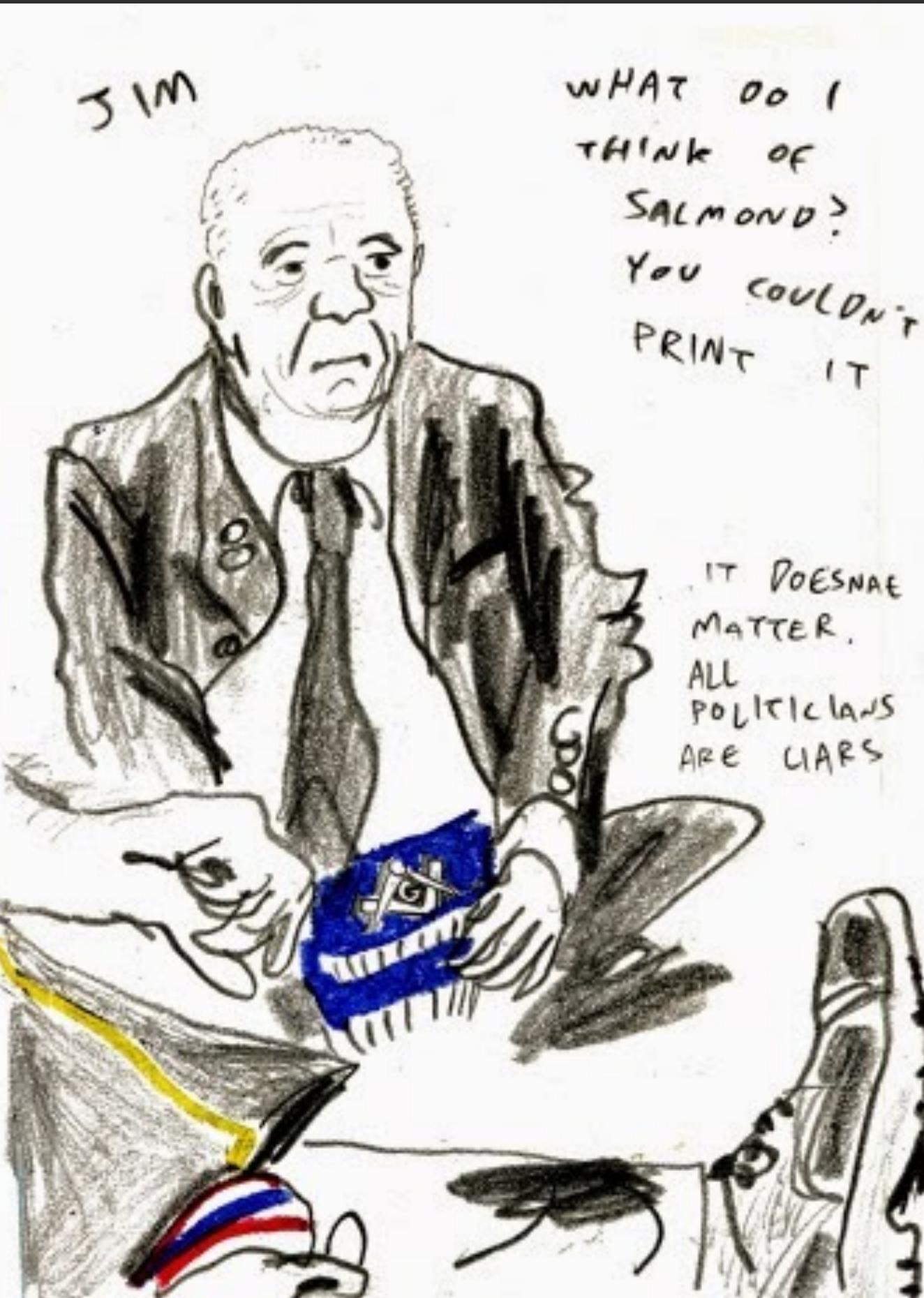
Commonly occurring
colours/ materials/ textures /
symbolic iconography/
decorative elements/ letterforms

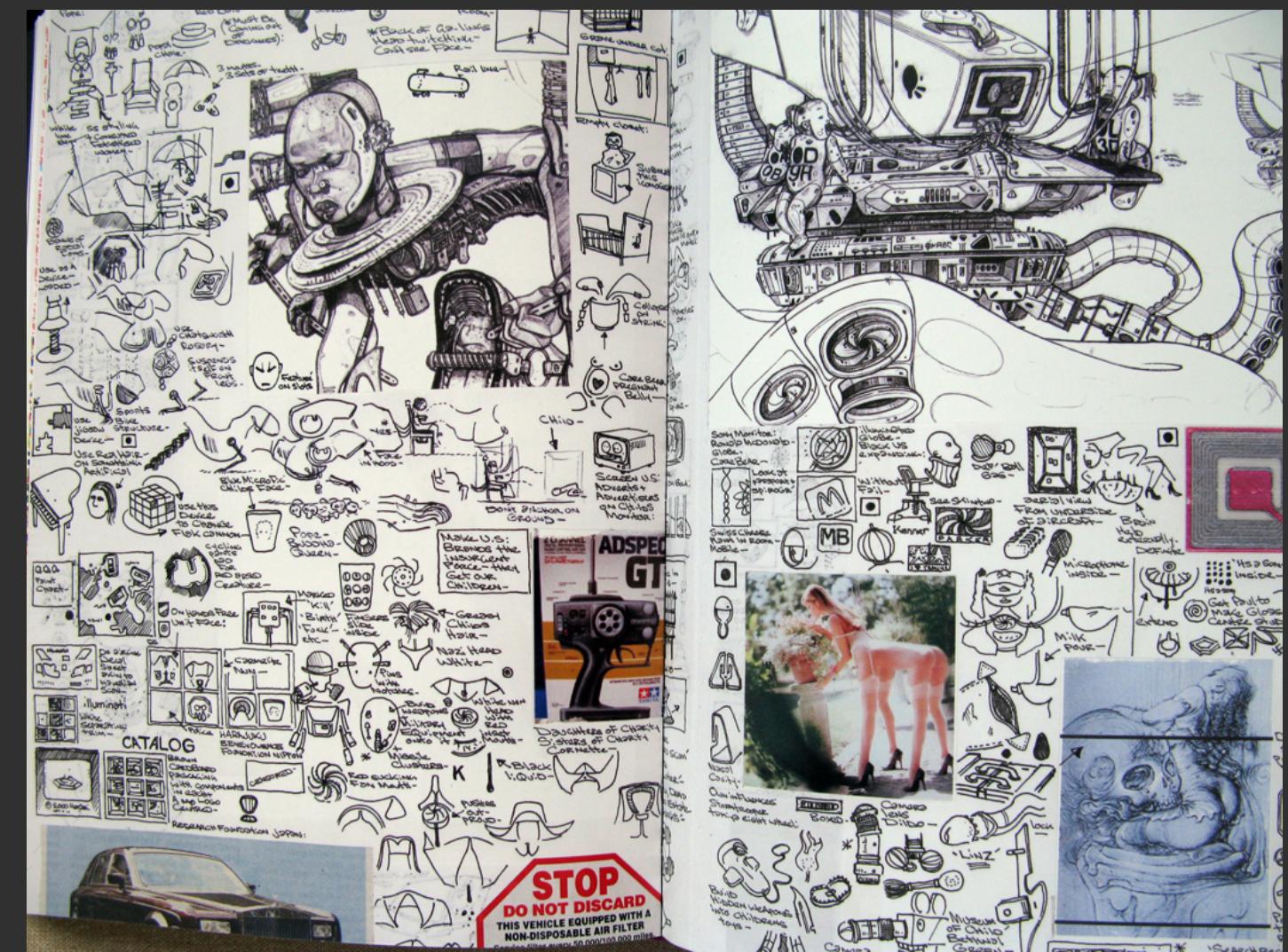
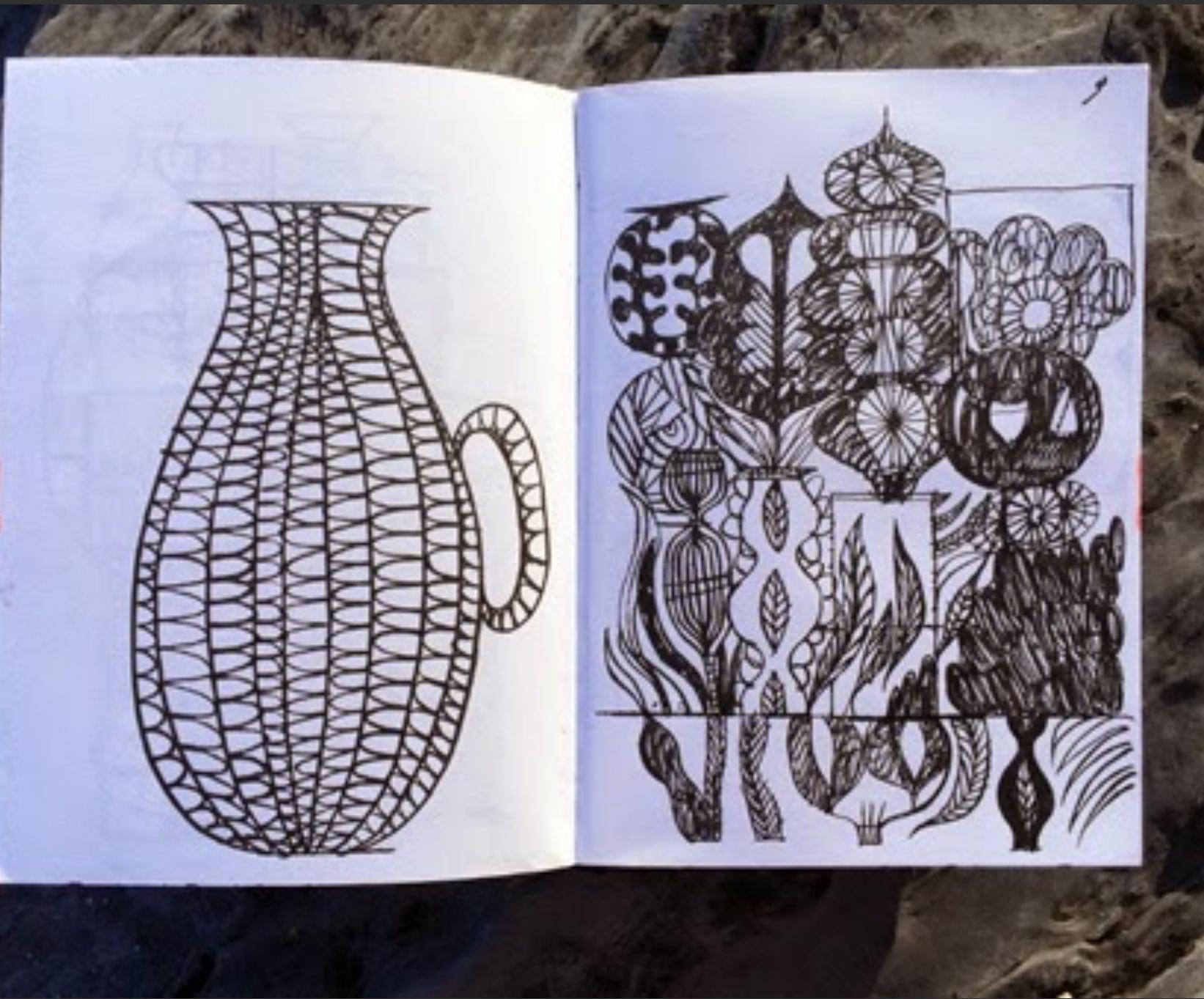




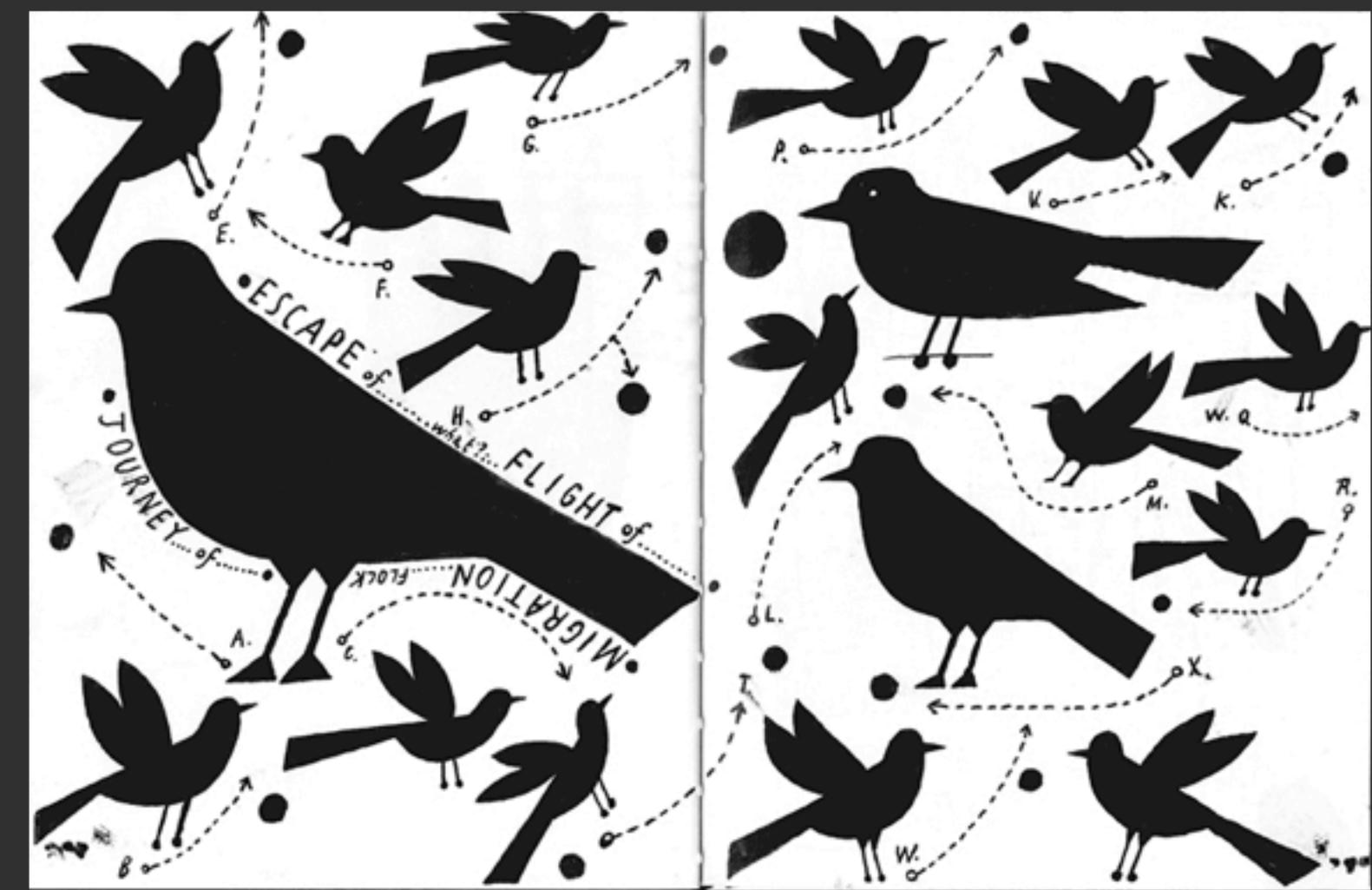




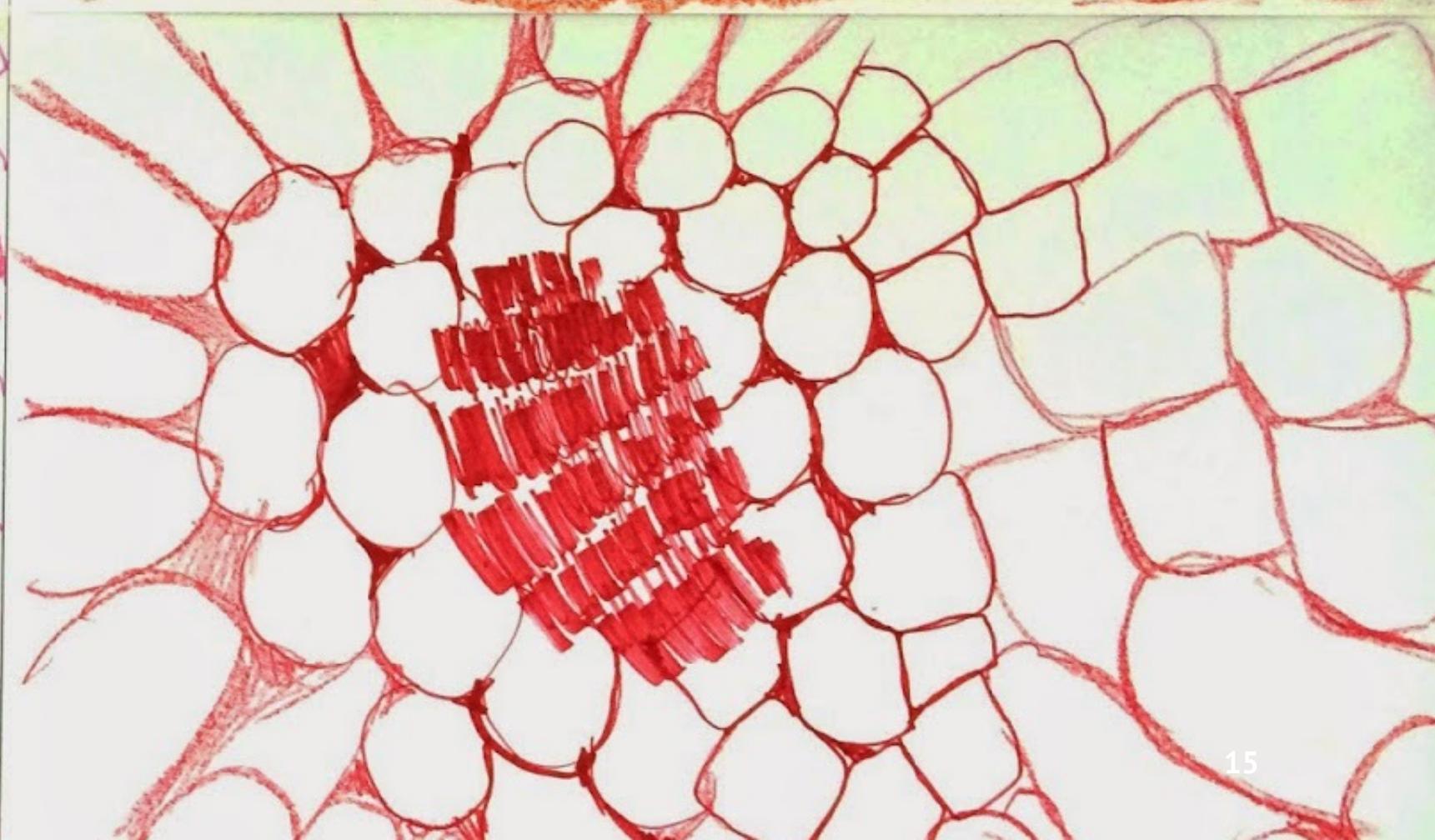
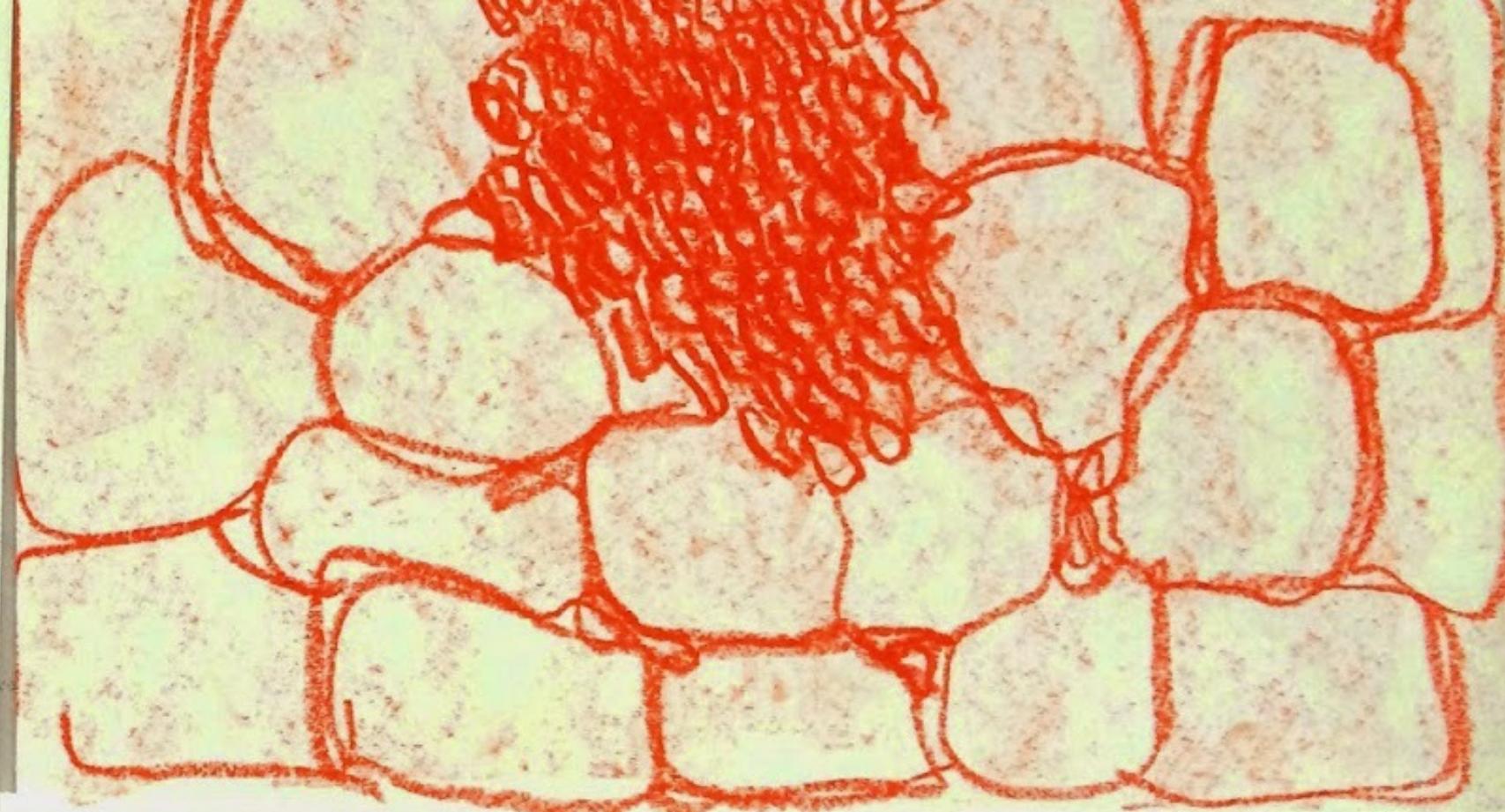
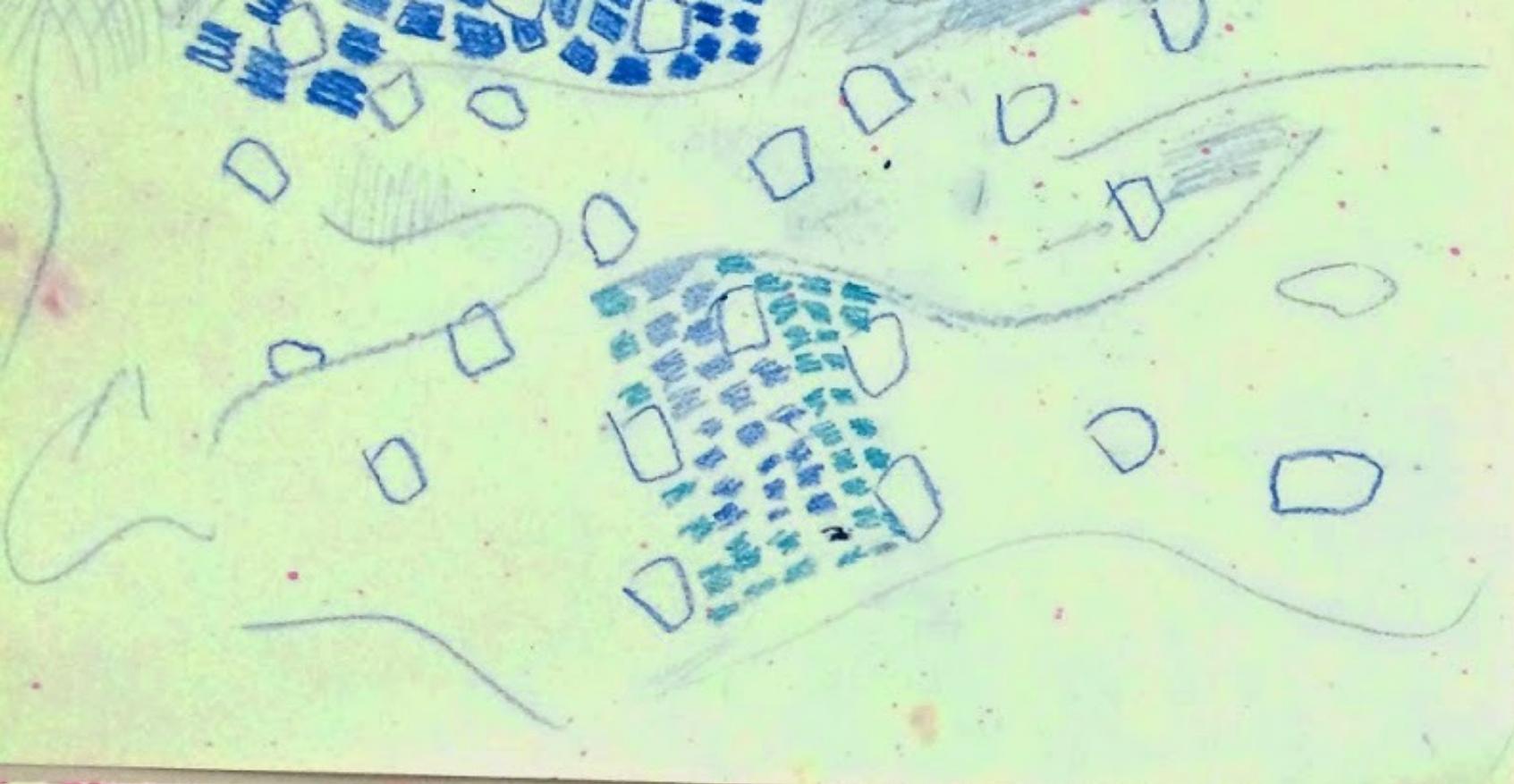


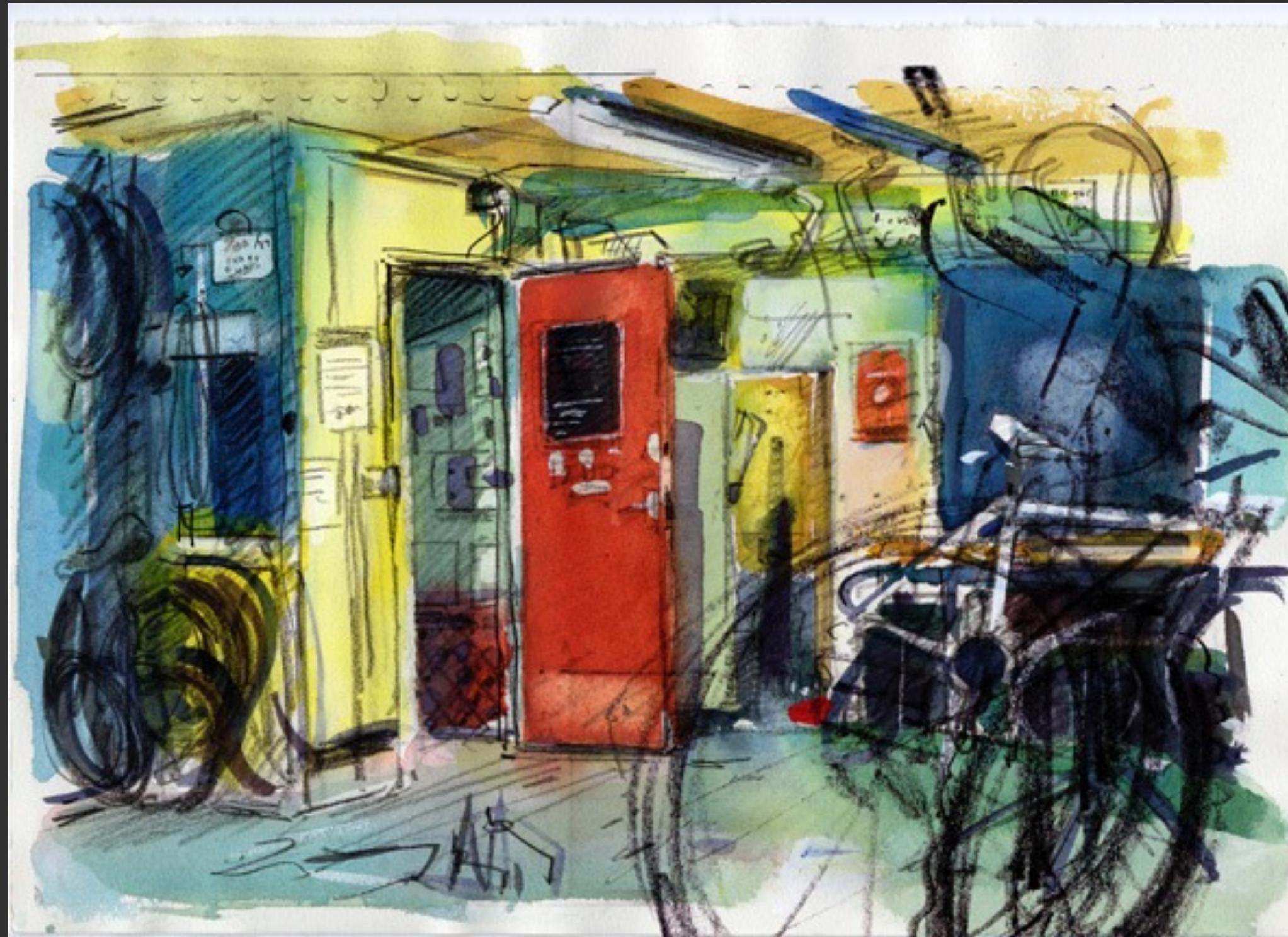


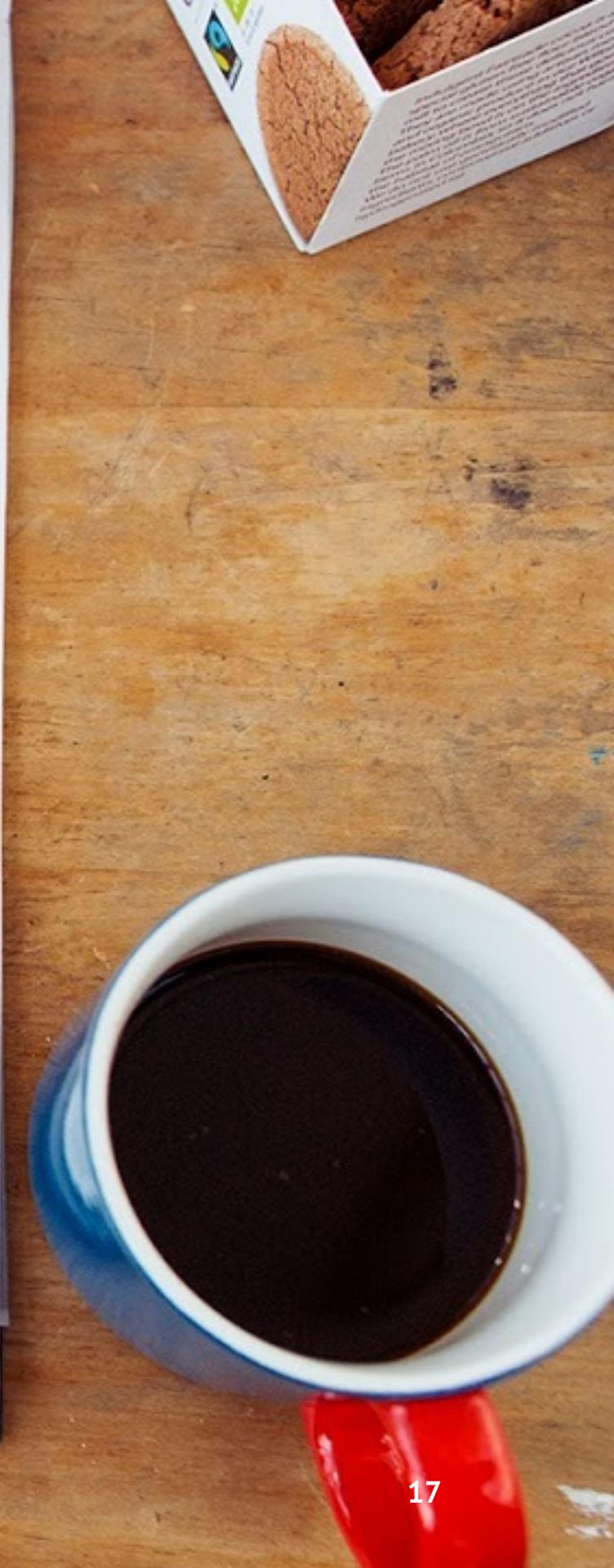






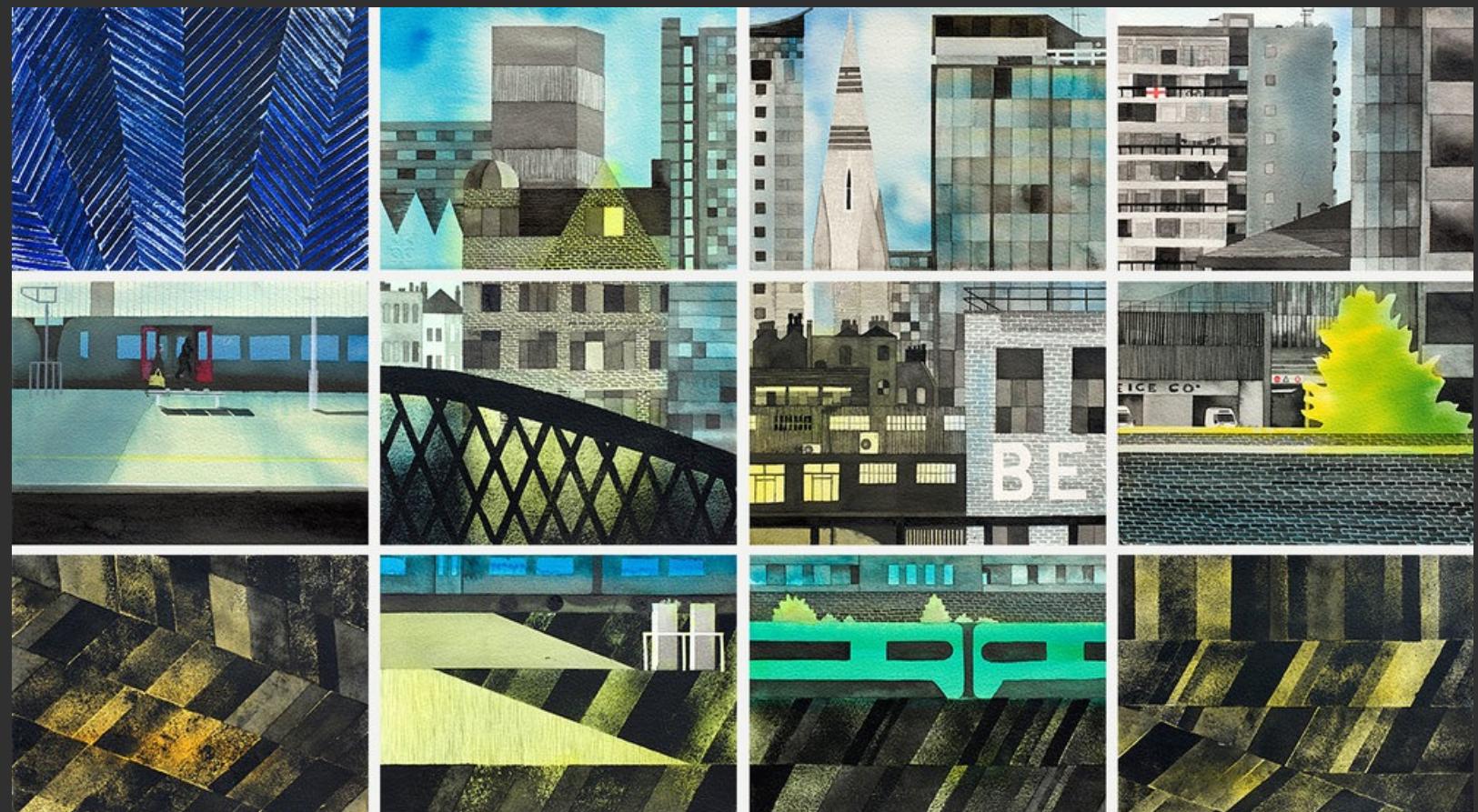








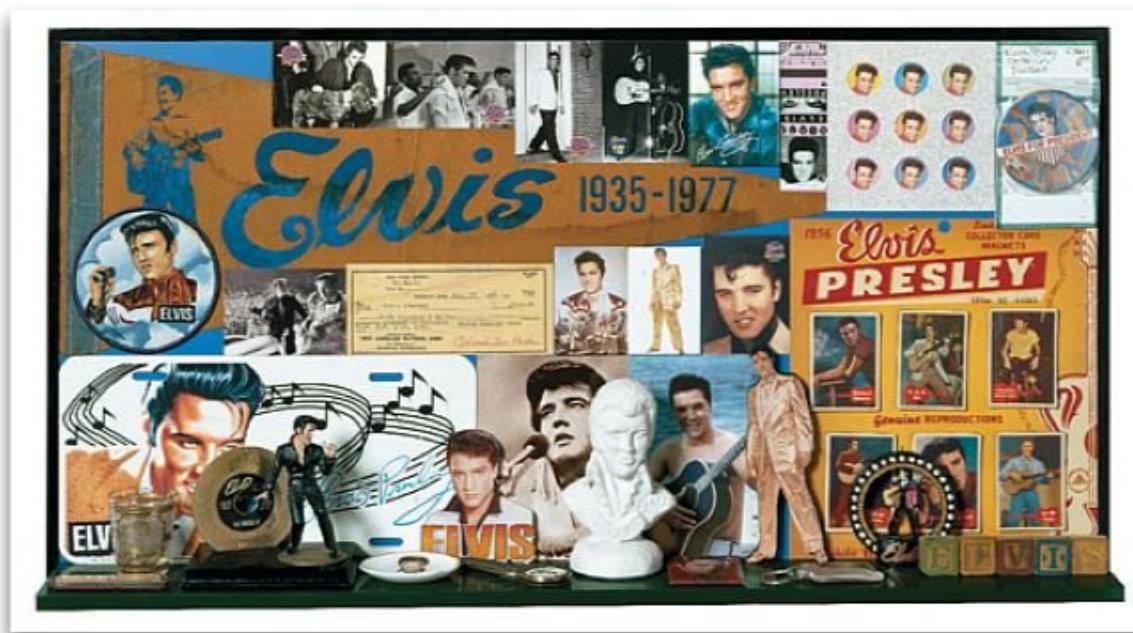




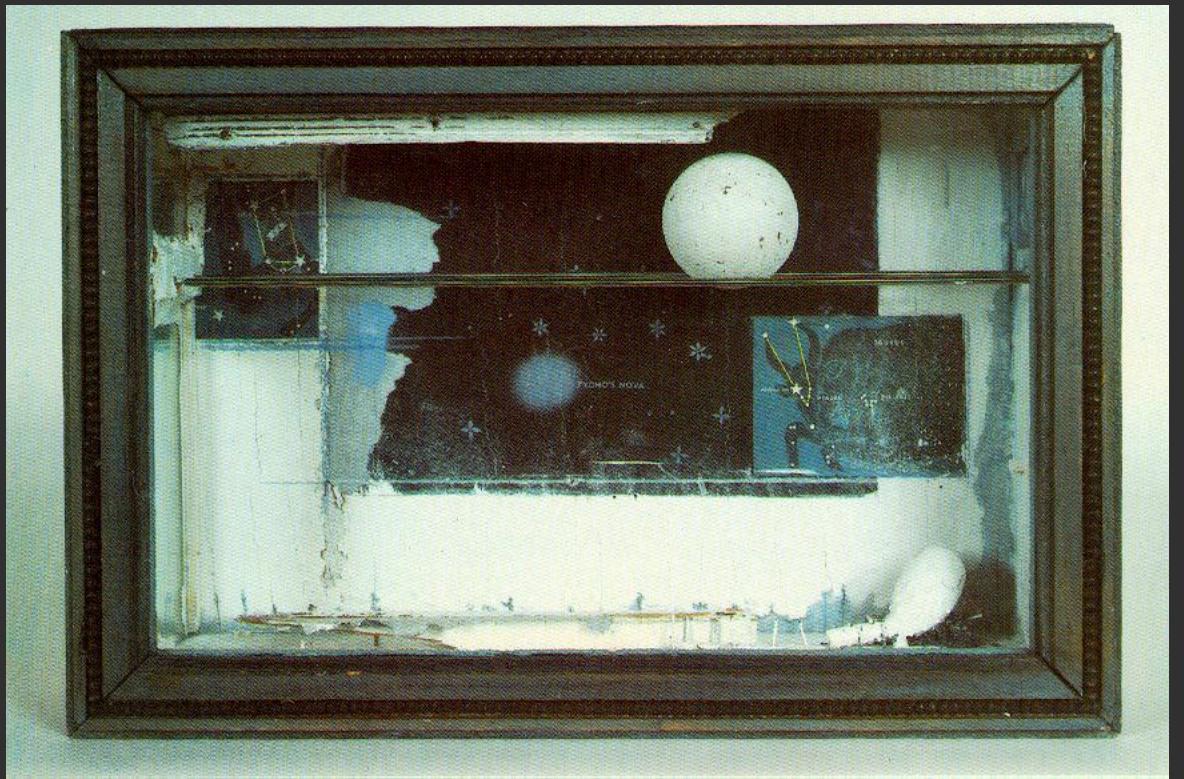


Categorise & organise







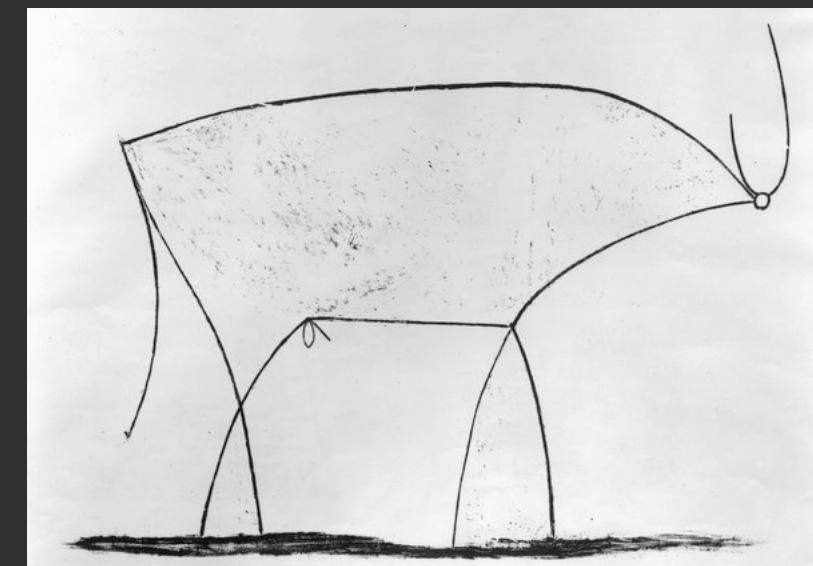
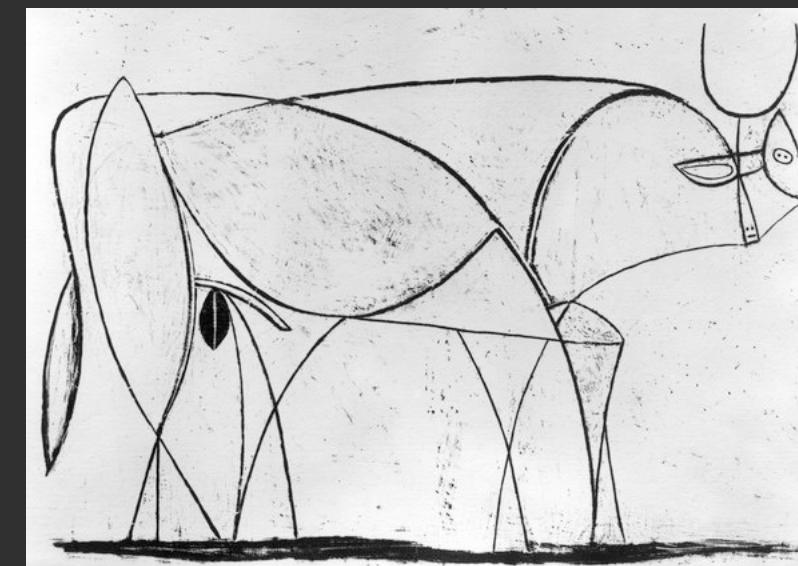
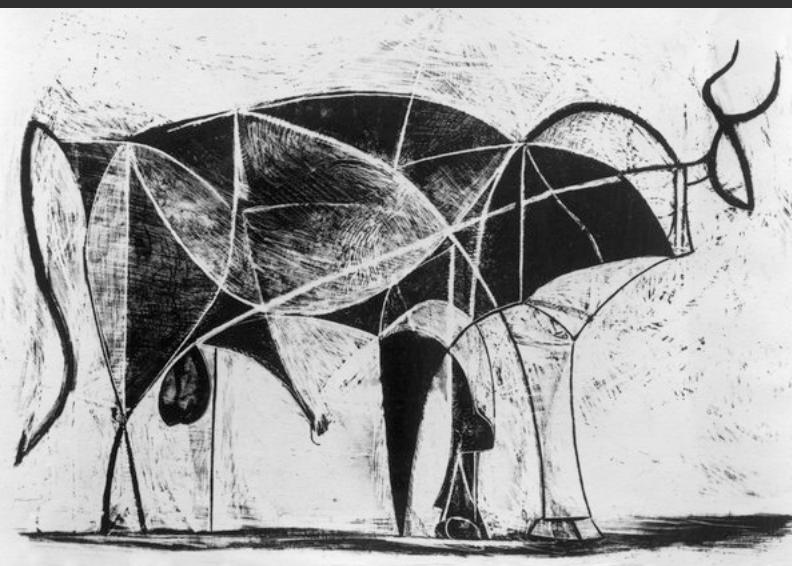


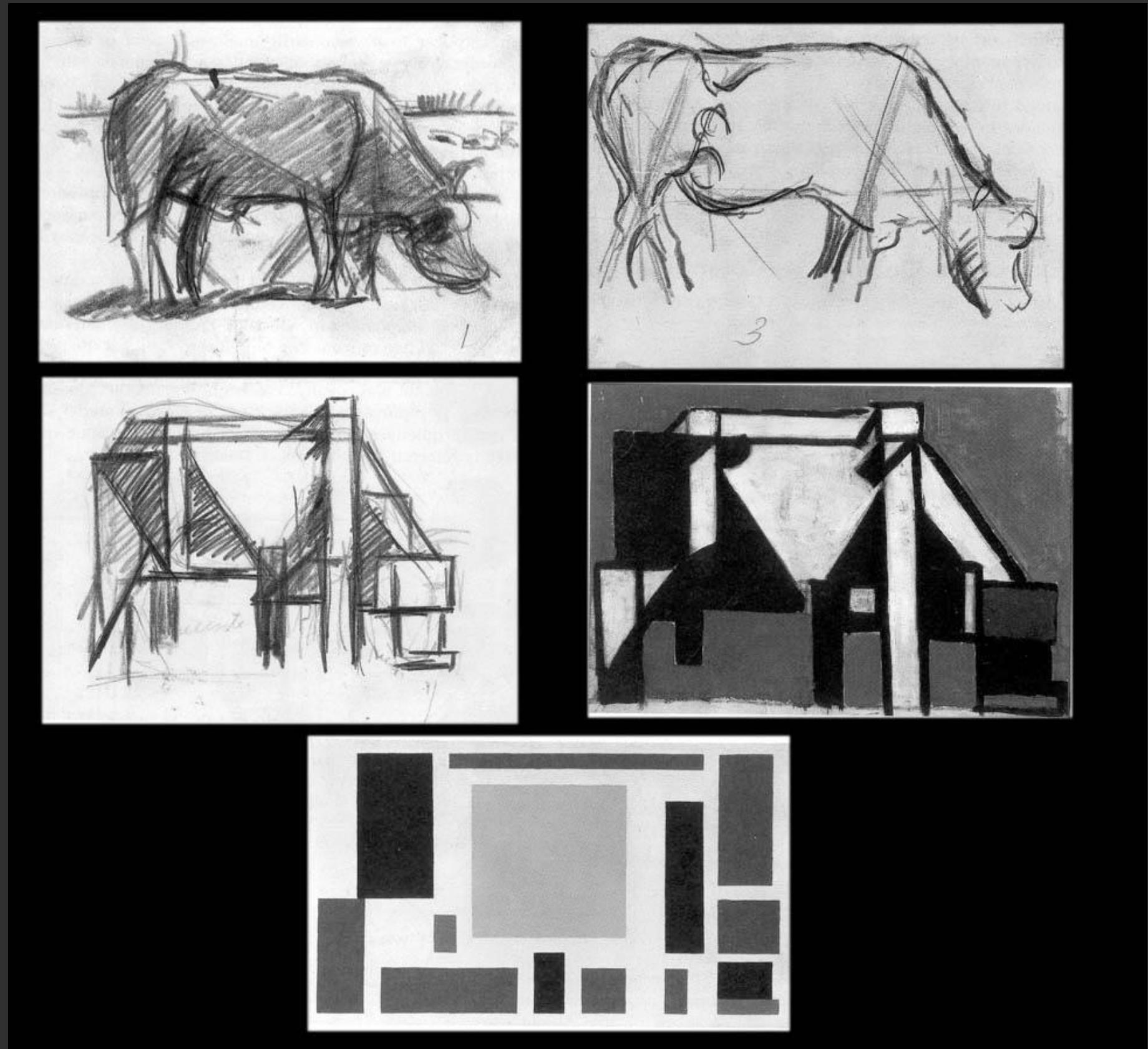




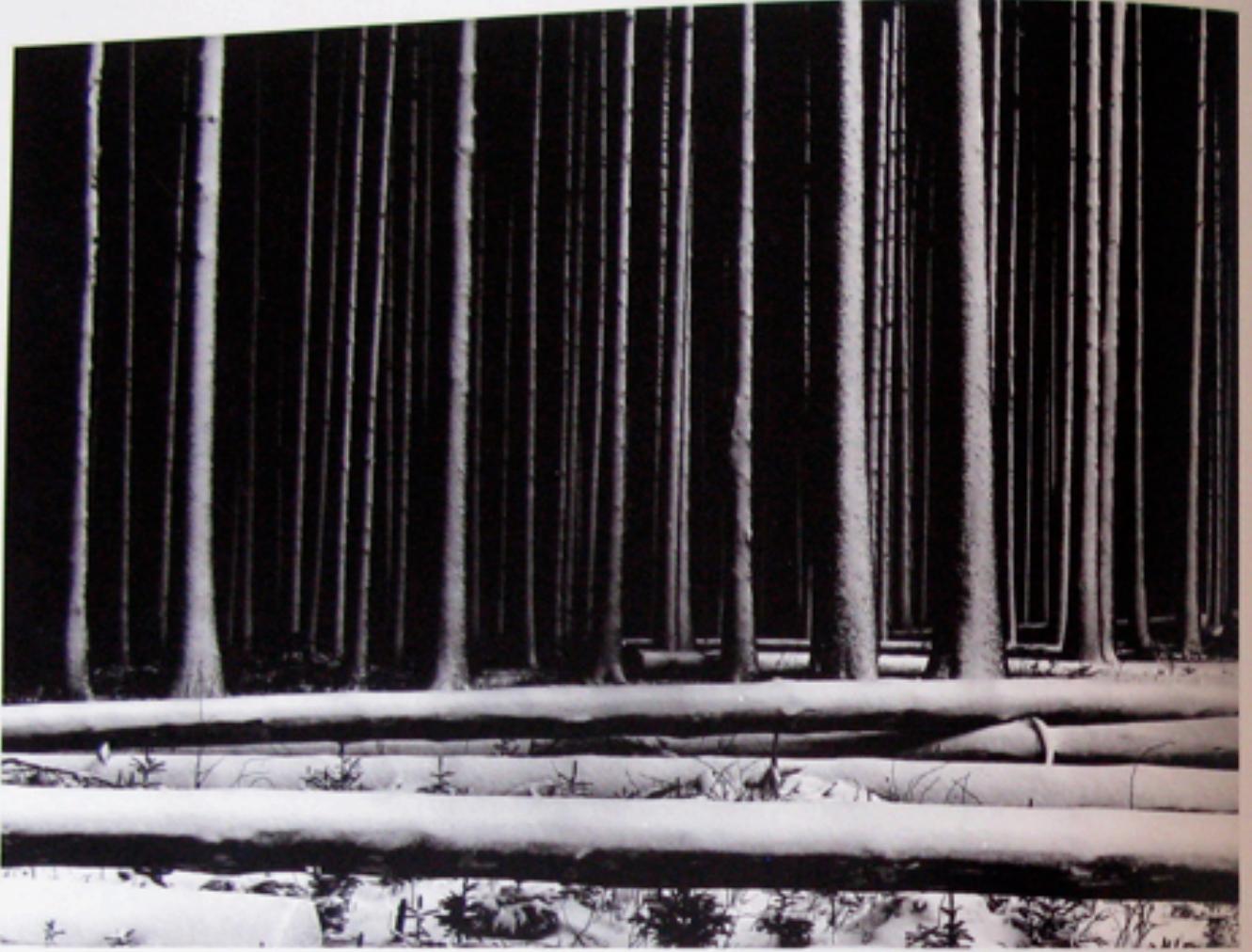


Deconstruct and Simplify









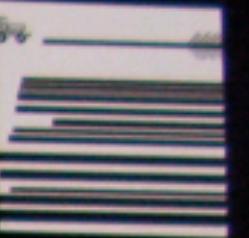
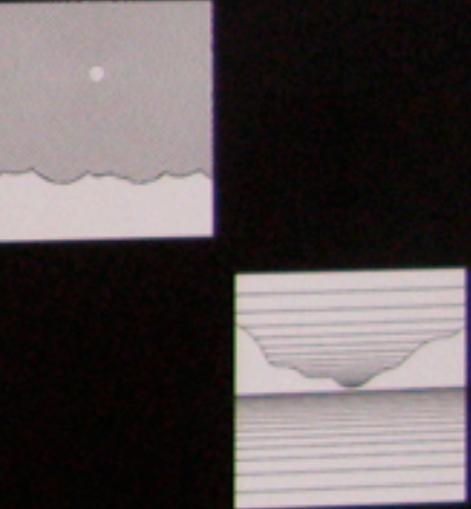
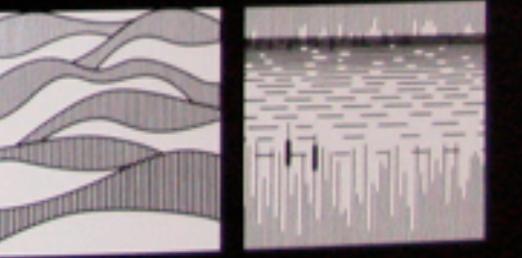
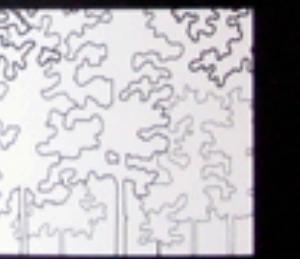
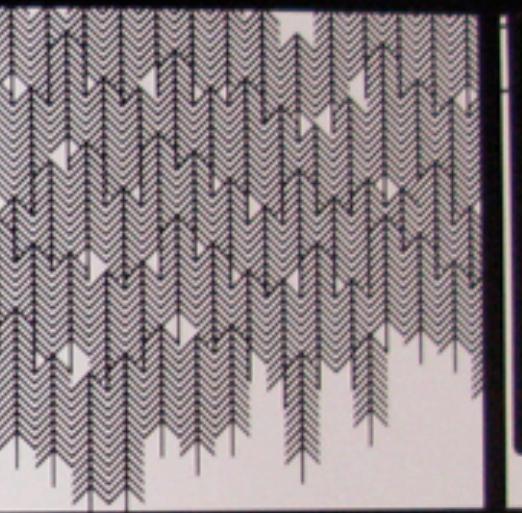
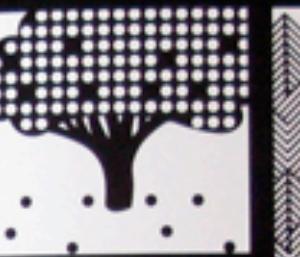
148

Otl Aicher



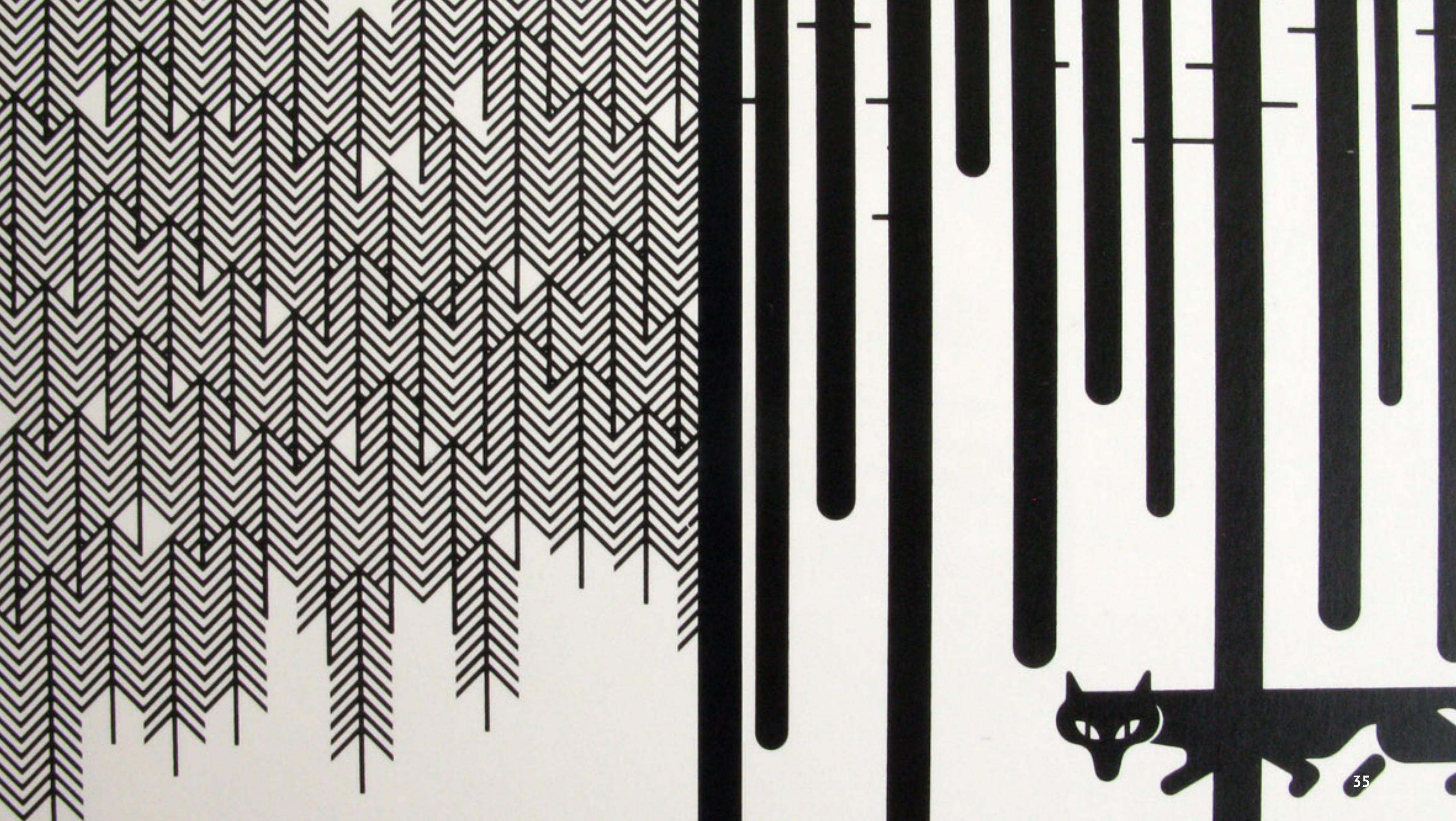
Opposite: Aicher photographs from the Ulmer Monatsblätter. Published in the 1950s and 1960s, the hoy pictograms are reminiscent of these early photographs by Aicher in terms of graphic concept.

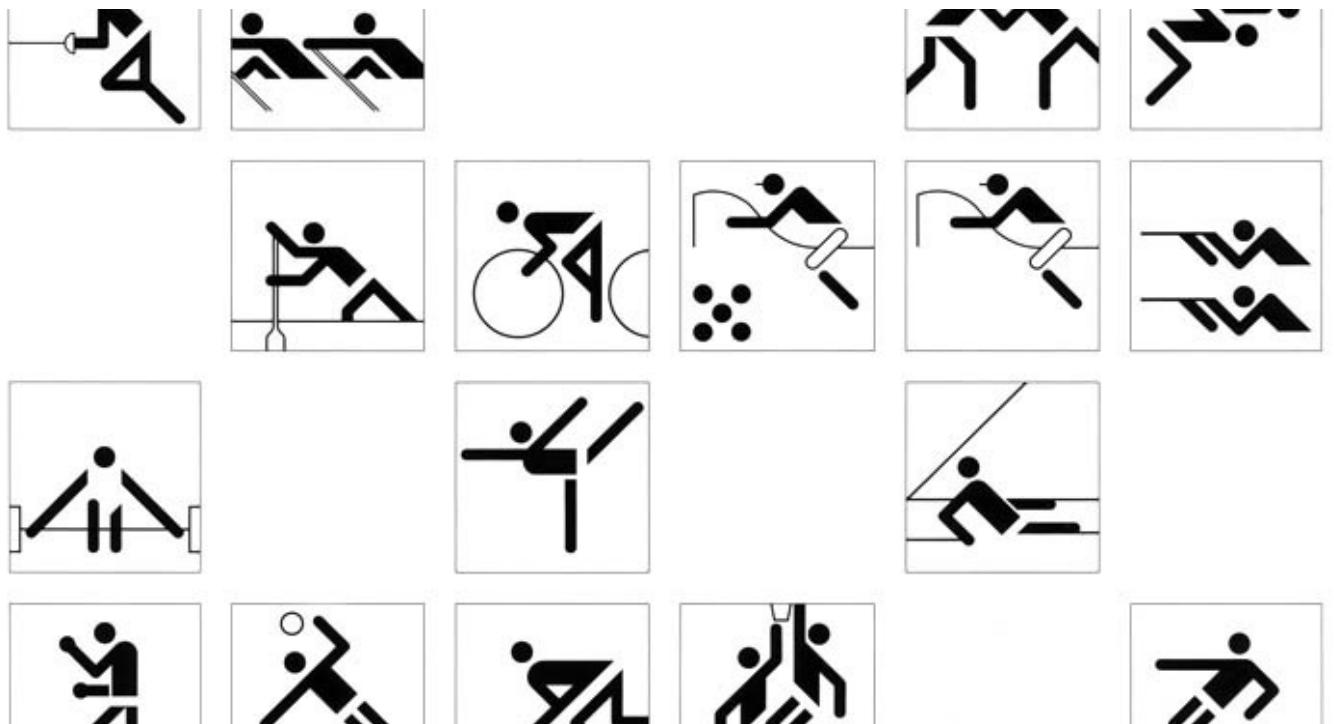
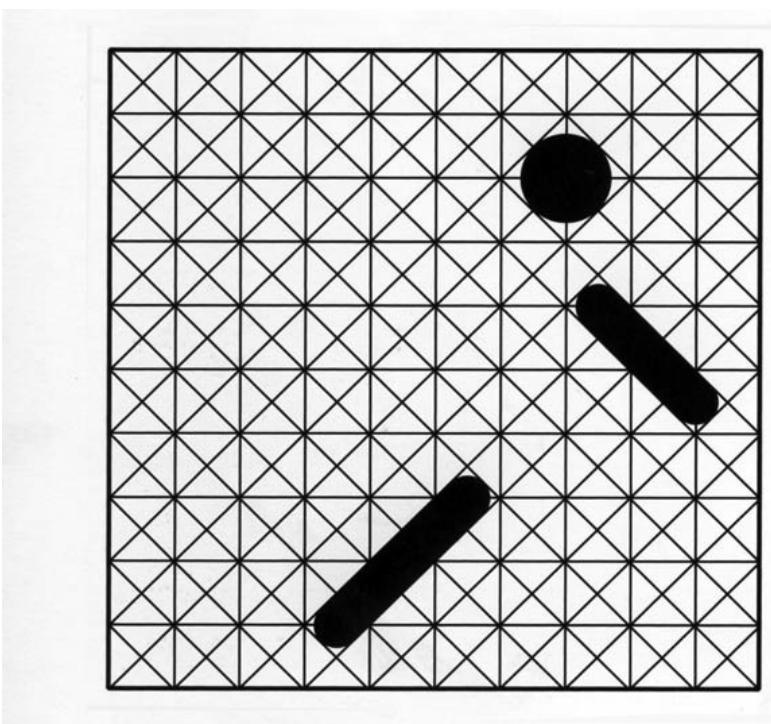
Right and below: hoy drawings. Aicher replaced conventional four-color photography identities for the town and tourist bureau with these graphic representations of landscape, providing a unique and flexible graphic system.



The 1950s and a Movement toward Abstractness

149











Interpret:

- To explain the meaning of...
- To conceive the significance of...
- To present or conceptualise.
- To translate orally (or visually).
- To offer an explanation.

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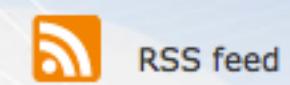
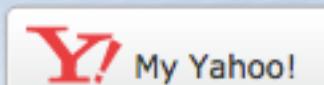
A History of the World in 100 Objects

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Read

Barthes, R. (1993) Mythologies.
Random House.

Understand and identify

values, rituals & belief systems.

How might these be represented in visual form?

Define

Start to consider a set of parameters/ rules/ values from which you might start to extrapolate visuals, objects and characters that could form components for a the *world*

(this is not to recreate "Africa", but using just the evidence a new world can be created from your visual thinking)



We are designing a set of rules,
not designing a game...you then
go out and experience and make
stories

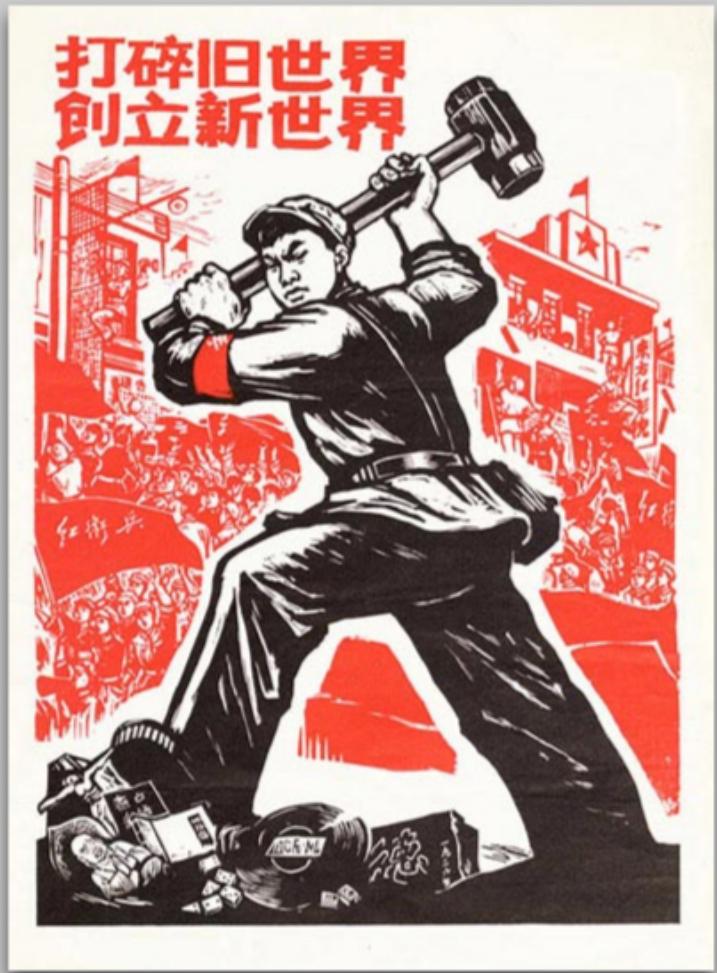
— Sean Murray (No Mans Sky)

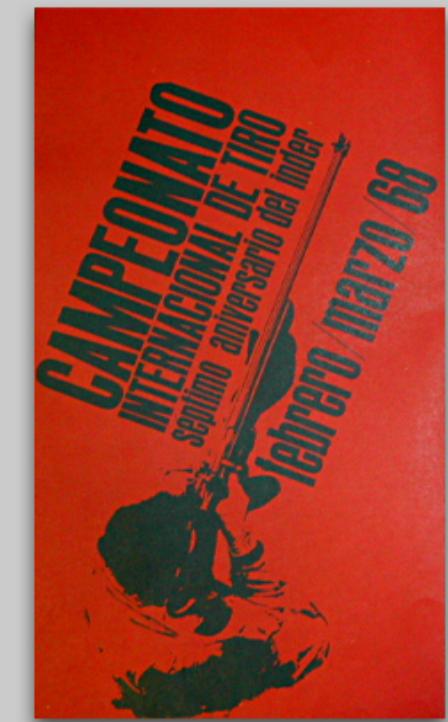
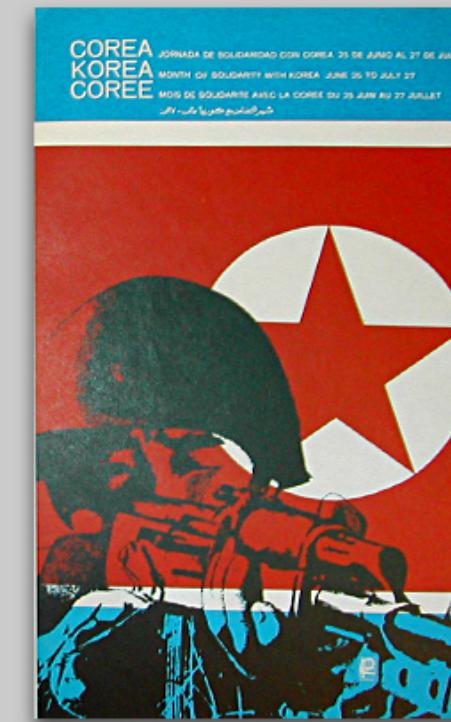
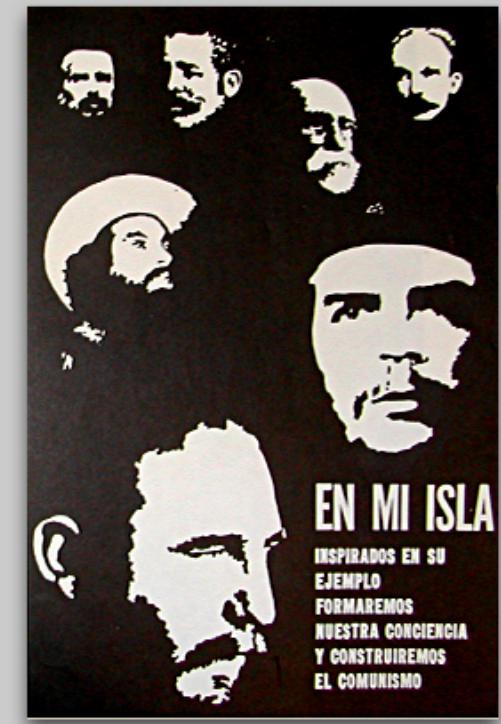
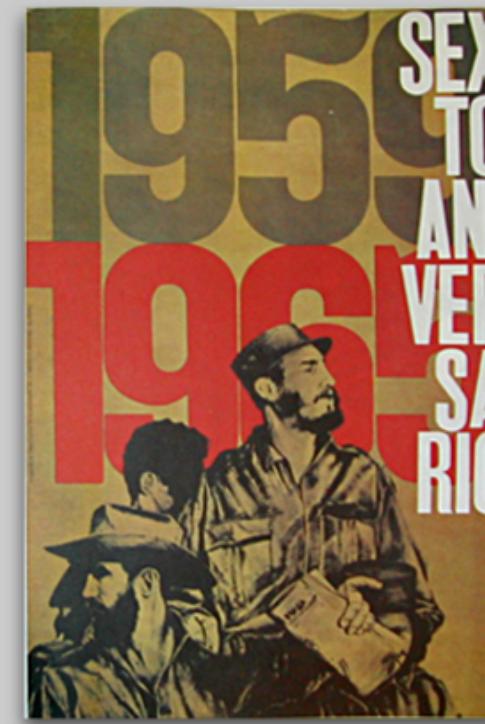
Example

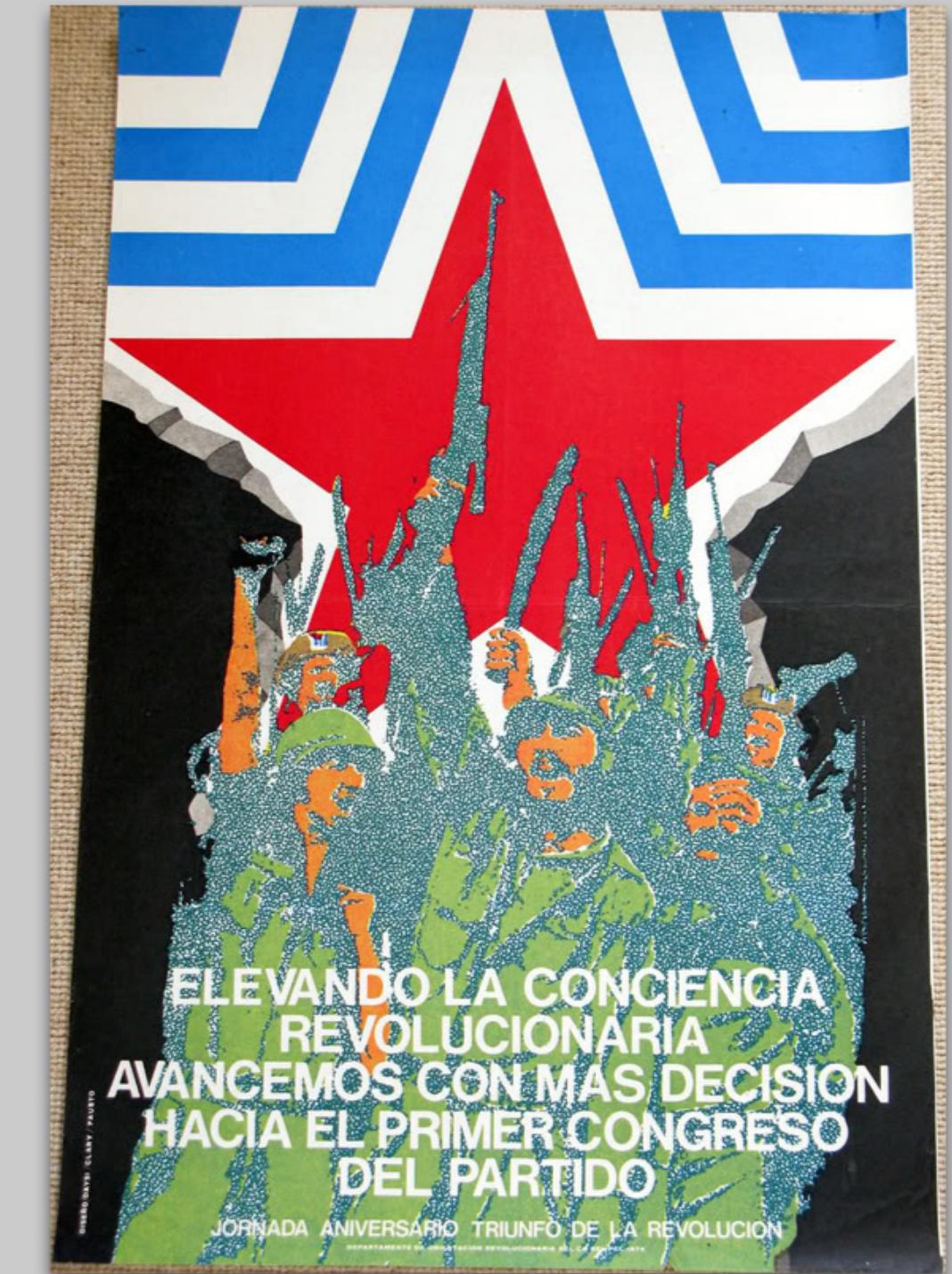
Shepherd Fairey OBEY!

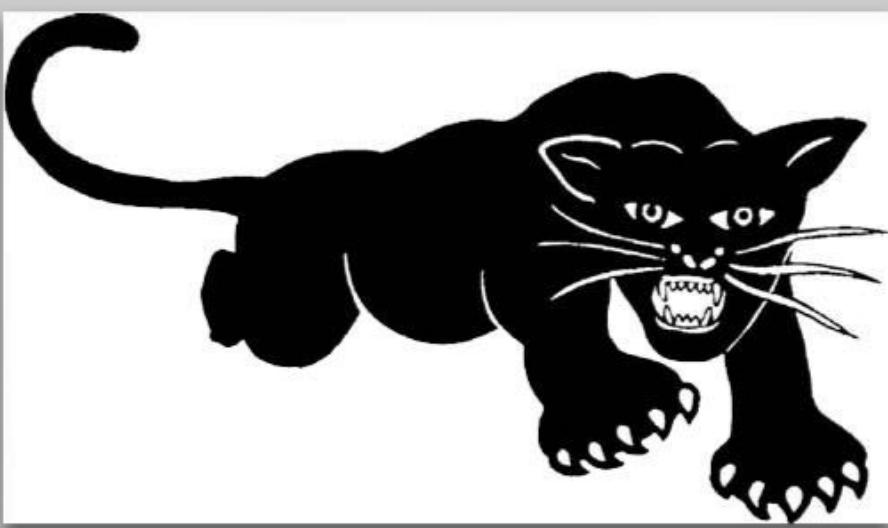




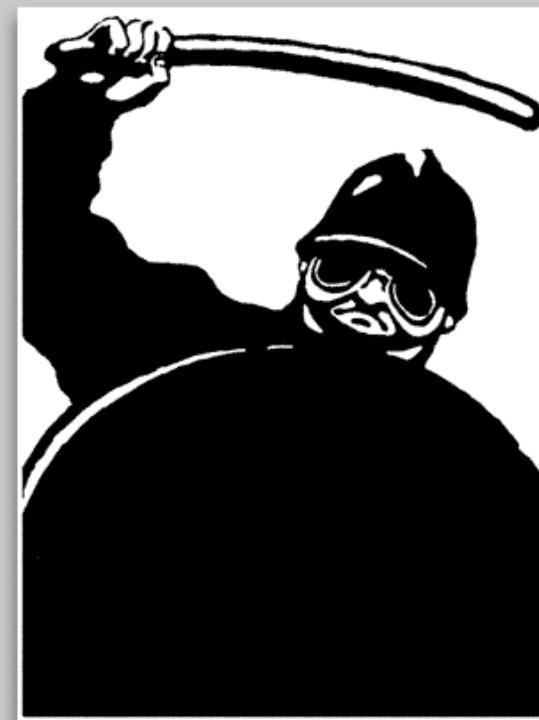
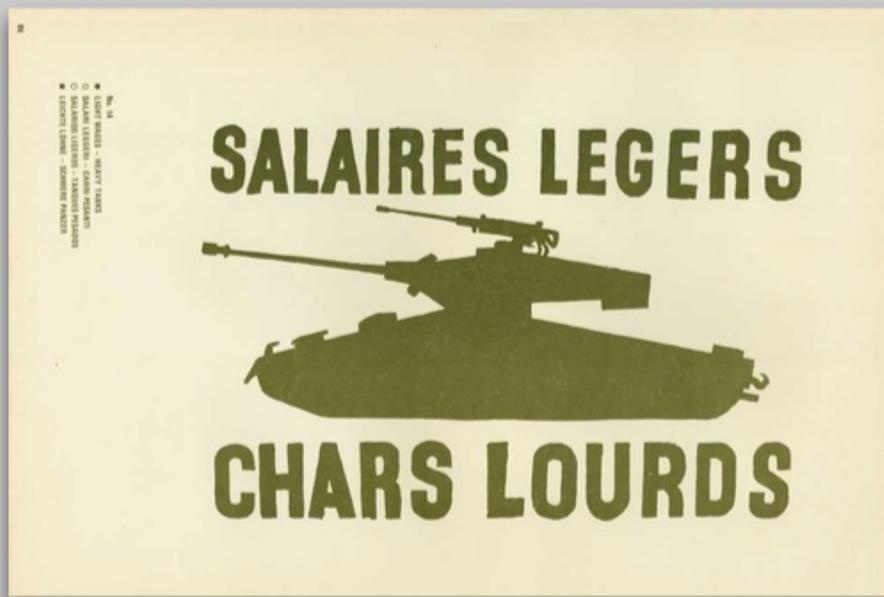


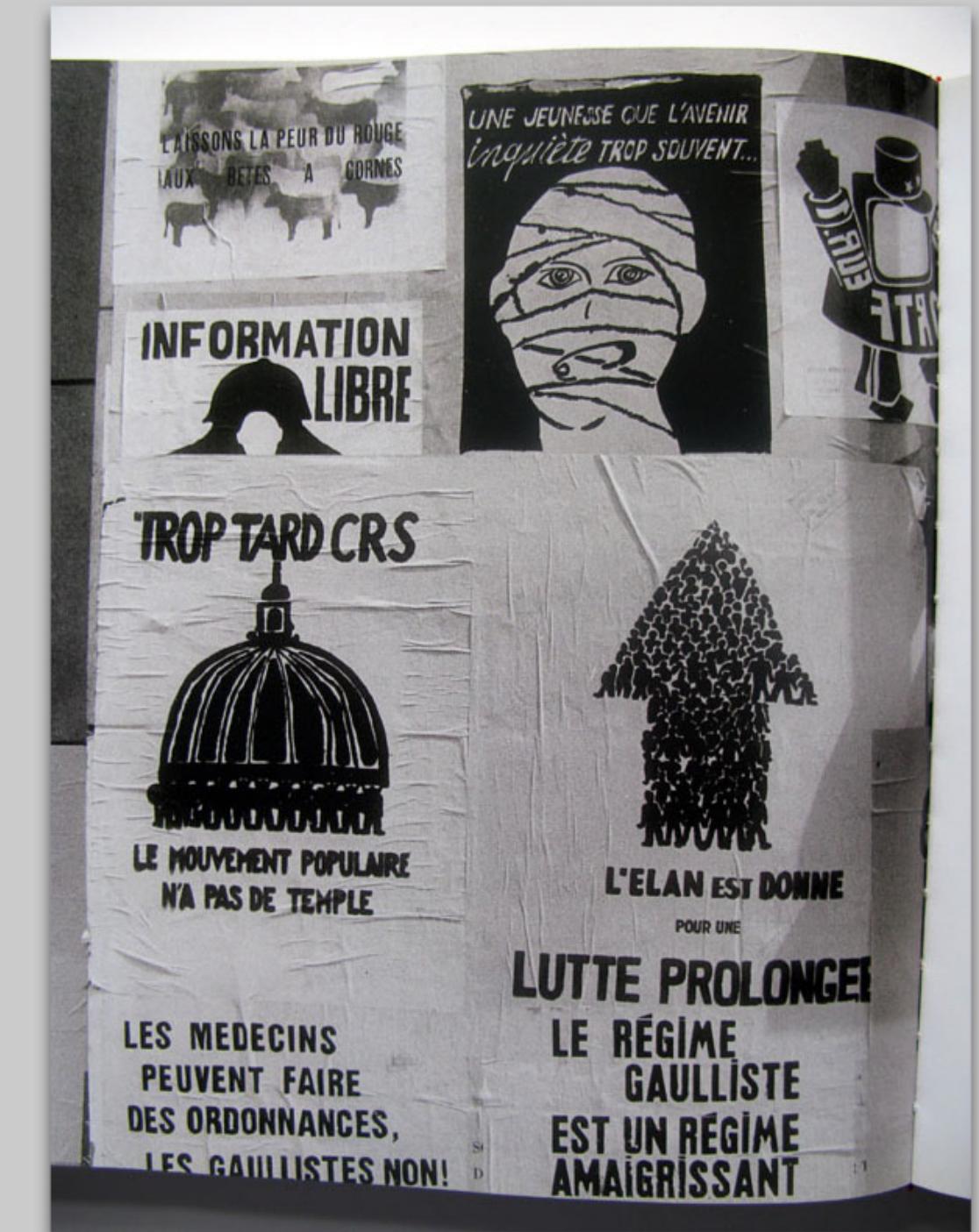


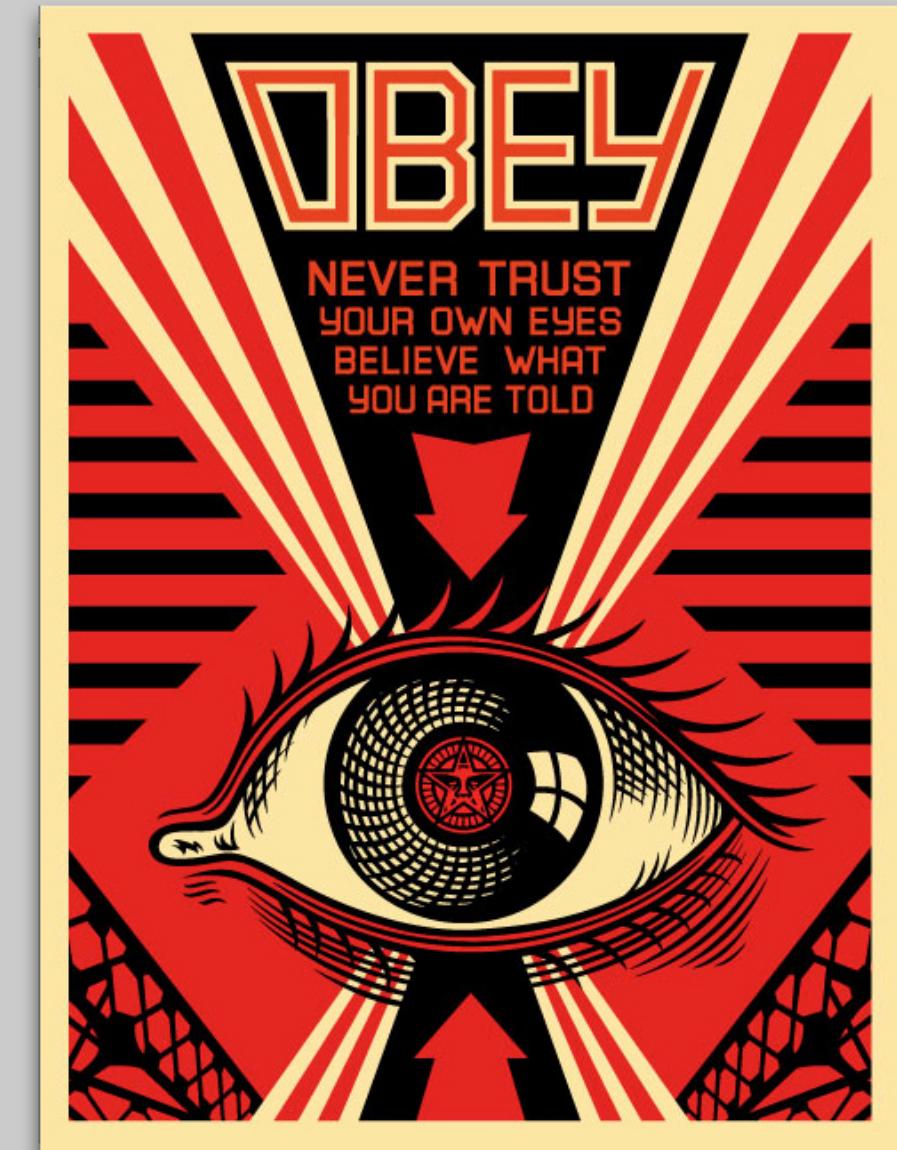










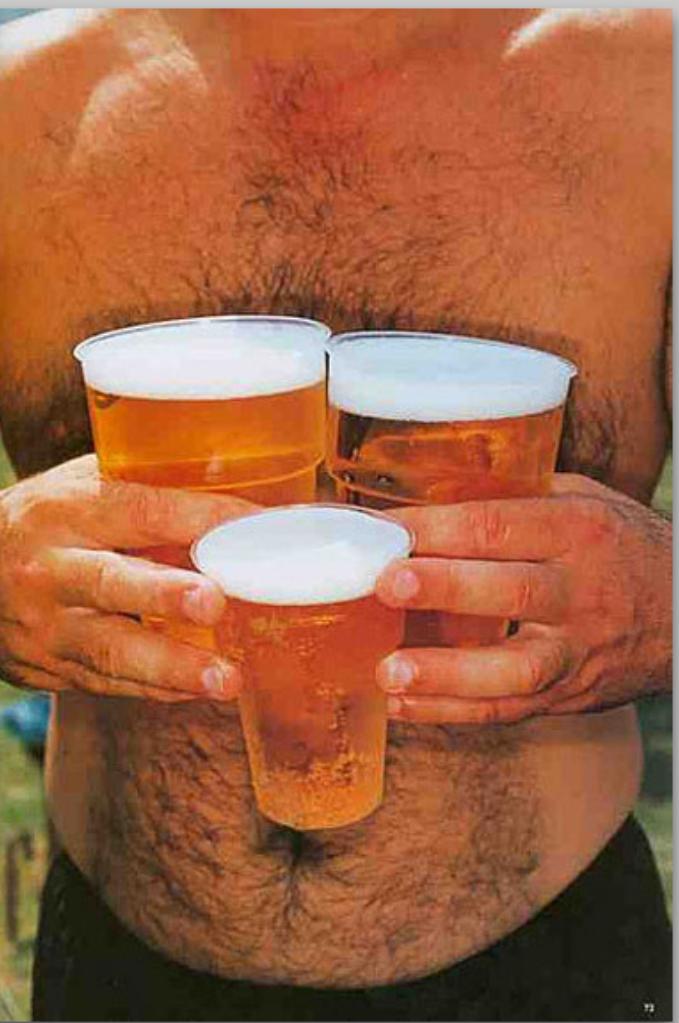




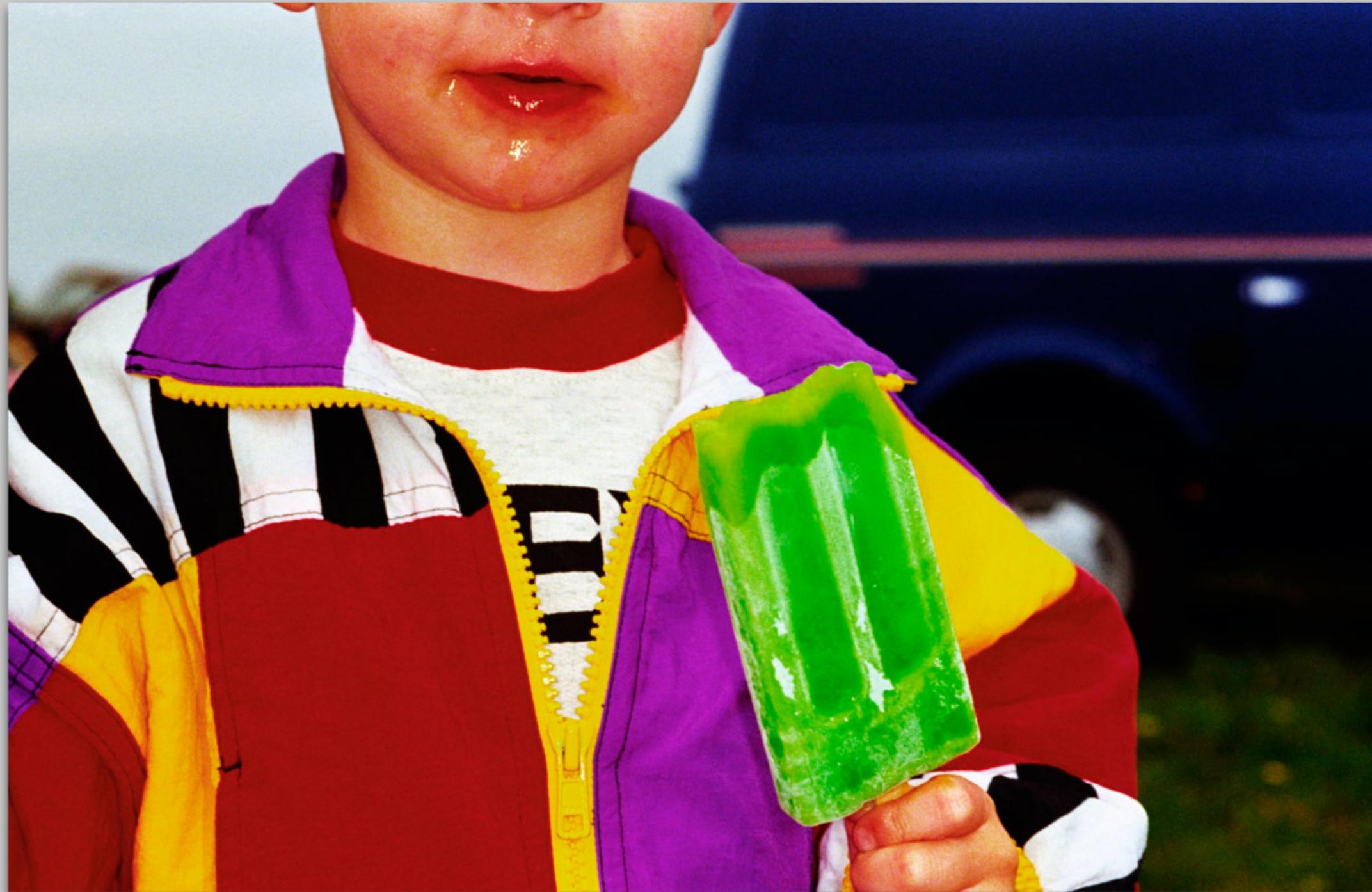














Assessment evidence

- A visual proposal of your new world/ environment outlining an interpretation of the culture you researched at the British Museum.
- All supporting work/ sketches/ notes/ photocopies etc – collated and bound.

