



DIPLOMA WORK

GENERAL IDEA PRESENTATION

ABOUT ME

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Age: 21

Country: Poland

University: Polish-Japanese

Academy of Information Technology

Course: Graphic Design



ELEMENTS



THEORETICAL WORK
ON FOOD OBSESSION



PRACTICAL WORKS:
--> COLLAGE POSTERS
(social campaign)
--> INSTAGRAM ACCOUNT
- short videos / gifs
- posts
- collages



TECHNICAL WORKS:
--> WEBSITE
--> VIDEO

WORK PLAN IN STEPS



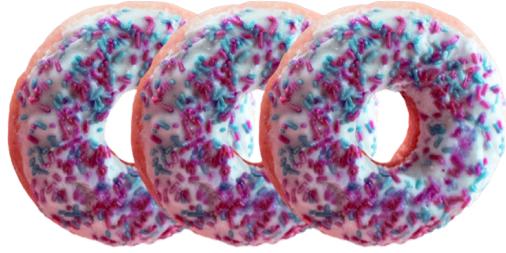
CONCEPT

coming up with the subject and thinking about the project.



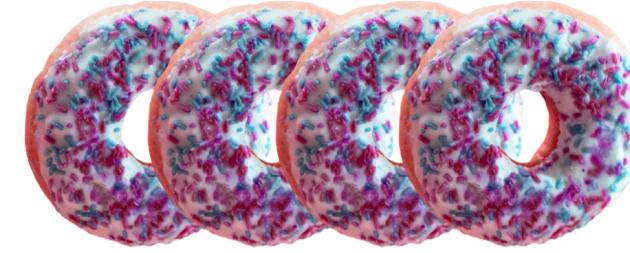
RESEARCH

making the research for the concept of theoretical and practical work.



EXPERIMENTING

trying to find the best style and techniques for the project.



WORKING

collecting all of the previous experiences and finally making a real progress.

MY SUPERVISORS



ANNA
MACHWIC
MAJOR



KRZYSZTOF
SZKLANNY
TECHNICAL



MARCIN
DRABEK
THEORETICAL

YUMMY DETAILS



THEORY

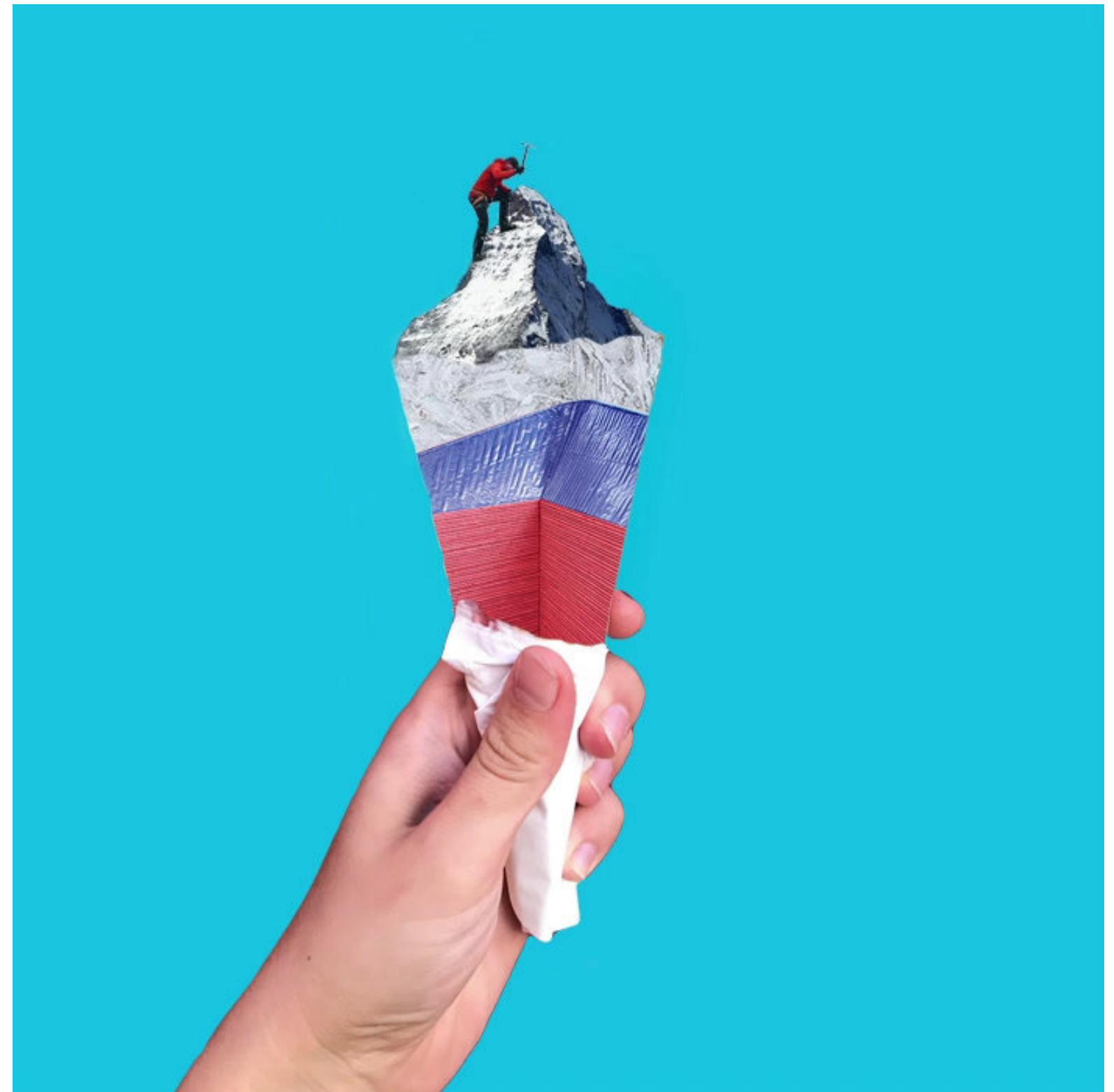
THESIS PROPOSAL

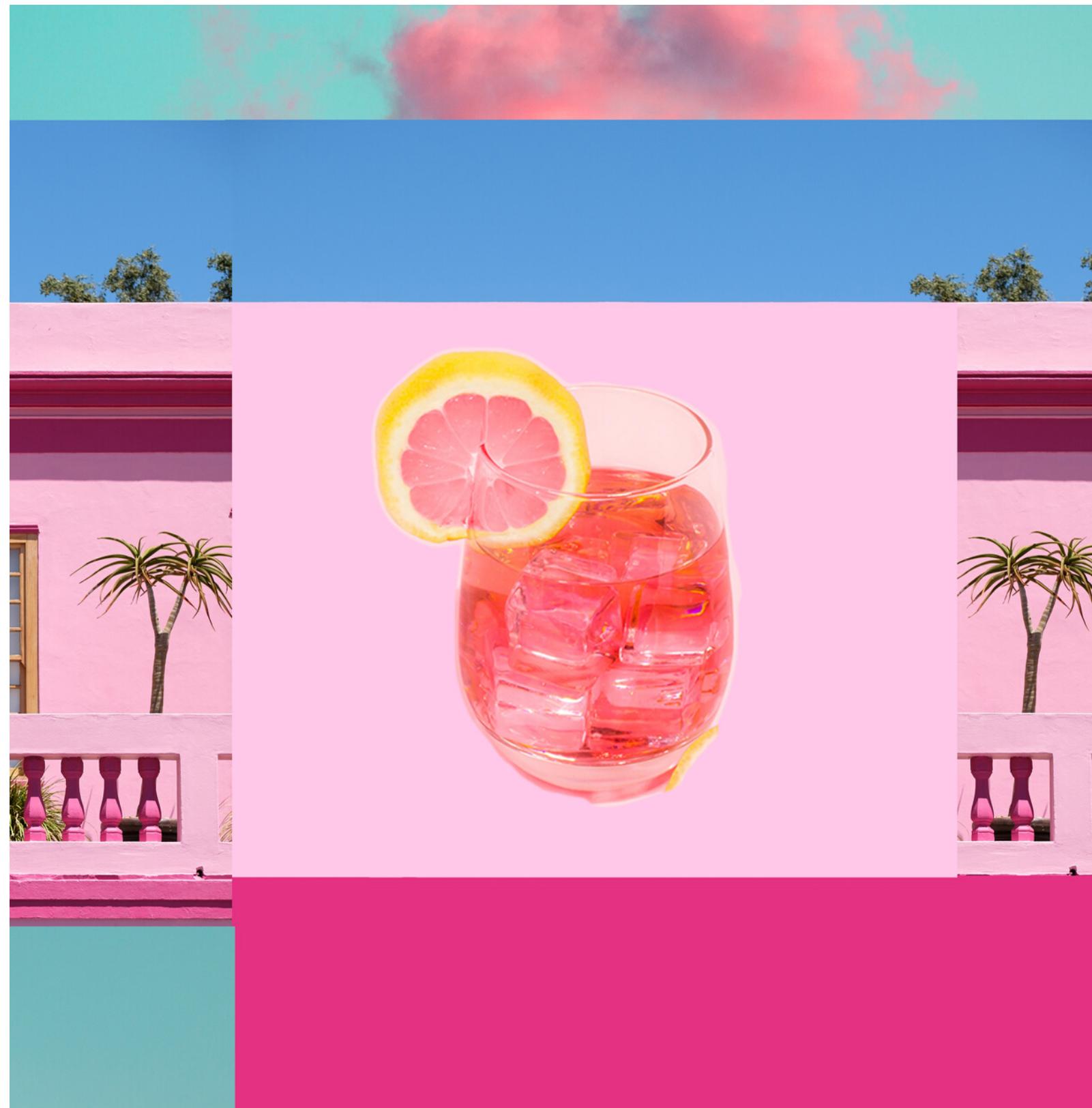
THEME I WANT TO FOCUS ON:
the phenomenon of taking the function of food
from a purely physiological need to an obsession
and artistic rank.

I would also like to focus on the whole process of
when we became so addicted to food, that we
decided to create a new canon of beauty and
desire out of it.

WHY?

- INTERESTING AND POPULAR TOPIC NOWADAYS
- PHENOMENON OF TAKING FOOD OUT OF IT'S BASIC FUNCTION
- COMBINATION OF FOOD AND ART TO CREATE AN OBJECT OF DESIRE
-





MAIN QUESTIONS I WOULD LIKE TO ANSWER

Why does food became a new art and desire canon in today's society ?

How social media uses food trend to create an object of desire?

What is the difference between normal picture of food and the "foodporn" photography?

How marketing strategies influence on creating our obsessions ?



PRACTICAL WORK

--> A vision of food madness combined with traditional forms of art.

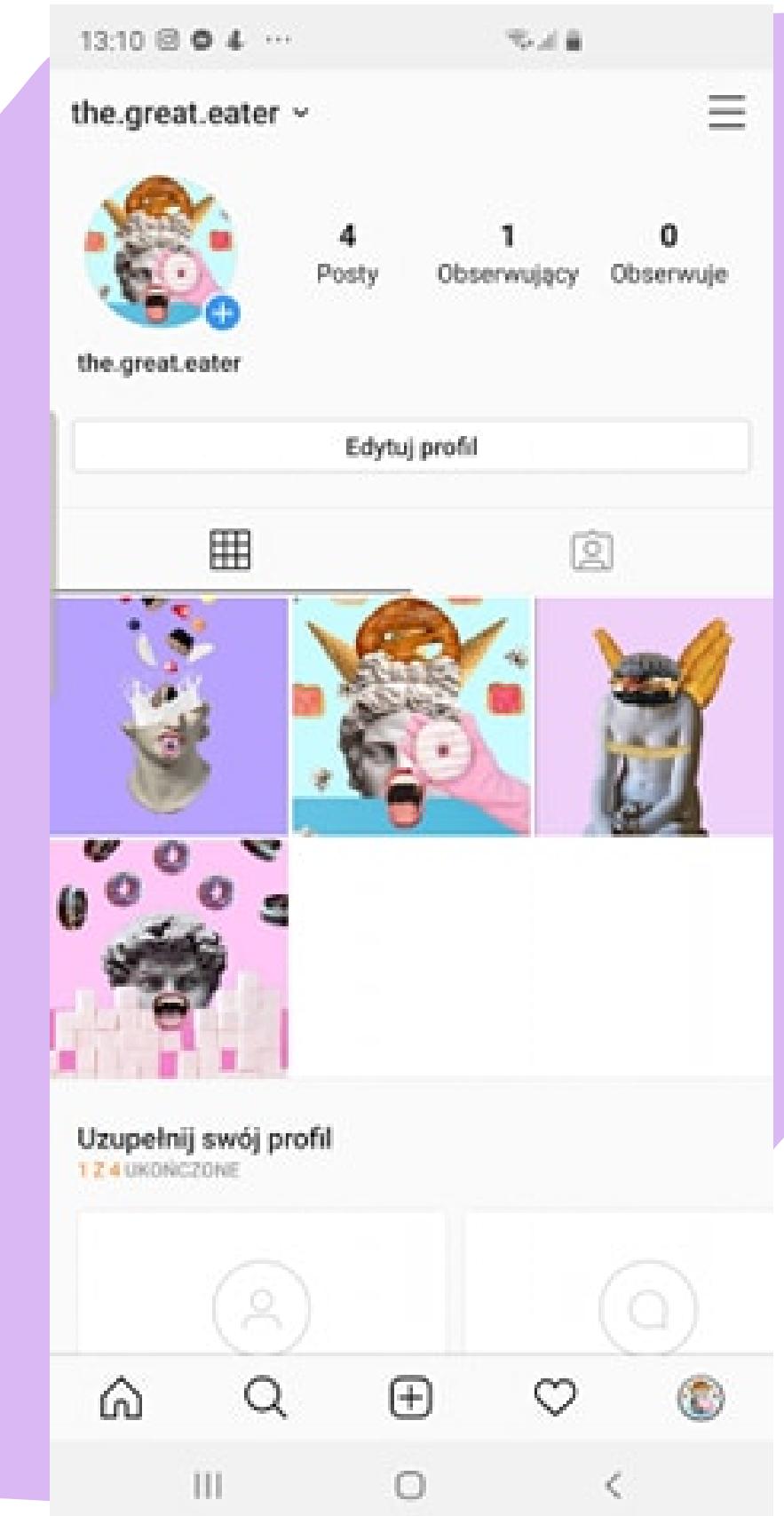
--> Food as an art piece, canon of beauty, and drug of the 21st century.

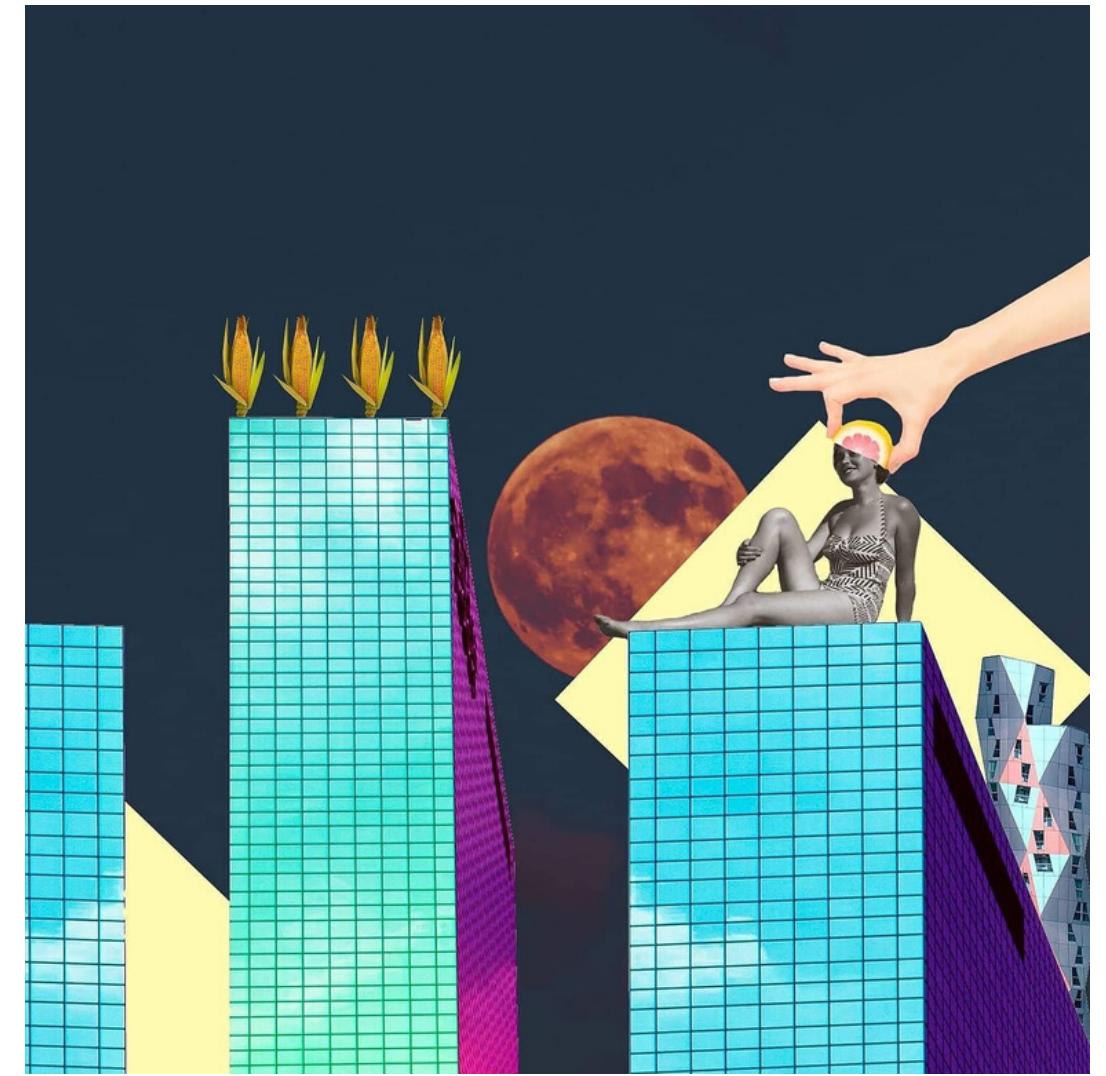
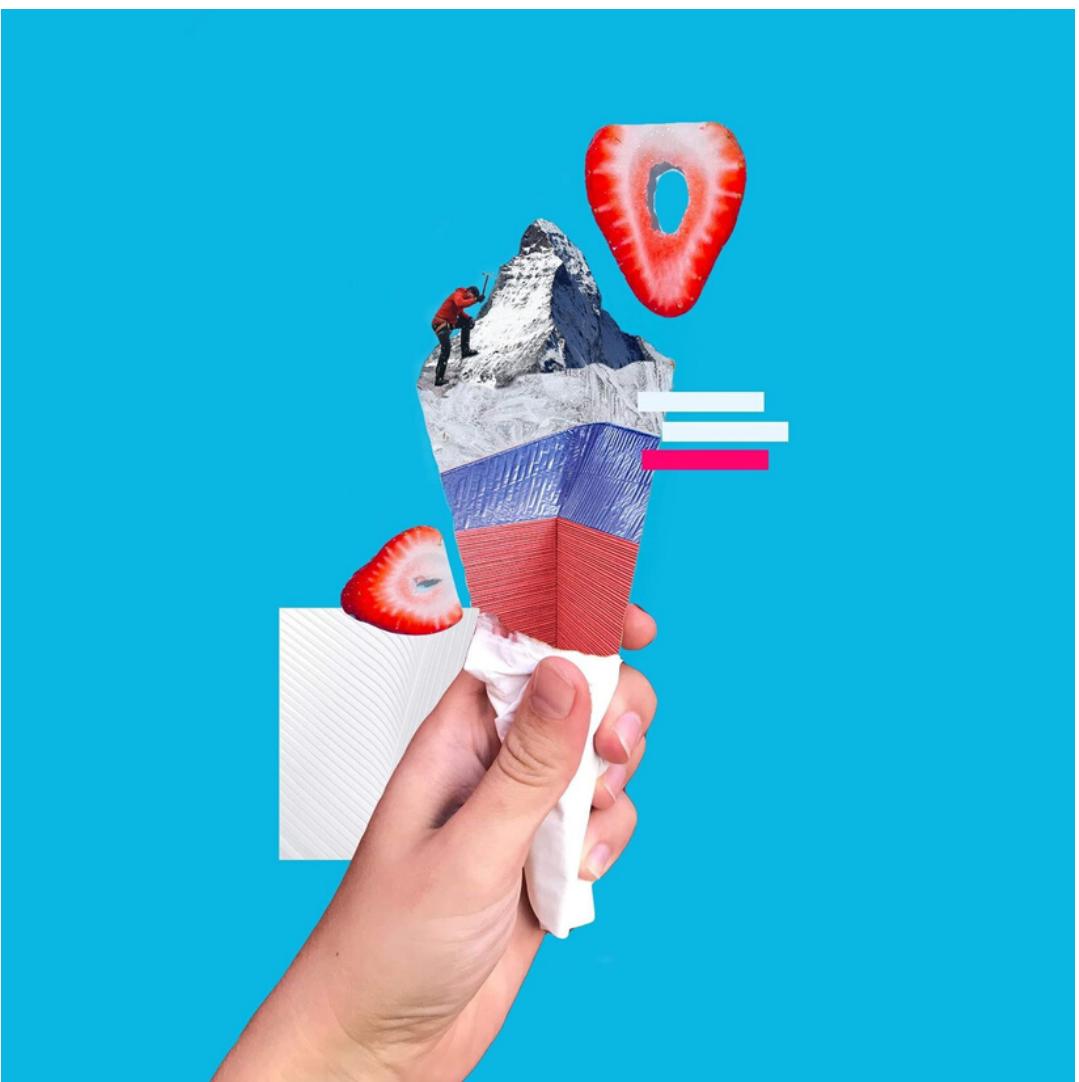


examples of collage posters

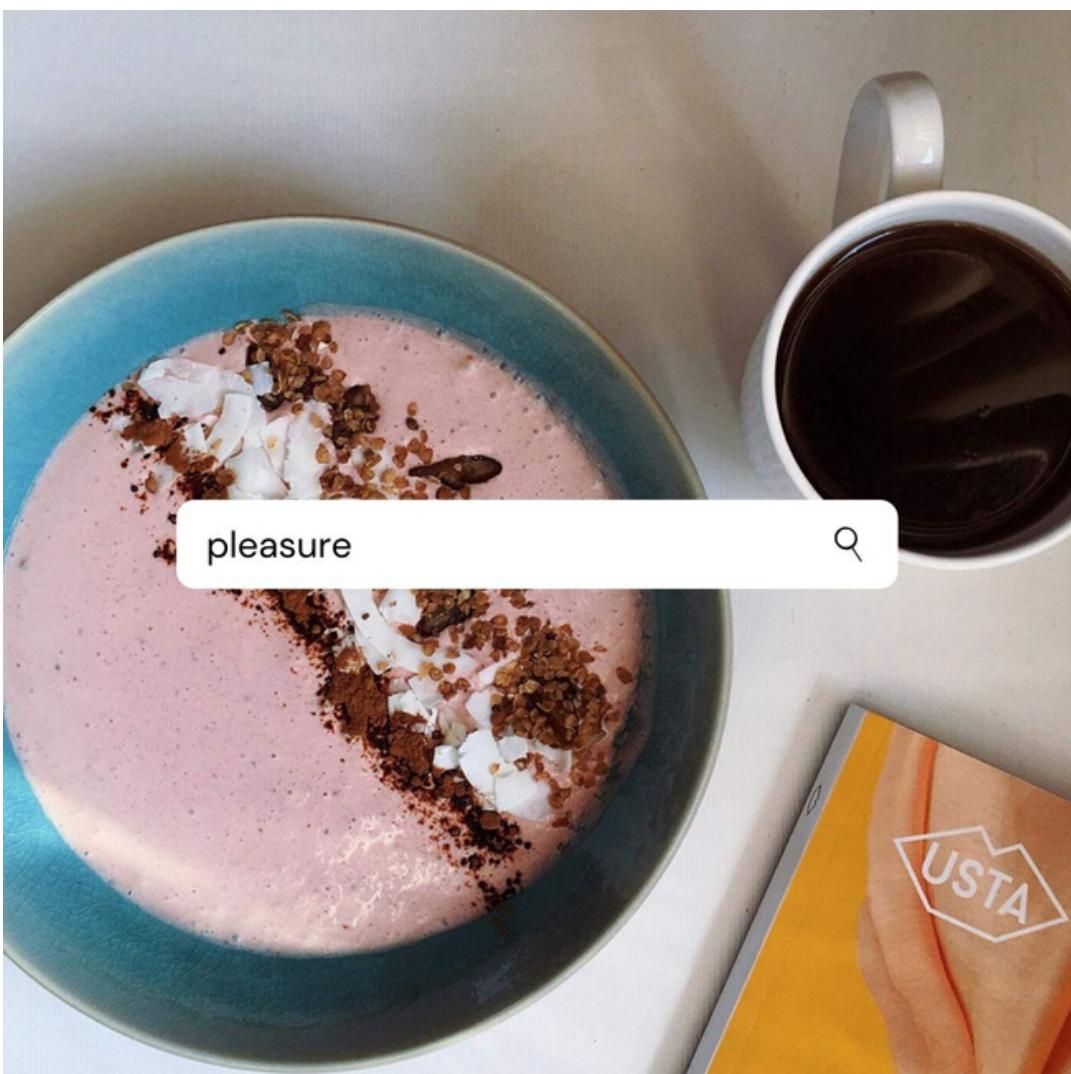
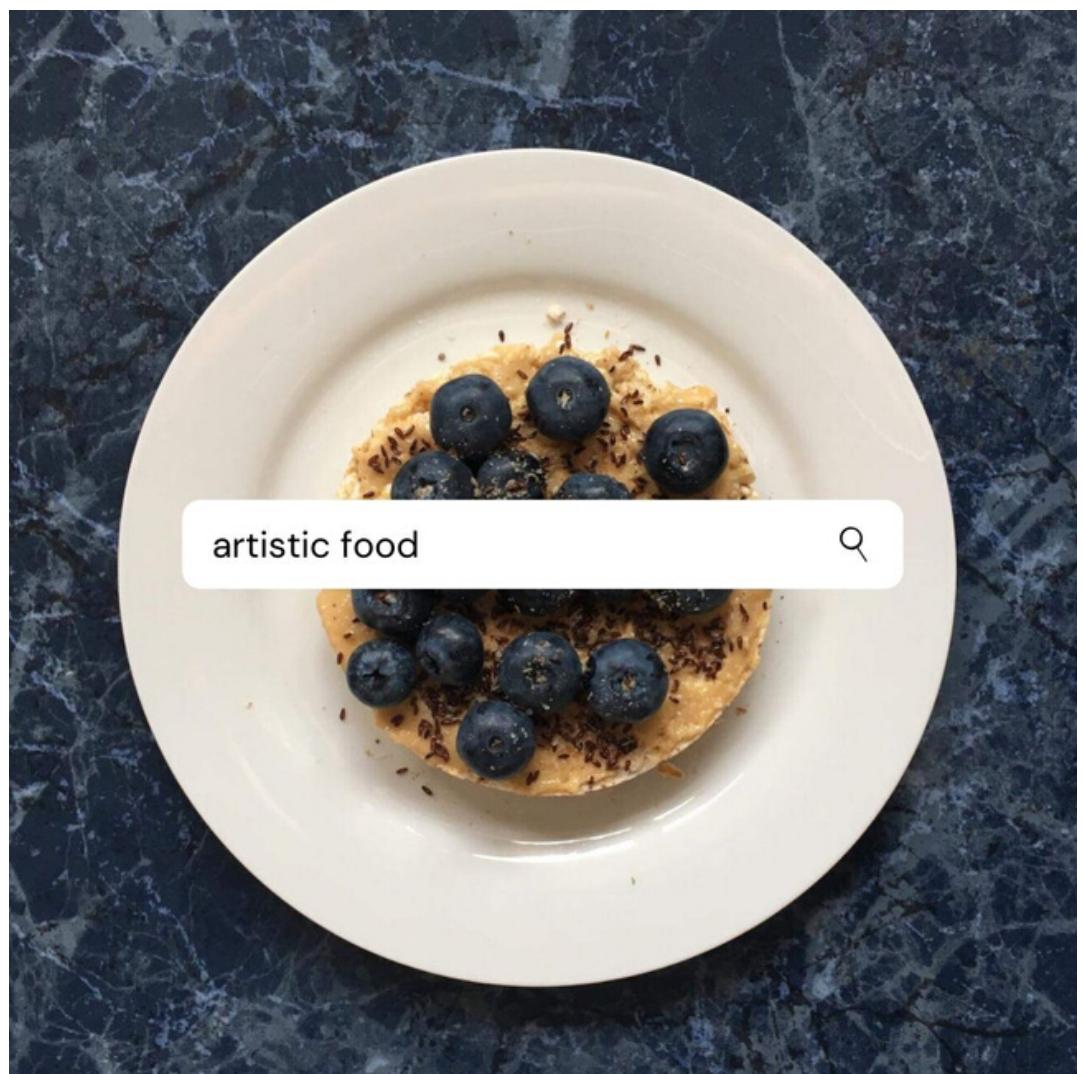
#FOODIE #GOODFOOD #FOODPORN

--> Instagram account as the essence of the social media trend and platform for sharing food and art pictures.





examples of instagram collage posts



examples of instagram photos



THANK YOU!
FOR YOUR ATTENTION

*all the materials used in this presentation were made by me