18.06.2012

Introduction

"Life in the image world has made us all voracious, if not always deliberate, consumers of visual messages. Easy access to computer graphic tools has turned many of us into either amateur or professional image producers. But without a basic understanding of visual language, a productive dialogue between producers and consumers of visual communication is impossible."

Christian Leborg

Modern Theory

Modern Theory is a research and discussion platform with a focus on graphic design and visual culture.

We aim to be a resource for contemporary design ideas and activities.

Modern Theory is the counterpart of Modern Practice a design consultancy with a focus on visual identity.

Visual Grammar

To celebrate the launch of Modern Theory we are organising an exhibition called 'Visual Grammar'.

The aim of this event is to articulate the beauty of form and to investigate its principles, functions and consequences in visual communications.

Modern Theory has invited ten studios to participate in the exhibition. Each studio in turn has nominated another studio or designer to take part, adding up to a total of twenty contibutors.

The exhibition will create a stimulating dialogue between studios and designers from around Europe in the city of Brussels.

The event will take place during 'Design September' a major international design event and it will be held at MAD Brussels, the future Centre for Design and Fashion.

Briefing

Visual language, like any language, has a structure that is organised by grammar. When visual elements are ordered in space and time, visual language is working to communicate. Those elements are the building blocks of visual language. They are comparatively few in number and can be categorised broadly in terms such as direction, tone, colour, texture, scale and movement.

Participants are asked to research and communicate an aspect of the fundamental components of visual grammar.

Based on your research, you will create a poster that will visually convey your findings. You are free to interpret the brief in any way you see fit, provided that the poster articulates the concept of visual grammar and conforms to the technical requirements outlined below. In addition, you are asked to submit a short rationale for the work.

Modern Theory

Visual Grammar

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Outcome

— Poster Specifications:
Format: 950mm x 635mm
Colours: Black and Pantone
032U Red
Printed on 240g/m² white stock

Origination: please supply
work digitally, ensuring that it is
suitable for printing.

— Rationale Specifications:
Format: A5
Paper: White
Colours: CMYK
Text: Max. 250 Words

Participants will supply a
short overview evaluating their
intentions in producing the work
as a text file, to a maximum of
250 words. Modern Theory will
use this to design and produce
A5 tear-off sheets which will be
available at the exhibition. They
will be drilled and wall hung.

Deadline

In order to keep our deadlines
with the printers, we would
kindly ask you to deliver your
artwork and its rationale on
Monday 6th of August 2012
latest – earlier if possible.

Artwork should be sent to
info@modern-theory.com

For any further inquiries,
please feel free to contact us
at info@modern-theory.com

Poster Text

Visual Grammar

Astrid Stavro
Atsuki Kikuchi (To Be Confirmed)
Base
Claudia Klat
Coast
George Hardie
Hort
Leterme Dowling
Maddison Graphics
Modern Practice
MuirMcNeil
NeuBau
Node Berlin
North
OSP
Please Let Me Design
Project Projects
R2
StudioThomson
Work In Process

06.09.2012 to 18.09.2012
Open daily from 10.00 to 19.00

MAD Brussels
10 Place du Nouveau
Marché aux Grains
1000 Brussels Belgium

Curated by Modern Theory
Designed by [Your Studio]

Editions

Posters will be sold by Modern
Theory in limited editions prints,
strictly in order to support the
costs of production for the
event. Participating designers
will receive five copies of their
work and other participants'
posters will be available at a
reduced price.