

## WORKSHOP BRIEF

### INTRODUCTION TO NETWORK CULTURE

Using Photoshop and mockups, create a concept artwork that integrates binary code and translates it into a graphic form. The binary can be visualized as embroidery, an image on clothing (shirt, sweatshirt, hat), a poster, or a postcard.

#### DELIVERABLE

One high-resolution JPG file, size 1920 × 1350 px.

The final artwork should clearly show how binary code is transformed into a graphic expression.

#### DEADLINE

This workshop must be submitted before Class 6.

Late submissions may not be accepted.

#### EVALUATION

The final grade for this course is based on the average of all workshops.

This workshop counts as part of the 40% final mark assigned to workshop projects.

#### CASE STUDY:

Consider the sweatshirt created by Greek artist NANO, which depicts a heart shape using a binary sequence. When decoded, the sequence reveals the title of the Athens Museum of Contemporary Art exhibition: **Modern Love** (or **Love in the Age of Cold Intimacies**).

