Poster assignment

Poster Assignment

 The assignment is mandatory, the exhibition optional.

Poster Assignment

- The assignment is open in MyCourses under M5/M6
- There are two different folders you can choose from
 - If you want the poster to be exhibited
 - If you do not want to exhibit the poster

Options

You may work individually or in a group

Options

- About a **topic** you are interested in OR
- About your preliminary research plan
 OR
- About your ongoing research (Secondyear students).

Submission Specifications

- Deadline for submissions to be exhibited:
 March 28 at 18.00. Later submissions can't be taken into account.
- PDF-format
- Vertical A2 (colour or b/w)
- Analogue poster-designs should also be digitally submitted as scans.

Poster Assignment

- The posters will be exhibited on 55"
 screens in Väre and at the Harald Herlin Learning Center.
- The installing happens on Friday,
 March 31.
- The exhibition opens on Monday, April 3.

Some examples





n the north of Spain, a river marks the border between the country and its neighbour, France. On the middle of that river is a small island, belonging to neither yet belonging to both: every six months its ownership changes. The first half of the year, it belongs to Spain, while the second half of the year the ownership passes to France. And so the Pheasant Island is shared by both countries and finds itself in a constant flux of movement and transformation.



Liminal spaces (from Latin Limen, 'threshold') mark a pause and encourage exploration within a space - physical or mental - away from societal norms, before reintegrating with society again.



As I was illustrating it for a reportage project, that in-between space raised questions on obiectivity, liminality and visual communication.

How can reportage illustration be journalism if it so undeniably subjective?



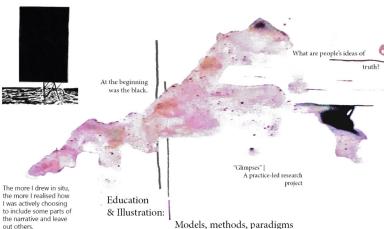
Also called places of transition or transformation, they are thus filled with uncertainty but also hold important creative potential. As illustrators we can use that space to creatively overcome troublesome concepts.

Trying to grasp that seemingly counter-intuitive question, I found myself investigating the gap between truths. using illustration as a

research tool to better understand liminal landscapes, mythologies and resulting realities. Through an intuitive approach of abundant making, I illustrated liminal landscapes - real ones from observation such as the Pheasant Island or landscapes encountered on train iourneys, as well as imagined ones. My aim was to discern the role of reportage illustration within the wider contemporary journalism and illustration context. For instance. how did the iournalistic narrative change if I added (wrongly) remembered details?

I found myself in a

threshold.



"You're being manipulated and there's nothing wrong with it" Learning through illustrating: the fruitful chaos within threshold concepts



ndeed, it was through creating that I was able to ask, to think and to finally make sense of the concepts of subiective journalism and the resulting truths. The inquiry was followed by a rigorous, this time very conscious, process of editing and refining.

end research project also includes an artist's newspaper titled The Printed Word #1 'Spaces of transit and suspension' which compiles the illustrated reportage project on the Pheasant Island and other liminal landscapes with a written article on the value of subjective journalism. This documentation of different ways to see the world offers a new

personal perspective

Called 'Glimpses', the

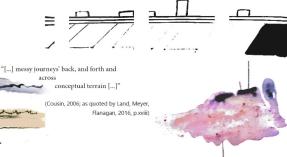
and reminds the audience of both the journalist's and their own subjectivity.

Illustration Research Symposium 11 | 2021

While the research-led project represented a lone mental space of ambiguity and abundant creating, the resulting landscape of artist's books forms a physical liminoid space. inviting viewers to take time out of their daily routines to interact with the delicate work, to reflect on it and to wonder, perhaps creating additional questions.

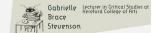
As such, rather than a visual representation of conclusions, my creative practice is the embodiment of the action of researching, and poses a case for the use of illustration to overcome troublesome threshold concepts.





María Elorza Saralegui www.mariaelorza.info

Illustration Talks About Itself.





De Certeau's theories about the theoretical relevance of narrative help justify both the use and the relevance of the property the property of the property of

Theory is represented here by psychoanalyst, loosely based on Freud. His character has uritten volumes on countres other practice and the process of the pro





Exploring the Art Director-Illustrator Relationship in Higher Education

Every commercial illustration project is a collaboration between illustrator and art director. How often and how deeply do we explore this relationship with students? Besides the professional practice benefits, what could students learn about creativity and communication by investigating the art director-illustrator relationship?

Source 1

A project developed over 3 iterations at Edinburgh College of Art: the lecturer runs an editorial illustration project switching between the roles of art director and lecturer. The two approaches and criteria are compared and contrasted throughout

Source 2

An ongoing series of critical conversations with The Guardian art director Sarah Habershon on the nature of art direction and the collaborative relationship it has with illustration.

Source 3

15 years experience of working with art directors for clients such as The New Yorker, Google and Faber & Faber alongside 10 years of teaching experience.

Findings

Art directors need pictures that solve the given problem without relying on further commentary or justification. This invites exploration of the pure communicative functioning of pictures (i.e. how they work) and, temporarily, renders ques-

The art director - illustrator relationship is a collaborative process. This <u>creates opportunities for students to let others</u> into their own processes, integrating others' ideas and relinquishing total ownership of a project. Self awareness increases when we are required to articulate our thinking and have it reflected back to us by others.

tions of personal expression/exploration as secondary.

Art directors and illustrators must develop a vibrant, trust based relationship in order to achieve the best outcome. Skills such as negotiation and interpersonal communication can be presented as activities to engage with creatively and analytically.

Art director - illustrator relationships demonstrate the significant potential of conversation as a process for conceiving and developing ideas.

Considering the art director - illustrator relationship enables students to <u>find parallels between verbal and pictorial forms of communication and encourages them to transfer their understanding between the forms</u>





Lintend to further explore this topic by developing a teaching project, in collaboration with prominent art directors, where illustration students art direct each other remotely across institutions.

Michael Kirkham - mkirkham001@dundee.ac.uk

Introduction

This poster presents an overview of a Research Module run with Year 2 BA Illustration students at the National College of Art & Design

As educators, we often show students what we feel illustration can do. Yet my hope for this module has been to develop an environment where students get to explore, investigate and share their own independent understanding of the discipline.

While we may feel that the role of the illustrator is changing, history has a tendency to repeat itself. By placing the history of illustration at the core of this module, it provides an opportunity for students to contextualise their role as contemporary image-makers within a broader political, social, cultural and economic context.

Methods

Year 2 at NCAD introduces students to the fundamentals of illustration: drawing, printing, composition, narrative and sequence. While research is an integral part of the entire programme, the research module specifically aims to introduce inquiry as another fundamental part of the discipline.

In Semester 1, this module is broad and collaborative. It introduces students to a variety of research methodologies through a series of short assignments that encourage them to explore and reflect on their own personal understanding of the discipline while also negotiating that position with their fellow students.

Twentieth-century illustration is used to ground these disparate short assignments, and prompts students to recognise the ever-changing role of the illustrator. It draws attention to how illustration shapes, informs and responds to a multitude of external factor.

One assignment sees each student assigned a different artistic movement and asks them to give a brief presentation about it. In their next assignment, they are then asked to produce a zine in response to that movement. This has led to feminist reimaginings of pin-up art, irrational colouring books inspired by the Dadaists, and an unsentimental reflection on contemporary dating informed by the New Objectivity movement.

These short Semester I assignments provide more opportunities for students to take risks and to fail. In Semester 2, the focus shifts to a single self-directed assignment. This allows students to build on their skills from the first semester while also encouraging them to explore where they feel they may wish to position their own practice as illustrators.

"If you want to do anything new you must first make sure you know what people have tried before."

- F. H. Gombrich, A Little History of the World (1936)

Outcomes

In Semester 2 students are asked to complete the following:

- Identify and research a subject-matter that is rooted in the 20th-century
- · Develop a research question to guide the research
- Using primary and secondary research, use an explorative and iterative process to create a visual outcome that answers the research question

Subject Matter	Research Question	Outcome
Twentieth-Century Literature	Can a student's understanding of the English senior cycle be improved through the use of illustrations and imagery?	A personalised illustrated poetry pack for students that could be generated through a website
The Establishment of the Irish Girl Guides	How can I use Illustration to promote the Sustainable Development Goals within the Irish Girl Guides?	An illustrated activity book for Irish Girl Guides to help to further educate on the Sustainable Development Goals in a fun and engaging way
The LGBT movement in the city of Cork during the 1980s and 1990s	How could an illustrator tell the story of the 1980s/90s LGBT movement in Cork in a way which would be accessible and engaging to the younger LGBT generation?	A series of animated vignettes based on interviews with figures involved in Cork's LGBT movement

Critical reflection is an integral part of this module and so students develop and submit Research Documents that outline their process. This helps to stress the value in their research and emphasizes that investigation, consideration and reflection should be important factors of their practice.

Results

Research Documents provided an insight into the successes and shortcomings of the module. Selected findings included:

- Students established trust in the process of research and identified the benefits of undertaking primary and secondary research
- Most students highlighted the advantages of defining a strong research question to guide their work
- Many students identified shortcomings in their timemanagement—an important learning outcome as they transition to their final year
- The brief provided an opportunity for students to develop a relationship with self-directed work. Some reflected on the challenges and opportunities that an open-ended brief has compared with a more industry-focused one
- A large number of students noted how much they enjoyed the brief and many continued with continueing their work after submission

"One thing design does very well is give tangible form to ideas, ideals, attitudes, and ways of seeing the world, all expressed through the stuff of everyday life."

- Anthony Dunne, A Larger Reality (2018)

Conclusion

Traditionally, the role of the illustrator has involved meeting the needs and requirements of other people; clients provide content and the illustrator is responsible for communicating that content visually. Yet, today, the role of the illustrator is becoming more multifaceted.

By encouraging students to research and develop their own content, do we risk diluting the traditional understanding of the discipline or are we helping to champion its development? By grounding this teaching in the historic, I believe that it provides an opportunity for students to recognise the tradition of the discipline while also encouraging them to navigate their own unique definition of it.

References

Dunne, A. (2018), 'A Larger Reality', in Fitness for What Purpose, Manchester: Design Manchester / Eyewear Publishing

Gombrich, E., (2013). A Little History Of The World. New Haven: Yale University Press

LEARNING FROM LISSITZKY

ILLUSTRATION AND THE NEW NON-OBJECTIVITY

El Lissitzky, the Russian avant-garde artist at the beginning of the 20th Century, declared a break with traditional modes of representation and embraced geometric abstraction, aiming to revolutionize artistic practice.
The 'Word and Image' module, through abstract visual representation, encourages a deeper engagement with a text to communicate meaning in an innovative, idiosyncratic and creative way. Lissitzky and other abstract artists are referenced in the module to contextualise abstract means for communicating a narrative. Throughout the brief, students engage with a methodology which recognises the need for research, exploration and experimentation.

This Level 2 BA Hons Illustration module is designed to question the illustrator's role as an interpreter of literary meaning. Students engage with and visually communicate a range of fiction and non-fiction narratives including, news reports, spoken word, and documentary material through non-figurative visual means.



Megan Pilcher King and Isabella Dahr: 'Little Red Cap' by Carol Anne Duffy

METHODS: LECTURES & WORKSHOPS

Abstract or Figurative - Data Visualisation - Visual Research Narratology - Composition for Storytelling - The Abstract Book - Senincitics: The Grammar of Visual Design - Text as Image - Image as Text - The Move from Words to Pictures



Abigail Smith: 'Streets of London' by Rolah McTell

CONCLUSION

Support support in thorough research into the background support in the support in su

AIMS

The aim of the module is to deconstruct visual language and communicate a narrative using non figurive means, to promote a new methodology for illustration, questioning what is illustration and the role of the illustrator? when is illustration and the role of the illustratory. Reflect on the role of the illustratory through the study and the role of the illustratory through the study and representation. Investigate individual approaches to the cole of the illustrators as translator and interpreter. Analyse texts and synthesize provided skills in the rediscion of the role of the illustrators are resulted and interpreter. Analyse texts and synthesize provided skills in the rediscion of the role of the



Beth Suzasna Harris: "Still I Rise" by Maya Angelov

OUTCOMES

A sequence of interconnected images or the equivalent, visualising a narrative using non-figurative, abstract means. This can be in the form of either a book, animation, film, 30 assemblage, performance, intervention, installation or

The second outcome includes typographic elements to complement the abstract narrative. Text can be used as image or more literally to anchor meaning.

The module encourages abstract thinking and making and a collaborative and experimental approach with outcomes as diverse as performance, dance, 3d making, film, installation, animation, puppetry and immersive technologies including Virtual reality.



How to become a better illustrator (and citizen): spend time in imaginary worlds, talk to yourself, stay away from people, rommune with nature. draw about it. A cross-disciplinary and transformative educational research project.

This project explores the lationship between visual munication & ecopsychol ogy, aiming to engage illustrotion students with issues around nature connection, wellbeing & sustainability

The Brief This brief introduces students to a way of exploring their owner's the notirol environment, and asks whether their ehaviour & attitude might change whilst engaging with practical, creative and analytical activities.

The Tasks 1. Imagine (anticloate) time in nature & generate writing and imagery in response.

2. Experience (actual) time audio recording of verbalised thoughts. 3. Interpret (inform) on opinion, agenda or perspective ing using illustration.

"The deep & enduring sychological questions-who e are, how we grow, why we suffer how we heal-are issenarable from our relationships with the physical world. Similarly, the sources of, and solutions to, environmental problems, are deeply images of self & nature, & our behaviours."























tudent Reflection

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often see nature as a single there is as much diversity

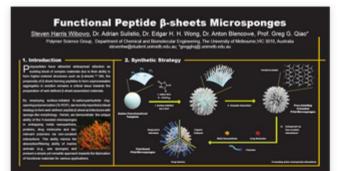
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TRITON HIGH SCHOOL

September 3-5, 2021, 8AM | High School Gym

