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Workshop “Communication vs. Interpretation”

Aleksandra Andreeva

23 and 24 feb. | 9h00 -18h00

Room 3.60

Advertisement, sign on the street, poster, announcement or just simple tag written on the wall normally are perceived as an eye-catching information and clear-cut message. Walking on the streets we can notice a number of those types of communication which are destroyed under the influence of the external factors or people behavior. In this case part of the text is illegible in the process of transformation or absolute deformation of letters in words. It's a paradox, such text or letters are recognizable, but at the same time they present another atmosphere and emotional context. The workshop pretends to test and study the letterform deformation and its borders of readability as well as building a message with new typographic forms created as an inspiration of cut or deformed letters. The participants of the workshop will be involved in creating a statement in an optional form of media (poster, installation, publication cover, audio visualization, animation and other) using the collected and worked out typographic forms uncompleted, damaged or transformed.

*Students should bring their own computers with Adobe Illustrator and Photoshop, paper and sketch materials and a camera.