



GRAPHIC DESIGN YEAR2

valeriia lykholit

04/11/2023

10.00 – 16.00 UUR

ACADEMIE MINERVA

OP
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G
E

LOCATIE:

GEDEMPTE ZUIDERDIEP 158, GRONINGEN

PRAEDINIUSSINGEL 59, GRONINGEN

ACHTER DE HOVEN 23, LEEUWARDEN (POPULAR CULTURE)

BACHELORS

AUTONOME BEELDENDE KUNST/FINE ART

VORMGEVING/DESIGN

DOCENT BEELDENDE KUNST EN VORMGEVING

POPULAR CULTURE

04/11/2023

10.00 – 16.00 UUR

ACADEMIE MINERVA

VOOR POPCULTUUR

OP
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BACHELORS

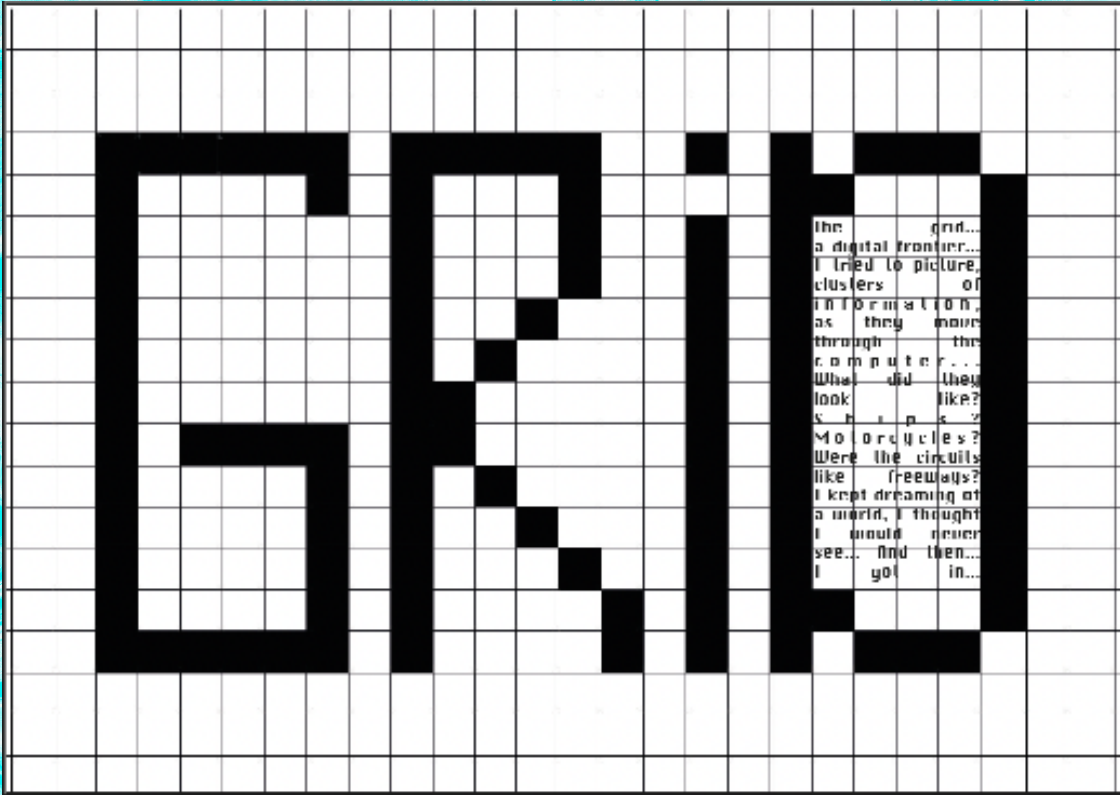
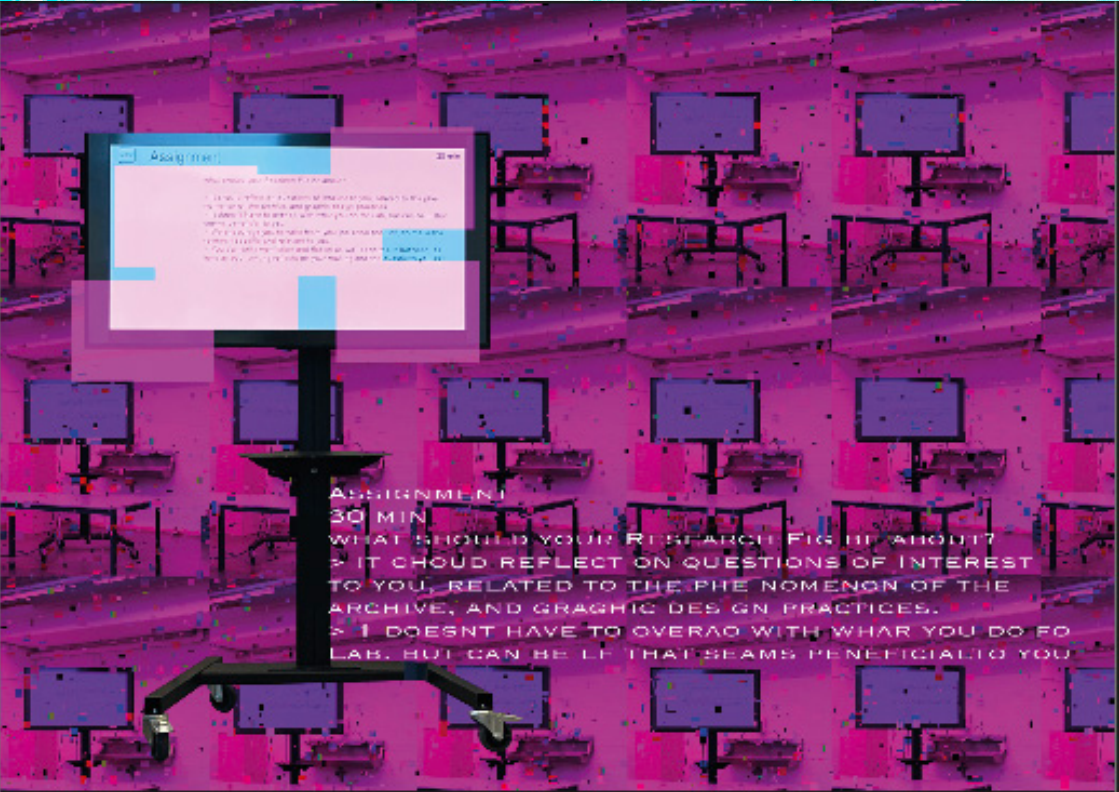
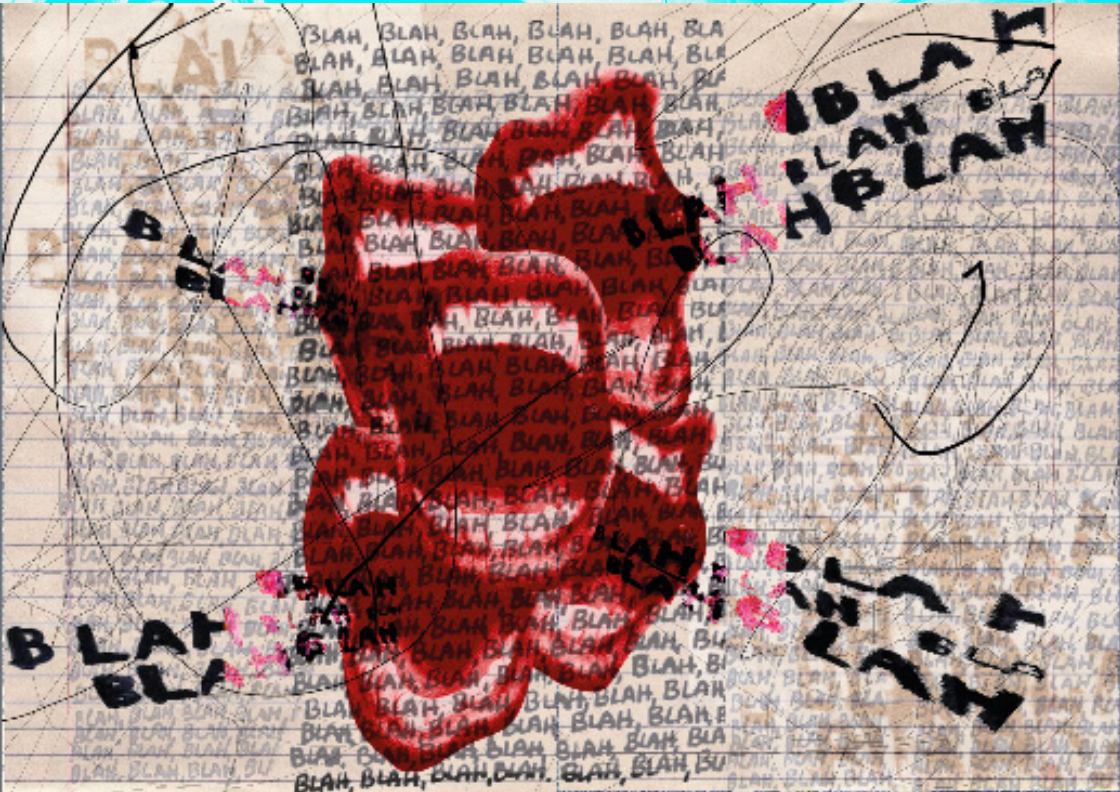
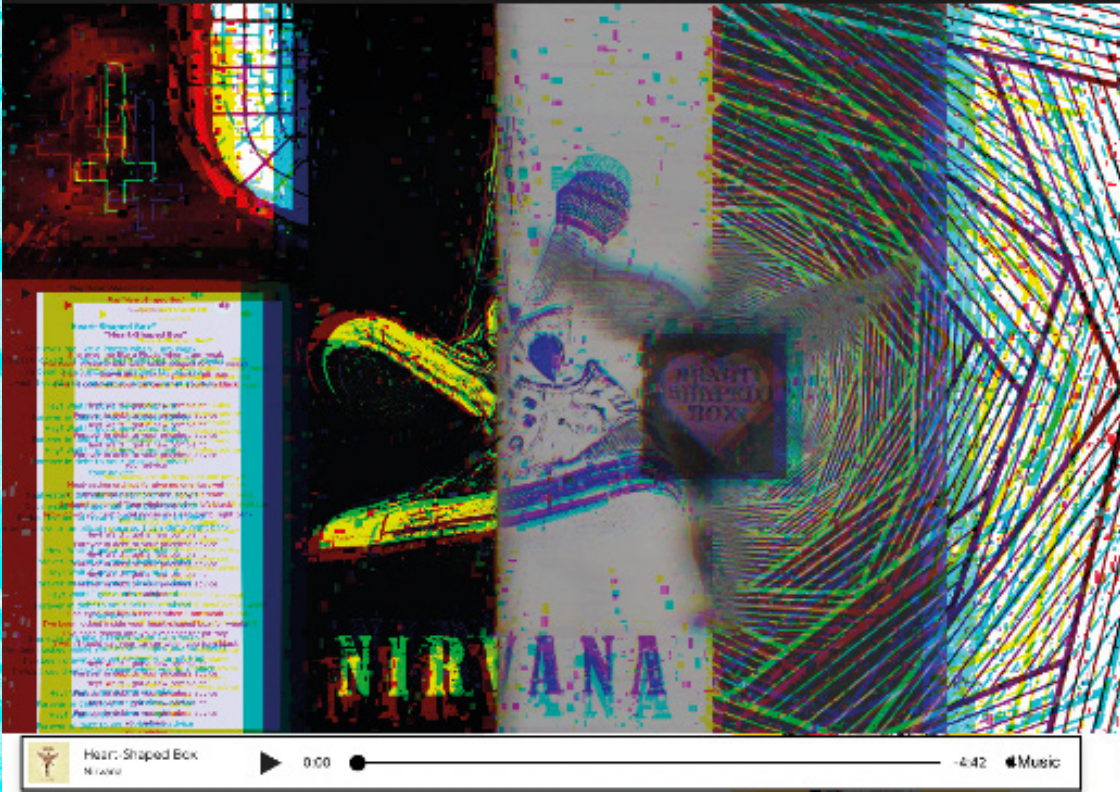
POPULAR CULTURE

LOCATIE

ACHTER DE HOVEN 23, LEEUWARDEN

The grid...
a digital frontier...
I tried to picture, clusters of information,
as they move through the computer...
What did they look like?
Ships? Motorcycles?
Were the circuits like freeways?
I kept dreaming of a world, I thought I would
never see...
And then...
I got in...

The
Grid



DONUT

Did you know why donuts have a hole inside?

Because the first doughnut with a hole in the center, as we know it today, was created in 1847 by an American sailor named Hanson Gregory. He decided to puncture the center of the dough to reduce the «raw» areas inside the doughnut and improve their cooking. That's how the history of the iconic ring-shaped doughnut began.

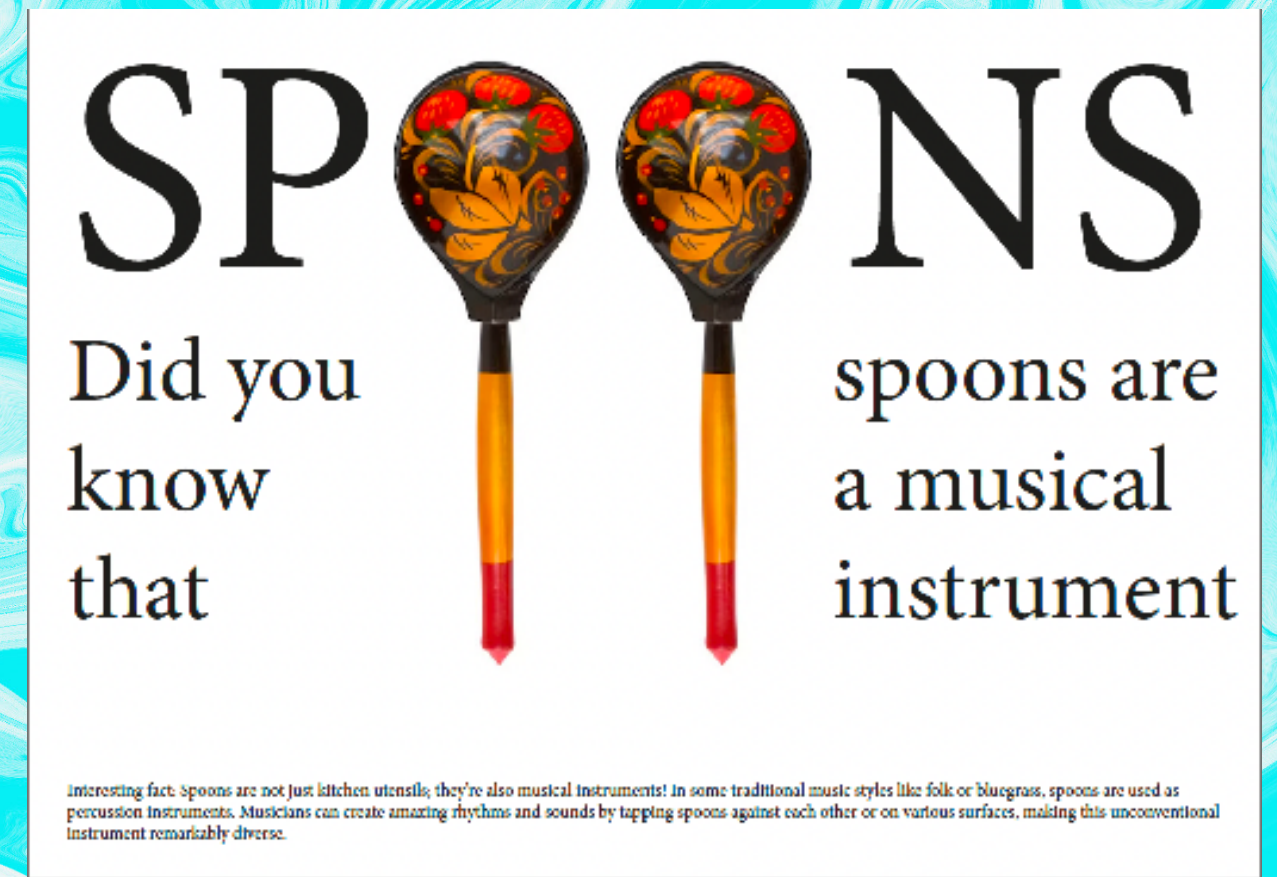
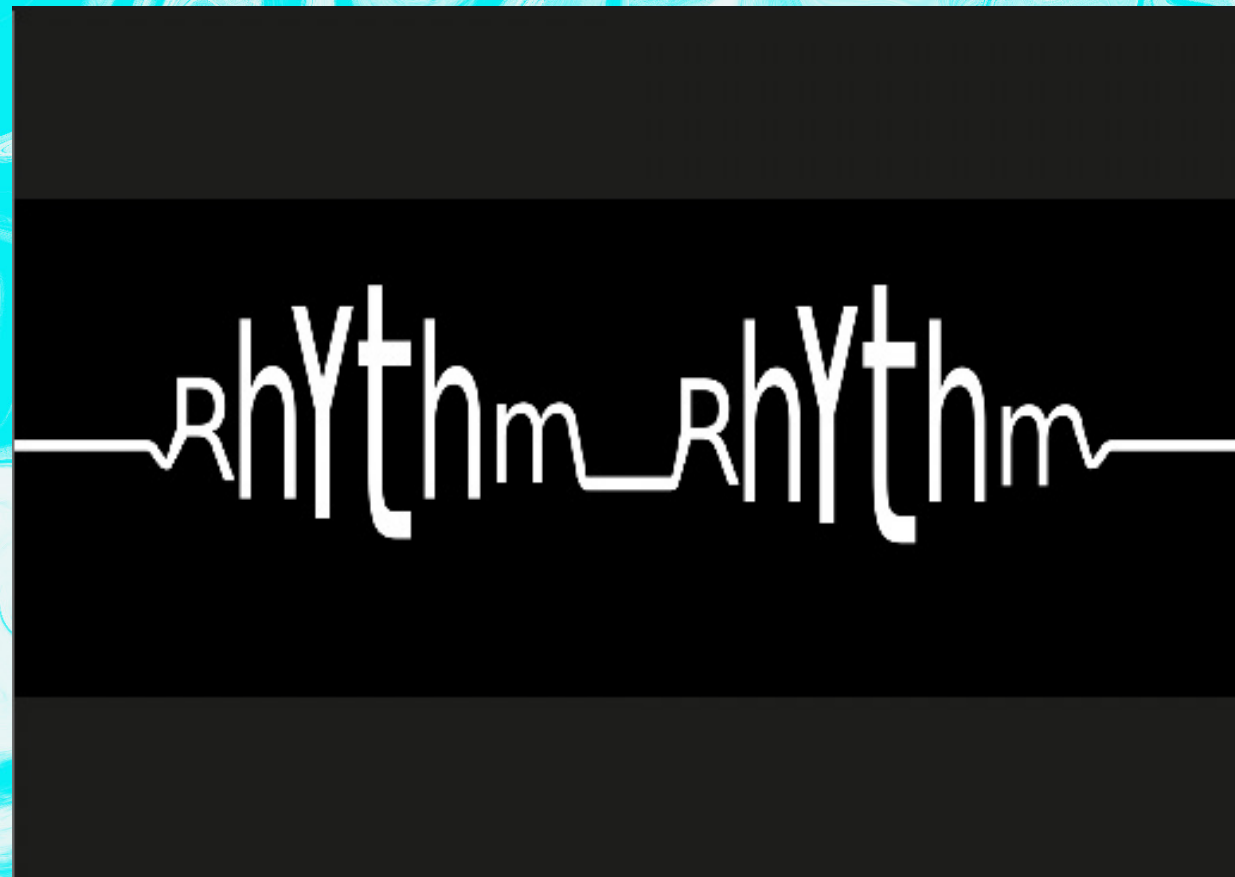
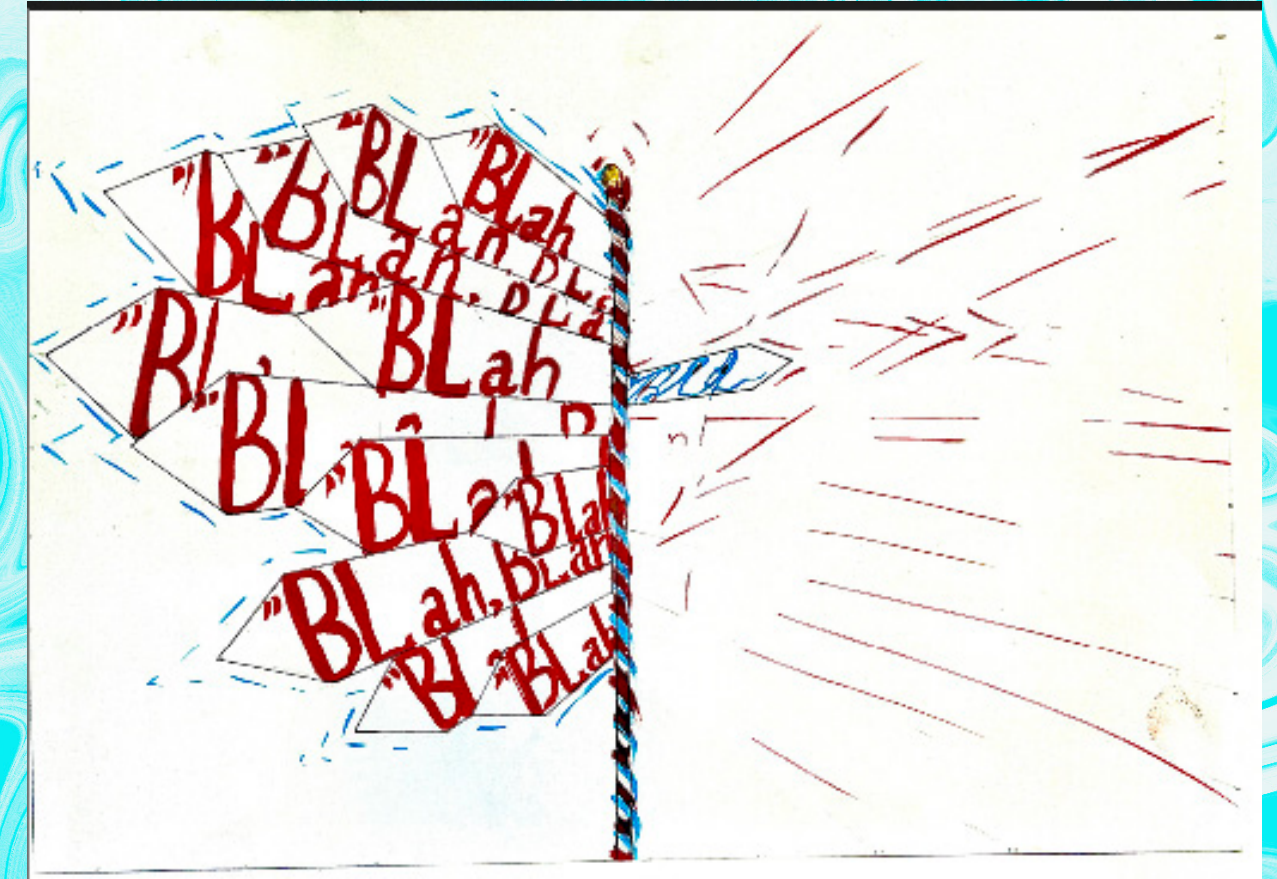


STUDIO
Text - orienteted



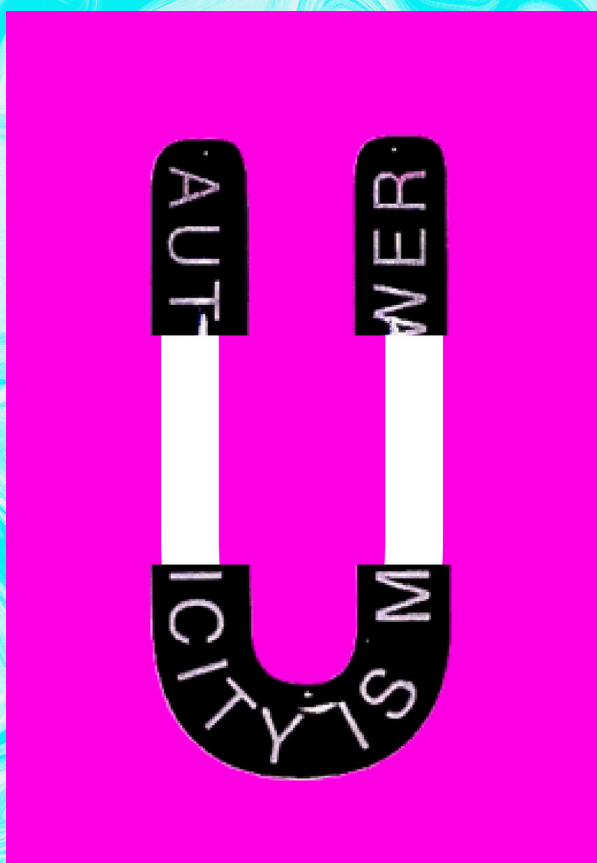
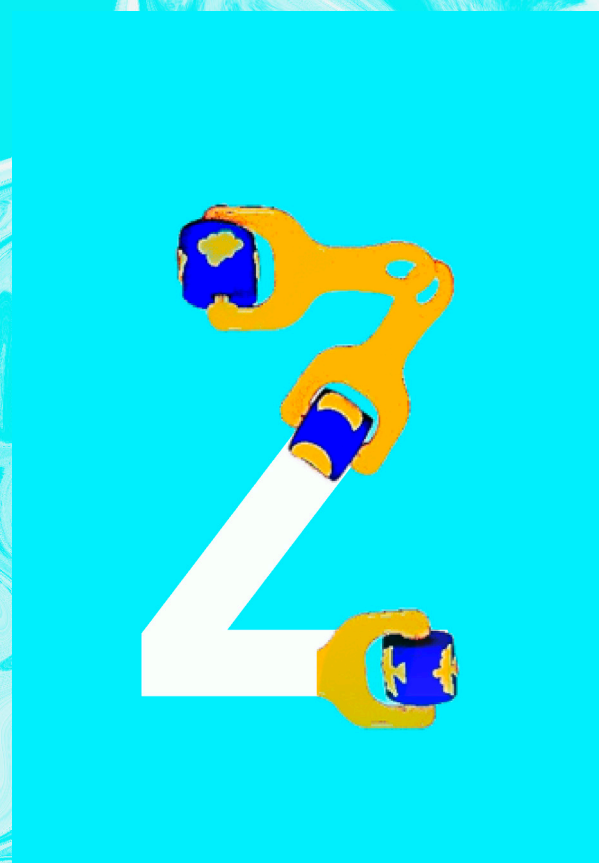
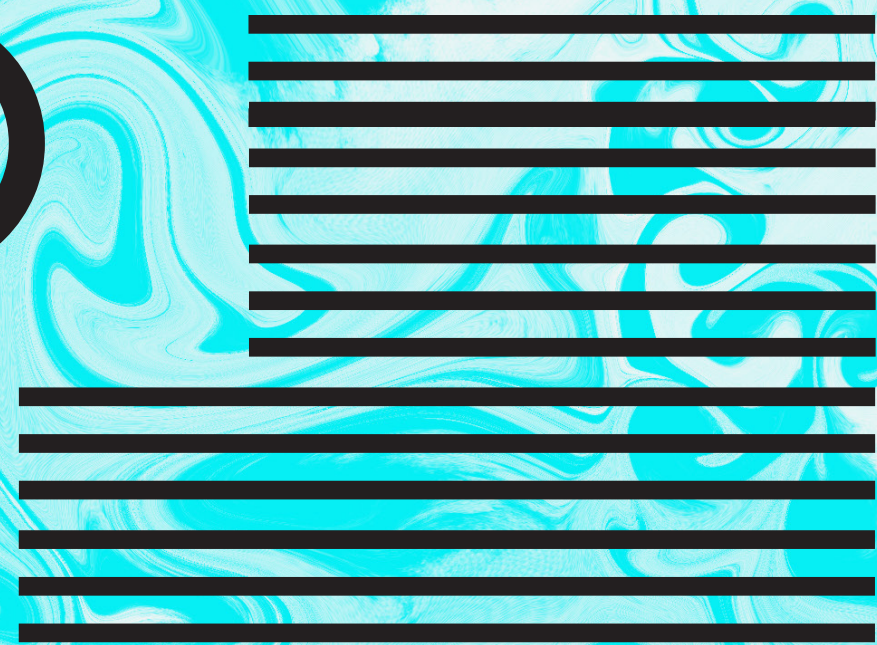
STUDIO

Experimental



STUDIO

Typeforce



STUDIO

Typeforce

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * () - _ +
= { } [] | \ ; : ' " , . / ? < >

Helvetica
Arial

In the «Helvetica Regular» font, the uppercase letter f usually has a straight upper stick and a short lower stick, while in «Arial Regular» it may be slightly more rounded and have a more

Helvetica
Arial

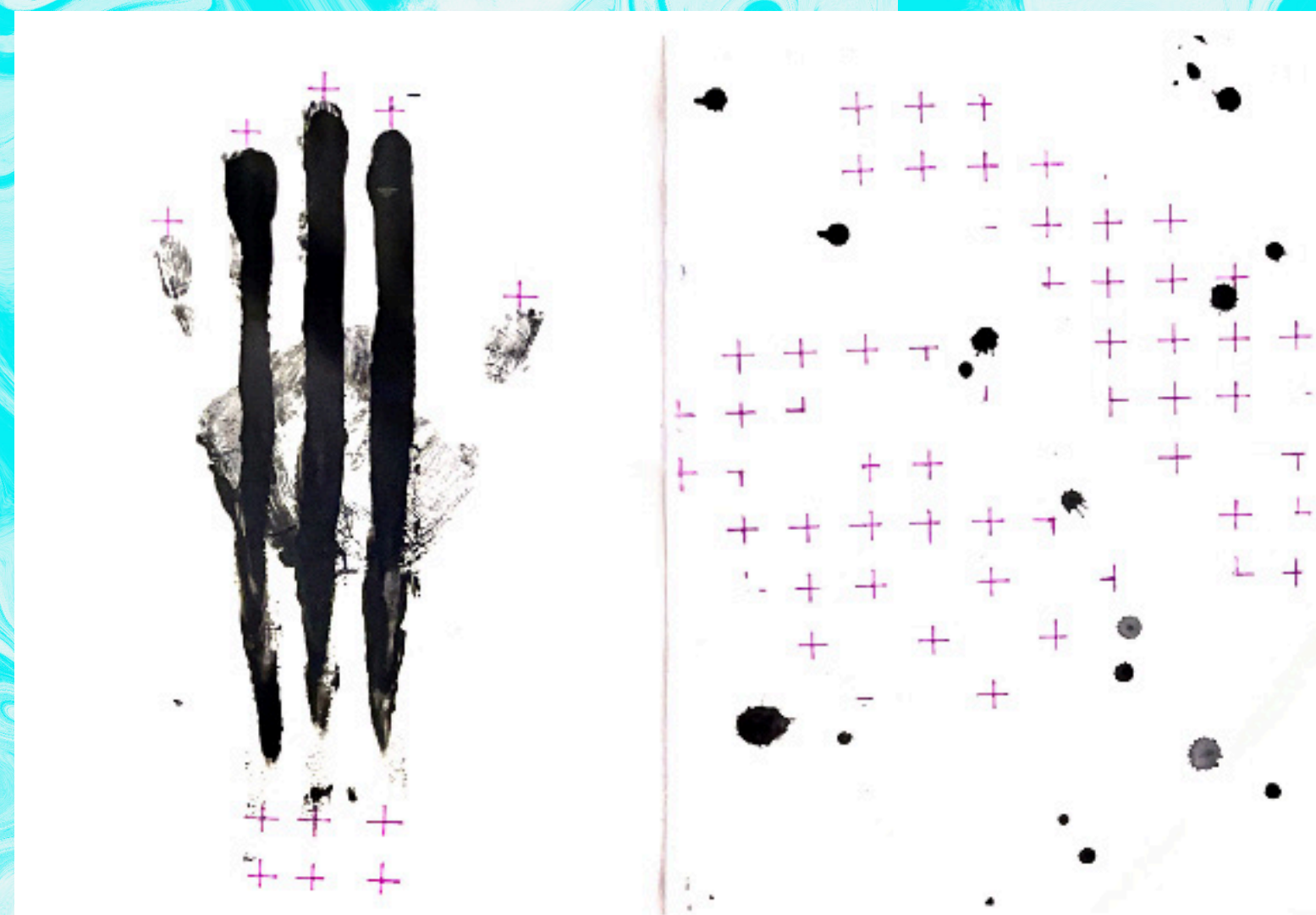
In the «Helvetica Regular» font, the # symbol is usually more angular, while in «Arial Regular» it may be more rounded and less sharp.

Helvetica
Arial

In the «Helvetica Regular» font, the number 1 has an elongated vertical line with no serifs at the top and bottom, while in «Arial Regular» it is shorter and has serifs.

Helvetica
Arial

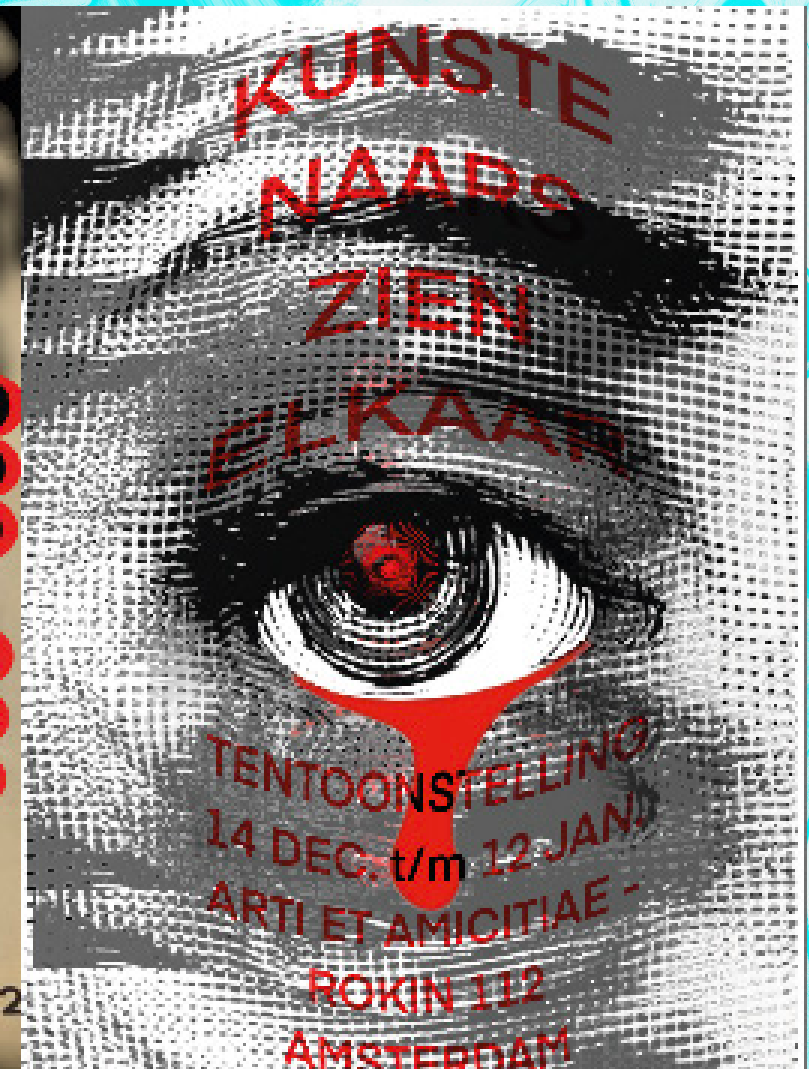
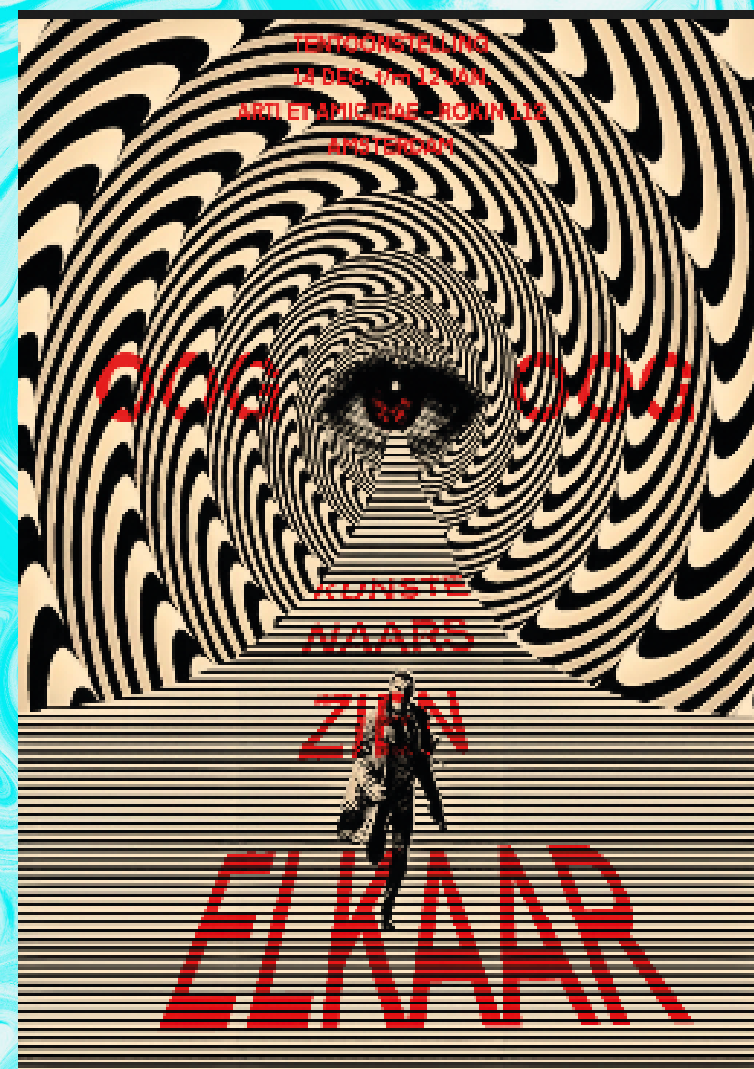
In the «Helvetica Regular» font, the letter R has right angles and a slight slanted nib, while in «Arial Regular» it is more rounded and has soft shapes.



LAB

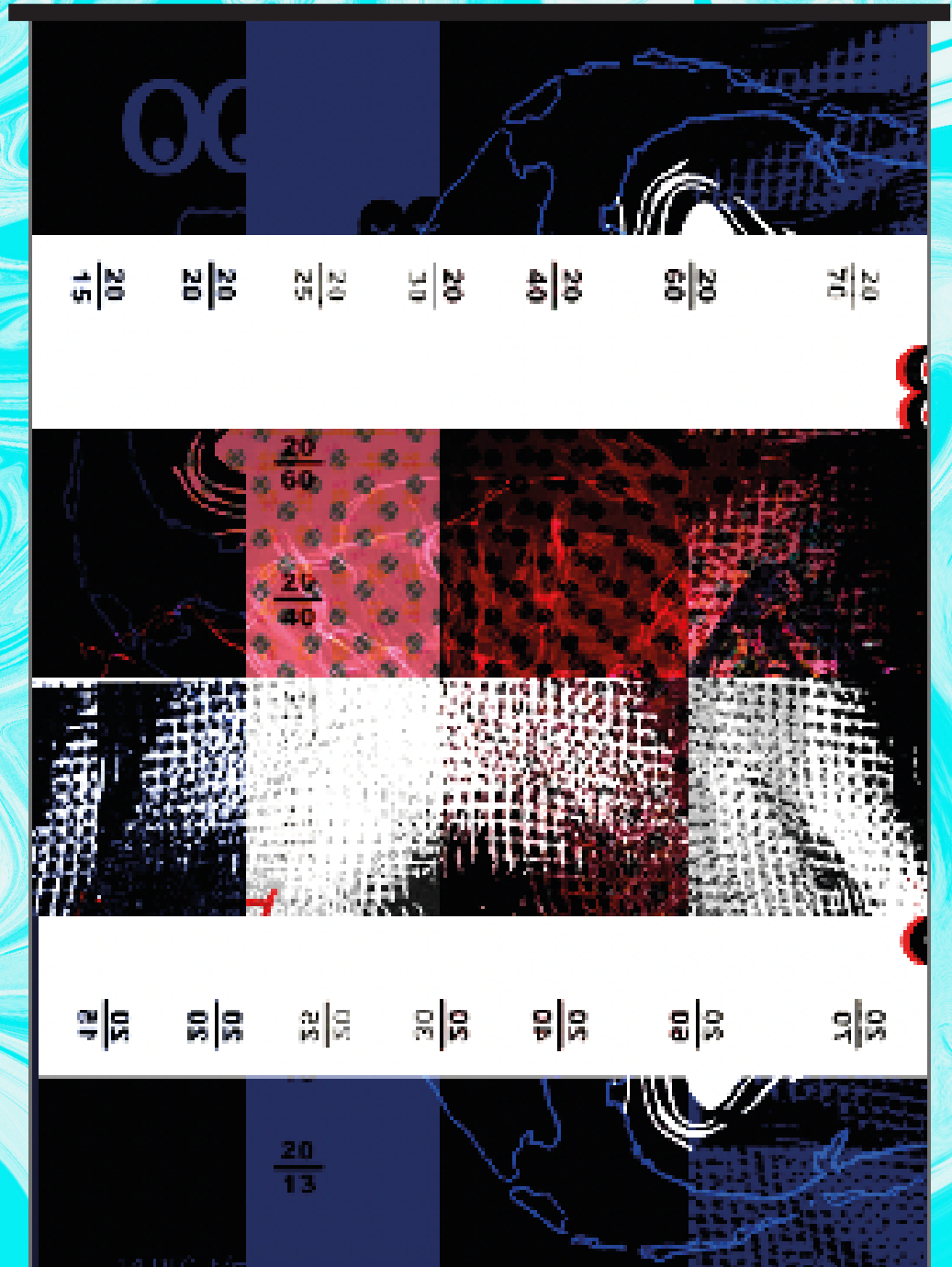
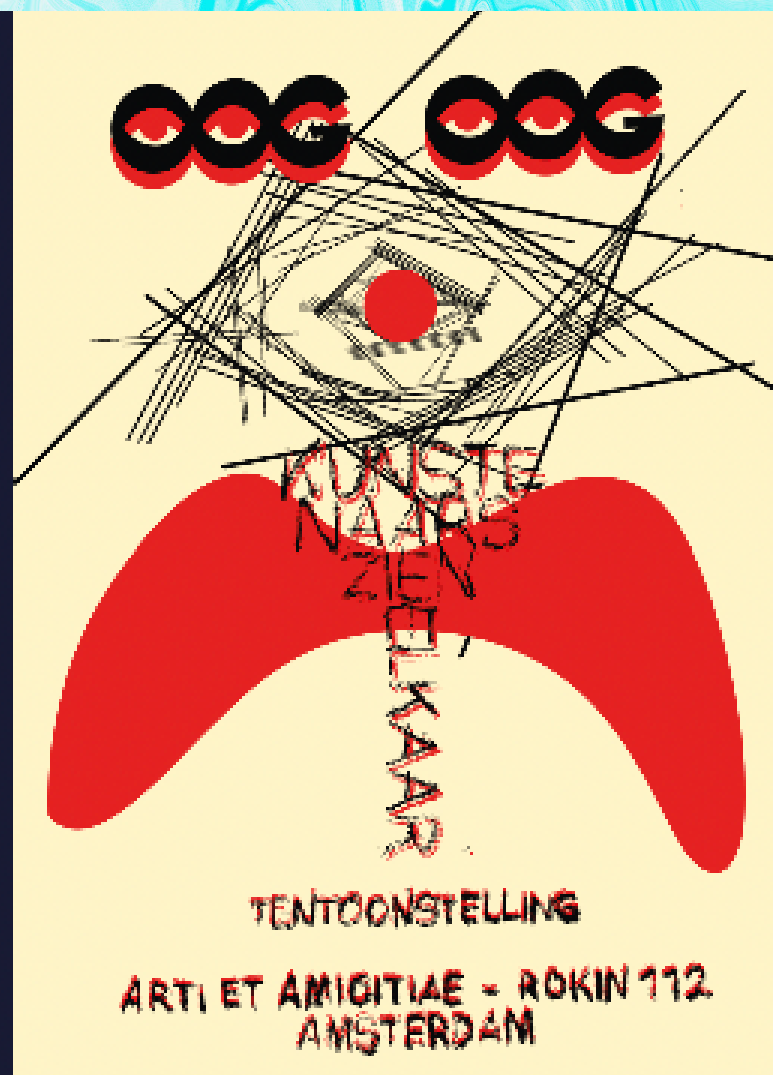
Analog zine





LAB

Digital zine





LAB RESEARCH

THAT IS BASED ON THE RESEARCH QUESTION
THAT AROSE AFTER REVIEWING THE
MINERVA ARCHIVE.

VALERIJA LYKHOLIT



starting
point

When I first came to the archive, I had a lot of work to do. I was sorting through a lot of posters, advertisements and various signs. And one day I saw a work that caught my eye. It was the starting point of my research. I looked at the poster for a long time, and the center element and the topmost font caught my eye. They looked a lot like eyes. And then a question popped up in my mind.

RESEARCH QUESTION:

What is the role of the use of the eyes in art as a means of conveying information?

INTRODUCTION:

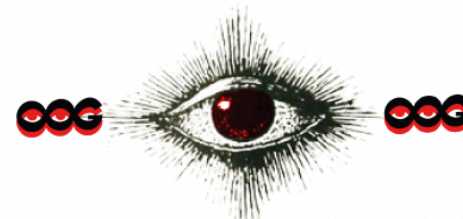
Art uses the eyes as a powerful means of conveying emotions and ideas, creating visual works that capture the viewer's attention. Artists often focus on the eyes of characters to convey their inner world and emotional state. The gaze of a work of art can direct the viewer's attention, emphasizing key plot elements or details. Also eyes can serve as a symbol in art, representing various aspects of the human experience, from passion and love to loneliness and tragedy. In portraiture, the eyes are often the main focal point. For example reflecting the character and personality of the person being depicted. In this case using various techniques such as chiaroscuro and color palette, artists can convey the expressiveness of the eyes, making them appear realistic or symbolic. The emotional power of the eyes can be used in a variety of artistic styles, from realism to abstraction, to evoke different sensory responses in the viewer. For example, using the eyes in art can be a way to emphasize the theme of human interaction with the world around us and other people. The eyes also often embody the theme of inner journey and search for meaning, illuminating the psychological aspects of human nature. So in this research hopefully we would find out how does art utilize the eyes as a potent means of conveying emotions and ideas, exploring the ways in which artists focus on characters' eyes to portray their inner worlds and emotional states?

MEDIEVAL EUROPE

In medieval European art, the eyes played an important role in conveying spirituality and emotional depth, being an integral part of the expressiveness of the works. The symbolism of the eyes in this period was rich and varied. Saints and angels were often depicted with lofty and blissful eyes, emphasizing their connection to the higher world and the celestial sphere. A gaze filled with light and hope became a key element in conveying the spiritual qualities of the characters.

On the other hand, dark and sad eyes in the art of the Middle Ages often served as a symbol of suffering, sinfulness and earthly difficulties. This image of the eye became an expressive means of conveying dark experiences and human weaknesses. Therefore, in the context of medieval aesthetics, the eyes acquired significance not only as a physical organ, but also as a metaphorical language that enriched the meaning of works of art. Thus, eyes in medieval art became not only a mirror of the soul, but also a key to understanding various aspects of faith and philosophy. They were transformed into powerful symbols, helping artists and viewers to reveal the deep meanings and inner world of the depicted characters. In the context of religious symbolism, the eyes also served as a kind of window into the soul, reflecting inner holiness or, on the contrary, spiritual struggles. The expressiveness of the gaze in medieval art often revealed not only the physical beauty but also the inner spiritual states of the characters. In the iconography of saints, angels, and theological characters, the eyes could also represent divine insight and understanding.

The depiction of a saint's blessed gaze testified to his spiritual wisdom and closeness to God. This created an atmosphere of sacredness and sublimity, which was characteristic of the spiritual iconography of the time. Also, in the secular art of the Middle Ages, the eyes were also used to convey human emotion and character. The gaze could express joy, sorrow, fear or love, which made the works more accessible and human.



KUNSTE
NAARS
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ELKAAR

TENTOONSTELLING

14 DEC. t/m 12 JAN.

ARTI ET AMICITIAE -

ROKIN 112

AMSTERDAM

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20TH CENTURY

During this period, the eye in art underwent an incredible development, becoming an object of experimentation for artists of all styles. During this time, artists such as Claude Monet and Paul Cézanne often avoided strict contours and emphasized the impression created by light. The eyes of the characters on their canvases became a kind of 'windows' into the world of vivid visual impressions. And how not to remember the expressive works of expressionist Edvard Munch? Expressionists, harmonized their expressions with tragic or dramatic events. Distorted and expressive eyes of characters helped to emphasize emotional tension and mental distress.

In the era of surrealism, artists sought to express the world of dreams and unconscious processes. Eyes, often depicted in unusual shapes and surrealistic scenes, served as a tool to enter the mysteries of the subconscious. For example, as Salvador Dalí, literally peeples with images of eyes, taking us into the vast expanse of unconscious fantasies and irrational thoughts. Eyes have also been the subject of cubist deconstruction. Artists such as Pablo Picasso broke the eyes into geometric fragments, creating unique and abstract compositions. Dadaists such as Hannes Meyer used the technique of photomontage, combining different fragments of eyes to create absurd and often provocative images.



ANCIENT EGYPT

In Ancient Egypt, eyes were more than just body parts for seeing. They had deep meanings, especially in the spiritual and cultural sense. When gods and goddesses were drawn, they often had expressive eyes to show how wise and watchful they were. These eyes weren't just pictures; they were like windows into a world of spirituality.

One fascinating aspect is the 'Eye of Horus.' This special eye, linked to the god Horus, wasn't just a good luck charm; it also meant having insight into spiritual things. Split into six parts, it symbolized different parts of sight and protected against bad stuff. In Ancient Egyptian art, eyes weren't just about seeing physically; they were also about understanding things spiritually. So, these eye drawings told a deeper story.



BAROQUE

The Baroque era, spanning the 17th century, was an extraordinary period in European art, characterized by its immersive emotional intensity and opulent decorative style. Beyond being a mere artistic style, Baroque was a profound exploration of emotional depth and ornate exuberance. Artists of the Baroque sought not only to depict scenes but to elicit powerful emotions from their viewers. Their creations featured grand compositions where every detail held significant meaning. One striking characteristic was the masterful use of intense light and shadow contrast, known as chiaroscuro.

Among the most renowned Baroque artists, Caravaggio stands out as a luminary. His works are distinctive and intense, largely owing to his unique manipulation of light and shadow. The play of shadow and light created a dramatic contrast on his canvases, infusing them with a dynamic energy. Notably, the eyes of the characters in Caravaggio's paintings are not mere elements of the composition; they emerge as focal points, conveying profound emotional experiences.

In the Baroque period, the gaze transcended its status as a mere anatomical detail. It assumed a pivotal role in crafting drama and storytelling within artworks. The eyes of characters became powerful conveyors of emotion, expressing passion, confusion, delight, or sorrow. This emphasis on the gaze served not only to underscore crucial narrative points but also intensified the emotional impact on those beholding the artwork. Baroque art, in its rich tapestry of emotions and storytelling, reflected the broader cultural and social dynamics of its time.



21ST CENTURY

In the realm of contemporary art, eyes continue to be an endless source of expression, communication, and innovation. Examining the use of eyes in 21st-century art reveals not only traditional methods of conveying emotions but also exciting new possibilities offered by modern technologies.

One of the key aspects that continues to captivate art is portrait painting. Eyes, as the focal point, become not only a reflection of the soul but also a subtle expression of artistic ideas. In modern portraits, artists strive not only to capture an image but also to create a unique emotional harmony expressed through the mastery of light and shadow.

A unique perspective on the use of eyes is provided by virtual and augmented reality technologies. Interactive artworks, where the viewer interacts with the image of eyes, become a visual guide in the world of innovative visual explorations. Such technologies not only alter the perception of artworks but also redefine the interaction between the viewer and the artistic process. In the world of social media, where the image takes center stage, photographers continue to use eyes as a powerful tool for conveying mood and narrative. Emotional portraits, often highlighted by attention to the details of the eyes, become a visual language recognizable to millions of users.

In the context of conceptual art, the use of eyes takes on a deep symbolic meaning, emphasizing ideas and prompting intellectual reflections from the viewer.



RESEARCH

After this history research, I've decided to focus on some search on the 20th century, specifically between the 70s and 90s using the Minerva archive.

You can see what I found by these QR codes:



70S

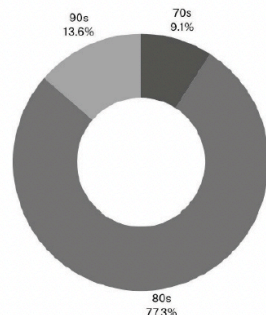


80S



90S

First, I decided to sort the images by year and number and make a pie chart. as we can see, the images from the 80s are the most numerous. Maybe it is a coincidence, maybe not. Because an important factor is also the technological progress in the 1980s. The proliferation of video cameras and television culture influenced the visual perception of society. The depiction of the eyes can be seen as a reaction of artists to advances in technology and new means of reproducing images.



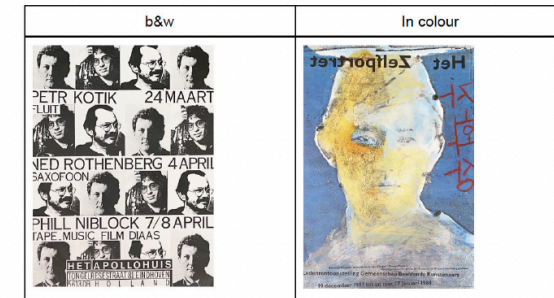
Cultural context also played an important role in shaping this trend. The 1980s was a time of postmodernism, when artists sought self-expression and experimentation. The eye image could be a way to stand out and emphasize the individuality of creativity, combining with the bright colors and eccentric shapes typical of the 80s aesthetic.

Since any study needs a sample, and we only have such a sample in the 80s section, we make a willful decision to look for trends in paintings from 1980 to 1989. First we start with a simple analysis. Then we go deeper into the meaning that the eyes convey.

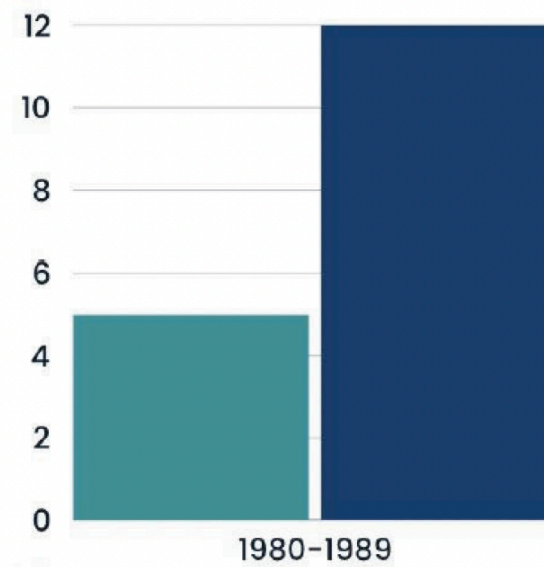
1) LET'S COMPARE HOW MANY B&W AND HOW MANY IN COLOR.

Now we can see the colored ones more. And it's not surprising, because during the 1980s, many areas of art and design witnessed a revolution in the use of color. This period was characterized by technological innovation, aesthetic experimentation, and cultural diversity, which made color imagery very popular and influential. The first and one of the major factors was technological advancement. The emergence of digital photography and color television led to the proliferation of new technologies in the visual arts. These innovations not only improved the quality of color images but also made them more accessible to the masses. The commercial sphere has also greatly influenced the use of color images. Advertisers and designers realized the attractiveness and memorability of color compositions.

EXAMPLE:



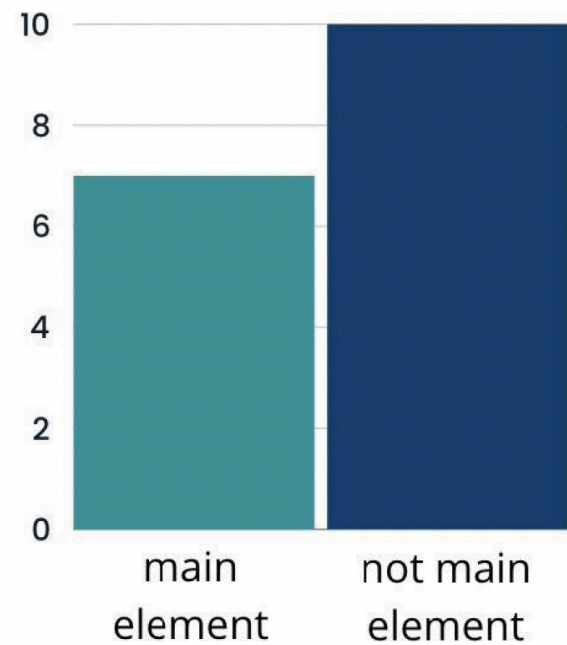
b&w | in color



2) WHETHER THE EYES ARE THE MAIN ELEMENT OR NOT.

It'll help us understand how the eyes help us to convey information. That question is really helpful because when artists make the eyes the center of their work, they employ a powerful means of communication and emotional expression. The direction of the gaze becomes a narrative guide, leading viewers through the artwork and providing the necessary context. Aesthetically, the eyes contribute to the visual appeal of the piece. Whether they are depicted realistically or abstractly, they serve as fascinating focal points that enhance the overall beauty of the artwork. Additionally, eyes have cultural and symbolic significance. Artists often utilize these symbols through shared experiences and archetypes, enriching works of art with deeper

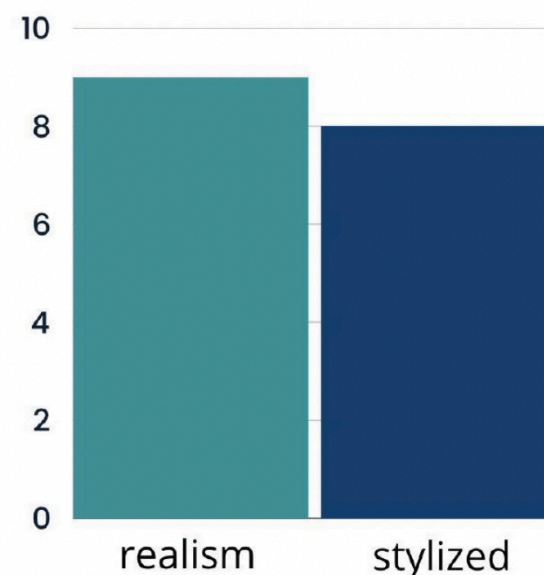
EXAMPLE:



3) REALISM VS STYLIZED

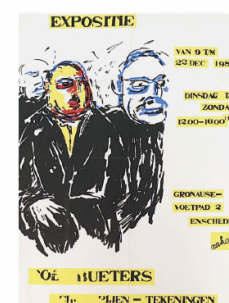
This question will help us understand two things without much explanation: Firstly it shows the tendency and style of those years, that at that time artists had already freely moved from the direct form of presentation to the figurative form. Because the results are almost equal to each other. Secondly, it partially answers our research question by showing that the eyes can be figurative (not a biological form, but a context form of the element.)

EXAMPLE:



4) WHAT IS THE MEANING OF USING THE EYE IN ART IN THE 1980S?

The art of the 1980s was characterized by a variety of styles and cultural changes, and the eyes became a metaphor for several important ideas: I would emphasize 3 ways to answer this question. 1. Control and Surveillance: Eyes could serve as a symbol of surveillance and control. Under totalitarian regimes, including those in Eastern Europe, artists could use the image of eyes to express their feelings of restriction and fear of constant surveillance.



2. Symbol of Individuality: In a period when the pursuit of individuality and expression of one's uniqueness became important, the image of the eyes could symbolize artists' inner world and self-expression as well as resistance to standards and norms.

3. Symbol of Cultural Change: The 1980s were also marked by cultural and social movements. The depiction of the eyes could be a symbol of awakening, realizing and criticizing outdated structures and norms.



IN CONCLUSION

exploring the role of eyes in art shows us an interesting journey through different times and cultures. Also discovered, topics about how eyes in art have changed, from symbolic eyes in Ancient Egypt, conveying spiritual ideas, to experiments with eyes in the 20th and 21st centuries. Special attention is paid to the 20th century, especially the 1980s, using the Minerva archive. The study deeply analyzes this period and the changes in culture. The parsing of trends in the studied works from the 1980s, including the use of color, highlighting the eyes, and the choice between realism and stylized portrayal, answers my question. A study of this period provides a framework for understanding how artists used the eyes as a powerful tool to convey stories and emotions. Ultimately, the study not only reveals the historical role of the eyes in art, but also provides insight into how artists adapted their expressions as influenced by the sociocultural context of their time. Eyes, throughout history, are not just anatomical details, but powerful symbols that become windows into the spiritual world, emotions, and social reflections.

BIBLIOGRAPHY

SCAN THIS QR CODE



LAB + THEORY = PUBLICATION

Topic:

Using eyes in art to convey information

