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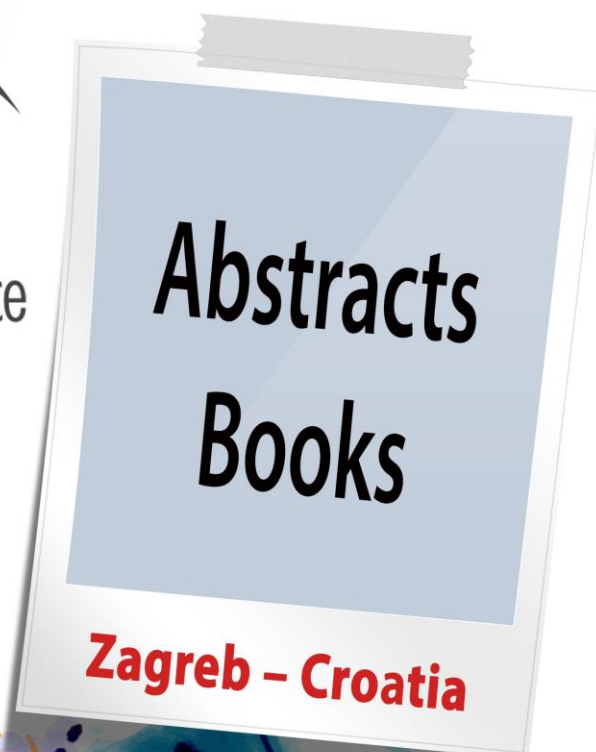
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ABSTRACTS BOOK

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ABSTRACTS

STREET GRAFFITI AND RESIDENTS' ATTITUDE: IZMIR CITY

Duygu Çınar Umdu, Kastamanu University, Turkey

Sevgi Öztürk, Kastamanu University, Turkey

Abstract

Humanity has been in a struggle to express their self to environment. They can convey their mark to present through symbols expressed on cave walls that carry first life signs on them; on head stones, clay tablets, papyrus, tree barks and animal skins that appear after humanity learns to live in commune and invent writing. In modern world communication has never been this important until now, and even though people do not need cave walls or head stones to express something anymore, they still require a medium to express themselves and socialize. Because of this, every touch and signal in people's lives can trigger new waves, trends or movements in local and global area. Consequently, now every single feeling and notion are valuable to come up with the community and a chance to publicize. Since the urbanization has been started, streets are the first element to spread the cultures and traditions. Today urban area and especially streets itself can be acknowledged as the places that carry these social marks first-hand. They retain these semiotic signs and become a collective of symbols that link past to present and even to the future. So, new movements and trends can appear first in streets with the help of semiotic expressions. One way of these expression is the graffiti; which is an action of people, especially who are youth to tell their emotions and ideas to society through symbols. Although most of graffiti are amateur products of contemporary feelings and ideas, qualified graffiti works can be seen that make people accept these are an art and design piece. Graffiti in cities started as vandalism actions but nowadays they involve commissioned art works from local authorities. It has been witnessed since first age, graffiti was derived from Greek graphien (writing) and Italian sgraffio (scratch) words. It is possible to see many examples from scratched little symbols on anyplace to colorization on the floor, we walk. About 50 years ago, graffiti makers, considered as criminals who damaged the property, are now called street artists or designers with the change in point of view. This study, focused on attitudes of residents in socially highly active İzmir City, to graffiti; whether they see it as an art form or visual pollution. For this purpose, a 20 question survey with simple random sampling method was applied and some of the local residence were interviewed to observed hidden aspects of their opinions on graffiti. As a result of this survey and interviews, part of graffiti in İzmir urban identity is determined for aspects of art, design, and urban life are resented. It is observed that views of residents on graffiti changed in the last decade as graffiti itself metamorphoses from basic vandalism actions of writing simple tags to complex art pieces. In addition, today graffiti is recognized as a part of urban identity and residents have mostly positive comments on local graffiti. It is found that some contents in graffiti are only accepted regionally, such as tags about local football teams or youngster gangs.

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EFFECT OF SOCIAL RELATIONS TO LIFE QUALITY IN TRADITIONAL TEXTURE AND NEW HABITATS

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Abstract

In this study, social life and the status of social relations of individuals living in Hepkebirler Neighbourhood and İnönü Neighbourhood; one of which has extremely traditional texture and the other is one of the new habitat regions in Kastamonu City respectively, are determined. A 10 question set that were asked in the survey with the purpose to investigate the issue. Result of the survey shows that the most positive estimations were "has an intensive population" for İnönü Neighbourhood and "being peaceful and tranquil" for the other. In addition, most negative opinion was that "costs of the residence and rents are cheap in the environment where I live" for both neighbourhoods. However, this condition is more pressing for İnönü Neighbourhood as a new living location.

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'Art' as a source of inspiration in fashion design

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Abstract

Fashion design; the qualities that the designer is influenced by the research result for his inspiration, in a fashionable way, is an embodied product of the activities that it places on the garment and shapes the garment (Koca, 2009; Çivitçi,2013). Inspiration has an important place in the fashion design process. The design elements and principles help in the interpretation of the design to convey the design details in the mind of the designer on the paper or on the fabric (Çakar,1981). In this work, a collection of inspiration 'art' was attempted to determine how artwork was reflected in design elements. For this purpose, a working group of 10 students from associate degree fashion design students were identified. The working group has created a collection of five pieces, based on an art work that is informed about the sources of artistic inspiration and identified as a source of inspiration. Dress designs were investigated with descriptive analysis technique in the direction of research purposes. The categories under review were created using design elements for the purpose of evaluating the visuals in a valid form. This working is important for the fashion designer to utilize, art as a source of inspiration, to design contemporary garments and to exemplify the process of using the garment of design elements.

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Art of Facilitating 'Problem driven outcomes' in an Architectural Design Studio

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Abstract

Studies reveal that subjective knowledge and irrational creativity dominate architectural design studios in the current scenario. With an intention to facilitate 'problem driven outcomes' in a design studio, we framed a series of tasks specific to the framed design problem were planned. The tasks were introduced sequentially at the beginning of design studio. For this purpose, a design problem with a time frame of twelve weeks focusing on 'multifunctional spaces' was introduced to two groups of students pursuing second year architecture at Sathyabama University, India in 2016. To examine the effectiveness of the strategy, the tasks were introduced for a group of students only. Thirty nine students participated voluntarily in the framed tasks like 'story boards', 'reels to reality', 'collage' and 'dialogue between known and unknown context' to construct appropriate knowledge. Triangulation of qualitative and quantitative analysis of the emergent outcomes processes from three different perspectives was investigated. The performances of the two groups display a stark difference in problem structuring, design processes and the outcomes.

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A Study on 'Simulacra of Jean Baudrillard' Represented in Contemporary Ceramic Art

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Abstract

Simulacra create a world of immense simulation by eliminating their differences through replicas such as virtual reality more real than reality, more realistic reproduction than reality, more original than original. Baudrillard sees postmodern society as reaching a state where this difference is disappearing. The arts in the postmodern society are worthless and want to be meaningless, and they want to themselves become ordinary by eliminating the difference. Contemporary ceramics has also been influenced by this postmodern social phenomenon. In particular, the works of Ron Nagle prominently show the characteristics of "simulacra", which is reproducibility and trans-esthetic aptitude. This study is composed of three parts. In the first part, it is examined what Baudrillard discourse is. In the second part, it is discussed how the Baudrillard discourse influenced in contemporary ceramic art, especially Ron Nagle. In conclusion, the characteristics of Baudrillard theory are looked back on and discussed new perspective for contemporary ceramic art. The purpose of this study is to analyze the postmodern elements represented in the works of Ron Nagle with the aesthetic observations and reasoning presented by Jean Baudrillard, and to examine the relationship between the characteristics of postmodern society and contemporary ceramic art. Through this study, it is hoped that ceramic art will be not only limited to craft but also become a field that communicates with society and become a useful analytical theory for ceramic art.

Keyword: replicas, simulacra, postmodernism, reproducibility, trans-esthetic.

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The modern expression of the East Asian traditional aesthetics with emphasis on the landscape

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Abstract

The art of East Asia has been formed based on its own traditional aesthetics and values. Oriental paintings were not evaluated based on how realistic the drawings were, but how they portrayed invisible spirit and atmosphere of objects and landscapes. Since it is quite different from the view of traditional Western art that concentrated on realistic expression of objects, deep understanding on the backgrounds is necessary to enjoy Eastern Art. In this study, general art works and aesthetics of East Asia, including China, Japan and Korea, are covered; to be specific, the landscape paintings of Korea in the period of Joseon Dynasty are emphasized. Eastern traditional landscape paintings reflect the ancestor's long wisdom and lifestyle so that they are not only artworks but they also play an important role as a historical record. Since it has been transformed for a long time, various techniques and styles could be found depending on periodical and regional aspects. This research is, to absorb history and characteristics of landscape painting through specific artworks and succeed long traditions while placing emphasis on the expression of unique style and technique of traditional art in a modern way. The landscape painting is still the great source that has a plenty of possibilities. Through this study it is hoped that traditional value and eastern intrinsic aesthetic could be sought and succeeded in tune with the times.

Key words: Eastern aesthetics, Korean Landscape Painting, Modern expression, Nature

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A Study on 'simulacra of Jean Baudrillard' in contemporary pottery

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Abstract

The purpose of this article is to analyze the simulacrum elements inherent in Ron Nagle's works with the simulacrum discourse of Jean Baudrillard. Simulacra create a world of immense simulation by eliminating their differences through replicas more real than reality which appear more orgina than original. Baudrillard sees the arts in the postmodern society are worthless and wanting to be meaningless. Ron Nage shared the features of simulacra such as reproduction and tran-estheticism in his works of art. The method for this study focuses on theory of Baudrillard and his preliminary research. In conclusion, it is useful to analyze the process of the development of ceramics as a formative language with the simulacrum discourse of Baudrillard. The significance of the study is that the postmodern simulacrum theory, which has not attracted attention in ceramic art until now, is considered as the analysis framework of ceramic art.

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A Comparison of the Conceptual Characteristics of Prefabrication and Vernacular Construction Methods

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Abstract

In this study, which aims at comparing prefabricated construction method and vernacular construction method within the framework of conceptual foundations, firstly the methods are defined separately. These definitions involve the conceptual characteristics of construction systems acknowledged within the general framework as well. In this light, the basic conceptual characteristics for both construction methods were identified. These conceptual characteristics were compared simultaneously for both systems. Thus, it was possible to present the drawbacks and strong sides of the two systems directly. The drawbacks and strong sides determined for vernacular and prefabrication methods were then expressed through results on the systems' characteristics which can be integrated with each other. Significant research was carried out for traditional system and prefabrication and these researches are focused in general on the reliability, sustainable characteristics and techniques of the systems. The construction methods proved themselves in certain amounts; however the drawbacks are still needed to be remedied in a careful manner. This study presents suggestions on the integration of the two systems after comparing them and evaluates them in terms of their drawbacks and strong points.

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BRAND EXPANSION STRATEGY IN CLOTHING FAHSION BRANDS: THE TRANSITION TRENDS TOWARDS HOME TEXTILE FASHION

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Inci Seda Kivilcimlar Sahin , Gazi University, Turkey

Abstract

Fashion, which states change and innovation and which is most commonly associated with clothing, is shaped according to the social, economic and technological realities of the period and continues to expand its scope and sustain its influence on new sectors. As these developments have enabled the interaction of home textile with fashion trends and paved the way for its proliferation too, branding efforts in home fashion is steadily increasing.Home textile fairs partake more in international publicity organizations which are held in many textile and trade centers around the World.Moreover, to be included in the presentations and exhibitions within these organizations where special fashion trends are shared and interpreted, is encouraging current producers towards branding. With the inclusion of the house in the fashion category, the interest of brands with high recognition to home fashion has increased and they have started to create collections and display these at their stores by supporting the current market with new products to achieve brand expansion.Within this period, clothing fashion brands are tending to increase the variety of products offered to their customers and client base in order to increase their competitive strength and sustainability. Brand expansion which is defined as the utilization of the current brand name in new products launched at the market, reduces the recognition and acceptance period of these new products and positions the new product with the prestige of the current brand. Both the tendency towards supporting existing brand recognition with wider product concepts and the changes in customer behaviors regarding the demand of new products from brands which they are a customer of and trust, steadily increases the number of brands getting involved in home textile fashion. In the analysis performed towards determining the scope of the research it was seen that, as home shopping that includes haut couture and ready-wear clothing brands falling under home fashion were mostly undertaken by women, the brands which have women clothing within their scope created a home collection and primarily included them in their stores and seldom established separate stores for this purpose. For these reasons, the customer characteristic, brand prestige, home and clothing collection styles of clothing fashion brands which included home textile product variety in their scope, were examined and the results were interpreted within the scope of brand expansion strategies.

Key Words: clothing fashion, home textile fashion, brand, brand expansion

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SCALE: NEW STRATEGIES IN SITE-SPECIFIC ART

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Abstract

Today, one of the crucial issues under discussion about site-specific art is scale. The journey of site-specific art starting with a quite minimal insertion into an empty gallery space has now been institutionalised according to utterly different aims, and has sometimes involved enormous dimensions. However, it may be pointless to discuss the whole subject of 'site-specific art' only in regard to high-budget projects of major institutions. Such an assessment would mean ignoring a large group of artists who work outside these controversial circumstances, employ physical features of a site as a tool to convey their subjective structural and intellectual artistic approaches, and do not make compromises in the face of institutional pressure. The aim of this study is to analyse the position of new alternatives regarding site-specific art in today's art environment and to review these examples through the recent popular issue of scale considering the necessity for artists to make compromises in line with the demands of institutions or viewers.

The data has been collected via questionnaires and interviews mainly with artists who live and work in Berlin..

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EMOTIONAL EFFECT OF MATERIAL ON CLOTHING DESIGN

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Abstract

The material is one of the factors taking a leading part for design and its interpretation. When the designers research for making their ideas into three dimensional during the designing process, they aim to select the best matching material. Within that period; however the focus of selecting the material is generally on the technical specifications of the material, ways of user interaction such as esthetics, vision perception and emotions are also very important. Because when the users touch the materials, they tend to speak about esthetics value of the materials and the emotional value left with them rather than their technical and functional values. It is thought that the material causes a different appearance, effect and interpretation from each other with respect to both esthetics and technical specifications since the moment that every material is being turn into products. Through this research, it is aimed to research the esthetics and emotional effects on the persons according to material of clothing that is produced from material having same similar sensorial specifications and being in same kind and shape. The research model is the experimental model based on determining the cause effect relationship. Fabric subject was considered as the research material. It was focused on the emotional values of the materials as excluding the technical and functional specifications of the materials. The assigned limitations regarding with sensorial specifications such as eyesight and tactual sense of materials are thinness-thickness and drape. Thin and drape; one ½ scaled flared skirt was produced for each material; denim, combed cotton, chiffon and leather; each skirt was presented to a sample group of 20 persons as the skirts were clothed by ½ scaled models. The persons of the sample group were asked to make an evaluation for each product-material according to the statements of the forms prepared by the researchers as regarding the ways of the user interaction. The research process is still going on; the findings of the research to be obtained are considered as important regarding with pointing out the relationship between material and outlook at clothing designs and additionally showing us the interpretation attributed to the materials.

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INSTALLATION ARTIST IN THE FASHION INDUSTRY: YAYOI KUSAMA

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Abstract

Installations are generally three-dimensional artworks designed to transform the perception of a whole room or particular space which based on the merger of Space and Time and on a relationship between the artist and the visitor (Lloyd, Young and Hereaka, 2009, p. 12; Esslinger, 2017). Even though the term of 'installation' was first used in the 1970s, installation has a long history that its roots can be identified in earlier artists such as Marcel Duchamp and his use of the readymade and Kurt Schwitters' Merz art objects, rather than more traditional craft based sculpture and it can be placed in the tradition of art movements such as action painting, dada, fluxus, minimalism, performance and conceptual art movements which emphasize art as a process (Saylor, 2017; Van Saae, 2013, p.17-18). In the 20th century, industrialization with scientific knowledge, has offered new expansions to the artist of modern age with different techniques and materials. Especially in the post-modern era that emerged in the 1960s, interdisciplinary works and pluralism led to the emergence of different and remarkable art products in this process. (Karayel Gökkaya, 2003, p. 26; Tarlakazan, 2016, p.537). Since the beginning of fashion history, it has always been intertwined with art. Charles Frederic Worth, known as the father of fashion, influenced art nouveau. Elsa Schiaparelli, worked with Salvador Dali, reflected the effects of surrealism in fashion (Fogg, 2014, p.262) In 1965 Yves Saint Laurent designed the Modrian Dress to respect the Neo-Plastit paintings that Modrian made in the 1930s (Fogg, 2014, p.361). The installation artist Yayoi Kusama also interests with fashion. Kusama often uses herself as an artwork, has taken part in performances and has created some unusual costumes. She has used polka dots and in bright contrasting colors (Lloyd, 2009, p.18). Polka Dots has become her language of art. Since 1967 she had a lot of happenings and fashion shows not only in New York but also in Holland and Rome. She started creating Kusama Dresses and textiles, which were sold at department stores and boutiques all over the United States. In 1969 she opened her own boutique (Kusama, 2017).

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FEMININE AND MASCULINE ASPECT IN UNISEX FASHION IN THE MODERN PERIOD

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Abstract

Fashion is closely associated with the social identity. Individuals can be supported by fashion to express themselves and behave or dress up appropriate to their present or desired gender roles in the society. A survey of the fashion history demonstrates that what is fashionable is closely related to gender and androgenic characteristics. Meanings attributed to clothes can be used to bring individual's gender into the forefront or suppress it. This study aims to examine the feminine and masculine aspect in unisex fashion in the modern period. In this regard, characteristics of modern day unisex fashion and its use by man and woman are discussed; and unisex collections of two Turkish fashion designers between 2014-2016 are analyzed and commented on the basis of unisex fashion and characteristics of modern day fashion. The data of this study consists of information and images obtained by literature review and document analysis. The data is investigated in terms of design features through visual analysis and evaluated in terms of its dimensions of femininity and masculinity. Considering the increasing popularity of unisex attire in the modern period, this study is found to be very important. In light of this study, it can be commented that unisex fashion gives woman more of a masculine look and man more of a feminine look rather than crystallizing genders. Genders are lost in lines of femininity and masculinity. Especially for contemporary designs, same colors and models are used for both genders. In the modern period, as in the previous periods, there are no taboos on what woman and man are required to wear.

Key words: Unisex, feminine, masculıne, fashion, design

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Effect of Smell in Historical Areas

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Abstract

Smell is an obscured composition in the space planning and design processes where visual and sound are more dominant. The smell is the one that is remembered before you see it in memory. The fragrance is the one that is remembered before you see it in memory. The smell, which has an important place in the preference of the place, is an important factor affecting people in terms of sociological, psychological and bioclimatic comfort although it differs from person to person. In this study, the existence of natural and artificial smell sources in historical areas and the effect of the smell of the preference of these places were investigated. The study was carried out in the historical sites located in the urban site in the center of Kastamonu province. The questionnaire study using Google form in the internet environment of the users determined the odor classifications in the historical areas depending on the perception and preference of smell. This study emphasizes that in the process of space planning and design, smell should be evaluated together with other senses also attempts have been made to determine the contribution of the sources of odor to the places in the historical environment, which has an important position for urban identity.

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DESIGN FOR EPHEMERALITY – IDIOSYNCRASY AND CHALLENGES

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Abstract

The traditional notion of architecture and design has always epitomized the principles of solidity, durability and permanence. However, within the socio-cultural context of the 21st century a new spatial category breaking the stereotypes and overcoming the limitations imposed by these principles draws the attention of professional circles. Lying at the intersection between architecture, art and design, ephemeral spaces are intentionally developed to exist only for a short period of time, to be destroyed or just cease to exist at a given moment. The specific nature of temporary environments requires a different design approach in regard to concept development, choice of materials, constructive solutions, visual perception and spatial experience. The aim of the research is to explore the potential of ephemeral spaces for redefining the architectural boundaries and their heuristic significance for the future development of the design field. Following this objective, the factors for the proliferation of these spaces are studied and a typology in terms of their contextual ephemerality is developed. The research method is based on structural and semiotic analysis of purposefully selected archetypal examples through which the key characteristics distinguishing ephemeral spaces from permanent ones are discovered. In conclusion, implications how to teach design students to deal with the inherent dialectics in ephemeral spaces and how to design for ephemerality are discussed.

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DOCUMENTATION of URBAN REGENERATION THROUGH PHOTOGRAPHY

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Abstract

The research focuses on "how urban regeneration can be shown through photography as a documentation tool". The purpose of this study is to analyze transformation based on urban renewal projects in Bağdat Avenue which is located in Asian Side of Istanbul. In particular, the reason for choosing the district "Bağdat Avenue" as a research case is that, its characteristics are different from other urban renewal districts. The selected area contains horizontal low rise buildings which were transformed from summer resorts. Today, however, characteristics of the area have changed. Demolition of old buildings for providing economic rent has led to sociocultural transformation. In western countries, these urban transformations are documented regularly for recording urban history, before it is vanished. These records raise awareness about the rapid changes in cityscape herewith. However, in Turkey, the deficiencies are seen in this respect which is needed to remedy. For this research, selected focus group will observe and photograph the district, according to their perception of the space. Thus, urban situation in our research district will be documented by the focus group findings in this way. These documentations will give tangible resource about urban transformation process as well as show the perception of this situation.

Keywords: urban, photography, culture, regeneration, transformation

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Artistic experimentation around typography

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Abstract

In graphic design, the letter is no longer just a semantic object tied to a meaning but also an object of great expressive potentiality. This work raises the experimentation around the typography looking for making the typography visible and to place its formal appearance over its practical or linguistic character. Specifically, it was proposed to a set of designers to place a letter in the three-dimensional format of a cardboard box using various artistic and representative techniques. The results show how the graphic treatment manages to make the shape of the characters completely replace the linguistic function. The letters turn from having a unique meaning, the one collected by the dictionary; to have as many meanings as people receive the design and interpret it. The graphic proposals oblige us to delve into the forms and counters of the characters in order to explode in our interior an endless number of pure meanings coming from mere visual enjoyment. The characters thus achieve an expressive ability that was previously limited to the image. This new way of understanding typography allows the characters to extend beyond the printing and editorial design world. The letters are not something exclusive of books and magazines but they can be also used in other areas (decoration, fashion, merchandising...).

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Teaching Sustainability in the Art: Art Activities for Undergraduate Students

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Abstract

Sustainable development is a balance between an ability to manage natural resources andArt a need of natural resources. Product designers agree that the most effective way to reduce impacts should start from product design. As a result, Eco-Design plays an essential role to product manufacturing process. The concepts of economy and environment are combined with product manufacturing process and in all life cycle of products. The concept of sustainable design can be solely or wholly utilised, depending on contexts suitable for design. Designers and artists should realise the impacts in all aspects. Concepts and design principles consist of; 1) Low-Impact Materials; 2) Reduce; 3) Reuse; 4) Recycle; 5) Repair and; 6) Upcycling. Creating awareness and understanding about the goals among people is essential. Significantly, the youth should have understanding on the goals since they are key people who steer the development. However, the learning of young generation is different from the past. Therefore, the researcher is interested in studying and developing art activities to promote sustainable development for undergraduate students. The group of learners can use technology to connect to online world. Also, sustainable development is employed to not only engage learners but also enable learners to master accurate thinking process and open to the public. In the end, knowledge leaners create is meaningful to them. They can relate new knowledge to existing knowledge reasonably. They can also apply knowledge to analyse problems they encounter in daily life.

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Lace Ceramic Design from Thai Woman's Apparel in the Reign of King Rama the Fifth- the Seventh

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Abstract

As little has been studied on the process of using lace in ceramics, this research aims to explore the techniques and methods of creating lace ceramic and develop prototype designs that respond to both aesthetical and practical purposes. The designs derive from the traditional attire of Thai people during the reigns of King Rama V – Rama VII (1868-1934), in which lace is a major material and the presence of Western influence facilitates the recreation as contemporary ceramic pieces which still reflects Thai cultural identity. In developing the prototypes, key factors taken into account are the cost-saving, energy-saving and time-saving qualities, as they prove beneficial and practical for further adaptation into commercial production level. The design process begins with analyzing the overall structure of the clothing for the main form which serves as an outline for further design. The complete art pieces developed from combining the trends and situations with the mood and tone. Apart from the design, various techniques and materials are experimented. The findings reveal that the clay most suitable for lace ceramic is porcelain, whereas cotton lace is the most efficient type to use. During the process, using water mixed with apple cider vinegar or using slip mixed with Coca-cola to brush on the surface can help reduce the clay crack over the lace's surface. After letting the work dry, glazing it by one firing helps prevent the pieces from breaking during glazing after bisque firing, and also saves the costs, energy and time during the production.

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The Experiences and Practices of Art Teachers Who Participated in the Ceramic Workshop Course

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Abstract

The statement to be presented within the scope of the conference includes evaluation of the experiences and practices of art teachers who took the "Ceramic Studio" course at the Samsun Ondokuz Mayıs University Education Faculty Fine Arts Education Department between 2007 and 2015. Archived course plans of ceramic studio courses given to the second, third and fourth classes, the practice environment, activities, images of outputs and student interviews and evaluation documents form the data resources. Parallel to these documents, interviews were conducted with graduate students who underwent the ceramic course and now work as teachers and feedback on the abovementioned course outputs was evaluated from the point of view of teachers. In the study, experiences and memories of clay modelling and burning from previous years were considered and the role of the ceramic studio course in the related curriculum scope and aim table was analyzed. The relationship of other courses in the program and ceramic education were analyzed and data were supported with the evaluation of the coordinators of other studio courses. Theses on the ceramic studio experiences of elementary and secondary grade art teachers in their undergraduate education and a national literature statement compilation composed of announcements and essays will also be presented within the scope of this statement.

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The Relation Of The Urban Center (City) and Movie Theatres As Public Spaces In Ankara

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Abstract

Centers, which are spaces of interaction in urban area where social, political and economic relations condensed, have importance with their publicity characteristic beyond being social. In the Modernization of cities functional, structural elements which supporting the publicity of space have been evaluated as a dimension of development.Especially throughout the 20th Century movie and movie theatres which gain functıonality in relation to modernızation became the important components of the urban centers with their publicity characterıstıc.The relation with the urban center or structural-spatial properties of movie theatres are realized in the context of growth and development processes of urban (urbanization), the dynamics which determine these processes also affect the movie theatres. This connection has developed by the effects of Globalization on architectural or media areas such as internet, as in case of the malls, that expands its sovereıgnty area with the free circulation of capital, labor and commodıty after 1980s. It is possible to read this synchronization through the relationship between formation of urban center and movie theatres in certaın periods in Ankara which was an Ottoman small town by beginning of the century and then had become the space of Modernization politics after 1923. The most important sign of this change which experienced in every period and defined as a Modernization in its context is formation of space according to this cognızance. The relation between Modernization, urban and movie reflected in the urban centers which are re-produced by the factors as increasing population, economy etc , by the time the movie theatres follwed these centers which displacement or increasing as sub-centers. Beyond the morphological this positioning reflects the pressure of ınfra-structure factors that affect its formation. The evaluation of the transformation of centers in Modernization process and its ınteractıon with movie theatres as public space in the model of Ankara is important in terms of one dimension of urban development process.

Key words; Modernization, publicity, urban center, movie theatres, Ankara.

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4x3 poster project | proyecto de carteles

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Abstract

4×3 is an exhibition, a memory-bank, and a game. Conceived and organized by Xavier Meade and John Mandelberg, this project draws on the personal archives of four artist/designers who have been active in creating and collecting politically inspired posters during the past four decades: Chris McBride (Auckland), John Mandelberg (Hamilton), John Phillips (London) and Xavier Meade (Raglan). Our personal archives became both the subject, and content, of the game and the exhibition. A shared curatorial exercise recontextualizing posters from diverse cultures and time spans that either reinforces their political messages or evokes new meanings in that opinionated, vulnerable, ephemeral and bold poster language.

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The formative role of art: John Dewey's art as experience and poiesis of the quotidian

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Abstract

The present manuscript delves into the impact of art on the cultivation of personality and sensitivity. The author suggests that cultivation in art contributes to evolving sensibility towards the surrounding world. The artistic knowledge or attitude help us percept and feel the quotidian with affection, imagination, and creativity. It functions as a complement to a rational understanding of reality. This paper also retakes Aristotelian category of poiesis, considering it a creative act; and John Dewey's view of relations between education and art is examined. This philosopher of education finds in the aesthetic-artistic experience of the quotidian a way to engage with the Other and to treat life as something with deep aesthetic sense. The discussion shown in this article follows four main threads under the scope of the Deweynian notion of art as experience. They are the education for art, education by art, education in art, and, finally, the creative act of the everyday life.

Keywords: art education, art as experience, John Dewey, poiesis of the quotidian, pragmatic aesthetics

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The Visualization of Arjuna in Three Javanese Wayangs

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Abstract

Arjuna, the third Pandava character in Mahabharata story which originated from India, has different characterization when it spreads and develops in Java, Indonesia. This character is very beautiful, delicate, loves to dress up, smart in smooth talking, though mentioned as the most masculine character in the story. In the three different Wayang theaters which play the Mahabharata story such as Wayang Kulit (shadow puppet), Wayang Beber (illustrations on scroll-painted fabrics) and Wayang Wong (theatrical performance by humans), there is a specific pattern to visualize Arjuna masculinity. The purpose of the research is to show how those three Wayangs visualize Arjuna's masculinity. In doing so, we observe the artifact of Arjuna character in Wayang Kulit, Wayang Beber, and costume worn by Arjuna cast in Wayang Wong. We conduct interviews as well to puppeteer, Wayang expertise, and the dancer who plays as Arjuna in Wayang Wong. The result shows that those three Wayang have a similar strategy to visualize Arjuna, they tend to emphasize on the physical subtlety of Arjuna, the softness of his behavior and speech. It seems that to convey the masculinity of Arjuna, there is a consistency to visualize it similar to the characteristic of a woman.

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THE EVALUATION OF 20TH CENTURY ARCHITECTURE IN KONYA IN THE CONTEXT OF MODERN ARCHITECTURE

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Abstract

Conservation understanding limited to "monument" or "old work of art" in the past comes up today along with new concepts like "historical and cultural heritage", "heritage of modern architecture" and "heritage of industry". In 1980s, the thought of conserving early period buildings in Europe aroused. In 1990, DOCOMOMO – Documentation and Conservation of Modern Movement accepted that the architecture of 20th century was a part of Europe's historical heritage with Eindhoven declaration as well as Europe Council supported the agenda by determining principles for the subjects like production of information – inventory needed for conserving, increasing the value of heritage and, training specialist, creating social consciousness and cooperation. Also in Declaration of Architectural Heritage Conservation of ICOMOS Turkey Council in 2013 "buildings, building groups and settlements produced since the beginning of 20th century in Turkey exemplifying both international and national tendencies and/or innovative technics and technologies" were defined as modern architectural heritage. The works of Turkey's 20th century modern architecture were started with the early modernism buildings constructed all over Turkey especially in Ankara and İstanbul in the first years of the Republic. This period started in first years of the Republic includes all the works of architecture which were produced until late 1980's, carrying the traces of modern movement, rationalist, purist, transparent, reinterpreting the traditional architectural values by the means of modern material and the seeking of independent form. In the study, the Mevlana Axis between the Alaaddin Hill and historical city center and the works of architecture which were built in modernization period between early 1900's and 1980's on this axis, contributing the city identity and handled in the context of modern architectural heritage are evaluated.

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THE CHANGE OF THE HOSPITAL ARCHITECTURE FROM THE EARLY 20th CENTURY TO NOWADAYS: EXAMPLE OF KONYA

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Abstract

The hospitals served in the name of "darüşşifa" in the Seljuk Empire period in Anatolia continued their service during the Ottoman Empire period. The hospitals built by the Seljuks, especially in Anatolia, are important for Turkish medical history. "Darüşşifa", a singular building during the Seljuk period, usually served as a part of the social complex in Ottoman period. The health institutions that provided treatment and care services in different areas in Ottoman period were replaced by "gureba hospitals" in the 19th century. After the 19th century, the reform declaration "Tanzimat Fermanı" publicized in 1839, was also the beginning of modernization in field of medicine. In Anatolia, today's health organization and its foundation was realized in the first years of the Republic. The change in Anatolia was lived in every area with the development of economy after the declaration of the Republic; hospital buildings were constructed first as "gureba hospitals" then as "country hospitals" in Anatolia cities like Konya after the big cities like İstanbul, Ankara and İzmir. In this study, the change and development of hospital architecture in Konya was discussed and the change from the "Gureba hospital" built in the beginning of the 20th century to the comprehensive research hospitals of today is illustrated. The state-affiliated hospitals were handled in the scope of the study. The change of hospitals was evaluated via the bed capacity, building size and formal differentiations.

Keywords: Hospital architecture, change of hospitals, Konya, Anatolia.

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SUSTAINABLE BUILDING DESIGN PROCESS: A FACULTY BUILDING

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Abstract

Sustainability is providing the existing, desired or approached positive situation or characteristics of any object, design or system to stay in the same quality for a determined period of time. Sustainability as a dynamic process includes concepts of time, continuity, conservation and livability with change. Design process in architecture also embraces a dynamic understanding in the meaning of planning the future and fulfilling the requirements in time. Considering future in building design, planning change and development will bring the sustainable usage and user satisfaction will be maintained. Many building has to adapt to the changes and requirements in time, capacity increase and technological requirements make it necessary to grow and change. Faculty buildings are one of these building types especially in universities still completing development. In this study the spatial change, spatial and environmental effects along with this change are analyzed in Selcuk University Faculty of Engineering building since it was built. The modular growth of the building with gridal and courtyarded plan schema is analyzed from the points of orientation, complexity of circulation areas and accessibility of spaces. The building has been used as Faculty of Engineering since 1998. The number of departments was increased in time and new blocks were added to the building. The positive and negative sides of the decisions and spatial changes from the point of sustainable usage are exposed in this study and the principles of building design process related to changes, capacity and size, distribution of function groups are determined as flexible design.

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An Evaluation on the Relation between Gastronomy and Art: The Case of Ferran Adria

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Abstract

Early times humankind were consuming raw food and with the discovery of fire learned both cooking hunted animals and firing the ceramic pots. This progress has changed the eating and cooking habits. Then presenting or eating are not only being physiological needs but also psychological needs related with taste and pleasure. Today a discipline called gastronomy studies above-mentioned needs in the light of different interdisciplinary areas such as art. Highlighted aesthetical concerns and creative styles while serving the food has grown in recent years and this trend indicates that gastronomy has a close relation with art. In terms of this relation, molecular gastronomy defined as biological and chemical knowledge to cooking, creates unusual tastes and recipes or surprises our senses. The aim of this study is to question the descriptive aspects of the gastronomy as an art or not. The relation between art and gastronomy especially focusing on molecular gastronomy is discussed. First, the terms of "aesthetic", "beautiful" and "creativity" are reviewed. The case of Ferran Adria's works were evaluated how avant-garde postmodern art movements effected. It was concluded that gastronomy can be accepted as an art and molecular gastronomy applications can be defined as postmodern gastronomy or postmodern art. As a matter of fact, Adrian's works reveals that he is not only the chef who changed cooking, presentation and eating habits radically but he is also an artist.

Key Words: Postmodern Art, Molecular Gastronomy, Aesthetic, Creativity, Ferran Adria.

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The Impact of the Eras and Varieties of Kufic Art, on the Placement of Kufic in Architectural Design

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Abstract

Kufic script is a form of calligraphy which has been in existence since the earliest years of Islam. A glance at arts in Islamic states reveals that calligraphy and a number of other art forms fared well, as painting was considered objectionable on religious grounds. Christian places of worship are adorned with reliefs and various patterns. In Islamic temples, the reliefs are replaced with calligraphy. Islamic places of worship exhibit various forms of calligraphy. The introduction of different versions of calligraphy for use in such buildings produces a wealth of images enhancing aesthetics of the buildings. One can comfortably make the observation that the diversification occurred through the historical process, yet no such observation was effected with respect to the relationship between the positions calligraphy was used in buildings, and design diversity. Calligraphy observed in Islamic temples found its way to the temples of Turkish states which converted to Islam. One such forms of calligraphy is Kufic, one of the oldest forms of calligraphy in the Islamic world. Kufic was used by Turkish Muslim states as well. Turkish states used Kufic since the earliest conversions to Islam among Turks, till the Ottoman era. Through the said time frame, Turks truly embraced and became masters of Kufic. As a form of calligraphy, Kufic reached its zenith in the Ottoman state, but was abandoned afterwards. Kufic went through 3 distinct eras in the Ottoman state. The last of these was followed by the onset of "aklam-ı sitte" (six pens) during the reign of Bayezid II, replacing Kufic as the dominant form of calligraphy. In this context, the most glamorous examples of Kufic in architecture of Turkish states can be found in Ottoman structures. As one of the sub-branches of calligraphy, Kufic exhibit certain variations in terms of the forms used and spots occupied in structures. The diversity observed certainly affects the design from an aesthetics perspective. Yet, the literature does not associate specific trends in the diversity thus produced, with specific eras and types of Kufic. In other words, there is, as yet, no classification of spots of use of Kufic in structures, with reference to the types of Kufic and the dates of works. The present study will produce a comparative analysis of the types of Kufic and spots they were used in architectural design, with reference to the date of building of the places of worship in the Ottoman State, including an analysis over important examples, to get a more complete picture of the varieties of Kufic used in various periods.

Keywords: Kufic, Kufic in Ottoman State, Kufic and Architecture, Kufic and Mosques

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EFFECTS OF VIRTUAL REALITY TO INTERİOR ARCHITECTURAL DESIGN PROCESS

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Abstract

With the change in the world, the industrial society has been replaced by the information society over time. The development and change in social, cultural, economic, political, technological, commercial and medical fields has been influential in all disciplines dealing with design. Interior architecture has an interdiciplinar structure. Interior architectural design has different methodologies in design history. Developments at interior architecture technology, have improved new applications used for planning and management, making thing things easier at daily life, saving the natüre, increasing quality. One of these applications is virtual reality. Virtual reality, interior architect evoking of new ideas and these thoughts are the basis for the concretization process. Virtual reality, the user allows see and test the design beyond imagining the design. A good design provide time saving, increases mutual interaction and solves problems caused by communication. In this study, virtual reaality concept had been explained and its effects on interior architectural design process had been examined.

Key Word: Virtual reality; design process; interior architecture; technology

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Learning Laika's Facial expression system for stop-motion animation puppet through knock-down strategies on home-scaled 3D printer

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Abstract

3D printing technology growth rapidly over decades. Many industries are using this technology - including animation industry. Laika is United Sates based animation production companies which pioneering the utilization of 3D printing technology in stop-motion animation. Laika utilized this technology in their production pipeline for making stop-motion puppets in most of their films, including their latest Film : Kubo and the Two Strings (2016). Due to limitation access and information regarding detail of Laika's facial expression, communities and fans of animation have tried to conduct independent experiment with their own 3D print using footages of behind the screen process from Laika studio. The experimentation became more interesting because fans and communities have limitation to access the latest technology of 3D printer that similar with Laika's standard. In this case, this paper contribute a way to explore facial expressions for creating stop motion puppet using affordable home scale 3D printer. Using limited technical information that collected from behind the scene documentation video from Laika as well as referring to articles wrote by stop-motion enthusiast, this fan-based research then ignite creativity for overcoming barriers of technology and access through strategies in producing affordable 3d print stop-motion animation.

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Design & Redesign as a creative challenge

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Abstract

Problem Statement: To design a logo is a matter of creativity and "graphic culture" because it has to be recognized, if it's possible, all over the world. To redesign a logo (we call this operation "graphic leap" in logo design) is a challenge for the designer. This paper wants to explain the working process to design a logo and its redesigning, of course. It is like a guide to process signs, symbols, colors etc. and creating wonderful and interesting logos. Purpose of Study: This is a research concerning the study of a lot of logos to see in what way is easier to design and to select their constituent elements to realize logos to be, why not, brands. It is about a kind of guidebook to teach the designer to choose the main element to define the graphic representation and to allow a balance between all the features that are obliged to be in a harmonious design. Methods: There are two steps in this work. The first one is about the identification stage: which are the components of logos concerning a lot of activity domains, what kind of colors are necessary due to the management of colors in logo design, which are the main signs or symbols which are often used in logo design. The second stage is a graphic one: to sketch logos and to make a graphic simulation in many shapes and colors to identify, in a brainstorming board, the best sketch to be used. To redesign a logo there are two important questions: "building"a new logo, but having many elements from the old one or a new one without any kind of components from the old logo. In this paper we have discussed about these aspects based on adequate examples. Finding and Results: Due to this research study we are in the position to have a lot of information to design good logos. The way to draw a graphic representation has to realize the two stages presented above. By analyzing many logos this study has created a data base concerning signs, symbols etc, to be essential elements for "building" logos. We saw that having desire and a design culture, is a good way to be in the world of designing logos and other graphic representations. Conclusions: This paper is like a plea to this work. It is as a policy of creativity and daring in logo design. To design or redesign logos, as identity main element for a company, it is a wonderful "travel" between interesting graphic representations and full of satisfaction. In our research study we have tasted the power of graphics, that is so interesting in our daily life.

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A comparative study concerning the airlines logos

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Abstract

Problem Statement: This paper is about a study concerning the airlines logos design all over the world, that means symbols, signs and colours used to create a special identity. The study, realized on 100 airlines logos, has revealed interesting things related to the main principles governing the logo design. Purpose of Study: The corporate identity is an important element for a living company. It's about the communication strategy for it to be seen, accepted and, of course, used. LOGO, as a graphic element, is a main gear in this strategy and a special part of the corporate identity.From the beginning of our research there were three questions: What is the main symbol of the airline logo? What colours were used for the logo (different colours or country`s flag colours)? What is the typeface concerning the complex logo of an airline ? These were the questions. And we really hope the answers be in our researches. We have studied many airlines logos and we have found very interesting things to analyze and discuss in this paper. Methods: It was a hard work to understand one hundred logos, to see what symbol is used for each of them, to find what logotype are necessary to create a very good airline logo. Firstly, it was the selection of these airlines all over the world. The second direction of study was connected to the main symbol for each airline company. Then, the logotype and finally the airline logo created from a symbol and a logotype, altogether. Finding and result: It was an interesting result. After months of researches the result is connected to logo design and in the paper are presented a lot of examples which respect the principles of logo design. We have connected the symbol to logotype to realize the airline logo. We have discovered that a number of symbols are national symbol of the country and the colours are the same to the country`s flag. Conclusions: In this paper we have tried to open an interesting direction of research in a field which presents wonderful and very good graphic representations. We have investigated only a hundred logos. We have proven the connection between colours of the logo and those of the countries` flags in many examples. We have seen that a lot of symbols for a country, namely, animals, birds etc, may be the symbol of an airline logo. This paper is a beginning on a new way of investigation in this universe of graphic representations concerning logos. In a future research we will develop the study to find more interesting things about logos in this field and in others.

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THE PERCEPTION OF REPRESENTATION IN VISUAL GRAPHIC LANGUAGE

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Abstract

This paper addresses an interesting field of communication, namely visual graphic language. The principles of this special communication language (visual graphic language) are presented bellow and in the following case study which highlights graphic visual perception of the subjects regarding some representations explained in this article. This research paper is following the understanding of the proposed representation by the case study subjects, which are illustrated trough graphs and percentages witch explains how they perceived and translated these graphic representations. Future research will focus on the subjects ability to represent themselves new graphic representations starting from the ones proposed by the authors of this article.

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THE USE OF CAMERA ANGLE IN OPENNING TITLE DESIGN, THE ANALYSIS OF THE SHOT SIZES AND TYPES AND OPENNING TITLE DESIGN OF "THE PACIFIC" TV SERIES

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Abstract

The production of the main titles that give us an idea of what to watch in the beginning is made up of both visual and audio elements. One of the most important among the visual items is the camera angle. In this study, the camera angles used in generics are specified and the effects and usage purposes are mentioned As a result of the study, the pacific tv series which has an award-winning main title design in many international competitions is analyzed in depth over the main title camera angles, cause -effect relationships by taking into account for both in terms of communication design and usage purposes

Key Words: main title design, camera angles, the Pacific, visual communications

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INVESTIGATION OF EXPRESSION STYLES IN ADVERTISING DESIGN THROUGH "ŞEKERBANK FAMILY FARM" ADVERTUSEMENT SAMPLE

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Abstract

In this study after giving general information about expression styles in advertising design "Şekerbank family farm" advertising film was analyzed in terms of visual communication and design elements. After the narrative style used in the examined commercial film was determined, a deep analysis was made on the reason As a result of this work, one of the styles of expression in advertising design has been studied through an award -winning commercial

Key Words: Advertising design, Sekerbank, advertising, Visual communication design

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Lowbrow Art Movement adopted as a Sub-Cultural Art and Its Effects on Visual Design

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Abstract

Lowbrow art movement started to emerge in 1970s, also known as popsurrealism, in Los Angeles-California was born as a part of punk music, comic books, street and skateboarding culture and reflects on fields such as picture, illustration, sculpture and design toys. Lowbrow artists were not welcomed to art and design platform since they did not have fine art diploma and came from street culture during the first years of the movement. However, in recent years, Lowbrow artists have proved themselves and their art and design works exhibited in different fields started to be seen. In this study, reflections of Lowbrow art on visual design are investigated. Purpose of the study is to emphasize the significance of place of Lowbrow art today, considered as a sub-culture.

Keywords: Lowbrow, Popsurrealism, Street Art, Illustration, Designer Toys, Sub-Culture

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Visual strategies for the representation of frontier concept and the production of false antitheses

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Abstract

Currently the concept of "frontier" is the subject of interdisciplinary studies ranging from political science to the sociology of art. As a result of several events in the various continents, the significant increase in the issue of immigration and its political control in the media and in political discourses has shown a direction opposite to that of the annulment of the concept of the frontier into which Europe had immersed itself.The images that accompany this reality are supported in a very significant way in the rhetorical use of visual antitheses both when they defend and when they contradict the concept of frontier. This contrast strategy uses, in a dichotomous way, chromatic, iconic, symbolic items and the division of graphic space to promote the idea of difference and separation between interior/exterior; invader/invaded; enter/exit; inside/outside; here/there. These strategies require literal comprehension activities built on the fallacious concept of dichotomy, promote the concept of insurmountable difference, and stimulate the development of poor and prejudiced thinking about the "migrant."This study analyzes several images (posters, leaflets, sites) circulating in the last three years that use the rhetoric strategy of visual antithesis to convey the idea of territory, frontier and transposition and contrasts them with others with more complex rhetorical strategies such as synchisis or visual allegory, capable of promoting inferential comprehension strategies and eliciting a more elaborate thought about "migrant" and "migration" reality.

Keywords: frontier concept; visual rhetoric; visual antithesis; visual synchisis

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AN EVALUATION ON THE CHANGE OF HEALING PERCEPTION AT HEALTHCARE FACILITIES THE ROYAL CHILDREN'S HOSPITAL

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Abstract

Healthcare constructions are public buildings that necessitate technical, healing and medical conditions, require common action from a number of disciplines and accommodate differing scales within themselves. Recently, these constructions have been a field of study whose momentum have continued to speed up for varying disciplines in terms of healing factors. This condition can be evaluated in terms of the basic requirement of "well-being" for each individual, the fact that the definition of health has become more comprehensive and the changes on spatial requirements in accord with developing technology. The definition by World Health Organization (WHO) will be distinctive for designers. WHO stated that "Health is not only protection from diseases and microbes but also a state of well-being physically, mentally and socially." Furthermore, excitement, hope and other positive emotions that can be conveyed to human soul through design can be viewed as the basis of health philosophy constructed on the condition of "well-being"1. Even though the concept of health involves a comprehensive definition, its perception by users indicates change over time and it can be considered that this perception is far from a holistic approach in parallel with the definition of health. Healthcare constructions include places that have negative connotations in the conscious of the society. One of the most significant duties of the designers can be accepted as breaking such perceptions in the society and creating environments that will allow people to connect emotionally. The healing perception in the society, especially the ones for state organizations, is related to providing services with limited capacity and facilities. The idea or condition of inadequacy has caused to arise negative psychological emotions for academic and service staff, patients and their relatives, that is to say for all users. However, the applications to solve the problems of capacity, speed and facilities can be regarded as the result of healing formation that was inherited from Industrial Revolution to the contemporary world. In short, when historical process is regarded, healthcare constructions indicated a change from home quality to industrialization; however, it will not be incorrect to state that there have been continuing efforts to create bonds between construction and human with today's humanistic approach by emphasizing the significance of home quality. The design of modern healing places as livable spots, environments to where feelings of belonging can be attached and environments of relaxing and healing therapeutics has become a delayed requirement. This will only start with understanding the role of place on healing. Hospitals can be regarded as type of constructions that are convenient to healing reading. Therefore, the efforts to create theoretical background have been put forward in this study in order to evaluate the relation between healthcare constructions and perception of places to provide reading over hospitals. The study will mention hospital buildings in the historical process and changes on the healing perception of people. It is impossible to design the study independent of users in this healing reading from past to present. With the evaluation carried out in this respect, today's spatial construction perception will be evaluated over The Royal Children's Hospital, Melbourne, Australia and providing recommendations on construction design is targeted.

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Eiffel Tower Through the Eyes of Painters

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Abstract

The Eiffel Tower, named after its designer Gustave Eiffel, was erected as the entrance to the Paris International Exposition in 1889. It was a suitable centerpiece for the World Fair which celebrated the centennial of the French Revolution. The Eiffel Tower, became the global icon of France and served as the triumphal arch of science and industry. Altough the tower had been a subject of controversy and a petition called "Artists against the Eiffel Tower" was signed by three hundred poeple including some of the most important figures of the arts, many European painters were inspired by the majestic figure of the Eiffel Tower. They picturized the tower in their portraits and cityscapes. Paul Louis Delance was the first artist to depict the symbol of modernity. His picture shows the unfinished tower under construction. Post Impressionist artists Georges Seurat, Paul Signac and Henri Rousseau painted the tower in the first decade of its existence. Robert Delaunay, founder of Orphism art movement and Marc Chagall, Russian artist of École de Paris, are the two artists who painted the tower most frequently. Pierre Bonnard, Maurice Utrillo, Jules Ernest Renoux, Raoul Dufy, Fernand Léger, Diego Rivera, Max Beckmann and Christian Schad can also be counted among the artists who used the image of the tower in their artworks. The Eiffel Tower had diverse appearances in the eyes of the painters: pointilist, expressionist, cubist and abstract.

Keywords: Eiffel Tower, European art, painting.

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Expressive Typography as a Visualization of Ideas

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Abstract

If we define the basic function of the text as the transfer of ideas and information with the help of signs, typography is the designed form of this transfer. Typography invites to read the text, reveals the meaning of the text, links the text to other visual elements and creates appropriate reading conditions. In addition to communicating information and messages through an understandable form language, it also carries the claim of being an element expressed as a style, personality, and visual language. In this sense, it is important to arrange the typographical characters such as font, form, color, space in the media to be displayed in the correct and effective way of conveying the message. Typography should be able to influence and impress the pleasure of gazing as opposed to the main function of "reading". That is when it separates from the post, it fulfills its duty as a visual communication tool not only in the function of reading but also in form. In this context, expressive typography is an art form where text is highly visual or type becomes an image. Letters are not just abstract symbols, carriers of meaning; they are also real, physical shapes. In this research the chosen quotes given to the graphic design students to arrange words in a way that seems logical and natural to show the main idea by some limitations. It is allowed to use any kind of typeface, just black/white color in 3 pages for every students' each idea. They can also use extra cutting and folding features of paper. After the project finished, different quotes designed by student's way of expressive typography are bounded as a book. Based on the comparison of qualitative research methods of students' results to show the effects of expressive typography on the visualization of the words as a result of this research.

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TYPOGRAPHY DESIGN IN THE DIGITAL ENVIRONMENT

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Abstract

Writing is a visual expression of language-based communication. It is the most basic indicator and result of human social development. His evolution is in tune with language, thought, art and cultural exchange and / or development. Today, the concept of writing - typography is far beyond just describing a technique. Modernism and communication design have changed and improved typography, typography has often been used as a visual element, starting from the primary purpose of reading. The effects of the developments in technology were reflected in the typographic studies and new and effective expression forms could be created with new software enviroments (3D programs and animation programs etc.), new media (laptop computers, tablets, smartphones, smart TVs etc) and new experimental works. Depending on the design of the typography in the digital environment; a series of steps could be outdistanced as; story board, lighting, animation, render, covering, sound design, and fiction. Infact all of these stages requires a separate area of expertise and profenciency as a consequence requires multidisciplinary work. Mainly, typographic studies designed in the digital environment by use of Possibilities offered by technology presents new expression possibilities to the audience. Developing technologies and especially computer technologies contribute to the development, change and differentiation of typography day by day. Therefore examining how digital typography, which is becoming widespread, has been designed and produced is a necessity for an effort to meet communication expectations of day and future with visual designs. In this article, new areas of typography, typographic studies and usage areas were evoluted and the items and facts (Text, Three Dimensional Writing, Color, Motion and Sound) constituting digital typography design are reviwed.

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Designing interaction models that meet user expectations, an empirical study on user emotions towards smart TV

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Abstract

Single function, closed system products are disfavored in today's world of technology. With the advancement of technology, analog TV shifts from a mere viewing experience to interactive digital TV experience. New technological opportunities not only create changes in appearance and functionalities of TV but it also creates change on user expectations, which is mainly emotionally driven. Initial attempt of the study this paper involves is to understand which emotions and why those particular emotions are aroused towards users smart TV expectations. In other words, the aim of this study is to understand which activity, what content and how users want to interact with TV and which positive emotions aroused can satisfy expectations. By doing so, it analyses user emotions and expectations towards a dream TV. The data collected by semi-structured in-depth interviews. The results show that Smartness, High quality, Personalization, Functionality and Appearance are the main features that meet the expectations towards TV experience. User-friendliness, compatibleness, enjoyableness, awareness, novel-interactions, self-defense smart software and voice remote are the consequent expectations. All these expectations arise from different underlying emotional tendencies. With its initial attempt to propose guidelines for designers, this study suggests that for designing a smart TV that meets user expectations, its design should enable smart interaction that simplifies managing task (Smartness), high quality of sound and screen quality to enable innovative continuous experience (High quality), supporting not missing content and filter unwanted content (Personalization), utilize all kinds of usage comfortably (Functionality), and should have an aesthetic look, even seamless design that fits any possible environment (Appearance).

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SNAPCHAT AS AN ADVERTISING PLATFORM

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Abstract

In this research; the types of ads used in Snapchat and how brands utilize them are examined through examples of domestic and foreign campaigns. Snapchat is an instant messaging application that takes advantage of new technologies such as augmented reality, allowing brands to reach the target audience in interactive, unique and fun ways. Given the fact that digital advertising has now surpassed printed media and television advertising, research in this area is becoming essential.

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Cultural Identity And Passport Designs

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Abstract

A passport is a kind of identity given to an individual country to travel to their own country for travel to other countries. The 'passports', which have only been paper or stamped at the entrance and exit of customs officers during the past centuries. They have become increasingly critical documents as the globalization of the world and the necessity of this globalization process have increased the frequency of travel and the increasing number of border crossings. When we examine the designs of these important identity documents, it is seen that in the passports the cultural values of the country as well as the information of the person are included in the page designs. For these reasons, the passport is not only a personal document but also represents the country to which it belongs. The designs created in the frame of this thinking, it is possible to find designs in which each country has its own cultural structure and values as well as the presence of passports with an almost similar cover and interior page design. It can be said that passport designs should reflect the image of the country. This image can also be provided by the cultural values and artistic features you have. At this point, it is necessary to create a coherent cultural identity design, and in order to enable countries to take a step forward in their passport designs which are to be used in this process, such as visual elements, illustrations, photographs, etc., should be designed in such a way as to reflect their cultural identity. Countries that are aware that their passports reflect the cultural values of the countries are able to combine their passport designs with the modern design concept of the times and redesign them with a more original understanding and it is possible to find passports which are quite creative and stylishly designed and each is an artistic work. This study is a qualitative study aimed at evaluating passport designs in terms of being a representative of cultural identity and examining passport designs which are re-examined with innovative and modern understandingcultural identity.

Keywords: Passport Design, Cultural Identity, Graphic Design

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Urban Waste As An Alternative Material On Making Aesthetic Elements For Interior Design That Represent Indonesian Ornamental Pattern

Firman Hawari, Indonesia

Abstract

In the field of design, activities to develop form, application materials, production processes and product functions leading to goals that refers to the application of eco-design, like reducing dependence on natural as well as conserving natural resources from extinction. Several researches and experiments were conducted to find opportunities of urban waste utilization for supporting daily human activities and, of course, human need of aesthetic values. They were also arranged to compile newness on idea, composing process, structure quality, and aesthetic values in visual appearance of the final result. Those relate to idea implementation, material character, process treatment, visual pattern, and also customer taste. Adapted to treatment process and result, waste characters needed were: sheet, thin, and supple. So, various wastes would be experimented were: office paper, plastic packaging, paper packaging, dry leafs, plastic bag, and mix. Many steps of experiment were done to produce some aesthetic elements by utilize those wastes as prime material. Systematic procedure had been applied then some aesthetic elements had been produced were bowls, boxes, and many more mini-storages. The appearance: structure were massive, rigid and surface visual were rough and unclean (Product resulted will be shown in the full proposal). Specifically, there were possibility to create Indonesian ornamental pattern on it. All results show that chance. Based on result, it can be mentioned that urban wastes had ability and become great potential as material for aesthetic elements of interior design. The study above was conducted with reference to culture, natural resources and social behavior of Indonesia as an agrarian country.

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Covering cure: Typographical and visual design solutions on the album covers of the band "the cure"

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Abstract

Graphic design is one of the many design disciplines, which is visual and 2 dimensional. It provides pre-print solutions by organizing the main two elements, which are type and visual. While graphic design's aim is presenting a product or a service, album cover as a graphic design product protects the recorded medium and presents the music or the musician. In most of the graphic design products verbal messages are must haves and need to be part of the analysis with their two dimensionality as readability and appearance. The aim of this paper is to analyze a series of graphic design product in order to find a translating system between different disciplines, which are graphic design and music. The 13 album covers of the British post-punk band the Cure has chosen and analyzed in order to find how a musical style or a musician's self can be presented visually.

Keywords: Graphic design; album cover; the cure; typography; post-punk

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REFLECTIONS OF TURKISH FEMALE FASHION IN TURKISH PAINTINGS

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Abstract

The main themes of the study are "A History of Turkish Female Fashion" and "Paintings of Females in Turkish Art". We elaborated on Turkish Feminine Style from the declaration of the Republic until current times through an evaluation of the paintings of artists who have made an impression on the history of Turkish painting and created a niche for themselves while using females as the subject of their work. The study evaluates the relationship between the Art of Painting and the Fashion Industry in both creating inspiration for and witnessing each other from a historical viewpoint and the Turkish Female Fashion of the various periods is comparatively reviewed taking into account the fabric prints and patterns, the art of weaving, the development of universal fashion and Turkish female fashion, female models in Turkish paintings, regional influences, socioeconomic level, artist style and characteristics, and the subjects of paintings. In conclusion, the first period evaluation revealed that paintings related to the Ottoman dynasty, the palace members and upper aristocrats mimicked western fashion while those depicting the general public reflected a fashion style that was not universal. The declaration of the Republic in the later period, the increased education of the women together with new rights and freedoms leading to active participation in social life has resulted in models painted together with clothes conforming to the universal fashion. Recent periods and current times continue to follow universal fashion and are sometimes even more progressive.

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Fictional Illustration Language with Reference to Examples from Escher and István Orosz

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Abstract

Alternative approaches in illustration language has constantly been developing in terms of material and technical aspects. Besides the variety of techniques and materials, illustration languages also differ in terms of semantics and form. Differences in formal expressions for increasing the effect of the explained and suggested subject on audience create diversity in the illustrations. Each illustrator has now been developing their language with a different approach and fictional illustration languages are varied within the framework of scientific illustration examples. In this report, Escher's making three dimensional images to be perceived in a two-dimensional environment together with mathematical and symmetry-oriented studies and the systematic formed by a numerical structure in its background are associated with the notion of illustration in terms of fictional meaning. Istvan Orosz's works, which were created in a different and impressive style in this context, were also studied in terms of perceptual illusions and with the technique of anamorphosis he used, Orosz made it possible for the people to see their perception abilities and visual perception sensitivities in different environments created by him. In this report, which new approaches and illustration languages are examined as methodology, the works of both artists have been bringing an alternative proposition to the illustration languages in terms of systematic sub-structure and fictional idea sketches' making expression effective and giving a new dimension to it. In this respect, during the development of illustrations, fictional illustration concept is examined through examples with reference to the visual perception concepts and the relation of the perceptual illusions with the illustrations is approached through various concepts.

Key Words: Perception, Illusion, Illustration, Fictional Illustration, Illustration Languages, Visual Perception.

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Web Design for Usability: Virgin America Web Site Case Study

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Abstract

Usability and profitability are two sides of the succesful websites. Simple usability improvements can create increases in the profitability of the websites. Likewise, usability improvements can greatly improve productivity and job satisfaction in a work environment. According to Forrester Research, usability goals are business goals. Web sites that are hard to use frustrate customers, forfeit revenue, and erode brands. Executives can apply a disciplined approach to improve all aspects of ease-of-use. Simply by starting with usability reviews to assess specific flaws, anyone may understand their causes. Then fixing the problems may become easier. In this study, understanding the principles of user-centred design and how it improves usability is the main purpose. For this aim, https://www.virginamerica.com which is the web site that gained the 2016 Best User Experince award from The Webby Awards has been studied as a case study.

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The Role of Traditional Architecture in the Development of Rural Tourism: The Case of Turkey

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Abstract

Rural tourism is a type of tourism based on natural resources, which is intertwined with rural settlements. Due to many positive influences, the importance of it for tourism is emerged well day-by-day. Different climates, natural environments and different cultures all around the world guide this tourism type. Rural tourism has a great role in the protection of natural and cultural heritage and the introduction of it to the world. For this reason, rural tourism is a tourism type compatible with sustainable tourism concept. The introduction of rural tourism examples in the various parts of the world, with its natural surroundings, architecture and cultural structure, will contribute to the development of rural tourism and its sustainability. Within this study; Obasya rural tourism accommodation facility located in the rural part of Manisa province in Turkey and having a rich tourism potential, has been examined. It has been deemed worthwhile to study the facilities because of their natural and cultural resource values, having the examples of original architecture suitable for rural-village tourism, containing areas with unique life style and the products of handicrafts they own. It is considered that this facility is an important example for the evaluation of rural tourism and it is thought that it will make a significant contribution to the literature. This study, which is made in the region, shows how the potential in rural areas is evaluated for regional development.

Keywords: Rural Tourism; rural tourism accommodation facilities; traditional architecture; Obasya; Turkey

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AN APPROACH TO THE DESIGN UNDERSTANDING AND BRAND IDENTITY OF ZUMBA FITNESS FIRM

Cigdem Demir, Gazi University, Turkey

 Abstract

Being not only a part of movie but also an independent element, title sequence designs are accepted as a mood setter of the audience. As the movie sector grows, title sequence designs evaluates within the process. With the certain definition of this design area, there have been many successful title designers. As an awarded designer Kylie Cooper is a new generation title sequence designer. With the visual solutions he has made for more than 150 title designs, he has followed the path of the pioneers of the title sequence design and made a new point of view in the area. In this research his successful selection of works will be analysed.

Key Words: Title Sequence design, design, visual language.

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Higher Education Art Teachers Qualifications and Perceptions on Aesthetic

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Abstract

This research aims to shed light on the impact of aesthetical awareness of art instructors who work in the higher education and their qualifications of art education and aesthetic sufficiency. Therefore six art educators from different higher education took part in this study and a qualitative method for data analysis has been used. A series of semi-constructed questionnaire items have been formed and interviews have been conducted with 6 art educators in order to find out their aesthetic sufficiency levels in terms of art education.The results indicate a relatively high level of aesthetic sufficiency and qualification amongst the art instructors. It has been emphasized that theoretical lessons in art could encourage students' aesthetical perceptions and consciousness about art and creativity. There by learners' cognitive developments about art not only improve creativity but also prepare them to be good citizens in the society. The high level of the sufficiency levels of art instructors has also a positive effect on the achievement level of the students. Additionally, the sufficiency level of aesthetics can be directly related with the quality of the art education programmes of instructors as well. In conclusion, the levels of aesthetic qualifications not only help to raise students' achievement by creating a product of artwork or a masterpiece but also raise the performance levels of learners by rewiring the brain in positive ways in terms of training in art.

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Toward A Personalized Learning In Basic Design Studio: The Use of Neuropsychological Tests

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Hakan Sağlam, Samsun Ondokuz Mayıs University, Turkey

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Abstract

Basic design education was structured around standardized lesson plans and instructional methods. Even though each architectural school considers itself as an ecole, the content and the methods of basic design courses mostly follow a particular layout. The principles or qualities, elements, and compositional rules of design constitutes the content, whereas the methods can vary according to the instructors. This content and dependent methods consider the students as passive receivers. The students of basic architectural design course, however, should be active learners, participants and even contributors of the process, because architectural education in general, basic design studio specifically is supposed to improve the critical and constructive thinking skills of the students. In this respect, it is of importance to consider the students as individuals with particular skills and learning domains. The characteristics of each students should be depicted. In this way it could be possible develop personalized learning methods and more active and productive basic design studios. The aim of this study is to present methods of educational psychology, particularly neuropsychological tests as key factors of personalized learning in studios.

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The Situation and Importance of Game Interface Design Education in Turkey and A Lesson Proposal

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Abstract

Digital gaming industry has been an entertainment area that, since the mid 20th century, has come into prominence and distinguished itself in the game industry. Digital games have come a long way and reached large numbers of users since the time they got into the market. As for the digital game industry, the education of game design, along with the game production, is given high importance especially in USA and Europe. In these countries, game interface design with regards to programming and aesthetically designing is given place in the bachelor and master's degree education. It can be said that, in Turkey, the number of researches in this field, lessons and game companies has been increasing in recent years. However, it's clear that as a country, we have to come into prominence more in the international game field. In the ongoing competition in this field, companies use every means possible to sell their games. As the necessity of developing more appealing, qualified and unique game interfaces is known, game companies are to act responsibly during the game interface design process. In terms of the creation of scenes, characters, environments, animations and the usage of the game engines, more professional tools and techniques are used and more original game designs are pursued nowadays. With regard to this, it's clear that the need for qualified graphic designers to design aesthetically successful game interfaces has been increasing and will continue to. It's seen that game design lessons have started to be given at bachelor and master's degree programs at Universities in Turkey. Yet, the lessons are mostly on game programming at departments such as computer engineering. Game interface design lessons, on the other hand, are given at certain universities. In this study, the proposal of a game interface design lesson that can take place in the curriculum of Visual Communication Design or Graphic Departments of Fine Arts Faculties at Universities in Turkey is examined.

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SOME PROPERTIES OF BLACK SEA LOINCLOTHS (PEŞTEMAL) WITH OLD AND NEW EXAMPLES

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Abstract

Loincloths have been one of the weavings which women cannot do without that has come into prominence in traditional bathhouses with them being light, portable, thin, and elegant and with their property of quick water absorption. Loincloth, which is usually used in bathhouses to cover up from the waist down is today used in saunas, on beaches and in homes as bath towels and bathrobes. Moreover, it is possible to make blouses, dresses, tunics, shirts and bags from loincloth weavings. Loincloth, which attracts attention with its many areas of use, used to be made in hand looms but nowadays is made in both hand and machine looms in some regions. Cotton, linen, silk and bamboo fibers are frequently used in weavings. In this document, some technical properties of old black sea loincloths which are in the Institute of Higher Agriculture archives and loincloth examples that are made in Black Sea region nowadays are going to be emphasized. Moreover, suggestions are going to be given to ensure the sustainability of loincloth production

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THE LORD OF THE POSTMODERNITY; PLAGIARISM
Postmodernitenin efendisi; İntihal

Ödül Işıtman, Orta Doğu Teknik University, Turkey

Abstract

Today's art, which is dominated by postmodernism, evolves into a completely different sense of art that reverses the system over its own weapon and changes all the known values of art. While the limits of perception are pushed in a timeless and spaceless language, answers are sought to the questions which are posed in almost all areas of real and virtual. In this process, the problems of imitation, appropriation or plagiarism have taken their place in the center of positive or negative art thought. With postmodernism, the period which glorifies mini narratives, personal stories, localities, new identities, differences and privileges has started. While postmodern art approaches banality, waste and ordinariness as an ideology and a value, it ignores the ethical values and responsibilities. It opposes the exorbitance and perceived value created by modernism, while it wages a war against values related to being original and unique. It questions both the existing art market and the "what" of art, the "who" of the artist and the value of art object. What lies behind this discussion is the "Anything goes" motto, which emphasizes that in postmodernism everything is permissible and that postmodernism is open to any idea or practice. Everything has been disrupted due to the information and image bombardment with commercials in the 1950s, globalization in the 1980s, the Internet in the 1990s, and finally social networking and computer games in the 2000s. The reality was blurred and the images that get into network in a short time replaced reality. Postmodern art, which focuses on questions about what is the thing that is art, canalizes itself into citations and compilations which turn into imitation, appropriation, pastiche or plagiarism. While postmodernism turns into a kind of citation and compilation aesthetics; imitation, which is at the center of the questions related to what is the thing that is art, becomes the strategy of postmodernism. The article titled 'The Lord of the Postmodernity: Plagiarism' is about the transformation of an art object into an art material or the re-presentation of it in today's sense of art which extends from imitation, appropriation, and pastiche to plagiarism.

Keywords: Postmodernism, plagiarism, power, imitation, appropriation, art, pastiche

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Deconstruction For Tall Buildings

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Abstract

Demolition of tall buildings create a lot of environmental, economic and social problems and cause immense amounts of resource waste and generation of waste materials. Design for Deconstruction (DfD) is a planning of design and construction that allows for high-rise buildings to be dismantled easily and without any damages; hence enables construction materials, components and elements to be reclaimed through reuse and recycling. This approach has emerged as a result of the increase in environmental concerns and as an alternative to disassemble processes. In this study, the process, strategies and principles of the DfD approach, which aims to achieve buildings that can be dismantled in situ without any waste materials, are explained. In the study, the principles of Design for Deconstruction (DfD) have been studied on examples of tall buildings. Thus, guideline information has been presented in order to make it easier for architects to grasp the DfD approach and use it correctly during high-rise building applications.

Keywords: Design for Deconstruction, Tall Building, Sustainability, Sustainable High-Rise Building.

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Deconstruction For Tall Buildings

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Abstract

Demolition of tall buildings create a lot of environmental, economic and social problems and cause immense amounts of resource waste and generation of waste materials. Design for Deconstruction (DfD) is a planning of design and construction that allows for high-rise buildings to be dismantled easily and without any damages; hence enables construction materials, components and elements to be reclaimed through reuse and recycling. This approach has emerged as a result of the increase in environmental concerns and as an alternative to disassemble processes. In this study, the process, strategies and principles of the DfD approach, which aims to achieve buildings that can be dismantled in situ without any waste materials, are explained. In the study, the principles of Design for Deconstruction (DfD) have been studied on examples of tall buildings. Thus, guideline information has been presented in order to make it easier for architects to grasp the DfD approach and use it correctly during high-rise building applications.

Keywords: Design for Deconstruction, Tall Building, Sustainability, Sustainable High-Rise Building.

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A RESEARCH ON THE PERCEPTION OF CLIMATE-CHANGE OF THE INDIVIDUALS FROM TWO DIFFERENT AGE GROUPS AND EDUCATION LEVELS BY MEANS OF ART THERAPY AND CREATIVITY TECHNIQUES

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Abstract

In this era, one of the most significant threat for our living spaces and our beings is the climate change. The human activity, as one of the most presumable source of this threat is leading the world to accelerate on the improvements to raise environmental consciousness. Nowadays, the negative effects of climate change on human health is emphasized frequently. The effects of current information flow about this is issue on children and young individuals are not well known. Particularly, to raise an awareness about climate change for children and young individuals could be an effective method to develop programs and strategies that promote the decrease in climate change or increase the adaptability; on the other hand, this information flow possibly may increase the anxiety level of the individuals. This research is conducted to raise and increase an awareness on this issue for individuals from different age groups and education levels without causing any anxiety problems. Due to its core aim, this study focused on the understandings of climate-change via the art therapy and creative techniques of two participant groups as elementary school-second grade students and, first year students of basic design studio from the Department of Architecture. Primarily, the participants attended to the presentation on climate change, prepared by one biologist and one psychologist. Following the presentation, the participants from different age groups, gender, education, socio-cultural levels and background information split into groups of two and subjected to several tasks, which are blended by art and elements of art. After the tasks of awareness, the groups of two designed living spaces adaptable to climate change. As a brief result, by this research, it is observed that the participants from different age groups (7-20), different genders (female-male), different tracks and grounds of thought (tangible-intangible) are affected at a same scale from climate change; and the flow of information did not affect the level of anxiety negatively, but stimulated creativity.

Keywords: Climate change, design task, cognitive enhancement, art therapy

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INNOVATIVE APPROACHES ON MODULAR FASHION DESIGN

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Abstract

Within the globalized environment,thecompetitiveness,which expresses the talents needed for the sustainability of long term financial growth, has a crucial roleaffected by innovation and makes significant contributions to the development.Innovation is the only wayfor entrepreneurs to increase their productivityand meet the demands of the market and for that matter economies are ensuring the sustainable development(Fan vd.,2009). One of the innovative methods used by enterprises to remain ahead of the game of competitiveness is mass customization(MC).According to PillerMCis:"Tochange,assembly or modify of components of a product or a service according to the desires and needs of the customer"(Piller,2007).MCmethod,not only increases the competitiveness of enterprises on global market,but also strengths the value chain perception of the users on customized products.The relation between the fashion which is completely based on novelty and variations and the innovation arises from the nature of the first.This situation has become widespread with the common usage of innovative works shaped with MC in fashion design. This study aims to determine how to meet the changing desires and demands on clothes with the modularity method of MC.With this respect,common modules which can be applied on different skirts and enables the changes on size&modelhad been designed,the specialities which models should have were determined and studies on the assembly phase had been performed.This study which was completed with theexperimental design method,is important on offering new experiences to the consumers with spare modules applicable to existing clothes and meeting the demand on new products by avoiding the usage of sources on production phase.

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Emotive form design

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Abstract

Emotions are recognized as vital for human wellbeing and happiness. So are objects. However, studies on the practical use of emotions in product design remain limited. This academic project promoted the pedagogical encounter between emotions/dyads and the morphology/shape of products, based on the Plutchik's Emotion Wheel. The purpose is to improve and develop future designers' awareness of the emotive character of forms. In a visual thinking exercise, first-year students chose eight basic emotions to develop the forms of an 'emotional chair', drawing with pencil and paper to allow visual thinking and interpretation. The findings suggest that the Emotion Wheel is useful to reflect and manipulate forms to convey meaning, helping designers understand how to use emotive shapes for idea development and decision-making in the design process. This paper can contribute to product design teaching targeting emotional products, and offers guidance on how to evoke positive emotions through products.

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MINIMALISM AND INSTALLATION IN CONTEMPORARY CERAMIC ART

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Abstract

Many art movement has been effective in the long history of art. Minimalism emerged in the 1960s and in 1970s Installation Art began to show itself, as well as many of art field, these two concepts were effective also in Ceramic Art. The subject which held as a research is based on evaluating the individual art works through the 'Minimalism' and 'Installation' concepts. The main reason of focusing on these two topics is the harmony of between reductionist attitude and repetition of the units. The popularity of these two concepts in the contemporary art is undeniable truth, but the use of these trends in ceramic art not well known as the other fields. Through this study, taking an attention to minimalist installations in ceramic art is another goal. In this context, the first part consists of the emergence of Minimalism and its basic properties, leading figures such as Donald Judd and Sol LeWitt's artistic perspectives. In the second part, focuses on the main features of the Ceramic Art, process of the historical development and modernization, discussed through the works of John Mason, Clare Twomey, etc. The use of these movements in this field, differences and similarities between the past and present are the last part of the research. Minimalism and Installation are distinct disciplines; they have transformed and reached our time from the past with influences by all innovations brought by technology and time, and have taken on their current form in contemporary ceramic art and it keeps developing itself with the combination of new trends.

Key Words: Minimalism, Ceramics, Installation, Reductive, Repetition.

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The modern expression of the East Asian traditional aesthetics with emphasis on the landscape

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Abstract

The art of East Asia has been formed based on its own traditional aesthetics and values. Oriental paintings were not evaluated based on how realistic the drawings were, but how they portrayed invisible spirit and atmosphere of objects and landscapes. Since it is quite different from the view of traditional Western art that concentrated on realistic expression of objects, deep understanding on the backgrounds is necessary to enjoy Eastern Art. In this study, general art works and aesthetics of East Asia, including China, Japan and Korea, are covered; to be specific, the landscape paintings of Korea in the period of Joseon Dynasty are emphasized. Eastern traditional landscape paintings reflect the ancestor's long wisdom and lifestyle so that they are not only artworks but they also play an important role as a historical record. Since it has been transformed for a long time, various techniques and styles could be found depending on periodical and regional aspects. This research is, to absorb history and characteristics of landscape painting through specific artworks and succeed long traditions while placing emphasis on the expression of unique style and technique of traditional art in a modern way. The landscape painting is still the great source that has a plenty of possibilities. Through this study it is hoped that traditional value and eastern intrinsic aesthetic could be sought and succeeded in tune with the times.

Key words: Eastern aesthetics, Korean Landscape Painting, Modern expression, Nature

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A Study on 'Simulacra of Jean Baudrillard' Represented in Contemporary Ceramic Art

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Abstract

Simulacra create a world of immense simulation by eliminating their differences through replicas such as virtual reality more real than reality, more realistic reproduction than reality, more original than original. Baudrillard sees postmodern society as reaching a state where this difference is disappearing. The arts in the postmodern society are worthless and want to be meaningless, and they want to themselves become ordinary by eliminating the difference. Contemporary ceramics has also been influenced by this postmodern social phenomenon. In particular, the works of Ron Nagle prominently show the characteristics of "simulacra", which is reproducibility and trans-esthetic aptitude. This study is composed of three parts. In the first part, it is examined what Baudrillard discourse is. In the second part, it is discussed how the Baudrillard discourse influenced in contemporary ceramic art, especially Ron Nagle. In conclusion, the characteristics of Baudrillard theory are looked back on and discussed new perspective for contemporary ceramic art. The purpose of this study is to analyze the postmodern elements represented in the works of Ron Nagle with the aesthetic observations and reasoning presented by Jean Baudrillard, and to examine the relationship between the characteristics of postmodern society and contemporary ceramic art. Through this study, it is hoped that ceramic art will be not only limited to craft but also become a field that communicates with society and become a useful analytical theory for ceramic art.

Keyword: replicas, simulacra, postmodernism, reproducibility, trans-esthetic.

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Communication of Advertisement with Consumers in terms of indicators

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Abstract

Communication is an inevitable part of social life and one can always encounter with visual communication in daily life. In today's world where communication is quite intense, people's observing every chart around themselves and evaluate them by perceiving is out of question. Charts have invaded the lives of people more than they did in the past. Because in our century when rivalry does not let the other live, the companies and brands use the strengths of charts in order to put their products forward than the others, to increase their memorability and to increase their affordability. Charts turn into successful formulas if they are used accurately. Advertisements are representation mechanisms and chart systems. Advertisement charts are the shortest and most effective ways to communicate with people visually. Influences of charts in creation of successful brands have been recognized and with more and more intense studies, semiology is improving day by day in our world where we live the era of visual symbols. The purpose of this study is to help advertising language to be understood better which leads the consuming habits of individuals especially in advertisement world and effects their attitudes and behaviors.

Key Words: Chart, semiology, visual communication, advertisement, mass communication, consumer, image, perception

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Learning Laika's Facial expression system for stop-motion animation puppet through knock-down strategies on home-scaled 3D printer

Bharoto Yekti, Universitas Multimedia Nusantara

Abstract

3D printing technology growth rapidly over decades. Many industries are using this technology - including animation industry. Laika is United Sates based animation production companies which pioneering the utilization of 3D printing technology in stop-motion animation. Laika utilized this technology in their production pipeline for making stop-motion puppets in most of their films, including their latest Film : Kubo and the Two Strings (2016). Due to limitation access and information regarding detail of Laika's facial expression, communities and fans of animation have tried to conduct independent experiment with their own 3D print using footages of behind the screen process from Laika studio. The experimentation became more interesting because fans and communities have limitation to access the latest technology of 3D printer that similar with Laika's standard. In this case, this paper contribute a way to explore facial expressions for creating stop motion puppet using affordable home scale 3D printer. Using limited technical information that collected from behind the scene documentation video from Laika as well as referring to articles wrote by stop-motion enthusiast, this fan-based research then ignite creativity for overcoming barriers of technology and access through strategies in producing affordable 3d print stop-motion animation.

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Interactive digital displays for outdoor advertising

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Abstract

As we live in a period which is called 'the Information Age', new communication technologies are enabling new possible ways for advertisers to interact differently with customers. High technology televisions, the Internet, touch screens, and such technologies are changing the media environment. Therefore, it changes the communication ways. Nowadays, interactive digital displays are more commonly used for outdoor advertisings such as shop displays, billboards and public transports. This research explores the impacts of interactive digital displays for outdoor advertising and how efficiently they engage with customers. Advertising media is evolving into a whole new level with upcoming developments. However, it still needs a full adaptation by the customers. While relatively young customers adapt more easily with the interactive displays, certain kinds of customers still prefers traditional media. This research seeks to find out how effective is interactive display use for advertising, while comparing customer adaptation of new media technologies with traditional media.

Keywords: interactive displays; outdoor advertising, digital signage.

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Sculptures as witnesses of history

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Abstract

In the history of art and culture, sculpture has a place among its most important elements. For thousands of years sculptural artefacts have reflected a broad array of human symbols including those of faith and more recently art movements. Throughout time a variety of stone types, most often, those obtained from local sources were utilized for creating sculpture. Some stone types for constructing sculptures are carbonate rocks, as well as, sedimentary, volcanic and metamorphic rocks. Along with a variety of stone types being utilized for sculptures there have also been a variety of approaches for processing stone into sculpture. Also, the stones processed into sculpture were not only quarried from local sources but were also transported from thousands of miles away. Marble has been one of the stones most often used in the construction of sculpture. Over the past three thousand years many of the world's most well-known historic sculptures have been sculpted from marble because, in terms of structural and textural properties as well as colour, marble has been unparalleled. Other frequently utilized stone types have been basalt, carbonate rocks, granite, limestone, sandstone, and other less commonly known examples. Many of these stone types used in sculpture, usually reflecting much more primitive forms, have been excavated and bear witnesses to ancient times even though in many cases the sculptures have lost their form due to degradation from for the natural environment.

Keywords: sculpture, the history of sculpture, stone types used in sculpture

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TRENDS IN DRAMA, MUSEUM AND ART EDUCATION in TURKEY

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Abstract

21st century has similar features earlier times. Issues and situations like war, violence, immigration, racial fundamentalism, abuse etc. Continue to be the fate of countries, people and cultures. The subject of immigration in Turley was features as the theme of quite important work in art education, however, I do not know whether this topic took place in museum and drama education and related activities. The main focus of this study is to investigate ehether violent and radical tendencies that are rapidly incerasing all over the world took place as the theme of art, museum and drama education. Data will be collected via investigating meetings and activities regarding art, museum and drama education during the period of last three years, from 2015 to 2017 in Turkey. Data ıof the study will be analysed method.

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THE EFFECTIVENESS OF PLASTIC ARTS EDUCATION WEIGHTED CREATIVE DRAMA IN THE EDUCATION OF GIFTED / TALENTED CHILDREN

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Pinar Erdem, MEB Ankara

Abstract

Art incorporates the characteristic of being an effective facilitator of learning and development process while establishing the connection between emotion and thought.Because it provides a wider explanation from many aspects and its contribution to other forms of expression and other disciplines cannot be denied.For this reason, science and art should be cooperated with each other in the modern education system. Purpose of both of them is to serve the human development and to discover the new. So, it is observed that mental abilities, thinking and intelligence are also developed while emotions are being trained. Thoughts that demonstrate the necessity of art also constitute the intellectual foundations of the necessity of art education.In fact, much can be said about what art is and how necessary it isbecause art has many concepts and methods in it.But there is something fundamental that art has been humanizing for centuries. Perhaps for this reason art can be said to be a necessity.Art education is an effective field that supports and develops creativity.The factor that makes one person, one society, one country more advanced than others is the power to put forth a new product.On the basis of this,art education is the one of the most effective field that improves the creativity without dispute. Art education has a great determination power in the field of art because besides the mental and emotional education of the individuals,it also increases creativity by maturing aesthetic feelings and abilities. Art education provides a better expression and its contribution to other forms of expression and other disciplines cannot be denied.According to the needs of the age, one of the most important concepts in educating modern people is creativity.The main purpose of the fields of art, education and science is to serve human development and discover new things by using the concept of creativity.It is possible to say that mental skills, thoughts and intelligence may also be developed through interdisciplinary interaction while the emotions are being trained. In this study, the Effectiveness of Creative Drama in the Education of Gifted / Talented Students for Plastic Arts Education was investigated.For this purpose, drama workshops with a focus on art education were performed with plastic and modern art references. Reactions of talentedstudents were observed during and after workshops. The findings obtained based on these observations were discussed, examined and interpreted.

Key Words: Art, Education, Ingenuity, Intelligence, Interdisciplinar

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Recent Changes in Art and Art Education in Turkey

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Abstract

The institutions that provide education in the field of art and art education in Turkey are the departments of Fine Arts Faculties, Art and Design Faculties and fine arts and music teaching departments of Education Faculties. Fine Arts Faculties are institutions aiming to educate artist candidates. Especially in the Faculties of Fine Arts new study areas have been added in recent years, and different perspectives about these areas have become a topic of discussion. Faculties of Art and Design educates both the future teachers of vocational high schools and experts in respective vocational studies. Fine Arts Education departments of education faculties educates teachers for painting and music classes. By 2016, there has been a significant change in the programs of both art faculties and education faculties. In Turkey, art lessons are taught either as compulsory or elective courses, from preschool to university education. In the years of 2017-2018, primary, secondary and high school programs have been restructured and teaching programs related to arts courses have been updated. The purpose of this research is to analyse the changes in art courses in primary, secondary and high school and the curricula of Faculties of Fine Arts, Art and Design and Fine Arts Departments of Faculties of Education. The data of the research realyed through descriptive scanning model will be obtained through document examination and the data will be reported in line with the objectives of the researcher.

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1998 RESTRUCTURING IN EDUCATION FACULTIES AND EVALUATION OF THE ARTS AND CRAFTS EDUCATION PROGRAMS

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Abstract

Arts education is a discipline that develops in accordance with the scientific and cultural developments of the society. The need for training arts educators increased with the proclamation of the Republic in Turkey which led to significant developments in arts educators training. Those developments have prospered with the utilization of methods and techniques of various disciplines. Particularly, globalization -which has been accelerating cross-cultural communication and interaction-, fast communication networks, and migration waves occurring for various reasons, caused an inclusion of lives of different societies. Arts education is one of the most important factors providing this communication network. Arts education provides training of teachers who could respond to the substantial social, political, and cultural issues, and could read those developments. Taking these into consideration, the present study reviewed the research on Arts and Crafts teaching 1998 license program for pre-service arts educators, and the research related to the preparation of the 2006 license program regulated following the 1998 program. Quality of the arts education to be provided to the Arts and Crafts pre-service teachers were also evaluated within the context of those programs. Rationales for alterations of the 1998 and 2006 programs were discussed through the evaluations of five expert views. Two programs were compared in terms of courses, course contents, and course credits/hours. Views, expectations, and suggestions of the academics training Arts and Crafts pre-service teachers on the courses included in the programs were determined. In conclusion, this study is thought to provide an insight to studies related to new programs to train prospective arts educators.

Keywords: Arts and Crafts teaching, program, program development, arts education.

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Latest Status of Ceramic Programs at the Vocational High Schools and Architectural Decorative Arts Program

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Abstract

As a result of the developments lived through in the higher education planning and policies for the last twenty years in our country, Vocational High Schools became one of the obligatory areas that needed to be investigated. These schools being many in number as having different varieties are struggling with problems with respect to their reasons of being founded, their processing and the specialised lecturers they have . Main topic that will be reviewed in this study is the discussion of schools comprising ceramics area as being specific to Vocational High Schools. Ceramic program being opened at the Vocational High Schools is a program prioritizing the aim to raise personnel for factories and workshops. However as being parallel to the increase in the number of universities being opened, number of schools have increased in a way to have one Vocational High School in each district. As an outcome of this, ceramic programs have increased in number even though they are not planned as required. Ceramic programs have underwent change of name while the existing structure remained the same and they are connected to "Handicrafts Division" as comprising ceramic, glass and tile-making programs. However, even though the main target was to raise personnel for the factories at the beginning, after they are connected to Handicrafts Division, their main purpose has changed. As a result of increase in ceramic, glass and tile-making programs, a new situation occured in selection exams and as the number of schools increased instead of being raised as personnel, the students became more focused on the university while it began to be avoided for ceramic programs to be preferred. As the number of students being registered to ceramic programs began to reduce, programs began to be closed and by undergoing a change in their name, they are converted to Ceramic Programs Architectural Decorative Arts Program. Since ceramic, glass and tile-making programs were under Handicrafts Division, the newly opened Architectural Decorative Arts Program is also connected to Handicrafts Division. Under this program name, ceramic education is being given in many vocational high schools. But many problems that need to be solved are awaiting the students who graduate from this program.

Key Words: Vocational High Schools, Ceramic Programs, Ceramic Education, Art.

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Construction of Death and Pain in Body through Art

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Abstract

The first works that we can consider artistic regarding body are encountered in clans. All the clan members who are currently living in different regions of the world are body artists and their bodies are works of art. Every pattern they create on their body depicting rituals of birth, marriage, war, and death is an artistic activity. Similar creations also have been often used in art of modernism and post-modernism. Especially many female artists have constructed on their body with their own lives and pasts as a topic. Through the concept of death there was a search for self in body works. Constantly living under the threat of war has primarily manifested itself in experiences intertwined with anxiety, fear, rejection, and complicity. In this way, penetration to body, fragmentations, exposures, and threatening and jeopardizing body integrity have turned art into traumatic objects. Knives, cleavers, cutlery used and the blood itself carry the tension of death. In this article, research was conducted on the designability of death as an artistic activity on the female body which has already been depicted in art history as an aesthetic object. Pain, passion, trauma, and death that involuntarily occur and are about life have been represented on body through art. As trauma has become the key concept in understanding contemporary art, body has transformed into the uncanny object of today's art.

Keywords: Death, contemporary art, body, ritual, pain;.

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