World Conference on Educational Sciences 2009

Workshop Proposal

Graphic design applications in establishing visual images for indoor design

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Abstract

Art and design, in itself, concern about giving a message, considering that they are special to humans. In the process through wall paintings up to now, the aim has always been to convey information and feelings. A visual quality made by a photograph or illustration is produced not only for aesthetic concerns but also for concerns about interaction between observers and the artist who design this visualization. Therefore, it is reasonable to say that one of the factors that form communication is the presenting method of message. Though the message they are giving and the content get modified due to influence of periodical conditions and events on artist/designer, what forms the time we live and impacts our interaction with life are art and design. Considering these, art and design are used as means of communication.

Communication which is formed by current needs, conditions and technological facilities, somehow, has always accomplished to find new means to exist. Nowadays, for communicating individually or formally, there is a variety of communication tools developing in line to technological improvements. Due to the concept, "consuming quickly", which has become inevitably life style of consumer society, individuals and organizations that want to be distinguished, be known and express themselves, getting through the variety, now need to use new communication tools and media. The variety of written, oral and visual communication media which has many alternatives and triggers rivalry in this field enables multi-direction and multi-sound. On the other hand, it is getting even more difficult to attract consumers being exposed to plenty of messages. Hence, solutions and fields that will make difference are being searched.

Companies with their brands begin to search for ways to use and create new communication media in order to be distinguished in the challenging rivalry. It appears to be prominent for companies to follow the innovations which come out suddenly and can influence millions of people in order to benefit attractiveness of "new" and to act in a modern way. One of the most effective ways of providing communication through target audience is to approach the consumers who are exposed to plenty of messages indirectly and without compelling them. Thematic place make-up, by this way, provides companies/brands with necessary mobility independence and place alternatives. By the theme built in the place, the institutional identity is emphasized, and the message is conveyed to consumers indirectly. Thanks to this application, the integrity needed by institutional identity to create a modern brand is provided. According to consumers, if the image of a brand/company, when evaluated with all its parts taken into consideration, seems to have integrity and a clear message, this may be an indication of clearness and reliability.

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Search for innovation keeps on existing also in private places. Individuals expressing his/her way of life with his/her clothes and accessories tend to have a similar style in his/her living space. So, individuals aren't contented with only decoration and arrangement in the design of private places. In the places designed for them, individuals look for evidences peculiar to them, and they want these places to be unique. Individuals' purpose is to communicate with other people using these places which reflect him/her. By this way, individuals express themselves visually and implicitly.

This has caused unique and well-resolved place designs to be significant communication means for both individuals and institutions nowadays. In the progress of designing places peculiar to individuals or institutions, not only different kinds of artistic objects such as picture, ceramic, sculpture or photograph but also applications like illustration and photography are being used. At this point, the process of creating a visual image special to place begins with the stage of recognizing and defining individual or institution, which is an important part of Graphic Design education. In order to have visual objects that will be designed corresponded to the identity of individual or institution, the data obtained should be evaluated properly. The process that will be executed after definition includes the following respectively: Recognition, definition, determining facilities and limitations of the place, investigating target audience. Graphic products appropriate for the design and identity of the place are designed by the help of the results obtained after the process is completed.

These concepts, each of which introduces questions and problems regarding design issues are aimed to be resolved by the help of illustration, photograph and photography techniques in which graphic design has become a more significant and effective way of expression day by day. Thus, it will be investigated whether the messages, from which visual pollution and complicity are removed, are delivered, and the impacts of illustrative/photographic studies on the message, which are created according to thematic concepts, will be observed and evaluated.

This is, also, a study that brings graphic design and interior architecture, which are actually two different disciplines, together. In case the purpose is to build a visual image peculiar to place, both disciplines pass through stages similar to each other and collaborate to obtain the result. Graphic design progresses through the facilities and limitations which are introduced by architecture and comprises visual objects convenient for identity of the place. All kinds of graphic products which are used in interior place and accepted as parts of decoration are also a part of the message that is desired to be given. Interior architecture, taking into consideration that graphic design is one of the most prominent concepts that form the characteristic of the place, benefits from all facilities related to this discipline by the help of surface coating and visual design items. From this point of view, it should be mentioned and accepted that both disciplines interacts and incorporate with each other. As a natural result of globalization, it is observed that graphic design and interior architecture have an inter-disciplinary collaboration and act in accordance with each other.

Technique:
Photo shooting the place that will be designed, charcoal pencil sketch study, completing design process in digital media by the help of graphic design programs.

Tools:
- Computers equipped with at least one computer-aided design programs such as CorelDraw, Photoshop, Illustrator, etc. (optionally 10 computers)
- A printer which can print coloured A3 sized paper
- A flash disc with at least 4GB memory capacity
For participants who don't know how to use computer-aided design programs:
A3 paper and necessary paint materials

- For presentation, data show, screen and a computer connected to this
Activity Group:
10 individuals
Duration:
4 February 2008, Wednesday:
(4 hours) - Lecture and explanations, Photo shooting, Charcoal Pencil sketch study
5 February 2008, Thursday:
(4 hours) - Transmitting sketch study to digital media
6 February 2008, Friday:
(4 hours) - Resuming and completing designs, Evaluation, Coloured printing for exhibition
and Arranging exhibition