MUNI
FI

Introduction to Visual Communication

PV 123

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1. PERSPECTIVE ILLUSION

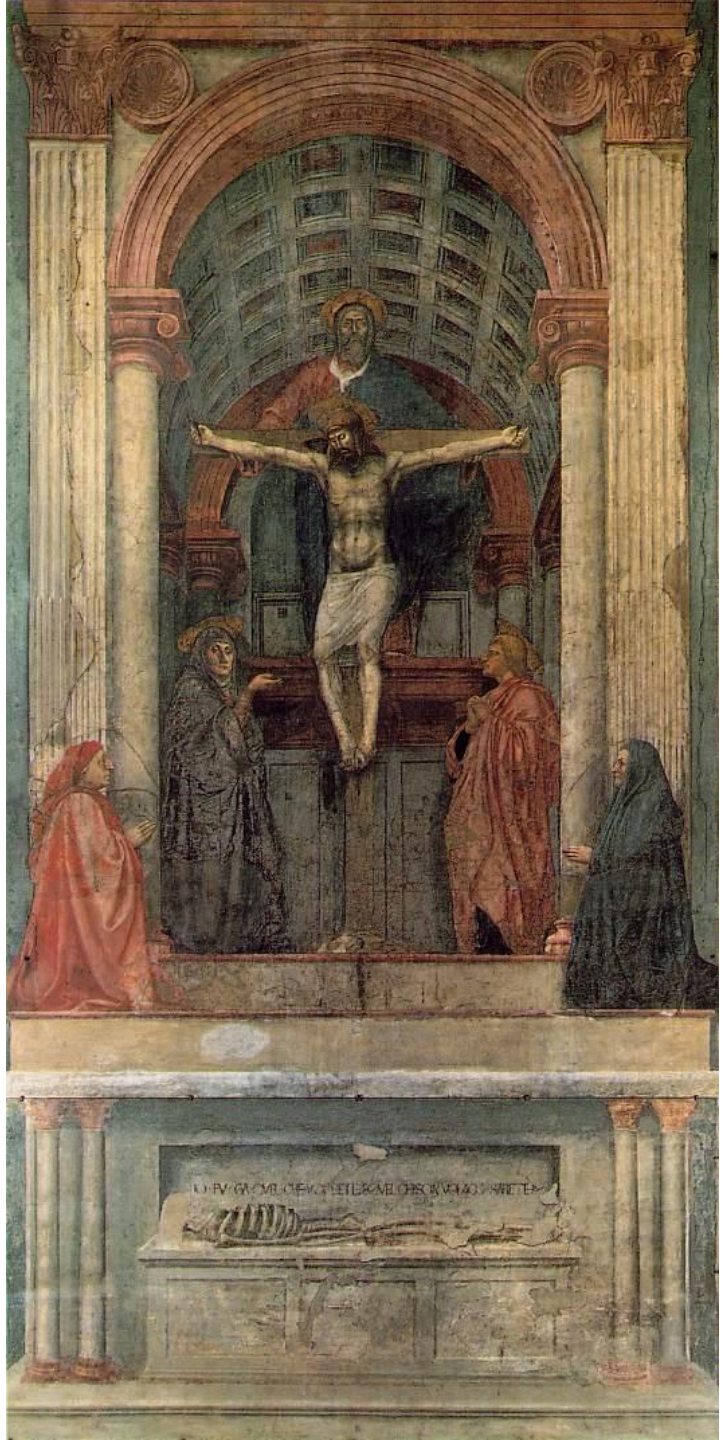
Ceiling Painting

Wall Painting,, Pompei

Although the murals of ancient Greece have not been preserved, Pliny the Elder states in *Naturalis historia* the story of Zeuxia (5th century AD), which painted a still life with grapes so perfectly that deceived the birds and they hit the wall. His rival - the painter Parrhasius then Zeuxius urged him to look at his painting, hidden behind a curtain. When Zeuxius wanted to do this and only finds that the curtain is actually a painting on the wall.

Wall Painting

First perspective illusion painting
in architecture – wall in the churge.

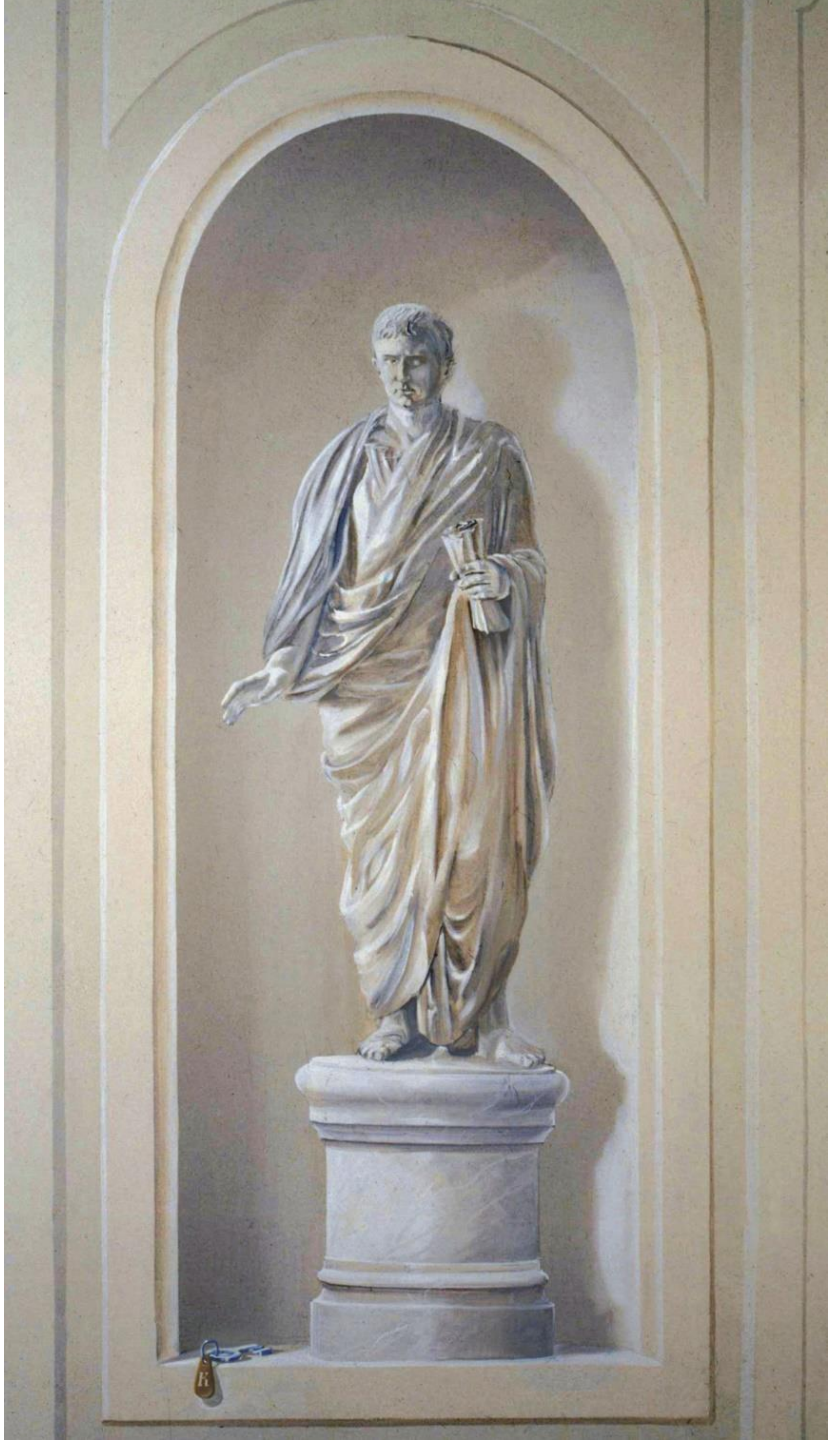


Masaccio
Holly Trinity
Santa Maria Novella, 1427

Explanation:
https://www.youtube.com/watch?v=InYznMtXpnU

Wall Painting

In the murals appear architectural motifs including sculptures.



Wall Painting

Gerard Houckgeest. 1654

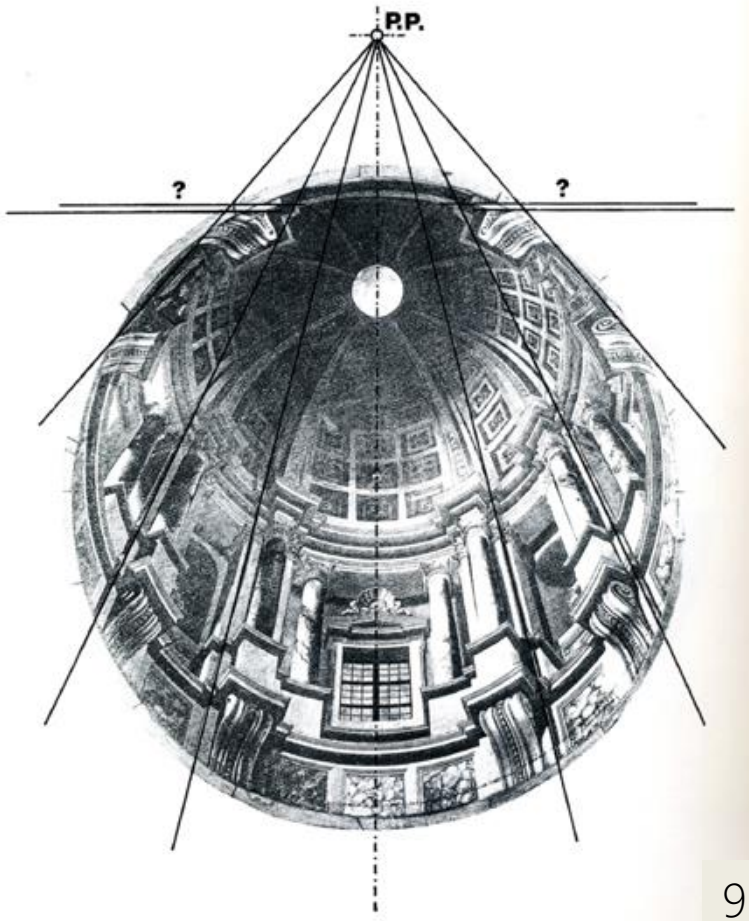
Ceiling Painting

Perspective theory of the 17th century. focused on creating architectural illusions that "opened" a space limited by walls and ceilings. This type of painting is known as **quadratura**.

Oculus from the Camera degli Sposi
(wedding chamber)
Andrea Mantegna, 1465-74
fresco, Palazzo Ducale, Mantua, Italy

Ceiling Painting

Andrea Pozzo
Santo Ignazio
Rome, 1685



Ceiling Painting

A type of illusory painting called **Di sotto in su** (seen from below)

Andrea Pozzo publishes *Tractatus Perspectivae Pictorum et Architectorum* as instructions how to paint illusive perspective in architecture (1693)

Andrea Pozzo
Santo Ignazio
Rome, 1685

Book :
https://archive.org/details/gri_33125008639367

Ceiling painting in San Ignacio in Rome:
https://www.youtube.com/watch?v=FAY6y7uY4yM

Ceiling Painting

Andrea Pozzo
nástropní malba
Santo Ignazio
Rome, 1685

Ceiling Painting

Andrea Pozzo
Jesuit church, Vienna
1703

Illusion Painting

Trompe-l'œi - (in French "deceives the eye") refers to painting such a representation, which is illusory, creates the impression of three-dimensional object and space.

Quadratura - uses architectural elements to create convincing illusions that extend the visually existing architecture.

Di sotto in su (seen from below, soffits) indicates above all ceiling paintings.

Illusion in Architecture

Donato Bramante
Santa Maria Presso San Satiro, Milano
1472

Description:
https://www.atlasobscura.com/places/santa-maria-presso-san-satiro

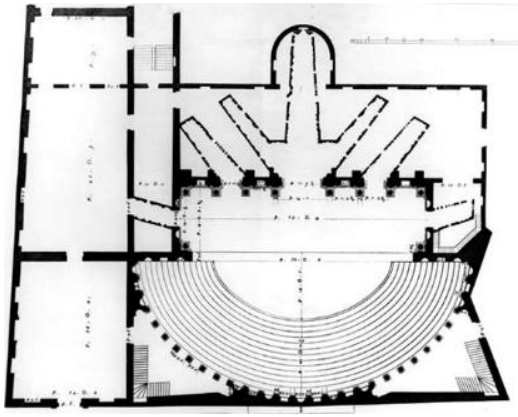
Illusion in Architecture

The oldest preserved theater (Vicenza) built in 1580-1585 by architect Andrea Palladio, finished by Vicenzo Scamozzi.

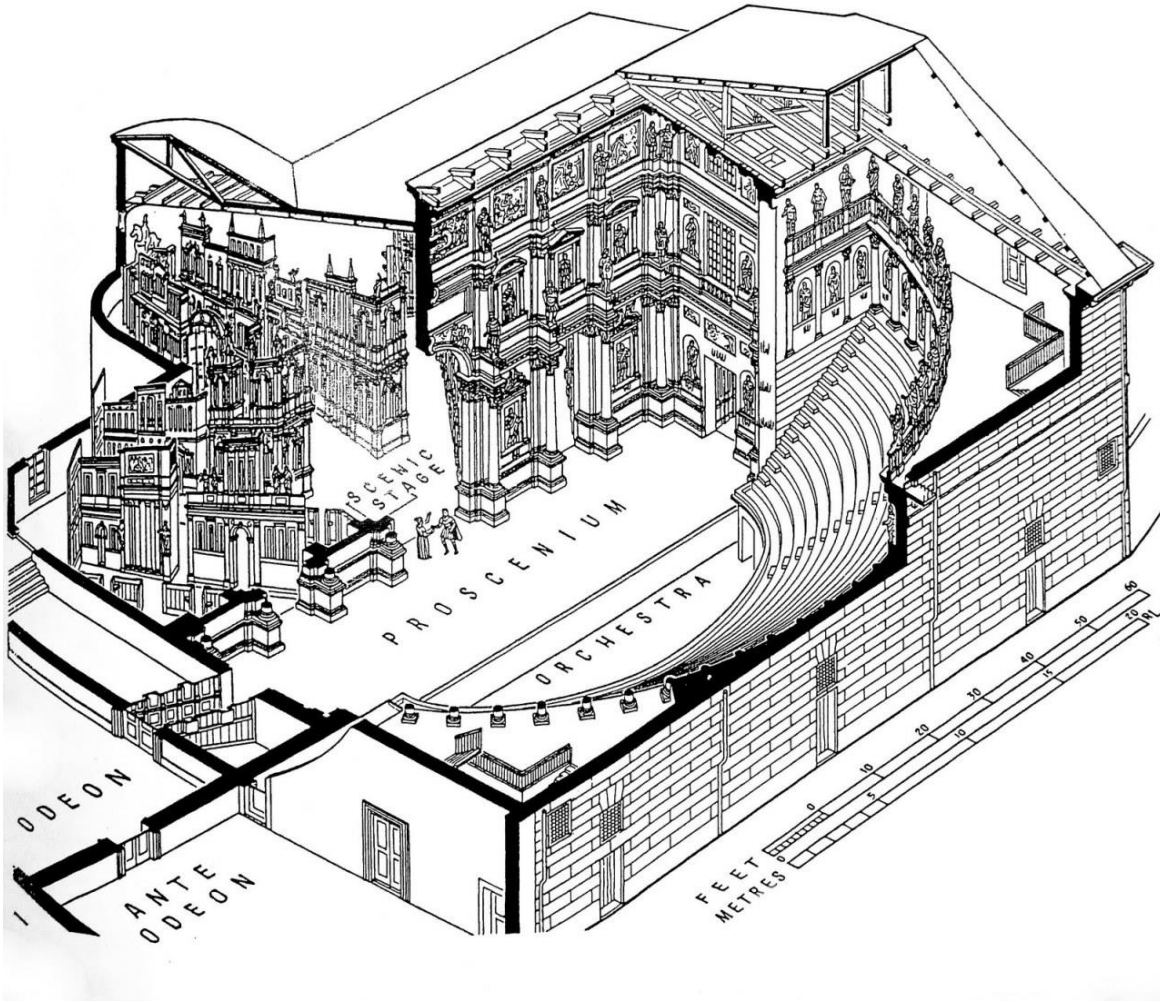
Teatro olimpico

More:
https://smarthistory.org/palladio-teatro-olimpico/

Illusion in Architecture



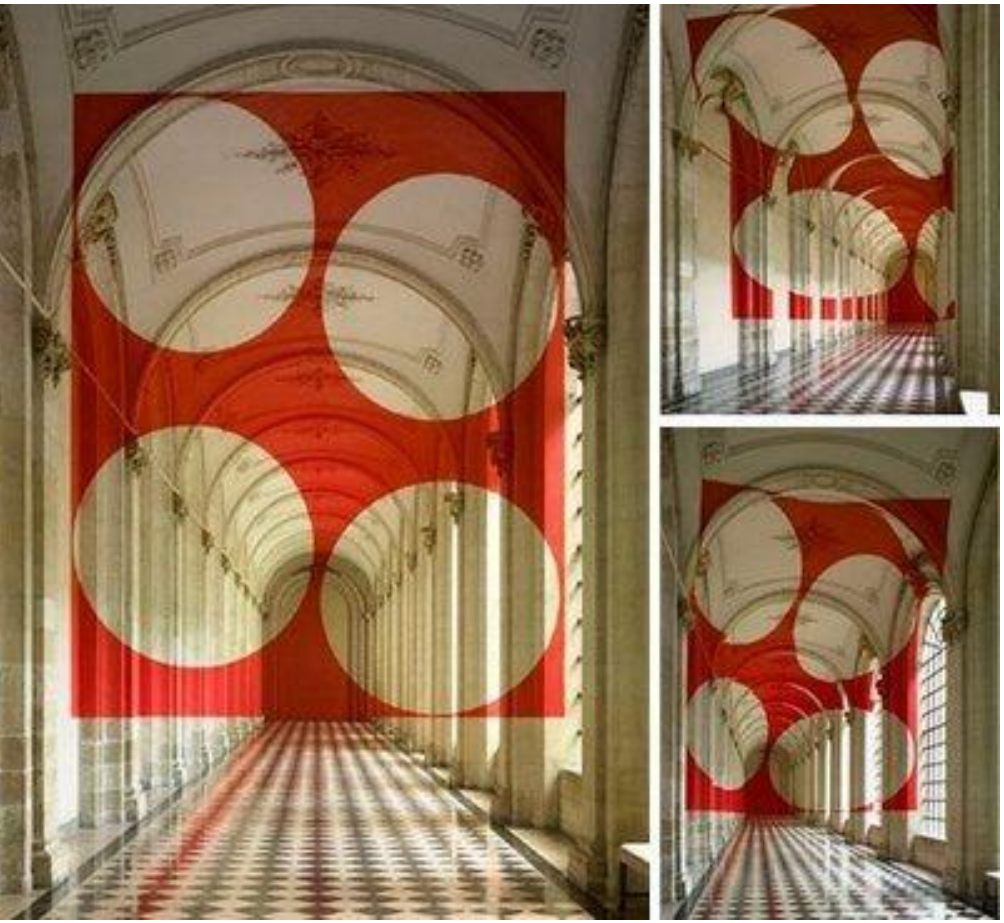
Illusive environment -Teatro olimpico



Video:
https://www.youtube.com/watch?v=VJZm-qAj9vY&feature=youtu.be/

Illusion in Architecture

Site specific art - contemporary artists Georges Rousess and Felice Varini work with architecture. The intended image is distributed along the walls so that it folds from one angle to the intended one whole



Georges Rousess

Felice Varini

Illusion in Architecture

Illusion in Architecture

more:
http://www.georgesrousse.com/en/selections/

Durham Project ,
Georges Rousess
2009

Another examples

Another examples

Patrick Hughes

The illusion in the image is caused by the relief form of the image (truncated pyramidal shapes), which is in direct opposition with an understanding of the depiction of space depth. It is closest to us therefore the outermost part - the bridge (see video).

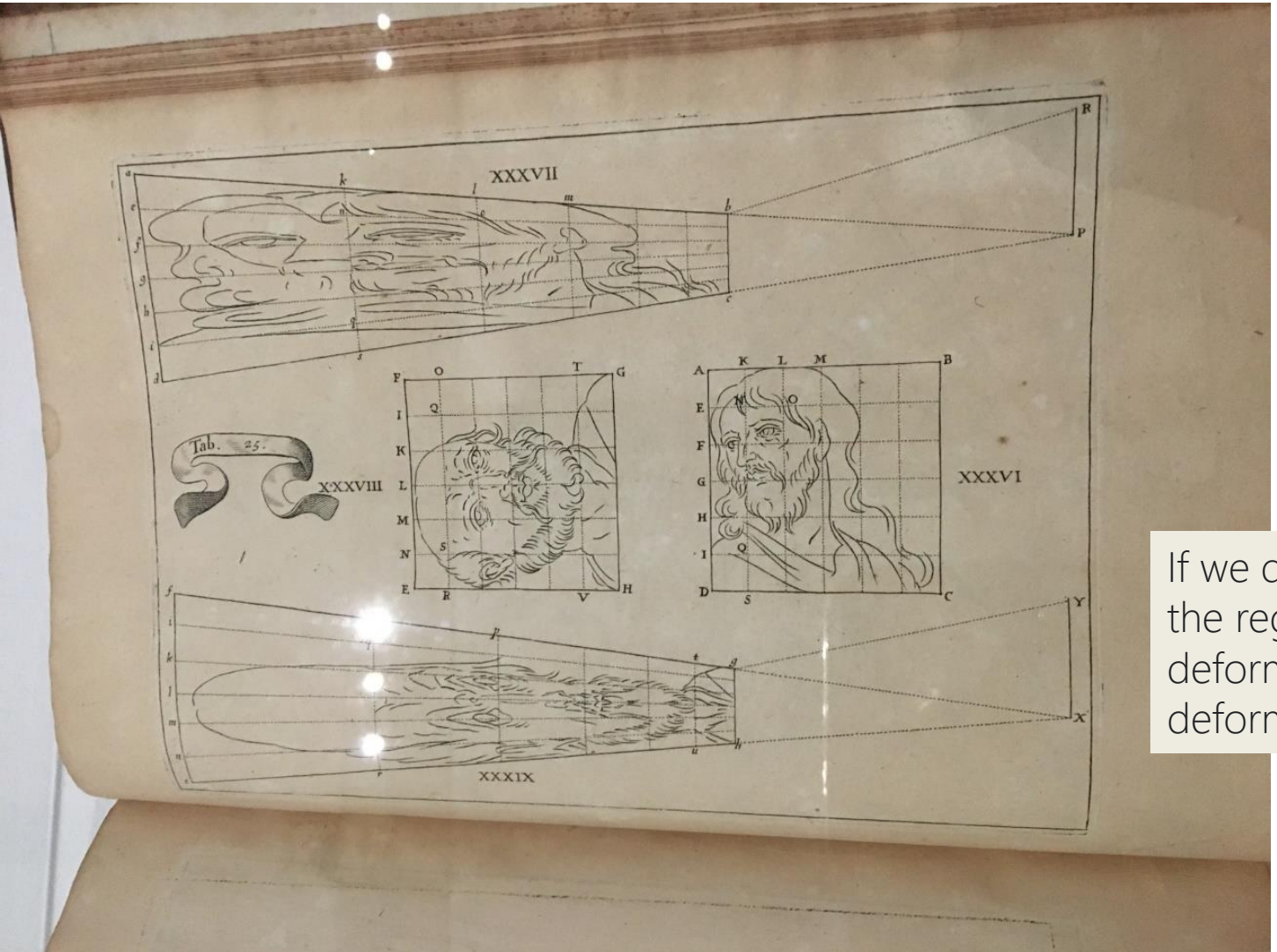
Principle:
https://www.youtube.com/watch?v=cDGlprrEPv4

Anamorphic Distrotion

Image Deformation

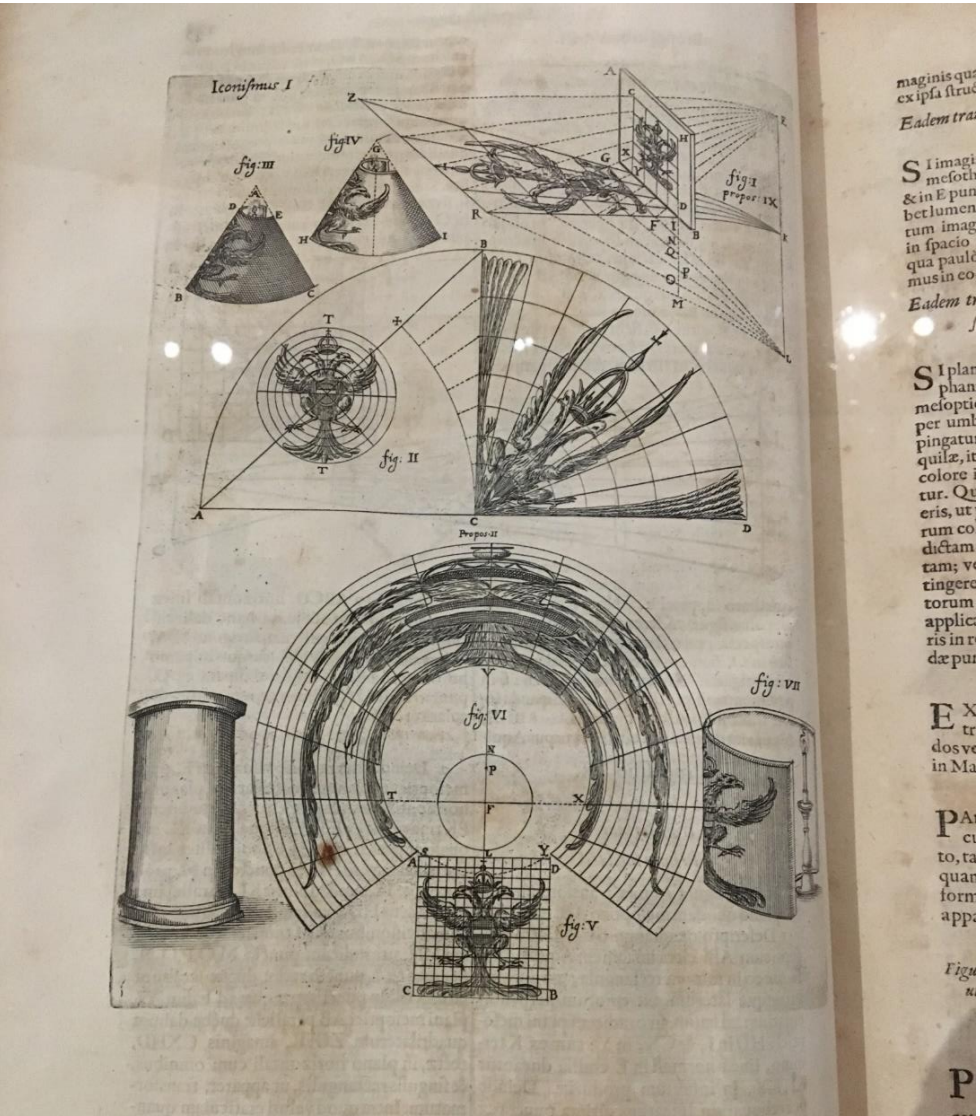
Image Deformation

Image Deformation



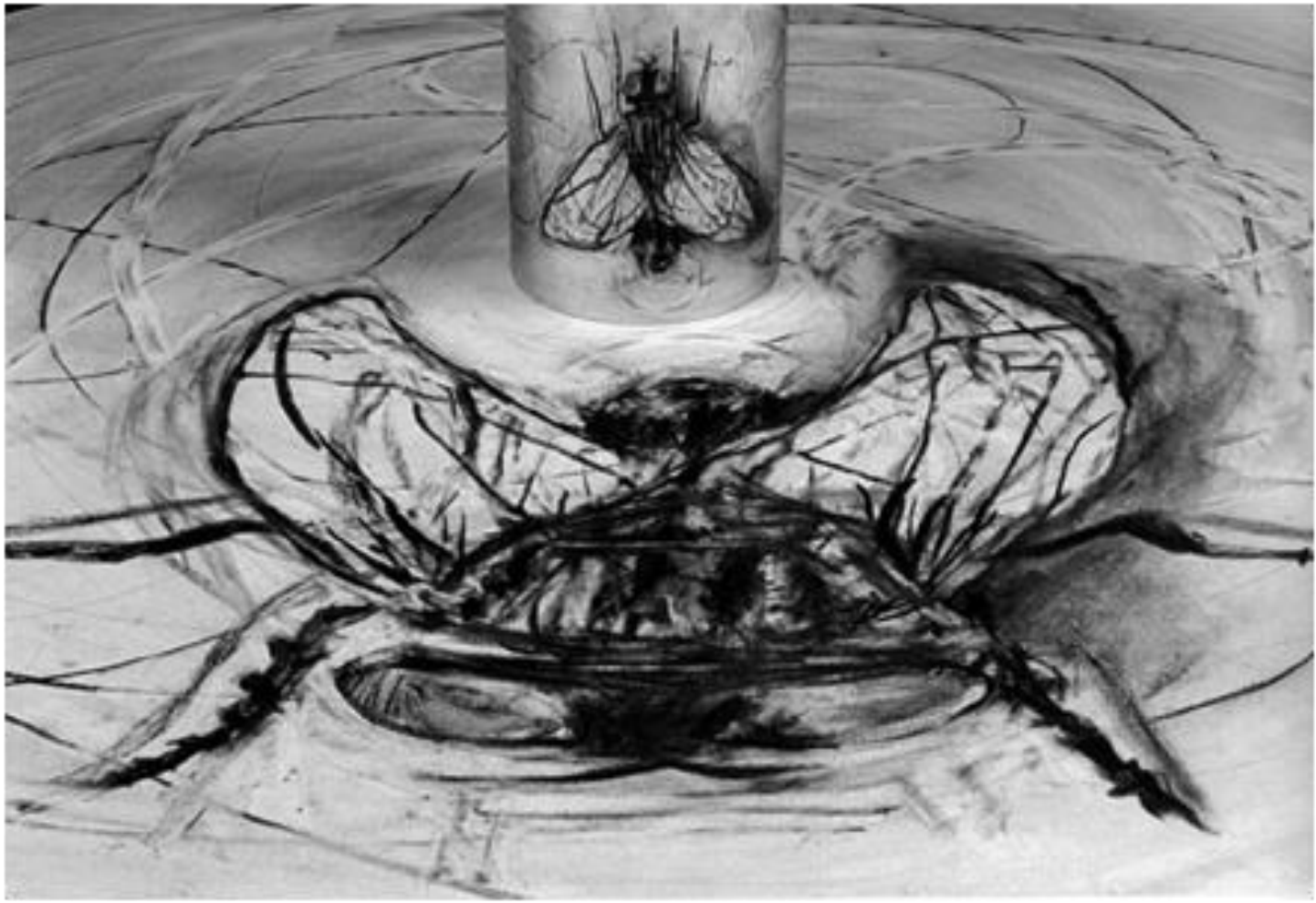
If we draw the image seen in the regular grid into a deformed grid, we obtain a deformed image.

Image Deformation



Some of such deformed images were seen in the correct proportion only in reflection on a curved surface.

Image Deformation



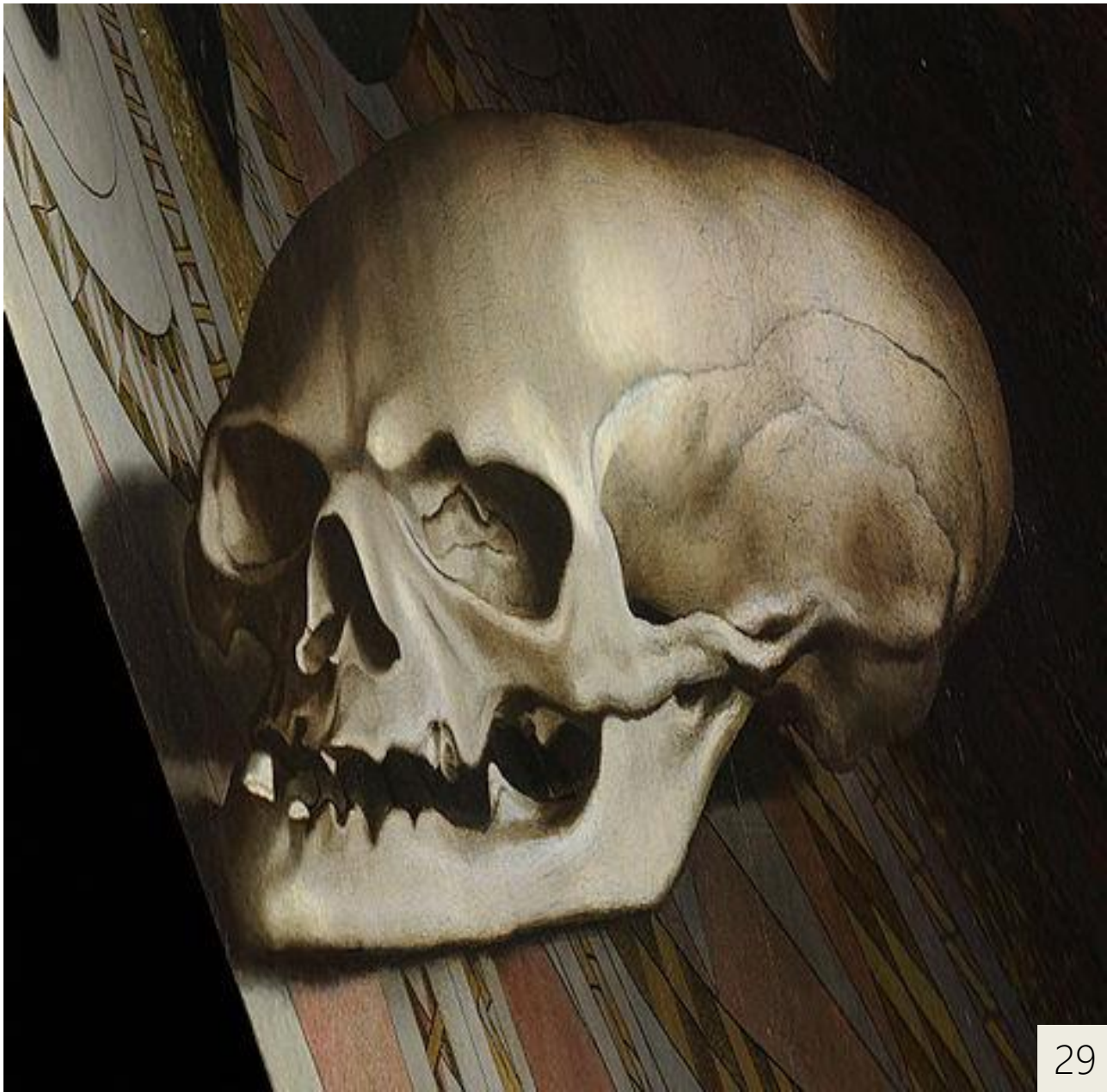
William Kentridge

https://magazine.art21.org/2009/07/07/meet-the-season-5-artist-william-kentridge/#.XZ4XMEYzaUk

Image Deformation

Hans Holbein younger
French Ambassadors
1533

Image Deformation



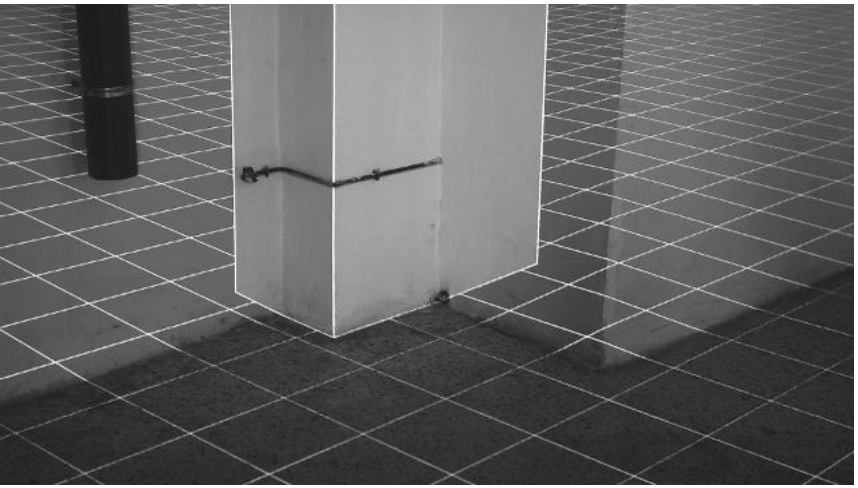
Hans Holbein younger
French Ambassadors
1533

Image Deformation

https://www.anamorphosis.com/what-is.html

Videomapping

Projection on Architecture



Pablo Vilbuena,
Corner Study
2010

Video:
https://vimeo.com/19034802

Projection on Architecture

Digital technologies allow the connection of illusion and reality, for example in video mapping, which works with the projection of images on the facades of houses. The projection is adjusted so that the projected image is not distorted. In essence, it repeats the principle of illusory paintings of the 17th and 18th centuries.

Principles:
https://www.youtube.com/watch?v=93wiNPh4WFw

Panorama a VR

Panorama

Promises of the NIght, 12 st. Song dynasty

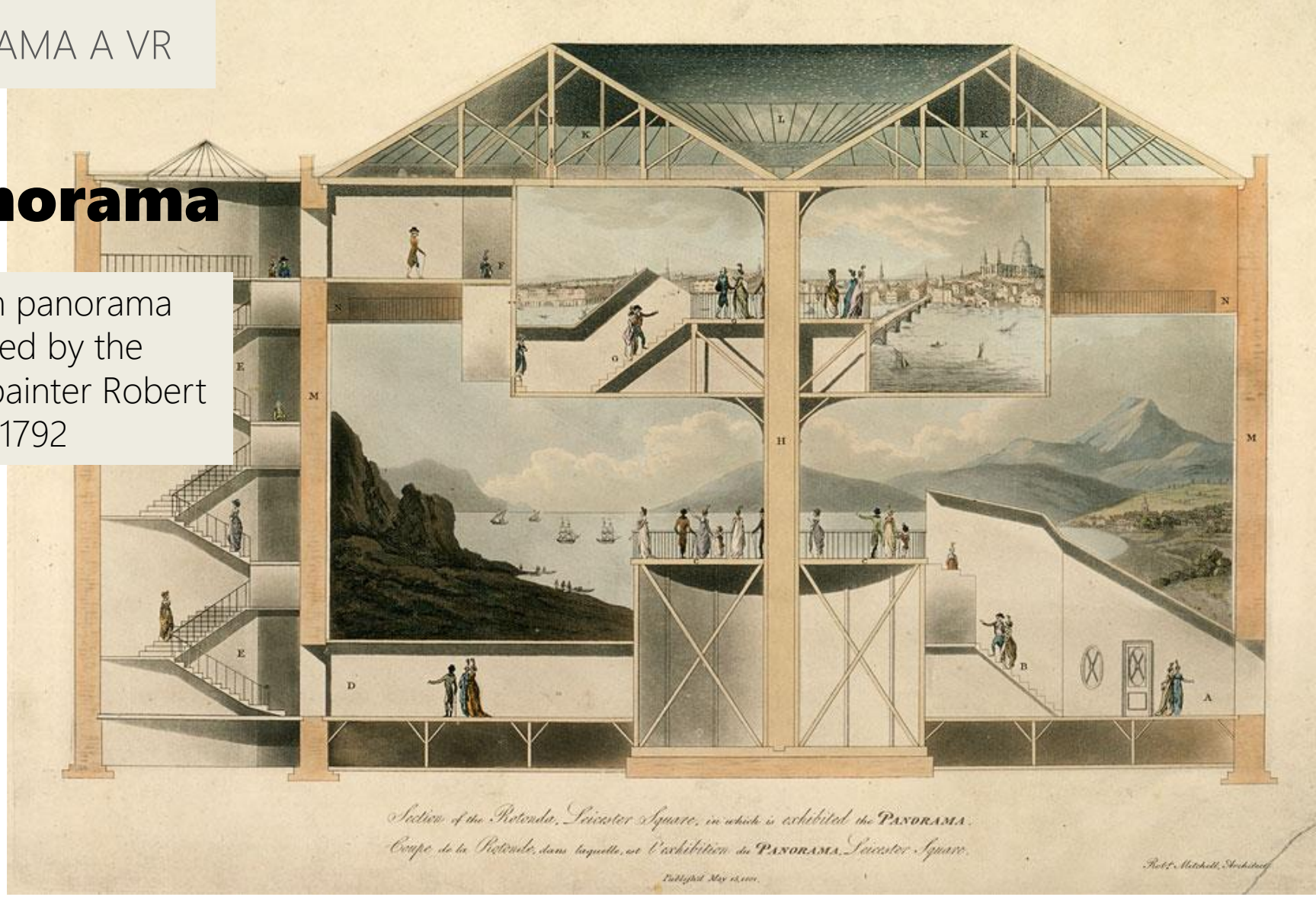
Panorama is an effort to capture not only the cutout of what is seen, but to include it in its entirety. But how can a panoramic image be captured? Principles can be applied to this type of display construction of linear perspective?

Panorama

Václav Hollar
London
1647

Panorama

The term panorama was coined by the English painter Robert Baker in 1792



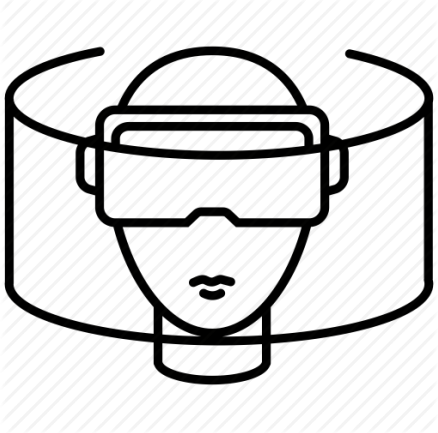
One of Robert Baker's most successful panoramas was created in London a rotunda was built in Leicester Square, where two could be seen panoramic images of London - Albion Mills and Edinburgh. To make people clear their minds and entered the second of the rested panoramas, walking down a dark staircase.

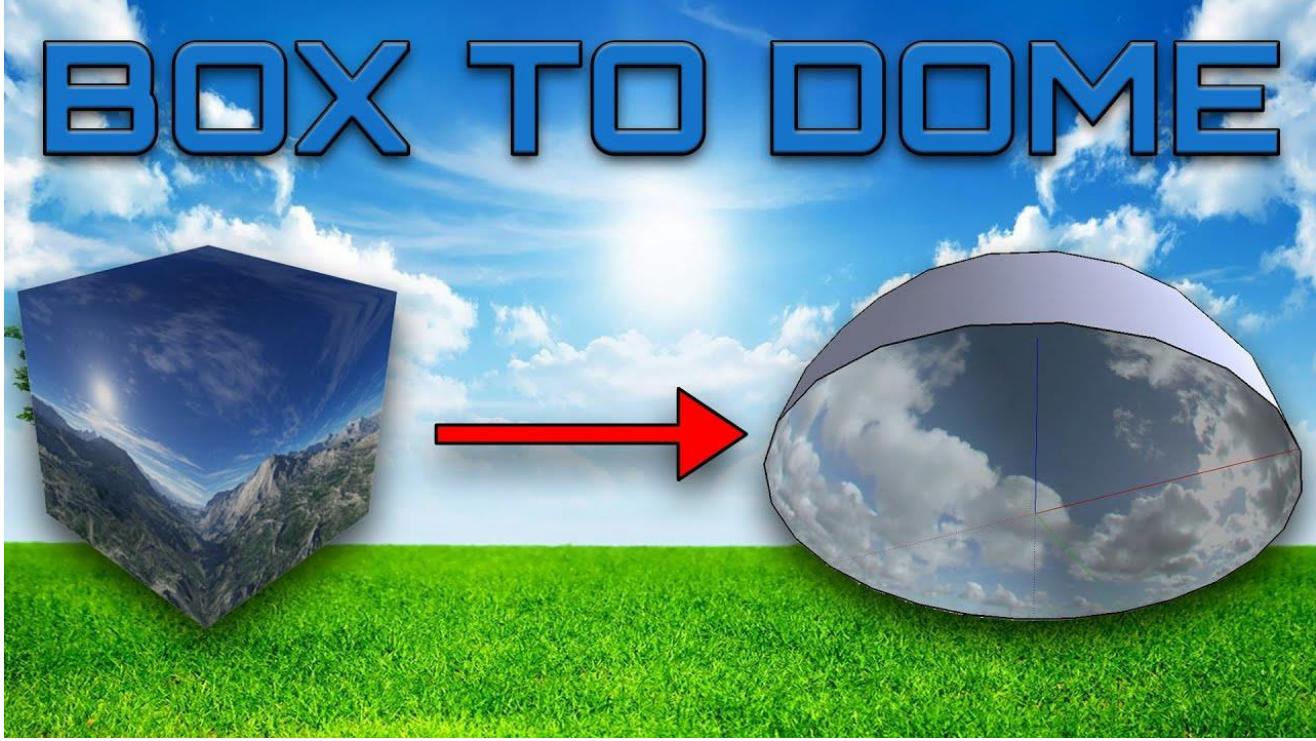
Panorama

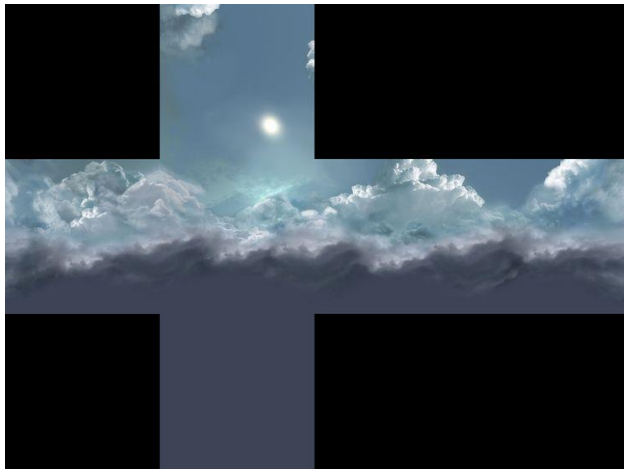
Panorama na Leicester Square

In the 19th century. the panorama was very popular, it was created in many metropolises and became with part of exhibition concepts of museums.

Panorama

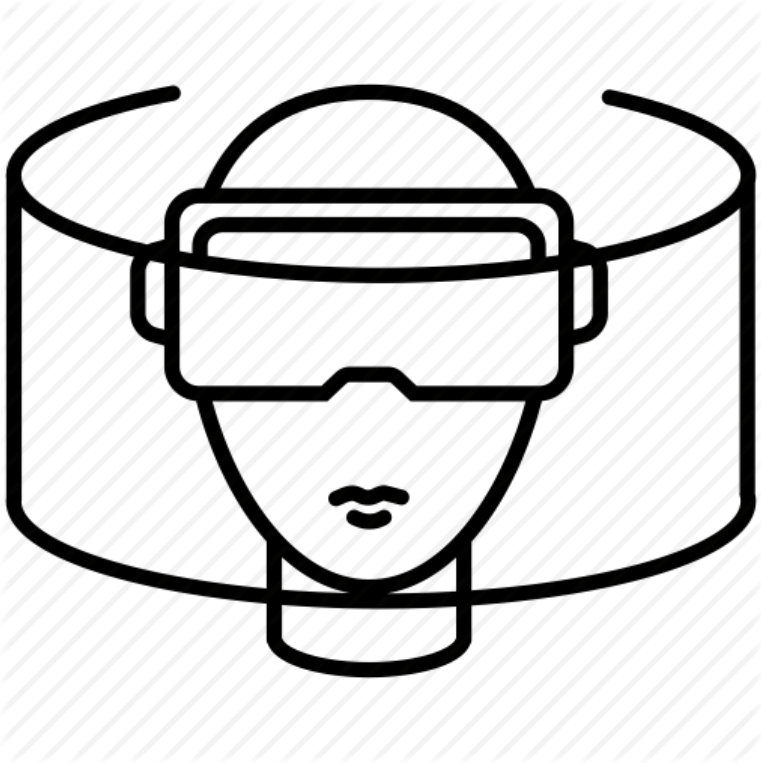






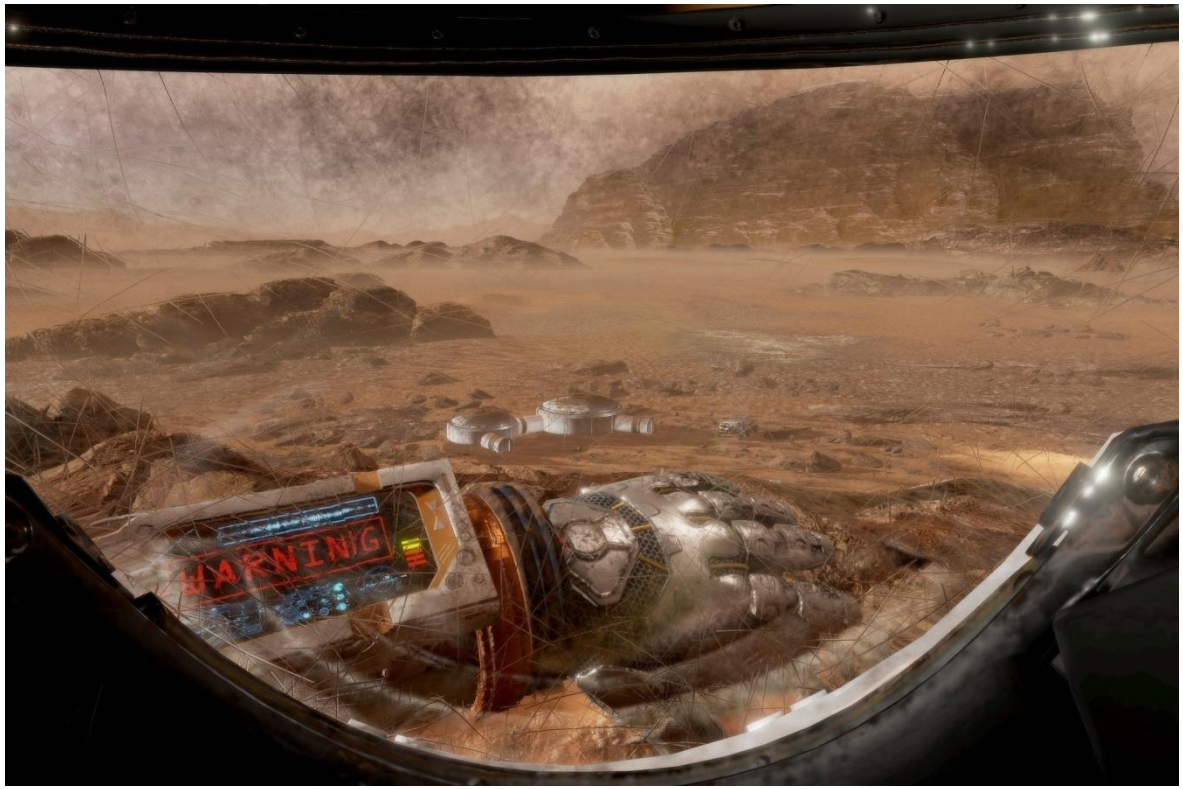
skybox, skydome – environment in virtual reality

VR



HDRI (High Dynamic Range Image) is panoramatic photo

VR



The Martian
Trailer pro VR
2015

Think, for example, aboutcertain ways the first-personperspective of V.R. actuallylimits what we see. Humanshave evolved a complexapparatus for detectingthe emotional states of othersby intuitively assessingthe micromuscular movementsof the face. The paradox of V.R.is that when you see the worldthrough someone else's eyes,you can't actually see theperson's eyes. You can see whatthe person is seeing, but it'smuch harder to grasp what heor she is feeling. A cinematicclose-up conveys emotionaldepth far more effectively thana point-of-view shot in a 360-degreefilm can. What V.R. does provideis so new that we don't really havea word for it: perceptual empathy,immersion sensors.

VR

Google Cardboard, NY Times
Stories of refugees, 2015

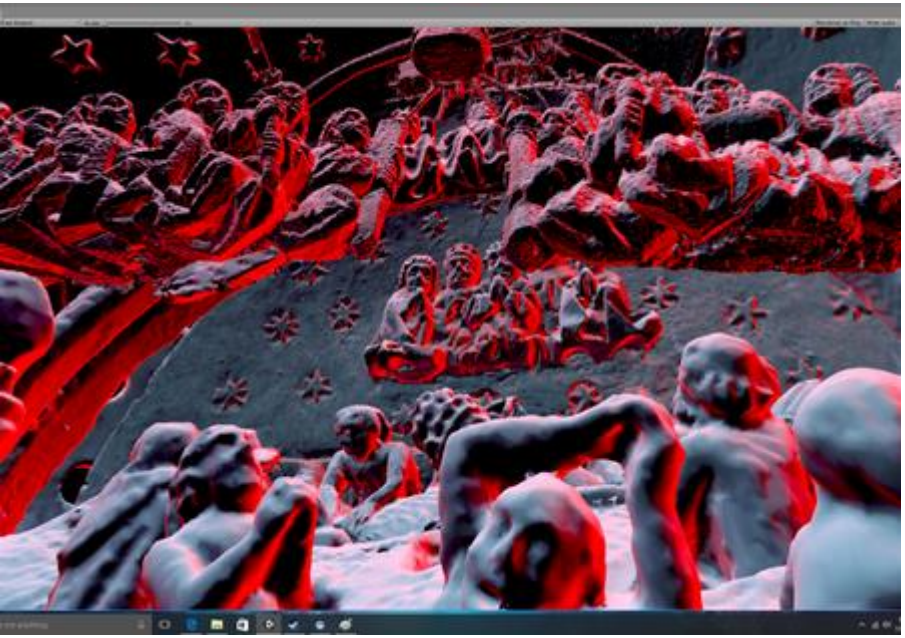
VR

Phantom consists of a virtual reality environment accessed through a pair of Oculus.
to make this work I collaborated with ScanLAB Projects, a London based firm, to scan a piece of the Brazilian Mata Atlántica rainforest, one of the fastest disappearing environments of the world.

Daniel Steegman
Phantom
2015

http://www.danielsteegmann.info/works/41/index.htm

VR



The Small Wonders: Gothic Boxwood Miniatures
Metropolitan Museum, 2017
Ve spolupráci s Centre's Media Lab (CFC)
http://hyperallergic.com/361000/walk-inside-a-gothic-prayer-bead-at-the-cloisters/

VR

The world that we experience is obviously limited by our senses, he pointed out, but many more potential senses exist than those we possess.

In the Eyes of the Animal
Marshmellow Laser Feast
2015
https://vimeo.com/140057053

VR

"It really does change how you think about things, how you think about what we are and how we react and how make decisions and how we are in the world,"

David Byrne

David Byrne & Mala Gaonkar
The Institute Presents: Neurosociety
Immersive, participatory theatre performance

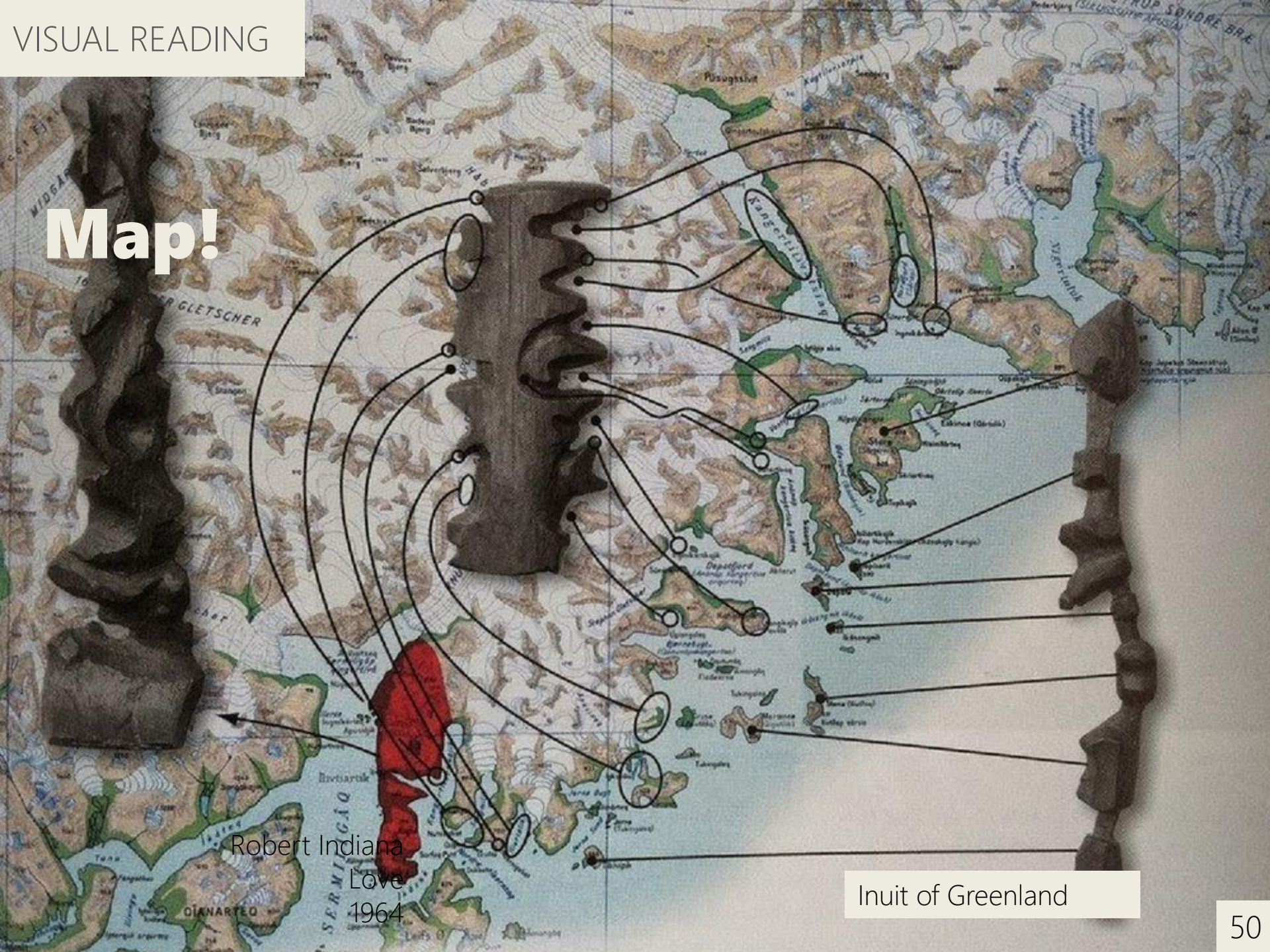
Pace Art + Technology
Menlo Park, CA, USA
till March 31,2017

https://segd.org/experience-interactive-experiments-david-byrne-neurosociety

Visual Reading

What is it?

Map!



Robert Indiana
Love
1964

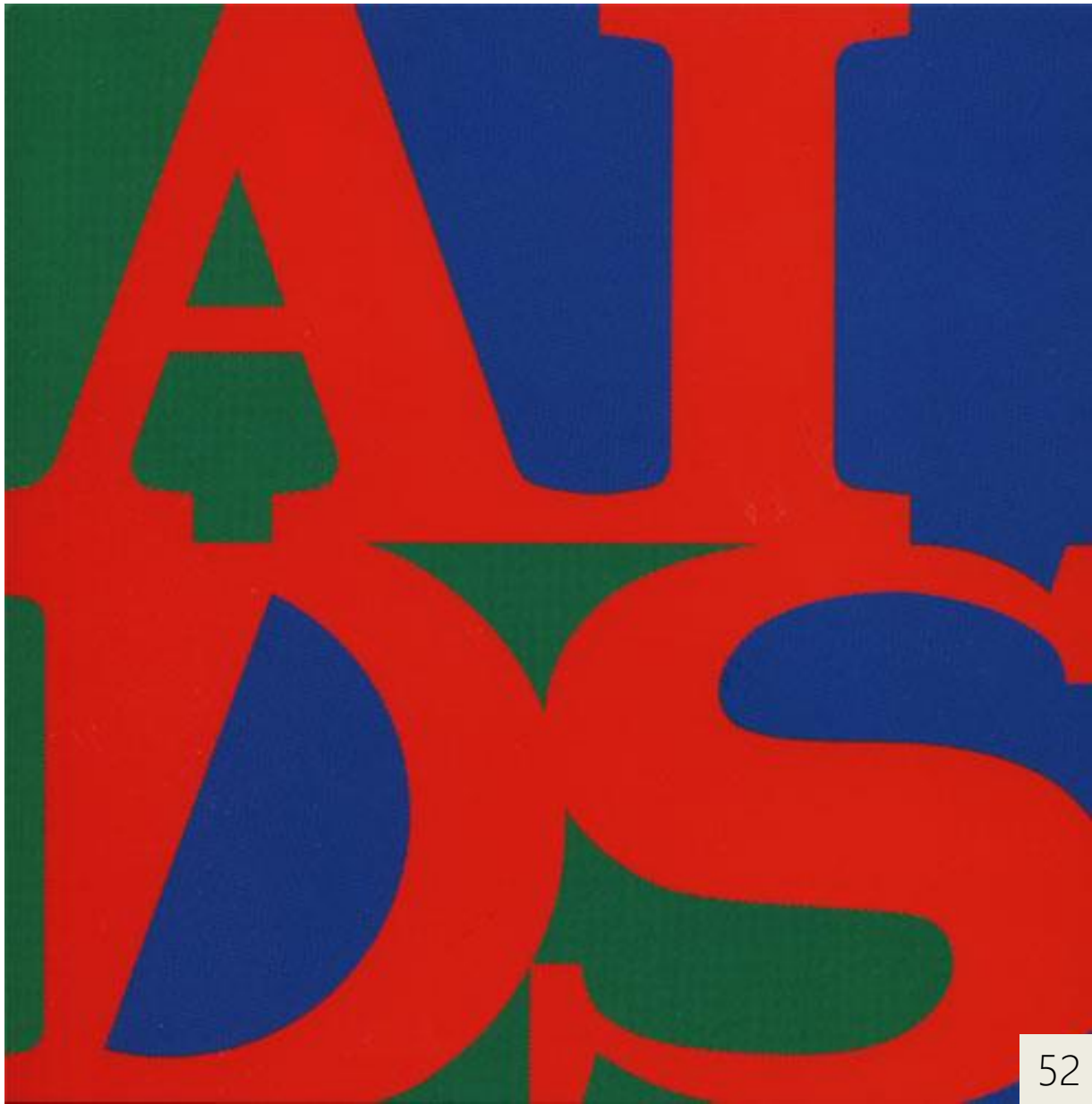
Inuit of Greenland

The perception of the image as a visual form and the reading of the image, in this case the word, is in this work itself sense.

Robert Indiana
Love
1964

Familiar images ormessages can havein another contextnew meaning.This is the so-called **appropriation**.

"Reading" an image presupposes knowledge of the "code" so that the viewer understands its meaning.(written text, symbols, characters, broader context and history).



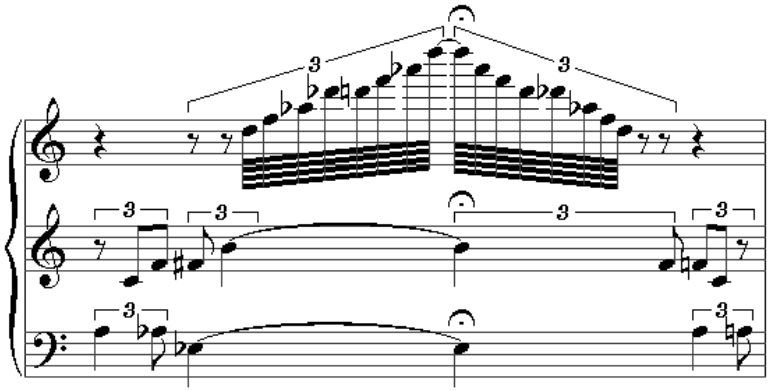
General Idea
AIDS
1987

The message contains a meaning that can be expressed in some visual form that enhances the overall tone.
IRON MAIDEN

The oldest mystical word isABRAKADABRA.The first record we knowjue ze 3 st. BC in the medical book Liber Medicinalis. The word comes from the Aramaic "I create as I say." Writing a word in a geometric shape has a symbolic value.

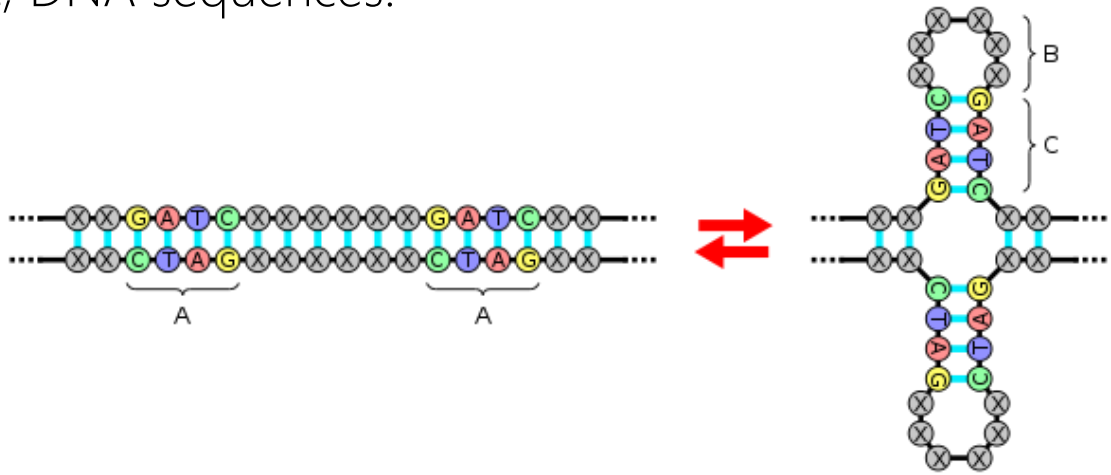
A B R A K A D A B R A
A B R A K A D A B R
A B R A K A D A B
A B R A K A D A
A B R A K A D
A B R A K A
A B R A K
A B R A
A B R
A B
A

Amulets for protection form ilness



It is a word, phrase, number or other sequence that can be read both Palidrom ca be found in in music, DNA sequences.

Byzantský nápis
"Wash [the] sins, not only [the] face" ΝΙΨΟΝ ΑΝΟΜΗΜΑΤΑ ΜΗ ΜΟΝΑΝ ΟΨΙΝ

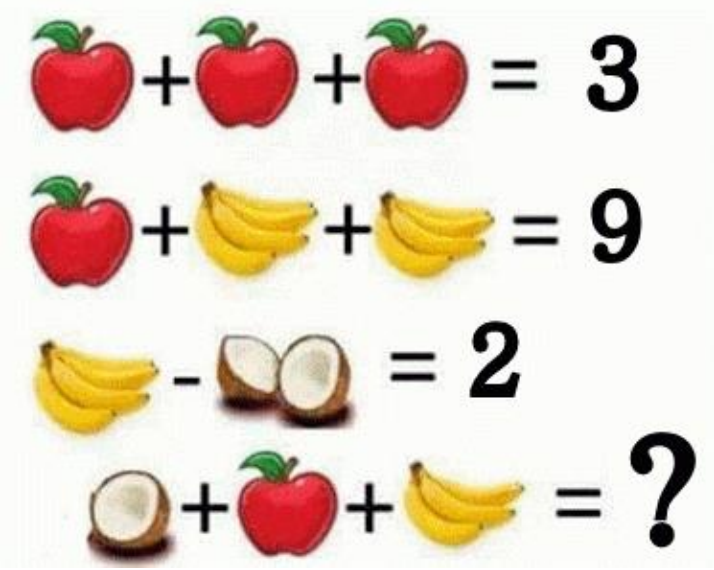


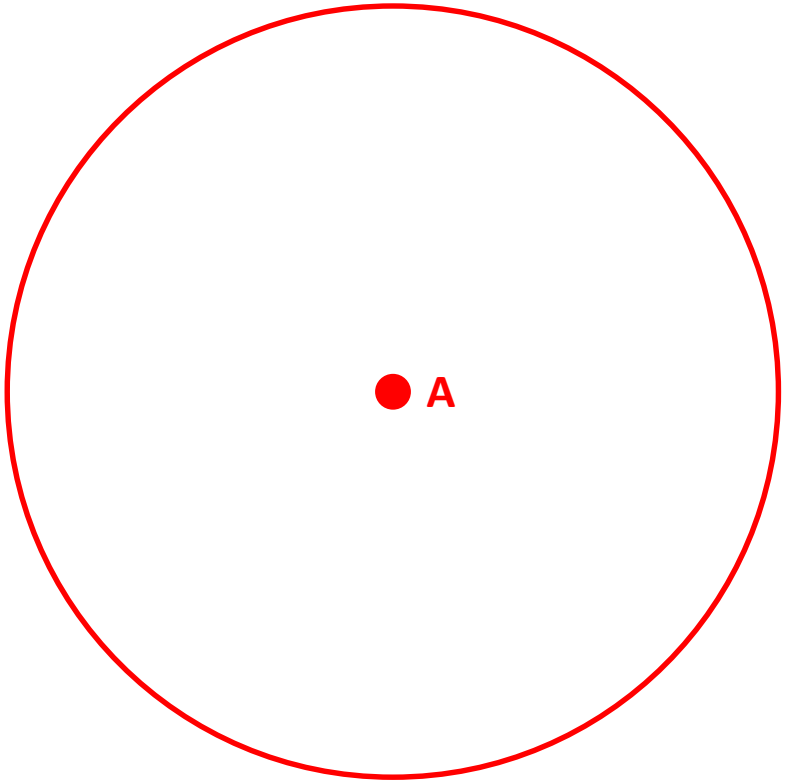
Rebus

The puzzle uses an image instead of a word or part of a word.Here is a message, pictorial and character, mixed

(ENG)

Rebus





(CS)

Rebus

?

(ENG)

Text is the key to understanding an image

•

„This is not a pipe.“

A warning that we only see a pipe sign is written text.

The written text and image are in conflict here.

René Magritte
Betrayel of the Image
1927-9

We tend to read the images and perceive the text visually.

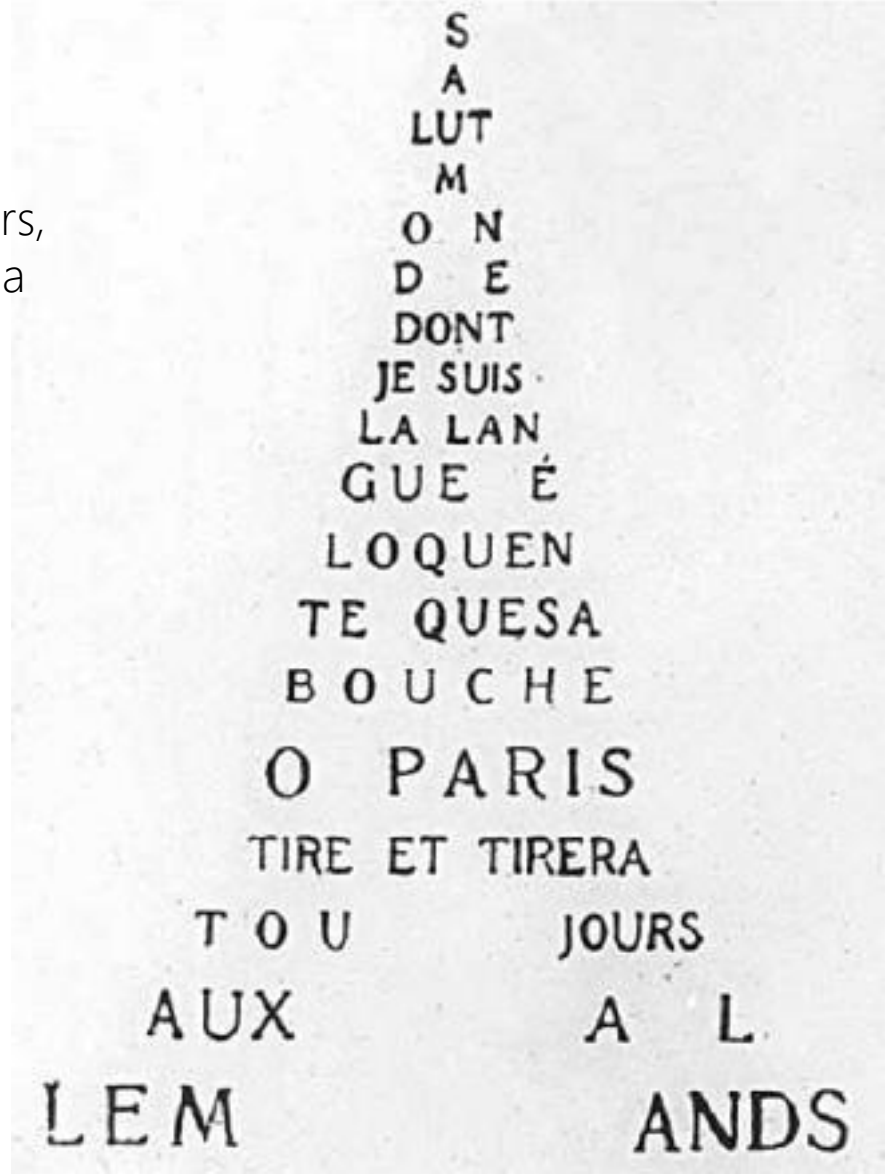
In the examples given, we see an equivalent visual positionfile and entry in the overall text.

Text as an Image

Calligram

is a poem, phrase, or word where letters, or written script, are arranged to form a

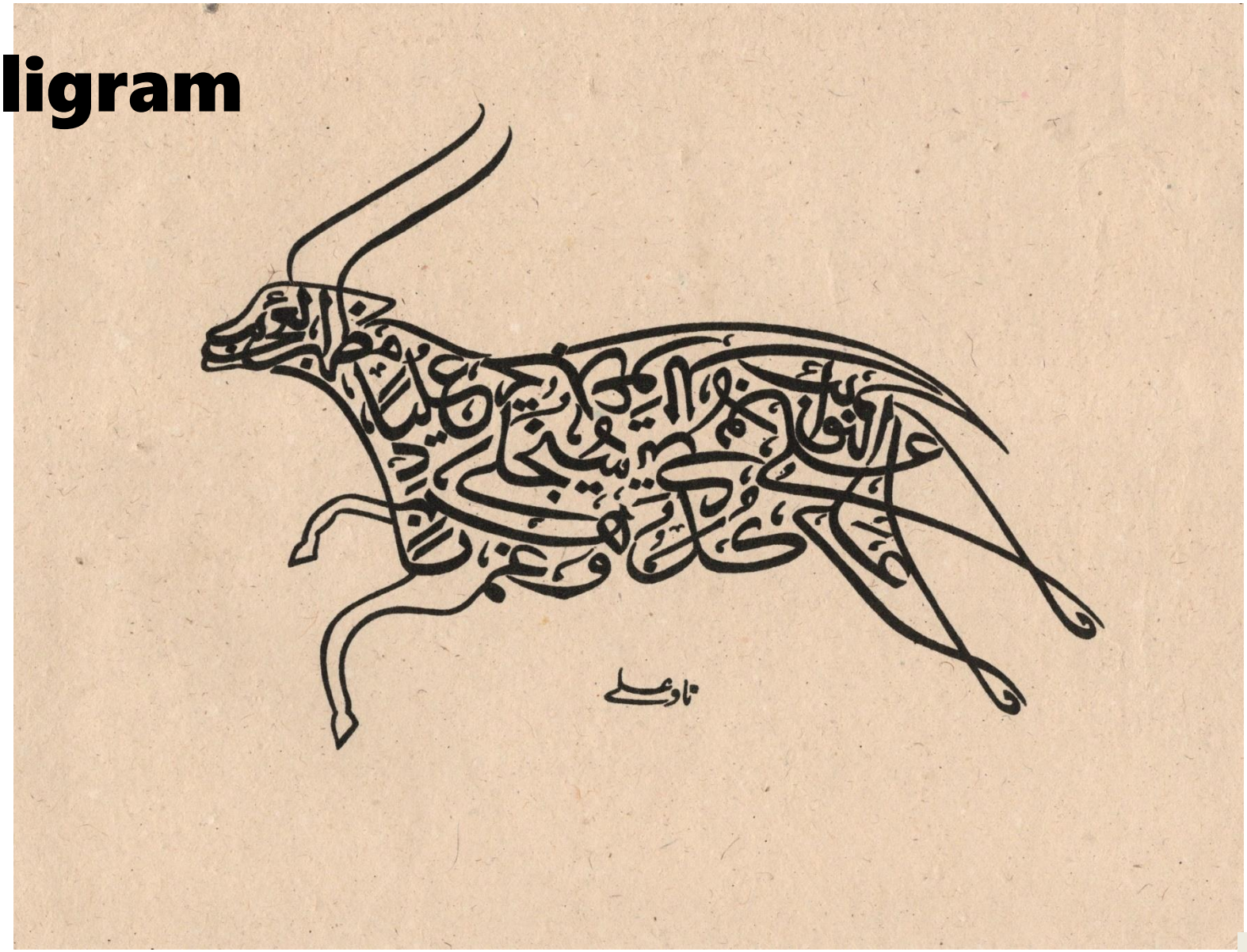
visual image.



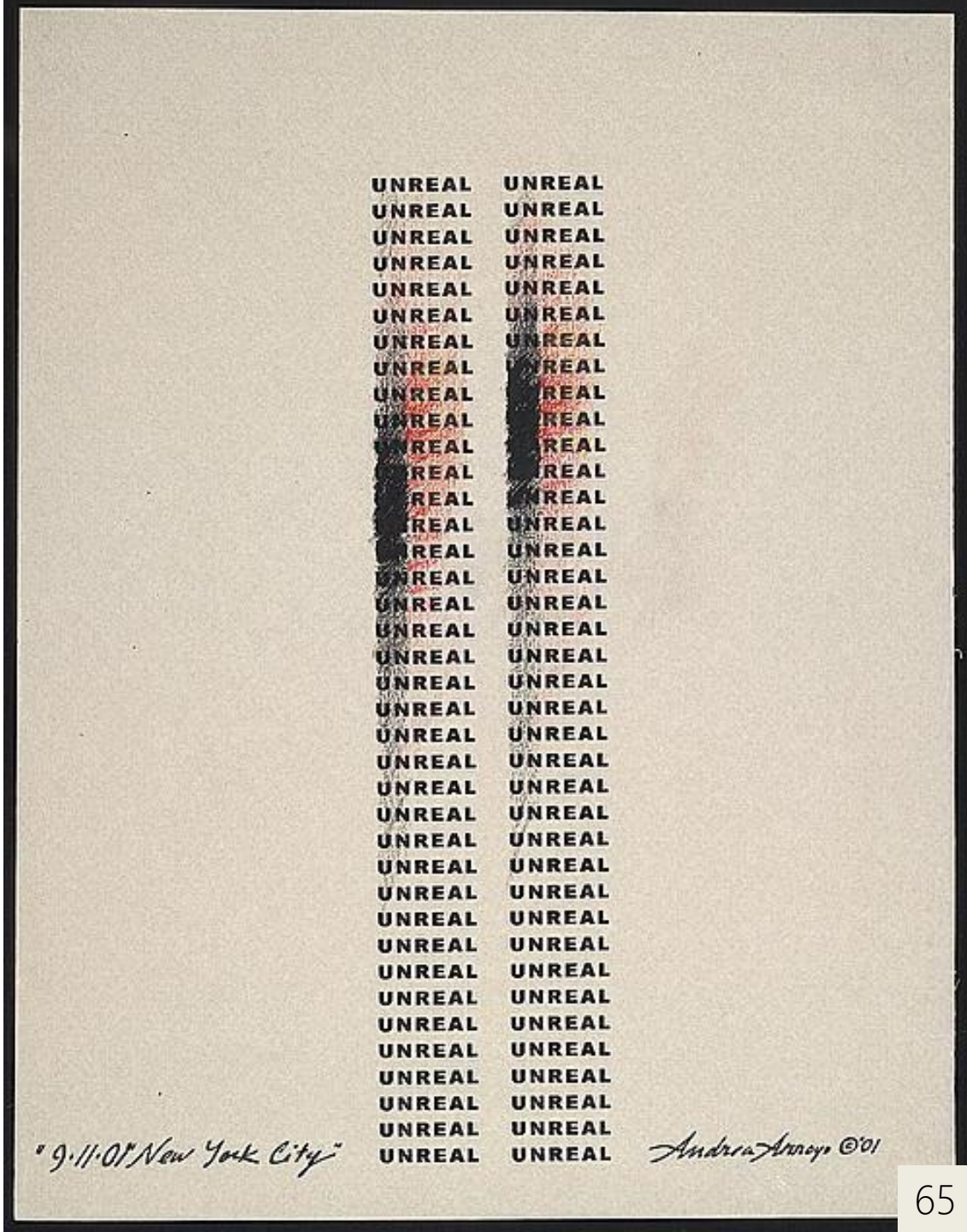
Calligram
Guillame Apollinaire

Calligram

Calligram



Calligram



Calligram

Written text can only have the function of a visual message.

In this case, the meaning of the image is formed by its connotations. Understanding written text is not key when "reading an image".

Rebellious Silence
From the series Women of Allah
Shirin Neshat
1994

TEXT AS AN IMAGE

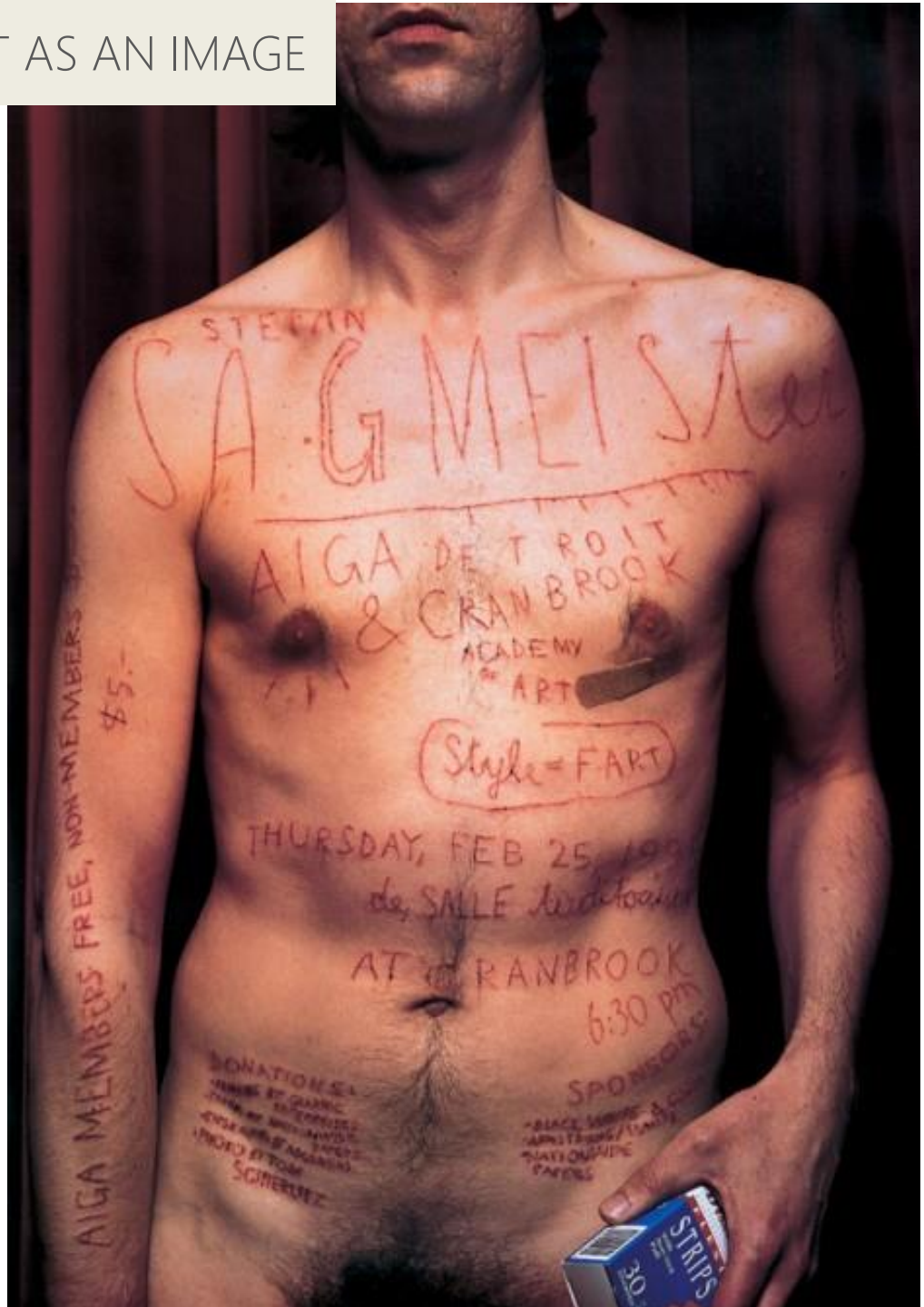
Jiří Kolář
Infinite Dispute,1975 koláž
The Birth of Geometry,1975 koláž

TEXT AS AN IMAGE

Stefan Sagmeister
2015

Stefan Sagmeister
Aiyone Publicity Campaign

TEXT AS AN IMAGE



Stefan Sagmeister

"..that pain that seems to accompany most of our design projects..."

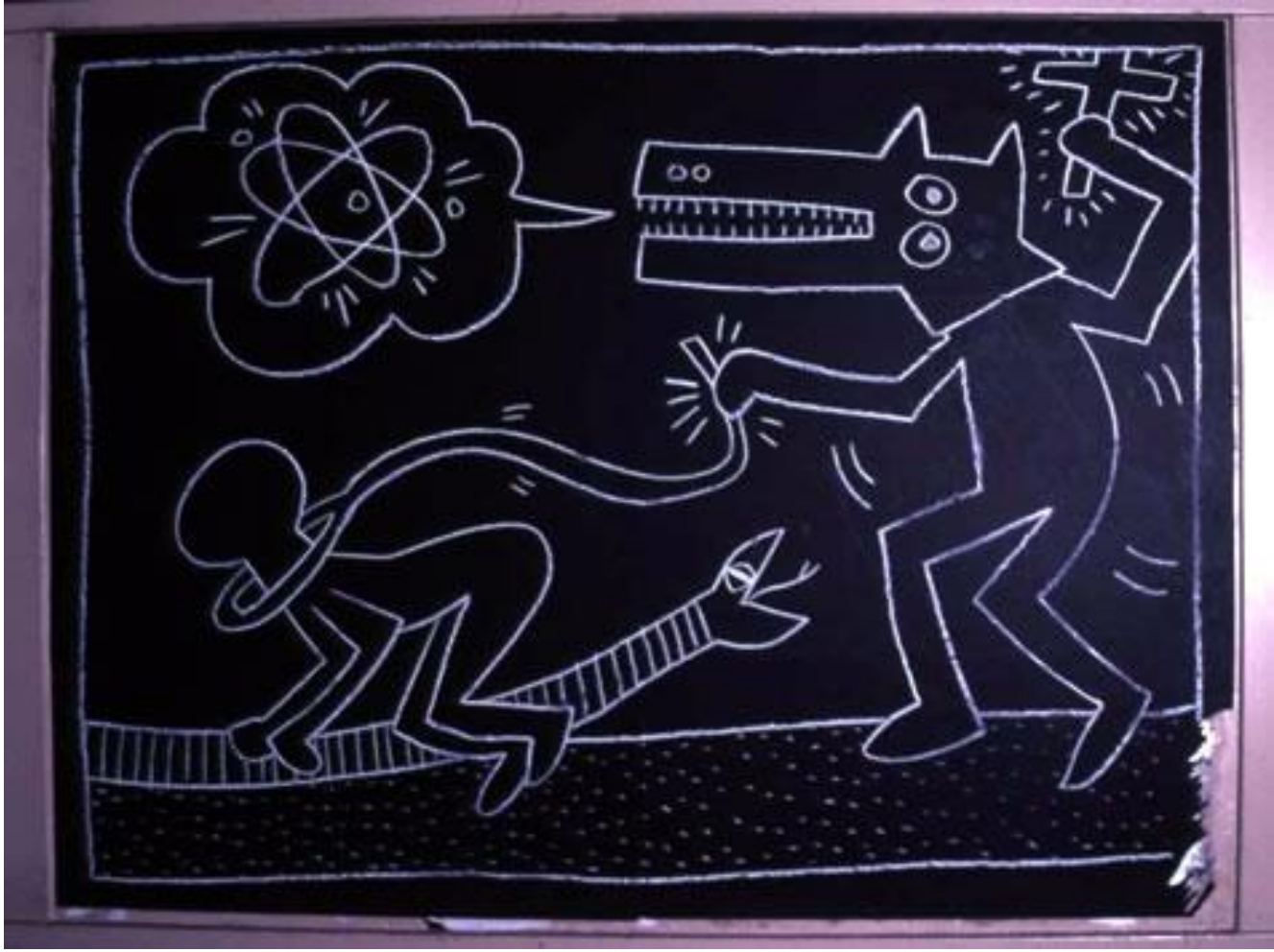
Web:
https://sagmeisterwalsh.com/

With the development of global culture, there is a need to create **sign systems**, which bridge the barriers of natural language.

Digital media is capable of conveying large amounts of data. This makes the availability of visual images - both their perception, so their production.

The interaction that new media bring disrupts the traditional relationship mass media - creators and passive consumers.

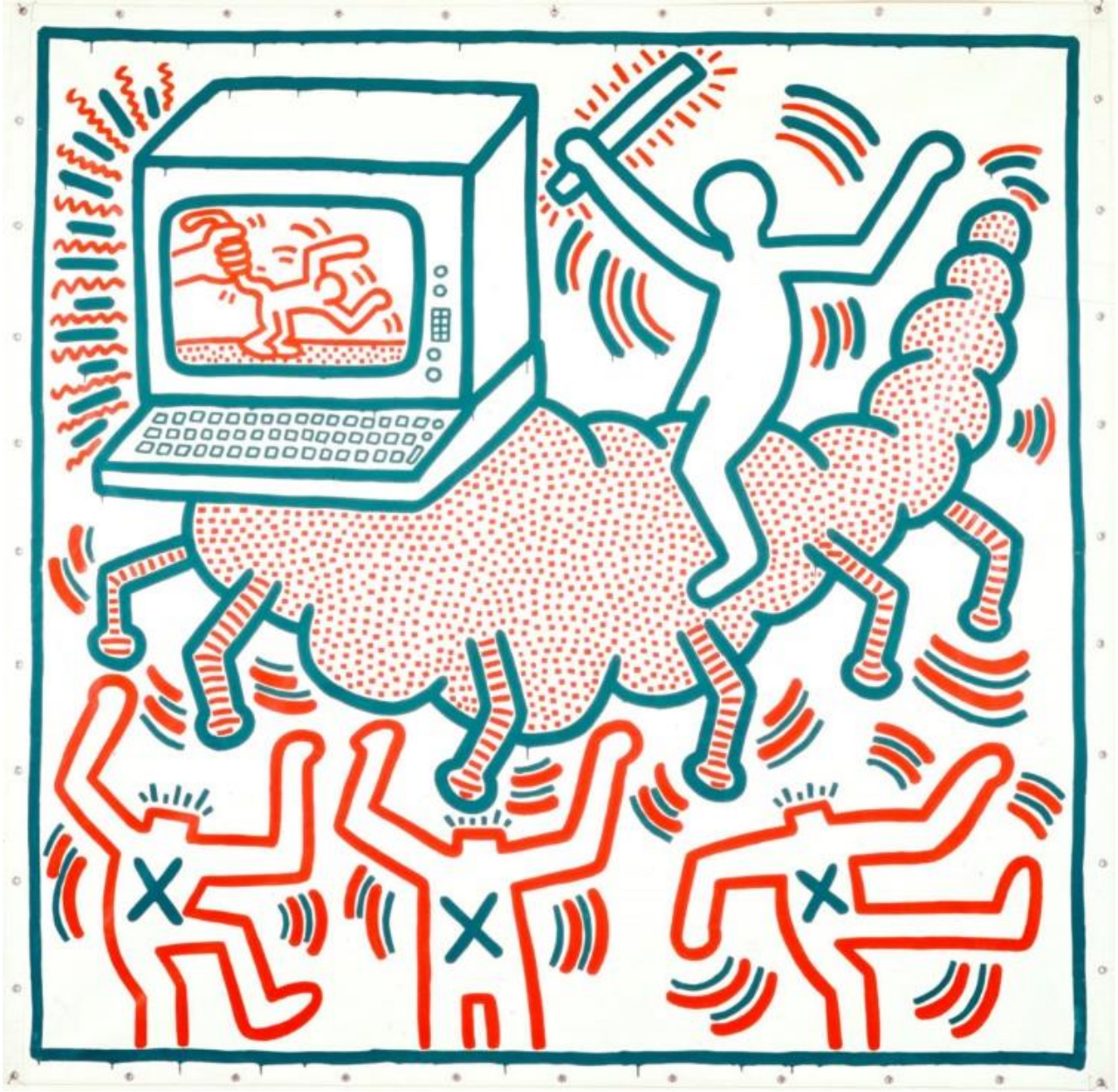
In this case, the meaning of the image is formed by its connotations. Understanding written text is not key when "reading an image".



Keith Haring
Subway Drawing

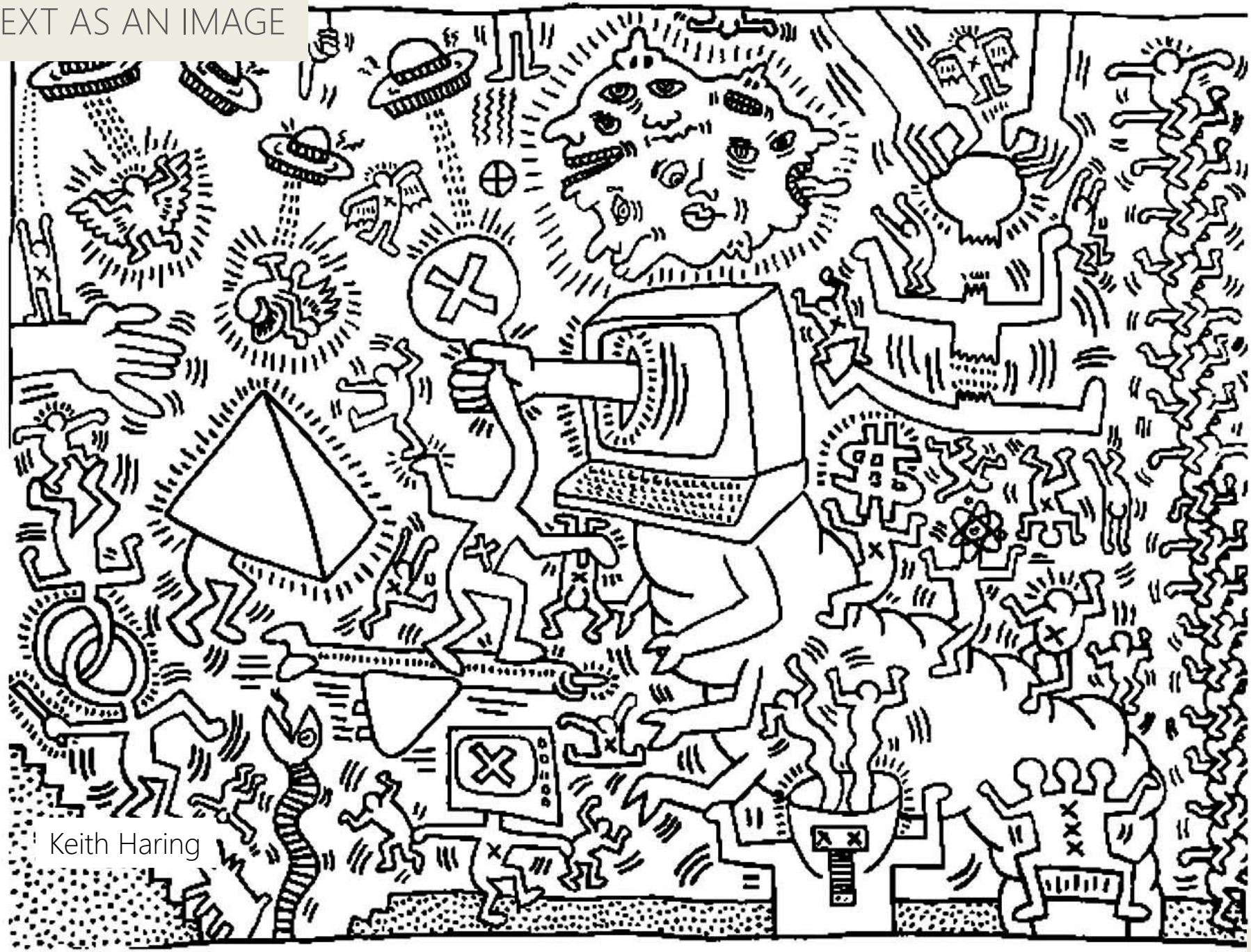
"The abstract painting would not make any sense if they were painted in th public space- it was first when I started to draw images which could be read as a signs that I went to the public space. Because these paintings made sense in the streets – all people, all languages, could read them. After studying the theory of communication, information and drawing and how the meaning speaks through signs
and how this language – because that is what it is – I choose primitive code."

TEXT AS AN IMAGE



Keith Haring
Bez titulu

Dictionary of symbols in Keith Haring"s work:
https://news.artnet.com/exhibitions/keith-haring-albertina-museum-vienna-1247417



Keith Haring

Isotype

ISOTYPE

(image language)
International System
Of TYpographic Picture
Education

It is a method of imaging social, biologicaland historical information in pictorial formare globally understandable.

http://gerdarntz.org/isotype
http://www.designhistory.org/Symbols_pages/isotype.html

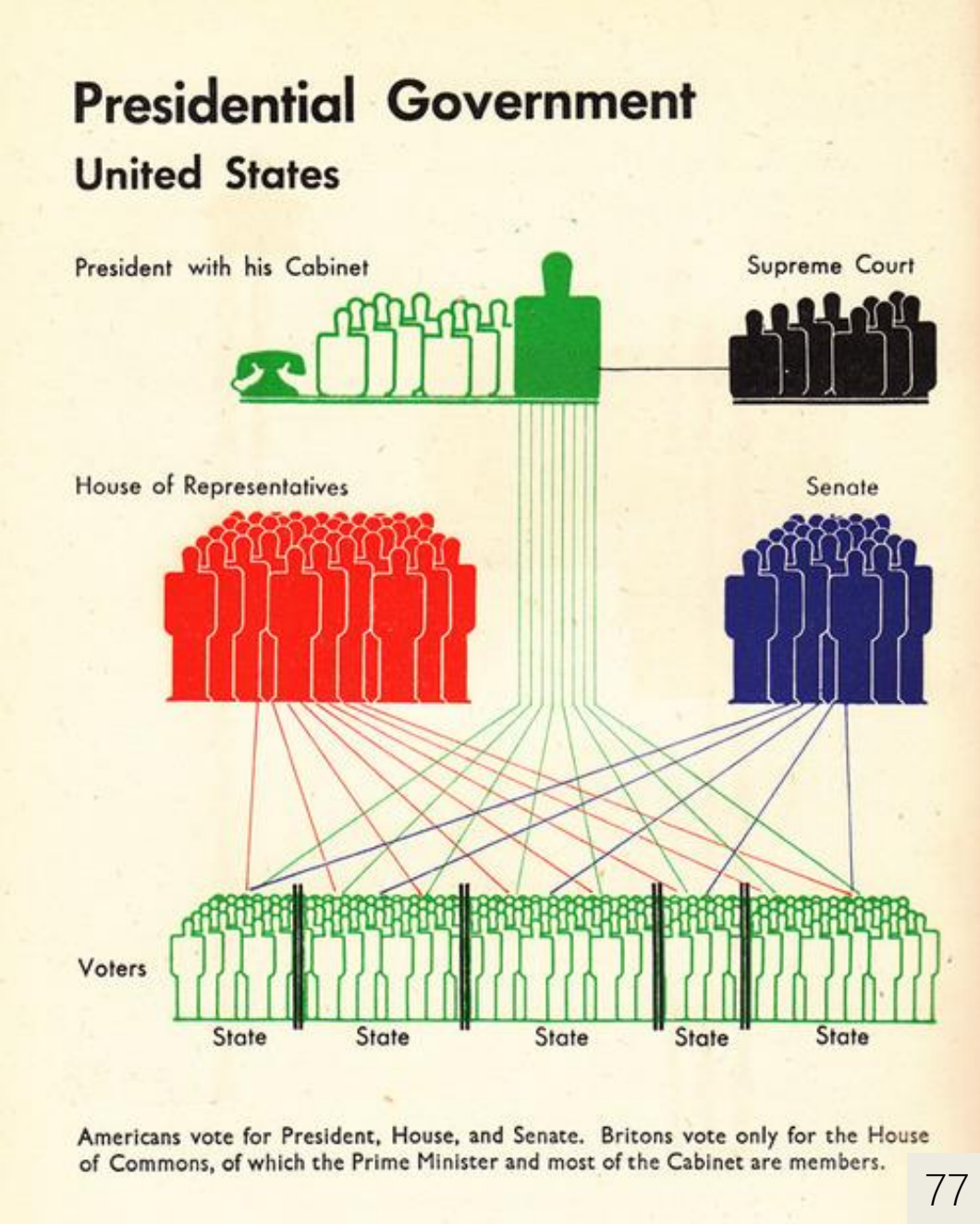
ISOTYPE was developed for the needs of the Social and Economic Museum and was first known as the Vienna Method of Image Statistics (1930s).

The main motto of the museum was: "Remembering simplified pictures is better than forgetting exact numbers."

museum director - Otto Neurath
artist– Gerdy Arntz
Transformation– Marie Neurath

Book:
Otto Neurath: International Picture Language

Book:
https://monoskop.org/images/e/ec/Neurath_Otto_International_Picture_Language.pdf

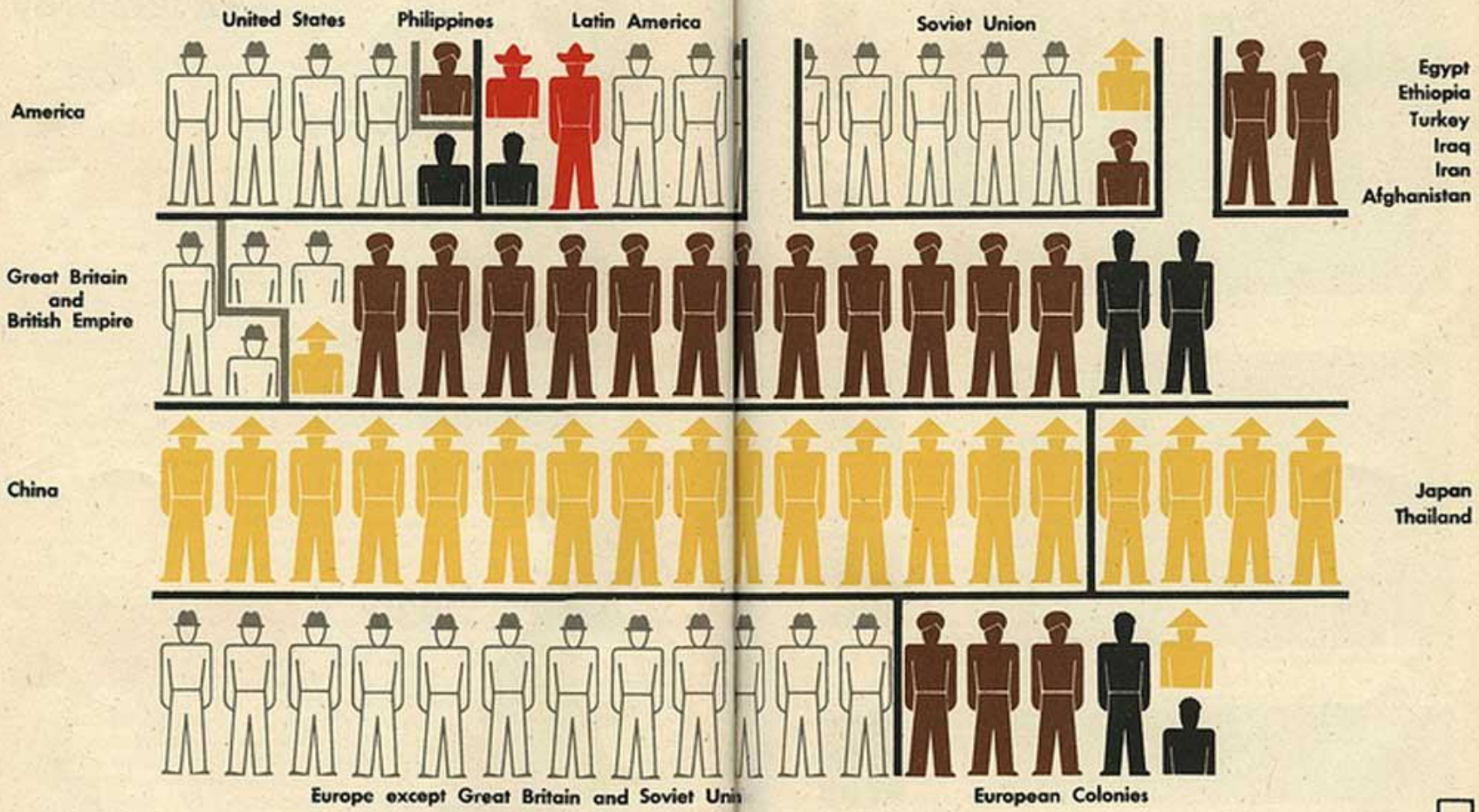


"*One picture is worth a thousand words.*"
Chinese proverb

„Words divide, images unite.“

Otto Neurath
(1882-1945)

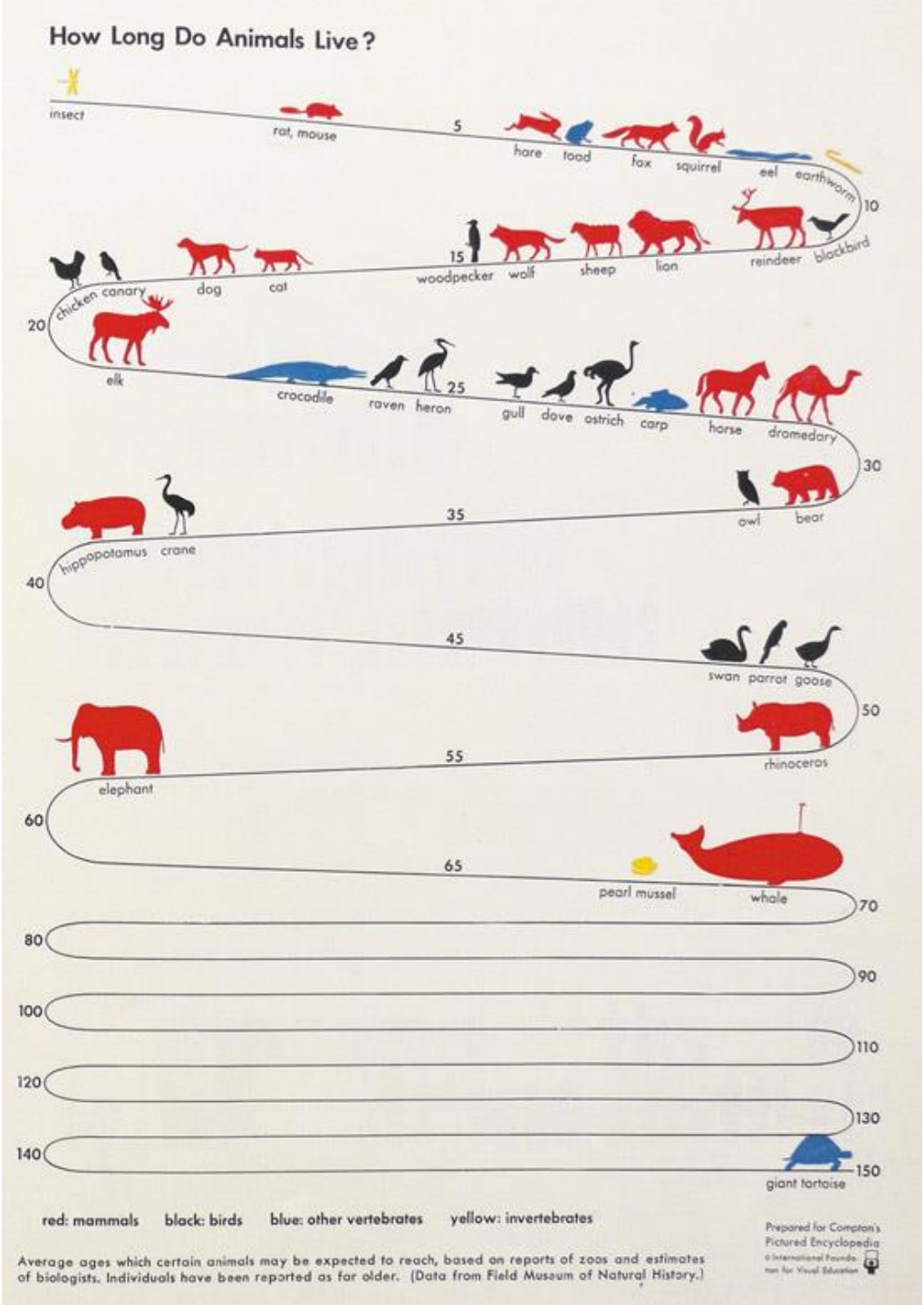
United States and Great Britain in the World



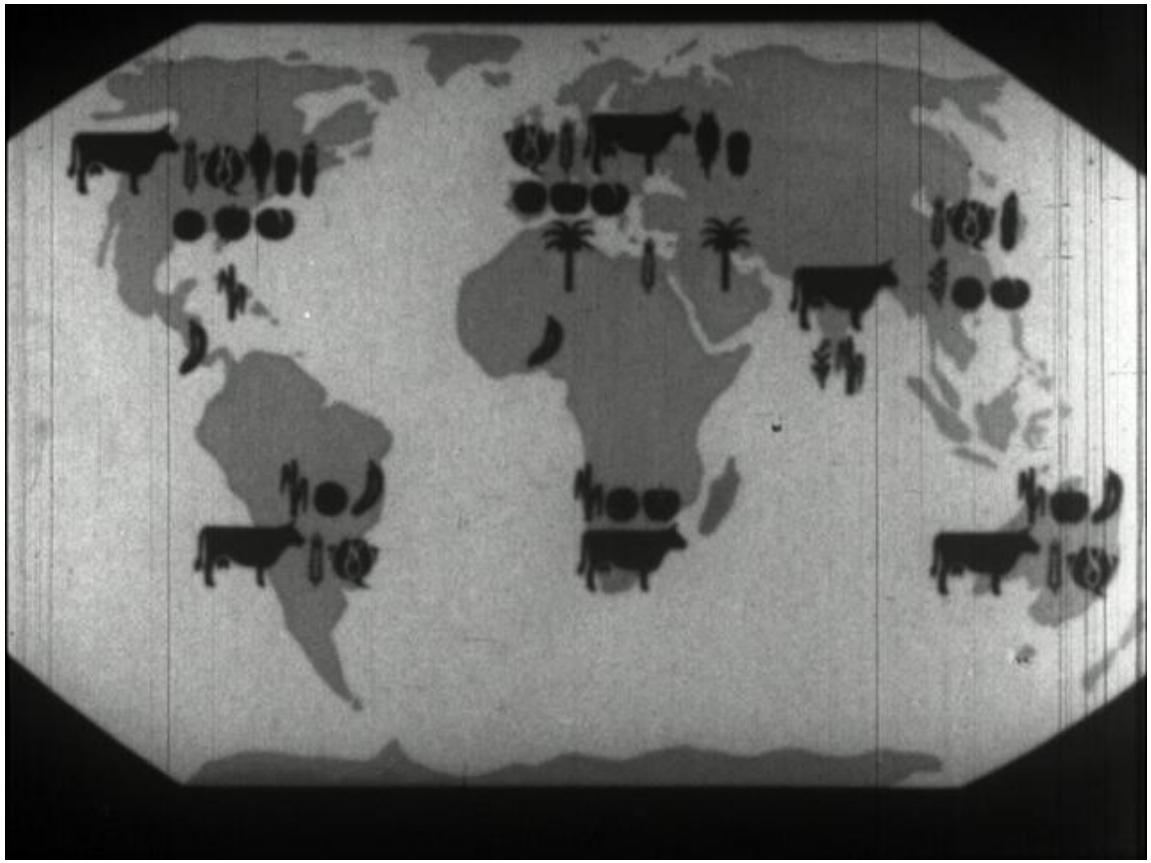
Each complete figure represents 30 million population

Here we are—the peoples of the world—black, white, yellow and brown. The man and a half in Latin America are Red Indians ; there are so few left in the United States that it would be difficult to carve a man up small enough to show them. The town men are mostly Indians. It is surprising to find that there are more Negroes in the British Empire than in the United States.

ISOTYPE


How Long Do Animals Live?
insect
rat, mouse
5
hare
toad
fox
squirrel
eel
earthworm
10
reindeer
blackbird
15
woodpecker
wolf
sheep
lion
chicken
canary
dog
cat
20
elk
crocodile
raven
heron
25
gull
dove
ostrich
carp
horse
dromedary
30
owl
bear
35
hippopotamus
crane
40
45
swan
parrot
goose
50
rhinoceros
55
elephant
60
65
pearl mussel
whale
70
80
90
100
110
120
130
140
150
giant tortoise
red: mammals
black: birds
blue: other vertebrates
yellow: invertebrates
Average ages which certain animals may be expected to reach, based on reports of zoos and estimates of biologists. Individuals have been reported as far older. (Data from Field Museum of Natural History.)
Prepared for Compton's Pictured Encyclopedia

World of Plenty British documentary from 1943, directed by Paul Roth, for ministry of agriculture. It is a problem with the cultivation and distribution of food. This movie is working with ISOTYPE principles.

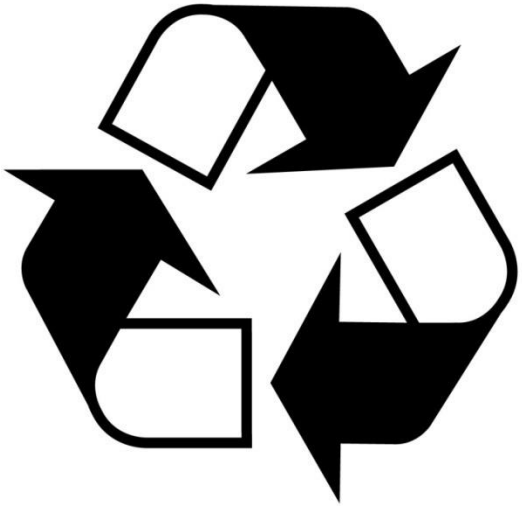


https://www.youtube.com/watch?v=5tDOcUb4KFk

Motivated sign similarity or logical connection between the display and the displayed.
Conventional (arbitrary) sign- the relationship between representation andthe portrayal is purely coincidental - established by social convention.

Piktogram
Iconic sign
(motivated)

Ideogram
Index
(motivated + conventional sigh)



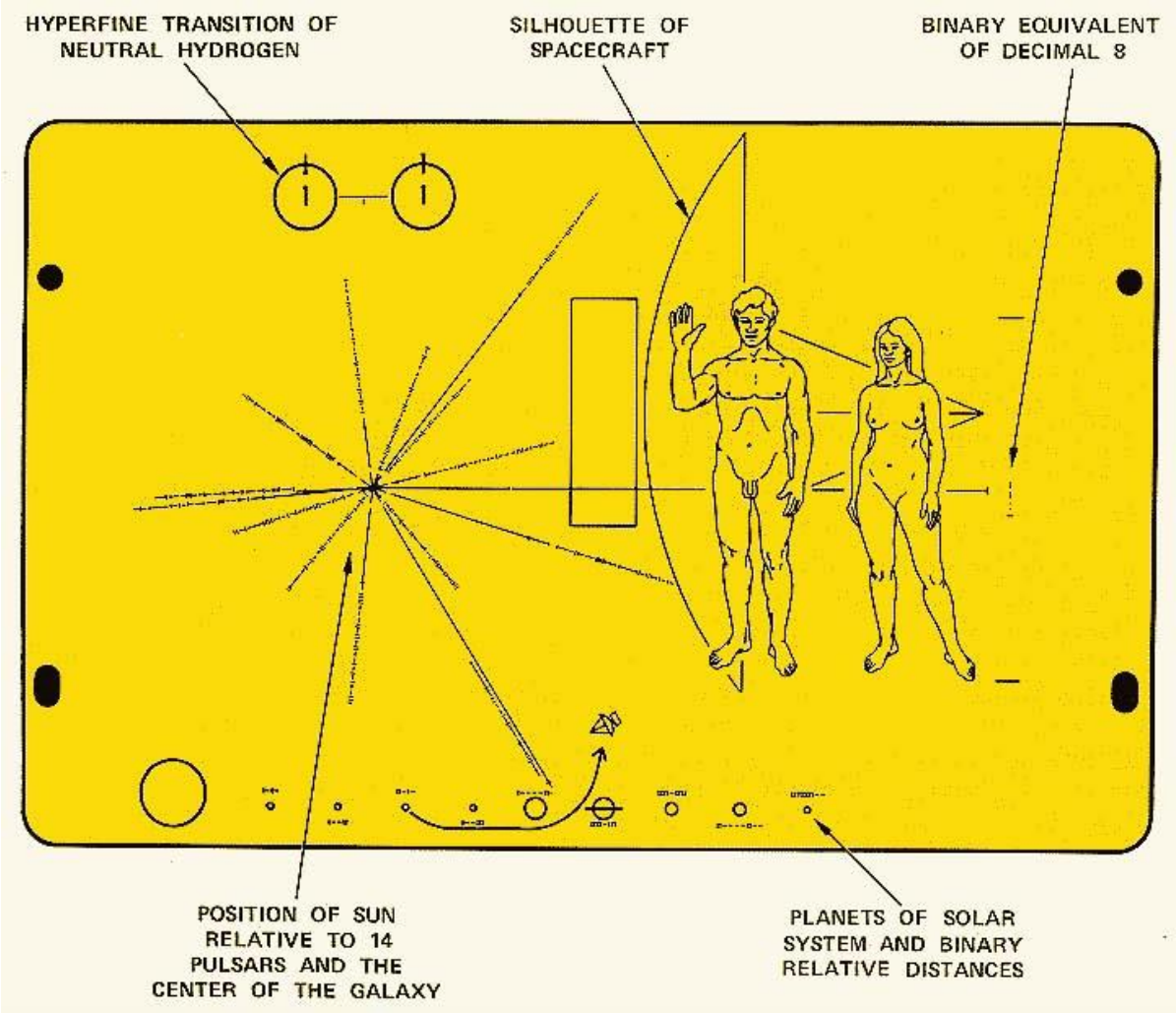
Symbol
Arbitrary
(conventional)

OTHER QUESTIONS

Selection of information and its coding for extraterrestrial civilizations:How would we define ourselves as humanity? What information do we consider important and which listing will we choose for them?

"Not only have we sent a picture of ourselves, but a very specific picture of what we find acceptable. If we communicate like thiswith the Martians, what does that say about us?"

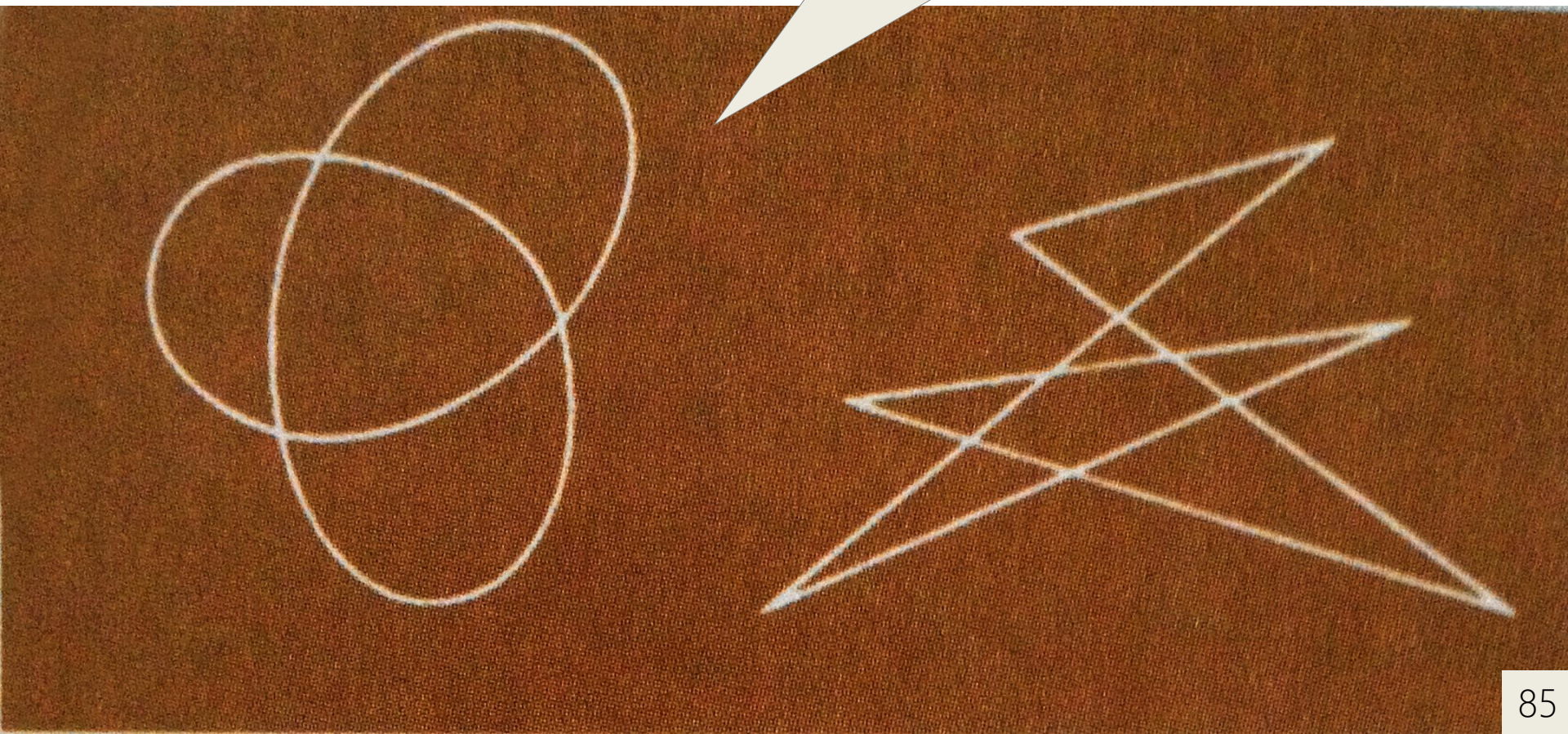
Carl Sagan



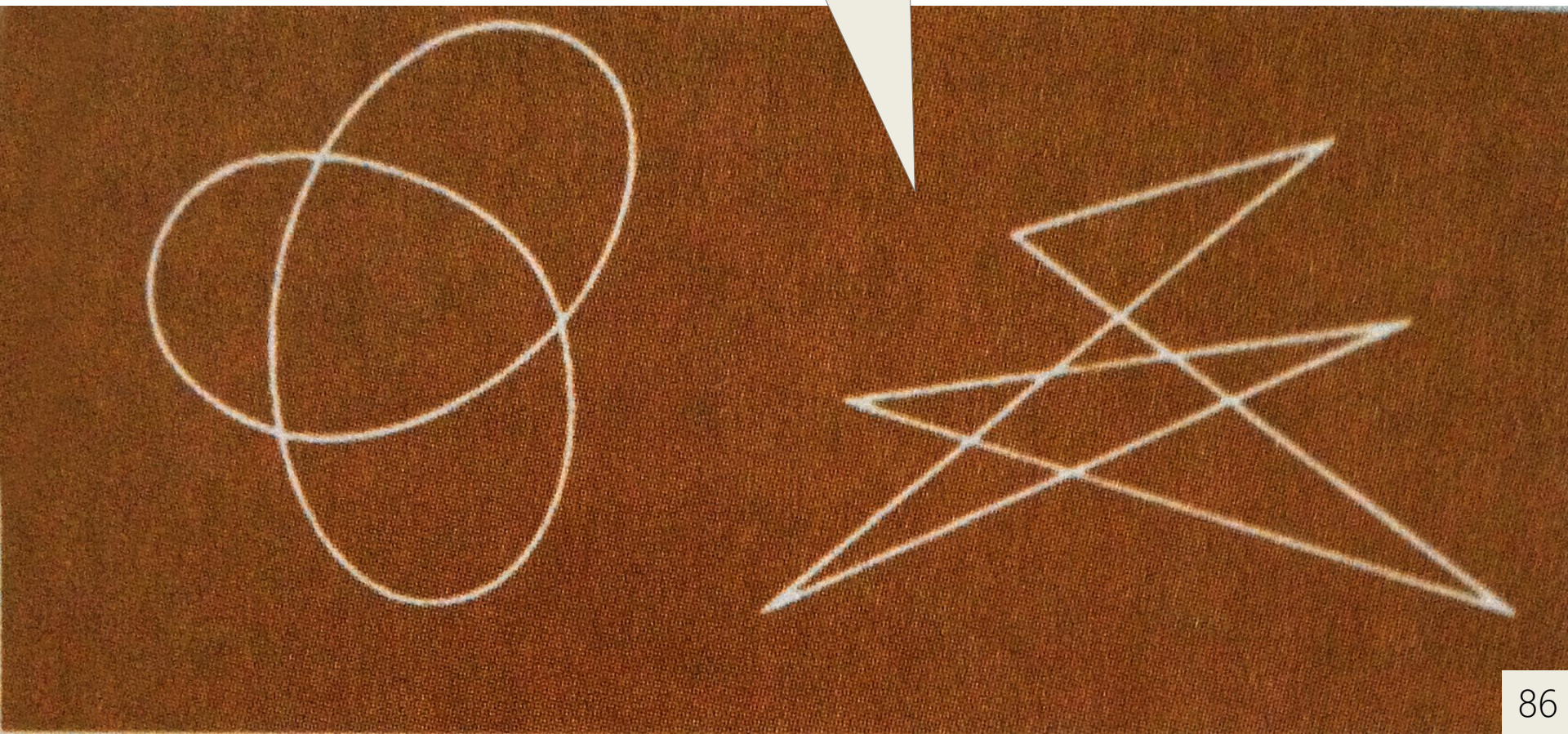
Pineer Plaque
Voyager, 1972 a 73

CONNECTING SENSES

Which shape you would call **MALUMBA** a which **TAKETE** ?



Psychological significancewe also attribute to shapes

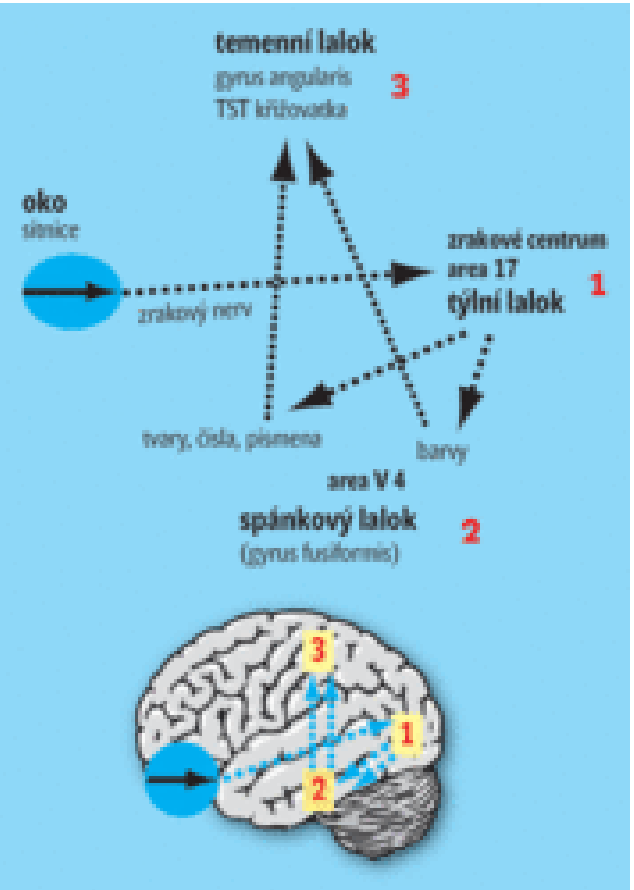


Connecting audio and visual

Illustrated book
Movie
Theatre

Vjaing is a combination of sound and its visual

Synesthesia



https://vesmir.cz/cz/casopis/archiv-casopisu/2009/cislo-12/chut-tonu-barva-cisla-synestezie-dar-nemz-se-moc-nemluvi.html

…pokračování příště

KONTROVERZNÍ UMĚNÍ

Pochopení díla závisí na aktuálním politickém, kulturním kontextu, očekávání, vzdělání, atp.

"It's not acceptable for a white person to transmute Black suffering into profit and fun..."
artist Hannah Black, March 21, 2017

Dana Schutz
Open Casket
2017

https://news.artnet.com/art-world/dana-schutz-painting-emmett-till-whitney-biennial-protest-897929

Sun Yuan and Peng Yu
Dogs That Cannot Touch Each Other

Video: https://www.youtube.com/watch?v=ESC5MKhIFtQ
Více: https://news.artnet.com/exhibitions/animal-rights-protest-work-guggenheim-china-show-1092644

V ranním vysílání 17. června 2007 se na ČT2 v pořadu Panorama odvysílal fiktivní výbuch atomové bomby s panorama Krkonoš na pozadí.

Ztohoven
Hacking do vysílání České televize
2007

Více: https://zpravy.idnes.cz/skupina-ztohoven-vydesila-v-ct-atomovym-vybuchem-fvx-/domaci.aspx?c=A070617_112931_domaci_zra

Autor zkoumá hranice důstojnosti v závislosti na prosperitě společnosti a životních podmínek. V některých dílech rozkrývá povahu nájemné práce formou performance.

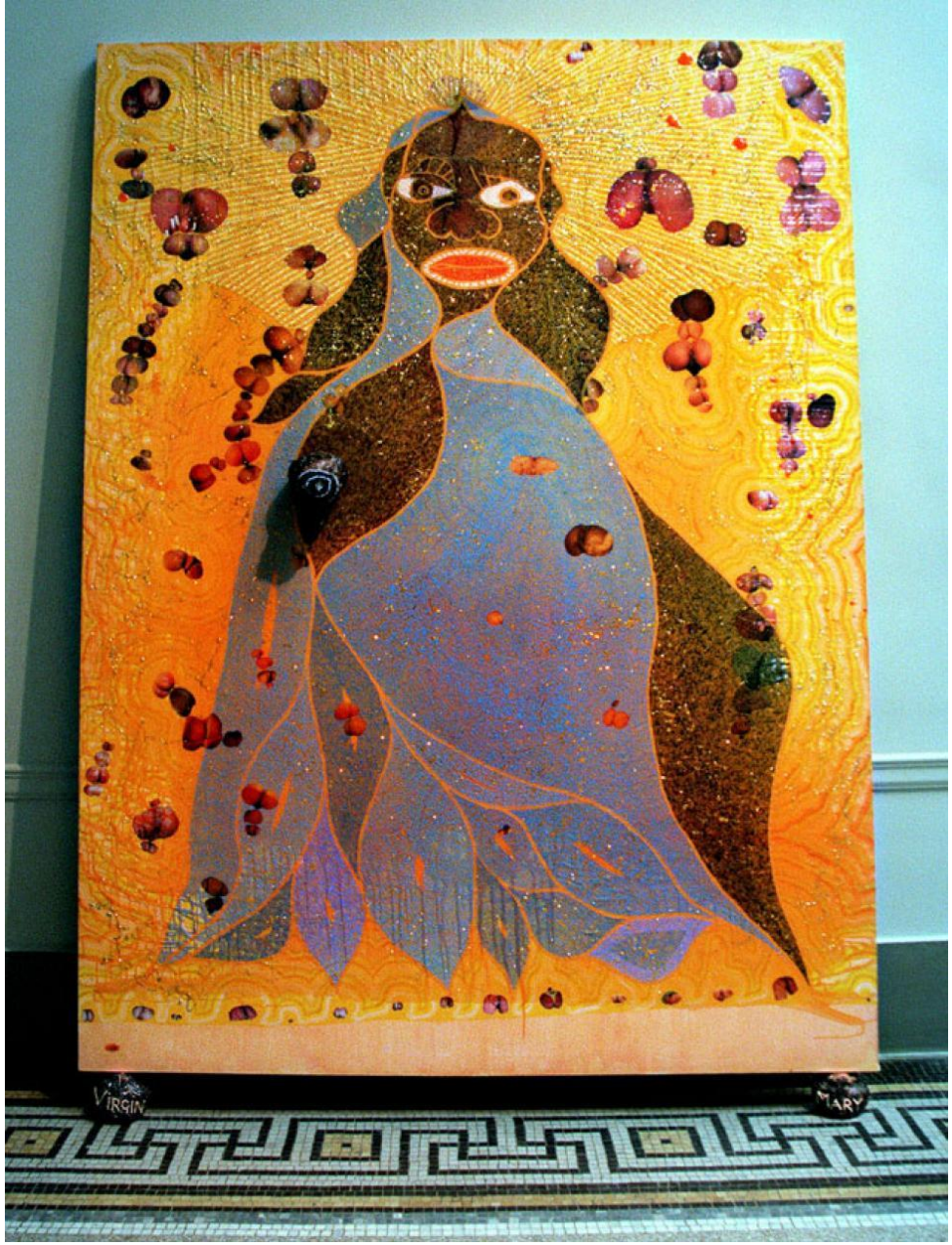
Santiago Sierra
250 cm Line Tatooed on 6 Paid People

Stránka autora: http://www.santiago-sierra.com/index_1024.php

KONTROVEZNÍ UMĚNÍ

David Černý
Národ sobě
2002

KONTROVEZNÍ UMĚNÍ



Chris Ofili
Holy Virgin Mary
1996

Více na: https://www.khanacademy.org/humanities/global-culture/identity-body/identity-body-europe/a/chris-ofili-the-holy-virgin-mary

KONTROVEZNÍ UMĚNÍ

Damien Hirst
Nemožnost fyzické smrti
v mysli někoho živého
1991

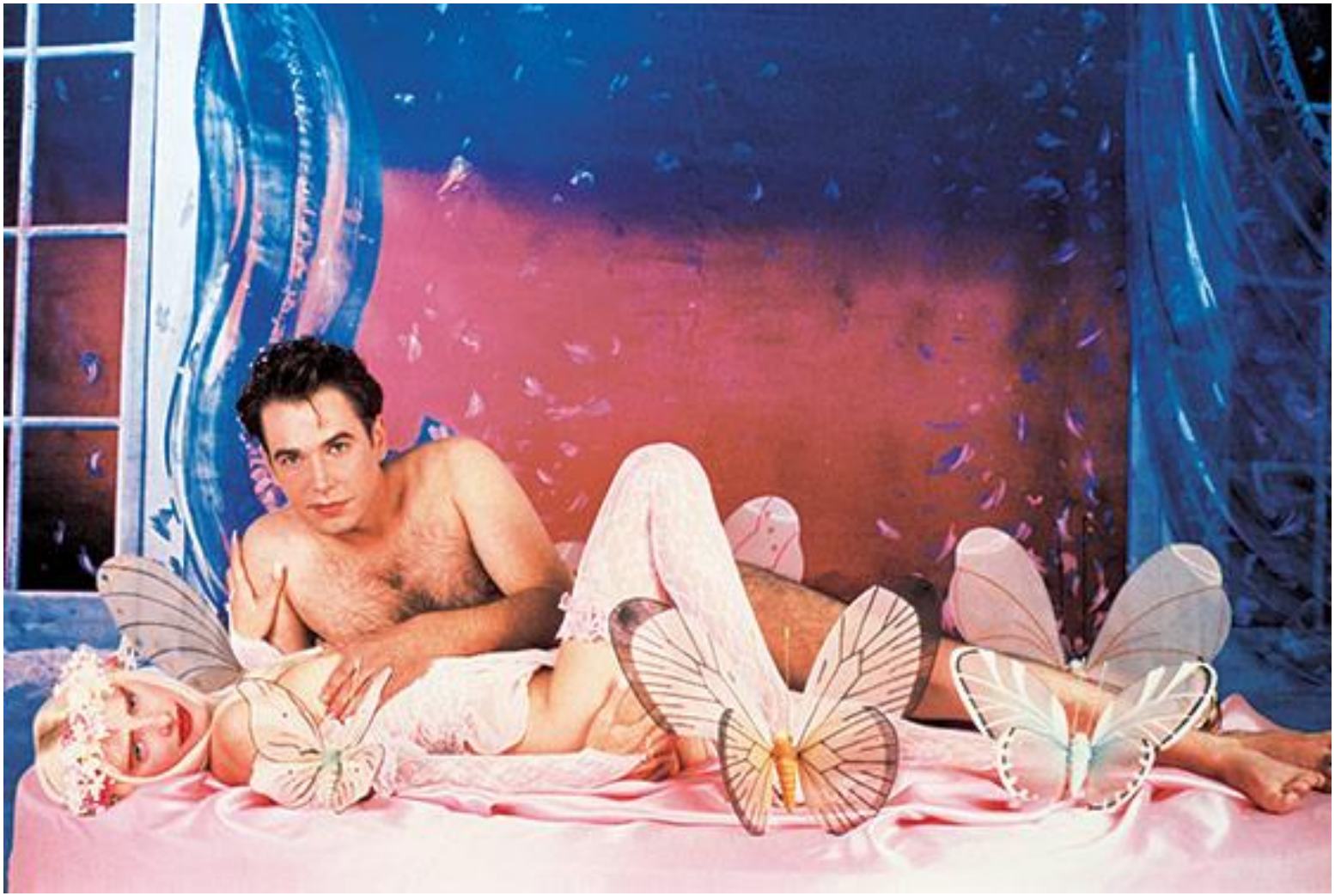
Více na: https://www.nytimes.com/2006/10/01/arts/design/01voge.html

KONTROVEZNÍ UMĚNÍ

Marc Quinn
Self
2011

Více na: http://marcquinn.com/artworks/self

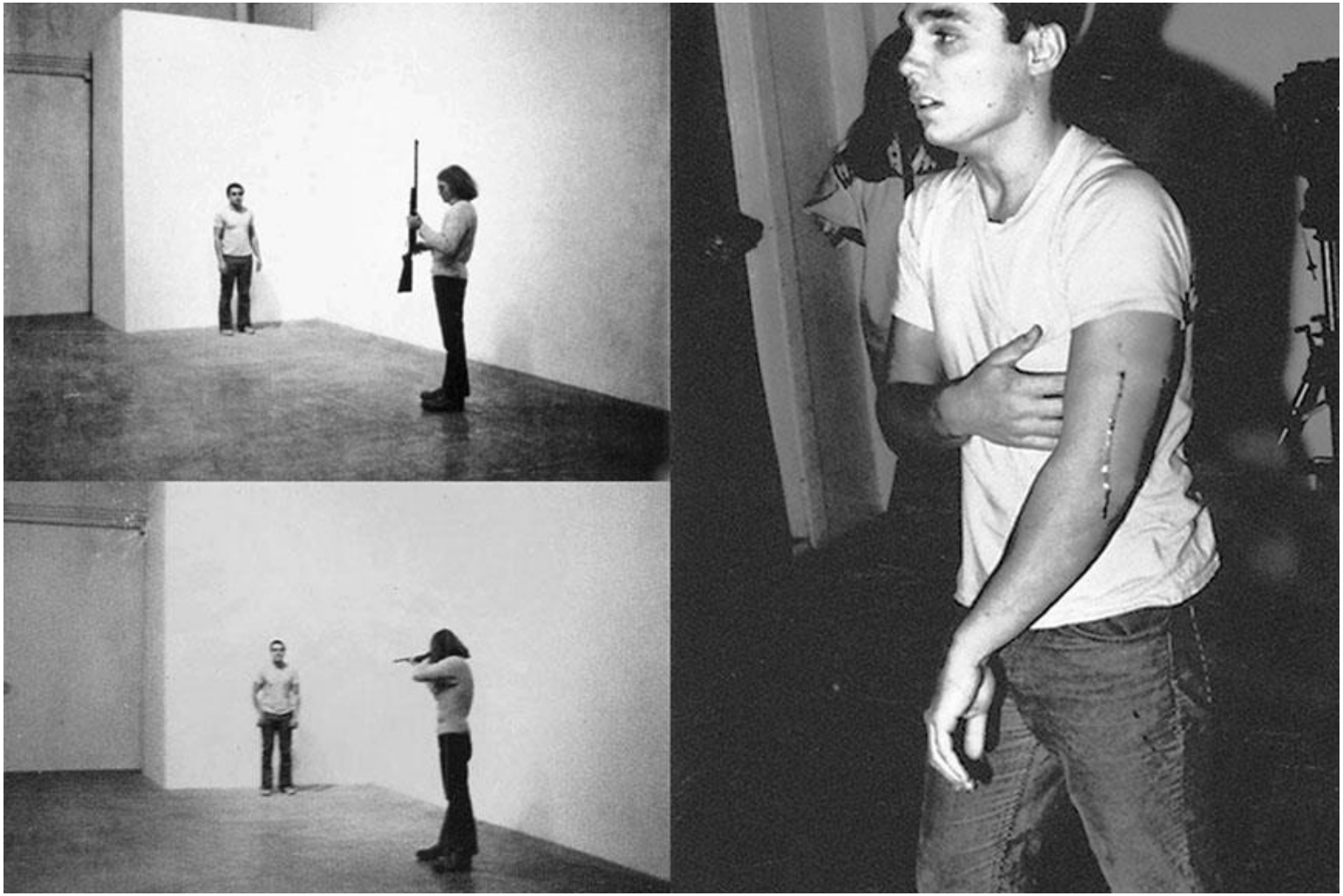
KONTROVEZNÍ UMĚNÍ



Jeff Koons
Made in Heaven
1990

Více na: http://www.dailyartmagazine.com/jeff-koons-pornography/

KONTROVEZNÍ UMĚNÍ



Více na: http://www.openculture.com/2015/05/watch-chris-burden-get-shot-for-the-sake-of-art-1971.html

Chris Burden
Shoot
1971

KONTROVEZNÍ UMĚNÍ

Piero Manzoni
Umělcovo hovno
1961

Více na: http://www.tate.org.uk/art/artworks/manzoni-artists-shit-t07667

KONTROVEZNÍ UMĚNÍ

Marcel Duchamp
Fontána
1917

Více na: https://press.philamuseum.org/marcel-duchamp-and-the-fountain-scandal/

KONTROVEZNÍ UMĚNÍ

Picasso
Avignonské ženy
1907

Více na: https://www.khanacademy.org/humanities/ap-art-history/later-europe-and-americas/modernity-ap/v/picasso-les-demoiselles-d-avignon-1907

KONTROVEZNÍ UMĚNÍ

Eduard Monet
Snídaně v trávě
1862

Více na: http://www.theartpostblog.com/en/edouard-manet-the-luncheon-on-the-grass/

KONTROVEZNÍ UMĚNÍ

Théodore Géricault
Prám Medůzy
1818

Více na: https://www.khanacademy.org/humanities/becoming-modern/romanticism/romanticism-in-france/v/g-ricault-raft-of-the-medusa-1818-19

KONTROVEZNÍ UMĚNÍ

Priapus s atributy Merkura
Pompeje (zasypané v r. 79)
Objevené v r. 1599

Více na: https://hapstancedepart.wordpress.com/2010/12/20/is-that-a-dirty-picture-you-got-there-pompeii-the-birth-of-pornography-and-the-censorship-of-the-museum/

You don’t own the meaning!

Jerry Saltz

René Magritte
Jasnozřivost
1936

…pokračování příště