

“A picture has been said to be something between a thing and a thought” (Presentation)

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*“A picture has been said to be something
between a thing and a thought”*

(Samuel Palmer)

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ICERI 2015

Foundation Diploma Art & Design
pre-degree diagnostic

essay intended to loosen students up

have done this project before – in various ways

But

conclusions frequently too implicit

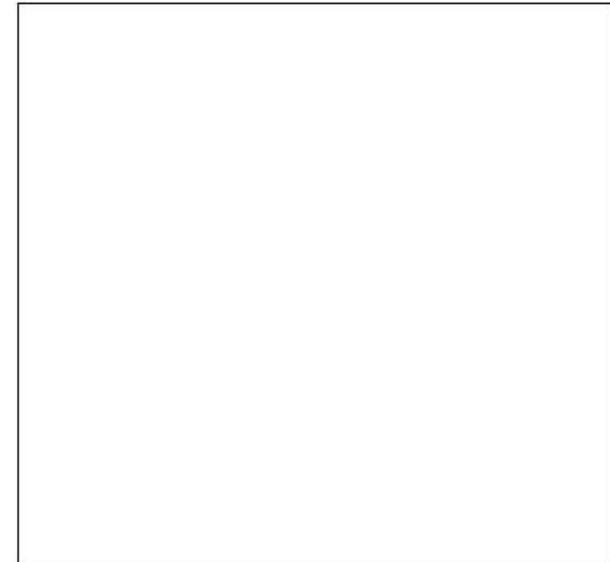
this undermines the arguments

even if beautifully written

Essay had to be written in strict and unyielding format
an image was supplied as a prompt
students had to argue one of two viewpoints provided
and had to supply an image as a conclusion
this had to match colour, content, compositional register
thus there was a sequence – image > text > image
read pictures critically – essential to domains

Marilyn Monroe Andy Warhol factory image?

Scientists have now finally agreed that so-called burying beetles coat their young ones' food with an antibacterial substance which guarantees their survival. These burying beetles lay their eggs on the carcasses of small animals, such as birds and rodents. Research today shows that without the microbial secretions, the young will fail to gain weight and die. The results were presented at the 59th Congress of the Pan-European Society for Evolutionary Biology. Nearly all animals will do the best for their young, but burying beetles, in the genus *Nicrophorus* (which are to be found in the temperate regions of South America, Europe, Africa and all of Australia) are doting parents. Beetles lay their eggs in the flesh of the animal and wait to welcome their young into this world!



Only 18 / 55 commended – many unadventurous and literal
even literal ones often badly registered or mundane
some used apparently literal images intelligently
this one puts brakes on the essay’s dialogue
but image is smaller, and set back

Marilyn Monroe Andy Warhol factory image?

“Hi nan jst txtin 2 ask wt U think of A.Warhol?”
“Hi Chlo nt much, wdnt call him an artist tbh!”
“Ddnt think ud B a fan. Do U not appreciate his
work 4 iconic value?” “Dnt think his style
required much skill or thought.” “But his work is
very influential, reflecting 1960’s culture and
you can’t say it isn’t memorable.” “It’s
memorable because of the lack of intelligence.
Anyone could recolor an image. I feel his
contemporary style mocks the efforts of artists
like myself, who put a lot of time into perfecting
a sophisticated portrait painting.” “As you know,
art is personal and is surely driven by the artist
themselves. Warhol’s innovative style coincided
with a modernist culture and held mass appeal to
art movement.” “I *personally* wdnt buy his wrk.”



This text is full of the breathless chic which typifies FIAT images' slight mismatch could be part of argument conclusion grounds pre-history of the car new car has less background – ready to claim own mythology myth a “gradual accretion of [...] ideas” (Warner)

Fiat 500s First Cinquecento and nouva version

“An angel was born in Turin!”/ Tiny car, Italian stylin’./ Symbol of a generation./ Youth of the nation./ Old500 legendary./ New500 iconary??/ Why old concept? Why old style?/ Is Retro that hard to find?/ Beauty! Style! Tchnology!/ Retro! Class! Complexity!/ Good old days, Nostalgia./ Safety! Comfort! Pure Italia!/ Old style. New interpretation./ Retro air. New generation./ Was a treasure. Now is more./ A legend reinvented all./ Not just copy! Not at all!/ Original is ovrall!/ From a mnmalist design./ To a great great strong align/ An icon brought back to life/ Passion, great care, genius mind!/ Tiny details, polished line/ Sun is up, its time to shine!/ All screams Italian-chic/ Oh my! What a pretty chick!/ New 500 on the street!/ Is it real or just a myth??[...]



Little immediate resonance, apart from backgrounds
 shoes well-weighted in frame terms, with gestural resonances
 conclusion echoes and validates text
 (some swagger, not confident, well-referenced, not superficial)
 conclusion unifies by drawing out text character
 and now seems coy and intelligent – we reread, rethink?

Brogues Traditional men's and new-look girls'

Designers have every → 2 adapt a mans design n
 make it [] not only in shoes but in clothing 2.
 ysl, spencer hart & stella McCartney agree w/
 me. Crucial 4 a women 2 adopt a mans style. B/c
 hw she displays herself matters more than the []
 counterpart, karl stefonic. Agreed w/ by jeniffer
 robin, Johnson & journal of social psychology.
 B/c a smartly dressed [] is excellence & being
 [] is favored. Backed by simone de bouvier. I
 disagree its a copout Katherine hepburn slacksuit
 trend & ysl lee -1966 concept is not new.
 Hwever i disagree that [] should wear [] swear. j
 w Anderson AW13 removes mercy, flattery n
 comfort. Traditional []swear survives on subtle
 chnges. I agree tho to []swear inspired by []
 swear w/ shifts 2 fabric, print notions of virility.



“iconology [...] function of images in allegory and symbolism
and their reference to [...] ‘the invisible world of ideas’”

(Gombrich, in Woodfield 2011)

archetypes “not innate, but cultural and historical products”

(Warner, 1976)

“knowledge is personal within [...] Western epistemology”

(Butler-Palmer, 2013)

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between a thing and a thought”*

(Samuel Palmer)

What have I learned?

effort of writing essay can make conclusion seem unnecessary

image task sophisticated – students often stop at selection

I often see more in choices and uses than they do

What will I change?

draft stage as conventional essay > combine tasks

provide selection of images for cropping and manipulation

more iconological input