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Kristu Jayanti College | Department of Media Studies (UG) | Visual Communication Magazine



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EDITORIAL

Student development is a transformative path of self-discovery and personal growth, not merely the acquisition of knowledge and skills. Education is a holistic experience that includes co-curricular, extracurricular, and academic activities in addition to the classroom.

Techne and Visual Corner are two significant platforms that aid Visual Communication students. These platforms are invaluable resources that inspire creativity, impart knowledge, and encourage innovation, providing students with the opportunity to explore the limitless potential of art. Techne

allows critical evaluation of visual forms, thereby enhancing understanding of artistic content, style, and historical context. Visual Corner is a weekly project where students create visual displays on various aspects of visual communication, with an exclusive photo display space for original and documentary photographs. Furthermore, workshops on design thinking, guest lectures from industry professionals, collaborative projects and participation in art competitions can provide worthwhile opportunities for Visual communication students. These activities help develop problem solving skills, gain insights into industry practices, apply skills in real-world contexts and gain recognition for their talents.

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DE STIJL

De Stijl movement, also known as Neoplasticism, was a prominent art movement that emerged in the Netherlands in the early 20th century. Theo van Doesburg, Piet Mondrian and Gerrit Rietveld were among the group of artists who founded the movement in 1917. These artists aimed to create a new form of art, one that was free from traditional artistic styles and would reflect the modern world. The De Stijl artists emphasized the basic elements of color and form, intending to establish a universal visual language applicable to various art forms, including architecture and painting.

Their use of primary colors and simple geometric shapes like squares and rectangles aimed to bring order and harmony to their works. The movement's focus on simplicity, order, and harmony has become a hallmark of modern design and has influenced many contemporary designers and artists.

Despite its relatively short life span from 1917 to the late 1920s, De Stijl's legacy can be seen in the continuing influence of its ideas and principles on contemporary design, and its impact on modern art and architecture remains significant to this day.

100 jaar DE STIJL

Collecties

Het Nieuwe Instituut, Rotterdam
Gemeentemuseum Den Haag

100 jaar DE STIJL

Nederland 2017

100 jaar DE STIJL

Nederland 2017

100 jaar DE STIJL

Nederland 2017

100 jaar DE STIJL

Nederland 2017

100 jaar DE STIJL

Nederland 2017

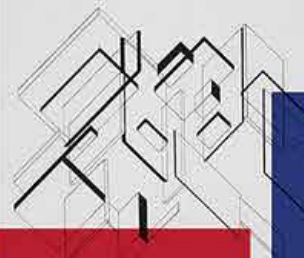
Nederland 2017

100 jaar DE STIJL

DE STIJL

VAN DOESBURG
1917–1931

100 jaar DE STIJL
HET NIEUWE INSTITUUT
ROTERDAM
GEMEENTEMUSEUM DEN HAAG
DESIGNER NUMERO



100 jaar DE STIJL

Nederland 2017



100 jaar DE STIJL

Nederland 2017

Characteristics of De Stijl Art Movement

01 Simple Geometric forms. De Stijl artists emphasized order and harmony in their works by utilizing simple geometric shapes like squares, rectangles, and circles.

02 Primary colours. In order to achieve a universal and simple aesthetic, De Stijl artists restricted their color palette to primary colors (red, blue, and yellow) and non-colors (black, white, and gray).

03 Grid based layout. De Stijl art was known for its use of a grid-based layout to create a sense of organization and structure. This layout was applied not only in paintings but also in architecture and design.

04 Abstraction. De Stijl movement focused on abstraction, aiming to reduce art to its essential elements; to establish a visual language that was universally comprehensible.

05 Harmony and Balance. Artists of the De Stijl movement aimed to achieve harmony and balance in their works. They believed that art should reflect the order and balance of the natural world.

06 Asymmetry. While the De Stijl art movement highlighted the importance of order and structure, its artists also utilized asymmetry to instill a feeling of energy and motion in their artwork.



DeStijl in Logo Design

The De Stijl movement's influence on modern day advertising is particularly evident in logo design. The movement's emphasis on simple geometric forms, limited color palettes, and a grid-based layout has inspired many graphic designers to incorporate these elements into their logo designs.

This aesthetic has become so widespread in graphic design that it is often referred to as "the International Style." Many companies have adopted De Stijl-inspired logos and color schemes to create a distinctive brand identity. Overall, the movement's emphasis on simplicity and universality has had a significant impact on logo design and continues to influence modern branding practices.



01 Coca Cola's logo has been an enduring symbol for over 100 years, thanks in part to its simplicity and order. The logo's red-and-white color scheme and classic serif font reflect the principles of the De Stijl movement, which emphasizes on the reduction of art to its most essential components. The Coca Cola logo's timeless design has made it instantly recognizable across the world & has now become a classic example of effective branding.

The logo's success can also be attributed to its ability to evoke strong emotions and associations with positive experiences. The color red, which is used prominently in the logo, is associated with excitement, passion, and happiness, while the classic font style evokes a sense of tradition and reliability. Combination of these visual elements has helped to create a strong brand identity for Coca Cola that is recognizable and memorable.



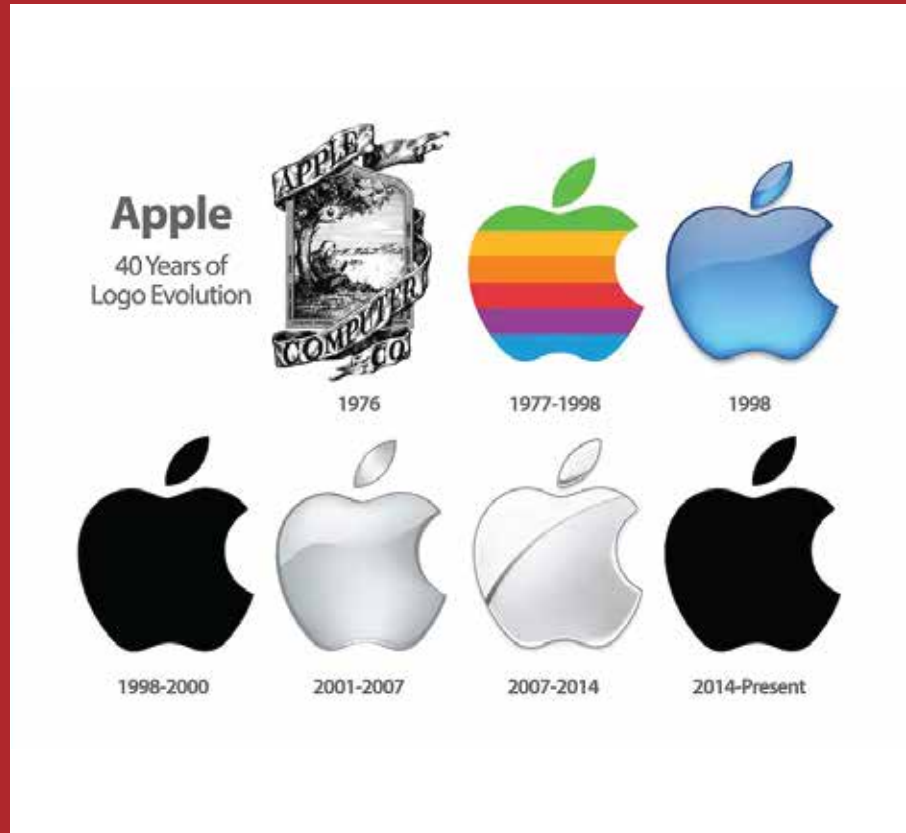
02 Adidas has been a leading sportswear brand for decades and its adoption of De Stijl-inspired design has had a significant impact on its advertising and product design. The company's use of bold primary colors and simple geometric shapes can be seen across its product lines, from clothing to footwear. Its logo, consisting of three stripes arranged in a simple, graphic pattern, perfectly embodies the movement's emphasis on creating a universal visual

language that can be applied to all aspects of modern life. This has helped Adidas create a strong, easily recognizable brand identity, while making its products more accessible and appealing to a wider audience.

The use of De Stijl-inspired design principles has helped it stay relevant and competitive in a rapidly evolving marketplace, making it one of the most successful and recognizable sportswear companies in the world.

03 Apple's branding & product design have incorporated the principles of the De Stijl movement, with a primary focus on simplicity, minimalism, and the use of primary colors. The company's iconic logo, featuring a monochrome apple with a bite taken out of it, is a perfect example of the De Stijl movement's emphasis on order and reduction to essential elements.

The logo's design has remained largely unchanged since its creation in 1977, reflecting Apple's commitment to timeless design principles. Additionally, the company's product designs, such as the iPhone and iPad, feature clean lines and simple shapes, echoing De Stijl aesthetic. Overall, Apple's brand identity and design approach have been heavily influenced by De Stijl movement, resulting in a sleek and recognizable brand that is highly coveted by consumers.



04 Google's logo and overall brand identity are highly influenced by De Stijl movement, evident in the use of primary colors and simple geometric shapes. The company's design philosophy prioritizes cleanliness and minimalism, which aligns with the movement's focus on order and simplicity.

The logo features a sans-serif font in primary colors arranged in a way that reflects the movement's emphasis on simple geometric forms and order. The letters are evenly spaced and arranged horizontally, without any overlap or interlocking, which is reminiscent of the movement's use of squares and rectangles arranged in a grid-based layout.



The De Stijl movement's emphasis on universality and accessibility in art is reflected in Google's logo design with the use of primary colors. Google has integrated De Stijl aesthetic into its branding, such as its clean and minimalist web interface. It features primary colors on white background, which reflect the movement's principles and is powerful, recognizable, universally appealing.

DeStijl in Print Advertising

The De Stijl movement's influence can be seen in various forms of design, including print advertising. Its emphasis on simplicity & order helps designers create effective ads that quickly communicate their message to the audience.

The use of bold, primary colors and geometric shapes can make an ad visually appealing and catch viewer's attention. A grid-based layout can also help create a sense of organization and order, making the ad visually cohesive & easy to follow. By incorporating these principles, designers can create ads that stand out from the crowd and effectively communicate their message to the target audience.

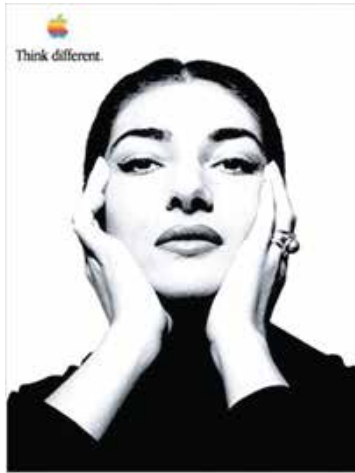


01 The "Share a Coke" campaign by Coca-Cola serves as an exemplary illustration of how the De Stijl principles have been included into print advertising. Launched in Australia in 2011, the campaign swiftly gained global popularity.

The campaign's simple yet impactful design featuring a white background and a bold red headline stating

"Share a Coke with [name]" drew the attention of the audience.

The campaign's minimalist design and primary color scheme reflect De Stijl's emphasis on reducing art to its fundamental components. The use of a clean, graphic layout and bold, primary colors is a manifestation of the movement's focus on order and simplicity.



02 The "Think Different" campaign by Apple is an example of how De Stijl movement's principles have been included in print advertising. Launched in 1997, the campaign aimed to promote Apple's philosophy of innovation & nonconformity.

The campaign featured a series of print ads that showcased black & white photographs of historical figures, such as Albert Einstein, Martin Luther King Jr., Mahatma Gandhi, John Lennon, Pablo Picasso, Jim Henson and Amelia Earhart, along

with a bold, colorful quote set in a simple sans-serif font. The use of primary colors and a grid-based layout reflected De Stijl movement's emphasis on simplicity and order.

The campaign was widely successful and is considered a landmark in advertising history. It helped establish Apple as a brand associated with innovation, creativity, and forward-thinking. The use of historical figures also aligned the brand with these values and helped to create an emotional connection with consumers.



DeStijl in Architecture

De Stijl movement influenced modernist and minimalist architecture with its belief that buildings should reflect simplicity, functionality, and beauty, emphasizing order, harmony, and universality. Gerrit Rietveld, a furniture designer turned architect, exemplified these principles through his focus on geometric forms, primary colors, and grid-based layouts, particularly in his famous **Rietveld Schröder House**.

De Stijl architecture features flat roofs, asymmetry and geometric forms, with white or gray walls featuring primary colours, which highlight specific details.



The design prioritizes separation of planes, use of primary colors, and relationship between solids and voids. Rectangular shapes define the repetition of windows, doors and colour blocks, which can vary in size and be arranged in patterns or a single unit on a wall.



The De Stijl movement's impact on architecture is evident in the use of simple, geometric forms, a limited color palette, and a grid-based layout to create functional and visually appealing buildings. The De Stijl movement's focus on simplicity, order & harmony played a crucial role in shaping the principles of modern design, which remain relevant and influential in present-day design practices.

TECHNE

Techne is a platform designed to facilitate the critical evaluation of a variety of visual forms, including paintings, sculptures, architecture, films, graphic designs, advertisements, among others. The platform encourages students of Visual Communication to

actively engage in analyzing the artistic content, style, and historical context of the visual forms they are studying. Through this process, students are motivated to develop a deeper understanding of visual art and its significance in society.



S. AAQIFAH HILMI

Presentation on
Michelangelo - Life and Works

Oct 28, 2021



RIDHA SHARIEFF

Presentation on
Sanjay Leela Bhansali - Filmic Style

Feb 18, 2022



VARUN VIJAY

Presentation on
Christopher Nolan & His Films

May 09, 2022



EMMANUEL EDWIN

Presentation on
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VARGHESE IYPE VENGAL

Presentation on
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Oct 15, 2022

Michelangelo - Life and Works

By S. AAQIFAH HILMI | OCT 28, 2021

Michelangelo was an Italian Renaissance artist known for his extraordinary abilities as a sculptor, painter, architect, and poet. His artworks were renowned for their heroic forms and powerful depiction of human figures, making him one of the greatest artists of all time. Although he primarily identified himself as a sculptor, Michelangelo gained worldwide recognition for his fresco paintings, which emphasized the beauty of the human body and clear outlines.

His famous works include "The Entombment," "The Torment of Saint Anthony," "Venus and Cupid," and "The Last Judgment," a masterpiece painted on the altar wall of the Sistine Chapel.

The Sistine Chapel painting, completed by Michelangelo on 31st October 1512, is a world-renowned indoor masterpiece. In just four years, Michelangelo painted over 300 figures on the 12,000 square foot ceiling of the Chapel. The painting consists of nine scenes depicting various biblical events from the separation of light from darkness, the creation of sun, moon and plants, the separation of land and water, the creation of Adam, the creation of Eve, the fall and expulsion, the sacrifice of Noah, the great flood, and the drunkenness of Noah. In addition, there are eight triangular areas showcasing the ancestors of Christ, seven square panels featuring prophets and sibyls, and four corner pieces portraying the Old Testament. This incredible work of art cemented Michelangelo's place as one of the greatest artists in history.

"Every block of stone has a statue inside it and it is the task of the sculptor to discover it." - Michelangelo

David & Pieta

Michelangelo's David, created when he was just 26, depicts a tense and ready David before his battle with Goliath. The lifelike appearance was achieved through studying human anatomy by dissecting corpses, and exaggeration, such as the oversized right hand, reinforces the idea that God gave David strength. The sculpture's lifelike appearance was achieved by merging art and science, with Michelangelo studying human anatomy by dissecting corpses. The twist in the body creates movement, making it a grand sculpture of its time.

Michelangelo's early work, the Pieta, explored themes of devotion and portrayed a perfectly balanced Virgin Mary cradling the body of Christ, both carved from a single block of marble. Later in life, he shifted to architecture, designing notable landmarks such as the Medici Chapel, Laurentian Library, Capitoline Square, and the dome of St. Peter's Basilica, which had a significant influence on church building design.





The Awakening Slave



The Young Slave



The Bearded Slave



The Atlas

Slaves

Awakening Slave, Young Slave, Bearded Slave, The Atlas - some of Michelangelo's incomplete sculptures, symbolize the man's struggle to free the spirit from materialism. His belief that God works through sculptors to reveal the figures within marble influenced his psychologically insightful, physically realistic, and intense works, which pioneered Mannerist art. Despite being a Catholic, his art inspired secular depictions & his realism set a precedent for artists across time & regions. Michelangelo's legacy as an influential artist persists today.

Sanjay Leela Bhansali - Filmic Style

By RIDHA SHARIEFF | FEB 18, 2022

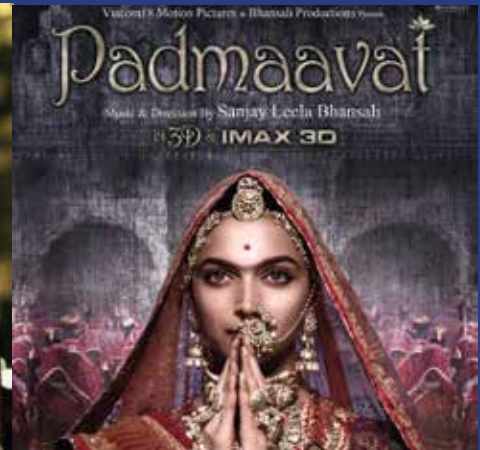
Sanjay Leela Bhansali, born on February 24, 1963, is a renowned Indian film director, producer, screenwriter, and music director known for his exceptional work in Hindi cinema. He has been the recipient of numerous awards, including 5 National Film Awards, ten Filmfare Awards, and a BAFTA nomination. In 2015, he was awarded the Padma Shri, the fourth-highest civilian award in India.

Bhansali is recognized as one of the most beloved filmmakers in India, having delivered many blockbuster hits throughout his career, such as Padmaavat, Bajirao Mastani, Hum Dil De Chuke Sanam, and Devdas, among others.

Bhansali is known for his unique style of storytelling and captivating visuals. He has a knack for bringing historical stories to life on the big screen and has received widespread critical acclaim for his work. Bhansali's movies often feature elaborate sets and costumes that transport audience to a bygone era. The music in his movies, composed by some of the most talented musicians in India, is also a standout feature, with timeless melodies that leave a lasting impression on viewers. Additionally, his movies are known for their iconic dialogues, which have now become part of popular culture in India. Overall, Bhansali's movies are a visual treat that combines artistry, creativity, entertainment. All of these elements come together to create a cinematic experience that is unforgettable.

""My cinema is not just entertainment. It is an amalgamation of art and workmanship." - Sanjay Leela Bhansali

SANJAY LEEA BHANSALI - POPULAR FILMS



Bhansali Signature Style

Bhansali's signature style involves creating grand, realistic sets that add soul to the story, as seen in movies like Devdas, Padmavati, and Hum Dil De Chuke Sanam.



Despite his own preference for simplicity, Sanjay Leela Bhansali is known for providing his cast with designer costumes and accessories that exude a regal aura.

Bhansali's films, such as Hum Dil De Chuke Sanam, Ramleela and Devdas, often feature incomplete endings to the love stories where the lovers either separate due to death or a change of heart.

He has a knack for selecting stories from ancient history and bringing them to life through his movies like Devdas, RamLeela, Padmavati and Bajirao Mastani with picture perfect accuracy. He is a master of this craft.

His movies often feature women in central roles who assert their power, such as Paro in Devdas, Aishwarya Rai in Hum Dil De Chuke Sanam, Rani Mukherjee in Black, and Sonam Kapoor in Saawariya. Despite living in palaces, these women are unafraid to make bold choices, like Paro marrying an older man in retaliation. Additionally, Bhansali often uses symmetrical shots in his films, creating a sense of harmony and balance.



Christopher Nolan & His Films

By VARUN VIJAY | MAY 09,2022

Christopher Nolan is a British-American film director, producer, and screenwriter acclaimed for his innovative approach to filmmaking. He has directed popular films such as The Dark Knight Rises, Inception, Interstellar, Dunkirk, Batman Begins, Insomnia, The Prestige, Memento, and Following. Nolan was interested in filmmaking from a young age and was influenced by Star Wars and Ridley Scott's dystopian films. After completing his studies in English Literature at UCL, he began his career as a script reader, camera operator & director of corporate videos. In 1998, his first feature was released. Following which, Nolan wrote, directed, photographed and edited.

After adapting a short story by his brother Jonathan, Nolan gained recognition with his 2000 film Memento, which became a sleeper hit. His films from 2003 to 2013, such as The Dark Knight trilogy, Inception, and Man of Steel, earned him widespread acclaim and established him as a successful "Hollywood auteur" and "star director." Nolan's films have been both commercially and critically successful.

Christopher Nolan has received numerous accolades for his work, including multiple Academy Award nominations, Golden Globe nominations, and wins from organizations like the Directors Guild of America and the Writers Guild of America.

"Every film should have its own world, a logic and feel to it that expands beyond the exact image that the audience is seeing." - Christopher Nolan

What makes a Nolan film?

Nolan's films address topics such as subjective experience, memory distortion, human morality, time and personal identity. These themes are common across his works and contribute to the overarching elements that define Nolan's movies.

01 Nolan's films are known for its *nonlinear storytelling*, where the plot is not presented in chronological order. This includes flashbacks, flashforwards, and has been a hallmark of Nolan's works.

02 Nolan's films are *designed for theatre*, and feature impactful action sequences, advanced sound editing and high-tech equipment.

03 Christopher Nolan's movies are renowned for accuracy, which is supported by *in-depth research*. Nolan's attention to detail and use of evidence lend credibility to his storytelling. The 2014 science fiction film, *Interstellar* exemplifies this, as many scientists have praised the film's visual effects for their accuracy in depicting all their space sequences.



04 Nolan's films prioritize *creating tension* that makes every decision the characters make feel crucial, regardless of genre. This tone is exemplified in *Memento* and *Insomnia*.

05 Christopher Nolan's *screenplays combine technical complexity and well-developed characters with personal moments*, resulting in intricate narratives.

06 In Nolan's films, the *music compliments the action*. Zimmer frequently collaborates with Nolan, composing for most of his films. His scores, such as for *Batman* and *Inception*, capture the grand scale of Nolan's movies.

07 Nolan prioritizes *practical effects & realistic locations* to make his films feel authentic. He shoots all scenes with one unit to maintain personal perspective throughout the movie, including action sequences.

08 Christopher Nolan frequently works with a *core group of actors*, such as Christian Bale, Tom Hardy, Anne Hathaway, and Michael Caine, who

has appeared in five of his films. These familiar faces give Nolan's films a recognizable quality, and it's likely that they will continue to appear in his future projects.

09 Nolan aims to immerse audience in his characters' perspectives and solve plot mysteries alongside them. Despite intentionally leaving some *plot points open* to interpretation, he claims to have a clear answer for each. In the case of the spinning top scene in *Inception*, which has sparked much debate, Nolan ensures that he knows its true meaning to avoid contradicting or diluting the film's substance.

10 Nolan's use of *expressive lighting* helps to convey emotions, aesthetics, and realism. In *Batman Begins*, light is used to represent truth during Bruce Wayne's confrontation of his fears.

11 Nolan frequently uses *cross-cutting* (i.e., multiple shots from different locations or times are edited together) and *voice-overs* in his films to create a cohesive and poetic narrative. This technique is particularly notable in *The Dark Knight*, where a post-death montage serves as both an epilogue and prologue, showcasing multiple locations and shots to depict a complex story.

Importance of Sound in Cinema

By EMMANUEL EDWIN | MAY 09,2022

In filmmaking, sound is a vital aspect that consists of human voices, music, and sound effects. Human voices include dialogue and must be synced with the action in the film, while music helps drive the story and create an emotional impact. Sound effects are crucial to creating a sense of realism and atmosphere. Diegetic sound occurs within the story's world, while non-diegetic sound is not a part of it. Both diegetic and non-diegetic sound are significant in providing context to the film.

Sound aids in storytelling, allowing the audience to immerse themselves in the film. To keep the story

flowing, sound bridges are used as an alternative to fade-ins and outs. Thematic music and sound can set the tone, evoke emotion, and advance the narrative. The best films create an immersive experience with ambient sound, which acts as a foundation for all other sounds.

In essence, sound is essential for making a film feel realistic, conveying the story, and eliciting an emotional response from the audience. Without sound, the visuals would lack context and fail to engage the viewers. By carefully selecting and manipulating different types of sounds, filmmakers can create a rich and dynamic auditory experience that enhances the visual elements of the film.

"Films are 50 percent visual and 50 percent sound. Sometimes sound even overplays the visual." - David Lynch

The history of sound in cinema can be divided into two eras: the Silent Film Era and the Sound Film Era, which began in 1927 with the release of the first talkie, *The Jazz Singer*. The evolution of sound technology can be categorized into four phases.

01 The Acoustic Era spanned from the 1890s until 1925, during which sound recordings were made mechanically without microphones or electrical amplification. Performers had to use a flared metal horn to sing or speak, which gathered sound waves and funneled them toward a diaphragm that caused an attached stylus to etch the sound waves onto a blank wax cylinder or disc.

02 The Electrical Era, which began in the 1920s and ended in the early 1930s, witnessed the introduction of the microphone. This allowed sound to be converted into an electrical signal, amplified, and used to actuate the recording stylus. Such an innovation resulted in clearer and more full-bodied recordings that eliminated "horn sound" resonances of the Acoustic Era and allowed the recording of previously unrecordable sounds.

03 The Magnetic Era started in 1945 after the Allied nations gained access to German magnetic tape recording technology. Magnetic tape improved audio quality, allowed for longer & higher-fidelity recordings, and gave engineers more flexibility. It became the standard medium for audio master recordings in the music and radio industries, and led to the development of the first hi-fi stereo recordings for the domestic market. The Magnetic Era was a significant leap forward for audio technology, and it allowed for greater precision and flexibility in recording and editing sound.

04 The Digital Era, which is the fourth and current phase in the history of sound recording, began in the 1970s and brought about a rapid and far-reaching series of changes to the industry. Unlike the previous technologies that recorded sound in a continuous analog format, digital recording captures sound using a dense and rapid series of discrete samples. These samples are then combined to form a continuous flow of sound when played back through a digital-to-analog converter. Digital sound recording and reproduction became the new standard across all levels, from professional recording studios to home hi-fi systems.

Sound creation for a film involves a team effort with different roles, such as production mixer, ADR recordings, Foley artists, film composers, and sound editors. The production sound mixer records all sound on set, while ADR involves re-recording dialogue in a studio. Foley artists create sound effects by recording everyday objects in sync with visuals. Film composers create original music for the film, and sound editors mix the audio to create a cohesive and immersive experience. Each role contributes to the final sound mix.

Advancements in technology have now allowed for much more complex and sophisticated sound design in film. Sound is integral to the cinematic experience and plays a significant role in shaping our emotional response to a film.



Power of Immersive Gameplay

By VARGHESE IYPE VENGAL | OCT 15, 2022

Game art design is a subset of game development, and involves creating the visual aspects of video games, including characters, settings, and objects. It begins with rough sketches created by game artists during the conception stage. Then, graphic designers develop artwork based on these sketches, which can have a significant impact on customers. Art tools used for game art design include both physical tools and software packages, and a dedicated tools team may be employed by developers for art production applications.

Video game art development traces back to the early 1980s, when video games first emerged. Shigeru Miyamoto was a pioneer in the field, creating more defined and two-dimensional characters. As budgets for game development increased in the 1990s, so did the requirements for art. Today, many video games

feature highly realistic designs, while others take a more stylized approach. Spacewar!, developed in 1961 for the PDP-1 mainframe computer at MIT (Massachusetts Institute of Technology), is regarded one of the first widely distributed video games. It allowed two players to simulate space combat on a simple monitor and was shared with other institutions, gaining popularity.

Early video games were text-based, using characters instead of graphics. Examples of these games include MUDs and roguelikes, which emphasized replayability and permanent death. They were created for computer systems without video displays. Vector games, on the other hand, utilize vector graphics instead of pixels and display images using an electron beam. They were popular in early arcade games for their ability to produce more detailed images. These utilized full-color overlays in combination with monochrome vector images to display moving objects.



First-person perspective is a graphical viewpoint that shows the game world as if viewed from the player character's eyes. This perspective usually shows what the player's avatar would see through their own eyes. Positional audio is also commonly utilized.

Third-person is a graphical perspective that shows player's character from a distance, providing a stronger sense of the avatar's personality. It is most commonly used in action and action-adventure games, but it has challenges that can be solved by implementing camera systems. Three types of camera systems are fixed, tracking, and interactive.

"2.5D," "3/4 perspective," and "pseudo-3D" are terms used to describe graphical techniques that create illusion of 3-dimensionality. Some examples include isometric or axonometric projection, oblique projection, and parallax scrolling. Games like *The Sims* and *Final Fantasy Tactics* use a combination of 2D sprites & real-time polygonal graphics to achieve this effect.

Top-down perspective, also called bird's-eye view or overhead view, is a camera angle that displays players and their surroundings from above. It is often used in 2D role-playing and strategy games, as well as action and adventure games like *The Legend of Zelda* and *Grand Theft Auto*.

Valorant is a free-to-play hero shooter by Riot Games for Windows. It was first teased as Project A in Oct 2019 and released in June 2020. The game takes inspiration from the Counter-Strike series & features team-based play with 5 players on each team. Players choose from a set of agents based on different cultures and countries.

In character design, the team identifies what's missing and refines the theme. They then determine the character abilities with the help of various artists & designers. Once the blueprint is complete, the rest of the team executes it, leading to the final character design in Valorant.

Skin line concept is developed by the concept artists using

references. The modeling process ensures the skin hits desired fantasy without affecting weapon mechanics. VFX must look awesome but not distracting, and audio must not be louder or quieter than the base version. Maintaining the timings of animations and sounds is crucial for understanding gameplay procedures, especially during design playtests. Exceptions to the rules are made only when necessary for the fantasy.

Valorant's map design philosophy focuses on accommodating a diverse set of characters with unique abilities and weapons. Maps are not designed to provide equal combat opportunities for all teams, but rather to push each map in a specific direction. Split, for example, is inspired by Japan and incorporates environmental story telling to immerse players in the game's world.



VISUAL CORNER

Students of BA Visual Communication initiated a weekly project where they made visual displays about the various aspects of visual communication. Students build infographic presentations; brainstorm, ideate, research, and design on a variety of art movements, cinema, photography, graphic design, animation, and many more to pique the interest of college students.

The visual area also features an exclusive photo display space called "Shutter Up" where students can exhibit their original and documentary photographs.

Every week, Visual Corner posts new content on a variety of visual communication related topics. The visual corner serves as a tool for inspiration, knowledge, and innovation while also serving as a reminder of how versatile art is.

01 SOVIET MONTAGE display explains the fundamental principles of film editing that emerged during the Soviet Union's period, from 1923 to 1933, characterized by autocratic control and radical transformation. Due to limited film stock, people focused on studying film instead of making it, resulting in the development of 'Montage', a French term for linking individual segments to form a cohesive whole, laying the groundwork for film editing.

Lev Vladimirovich Kuleshov and his followers created a short film that established Soviet montage theory, where Kuleshov pioneered using contrasting images to evoke emotions, called the Kuleshov effect. Currently, four primary forms of montage exist - Intellectual, Metric, Rhythmic, and Tonal, with Overtone montage being a combination of the other four types. Renowned filmmakers of this period include Lev Vladimirovich Kuleshov, Sergei Mikhailovich Eisenstein, and Dziga Vertov.

Display prepared by: Varun Vijay, Emmanuel Edwin, Lekshmi. S. Thottupurath, S. Aaqifah Hilmi

02 POP ART originated in the 1950s in America and Britain, challenging traditional notions of art by rejecting established conventions of "high" or "fine" art. Pop art focused on everyday objects and experiences, aiming to elevate the "everydayness of art." Pop art involved using subject matter from everyday life in unconventional ways, such as combining them with unrelated materials or isolating them. The movement embraced new technologies and materials, and created works that were often bright, colorful, and graphic. Despite its unconventional approach, pop art had a significant impact on the art world and paved the way for postmodernism movement. Pop art challenged the idea that art should be purely aesthetic and elevated the everydayness of art, paving the way for artists to explore new forms of expression and to engage with a broader range of subjects. Notable artists who led the pop art movement include Andy Warhol, Roy Lichtenstein, and Sir Peter Thomas Blake, whose work continues to influence contemporary art.

Display prepared by: Varun Vijay, Lekshmi. S. Thottupurath, S. Aaqifah Hilmi, Emmanuel Edwin, M. P. Shivapriya

03 **EXPRESSIONISM**, also known as German Expressionism is an art style that emphasizes the expression of emotions from the inner world of the artist or writer over external reality. It was not just a style but also a state of mind. Originating in pre-World War I Germany, expressionism transcended painting and was evident in various art forms such as dance, sculpture, cinema, and architecture.

In cinema, German expressionism was characterized by visually distorted and hyper-expressive performances that conveyed the inner turmoil, fears, and desires of the era. These films were also known as "intimate cinema." The expressionism movement in cinema was marked by exaggerated proportions, twisted spatial relationships, impossible angles, ambiguous themes, intricate art direction, and detailed costumes. Renowned German filmmakers who were part of this creative movement include Friedrich Wilhelm Murnau, Friedrich Christian Anton, and Robert Wiene.

Display prepared by: Varun Vijay, S. Aaqifah Hilmi, Emmanuel Edwin, Lekshmi. S. Thottupurath

04 **SURREALISM** is a creative concept that embraces the unknown and the ability to think beyond the limits of conventional understanding, positing an existence beyond reality. Originating in Paris in 1924 as an avant-garde movement following the end of World War I, its objective was to revolutionize the human experience. Surrealism aimed to balance a rational vision of life with one that highlights the power of the unconscious and dreams. Over time, the ideas and artistic expressions associated with surrealism have been disseminated, embraced, and reimagined. One of the key tenets of surrealism was the idea of "convulsive beauty," which meant that art should shock and surprise the viewer, jolting them out of their everyday reality and into a world of the imagination. Surrealist artists often depicted dreamlike images, such as melting clocks or floating objects, which suggested a world beyond what we can see or touch. Surrealism was not limited to the visual arts, and the movement also had an impact on literature, film, and music.

Display prepared by: Varun Vijay, Emmanuel Edwin, S. Aaqifah Hilmi, Lekshmi. S. Thottupurath, M. P. Shivapriya

PROGRESSION OF ART



1919
Cultural Epoch in
Germany
Hannah Höch

1920
Dust Breeding
Marcel Duchamp

1924
Le Violon d'
Ingres
Man Ray

1925
Storefront avenue des
Gobelins.
Eugène Atget

1929
Je ne vois pas la
femme cachée dans la
forêt. René Magritte

1930
Plate no.1 from
Aveux non Avenus.
Claude Cahun

1933
Distortion #51
Andre Kertesz

1936
The Doll
Hans Bellmer

1936
Father Ubu.
Dora Maar

05 MODERN ART encompasses artistic creations produced between the 1860s and 1970s that embody the styles and ideologies of the era. It marked a conscious break from traditional art forms as artists ventured into new ways of perception and introduced novel concepts regarding the essence of art & materials. Unlike traditional art that often conveyed narratives, modern art focused on abstraction.

Display prepared by: Varun Vijay, S. Aaqifah Hilmi, Lekshmi. S. Thottupurath, Emmanuel Edwin, M. P. Shivapriya

06 ITALIAN NEOREALISM, i.e., the Golden Age of Cinema, was a film movement that emerged in post-war Italy. It depicted the lives of the working-class and poor and utilized nonprofessional actors, outdoor settings, and documentary-style cinematography. Anxiety was a prevalent theme in the films produced during this era. Popular films include: Ossessione, Bicycle Thief and Paisan.

Display prepared by: S. Aaqifah Hilmi, Varun Vijay, Emmanuel Edwin, Lekshmi. S. Thottupurath

KEY FILMMAKERS AND THEIR FILMS



Luchino Visconti di Modrone
A major figure of Italian art and culture in the mid-20th century, Visconti was one of the fathers of cinematic innovation.



Roberto Gastone Zeffiro Rossellini
was an Italian film director, producer, and screenwriter. He was one of the most prominent directors of the Italian neorealist cinema.



Vittorio De Sica was an Italian film director and actor, a leading figure in the neorealist movement.

Known as a prolific filmmaker, Visconti explored various genres from early silent, working as an assistant director to Jerzy Kawalerowicz. His 1942 directorial debut, *Ossessione*, was considered by the Fascist regime for its unidealized depiction of working-class characters existing in poverty, but is today recognized as a pioneering work of Italian cinema. His best-known films include *Bitter* (1950) and *The Leopard* (1963), both histories of the nobility, based on Italian literary classics, the gritty drama *Rocco and His Brothers* (1958), and his "Economic Trilogy".

Ossessione had shared two top critical honours in Italy: the second prize, which was *Paisà* (1946), produced with non-professional actors, and the third, *Cinema Nuovo* (1946), sponsored by a Fascist producer and based on Benito's literary version. In the same year, Rossellini produced *Ossessione*, but he was unable to find a distributor.



A 1943 Italian film based on the novel 'The Postman Always Rings Twice' by James M. Cain. Visconti's first feature film, it is considered by many to be the first Italian neorealist film.



Paisan is a 1946 Italian neorealist war drama film directed by Roberto Rossellini, the second of a trilogy by Rossellini. They are set in the Italian campaign during World War II when Nazi Germany was losing the war against the Allies.



Bicycle Thieves is a 1948 Italian neorealist drama film directed by Vittorio De Sica. It follows the story of a poor father searching in post-World War II Rome for his stolen bicycle, without which he will lose the job which was to be the salvation of his young family.



SCAN THE QR CODE, TO WATCH THE ABOVE MENTIONED MOVIES.





Principles

The principles of design suggest how the designer should best arrange the various components of a page layout to ensure the elements of the overall design are connected to one another. The principles of design include the following:

BALANCE

Balance is stability or equilibrium created by an even distribution of visual weight on each side of a central axis, as well as by an even distribution of weight among all the elements of the composition.

MOVEMENT/RHYTHM

Movement refers to a representation or suggestion of motion. Guide the eye of the viewer through and around any visual message. Can be realized by combining the basic elements of visual communications.

DOMINANCE/ EMPHASIS

Creates visual hierarchy
Varying degree of emphasis given elements in design.
3 Levels of dominance:
1. Dominant
2. Sub-dominant
3. Subordinate

PROPORTION

Systematic relationship of one thing to another in any given composition. Integral relationship of sizes within a composition. Goal of any proportional system is to produce a sense of coherence, harmony, and integrity among the elements.

CONTRAST

Contrast is a visual principle that fundamentally provides the eye with a noticeable difference between two things or objects. It can be achieved by exaggerating the visual differences in size, shape, color, and texture between compositional elements.

UNITY/HARMONY

The concept of unity describes the relationship between the individual parts and the whole of a composition. Unity is a concept that stems from some of the Gestalt theories of visual perception and psychology, groups.

07 FRENCH NEW WAVE film movement emerged in the late 1950s, rejecting traditional techniques, such as studio-based shooting, strict narratives, and continuity editing. Instead, directors shot on location, utilized improvisational storytelling, and experimented with discontinuity editing and breaking the fourth wall. The use of handheld cameras and long tracking shots were also common.

Display prepared by: S. Aaqifah Hilmi, Emmanuel Edwin, Varun Vijay, Lekshmi. S. Thottupurath, Sadiya Hussain

08 GRAPHIC DESIGN is a vital profession that combines many visual elements, such as images, typography & other elements to convey information and messages. Elements such as color, shape, texture and typography; principles such as balance, contrast, proportion and rhythm are used to create visually appealing and coherent designs that communicate the desired message to the audience.

Display prepared by: Varun Vijay, S. Aaqifah Hilmi, Emmanuel Edwin

09 DE'VIA ART, also known as Deaf View/Image Art, is a form of art that explores deaf experience from a cultural, linguistic & intersectional perspective. The term for this genre was coined in 1989, and De'via paintings often feature common motifs such as eyes, hands, ears, and mouths, conveying a message about interactions among deaf individuals. Culturally, De'via art has developed into two distinct forms: Resistance De'via and Affirmation De'via, each with its own set of beliefs. Important artists who played a significant role in this movement include Paul Johnston, Alex Wilhite, and Nancy Rourke.

De'via art is a form of art that reflects the experiences of the Deaf community. For example, hands may be used to represent sign language or communication, while eyes may represent the visual nature of the Deaf community's communication. These symbols are often used in creatively to convey complex ideas and emotions.

Display prepared by: Varghese Iype Vengal, Tanisha. K, Siddhart Sunil, Chris Shaju, Simran Neha Ekka, Midhu. S. Chalakkal, Yeshwanth. M, Manthian Khawl



10 WORLD WILDLIFE FUND is well-known for its creative advertising strategies that promote fundraising. WWF employs two central strategies, namely verbal and design. Their verbal messages are concise yet impactful, using sarcasm to provoke their audience's thoughts. In terms of design, WWF often uses visual elements such as shapes & silhouettes to represent different animals and their habitats. They also use cognitive illusions and literal illusions to create striking and memorable visuals that encourage people to take action.

Display prepared by: Chris Shaju, Simran Neha Ekka, Yeshwanth. M, Manthian Khawl, Midhu. S. Chalakkal

ONE STROKE AT A TIME



RK LAXMAN

From the 1950s to the 2010s, R.K. Laxman's cartoons have been a constant presence in the lives of Indians. He is not just a cartoonist but a chronicler of the Indian psyche, capturing the absurdities and contradictions of the nation through his simple, yet powerful, drawings.



So do you want to learn English?

In the 1950s, India was striving to establish itself as a modern nation. The English language was seen as a key to progress. However, it was also a source of frustration for many Indians who were not fluent in it. Laxman's cartoon captures the dilemma of a man who is being pulled in multiple directions by the desire to learn English, the need to communicate, and the struggle to maintain his own identity.



INFORMATION

NO MORE ENGLISH FOR COMMON PEOPLE

The cartoon satirizes the government's policy of restricting English education for the common people. It shows a man at a counter where the sign reads 'NO MORE ENGLISH FOR COMMON PEOPLE'. The man looks disappointed, reflecting the frustration of those who were denied the benefits of English education.



THE BIRTH OF THE COMMON MAN

In 1952, the Government of India issued the first cartoon in the pages of a daily newspaper. The 'Birds of India' series by R.K. Laxman would soon become a landmark in Indian cartooning. The cartoon 'The Birth of the Common Man' depicts a man in a suit looking at a bird. The bird is a symbol of the common man, and the man's expression suggests a sense of awe and admiration. This cartoon is often cited as the beginning of Laxman's iconic 'Common Man' series.

CARTOONS

TYPES OF CARTOONS

Family cartoons

Religious cartoons

Political cartoons

WHAT ARE CARTOONS?

11 CARTOONS are a unique art form, combining humor, satire, and visual imagery to convey powerful messages. Cartoons can be used as a tool for social commentary, political critique, and cultural expression, making them an essential aspect of our media landscape. R.K. Laxman is renowned for his "You Said It!" cartoon column in the Times of

India, featuring his iconic character, the common man, who has witnessed all major political incidents in India over the past 50 years. Laxman's cartoons have sparked conversations and shed light on important issues.

Display prepared by: Chris Shaju, Simran Neha Ekka, Yeshwanth. M, Manthian Khawl, Midhu. S. Chalakkal



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