

Can a methodical and systematic approach be applied to a medium which is primarily employed for its unpredictable and spontaneous outcomes?

METHODS OF ITERATING: WRITTEN RESPONSE D1

BEATRIX JULIEN

What's unexpected about this thing you just made?

The outcome of the iterations couldn't be determined during the application process because of the use of freestanding liquid materials; Using ink and paints within several millimeters of water allowed those materials to move organically on the acrylic tray, which saw them either spread across the surface, blend together or remain situated. This meant that no capture was identical to another because the materials were free to react.

Did it pose a particular technical challenge?

In order to create a copy of Rebecca Wild's piece, the materials had to be applied in a way which could replicate that, but due to the nature of the medium, there were variables which made the outcome difficult to determine.

The application process involved combining paints (acrylic, water, oil) with water in order to find the right consistency which could allow for free movement on the scanner bed, however, this also meant that those materials couldn't be manipulated with ease once they were applied. This made finding the balance between creating the right consistency, to applying the materials, and then attempting to copy Rebecca Wild's image, a challenging process.

What do you understand better about your medium now?

Scanography with liquid materials relies on the spontaneity of the fluids involved; The medium allows very little control once these materials are applied and the outcome is almost always unpredictable. Although this can raise challenges when attempting to recreate a piece like Wild's, it is a very creative and experimental medium which encourages a great degree of exploration and infinite outcomes.

What kind of knowledge does this medium favor?

This medium offers a great deal of knowledge in experimentation surrounding organic form and natural reactions, capturing these formations during their moments of ebb and flow. Creators exploring this medium are able to examine how these materials interact with their additives and how they interact with each other when applied to the scanner bed surface, and in some instances, provide a microscopic view of those interactions.

What's unexpected about this thing you just made?

The introduction of egg whites and bubble solution aided in preserving the shape and position of the paints and ink, which increased the time to methodically apply the materials between scans; Both the egg whites and bubble solution had the ideal level of density and enabled a degree of control and manipulation of the materials.

What do you understand better about your medium now?

Raymond Queneau's 'Exercises in Style' explores the ways that style can affect meaning; In this book he repeats the same story throughout, but implements a change of style such as grammar, tone or formality. As a result, each version reads differently to the other despite being the same story, effectively creating a catalogue depicting these influences.

Much like Exercises in Style, scanography catalogue change through different techniques. Throughout the production of these series of iterations, the medium and the desired outcome has remained the same, and the same can be said for the colour palette, however it was the method of application and the moments which were captured that were continually changed. This is what leads to the differences of appearances between the iterations.

What kind of knowledge does this medium favor?

While scanography with paint harbours spontaneous and experimental core values, a structured approach could be applied in the pursuit of developing a methodical practice; This would involve experimenting with a range of materials, and analysing their reactions to different variables and the results they yield.

What relationship does it have to graphic or communication design?

Scanography has a strong creative relationship to both graphic and communication design; Scanography is a tool to provide imagery, allowing creators to use an endless list of materials, methods and techniques, often crossing a range of practices such as illustration, photography, painting and more. This is a medium that aligns firmly with graphic and communication designs, conceptual approach to visuals and the experimental ways that those concepts can be communicated.

Queneau, R. and Wright, B. (2012). Exercises in style. Richmond: Alma Classics.

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METHODS OF ITERATING:
WRITTEN RESPONSE D2

BEATRIX JULIEN

GCD: UNIT 1

This project focused on creating a series of iterations in an attempt to copy Curator and Experimental Photographer, Rebecca Wild's scanography piece, APOCALYPTIC TIDE; This involved pouring various materials such as paints and ink onto a scanner bed in order to capture a detailed image of the natural activity which takes place.

The outcome of the iterations couldn't be determined during the application process because of the use of freestanding liquid materials; Using diluted ink and paints within several millimeters of water allowed those materials to move organically on the acrylic tray, which saw them either spread across the surface, blend together or remain situated. This meant that no capture was identical to another because the materials were free to react.

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Much like Exercises in Style, scanography can provide a catalogue of changes through style. Throughout the production of these series of iterations, the medium and the desired outcome has remained the same, and the same can be said for the colour palette, however it was the method of application and the moments which were captured that were continually changed. This is what leads to the differences of appearances between the iterations.

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GCD: UNIT 1