

# Visboggling

Exploring ways of seeing, perceiving and visualizing

<b>COURSE</b>	University of Brighton: BA (Hons) Graphic Design / Illustration
<b>LEVEL</b>	Level 4
<b>SEMESTER NUMBER</b>	1
<b>MODULE</b>	AG1001 (40 credits) Visual Communication
<b>PROJECT NUMBER</b>	Summer Project
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**OBJECTIVE** To enhance your powers of visual perception

**INTRODUCTION** “The hardest thing to see is what’s in front of your eyes” – Goethe

“Realism is a corruption of reality” – Wallace Stevens

“Blinkered by habit we glance around rather than look with acuity. In effect the eye sleeps until the mind wakes it with a question” – Alan Fletcher

Acuity is seeing things others may overlook – if you see what I mean

Perception

1. The way in which something is regarded, understood, or interpreted.
2. Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment.

**BRIEF** This project is an exercise in looking and perceiving. Most people live with a bag over their head. Most of us faced with a scene look at it rather than into it. What you see and what you notice aren’t the same thing.

“To translate the invisible wind by the water it sculpts in passing” – Robert Bresson.

Some suggestions:

- Consider inventive or unusual perspectives (high viewpoints, low viewpoints, narrow view, wide view or multiple viewpoints) • Macro (large scale observations) or micro (small scale observations) • Invisible forces, energy waves • The effect of time • Personal space • Collective vision • Night vision • Space-time • Peripheral vision • Blind man’s beauty • Seeing with your ears • Sensing dread • Deja vu • Clairvoyance • Kaleidoscopic viewpoints • Memory map / memory palace • The child’s eye (way of seeing) • A spy’s eye • Nosey neighbour • Seeing the world through other’s eyes • Opposing viewpoints • Being a stranger in a strange land • Celebrating the absurd, incongruous and irrational.

## **Part 1: Research, investigation and conceptualization**

Decide on a theme, location or object of observation. Subject this to the ‘Visboggling process’

## **Part 2: The organization of content**

Capture, collate and articulate your findings on an A1 sheet of paper.

Orientation: either landscape or portrait, 2 dimensional or 3 dimensional.

Utilise an array of mixed media. Challenge your preconceptions. Be inventive, take creative risks.

Consider the information hierarchy - do not produce a visual soup of wallpaper.

Remember the viewer / reader / observer.

Simon Emery