

# THE DIGITAL ARTS

VINCE BRIFFA ĠORĠ MALLIA

MALCOLM BONELLO



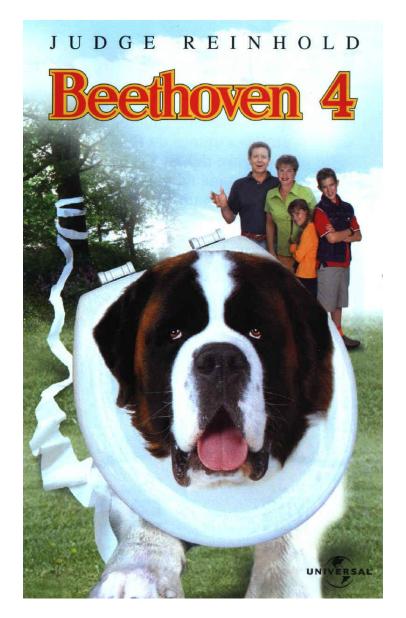
**Good morning** 

What is a "work of art"?

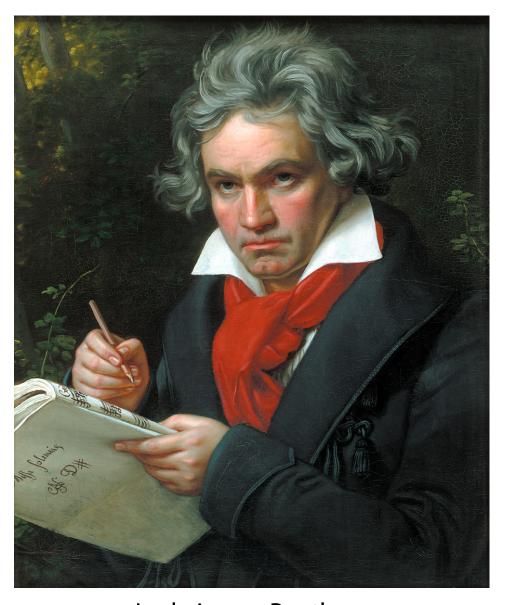
How do we experience a "work of art"?

What baggage do we need to understand a "work of art"?

Who is **Beethoven**?



No not the dog... or the film!



Ludwig van Beethoven German composer of the Classical and Romantic Eras 1770 - 1827

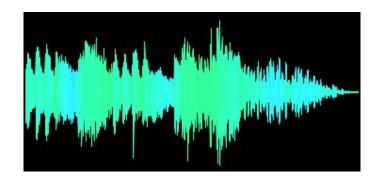
# This is Beethoven's 5th Symphony



This is also Beethoven's 5th Symphony



# Even this is Beethoven's 5th Symphony



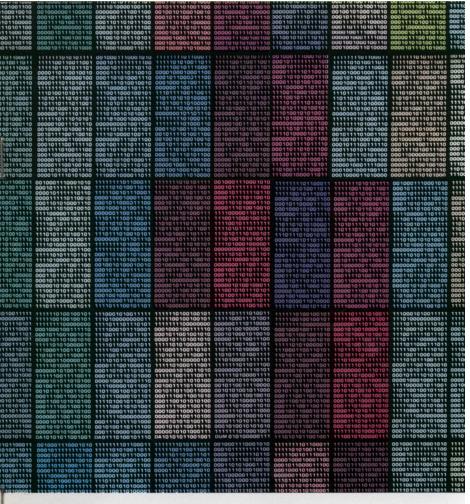
# So is this



Beethoven's 5th Symphony William Anastasi

#### And this

Binary Interpretation of Beethoven's 5th Symphony 3M Advertising



#### The first four notes of Beethoven's Fifth.

Musical notes like these never existed before 3M invented the Digital Mastering System.

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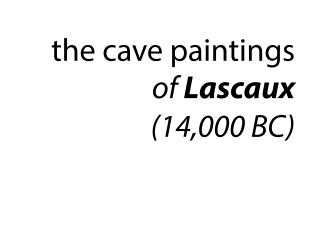
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Or call toll-free: 1-800-323-1718, Operator 368. (Illinois residents call 1-800-942-8881.)

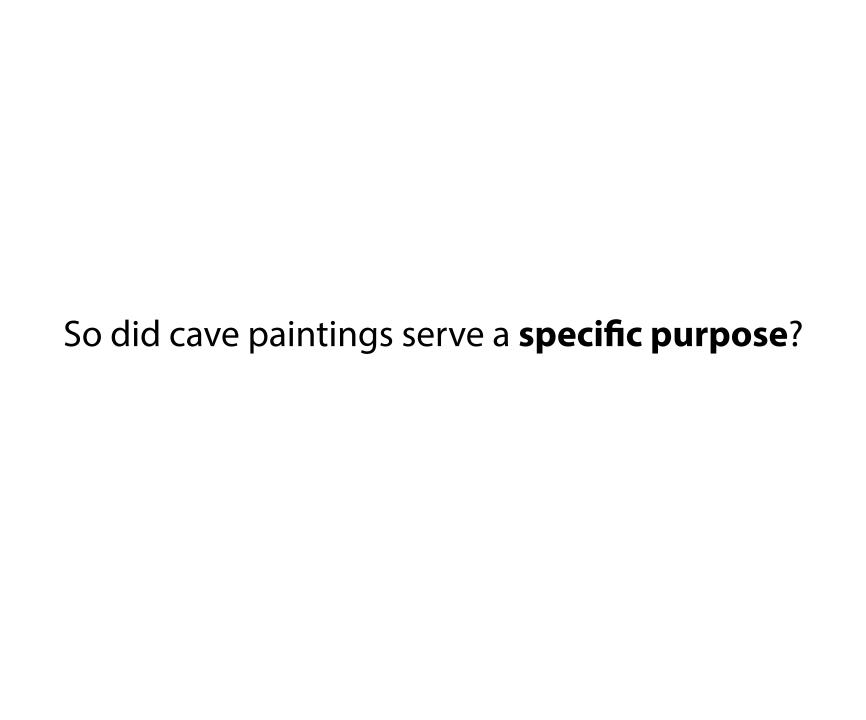


# Artistic activity is understood as **Experience in Context**

# A look at man's earliest artistic activity Cave Paintings







# **Cave Paintings**

# Resulted from their creator's understanding of the animal forms

## **Cave Paintings**

Resulted from their creator's understanding of the animal forms

Had a magical purpose for the tribal societies that created them

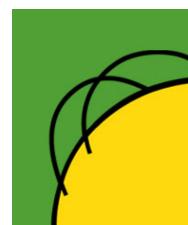
# **Cave Paintings**

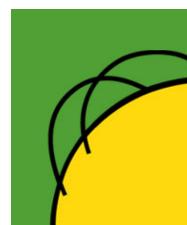
Resulted from their creator's understanding of the animal forms

Had a magical purpose for the tribal societies that created them

The hunter-tribes performed magic rituals using these **images as sacred icons** which augured for a bountiful hunt

# Can you recognise this Icon?





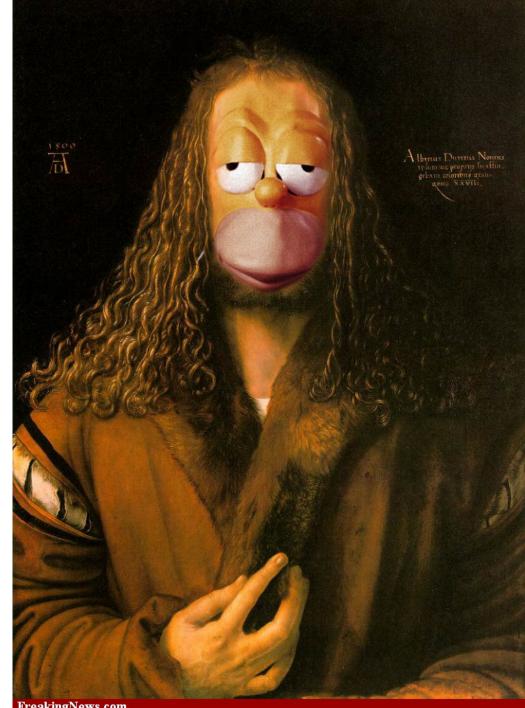
### Who is this Icon? (just in case you have not guessed)





# **Homer Simpson**

Homer embodies the American working class stereotype: he is crude, overweight, incompetent, clumsy, lazy and ignorant, however he is a decent man and fiercely devoted to his family. Despite the suburban blue-collar routine of his life, he has a number of remarkable experiences.



FreakingNews.com



**Albrecht Dürer** (self portrait – 1500) German painter, engraver, mathematician and theorist from Nuremberg. 1471 - 1528



#### **Icon**

A person or thing regarded as a representative symbol of something

# **Iconography**

The illustration of a subject by drawing or figures

The use or studies of images or symbols in visual art





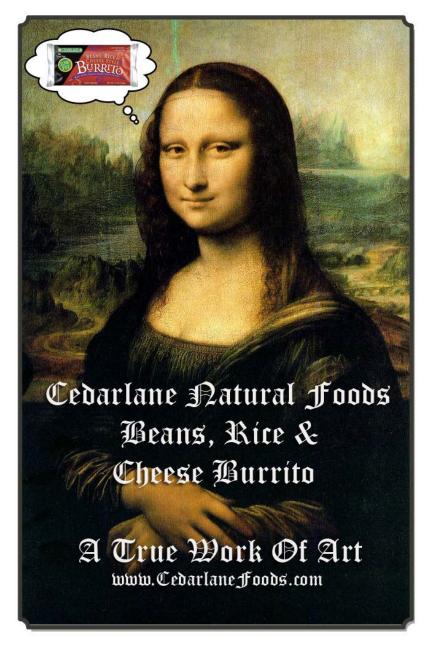


**Salvador Dali'** Self Portrait as Mona Lisa (1954)



David Teixidor Buenaventura Giaconda 2001 (digital image)









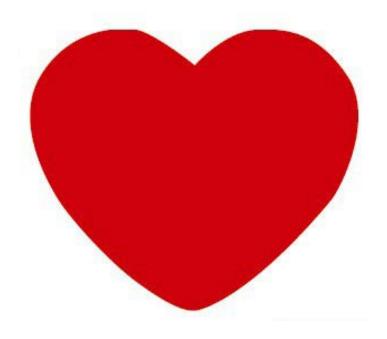
**Lego interpretation** 



Pantene Time Renewal



Jelly packaging





Milton Glaser











### handwriting as iconography

a response to the iconography of handwriting, and the intimacy of the written word

## the case of paris hilton's handwriting



I read your letter and just wanted to thank you for your kind words of love and support. The fact that you took time out of your day to write me truly means the world Especially at such a difficult and scary time in my life. But I am being strong and trying to make the best out of the situation. And the letters Im recieving really do put a smile on my face as I sit here in my cell, sad and alone. Adain, thank you so much and may God biess you and your family.

Love always Catan

Xoxo





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Flavor of Love World: Hot Diversion No. 1

Human Giant Returns, Rob Huebel Cuts Off Genitals to Celebrate

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Rock of Love: Rock Star Moments!

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Wonderful Weirdo Winehouse Wins!

## VH BLOG

« Kim Kardashian Loves ...

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Lindsay: Lo-Lamb (of ... »

#### Hilton's Handwriting Analyzed

I read your letter and just wanted to thank you for your kind words of love and support. The fact that you took time out of your day to write me truly means the world.

It was only a matter of time until a handwriting expert took a look at <a href="this:mess of words">this:mess of words</a>, and you'll <a href="tove">tove</a> what she has to say. According to <a href="Jezebel-enlisted">Jezebel-enlisted</a> "graphologist" <a href="Sheila Kurtz">Sheila Kurtz</a>, Paris' handwriting and childlike signature reveal that she is apparently a "shy loner" with similarities to <a href="Michael Jackson">Michael Jackson</a>. Amazing!

Sheila says: "Her signature is cutesy-showy, which is how she wants the world to see her. She consciously writes little hearts as dots over the i's, a typical childish gesture by people who wish to call attention to themselves, to be in the spotlight."

Click here to read all the other crazy things Paris' handwriting reveals!

Tags: Paris Hilton

This entry was posted on Friday, June 22nd, 2007 at 1:58 pm

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ARCHIVES

June 2007

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#### **PHOTOS**



2008 Academy Award Nominees View photos of this year's Oscar nominees.

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1 of 3

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#### Inspired by Paris Hilton.

July 10th, 2007

Paris Xoxo Script Bold

I read your letter and just wanted to thank you for your kind words of love and support.

ABCDEFGHIJKLMNOPQRSTUVWXYZAAÖ

abcdefghijklmnoparstuvwxyzaaö 1234567890

Paris Xoxo Script light

And the letters Im recieving really do put a smile on my face as I sit here in my cell, sad and alone. ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ abcdefghijklmnopqrstuvwxyzåäö 1234567890

From the fascination of Paris Hilton's ability to keep her handwriting naive in an adult age came the inspiration to design a new script font: Paris Xoxo Script. Paris doesn't come in regular so the font is Light and Bold only. So for all of you that always wished that you could be more like Paris here is your chance.

Paris is of course free (as in beer) both for distribution and for non commercial use. No need to ask just do. For instance the font Paris Xoxo Script is a excellent choice for designing legal documents.

» Donwload Paris Xoxo Script Now

This entry was posted on Tuesday, July 10th, 2007 at 11:32 am and is filed under Trendspotting, Fort, Paris Hilton, News. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site.

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- » News (11)
- » Paris Hilton (1)
- » Portfolio (6)
- » Travel (1)
- » Trendspotting (3)
- TV (1)Workshop (1)

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- August 2007
- » July 2007
- » June 2007
- » April 2007
- » February 2007
- May 2006
- » November 2004
- » August 2004
- » May 2004

#### **About Dandileia**

June 16th, 2007



In 1997 Tomas Seo decided to take on some freelance work as an Art Director and that's why Dandileia was born. Since then Dandileia has always been in the frontline of new marketing concepts. From TV, CD-Rom and Internet to Branding, Corporate Identity Design and Podcasting.

Dandileia is still Tomas Seo's company and the core business is still marketing, but now the method is to gather dream teams of freelance problem solvers. In a fast paced world we need experts willing to make magic in the time it used to take just to create the first presentation.

The most innovative people in Sweden today can't stand to go to an office every day. So they cherry pick clients that really needs innovative minds and can back up the talk with action. Innovation can be a risky business but Dandileia demands results that really gives the clients value, so every one in the team knows that there are a defined upside for the client even before the project starts.





Tomas Seo has done work for

\* Adera \* Dabrowski TV \* Diligentia \*
Easedrop Music \* Försvarsmakten \* Jaxvall
Design \* LO \* Ohlsonsmith Design \* Pangea
design Post och Telestyrelsen \* SACO \* Stina
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- » February 2007

# So how can we know and appreciate our culture if we are visually illiterate?

## **70 Million by Hold Your Horses!**

**MUSIC VIDEO** 

http://www.youtube.com/watch?v=erbd9cZpxps

The Last Supper – Leonardo da Vinci The Scream – Eduard Munch Self Portrait with Bandaged ear – Vincent van Gogh Marilyns – Andy Warhol

Gabrielle d' Estrees et sa soeur – school of Fontainbleau Madonna and Child with Angels – Cimabue

The Beheading of St John the Baptist – Caravaggio Olympia – Eduard Manet

Liberty Leading the People – Eugene Delacroix

Sylvia van Harden – Otto Dix

The Kiss – Gustav Klimt

La Mariee – Marc Chagall

Las Meninas – Diego de Silva y Velazquez

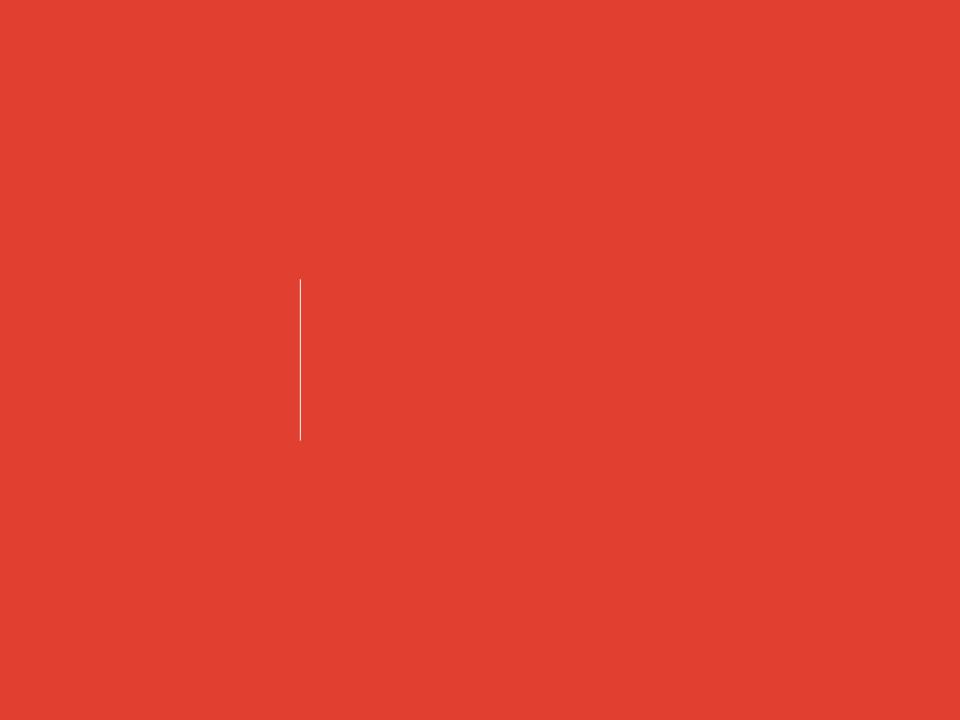
Sunflowers – Vincent van Gogh

The Birth of Venus – Botticelli

Self Portrait – Frida Kahlo

The Anatomy Lesson of Dr. Nicolaes Tulp – Rembrandt
The girl with a pearl earring – Vermeer
The Death of Marat – Jacque-Louis David

# On good graphic design



?

# WHAT IS GRAPHIC DESIGN?

# GRAPHIC DESIGN

- The art of communication
- To inform, to educate, to persuade, to influence

# GRAPHIC DESIGNERS

They conceive, plan and execute designs that communicate a specific message to a specific audience.\*

\*within specific limitations e.g. financial, physical, psychological

# DESIGN IS ...

# DESIGN IS ALL ABOUT FINDING A BALANCE

Form Function







# Expression Clarity

### ARAN

Aran knew a good thing when he saw it. And he saw it that night at The Moon, He had not actually witnessed the hand, nor queued upon the stairs. He had not wentured through the door, nor even lingued on the pavement conside. For Aran had seen and heard all that he had needed to.

The sight of the heavily leadweed bikers, the stres out clope and the short-skiet girls was, at the same time, both reputsing and compelling, blie thick-limbed, quby carri with artificial flowers; for the num sermed threatening and large, whilst the smen serm sermed threatening and large, whilst the smen serm sermed threatening and large, whilst the smen serm some hack of a mini-cab, he had warehed the gange they gathered outside the park. But as they'd downed drive no and alcoffer amid limi-mouthed duraption and sexual firtig, he'd not had the dighton intention of joining them: along ith a primeral feeling of fear, Atan had a subconscious image of a most of modieval black devils falling on an angel and waring it assunder. So he watched from the mini-cab window at a safe, amore distance down the road, nonewhere between a damped frielge and a spend of tattered persongraphy.

In the case, the assent of the remain reached him. It thumped out underground to the wheels, the deep thad of a repetitive hear and dashing chards of electric guizar, throbbing through the dark and in time with his blood as it charged from too head to his gut. Whenever the cheering came, he know.

Whenever the stamping cases, he knew

And when at last the crowd spilled back outside the puls, he was absolutely create.

He was going to take his share: A nice hig piece of the pie; a nice hig dice of the Communion broad.

Why not?

It wasn't she'll, but compession.

Aram, for once, justified himself, although it was no longer in his nature to do set knocked out years ago. It susselt theft, but competition. Not stealing to take what you're rightfully owed, to take from anywhere, anyone, if you're never had anything else. Not stealing OF all the times he'd neveled a justification but never lick the inclination to look, this was the only time be needed have hothered - business in business, money is money, so whe put?

Aran shut his eyes as the mini-cab pailed away and passed the crossed by The Moon.

Not too close.

Sit back.

Sit well back; away from the danger.

Don't look at the thogs, or the skirts, or the morbidly obess.

Aran's skinny toes, prebensile, monkey-like, custed in his tightly board shoes. His pair, boay knockles present sharply down the crease of his towards. Then, out of jeopards, out on the City Road, he opened his eyes again and worthed his exertion world, glasses glasting the reflection of the julion streetlarge and headingtos of oscoroing ears. It was the regular matehis usual night-time journey along the main roads and note streets; through floodin husiness parks on the edge of more; through duppy concrete expanses with the diggent shadowed in the dark; several the sharp has station and sid-coaches are side-

THEY CAUGHT FIRE ON THE STREETS OF LONDON... NOW HISTORY IS REPEATING ITSELF IN MALTA

# Q. How do you make a Maltese cross? A. Sell him our bendy buses

#### Benedict Moore-Bridger

THE doomed bendy buses decommissioned by London Mayor Boris Johnson and shipped to Malta have been taken off the roads after three burst into flames in as many days.

The fleet of 68 so-called "chariots of fire" has been temporarily suspended while an investigation into the causes of the blazes is carried out.

So far this year nine bendy buses have caught fire, with Malta's transport ministry instructing operator Arriva to remove the unpopular vehicles.

No one has been injured, but the incidents have prompted a barrage of complaints from a public already angered that the 18-metre buses were brought in to negotiate Malta's narrow



Fire sale: flames roar from one of the bendy buses in Malta, where there have been three such fires in as many days. Left, a policeman examines one of the buses after an Edgware Road fire in 2003

bought from London in 2011 after being phased out by the Mayor, who replaced them with a new-generation Routemaster, saying: "These writhing whales of the road have swung their hefty rear ends round our corners for the final

hey had a chequered history in th

capital, with a number of fires breaking out and cyclists complaining they were unsafe for other road users.

In a statement, Arriva said: "The safety of our passengers, employees and vehicles is central to our operations. To have incidents occur so as a result we are taking the precautionary step of bringing our vehicles in for a series of checks.

"While these checks take place we have appointed another transport operator to support the delivery of dayto-day services. We apologise for

with us." Arriva holds a 10-year concession to operate all scheduled bus services on Malta. The government had hoped it would rejuvenate ailing publi transport services but the company ha been dogged by criticism with the









WHERE HE SAME OWNER.

MOST ARTICLES ABOUT PHEADELPHIA BASED MC AWANDA BLANK JAKA AMANDA MALLORY) BEGIN BY EXPLAINING THAT SHE'S A FOUL MOUTHED WHITE GRE WHO WRITES BOUSHY AND RAUNCHY (TRCS ABOUT RICHING AND SET, AND THIS ONE JUST DECTION BUT BLANK IS ANYTHING BUT YOUR AVERAGE ONE DIMENSIONAL CUCHE. AFTER SPEAKING WITH HER, THE STEREOTIVE OF THE AGGRESSIVE FEMICE TRYING TO COWNETE WITH THE BIO BOYS HADED, MIST.

## BUTTHE BIGGEST BALANCE IS BETWEEN

Verbal Visual

Words Pictures

Text Image



**Ideas & Inspiration** 



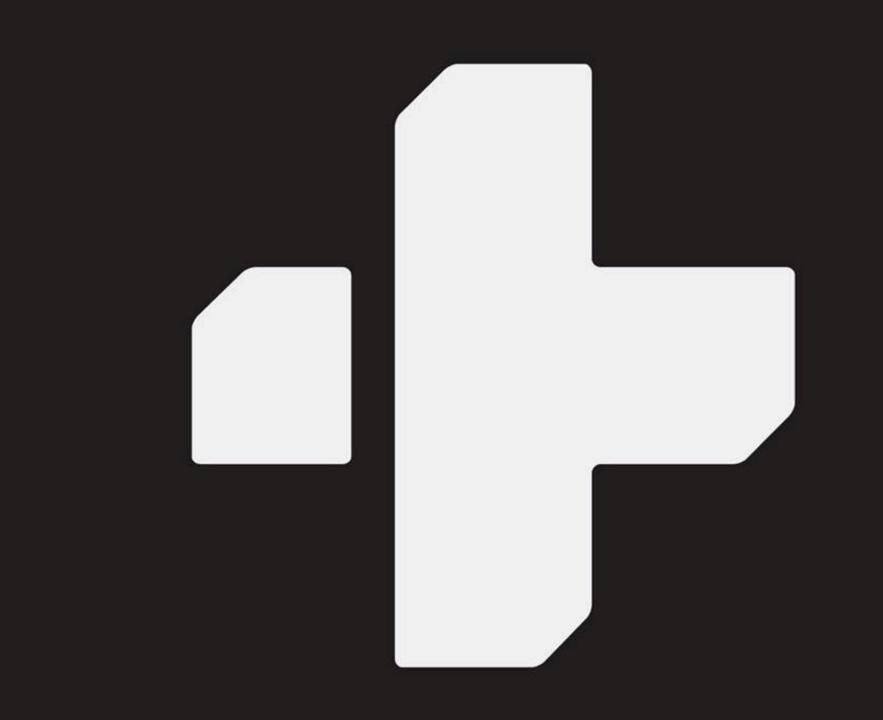
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IS THE MOST IMPORTANT HUMAN RESOURCE
OF ALL. WITHOUT CREATIVITY, THERE WOULD
BE NO PROGRESS AND WE WOULD BE
FOREVER REPEATING THE SAME PATTERNS.

EDWARD DE BONO | LATERAL THINKING (1967)

### PRODUCTION OF A STUDENT PUBLICATION

# HIDE



















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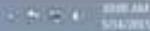












### Magazines

### The art of the invisible

A new student magazine seeks to make the invisible visible by revealing the work of hidden artists. Sandra Aquilina meets BETTINA PARIS, communications coordinator of Hide+Seek.

these days, as ween in the union oradeurs, who take pride in op. Sertina Paris, reaches, for whites are approaching for -- Neek, the student magazine or is Petiting has been working a confer with all but classiquies. or the proof paradovasia value.

special is what we've doing. Now

or a rebox, which is bushing or of "onearthing the source. making the instable visible."

We want to show a light on telescone to some in Maha's arounce of colored fandscape," says

A look at the magazine's faceread page cortainly makes for an interesting become Alongoide over better known names, are private hidden' deep beside Malu's multi-layered subculture scene, underground musicians, must arme, photographen,

I hadn't brand of most of them movel(" says Paris.

is to fact the sheer broadth of roll orrior, skills and talent provided is an entire class of students.

Produced by third year ceases or prisons readents as part of their redy unit Magazine and Digital Advisoring: a notal of 37 studeors. has trame admiral, advertising, irror and commissions also.

rut h trum has a conedinator and its ensistant conndinator to follow Violentes Bonello provides pridance and direction.

between them, the students their connected for the producof had pinched individual conrpr ideas, elements of which selected by lecturer Malaulm Bonello.

Iventually, four ideas were whered and students round for heir preference. The residing recept to a bybeid enegation of

The end penducy, too, will be a out of the students' work. From he writing to the photography and working protessionally.

"We have our rate card, our man editoral policy. Our pero release his stready been wrone,"

Students were, in fact, asked in organise themselves into traction, starting a first and second preference.

Partie's first choice was to form. part of the communications team. laise with the media as well as beinvolved in the various events. which are being regarded.

One of these, a campus bake solv, already raised some news Attorber, a music event in rollahoration with Trackage Scheme, will be held at Beachaven.

"Arts and culture are necessary for future jobs and the magazine will bring them closer to people who might not normally engage with them"

After that, the forus will be on be beld on May 15, with a morning launch on campus and an evening launch at Narcelena in Paceville.

What will the finished product lock like?

the concept of Hide-Seek run through the whole publication."

Articles will focus on underground music, fashion, performance art and dance. The publicasocial problems in Malta, while celebrating diversity and equality.

"We have taken subjects that people want to read about but we've taken a slant on that, Braders can expect articles to be thought provoking, whick ing, homorous, controvental and revealing."

The idea of revealing runs one, of the work involved in the shrough the magazine, right Hide-Seek quotee is being produced by the through its design restrept. The floor May 15.

vsign signifies adding visibility to the hidden set, explains Paris.

Playing on the contract rug greated by the title, the design

80 pages with a print rate of 1,500 which will be distributed us care. per and other post secondary and

Most of the revenue has also adbeen generated by the advects. ing teuts, says Paris. Do they shink they will keep it going! She

"It would be great if we could continue... especially if it does well... I'm very attached to it."

At the moment, however, she is looking at the higger picture. and is enjoying acquiring the practical skills that the assignment builds upon. It also per vides a glimpur of the orginies of the industry and of the dynamics. por together a magazine.

many students spend their Univer-sity years focused tolely on studyng. I think the beauty of it lies in the opposituation. I profes to take in an much as possible."

Outside school hours Parts to involved in theater in an actress. Best-Spores for Tender Napalto an intense production involving ly two acroes which made it to the Edinburgh Fringe - she feels privileged to be growing up at a time when the arts have taken on no much impetos.

Her decam, she confides, is

to be an actives. "I want to act for the rest of my life, that's what I

Arts and culture are necessary for future jobs, she says, and the magicine will being them closer to people who might not normally engage with them. while revealing the growing wealth of talent and skills in the local

Why should MidreSeek matter

"He want it to server as an impairation to do something in life than makey irra unique, as an individual."

Hidesbeek will be held at Beachimen on April 24 in collaboration with the Trackage Scheme.



Hider Seek is a collaboration between students.



### Monuments at St John's Co-Cathedral

and Managements of St John's Co-Carbodral on Wednesday 6.30pm at the Phoenicia

ring held after amounting strongly

the free Boar's last Tamoury

Oring a talk on 'Interpreting account be dealers with in greater dead.

Me typebods on the Tombesoner Manes is an authority on the

hispory and art of the Order of St. John. He will innerpret the symbols on the marble total stones and moreuments of St John's Co-The is the second time that this Carbedral, persenting a fresh, its which is being negatived by original view on the relationship leaking that Analyses Alper, in between the decreased, the vicase and the complex sym-This core the talk will be slightly severa and combinators that modelled to reflect coveres horn part of "the most beautiful

Moreo will again present his

digital photo enhancing, isolating the layers of perception and symboly on a selection of sumbations a distant their sarkus interpretation and meanings clearly to a way that has not been done betain

A45-donation rewards /Timkien ghal Ambjent Abjar's handcaining

























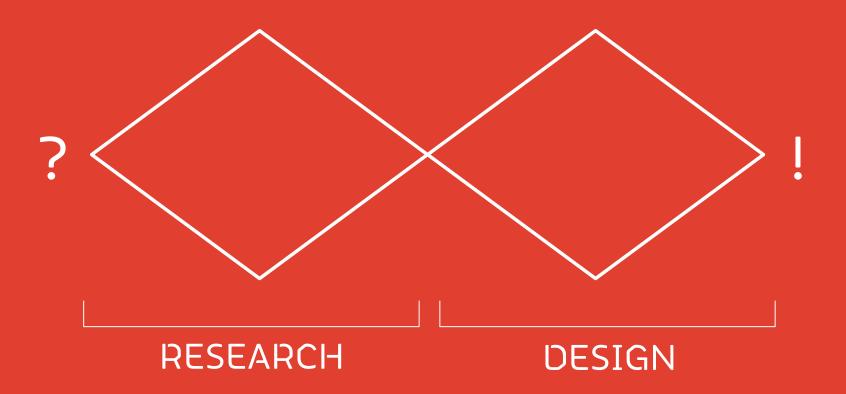












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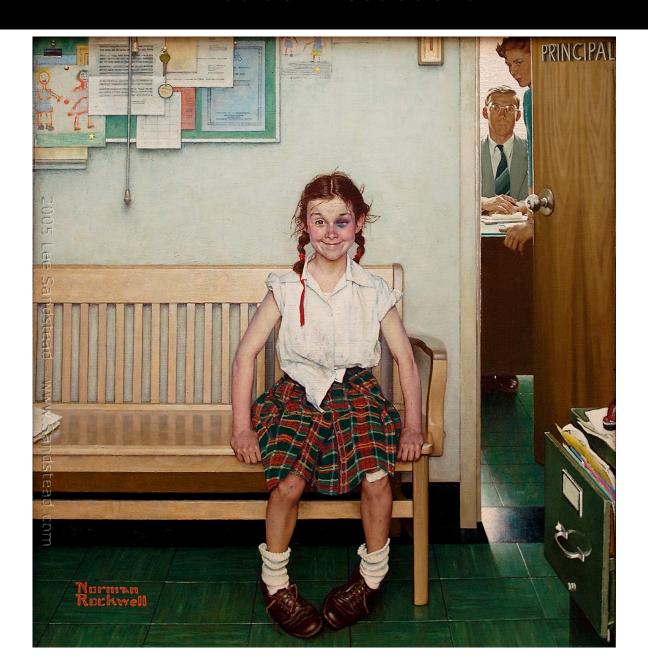


- Corporate Design
- Editorial Design
- Packaging
- Advertising

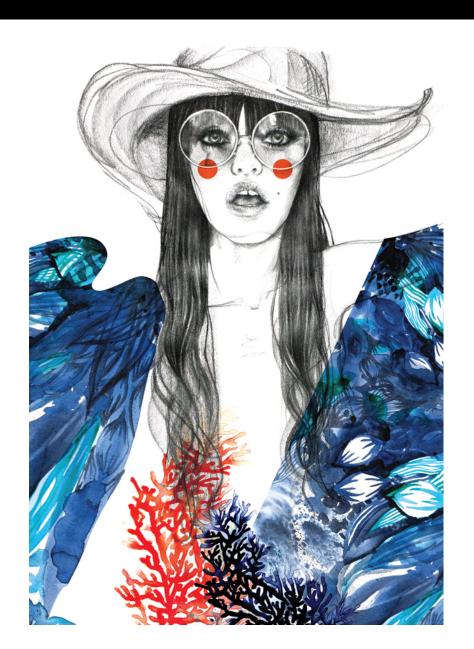


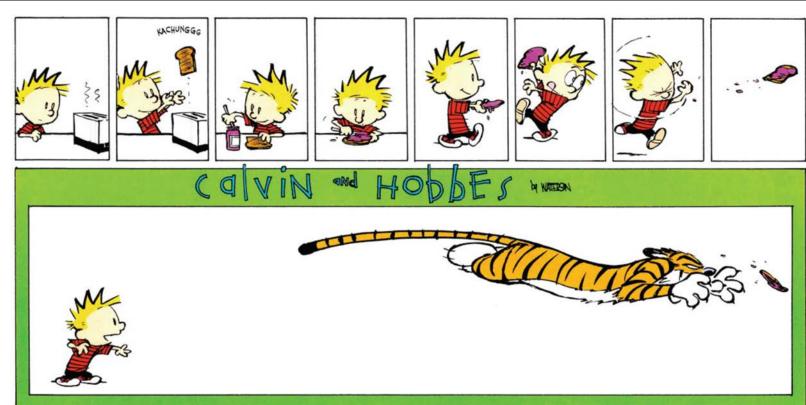


Communications: An Overview

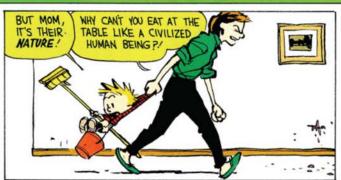




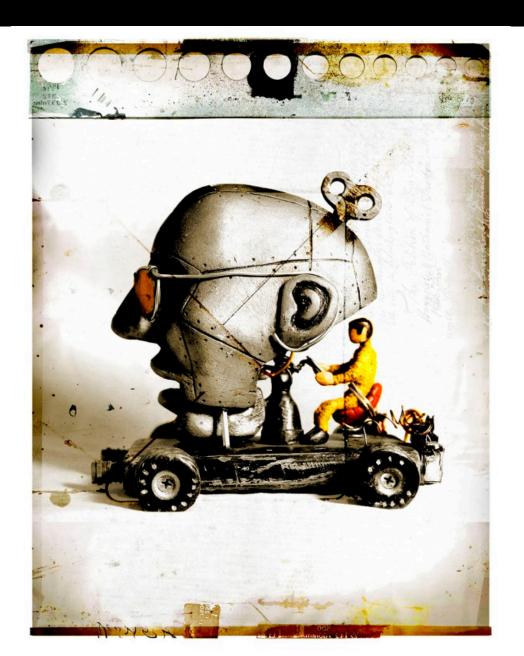






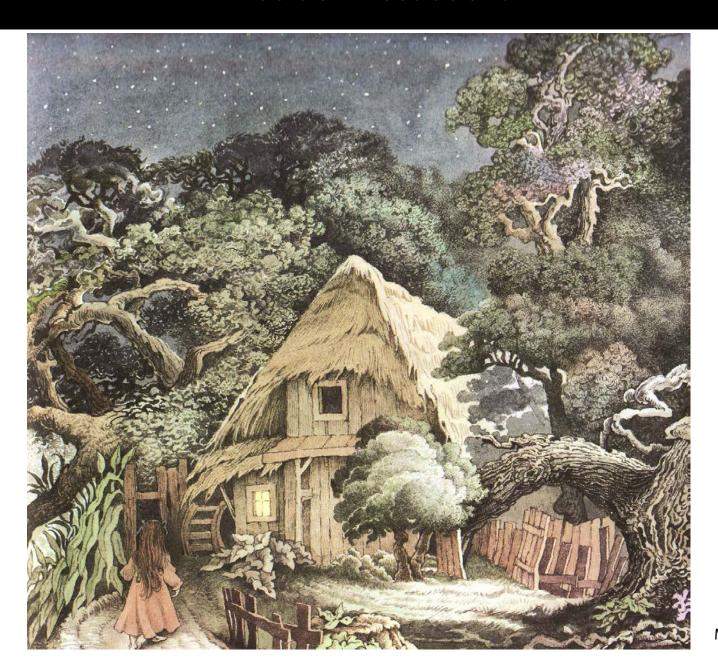


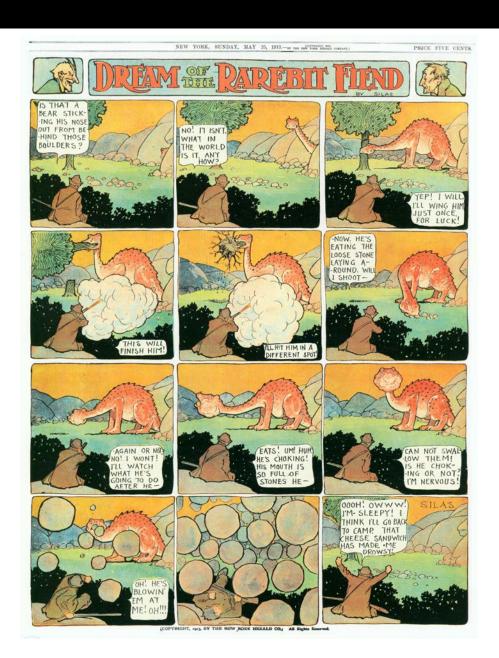


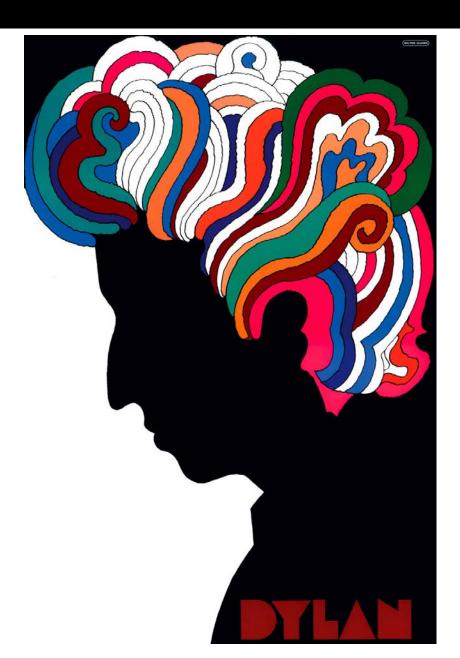












#### **On Illustration**

#### Hone your visual skills:

"Test Your Awareness", a PSA from the Transport for London's campaign for cycling safety, turns the fact that we can all miss seeing the obvious

http://www.youtube.com/watch?v=Ahg6qcgoay4



## ANY QUESTIONS?

# THANK YOU.

