

Creative Media

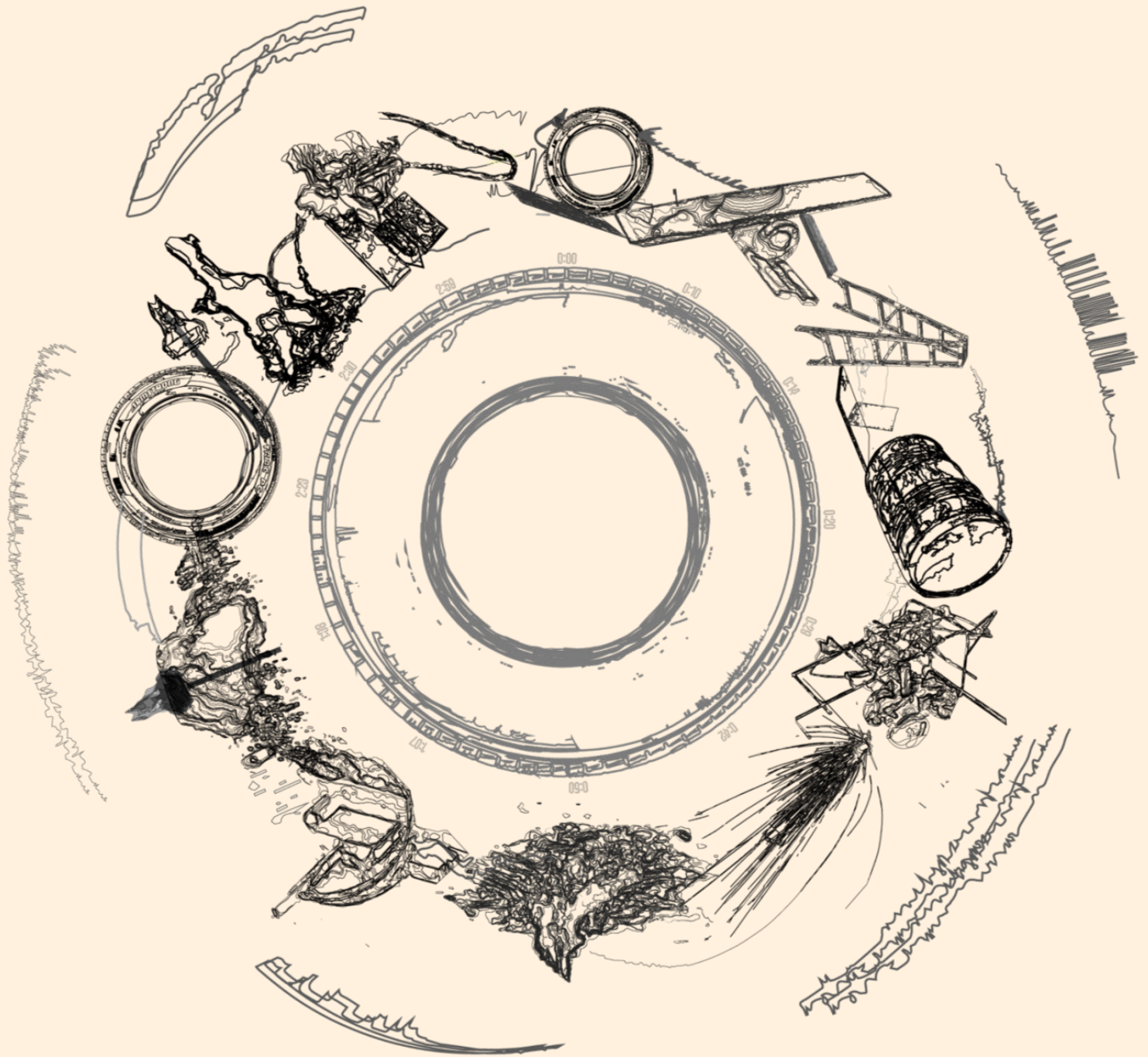
SM2105 Narrative Strategies & Aesthetics of Time-based Media

Dr. Linda C.H. Lai

Project 2: Analysis of a time-based work - Narrative Pictogram

CHAN Madeleine , Cartography of Ideology

The Way Things Go – A chain reaction by Fischli & Weiss





SM2105 Narrative Strategies & Aesthetics of Time-based Media

Creation on existing work

Artist: Madeleine CHAN

SID: 54806535

Session: C01

Title: The Cartography of Ideology

Narrative Pictogram for The Way Things Go – A chain reaction by Fischli & Weiss

Legend

There is shown two version of the artwork, it is more than merely a shift of colour, when seen in a light background, it is more apparent to show the parts from the whole and the presented ideology more visualise to the viewers, the other approach allows views to focus on the details on layering, to see as a whole, no longer focusing on parts, to see the texture or the visual ideology, the dynamic representation of lines and fragments. There is an indication of the timeline going clockwise in show of the significant choice moment that has embraced in the original piece.

Artist Statement

This is a creative visual art work in the descriptive power with the use of meaningful details, it is a complex visualisation of chronology and cartography. The video is about a sophisticated process using sparks and fire as a moving motivation to push forward the movement, tire that is act as an agent, I used as the basic form of a shape as the blueprint of designing the artwork. Inspired by shown works such as Emily Ginsburg – Social Studies #16 (2005), Jessica Rankin – Nocturne (2004), I have come up to make a visual plan with the significant elements that is embraced in the process. I have created 12 major important moments and turn into ideology. Since sparks and fire are used as the major trigger of the process, I was thinking I could bring up its ideological state and visualise it so the viewers could see it. I meticulously combines the forms of solid objects and motion ideology into abstract but noticeable structure, turning them into chronology in circle, I arranged it this because of the application of wheels as motif of bring the process to the next step, it is not linear but multiple, when the sparks is causing a small fire in this spot, it is about to activate a radiation trajectory to move on to the next point and cause another fire, when reviewing the video for more details again and again, I managed to obtain more details into structuring the detail planned cartography shown above. To understand when the camera moves on but the sparks is still going on and the fire is still burning in previous steps. The curvy lines are the indication of the dynamic relation between the whole picture and the part that is being executed.