

ACD

Art & Crossmedia

Design

ArtEZ 2010

Art & Crossmedia Design

This is the era of media imagery culture. Where an enormous stream of images travels through fast splitting channels; and where a collective reservoir of imageries becomes an endless source. The distance between production and exposure shortens; and so is the distance between the maker and his public.

At ART & CROSS MEDIA DESIGN of ArtEZ Academy of Art & Design, we welcome those with artistic intuitions, technical inventiveness, knowledge of cultural context, an insight on the expanding culture of images, an analytic ability and critical notion of imageries.

With the arrival of thousands of information channels (be it regular TV, internet or cellular phones) and the more often usage of 'narrow casting' (short films that you see at stores and other retail places), our profession is assured in the coming future; and to educate this profession requires a different approach. In the past, non-moving images (e.g. a logotype or an identity) were made to move in mediums such as commercials. In the future, this will be reversed; moving images will be frozen to standing still imageries to be used in printed media.

In the mean time users or consumers can also aggregate, find, organize and save all types of information on the Internet. For today's designer, this generates entire different and more complex possibilities. The area of the design process is shifting towards 'the front' line and is demanding a high notion of consciousness of cultural imagery and of analytic thinking. Art and science are forced to work together; the designer has to be able to understand their mutual relations and to benefit from it. Fruitful synergy and having an eye for successful coincidences coming from an inventive attitude are inspiring and innovative.

The department

We teach students to become specialists within the realm of imagery, or concept-content-process-media-art-design-directors. By introducing students to the possibilities of the various mediums (e.g. a book, a magazine, a website, a photo, a television commercial, or a public space identity) an understanding in the process of various ways of communicating can be established. With that, the students can get a deeper insight on which medium is suitable for the problem to be solved, and in relation to the context and its correct social aspects.

Within an interdisciplinary working realm, over where the capability of working with different parties is a necessity. Together with our guest lecturers (professionals from the various fields) we will introduce the students to refreshing ways of working.

The study

We educate students to becoming 'Cross Media Designer'. The classes are organized in such a way that the various aspects (2d, 3d and 4d) and the various technicalities do constant intermingle and exchange.

Every year and every semester a small team of professors puts together an effective program whereby content and technology interacts. Results of the work made in a class will be carried on to other professors, and be used as a starting point of the following up classes. This will not pose any problems in the continuation of the student's research, because all our professors are knowledgeable of each other's professions; furthermore, the professors can provide students with new, fresh and different angle on their research topics.

The study

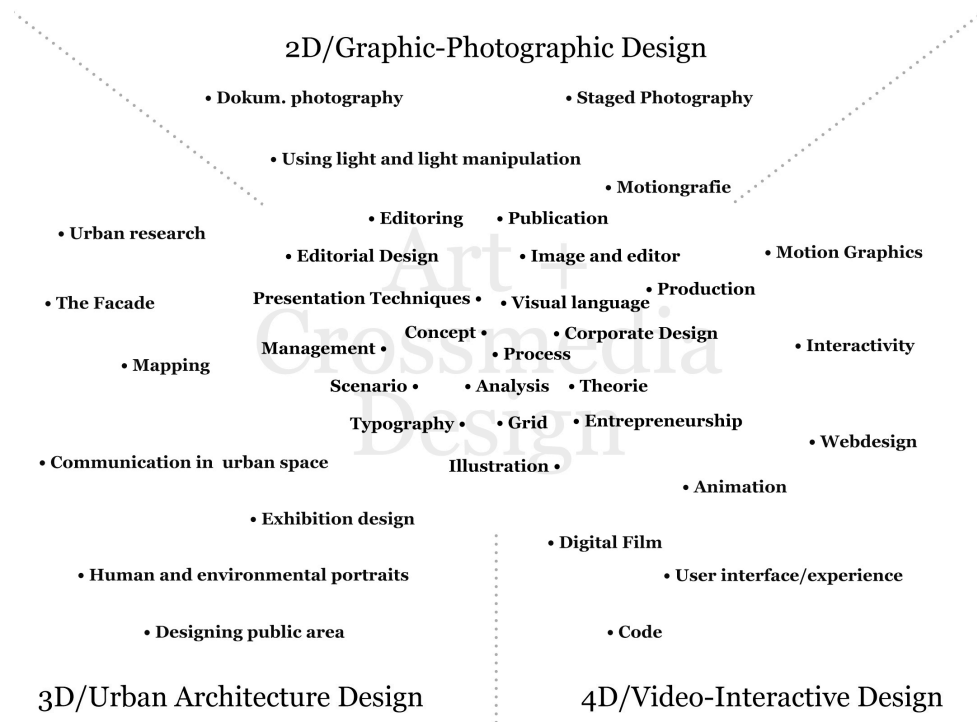
After three semesters, the knowledge of our profession is explained sufficiently and can be compared to an average BA-level. Our study then provides the opportunity for a continuation of two more years to deepen the acquired knowledge of our students. After a period of examinations and advices from the professors, the students can further develop themselves within their specialties. Within this period, students can follow other courses at other departments of the ArtEZ academy.

To work on assignments or on good self-formulated projects the student has to develop his own design method, for which in the lessons the following aspects are presented:

- **Analysis** Analytical thinking: the formulation of content, purpose, destination, method, etc.
- **Concept** Conceptual thinking investigating possible angles.
- **Editorial** collection and generate the necessary 'icons' + (image) editing.
- **Process** Sketches, design, design and presentation.
- **Production** Tuning the desired technique (s) and production preparation.
- **Management** Organize, plan and administer a contract, (time-and design management)
- **Entrepreneurship** Various aspects of the designer and entrepreneur.

After your study?

After having passed the final exam, with the knowledge acquired in a short period of time, it is possible to start a practice of one's own. However before doing so, we advice our students to collect some experiences in the professional work field. We also provide our students the other option of continuing their study at the various masters offered by ArtEZ.



2D/Graphic-Photographic Design *This specialization focuses on the transfer of messages through the combination of typography and photography. Photography can play a highly effective tool to communicate and interact to create.*

3D/Urban Architecture Design

This specialization is all about communication in public space, the total experience of space starting point. Designs can be both digital and tangible in nature and range from a complete architectural design to the design of information-boards or other (mobile) communication.

4D/Video-Interactive Design

This specialization allows the use of time-based and / or database driven media in the communication central. It consists of a mix of entertainment including, television, internet and film.

Tutors Art & Crossmedia Design

Ina Bode – *coordinator ACD, designer, tutor Graphic Design*

Arjan Benning – *photographer, tutor Photographic Design*

Marc Boumeester – *tutor video/film*

Hein Jan Geerdink – *architect, tutor Urban Architecture*

Kees Haafkens – *architect, tutor Urban Architecture*

Wouter Hooijmans – *designer/photographer, tutor Editorial Design*

Miep Jukkema – *photographer, tutor Photographic Design*

Carsten Klein-Hitpas – *graphic designer/typographer, tutor Crossmedia Design*

Bas Könning – *designer, tutor Interactive/Crossmedia Design*

Jellichje Reijnders – *scenario, tutor Theorie*

Coen Scheen – *coordinator Reality Studios*

Roland Sips – *grafisch entrepreneur, tutor Graphic Design/Illustration*

Chris Vermaas – *graphic designer/typographer, tutor Graphic Design*

Johan Visser – *designer/consultant, tutor Crossmedia Design*

Besides this 'core' tutors the students are taught by tutors from the department fine art. These students participate in their care who have special needs related to their chosen specializations. Finally, there are also guest tutors for workshops or lessons.

Art & Crossmedia Design – the specializations

At Art & Crossmedia Design there are three specializations:

2D/Graphic-Photographic Design, 3D/Urban Architecture, 4D/Video-Interactive Design.

On the basis of general lessons in subjects such as typography, imagery scenario, ...

- in the center of the design study - the student can continue his studies in some more specialization to develop and deepen their individual knowledge.