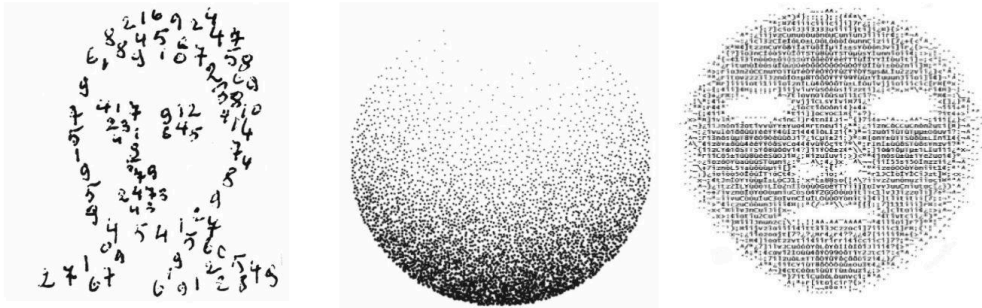


Formal qualities形式特質 and visual concepts視覺概念:

Repetition重複, Density疏密度, Brightness光暗度, Semiotics符號學

WHAT DO THESE PICTURES HAVE IN COMMON? 以下圖象有何共用點?



'Looking Forward' by Leslie Nichols (2010)

Exercise : Create an imagery of a ball with light and shade using just one letter as the repetitive element

練習: 僅以單一字母作為重複元素, 創造出一個有光暗的球體圖像。

SCAMPER is a set of creative brainstorming techniques for generating new ideas by modifying an existing piece of work, concept, or subject.

SCAMPER是一種創造力技巧, 透過修改現有的作品、概念或主題來產生新點子。

S – Substitute 取代

e.g. 將貓的某個典型特徵, 替換成意想不到的東西。Swap a typical cat feature for something unexpected.

P – Put to another use 另作他用

e.g. 將貓當作工具或交通工具來使用。Use the cat as if it were a tool or vehicle.

C – Combine 結合

e.g. 將貓與另一種物件或動物混合。Mix a cat with another object or animal.

E – Eliminate 消除

e.g. 移除「貓之所以為貓」的關鍵部分。Remove a key part of what makes a cat a cat.

A – Adapt 調適

e.g. 從大自然或機器中複製某個功能/特徵。Copy a feature from nature or machines.

R – Reverse / Rearrange 反轉/重組

e.g. 將慣常的順序或方向反轉。Flip the usual order or orientation.

M – Modify 修改

e.g. 大幅改變尺寸、形狀或比例。Change size, shape, or proportion dramatically.



Just as digital photos are made out of pixels, any visual imagery can be constructed with _____ of elements: 正如數碼相片由像素構成, 任何視覺圖像亦可以用_____元素構成

Our brain perceives denser elements as _____ space, and looser elements as _____ space, enabling us to render lines, shapes, and volumes.

人腦將較密集的元素當作較_____的空間, 將較疏散的元素當作較_____的空間, 從而構成點、線、面及立體效果。

_____ plays a crucial role here: new (hidden) meanings can be embedded through the choice of repetitive elements.

_____ 於此有關鍵作用: 透過選擇重複的元素, 作者可為作品附上新的(隱藏)意義。

For S – Substitute (取代): "What if you replace the most obvious material in your theme with something fragile or contradictory?" Example: Instead of painting "memory" with photos, substitute the photos with melting wax. 「如果將作品中最理所當然的元素, 換成一種脆弱或矛盾的物料, 會怎樣?」

For C – Combine (結合): "Combine your subject with an object from a completely different category (e.g., nature + machinery, human body + furniture)." This creates "hybrid" visuals – quite impactful and intriguing to viewers. 「將你的主題與一個完全無關的類別結合(例如: 自然+機械、人體+傢俬)。」

For A – Adapt (調適): "What function or style can you borrow from an artist you studied, then adapt to a modern/different cultural context?" Purpose: Shows "Inquiry" – a key assessment criterion. 「從你研究過的藝術家身上借一種風格或功能, 然後將它改編到香港的日常生活場景中。」

For M – Modify (修改): "What happens if you exaggerate ONE feature to an extreme (scale, colour, repetition) until it becomes abstract or absurd?" Purpose: To push from literal representation to expressive distortion. 「如果將其中一個特徵極端化(極大、極鮮豔、極多重複), 直到它變得抽象或荒謬, 會怎樣?」

For P – Put to another use (另作他用): "Use objects for an unexpected/metaphorical purpose composition. e.g., A ruler not for measuring → a ruler as a cage bar. A mirror not for reflecting faces → a mirror as a door to another world. A bed not for sleeping → a bed as a boat drifting in floodwater. 「為物件賦予原本不屬於它的用途。例如: 間尺不是用來量度, 而是成為籠子的鐵枝; 鏡子不是照臉, 而是通往另一個世界的門; 床不是睡覺, 而是在洪水中漂流的小船。」

For E – Eliminate (消除): "Remove a 'necessary' part of your composition. Does the absence create a stronger emotion (e.g., loneliness, silence, mystery)?" Example: A clock without hands = timelessness/pressure. 「刪除一個你認為『必要』的部分。這個缺失會創造出更強烈的情緒嗎?」

For R – Reverse / Rearrange (反轉/重組): "Reverse the causality or roles in your theme. Instead of 'a jockey riding a horse → a horse riding a jockey.', what would be the life of the jockey living as a horse? Purpose: To develop a conceptual, narrative twist, or question the legitimacy of certain norms. 「將主題中的因果關係反轉。原本是『A導致B』, 如果變成『B導致A』, 畫面會變成怎樣?」