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Hyperreal Communication

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HYPERREAL COMMUNICATION

"In societies where modern conditions of production prevail, all of life presents itself as an immense accumulation of spectacles." -Guy Debord

Particularly in the contemporary era, image duplication and manipulation techniques have been advancing rapidly. These advancements are forming a new discourse around communication that is drastically different from its predecessors. For this reason, in the contemporary era, communication has become questionable in its truthfulness and sincerity. As a designer, I am concerned with the extreme commercialization and commodification of communication. My work looks to the situationist movement of the 60's, which sought to disrupt every cultural front in order to critique society and the means of cultural production.

To criticize the commodification of communication, my forms and imagery are subjected to generative modifications. Outcomes of this generative design approach are randomized forms that are not predetermined. To reference the ambivalent state of contemporary culture and communication, these forms explore an abstract fantasy of the daily mundane. The relationship between the visual elements and semantics appear excessively casual, stimulating, distorted and unrealistic.

My contribution to the contemporary setting of graphic design is to explore the unknown outcomes of generative design as a tool of subversion in order to question the sincerity of communication.

Hyperreal Communication MFA Thesis Show was exhibited at Tippetts and Eccless Galleries on March 30th, 2020.

Artwork Index:

1. Objects, 42 inches x 60 inches, digital print.
2. Decisions, 42 inches x 60 inches, digital print.
3. Oddity, 42 inches x 60 inches, digital print.
4. Hello, 42 inches x 60 inches, digital print.
5. Ideas, 42 inches x 60 inches, digital print.
6. Scenery, 1080 x 1920, video loop.
7. Territories, 42 inches x 60 inches, digital print.
8. Clear Head, 1920 x 1080, video loop.
9. Identity, 1920 x 1080, video loop.
10. Peace, 42 inches x 60 inches, digital print.
11. Produced, Object.



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MFA Thesis Show by Idil Tayhan







