

VIDEO ESSAY

Concept relate to female

- Disrespect
- Minority of the society
- Asian / Chinese Women
- Male gaze
- Sterotype

CONCEPT BASED

Potential Development

- Asian Women history
- stereotypical symbols catalogue
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How could design serve as the tool to present and change the stereotypical perspective towards Asian / Chinese women?



Stock image - Finding Narrative in stock image

- Deconstruct stock images (text, imaginary)

TECHNOLOGY/METHOD + CONCEPT

Potential Development

- Visual stereotype
- Representation of Diversity
- The visual culture of stock images
- "low value low quality" visual graphics
- Publication documented reconstructed stock image (based on visual sterotype) (think about how to select images)

Through decontextualising stock images, explore the representation of diversity from the visual stereotype behind stock images, and what could graphic design do, as a means of intervention, to challenge and communicate the visual culture and stereotypical narrative that stock images carry?

By exploring the characteristics of stock images through the method of decontextualisation (i.e., the visual culture and visual stereotypes derived from representing diversity), this research investigates how graphic design, as an intervention tool, can challenge or communicate the image narratives shaped by the visual culture and stereotypical features of stock images.

Bibiliography

What Do Pictures Want? – The Lives and Loves of Images W.J.T Mitchell

Picture for rent - eye magazine

In defense of the poor image - Hito Steyerl (Visual bond)

Thoughts

the stereotypical narrative in stock images are helping to make stock images being able to represent diversity.



Change of narrative in everyday video footage

- Philosophy theory of everyday life

TECHNOLOGY/METHOD

Potential Development

- explore the theraputic solution of everyday life
- Consistancy in life
- Through the medium of video editing and publication making

How could decontextualisation of everyday life scene change on the details of everyday life?

