

**EXTENDED
ABSTRACT**

Analysis of the components of time and space in defamiliarizing graphic design works

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Introduction

Defamiliarization is one of the novel techniques for the presentation of new forms in an attempt to achieve a stronger effect in some fields, including visual arts. This concept is usually formed by presenting or creating new artwork and depends on such components as time and space, imitation and habits, rules, and traditions. The current study which was conducted with the aim of recognizing the components of time and space in the works of some prominent graphic designers and its application in graphic design. It was attempted to answer the following question: How can we defamiliarize graphic design works? Information and library databases constituted the source of the present descriptive-analytical study. In this regard, “Shafiei Kadkani” elaborates on the position of this approach in literature in an article entitled “Defamiliarization” in 2012. He is of the belief that all innovations in the field of literature and art are related to the concept of defamiliarization, except in very exceptional and rare cases. Moreover, in 2019, “Mohammad Khazaei” and “Erafaneh Ismaili” in an article entitled “Understanding the concept of defamiliarization in Michal Batory’s posters” provided a detailed study of defamiliarization in works of this artist and also defamiliarization techniques in graphic design including visual arrays.

Methodology

The current research was carried out using a descriptive-analytical method and information and library databases constituted the source of this study. The artworks were selected purposefully and it was attempted to select works with different aspects of defamiliarization of time and space allowing us to separate these aspects and teach them.

Results

After a specialized study of the artworks in the current study, in Figure (1), the artist uses table games as a symbol of space and time to de-familiarize time and space. Using the table, which is one of the games of this era, and the arrangement of the names of Greek myths at the beginning and end of the table, Rambow uses a modern puzzle to reconstruct an ancient concept. Time and space in a special and physical sense refer to two components of the constructs of the universe.

Keyword:

Defamiliarization
Graphic design
Defamiliarization components
Time
Space

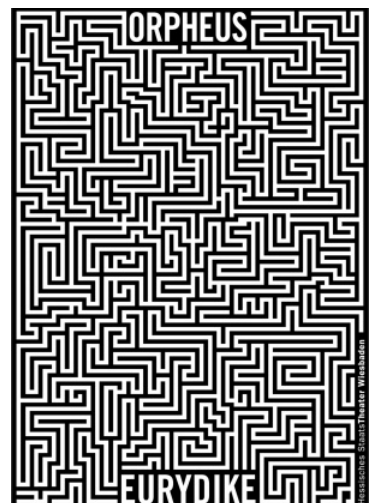


Figure 1

Theater Poster, Gunter Ramboww, 1999

Source: www.a-g-i.org

The first one, time, represents and symbolizes all the transient phenomena of nature. In other words, it is the agent of nature and always encloses other phenomena and includes transverse and motor changes of phenomena. The other one, space, indicates the content and presence of phenomena with time acting as an agent. The definition of space in the philosophy of art includes any sign, symbol, or icon that reflects the characteristics, effects, or nature of the component. In Figure (2), the artist defamiliarizes the space by changing the natural coordinates of the image (apple) relative to the location of the image.

Time is a concept that symbolizes both death and life, and the nature of the image is nothing except nature and vitality (birth) opposed to decay, decomposition, and ultimately death. The image defamiliarizes the concept of death and the destruction that ultimately leads to death. The occurrence of a series of events has always been common and possible for human beings in their usual place. Therefore, the defamiliarization of space can also be an unusual place to present a work of art.

As one of the leading artists of "Dadaist", "Marcel Duchamp" presented works, such as "Fountain" Figure (3) under the name of his manufacturer's factory but with the signature of Duchamp. It was transferred from the catchment area to the gallery and was put on public display. In doing so, he challenged all theoretical discussions about the nature of art and the common perspectives on classical art and even many approaches to modern art. The concept of space defamiliarization is not limited to moving in space; In Figure (3), by removing the single vanishing point and adding multiple vanishing points, the designer gives each of the characters a different perspective. Moreover, by breaking the logical continuity of the lines, he considered a new base and point for each side and angle.

The symbol of this kind of defamiliarization of space and time can be observed in the lithographic works of Maurice Asher. In one image, we can see a series of events in different places at the same time but in the same frame all of which are examples of de-familiarization of time and space.

Conclusion

After analyzing the components of time and space in the selected works, it was concluded that through defamiliarization, the graphic designers actually remove an object from its usual place and make it subject to new conditions by transferring it to another place. In addition, by adding multiple vanishing points and examining the artwork from different aspects, they show the audience new and unconventional characteristics of the place and free them from visual habits and provide the audience and the visual subject with a two-way opportunity.

In fact, the graphic designer gives his subjects a different opportunity to be observed (as they are observed now and not as they were already known) and offers a new application of the subject that is now unfamiliar to the audience. Furthermore, he gives the audience a golden opportunity to understand the meaning of the work by contemplating and deciphering the work and enjoy solving the artist's visual project. Defamiliarization of time enables the graphic designer to use a modern puzzle to reconstruct an ancient concept and create awesome, phenomenal, and remarkable puzzles to achieve his goals.



Figure 2
Theater Poster, Holger Mathis
Source: www.pinterest.com



Figure 3
Fountain, Marcel Duchamp, 1917.
Source: www.amazon.com



Figure 4
Stone Printing, Maurice Asher, 1953
Source: www.rangmagazine.com

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