

e-magazine

issue #2

ADOL

june 2016

Art & Design in Our Lives

BLACK

&

WHITE

MACEDONIA Black & White in graphic and fashion design

As Karl Lagerfeld once said, "black and white always looks modern, whatever that word means." The perfection of a high contrast look is hard to put into words, but we know chic when we see it. Wearing black and white head-to-toe has become a *BAZAAR* standard, as our editor's acknowledge it's the easiest formula for a put-together look. Whether it's a white dress with black accessories, or a white blouse paired with this season's must-have noir trouser or graphic stripes, it's hard to mess up this timeless color combination. You don't have to spend time worrying about what accessories will coordinate since black and white goes with everything from a crimson pout to a leopard-print sandal. In case you needed more proof, we collected some of our favorite street style and red-carpet moments that highlight why this graphic way of dressing is a lifestyle not a passing trend.



The most obvious and universal image is a white shirt in men's style and black "cigarette" trousers. This combination is appropriate at any place, without exception, and to look different every time, it is possible with interesting accessories and shoes. However, black and white palette can easily become the basis for a sexy evening outfit. Cocktail dress in black / white color will look festive and luxurious.



The easiest way to add "flavor" to black and white outfit is to play with textures. Black or white denim will look great with white silk, because contrasts always look good.



Black and white in our school
- products from the ADOL workshops
with students from textile vocation
from Macedonia and Turkey



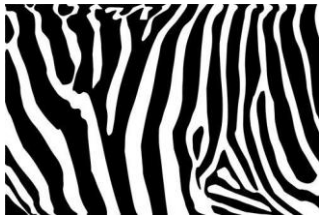
BLACK & WHITE

BITOLA, 11-15 APRIL 2016



Prepared by:

Anita Stefanovska, mentor
Alievska Lulzime, Bajramovska Sevinch,
students in textile vocation



Black & white design

"Convert designs to black and white to see how they really look" - that's what experienced designers say. Truly, this helps to realize whether the composition is good or bad and whether the whole design is successful or not. After checking this, you can add color. Or you can leave your design just like that! After all, the designs does not have to be colorful and bright to catch attention and to be successful. These beautiful examples of black and white designs are the best proof! Black and white are too of the most emotive visuals in nature. Polar opposites, the two seem to stand for opposing metaphors, as well. Black is usually seen as dark, a symbol of authority and power, and, occasionally, as a symbol of evil. White is a sign of purity and brightness and of a natural innocence that combats its opponent. The real benefit of these two shades is to meld together in a contrasting design. Using such a stark dichotomy, you immediately establish a dynamic in the design that is impossible for the viewer to ignore. It is clean, can be either simple or complex, and has endless opportunities that other color schemes just do not manage to generate. All just balances itself out. Many graphic designers today see that the best way to stick out in today's full color world is not to join them but to set themselves apart by refusing to follow the norm. Duality has become the name of the game, giving us every reason to try it ourselves to see the effect.

For lots of designers, stripping your design's palette back to just black and white might not seem like a viable option, or it might not even have crossed your mind.

Black and white can seem like a very inflexible palette, but it's actually quite the opposite. In fact, black and white is incredible versatile, easy to use, and effective as anything!



Mixing, matching and combining a handful of sharp black and white geometric patterns can lead to a bold graphic:

Monochromatic color schemes lend themselves to a lot of flexibility where simplicity can create a striking effect.

Using warped black and white bold lines can create a sense of movement and depth



In April 2016, in our school, students from graphic vocation from Macedonia and Portugal, worked together and created products experimenting in linocut technique and screen printing on textile and porcelan.

Linocut exhibition in our school (December 2015):

David Trajkovski (2nd year)



Zamira Djemailovska (2nd year)



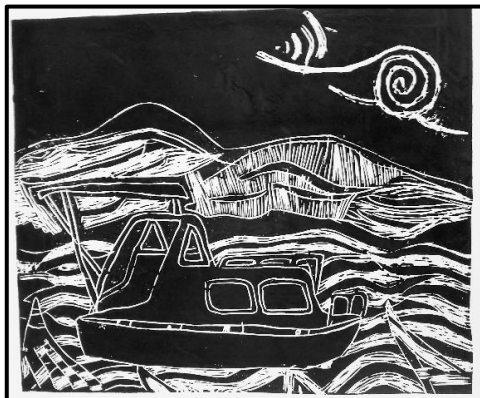
Hristina Kuzmanovska (2nd year)



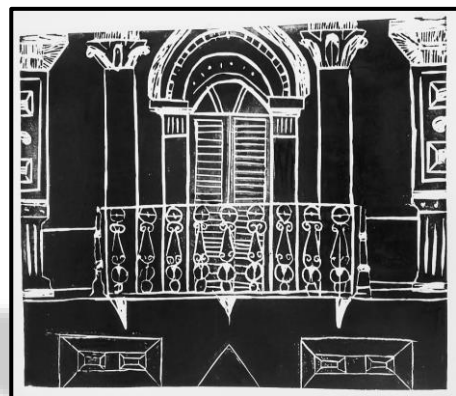
Zana Djemailovska (2nd year)



Linocut products from ADOL workshop (April 2016):



Dejan Damchevski (4th year)



Zamira Djemailovska (2nd year)

Zana Djemailovska (2nd year)



Ajsun Salievska (4th year)



Prepared by:

Vesna Mundishevska-Veljanovska, mentor
Hristina Kuzmanovska,
Zana Djemailovska,
students in graphic
vocation

TURKEY

The waltz of black and white

Black and white are essential colors during a hundred years. Black is noble color of the night and white is the refreshing of the day.

The zebra is proud of himself saying 'The harmony of black and white is my nobility'. This harmony is the key of nobility and elegance and it makes clear the color of loneliness and magic.

The color white has always been the name at the top by designers. It is the essential color of all collections.

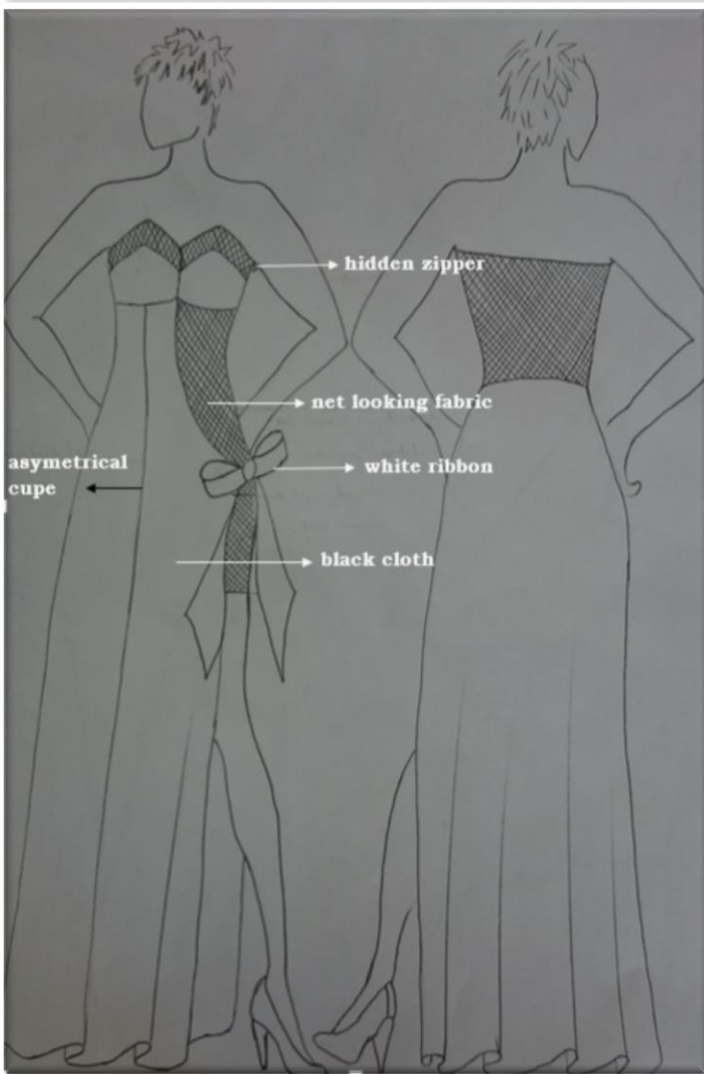
Textile ,shoes, bags, decoration and accessories are affected by these two colors. When black, the color of mourning and white, the color of nobility come together, a different waltz begins.

The friendship and companionship of these two colors is the heart of fashion. Style sheets, pictures from nature, architecture, and animal world have been used in the storyboard prepared by starting from this harmony .

We designed starting upon the ropes of the bridge in our story board which we called the waltz of black and white .And we used net(mesh) looking fabric in the asymmetrical clothing.

We completed the work with artistic drawing mixing the harmony od black and white.





Prepared by:

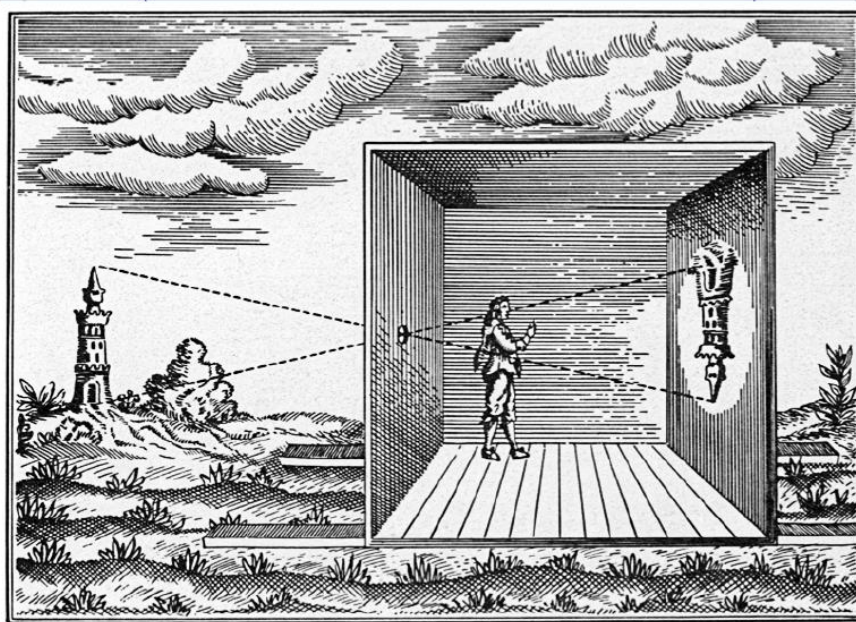
Nuray Yildirim Cevahir,
project coordinator

PORTUGAL

The beginning / What is / B&W Photography

The Beginning

Photography became possible with the discovery of the principle of the “camera obscura “ which is a dark room and by noticing that some substances are visually affected when exposed to light.



The first successful attempt of exposing a picture was led by Nicéphore Niépce in the mid 1820s. The process of exposing a photo took days. Louis Daguerre created a process that would only take a few minutes, the daguerreotype . It was commercially introduced in 1839.

In 1841 the calotype was invented by William Henry Fox Talbot and consisted on exposing paper with silver iodide resulting on a negative image. In order to convert it to a positive photograph you would lay another piece of photosensitive paper and expose them again. This process is still used today .

Ten years later wet colodion emulsion was invented, this is used on little glass plates. By the year of 1864 it was introduced the dry colodion soon this process became outdated because of the invention of gelatin dry plates in 1874.

The first photographic film was invented by George Eastman in 1884, this consists of a cellulose base emulsified by a thin layer of gelatin to which adhere the silver crystals, those are the ones that are sensitive to the light that comes from the camera lens.

Since this first photographic film, technology has made it much more efficient. Nowadays there is a huge variety of them and each one allow us to have different results. When you are taking a photography you need to be sensitive to the light and control the diaphragm and the shutter but thanks to the ISO (sensibility of the film) it is easier to get the result you want. When you have a higher ISO, that means that the film is truly sensitive to the light so you can't let it go through the lens for a long time, you need to decrease the shutter speed.

So, as you can see, thanks to this invention photography started growing and it became much easier to each of us take advantage of it.

Over time the essence of the way to photograph has not changed, however , technological advances allow increasingly to improve the picture quality , increase the resolution and the similarity to reality. The search for the accessibility of photography was also a concern as early as its appearance, the search was intense for durable materials, efficient and low cost and accelerated the process of developing.

With the appearance of digital photography, many photographic paradigms have changed. With devices getting smaller, simpler to handle and produce high quality photographs.

Digital photography is obtained by using an optical sensor associated with an electronic processor that transforms it into a computer file.

The first digital camera was invented by Steve Sasson, an engineer from Kodak, in 1975, that combined analog and digital devices and captured images in black and white in 23 seconds.

This digital cameras only showed up in the market in 1990 but due to their high price were not successful. However, ten years later the price dropped and people joined the digital photography leaving the analog apart.

Although the image capturing mechanism is virtually the same as in analogue photography ,instead of a photosensitive film , the digital camera has an electronic surface that receives light information and converts it into digital code, these images can be seen instantly through the camera LCD which brought it so many users. Regardless, analogic photography, thanks to its unique characteristics remains present these days.

Prepared by:

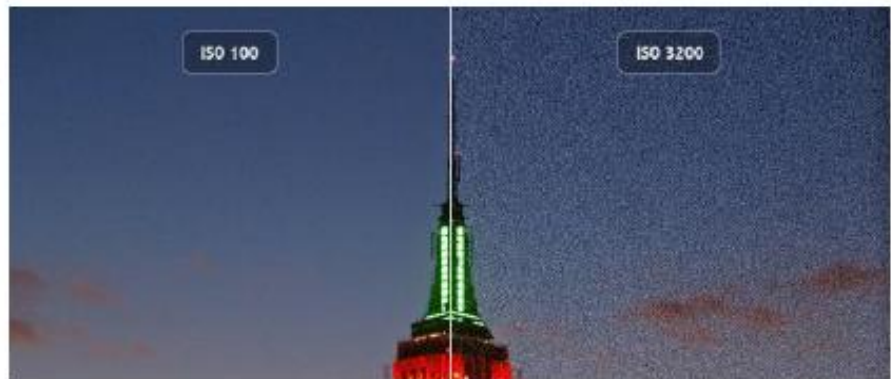
Ana Resende e Fernando Tavares



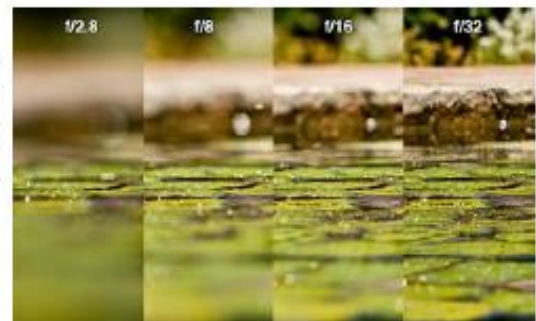
WHAT IS PHOTOGRAPHY, AND HOW DOES IT WORK?

Now that we already know what photography is, let's learn the basics of how it works. A typical camera is made of three basic elements: the lens, the film or the sensor and the camera body itself. The lens is used to focus the light reflected or emitted from objects into a real image. If the camera used is a film camera, then the image will be captured on the light-sensitive surface. If we use a digital camera, the image sensor will produce an electrical charge at each pixel, which is electronically processed and stored in a digital image file. The three fundamental elements of an exposure are: ISO, aperture and shutter speed.

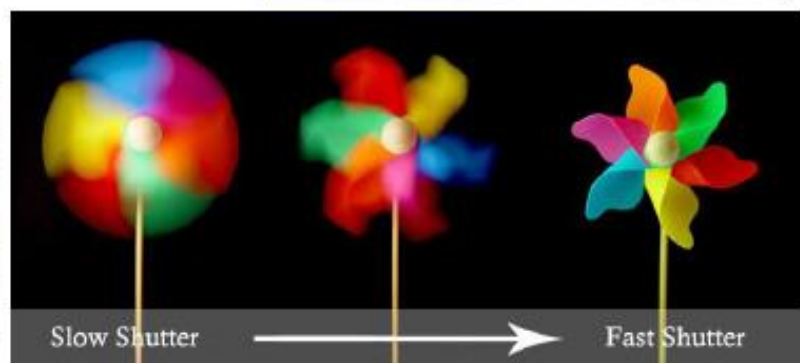
ISO is what determines your camera's sensitivity to light. It is usually measured in a number scale so, for example, if you set your camera to ISO 400 it is twice as sensitive to light as when it's set to 200. Also, the higher the ISO value, the grainier the picture is.



Aperture is the option that controls the opening of a lens's diaphragm through which light passes. It is expressed in "f stops" or "f numbers", so the larger the diaphragm's hole, the lower the "f number" and the more light passes to the camera sensor. The aperture also controls the depth of field, which is the portion of a scene that appears to be sharp or blurred.



Shutter speed stands for the length of time that the camera's shutter is open to expose light into the camera sensor. It is measured in seconds or even fractions of seconds. It's the shutter speed that allows us to freeze action or blur motion. Slow shutter speeds allow more light to enter the camera, which is used for night photography or the effect of "motion blur". Fast shutter speeds help to freeze motion.



These three controls are interrelated. The amount of light reaching the film plane, or the sensor changes with the duration of exposure and the aperture of the lens.



Prepared by:

Beatriz Afonso Chaves



The Power of Black & White Photography

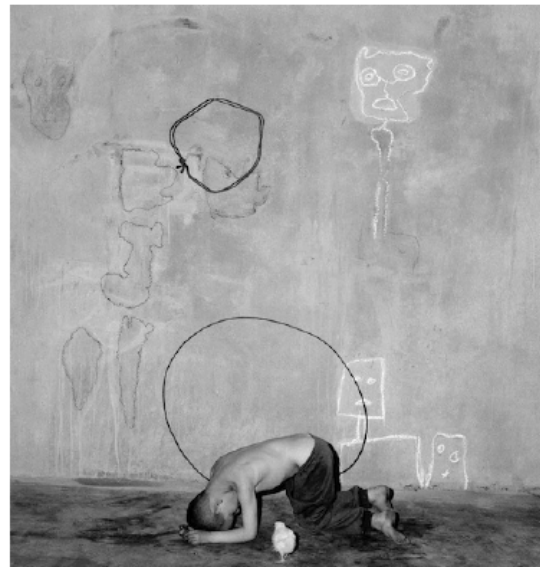
Photography is itself a manipulation of reality. You can only see what the photographer wants you to see. Because of our inability to see things in black & white, this kind of photography represents a completely different world for us and sometimes, depending on the message the photographer wants to transmit, it has even more impact in our subconscious.

Black & White Photography is more suggestive, it makes you speculate and look through a different point of view. It enhances details that give expression to the image and the color shades are handled in a palette of grey that can change the meaning of the phenomenon or happening portrayed in the picture, taking into consideration the significance of color and its Theory.

Some authors and Black & White Photography enthusiasts claim that color photography is more like a statement, where you can only find certainty, so, in this way, it is more restrictive.

Lets take as an example Roger Ballen's photography.

He is a contemporary photographer who prefers black and white over color. This kind of photography helps to create a heavy environment and it is much more coherent with the message he is transmitting. The contrast between the shades and the constant presence of either black and white help emphasize the dirt and coarseness of the human being. They are also more speculative and create a stronger impact on the viewer because they're showing us a manipulated reality, highlighting, for example, the purity of the bird against the grungy floor and wall, which are the conditions in which some people live.



There are many other photographers who photograph in Black & White mainly because it was the very first type of photography but also because of its aesthetic. You have Cartier Bresson and Robert Capa as an example of two of the most famous photographers in the early times, who used black and white film. Their photographs have an intense value and the atmosphere created is also constructed by the shades of grey, which would have lost some of its magic if they were in colors. Most of the contemporary photographers who usually take Black & White pictures also prefer shooting with film because of its rawness and its natural sharpness and tones.

To sum up, though we are living in an age where color has a strong presence and influence in the daily life, Black & White Photography will never die because it gives us aesthetic, subjective and moral characteristics that aren't so easily found in color photography. We'll continue to look for a different reality than the one we're living because that's what the human being has always done, and Black & White Photography is like a bridge to that new and sometimes odd reality.

Prepared by:

Francisca Dores



CZECH REPUBLIC

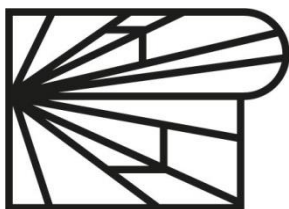
Black & white

In 1995 Promotional Art became one of the educational specializations offered by our school. In 2009 it was renamed Graphic design. It is the most popular specialization at our school and students have to take entrance examination focusing on Art and Design. Study is finished by the final leaving examinations and students have to design and defend their final exam project.

Graphic design is a discipline that creates the appearance and function of various printed materials (books, brochures, leaflets, posters, invitations, newspapers, magazines, etc.), websites, guidance systems.

The designer is the person who deals with how objects should and could work as well as how to look good. It is very important for designers to produce products which can be made at acceptable costs. Our students' products:

1 st year: Initials logo + work:



Petr Smrž



Sarah Krytinářová



Eliška Šafářová



2 year: paper green – shape of letters



Ladislav Kučera

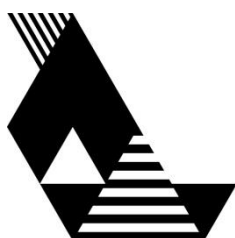


Viktor Klein



Klára Istvánová

Triangular compositions, arranging of words, word in space



Eliška Šafářová



Nguyen Thanh Long



Klára Čuříková

Applied photography was opened in 2008. Students do not only learn technique of classical photography and its theoretical background but they also devote to a studio photograph, document, reportage, landscape design, etc.. They handle well the work in the darkroom. The course focuses on the knowledge of modern digital technologies, including computer editing. They also learn how to work with text and cope with graphic design students. Study is finished by the final leaving examinations and students have to design and defend their final exam project. Since 2009 Applied photography and media has being taught at our school.

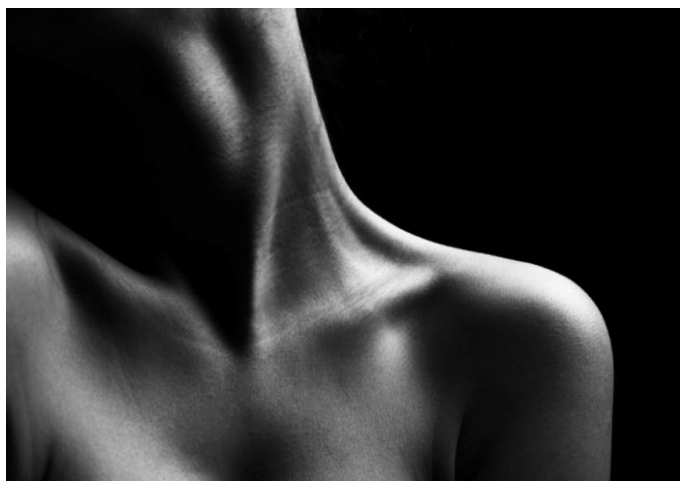


This photograph was created for the topic a postcard from Karlovy Vary. I photographed it in black and white, because I thought it would look better than coloured. It reminds me of old times. Why this place exactly? It is one of the biggest monuments of the town. You can see market colonnade, plague column and palace tower. Unlike other sights the colonnade is made of wood. (Michaela Pužmanová – 2 year)

The body. Tomáš Fiala – 2 year



Anna Kodedová – 3 year



Kamila Parmová – 3 year

Porcelain & Glass. Lucie Trojáčková – 2 year



Dolly Perfection.

This is Asian ball jointed doll, they are really beautiful, aren't they? He is like an unreal human being, without emotions but saying so much about himself. His expressions in his face are not able to change, but you'll see, when he's smiling or when he's planning his next murder. Some people might think I am crazy, but most of the best people are crazy. So as this doll. His name is Daniel.

Anna Flossmanová – 2 year



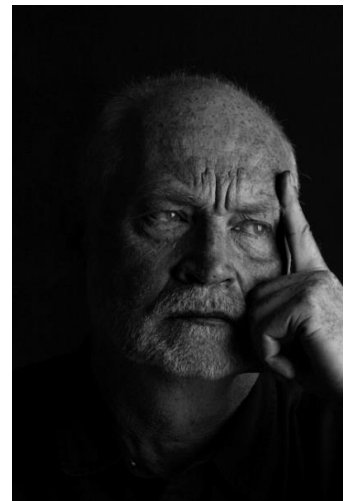
One day early in the morning I woke up und looked at my watch, which threw glitter on my face. I had no idea for doing something special, so I was sitting on my bed and watching the watch. Time passed, moment by moment and I was older and older every second.

Magdaléna Pitrová – 2 year

Frightfully alone

I'm the Lord of Steel mountain and I reign million lives. I decide, first after the gods, whether they'll or they won't . In prosperity whose poverty, love or wrath. My soul is old-fashioned, heart graciously. But I'm tired their desires and pains, empty mirth and unnecessary moans, sticky smallness and conceited sizes.

Kamila Mutinská – 2 year



Fashion design is the newest art specialization taught at our school. History and



development clothes are studied in theoretical subjects but the most important part is practice in workshops. The students learn how to design, model and work with different materials and prepare them for own models. They use different materials and techniques to process fabric and combine it with other materials. They design clothes and accessories for different occasions and styles from the sketches to the presentation at a fabion show. They cooperate with other art classes at our school.

Sport collection / Third Year /2015 – 16

Jersey collection for daily use. Triangular pattern created by graphic design students.



Event / collection made of unusual materials/ Third grade / 2015 – 16



White porcelain peaces in contrast with black nonwoven fabric



Printing /linocut, paper and natural templates/

Second grade / 2014 – 16



Photos from our ceramic-porcelain department





Erasmus+

Education project ADOL

Partner schools:



**Stredni prumyslova skola keramicka a sklarska,
Karlovy Vary, Czech Republic, coordinator**



SOU Taki Daskalo, Bitola, Macedonia



Mesleki Ve Teknik Anadolu Lisesi, Sinop, Turkey



Escola Artística de Soares dos Reis, Porto, Portugal



Preparation of e-magazine: SOU “Taki Daskalo” – Bitola, Macedonia, Graphic vocation

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