Semiotik
Konzeption
Roundish
Rectanglish
Semester 1 + 2

HGK Basel

Institut Visuelle Kommunikation

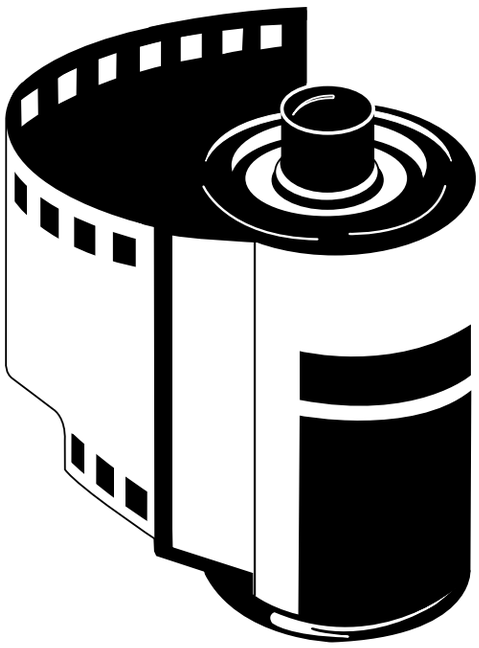
Nico Kühne

01

Konzeption /

Semiotik /

Herbst Semester /



KONZEPTION + SEMIOTIK.

- Beides Speichermedien → ältere Speichermedien / Datenträger
- Fotografische Bilder / Musikträger / Tonträger
- ~~Fotofilm~~ →

→ Musiktape in Ipod umwandeln

FOTOFILM

ROUNDISH...

- Träger von Bildmaterial
- RGB
- Bildet etwas ab
- Kann man manipulieren, retuschieren
- Ebenfalls Evolution Fotografie → Digital, Analog, Filmarten, Kameraarten
- Digital, Analog, VHS

SPEICHERT...
Farbe, Bild, Grauwerten (Auflösung?)
Pixel/s Digital, Foto, Momentaufnahme

MUSIKTAPE

RECTANGLISH...

Evolution der Speichermedien
4 Vinyl, Tape, VHS, DVD, ~~HD~~ MP3, Turntables, Megaphon, Lautsprecher, Digital/Analog, Minidisc

Verwandte: IPod, Discman, Plattenspieler, Grammophon, Megaphon, CD-Player, Discman, Minidisc VHS

- STEREO

Musiktape in Ipod umwandeln
Tape in Grammophon " "

speichert...
Musik, Ton, Geräusche

VERPACKUNG

3 Runde
3 Eckige

- Objekte in verschiedene neue Verpackungen setzen um Aussage zu Verändern
  → Minigrip, Tempo Packung, Alufolie, Klarsichtfolie, Vakuum Verpackt konservieren..

DVD Verpackung,

DATENTRÄGER

VHS, Harddisk, Minidisk, Sony DV Tape

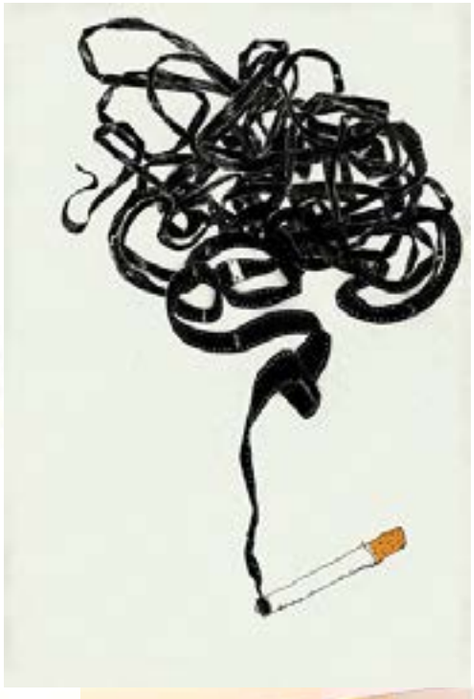
8 Bit Videospielkultur...
Nintendo!!
GAMES

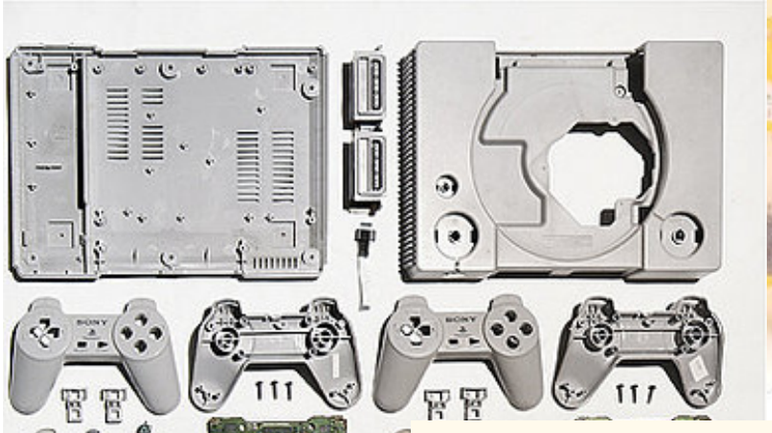
Mit unterschiedlichen Verpackungen, Darstellungen von verschiedenste analogen und digitalen Datenträgern spielerisch und in einen neuen Kontext setzen....

Fotomontage
Foto

Blocktetris?

WC - Rolle → Fotofilm





SONY

FORMAT: 1.5 Volts
SIZE: D

T-USB

Technics

SUPER NINTENDO

SUPER TENNIS

SUPER NINTENDO
SELECT
START

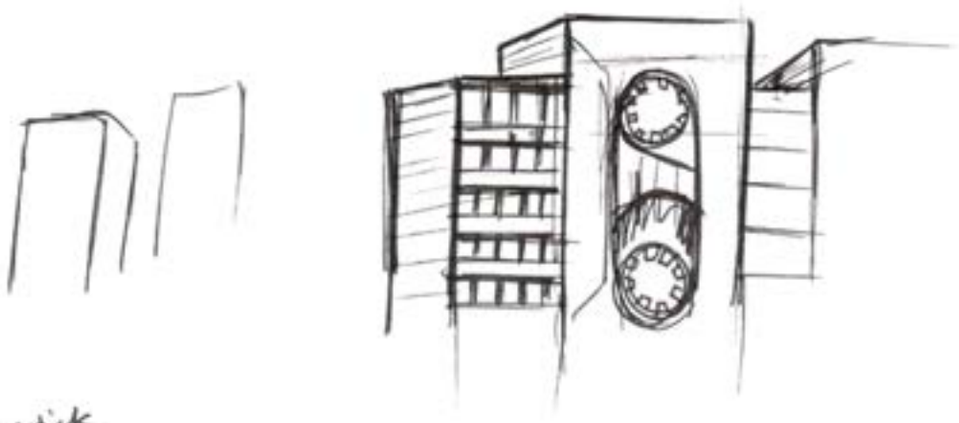
KAFFE

Untersuchungen

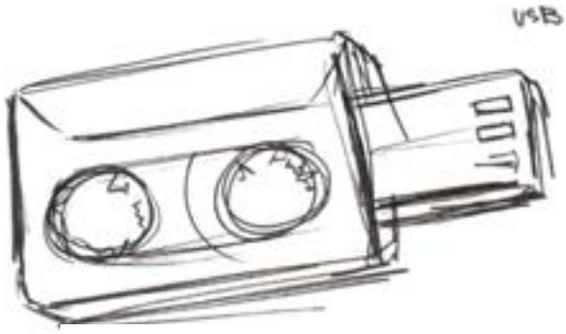
Speichermedien /

FOTOMONTAGEN À LA HAUSAUFGABE

Stadt Blocktetris

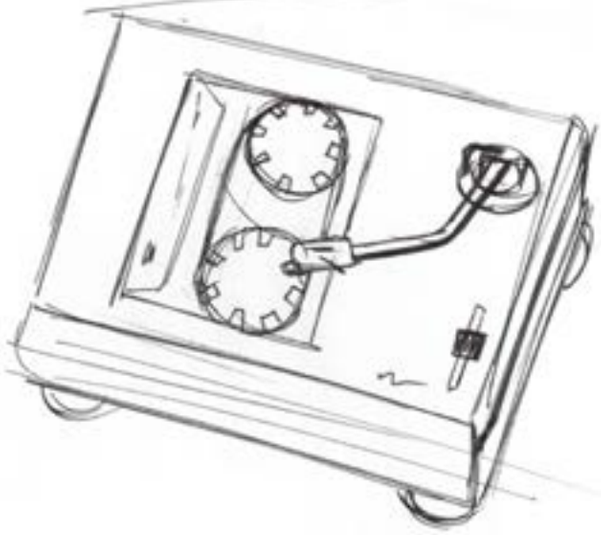


Memorystick



Floppydisk

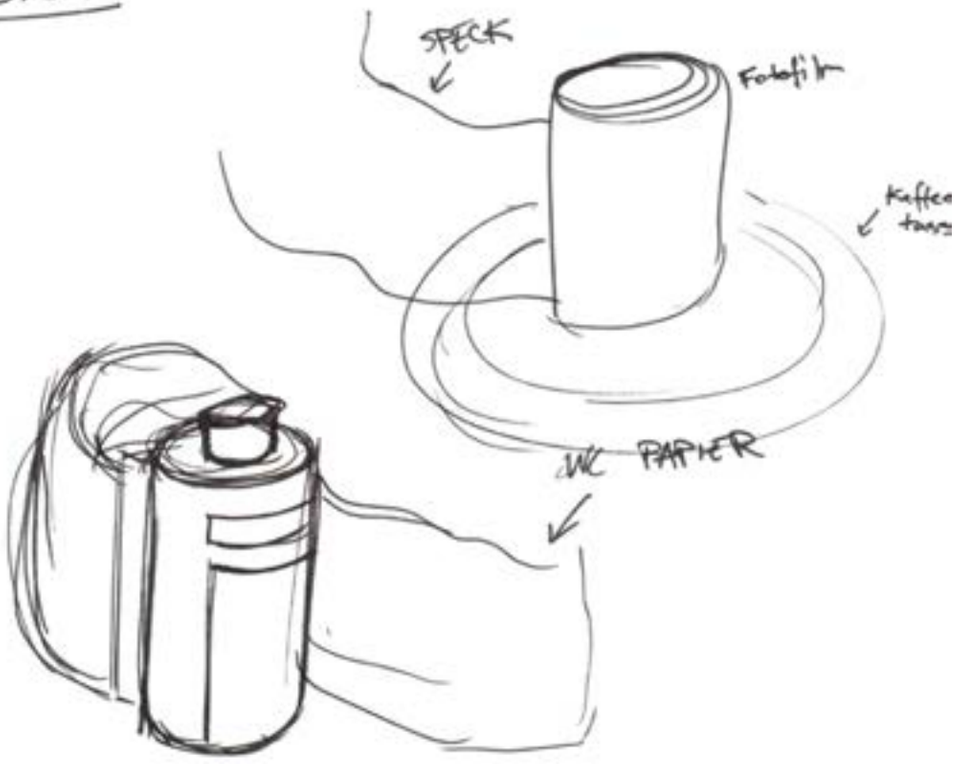
Technics + Tape

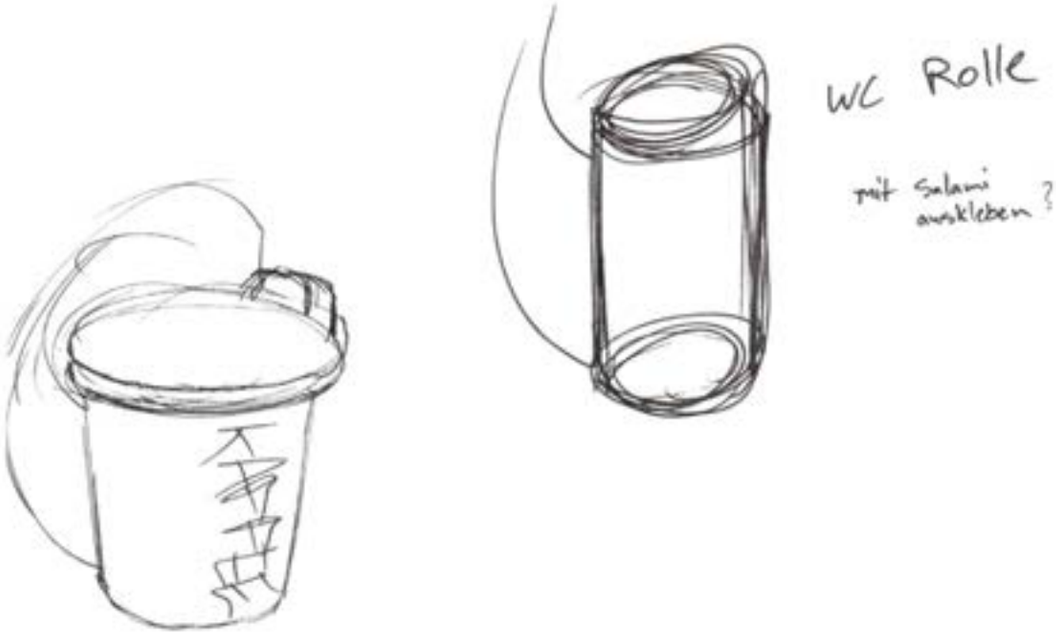


ROUNDISH

Haushalt

WC Rolle speck





Minigrip
konservierung
Vakkuum
TETRIS
16 Bit
Digital
Digital
+ Hintergrund
jeweils gegen
z.B Mario

Nintendo GAME BOY™
POWER
EJECT
RESET
Nintendo
SUPER NINTENDO

Nintendo GAME BOY
SELECT
START

Frisch verhürotet
Wahlverlürer
Glace-Verchäufer
3'56"
2'25"
6'11"
Turner-Filr
Im Schuehlade
Theater-Putzer
6'06"
3'30"
3'56"
moment 412
Alle Urheber- und Leistungsschutzrechte vorbehalten
1993 Moment AG, 6000 Luzern
Texte und Interpretation: Emil Steinberger, Luzern
Us em Archiv
Emil

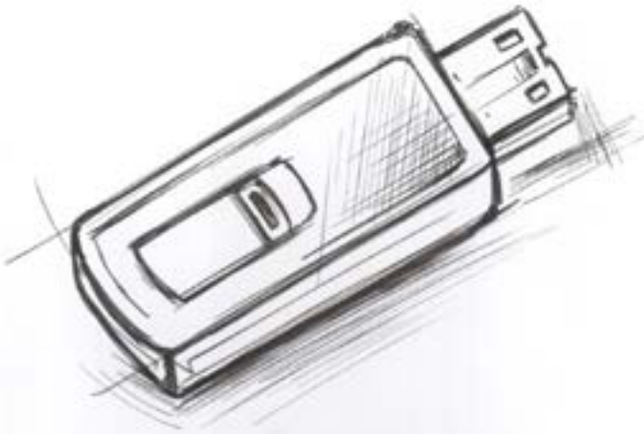
SUPER NINTENDO
SELECT
START

Objektauswahl

Skizzen

Analysen

Speichermedien 2 /



USB STICK

- DIGITAL
- DAUERHAFTES SPEICHERMEDIUM SOLANGE NICHT DEFEKT
- PREISKLASSE:
  → "BILLIG" - MITTELTEUER
- RECTANGLISH

EXTERNE HARDDISK

- DIGITAL
- DAUERHAFTES SPEICHERMEDIUM
  " "
- PREISKLASSE:
  TEUER
- RECTANGLISH

MUSIK TAPE

- DIGITAL - ANALOG ?
- DAUERHAFTES SPEICHERMEDIUM
- PREISKLASSE: MITTEL
- RECTANGLISH

IPOD

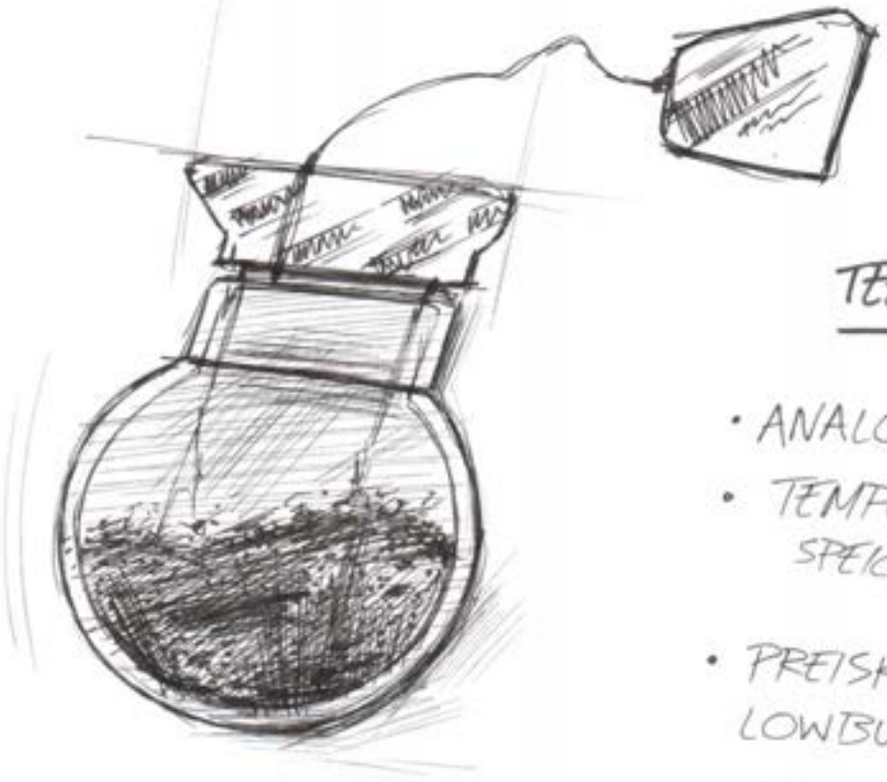
- DIGITAL
- DAUERHAFTES SPEICHERMEDIUM
- PREISKLASSE TEUER
- RECTANGLISH

FOTOFILM

- ANALOG
- DAUERHAFTES SPEICHERMEDIUM
- PREISKLASSE: MITTEL
- ROUNDISH ("RECTANGLISH")

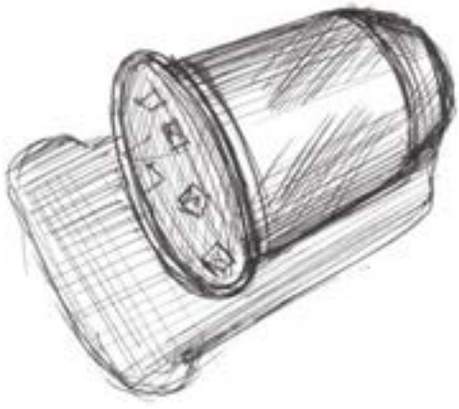
GAMEBOY

- DIGITAL 8BIT
- TEMPORÄRES SPEICHER-MEDIUM
  ↳ Abspielgerät
- Preisklasse: MITTEL - TEUER
- RECTANGLISH



TEEBEUTEL

- ANALOG
- TEMPORÄRES SPEICHERMEDIUM
- PREISKLASSE: LOWBUDGET
- ROUNDISH



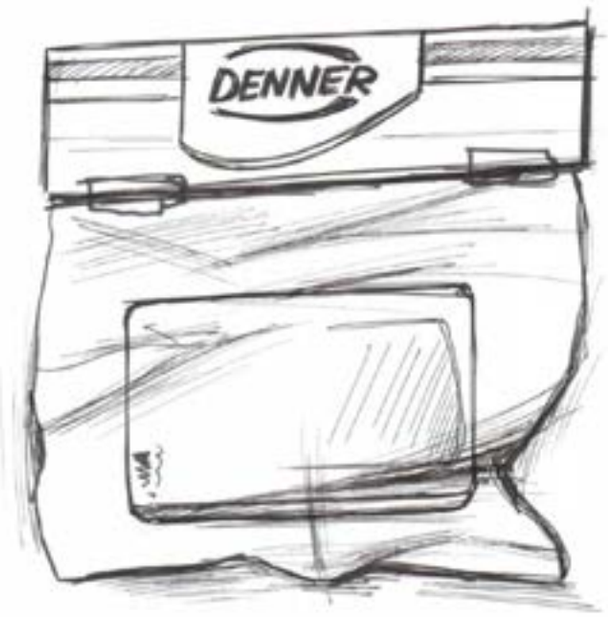
KAFFEE KAPSEL

- ANALOG
- TEMPORÄRES SPEICHERMEDIUM
- PREISKLASSE: LOW-BUDGET
- ROUNDISH

DIGITALKAMERA

- DIGITAL
- DAUERHAFTES SPEICHERMEDIUM
- PREISKLASSE: TEUER
- RECTANGLISH

LOWBUDGET

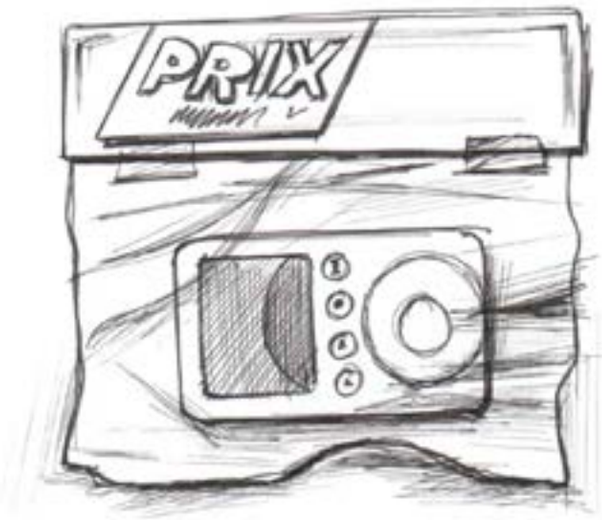


- EXTERNE FESTPLATTE
- DENNER PREISKLASSE
- HALTBAR DURCH VAKKUM
+ DAUERHAFTES SPEICHERMEDIUM
- DIGITAL
- TEUER, VERPACKT IN BILLIG KONTEXT
- RECTANGLISH

ORIGINALPREIS

NEU

LOW BUDGET!

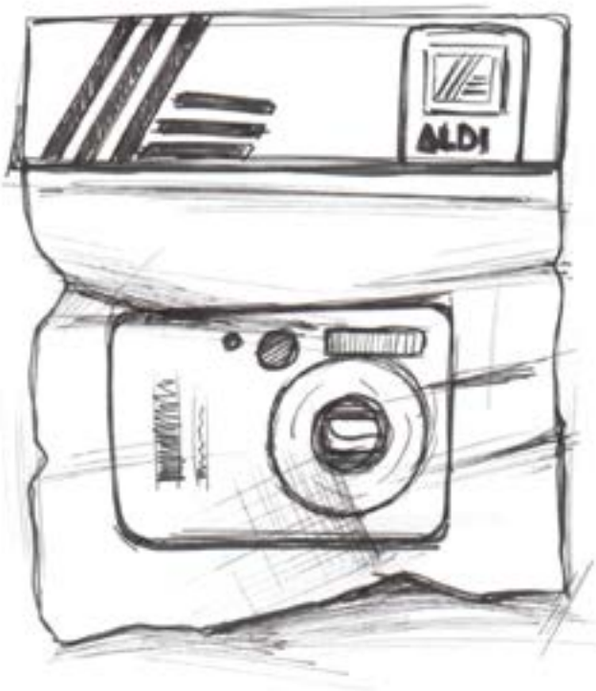


- IPOD VERPACKT
- PRIX GARANTIE PREISKLASSE
- HALTBAR DURCH VAKUUM + DAUERHAFTES SPEICHER-MEDIUM
- DIGITAL
- TEUER, VERPACKT ZU BILLIG KONTEXT
- RECTANGLISH

ORIGINAL

NEU

LOWBUDGET



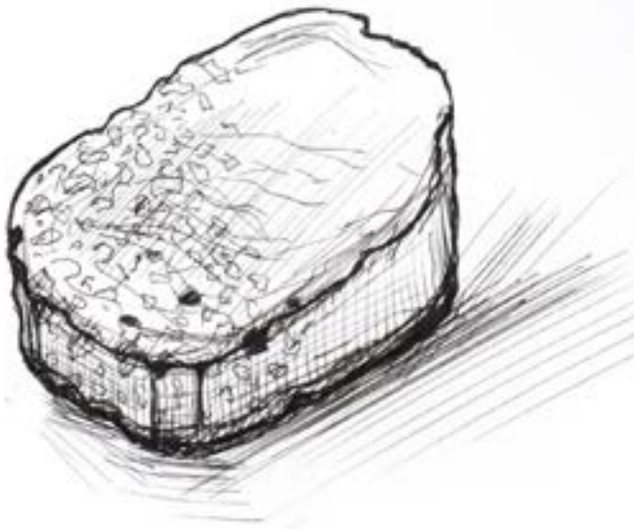
- COMPACT DIGITAL KAMERA
- ALDI PREISKLASSE
- HALTBAR DURCH VAKUUM
  + DATEN SIND DAUERHAFT GESPEICHERT
- DIGITAL
- TEUER, VERPACKT IN BILLIG KONTEXT
- RECTANGLISH

KAFFEKAPSEL

- ANALOG
- "LUXUS" PREISKLASSE
- HALTBAR DURCH PLASTIKVERPACKUNG
- DATEN TEMPORÄR GESPEICHERT, NACH GEBRAUCH DATEN GELÖSCHT
- BILLIG, VERPACKT IN LUXUS KONTEXT
- ROUNDISH

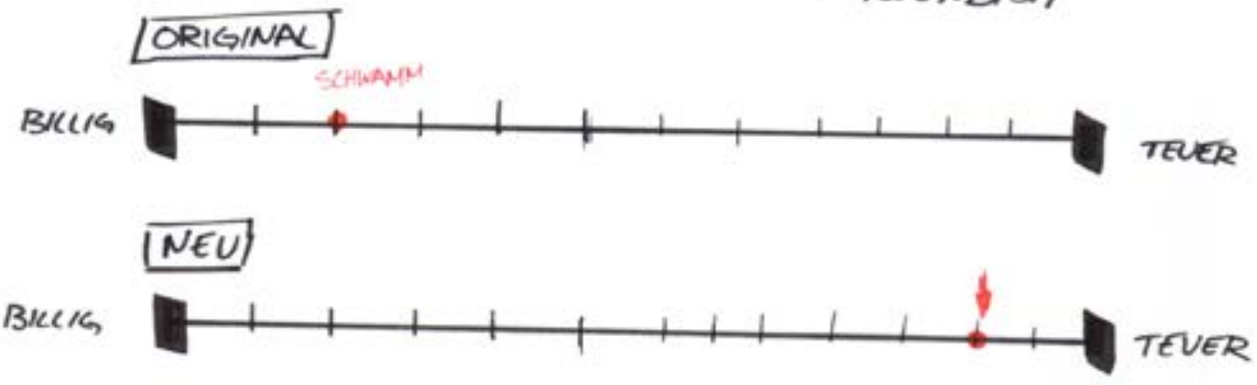
ORIGINALPREIS

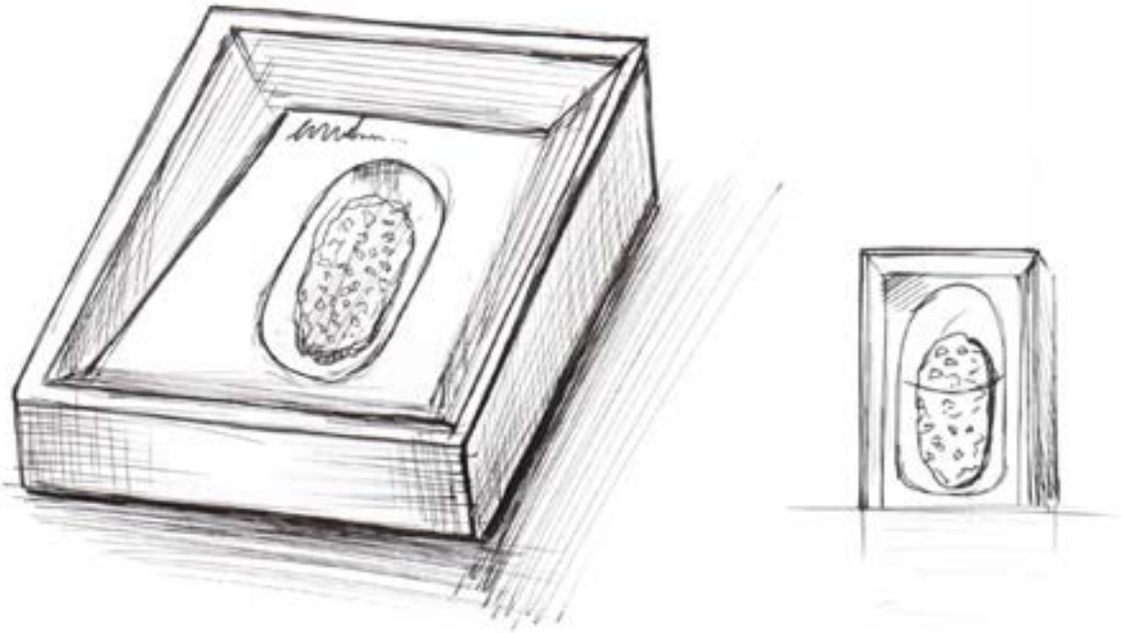
NEU



SCHWAMM

- ANALOG
- LUXUS PREISKLASSE
- HALTBAR
- DATEN NUR TEMPORÄR GESPEICHERT
- BILLIG VERPACKT IN LUXUS KONTEXT
- ROUNDISH





TEEBEUTEL

- ANALOG
- " LUXUS PREISKLASSE
- HALTBAR BIS GEBRAUCH
- DATEN TEMPORÄR
- BILLIGPRODUKT, VERPACKT IN LUXUS KONTEXT
- ROUNDISH

Velvia
100F
FUJICHROME
Professional
FUJIFILM
ALDI

• LOOK FOR THE BEST •
DENNER

PRIX
Garantie

Verpackung

analog_digital

billig_teuer

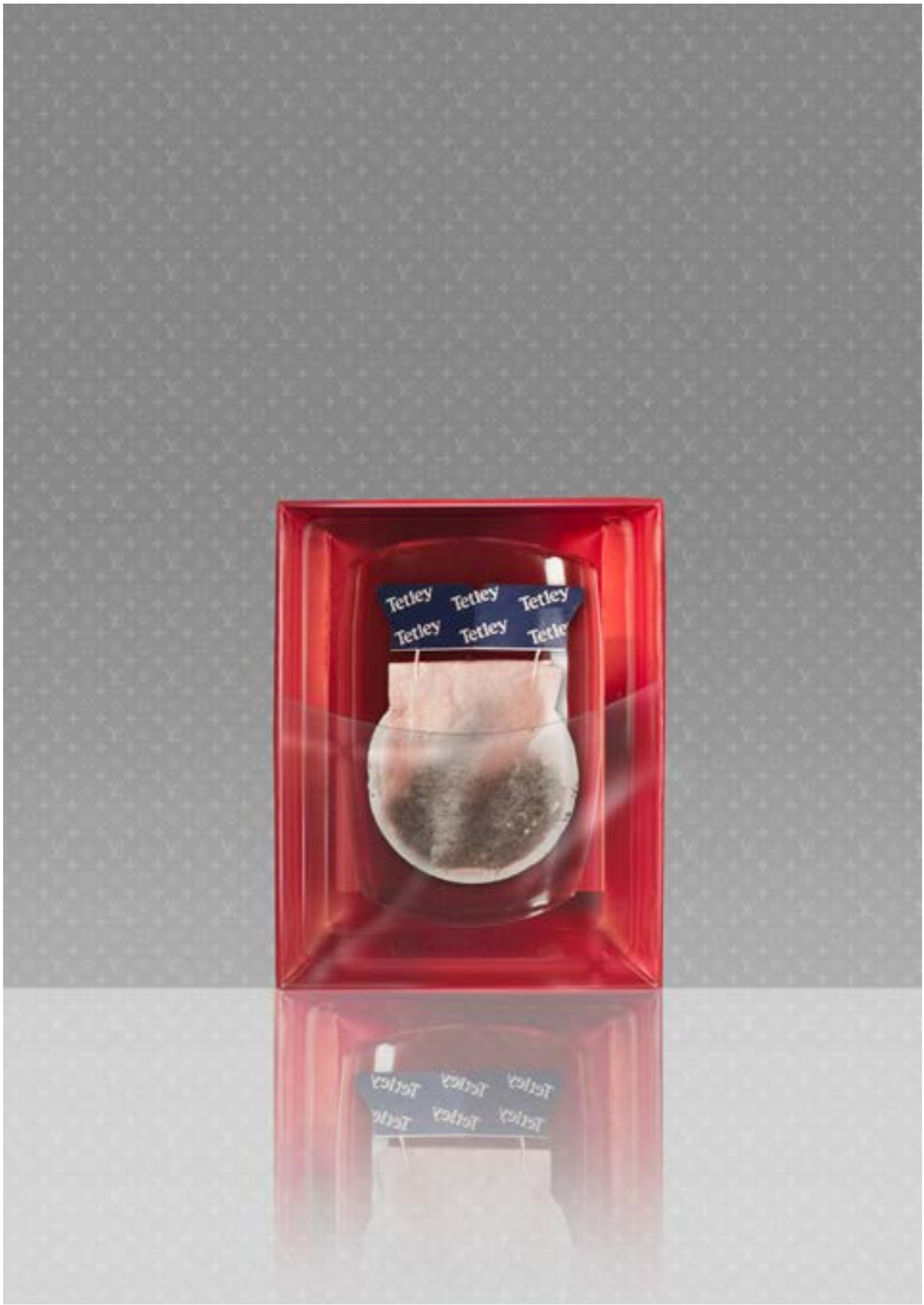
rectanglish_roundish

Speichermedien 2 /

PRIX
Garantie

• LOOK FOR THE BEST •
DENNER
iomega

ALDI
Canon
8.0


Tetley
Tetley
Tetley
Tetley
Tetley

GIORGIO ARMANI

GIORGIO ARMANI

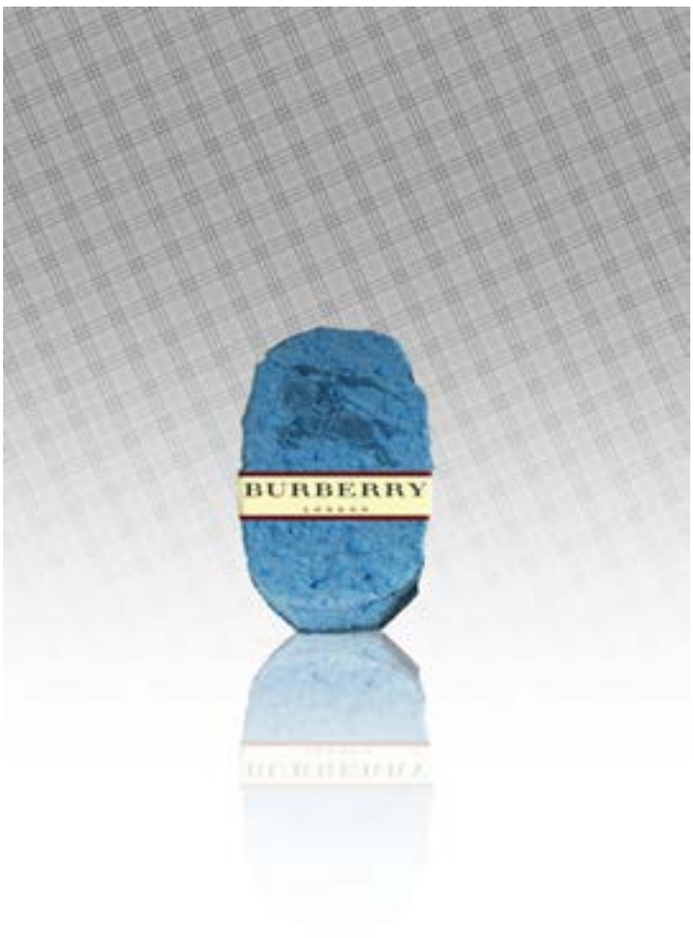
BURBERRY
LONDON

BURBERRY

Projektabschluss

Speichermedien 2 /

DENNER


BURBERRY

ALDI

GIORGIO ARMANI

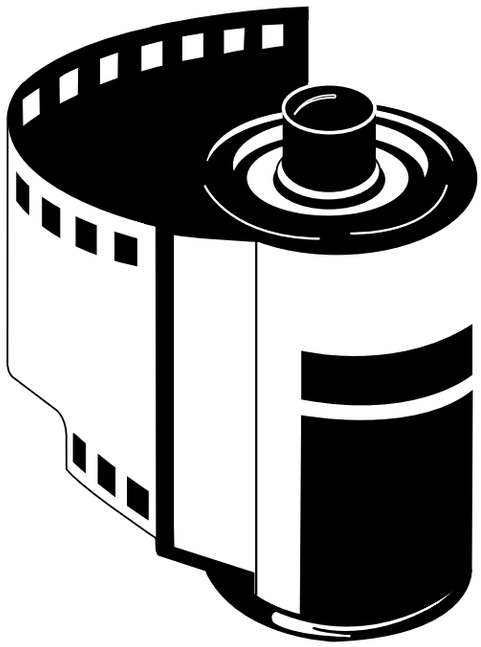
PRIX
Garantie

02

Konzeption /

Semiotik /

Frühlings Semester /

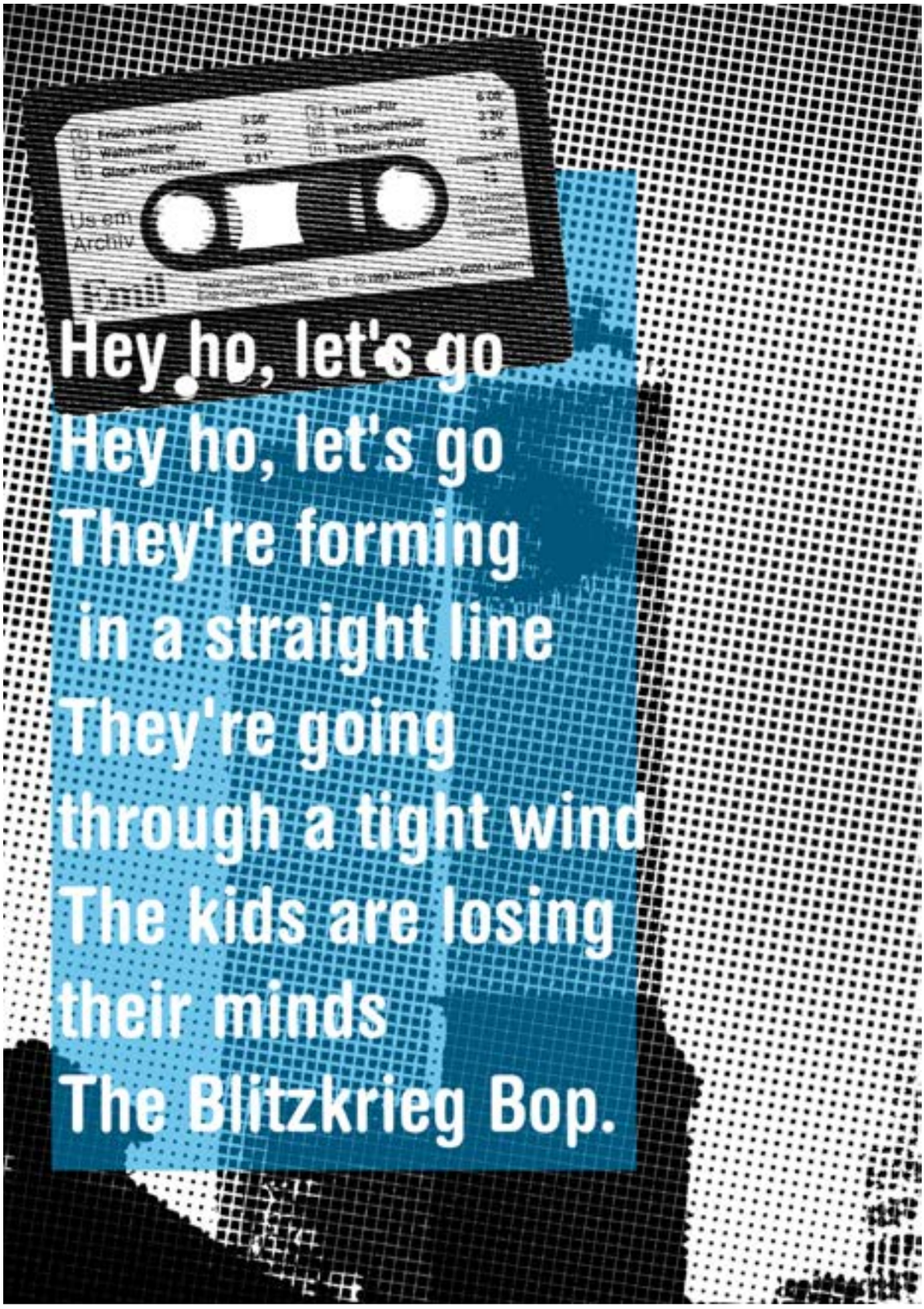


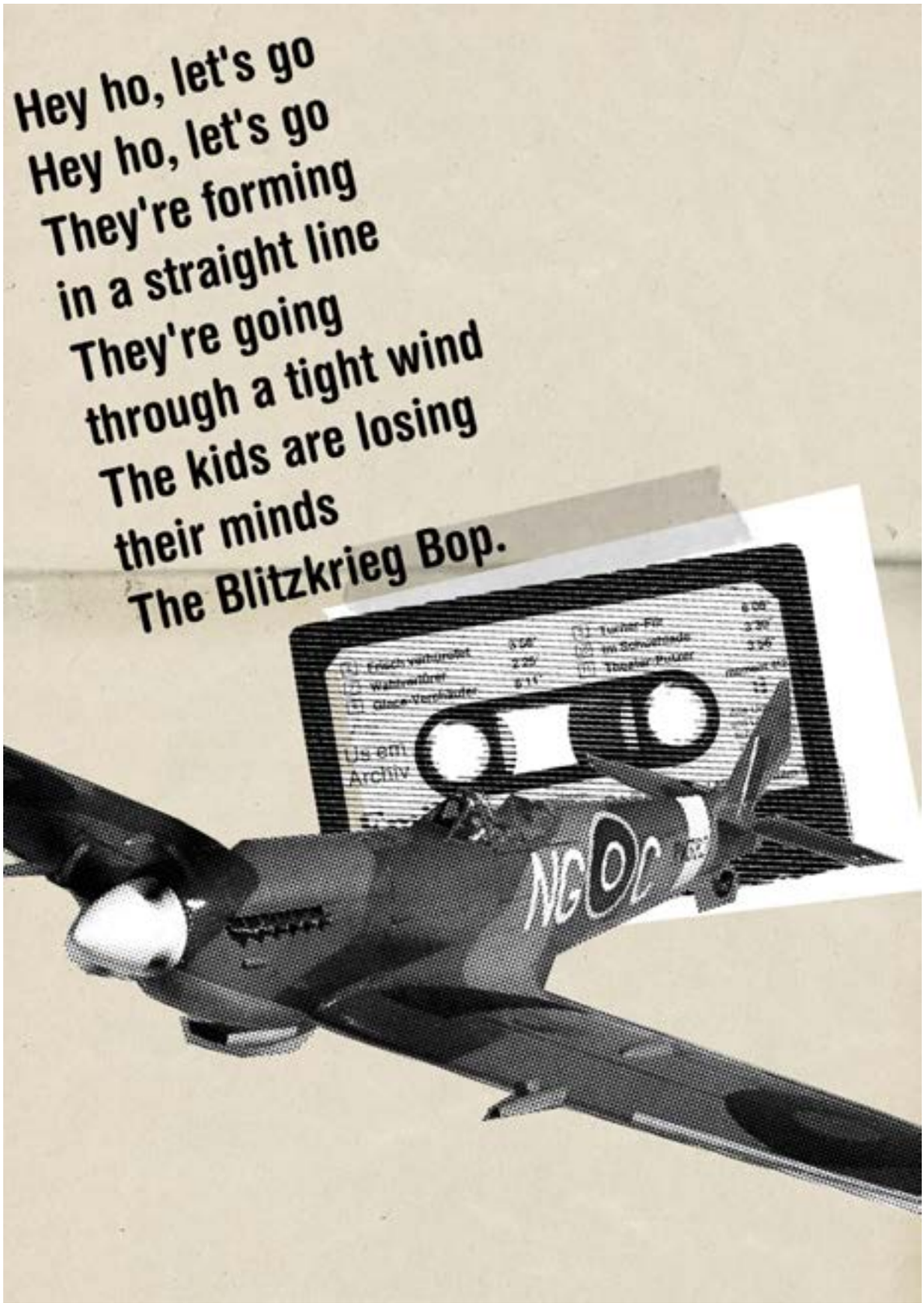
Ideen sammeln

neue Kontexte schaffen

Songtexte /

Filmtitel /


Hey ho, let's go
Hey ho, let's go
They're forming
in a straight line
They're going
through a tight wind
The kids are losing
their minds
The Blitzkrieg Bop.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They're forming
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They're going
through a tight wind
The kids are losing
their minds
The Blitzkrieg Bop.

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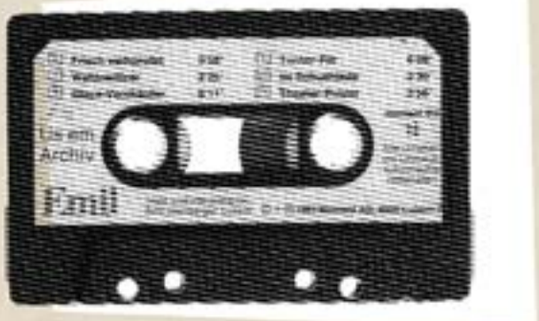
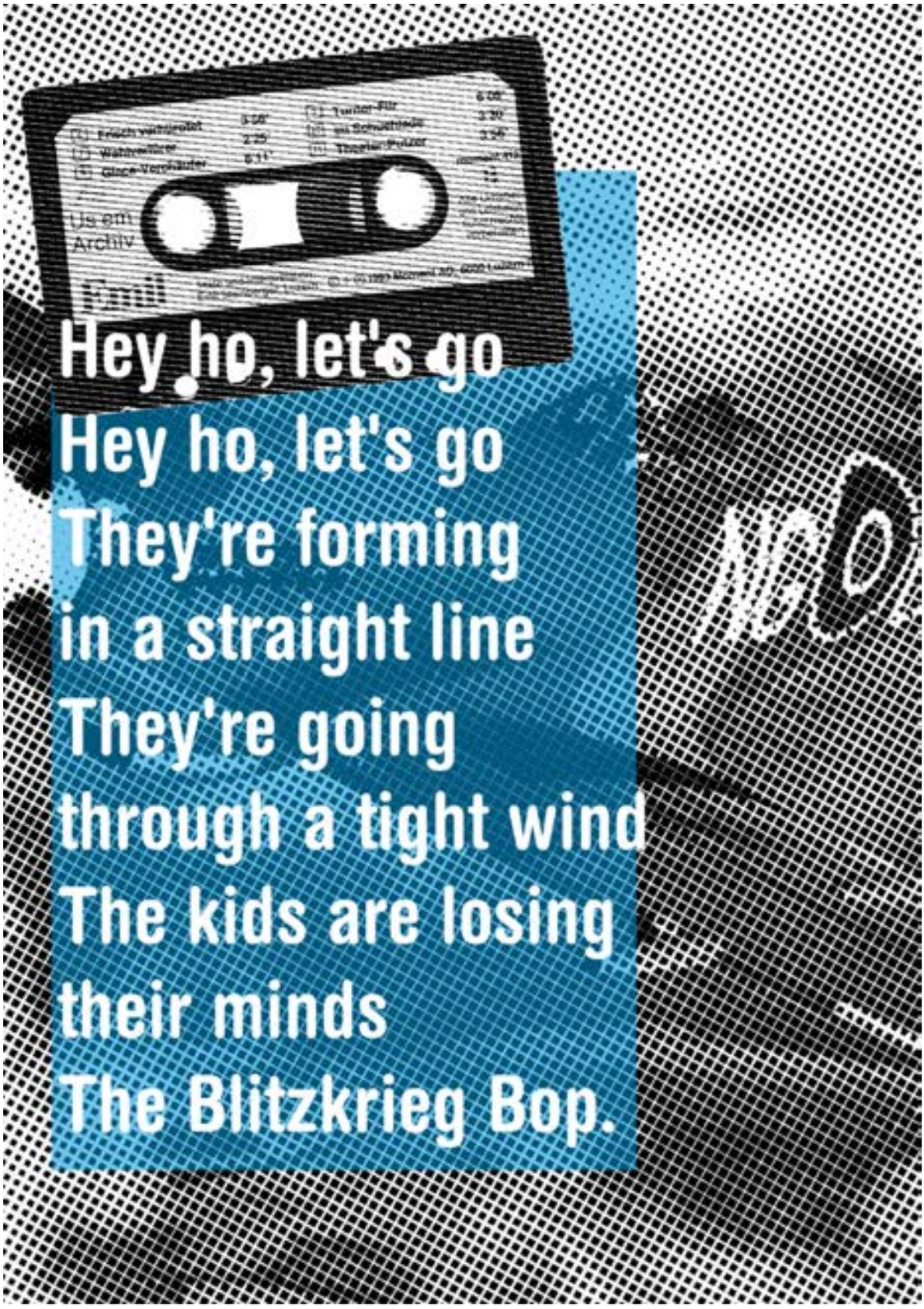
The Blitzkrieg Bop.

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Hey ho, let's go
They're forming
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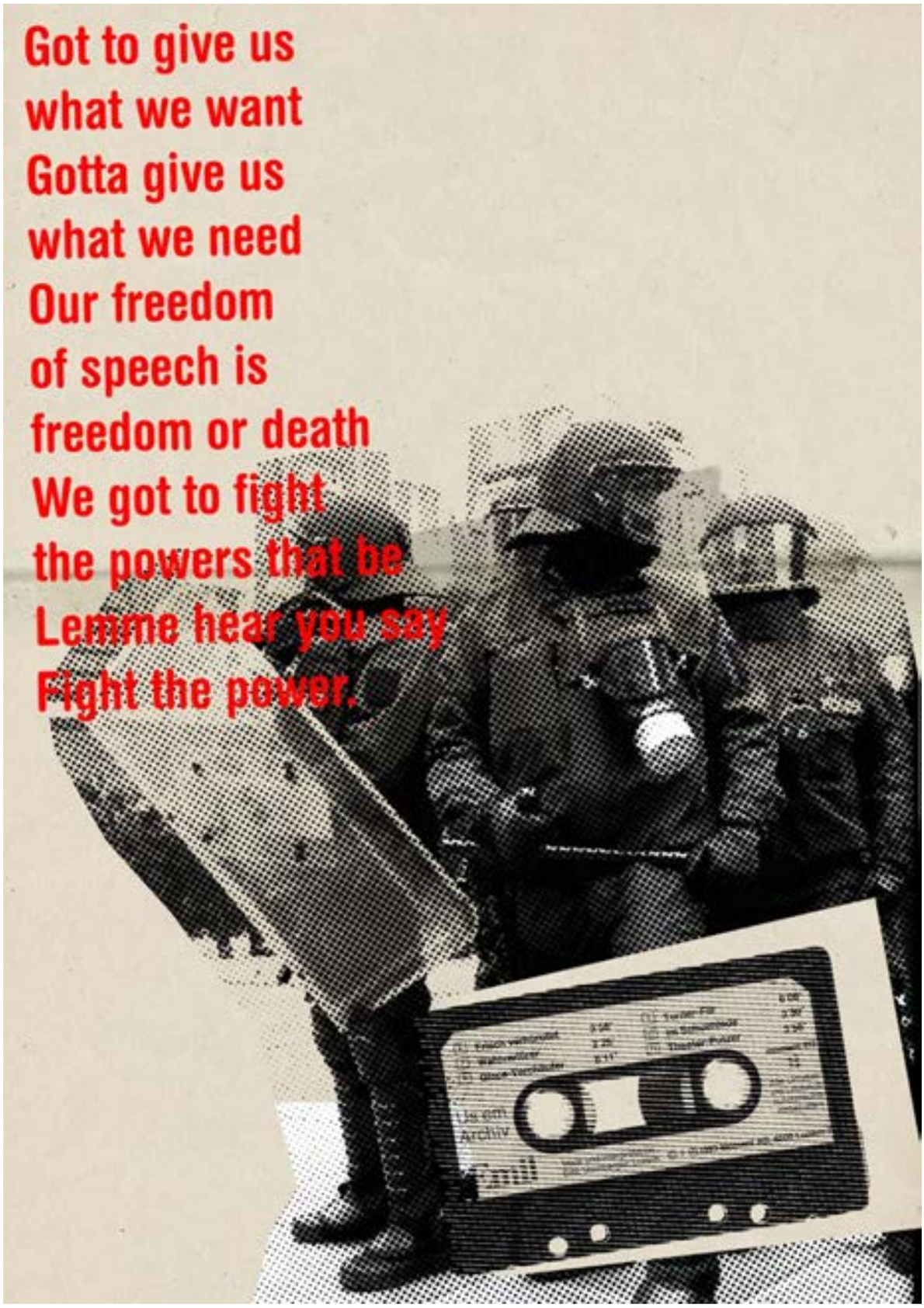
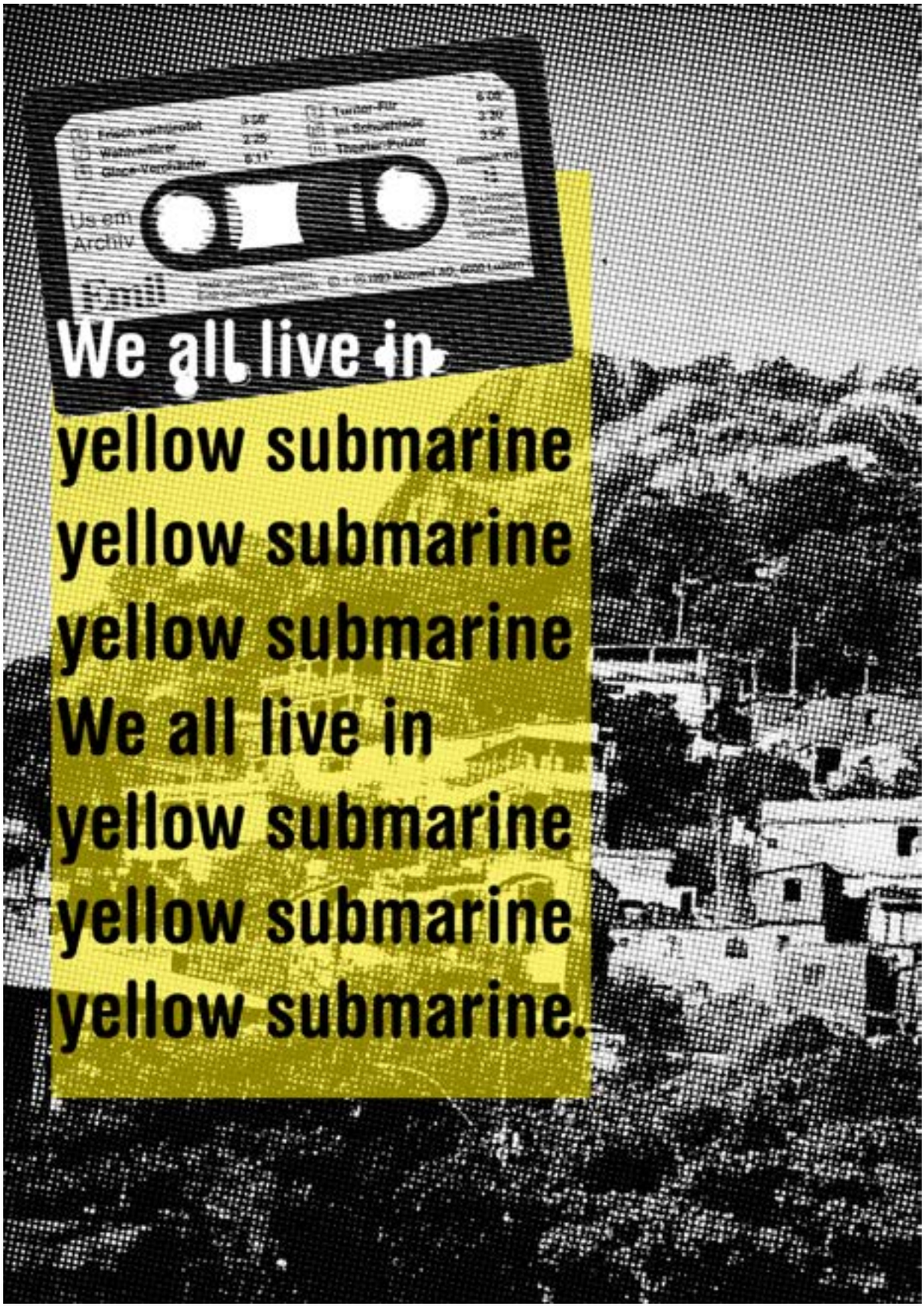

Got to give us
what we want
Gotta give us
what we need
Our freedom
of speech is
freedom or death
We got to fight
the powers that be
Lemme hear you say
Fight the power.

GOT TO GIVE US
WHAT WE WANT
GOTTA GIVE US
WHAT WE NEED
OUR FREEDOM
OF SPEECH IS
FREEDOM
OR DEATH
WE GOT TO FIGHT
FIGHT THE POWER

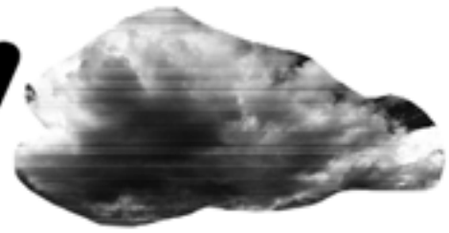
God save the queen
She ain't no
human being
There is no future
In England's
dreaming...
No future
No future
No future for you.

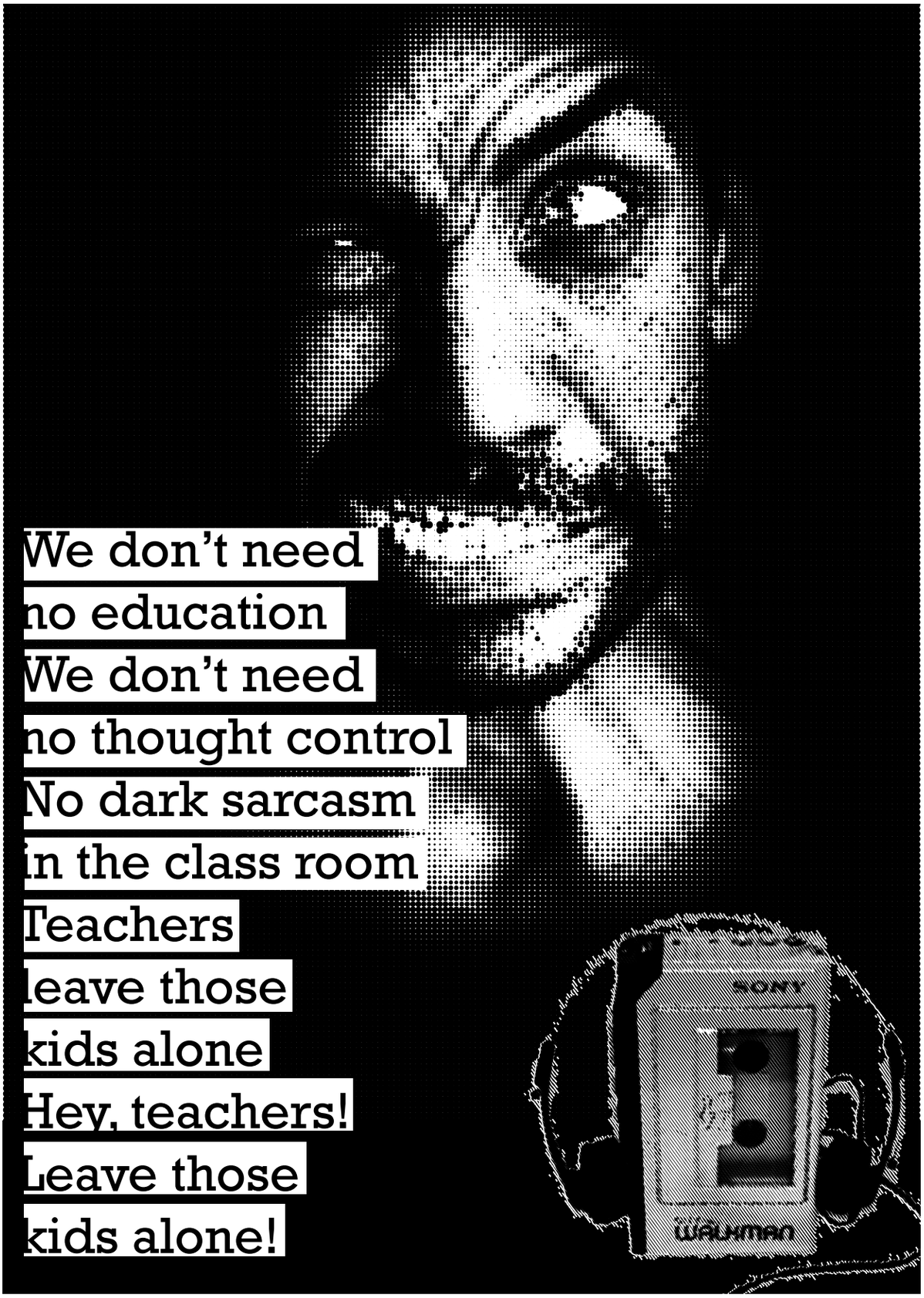
GOD SAVE THE QUEEN
SHE AIN'T NO
HUMAN BEING
THERE IS NO FUTURE
IN ENGLAND'S
DREAMING
NO FUTURE
NO FUTURE
NO FUTURE FOR YOU.

We all live in
yellow submarine,
yellow submarine,
yellow submarine,
We all live in
yellow submarine,
yellow submarine,
yellow submarine.


We all live in
yellow submarine
yellow submarine
yellow submarine
We all live in
yellow submarine
yellow submarine
yellow submarine.

WHY DOES IT ALWAYS RAIN ON ME?




We don't need
no education
We don't need
no thought control
No dark sarcasm
in the class room
Teachers
leave those
kids alone
Hey, teachers!
Leave those
kids alone!
SONY
WALKMAN

erste Kompositionen

Verfolgung einer Idee

Dekonstruktion_Zerstörung

Songtexte /

Filmtitel /

Got to give us what we want
Gotta give us what we need
Our freedom of speech
is freedom or death
We got to fight
the powers that be
Lemme hear you say
Fight the power.

Got to give us what we want
Gotta give us what we need
Our freedom of speech
is freedom or death
We got to fight
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Lemme hear you say
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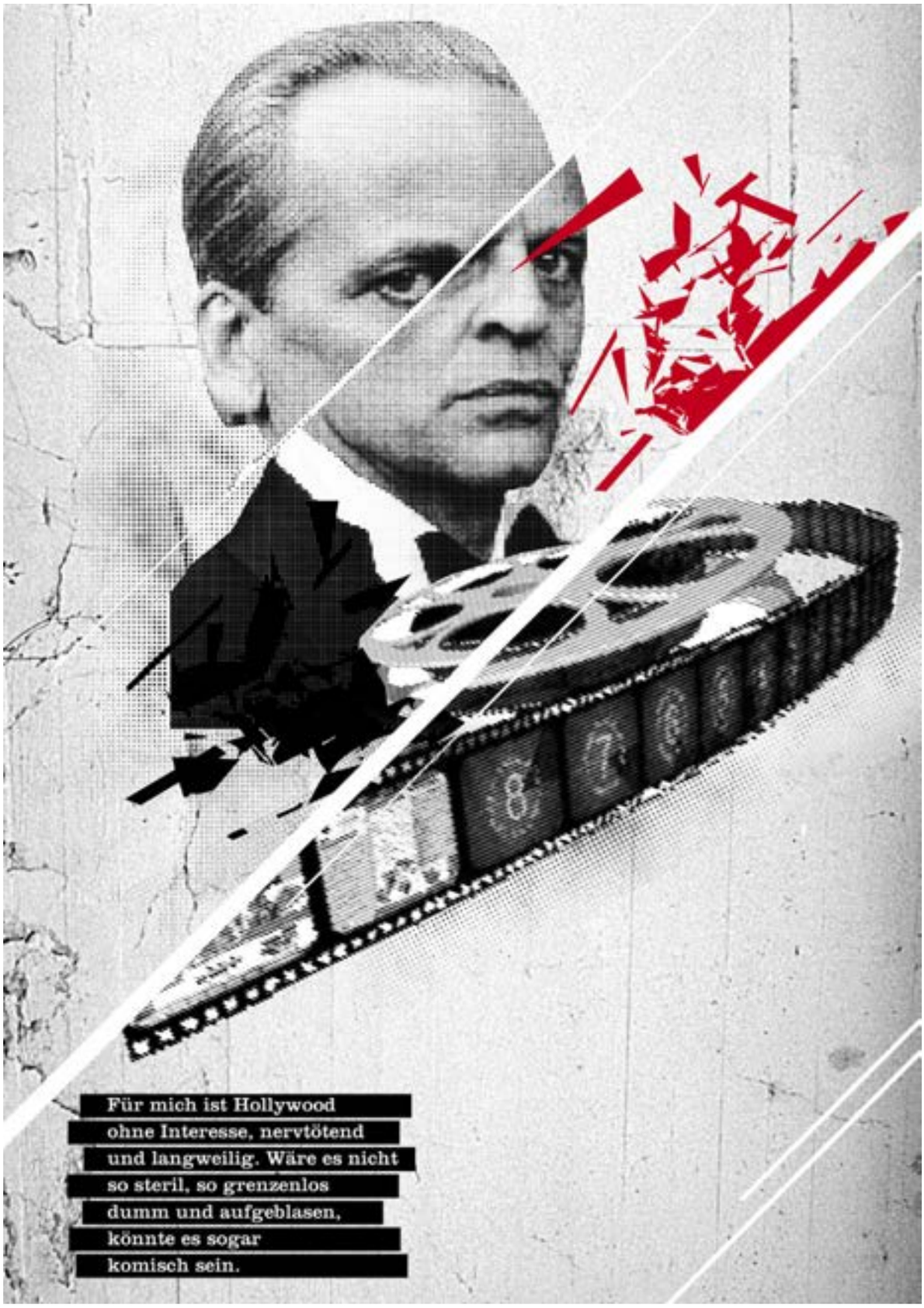
Got to give us what we want
Gotta give us what we need
Our freedom of speech
is freedom or death
We got to fight
the powers that be
Lemme hear you say
Fight the power.

God save the queen
She ain't no
human being
There is no future
In England's dreaming
No future, No future
No future
for you.

Got to give us what we want
Gotta give us what we need
Our freedom of speech
is freedom or death
We got to fight
the powers that be
Lemme hear you say
Fight the power.

We don't need
no education
We don't need
no thought control
No dark sarcasm
in the class room
Teachers
leave those kids alone
Hey, teachers!
Leave those
kids alone!


Für mich ist Hollywood
ohne Interesse, nervtötend
und langweilig. Wäre es nicht
so steril, so grenzenlos
dumm und aufgeblasen,
könnte es sogar
komisch sein.

Typo schafft Bezug zu

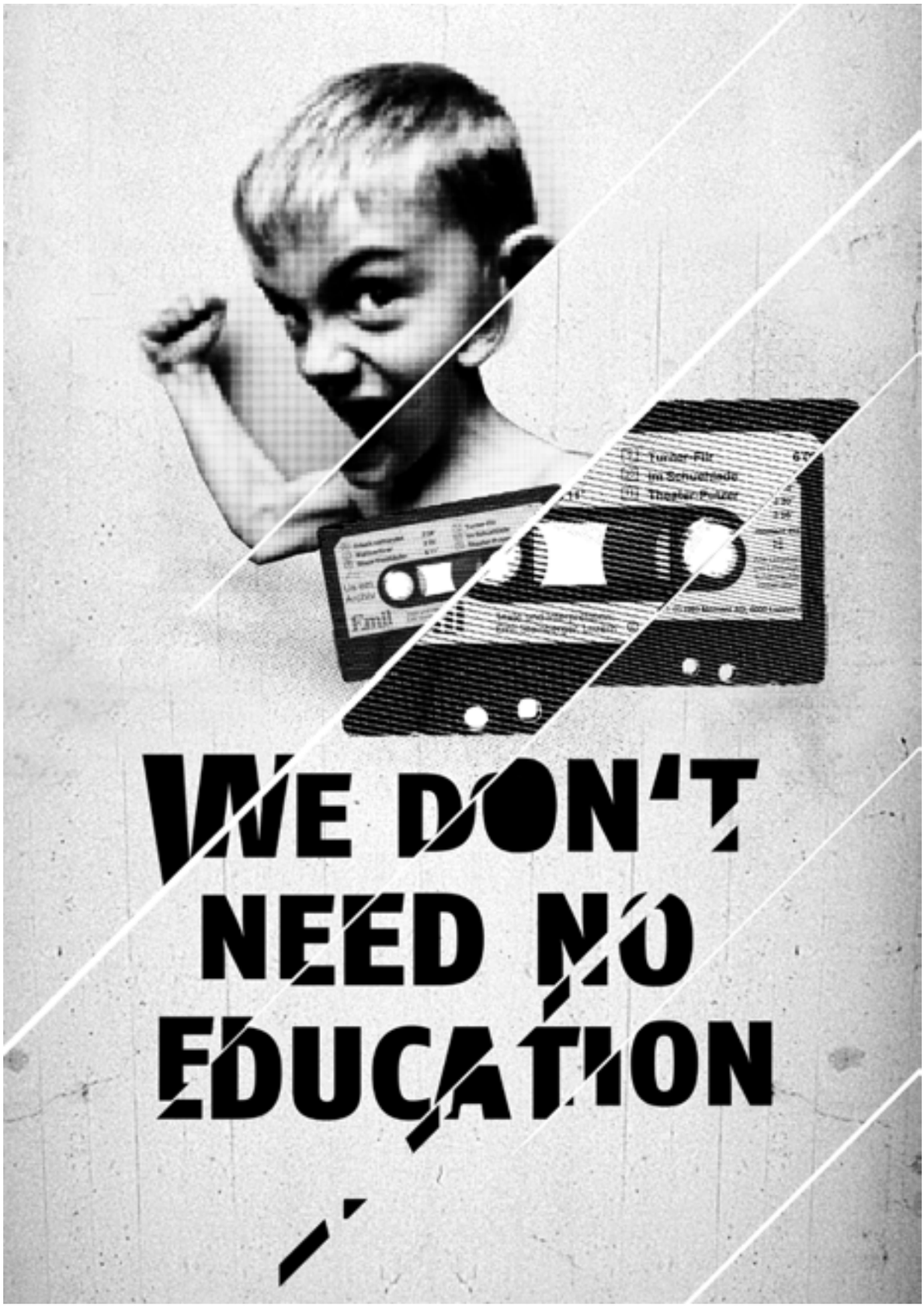
Film / Musik

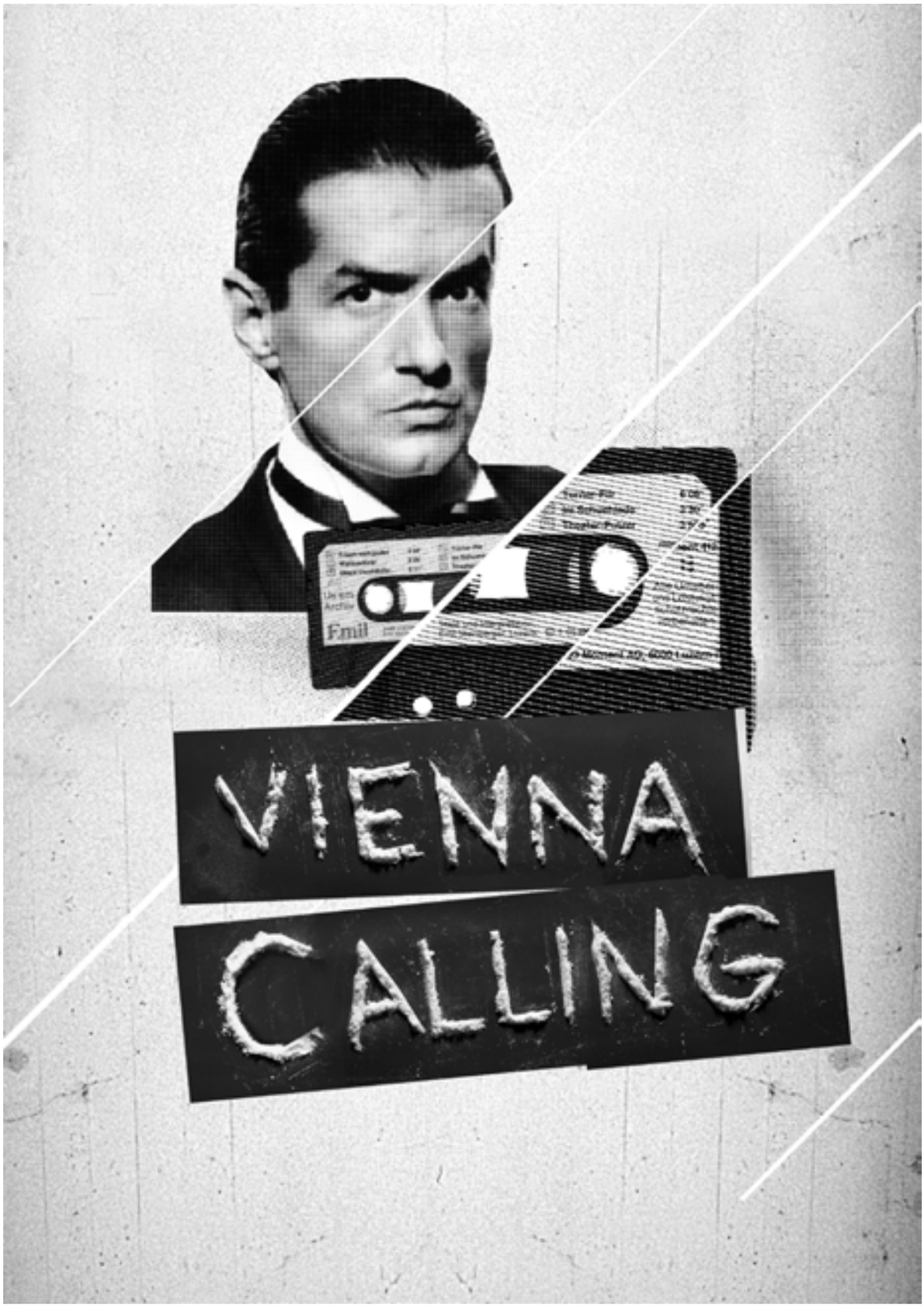
Schauspieler / Interpret

Songtexte /

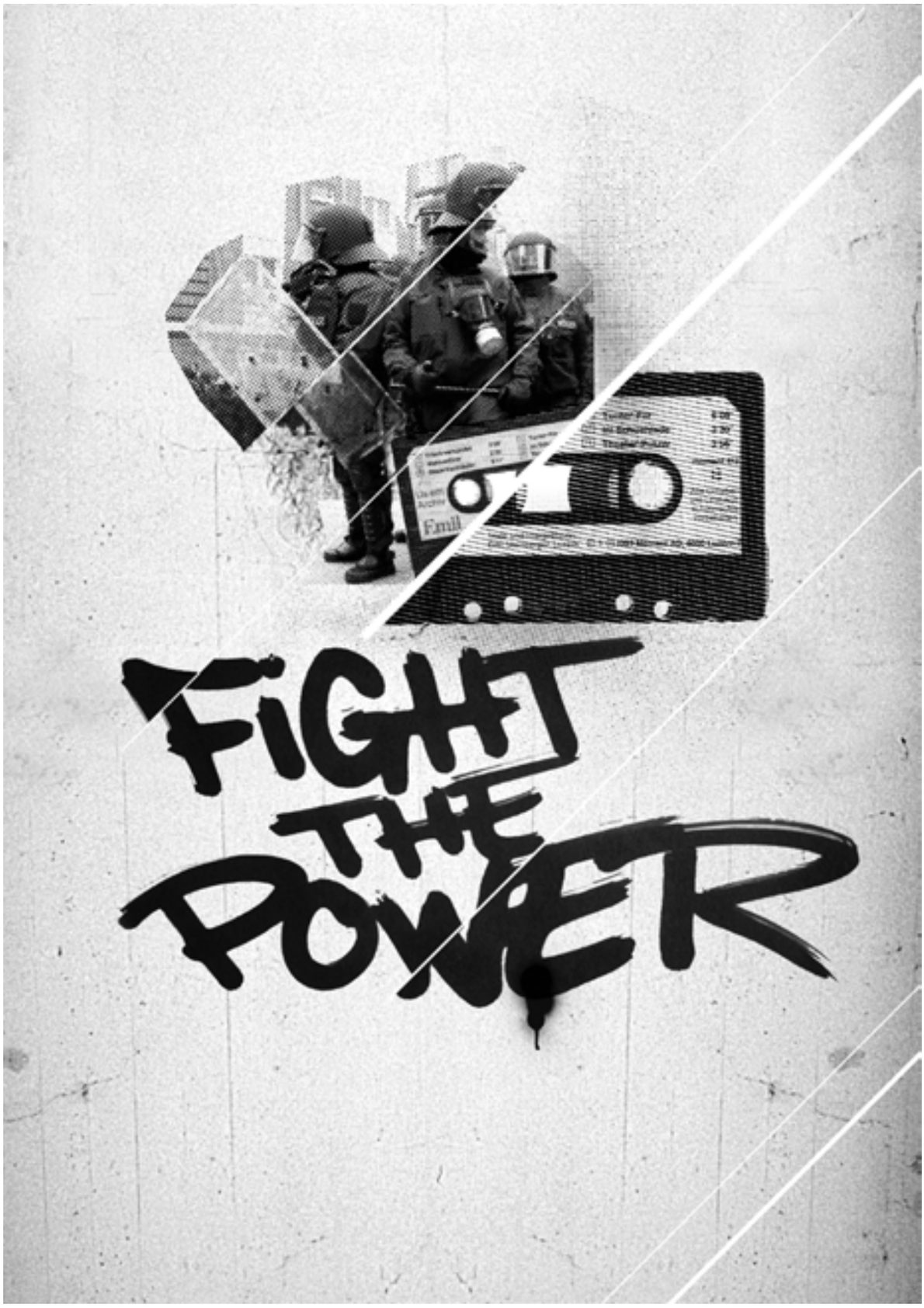
Filmtitel /

DENN SIE
WISSEN
NICHT WAS
SIE TUN


WE DON'T
NEED NO
EDUCATION


Emil
VIENNA
CALLING

HAST DU DAS GANZE
ACID EINGEWORFEN?
SO IST ES! MUSIK!


FIGHT
THE
POWER

NO FUTURE
IN ENGLAND'S
DREAMING

GENIE ZU SEIN,
BEDEUTET FÜR MICH,
ALLES ZU TUN, WAS ICH WILL

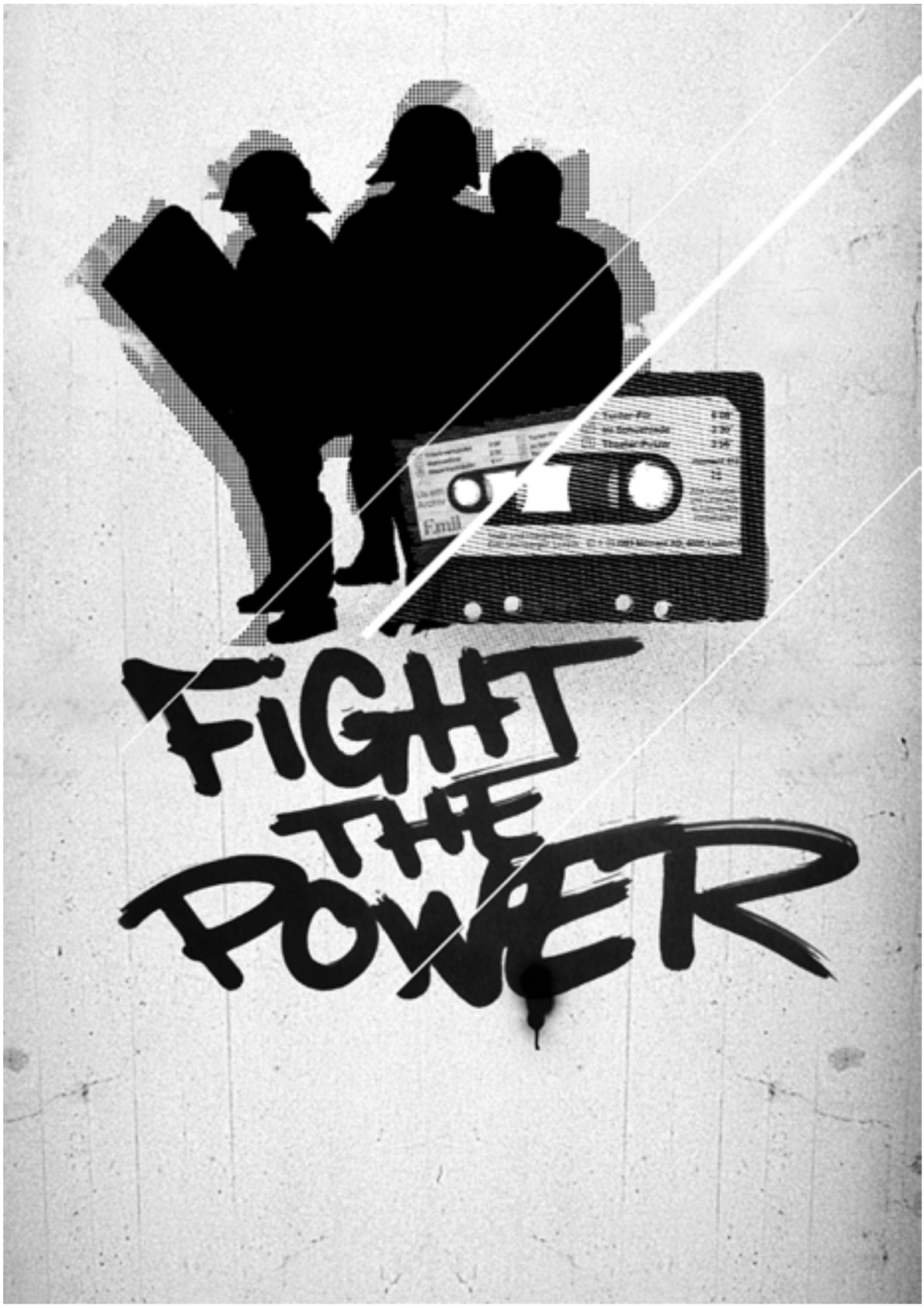
SPIEL MIR
DAS LIED VOM TOD

DENN SIE
WISSEN
NICHT WAS
SIE TUN

SPIEL MIR
DAS LIED VOM TOD

HAST DU DAS GANZE
ACID EINGEWORFEN?
SO IST ES! MUSIK!

NO FUTURE
IN ENGLAND'S
DREAMING


FIGHT
THE
POWER

VIENNA CALLING

WE DON'T NEED NO EDUCATION

FIGHT THE POWER

HAST DU DAS GANZE ACID EINGEWORFEN?

SO IST ES! MUSIK!

DENN SIE WISSEN NICHT WAS SIE TUN

SPIEL MIR DAS LIED VOM TOD

Zwischenversuche

Visualisierung

Magnetbande/Filmmaterial

Songtexte /

Filmtitel /

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SPIEL MIR
DAS LIED
VOM TOD

Falco_vienna calling

Sex Pistols_god save the queen

N.W.A – fight the power

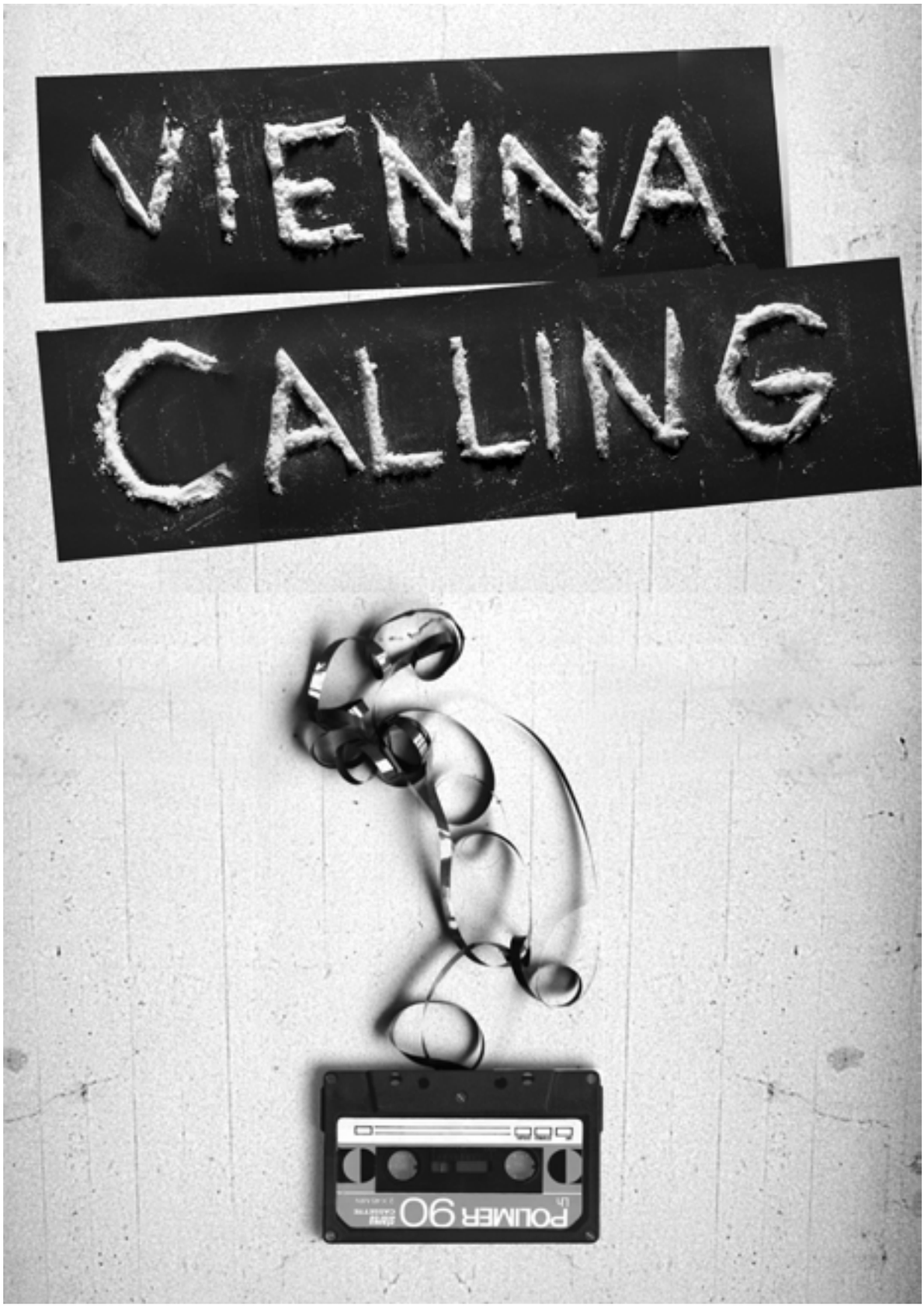
James Dean_denn sie wissen nicht was sie tun

Trainspotting_trainspotting

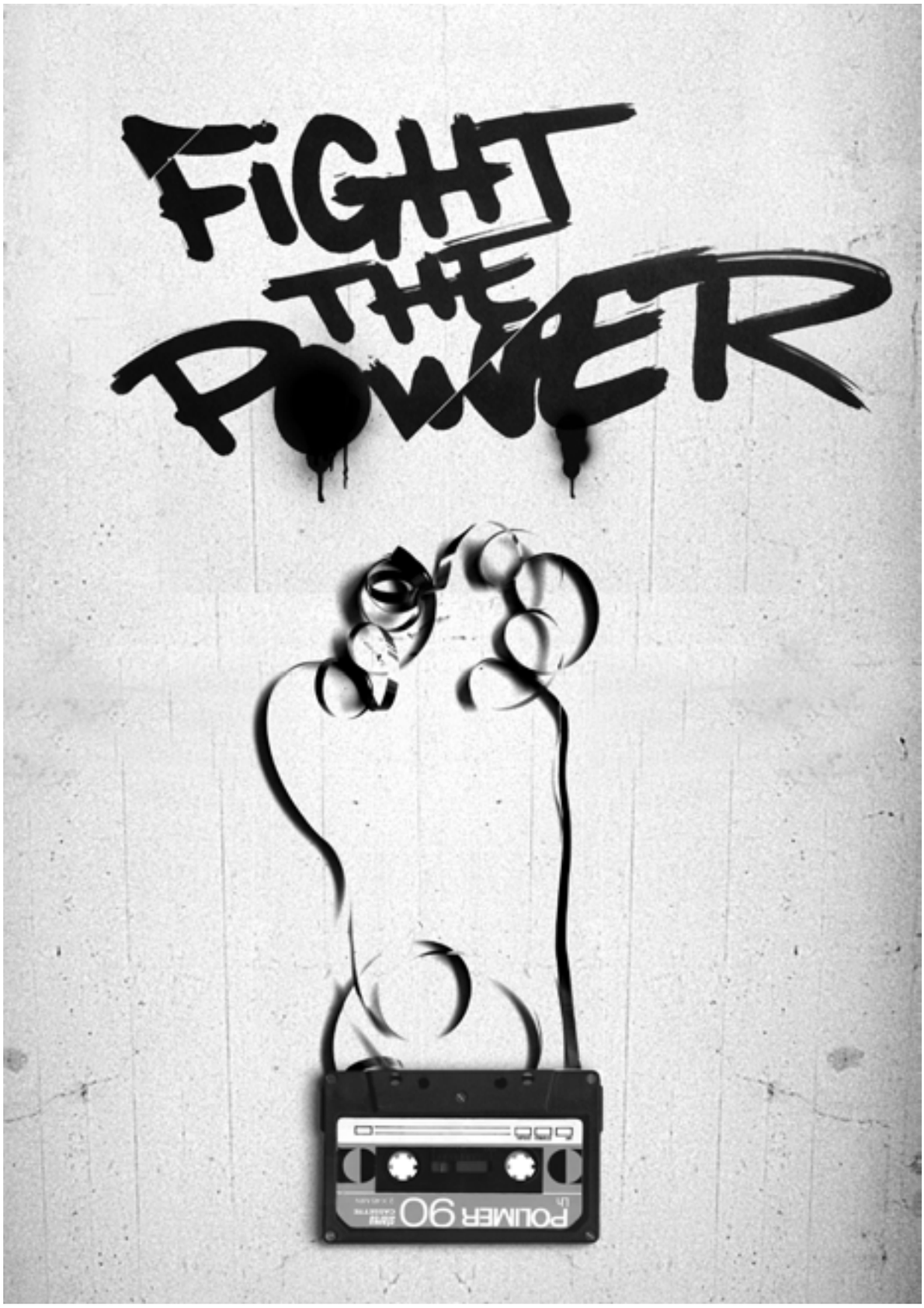
acid_fear and loathing in las vegas

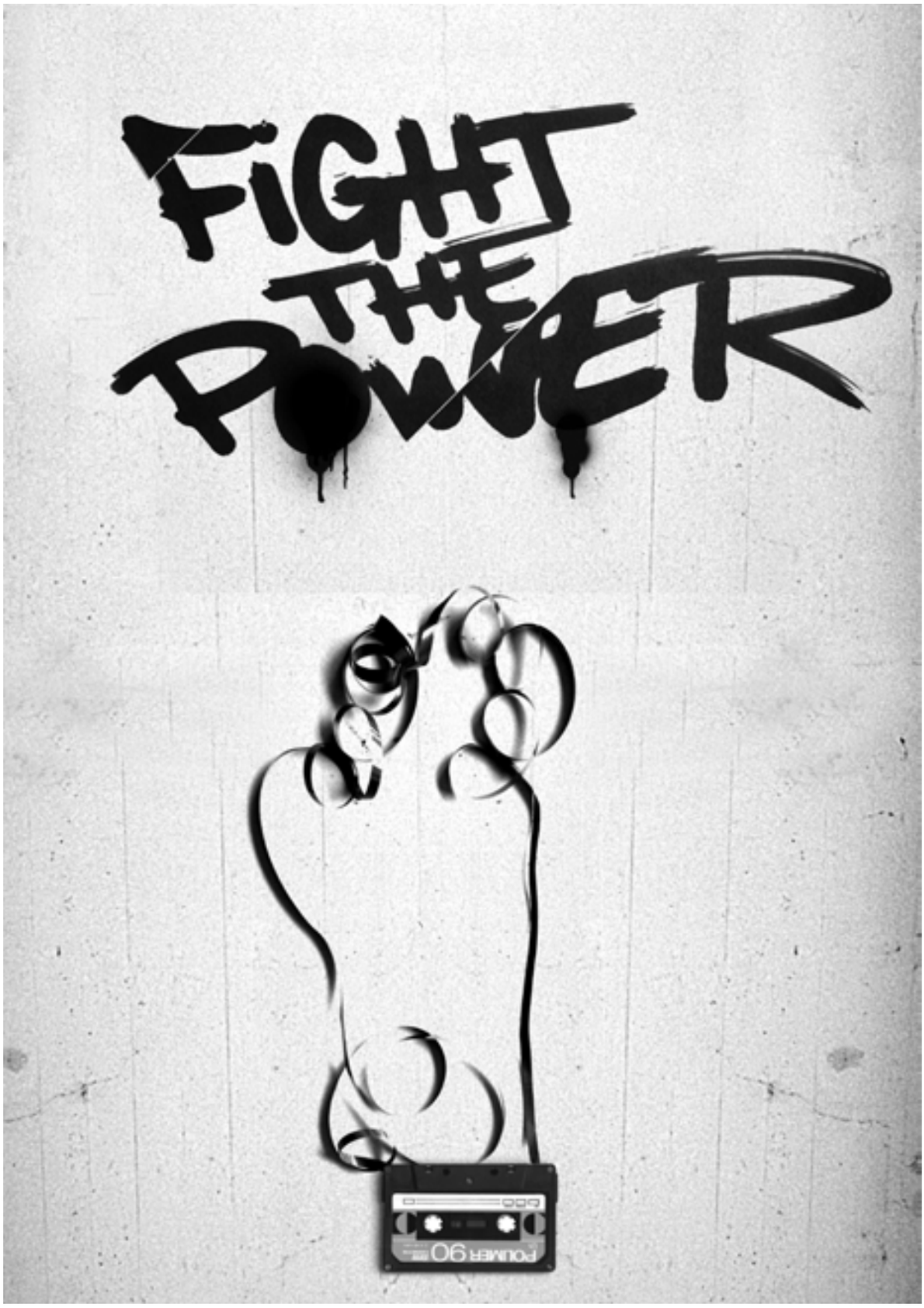
Songtexte /

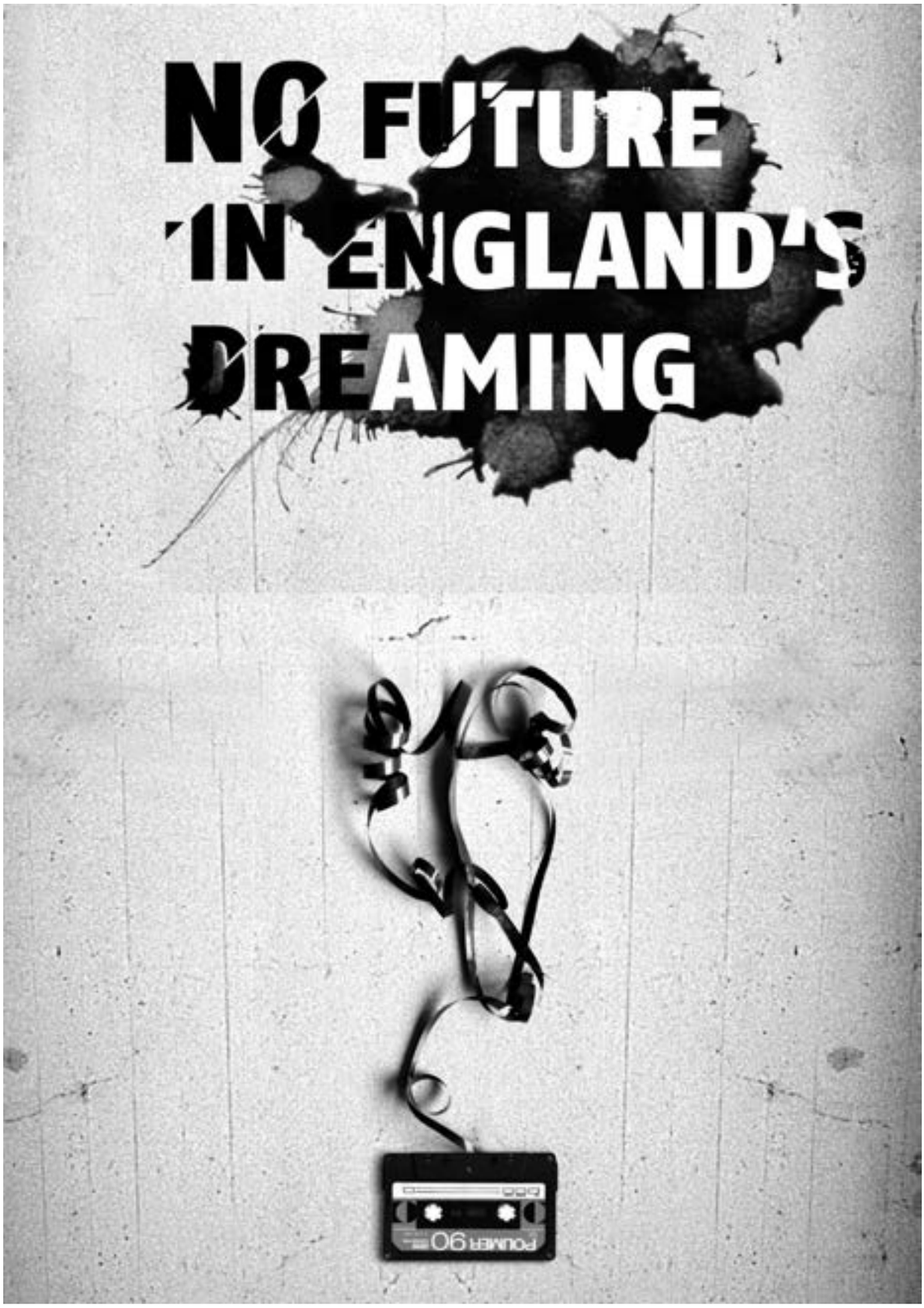
Filmtitel /


VIENNA
CALLING
POLYMER 90

NO FUTURE
IN ENGLAND'S
DREAMING
POLYMER 90


FIGHT
THE
POWER
POLIMER 90


FIGHT
THE
POWER
POWER 90


NO FUTURE
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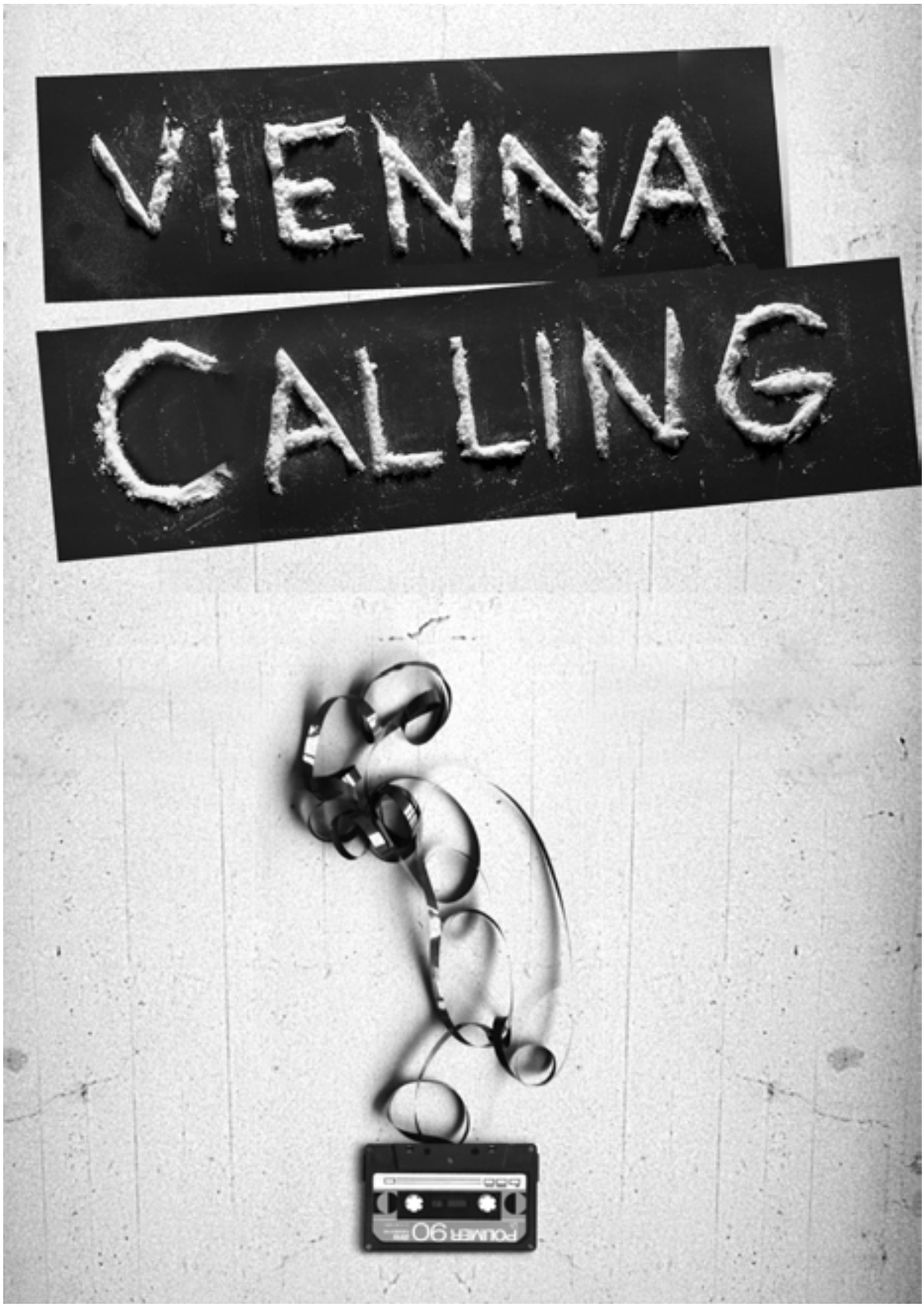
DREAMING
POWER 90


VIENNA
CALLING
POWER 90

DENN SIE
WISSEN
NICHT WAS
SIE TUN

SPIEL MIR DAS LIED VOM TOD

HAST DU DAS
GANZE ACID
EINGEWORFEN?

HAST DU DAS
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HAST DU DAS
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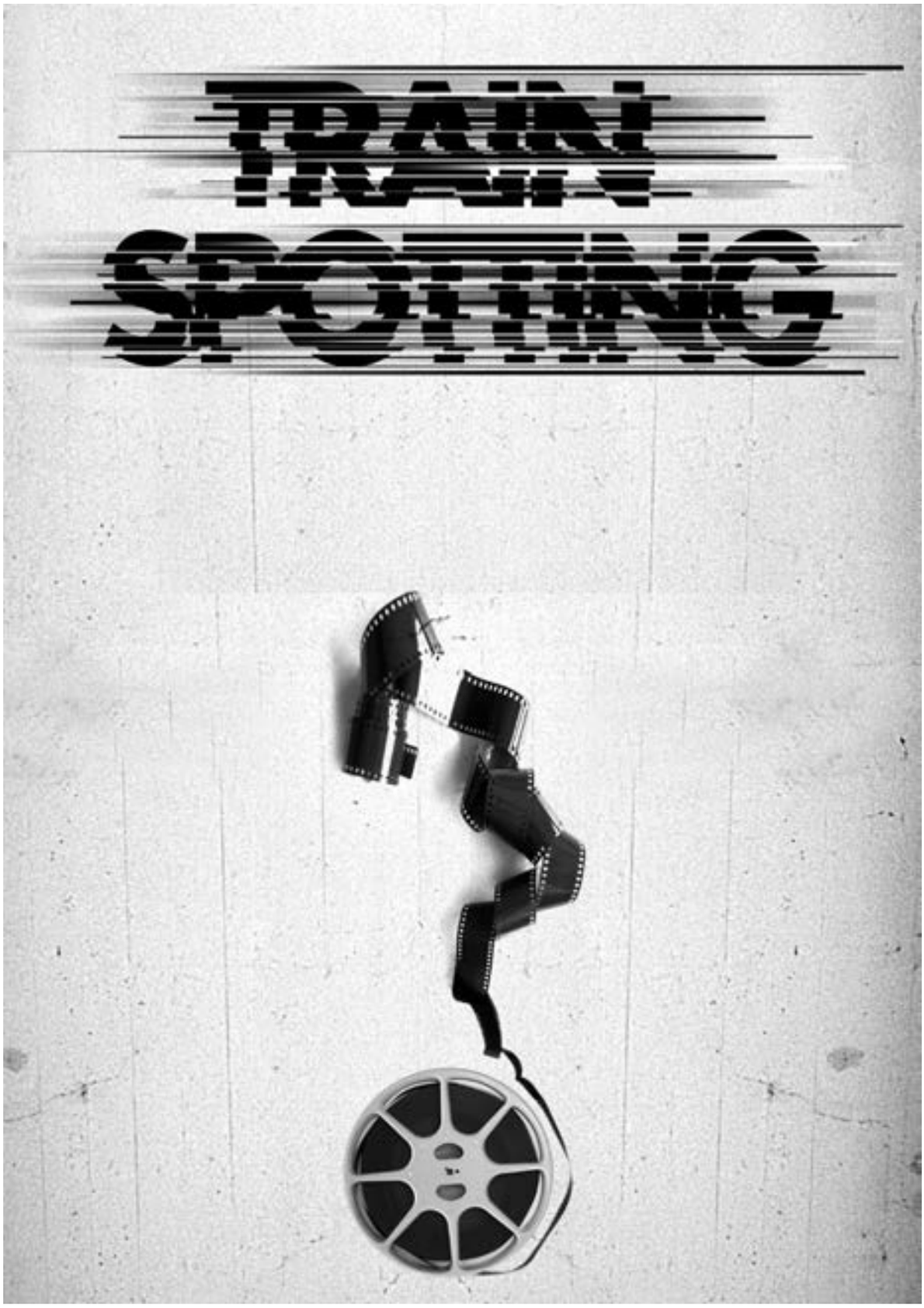
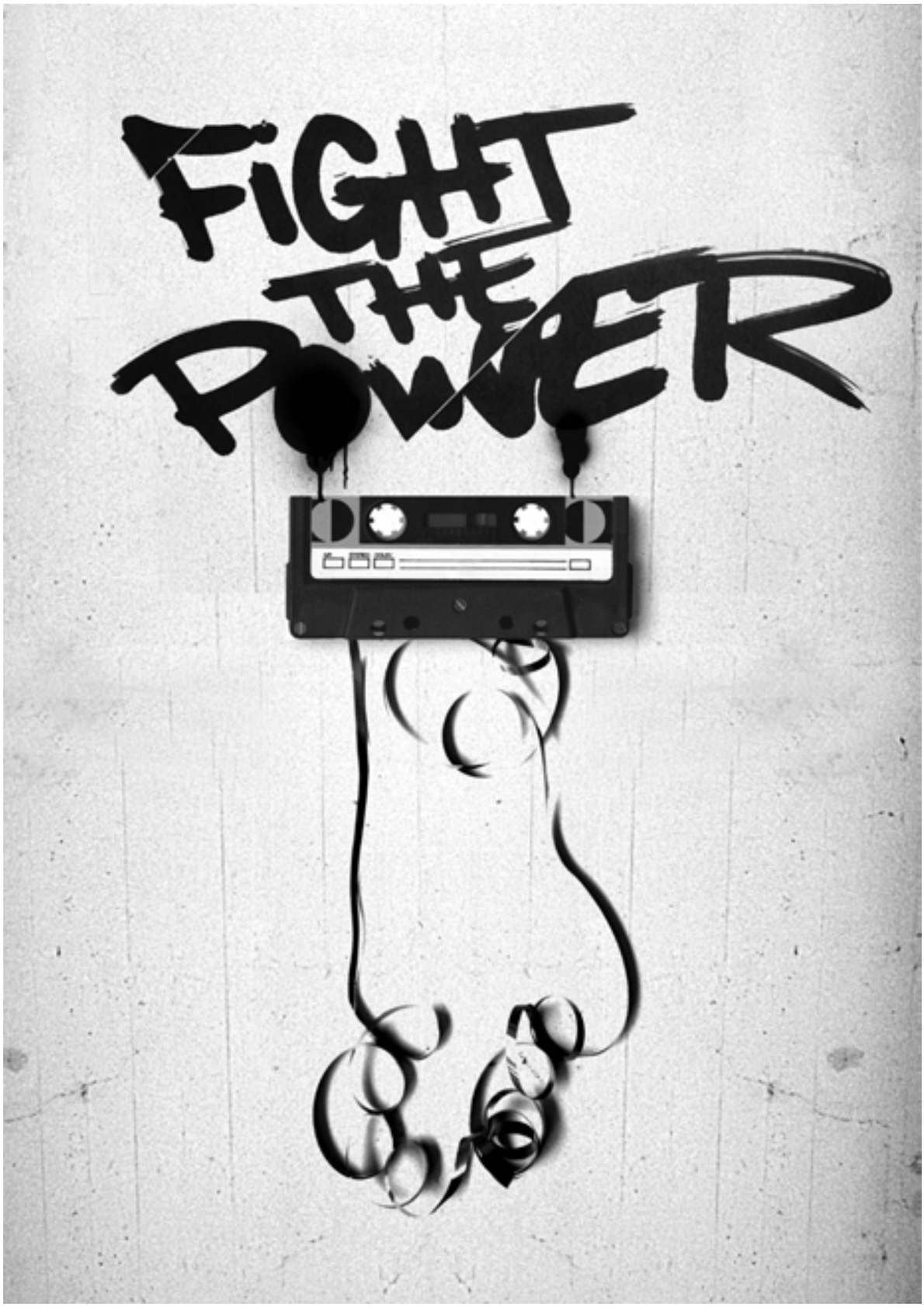
EINGEWORFEN?


TRAIN
SPOTTING


FIGHT
THE
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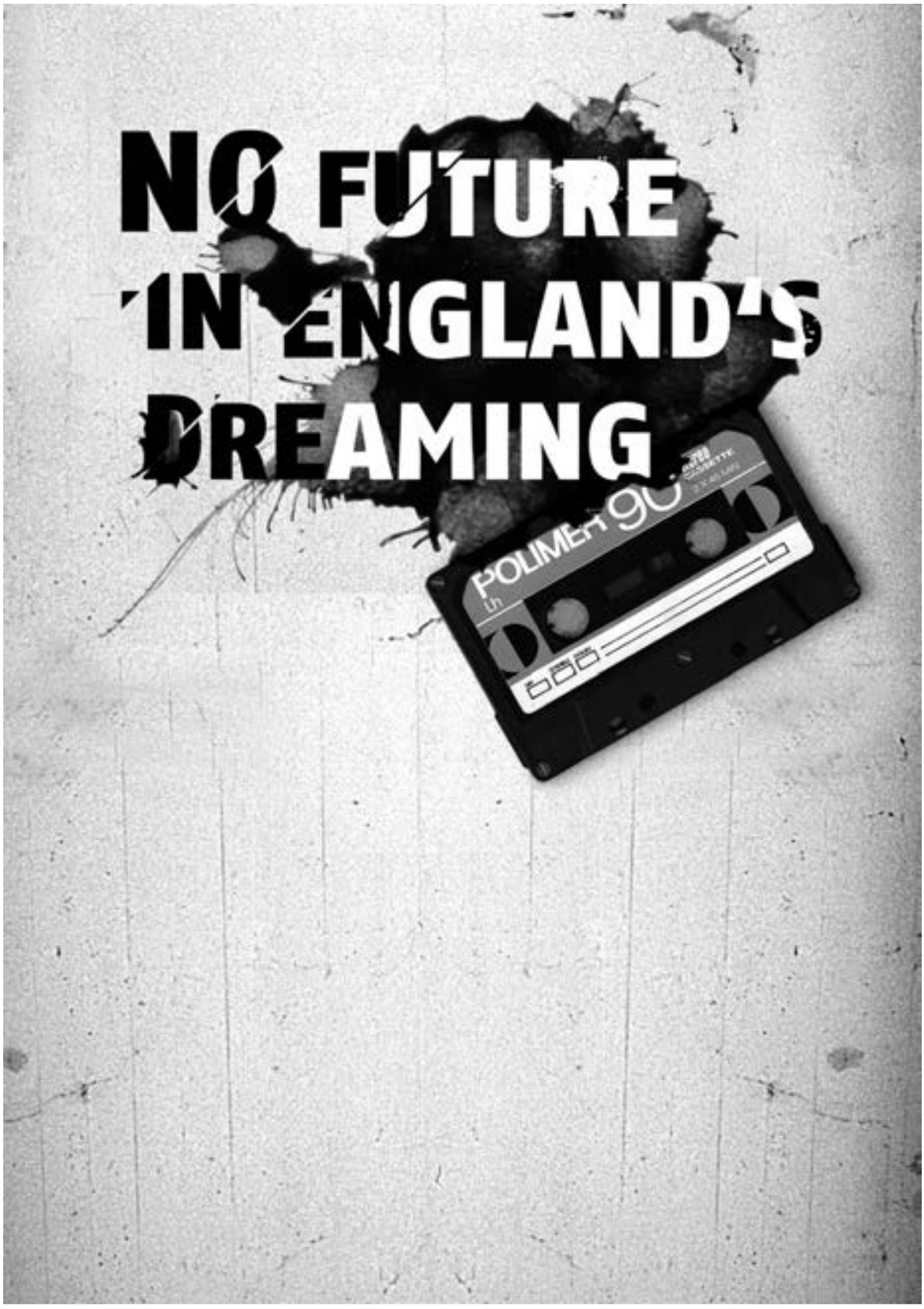
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IN ENGLAND'S
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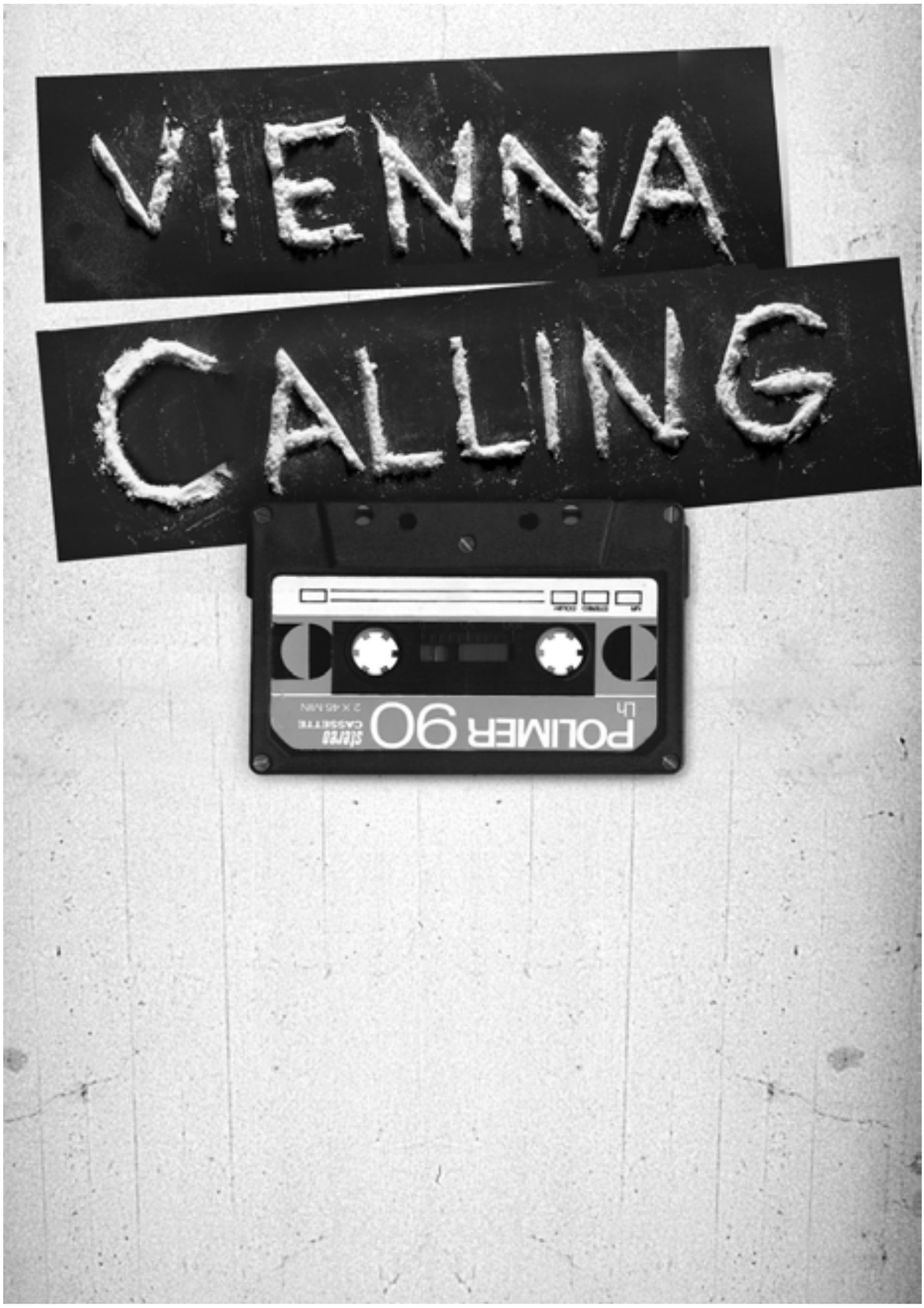
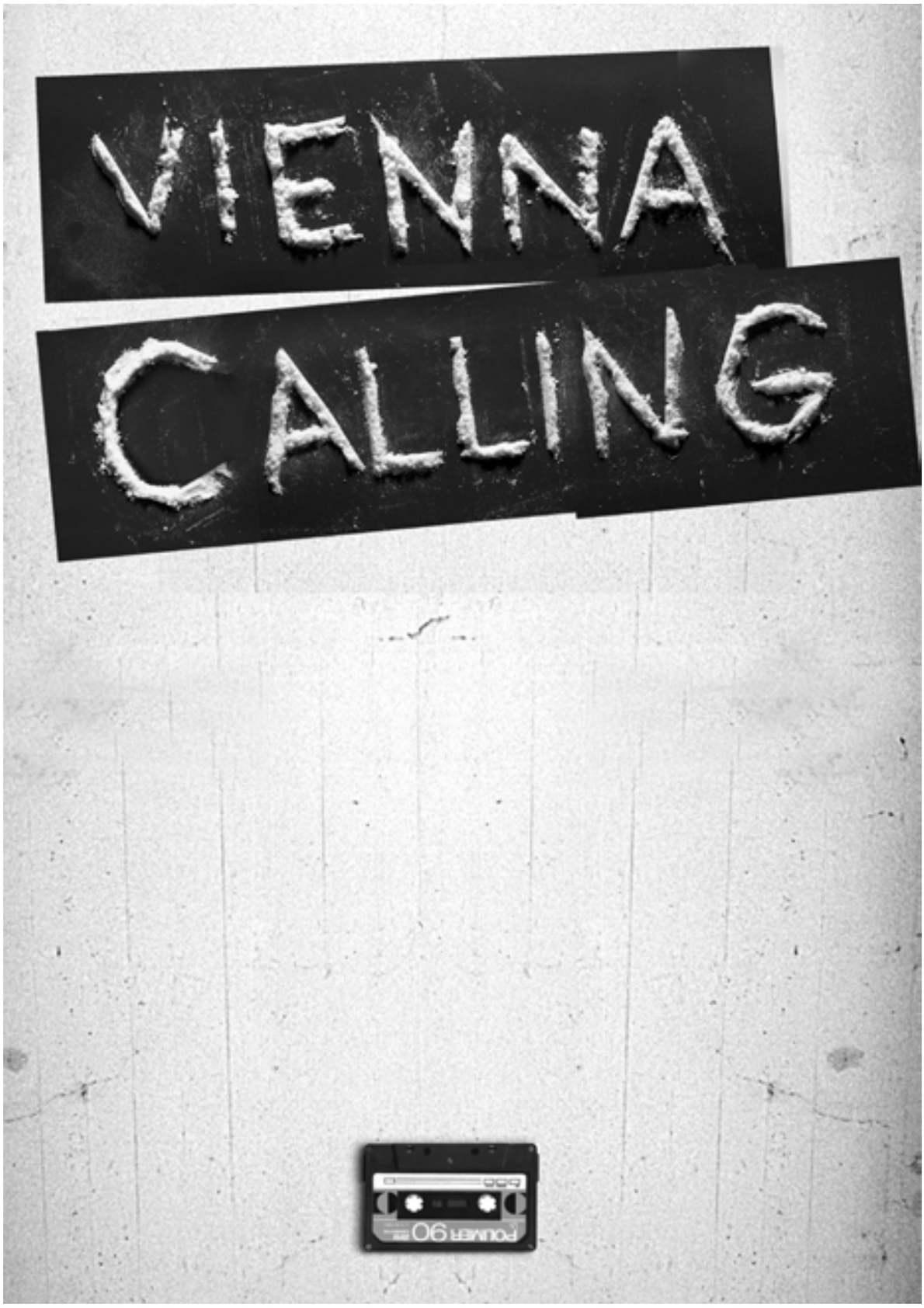
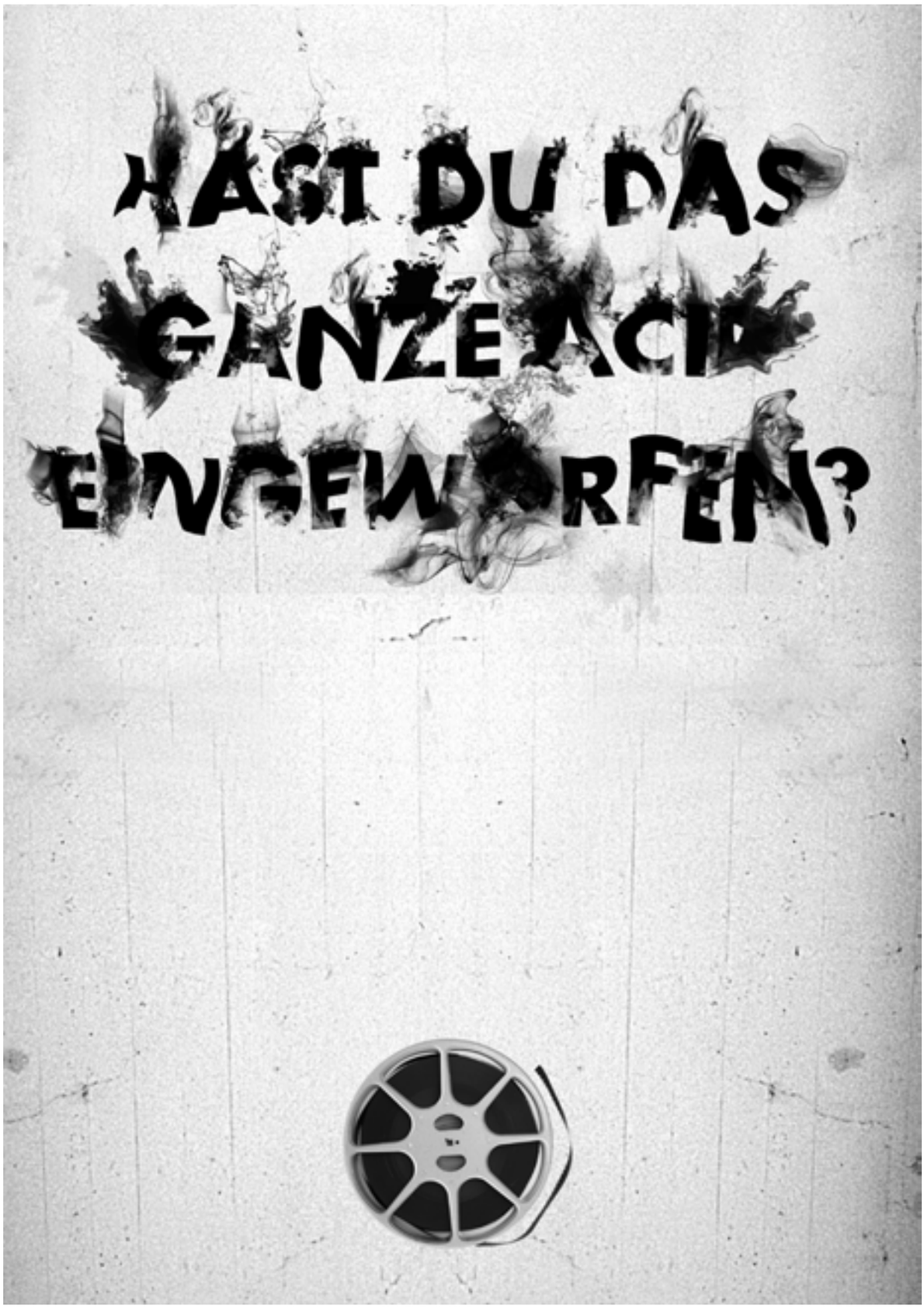
POLIMER 90


VIENNA
CALLING
POLIMER 90
stereo
CASSETTE


VIENNA
CALLING
POWER 90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Projektabschluss

Songtexte /

Filmtitel /

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