

Graphic designer Arja Karhumaa WORKSHOP: GRAPHIC DESIGN AS COLLAGE

Duration	4 hours
Date	November 4th
Schedule	16:30-20:30
Place	Central de Diseño, Matadero Madrid Paseo de la Chopera 14, 28045 Madrid
Participation	Max. 20 persons
Fee	Free of charge
Sign up	Filling up the registration form. In addition, a brief curriculum vitae and a portfolio (Max. 5 images each illustrating a different project as a pdf-file no larger than 3 megabytes) should be sent to info@dimad.org. Deadline for registration is Wednesday 28 th of November 2009. The participants selected to the workshop will be contacted by e-mail or telephone.
Requirements	The workshop will be held in English. Medium/high level of the language is required.
Intended for	Professionals and students



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Workshop

Collage is a form of visual representation that typically combines different elements drawn from various sources and made of various materials. Each of these elements brings a piece of its original context to the whole, and a fresh network of meanings is created. These meanings are not locked but forever changing in the viewer's mind.

Graphic design, and especially layout design, is very similar to constructing a collage. What kind of power, if any, do the graphic designers have over the meanings they create? How far can you go when stretching the distance between word and image? Can a product of graphic design be considered as a unique work of art in itself, or will it continue to be considered as the work of an anonymous, objective hand as it more or less has been for centuries?

The workshop tries to tackle these questions with curiosity and an open mind. This will be realized through a design task given to the participants, the result of which will work as a base for discussion.

The language of the workshop is English.

Arja Karhumaa

Arja Karhumaa (born 1975) is a graphic designer with 12 years of work experience from various fields of graphic design.

She has graduated from the University of Art and Design in Helsinki and currently runs her own studio Ama Design based in Helsinki, Finland, concentrating on visual identities and publication design, mainly for clients in culture and communication.

Arja Karhumaa also has a strong interest in teaching and research involving graphic design and visual communication, and is currently planning a research project on the relationship of collage and graphic design.