

Dr Anna Olszewska
Faculty of Humanities
The University of Science and Technology in Krakow
aolsz@agh.edu.pl

Visual communication in East-Central Europe since 1945: comparative studies

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Center for Urban History, Lviv (Ukraine)

The seminar is devoted to the transformations of the visual culture in the East-Central Europe, during the second half of the 20th c. Its purpose is to trace main visual determinants of our cultures. The participants will be encouraged to define status of the visual communication in our region, while exchanging and comparing examples from Poland and Ukraine, adding some analogies from Czech Republic and Lithuania. Various contexts of the visual messages are going to be taken under consideration (i.e. graphic design, photography, film, exhibition activities, urban planning).

Among the topics to be discussed during the seminar are: pictograms and systems of the visual communication in urban spaces, popular depictions of cybernetics and space's exploration, imagining the 'West' in Eastern Europe during the Communist Era, games and cartoons in Eastern Block countries, visual information in the medicine and healthcare, the idea of iconosphere, current trends in the use of images (digital stock images, copyright)

Key words: visual communication, visual information, East-Central Europe, 20th century, graphic design, posters, pictograms, trademarks, scientific iconography, games and cartoons, data visualization, image resources, iconosphere.

The seminar will consist of eight sessions, which will be held in the Center for Urban History (6 Bohomoltsia Street). The language of instruction is: English.

Lectures as well as common image resources analysis are going to take place during the meetings. Participants are going to be asked to present a short essay connected with a subject of the studies.

BIO

Anna Olszewska has a background in Arts and Humanities. She works in the visual studies areas of document analysis, print history, history of science and curatorship (The Print Room of Polish Academy of Arts and Sciences since 2007- as well as the Faculty of Humanities at The University of Science and Technology in Krakow since 2008 -). She holds a PhD in Art History (The Jagiellonian University, Krakow, 2006), and MA in Art History and Religious Studies (idem. 2000, 2003). Experienced at curating exhibitions in the field of history of science.

in details:

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Issues to be discussed during the meetings:

- the idea of *iconosphere* in Europe - reintroducing visual studies after 1960'
- visual communication systems in the public spaces (Krakow – Lviv case studies)
- representing the future – space exploration and cybernetics in popular imagination in the 1960s
- visual information in the medicine and healthcare – digital images vs analog models
- games and cartoons – children's imaginary in Eastern Block countries

- imagining the West in Eastern Europe in the Communist Era
- images & politics – visual propaganda in Poland after WW II
- visual identities of nation (Czech, Poland, Ukraine)
- the use of image: visual technologies, image resources, legal regulations – current trends

Key words: visual communication, visual information, East - Central Europe, 20th century, graphic design, posters, pictograms, trademarks, scientific iconography, early games, data visualization, image resources, iconosphere, Ukraine, Poland.

contact: Anna Olszewska aolsz@agh.edu.pl

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