

Moholy – Nagy University of Art and Design, Doctoral School

## **The layers of the 'Multiple and the One'**

The graphic print leaving as the element of the indirect image construction,  
its alternatives in contemporary fine arts and art education

Doctoral dissertation

### **Theses**

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## Theses

1. *Under today's globalized societal and sociological circumstances the concept of originality is becoming harder to define.*

However, in several cases the 18th century term can be updated. (The connection between the original author and his work) In contrast to this, in oriental cultures (e.g. China and Japan) the influence of the community becomes crucial, as opposed to the individualism of Western societies. (the individual – originality) The value (or originality) of artwork highly depends on the surrounding environment. Advertisements and communicational mediums have increasingly greater influence both on the piece of art and audience.

2. *Contemporary printmaking, regarding international context too, is looking for renewal.*

The tradition of multiplication is still present in today's autonomous printmaking, but its original purpose is not the main aim anymore. The 'graphical gesture' in the process of producing the work is becoming more important. Printmaking, connected with other mediums is trying to get rid of traditional bounds. Digital images have a strong influence on the visual appearance of analogue genres, and this effect is mutual.

3. *The revival of analogue techniques from the beginning of the 2000's is becoming more common in the western world (eg. France, Germany, the Netherlands and several anglo-saxon regions).*

Printmaking is used in the field of applied graphics more and more frequently, too. (Custom-made books, small-number editions, posters etc.)

4. *From an art-pedagogical aspect, the role of workshops is becoming more important*

These can be useful particularly for students specializing in different fields (photography, web-design, picture animation etc.). The students, stepping out of their own professional zone, experience a different, mostly analogue activity. They acquire methods, which develop their visual sensitivity and artistic vision ( visual systematization: the role of picture layers, matching, usage of structures, montage, positive and negative masking etc. ). The connections between analogue and digital spheres have a positive effect on the works of students.

5. *I have found inner paths in my masterwork*

The masterwork-series was a big challenge for me. I have made an attempt to alter a certain figure inside the picture (be it in the form of changing resolution, shifting dimensions, transformation, reproduction etc.). During the creative process not only technical changes occurred, but the meaning also took different forms. The transformation between different graphical procedures therefore results new ways of statement, changing what the picture communicates.