Hybrid Reflections In Post-Modern Graphic Design Posters*

Modernleşme Sonrası Grafik Tasarım Afiş Örneklerinde Melez Yansımalar

Dr. Öğr. Üyesi Fatıma TOKGÖZ GÜN
Burdur Mehmet Akif Ersoy Üniversitesi, Bucak Emin Gülmez TBMYO, Grafik Tasarım Programı, Burdur/Türkiye
Orcid ID: https://orcid.org/0000-0001-9286-1278
Prof. Dr. Mehmet ÖZKARTAL
Süleyman Demirel Üniversitesi, Güzel Sanatlar Fakültesi, Resim Bölümü, Resim Anasanat Dalı Isparta/Türkiye Orcid
ID: https://orcid.org/0000-0002-9079-3977

ABSTRACT

Hybrid works in art have many examples from past to present. Hybridization in poster art has been in question since the first years when posters started to appear. Hybridization in designs can occur in terms of both method and technique. In present study, it is mentioned how graphic design has removed the boundaries between itself and many disciplines since the use of technology in the field of art and how it allows hybrid studies. As it is known, the main purpose of graphic design is to convey an existing idea to the other party in the simplest way. For this reason, graphic design, which updates itself over time, has added motion and sound to its work area and shows itself with effective designs. While technically designs consist of two-dimensional studies for years, they can also be designed in three-dimensional or even four-dimensional forms with hybrid methods. While poster designs are prepared as flat and static, they update themselves with kinetic typography and motion images. Moreover, with hybrid presentations such as augmented reality and virtual reality in current works, designs interact more with people. It is seen that the artists who can think from a hybrid point of view attract more attention and interaction with the hybridity reflected in their designs, and they also reach the intended result in a catchy manner.

Keywords: Graphic Design, Hybrid, Poster, Digital Hybridity, Augmented Reality.

ÖZET

Sanatta melez çalışmalar geçmişten günümüze birçok örneğe sahiptir. Afiş sanatında melezleşme afişlerin ortaya çıkmaya başladığı ilk yıllardan itibaren söz konusudur. Tasarımlarda melezleşme hem yöntem hem de teknik bakımından gerçekleşebilmektedir. Çalışmada grafik tasarımın teknoloji ile birçok disiplin ile arasındaki sınırları kaldırırken melez çalışmalara nasıl olanak tanıdığından bahsedilecektir. Bilindiği üzere grafik tasarımın en temel amacı; var olan bir fikri karşı tarafa en basit şekilde aktarmaktır. Bu sebeple zamanla kendini güncelleyen çalışma alanına hareket ve sesi de etkileyen grafik tasarım etkili tasarımlar ile kendini göstermektedir. Teknik olarak tasarımlar yıllarca iki boyutlu çalışmalardan olurken, melez yöntemler ile üç boyutlu hatta dört boyutlu olarak da yapılabilmektedirler. Afiş tasarımları düz durağan olarak hazırlanırken hareketli tipografi hareketli görüntüler ile kendilerini güncellemektedirler. Hatta güncel çalışmalarda artırılmış gerçeklik ve sanal gerçeklik gibi melez sunumlar ile tasarımlar insanlar ile daha çok etkileşime girmektedirler. Melez düşünebilen sanatçıların tasarımlarına yansıttığı melezlik ile izleyenler tarafından daha çok dikkat çekildiği ve etkileşimde olduğu bunun yanı sıra akılda kalıcı olarak istenilen sonuca ulaştığı görülmektedir.

Anahtar Kelimeler: Grafik Tasarım, Melez, Afiş, Dijital Melezlik, Artırılmış Gerçeklik.

1. INTRODUCTION

The hybridity process in poster design, which has its roots before the industrial revolution, emerges with the application of two different techniques, methods and applications on the same work. It is thought that hybrid designs that emerge with the facilities offered by technology increase interaction with people. New developments in the application areas of graphic design, and the adoption of these new developments by designers in their designs have led to the emergence of

hybrid designs. The hybridity that has emerged in designs has crossed the borders of the country where it takes place with events such as biennials, triennials, symposiums and exhibitions that take place around the world, and has allowed hybrid works to be recognized, perceived and disseminated all over the world.

"Despite the power of ideology and technology to affect society, the unique quality of art and the power of love, transformation, imagination and fiction of artists shape these effects and sometimes limitations by evaluating them in a unique way and using the opportunities of the era they belong to. Having encountered electronic technology and digital technological structures since the second half of the 20th century, people sought a different way by experiencing new technology in art practices" (Tuğal, 2018: 12).

The art world, which started to digitalize with the opportunities offered by the 20th century, started to present the real and virtual world environment to people in works of art at the same time. The main purpose of the present study is to reveal how graphic design has changed with the possibilities offered by technology, and to reveal the hybridity that has emerged in poster designs with the change that has taken place.

The study was prepared in a descriptive manner in the qualitative research method. In the literary process of the research, resources such as books, thesis, and articles were used, and the visual elements in the sources were presented with examples that were examined under the concept of hybrid. In the research, artistic, cultural, social and technological developments that affect the graphic design expression language and cause its change are examined in line with the historical development processes of the periods they belong to. The study is limited to the concept of hybridity in poster designs determined in digital design.

2. THE CONCEPT OF HYBRID

According to dictionary usage, the concept of hybrid is "1. adjective, (animal or plant) derived from different kinds of animals or plants in biology, crossbreed, mongrel, metis, 2. (person) born from parents of different races, 3. mixed, blend" (TDK - Turkish Language Society, 2020). Clarke states that "hybrid is a word that originates from the Latin *hibrida*, but is sometimes called "mongrel" (hybrid plant, canine, human or mixed lineage) and is mostly used to refer to an animal that gives birth to a domestic sow and wild boar" (Clarke, 2005: 30).

Hybridity is frequently encountered in many fields such as technology, biology, zoology, as seen in graphic design. It is also observed that structural differences emerge in hybridized products, and that much more beneficial and impressive products emerge by hybridization. The COVID-19 pandemic process, which affects the whole world today, has also greatly affected the art. Especially in graphic design, which has a hybrid language integrity, hybrid thinking methods and techniques have also shown themselves in works during the COVID-19 pandemic process.

3. HYBRID THINKING IN GRAPHIC DESIGN

Graphic design, which is originally based on printing, is one of the professions created with the industrial revolution. In order to create the works in graphic design, A wide range of fields need to work collaboratively. The concept of hybrid thinking can also be called an organic discipline to present innovative changes to people's creative explorations due to its meaningful, applicable and sustainable results (Gartner, 2020).

"One of the techniques used by artists who can think of hybrids in the field of art is to use two different power sources together" (Özcan, 2018). "Both subjective and objective perspectives can be used in the meaning-making process, and it is important to benefit from both during design production. While what a design means to the target audience is a subjective point of view, everyone can have an objective view of what the design means. It may not be as easy as it is

thought to develop a subjective approach that will not alienate other groups while moving to the target audience" (Ambrose & Haris, 2012: 76). Ambrose and Harris also argue that the change in graphic design in the light of ever-renewing and changing technology keeps the existing design language dynamic, and with this change, it provides access to an unlimited audience (Ambrose & Haris, 2012: 28).

The designs that emerge with the hybrid thinking method can interact with people and empathize as well as being creative. Hybridity can be in question at every stage from the beginning to the end in designs. For example, sometimes it can be created with the materials used in the designs, at the idea stage, and sometimes with the technology used in the design process.

When looking at the graphic design examples created with hybrid thinking, it is seen that semiotics is used. "Semiotics is a field of science that examines all cultural phenomena as a communication process and helps to create meaning" (Ertan & Sansarcı, 2017: 21). "For something to be a sign, it must take the place of something it is related to and form an instant image in our minds" (Keş, 2005: 43).

"The main purpose of semiotics is to discover the signs and the meanings behind them. Semiotics includes a different dimension from the sum of "sign" and "science" that composes it: Semiology is here considered as an activity that deals with meaning, signification and production of meaning, not directly with the sign (Rıfat, 1992: 29). Signs provide diversity within themselves as visual, auditory and literary. It is also seen that various signs are used effectively together by designers. Semiotics has a very important place to communicate.

Visual 1. Hybrid Poster Design, **Source:** URL 1

The world map and footprint are combined to hybridize the poster design. It is seen that the footprints left by people in the world, where they are called nomads, actually their common homeland is Africa and it represents it with the body of the foot, and the fingerprints form other continents. In the poster design, which appears as a footprint left by human beings on the world, the continents form the fingers and soles of the feet (Özcan, 2018). Hybrid designs created by two different ideas, objects or thoughts attract a lot of attention. When you look at the poster design examples, it is seen that it has many hybrid appearances.

Visual 2. World Kidney Day Poster, **Source:** URL 2

The sneakers and kidney design in the poster work talk about the healing power of the sports on our kidneys. In the poster design created with the hybrid idea, which includes sports shoes and kidneys, hybridity appears as the idea and the images used in the poster.

"Hybrid is a combination of anything. A hybrid idea will be a mixture of two or more previously unrelated concepts. This is a way of creating unexpected patterns of thought or form and may occur after several productions" (Ambrose & Harris, 2012:169).

In the history of graphic design, artists have contributed to hybrid designs with their works in every period. The works that emerged with the exchange of ideas between artistic movements with hybridity showed themselves more. With the possibilities offered by the developing technology that started in two dimensions, works such as posters, logos, etc., which are three-dimensional or even four-dimensional, have also been incorporated into movement and sound over time. The sharp lines in graphic design products have become unclear, and strong interactive designs that contain different languages have emerged.

With the possibilities offered by technology, graphic products have started to be made on computers and with the programs offered by Adobe company, motion and digital image can be easily added in designs. Three-dimensional and moving images that appear in programs such as Adobe After Affect give much more effective results than two-dimensional images.

With the development of technology day by day, hybrid design elements are seen more and more. "For me, graphic design is being shaped more and more by technology. In the early 90's computers allowed us to create new codes and new visual languages. That's great, but also the risk we take is that many of our creations, made in a short time with the help of the latest software, do not live for more than a year or two. Something new is coming up fast and we think it's great, that's fine for now. The relationship between graphic design, designer and computer is still very new and there is still a long way to go" (Fiell & Fiell, 2002: 484). In interaction designs that emerge with the opportunities offered by technology, several fields work at the same time. For example, software engineers, designers, psychologists can work at the same time to create designs. Users are at the center of interaction designs, which still maintain their importance today. In order to be successful in interaction designs, it must include many features such as understanding the user, knowing well what the other party needs, and providing an aesthetic experience.

"In developing programs, designers have had the opportunity to use a pixel-based media and a vector-based media, or a 3D-produced media and a 2D-produced moving image in the same project. I believe that hybrid visual language, moving image culture and media design, in general, came about thanks to the programs that could be used together" (Manovich, 2007: 11).


Visual 3. Apotek Poster Design, **Source:** URL 3

With the detector in the advertisement work, people who smoke pass by the board, coughing up the visual on the board, making people uncomfortable. Interaction between people was ensured with the smoke sensors used in the poster work, which was quite successful interactively.

Hybridity is provided in almost every sense in graphic design works. Augmented reality technology and virtual reality technology also enter into hybridity methods in design. "There are many electrical signals that go to the brain when a person walks outdoors. These are what the outside world makes people feel. The aim in the virtual environment is to give the human brain the feeling of being in a real environment by giving the same image to the human brain by using computer programs and virtual reality devices that this external world makes people feel" (Yılmaz, 2008: 12). Azuma calls virtual reality and virtual environments augmented reality. With virtual objects added to the real world in augmented reality, users can see the virtual world (Azuma, 1997: 356).

Another method used in hybrid works is designs arranged with virtual reality. "The concept of virtual reality is basically defined as an immersive and simulated artificial fantasy environment created by a computer, imitating the real environment experienced with sensory stimuli such as images and sounds" (Brito, 2011: 5). Virtual reality combined with mobile technologies, glasses produced by brands such as Google and Samsung attract a lot of attention in the advertising industry. Operations such as easily experiencing the product, which is among the possibilities offered to consumers, and comparing the product with other products, can be easily achieved with virtual reality. "With these advertisements, real products are provided with three-dimensional display technology, simulated over the internet or presented with 360-degree videos and images, allowing the customer to examine a product or an advertisement before the sale" (Öztürk, 2013: 195). "Graphic design, which is an interdisciplinary process fed from many sources, has also evolved and changed by incorporating new technologies and reaching many more people" (Ambrose & Harris, 2012: 22, 26). "A graphic product should be able to attract the attention of the target audience, and for this, visual elements should be handled with striking and unexpected approaches" (Turgut, 2013: 17). In hybrid designs, technical features such as sound, light, color and modeling offered by virtual reality can be used together.
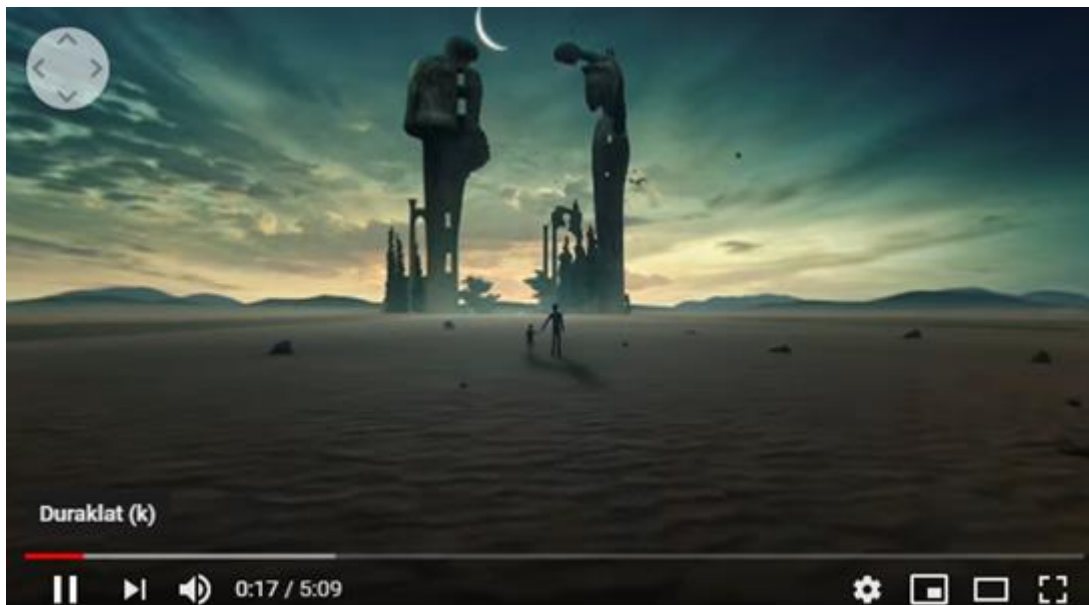
Visual 4. Dreams of Dali: 360º Video, **Source:** URL 4

The Salvador Dali Museum, located in Barcelona, exhibits the works of Salvador Dali using the virtual reality method. In the museum where more than 400 works of the artist are exhibited, visitors also have the chance to examine the works closely while taking a virtual tour. With virtual reality, users can also show extreme reactions by disconnecting from the outside world and finding themselves in another living space.

4. RESULTS

In this study, which examines the hybridity in graphic design, it is examined how the concept of hybrid finds its direction with technology. By looking at the usage areas of hybridity, the definitions of hybridity in the theoretical sense are given. The change presented by hybridity in the history of graphic design is examined and examples are given. Changes in designs and applications such as augmented reality and virtual reality that emerged with the possibilities offered by technology are mentioned.

The concept of hybrid has been tried to be explained with different definitions in different disciplines, but the common point in all definitions is the use of two different power sources together and the emergence of a new concept or product at the end of the process. Based on this common point, the concept of hybrid in the field of art emerges as the use of two different ideas, methods, techniques, and materials together in the same design work by artists who can think of hybrid.

Within the scope of the study, it was reported that the history of the concept of hybrid, which is a popular concept today, is quite rooted and it is known that it reaches prehistoric times. The concept of hybrid and the effects of hybridity in the field of art start from the depictions of hybrid mythological characters in prehistoric times and are still up-to-date in Modernism, Postmodernism and Digital Arts periods. In the field of graphic design, the concept of hybridity appears with the poster named "Iris Light" designed by April Greiman for Ron Rezek in 1984 (Baranseli, 2009: 2), and it is expanding its sphere of influence with the effect of globalization, developments in communication technologies and electronic revolution. As in other art and design disciplines, graphic design has interacted more with different disciplines and it has been seen that it has removed the boundaries between these disciplines. This process shows that hybrid design is given more place in the graphic design discipline. In the "new media" approach that emerged with the transformation of traditional media processes into hybrid media designs, it has become possible to access graphic design products simultaneously from all over the world with technological devices such as smart phones, tablets, computers and virtual glasses.

"Communication with symbols and signs at the beginning of human history has contributed a lot to the field of graphic design. The features that graphic design offers us such as being easy to learn and being memorable emphasize the importance of visual communication design that has been going on for centuries" (Tokgöz Gün, 2021: 115). The graphic design discipline has managed to direct its own development by being influenced by social, cultural, human-related events and technological developments, and thus has maintained its importance in every period. Graphic design has changed in terms of thought and technique and hybridized in this development process. With the designed works, the disappearance of the boundaries between disciplines, the complexity of information, the inclusion of new software and computer programs in the design process increased the perception of hybridity in the graphic design discipline, showed that the importance of the graphic design profession will continue for many years and revealed that there will be more need for designers who can think hybrid.

Today, with the influence of digital arts, the field of graphic design has been hybridized with motion graphic design, motion typography, kinetic typography, interactive graphic design, augmented reality and virtual reality applications, and it has been seen that the boundaries of traditional design fields have expanded and will continue in this direction in the future. Along with the innovations offered by technology, the importance of working with other disciplines for graphic design is emphasized. In recent years, the use of not only visual expression language but also sound, music and movement in graphic design works brings out much more effective results. Since graphic design has removed the boundaries between it and other disciplines, designers have gained knowledge on different subjects and used different media together in the emerging design works. With the new possibilities offered by technological developments, graphic expression language is becoming more and more experimental and interactive language day by day. With this interaction, the graphic expression language will add new extensions to its own structure and will continue to create new areas of expertise within its own discipline. In the world where virtual reality and augmented reality applications have become a natural part of daily life, the increasing information pollution will again be made understandable by graphic designers.

Today's graphic designers should have the necessary infrastructure in areas such as communication, psychology, sociology, interactive media technologies, as well as other branches of

design and art, with an education in which they can easily grasp new forms of perception, mastering the innovations that technology offers us.

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