

# Zhang Xiaojuan

**A graphic designer and educator from Jinan, China.**

**She has teaching art and design for 15 years at Shandong University of Art and Design. She was also a visiting researcher at the Royal College of Art (UK) 2017 and the Northeastern University (USA) 2013 to do her research focus on local culture and design. Professor Zhang has received national and international awards in her field and her works has been exhibited in China, Korea, Italy, Peru, USA and UK etc.**

## **Workshop Learn from Nature, March 6 – 8 2019**

**Date and Time:**

**Wed Mar 6, 11 AM – 1 PM, 3 – 5 PM**

**Thu Mar 7, 2 – 5 PM**

**Fri Mar 8, 10 AM – 12 PM**

**Location: Studio of Graphic Design 1 FAD JEPU in Ústí nad Labem**

### **1. Graphic nature/nature of graphic**

Go to find a small nice thing, it could be anything surround you. Leaf, flower, pin, ant, pencil, frog, mug, or your cap..., shape it, only in black and white color. Make it simple. But please try to use different tools to feel about the different expressions of tool.

### **2. Texture/ Layout/Color**

Simplicity or richness is an effective means that graphic designers can use to enhance visual communication by making the audience psychologically participate in the creation of images. Designing a simple black-and-white image has a complex design step that opens up possibilities for different attempts. However, the intention here is to skip this step and come up with different options, which are obtained by changing the original graphics.

Enlarge the part of the object designed in the first step to keep the object recognizable. Then try to make the object of local abstraction can not be identified - abstract shape is the key to consider.

How about reverse it?

Black white and another one color?

Color the part completely.

In the first step, the figure gives a more traditional impression. In the second step, the part of the figure presents more visual information to the audience. The positive and negative images are enhanced to make them more featured in graphic design.

Designers must be especially sensitive to take part from a shape, because different parts convey different meanings, and a seemingly a small change could fundamentally influence the essence of the graphic.

### **3. Apply it to a daily product**

Every student will have a Chinese paper/silk fan, which I brought from China. (You could apply it to other things as well) In traditional Chinese culture, the ancient cultured people who likes to make the fan as a media to express their ideas, they calligraphy it, draw picture on it or just decorate it. Generally the art on fan consists of painting, calligraphy, poem, and a stamp. It don't have to be all of these elements together but generally a stamp/signature is necessary. It shows kind of elegant and cultured taste. Is it a good example about layout? And Is it possible we make it "modern" and "conceptualized"?

**Lecture March 7 2019 – 10:30 AM – 12:00 PM, Lecture hall 537**

**Zhang Xiaojuan**

**Water as Mirror --- A Glance at The Oriental Spirit in Graphic Design**

From the perspective of creating objects, design and crafts, the book KaoGongJi is the earliest research work on design principles in the world, which was written during the Spring and Autumn Period in China. It is named after a fifth-century BCE text documenting how various tools were made. In English, it is generally known as the “Artificer’s Record.” It contains a line that said ‘a favorable heaven, an auspicious earth, beautiful materials, skilled craft, combine these four and you can achieve fine quality.’ This line also shows the earliest system theory of crafts and design. In visual communication design, the eastern spirit is the same to those design principles in which that esthetics, crafts, processing all somewhat influenced by eastern philosophy. For this presentation, here only shows a piece of that, through a point to reflect and observe more design thinking based on an oriental designer’s background. I call it “water as mirror” because the Daoism philosophy says ‘the highest kindness is like water which benefits all things and does not compete. In this lecture, to explore the oriental spirit in visual communication design by explain several different Chinese words with the same beautiful pronunciation “JING”, trying to present the oriental thinking in design by an interesting way. Also some practical projects would be shown here which from Professor Zhang’s works her friends. Visual design in learning language, experimental graphics in contemporary art, also practical commercial graphic design and interactive visual design projects would be present here.