

University of the Arts in Belgrade



Faculty of Fine Arts

Doctoral Art Studies

DOCTORAL ART RESEARCH PROJECT

Alibi (Black or White)

TRANSMEDIA INSTALLATION

Author:

mr Dejan Grba, Assistant Professor

Mentor:

mr Čedomir Vasić, Professor

RESUME AND CONTENTS OVERVIEW

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Summary

Alibi (Black or White) is a transmedia art project that explores the potentials of algorithmic-generative methodology for creating an ambient in which the portrait—through interrelation of the perceptual, cognitive and emotional factors—initiates the viewers' identification and (self-)reflection.

The project is realized by extracting frames from the bluescreen sequence in the music video for Michael Jackson's song *Black or White* (1991), morphing them according to various protocols and synchronizing with sound into a flexible modular installation comprising video projections, sound and photographs.

The narrative and symbolic values of the portrait are integrated and emphasized through visual transformations, animation and sound, while the precisely defined operational procedure provides clarity and efficiency, and becomes a specific framework for the expression of creativity.

Referring to my previous projects and to the works of other artists, *Alibi (Black or White)* is an audio-visual event whose visual, kinesthetic and sonic qualities turn the portrait into a symbolic mirror, open for the viewer's conscious and/or unconscious reflection on the corporeal, cultural and æsthetic implications of the portrait, ideology of appearance and nature of reality.

The project dissertation is organized in four sections: *Terminology and Hypothetic Aspects*, *Poetic Platform*, *Project Description* and *Conceptual and Thematic Explication*.

Terminology and Hypothetic Aspects includes my authorial approach, directions for viewing the contents, and definitions of the key terms.

Poetic Platform presents my artistic and research interests, production methodology and approach to the digital paradigm, the initial context, hypotheses, concepts, themes and goals of the project.

Project Description is a comprehensive delineation of the project material, structure and methodology, working procedures, outcomes and the potentials for further development.

Conceptual and Thematic Explication is a theoretical review of the contextual, methodological and poetic aspects of the project such as the title, the study-based project realization, the role of research in the artistic process, algorithm and generativity, media qualities of digital image and morphing, the portrait as a visual event, ideological implications of the portrait, ethics of contemporary art, its social status and relations with the global trends in economy, politics, science and technology.

Each chapter in this section includes the concluding remarks induced by the artistic and theoretical work on the project.

Keywords: algorithm, analogue, animation, beauty, change, culture, cursor, digital, ethics, event, evolution, face, facialization, generative, image, information, morphing, portrait, reality, study, time, video, virtual, youth.

The complete dissertation (in Serbian with English summary) is available online as a PDF (<http://dejangrba.dyndns.org/publications/sr/books/2013-alibi-black-or-white-dissertation.pdf>) and in print, at the FFA Library, Rajičeva 10, Belgrade.

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