Method: Colour, Symbol, Image

In the University of Humanities and Economics in Lodz (AHE), Elżbieta Dul-Ledwosińska has been using the Colour, Symbol, Image method with her course on the Fundamentals of Design for Culture with approximately 20-30 students each year. In this example of how she uses the method, it refers to when she uses it with a course which is supported with the e-learning platform used in AHE.

Here are the steps Elżbieta takes with the class in applying this method:

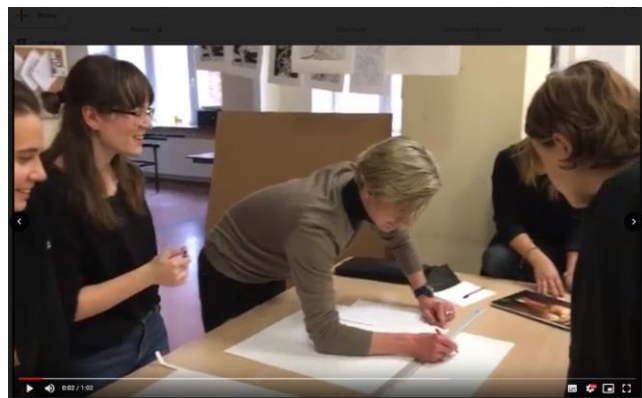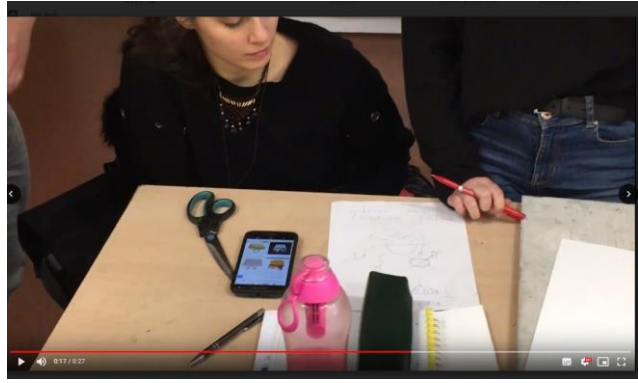|	
First she invites participants to research and analyse websites of contemporary advertising agencies. (In this case especially Ogilvy & Mather). Students are asked to choose one of the social advertising campaigns and to identify the main symbols, colours and metaphores used to emphasise the message. Students submit their conclusions in the form of pdf files on the e-learning platform. The same can be done in face-to-face class.	
In the next step she meets students in face-to-face class. Students are divided in two groups. Each group gives the other the task to visualize the proposed message in the form of colour, symbol and image.	
Elżbieta asks the participants to draw symbols that they associate with the topic, think about the colour and images that represent the content of the message. Two groups present their visual work and discuss the extent to which they are clear and easy to understand without words.	

In the next step, she gives the space for creating individual visual messages. Elżbieta asks students to choose symbols refering to their thoughts and interests. Students individually create a matrix made of paper scraps/ symbols glued to a plexi plate with polymer adhesive. In this case the task is given online and students submit the photos of their work on the e-learning platform.	
Finally students who are willing to meet at the end of the semester in the printmaking studio can print their own graphic art works in chosen colour. The summarising discussion is run on the e-learning forum.	

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