

Unit 1: Brief 2: Week 4

Methods of Cataloguing

Methods of cataloguing

Printed retail catalogue

UNIT 1: BRIEF 2: WEEK 4
METHODS OF CATALOGUING

Components:

- Cover, back cover, fly page
- Spine
- Multiple full bleed images with captions in a 2cm bar along the bottom (42)
- Smaller sheets of text (8 in total)
- Two fold out pages in the centre

Similar:

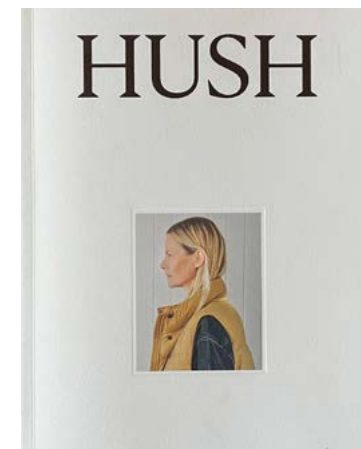
- Full bleed images (fashion or nature/lifestyle) with a 2cm bar along the bottom
- Smaller cream pages of full text

Different:

- Inside front cover and inside back cover
- Fly sheets
- One page of captions after the middle section

Held together:

- Perfect bound (pages glued together with a spine)
- Conceptually - the fashion and the lifestyle images reflect the brand, which is explicitly stated as pausing and taking a moment in a busy life; to be present and to breathe



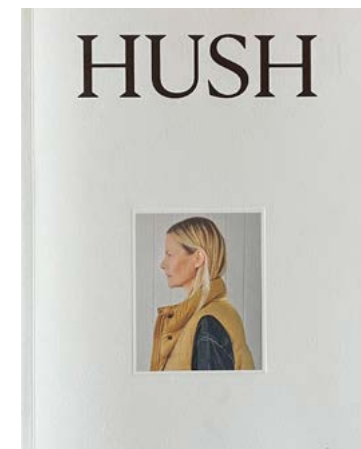
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Understanding through relationships:

- Cover is understated and refined; small, embossed image; simple elegant logo.
- A profile shot of a woman, not smiling, with shapish features, slim, white, blonde.
- Clothing looks relaxed yet expensive.
- All of these features are signifiers of 'affordable luxury', aimed at white middle to upper class, who are sustainability conscious and fashion conscious, at this moment in time.
- Its physical form, is perfect bound, slightly larger than A5, book, printed on good quality paper that is matt and textured.
- It shows literal responsibility for sustainability as its recycled and FSC certified. The texture further reinforce this context, which at this moment in time is a prerequisite for fashion (particularly to the target audience) one of the largest contributors to climate crisis.
- The context this creates continues in its relationship with its inside pages that continue this tone and feel.
- Full bleed images with full bleed lifestyle images of nature reflect the indulgence in 'time', 'space', 'breath' and 'peace' the brand is basing *its* nature on.
- Sympathising with the 'hectic' lives of women who dress well and care about how they look, as well as the planet. The context of the form and the relationship between the context and the text, and the text itself, all seek to reinforce this ethic and appeal to the target audience.



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Identifiable “grammar” within the system:

- ???!

Patterns:

- Full bleed images of clothing and women in a repeated pattern dominate the narrative, leaving no doubt that this book is about fashion and buying clothes
- The pattern is punctuated by close ups of accessories, which further reinforce this ideology of fashion; and by ‘lifestyle’ images of nature, natural environments, tinged with affordable luxury buildings (a hint of glass, the corner of a home in the woods)
- Combined this pattern reflects the context and strengthens the relationships of the component parts to confound the desired value and meaning of Hush

Circulated:

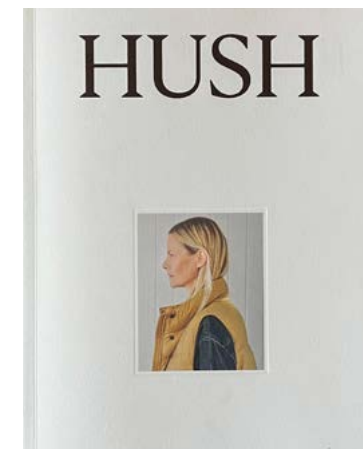
- Home delivery through letterbox from mailing list.
- Further resonates with the relationship with the audience, we come to you, affordable luxury

Purpose:

- Sell clothes
- Consolidate brand

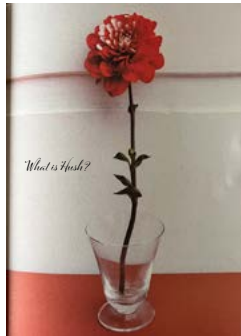
Context:

- Small booklet delivered to your home, so consumed probably in your own home



{Re} Presenting Poem Book

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METHODS OF CATALOGUING



Methods of cataloguing {Re} Presenting

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Relationships between parts:

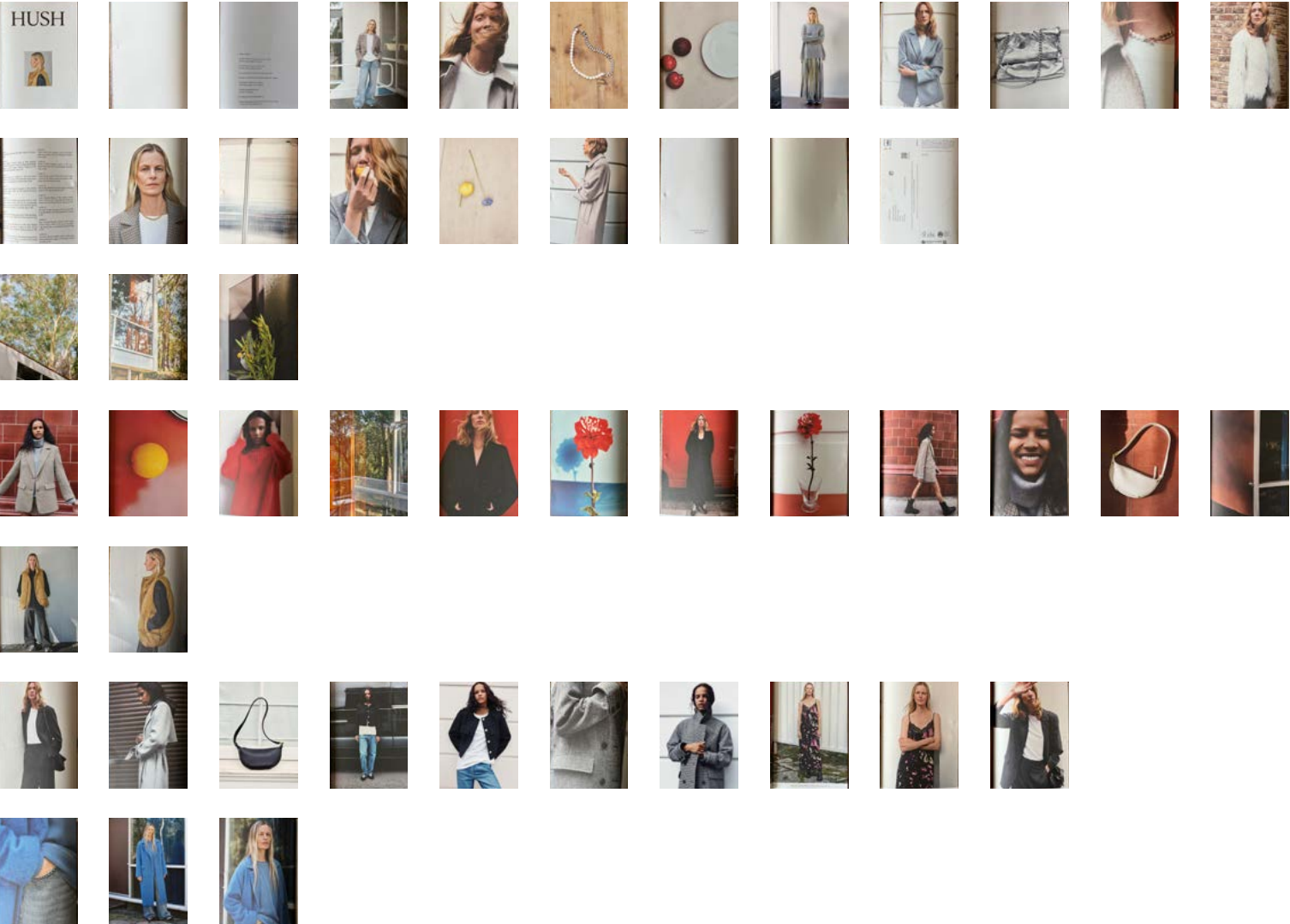
Although still a printed product, possibly on the same paper and at the same size; the relationship between the context and the parts moves from setting up validated consumerism to focusing purely on nature, the seasons and being present.

Re-configure the purpose, value and meaning:

Purpose moves from selling clothes to thinking about nature and time
Value shifts from consumerism to thought and looking after yourself through nature, not materialism
Meaning shifts from consumerism and having to not having and finding time for yourself

Classifying Colour

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METHODS OF CATALOGUING



CREAM

GREEN

RED

YELLOW

BLACK

BLUE

Methods of cataloguing

Classifictation

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Relationships between parts:

Feels disjointed as an overall narrative but makes sense in terms of colour.

Re-configure the purpose, value and meaning:

????

Subverting Alt Text

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Profile of a lady with blonde hair looking to the left with a straight face.
Full length lady in front of a white wall and full-length windows.
The top of a tree in sunshine with a slice of the top of a building across the bottom.
Woman stood in front of a red tiled wall looking straight at camera with a straight face.
Close up of a woman with hair flying across her face, hiding a smile.
Close up of a pearl bracelet on a wooden surface.
Full length of a woman looking straight at camera against a panelled wall.
Woman from the knee up leaning on a white wall looking at camera.
Aerial shot of a plate and three plums on a linen tablecloth.
Close up of a woman's hand in her pocket.
Full length of a woman in an oversized coat in front of a full-length window.
Side on view of a lady in front of a textured wall.
Black handbag in front of a buildings exterior.
Full length of a lady with her arms folded.
An orange on a shiny red table.
Lady in a red jumper with her hands either side of her head.
Trees outside a window with the reflection of a living room in.
Woman looking cold looking straight at you outside a building.
Silver handbag on a concrete surface.
Close up of a necklace on a lady's neck.
Mid shot of a lady in a big black coat against a red wall.
The corner of a building with floor to ceiling windows, in a forest.
Lady stood in front of a black, reflective building.
Red flower against a bluey background.

Girl stood in front of an exterior white concrete wall.
Close up of a check coat.
Lady with her eyes closed against a white concrete wall.
Full length image of a lady in front of a red wall.
Full length of a lady in a dress outside on a mossy pavement and white ish wall.
Woman in a big fluffy coat against a brick wall.
A spikey plant outside a window.
Close up of a lady looking at camera.
A red flower in an empty glass.
Close up of textured glass .
Full length of a girl walking past a red tiled wall.
Close up of a girl eating a peach.
Mid shot of a woman leaning against a white wall with her arms crossed.
Profile shot of a woman looking to the left in an oversized yellow puffa against a white panelled wall.
Close up of a woman smiling with her eyes closed.
White handbag on a red tiled floor.
Woman with the back of her hand over her eyes against a white wall.
Woman looking at camera against a window.
A lemon and a blue flower shot from above on a cream concrete slab.
Profile of a woman looking to the left with her arm out in front of her against a textured cream wall.
A red door with a shiny silver small door handle, edge of a window frame.

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Subverting

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Relationships between parts:

The context becomes quite removed from the parts

Re-configure the purpose, value and meaning:

Purpose moves from being fashion focused to being quite removed from fashion altogether

When describing through alt text, the clothing someone is wearing is quite far down the list of descriptors to convey the scene

Value changes from consumerism and materialism, to something more human through conveying the scene

Meaning becomes more human as the descriptors are focused on conveying what is taking place rather than what one is wearing - interesting reflection on what is important and what isn't important in life...?

Hijacking Poster

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A3 POSTER
EACH LETTER REPRESENTS A STYLE
OF PAGE FROM THE CATALOGUE

FULL LENGTH:	F	8
MID LENGTH :	M	14
CLOSE UP:	C	7
LIFESTYLE:	L	11
ACCESSORY:	A	4
TEXT:	T	15

INTERESTINGLY THERE ARE MORE TEXT PAGES
THAN ANY OTHER CATEGORY DESPITE THE
CATALOGUE BEING PREDOMINANTLY IMAGES

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Hijacking

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Relationships between parts:

Feels completely alien to the original context

Is it in relationship to the original context or its new context as a poster?

Re-configure the purpose, value and meaning:

Purpose moves from selling clothes to a graphic poster

Value shifts from consumerism to visual ornamentation

Meaning shifts from ??

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Framing?

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Framing?

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Relationships between parts:

The parts have all become one part, in an overlaid, low opacity, varying size of all the pages within one frame

Re-configure the purpose, value and meaning:

Challenges the purpose of the individual photographs

Shifts the value from physical cost to the value of thought

Meaning derived is that of capitalist consumerism and fast fashion, how is all merges into one and the real meaning (to look nice in a vaguely sustainable way) is completely invisible in real life

End