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Abstract

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Social posters raising a problem of addictions

English version

There were many reasons that had influence on the choice of the topic of my doctoral thesis. I wanted to study both the general specificity of addiction and the posters raising this problem. However, the crucial factor was the fact that the phenomenon of addiction is very diverse, complex and affects many people. I decided to express myself by means of these social posters. The main aim was to create a series that would clearly present addictions.

My doctoral thesis consists of four chapters and each of them has its own specificity. The first three chapters are analytical. I also presented many theories. The fourth - the last chapter, consisting of nine sub-chapters, serves as a self commentary to my series of posters about addictions.

Chapter I. General information on addiction

In this chapter I carried out a general analysis on the basis of professional literature. I presented the definitions of addiction according to the PWN Encyclopedia and conducted a brief historical analysis, mentioning the work of Griffith Edwards. I presented a division between physical and mental addictions. I described the differences between them and listed the particular types of addiction belonging to specific groups. These are, among others: cigarette addiction, drug addiction, gambling addiction and work addiction. This chapter aims at providing the reader with basic knowledge about addiction in order to better understand my work.

Chapter II. Analysis of the thesis topic on the basis of posters of other artists

In this chapter I carried out a general analysis of a social poster. I identified the street as the original place of its presence and compared this type of poster to other fields of art. I also quoted a fragment of the text from the post-exposure catalogue of the 7th International Biennale of Social and Political Posters in Oświęcim. In the further part of this chapter I carried out an analysis of a few dozen of selected social posters, both Polish and foreign artists. I divided the posters according to the type of addiction they refer to. These are, among



others: alcohol, cigarettes, drugs, medicines, food, mobile phone addictions. The Polish authors of the presented works include, among others: Sebastian Kubica, Henryk Nowina-Czerny, Eugeniusz Skorwider, Wiesław Wałkuski, Zbigniew Waszewski and many others. The foreign authors are, among others: Jheng Chang Chen from China, Shi Xiaofan also from China, Swietłana Fałdina and Aleksander Fałdin from Russia, Sonja Hilfinger from Germany, Farzad Saeedi from Iran.

Chapter III. Assumptions of the design and the thesis

In this chapter I present many theories and theses that I have proved. They are the result of my research and my own experience as well as knowledge in the field of posters. The theories were divided into two groups, i.e.:

1. General assumptions. I present theses related to the history, specificity and current situation of the poster and I outline the diversity of the problem of addictions.
2. Design assumptions. In this sub-chapter I focused on the theories related to poster design. In my thesis I prove, among others, that graphic design can be a universal language. A well and interestingly designed poster will be understood by everyone, despite language barriers. I present that a social poster should be understandable at first glance.

Theses and thoughts included in the doctoral thesis:

- addiction as a broad and diverse phenomenon,
- the impact of posters on people and their thoughts,
- the reflection of time and culture in the anti-addiction propaganda posters,
- the transition of social posters from street to social media.
- the broadest, international reach of content through social posters,
- graphic design as a universal language,
- the power of image, visual communication and graphic metaphor,
- differences between social posters and other types of posters.

Chapter IV. A series of my own posters on addiction

This chapter is an auto-commentary to artistic work. In my introductory remarks I described the types of art I was involved in at different stages of my life. In the next sub-chapter, I explain what a graphic metaphor is, how I create it, and what are the stages of this work. I also explain its significance for the posters designing. In the further sub-chapter, I concentrated on the role of sketch in design. I explain the importance of sketches for me, both general and individual. I show the types of sketches I have made and some examples of



concept sketches for some of the posters in the series. I describe how I create them, by means of which tools and in what manner. In the next step I describe how my work goes and what program I use. Then I show my ways to improve the posters. The next sub-chapter in my work is devoted to the technical data and the design record. I list three types of saving files and explain and describe their technical parameters: resolution, colour range, dependence on the type of graphics and its use. I also described the type of poster printing and the paper used. In the further sub-chapter, I showed the general reasons for raising this problem or the specificity of social poster in relation to my works. I explain the colours and ways of creating typography, its meaning etc. In the last part of my work I showed the individual posters, placing them in two sub-chapters. The penultimate is a description of four posters showing physical addictions. However, in the last one I described eleven posters devoted to mental addictions.

The artistic purpose was to create a series of posters raising the problem of addictions. The series consists of two groups of posters divided into physical and mental addictions; there are 15 of them. It was a great substantive and artistic challenge for me, because my aim was to design them in a clear, interesting way, reflecting my individual character as an author. Both colours, composition, typography and graphic metaphors are well thought out. Thanks to my artistic work I have proved that the elements mentioned previously in the posters designing are extremely important.

The research assumption was to study the topic of addictions in Polish and foreign posters.

I analysed a great number of poster competitions, among others: The International Socio-Political Poster Biennale in Oświęcim, Mut zur Wut, Poster Biennale in Lublin or Ganadores and many others.

Petya Lopez