THE FIRE IN THE STRUCTURE OF THE DYNAMIC VISUAL COMMUNICATION: THE METHODS OF IMAGE CREATION

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The modern person lives in the constant flow of visual messages and images that make their identification and perception more complicated. Against this background the actual issue is to search the ways of focusing on the certain information and attracting people's attention due to the outrageous images creation. One of such ways is the implementation of the natural fire element into the design objects structure. The live fire as the contradictory meaningful image of the destruction and creation becomes the innovative means of visual language that activates the sensitive experience of the world cognition. In this regard, such huge changes in the visual communication design require the system analysis of the theory and practice of the integrated design systems, which are based on the physico-chemical properties of natural elements, especially fire.

The source base of the study is represented be the small group of visual communications that contain the live fire [4; 5; 7]. The information about such design objects is purely promotional, but available creative decisions demonstrate various methods of the fire element using. In the design practice there is an absence of such visual communication analysis that means the topicality of this study. Therefore the aim of the research is to reveal the methods of the integrated design of visual communication that has the live fire implemented into its structure.

The using of fire is the determinative feature of people's activity, which is used as the means of acceleration of nutrients and energy circulation in the environment [3]. The meaning of the natural fire element, which shows rapid material transformation, is implemented by designers into the concept of visual communication. This outrageous method has the function of the momentary catching people's attention to the flaming message, which breaks formed stereotypes.

The features of fire as the dynamic energetic structure are caused by the physico-chemical processes, which are perceived as design tools in the visual
communication design. We distinguish three methods of the image creation using fire.

To begin with, the fire is used to reveal the hidden meaning of the message due to the thermal properties of this element. When heating, the inscription, which was initially invisible, changes its colour (e.g. business cards "Grill me"). Depending on the chemical composition of the liquid the visual message can be blue or brown. The dynamic visualization of the inscription involves a person to the interaction that is widely used in the education sphere.

In addition, the rapid burning process, from flashing to burnout, is the visualization of the significant image that is based on the metaphors and associations. For the effective demonstration of the message meaning people use two methods, such as spontaneous combustion and conscious flame formation.

Spontaneous combustion method is main part of the innovative development, which is based on the interdisciplinary researches and related to the involving of the natural processes in the environment for the image creation. Such an example is the posters of the series about vampires that erupt due to the influence of sunlight (Vampire Poster, BETC, Brazil, 2019) [7]. Technically they are created by using the layer of the combustible paint made from the potassium permanganate KMnO4 and the sulphuric acid H2SO4 [6]. Advertising canvases as the typical composite material are destructed by the fire due to its fast spread, which can cause fires [1]. The advertisement was placed in the glass frame to eliminate the danger.

One more method of image design is the conscious creation of live fire that is the metaphor of the natural way to cook meal, especially to fry meat (Outback Steakhouse, Deutsch, the USA, 2011 [4]; Sealord Smoked Salmon, Saatchi & Saatchi, New Zealand, 2014 [5]). Each of burning billboards demonstrates the flame that moves during the short period of time and leaves smoky scent. Also, the metaphor of the fire destruction and explosion represents an instant way to get information. For example, the effect of visual message self-destruction was used by the courier company “Deadline Couriers” (Colenso BBDO, 2007). The electronic watch on its billboard counted down the time before the explosion. In all cases the fire destroys the visual message in whole or in part. Everything is recorded on the camera and then is spread in printed and electronic form.

Furthermore, an important parameter of the image creation is the burning duration that becomes the advantage of the visual communication. Designers use the method of the instant combustion in the ketchup “Heinz” advertisement, so they activate the sensory sensation of the hot taste (Israel, 2010). The possibility of the instant burning is achieved due to the construction that is attached to gas tower.

We consider the live fire in the design system as the changeable structure. It helps to create the integral dynamic visual image with the multiple meanings [2]. Such an integrated design system is the dynamic gestalt, which is based on the natural laws and social interactions.

**Conclusions.** Using of the fire as the structural part of the visual image is the experimental visual practice that forms the semantic communication space due to the sensory perception activation. In the work we considered the following methods of the natural fire element and material objects integration: the heating method, rapid burning process and the method of instant combustion. An essential
parameter of the image creation is the burning process duration that determines the time of the design system existence, its outrageousness and the possibility to catch consumers’ attention. The creation of such an integrated visual communicative situation leads to the ambiguity of image design and the ability to the people’s behaviour programming.

References: