

**Master Visual Arts, LUCA Brussels
Meet Our Graduates**

Media
& into
mat
ion De
sign

The graphic features the words 'Media', '& into', 'mat', 'ion De', and 'sign' stacked vertically. Each letter is filled with a dense, parallel hatched pattern. The colors are vibrant and varied: 'Media' is light blue, '& into' is pink, 'mat' is a darker pink, 'ion De' is dark blue, and 'sign' is purple. The letters are thick and rounded, creating a bold, three-dimensional effect.

**Alésia Bruffaerts
Begüm Akın
Gitte Vande Graveele
Karen El Haddad
Maria Mikhaylenko
Stivi Imami**

Alésia Bruffaerts



When two worlds meet (2021)
paper, wood, rubber, digital work

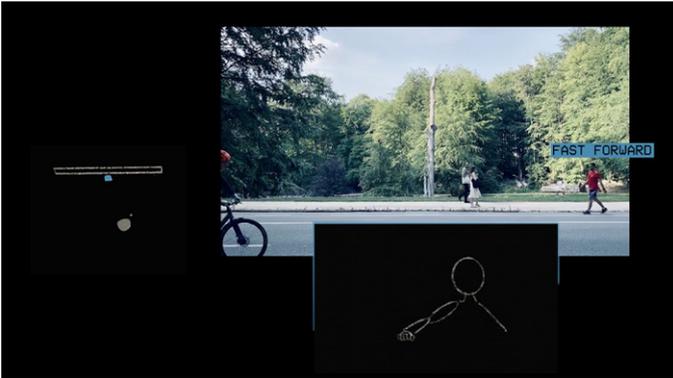
When two worlds meet

This work explores the unique properties of the digital and physical realms, by means of four interactive book-screen hybrids. The Non-Linear Book integrates the concept of spatial reading into a book. The Physical Screen combines a digital reading screen with haptic interactions of physical books. The Stretchy Network portrays the flexible and organic nature of the Web by using a physical object. The Multi-Angled Web allows users to imagine what lies behind what is visible on the screen. By translating properties across the digital and physical realm, these hybrids shed light on characteristics of both media that are commonly overlooked.

Biographical

Hi, I am Alésia Bruffaerts, I'm currently doing an educational Master's in Media & Information Design. I like creating playful interactive designs, and am fascinated by digital media.

Begüm AKIN



Alive Interaction Design through Body Movements

Interactions have shaped body posture and movements ever since they became a part of everyday life.

How would it be if design takes form with what is learned from movements? This project aims to frame a design approach through body movements and envision a case study around primary media player interactions.

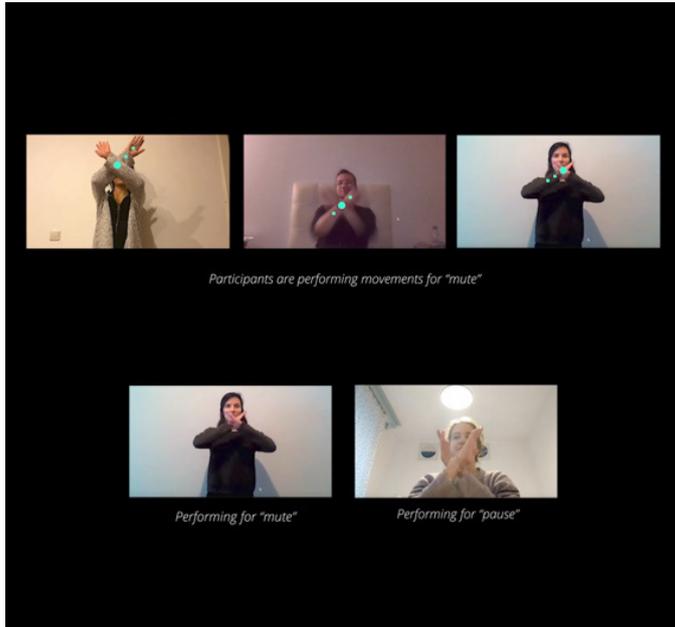
The design approach proposes an alive, constantly evolving, flexible and playful experience. This is seeking a new experience layer built upon the existing use, a stance on behalf of an interaction design future that is aware of the potentials and priorities of human bodies.

The research documentation aims to emphasize and support the varieties in human body movements while also presenting the commonality within the meaning-making framework. Parts from eight interviews and interpretations help to understand the limits and, in fact, the limitlessness of the study better. This open-ended project can continue to be explored with more people, more possible body movements.

Biographical

I am a user experience designer with a background in product design. I love working with digital products, but I also keep searching for new, out of the ordinary, fields to be able to explore, learn from and contribute with my designer approach. My master project became a break from constantly practicing design, thus allowing me to breathe and think. Within this period, I had an opportunity to pursue what excites me most about my profession – the relationship between

the real and digital worlds. In addition to improving myself by being inspired by visual arts, I am also interested in photography and video in particular. I love expressing myself with these mediums.



Gitte Vande Graveeële



In Search of Hybridity (2021)

audio interviews, digital sketches, video material, projections, paper book

In Search of Hybridity

Through visual exploration of organizational systems, I attempt to broaden perspectives in the field of classification. Since human's propensity of organizing banishes elements that might indicate further meaning, I conceptualize the subject and enlarge my own perspective, searching for eventual hybrid components within current systems. The aim is to make the spectator aware of the complexity of classification and to direct them to broaden their perspective on the subject. This is on the basis of visual concepts applied to different topics, related to classification. This master project is both a personal exploration and an exploration within our 'logical' system thinking — a contradiction, after all.

gittevandegravee@gmail.com
IG @gittevandegravee
linkedin.com/in/gittevandegravee
graveelius.be

The topic of collective memory and cultural traditions is very often seen in my work, and also discussed in my everyday conversations; ranging from family heritage, collective memories to socio-political issues. This thesis has allowed me to explore my own heritage and triggered many conversation relating to how these issues are experienced all around the world.

karen.haddad.leb@gmail.com
behance.net/karenhaddaa1e
IG @kay_elhaddad

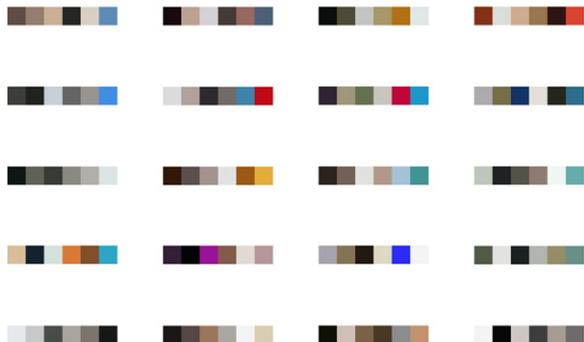
Masha Mikhaylenko

Digital colours

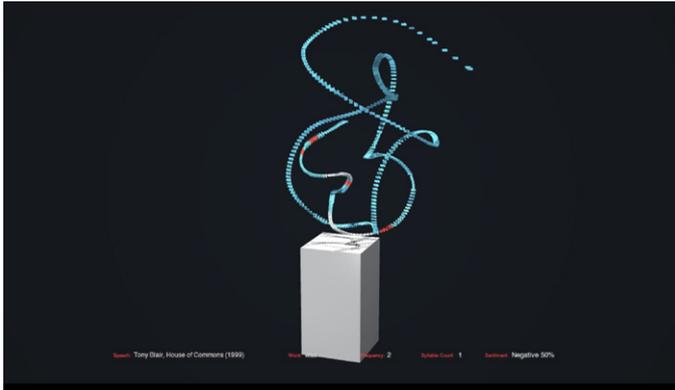
My graduation project is built around colour psychology, how people use colours in daily life and why they do it in a particular way. Due to the fact that because of the COVID-19 lockdown a significant part of this daily life of ours went online, I got motivated to understand our digital presence better and focused my attention on social media. The final outcome is a program containing a recommendation system. With its help people can discover connections between colours they use and topics covered across social media.

Biographical

I originally came from Moscow, Russia; before coming to Brussels I devoted some years to traveling across Europe. Somewhere in past life I have a degree in engineering and several years of experience of building my career in advertising.



Stivi Imami



The Weight of Language (2021)

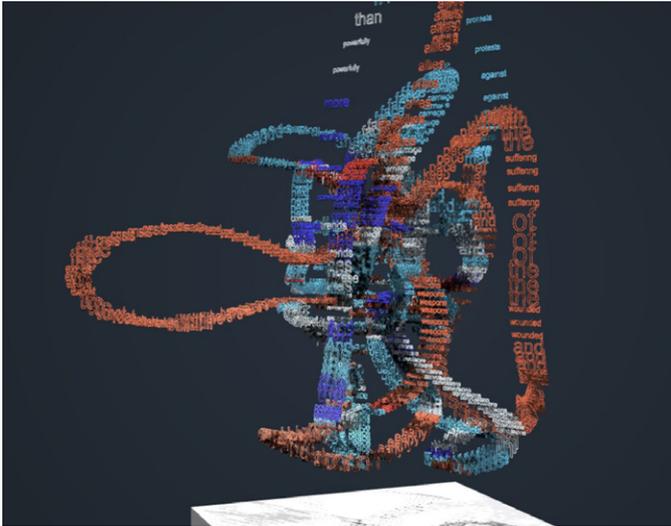
The Weight of Language

Technology and innovation have always been key factors in fueling our ever-growing need for information consumption; this is also reflected in various aspects of our societies such as politics. It is crucial to mention that the huge impact politics has is not restricted on a local level but has rather spread globally. Considering typography as the intersection between design and politics, this project aims to investigate the very fabric of public political speaking through typography. Intertwining existing theories on text analysis to create a large dataset with three influential political speeches spread in time provided the basis for this work. I intertwine concepts such as Critical Discourse Analysis, Sentiment Analysis and Bias to provide the artwork with the needed information. The project is, in other words, a take on political rhetoric. It is thus, not only visual, but cultural and social and, most importantly, aims at having an impact in these fields. The final artwork aims to visualize the speeches through the use of data providing a platform for dialogue and critical thinking. The audience then has the chance to dive into not only the general takeaway of the speeches, but also on a deeper, more detailed and more immersive level. Nevertheless, this does not mean that my project aims to give conclusive ideas about the speeches or the historical moments per se, it rather aims to provoke and position the audience in a place of deeper and critical understanding.

Biographical

My name is Stivi Imami, a multidisciplinary designer with a passion for technology. During my career as a young designer and student, I took advantage of the opportunity

to experiment with various mediums and technical approaches. My school projects had a strong emphasis on mixing different media like film, animation and sound design in search of alternative narratives. This love for experimentation has always pushed me to discover new technologies and ways to make the abstract tangible. After two years of working in a digital agency as a graphic & digital designer, I pursued a higher degree at LUCA School of Arts which strengthened and deepened my knowledge in the field. Exploring the intersection of language, politics and digital information. This is also reflected in my Master's thesis, where I take a new approach on visualizing political rhetoric, an interactive visualization of words in real-time fueled by data.



The Weight of Language (2021)

Imami,stivi@gmail.com
behance.net/imamistivi
IG @salamundra

Colophon

Publisher
LUCA School of Arts vzw

Coordination
Liesbeth Decan
Nienke Fransen
Cilia Gouwy
Els Opsomer
Nicola Setari
Johan Stuyck
Camiel Van Winkel
Richard Venlet
Klaas Verpoest

Teachers
'Media & Information Design'
Sandy Claes
Boris Debackere
Steven Devleminck
Maarten Lambrechts
Annelies Van Opstal
Simon Otten
Tom Pijnenborg
Bart Vandeput
Johan Van Looveren
Klaas Verpoest

Design
Sophie Keij
Atelier Brenda

Editing
Teuntje Manders Presence
Translate & Interact

Thanks to
Goedele Adriaensen
Els Berlengee
Agnes De Pauw
Ann De Pauw
Jan Duerinck
Nienke Fransen
Nico Laurysen
Jeroen Lindeboom
Lucas Messens
Jan Pillaert
Brecht Schallenbergh
Carine van Asch
Simon Van Damme
Sam Van Gils
Stefaan Van Hyfte
Walter Mommaerts
Krista Van Keer
Maarten Vanvolsem
Birgit Vermander
Luc Vermeir
Filip Ververne

LUCA

SCHOOL
OF
ARTS

