



**cultart**  
applied arts

Skopje 27 - 31 March 2023



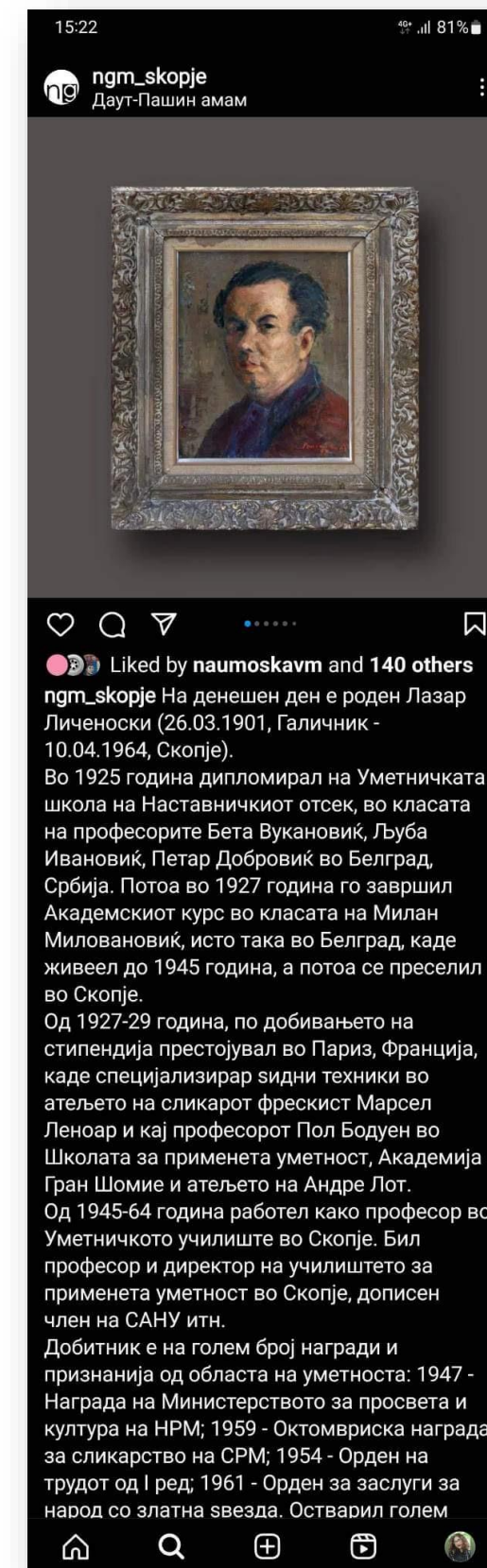
### **ASSIGNMENT**

#### ***Group IV - Design Thinking, Presentation Practice and Digital Creativity***

- Level of freedom (decision-making, projects funding; understanding what the barriers are to progress)

***Practical assignment: Possibilities for cultural networking between institutions (Macedonian Center for Photography, Public Room, National Gallery) s and how they can be overcome).***

# National Gallery - Skopje







# VISUAL GRAPHIC DESIGN

NO STORIES

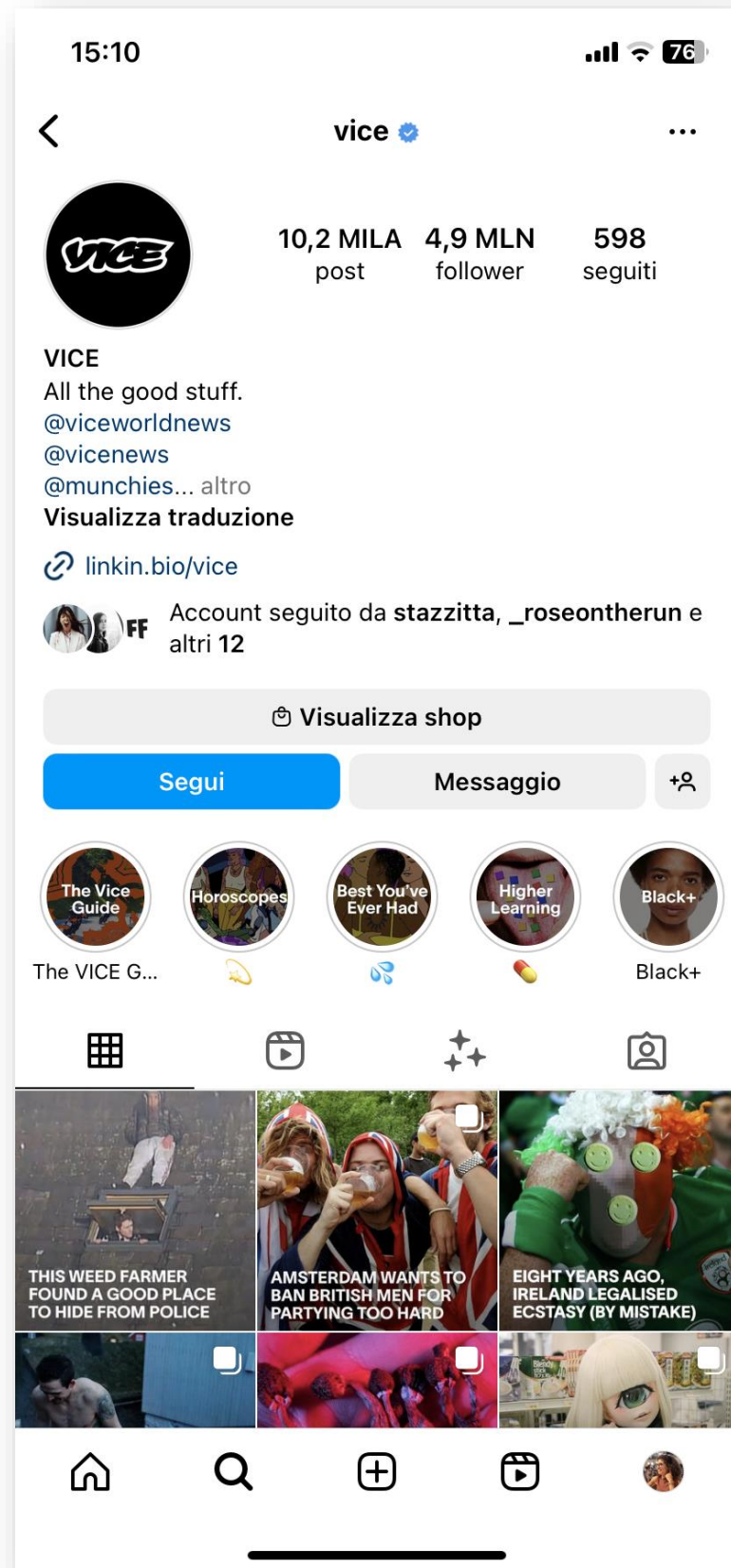
NO THEME



INSTITUTIONAL LANGUAGE

NO VIDEO

# References - Vice



INFORMAL LANGUAGE



VISUAL IDENTITY PROJECT

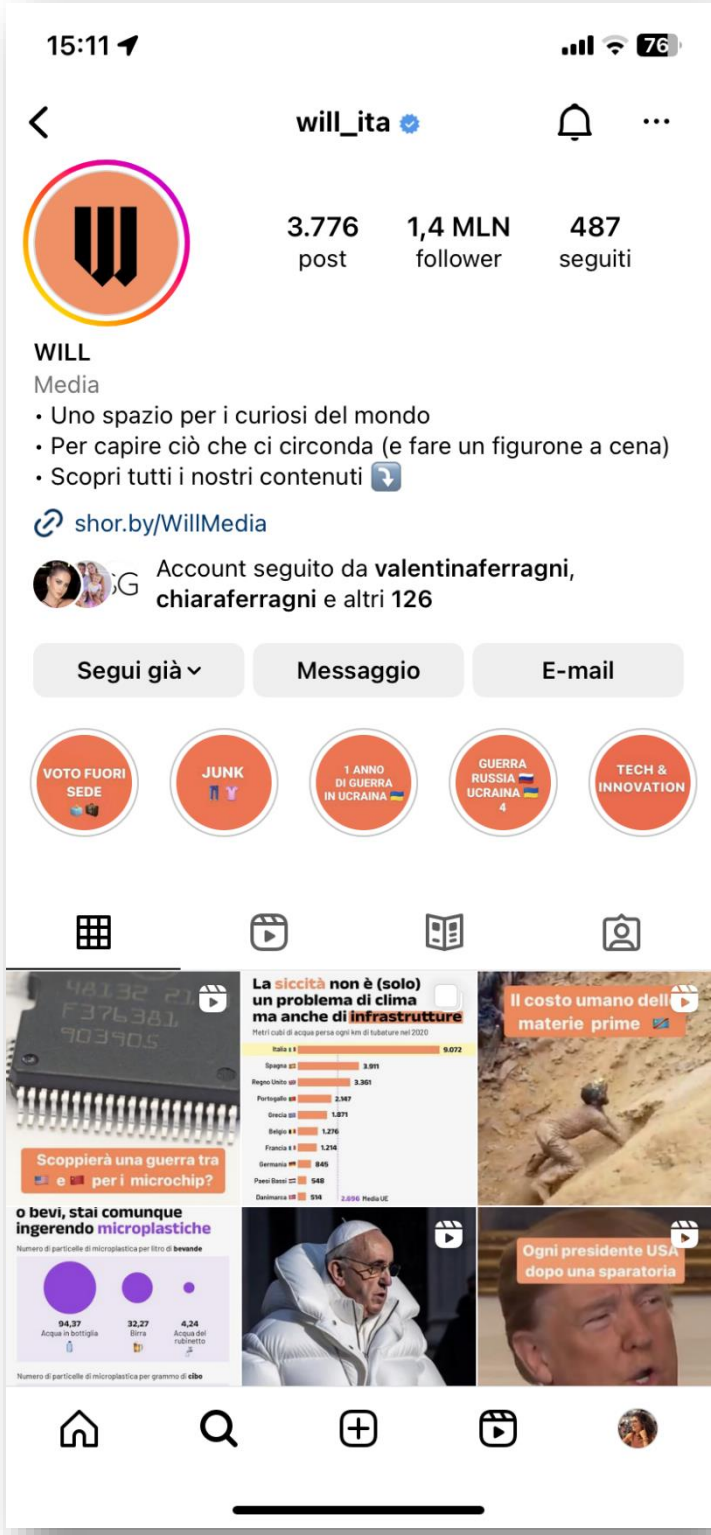


WORDS AND PICTURES





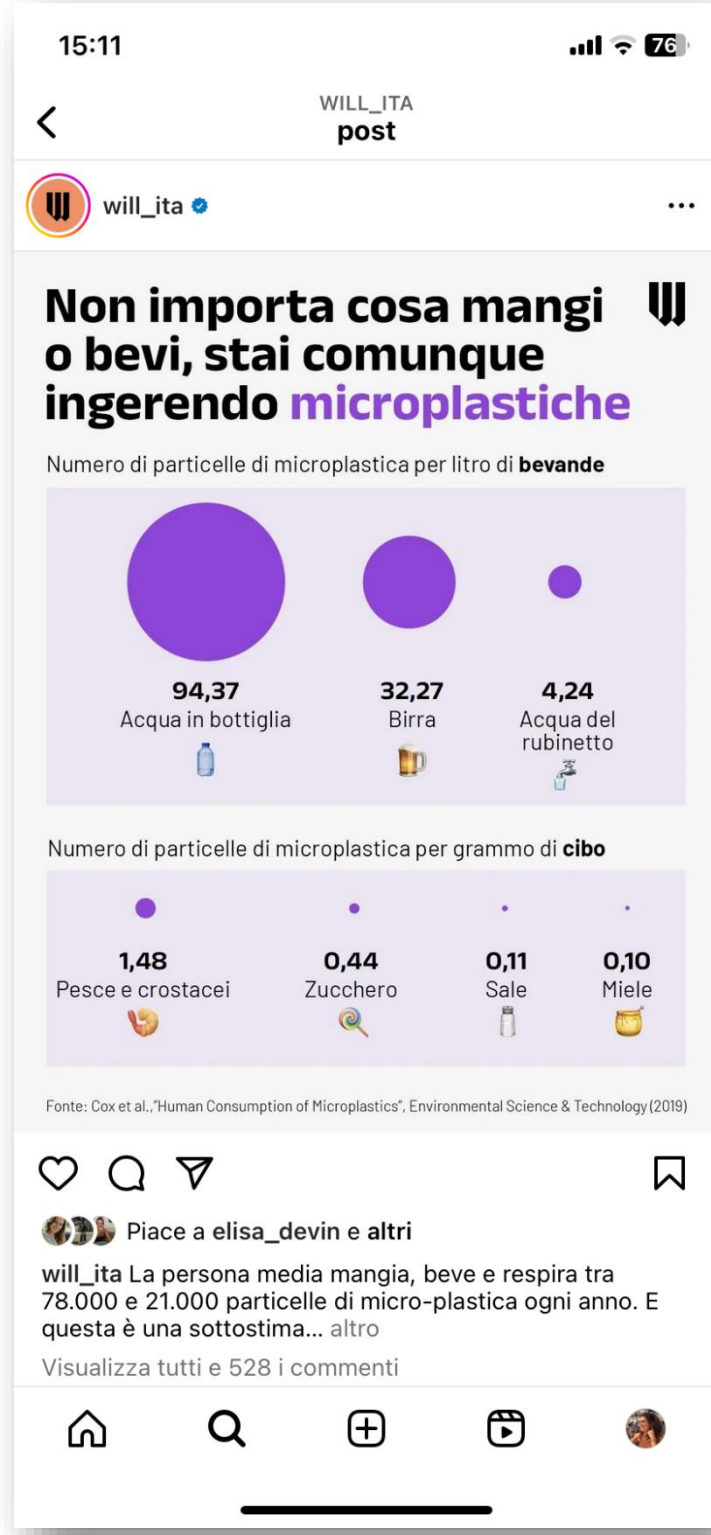
# References – Will\_ita



OFFICIAL LANGUAGE



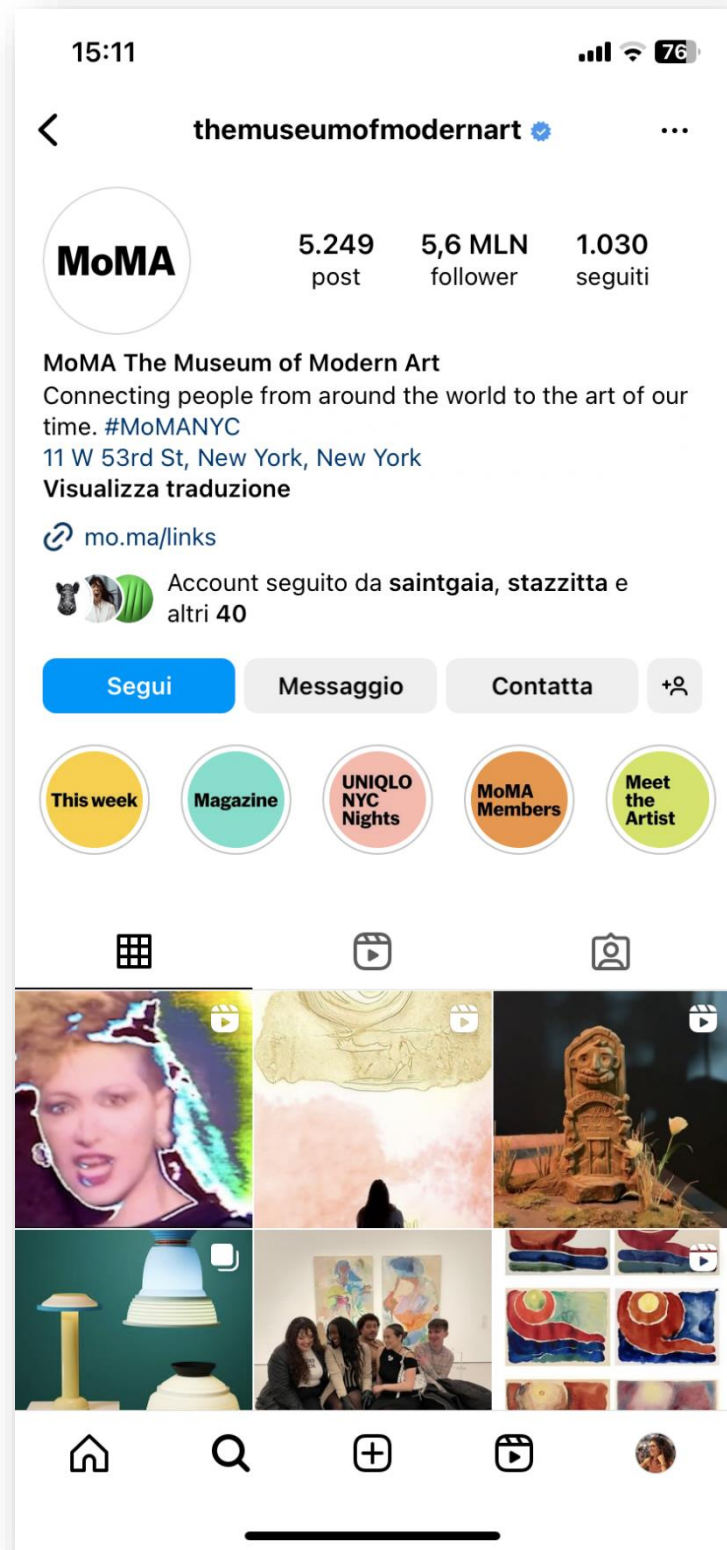
USER-FRIENDLY



VISUAL DESIGN



# References - MoMa



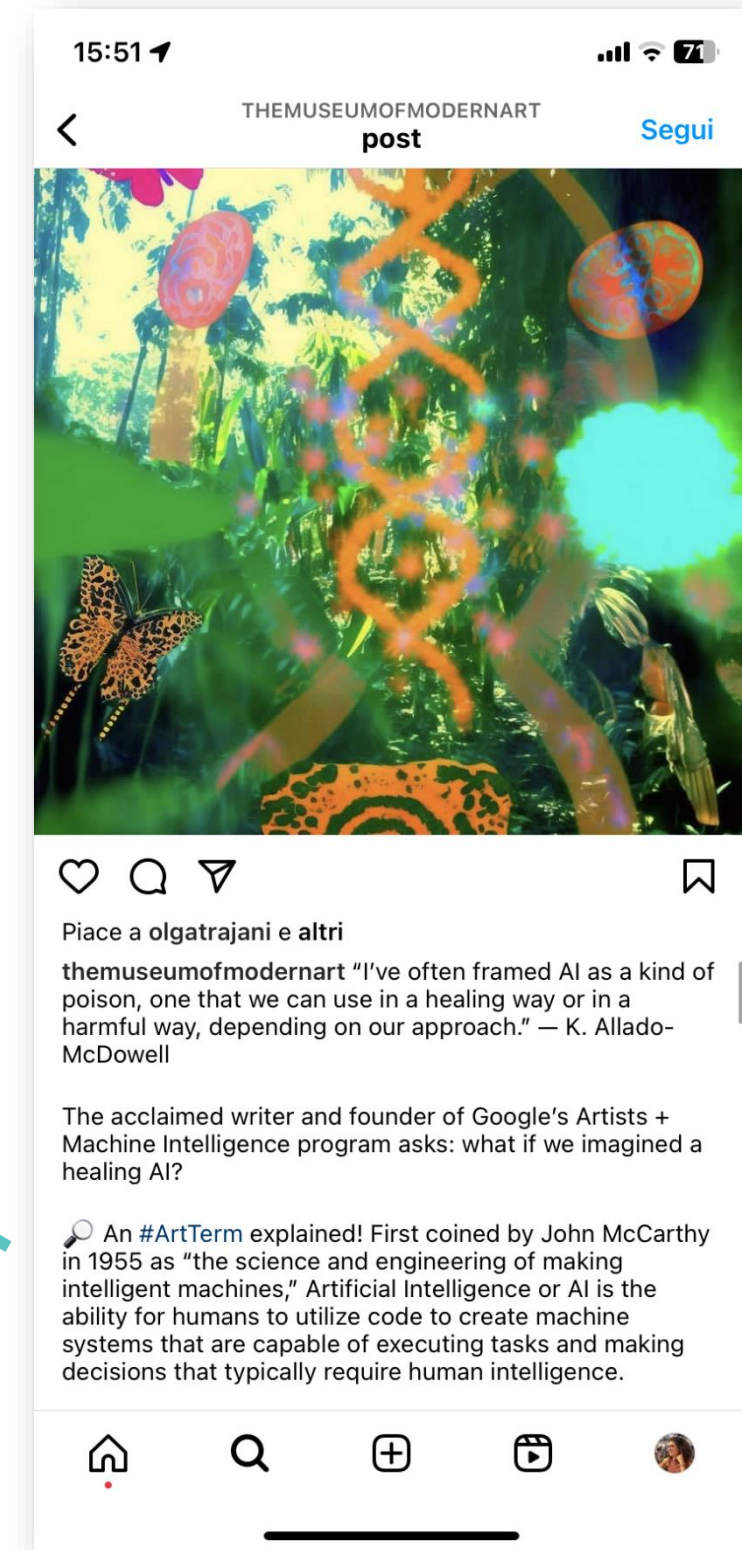
OFFICIAL LANGUAGE

PROMOTION



VISITORS PHOTOS

FUN FACTS





# References – MoMa



REELS



USER-FRIENDLY



# REACH LARGER AUDIANCE



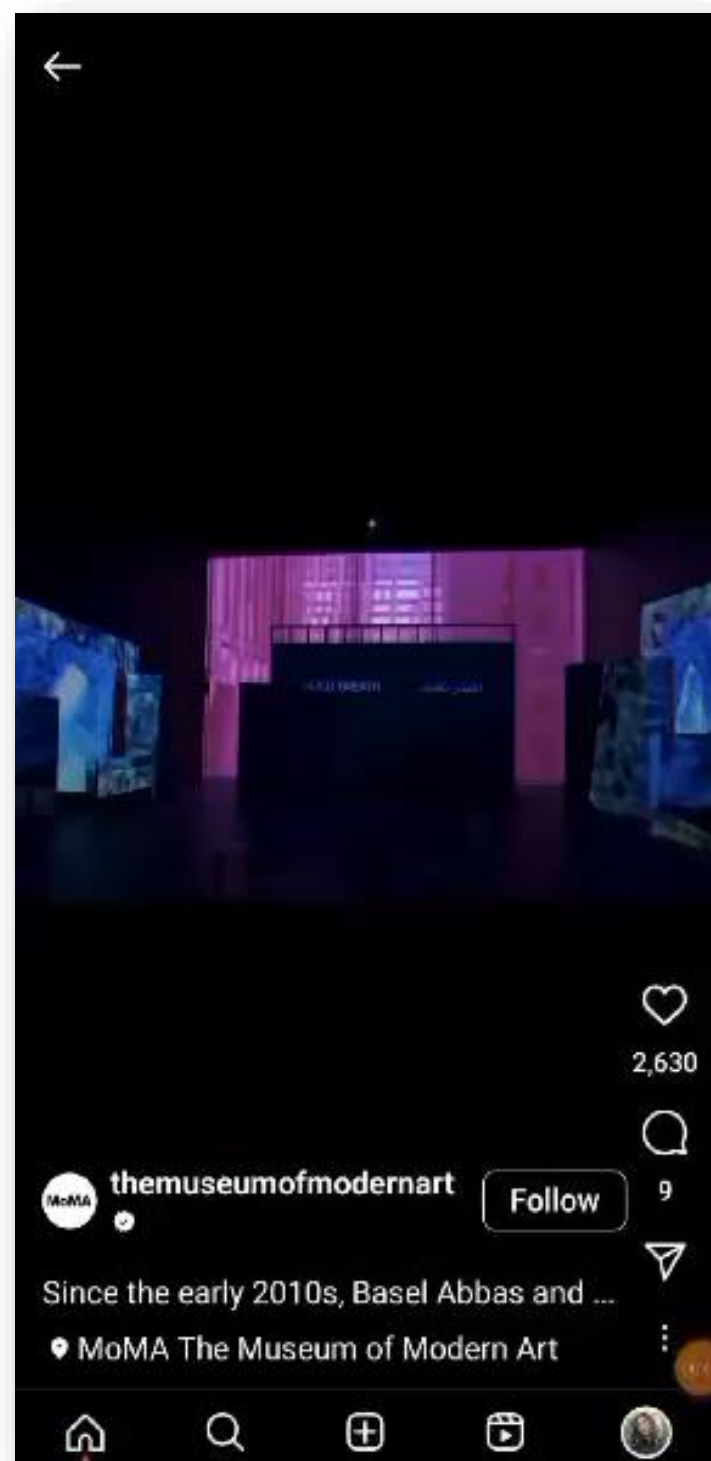
DIGITAL CREATORS  
COLLABORATION







# VIDEO MAPPING



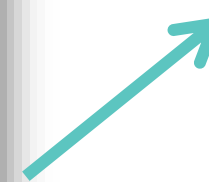
INTERNAL



EXTERNAL



REALISTIC

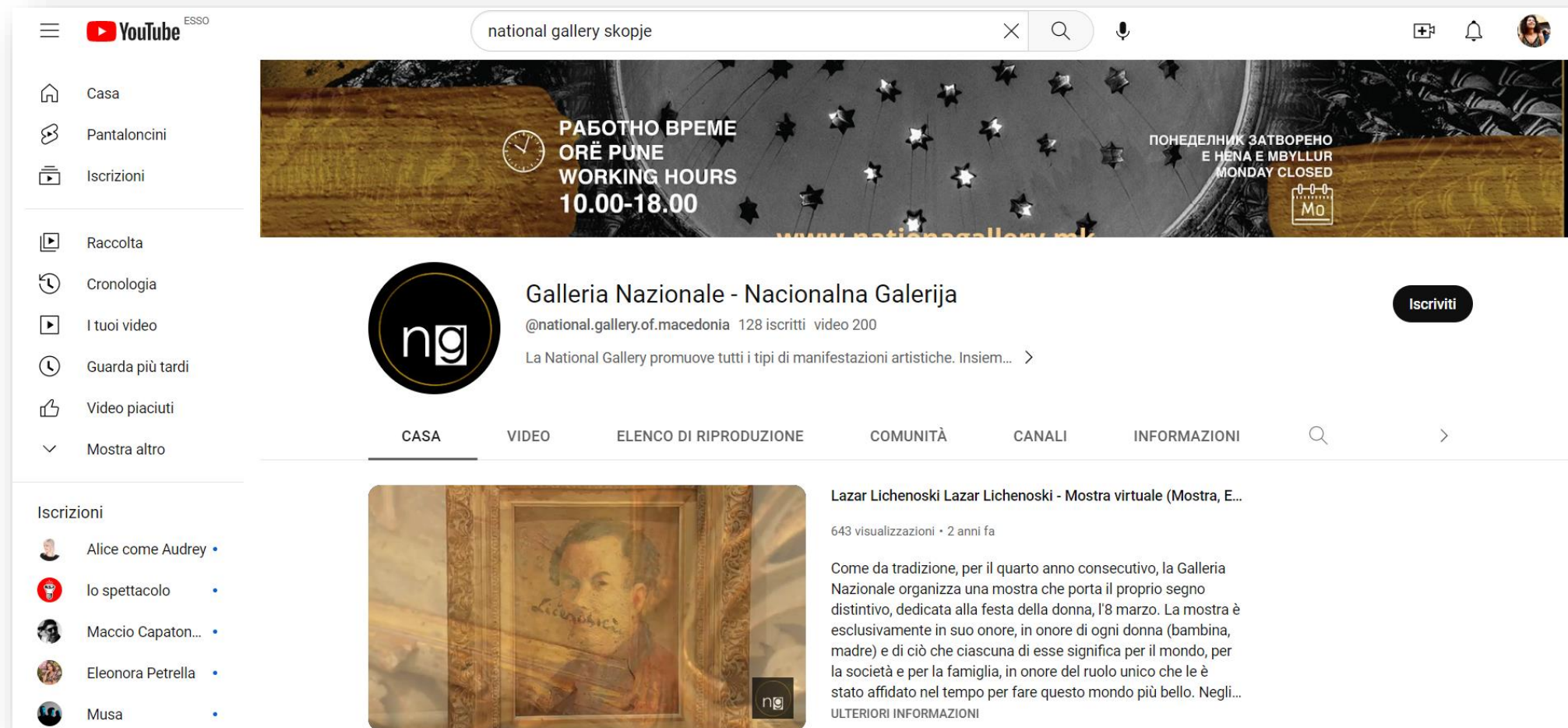


GRAPHIC





# DOCU-VIDEO



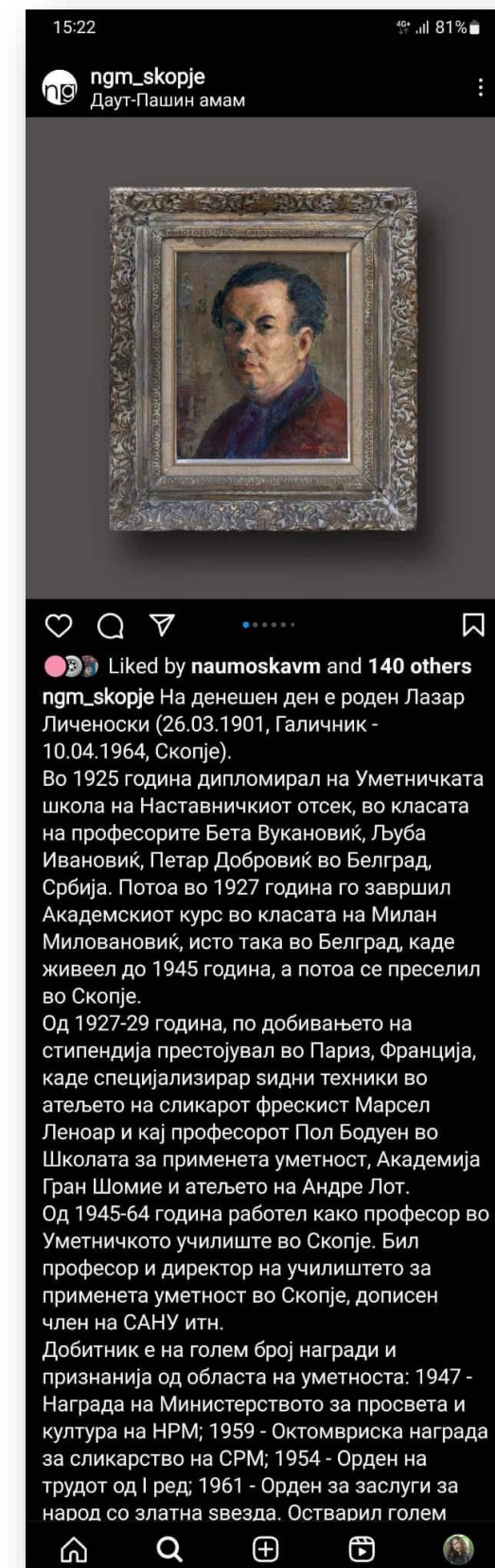
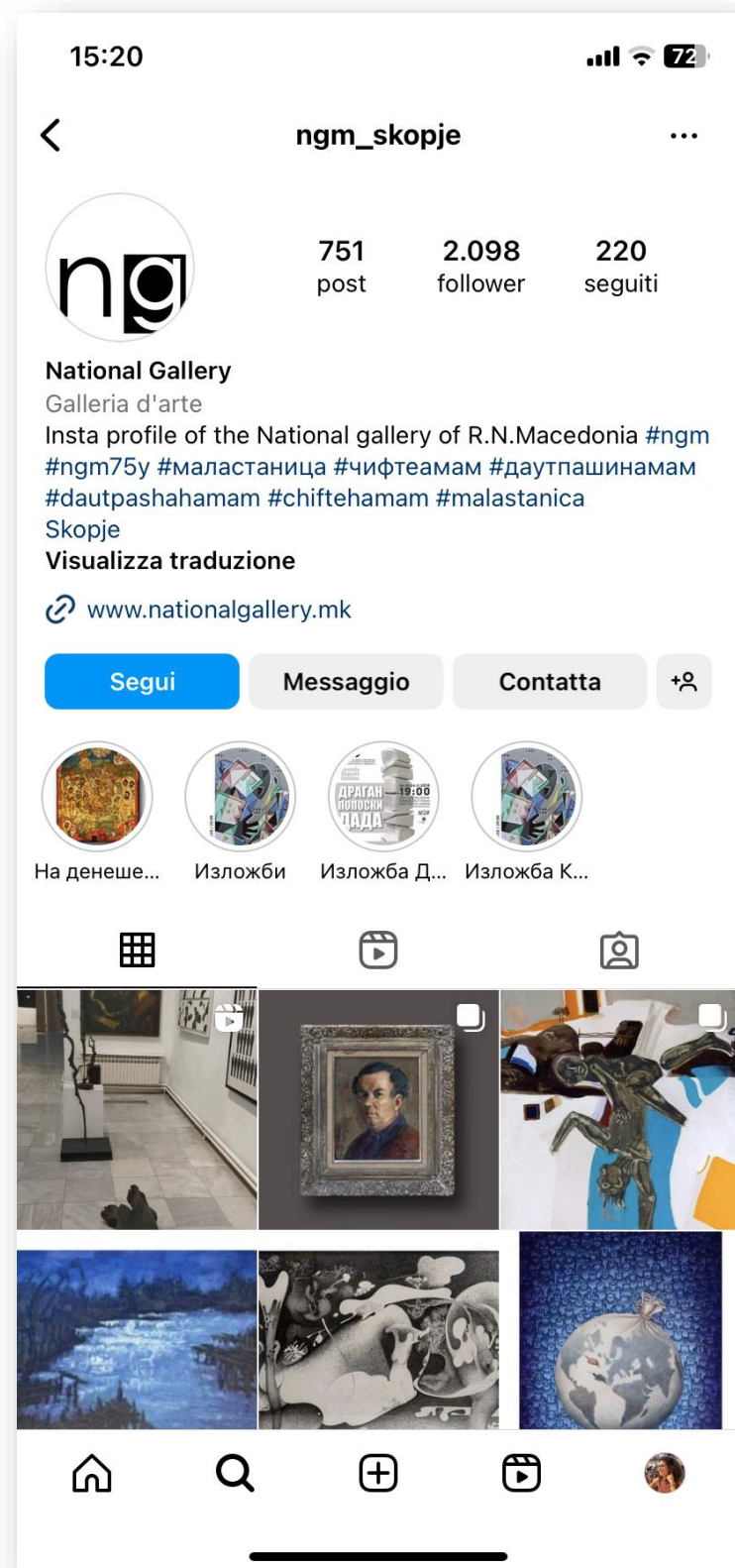
→ POSTING SCHEDULE

- ARTISTS INTERVIEW
- CURATORS EXPLAINING THE EXHIBITIONS
- PODCASTS WITH CURATORS OR ARTISTS
- DOCUMENTARY ON THE ARTISTS EXPOSED





# National Gallery - Skopje







THANK YOU

Bozhidar Savov, Yoanna Laskova, Federica Prettico, Angela Petrovska, Ivo Velcevski, Leonie Mantarlieva, Emilija Damjanovic, Lara Almbauer

