

Cut and Paste: Preventing Visual Plagiarism

CREDITS

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Print:

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ABOUT THE PROJECT

Visual Plagiarism – the improper, or unethical use of images in the process of creation, is a topic that impacts everyone in the creative industry at some point during their career. Yet visual plagiarism is an issue that is seldom discussed or, worse still, brushed aside as unimportant. This is perhaps due to the ambiguity between taking reference from an image and copying from it, and it is this ambiguity that can lead to unethical creative practice. However, rather than preach rights or wrongs, what this project intends to do is provide relevant information and raise awareness in order to enable applied arts students to make fully-informed choices. The brief was therefore to create an integrated design system, which would appeal to young designers in Singapore to guide them through complex topics via an active learning workshop.

EXECUTION

Utilising the existing colour palette and fonts of the Nanyang Technological University brand, a strong red and blue theme is applied throughout. This is complemented by culturally appropriate imagery and rich, real-world examples of visual plagiarism, homage, pastiche and parody. The notion of a *cut and paste* visual culture is present throughout, as a reminder for participants to consider ethical intentions as part of their creative practice and the secondary, juxtaposed theme of 'copy cats' is playfully illustrated; humorously referencing this common idiom and introducing a more palatable lightness to a somewhat serious topic. The design solutions, whilst maintaining NTU brand presence, are specifically focused on learning through doing and encourage experimentation and creative play; they are meant to be used. They are tactile, layered and certainly not precious. This is design with purpose.

SOCIAL BENEFITS

This project is intended to be the start of a much needed conversation; one beginning in design education and then advancing through, into the design industry. Engaging applied arts students in this conversation, now, before they enter industry, empowers them with the ability to make creative choices with ethics in mind.

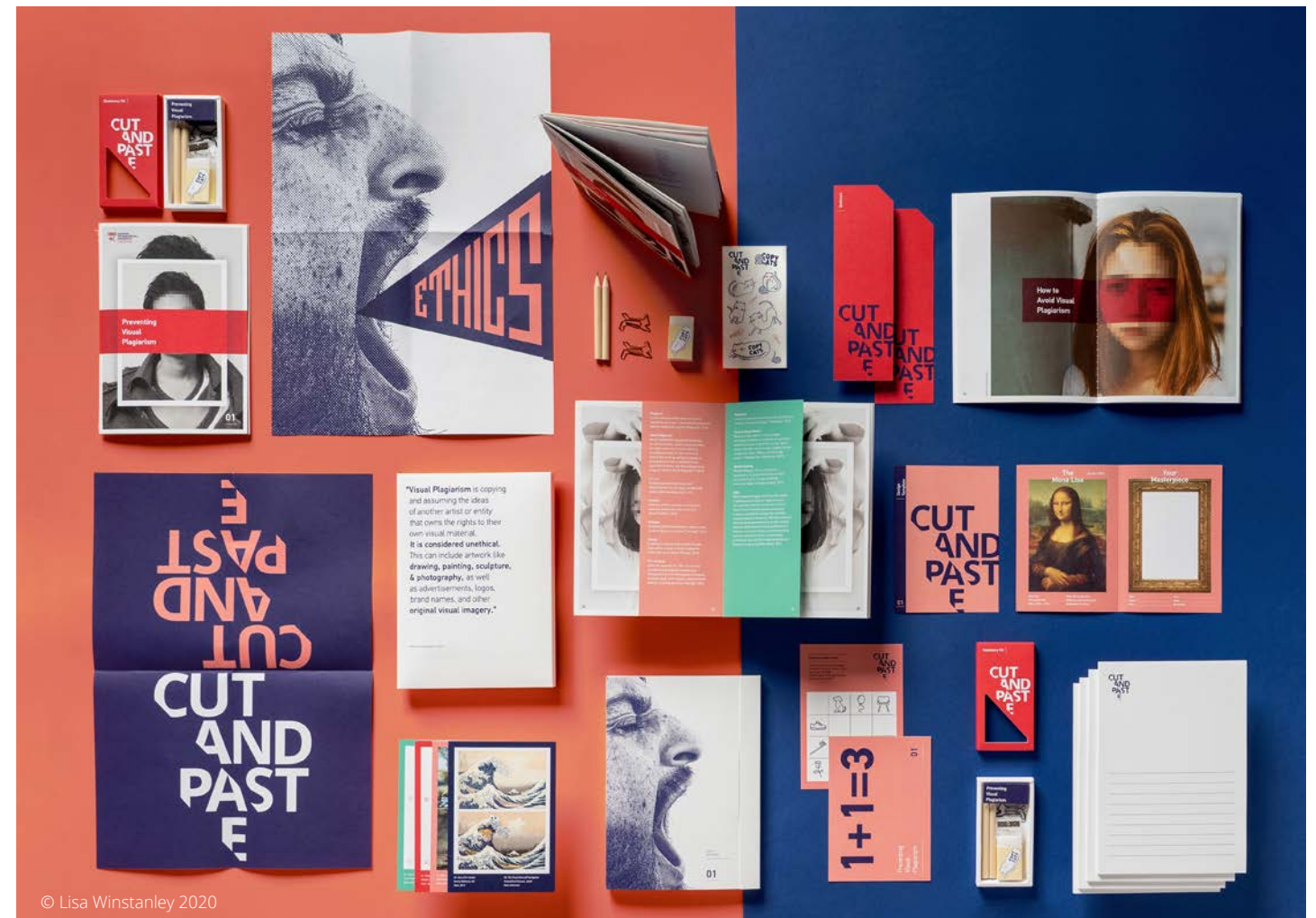
AWARD WINNING

The Cut and Paste project has gone on to win several international design awards, including:

- *Winner of the San Francisco Design Week Awards 2020*
- *Indigo Design Awards 2020. Gold in the Integrated Graphic Design Category*
- *Award of Excellence in the 26th Annual Communicator Awards*
- *Winner in the Creative Quarterly: The Journal of art & design, professional graphic design category*
- *Award of Excellence in The University & College Designers Association (UCDA) Awards 2020*
- *Graphis Design Annual 2021 Gold Award*

A short case study of this award winning project can be viewed here: <https://youtu.be/4zF5kyRZan0>





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About Lisa Winstanley



ABOUT LISA

My name is Lisa Winstanley and I am a designer, educator and researcher, currently working as an Assistant Professor at the School of Art, Design and Media, at Nanyang Technological University, Singapore.

Commercially, I have over 20 years of experience; working in the UK as a creative practitioner and design consultant and my work has won many prestigious design awards. I am really interested in trying to make the world a better place through design and figuring out how we can use trust to make that happen.

INFO:

Works as an

Assistant Professor

Specialises in

Visual Communication

Research Interest

Ethical Creative Practice

Collaborative Creative Practice

Design for Good

LISA
WIN-
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