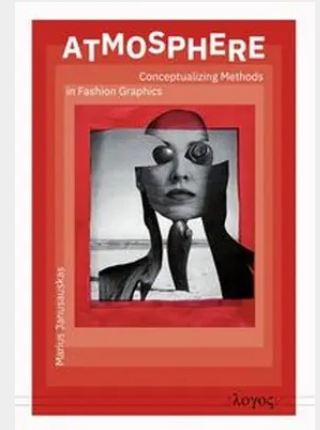


Atmosphere

Conceptualizing Methods in Fashion Graphics

Atmosphere: Conceptualizing Methods in Fashion Graphics examines how fashion graphics—editorial, campaign, and process images—produce mood as spatial experiences. Positioned at the intersection of fashion studies, visual culture, and artistic practice, this book treats atmosphere as a critical mode of engagement that is sensory, relational, and affective. It reframes image-making as an experiential tool that links viewers to the process, material meaning, and politics of how fashion graphics are staged and made to circulate. By approaching atmosphere as both object and method, it foregrounds experimental, process-led practices—tuning light, texture, color, and rhythm—to track how intention is translated (and sometimes disrupted) in visual communication. The book invites designers, visual artists, educators, and students to see how atmosphere can function as a critique, contesting the neutrality of fashion imagery and asserting process as culturally consequential.



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