



The Art of Rich Pictures - Audio

The Art of Rich Pictures in Storytelling

Victor Hagger:

Having started off doing children's books and then getting into rich pictures a kind of playful side is quite important to me. The foundation of my work lies in the visualisation of information. That relationship of having information that you can relate to emotionally and through a story is such a powerful way of learning. The rich picture can be used as a narrative and a story to represent information. A great way of learning about complex ideas. You can convey large amounts of information through a single image and therefore absorb a lot of information quite quickly as opposed to having to look through a lot of text for instance. As in from Moldova I thought create a rich picture showing the complexity of the whole country. Basically you could see Moldova in one go and have all those complex things that are going on about the culture and about some of the political things that are going on which helps you to understand the story of Moldova at a glance. In respect to the way that things are changing in society and the knowledge which we have, we live in such a visual world, it just seems like a natural progression. It's just another visual language. Even though it's information at the same time art helps people to see the world in a different way.