

# 4

## SECOND GENERATION - PRINT AND FILM

### 4.1 PERCEPTUAL AND CONCEPTUAL MAPS

### 4.2 A SHORT HISTORY OF PRINT

### 4.3 A SHORT HISTORY OF FILM

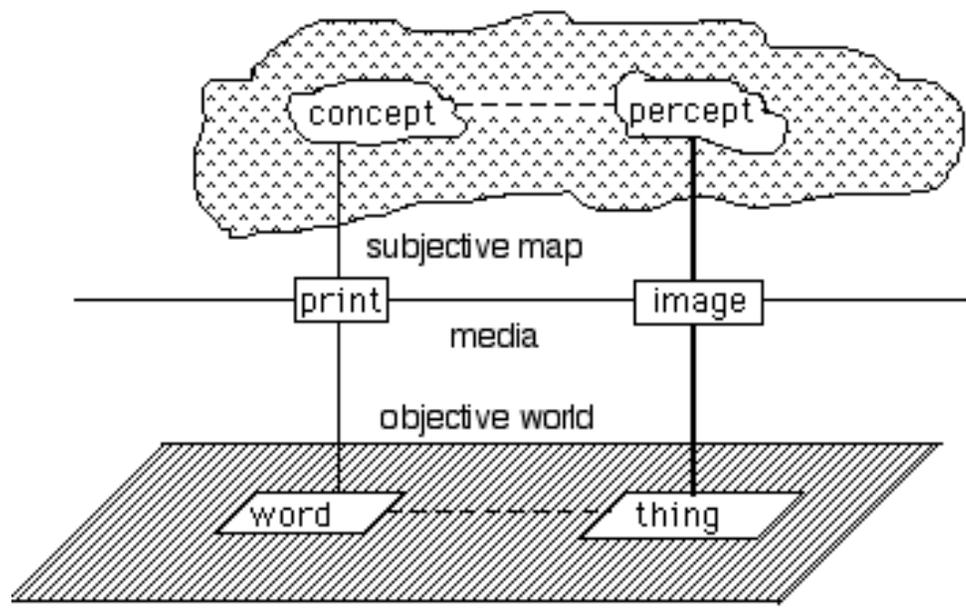
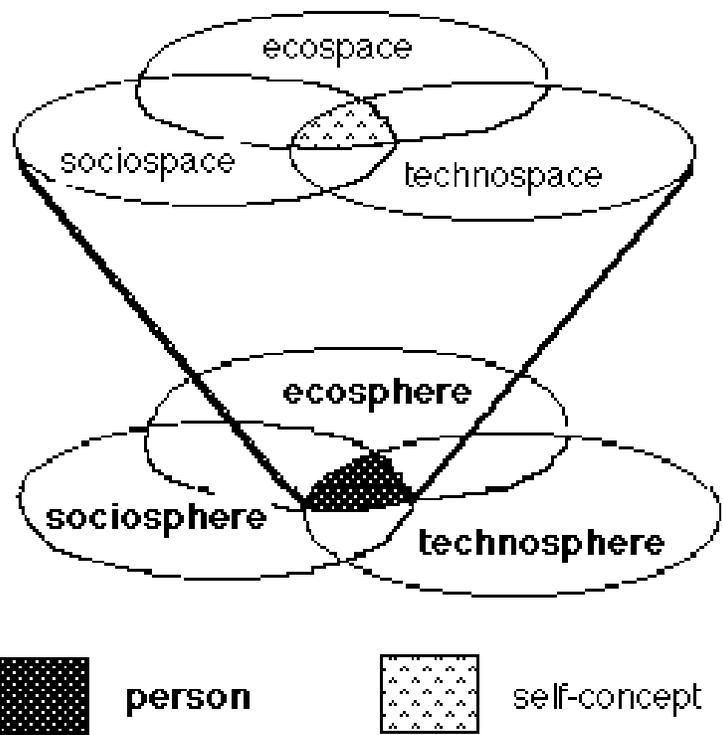
### 4.4 FROM PRINT TO FILM

*Really we create nothing. We merely plagiarize nature.*

**Jean Baudrillard, SIMULATIONS**

*I've just had a brain scan.  
In my left hemisphere, there's nothing right.  
In my right hemisphere, there's nothing left.*

**Anonymous**

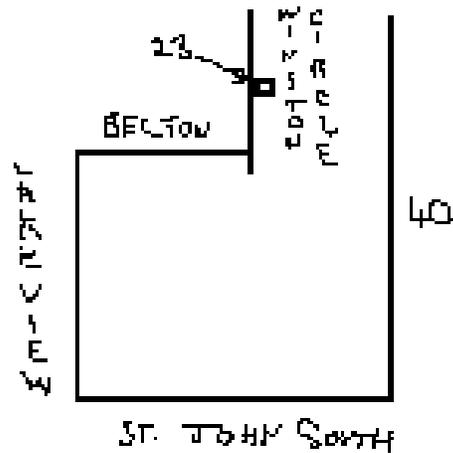


**TRIAD MODEL - TWO-STORY VERSION**

## CONCEPTUAL MAP

23 WINSTON CIRCLE  
ST. JOHN SOUTH OFF 40  
LAKEVIEW R.  
BELTON R.  
WINSTON CIRCLE L.  
23 ON RIGHT

## PERCEPTUAL MAP



## CONCEPTUAL AND PERCEPTUAL MAPS

### 4 REFERENCES

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