

Year 3
28.02.2023

Attainment Masterclass *Process*

This series of sessions are to help you develop skills matching the *Learning Outcomes* for your Final Major project.

We have already looked at;

Enquiry

Knowledge

Next week we will look at *Communication*,
followed by *Realisation* for the last week of term.

Today we are going
to explore & document
the design *process*
in a variety of ways.

Major Project *LO3 Process*

Confidently select and describe strategies for managing projects, deadlines and consultations including your process for identifying, exploring and developing appropriate media and techniques.

How you can show this in your Final Major Project
Evidence independent reflection and project
management throughout the unit and articulate the
key stages of these within your process document.

Demonstrate independence, initiative and appropriate
time management throughout the unit.

Evidence your ability to collaborate with others and contribute to critical debate through the tutorial process.

In your process documents, clearly articulate and illustrate a range of ideas and the experimentation you have undertaken to progress your projects to a final solution.

Let's consider type as
image to communicate
a message/tell a story.



Filippo Tommaso Marinetti



Filippo Tommaso Marinetti



ANHALTISCHER
KUNSTVEREIN
JOHANNISSTR. 13

GEMÄLDE AQUARELLE

KANDINSKY

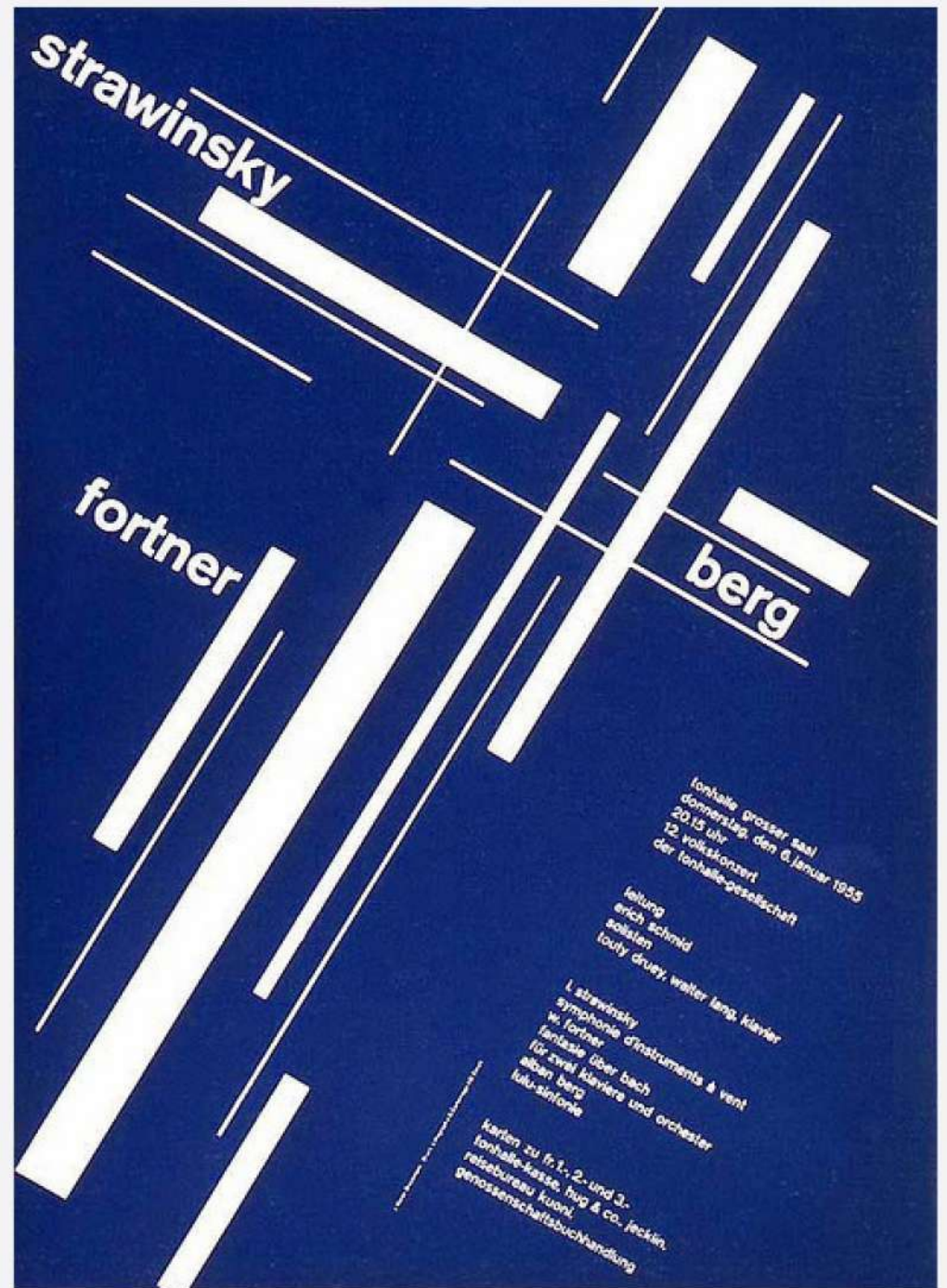
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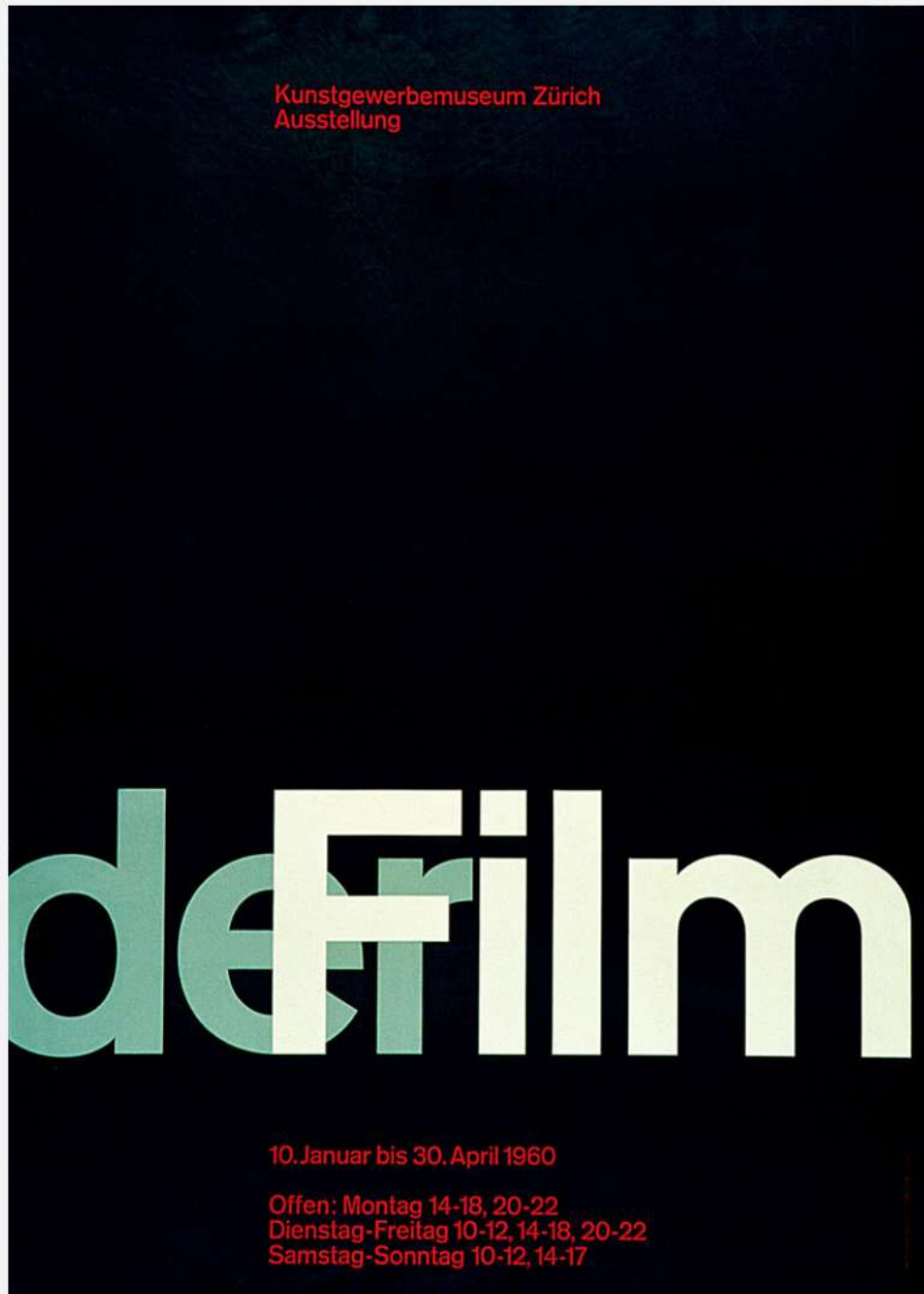
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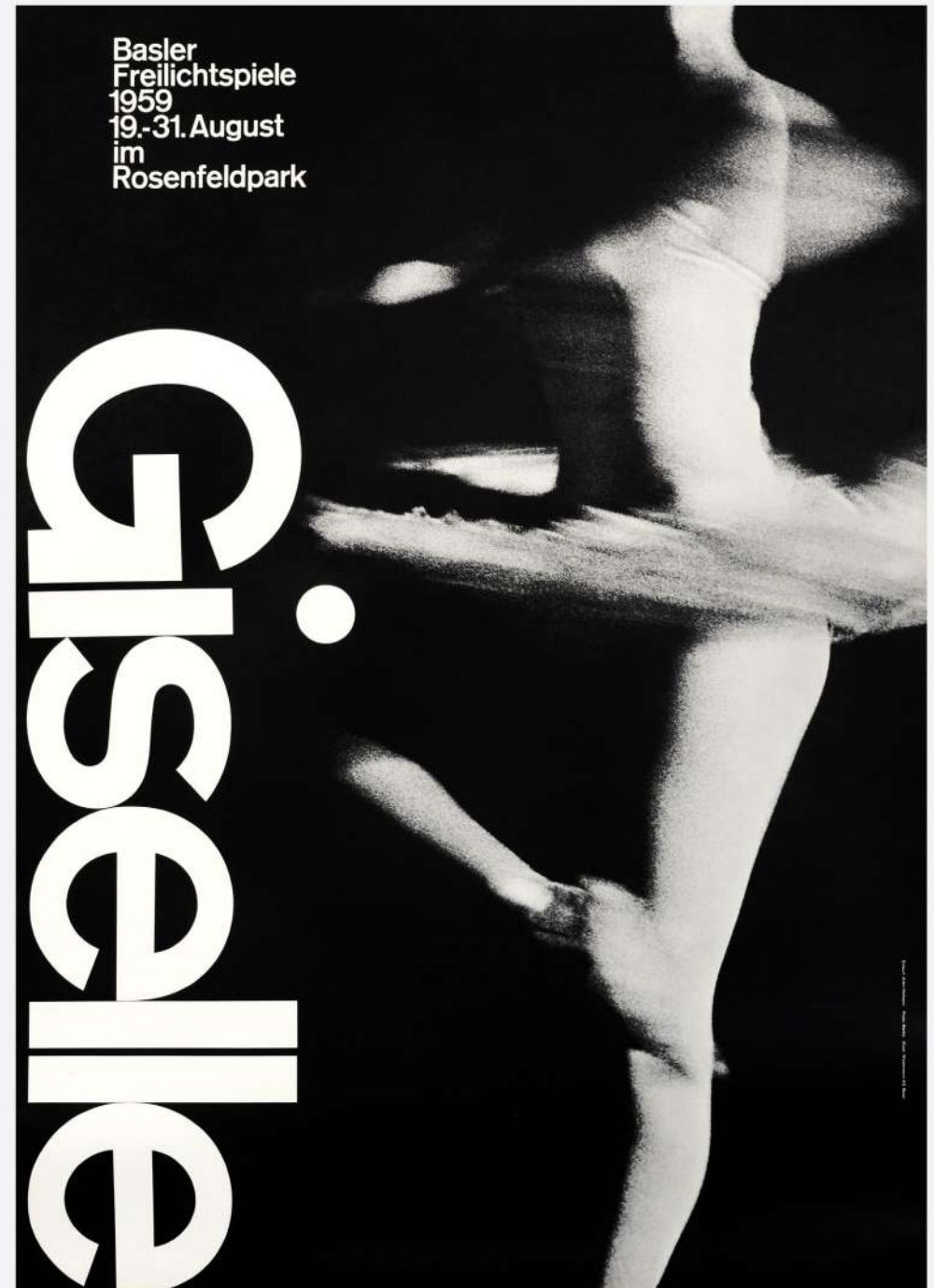
Josef Müller-Brockmann



Josef Müller-Brockmann



Josef Müller-Brockmann



Armin Hopmann

While chasing after 'for sale' signs,
customising his discwheels and
nursing his bruises, Andrew Todd
gives us an insider view into a sport
(and a culture) in the process of
being invented, or re-invented

Words and photographs
by Andrew Todd

BIKE POLO



*Iconic designer
Yves Saint Laurent is
famously quoted as saying,
'What is important in a
dress is the woman who is
wearing it.' Inspired by the
muses he adored, his
clothes spoke of
a lasting love
for women.*

WITH FASHION mainlining all things '70s, this season there was only one designer who mattered. The Spring/Summer 2011 shows were all about Yves. You couldn't look at a runway without seeing a reference to a Saint Laurent woman. Sonia Rykiel's sternly belted mustard dresses channelled a YSL-clad Catherine Deneuve in *Belle du Jour*. Halston Heritage's cream silk jumpsuits recalled Bianca Jagger in white YSL on her wedding day. Marc Jacobs' trailing chiffon and tightly teased hair? All Marisa Berenson in head-to-toe YSL.

Louis Vuitton's lacquered red lips, mandarin collars and bright silks?

Pure Jerry Hall in those *Opium* ads. Of course, he left us with plenty of icons to choose from. Yves Saint

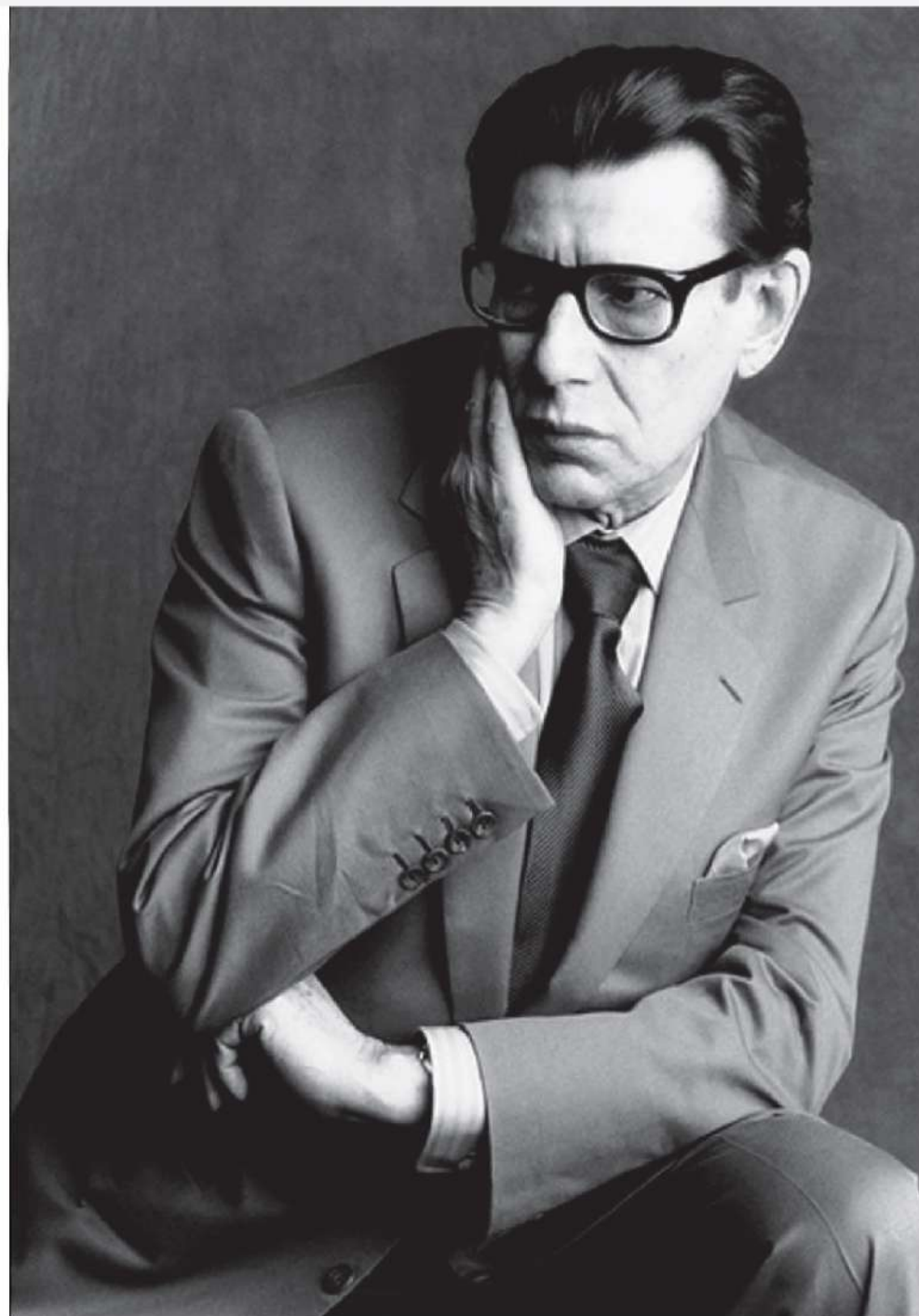
Laurent racked up more muses than any other designer, fastening on girls-of-the-moment like a magpie chancing on trinkets. There was Iman, the Somali supermodel he dubbed his 'dream woman'. Pat

Cleveland — all corkscrew curls, attenuated limbs and limpid green gaze. Talitha Getty — rich, beautiful and dead by 30, found wrapped in furs in Yves' Rome apartment.

And among this rotating cast, two hardy perennials: Betty Catroux, the angular blonde Yves called his 'twin sister', and Loulou de la Falaise, soignée head of his accessories division. For Loulou, the word muse is something of a misnomer.

Her position as a creative director meant she was in the studio twelve hours a day. Betty's role was more

By Tabitha Lasley

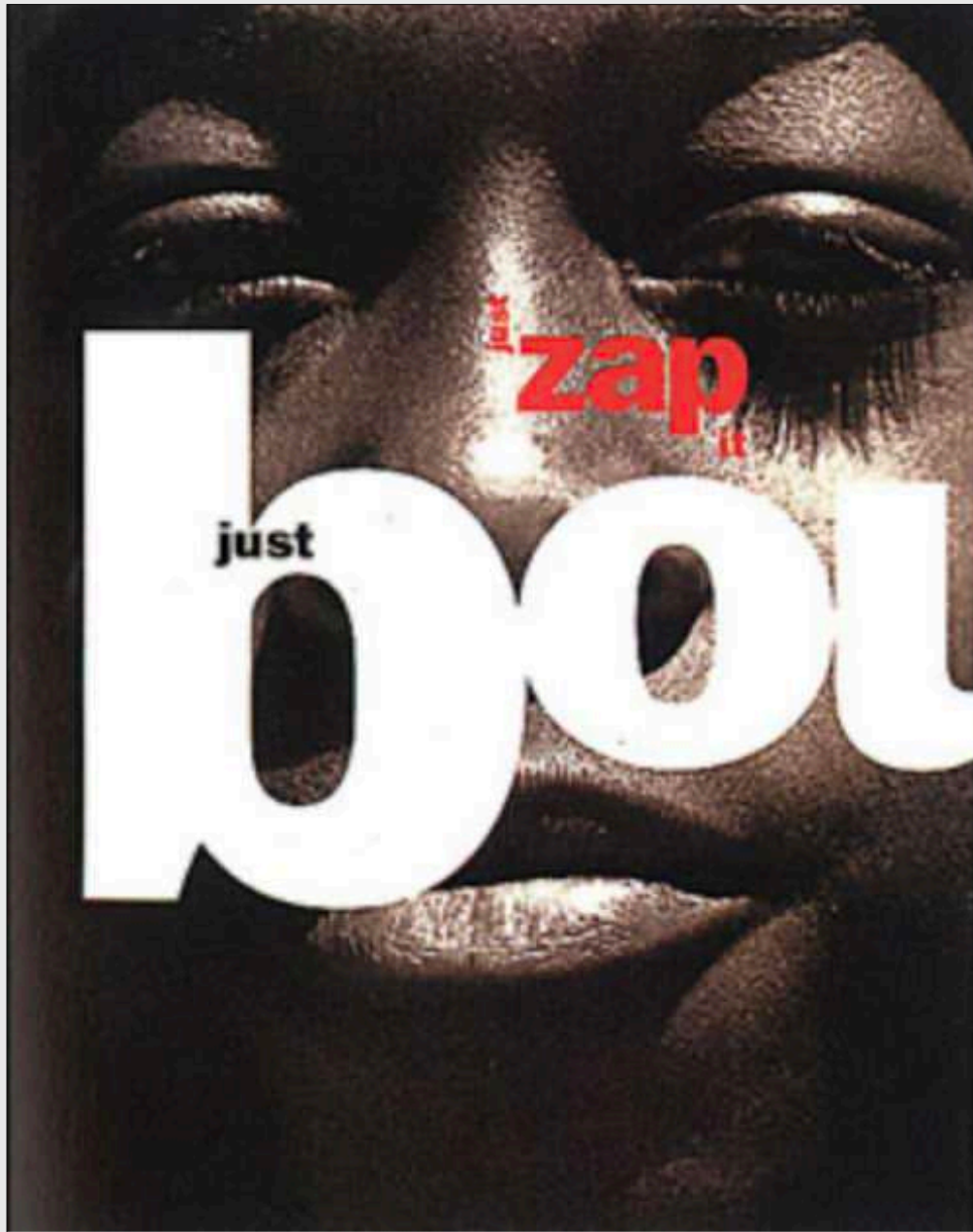




SPUN

THE CHALLENGE SET BY AWI FOR FIVE HOT
YOUNG DESIGNERS IN THE PROTÉGÉ PROGRAM:
CREATE AN ENTIRE COLLECTION WITH
AUSTRALIAN MERINO WOOL AS THE PRIMARY
MATERIAL. AND MAKE IT WORLD CLASS...

Design by Sandra Buckland, Photo by Gail Studio



just
zap
it

A white background featuring various sports-related graphics and text. In the top right corner is the red Nike swoosh logo. The word "slant" is written vertically in large, black, bold, sans-serif font. The word "just" is written in a smaller, black, sans-serif font to the left of "slant". A small graphic of a basketball player in mid-air is positioned to the right of "slant". The word "bounce" is written horizontally in large, black, bold, sans-serif font. The word "just" is written in a smaller, black, sans-serif font above the "b". The word "smash" is written vertically in large, black, bold, sans-serif font. The word "just" is written in a smaller, black, sans-serif font to the left of "smash". A small graphic of a tennis racket is positioned to the right of "smash". The word "it" is written vertically in large, black, bold, sans-serif font. The word "just" is written in a smaller, black, sans-serif font to the left of "it". A small graphic of a soccer ball is positioned to the right of "it". The phrase "just do it" is written in a small, black, sans-serif font at the bottom right.

NIKE

just
slant



just
bounce

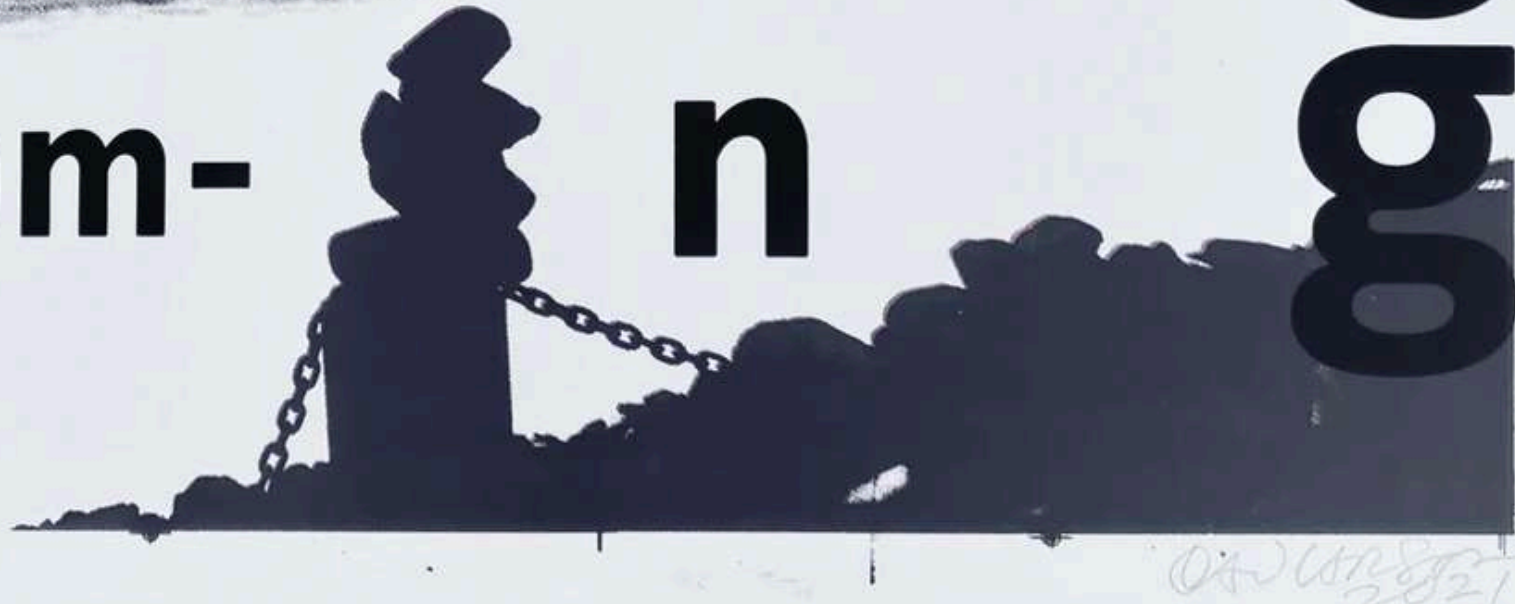
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smash
it



just
it

just do it

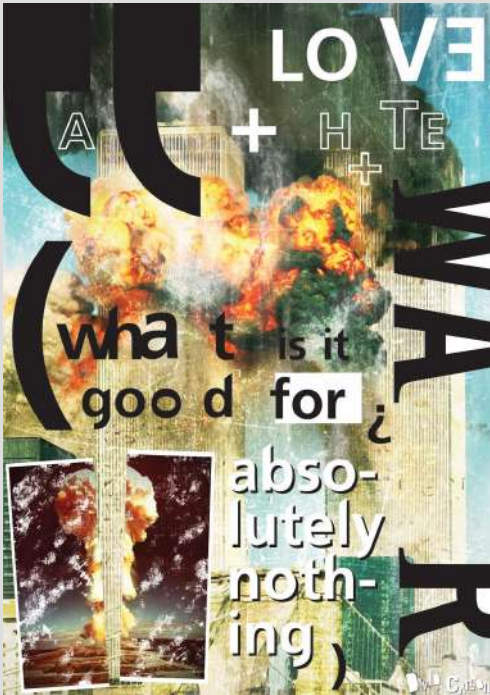
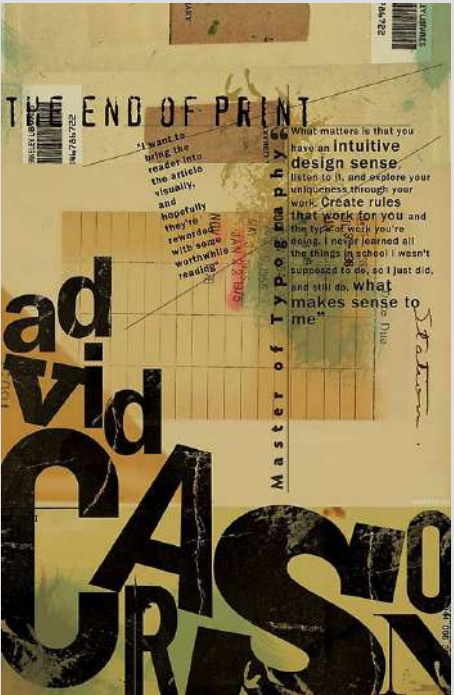
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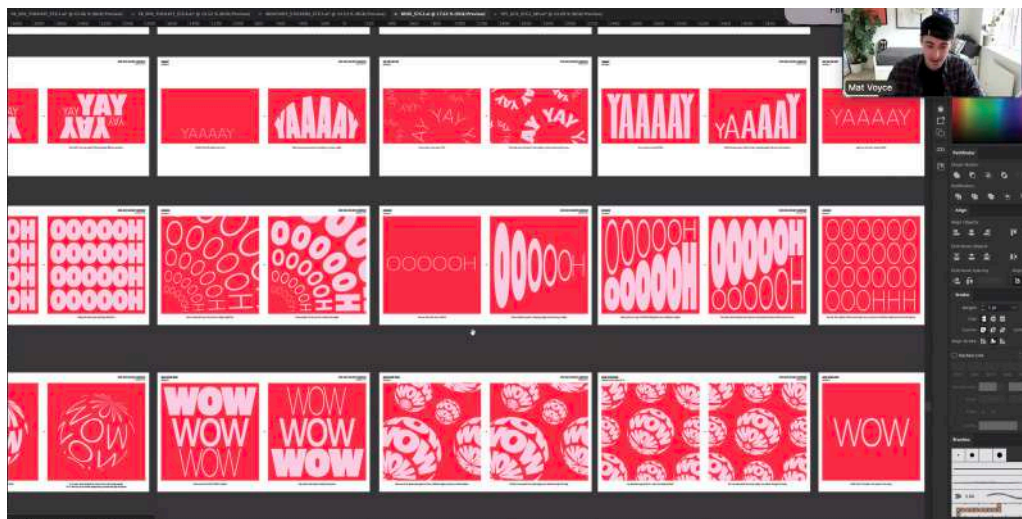
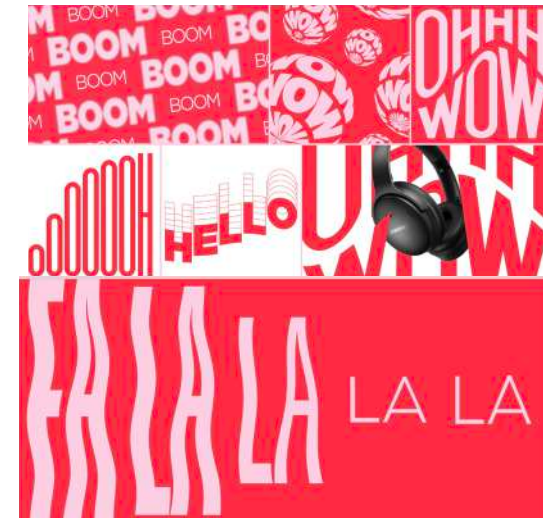
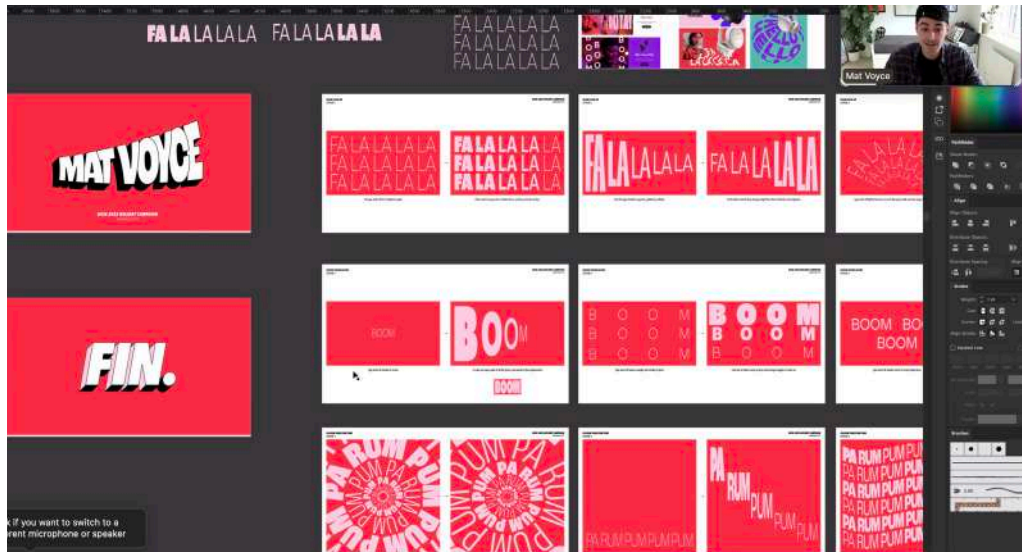


DAVID 8/21

Carson







Mat Voyce WIP
Type/Motion artist

<https://www.behance.net/matvoyce/projects>



“Music is the shorthand
of emotion.”

Music is a powerful means of communication. It provides a means by which people can share emotions, intentions, and meanings even though their spoken languages may be mutually incomprehensible.

Musical Communication

Dorothy Miell (ed.), Raymond MacDonald (ed.), David J. Hargreaves (ed.)

Published: 14 July 2005

Listen to the three
examples of music
we are going to
play for you.

Have a pencil and
paper ready.

Relax, listen & think...

As you listen to the music,
think about the following...

- How does it make you feel?
- What does it remind you of?
- What words would use to describe what you are feeling?

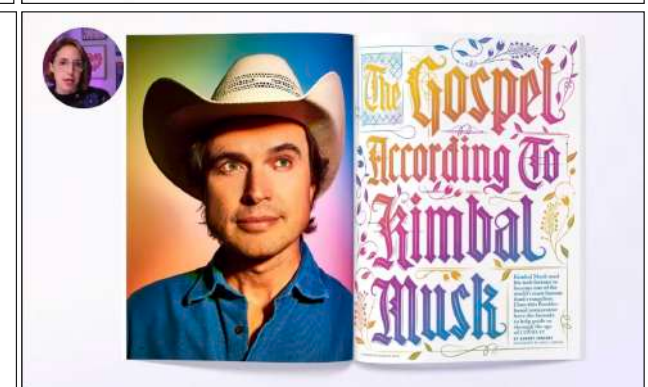
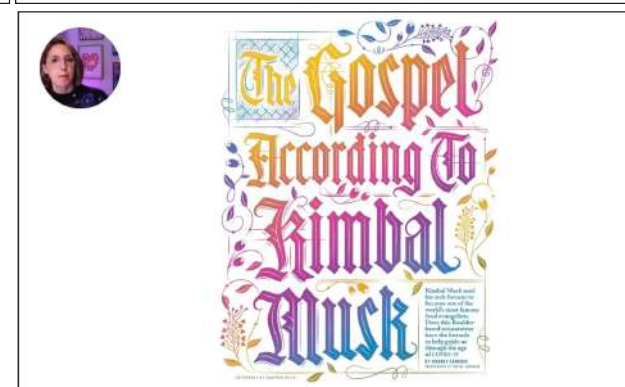
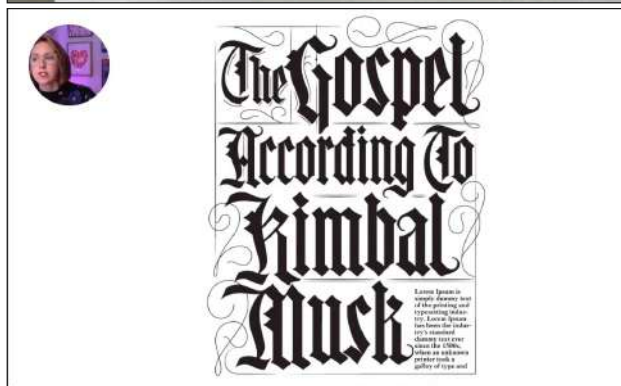
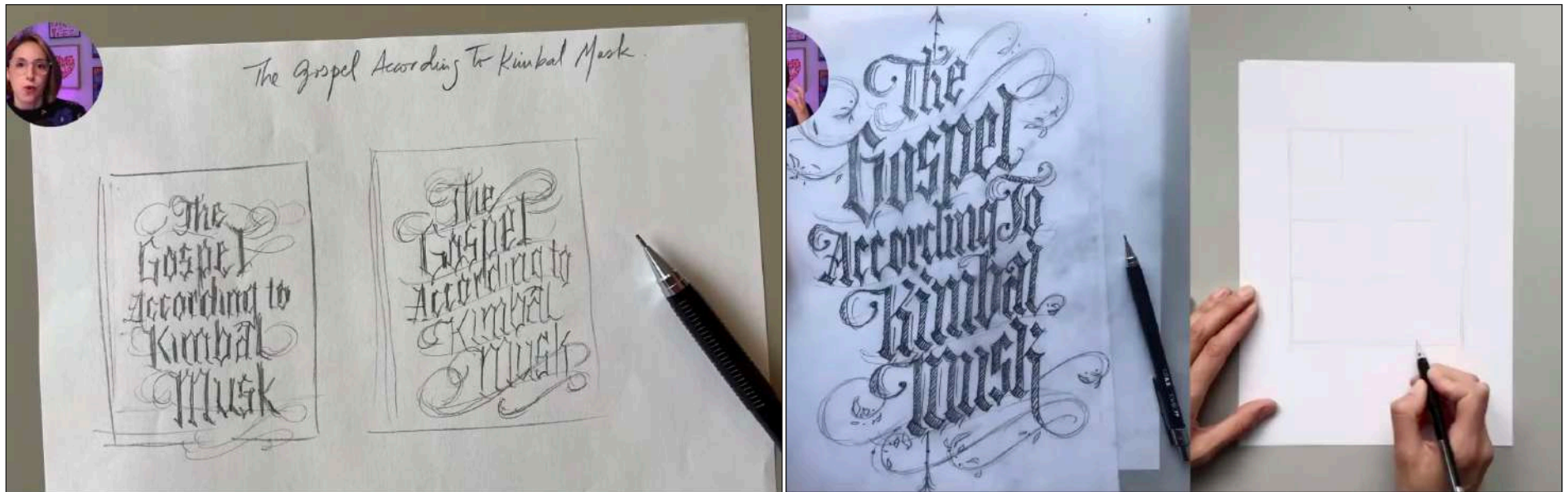
- What words could you use to describe what you are feeling?
- Write them down quickly without too much thought.
- Edit the words you have collected to 8.
- Then edit the words down to just 4
- Then edit finally edit your words to just 1 or 2.

Typography gives a *visual form to language.*

Using the template provided design some typographic sketches to visualise what you have experienced through listening to music.

Use type as image to convey meaning.

You have 45 minutes to fill your sheet with a series of designs.



Martina Flor, lettering artist showing her process from initial sketches to digitisation of her design.

Let's take a 20 minute break

When we come back let's
take a moment to reflect...

1. Process

We've looked at
historical examples.

2. Process

We've listened to music,
thought & documented
how we feel.

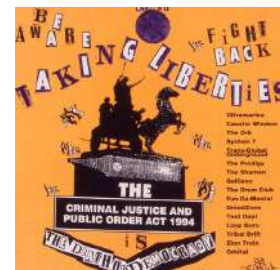
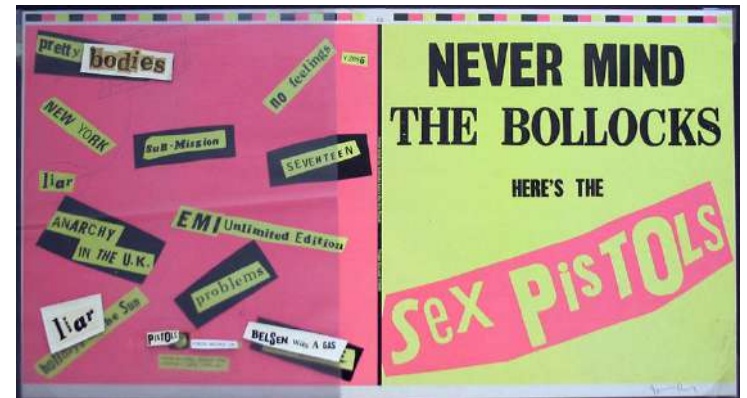
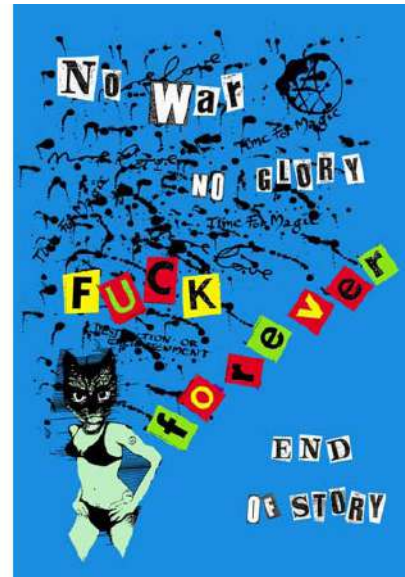
3. *Process*

We've created a series of thumbnail sketches exploring these ideas.

Now, choose your favourite sketch and develop it.

Using a larger template visualise your design, take the sheets of type - trace then, cut them out and collage. Use type as image such as Em and En dashes to create movement and feeling. Consider adding colour to your design.

You have 45 minutes to finalise a layout.



Jamie Reid graphic designer - photocopying.

4. *Process*

We've created a developed design layout using lettering & type as image.

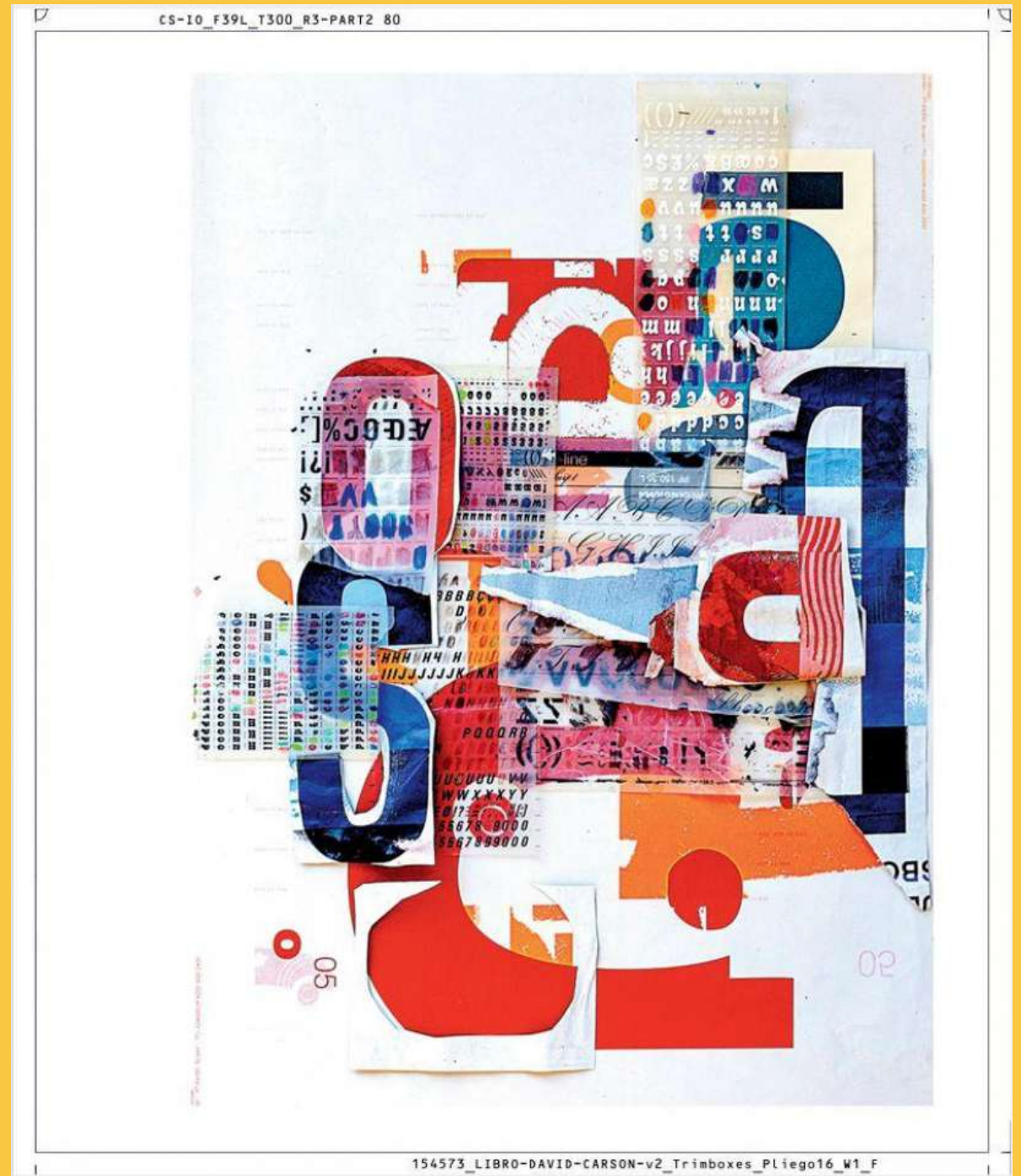
Now take your design, photocopy it and cut into the pieces to create a new design. You could photocopy the design multiple times, what happens to the piece of communication?

You have 45 minutes.



David Carson graphic designer - collage.





5. Process

Scan or photo your design,
break it down and develop
a new layout.

Pin up your work, take a look around the room at what everyone else has created.

Can you guess which piece of music they chose through the design they have created?

6. *Process*

Reflect - is this new layout more successful? Why?

and finally for today...

7. Process

Create a 1 page pdf documenting every stage from the session today to share next week.

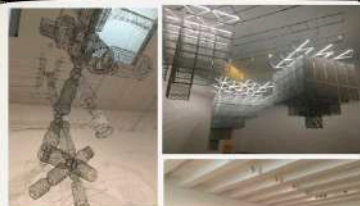
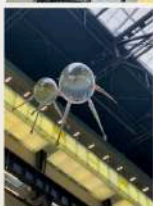
Process

1. We've looked at historical examples.
2. We've listened to music, thought & documented how we feel.
3. We've created a series of thumbnail sketches exploring these ideas.
4. We've created a developed design layout using lettering & type as image.
5. We've scanned or photocopied our design, broken it down to develop a new layout.
7. Create a 1 page pdf documenting every stage from the session today to share next week.

Tate Visit

Visiting the Tate gallery seemed quite weird to me at first because I didn't understand the correlation between art gallery and a gallery like the Tate.

To me, it was less about the artwork or exhibitions and more about the layout of the building and how things are placed within it. It's a shame that the things are sold as the way the sculptures were made is what really captured my attention. The inside view of the Pinetree is a sculpture that was there was some sort of mechanical life force - funny and definitely on purpose as the collection was called 'in line with the world' and was based on the idea of using machines. The way the piece is in the turbine hall tower makes it a room of its own is a great way to add some humour 'rising up too much'.



SEEING SIMILARITIES:

The more independent cinema research I did the more I realised that they all looked the same. They all had neon signs usually red, blue and yellow, they all had some sort of old Hollywood theatre signage.



COLOUR PALETTE:



Exterior & interior of the gallery:



POPULATION

FOREST GATE POPULATION

To curate the menu, I looked into the population of Forest Gate so that I could then look into dishes that were the best representation of the merge of cultures in the area.

POPULATION OF FOREST GATE NORTH

ASIAN/ASIAN BRITISH

44.5% Bangladeshi
0.8% Chinese
6.8% Indian
3.5% Other Asian
7.4% Pakistani

BLACK

3.5% African
8.4% Caribbean
3.4% Other

WHITE/WHITE BRITISH

20.1%

POPULATION OF FOREST GATE SOUTH

ASIAN/ASIAN BRITISH

44.5% Bangladeshi
1.2% Chinese
42.4% Indian
4.4% Other Asian
8.2% Pakistani

BLACK

44% African
6.2% Caribbean
2.4% Other

*big consideration for Polish and Romanian community present as well

MAIN CULTURES TO LOOK INTO

Bangladesh
China
India
Pakistan
ASIAN

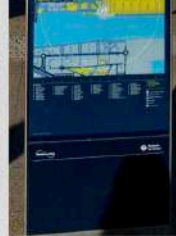
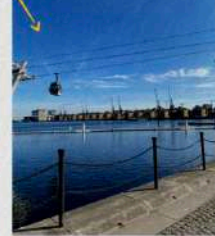
Africa
Caribbean
BLACK

Polish
Romanian
EUROPEAN

MY VISIT

ROYAL DOCKS

- London zone 3
- New area, new buildings and developments
- A few hotels right in front of the water
- Emirates air line
- Excel events complex
- "Industrial and business district"



CURRENT BRANDING:



Graphic Semibold
Graphic Semibold Italic
Graphic Regular
Graphic Regular Italic

Challenge: How to connect & separate the 2 groups of the gallery is the cinema. How to make it a sub brand but still complement the main brand.

Documentation in sketchbooks. Showing evidence is part of your Process.

Think about how you
could use these processes
in your Major Projects.