

UAL LEVEL 3 EXTENDED DIPLOMA IN

DIGITAL GRAPHIC DESIGN

UNIT 13: PROJECT PROPOSAL AND REALIZATION IN ART & DESIGN

FINAL MAJOR PROJECT - BRIEF ASSIGNMENT PROPOSAL

THE ARTS CENTRE STUDIO: 1-15	THE CITY OF LIVERPOOL COLLEGE / Number:
CANDIDATE NAME:	JACK TAYLOR
CANDIDATE NUMBER:	
PATHWAY:	GRAPHIC DESIGN
PROJECT TITLE:	PEECHES

SECTION 01: RATIONALE (APPROX. 150 WORDS):

Last years Final major Project presented me with an opportunity to practice and explore my photography skills. Finding beauty in the mundane, the derelict and the run down, actively recording textures, environments, and architecture before it no longer exists. Carrying out extensive primary research led to me learning from my mistakes and ultimately growing in an area that's key for developing a creative project.

Throughout the second year I have gained experience with editorial illustration, pattern surface design, photography, visual communication and working to a fast pace to meet a deadline. Where I experimented with areas such as texture, colour, composition, and scale to communicate a brief visually. Over this time I've either learnt or developed my skills to allow me to bring a range of approaches to meet any brief. I have developed different skills throughout my projects, pushing my abilities and using new techniques (such as printmaking) for each project doing this helped me view my personal practice as an evolving process.

With my second year Final Major Project I intend to develop my illustrative style alongside pushing the boundaries of my work by challenging myself and being open to using different methods and approaches to visual communication. The majority of my previous projects haven't contained illustration so I'd really like to explore this area further. I am eager to challenge myself creatively, getting out of my comfort zone with a view to delivering experimental and rewarding end results. As I'm planning to study graphic design at Manchester Met university next year, I'd like to develop this skill within a design context.

SECTION 02: PROJECT CONCEPT (APPROX. 250 WORDS):

Indie pop rock/alternative rock is a genre I've always enjoyed listening to, moreover, playing on guitar. I play as part of a 3-piece band called The Peeches, one of the members being my older brother. Working closely with the band(s), I want to create something that expresses the music and everything that surrounds it (social values, fashion etc.) through illustration, photography and other inspirations. I want to create a short fanzine that introduces new bands coming onto the scene, a documentation of the band and the music they play. The music is an important part of any band but I want to celebrate everything around the band, humour, fashion, opinions on current issues that all build up a bands image. Interviewing like-minded bands as well as my own will allow me to develop a strong visual style through the use of themes. I don't want the zine to take itself too seriously with humour playing a big part in it's aesthetic style; I like the lo-fi handmade feel that illustration offers. Everyone that's in a band are just mates with a passion for music enjoying themselves, it's important this comes through.

I want to avoid clichés such as staged boy band headshots with perfect lighting, this time of mainstream; corporate, marketing is something I really dislike within music. The target audience would be anyone that enjoys music and likes keeping up to date with the fast paced, ever changing indie scene.

Exploring narratives, the emotions they conjure from writer to listener, I want to indulge in a more challenging approach using intricate details that will develop visual elements reflecting on the music and everything surrounding this genre.

This brief will allow me to develop my independent execution of the process and illustration skills. I will need to manage my time effectively; taking into account techniques I'm not very familiar in order to meet the challenge I have set myself.

SECTION 03: EVALUATION (APPROX. 100 WORDS):

All feedback and evaluations will be recorded on my blog. I will assess my progress once a week using weekly aims sheets – these documents will reflect on the past week and what has been achieved.

I will also meet with the client at key stages of the assignment to ensure they're happy with the route I'm taking with the work. These stages will be mood board and research overview, sketches and rough visualisations, refined digital designs and final work. As I am working with my brother he is giving me free reign to design but I would still like to keep him in the loop.

I will attend a mid-project review as well as getting small pieces of advice/ feedback throughout my project.

At the end of the assignment I will hand in my finished work with a blog displaying the whole process from start to finish.

I will evaluate and reflect on the project as a whole in my evaluation.

PROPOSED RESEARCH SOURCES & BIBLIOGRAPHY (HARVARD FORMAT)

D&AD Creative Advertising Design and Digital, 2015. Meet Marion Deuchars [online]. London, D&AD. [Wednesday 24th April]. <https://www.youtube.com/watch?v=LLOUZZ0bLM4>

Hyland, A.H, 2010. The Picture Book Contemporary Illustration. Mini Edition. Great Britain: Laurence King Publisher Ltd.

Hornung, D.H, 2005 . Psychological Experience of Color. In: L.K . King, ed. Colour a workshop for artists and designers. London: Laurence King. pp. 128-136.