Visual Standards - Distinction
Level 3 Diploma in Art & Design
## Context

1.1 Analyse the requirements and parameters of an art and design project

| | | Clear, articulate and informed project proposal which considers own strengths and augmented by supplementary analysis of project requirements. | | D |

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This is some secondary research from a book. I started to look at typography because at least one of my ideas was going to involve typography.

I chose this typeface because how the length/height of the typeface changes as the sentence goes on.
Civil Rights are just as important today as they ever have been. The fight against injustice and inequality goes on.

Black poverty, and violence and discrimination against black people, continues.
Project proposal

Section 1: Review (minimum 150 words)

Since I have started at college I am now able to understand what typeface is the best for what certain situation, including size of type, leading and tracking, and also the history of type. I have also used photography, which can be very useful for recording and research, animation and digital design, using Adobe InDesign and Photoshop. I have also done a lot of 3D, machinery and printmaking, which includes screen-printing, lino and monochrome. I am also able to create good compositions with layering shapes, constructing and de-constructing, also using different materials for each print. I have improved my skills when it comes to taking notes and recording information when it comes to contextual studies and looking at artists and movements from history, for example Bauhaus was a very inspiring movement.

Some of the inspiration that I found was from both different movements and also artists. For example Käthe Kollwitz was an inspiring artist when it came to looking at emotions in one of my earlier projects. Also another artist was Monet and his series of painting Poplars when he was looking at how light affected what he was looking at. The movement Bauhaus was also really inspiring when I was looking at shapes, more specifically looking at Joseph Albers Homage to the Square, his series where he experimented with layering, colour and composition.

I am going to bring all of my Graphic Design skills together into Info graphics using typography, digital design and photography.
Project proposal

Section 2: Project concept (minimum 250 words)

The concept of my final major project will be based on Civil rights, as it is a very important project. For example I will be looking at equality and the right to vote etc. I will be mainly be working in 2D and will be looking at typography for the most part, creating an info graphic displaying information in a more interesting way. I will be developing typefaces and looking at which typefaces are more powerful for the issue at hand. I think that I will experiment with digital design, for example Photoshop and InDesign. However I think printing will be a big part of my development because it is a good way of making hundreds of the same thing to the exact same quality, for example posters. Therefore ink, both water based and oil based, will be a big part material used, and then the material used to print on will be a big factor, there is a lot of different papers that create different effects when printed on.

Over the weeks I will be using a small A6 notebook to create plans for what I will be doing each week. I have started with Primary research looking at things related to my drawing technique, which is flowing. I then have tried to link these things to secondary research that I found in books and art magazines. From here I developed into the issue that I had chosen while also looking at artists that use some of the qualities that they use in their artwork. I then decided to develop some of my ideas in the style of these artists that I found in both museum trips and websites.

I think I will look into producing something that informs people about the issues to do with equality and civil rights, incorporating both 2D qualities and typography in an info graphic style.
Project proposal

Section 3: Evaluation (minimum 100 words)

Every week I am writing in a small A6 notebook about what I will be doing each week, then at the end of the week I am reviewing and evaluating what I have done in the week and helping to decide what I will be doing next week. To help evaluate my work further I will have some of my peers review it and tell me what is good and what needs to be improved on. I could give them a questionnaire about my work or they could use sticky notes throughout the book. I will then write the notes up in my journal and use it as a checklist to do in the next week. In the last few weeks before the deadline I will evaluate and review my work to make sure I have enough time to make amends.

Proposed Research Sources and Bibliography (Harvard Format)

<table>
<thead>
<tr>
<th>Author/Source</th>
<th>Date</th>
<th>Title</th>
<th>Publisher/Location</th>
</tr>
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<tbody>
<tr>
<td>Angharad Lewis</td>
<td>June 2009</td>
<td>Grafik</td>
<td>London Adventures in Publishing Ltd</td>
</tr>
<tr>
<td>Steven Heller and Lita Talarico</td>
<td>2011</td>
<td>Typography sketchbooks</td>
<td>London Thames and Hudson Ltd</td>
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<tr>
<td>Charlotte and Peter Fiell</td>
<td>2013</td>
<td>New Graphic Design</td>
<td>London Goodman Fiell</td>
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<tr>
<td>Tony Seddon</td>
<td>2013</td>
<td>Draw your own Fonts</td>
<td>East Sussex Ivy Press</td>
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<tr>
<td>David McCandless</td>
<td>2009</td>
<td>Information is Beautiful</td>
<td>London Collins</td>
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<tr>
<td>Designing with Type.</td>
<td>Professional Gallery</td>
<td><a href="http://www.designingwithtype.com/5">www.designingwithtype.com/5</a></td>
<td>17.03.15</td>
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<td>I Love Typography</td>
<td>The Origins of ABC</td>
<td><a href="http://www.ilovetypography.com">www.ilovetypography.com</a></td>
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<td>Dafont.com</td>
<td></td>
<td>Typefaces</td>
<td><a href="http://www.dafont.com">www.dafont.com</a></td>
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<td>Baseline</td>
<td></td>
<td>Baseline covers</td>
<td><a href="http://www.baselinemagazine.com">www.baselinemagazine.com</a></td>
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## Project proposal

### Project action plan and timetable

<table>
<thead>
<tr>
<th>Week no.</th>
<th>What you are going to do</th>
<th>How you will do it</th>
<th>By when</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Defining a Drawing Theme and an issue for chosen brief</td>
<td>Defining a Drawing Theme and an issue for chosen brief.</td>
<td>Week 2</td>
</tr>
<tr>
<td>2</td>
<td>Primary research and trips to museums</td>
<td>Use different materials to record from primary resources.</td>
<td>Week 3</td>
</tr>
<tr>
<td>3</td>
<td>primary and secondary sources, linking to chosen issue and brief</td>
<td>Research artists that either work in my chosen drawing theme, my chosen brief or the issue I chose.</td>
<td>Week 4</td>
</tr>
<tr>
<td>4</td>
<td>Interim feedback/critique, Writing the brief</td>
<td>1-1 feedback.</td>
<td>Week 7</td>
</tr>
<tr>
<td>5</td>
<td>Easter break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Working and developing final piece</td>
<td>Research into my chosen issue and develop work linking to it.</td>
<td>Week 8</td>
</tr>
<tr>
<td>8</td>
<td>Working and developing final piece</td>
<td>Research into my chosen issue and develop work linking to it.</td>
<td>Week 9</td>
</tr>
<tr>
<td>9</td>
<td>Get feedback for final piece.</td>
<td>Ask peers and tutor to review.</td>
<td>Week 10</td>
</tr>
<tr>
<td>10</td>
<td>Edit final piece from feedback.</td>
<td>Use feedback to update and edit my final piece.</td>
<td>Week 11</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>Evaluate my final piece</td>
<td>Week 11</td>
</tr>
</tbody>
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## Research

| 2.1 | Analyse a range of research sources to support an art and design project | Independent visits, secondary contextual research, relevant and well selected from a wide range of sources, shows imaginative ways of recording and interpreting findings and evident in the work book and development boards. Research is continuously added and applied to chosen theme. Bibliography is broad and linked to own development work. |  | D |
This typeface would be associated with a foreign language and would be hard to develop in English. It would have to be altered which would take away my interest in it. It could be used in a campaign for world unity which other typefaces for other countries.
Research

Sagrada Familia - Spain

leaning tower of Pisa
- Italy

I took inspiration from Ahn-Sang-Soo's work where the letterforms swarmed on

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Research

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Research

how I could hide it to racism, for example hide it to Martin Luther King and Malcolm X and Selma their conflicting ideas, or use the words "black" and "white"
Research
Research

WASP
White Anglo-Saxon Protestant.

It's an informal, sometimes disparaging and offensive term for a group of high-status and influential white Americans of English Protestant ancestry.
Research

As I am using experiment with typefaces and slogans to see which is the most powerful.

Slogans for equality reasons: "No more together. We are all the same human."

Show racism the red card.
Research

In Photoshop I decided to use the hands shaking in the top picture and some of the main features of Shepard Fairey’s Obama poster to create this. It uses a strong typeface; Bebas, because the typeface used for by Shepard Fairey’s Obama is unavailable.

I am going to use this and make a series of 5 with different pictures linking to racism. I will then develop this into maybe a series of postcards etc...

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Research

- Equality
- No More
- Together

On my board, I have made a small pocket with my fossils in it on card.
Research

was no labels which was my initial inspiration for this idea. It shows that if you have a disability, are of the same gender, different age or race you can still have each other and are the same inside. So I decided to use skeletons as my main feature in this idea.

I took inspiration from IDEA1 here. I used 2 hand shaking, a white stained and black stained. However they are in an x-ray which makes them both the same. I also made some titles in the same design as the advert.
Research

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Research

- African Americans comprise only 13% of the US population.
- Studies show that police are more likely to pull over and frisk Black or Latino men than Whites.
- In 2009, 2/3 of criminals receiving life sentences were non-whites.

The truth is white/Anglo/European people make up less than 5% of the world's population, making them the real 'minorities' on the planet.

As my choice brief is infographics, I decided to make some infographic images using these figures.
Research

I found these two infographics and decided to include them because of their limited colour palette and really simple imagery.

These are 3 of the infographics and go with the facts on the yellow background.
### Problem solving

| 2.2 | Interpret research activity to develop ideas and creative proposals | Independent initiative shown and extensive explorations of alternative solutions across wide range of well considered materials, processes, layout and composition colour relationship and typefaces. Development is directly linked to the contextual research and informs working process. The on going critical analysis is evident through the use of the visual language and is increasingly sophisticated and mature. | D |
Problem solving
Problem solving

Paula Scher uses a very limited colour palette in her work, mainly black, red and white. She also angles her type at either 45° or 90°, never both at the same time.

I decided to use features from both Philippe Apeloig and also Paula Scher. I used a limited colour palette, text of varying sizes and at 45° and

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Problem solving

The idea for this is combining IDEA 1 & 2. I will be using the images from IDEA 1 with the infographics and information from IDEA 2.
Problem solving

These small cards could be in a fun style leaflet held by an eyelet, like a colour chart.

or they could be presented in a concertina style like this for example.

The idea of one image being on each page came from the leaflet that has one letterform on each page (1, 2, 3).
Problem solving

I will be experimenting with different techniques. For example, I decided to sew one of my ideas into the paper.

I decided to use coral paint on one of my designs here. I used a closer but only painted part of the hands, trailing off around the edge.
## Planning and production

| 2.3 | Demonstrate the ability to plan, organize and develop an art and design project | Imaginatively applied exploratory work leads to subtle and sophisticated outcome. Visual decisions made with sensitive understanding of requirements and aesthetic considerations. There is purposeful evidence of contextual references and direct links to inform own practice. Sustained engagement is shown throughout |  | D |

VISUAL STANDARDS - Distinction
Planning and production

This is the order that my 5 pictures are going to be in so the words vaguely make sense.

on the back will be infographics with information.
Planning and production
Planning and production

The next few pages are me printing on different papers in both the original colour scheme and also monochrome and black.

The rest of these prints (the best few) I have put on my final board, with also deconstructions and reconstructions.
Planning and production

I feel that painting on these squared and geometric pages have created a really good effect. They seem to have made the colours seem more vivid.
Planning and production
Planning and production
Planning and production

These are the design for the front and back of the final leaflet. I combined all of the elements together, including the colour scheme, typefaces, and infographics. Unfortunately, I had to scale the size of the final piece down to fit on one A3 page. I then adjusted the margins to give it a more polished look.

Back of final piece

new size

9.5 inches 3.11 inches
## Practical skills

| 2.4 | Apply practical skills and theoretical knowledge and understanding to complete an art and design project within an agreed time-frame | Effective and clearly communicated evidence of ongoing analytical annotations, independent synthesis of information and reflection shown in the work book, weekly journals and summative evaluation. Final evaluation is detailed, articulate and explains and justifies how decisions are made, identifies strengths and things to improve on. | M |

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Practical skills
Practical skills
Practical skills

In 2011/12, there were 47,678 ‘racist incidents’ recorded by the police in England and Wales. On average, that is about 130 incidents per day.

Anglo/European people make up the world’s population, making ‘minorities’ on the planet.

In 2009, 2/3 of the criminals receiving LIFE SENTENCES were NON-whites.

From the University of Essex, on average, earn 43p on Whites.
Practical skills

Infographics

VISUAL STANDARDS - Distinction
Practical skills
Practical skills
## Evaluation and reflection

| 3.1 | Critically evaluate an art and design project against the agreed requirements and parameters | Effective and clearly communicated evidence of on going analytical annotations, independent synthesis of information and reflection shown in the work book, weekly journals and summative evaluation. Final evaluation is detailed, articulate and explains and justifies how decisions are made, identifies strengths and things to improve on. | D |
Evaluation and reflection
Evaluation and reflection

27th April - 3rd May

- Going back through my sketch book to link to Racism and use artists.
- Did a peer review with Becca P.
  I will be working on some of the improvements that she.
- Working on Maquettes and will make a 3rd Board

- Looked at Ahn Sang Soo this week and I developed the work I made using other countries, made an acetate sheet with the word Racism in the middle of lots of little Equalities. I think that this turned out well as it shows how Racism can be hidden inbetween.
- This week I also created a series of postcards for IDEA 1 in the style of Shepard Fairey's Obey Campaign.
Evaluation and reflection

As of now I have created 3 separate ideas and both developed them in my book and on separate boards. I think that these have been good because for each one I have used different materials and techniques, working in both InDesign, Photoshop and coral painter, experimenting with different brushes and colours. I have used wiped monotypes in printmaking and experimented with which the best tools to use are when wiping them. Different colours or black and white. These were very effective when using a different leaflet styles, for example fan style leaflets held with small islets, concertina leaflets and also regular leaflets that fold into 9 pieces.

Over the last few months I have changed which idea I will develop further into a final idea using both peer feedback and also group seminar. I have also discovered different artists and their styles by looking at different websites and books like design with type 5 and typography sketchbooks. This was a very important part of the development because the typeface I would have ideally wanted to use is copywritten so I would have to pay for it. Therefore I have to compare some typefaces until I found the best one.

stats
- Police death and ill blacks as frequently as any other group.
- In 2004, 2/3 of the crimes of life sentences were worn.
- African Americans make up 5% of the U.S. population.
- In 2003, researchers from Essex found that average men earn 4.8 per non-whites.
- White/Anglo/European people make up only 5% of the world’s population making them the real minorities.

This one is in the style of Paula Scher where the words are white/anglo/european
Evaluation and reflection

While working on the current project have been relating my work to a lot of artists. For example the main artists that I looked at are Ahn Sang-Soo, Milton Glaser and Philippe Apeloig. Doing research into these artists I learnt which styles were good to work in when I was looking at my brief. For instance I chose “Information is beautiful” as my brief, therefore I was looking at info graphics and ways to display information in a more pleasing way. This means that Philippe Apeloig was a very inspiring artist to look at because of the way he works with text. As I used text in my info graphics, he was very helpful. As we got closer to the end of the final major project, Shepard Fairey’s work became the centre of my attention, more specifically the Hope poster for Obama’s presidential campaign. I closely looked at how he used all of the main features of artwork like shape and colour to create a really powerful piece that actually changed Obama’s favour in the presidential campaign. I then adapted his work to create a series of pieces in his style that related to my chosen issue, racism and inequality. Using the colours that were so powerful in his work, I think that I managed to create what I think is a really powerful piece.

At the beginning of the project I did a lot of primary and secondary research while also developing it into possible ideas for an issue and also for possible info graphics. For example I visited the Holburne Museum, which was very interested but not really very relevant as the subject of the exhibition wasn’t relevant. I then also used different techniques like ripping paper, bending wire and sketching continuously. The problem was that I chose to look at flowing, which is quite a hard criterion to find in a city like Bath that is very geometric. To solve this problem I used the techniques that create a flowing effect like continuous line drawing.

When doing research I used books largely, for example Grafik magazine. Using books was a very important part of my project; this is because there were a lot of books that had a lot of info graphics in that were very inspiring when it came to making a set of my own. Also I found the cover of the Rolling Stones “tongue and lip design”, which helped lead me onto Shepard Fairey’s Hope poster.

I have used a wide range of sources and the lists of the ones that I have used are in my bibliography in the Harvard style referencing.
Evaluation and reflection

The planning of the weeks to come have been a really important part, this is so that I could keep up to date and on track. The way I did this was use a small journal that I not only wrote in what I was going to do in the week but also where I did weekly reviews of how it was going. In the journal I said about what I had made in the week and any problems that I came up against. I feel that this part of the project is where I need to improve. I’m not necessarily very good at writing a lot, and in detail about the things that I have tried. I also feel that I should have been more consistent with the amount of work that I did every week, for example some weeks I would do a considerable amount more than others.

To help with the reflection on the things that I had done, I asked my peers to evaluate my work, one person a few weeks in and another a few weeks before the end of the project. This really helped because it allowed me to go back and change some of my work, and also with future work.

The use of materials and techniques in this project wasn’t as vast as I think I wanted it to be. I feel that this was the case because I spent too much time perfecting or getting as close to perfection as I could on one technique. Although I think this, I did still try to experiment as much as I could with different techniques. For example I spent a lot of time on digital processes, using Adobe photoshop, InDesign and coral painter. Using this software I printed on different papers and in single colour and black and white, which was all experimentation. Then I could look back over all of the prints that I made and compare the use of colour and what affect it had. For instance the prints where the colour it was printed in was complementary to the colour of the paper that I printed on worked extremely well and there was a possibility that they could be used in my final piece. In this project I also used printmaking, more specifically wiped monotypes. I did come to a problem when doing this, which was, that the thing that I wanted to draw on the plate was very thin in places, which meant that the ink spread and almost deleted the image. Another problem I faced was that when printed it flips the image that you have drawn, so when writing text I had to write it backwards.

A technique that I think worked really well was working with the page. What I mean is cutting into the page or ripping the page. For example I started sewing one of my designs into the page, which I think worked really well apart from it being time consuming. I also cut shapes out of the page and then folded it so that when the page underneath shows through the gaps it creates a work, I then linked this to my issue by using words that related to it.

Overall I think that my practical skills are quite good because I am able to work well in artist’s styles and also my own style.
Evaluation and reflection

When it comes to presentation I think that I have done quite well. For instance for my main 3 ideas I have made 3 graphic design style boards that are all aligned and geometric. I also have a very fair distribution of typed text and also written text. Each Idea on the board I have the initial inspiration for that idea then the research and the development on from that. I have then created a 4th board for the final development where I have several different designs and experimentations. I then have also put all of the maquettes that I have created on the board too. There was one problem with the board though, which is that all of the designs where of different sizes so I had to align it to the right. If I had more time I would have left aligned it. Half way through the project I think that the presentation in my book was not as good as it could be, so therefore in the last few weeks I started going back and changing and improving my sketchbook, also linking back to my chosen issue a lot more.