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

| 1.1 | Analyse the requirements and parameters of an art and design project | Brief gives a sufficient outline of the requirements and parameters. To achieve a higher grade it needed to be more informed, considered and analytical. | P |  

**VISUAL STANDARDS - PASS**
Context

2. Bold colours
3. Word - STOP

- Object - Racism
- Culture - Indian - Vibrant
- Movement - Pop art - Bold
- New York
- Slogan?
- Carroubox

- Colour - Bold - Orange
- Typeface - Bold - Georgian

- Design with type & graphic
- Magazine
- Look at existing campaigns

Clapham Common

Design like you give a damn
Poster
Environment campaigns

Draws you in
Snappy
Catch attention
STOP
Short

Typeface is important
STOP
What?
Project proposal

Section 1: Review (minimum 150 words)

Since I have been at college I have learnt a number of various skills such as print making, different photography techniques as well as 3D Design. I didn’t particularly enjoy photography but I think it will be useful to help me record various pieces of information and research. Working in print lesson, we focused on layouts of various shapes together. This really helped me start to think how to make such simple things look so interesting when but together in the right way. Contextual studies helped me link ideas and things that happened in certain times to my sketch book and what I wanted to base my project around.

One of the movements which has influenced me the most is probably the Bauhaus movement. This is because of how influential it is not just with typography but all the furniture developed through this time as well. Looking at various designers has helped me pick out the sort of thing I enjoy designing, making as well as looking at.

My aspiration for this project is to use and experiment the skills above to create a body of work that will help communicate my message of racial discrimination.
Project proposal

Section 2: Project concept (minimum 250 words)

For my project I am going to devise a campaign for the awareness of racial discrimination. I want to visually raise awareness on the issues in the world with racism by using photography mainly as well as prints to create a contrasting image that will make people look and take in the message I am trying to get across.

I will start with primary research by travelling to different museums in London etc. I also will take various photographs to record information effectively and quickly.

I am going to try and incorporate various methods and skills I have learnt over the course into my final major project as well as experiment with most of them to help me decide which will be the most appropriate to use. I am going to need a camera as well as various materials and existing campaigns to take inspiration from.

I want to produce something to inform people about the seriousness of racism and how it is still going on all round us. I feel that some people are oblivious to the fact that there is so much prejudice in the world still even though it may have been in the past.
Section 3: Evaluation (minimum 100 words)

Over the course of the project I will be keeping a journal of my weekly plans as well as any ideas I have thought of. This will help me to plan what I need to do over the project as well as help me keep track of how much work I am doing in a week so I know how much time I have for extra work. Throughout the weeks of this project I will be asking my peers to suggest ways I could improve my work as well as evaluate my sketch book and planner as the weeks go on.

Proposed research sources and bibliography (Harvard format)

David McCandless 2009 Information is Beautiful London Harper Collins
Banksy 2006 Banksy Wall and Piece London Random House
Angharad Lewis 2009 Grafik London Sirio Color paper and board

Da Font Typefaces http://www.dafont.com/ 13/3/2015
# 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>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Collect materials to record with from primary sources</td>
<td>Sketch things with various materials in and around Bath</td>
<td>9th March</td>
</tr>
<tr>
<td>2</td>
<td>Secondary Researching</td>
<td>Looking at artists that use similar techniques or are related to my work.</td>
<td>12th March</td>
</tr>
<tr>
<td>3</td>
<td>Write a brief</td>
<td>Decide on the brief and subject matter I want to base my brief around</td>
<td>23rd March</td>
</tr>
<tr>
<td>4</td>
<td>Interim feedback/critique</td>
<td>One to one talk with tutor about areas to improve and to work more consistently on.</td>
<td>25th March</td>
</tr>
<tr>
<td>5</td>
<td>Easter break</td>
<td>Create three ideas fully</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Developing final piece ideas</td>
<td>Select idea 1. Develop and experiment to start to work towards final piece</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Developing final piece ideas</td>
<td>Experiment with different ideas and materials.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Peer feedback</td>
<td>Refine ideas following feedback from peers.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Complete the sketch book</td>
<td>Check whole sketch book and all work to make sure it is fully completed</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Submit all work</td>
<td>Submit work by the hand in date.</td>
<td></td>
</tr>
</tbody>
</table>
## Research

| 2.1 | Analyse a range of research sources to support an art and design project | From a satisfactory variety of sources and suitable for purpose but not always thorough and sustained which has hindered the development and synthesis of information. | P |

**VISUAL STANDARDS - PASS**
Research

An idea for my campaign is to compare racism to ignorance. Some people don't think they are being knowledgable.

Nothing in the world is more dangerous than sincere ignorance and conscientious stupidity.

Martin Luther King Jr.

I chose to use this quote as I felt it really showed the severity of the problem.

Ignorance is Alcaida

× Christian
× Isda
× Fascism
× Communism
× Judaism

These issues are issues that I believe we need to become aware of and fight for.
Research

On Thursday, I made a trip to London to expand on my primary research. I visited the V and A as well as the Jewish Museum in Camden Town. In the V and A, I spent a lot of time looking at African prints and in the Jewish museum, I looked at a section about racial discrimination.
Research

For Philippe Apeloig’s work, I think I could adapt it to fit my brief by possibly putting a fact about racial discrimination with a photo behind it. I did my own version above as experimentation. I think this idea needs developing so I can really decide if I want...
Research

Self-defence against police brutality and advocated self-reliance through the teaching of black history.

In response to the Chicago Conspiracy trial where eight men were charged with inciting anti-Vietnam War riots.

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Artist: Magia Magdalena Campos-Pons
- Born in Cuba
- Lives in USA
- The eyes represent Yoruba spirits or deities
- The eyes allude to the

as well as decorated ceiling really thing I patterned ceiling could give me inspiration.
Research

I photographed these stained glass windows to observe the array of colour used in it.

Really think the layout of each of the posters, as well as them together.

Colours → vibrant
Nature → calm
Tapestries → vast
Research

VISUAL STANDARDS - PASS
Research

Research

VISUAL STANDARDS - PASS
## Problem solving

| 2.2 | Interpret research activity to develop ideas and creative proposals | The exploration of ideas is sufficient. There is evidence of practical and theoretical problem solving. However, the analysis is descriptive. More critical rigour would warrant more developed and resolved body of work. | P |

### VISUAL STANDARDS - PASS
Problem solving
Problem solving

VISUAL STANDARDS - PASS
Problem solving

Stereotyping

My aim/idea for my second development to break or try to avoid on typical stereotypes.

Definition: A widely held but fixed and oversimplified image or idea of a particular type of person or thing.

Book: Monsho: Isao Honda.

This symbol comes from a book of dreams. This dream is inspired by the moon and stars. The black and white contrasting lines also intertwined with the use of black/white mixing therefore breaking stereotypes.

Mutations of symbol:

"Terrorist" "drug dealer" "criminal"

When I came across these on the internet, I thought they were extremely intriguing. Within each person it reads: "Your face here!"

drug addict poor

uneducated

uneducated stranger

STEREOTYPES.

addict

male

insensitive

intelligent

people

honest

attention seeking

beggar ill selfish stingy

rich - show off

not nice

Faker

Female - bitchy

Each symbol has a surripverse side.
Problem solving

Each of these original designs were symmetrical, mixed and matched. They show that although on the surface everyone has the same info, there’s never one straightforward answer, there’s 2 sides to everything.

VISUAL STANDARDS - PASS
Problem solving

Packaging Ideas

VISUAL STANDARDS - PASS
## Planning and production

<table>
<thead>
<tr>
<th></th>
<th>Demonstrate the ability to plan, organise and develop an art and design project</th>
<th>Considered, effective, methodical planning and review shown throughout in the weekly journals.</th>
<th>M</th>
</tr>
</thead>
</table>

**VISUAL STANDARDS - PASS**
Planning and production

VISUAL STANDARDS - PASS
Planning and production

VISUAL STANDARDS - PASS
Planning and production

Globalisation.

The world is effectively shrinking.

Information, goods and services can now be transferred much more quickly.

The cost of communications has fallen.

Technology has increased and the growth of global networks like Facebook and Twitter make communications easy.

Recycling/upcycling

"About shaping behaviour"

- Report of the World Commission

Olafur Eliasson
Bjarke Ingels (Danish Architect)
Suzanne Lee - Bio Couture
Thomas Heatherwick.
Planning and production

VISUAL STANDARDS - PASS
Planning and production

VISUAL STANDARDS - PASS
Planning and production

VISUAL STANDARDS - PASS
## Practical skills

| 2.4 | Apply practical skills and theoretical knowledge and understanding to complete an art and design project within an agreed time-frame | Adequate range of materials, techniques and processes. Some process notes evident in the work book. There is evidence of contextual references and links to inform own practice. The range of skills and critical application needs extending for greater success | P |

**VISUAL STANDARDS - PASS**
Practical skills

VISUAL STANDARDS - PASS
Practical skills

VISUAL STANDARDS - PASS
Practical skills

VISUAL STANDARDS - PASS
### Evaluation and reflection

| 3.1 | Critically evaluate an art and design project against the agreed requirements and parameters | Clearly communicated evidence of on going evaluation and reflection shown in the work book, weekly journals and summative evaluation. A more consistent and informed approach would communicate ideas more effectively to a higher standard. | P |

**VISUAL STANDARDS - PASS**
Evaluation and reflection

At first I was a little bit confused on what I had to do with the brief but after asking some question I understood what I had to do. From the beginning I knuckled down and always did my best to stay on track. My target was to create a campaign that would educate people about the racial and religious discrimination that is still going on our world today. I have used various skills that I acquired over the year to help me start developing my final piece. I wanted to put it on something that people see, look at and pick up pretty much everyday.

I think that at first my research was quite weak but as I got used to what I had to look out for I started to understand what I needed to do and therefore it became easier. At the beginning of the project I used primary research by going to different museums and galleries as well as shops and taking pictures near where I live to help me begin the project, keeping my eyes peeled constantly for anything I could throw into my sketch book and expand on at a later stage. I also used various magazines and books to help me with my research; all these books are listed in my bibliography. These gave me a foundation to start building my own ideas onto. I think without the resources I had I would have struggled a lot more than I would have without any help from the books as I feel that I wouldn’t have even known where to start. Over all I collected a lot of research but if I were to do this project again I would take it from a bigger variety of places as well as try and use more interesting methods of recording my information, maybe combining some artists with my research.

I found that throughout the project I encountered various problems such as not knowing what colour scheme to use, or maybe even how to position things on my final piece. I felt that I decided to start dealing with these issues as I came to them. To overcome the problems I experimented on different ways I could do something, ask for someone’s opinion, and decide which one I thought looked the best. I then chose my favourite and carried that one forward with me throughout the project and did the same whenever I encountered another issue. I sometimes found that I couldn’t decide on how to solve the problems so I would put that to one side, and either waited for it to come to me, or researched until I found the answer. I think that if I had even more knowledge and skills than I had now I would still encounter problems I didn’t know how to solve.

I think that the planning for my entire project was satisfactory but probably could have been much more thorough. On the last day of each week I would write a plan on the weekly review sheet to state what I was going to do in the coming week. I think this was really helpful as it meant I had to think about what I needed to do. By doing this it meant I also had the weekend to prepare my things or collect resources that I needed for the following week. My weekly plans varied in depth from week to