Diploma in Art & Design – Foundation Studies

Pass
General Commentary

The proposal offers an interesting and relevant subject to explore within the context of fashion promotion. It would have benefitted from a more thorough exploration of rationale i.e. why create a style forecasting look book, what is it that the current versions don’t offer etc…? A wider range of proposed research using a greater variety of sources would have offered more potential to develop ideas and processes more inventively.

Research is appropriate to the subject and informs the visual investigation of the project. There is evidence of a wider range of sources but this could have been developed further and assimilated more thoroughly to extend ideas and the variety of practical approaches and media explored. There are limited references in relation to layout designs for the trend book and typography.

Practical exploration is clearly evident and demonstrates a range of digital and hand rendered approaches. However the experimentation is often safe and would have benefitted from being pushed in less predictable directions. Greater focus on typography and its relationship to the theme would have expanded the scope of the book.

Reflection and evaluation is analytical but lacks consistency and depth. It doesn’t always pick up on key strengths in the work that would have allowed it to move in a more experimental direction. The analysis will often describe what you have been doing rather than reflect on how the practical experimentation directly links to the conceptual intentions of the project.

Time management was erratic in places and prevented the student from realising the full ambition of the project. Presentation is professional and has resulted in a successful look/trend book exploring your selected themes. Industry art working skills have been used to prepare digital files for external printers and create a professional finish. A wider range of ideas in relation to presentation could have offered more experimental approaches to final format and exhibition presentation.
## Context

<table>
<thead>
<tr>
<th></th>
<th>Use a range of critical and contextual perspectives to initiate a personal self-directed art and design project proposal.</th>
<th>A range of resources is evident however less predictable and broader sources would give the proposal greater scope.</th>
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<tbody>
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|   | Use detailed analysis and evaluation to clarify and develop a personal self-directed art and design project proposal. | More detailed analysis around the rationale for a trend book in relation to existing publications might have offered the proposal greater focus |   | X |   |   |
| 1.2 |                                                                                                                  |                                                                                                                  |   |   |   |   |
Project proposal

Section 1: Review (minimum 150 words)
In part 2 of the course I have completed a magazine and multiple magazine spreads to promote Prada spring/summer 2013. I have taken motifs and colour schemes from the collection and use those throughout my project to influence the look of the magazine. My Photoshop skills have developed massively as opposed to when I started the course and this will help my FMP massively.

With regards to the monotype printing, it has been successful for the flower motif used in the magazine and is strong but going forward I don’t want to repeat it in my FMP as I feel I can develop further. One thing I have learnt from the previous project is that I need to research more artists and designers and ensure I am looking back at them and that they are making informed decisions on the development of my work.

Section 2: Project concept (minimum 250 words)
For my FMP I want to create a report based on trends for Spring/Summer 2017. In a playful handbook, I aim to compare catwalk trends to high street trends as well as analysing street style and celebrity styles. There will be opinions and write ups on collections, where I will look at magazines such as ‘InView’ and ‘Vogue’ to influence the content put into my work.

Not only is the content important but I want my handbook to look aesthetically pleasing, recreating visual representations of the collections using collage and hand rendered processes. Two artists I will use to inform my project will be Caroline Augusta and Fermke Hofius for the collage aspects as well as designers that will influence the layouts of my handbook.
Through this project I need to reflect on my experimentation more individually as opposed to a whole at the end of the day, I feel this will push my work further as I will be able to identify what is working and what is not working. I will need to bring bloggers, journalists and designers together to influence the content and the aesthetic of my work.

I feel to keep myself focused for this project, I need to have a clear plan of what tasks need to be completed from week to week as well as SMART targets which are reflected on how well they have been met at the end of the day. I will actively use Pinterest and other research tools to ensure I am gathering as many visuals as possible and putting them in my work space so I know they are inspiring me all the time.
Project proposal

Proposed research sources and bibliography (Harvard Format)

Websites:

Report reference

Books:
Cape, J (2016 ) Fashion Promotion in Practice, Fairchild Books
Hank J & Rankin (2011) Dazed & Confused Making it Up as we go along, Rizoli International Publications
## Research

<table>
<thead>
<tr>
<th></th>
<th>Use wide-ranging and in-depth research to support the development of a personal self-directed art and design project.</th>
<th>Sufficient information has been sourced and documented however it lacks breadth and follows a more established and predictable route</th>
<th></th>
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</table>

|   | Use analytical and evaluative skills to develop a range of creative solutions to realise a personal self-directed art and design project. | Cleary evidence of research being used to develop ideas but it lacks consistency in its interpretation missing opportunities to push and extend ideas in to less predictable outcomes |   |
| 2.2 |   |   |   | x |   |   |
These are images found on Pinterest that I like. I save for the textures in my sketches to make the same
details. I made and altered them also similar
as they are really patriotic.

Key elements:
- Taping & pastel colour
- Fabric

Third idea:
- Painted textures, images painted around

I think these are more, better on their own
as opposed to being thought with for etc.
Research
Research

Trend Research from High Streets and Bloggers

River Island:
- New Now - Spring is here!
  - Gowns up gingham
  - The ‘70s dress
  - Stick-in-the-middle shirts
  - Tandem shoes
  - Platform sandals
  - Power shoulders
  - Peep toes

LFW Street Style Trends (2015):
- Vest
- Pink
- High shine
- Headline
- Embroidery
- Dark florals

Together:
- LFW Special Kit
  - The ethereal coat
  - The bright blanket
  - The statement mid-lift
  - The straight leg jumpsuit
  - The tailored jeans
  - The reinvented shoe

Outfit Party Thing

Together doesn’t seem to have as many posts on trends and certainly doesn’t have as much visual (graphics) to communicate the trends. From looking around the website there seems to be a big push on statement pieces such as an embroidered, floral blouse, lace skirt over a pencil skirt.

New Look:
- LFW street style. Key trends to try:
  - Off the shoulder tops
  - Statement shoes
  - Brothers t-shirts
  - Plates
  - Tulips

NOW street style. Key trends to try:
- Top
- Felt boots
- White button-downs
- Smock
- Creased
tunnels

Again with this doesn’t have much of a visual way to communicate trends, the context is in the links posts. But these links has given me lots of trend options to include in my report.
Research
Research
Research

I really like the way this page has been set in motion & layered.

I think it has a real structured vibe and has the same structure as high-street look books.

I have found using an overhead as contrasting backgrounds.

The background I see over at what I have changed out strategy to 50s/60s in the final.

EVERYTHING I HAVE

Simon Green

I like the idea of having something that evokes the idea of a collection and feels like a way to display the idea of a collection.

Remove rows to fit white background so matches with page above.

Learn more effective with more images or more could even more be added.

Change spacing & cut to fill space more.
### Problem solving

<table>
<thead>
<tr>
<th></th>
<th>Solve complex practical and technical problems within a personal self-directed art and design project.</th>
<th>There is sufficient exploration of different ideas however some of these lack decisiveness when identifying and adapting to unforeseen issues</th>
<th>R</th>
<th>P</th>
<th>M</th>
<th>D</th>
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<tbody>
<tr>
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<tr>
<td>3.2</td>
<td>Solve complex theoretical problems within a personal self-directed art and design project.</td>
<td>Theoretical ideas are resolved using established approaches but lack an inventiveness and unexpectedness associated with higher grades</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Problem solving
Problem solving

This is a response to the theme of drawing in the style of animation. A happy looking baby.

I wanted to create a different look by using different symbols.

To make it warmer and more vibrant, I decided to use a warmer and more playful color scheme.

Symbols to use: O, ☺, x. 

To make the rest of the page, I decided to use more playful colors.

Try using marker pens or paint at a time or double the double chalk and washable markers.

Full shapes from the background, or just the garment in pink.

More pink ever.
Problem solving
Problem solving
Problem solving
Problem solving

- Need to create a catalogue for lace
  - Cut out lace from various dresses
  - Use lace to create new dresses

- Complete by dinner

25th April

28th May

1. I started my project from scratch and tried to pull them in with the fabric basket tool, but it was just too inaccurate.

2. I created a new layer with the colour and selected colour and allowed me to change the colour of the lace the way I wanted to.

3. I chose appropriate colour dresses (the same colour) and am happy with the way they have turned out. I think those would make good fashion pieces.

4. I could also consider having sandal lace with a mixture of coloured dresses.
### Planning and production

<table>
<thead>
<tr>
<th>4.1</th>
<th>Demonstrate the ability to efficiently plan, organise and produce a personal self-directed art and design project within and agreed time-frame.</th>
<th>There is evidence of effective planning in the satisfactory resolution of the outcome, however more timely, and perceptive evaluation would have identified the need for greater efficiency in the use of studio time.</th>
<th>R</th>
<th>P</th>
<th>M</th>
<th>D</th>
</tr>
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<tbody>
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<td>X</td>
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<td></td>
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</tr>
</tbody>
</table>
### Planning and production

**Project action plan and timetable**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date w/c</th>
<th>Activities: What are you intending to do?</th>
<th>Resources/materials/equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; Feb</td>
<td>To draw previous project to a close with final outcomes and all the supporting evidence ready for assessment.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; Feb</td>
<td>Reflect on assessment feedback and inform project proposal with this feedback. Complete project proposal and submit by the 17&lt;sup&gt;th&lt;/sup&gt; Feb.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>20&lt;sup&gt;th&lt;/sup&gt; Feb Half Term</td>
<td>To begin research into the idea of a report based on trends. Find other examples and start collecting images of the aesthetic I want my final outcome to have.</td>
<td>Pinterest, resources from the library and the internet.</td>
</tr>
<tr>
<td>4</td>
<td>27&lt;sup&gt;th&lt;/sup&gt; Feb</td>
<td>Begin more detailed research into the trends found on the high street and more about the content of what will be in my report.</td>
<td>Magazines from library, high street store websites</td>
</tr>
<tr>
<td>5</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Visit stores and study the trends that are found on their shop floors and compare to trends that come from the catwalk. Are the coherent? Research into what celebrities are wearing. Research into artists and designers that I feel are appropriate to what I want to convey in my visual report.</td>
<td>Visit to the high street, trend websites and reports on fashion week</td>
</tr>
<tr>
<td>6</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Have all content ready to start putting into visual work. Consider play on words and look at bloggers style of writing to influence me.</td>
<td>Blogs</td>
</tr>
<tr>
<td>7</td>
<td>27&lt;sup&gt;th&lt;/sup&gt; March</td>
<td>Experiment with processes and medias with the images I have collected in the style of chosen designers.</td>
<td>A range of media processes such as print, collage and photoshop</td>
</tr>
<tr>
<td>8</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; April</td>
<td>Continue with experimentation.</td>
<td>A range of media processes such as print, collage and photoshop</td>
</tr>
<tr>
<td>9</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; April – 21&lt;sup&gt;st&lt;/sup&gt; April Half Term</td>
<td>Identify what works and what doesn’t work. Complete final design thumbnails and sketches of ideas.</td>
<td>SRJ to reflect</td>
</tr>
<tr>
<td>10</td>
<td>24&lt;sup&gt;th&lt;/sup&gt; April</td>
<td>Working on final outcome.</td>
<td>Photoshop</td>
</tr>
<tr>
<td>11</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; May</td>
<td>Complete final outcome and be ready for assessment.</td>
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</tbody>
</table>
Planning and production

- To go back through SET and see what clean negatives, missing and extra, print images a check or reduce tone.
- Scan in all now, ready to use in design.
- Create thumbnails scenes on idea for layouts.

Temporary selection, sketch in more, explaining why certain are extraordinary or a trend.

Fine detail

[Diagram of layout and color palette]

Consider use for pages from covers and images in between. Add 120 pages to mount up pages:

- multiple backgrounds, going through.
Planning and production

5th April

Image 3-4m at page stop while undo when printing
Place an image to import image
Create shapes with end + 2 undo -
No layer, undelete block bring forward etc
Create shapes with end + 2 undo -
Shape around shape (Text) + created a different
Font created + 2 undo -
Window/arrays, effects + multiply etc
Place images into shapes, create circle

6th April

Supporting statement notes:
- To send a draft with pen changes file to opt
- Coloured images as right at present cut
- Comment a draft for review & result
- Ed quality
Planning and production
Planning and production

This is a response to the letter asking you to use the style of the planning paper. A different style to the planning symbols.

I'm not sure how to create a different style, but I'm using different symbols.

To paint a jumper and a pair of tights, to think about how the fabric will behave and create some interest. I chose some grey and the pink which I think creates a nice effect. I don't think grey and pink works well together, but the pink is more playful.

Be more of these water drawings and find more playful symbols to draw.

Try waterbrush pens or markers at a time, or double the same colour and multiple times.

Fill spaces from the background in pink, or fill the garment in pink.

Overall, more pink.
## Practical skills

<table>
<thead>
<tr>
<th>5.1</th>
<th>Demonstrate the exploration, adaptation and application of a range of practical methods and skills in the realisation of a personal self-directed art and design project.</th>
<th>An adequate and often effective range of processes and skills are evident. More variation in their exploration and additional inquiry into alternative processes and media would have allowed the development of more creative solutions.</th>
<th>R</th>
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Practical skills
Practical skills
Practical skills
Practical skills

PINK TO MAKE THE BOYS WINK

PINK TO MAKE THE BOYS WINK
Evaluation and reflection

<table>
<thead>
<tr>
<th>6.1</th>
<th>Maintain detailed critically evaluative and reflective records of the development of a personal self-directed art and design project.</th>
<th>Evaluation is critical but lacks depth and clarity in places.</th>
<th>R</th>
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| 6.2 | Use evaluative and reflective skills to make perceptive decisions in support of a personal self-directed project. | Reflective skills are used to inform the development of ideas and use of processes. The interpretation and synthesis of information is inconsistent |             | x |


Evaluation and reflection

Thursday November

I used my collage of the flowers found in the gallery page as the focal point of the spread and enlarged it around the edges. I used foamcore to make a card that pick up with the center on the flowers on the collage. So I have continued to use the card scheme.

I have considered if the text here better on the right or on the left. I would change the amount of inset photos better now with the page straight on and the title on the side.

Friday November

This was unoriginal. I'm feeling a bit more womanly. It felt connect with the text on and needed more input in my interest.

I had the idea to have an image to added in around the text. I also had a thought to add in more background.

I have now created 2 page out of lines and it is easier to read.

This was the original design page spread. I felt that the image page the background image was great. Combines the text with something more playful.

A collage of feminine things. Better flow to it and thinner on the bottom. Could use green and something more playful.
Evaluation and reflection
Evaluation and reflection
Evaluation and reflection

become more focused start building collages
paint pattern backgrounds
write away to recall

"on Wednesdays we wear pink"
paintful round brow with brow

Anna Rainbird
adding use of images/colour...digitalized

"matured w/v 2004" "matured w/2005"

vitamin D - new perspective interesting

The Cara designers maybe...i am successful
because I trained them and then monitored them

I had paying people that...behind the images behidn everyone...it works better around just as disappointing

Instead of having...weird...it was only...putting the...laid out...over the top with care

I need to consider how...want pages...just want...if one picture with...photos/colour...
Evaluation and reflection

Experiencing with the painted fabric:

José Remusai
Hand-stitching black and white portraits. Looking at the vibrant colors.

Hand-stitching with black and white contrasting colors. Composition in the narrative is emphasized with these colors at this stage.

8th March

I have hand-stitched photo onto fabric so it looks like a" sleeping" image. The paper, but i made sure to remove the paper napkin and glue. It doesn't seem very unaltered.

Now, José Remusai is more into the images or art they digitally placed onto the fabric.

Things to consider:

* Young people, doors, floor, then cutting around them and placing our picture.
* Wrap around and cut outs and transfer onto fabric
* Emulsion transfer onto fabric
* Paint onto fabric

I overcome the problem with the paper coming through by painting directly onto fabric using the watercolor.

In advance, I did not think about cutting but did.

This paint color is paint-on material. To assist in getting a design together, the only constraint was challenging and time-consuming.
## Presentation

<table>
<thead>
<tr>
<th>7.1</th>
<th>Explore a range of considered strategies to present a personal self directed art and design project.</th>
<th>Competent communication of ideas that would have benefitted from a wider range of ideas in relation to exhibition presentation.</th>
<th>R</th>
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<tr>
<td>7.2</td>
<td>Present a personal self directed art and design project skillfully and proficiently to a specified audience.</td>
<td>Professional high quality outcome that demonstrates good understanding of conventions and standards</td>
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UALAB Foundation Exhibition Proposal Form

Name: Laura Hill
Date: 5/8/17

Write a description of your proposed exhibition space.
What the space will look like.
Include any special conditions needed, notices, photos etc.
You should include scaled measurements.

A need for one wall space to display a 3 skew walls of my colleagues.

Option 1

Option 2

Option 3

What equipment is needed? Be realistic about your use of technology and electronic equipment.
You must ensure that all equipment is PAT tested by RMET College.

Nothing to note to set up.
Presentation
Presentation

#I'M WEARING LACE

Tuesday June 18th was a little wetter than usual on the right side of town, including days of
rain... As a result, we decided to put on a few capped shoulders or a pair of
lace detailed, distressed jeans or even just a simple
shirt that won't weather!
Presentation
Final evaluation

Supporting Statement
For my final major project, I have completed a look book for the key trends of Spring/Summer 2017. Rather than focus on a particular brand I decided to take a more broad based approach to create a booklet that reports on trends that can be shopped on the high street now this was in part due to being able to find imagery easier and make it more for people buying clothes now.

I have taken influence from Elle’s fashion edits as they are very visual especially in the way that they communicate trends. River Island’s spring issue of ‘Style Insider’ gave me a real insight into what content I needed to include. I wanted to get the balance of visuals to content right. I initially started creating hand rendered collages and found this easier to do for my pretty in pink trend as there was more imagery available. Moving forward through the trends I started to use actual items of what the trends where about, so for floral fantasy I used real life flowers and placed them onto catwalk images and then photographed them.

This kept me really engaged with the work and gave the visuals a very different quality from digital collages. For the fine layer trend I used real life lace to make relief prints from which I then layered over found photos. This gave me interesting textures and collages, which I have taken forward into my final look book. Throughout the project I have learnt new technical skills and enjoyed combining hand rendered processes with digital media.

All of the hand rendered experiments were scanned digitally and edited it on photoshop to bring together in layouts. At first I found this challenging with my inexperience in photoshop, but as the project went on it became easier and I began to really enjoy it and the potential it has to create exciting imagery. If I wanted to develop this further I could think about styling photo shoots that would convey the trends and make it more editorial based as well as visually communicating through hand rendered techniques. I proposed to complete more research into what celebrities were wearing and fashion bloggers write-ups on the trends but I soon realised that I needed to be less concerned with written content and more about how it was visually communicated. More about how it looked than how it read.
Final evaluation (continued)

In this project I set out to develop a more varied practical approach to creating work as I had been repeating monotype printing a lot in previous projects. One skill that I have developed through this project is the exploration of collage through the combination of mark making, found imagery & digital manipulation, meaning not only my hand rendered skills have developed but also my digital skills. My Photoshop skills have come along way since the start of the project and I feel much more confident using desktop publishing programs like InDesign to create layouts and artwork my final magazine.

FAD has developed my independence from my A-level studies and has prepared me for my undergraduate studies. I have learnt that time management is a skill that is important, as if you don't do it for yourself no one will. I have become more aware of how to broaden my research through a range of sources such as magazines and books from the library where I have found new contemporary artists to inspire my ideas. I look forward to taking forward the skills I have learnt on FAD through to degree level where I start my journey towards a fashion career.

June 2017