

Unit 7 Project Proposal

Candidate name	Alice Baldwin
Candidate number	
Pathway	GCD – Photography and Moving Image
Project Title	

Section 1: Review (approx. 150 words)

From my experience as a Graphic Communication Design specialist student, progressing into the Photography and Moving Image pathway, I have had a more direct involvement in the areas I hope to continue exploring at BA. Before the foundation, I had a small skill set – I had never explored my potential within design, only art. Now, I have a stronger understanding of how I can utilise design to communicate more effectively than the conceptual nature of fine art. I have learned that I prefer working to briefs, embracing the challenges of personally responding to a given task while simultaneously meeting the “client’s” requests. I hope to gain affirmation in my photography skills from unit 7. Since beginning the foundation, I have used photography as a way of disguising my weaknesses in the other areas of GCD, for example, with the Love Letters project, my letter face was not strong, except the way I photographed the 3D lettering elevated it. I want to continue to accustom myself to working with film, as well as using new software at a higher standard than before. This includes Premier Pro, InDesign and perhaps even Illustrator. Long term aspirations for this project centre around my desire to work in an interdisciplinary manner: photography, moving image, interactive design, graphic design, etc. In responding to my chosen subject using various media, I will re-open my pathways for the prospect of BA GCD.

Section 2: Project concept (approx. 250 words)

The concept I will be exploring is interactivity within graphic communication design, starting with photography and how the medium can be manipulated to transcend the traditional ideas of images in a frame. I have taken inspiration for this by combining the two briefs I enjoyed most – “Interact”, and “The Photographic Object”. What inspires me within my

pathway of Photography and Moving Image is the nature of removing photography and video work from a gallery environment, and turning it into installation, interactive work, physical outcomes (i.e. objects, sculptures, publications...), contextualising my work and allowing the public to respond. My intention is to encourage partakers to join me in communicating my chosen subject matter through the work we produce as a collective outcome. I want to emphasise the way in which communication design is conversational rather than passive, in Part 3. In terms of the content of my project, I wanted to take a current issue, perhaps from the news, and bring it to light in my own style. I have chosen to look into the knife crime epidemic in London. This provides scope for the project to become extremely personal, whilst raising awareness about a topic that needs a solution.

Two key reference points in terms of design practice for my project include: firstly, Tania Bruguera, installation and performance artist, and also Time magazine's cover on how Virtual Reality is for artists, produced by Josh Raab. I was fortunate to experience Bruguera's installation at the Tate in 2018, and so I can draw from that experience her method of needing the public to work collaboratively to promote her message about the refugee crisis. As for Time Magazine, I simply want to use that as a starting point into my exploration of virtual reality, and how artists are using it in the contemporary world of art and design.

The key theoretical reference point for my project is a recent documentary on BBC about the rising rates on knife crime in the capital. This will prepare me for the deeper research I plan to undertake, especially in terms of first-hand experiences.

I will begin by using photography. Later progressing onto exploring alternative media, hoping to eventually produce interactive design.

Section 3: Evaluation (approx. 100 words)

The means by which I will reflect and evaluate work as a continuous activity will be through a reflective journal on workflow. I will reflect and evaluate myself against the assessment criteria after every task I complete along the phases of unit 7. I will also enthusiastically collect peer evaluative comments and also feedback from tutors. Moreover, considering I plan to cooperate with the public in my project outcome, I could undertake some "user testing" as a form of reflective evaluation before concluding my project. Public responses will be critical in creating a successful interactive piece. Ultimately, I aim to keep a strong documentation of my processes on workflow, as well as updates on my tasks, what has gone well, what I can improve, and what I have refined along the way.

Proposed Research Sources and Bibliography [Harvard referenced]

Artist:

Cynepmarket Deli
Lou Macnemara
Tania Bruguera

Books:

Moody, F. (1999) The visionary position: the inside story of the digital dreamers who are making virtual reality a reality.
Publisher: London : Allen Lane

Andrews, P. (2003) 360 °imaging : the photographer's panoramic virtual reality manual
Publisher: Mies, RotoVision

Pop, S. [editor.]; Toft, T. [editor.]; Calvillo, N. [editor.]; Wright, M. [editor.]
(2016) What urban media art can do: why, when, where and how?
Publisher: Stuttgart, Deutschland : Avedition

Exhibitions and Archives:

Bruguera, T. (2 Oct 2018 – 24 Feb 2019) Hyundai Commission:
10,148,451, Tate Modern, Turbine Hall

Central Office of Information Archive, The British Library.

Design Against Crime, Central Saint Martins, Gamman, L.

<https://www.arts.ac.uk/research/research-centres/design-against-crime>
<https://www.arts.ac.uk/research/impact-of-ual-research/addressing-crime-prevention-through-design>
<https://www.arts.ac.uk/research/ual-staff-researchers?name=lorraine-gamman>

Films:

London Knife Wars: What's the Solution? (2019) BBC, presented by Tina Daheley, directed by Rob Hopkin, 45 minutes.

[\[https://www.bbc.co.uk/iplayer/episode/b0c1487h/londons-knife-wars-whats-the-solution\]](https://www.bbc.co.uk/iplayer/episode/b0c1487h/londons-knife-wars-whats-the-solution)

London's Knife Crime Emergency: On a Knife Edge (2018) Vice, presented by Josh Osbourne, directed by William Fairman, 57 minutes

[\[https://www.vice.com/en_uk/article/8x7qy3/watch-our-new-documentary-about-londons-knife-crime-epidemic\]](https://www.vice.com/en_uk/article/8x7qy3/watch-our-new-documentary-about-londons-knife-crime-epidemic)

Newspaper articles:

Campbell, D. (Oct 2018) The Guardian, Trauma doctors reveal horror of knife crime epidemic

<https://www.theguardian.com/uk-news/2018/oct/21/trauma-doctors-knife-crime-epidemic-nhs-hospitals>

Dearden, L. (Nov 2018) The Independent, London murderers are the symptom of a knife crime epidemic

<https://www.independent.co.uk/news/uk/crime/london-knife-crime-stabbing-murders-uk-rising-figures-austerity-police-cuts-a8620651.html>

Petkar, S, Rogers, J. (Jan 2019) Endless knife crime

<https://www.independent.co.uk/news/uk/crime/london-knife-crime-stabbing-murders-uk-rising-figures-austerity-police-cuts-a8620651.html>

Website pages:

<https://ycyf.co.uk>

<https://www.itsnicethat.com/news/london-needs-you-alive-anti-knife-campaign-amv-bbdo-mayor-of-london-advertising-201117>