

UNIT 7 EXHIBITION LABEL & ADVICE

This document – Is for you to submit your Exhibition label. It is also designed to help you write your exhibition label. The purpose of the label is to summarise and sum up your work in 75 words.

The function of the label - The **summary** has to work along side any of your unit 7 work, i.e. the final piece on its own or the supporting work on its own. For this reason think about the main concepts and inspirations. Test your summary, would it still work if you could only see the final outcome and not the supporting work, or vice versa?

Things to think about and consider:

- Audience - Think about the audience who will be looking at your work. Start with a pitch to someone who knows nothing about your work or art and design.
- Context - **you are showing in a London based gallery in 2019**, but your work may have been devised in or for a different context, place, time or culture. Taking this into consideration is there anything you need to make clear in regards to the context? For example was your work part of a project or a series of projects? Does the work originate from somewhere or something else?
- Key words - Think about **key words and themes**. As this is an opportunity to show your work to the **public** make sure your summary is interesting and engaging.
- Think about **what you have done and why**. What were you hoping to **achieve**? How did you do this both practically and conceptually?

Once you have considered the above points write your text in the box below. Once complete, delete out the **red prompts leaving the relevant information. Remember to spell check the text, and use Font - Ariel in size 12point. Upload to the Assignment area on Moodle by the 18th of April. Also upload this Document to your workflow along with your Proposal.**

Alice Baldwin

London's Knife Crime Epidemic

“As politicians keep talking, others keep dying – that is the reality”.
Knife crime in the capital is an epidemic. With more than 20 fatalities since I began this project, how many more people have to lose their lives for something change? Redefining the idea of memorialisation with the power of graphic communication design, I translated messages from the families and friends of victims into the police’s recognisable visual language, demystifying the realities of knife crime in London.