In retrospective evaluation of my project and what I initially planned to do; I feel I have achieved my intention of exploring interactivity within graphic communication design. I started with photography as the medium at the core of my subject pathway, exploring how it can transcend the stereotypes of serving purpose in a frame/gallery environment by locating my images in site specific locations. I did this in various forms: campaign posters, stickers, publications, as well as transforming graphic design work onto fabric, balloons, and into installation setups and physical outcomes. I encouraged partakers to interact, as in my proposal, however the outcomes were not so much a result of collective action, as I originally intended. Furthermore, I collected peer and tutor feedback continuously throughout the 8 weeks, which helped shape and direct my progressive decisions.

I feel I explored my project in enough depth, questioning the issue of knife crime as well as the means of interactivity, and what is considered "interactive" – is it simply something we can touch? Or does it have to function in a two-directional sense to become "interactive"? And how can I relate this to the topic at hand? My primary research was integral and more influential to my project outcomes, however, secondary research – mainly into the nature of communication design and how it can function when dealing with such a current and political theme – helped shape the way handled the vast pool of information surrounding my project. Regarding my organisation and time management, I think I was rather ambitious with the amount of approaches and outcomes I planned to create across the limited timeframe. This could be considered a weakness, however a strength of mine would be the way in which I achieved my aims, through self-discipline. I kept focused and determined to push myself, especially with the seriousness of the topic at hand, I was motivated to spark positive and progressive actions through my design – whether it be by raising awareness in a different light, evoking emotions from my target audience, or starting discussions through questioning the actions of those in power in relation to the issue of knife crime in London.

Over the course of my self-directed project, I shifted my key focus from raising awareness about knife crime, to redefining the nature of remembering these tragic events and changing the way we deal with the mass of attacks. This change in direction and attitude came after a realisation that awareness is already raised, and it is my job as a communication designer to take that advantage and push for change rather than generalised recognition. To an extent, I encouraged partakers to join me in communicating the severity of knife crime, however the appearance of my outcomes, relating to the visually recognisable style of the police force, inadvertently repelled people from interacting. I think this came from fear that it was a genuine crime scene. This ultimate irony is the fatal flaw to the level of interactivity with my project and has led it to not be as successful as id initially planned in that respect. Overall, I have fulfilled above and beyond what I had hoped to communicate and investigate about the London knife crime epidemic.

At the beginning of the project I struggled to find my standpoint on an issue that I thought didn't particularly affect me, when in fact, as a Londoner it affects us all. One weakness of mine was not defining this personal voice sooner, leading my project to lack real purpose for a while. I think my strengths have been overcoming these major

setbacks. The results of my investigation into memorialising the crime scenes and communicating the voices of those directly affected by the attacks through my design has brought me great satisfaction and pride that I can utilise my power as a communication designer to promote positive actions and progressive movements towards a safer community. Another strength of my project I feel is the variety of outcomes and outputs I have made. I experimented with a whole range of mediums and materials that I usually would not have applied.

Ultimately, if I had more time I would return to complete the sticker campaign documentation that I began using the disposable camera. I didn't receive the greatest interaction from this, perhaps because the intention for the public was not clear enough, or locations not ideal. I would risk losing the disposable cameras at the cost of potentially gaining more interaction by leaving them out in the space for longer. I would then perhaps turn these images into a photo series or a publication to put out into the public as well. I would undertake ore user testing to find a balance between my work looking genuine and serious, especially the installation work/memorial setup, whilst also getting people to properly interact with it.