ual: university
of the arts
london

L3 Extended Diploma
Graphic Design

Year 1 Assignment 3: FMP - **It's Your Future**

Level 3 Extended Diploma in Graphic Design & Animation

Assignment Brief

Assignment Title	It's Your Future – Final Major Project
Unit No & Title	Unit 8: Project proposal and realisation in art and design
Level & Credit Value	Level 3: 24 credits
Assignment Leader	Colin Flint
Assignment Verifier	Joe Tyers
Start Date	26th February 2018
Interim Assessment	16th April 2018
Assessment Date	24th May 2018

This assignment will enable you to generate evidence of personal & professional development (PPD) in these areas								
Initiative	Independent inquiry	Creative thinking	Reflective learning	Team work	Self-management	Effective participation	Problem solving	communication
✓	✓	✓	✓		✓	✓	✓	✓

Learning Outcomes: At the end of the unit the learner will
Unit 8: Project proposal and realisation in art and design   1. Understand the requirements of an art and design project   2. Be able to complete an art and design project   3. Be able to evaluate an art and design project

Content
The Final Major Project draws upon the knowledge and skills that you have acquired over the duration of the first year. You are required to make use of the skills, knowledge and understanding developed in previous units to complete an extensive art and design project. You are to explore in greater depth your choice of activity, for which you must produce a detailed project proposal of your intended ideas from in-depth research. You will select a specialism to work within, along with an underlying theme for your work. Throughout the assignment there must be evidence of planning and reflection, which will take the form of a daily journal or entries within your sketchbook. Your research must be clearly referenced in a bibliography using the Harvard Referencing System.   You must choose one specialist field theme from the list over the page, and develop your work for a client of your choice:

Specialisms and Themes

During the last 6 months, you have explored a wide range of skills, techniques and processes used in the development of graphic design within specialist fields. You now understand a range of theories and concepts, and the use of primary and secondary research to generate ideas and develop your own practice within graphic design, illustration, or animation.

You will now produce a project using your knowledge, understanding and skills which will give you the opportunity to gain a better insight into a specialist area such as: **Graphic Design** *(branding, promotion, magazine production, packaging, web design, etc.)*, **Illustration**, **Concept Art**, **Typography**, or **Animation**.

The outcomes of your assignment will be a collection of professional designs that will go into a public exhibition at the end of the year. Your choice of specialist area, media, and style will be entirely up to you but must showcase your creativity representing your chosen specialism to the highest standards. You must choose <u>one</u> from the following 3 themes to use for your project to generate a creative project proposal:

<div align="center">

Pop goes the culture

Simply Typography

Identities

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Your choice of theme will allow you to put your assignment into context and produce purposeful content for your exhibition.
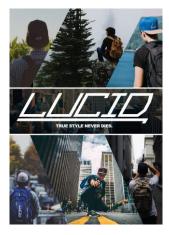
Previous Student Work

Ashton Harris
UAL YR 1 Graphic Design
FMP
2016-2017

Max Cecconi
UAL YR 1 Graphic Design
FMP
2016-2017

Billy Weale
UAL YR 1 Graphic Design
FMP
2016-2017

Task

You need to research each of the three themes widely, past, present, and future, before deciding on the one you will take forward into production. Your research should include a broad range of analysed and annotated examples of each theme, which you will use to help you justify your decision. From your explorations you should then select the best theme to move forward into your project.

You should then research and analyse further to support the creation of your proposal for your ideas and outcomes. What are they contextually and visually? You will then research into practitioners

within your chosen specialism, select and analyse a broad range of supportive artist's and designer's work, and explore how they would approach such a task.

You are expected to produce a project proposal based on your chosen theme with justifications. You must begin your investigation first with a **statement of intent**, which will act as your personal assignment brief and then later with a **rationale** to review your progression.

You must then follow the design cycle of research, experimental research, ideas generation, development, and production, along with keeping a journal of reflection and evaluation as you work. You must explore and apply the theoretical principles, elements, and composition alternatives within your specialist field, and how you will use visual language to support the communication of your ideas.

You must analyse brief and audience, and use your findings to support your work.

Initial Personal Investigation

The personal investigation will form the basis of your project proposal and must be evidenced in your sketchbook and must consist of the following:

- Evidence of primary sources, recording thoughts and initial ideas.

- Investigations into designers, illustrators, artists, photographers, and other practitioners who may relate to your initial ideas and theme.

- Initial experimentation with techniques, materials and processes to help inform your ideas. (Ensure that you review and reflect on the outcomes through analysis and evaluations. Record your processes through photographs or screenshots.)

- The beginning of your Reflective Visual Journal – An informal record of planning, research, drawings, context, problem solving and overall jotting down of ideas.

- Evaluate each idea, design and outcomes, to develop, justify and bridge to your next idea.

- Presentation – Your final outcome will be showcased in an exhibition to the public at the end of the year. Research and plan how and why you are going to present and visually communicate your final outcome in workable professional manner.

Project Proposal

Using your personal investigation as your starting point, you must produce a project proposal in form of a written proposal and PowerPoint presentation with your initial investigations and experiments included. This should explain what you intend to do and how you will break down your time on this self-initiated brief.

Section One:

- Working title or theme,
- What you aim to be working towards producing,
- How you have arrived at this point and what skills you have
- Your intentions for your final outcome.

Section Two: Personal Investigation

- Influences and contextual references. (Bibliography must be included),
- Primary sources – experiments/photographs. (Can be presented from sketchbook),
- Early ideas, notes and thoughts. (Can be presented from sketchbook).

Section Three: Intended Techniques

- Proposed techniques, materials, processes and technology you wish to use,
- Initial samples and experimentation with different techniques.

Section four: Action Plan

- Weekly action plan which must include intended activities, gallery visits and sketchbook write ups.

Suggested Research (include visits /reading lists / websites etc.)

We love Typography: http://welovetypography.com/

Behance: https://www.behance.net/

The Design Museum: https://designmuseum.org

Computer Arts Magazine: http://www.creativebloq.com/computer-arts-magazine

Adobe Kuler: https://color.adobe.com/explore/newest/

20 Graphic Designers You Should Know: http://www.complex.com/style/2012/03/20-graphic-designers-you-should-know/

25 names every graphic designer should know: https://www.creativebloq.com/graphic-design/names-designers-should-know-6133211

Illustration web: https://www.illustrationweb.com/artists

25 Contemporary Illustrators You Should Know: http://www.complex.com/style/2014/03/contemporary-artists-you-should-know/

Famous Animators: https://www.ranker.com/list/notable-animator_s)/reference

Fletcher, A. (2001). The Art of Looking Sideways. London: Phaidon.

Glaser, C. K. (2010). The Graphic Design Exercise Book. Mies: Rotovision.

Williams, R. (2001). The Animator's Survival Kit. New York: Faber and Faber.

RISK ASSESSMENT:
Please adhere to Health and Safety Regulations at all times.
AUTHORSHIP (Plagiarism):
Any work submitted must be by the student's own words or artefact. Sources of information, quotations and materials used in the completion of this assignment (including the internet) should be fully identified and properly acknowledged in a Bibliography, Appendix or Endnotes.

Scheme of Work:

Week / Date	Activity / Location	Independent Study – at least 9 hours per week
Week 1	Research – investigate theme in preparation for proposal writing.	Research and collecting relevant materials – sketchbook development
Week 2	Research – investigate theme in preparation for proposal writing.	Developing PowerPoint and written proposal – sketchbook development
Week 3	Presentation of Proposal.	Completing proposal for presentation – sketchbook development
Week 4	Experimentation and investigation of ideas	Collecting relevant materials – sketchbook development

Week 5	Experimentation and investigation of ideas	Reflecting on experiments – sketchbook development
Week 6	Design development **Interim Assessment – individual presentation**	Developing initial ideas – sketchbook development
Week 7	Design development	Developing ideas – sketchbook development
Week 8	Developing design boards for initial designs and final ideas.	Developing final designs – sketchbook development
Week 9	Refining ideas and developing final outcome	Developing final designs – sketchbook development
Week 10	Refining ideas and developing final outcome	Developing final designs – sketchbook development
Week 11	Refining ideas and developing final outcome **Submission of final designs & Show installation**	Developing final designs – sketchbook development

Equipment:

- A **good quality hard backed sketchbook**,
- A journal – paper-based or OneNote
- Pens, pencils, fine Liners
- Macs
- Adobe Creative Suite Photoshop, InDesign, Illustrator & Flash software
- Graphics tablets
- DSLR cameras
- Traditional art media
- USB stick
- Eraser, pencil sharpener
- Glue sticks

Assessment Guidance: What you should aim to produce	
Assessment Criteria	Evidence
Unit 8: Developing an Art & Design Project	
1. Understand the requirements of an art and design project	1.1 Analyse the requirements and parameters of an art and design project.
2. Be able to complete an art and design project	2.1 Analyse a range of research sources to support an art and design project.
	2.2 Interpret research activity to develop ideas and creative proposals.
	2.3 Demonstrate the ability to plan, organise and develop an art and design project.
	2.4 Apply practical skills and theoretical knowledge and understanding to complete an art and design project within an agreed timeframe.
3. Be able to evaluate an art and design project	3.1 Critically evaluate an art and design project against the agreed requirements and parameters.

Level 3 – Six Grading Themes

		Pass To achieve a Pass grade a candidate must achieve all of the assessment criteria listed within Unit 8.	Merit To achieve a Merit grade a candidate must achieve all of the assessment criteria listed within Unit 8 and must additionally meet the entire Merit grade criteria listed here.	Distinction To achieve a Distinction grade a candidate must achieve all of the assessment criteria listed within Unit 8 and must additionally meet all of the Merit grade criteria and the entire Distinction grade criteria listed here.
Context	Referral If a candidate provides insufficient evidence to meet all of the assessment criteria then that candidate is referred. The candidate has one further opportunity to redeem the referral by the submission of additional evidence within a timeframe agreed by the Centre and confirmed to the Awarding Body. Fail If the candidate is unable to provide further evidence that meets the assessment criteria then they will receive a Fail grade.	Analyse the requirements and parameters of an art and design project.	Analyse the requirements and parameters of an art and design project to a high standard.	Analyse the requirements and parameters of an art and design project to a very high standard.
Research		Analyse a range of research sources to support an art and design project.	Analyse a range of research sources to support an art and design project to a high standard.	Analyse a range of research sources to support an art and design project to a very high standard.
Problem Solving		Interpret research activity to develop ideas and creative proposals.	Interpret research activity to develop ideas and creative proposals to a high standard.	Interpret research activity to develop ideas and creative proposals to a very high standard.

Planning and Production	**Referral** If a candidate provides insufficient evidence to meet all of the assessment criteria then that candidate is referred. The candidate has one further opportunity to redeem the referral by the submission of additional evidence within a timeframe agreed by the Centre and confirmed to the Awarding Body. **Fail** If the candidate is unable to provide further evidence that meets the assessment criteria then they will receive a Fail grade.	Demonstrate the ability to plan, organise and develop an art and design project.	Demonstrate the ability to plan, organise and develop an art and design project to a high standard.	Demonstrate the ability to plan, organise and develop an art and design project to a very high standard.
Practical Skills		Apply practical skills and theoretical knowledge and understanding to complete an art and design project within an agreed timeframe.	Apply practical skills and theoretical knowledge and understanding to complete an art and design project within an agreed timeframe to a high standard.	Apply practical skills and theoretical knowledge and understanding to complete an art and design project within an agreed timeframe to a very high standard.
Evaluation and Reflection		Critically evaluate an art and design project against the agreed requirements and parameters.	Critically evaluate an art and design project against the agreed requirements and parameters to a high standard.	Critically evaluate an art and design project against the agreed requirements and parameters to a very high standard.