

#LONGROADFAD

SUMMER HOLIDAY PROJECT

Unit I - Diagnostic Investigation into Creative Practice

Project Title

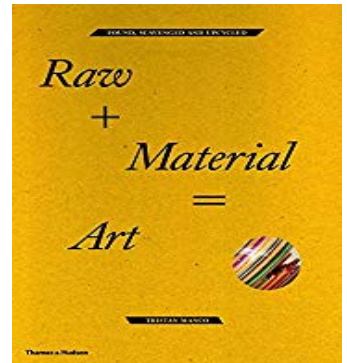
Assessors

Start date

Deadline

Duration

Unit One Assessment



Summarise Me!

RM

Summer 2024

September Term start (Unit One Assessment Deadline: November 2024)

12 weeks - Summer Holiday

IV

Owen Sherwood



Tracey Emin's bed



Do Ho Suh household objects

Scenario: Hand in- First Day of Term

Part 1.

Summarise Me! is a twelve week project where the emphasis is on objects seen on your summer holiday that you feel best reflects / relates to you as an individual.

Inspiration could be as simple as taken from trips / tasks such as walking the dog, going to the shops or a holiday vacation. Whatever you find yourself doing this holiday you are required to draw, photograph, film and collect on location. Record your findings, conversations, thoughts, colours, textures, smells, weather, locations, journeys and adventures. You will be required to document the process in a sketchbook. Remember it is critical to reflect on the work you do and to be open and experimental. Make sure you are drawing from primary research and not photographs taken. **DO NOT THROW ANY WORK AWAY EVEN IF YOU DO NOT LIKE WHAT IS PRODUCED.**

Part 2.

Write a 500 word processed paragraph about a piece of Art / design / object that appeals to you in some way explaining the reasoning behind your selection. This could be through a gallery visit or sourcing a product etc.

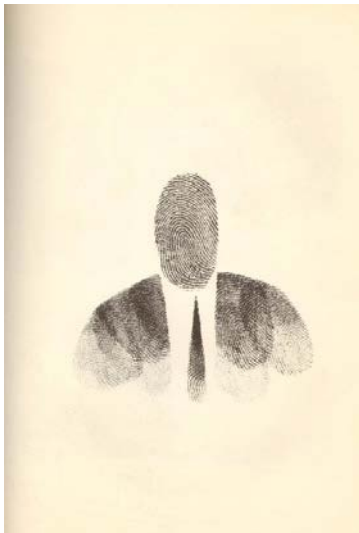
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Arman - Nuits de Chine, 1976



Arman - The Spirit of Yamaha, 1997, Sliced grand piano with Yamaha motorcycles



An untitled illustration by Saul Steinberg (1951)

Requirements (consider these at a minimum as inspiration for your practical work)

- Colour
- Texture
- Light
- Scale
- Monochrome
- Sporadic marks
- Pace
- Mood
- Linear qualities
- Precision
- Fluid
- Presentation

You will be presenting your findings from this project on Monday 2nd September 2019.

During this brief you will begin to think about:

- Investigations into research methods, including ethical practice
- Analysis of Creative Practice
- Application of Creative theory in support of practice
- Exploratory and experimental investigations into manual and/ or digital techniques, processes and creative practices
- Application of materials, techniques and processes for a variety of creative practices and audiences
- Investigations into relationship between ideas, visual language and purpose

Project outcomes:

- Sketchbook/Journal/ Health & Safety folder/ blog or website with research and development (unit 1: 1; 2; 3; 4; 5)
 - Samples/ experiments (unit 1: 1; 2; 3; 4; 5)
 - Additional development work (unit 1: 3)
 - Sketchbook annotation and evaluation (full for end of unit one). (unit 1: 6)
 - 500 word processed evaluative / analytical response (Unit 1: 6)
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UNIT	Diagnostic Investigation into creative practice
ONE	1- Context
	Understanding and application of subject knowledge, and underlying principals
	2- Research
	Identification and investigation of a range of academic, ethical and cultural sources
	3- Development of Creative Practice
	Skills to enable the realisation of ideas, appropriate to creative practice
	4- Problem Solving
	Solve problems and adapt to unforeseen challenges in the realisation of creative practice
	5- Planning , progress and production
	Management of own learning and progress through active reflection, negotiation, planning, self-direction, subject engagement and commitment
	6- Evaluation and Reflection
	Taking active responsibility for own learning, development and decision making using critically evaluative and reflective Skills
	7- Communication and presenting a Creative Practice
	Communicating and presenting a creative individual or collaborative personal practice

Recommended Reading:

Textbooks

- Barthes R – The Fashion System (Translated by Matthew Ward and Richard Howard) (University of California Press, 1990) ISBN 978-0520071773
- Berger J – Ways of Seeing (Penguin Modern Classics, 2008) ISBN 978-0141035796
- Blackwell L – 20th Century Type (Laurence King, 2004) ISBN 978-1856693516
- Borelli L – *Fashion Illustration Next* (Chronicle Books, 2004) ISBN 978-0811845731
- Carter M – Fashion Classics, from Carlyle to Barthes (Berg 2003) ISBN 978-1859736068
- Colchester C – *Textiles Today – A Global Survey of Trends and Traditions* (Thames and Hudson, 2007) ISBN 978-0500513811
- Cooper J C – *An Illustrated Encyclopaedia of Traditional Symbols* (Thames and Hudson, 1979) ISBN 978-05002711254
- Darwent C – *The Drawing Book: A Survey of Drawing – The Primary Means of Expression* (Black Dog, 2007) ISBN 978-1904772811
- Denicke L and Thaler P– *Pictoplasma: Characters in Motion 2* (Pictoplasma, 2007) ISBN 978-3981045840
- Dexter E – Vitamin D (Phaidon, 2005) ISBN 978-0714845456
- Elsasser H V – *Textiles: Concepts and Principles* (Fairchild, 2005) ISBN 978-1563673009
- Fineberg J – Art Since 1940, Strategies of Being (Laurence King, 2000) ISBN 978-1856691918
- Fortnum R – *Contemporary British Women Artists: In Their Own Words* (I B Tauris and Co, 2006) ISBN 978-1845112240
- Gan S, Browne A – V-Best: The Best of 'V' Magazine (Steidl Verlag, 2004) ISBN 978-3865210289
- Gombrich E H – The Story of Art (Phaidon Press, 1995) ISBN 978-0714832470
- Hughes R – The Shock of the New: and the Century of Change (Thames and Hudson, 2009) ISBN 978-0500600214
- la Grange A – *Basic Critical Theory for Photographers* (Focal Press, 2005) ISBN 978-0240516523
- Lupton E – Design Writing Research (Phaidon, 1999) ISBN 978-0714838519
- Meech S – *Connecting Art to Stitch* (Batsford, 2009) ISBN 978-1906388102
- New J – *Drawing From Life: The Journal as Art* (Princeton Architectural Press, 2005) ISBN 978-1568984452
- Schwabsky B – *The Triumph of Painting: The Saatchi Gallery* (Thames and Hudson, 2005) ISBN 978-0224075992
- Schwabsky B – Vitamin P (Phaidon, 2004) ISBN 978-0714844466
- Smith K – How to be an Explorer of the World (Perigree Trade, 2008) ISBN 978-0399534607
- Taylor B – *Collage: The Making of Modern Art* (Thames and Hudson, 2006) ISBN 978-0500286098
- Thuttichai K – *Hot Textiles: Inspiration and Techniques with Heat Tools* (Batsford 2007) ISBN 978-0713490404

Journals

- a-n Magazine The Artists Information Company
- Design Week Centaur Media Plc
- Dot Dot Dot Princeton Architectural Press

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No Brow (short run editions) NoBrow
Selvedge Selvedge Ltd
View on Colour United Publishers

Websites

www.designcouncil.org.uk The national strategic body for design in the UK
www.designmuseum.org.uk Design museum
www.dot-dot-dot.us Visual culture of graphic design
www.hayward.org.uk Hayward Gallery
www.nationalgallery.org.uk National Gallery
www.onedotzero.com organisation specialising in digital moving image and motion arts
www.tate.org.uk Tate Galleries
www.ted.com TED runs conferences in the UK and USA, with leading thinkers speaking about the convergence of technology, entertainment and design, available as podcasts
www.vam.ac.uk Victoria and Albert Museum