

## BA (Hons) Illustration (Year 2 only)

### Summer Project

BRIEF SHEET	
Project title 'Collections' part A: Holiday brief	Project no. 1
Module title 'Personal Identity'	Module code MA8
Credit	Year/Level 2
<p>Rationale: In this module students begin to establish their individual '<i>voice</i>' in their creative work. This '<i>voice</i>' will speak about what they are interested in, and how they best communicate this interest.</p> <p>In order to establish this unique '<i>voice</i>', students will explore individual working methods and areas of negotiated personal research in order to identify and develop a 'personal visual identity', with a corresponding visual language. This 'voice', or 'personal identity' forms the basis of future modules in which they will apply their own style and visual language to a range of applications and scenarios within their discipline</p> <p>The module will provide students an opportunity to stand alone as an creative practitioner within the course, to define them as a unique individual with their own ideas and tools which they use to make imagery without following any prescribed working methods, or responding to predetermined themes.</p> <p>This module will culminate in the production of a body of work which begins to outline each student as an individual.</p>	

### *'Collections'*

*The idea of 'Collections' is that your world comprises of the things which you collect, hoard, are interested in, you comprise of a collection of genes, personalities, nature nurture, your work comprises of bits of this plus skill you have learnt acquired or wish to acquire. This brief is a research/exploration brief which aims to help you find your 'voice'.*

#### *The Brief*

Part of what makes an illustrator unique are the things which they are interested in, however initially dreary a thing may seem, once part of a collection that thing can gain meaning, and usefulness and inspirational qualities. Through the mode of its display, the way in which it is catalogued, the method in which it is collected through to the way it is recorded, the way that it is reused, recycled, reinvented.

This summer begin this process, this 'hoarding'. **Do not just collect random things**, try to find a **purpose** to your collection. Make it into a game like Sophie Calle, a 'Common Place Book', 'Silva Rerum' or 'Forest of things' like Sara Fanelli. Collect buy category like Helga Steppan. Collect from a period of time like Graham Rawle.

#### *Think about:*

- a) *What inspires you?*
- b) *What appals you, disgusts you?*
- c) *What intrigues you?*
- d) *What you read, what you have read, what you might read?*
- e) *Who you are, where you go, what you see?*

1/3 PTO

- f) *What are your obsessions?*
- g) *What makes you stand apart from other people?*
- h) *What is your family history, who was your grand father great grandfather grandmother?*

*Create, collect, collaborate*

*Delve, discover, draw, divulge, delude, deconstruct, debase, dictate*

*Enlighten, excite, explore, exhume, excavate*

*Find, form, fascinate, facilitate, forage*

*This is part A, Part B of your brief will be given when you return in October, to your space and your world as a second year illustrator.*

*\* Questions to ask your self:*

- *What am I looking at and why?*
- *What is interesting to me about it, what do I see when I look at this thing/these things?*
- *Where will I find what I am looking for, do I need to make a journey, to go somewhere new, to put myself in a strange situation, to wear something different?*
- *How am I going to record this information, am I going to film it, draw it, write it? How can I make the thing more intriguing?*
- *If I am collecting objects what am I collecting them in, are they in a format, photographs filed in date order? Are they 3D objects or replicas kept in boxes, cabinets, envelopes? Do I need to make a vessel to collect the objects in, can I find one that is appropriate, what is appropriate?*
- *Am I collecting day by day, hour by hour, am I going to note the days the hours, the seconds?*
- *Should I keep a diary, record my thoughts, what I see, what is happening, even if nothing happens, how does the light change on my bedroom wall, how could I record that?*
- *Does my summer job offer any opportunities to collect things/personalities/ideas or other people's obsessions? What do I think about whilst I am there, could this be the beginning of something?*
- *If I have nothing to collect what should I collect from, should I perhaps interview someone in my family, find out what I used to like to do, what they used to like to do, what their mother, father, brother, sister, dog, cat, chicken used to like to do?*

***By asking these questions you will begin to discover, do not just think of a thing and collect it, analyse, absorb and exchange information this way it will grow into something else, not just remain a collection of things. The things may not be tangible, they may not even be in existence yet...***

*Words to draw with:*

*\* Scratchy Fluid Tentative Bold Crisp Elegant Organic Active Fragile Brash Technical Sticky Solid Floating Spongy Mechanical Quick Sporadic Casual Decorative Tentative Slight Creeping Slick Perfect Continuous Blotchy Anal Fragile Ghostly Irksome Riddled Detailed Abstract Obtuse Stuttering Staccato Pianissimo Delicate Musical Talkative Secretive Descriptive Tiresome Natural Diseased Destructive Animal Feral Flippant Theatrical Meek Unassuming Bashful Insolent Exquisite Monotonous Playful Precise Accurate Architectural*

*Nota Bene*

*The second year counts as 30% of your final grade.*

*\* Attendance to lectures and seminars is **not** optional. Embrace your education and get what you pay for.*

*\* A degree is a **self motivated** tutored course in your chosen subject: take advice, give it time, work hard, what you put in you will get out.*

*\* Respect your work, look after it.*

'...a reality was not given to us and there is none, but we ourselves have to create one, if we want to exist: and it will not be the same one forever, but will continuously undergo infinite changes.'

*Luigi Pirandello*

Aims: This module aims to:

1. Provide students with opportunities to explore, identify, and analyze, personal working methodologies and subjects of personal interest in order to develop and apply a personal visual language appropriate to their specialist subject discipline in the future.
2. Increase the individuals capacity to work and think in innovative/creative ways from a position of knowledge and critical clarity
3. Establish the need to organise and manage their working processes appropriate to their area of chosen specialist practice.

Learning Outcomes: On completion of this module, students will be able to:

1. Demonstrate an understanding of individual working methods and styles in the production of creative work
2. Apply a 'personal identity' to communicate appropriately and effectively across a range of scenarios.
3. Organise and manage their work schedules in an effective and efficient manner
4. Demonstrate an awareness of personal responsibility and professional codes of conduct within the area of specialist practice.

Assessment Requirements	Assessment Criteria	Weighting
1.	1.	
2.	2.	
3.	3.	