Visual component & Research
Leila Roworth
1702604
Mdes Surface Pattern




daniel heath, david adjaye, juanjo novella, kerry leeson
SPACE


SPACE BETWEEN
HYBRIDISED
LAYER
print
cut
subtract
LIGHT
materiality
balance
celebrate
drawing
MULTIDISCIPLINARY
SPACE BETWEEN
2021
leila evelyn
PRINT MAKING


2021
"connecting head and hand"
leila evelyn
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SPACE BETWEEN



daniel heath, david adjaye, juanjo novella, kerry lemon



leila evelyn

SPACE BETWEEN

MULTIDISCIPLINARY

2021

"connecting head and hand"

PRINTMAKING

celebrate drawing

LAYER

print

cut

subtract

engrave

LIGHT

materiality

balance

HYBRIDISED

From the head to the hand
to the machine which becomes
an extension of my hand
and vision. Sennet
highlights the hand as being
"a window to the mind"

"the possibilities new technologies allow"

"bringing nature into your everyday life can benefit both your mental and physical wellbeing".

"I want to exploit my strengths within this project by creating a collection that utilises my multidisciplinary approach".

Research

rɪˈsəːtʃ,ˈriːsəːtʃ/

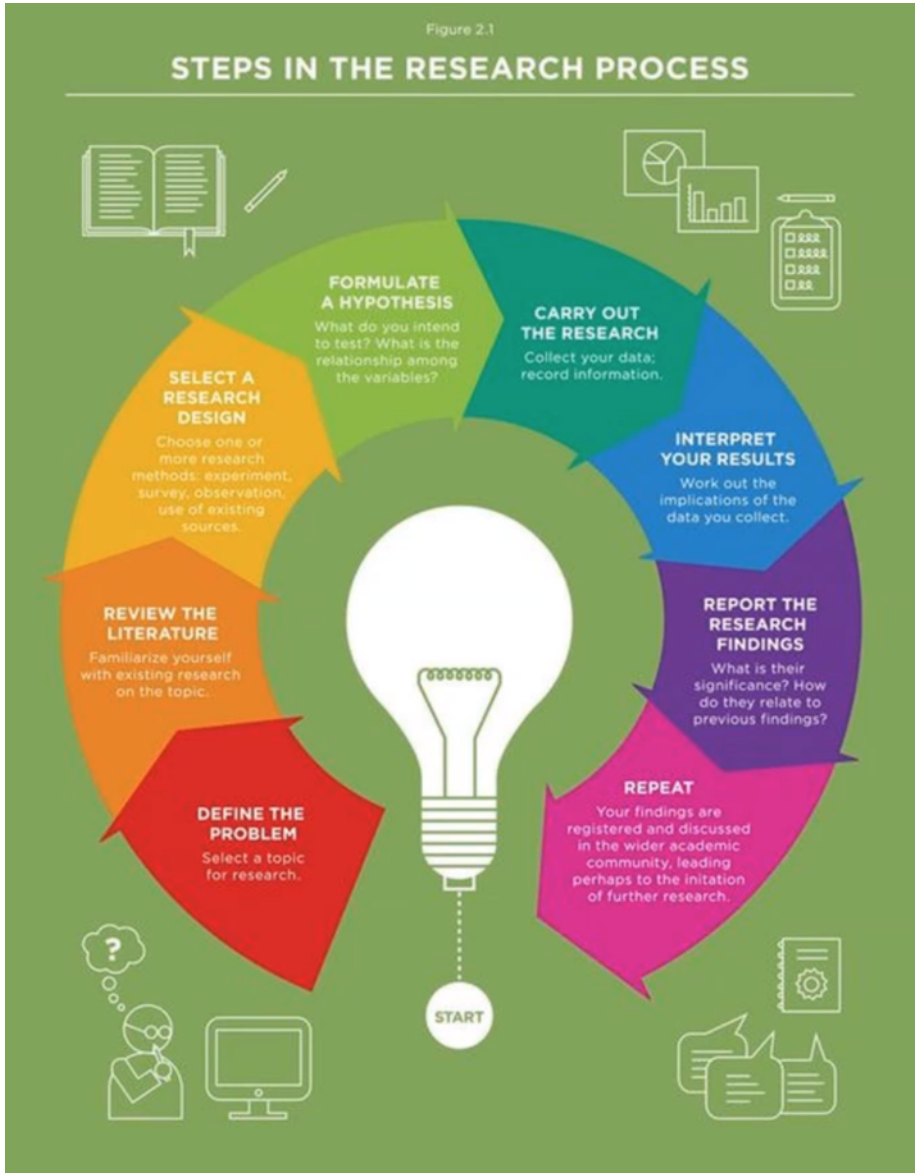
noun

1. the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.

synonyms: investigation, experimentation, testing, exploration, analysis, fact-finding, examination, scrutiny, scrutinization, probing

verb

1. investigate systematically.



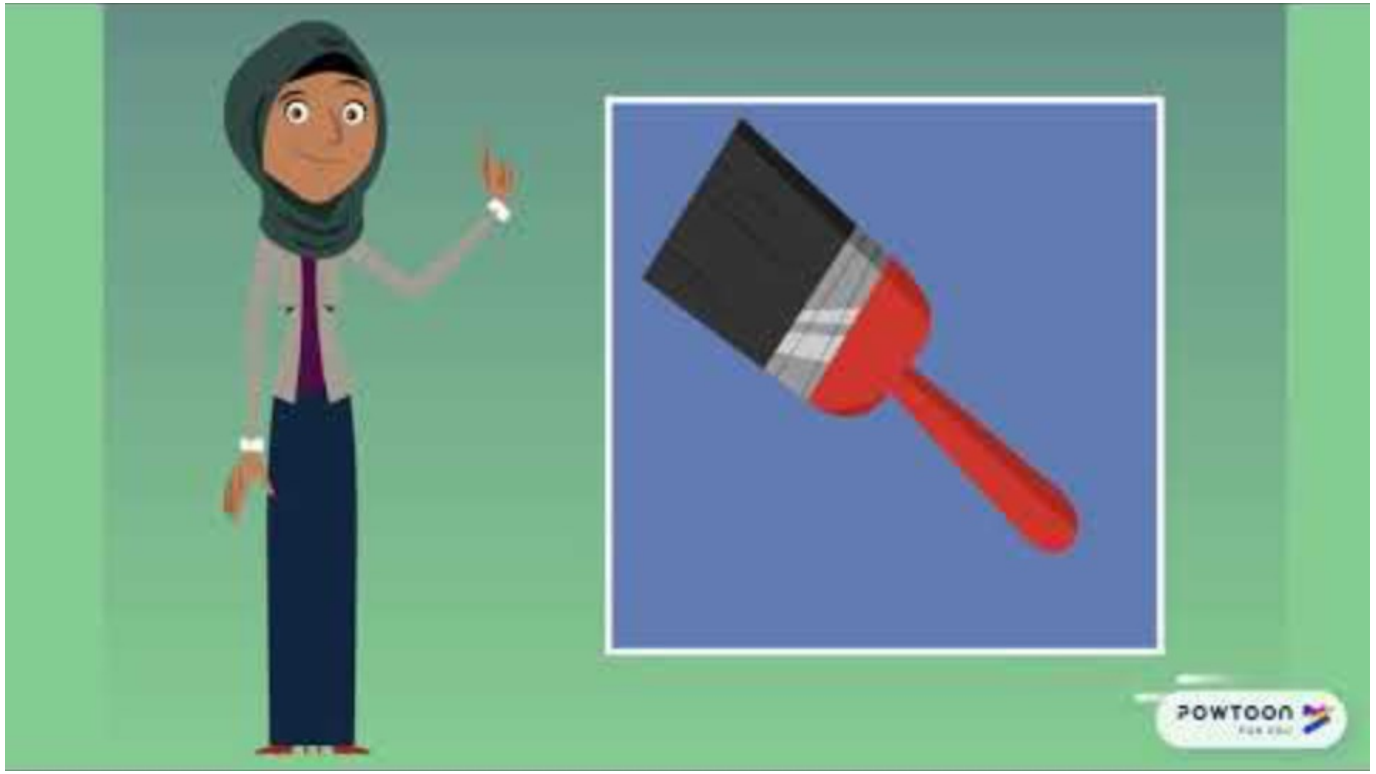
- **CW1: Project Proposal & Research Methodology (3000 words) = 60%**
- Project Proposal & Research Methodology (3000 words)
- Exemplar: Produce an individual proposal for a creative venture that outlines the scope of the research context, the proposed methodology and the research tools to be implemented. Critical perspectives on contemporary practice within the field of choice should frame this work.
- **Assessment Criteria:**
- 1. Engagement with Literature Skills (marks available: 20 marks out of 100)
  2. Knowledge and Understanding Skills (marks available: 20 marks out of 100)
  3. Cognitive and Intellectual Skills (marks available: 20 marks out of 100)
  4. Practical Skills (marks available: 20 marks out of 100)
  5. Transferable Skills for Life and Professional Practice (marks available: 20 marks out of 100)

The nature and importance of research in the creative industries
Research strategies, principles and approaches
Research ethics and philosophies
Best practices for advanced 2D|3D visual communication and perception
Web based social/virtual environments
Referencing and data exchange management
Commercial awareness

- **CW2: Visual Communication = 40%**
- Produce a Visual Communication of your project and research context that will extend your critical and creative thinking.
- Exemplar: Produce a visual 'poster' presentation of the project context and the creative strategies adopted and developed to explore this design space
- **Assessment Criteria:**
- 2. Knowledge and Understanding Skills (marks available: 25 out of 100)
  3. Cognitive and Intellectual Skills (marks available: 25 marks out of 100)
  4. Practical Skills (marks available: 25 marks out of 100)
  5. Transferable Skills for Life and Professional Practice (marks available: 25 out of 100)
- **Submission:**
- **CW1: 12th January 2021**

REFLECTION IS THE KEY TO SUCCESS

GROWTH MINDSET



Questions to help deeper reflection

1. What did I actually achieve with this piece of work? Which were the most difficult parts, and why were they difficult for me? Which were the most straightforward parts and why did I find these easy?
2. How well do I think I achieved the intended learning outcomes for this task? Where could I have improved my achievements? Why didn't I improve them at the time?
3. What have I got out of doing this assignment? How have I developed my knowledge and skills? How do I see the payoff from doing this assignment helping me in the longer term?
4. What else have I got out of doing this assignment? Have I developed any other skills and knowledge, which may be useful another time? If so, what are my own emergent learning outcomes for doing this assignment?
5. What was the best thing I did? Why was it the best thing I did? How do I know that it was the best thing I did?
6. What worked least well for me? Why did this not work well for me? What have I learned about the topic concerned from this not having worked well for me? What have I learned about myself from this having not worked well for me? What do I plan to do differently in future as a result of my answers to the above questions?
7. With hindsight, how would I go about this assignment differently if doing it again from scratch? To what extent will this assignment influence the way I tackle anything similar in the future?
8. What did I find the greatest challenge in doing this work? Why was this a challenge to me? To what extent do I feel I have met this challenge? What can I do to improve my performance when next meeting this particular sort of challenge?
9. What was the most boring or tedious part of doing the assignment for me? Can I see the point of doing these things? If not, how could the assignment be redesigned to be more stimulating or interesting for me?
10. Has it been worth the effort I put in? Do the marks represent a just reward? Should this assignment be worth more or less marks in the overall scheme of things?
11. Do I feel that my time on this assignment was well spent? If not, how could I have used my time more sensibly? Or should the assignment been designed differently? Which parts of the assignment represent the time best spent? Which parts could be thought of as time wasted?
12. How useful do I expect the feedback to be, that I receive on my efforts for this assignment? What sort of feedback do I really want at this point in time? What are my expectations of getting useful feedback now, based on the feedback (or lack of it) that I've already received on past work?
13. Overall, how has this assignment helped or hindered my motivation to learn more about this part of my syllabus? Has it encouraged me or disillusioned me?
14. To what extent has this assignment helped me to clarify what I need to learn about this topic? Have I a clearer picture after this assignment? Who can help me gain a clearer picture?
15. To what extent has this assignment helped me to understand what is expected from me in future assessments?
16. What advice would I give a friend about to start the same assignment?
17. What are the 3 most important things that I think I need to address to improve my work at this moment in time? Which is the most urgent? What is a sensible deadline?

Reflecting on 1st module, how can I take my positive experiences forward?

- **Film making** was really successful in my Thought Experiment it's something I hadn't explored much before however it was a great way to show a journey, process and experience. This enriches my learning and understanding but also gives insight to my way of working and thinking.
- Starting **Research/ project** from a text/ **theory**, I found this was successful in my thought experiment. It wasn't my usual starting point. But by trying something new it allowed me to think differently and explore other ways of working which ultimately opened new opportunities such as film making, social engagement.
- Putting work into **public spaces, gifting** and **interaction** where all something I hadn't considered to do in a project before. However these experiences really fulfilled me as a person and designer. I need to now think about how I could use these ideas/ methods again in future practice.
- Keeping a **blog,** I found this a really valuable experience. I felt it kept my thoughts, research, reflections and ideas all in one place on a digital platform. With the pandemic I feel working digitally can be really useful tool especially for recording research from a plethora or resources. However, I would still require to use my sketchbook as that's where I feel I successfully release ideas and images and I absolutely love to draw and then develop drawings from initial sketches. For me my **sketchbook** is my starting point and often full of little treasures and happy accidents that I can look back on and rework into final outcomes.
- **Have a positive impact on peoples lives through my design**

Reflecting on my strengths, How can I push myself further as a designer?

- **Processes I want to take forward/ develop**
- **Be open minded, have growth mindset, when things go wrong or don't look right reflect WHY?**

Screen printing, laser cutting/ engraving, printmaking with oil based relief inks onto Lino, printing onto hard surfaces, engraving onto hard surfaces at a large scale, push boundaries.

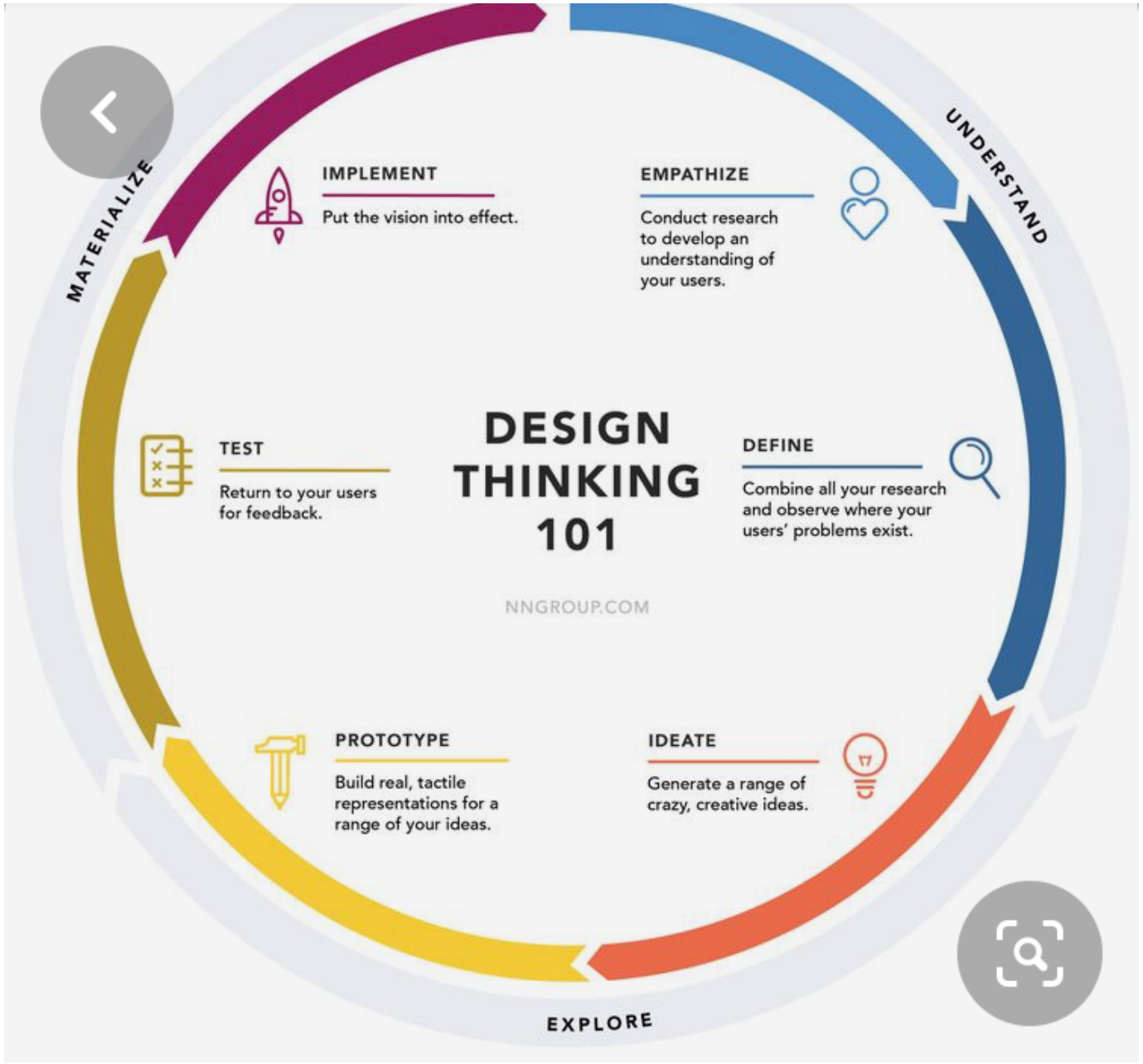
PUSH BEYOND (How can I achieve this?)

Scale, who its aimed for? Experimental in approach, try new things new surfaces lots of TESTS! Multidisciplinary work across disciplines mix and match them together to create NEW.

PROJECT PROCESS

1. ☐ **Think:** Brainstorm and come up with a new idea for your project.
2. ☐ **Plan:** Use your sketchbook to plan how you will make your project.
3. ☐ **Experiment:** Practice using new and different materials.
4. ☐ **Create:** Collect your materials and use your plans to make the project.
5. ☐ **Review:** Have someone else look at your project and give you ideas.
6. ☐ **Fix:** Think about your project. What can you do to add to it or make it better?
7. ☐ **Share:** How can you share your artwork with someone else?

Sign when you finish your project:_____



Bring Nature inside

How can nature benefit my mental health?

Spending time in green space or bringing nature into your everyday life can benefit both your mental and physical wellbeing. For example, doing things like growing food or flowers, exercising outdoors or being around animals can have lots of positive effects. It can:

- improve your mood
- reduce feelings of stress or anger
- help you take time out and feel more relaxed
- improve your physical health
- improve your confidence and self-esteem
- help you be more active
- help you make new connections

provide peer support.

“I’ve been getting out into nature and walking, either on my own or with dogs, to manage my bipolar disorder for years. It helps to keep me calm and physically healthy, and I love taking the time to be mindful of all the beautiful green spaces around me, even when living in a city. Watching the birds and squirrels always has a calming effect and takes me out of my own head.” Mind mental health Charity

mind for better mental health



Willis Newson – scite specific. How environments positively impact well-being











"Willis Newson is one of the UK's leading arts and health consultancies. We use art to create positive health care environments and to connect communities and support individuals, building resilience and boosting wellbeing."
Willis Newson 2017

willisnewson

Stella McCartney in conversation with Sir David Adjaye

Main topics of key interest. How the design world is evolving and changing because of the COVID 19 pandemic.
The discussion of a shift being needed in the Creative world for sustainability and more moral and ethical boundaries.

Thinking about my own hybridized process how can I create a well being environment using the multidisciplinary processes?

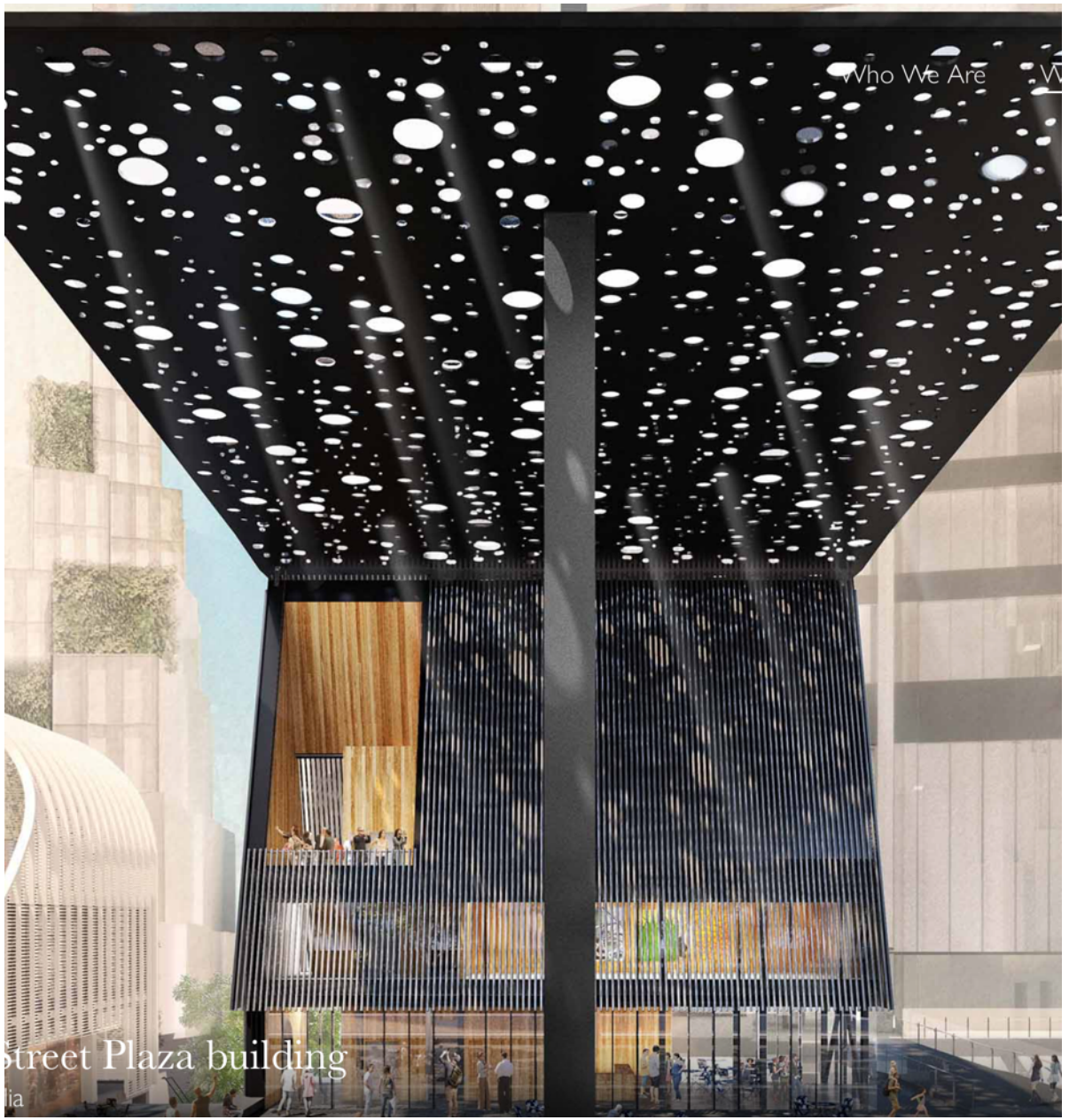


Materiality & Light

"Through an investigation into space, direction, and artistic malleability of materials, we utilize light as an actant in the design process. Whether it's earthen materials that articulate a façade, or textures that allow entrance to light, we attempt a cohesive relationship between both materiality and light that emphasizes intricacies and accentuates the experience and meaning of our structures." Sir David Adiaye



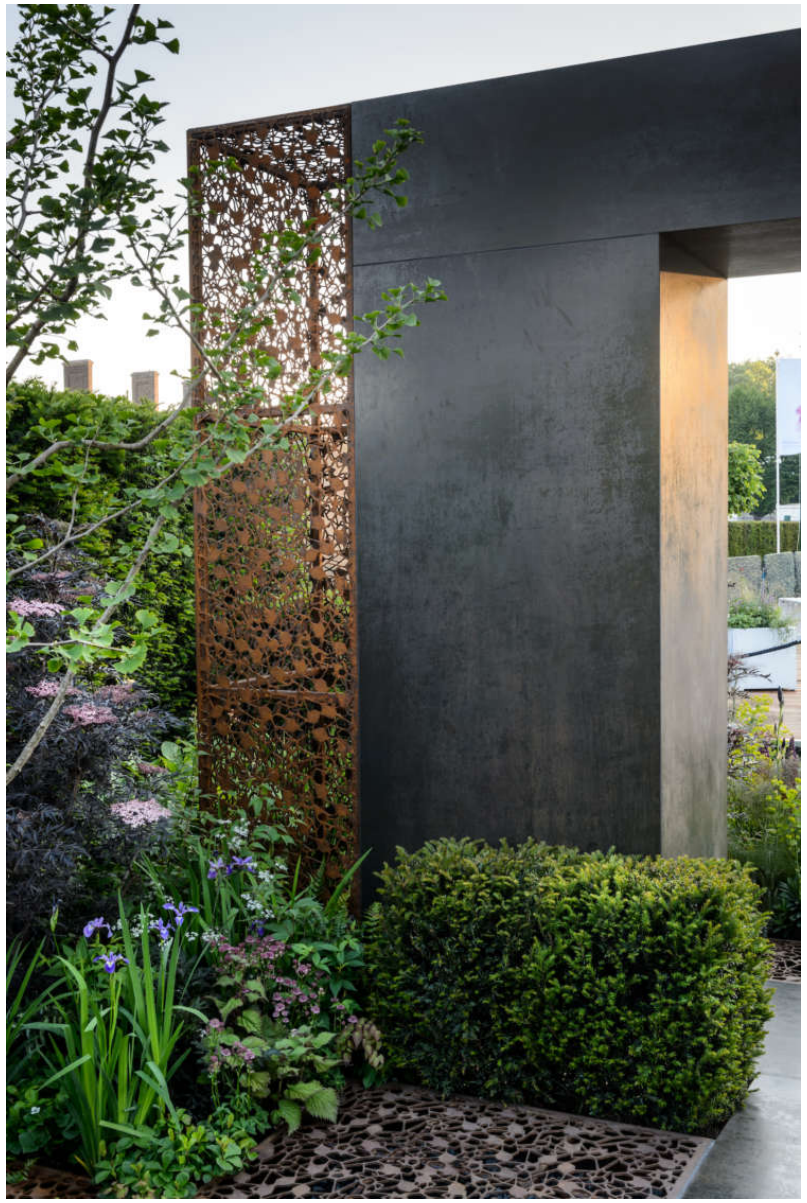




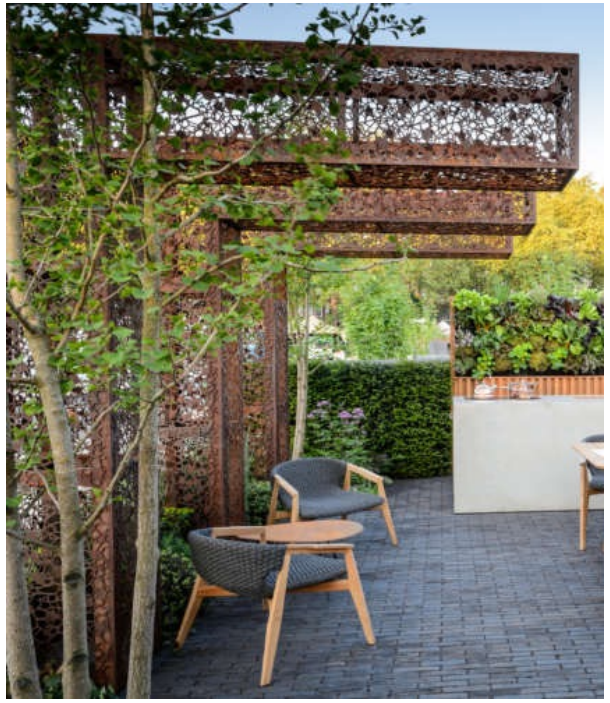
Sir David Adiaye Architect



Well-being & Privacy your very own garden escape,
that captures light materiality and peace.







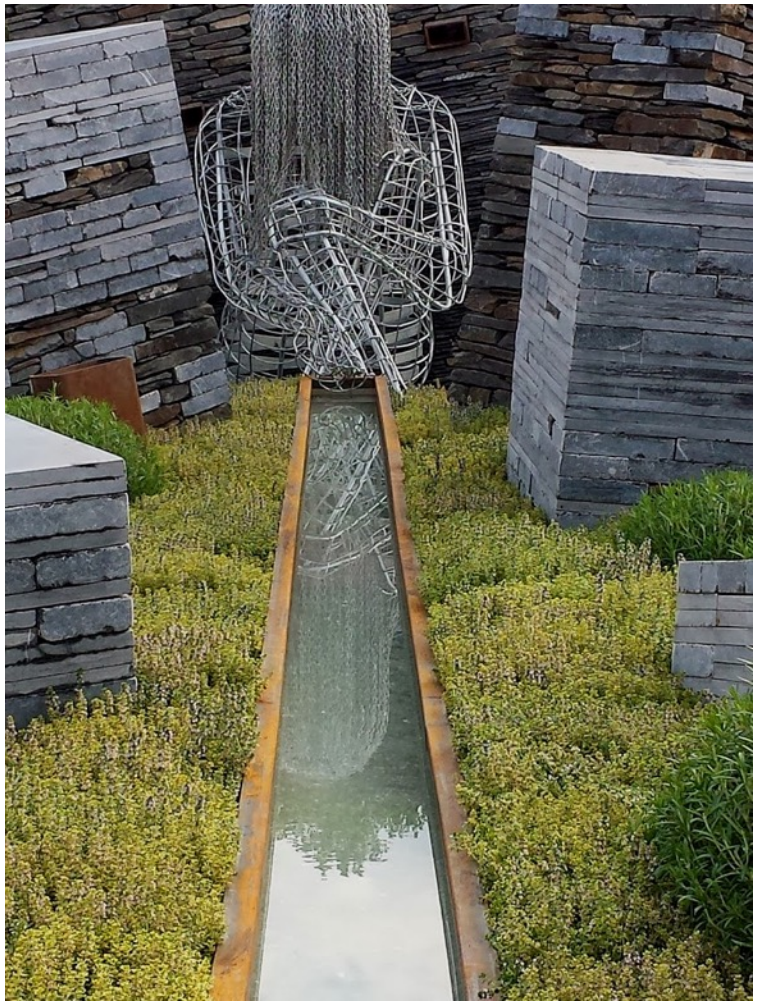
Chelsea flower show 2020 virtual exhibition
Tony Woods is known for his small urban gardens. Now he's making one at Chelsea with arches and walls.
The plot for Tony Woods' Space to Grow garden is 12m x 6m, which, he points out, is roughly the same as the back garden of an average terraced house. "I'm looking at different ways to create privacy, by trying to get away from the tendency to surround a garden with trees to cut out the neighbours."
Tony Woods, Design Director of The Garden Club London

John Everiss
Design

Garden Design

// About
// Contact









John Everiss is a sculptor and Garden Designer who lived and worked in London now resides in Lovely Lancashire.
His work really inspires me because of his material choices and garden compositions. He also uses the power of nature,
Such as water and natural light to work to his advantage to create reflection, shift in light space and place. To overall create a impact and
Positively promote well-being and creative thought.

Daniel Heath Wallpaper & Surface Designer



Daniel explores an artisan approach to making interior collections. He is hybridized within his way of working and shows that hand and machine are extensions of each other.

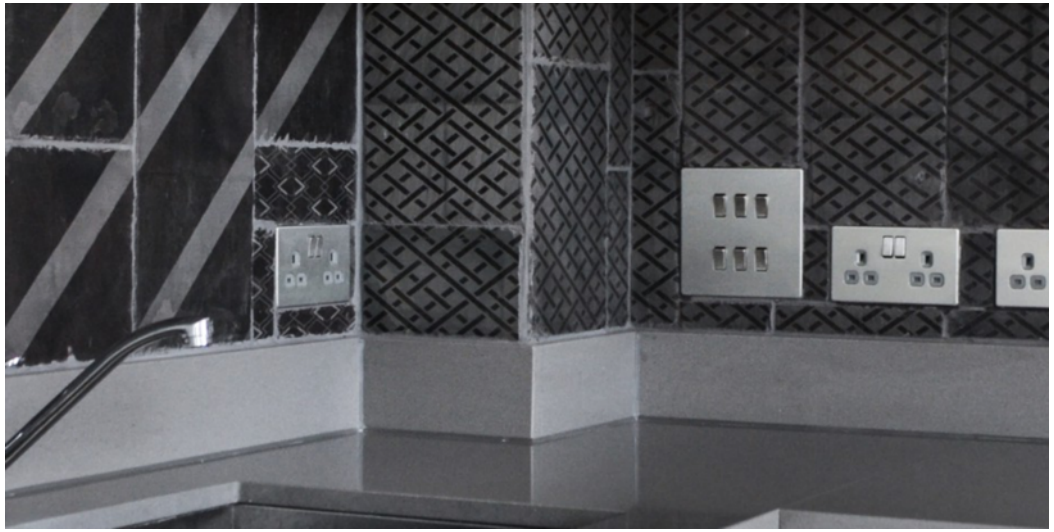
Hybridized approach: *“It combines various methods to produce recommendations in order to combine the robustness and eliminate the drawbacks of the individual techniques”* IGI GLOBAL 2019











Mostly known for his wallpaper and textile work Daniel Heath has recently done some etching projects based in
Interior homes in London. They are dreamy and full of detail and treasures. He’s doing my dream job!! I want to explore this type of work this year.



Serpentine Pavillion
Temporary space, that explores human interaction. The Environment, light and sound









Connecting **time space people** and **place**

Kerry Lemon- Site Specific





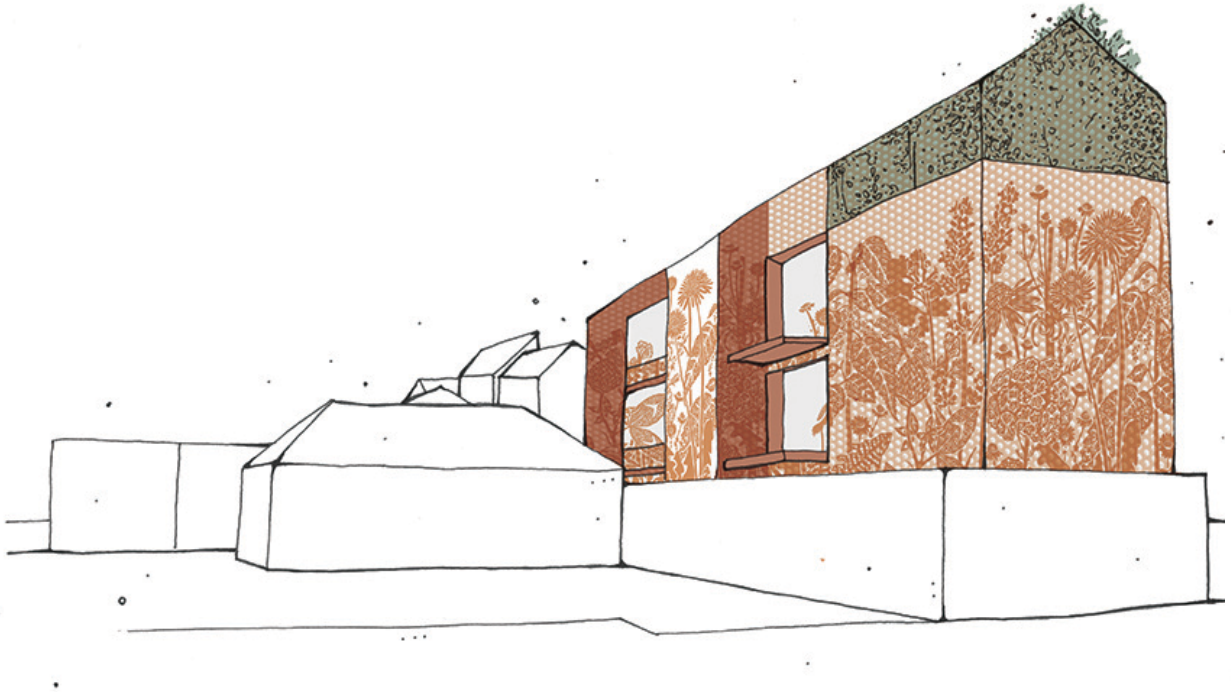


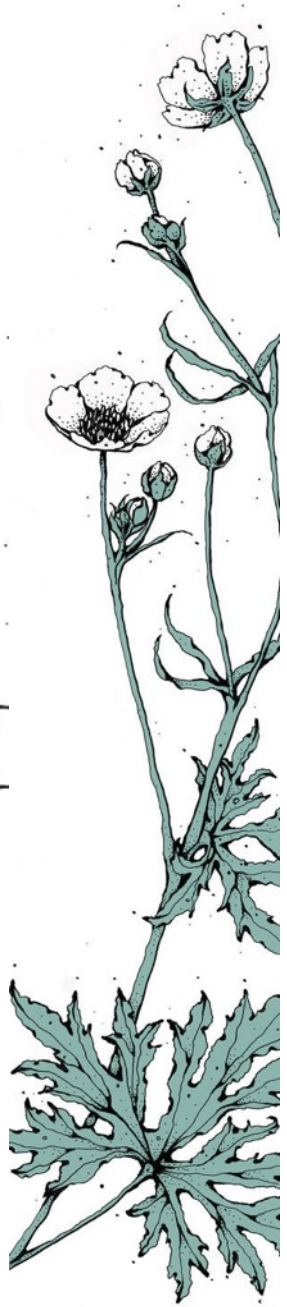












“Grounded in research I create site specific work in response to diverse environments. Each piece documents intensive collaboration with specialists including plant molecular scientists, botanists, archives, collections, ecologists and historians. I work nationally and internationally, inspired by travel and respond to local plant life, landscape and histories. I love materials and articulate my research in a multidisciplinary practice including monumental permanent public sculpture, painting, drawing and collage.”
Kerry Lemon

The Hybrid Learner

Craftswomanship + Digital Technology
Hand/ Heart/ Machine

A learner like myself, who takes knowledge from different practices and combines them in order to create something new. It isn't always just practical. I've noticed creative thinkers/ people use hybrid approaches in their thinking. Not just taking research from one place but a multitude of knowledge and tacit knowledge for materiality. Knowledge that goes back years can be used or come to mind suddenly when making a connection to a new thought.

Hybridized process considers, material choice, scale, what its for, who its for and the way it's made. Connecting Head, Heart and Hands. It's the new craftsman / craftswoman. Although the skill and artisan approaches will never die this hybridized way captures all these special ways of working and combines them to ultimately generate new ways of working and looking at a material or thing.

Why am I like this I ask? Well because I love learning, the idea of a new process. It's the curiosity that fuels this. I've realised subtraction in my practice is actually the addition to my work it fuels my style, my way of thinking and perceiving.

Interested in a natural narrative that responds to the British Countryside and gardens.







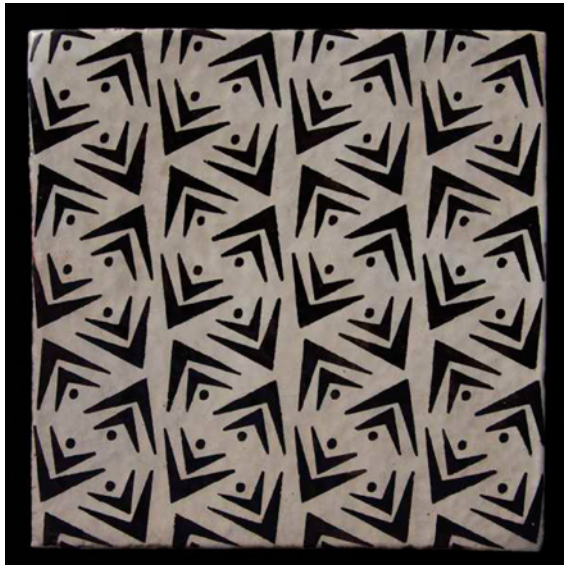




Neisha Crosland

Wallpaper and texties artist who recently completed a tile range for Fired Earth in 2020. I love her work it's very transferable to soft/hard materials and this is something I personally want to explore.





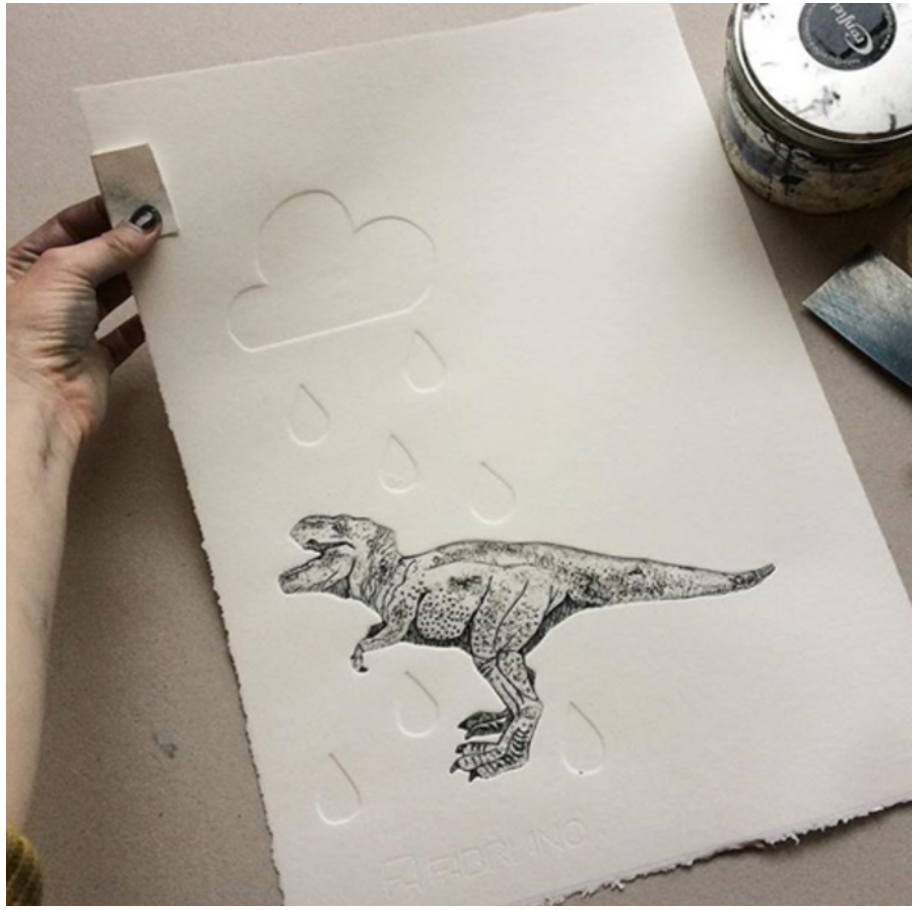


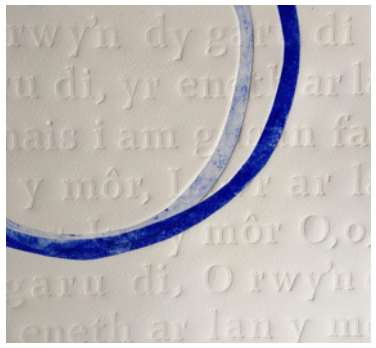


Marian Haf

















Hannah Nunn

Clare Twomey



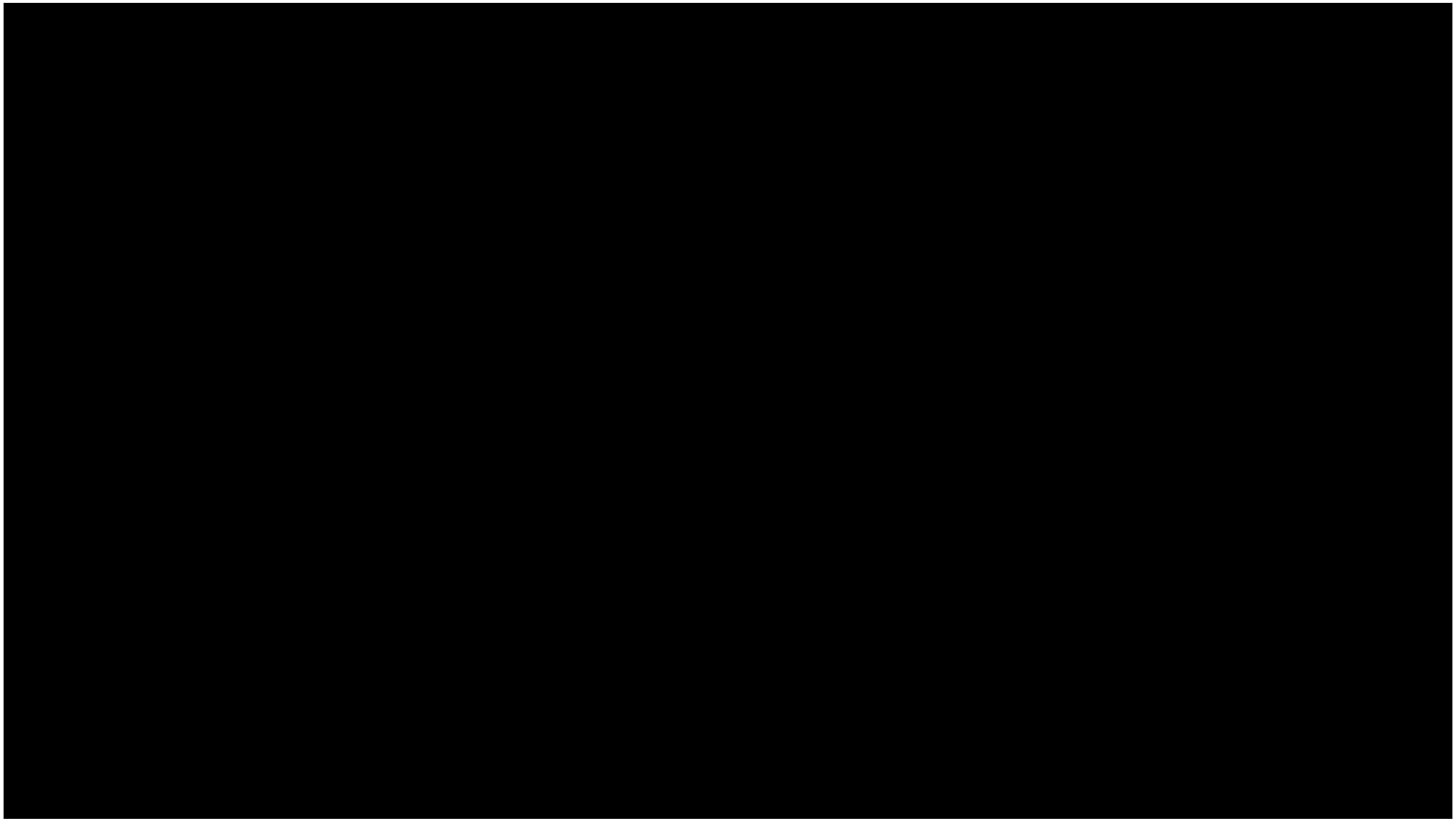








My film- captured videos of nature and bringing that “feeling” into my practice





LEILA EVELYN

designing zine to be riso printed

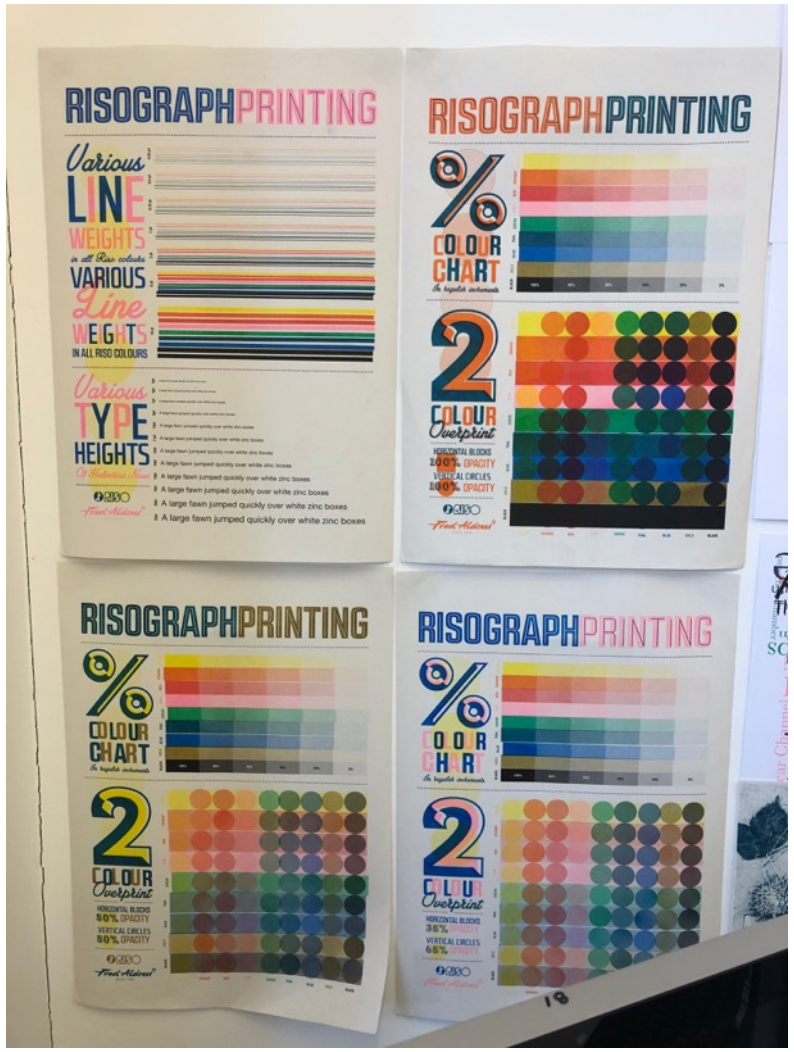








Visual component TEST/ PLAN





Original test zine, risograph printed onto cartridge paper. Single colour.



Final design, had to reprint as lettering was cut off at bottom missing G then trialed on newsprint which I felt looked amazing. Love the use of 2 colours and the overlay using halftone on the image layer.