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APPENDIX GA36b

LEVEL 5 ASSESSMENT SPECIFICATION

Student name:	**Kisha Dibba**	**Student ID number:**	**2005145**
Programme:	**BA Graphic Design and BA Creative Advertising**		
Module:	**Research in Practice**		
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Lecturer:	**Donna Williams**	**Internal Verifier:**	**Delyth Lloyd-Evans**
Assignment Title:	**Proposal Essay**	**Word count (or equivalent):**	**2,500 words**
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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) **Alternative submission method (if applicable):** **Late submission of the assessment will result in a late penalty mark.** Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Research in practice

In this essay on research in practise, I will be exploring the meaning of three key words, supported by a minimum of three artists/thinkers. I will then aim to link the three key words to conclude with a question which I will use for my independent project proposal. Branding, Wellness and Culture are the words that I have decided to use within the context of Graphic design. With branding, I will specifically investigate subscription box branding to narrow it down. The words will then relate to the visual artists Rob Janoff (Branding), Rajlaxmi Jain (Wellness) and Karabo Poppy (Culture) who all link to each word in a particular way. I am also going to look at a few other artists and thinkers such as, Claudia Moodoonuthi for Branding along with Morag Myerscough and James Greig for Wellness. I have decided to go with these three key words as they are all something a designer may consider when creating a subscription box.

Branding is the "process that aims to shape how people view your company or product" (Malinic,2019, p.18). Therefore, branding is a key component of everyday products and advertisements as it can be perceived in separate ways by different audiences. For example, subscription boxes can be branded in many different formats. The use of the branding on the packaging can then go on to dictate what the customer will think of the overall brand when it is delivered to them. "Brands have become much more expressive and design-driven over the past 10 years" (Brafman, 2021). Which leads me to think that the design element is something that the customers are attracted to the most within a brand.

FIGURE 1: *Holiday packaging inspired by aboriginal art* (Meagan Harding Images, 2018)

Australian artist, Claudia Moodoonuthi is heavily inspired by the colour of her island hometown, Gulf of Carpentaria. "She celebrates colour, family and community" says

Mouradian (2018) which is shown in her uplifting and warm designs. This can also benefit the brands she works with as her design values can be used for promotion. Here I have taken the Mecca beauty collaboration, which Claudia Moodoonuthi worked on for their subscription boxes (Fig,1). The customer's perception of the brand is determined on how the subscription box appears when it is sent. For example, Claudias's distinctive designs express joy and happiness with the colours portrayed, which allows the customer to feel the same joy through the designs when they receive the subscription boxes. What you want is for your audience or customer to instantly recognise your brand based on the identity and designs. It must be original and have a unique design in order to be distinctive. Artists can also benefit from working with well-known brands because their designs will then be noticed by customers who purchase the products.

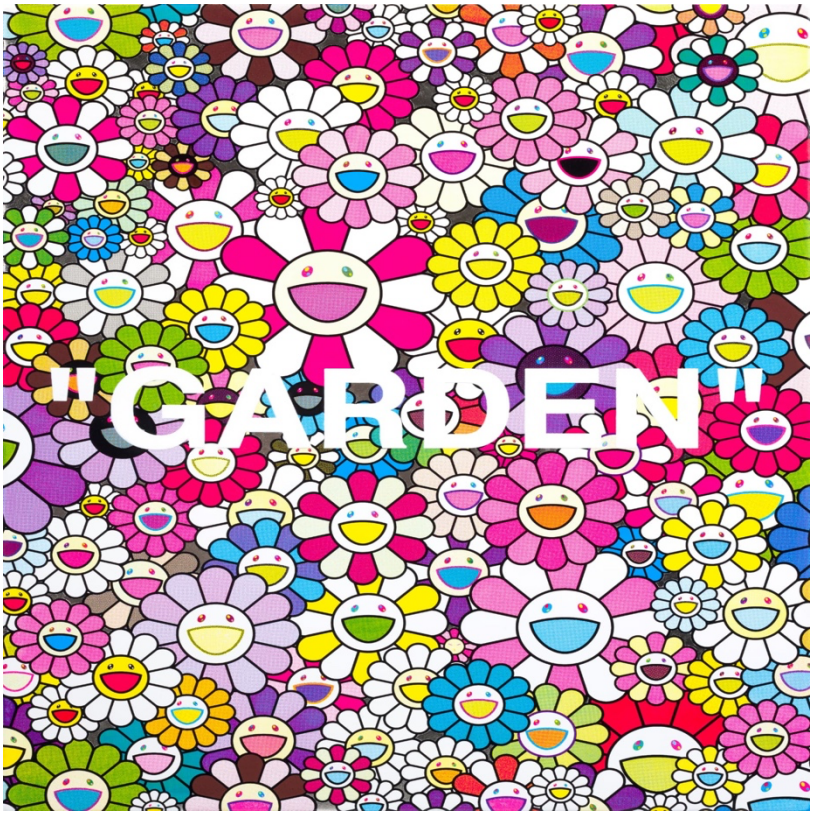

FIGURE 2: *Contemporary Japanese art (Maddox Gallery, 2020)*

Take, for example Takashi Murakami, who "helped modernise famous labels by collaborating on accessory designs with his contemporary art" (H Charney, 2007) Murakami worked with the well known brand Louis Vuitton, where he created his own version of the brands traditional monogram (Fig, 2). Murakami then benefited from this because he was able to have "his paintings of the LV

monogram in the Louis Vuitton store rather than in gallery” (Maddox Gallery,2020) This clearly displays how an artist's career can be benefited by working with well-known brands.

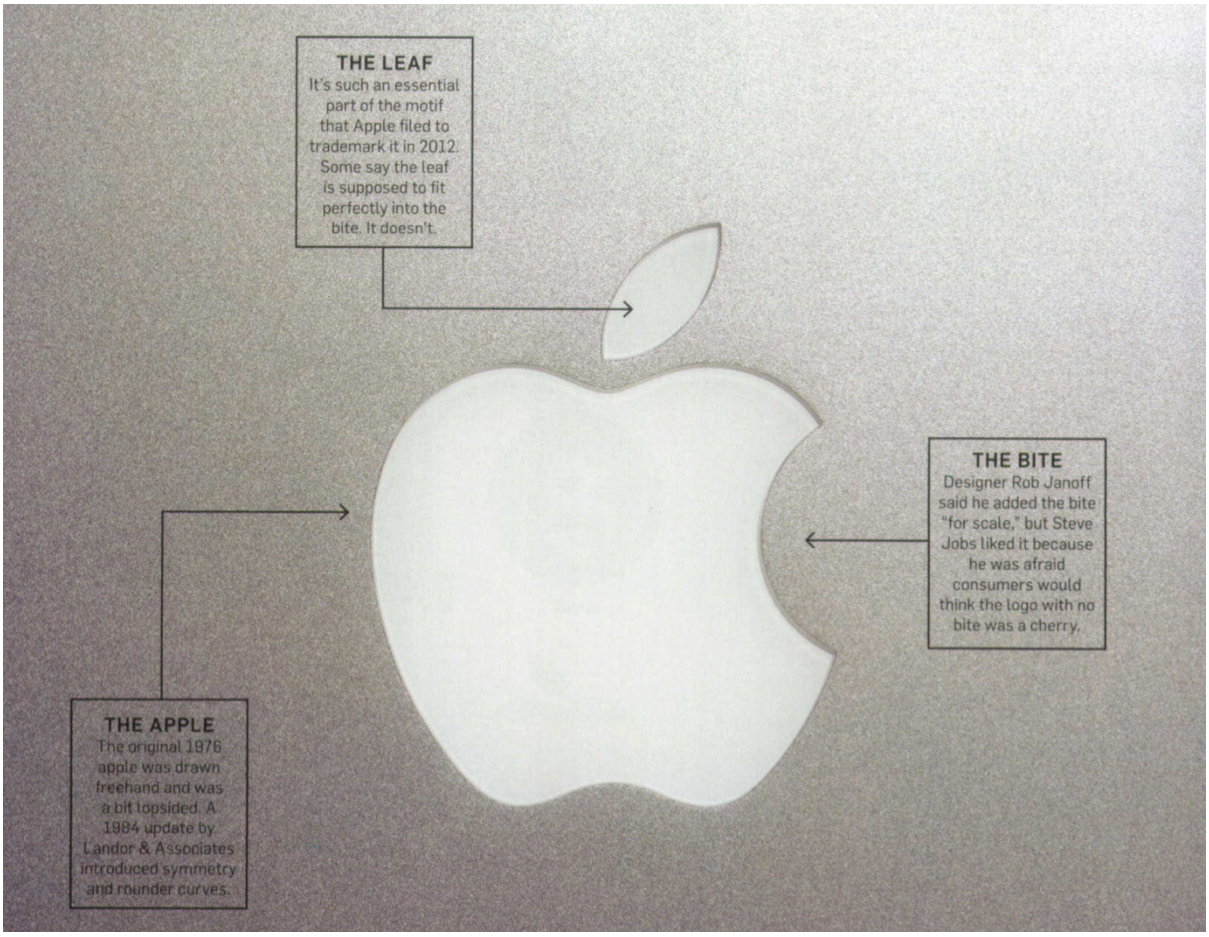

FIGURE 3: *Logo design history*

(Logo histories, 2023)

The Apple logo (Fig,3) is “what's thought to be the most recognised brandmark in history” (Janoff,2018) and this was created by art director Rob Janoff. When it comes to branding, Janoff takes the lead as his design is known worldwide. The way people view the Apple products is not just down to the product itself but also the famous logo placed on every item. Without the use of the iconic Apple, “Steve Job’s vision, an amazing product and consistent branding” (Janoff, 2018) the success may not have plummeted to the greatness that it is today. Branding creates a “sense of belonging, regardless of the origins, skin colour or political views” (Malinic, 2019, p.12), Apple meets the branding criteria very well. While the use of the apple as the logo has certain connotations such as "An apple a day keeps the doctor away" (Franklin, 1995). It is in fact, in no way healthy.

Technology is the exact opposite of what an apple is known to be. Although the branding does not mirror the impression the logo gives off, it still appeals to people, which is one of the reasons the brand is so powerful. Creating a sense of belonging for the customer, not only allows customers to feel like family, but also persuades them to not sway and stay loyal. The ease of functionality that Apple gives is versatile to each person making it a well-rounded brand that mostly everyone can find a liking to. This then creates a design that people will want to buy into, follow and stay committed to, which are all key aspects to keep in mind when creating a brand.

Wellness is the progression of a person's personality. It is the way in which someone learns about what can help them and implements it to make their daily life a little bit easier. A wellness journey is the search for the right tools to assist you to become a happier and more well balanced person, as well as recognising your own hobbies and methods to continue to grow. It is said that "Wellness is a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity." (Global wellness, 2021). Which explains how with simple tasks such as practicing acts of wellness can benefit your overall approach to life, whether that is to do with work, family, or education. Wellness has become a lot more apparent currently, which is why I will be looking into how it can help a person become a better version of themselves along with benefitting their life.

FIGURE 4: *One mindful mind*

(Rajlaxmi Jain, 2018).

Wellness can be taught from a young age and if this is practiced it can help children develop with a more balanced mind. Above is an image of a positivity "toolkit" designed by Rajlaxmi Jain in 2018. The aim of this toolkit is to promote "positive

psychology for children" (Jain, 2018) through interactive print that appeals to a younger audience. This was created as from his research, Jain came to the realisation that many parents, guardians and schools are not equipped enough to take charge of the children's wellbeing. This then sparked his idea of the toolkit design where he was able to help parents "turn into councillors" (Jain, 2018) which then progressed the children to help them grow into self-controlled adults. This toolkit design is excellent for children because it guides their minds in the right direction. Wellness begins at a young age and practising it can lead to a more positive outlook later in life. Emotional wellness is the ability to recognise our actions and face the obstacles that life brings at us. Identifying and communicating feelings of stress, upset, and anger can help us approach our well-being with positivity. James Greig is a motivational speaker, author and designer and has spoken about the side of maintaining your wellness in the creative world. He designed a toolkit for the creatives called "Undersign" (James Greig, 2017) where it allows the creative person to be a little less structured when it comes to their creations. When working in the creative world it can become overwhelming with the amount of work to do for other people rather than yourself. Designers often forget to do projects for themselves which can lead to burnout. He explains that it gives people with a creative mind "perspective, action and support" (Greig, 2017). This is a good tool as it can give people a sense of direction and a sense of who they are again, as well as providing a community of people in a similar situation to offer likeminded advice.

The term culture can be interpreted and read in a numerous number of ways. "Culture defines the very way we live, the values, beliefs, actions, speech, and artifacts passed down from one generation to another" (Dalas telelearning, 2002, 00:01:55.) It is a word that holds a lot of context and can be seen in different lights depending on the person or situation. Upon my research into the book "Culture" by Ben Higmore, he states that "Culture is both traditions and innovations, both memory and invention." (Higmore, 2015, p153) it can shape traditions and create identities for groups of people around the world. Food, clothing, music, and behaviour are all components of culture that

can identify a group. I will be looking at culture in design specifically, along with how it incorporates the countries identities and feelings, while also appealing to different audiences and cultures.

FIGURE 5: *How Karabo Poppy Moletsane is permeating the real African aesthetic worldwide* (It's Nice that, 2020).

Karabo poppy is an illustrator from Johannesburg in South Africa who uses her culture and expresses it within her designs. She has collaborated with companies like Nike and Netflix, as well as festivals, to bring light and community to their designs and creations. Her use of patterns, colour, shapes, and textures all contribute to a sense of African culture in her work. Culture within design can not only look great but can also hold a story unlike any other. "Culture is filled with history, and not just in the name of heritage." (p153 Ben Higmore 1961) It has meaning behind it, as most cultural designs are based on the country's beliefs and qualities. This then lures brands to want to collaborate with cultural designers because it can help them connect with their target audiences while allowing people from diverse backgrounds to collaborate towards a common goal. As shown in the image above (Fig, 5) Karabo Poppy has used a limited range of colours but has incorporated a lot of patterns, elements, and shapes into her work. The tribal patterns and afro hairstyles, as well as the colours, clearly demonstrate African culture. The colour yellow and gold have symbolic meanings such as "Wealth and riches, spiritual purity, fertility, beauty and the precious nature of life." (Sikaa,2021) The image that this was used for is about a group of African boys who got caught by the

police and several years later got found not guilty. The meaning of the colour almost contradicts the story of the film, although the ending relates to the ‘nature of life’ that the boys now get to live, which could be why Karabo decided to use these colours. Koh explains design culture as “The way designers think and create through different mediums. Different thought processes, but one common objective: to communicate.” (Julier, 2008). Karabo’s' work demonstrates design culture well as she expresses her emotions through her creations and communicates a strong message through her use of colours, patterns, and textures.

In analysis of the three key words, I have decided to investigate, I think that they all hold their own meaning and are clearly different from each other. Branding is a design term that can be perceived in many ways. For example, it can build the look of something with all the elements it includes. Such as how apple is more than just the technology itself, it holds a story with its different elements it is made up of. Culture is a term that can be investigated several ways. Culture defines the ways of life including arts and beliefs of a community that are generally passed down through generations. It also includes the way of life, mannerisms, manners, dress code and religious rituals. Wellness is the act of learning a healthier lifestyle daily to improve mental and physical wellness, so you're growing in yourself instead of just surviving.

Culture and wellness could potentially link, as it may be the way in which you have grown up depends on how your wellness is overall. If you grow up in a less privileged culture it would be more common to not have these wellness cultures to be able to stay fit and well. Branding and culture can also link as there is a culture of people tending to buy the same items repeatedly. If there is a new look to the items people are used to buying, they are less likely to get the item as it is in their culture to stick to what they know and feel confident with. Finally, Wellness and branding can link as people who are into their sports and fitness are most likely to buy into named brands, whereas people who are less interested in sports and fitness may not look at brand names on anything. People in less fortunate areas may not put into their wellness as much as they don’t have the help to do this,

which would lead to them not buying as many branded goods. Branded good are less accessible to people living in disadvantage and that can impact their wellness.

As a possibility for my area of study next year I am wanting to investigate the culture of a topic. When I was doing my research for this essay, I noticed books on different categories of culture which has made me want to research it further. For my research question I am not entirely sure yet what I want to do although, I am thinking of looking into the culture of design in graphics and how it has influenced creations today. This was again an idea that came to me when I was doing my essay research on the section of culture. Finally, as a possible practice-based project to link to my question I am wanting to create a subscription box brand for the wellness of people. Specifically, people with curly hair and of the mixed/black race.

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Image reference list

Figure 1 – Meagan Harding images (2018) *Holiday packaging inspired by aboriginal art* (Online). Available at: https://thedieline.com/blog/2018/3/13/mecca? (Accessed: 17 April 2023)

Figure 2 – Maddox Gallery (2020) *Contemporary Japanese art* (Online). Available at: https://maddoxgallery.com/news/145-contemporary-japanese-art-3-key-names-to-know-in-2019-it-was-estimated-that-the-contemporary/ (Accessed : 14 April 2023)

Figure 3 – Logo histories (2023) *Logo design history* (Online). Available at: https://www.logohistories.com/p/apple-computer-logo-design-history-rob-janoff (Accessed : 16 April 2023)

Figure 4 – Jain, R. (2018) *One mindful mind* (Online). Available at: https://www.rajlaxmijain.com/onemindfulmind (Accessed: 17 April 2023)

Figure 5 - It's nice that (2020) *How Karabo Poppy Moletsane is permeating the real African aesthetic worldwide* (Online). Available at: https://www.itsnicethat.com/features/ones-to-watch-2020-karabo-poppy-moletsane-illustration-240220 (Accessed: 17 April 2023).