

Sustainability, Enterprise and Entrepreneurship

Studio brief

ADGD5004

Semester 1 2018

‘Without uttering a single word’



Brief

Art is a powerful tool to evoke social change. Without uttering a single word, artists can enlighten, educate and affect change around the world.

Embracing Our Differences’ invites you to participate in creating a world where differences are embraced and individuality celebrated.

You are required to produce a billboard design based on the above theme which will be entered into a Worldwide competition with successful work exhibited in the USA. The brief challenges you to communicate the competition's theme visually, using illustration as a universal language that has the power and simplicity to transcend all languages and cultures.

In addition to this you are required to produce some publicity material that will promote the exhibition, this could include; badges, tote bags, hats, toy, bookmark etc. Something that people can take away/wear/carry to promote the message further. etc. Think of quirky and original concepts that relate to your billboard concept.

For the extra promotional items, you are required to think of, and research, possible sustainable material that would be used for production (e.g. recycled paper, card, corn starch cello bags, hemp, inks).

Full details are available on the competition website-

<https://www.embracingourdifferences.org/>

Overall Work Required

During this module you will generate a range of experimental ideas based on the above theme that explore and cultivate work of an exploratory nature. Experimentation with media and techniques within your sketchbook and produce thoughtful final outcomes to the brief.

Brainstorm, sketchbook development, rough thumbnails (20), refinement, final outcome for the billboard design, publicity material final designs.

Professional presentation is essential with all work being clearly labeled and presented in a portfolio.

Useful Websites:

Gettyimages.com, istock.com, brainyquote.com, Pintrest.

Competition Deadline 15.10.18

Overall Project Deadline 23.10.18

Weekly Tasks

Week 1

Monday 01.10.18

Project introduction, PowerPoint presentation, introduction to research techniques, initial idea generation. Selection of quotes on the subject.

Tuesday 02.10.18

Speed-Doodling workshop!

Further generation of initial concepts, digital workshops.

Week 2

Monday 08.10.18

Selection and refinement of final options.

Tuesday 09.10.18

Further refinement of final designs, digital workshops.

Week 3

Monday 15.10.18

Conclusion of artwork and Deadline for sending artwork.

Tuesday 16.10.18

Development of publicity material

Week 4

Monday 22.10.18

Further refinement of publicity material.

Tuesday 23.10.18

Completion of artwork and hand in by 12.00 midday.