

Design Experiences

Briefing

Design Experiences requirements

In response to the brief create:

- 1 Artificial intelligence project.
- 2 Moving image project (animation/film).
- 3 Print project.

To begin ... with what's your idea?

The subject for these 'design experiences' should be explored and discussed with your tutors.

It should be a personally devised project that aims to solve a communication problem.

The outcomes will be in the 3 areas:

- AI (generative imagery, film, text, coding, web design, audio, etc.)
- Moving Image (film, animation, typography, etc)
- Print (posters, covers, branding, point of sale, livery, etc.)

All three outcomes should be linked.

Project development

Project development will be supported by timetabled tutorials, lectures, technical classes, workshops, seminars, group critiques and studio one-to-one feedback in tutorials.

Design Experiences deadlines

- Friday 14th March - Formative Deadline
- Thursday 8th May - Summative Deadline

All information is on the Design Experiences Moodle Tile

Programme Structure

- Design Experience (40 credits) 8 Weeks
- Creative Innovation (20 credits) 4 weeks
- Major Design Project (60 credits) 12 weeks

(Only take instruction from Visual Communication Team)

Next week

February 6th

Tutorials with Caroline Jones 10am – 11am Dynevor 7th Floor

11.30-12.30pm

PALIMPSEST / MONTAGE / COLLABORATION

Visual Communication (12mnth) to attend

Cath Brown / Estephani

AAG06 Reading Room

1.30—3.30 pm

ACTIVITY SEMINAR

Visual Communication (12mnth) to attend

Collage activities in Makers Room

Cath Brown

AAG06 Reading Room / Studios.

February 7th

9.30-10.30am

LECTURE – Site Specific / Environment

Visual Communication (12mnth) to attend

Rob Jones

AAG06 Reading Room

11-12 noon RESEARCH HOUR – Hamish Gane

Visual Communication (12mnth) to attend

1-3pm SEMINAR – Martin Bush

Visual Communication (12mnth) to attend

Product Design Studio AA111 (2nd Floor, Alex)

Questions?