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**CGRD6010 Major Project**



>> Competition briefs and Student initiated major project  
CGRV6010 2024 Unit handbook

### Competition brief and Student initiated major project

The major project is the culmination of your study time on the course. Like the minor, it is self-initiated. The work you do here forms an important part of your portfolio and should draw on your developed knowledge from the last three years.

In addition to this brief you will choose a live brief either from the D&AD student briefs (<https://www.dandad.org/en/d-ad-new-blood-awards/>). The briefs will appear in this document, you are to choose one from the list.

The idea is that this first part lasts 4 weeks, a kind of shake up

#### Crucial dates:

Launch of projects Wednesday 24th January at 11am

First presentation in groups D&AD Tuesday 6th February from 10.00am

Deadline for "soft" hand-in Wednesday 21st February at 10am. Hand-in will be in the studio, work submitted onto a dedicated machine. Work to be clearly labelled and in the correct format (ie either 8 images or one 2minute video).

Internal (YOUR) Deadline for live D&AD Competition brief (21.2.24).

We will then compile a list of works which we feel should be entered into the competition, as you will notice you will have a few more weeks to polish your submissions.

Actual Deadline for live D&AD Competition brief 20.3.24

Start student initiated project Monday 26.2.23

2 minute presentations of FMP project proposals Tuesday 7th March. Includes A4 project brief.

Reviews – Tuesday 19th- Wednesday 20th March

Deadline – FMP 14th May 10am

Show goes up week beginning 27th May

July graduation to be confirmed.

### Suggestions for a successful self-initiated project

- Plan and use your time efficiently.
- Formulate a clear project proposal by week 4. This is a starting point – there is flexibility for deviation as your project progresses.
- Build on, and develop your existing skills and knowledge – this means knowing what not to tackle. Promote areas of graphic design, subjects or themes you are passionate about.
- Make sure that your skills are sufficient to realise your intentions and that your work utilises a medium that you are proficient in using.
- Consider what you want to get out of your project, as both this and the minor will form the basis for your portfolio. Is it an extension of the minor project? Does it cover a different area completely? What do you want to do after graduation? What area of graphic design do you want to work in? Do you want to progress to postgraduate study?
- Your project should be challenging and ambitious but at the same time realistic and achievable, eg in terms of resources and your abilities and skills.
- Beware of the project based on an interest that is too personal such as promotional material for a band you are in, or a 'live' project. They seldom produce a good result in terms of the assessment criteria, and can end in bitter disappointment. It is important that any inward- looking project should impart knowledge and experience to the viewer and not be a means of providing the designer with a cathartic solution to a personal problem.
- Could it be an extension of one of the given briefs?

### Proposal

Must be on A4 and use the following sub-headings to structure your brief. Use the D&AD brief structure as a guide as well.

This is an outline of the headings you need to include in your proposal.

#### a) Project title

#### b) Introduction

Describe briefly the general area of your project and what you will be engaging with and the theme(s) that will be central to your project. It is a good idea to have a title for your project as this can help you to focus your ideas as well as helping someone else to understand it.

#### c) Context and audience

Context – Describe how your project fits within the context of graphic design and the form it is likely to take – what medium etc you propose to use. Refer to your inspirations and influences and to the sources of these, for example in a bibliography, citing exhibitions etc. Is it a self-authored, personal piece of work or commercially orientated work? It might be book publishing, web design, editorial design, or corporate identity, but there are many strands within these areas, and you must be clear where your work is located. This will to a large extent be determined by who the intended audience is.

#### Audience – Identify and describe your target audience.

Whatever area your work falls into, you must be clear – who you are communicating to – consider their gender, age, cultural background, social background etc.

why you are communicating to them – what is the purpose of what you are producing? What you are communicating to them – what is the content? What form will it take?

#### d) Methodology and research

Indicate how you are going to research your project and the methods that you think are appropriate and useful to your project. What are your contextual references going to be? Include a bibliography – as well as texts, you might want to use interviews, exhibitions, museums etc. and your own primary visual research in the form of drawings or photographs.

### Assessment Requirements

This outlines what you need to hand in for your assessment which will be 14th May

a) Completed major project that could be exhibited as part of the Canterbury Graduation show - so how to exhibit this completed work should be considered and completed at hand-in.

#### b) Supporting statement

A short statement (100-200 words), that introduces your project to someone unfamiliar with it, and which give significant points in its development.

c) Supporting research and evidence of your process through your blog and sketchbooks/notebooks

d) one completed competition brief made to the requirements of the D&AD.

This should demonstrate in-depth research and analysis that you have undertaken and your contextual references. It should clearly show your methodology and the developmental process that lead to your outcome. Through your a blog, sketchbooks and notebooks, you can evidence experiments and tests such as prints, photographs, movies, materials and models.

### What is D&AD?

What they say: "Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. The D&AD Professional Awards are recognised globally as the ultimate creative accolade, entered and attended by the best from around the world.

As a non-profit advertising and design association, all D&AD's surpluses go straight into programmes such as New Blood, inspiring the next generation of creative talent and stimulating the creative industry to work towards a fairer more sustainable future."

So there.

**D & AD**

### The ecosystem

Try not to think about a singular product or device, but how these devices can work together to create novel new experiences. These don't have to be current Sky products - but don't feel like you need to invent entirely new products as part of the brief.

### Who are we talking to?

Consider the Sky customer of the future, and what these customers may want from a connected home experience. Think about the experiences today from the perspective of diverse users, and find opportunities to create inclusive experiences.

Sky's customer base includes all social identities (gender, race, ethnicity, age, sexual orientation, gender identity, ability, class, and socioeconomic status); backgrounds and personal attributes (education and training, experience, income, values, worldview, mind-

### Be speculative, but sensible

None of us can fully predict the future. Your ideas should be bold and go out of the comfort zone of what is possible today, but try to define a few fixed variables to work around, e.g. technology in our homes will change, but the form of our homes will probably remain the same for the foreseeable future.

### What's the challenge?

Explore how the connected home of 2030 could help to create inclusive experiences for all Sky customers, by putting diverse users at the heart of your design thinking.

New technologies will be a key consideration in your thinking but not the only consideration - think about how societal and cultural change may affect our homes of the future, as well as the current experiences for diverse users and the opportunities that arise from this.

This is a broad brief, so consider concentrating on a smaller use case rather than looking at the entire home.

IDEA 1

Smart Home

Bulbs

Speakers → surround

heating

Door bell

Accibility

↳ mobility  
problems

## IDEA 2

Solar Panels  
sky in remote  
areas

power for them

---

accessibility

↳ People with  
limited strength

## IDEA 3

Audio Described  
live subtitles  
sky radio?

---

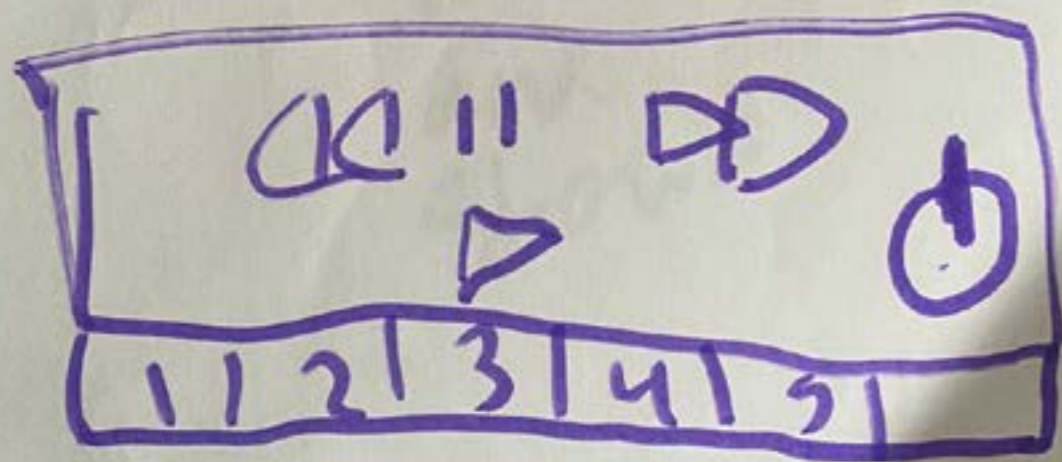
Accessibility  
Blind / Deaf

# SKY Radio



Front

Top



Different Colours  
to easily identify

# SKY Radio

USB → pre load

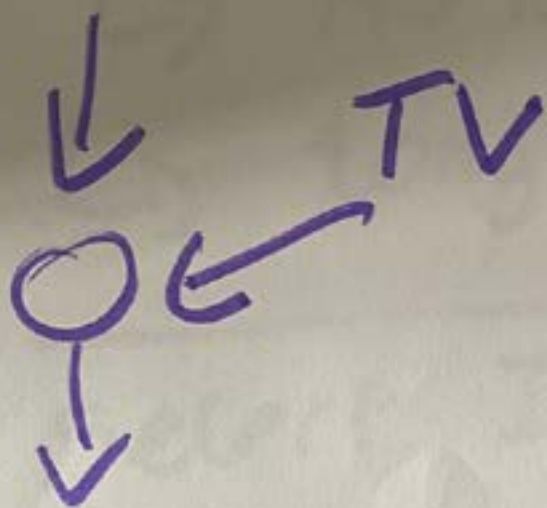
↳ No Wifi  
needed

child → Download  
Books  
and  
Shows

# Smart Home

---

security



Flash  
with motion

movie

sports

Speakers (Surround Sound)

Mirror → select items

# SKY Mirror

---

mirror size

↳ A3 ish

↳ long, A2 ish

---

Select Items  
List

---

News → Sports  
↳ economy  
↳ environment  
↳ Political

Weather  
Time

Date  
Calendar  
Shopping list (Smart Fridge)



## Smart Fridge

~~Barcode~~ Self  
aware lists items  
in the fridge  
and quantity remaining  
Sends a ping to  
your phone if  
said

"What meals can  
I make?" ~~from the~~  
~~for~~

Similar concept for a  
(pantry)

## Tinted windows or BLINDS

LIGHTS

SPEAKERS

APPLIANCES

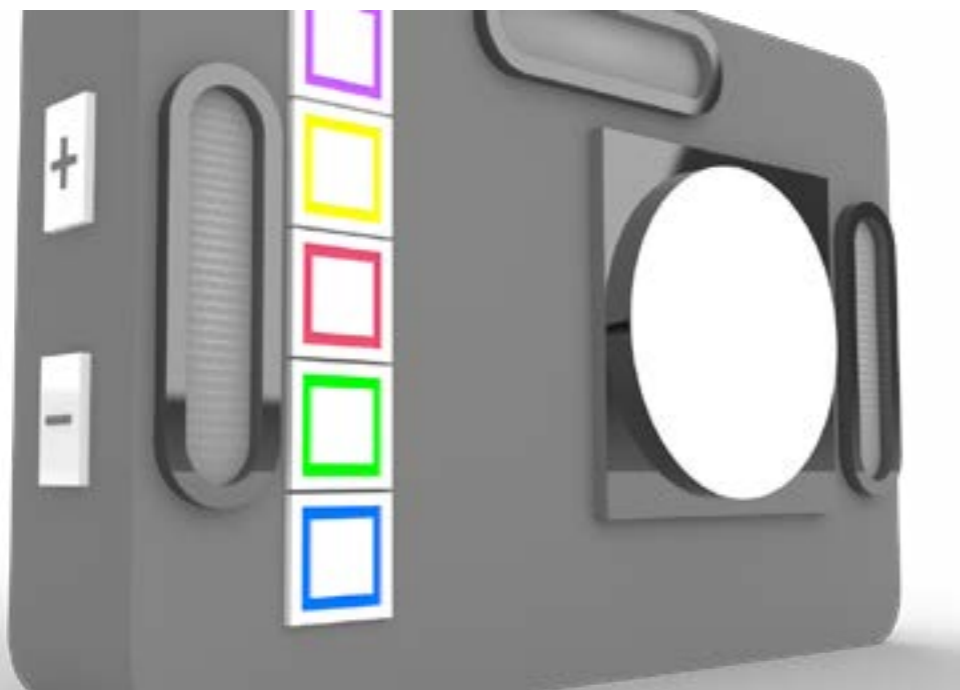
↓                      ↓  
Kettle              Hoover

ROUTINES

"Make sure my  
car is charged by  
8am tomorrow"

As a first iteration I thought it would be a good idea to create a model from cardboard to help me gauge the scale of the radio. This version also allowed me to get a feel for how it would feel to use it. There was some room behind the circle extrusion which left the perfect space to insert an 'Alexa' smart speaker device. This allowed me to get a first hand experince of the interation of the model. Showing me what it was like me to listen to audio described versions of popular shows such as 'Eastenders', making my visions a reality and showing me that it was possible to make this device.





This imagery was created using the Rhino3D modelling software. The aim was for the 3D renders to look like a more refined version of the cardboard model I created.

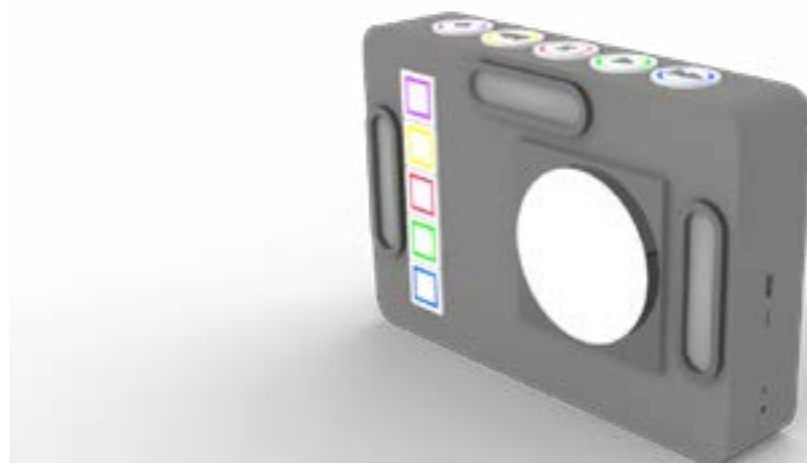
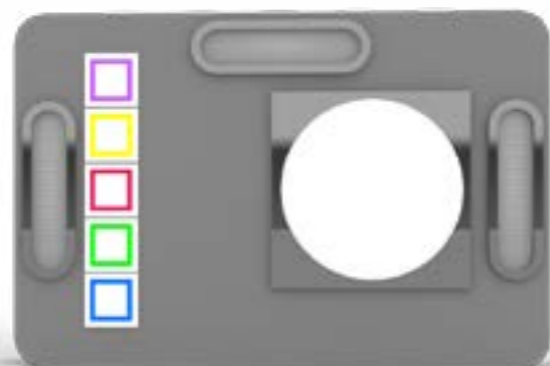
To begin with I started by taking the measurements of the cardboard model and creating a series of shapes and surfaces on rhino to replicate it.

One of the toughest parts was creating the symbols for pause, play fastforward etc... it was important to work on the right layer and stick to guide dimensions for consistency.

To pick the materiality I tried to envision how I saw it if it actually existed, so picked a metal/ plastic base with metal chrome accents for the extruded elements like the speakers.

The key with the buttons was showing that they were tactile, because this radio was designed to be used by a person with impaired sight, how the radio feels and if the buttons were distinguishable by touch alone was essential. The colour choices also help to make the buttons easier to tell apart for someone whose sight is degraded.

The screen part turns the radio into a smart hub, assisted by the series of slots on the side which includes a slot for a sim card so the device can be brought online in a place where wifi may not



# My Home

+  
Add Accessory



Home

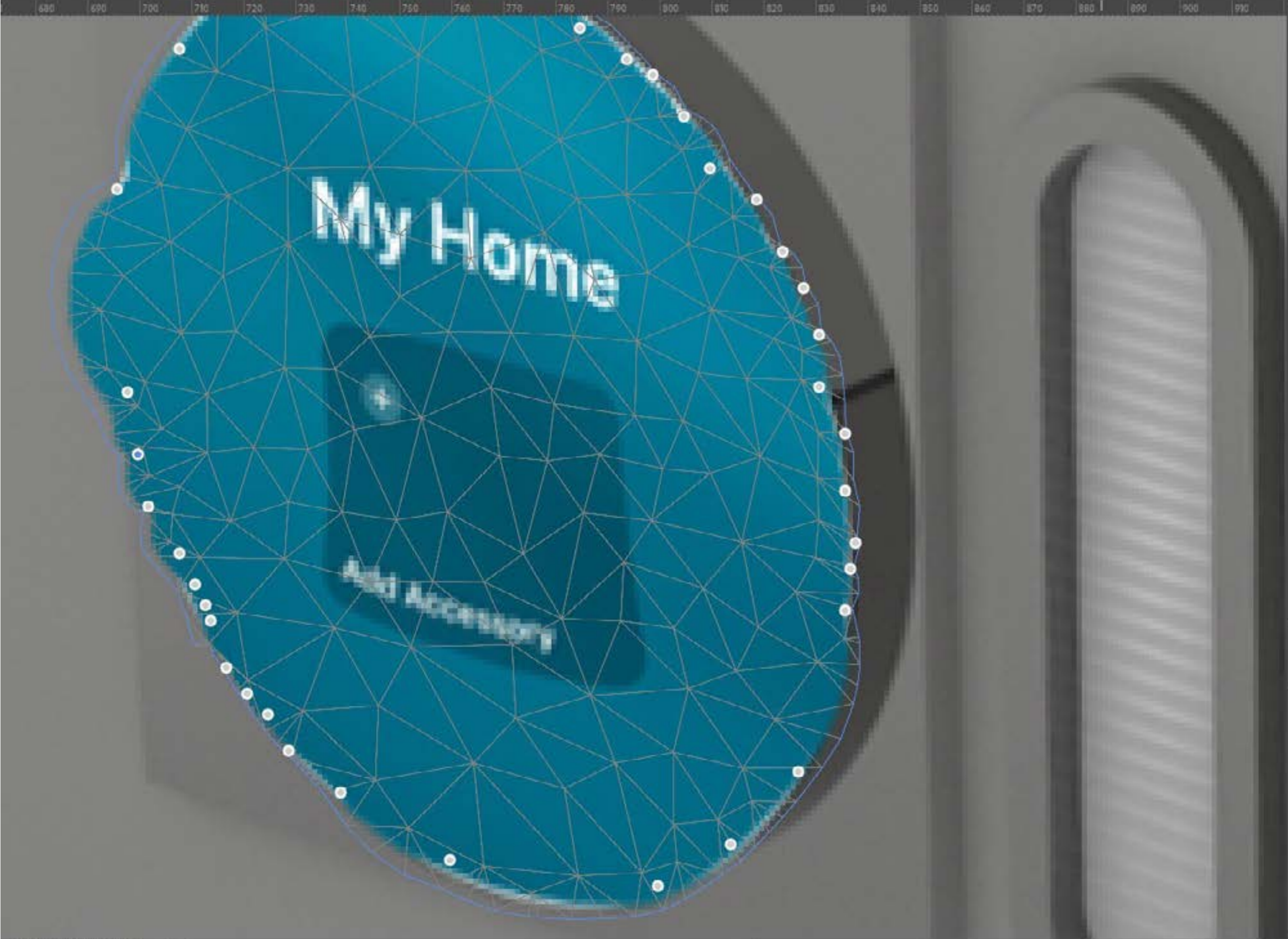


Automation



Discover





Color Swatches Gradients

Properties Adjustments Library

Pixel Layer

Transform

W: 154 px X: 654 px  
H: 100 px Y: 1207 px  
0.00%

Align and Distribute

Align:

Layers Channels Paths

Normal Opacity: 100%

Locks

Generative Fill 2

Layer 1

Layer 0

I wanted to make a mock up of the radio in a realistic setting to show the device in use and to help people resonate with the device. By putting effort into the way the radio was displayed, and not leaving it 'floating' I think it adds an element of professionalism and would help others imagine the device in their own home making it more appealing to consumers and sky.





Get age specific information  
and support

sky news

Home UK World Israel-I Hamas War Politics US Climate Science

## TOP STORIES



With Sky's website being my main precedent I took a look for research and as inspiration, I saw the font they used for headlines looked like the font 'Impact' so I experimented with it and thought it was a good choice for my campaign since it would make viewers already feel like my marketing aligned with their brand, I chose my colour scheme for the same reason.



Explainer UK

King's cancer diagnosis:



Live World

British vessel attacked in

# sky

Mitchell Phillips

## THE PRODUCT



## TARGET AUDIENCE

People with limited access to internet  
People who have poor sight  
People interested in shows they can't see  
People aged 70+  
People with low mobility



## TECH AS AN ENABLER

### HOW THIS TECH WOULD HELP

Convenience	- Remotely control the lights
Energy Efficient	- Adjust heating saving money on utilities
Safety and security	- Cheap and affordable security cameras and doorbells
Accessibility	- Mobility issues so automated door locks
Remote monitoring	- Manage your home from elsewhere

## SKY AT HOME

Doorbell and SkyBox - when the doorbell is rung, the camera will pop up in the corner of your tv.

Lights and skybox - when something is paused, the lights turn on and back off once played.

## THE PRODUCT

This product is a radio for poorly sighted individuals. It will be a smart hub allowing you to connect to compatible equipment such as bulbs, doorbells, cameras, and heating.

Sky will offer multiple audio described shows such as Corination Street. The consumer can program the device to any channels they want.



## THE PRODUCT

The product will contain a sim card slot, this will allow the item to have 'data' meaning the consumer doesn't need to have WIFI.

The product could be sold in plans with the consumer paying a monthly fee for the device, data and channels.

The reason a monthly payment would be good is because some older people are reluctant to spend lots of money on something as they might not get full use from it.

## THE PRODUCT

There is a USB slot so you can buy and download the shows you want, allowing you to have access to many more shows and films rather than just the traditional shows shown on TV.



An alternative version of the device, is one with a battery pack that is connected via magnets to the back of the device, allowing the device to be taken away to places where they may not have mains power supply.



# FMP

## **Supporting statement**

This Project sits on the intersection of traditional graphic design and contemporary street art. Aiming to explore the dynamic combination of chaos and creativity whilst embracing experimental designs and unorthodox mark making techniques, the imagery is telling a story of a weekend away in Birmingham initiated by my friend having a bright idea to purchase a car. Bringing my partner along for the journey, staying in a grotty air bnb, visiting Cadbury World, purchasing a car with numerous problems, feeling intimidated, dealing with snowfall, and trying to take the car to a garage to check if it is roadworthy enough to make the journey home. Creating lots of experiments using sourced imagery, collaging, and manipulating images. Developing technical skills and taking inspiration from Neasden control centre books. Breaking the grid and not following a set layout.

# Mark Making : Unleashing Creative Chaos

## Title

Mark Making : Unleashing Creative Chaos

## Introduction:

This project aims to explore the dynamic combination of chaos and creativity within the realm of graphic design. By embracing experimental techniques such as stencils, spray paint, and screen printing, exploring unorthodox mark making techniques.

## Context:

This project sits at the intersection of traditional graphic design and contemporary street art culture. Drawing inspiration from avant-garde movements and urban aesthetics,

## Target Audience

The work will appeal to those looking for new ways of seeing things and engaging visual stories; 18-32 year olds, people who weren't born with technology (people who had the smart board where you had to tap the x in each corner for it to be calibrated )

## Methodology and Research

Experimentation: Try various mark making techniques and methods that may be unorthodox.

Expressive Chaos: Embrace chaos, allowing spontaneous gestures and unexpected outcomes to inform the design process.

Narrative Exploration: Explore personal storytelling through the visual language of stencils, spray paint, and screen printing ect.

Audience Engagement: Create visually interesting pieces that attract and challenge viewers, sparking curiosity and dialogue.

Research: story telling through visuals, travel graphics, travel youtubers.

Aim: How can a journey be portrayed through mark making. Be fun and playful.

## Outcomes:

- **Portfolio of Experimental Designs:**  
Create a diverse portfolio showcasing the evolution of experimental designs, ranging from rough pieces to finished artworks.
- **Process Documentation:**  
Maintain a detailed process journal documenting research, experimentation, and reflections on the creative journey.
- **Final Showcase:**  
Prepare for exhibition at the end-of-year show, by creating a physical outcome, this could be in any format you want. Consider presentation and layout of how this may look at the show.

## Timeline:

- **Weeks 1-2:** Research and inspiration gathering.
- **Weeks 3-5:** Experimental exploration of techniques and materials.
- **Weeks 6-8:** Iterative refinement and development of final designs.
- **Week 9:** Compilation of portfolio and drafting of artist statement.
- **Week 10:** Final presentation and preparation for the end-of-year show.

Analysing the brief

## Experiments

Screen printing experiment  
Spray painting experiment  
toy car experiment  
tire EXPERIMENT

document the journey  
reflect on feedback

think about the show  
experimenta BOOKS  
consiltina book

gather all experimentation  
lay it out on indesign  
document the journey of making each page  
blend the pages

## IDEAS

MNAKE A ZINE ON MCDONALDS  
A BOOK THAT OPENS UP AND REVEALS THE MAP (JOURNEY)  
CONSTITINA BOOK OF SOME SORT ?

## IDEAS

MNAKE A ZINE ON MCDONALDS  
A BOOK THAT OPENS UP AND REVEALS THE MAP (JOURNEY)  
CONSTITINA BOOK OF SOME SORT ?

QuESTIONS TO ASK PEERS AND TUTORS  
ABOUT THE ZINES THAT I HAVE MADE  
Zines are technically experimentations  
5x zine feedback please  
Zine – black and white stapled  
What do you like about it  
What would you do differently  
What do you find most striking about the zine

Zine – cabury  
What do you like about it  
What would you do differently  
What do you find most striking about the zine

Zine – kfc - it doesn't include much mark making but it is very chaotic and I really like the outcome  
What do you like about it  
What would you do differently  
What do you find most striking about the zine

Zine clean car – a bit boring its just images of the car  
What do you like about it  
What would you do differently  
What do you find most striking about the zine

Zine chatotic car- I feel like the images are still in the background of most of them and they could probably do with being smaller

# Mark Making: Unleashing Creative Chaos

## Title

Mark Making: Unleashing Creative Chaos

## Introduction:

This project aims to explore the dynamic combination of **chaos and creativity** within the realm of graphic design. It will embrace **experimental techniques** such as stencils, spray painting, screen printing and **image manipulation**, and explore **unorthodox mark making techniques**.

## Context:

This project sits at the intersection of traditional graphic design and contemporary street art culture. It draws inspiration from **avant-garde movements** and urban aesthetics.

## Target Audience:

The work will appeal to those looking for new ways of seeing things and engaging visual stories; **18-32-year-olds, people who weren't born with technology** (people who had the smart board where you had to tap the x in each corner for it to be calibrated)

## Methodology and Research:

Experimentation: Try **various mark-making techniques** and methods that may be unorthodox.

Expressive Chaos: Embrace chaos, **allowing spontaneous gestures** and unexpected outcomes to inform the design process.

Narrative Exploration: Explore personal **storytelling through the visual language** of stencils, spray paint, and screen printing etc.

Audience Engagement: Create visually interesting pieces that attract and **challenge viewers**, sparking curiosity and dialogue.

The brief is saying be chaotic with your designs meaning nothing is off limits

Try lots of different methods until you find something you resonate with

These are areas to explore maybe experiment with tire tracks or toy cars also maybe experiment with photocopying and changing the colour overlaying images

What is avant-garde - new and experimental ideas and methods- oxford dictionary

The target audience is people who had technology in their childhood but were also going outdoors exploring not always glued to their phones

This could be rubbings imprints or screen printing

Embrace things that were unexpected but you are happy with

Using the recent trip to Birmingham as the narrative for the book include subliminal messages

Make viewers question what they are seeing

Research: Storytelling through visuals, travel graphics, **travel YouTubers**.

Aims: To **explore how a journey can be portrayed through mark making**. To be fun and playful.

## Outcomes:

• **Portfolio of Experimental Designs:** Create a diverse portfolio showcasing the evolution of experimental designs, ranging from rough pieces to finished artworks.

• **Process Documentation:** Maintain a detailed process journal documenting research, experimentation, and reflections on the creative journey.

• **Final Showcase:** **Prepare for exhibition at the end-of-year show, by creating a physical outcome**, this could be in any format you want. Consider the **presentation of your outcomes and how this may look at the show**.

## Timeline:

- Weeks 1-2: Research and inspiration gathering.
- Weeks 3-5: Experimental exploration of techniques and materials.
- Weeks 6-8: Figure out how the final outcome may look and start working on it.
- Week 9: Finalise the design and produce outcomes.
- Week 10: Finalise the outcomes and finish the research journal.

Look at youtubers that go and buy cars and go on trips with them 'Auto Alex' 'Car Throttle'

Think of ways to show travel ie tire imprints receipts images

Create a collection of experimental outcomes to help aid the creation of your final outcome

Think about how your outcome will look at the show just having a poster on a wall may be boring so maybe create a display that links to the journey

Think about any materials you need for the show and this can be done after hand in

P1 → Was about How  
can Screen Printing  
Be Accessible In a  
School

explored ways  
to make low cost  
and low maintenance

---

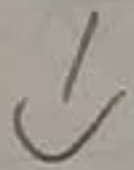
P2 → I wanted to explore  
further technical  
skills such as lino  
and riso to basically  
broaden my knowledge  
on the matter

FMP

IDEAS



Stencils



Spray  
paint

or



Screen  
print

---

Steve Smith →

Headen Control Centre.

Monopoly

Coast to  
Coast

---

Location

---

hampton fulton

↓  
walks

↓  
Driving

---

TRAVELING

---

Documentation

↓

# Do A Journey

Documentation Along the way

IE Herne Bay to Cardiff

DEAL → Cardiff

4hr 26 min

Folkstone

Ashford

Aylesford

Sevenoaks

Catfham

redhill

THORPE PARK

Bagshot

Bracknell

winner sh

Theale → reding

Hermitage

Lambourn woodlands

Swindon

Newport

# IDEA

## Road Trip

Coast to Coast

Rude road trip

visit all Wetherspoons in Kent

1 Cook & Dobbs

2 Crotch Crescent

3 Titty Ho

4 Hooper Road

5 Butthole Lane

6 Willey Lane

7 Backside Lane

Data -> Journey 2 hrs

Do a count of colours

Doors etc.

Black ||||| silver |||||

red ||

Blue |

white ||

Yellow |

Brown ||||

Roads max house number  
in certain area

Temperature

over 25 days  
=

12	7	8	12	13
7	5	6	20	21
9	8	11	12	17
18	17	18	16	15
10	11	7	8	9

Colour -> number

Go one a Tour  
stop off places

Document town centre

---

ie 1st 5 shops I see

ie Iceland tesco Home bargains...

---

Document Temperature

---

Document weather rain yes  
no

---

This could be each page  
so photo of the place  
then add a <sup>Blue</sup> Boarder if  
wet a orange boarder if sunny  
a white boarder if cloudy

Monopoly Board

Best → worst

Mayfair → old Kent road

---

Time Between each stop

trip How would it actually

look

---

what if I created  
a monopoly Board that  
was accurate so

---

→  
NEXT PAGE



LIST Locations  
on Wk Board  
find out the quickest  
route to visit all  
using google maps  
find the mileage  
between each  
then add spaces  
to show the distance

## Documentation

IMG of Place

Time took → converted  
to cm/hr  
maybe

Spray Paint Name  
of location.

Temperature = colour spray

This could be places  
I visit over time or  
could be a road trip

# Imagery

• Lost friend in traffic but reunited later on the motorway. Graphics showing cars on the motorway and reunion.

• Stayed in a quirky Airbnb with mismatched skirting boards and wall textures. Images from Airbnb showcasing the dodgy interior.

• Friend took car for another test drive, warning light returned. Page full of warning light symbols.

• Noticed issues with the car during test drive, including smoke and a dead battery. Graphics: battery graphics, battery rubbings.

• Dropped friend off, then returned home and went straight to bed. Graphics depicting saying goodbye, bed, and ZZZZZZ for sleeping.

• Stopped at McDonald's for food but encountered traffic chaos. Possible images: 4-way traffic lights on a roundabout, napkins from McDonald's cup lid texture.

• Stopped at services for KFC and continued driving home. Imprints of KFC packaging, such as paint on the bottom of the bucket and stamp on a page.

• Friday night drive to Birmingham with partner and friend. Option to include a map or route visualization showcasing the journey.

• Drove to a garage amidst heavy traffic and chaos. Graphics depicting dense traffic and a crowded garage, perhaps more spanner graphics.

• Stopped at Morrisons petrol station, filled up cars. Graphics showing petrol pump and amount of money spent.

• Considered options for fixing the car. Options like driving home or leaving it over the weekend.

• Visited Cadbury World in Bournville, enjoyed 4D cinema and chocolate-themed attractions. Pages with photography showcasing the visit.

• Went to pick up a car, encountered security gates and a suspiciously running vehicle. Possible images: car security cameras, silhouette of a person.

• Went to a car wash to clean and fix the car. Illustration: spanner with water symbolizing cleaning, stain on back seat.

• Explored souvenir shop and got chocolate-themed items. Rubbings of souvenirs.

# Mark Making : Unleashing Creative Chaos

Mitchell Phillips

The style of printmaking I'm used to doing is very chaotic and playful. This kind of describes the trip to Birmingham; it was fun and chaotic as there were many issues along the way. I want to embrace unorthodox printmaking techniques. For example, the process of taking a rubbing from an uneven surface (frottage). I want to use imagery from the trip to create chaos on the page that represents how the trip went.



For my FMP, I wanted to do something I enjoy, and I enjoy mark making, whether that be screen printing or spray paint. I want to continue doing what I enjoy but with a purpose. I want to tell a story through the work rather than just having random images like I've previously had.



My target audience would be 18-32 year-olds. My reasoning behind this is because my sister is almost 30, and I could imagine her being the target audience because I believe that this age range could find the visual imagery entertaining and interesting to look at. This generation wasn't born into technology, and I believe a large chunk of people aged 18-32 had a Nokia brick or equivalent growing up. The target audience would be people who grew up with the smart board that you had to tap the X's with to calibrate it.



I recently went on a trip to Birmingham so my friend could buy a car, and we made a thing of it because why not? I thought this trip could be used in association with my FMP. So, I made sure to take videos and images of the trip.



For the outcomes, I'm not really sure exactly what I want them to be, but I'm trying to consider the degree show as part of that. At the moment, I'm thinking maybe a publication and then using some of the experimentation to create a backdrop that could be pinned up for the show.



Once I realised that I was going to tell the story of this trip to Birmingham, I sat down and dictated what happened during the trip. Here are the images of the dictation. Some words may not make sense as the software may have misheard me, but as a piece of text, this is great to keep referring to, especially when I forget some details of the trip.

Simple ideas for this brief: It will be to explore unorthodox printmaking techniques and mark making. I was thinking potentially telling a story. This story, a recent trip to Birmingham with my partner and a friend, was fun, crazy, and chaotic, a bit like the break. So, we left on Friday night, a 3-hour drive up to Birmingham, stayed in the greatest Airbnb.

The trip was jokes, jokes. The place we stayed, the skirting boards didn't align, they wallpapered over random things, there were like 6 different wall textures, varying from wallpaper to normal painted walls. So, we slept in this flat that was a bit sketchy. Then, we woke up and decided to go straight to picking up the car. We had to drive down this back alley where there were two massive black gates with security cameras pointing at us and signs that said "do not park here."

My friend called the guy who was buying the car off of and he let us walk through the gates. We were viewing the car; it was already started, which was kind of a red flag that we didn't realize. I noticed there was a stain in the backseat and I asked about checking the tire if there was a spare tire, and the person selling it didn't even know if there was one, so that kind of put us at how well he knows the car.

The dealer decided to take my friend for a test drive and we noticed there was quite a lot of smoke coming from the back, but it's probably nothing to worry about. They took it for the test drive; the dealer said to him that he had to jump start it and he thought it was just because it's been sitting around for a while.

Then, we parked the car, sorted all the payment out, got like a three-month warranty, whatever. The dealer said, "I'll take it to the valet and get it clean for you 'cause of the stain in the back seat." So, my friend started the car up or wait, it didn't work, the car needed a new battery. So, the dealer got some jumper leads, jump-started it, and my friend drove it too. We were in convoy with the dealer; we drove it to the place where he picked up a picture, and we took it to like a car wash place to get it cleaned out and fixed. This took a while.

But then, we needed to get some food, so we headed to McDonald's and just got some food. But on the way to McDonald's, there was a lot of traffic; there were four-way temporary traffic lights on the roundabout causing chaos. We also needed to remember to tax the vehicle.

After McDonald's, we decided to go straight to Cadbury World in Bournville. It was interesting, as on the way in, you would see street lamps and light posts all in the Cadbury purple color. When we got into the vicinity of Cadbury World, we saw a massive factory that said "Bournville" and "Cadbury" on it. It was really cool to look at. We drove past this monster truck looking little car called "Big Tasty" and then we tried finding a place to park, but there weren't any spaces in car park one or two, so we had to park in the third car park. This car park gave us a really good view of the factory.

So, we had no clue where we were going, so we passed this ticket booth place and asked the guy, and he said, "You can come in here for a bit, but then you've got to go to the main entrance for the time that your ticket says." So, we went through this, kind of like a play area with a drink stand, and there was like a 4D cinema that we went into. We were the first thing you who, and we went into this lift, and then the guy was like, "Hold onto the rail," and then the experience kind of started there. There was like a TV built into the ceiling, and it showed that like we were in an elevator shaft when the elevator was about to fall. So, the lift and let move to side to side. It was a really cool experience, and then it dropped us off at a place where we would pick up the 4D glasses, and then later make our way into the 4D cinema. We wore the glasses, and we experienced going through this like Cadbury world; we were in a hot air balloon, and then we were put on like this roller coaster, and it felt like we were genuinely on a roller coaster, there's a lot more safe.

We had a really good time in the cinema, and then we left and we saw a coin machine, like a penny press machine, so I made sure to get one of those, and it had like a Dairy Milk chocolate on it, which was great; it looked really cool, so I got one of those, and then we made our way towards the main entrance, passing a Creme Eggs car, so it looked like a Creme Egg, but it had like 4 wheels, and it was like life-size, which was really cool as I have like a miniature one back at home. So, we made ourselves into the entrance, at this time it was like 12:40, and we were supposed to go in at 12:50, so we thought I will join the queue; we'll look at the souvenir shop and cafe afterwards if we want anything, but the lady said, "Oh wait until it says 12:50 on the screen." So, the second it turned 12:50, we ran straight, and we didn't really run; we went straight into the queue and queued up; they scanned our QR codes for tickets; they gave us like a canvas bag 'cause we purchased one prior, and then the workers asked how many of us were there, and they said three, and we said three, and then they gave us the 3 TW IRL 3 whispers and three caramel bars.

We then went through the history of chocolate, which was quite cool, an experience not how had brief started and the whole process, and then we made our way through the process of like intranets, first sharp, and then like how sweet they turn from the cocoa bean to the chocolate bar, aggressively shaking us to show that the process of shaking with the machinery. After this, we made our way upstairs and went on a little ride; it took us around this cool little fairy tale chocolate land type thing. After this, we then went last to another coin machine, but this time it was like a big quote machine, so I thought I can try and get one of those, and it was like Freddo on one side and Cadbury World on the other. We then went to this place where they gave you liquid chocolate and you could choose some toppings; the toppings were from like a Bournville chocolate buttons, marshmallows, fudge, Oreo pieces. I chose Oreo pieces and marshmallows. We then ate this while we queued up to write our names in chocolate. This queue was very long, and my friend ended up spending like 3 pounds on a 500 mil bottle of lemon Fanta. After watching her name in chocolate, we followed around the exit where we ended up in the souvenir shop. We looked around, and there were a few things that were very expensive, like a keychain for 5 pounds, so I settled on getting 2 postcards and a ruler, which is good value for money.

I believe we were in the main foyer again, so I had to look at those like another penny pusher, and there were different things on it, so I've got one with the Cadbury factory on it, which is quite cool. Then we made our way back to the cars. I work at B&M, and there's a shop called Heron foods that I think are linked with each other, so I wanted to go there to see if I could use my B&M discount card there. So, on the way there, my friend was worried about a noise, and he and I said, "Maybe just give it a little bit of acceleration and see what happens," and in doing so, it caused the engine management light to come up; this was scary for him, but at least it happened while we were still in Birmingham rather than halfway home.

So, when we stopped at Heron foods, my partner and I went in and got some drinks while he called the dealer and found out what to do. It started snowing as we were about to walk into the shop, which was quite interesting. Once we bought our things, I was able to use my discount; they just had to add like a 01 at the end of the number for it to work. And then my friend said we need to go to this place, this garage, so we put into the sat nav, but on the way, we noticed that my car's rear driver side tail light had a bulb out; that was another thing wrong with the car.

So, we headed to the garage; on the way, there was chaos everywhere, to the left of us, to the right, there were so many cars just everywhere in the road, but none of them were driving, if that makes sense. We passed a few high-end cars, so we passed like a couple of Rolls Royces, a Porsche, Audi RA, and a Sadie's G-Wagon, but for every good car, there was like 5-6 bashed-up cars in correspondence with that. We got to the road where the garage was, and it was like one car width wide, and there were people trying to come from both ways, and there were people everywhere in the world, trying to direct traffic, and there was just chaos.

So, my friend ended up getting into the garage, and we called him and asked him what shall we do, so we just decided to drive around the block, so we drove around the block, stuck in tremendous traffic, then we made our way back to the garage, and in doing so, we saw our friend, so we parked up on a space that we could park well, he took it, who took the car for another test drive, with the warning light being cleared, and he was struggling to get the warning light back because of all the traffic.

So, he gave it a bit more, and then the last warning light came back on; the garage offered to fix it, but they couldn't fix it and get the part by Monday and get it fixed then, or he could try and take it home and get it fixed, and then the dealer would give him some money back. So, while my friend took the car back to the garage for a test drive, we decided to go to the retail park, get some snacks, and use the loo in Morrisons. Once my friend was done, he made his way to the Morrisons petrol station, and it took about 23 minutes for my car to go from the space I parked at Morrisons to Morrisons petrol station. I had to drive on the wrong guided row to turn left because all the cars were trying to turn right, and it probably saved about 10-20 minutes me doing so. So, we filled up the cars, and then we started heading back home.

The reason there was so much chaos was because there was a Birmingham Southampton football match, and it was the game just finished, so everyone was everywhere; the police closed off a bunch of roads, so just causing more havoc. So, we slowly made our way type. I was following my friend, but then there were so many cars everywhere, forcing their way out of roads and everything, I ended up losing him eventually, but later on, I got back up them on the motorway, and we were just going in convoy. On the way home, we decided to, after a while of driving, stop at some services, so and then we got some KFC and a drink, and then I thought went to Lou decided to continue enjoying.

So, we drove back to Hobart; we ended up going to an Asda petrol station on the way to his house, filling the cars up again, dropped him home to my partner's parents' house, pick up some stuff, and then we made our way back to Canterbury, getting home at around midnight, got ready for bed, and just zonked straight out, waking up at 11:00 AM the next day.

4/3/24

### MAJOR PROJECT PITCH

Tuesday 5 March 2024 at 11.30am

2-minute presentation + A4 proposal

Trip to Birmingham narrative – reflecting the chaos of the journey through creative processes and mark making.

Personal storytelling.

In the brief for the Final Major Project there are instructions for exactly which headings they want to see in the A4 proposal. I recommend using these as your slide headings for the presentation as well:

1. Project title
2. Introduction
3. Context
4. Target Audience
5. Methodology and Research

### TARGET AUDIENCE

- People who do not love to read but are creative and look at images to feel inspired.
- Those who would buy an experimental publication – creative?
- 16 – 32 – audience for the Banksy book you are using for reference.
- Maybe this demographic would encounter this publication in a university or school library?
- Audience who had access to technology growing up.

### YOUR PROJECT

- Develop a text to go with the graphics from the story you dictated.

### ARTIST RESEARCH

- Find some precedents for artists who have made similar works.
- Use online sources that have inspired.
- Psychogeography: <https://www.tate.org.uk/art/art-terms/p/psychogeography>

### METHODOLOGY AND RESEARCH

- Focus on fun and playful
- Research into travel / graphics / YouTubers
- How to portray journeys through imagery

18/3/24

### MAJOR PROJECT

Deadline: 10am on Tuesday 14 May

### TO DO

- Photocopy the KFC packaging using my card today
- Make a zine from the KFC packaging
- Produce some new stencils
- Gather McDonalds packaging
- Write up last week's work
- Experiment with leaky puddle
- Make a bulb graphic
- Do all printing tasks before term ends.
- Take screenshots of the map line to overlay on your experiments: try Google Timeline to get the accurate route you used. You could also manually draw the line using tracing paper. Use Photoshop to draw over the line on a new layer and isolate it.
- Add in the 'Never Buy a Car from Birmingham' research from Google.

Follow up on the artists/references in Jack's feedback.

### OUTCOMES

- Zines reflecting the journey
- Potential for final publication reflecting the whole trip
- Option to produce moving image/animation
- Don't put too much pressure on this element of things yet – experimenting is good!

8/4/24

### MAJOR PROJECT

Deadline: 10am on Tuesday 14 May

1 zine for whole journey

Concertina booklet

- Get the feedback into your sketchbook and explain how you're acting on it.
- Continue listing your targets for each week.
- Try spray painting words like your previous textured project.
- Explore ways to incorporate texture.
- Consider the design and logistics of the concertina booklet.
- Make stencils from your images of relevant motifs (CCTV etc.)
- Find your blow pens outcome.

### IN YOUR TUTORIAL TOMORROW

- Show zines.
- Ask for some guidance on the concertina.
- Confirm the plans for outcomes and processes.
- Take some notes.

### TARGETS FOR THIS WEEK

- Make some engine light stencils / experiment with stencils.
- Spray paint some paper to use in the photocopier.
- Make a zine for McDonalds.
- Experiment with using the new KFC bag as a binding/front cover.
- Continue adding images of process and research into your Digital Sketchbook
- Try to analyse your experiments as you go along to help you make considered decisions.
- Make some work inspired by the artist research you have done.
- Produce a zine which considers negative space in its design.

### SCREENPRINTING

Add in some analysis to your sketchbook but **you don't need to do loads of writing.**

Show that you have chosen processes because they work best for what you want to achieve.

You can see in the image that the results are not as clean as the way you did it before (cri cut machine and sponged acrylic paint). You have experimented with different processes to find the best one for a clean result.

### SPELL CHECK IN INDESIGN

Ctrl I

### PAPER

The A4/A3 in the printers in 90gsm.

Newsprint is 42 – 60 gsm

**Paul recommends buying some laser assured paper** from Ryans or Cowling& Wilcox that is a lower gsm than the standard printing paper.

You can order Dalton Manor paper at 60gsm (50 sheets) from Amazon.

You might have some **appropriate paper** at home – check that you have before buying things.

### TUTORIALS

1.30pm on Tuesday 23 April with Keith

1.30pm on Wednesday 24 April with Jack

1.30pm on Tuesday 30 April with Keith

1.30pm on Wednesday 1 May with Jack

### FOR YOUR TUTORIAL TOMORROW

- Show Keith your updated design for the whole-journey publication

Show your peer feedback form to Keith for some pointers.

22/4/24

### MAJOR PROJECT

**Deadline: 10am on Tuesday 14 May.**

**Aiming to produce a bound zine.**

Make a test print of the publication for the whole journey this week.

#### PAUL'S FEEDBACK

Different textures/colours for different activities

Get some GF Smith paper.

Thinner inner pages?

#### DIGITAL SKETCHBOOK

Make sure you assign time in your schedule to update this.

#### EXPERIMENTS

Make tests with your GF Smith samples.

#### RESEARCH

Use your list to finish this and fill in any gaps.

Link the books in your Digital Sketchbook to your visual experiments to explain how they are relevant.

#### PRINTING

I can print for you on Wednesday.

### ASSESSMENT REQUIREMENTS FROM THE BRIEF

- a. Completed major project that could be exhibited as part of the Canterbury Graduation show - so how to exhibit this completed work should be considered and completed at hand-in.
- b. Supporting statement  
A short statement (100-200 words), that introduces your project to someone unfamiliar with it, and which give significant points in its development.
- c. Supporting research and evidence of your process.
- d. One completed competition brief made to the requirements of the D&AD. This should demonstrate in-depth research.

29/4/24

### MAJOR PROJECT

**Deadline: 10am on Tuesday 14 May**

#### THIS WEEK

- Finish the outcome book (with iterations if necessary) by Wednesday.
- Seek peer feedback on your zines.
- Design a cover for the book and finalise title on Thursday/Friday.
- Ask Keith for access to an exemplary Year 3 sketchbook from last year.

#### NEXT WEEK

- Update your sketchbook.
- Write the 100–200-word statement.

#### CHECK YOUR PAST FEEDBACK

- Look at past feedback to see what was said about your sketchbook.
- Analysis – this will be helped by feedback  
Explain how you arrived at the processes you used and why this was relevant for your project.

#### SKETCHBOOK

- Put your D&AD work at the beginning of the sketchbook.
- Never buy a car from Birmingham: paste the link and a thumbnail
- Organise and include your car universe YouTube research.
- Make sure you indicate how you intend to exhibit your work in the degree show.
- You do not need to produce a printed physical sketchbook.

### TUTORIALS

1.30pm on Tuesday 30 April with Keith

1.30pm on Wednesday 1 May with Jack

### BEFORE YOUR TUTORIAL WITH JACK

- Finish the outcome book to show to him.



8/5/24

### MAJOR PROJECT

**Deadline: 10am on Tuesday 14 May**

**You're aiming to finish by Friday.**

#### TO DO

- Try to print one more book if you have time.
- Update your sketchbook – including updating your plans for how to show your work in the degree show
- Write the 100–200-word statement.

#### SKETCHBOOK

- Put your D&AD work at the beginning of the sketchbook.
- Never buy a car from Birmingham: paste the link and a thumbnail
- Organise and include your car universe YouTube research.
- Make sure you indicate how you intend to exhibit your work in the degree show.

You do not need to produce a printed physical sketchbook.

### HANDING IN YOUR WORK

Use the cover sheet saved under 'Submit your assignment' when you hand everything in.

#### ASSESSMENT REQUIREMENTS FROM THE BRIEF

1. Completed major project + how you plan to exhibit it in the graduation show.
2. 100-200 word supporting statement explaining your major project.
3. Digital sketchbook showing supporting research and evidence of your process.
4. Your completed D&AD fossil fuel project.

### DEGREE SHOW

The build and space allocation starts on **Tuesday 28 May**.

If you need help with the Margate circle of glass let me know!

13/5/24

### MAJOR PROJECT

**Deadline: tomorrow at 10am**

Hand in physical work today (with a physical cover sheet)

Hand in sketchbook digitally before the deadline (with a digital cover sheet)

- **Write 100-200 word statement explaining your project**
- Finish annotating sketchbook
- Add in feedback on original presentation – consider concertina book / explain why this was not the right format for the project
- Add in D&AD brief and project with outcomes
- Add tutorial feedback
- Add Cadbury collage
- Any outstanding experiments
- Imagery for all the books
- Add in McDonalds research.
- Artist research into Ed Ruscha.
- Explain Time idea (failed)

#### ASSESSMENT REQUIREMENTS FROM THE BRIEF

1. Completed major project + how you plan to exhibit it in the graduation show.
2. 100-200 word supporting statement explaining your major project.
3. Digital sketchbook showing supporting research and evidence of your process.
4. Your completed D&AD project.

# TUTORIAL FEEDBACK

Name: Mitchell

Date: February 2024

Car journey, this can be your starting point

Monopoly, is really interesting, incorporate the car journey

Lots of theory on collections and collecting things

Neasden Control Centre, fun process driven work like your own

<https://www.neasdencontrolcentre.com>

Commercial docu series

The Long Way Round, The Long Way Down, The Long Way up

Hamish Fulton, visualises walks in a very graphical but abstract way

Charity based on Canterbury Tales

<https://www.refugeetales.org>

Dear data, collect and visualise data

<http://www.dear-data.com/theproject>

Ellen Harvey, Postcards from Nowhere

Ursus Wehrli, photographer who collects and organises things in a graphical way

Can you incorporate your interest in print

Travel posters? Printed publication?

Stamps are a thing in Japan, you collect them on your journey

Gerd Antz, stamps and logos

# TUTORIAL FEEDBACK

Name: Mitchell

Date: March 2024

You've got the story and recordings, this will provide your type/text

I would start collecting now...

Rubbings

Photos, landscapes, objects, textures...

Physical things/objects

Text and type from things

Sounds

Sketches

Good websites for general research

Booooooom

<https://www.booooooom.com>

It's Nice That

<https://www.itsnicethat.com>

Creative Boom

<https://www.creativeboom.com>

Ed Rusha, text and landscapes, One way street concertina book

Hamish Fulton, landscapes/journeys and text

Films about vehicles

My mom's Motorcycle, no illustration or animation, intro to Grandads

<https://www.youtube.com/watch?v=L0DsvpE9aOk>

Tim Marrs, graphical illustrator, editorial images tell a story in a single page

<https://www.timmarrs.co.uk/portfolio/rupert-everetts-first-time-bbc-radio-6/>

Looser Gang, Sam Giles, Insta is the best way to see work

Neasden Control Centre sketch books, nag Jack if they aren't in library

Nobrow publishers, Leporellos/concertina books

<https://nobrow.net/book-tag/leporello/>

Carhartt magazine, abstract images and textures

Pleasures brand Zine

Brain Dead brand publications

# TUTORIAL FEEDBACK

Name: Mitchell

Date: April 2024

Use the one with the narrative as the base and build on top of it

I would highlight (or use postit notes) on the really successful pages of the other then try to emulate over the narrative

Try hand drawing or hand rendering bits, it will stand out from the graphical prints

The tonality is the big difference, thinking of the base narrative as 0 and you're building up to 100 if that makes sense?

Keep it up!

# TUTORIAL FEEDBACK

Name: Mitchell

Date: April 2024

Scan as opposed to copy

Simple title and synopsis

Repeat title and synopsis in supporting assets

Sketch book bits... in orderish...

Establish the idea, mind maps, pros/cons etc...

Time management, how will you do it if it goes to plan

Mood board, just thematic, no citations

Research

Historical > Theoretical > Contemporary

When analysing others work I do...

What have they done?

How have they done it?

Why have they done it?

Why is it useful to me?

When looking at your own work I do

What have I done?

How have I done it?

Why have I done it?

Has it worked? Why?

#### Target for next week

200 plus words on Edward rasha and how I might use similar things to him trying to get more than 200 but 200 as a minimum

Gather packaging definatly Cadbury and hopefully mc-donalds tryu to get kfc but no the end of the world

Use the packaging in uni to make some small graphic zines

Get images of the new car

#### What did I do in that week

Got Cadbury packaging

Made 2 zines using the packaging

Sourced 2 little cars

Did some experiments with the cars

Sourced a tire

Did some screen printing (new method)

Made a car stencil and used it in conjunction with the zine

Sourced kfc packaging

Took photos of neasden control centre books

#### Targets for next week

200 plus words on Edward rasha and how I might use similar things to him trying to get more than 200 but 200 as a minimum

Make a zine using kfc packaging

MAKE SOME STENCILS OF THINGS SUCH AS engine management light

Gather mcdonalds packaging

Write up about last week insert images and document what happened

Order spray paint

Experiment with tire

Try to get images of the car

Experiment with problems ie leaky puddle

Make a bulb graphic to represent the bulb going out

Use an image of the tail light and edit it

Source an image of a map and draw the route use this as a layer of one page of the zine

#### Whati did in that week

200 plus words on Edward rasha and how I might use similar things to him trying to get more than 200 but 200 as a minimum

Make a zine using kfc packaging

MAKE SOME STENCILS OF THINGS SUCH AS engine management light

Gather mcdonalds packaging

Order spray paint

Experiment with tire

Try to get images of the car

	Monday 22nd	Tuesday 23rd	Wednesday 24th	Thursday 25th	Friday 26th
9:00					
10:00					
11:00				Meeting with Loree	
12:00		Uni	Uni		
13:00		Meeting with Keith	Meeting with Jack		
14:00	Meeting with Maud	Uni	Uni		Meeting with Antonio
15:00		Uni	Uni		
16:00		Uni	Uni		
17:00					
18:00					

	Monday 29th	Tuesday 30th	Wednesday 1st	Thursday 2nd	Friday 3rd	To-Do
9:00				Uni	Uni	source image material for monday
10:00	10.30- 11.30		Uni	Uni	Uni	<input type="checkbox"/> Scannable images check liust
11:00	Meeting with Antonio		Uni	Uni	Uni	<input type="checkbox"/> Number plate (my car)
12:00	Uni	Uni	Uni	Uni	Uni	<input type="checkbox"/> Tyre tracks
13:00	Uni	Meeting with Keith	Meeting with Jack	Meeting with Antonio	Uni	<input type="checkbox"/> Royal mail uniform imgs
14:00	Meeting with Maud	Uni	Uni	Meeting with Antonio	Uni	<input type="checkbox"/> Asda receipt
15:00	Uni	Uni	Uni		Uni	<input type="checkbox"/> Images of food bopught from asda
16:00	Uni	Uni	Uni		Uni	<input type="checkbox"/> Screen shots of map (chatham-birmingham)
17:00		Uni	Uni		Uni	<input type="checkbox"/> Images of mcdonalds food on the night up
18:00		Uni	Uni		Uni	<input type="checkbox"/> Postcode of mcdonalds
19:00			Uni		Uni	<input type="checkbox"/> Images of air bnb (to overlay)
20:00			Uni		Uni	<input type="checkbox"/> Price of air bnb
21:00					Uni	<input type="checkbox"/> Postcode of air bnb
22:00					Uni	<input type="checkbox"/> Images at dealer

- Poscode of where we bought the car
- Images of new car
- V5 image
- Screen printing art and any other forms
- Images of the car
- Map for car wash
- Postcode of carwash
- Images of streetview
- Images of car battery/ under the bonnet
- Images of traffic lights
- Mcdonalds scans and collage (wrap drink chips)
- Cadbury collage
- Images of Cadbury world
- lngs of dash new car
- Heron foods image
- Buy can of fanta and use is to scan
- Images near the garage
- B&m images
- B&m bags
- B&m recelpts scans
- Image of morisons
- Map morisons-oxford services
- Tire tread
- Images of both cars

	Monday 6th	Tuesday 7th	Wednesday 8th	Thursday 9th	Friday 10th	To-Do
9:00	BANK HOLIDAY					<p>Mitchell - Weekly Schedule  Mitchell - Weekly Schedule  100%  10  B10</p> <p>PDF - Create a cover page for each section  - Cadbury World  - Research  - History  - Punky Zines  - Theoretical  - Under Pin what?  - Anti-style - (<a href="https://tinyurl.com/5faktejc">https://tinyurl.com/5faktejc</a>)  - Colour theory - (<a href="https://tinyurl.com/f69r7u65">https://tinyurl.com/f69r7u65</a>)  - Image Making - (<a href="https://tinyurl.com/mr5wpwmz">https://tinyurl.com/mr5wpwmz</a>)  - Collage - (<a href="https://tinyurl.com/2wdd766e">https://tinyurl.com/2wdd766e</a>)  - Contemporary Art - (<a href="https://tinyurl.com/y442vaxy">https://tinyurl.com/y442vaxy</a>)</p> <p>- The Brief  - Youtube Thumbnails/Links  - Establishing Idea  - Mind Map  - Pros and Cons of Each Book  - My Ideas  - Ideation Analysis  - When analysing others work I do...  - What have they done?  - How have they done it?  - Why have they done it?  - Why is it useful to me?  - When looking at your own work I do  - What have I done?</p>
10:00	BANK HOLIDAY					
11:00	BANK HOLIDAY	Meeting with Loree 11-12		Meeting with Loree 11-12.30		
12:00	BANK HOLIDAY					
13:00	BANK HOLIDAY			Meeting with Antonio		
14:00	BANK HOLIDAY		Meeting with Maud	Meeting with Antonio		
15:00	BANK HOLIDAY					
16:00	BANK HOLIDAY	Meeting with Antonio				
17:00	BANK HOLIDAY				Meeting with Antonio	
18:00	BANK HOLIDAY				Meeting with Antonio	
19:00	BANK HOLIDAY					
20:00	BANK HOLIDAY					
21:00	BANK HOLIDAY					

## History of mark making

Mark making dates back to caveman times where they would draw on cave walls this form of art is also known as palaeolithic art this form of art was made with very basic materials these materials would consist of charcoal this would be applied to the wall using plants and or the artists hands. Mixtures and powders were also blown onto walls through reed like tubes using the mouth this is very interesting as blow pens are a thing in this current age these are used by putting a pen on a tube and blowing the other end of the tube leaving a spray effect this could be something to look at through my project as well as experimenting with charcoal to either block out large areas or write the names of locations. there is a very interesting cave painting that uses this blow technique these painting can be be found in Cueva de las Manos, Argentina theres this one specific section that is reversed hand prints it seems like they have used this blow technique with there hand in front acting like a stencil once the hand is removed you could see the rock beneath.





Ancient art/ mark making the medium used varies from civilisations but most art served a common purpose, and this was to decorate objects like bowls and weapons, display religious imagery. Show social status but most importantly to tell stories. These stories would often be about rulers or gods and goddesses. (3) In ancient Egypt the painter would most likely follow a grid system they would make these grids by soaking cords (string) in red ink stretching it out between 2 bits of wood and snapped against the wall to create perfectly straight line.(5)

In ancient Greece painters used simple outlines drawings they added depth by using cross hatching. Around 500 BCE some painters began filling in the outlines with diluted paint to create more texture.

In the 5th century BCE artist started using thicker lines and shading this helped create the illusion of depth and volume.

### Colours – their source and meaning

- **White** was made from calcium carbonate (lime) or calcium sulphate (gypsum) and equalled purity. Calcite (also called Egyptian alabaster) was also used.
- **Yellow** was made from ochre while a bright, golden yellow was made from orpiment. Pale yellow was made from jarosite. Yellow was used to depict female flesh while golden yellow and gold itself was used to represent the sun and flesh of gods, particularly Re the sun god. Gold was considered a divine metal because it never tarnished.
- **Silver** was very rare in Egypt - It could be even more precious than gold. It was thought to be what the gods' bones were made from.
- **Blue** was made with azurite (copper carbonate) and represented the heavens, vegetation, youth, water and the Nile River. The colour known as Egyptian blue was made from heating quartz, ground malachite and calcium carbonate together. The finer the grain, the paler the blue.
- **Green** was created with copper or by grinding up malachite and stood for Osiris, eternal life, prosperity and resurrection. It also represented regeneration and fertility so this colour was sacred to the goddess Hathor and was used to depict the flesh of Nephthys - the goddess of rebirth.
- **Red** was made with ochre, just like yellow. Ochre gives a range of colours from yellow to red to dark brown, depending on the amount of water used. Iron oxide was also often used. During the New Kingdom, realgar was used for red but it fades to yellow over time. Red was used to paint male skin tones. It also represented the sun, evil, power, blood and life force.
- **Black** was made from soot or charcoal and signified Egypt's ancient name 'Kemet' or 'black land' and the silt-fed soil around the Nile. Black was also used to denote the underworld and Osiris.

## Medieval period

Illuminated manuscripts are handwritten books with painted decoration the pages are generally made from animal skin before painting the layout of the manuscript was planned carefully making sure they knew where the text would go where the illustrations would go and where the decorative element for each page would be. Lead point ruling lines were often used on the pages to guide placement and text this is like how the ancient Egyptians did their large painting. It seems like a grid could be a good thing to implement and drawing it yourself would take inspiration from these eras of history.

The illustration and decoration of the manuscripts would often be done by skilled artists it was uncommon for a manuscript to be full done by an individual it was often a collaboration the artists used the guides as well as ink to outline the designs they wished to use and fill these outlines with bright vibrant colours. Sometimes precious metals would be added to the manuscript to highlight certain areas. Gold leaf was sometimes used and the way they applied it was making a glue-like substance with chalk called bole and this was applied to areas where they wished to have the gold leaf. They then carefully applied the gold leaf and gently pressed down once the leaf was secure excess gold was gently brushed away leaving the gold leaf in place.

What was their technique? Artists mixed their own paints using natural pigments ground up lapis lazuli, vermilion or malachite to form a powder they would then also add a binding agent this was most commonly egg-yolk.

<https://www.vincentmatthewsart.co.uk/journal/mark-making#>

<https://www.theartstory.org/movement/cave-art/>

<https://www.invaluable.com/blog/art-history-timeline/>

<https://www.theartstory.org/movement/cave-art/#:~:text=Paleolithic%20art%20is%20found%20throughout%20the%20world%20and,researched%20and%20well-known%20examples%20have%20come%20from%20Europe.>

<https://australian.museum/learn/cultures/international-collection/ancient-egyptian/the-painter-in-ancient-egypt/>

<http://www.visual-arts-cork.com/antiquity/greek-painting-classical-period.htm>

<https://www.nga.gov/conservation/paper/manuscript-project.html>

<https://blogs.bl.uk/digitisedmanuscripts/2017/09/a-rough-guide-to-making-a-medieval-manuscript.html>

<https://www.medievalchronicles.com/medieval-art/shimmering-artistry-the-intricate-process-of-creating-illuminated-manuscripts/#:~:text=One%20of%20the%20defining%20features%20of%20illuminated%20manuscripts,yolk%20or%20gum%20Arabic%2C%20to%20create%20vibrant%20paint.>

My dad and I often watched the car program Top Gear growing up. My favourites were always the episodes where they would go on a journey somewhere like Asia, driving normal cars through unfamiliar areas, whilst attempting fun challenges on the way. These youtubers Will and Edwin have a similar energy to Top Gear so as research I watched all their videos. When I found the video titled 'Never buy a car from Birmingham' I had to watch it. Especially after all the problems that my friend had encountered with his car.

"Never Buy a Car From This City"

At the start of the video, they say that they can't leave until they buy a car.

Some information that has been brought to my attention while watching this video is that if you google 'never buy,' it will auto-fill with a car from Birmingham.

This video came out on March 15th.

They have taken a train to Birmingham, and their videographer has offered to drive them around.

They need a car that can tow.

They drove into a rough area, driving past a tire pile and a bathtub with bin bags in it. There's lots of trucks on bricks.

They ended up waiting about an hour, and one colleague came out and said it's sold and he's not there.

They got let down.

They head to look at another Range Rover.

Waiting an hour at the other dealer who has the keys. Coming up to 5 pm still not looking at the car.

Problems:

Smoked indicator

LED lights

Lots of scratches

The car shouldn't open with a physical key; it should open with a button

Has a bunch of keys; some unlock and some don't; some start it, some don't

Different color quarter panel

Luckily no rust

Has a towbar

Comes with a private plate

Split tailgate easy to film

Tinted glass hard to film

Air suspension all around; you can fit a fist on one side but less of a fist on the other side, relatively level

Nice interior

Sunroof that works

80k miles

Lights on the dash; engine light doesn't come on

Cruise control is broke

Parking sensors don't work

Doesn't get up to temperature

Contains venture cam

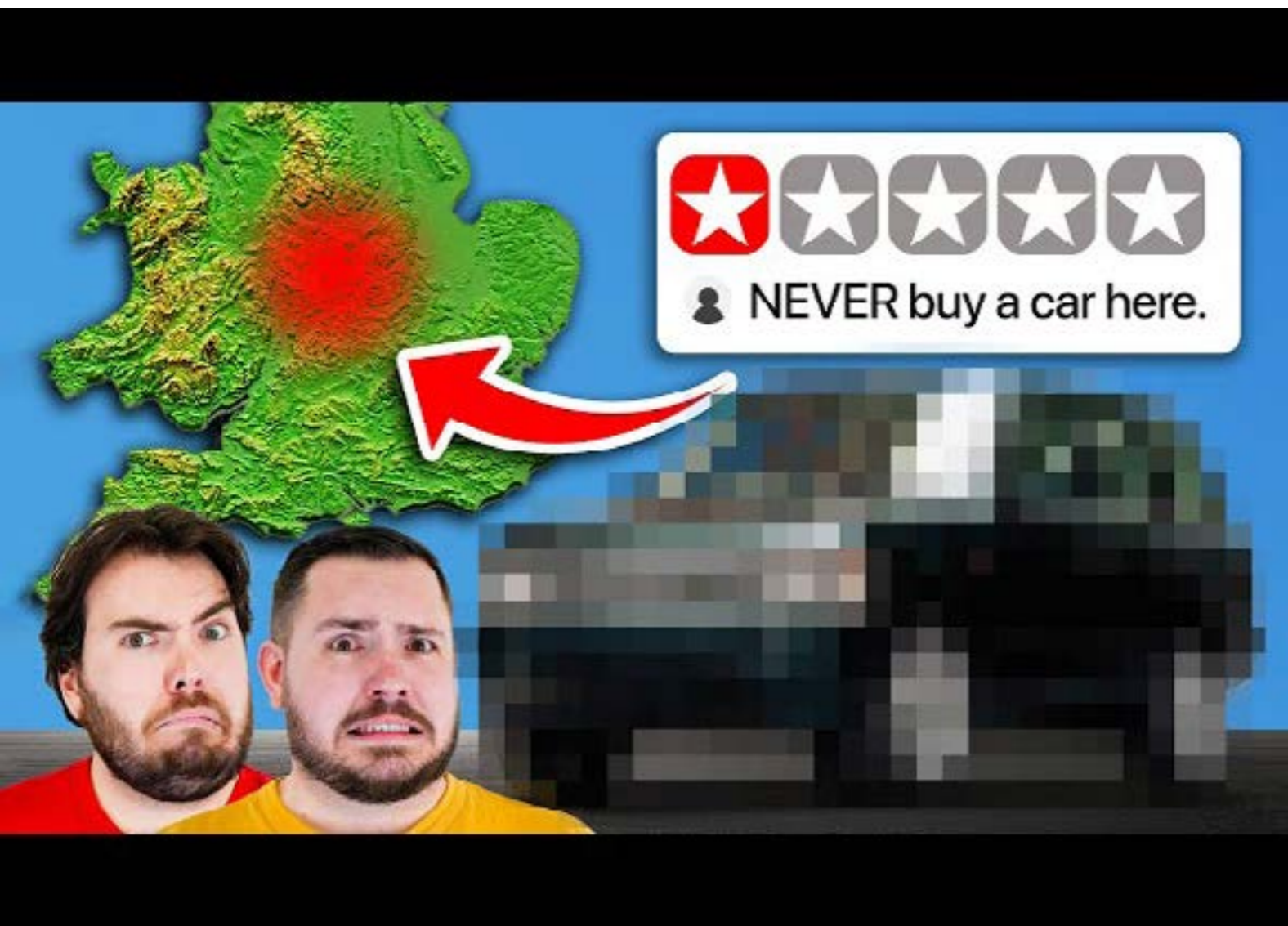
£4200 car

Judders a bit

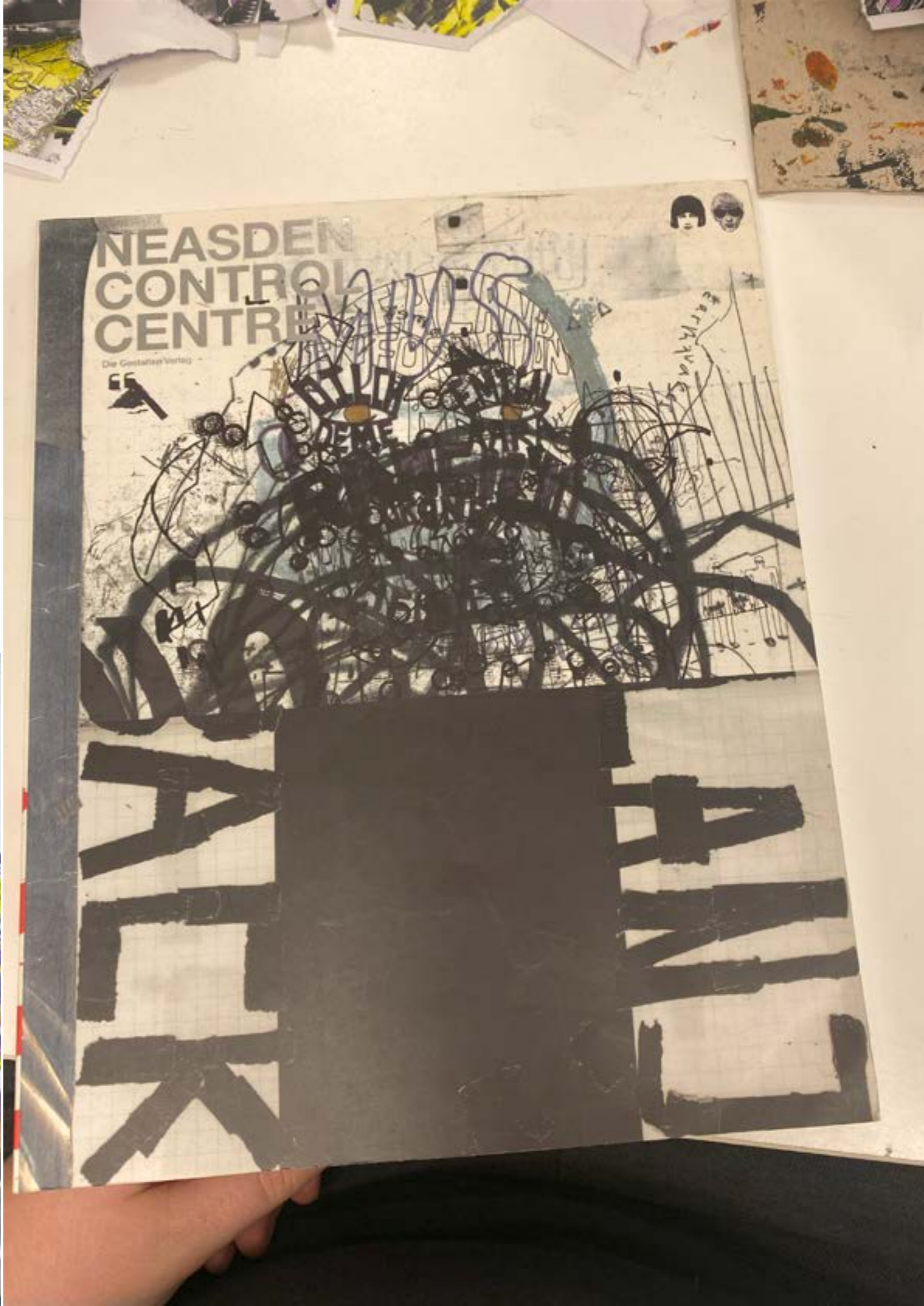
Can buy working cars from Birmingham

They then go to a museum to look for the Range Rover's ancestor.

I've corrected spelling errors, added punctuation, and organized the text into paragraphs for better readability. Let me know if you need further adjustments!

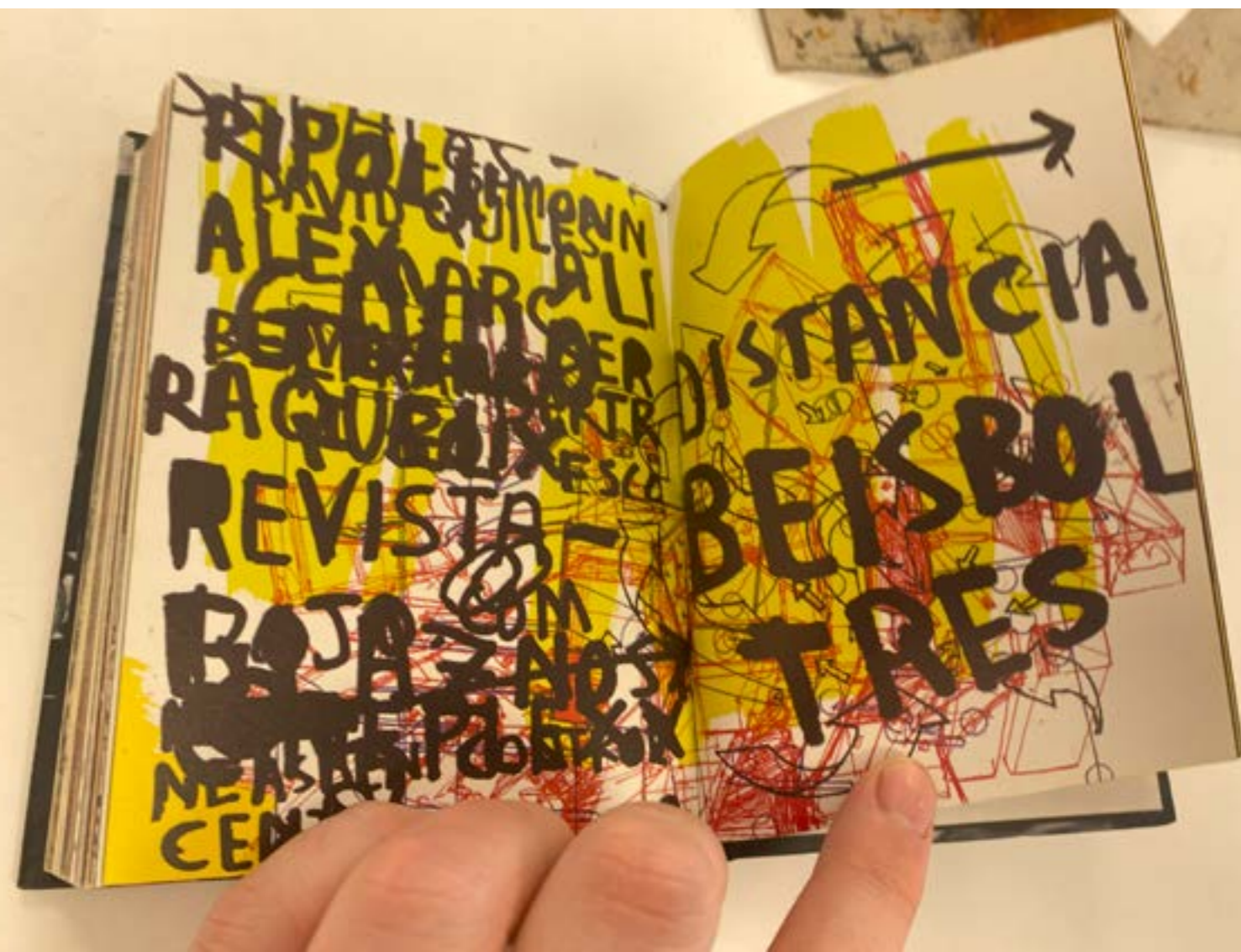
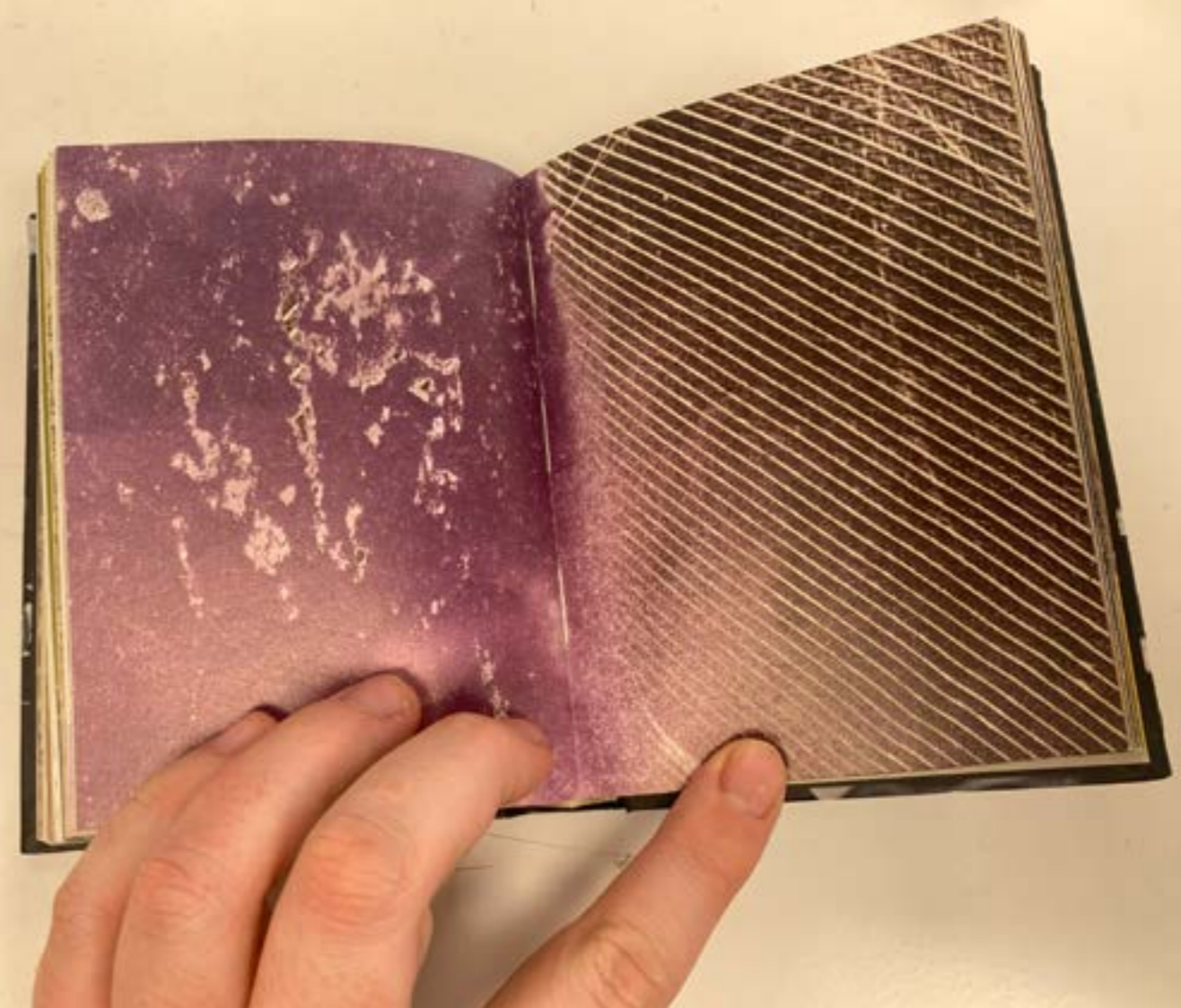


The following images are of pages from a Neasden control centre book. These pages are visually interesting having a collage feel to them. These pages look like they have layered images on top of each other, similar to how my Cadbury book looks. However, the pages seem very chaotic and seem to not align to a grid which is an element that directly links to my project.



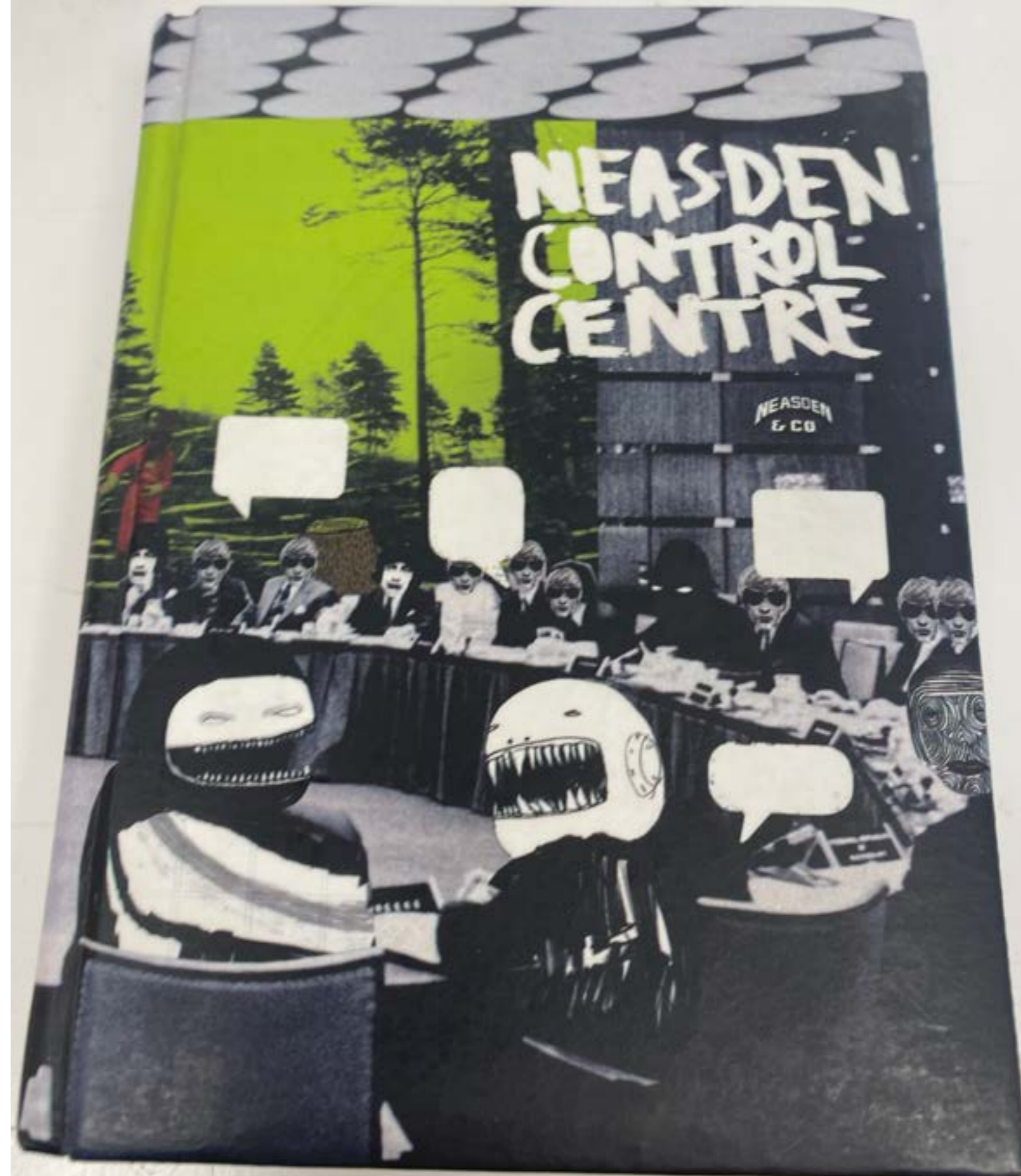


Looking through a Neasden Control Centre book I have found a few pages that I really like and that resonate with my project. The image on the right feels similar to some of the collaging that I have been doing with the Cadbury wrappers. This can also be seen in the bottom right image; however, this image uses lots of colour and is a bit more chaotic than the other one with images overlaying each other adding to the chaos. Finally, the image below is very interesting and has given me the idea to write bold words that represent certain parts of the journey for example 'CHOCOLATE' to represent Cadbury World.

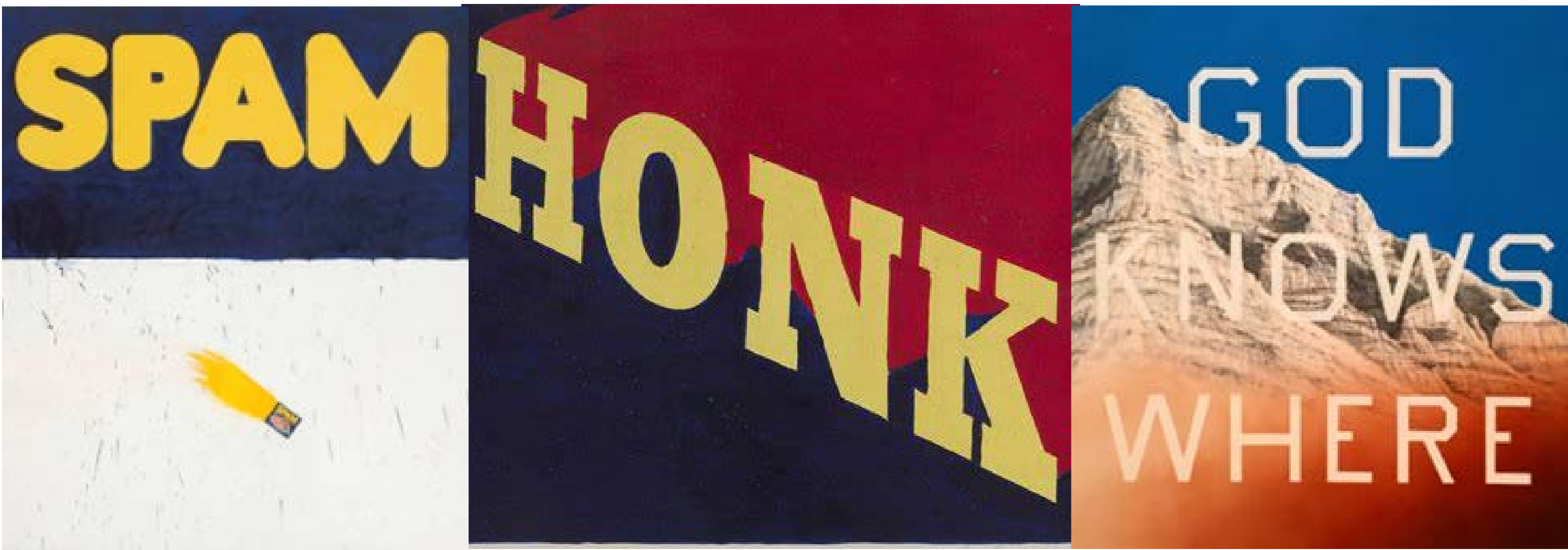


## Neasden control centre books

On their website it reads 'NCC's work transcends traditional boundaries' and as my brief focuses on chaos it may also be seen as untraditional. After having a look at a couple of their books I was visually engaged, and this is what I want to achieve there was a few pages that I have taken some inspiration from and want to use to help aid my work. Its visually engaging because of how chaotic it is presented something new and quirky on each page with each page having something interesting such as a page that is only orange but then you have pages covered in type all overlaid making it impossible to read.



Ed Ruscha is an American artist known for his bold letters and type plastering over an image. Born in 1937 in Nebraska, he later moved to LA where he began his career as an artist. The reason I chose Ed Ruscha is because he overlays images with big bold type, and I thought that this would be a good idea for my project overlaying words such as 'petrol' 'problem 1' 'stain' 'traffic' 'cars' using these words in conjunction with images under the words to really emphasize what is going on in this journey further adding to the narrative. For example, a piece of work that represents the journey could be an image of a car with an overlay of the route taken with a number whether that be the number of miles driven or the time taken. Another piece could be a screen-printed image of the car bought with the price overlaid on top. These are just some examples of how I could use big bold type over the top of some artwork.





Here are some first-hand images of the trip to Cadbury World. These images will most likely be manipulated and used in the creation of a book.



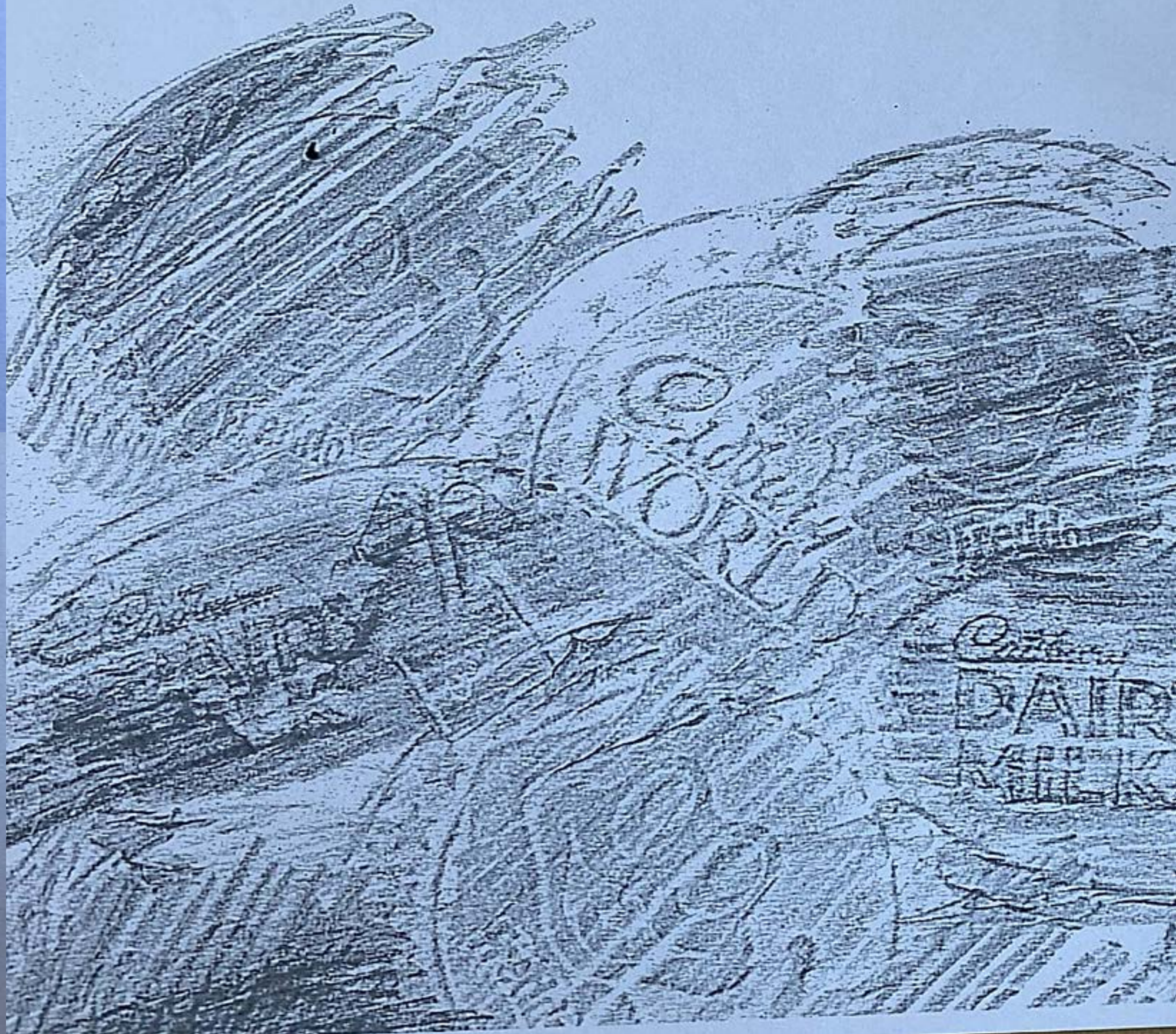
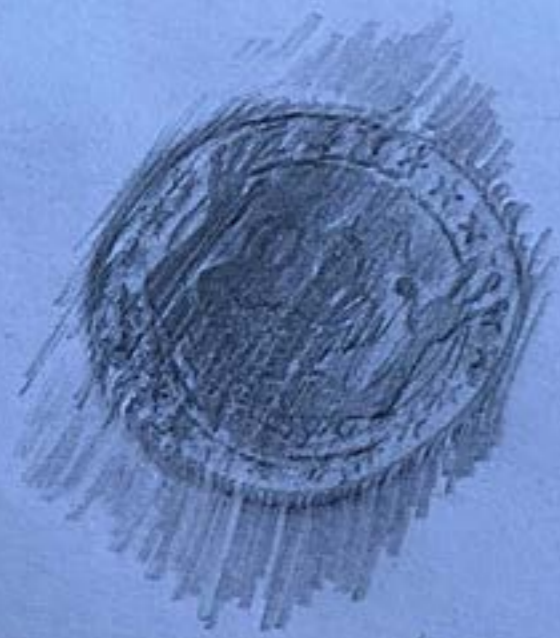


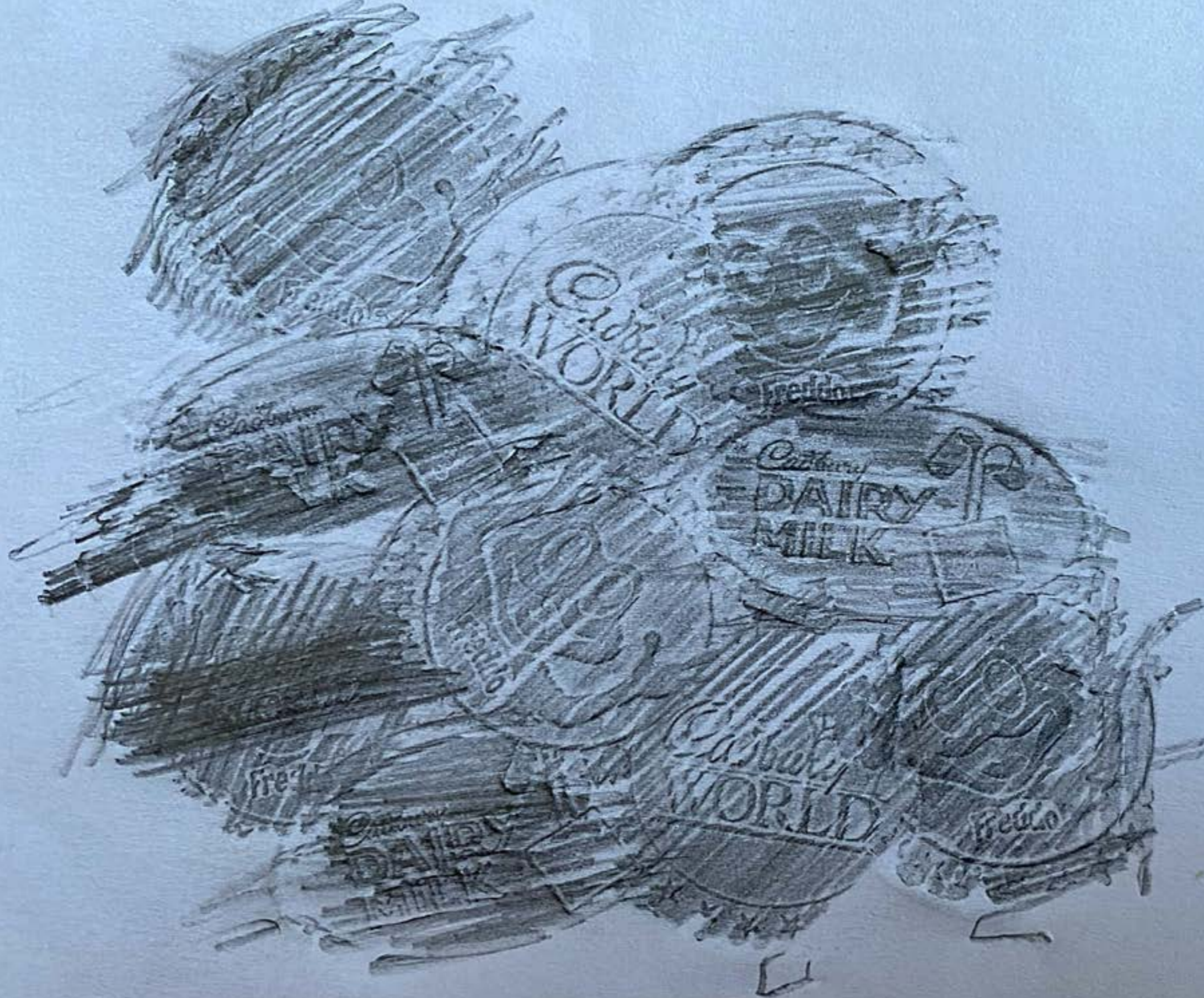
During the trip to Cadbury World, I purchased some souvenirs, that I thought might make interesting rubbings

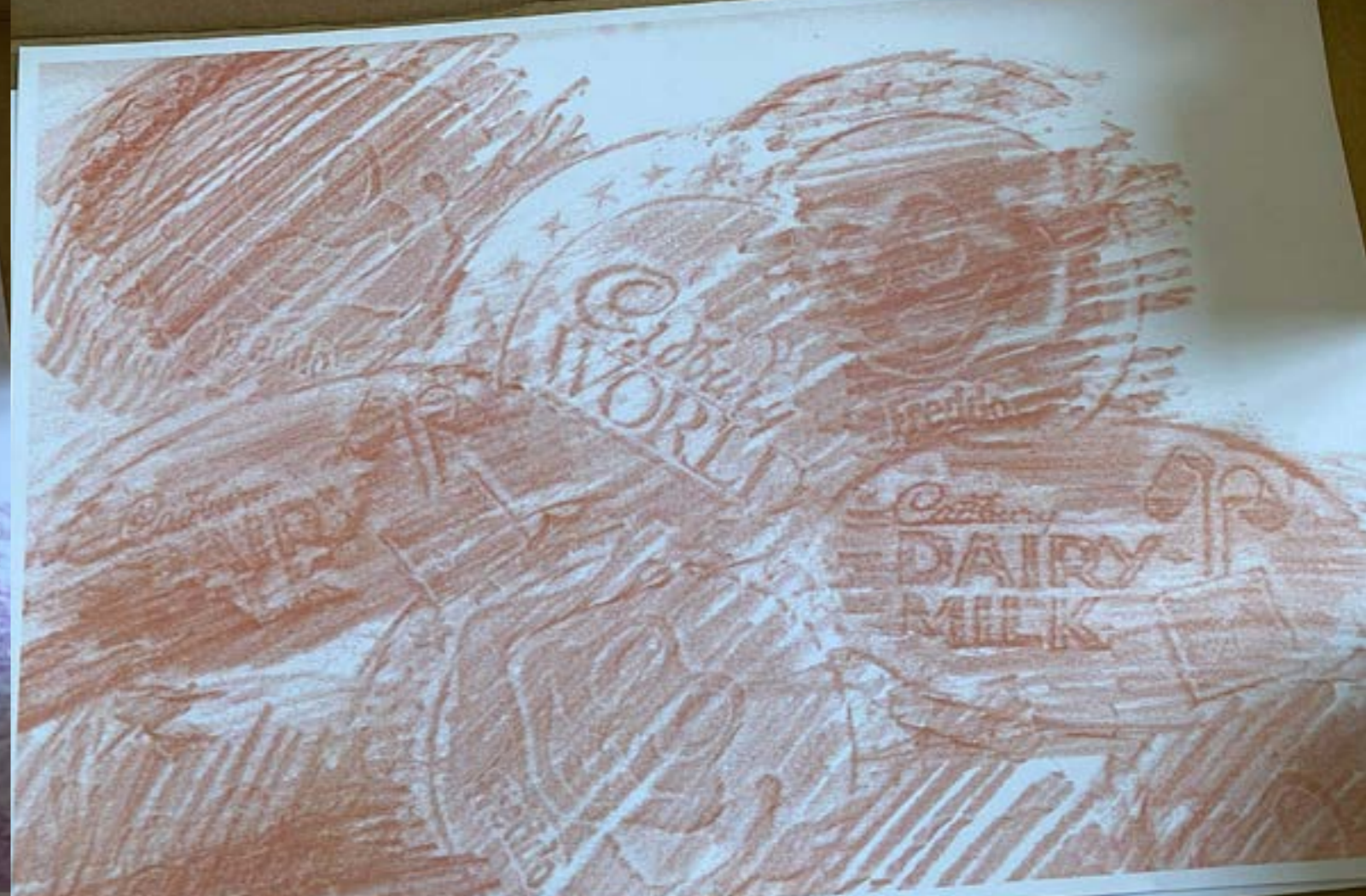
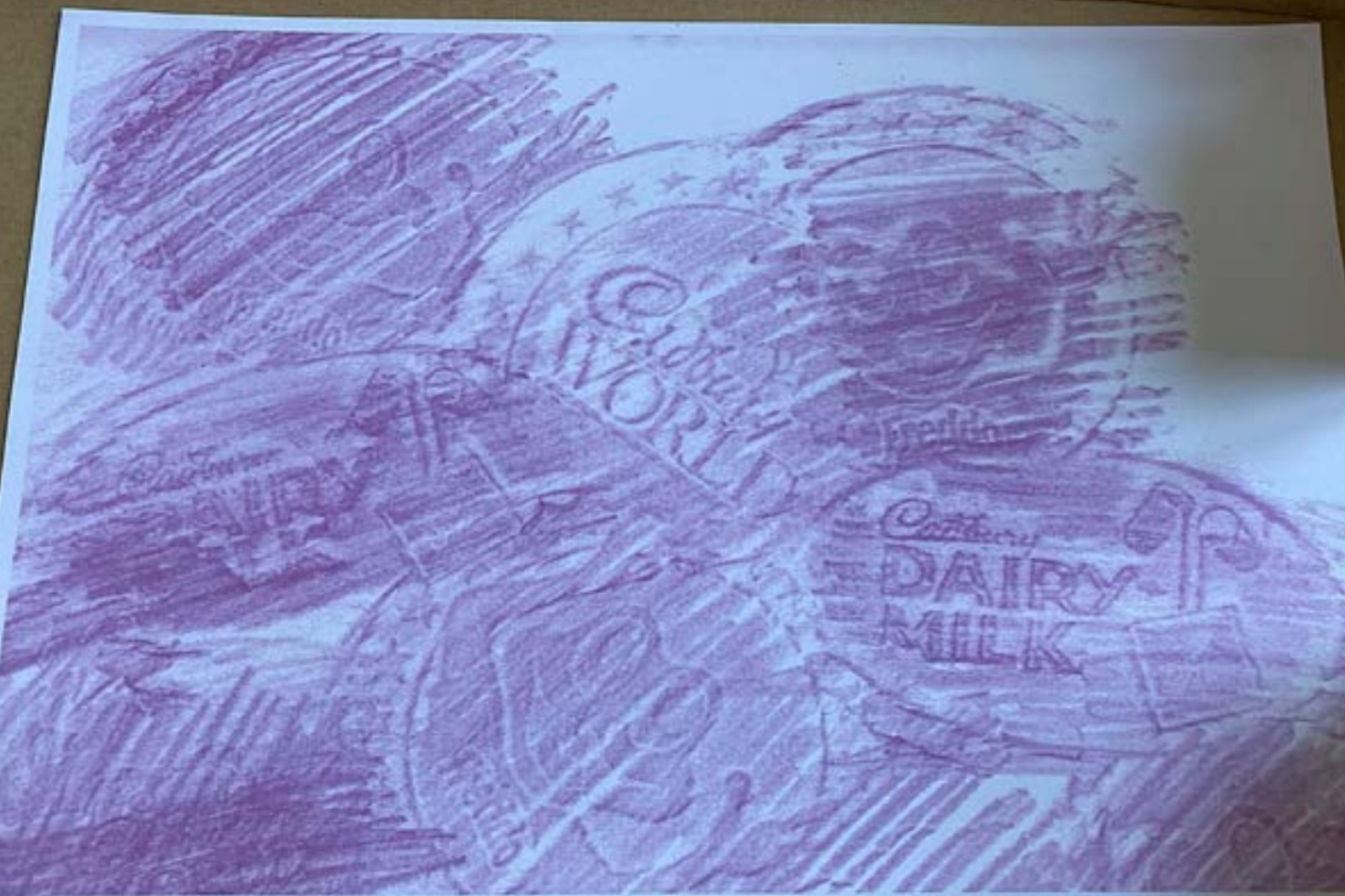
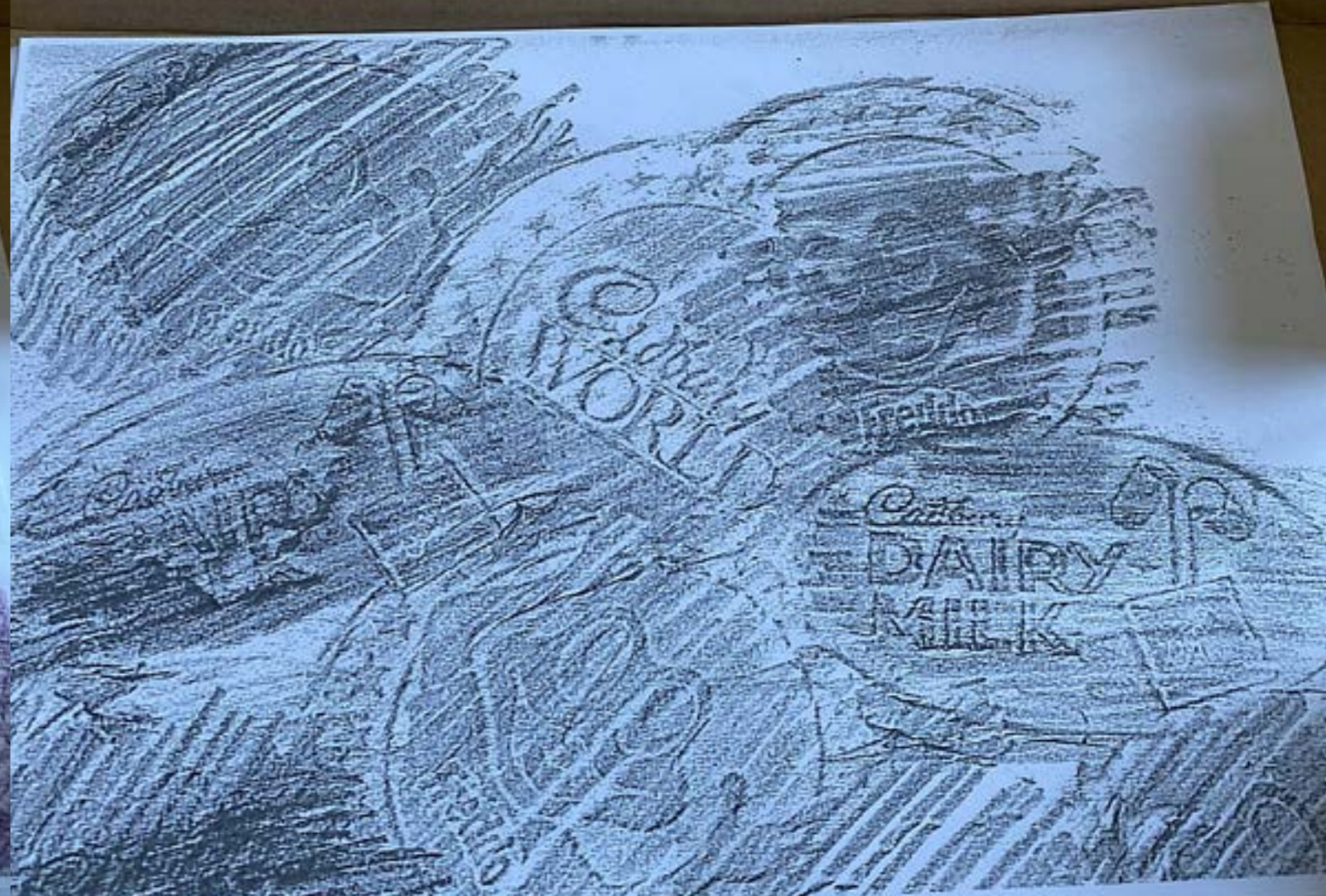


Using the souvenirs bought at Cadbury I scanned and manipulated them changing the size and colour. This experiment didn't have the best outcome. I then took some rubbings of the coin and enlarged them and changed colour and they came out a bit better, but I probably won't use them for anything in the final project, but it was a good experiment.







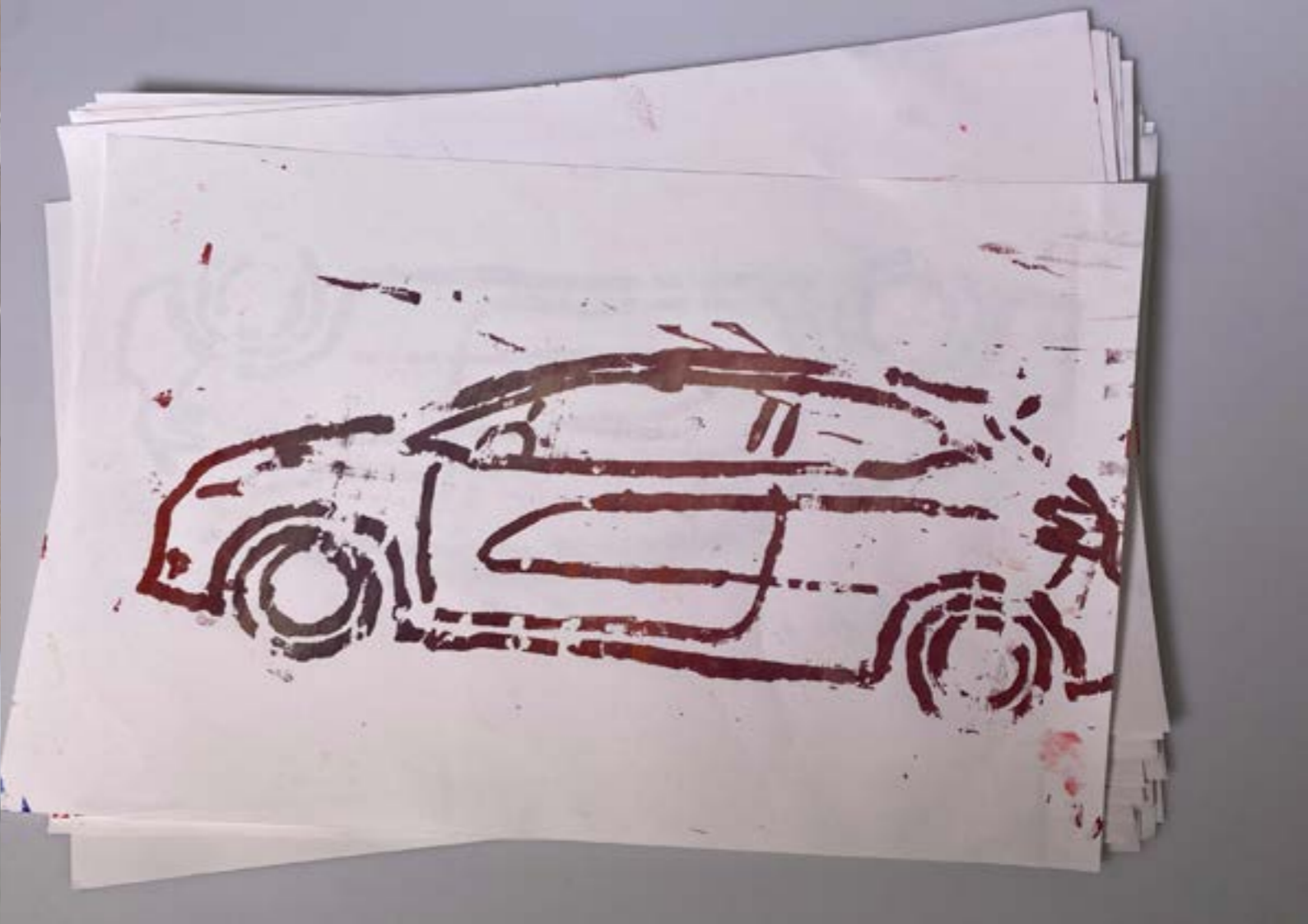


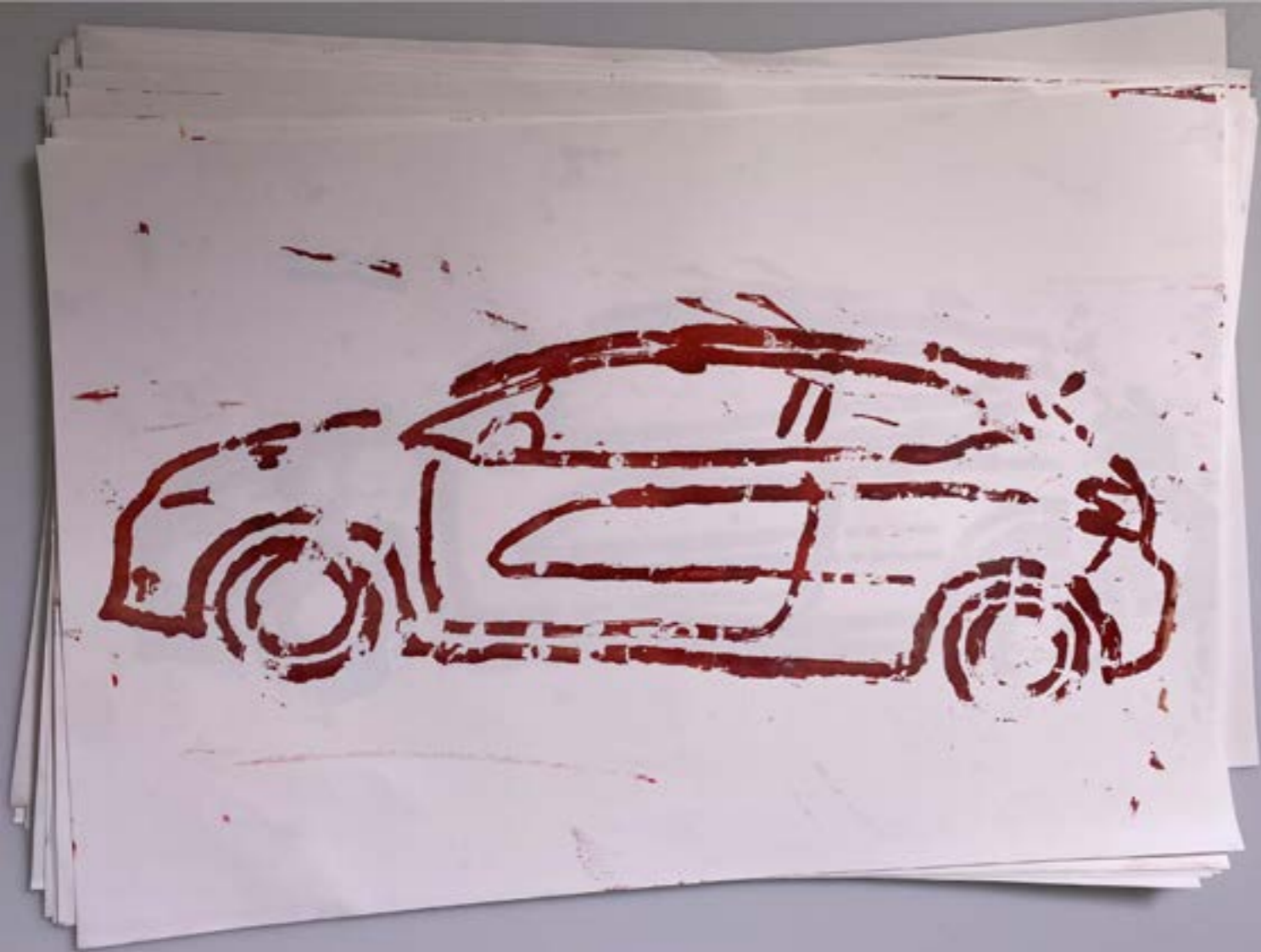
I wanted to incorporate screen printing in this project as it provides recognised method of mark making. I was approached by a member of staff, Honor who was delivering an alternative printing workshop to animation students, and she invited me to take part. To practice this alternative method of screen printing, I needed to source a black and white image to use for a screen print. I found a simple black and white graphic of the car we had purchased. Using this image, I traced the outline using a paint brush and a blue liquid that temporarily blocked the screen. Once the blue liquid dried, I applied a red paste that blocked the rest of the screen out. Once fully dried I was able to wash the blue substance out leaving a gap in the screen where I traced the image. The screen was now ready to use for printing. I was able to experiment with a range of different colours. This form of printing was very interesting, but I found that it didn't quite have the same effect as traditional screen printing and the prints came out slightly messy. I probably wouldn't use this method of printing again as I could probably make a cleaner version using the Cricut machine.

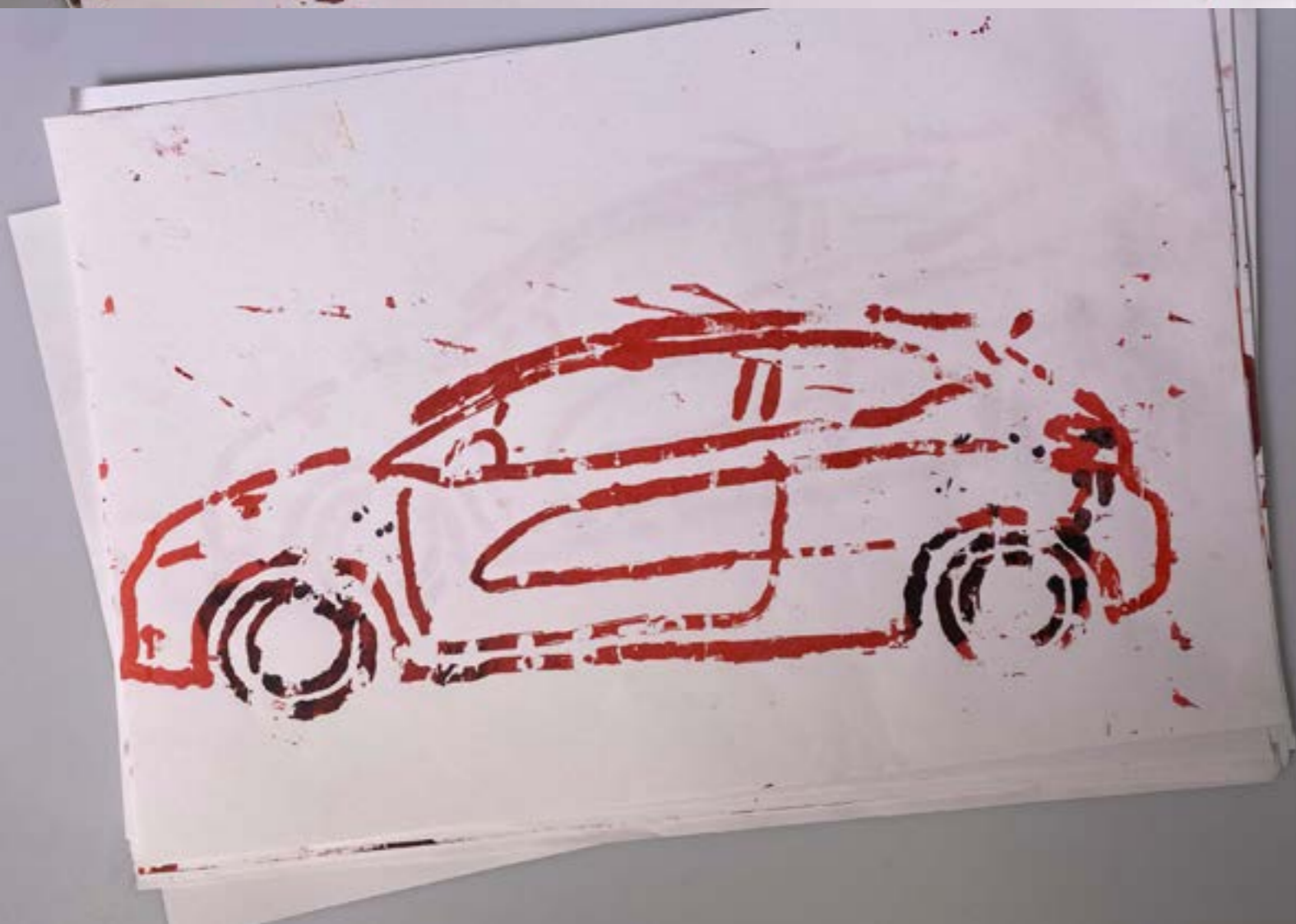
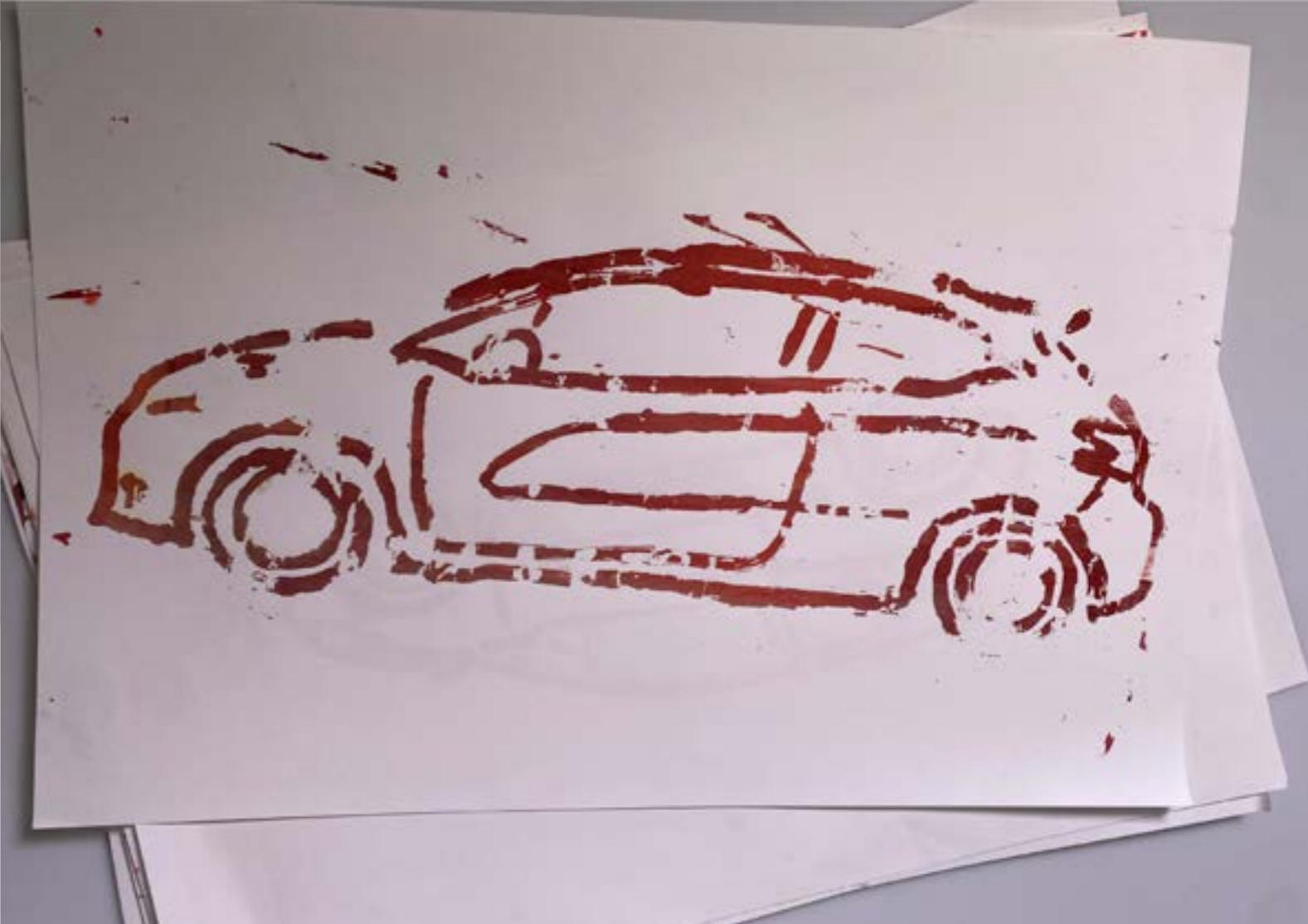
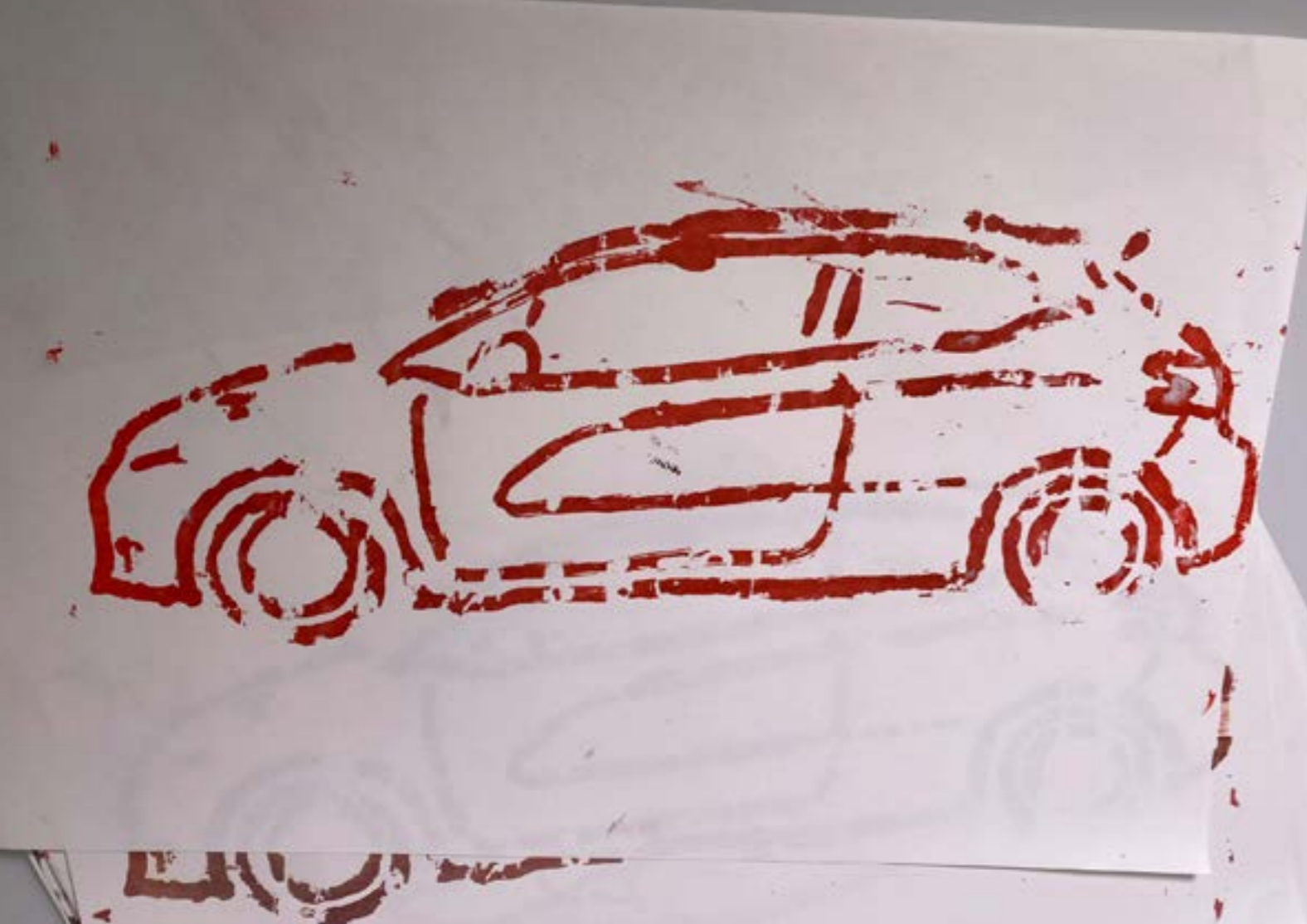


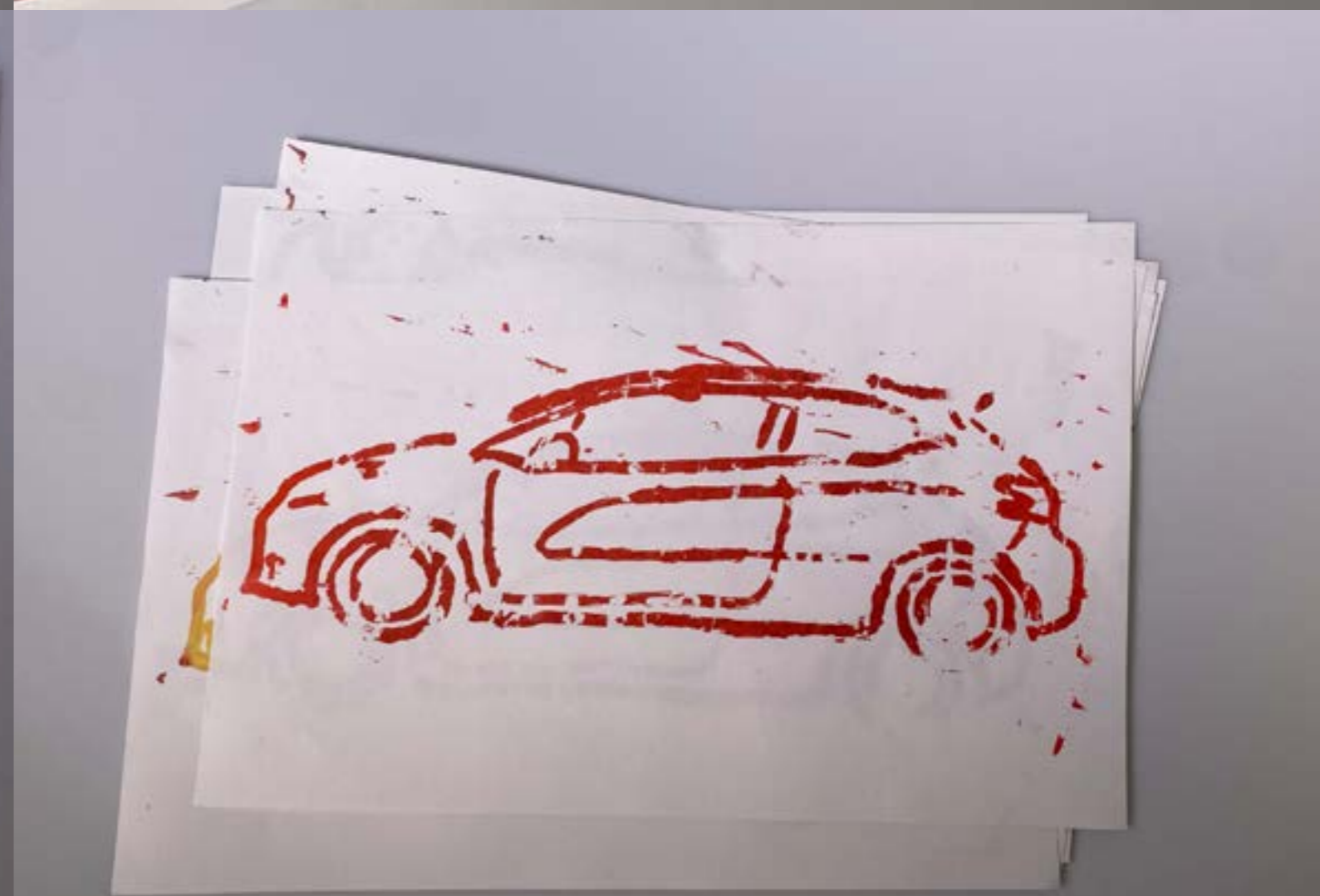


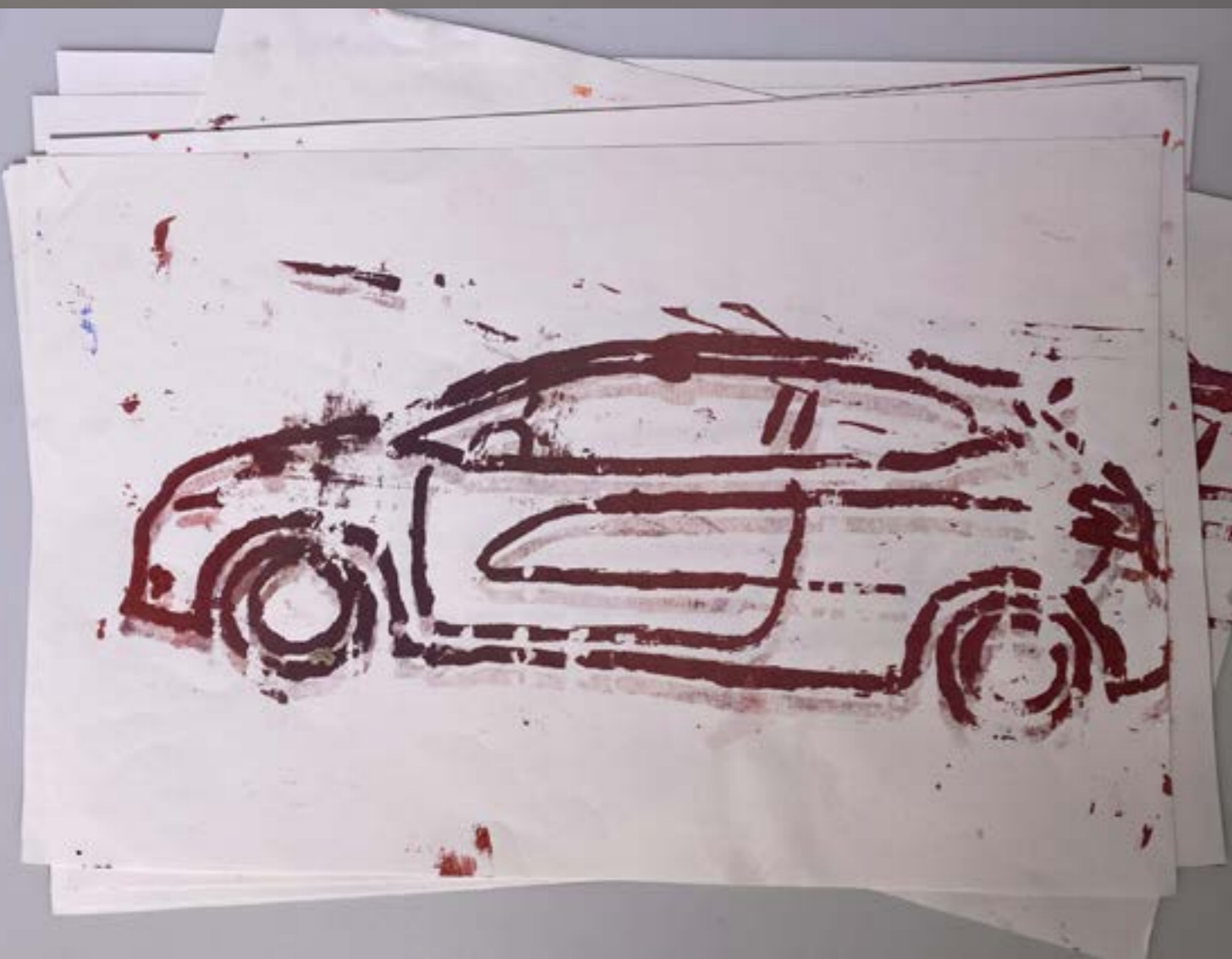
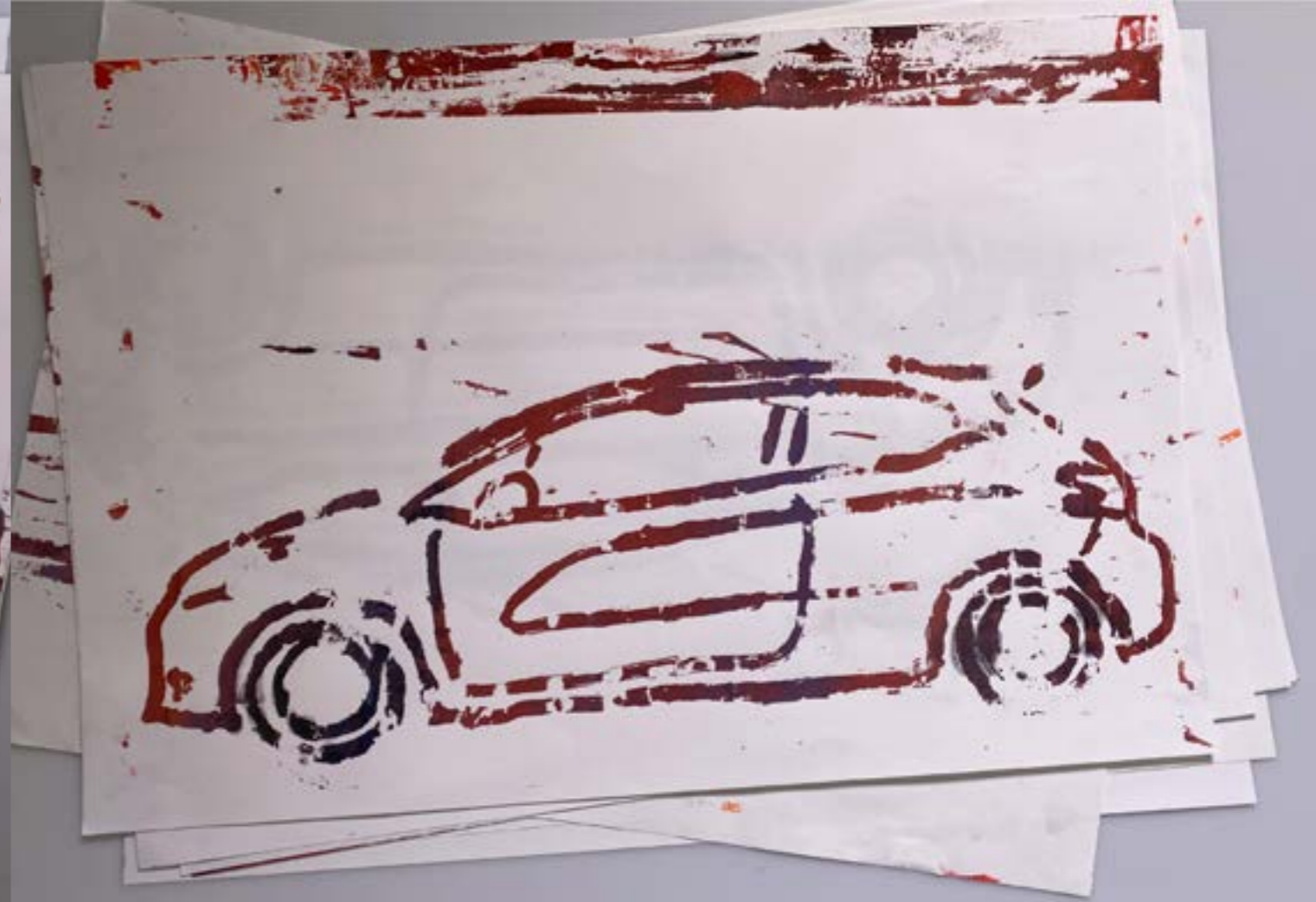


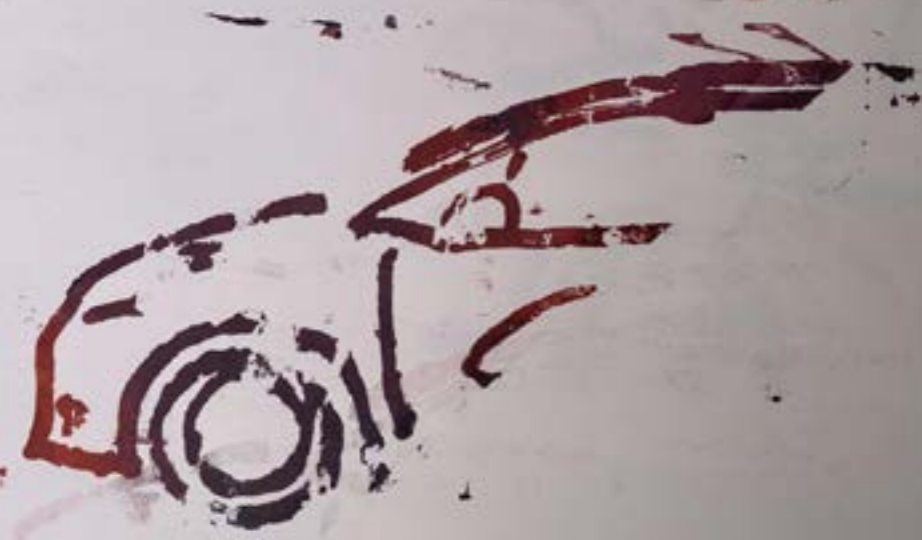








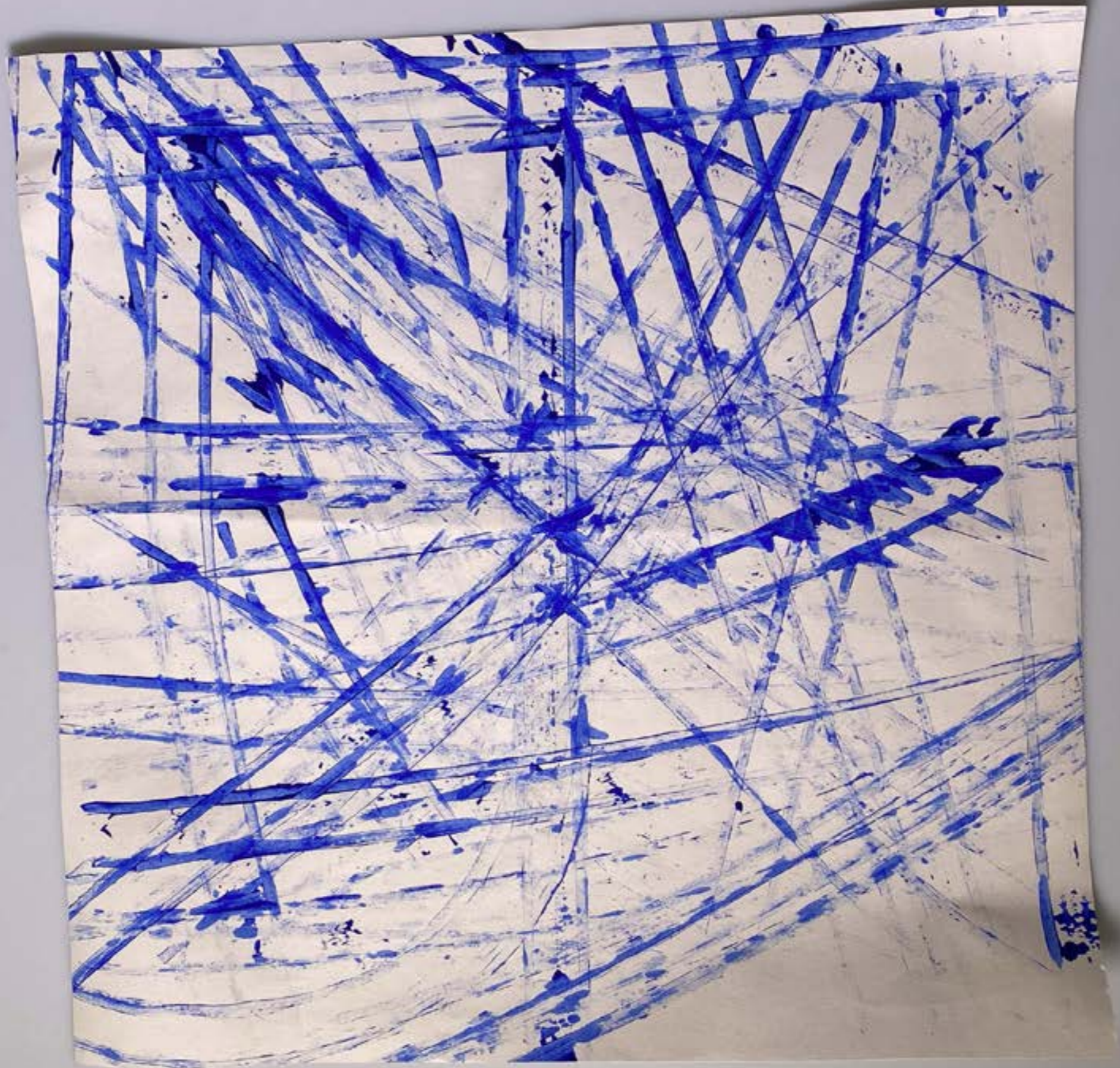




I wanted to experiment with unorthodox mark making techniques. I purchased a small toy car, filled a tub with paint, inked up the wheels of the car then I drove it on the page creating lines on the page that are tyre tread like. These marks symbolise driving and traveling. After looking at the Neasden Control Centre books I believe that these marks would be good to layer on other imagery such as photos or collages. This experiment was fun and went well as it created the desired effect. Some outcomes came out better than others but overall, I am happy with the final outcomes.







This experimental mark-making process involved using a tyre as a stamp to create prints that symbolise the journey to Birmingham. The process involved sourcing a spare tyre and applying paint to the tread using a sponge, and then pressed to paper to make the prints. Blue and black colours were chosen to represent the car and the tyre, respectively. Despite being an unorthodox technique, the outcome was effective, and the prints produced clean details of the tyre tread.









IMG\_Page\_09



IMG\_Page\_10



IMG\_Page\_11



IMG\_Page\_12



IMG\_Page\_13



IMG\_Page\_14



IMG\_Page\_15



IMG\_Page\_16



IMG\_Page\_17



IMG\_Page\_18



IMG\_Page\_19



IMG\_Page\_20



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IMG\_Page\_41



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IMG\_Page\_49



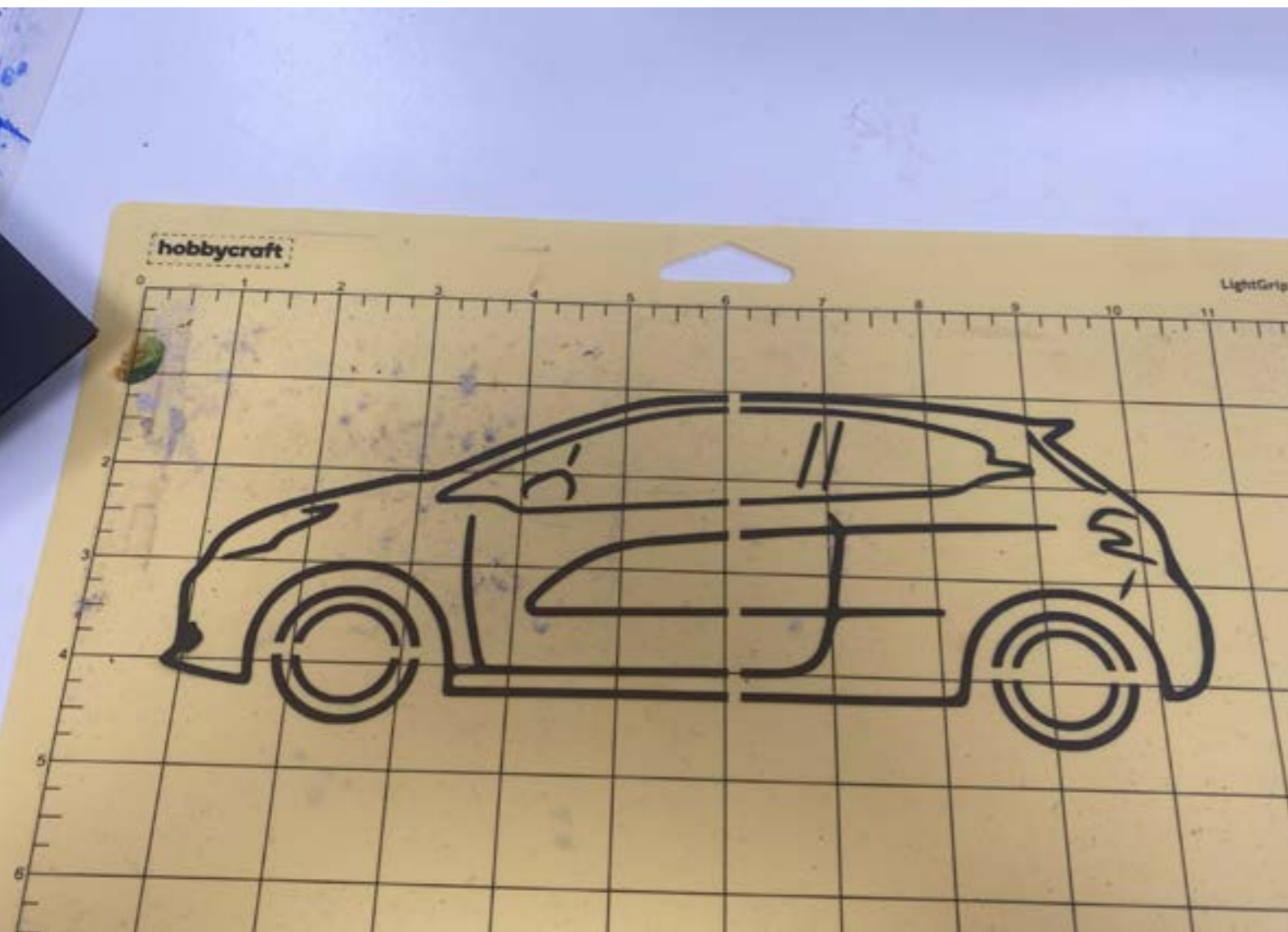
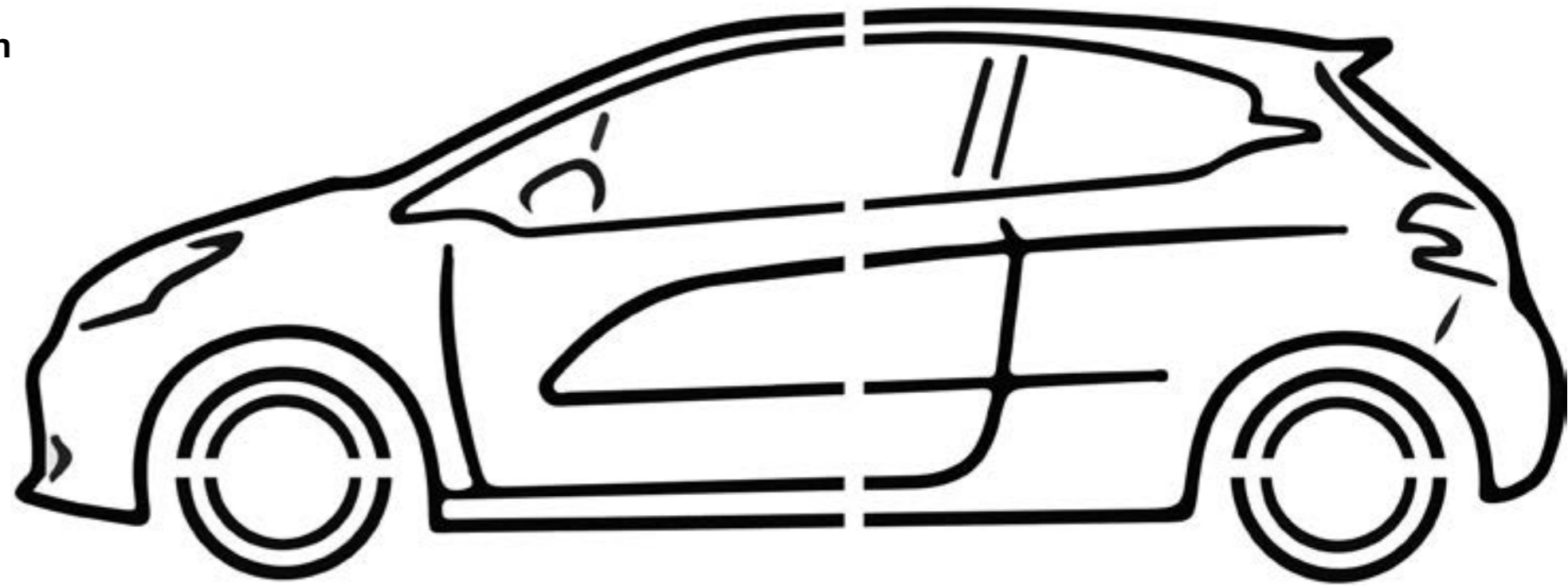
IMG\_Page\_50

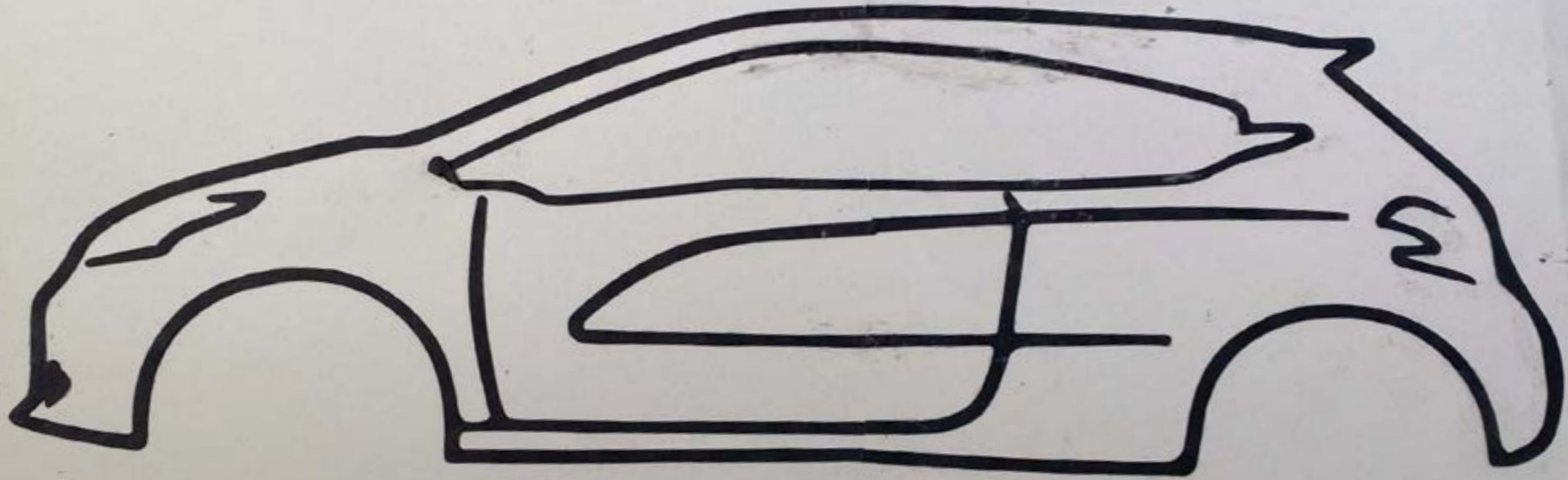


IMG\_Page\_51

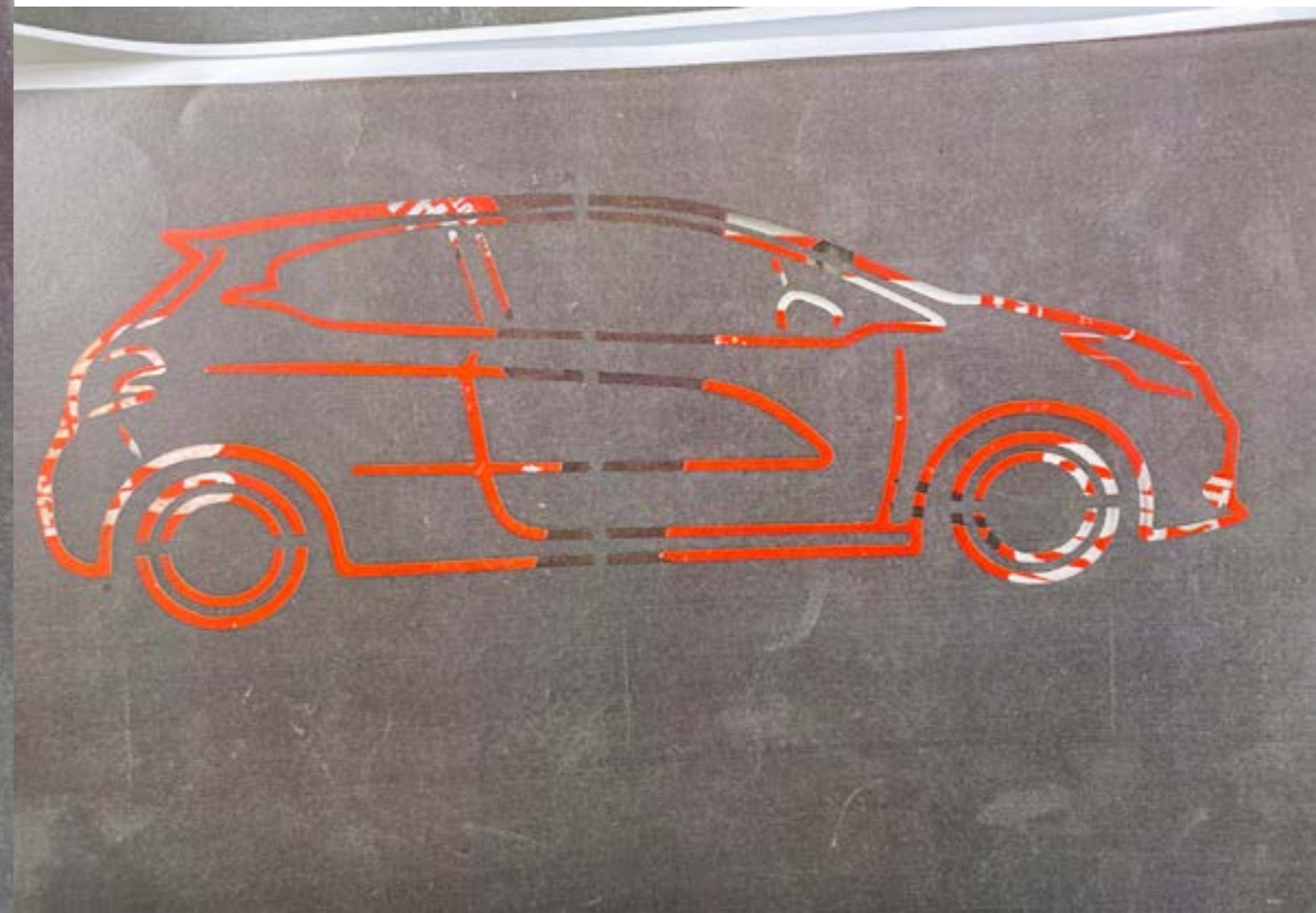
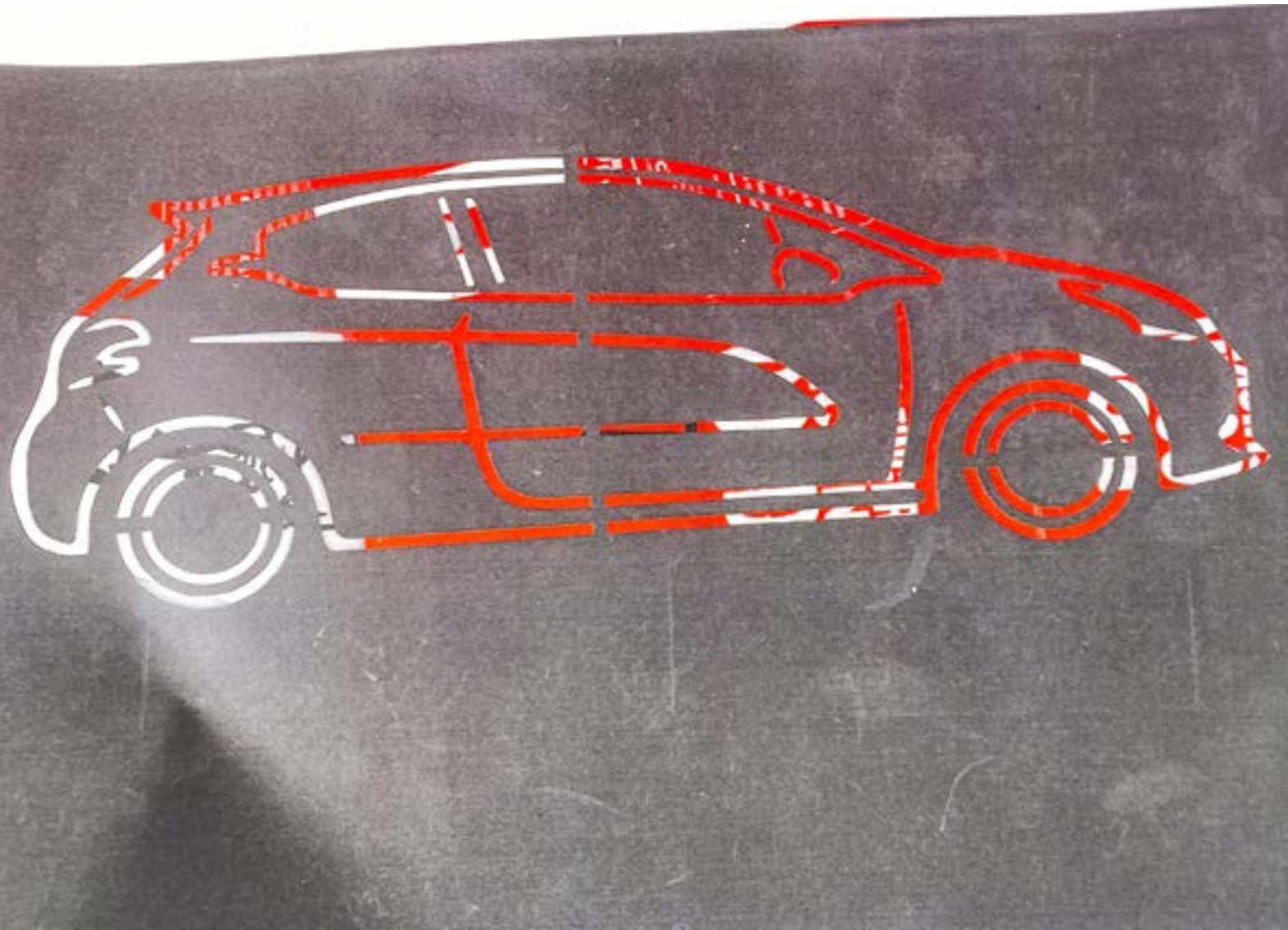
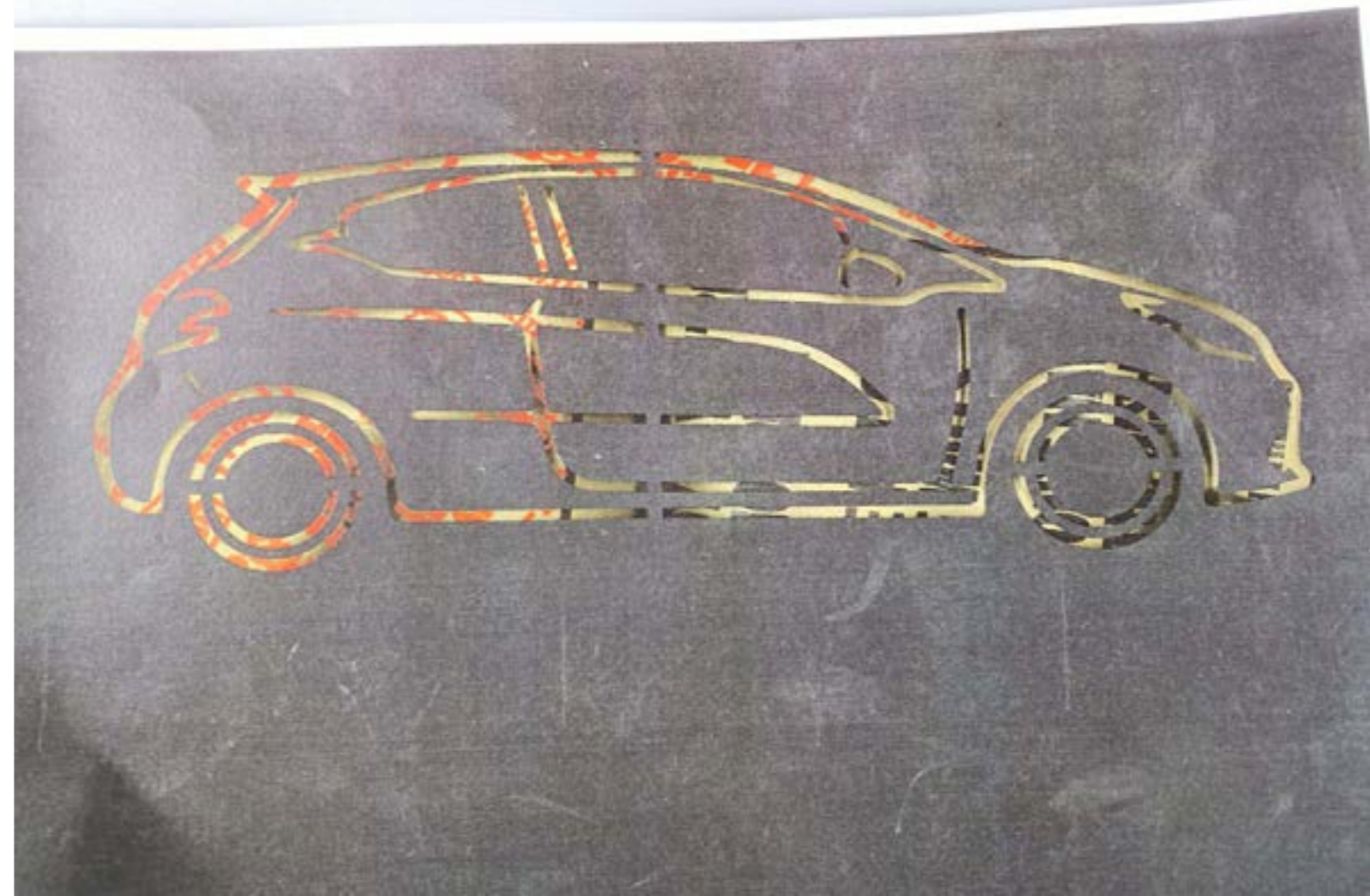
## Using the Cricut Machine to Create Stencil

This process involves using a Cricut machine to create a stencil for the car design. Initially, an image is edited in Photoshop to ensure it can be cut in one piece by the Cricut, eliminating the need for transfer tape. The edited image is then cut into a stencil. To create the print, the stencil is used with paint and scrunched-up paper. Any gaps left behind by the cutting process were filled in using a pencil dipped in paint. Additionally, excess materials are utilised to experiment with alternative line art variations.

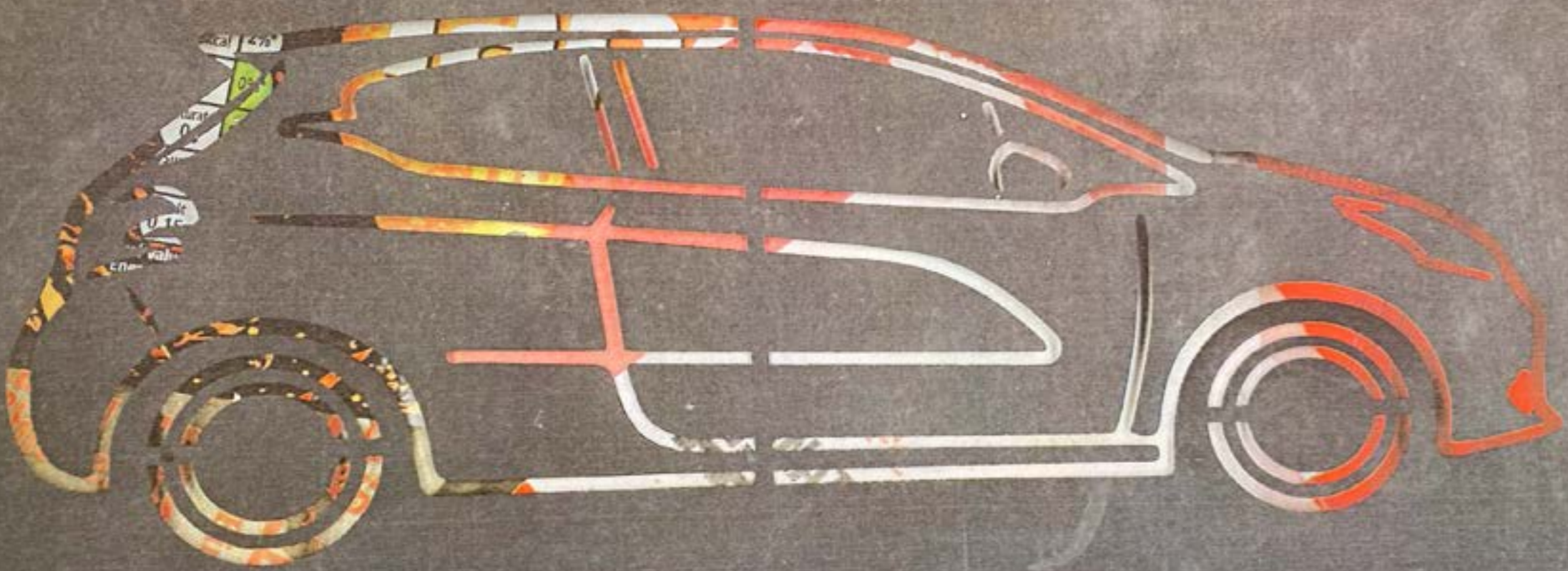




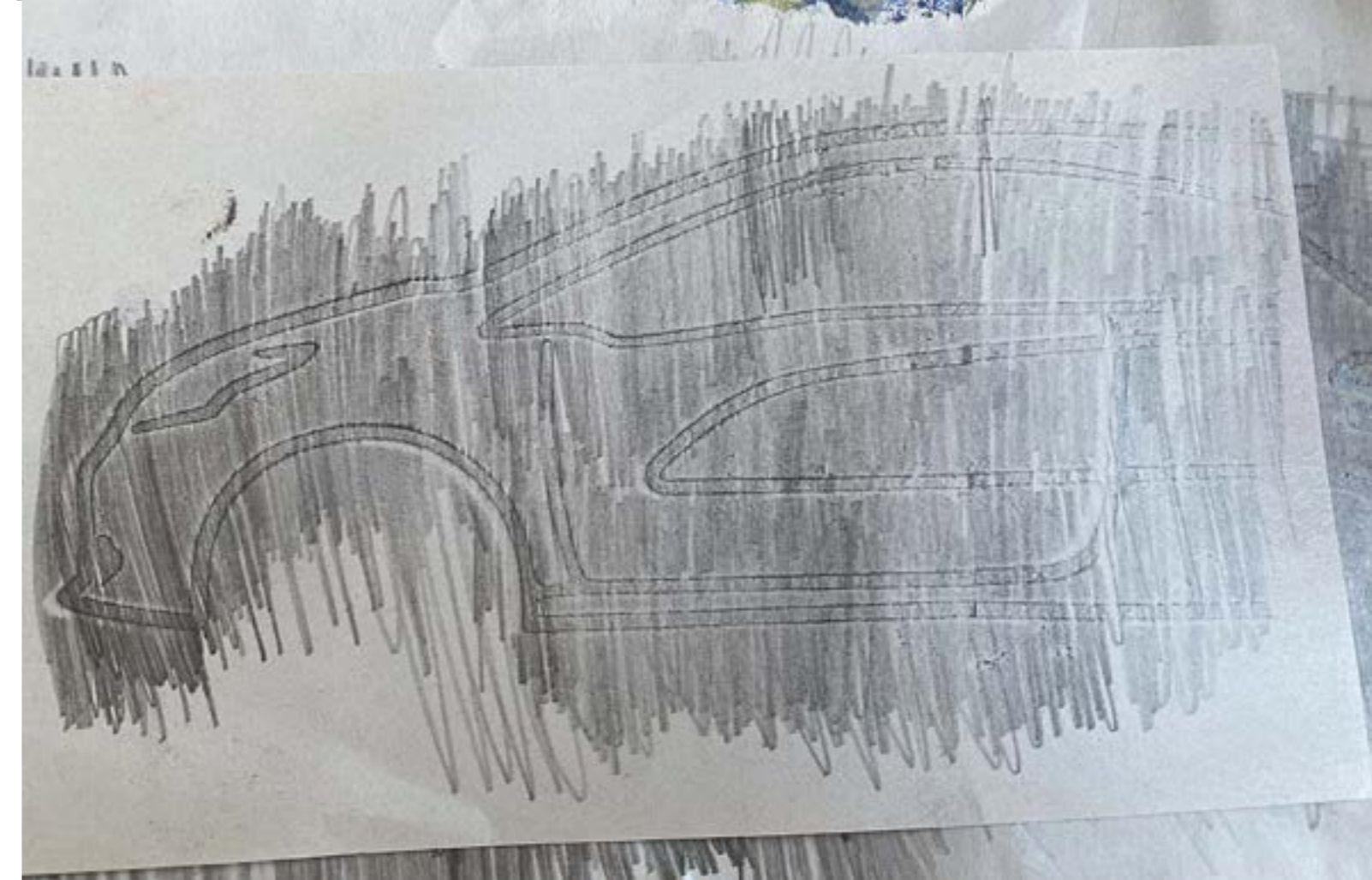
Using the scanner and the left-over material, I placed the stencil down adding KFC packaging in the background to experiment with shapes and colours associated to the KFC brand. This experimentation was successful, as it gave the desired effect, an outline of the purchased car with the packaging of KFC seeping through the stencil







Following a tutorial with Paul, it was suggested that a lower weight (gsm) paper might be a good idea. I experimented with newsprint, but after printing I quickly realised that I would need to use proper printer paper. I placed an order for the paper and between the tutorial and the time it took the paper to arrive, I did some tests with 90 gsm paper one being 25 A4 sheets folded in half and the other being 50 A4 sheets with a cartridge paper front cover. I concluded that this is the format I will be using to form the final book.



Making the stencils for the car was relatively straightforward, however to adhere to Health and safety procedures, the spray painting had to be completed outside of the building so the fumes from the paint could disperse in the air. It was difficult to find a day with ideal weather conditions and as I sprayed the paint onto the paper, the wind caused it to flap around. I added bridges for the two black layers, each having bridges in a different place, so that when overlaid would create a seamless image. Adding registration marks in the corners of each stencil, enabled the layering of each of the colours to be very accurate also as all I had to was line the marks up. Although this experimentation was successful, I feel it could have been more so as it was made more difficult and took longer due to having to spray paint outside and battle the wind as the stencils kept blowing away.







When arriving at the seller's location we were greeted with security cameras pointing at us and signs stating no parking. This was slightly intimidating. My friend called the seller and with no one in sight, he answered and said 'are you in the blue car?'. This confirmed the cameras weren't just for show! So as a form of experimentation, I wanted to spray paint some security cameras to reference this part of the journey. Previously doing spray painting I came across a few problems, such as having to do it outside (weather permitting) and it being very smelly. In my research of the history of mark making I found that some cave art was done by blowing through an ink filled reed onto the wall, similar to blow pens. I purchased some blow pens and experimented with them. The outcomes were very successful as the blow pens lightly covered the surface making the stencils easy to reuse unlike spray painting where the stencils get caked in a thick layer of paint. The only drawback with the blow pens was that it made me a little lightheaded after constantly blowing for a long period of time.





**CCTV**

**in operation**







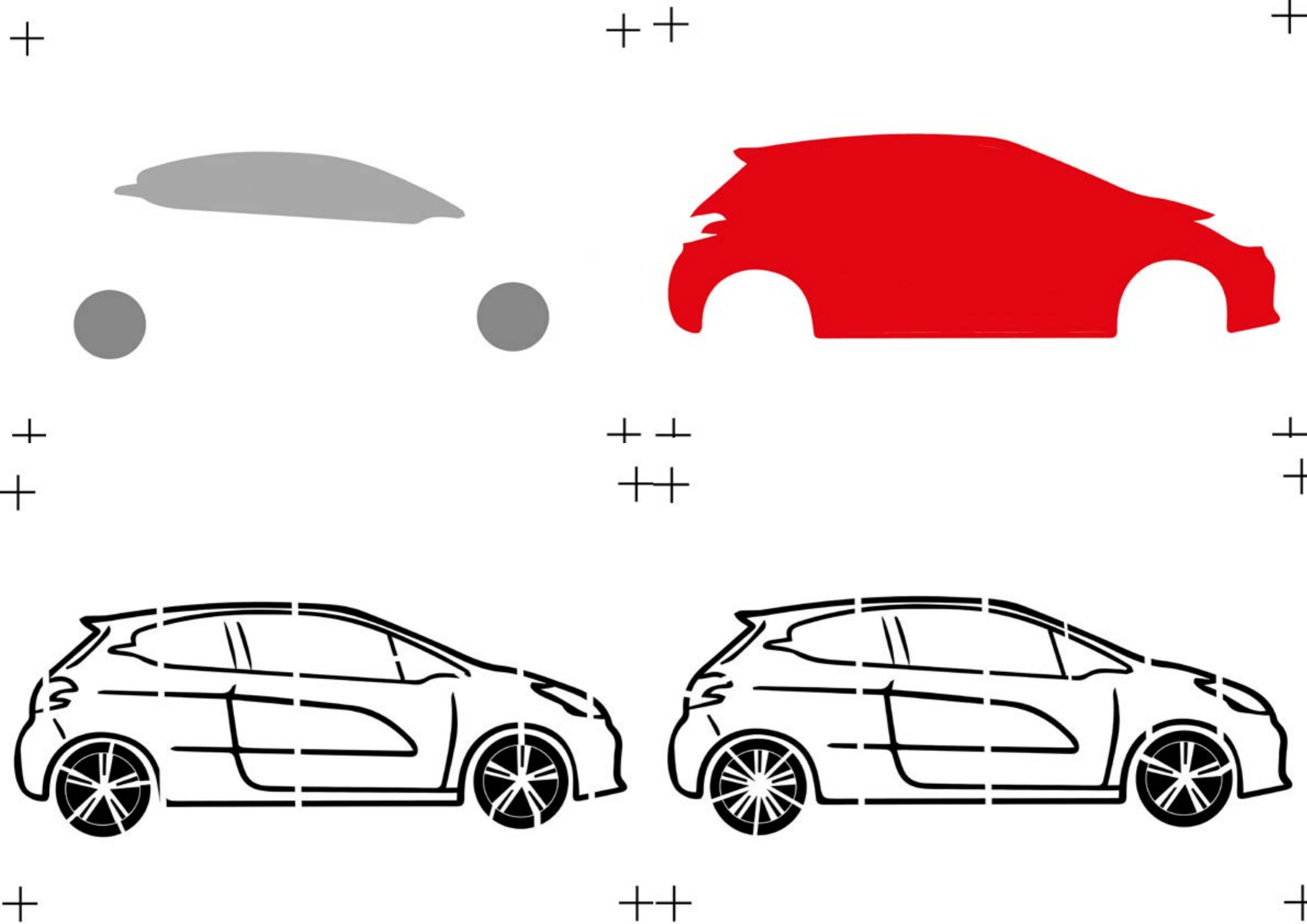




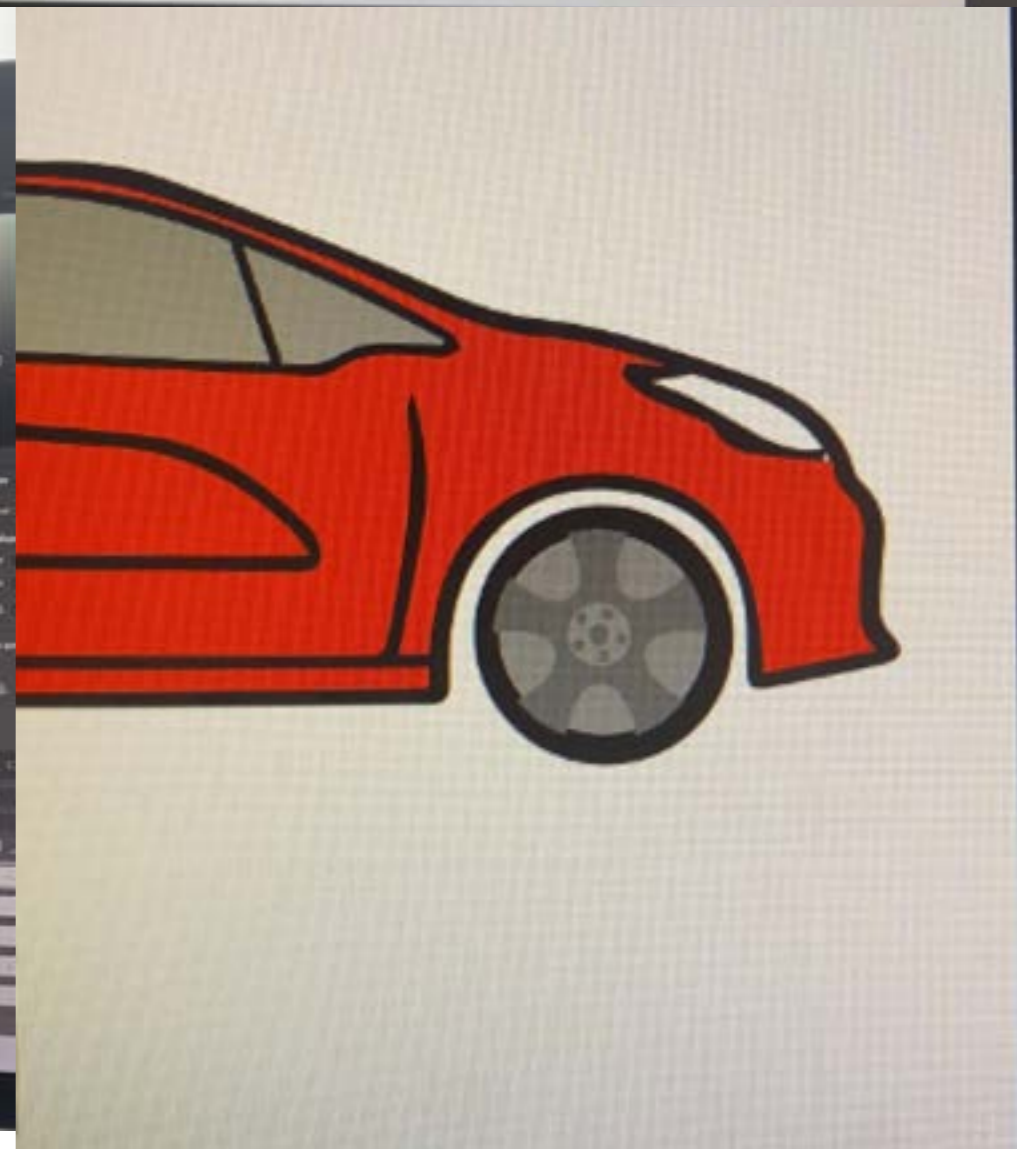
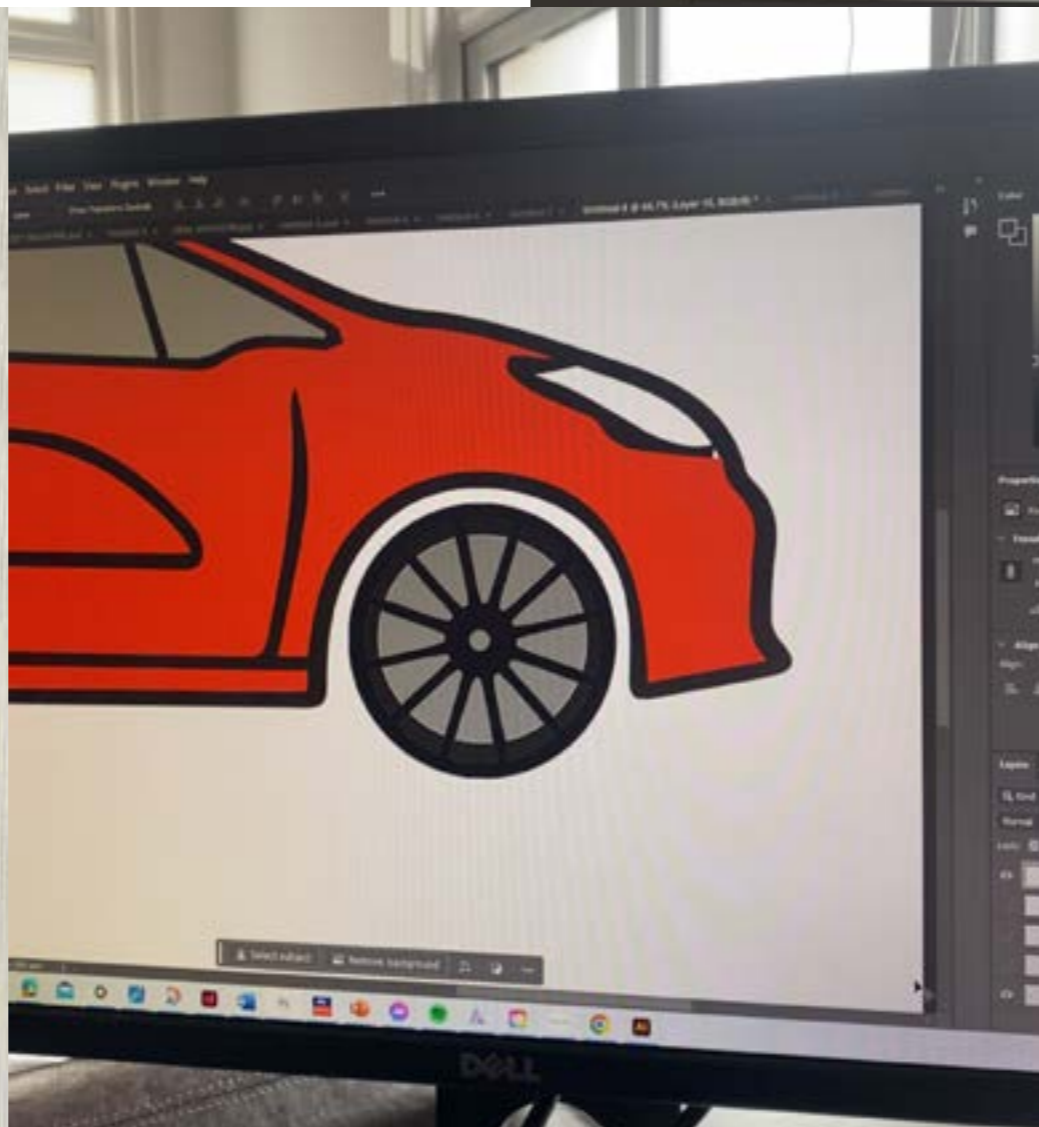
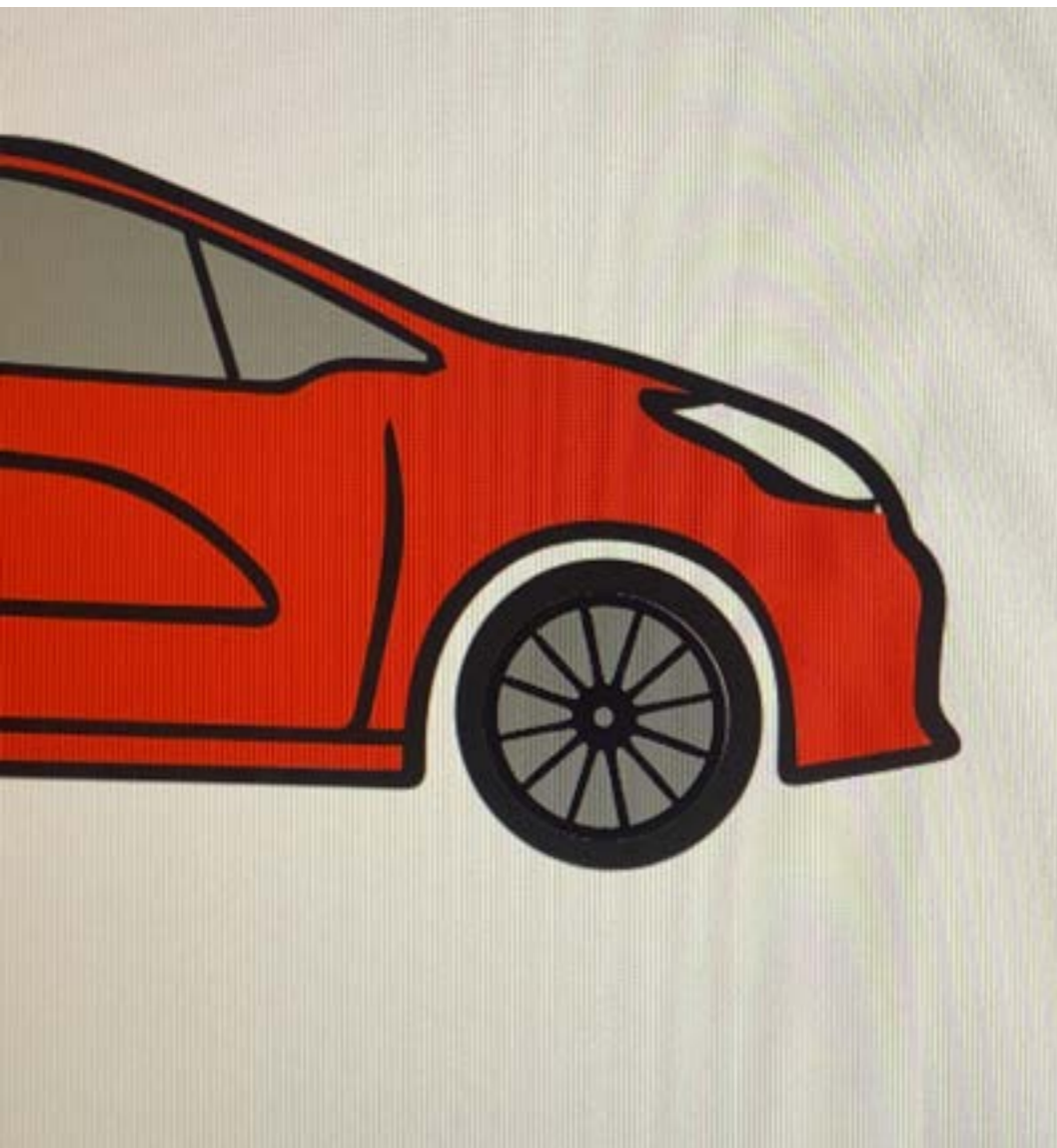
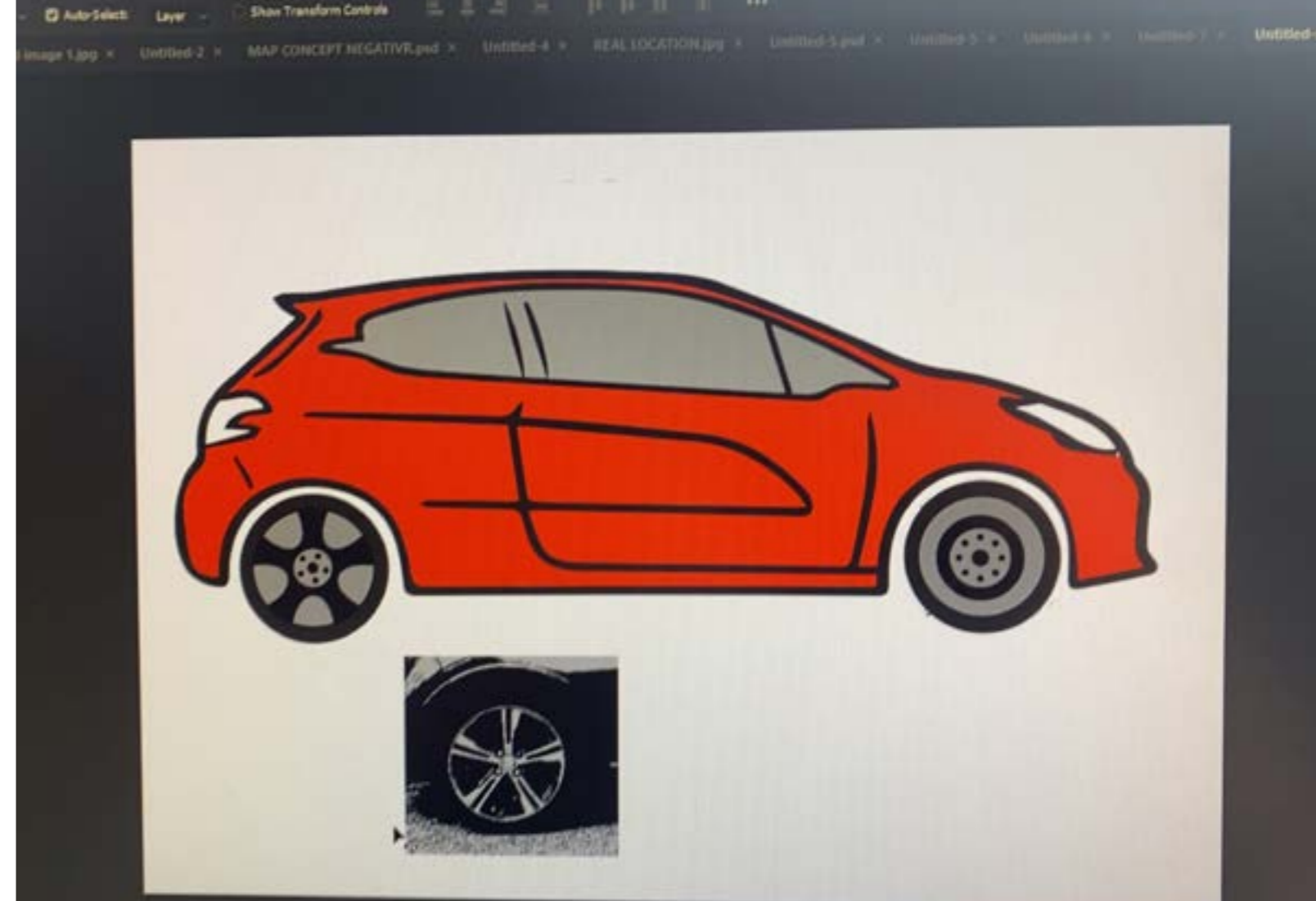
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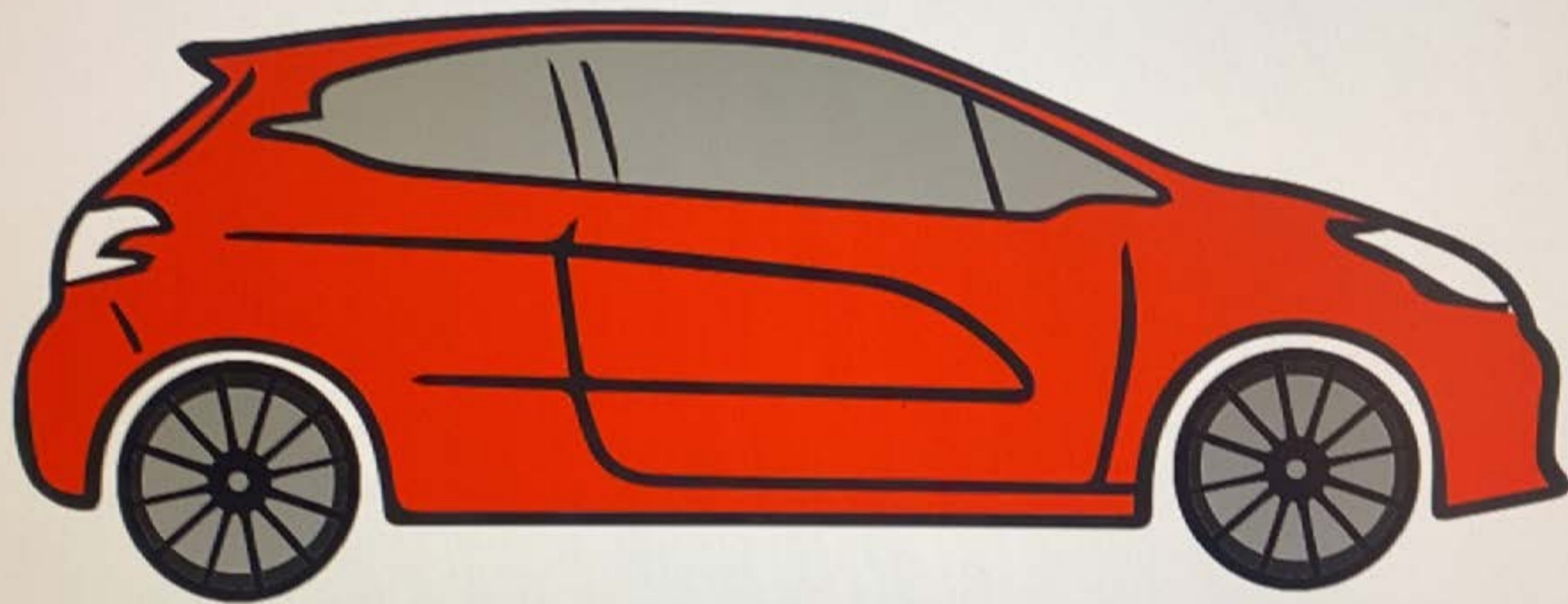
DO NOT  
PARK  
CCTV





These images are of me experimenting different wheel variations. After sending the images to some of my peers I concluded that the wheels in the image bellow where my best design as they fit the style of the illustration while also being semi realistic.





Select subject

Remove background



Pro



7



Align

Align

Align

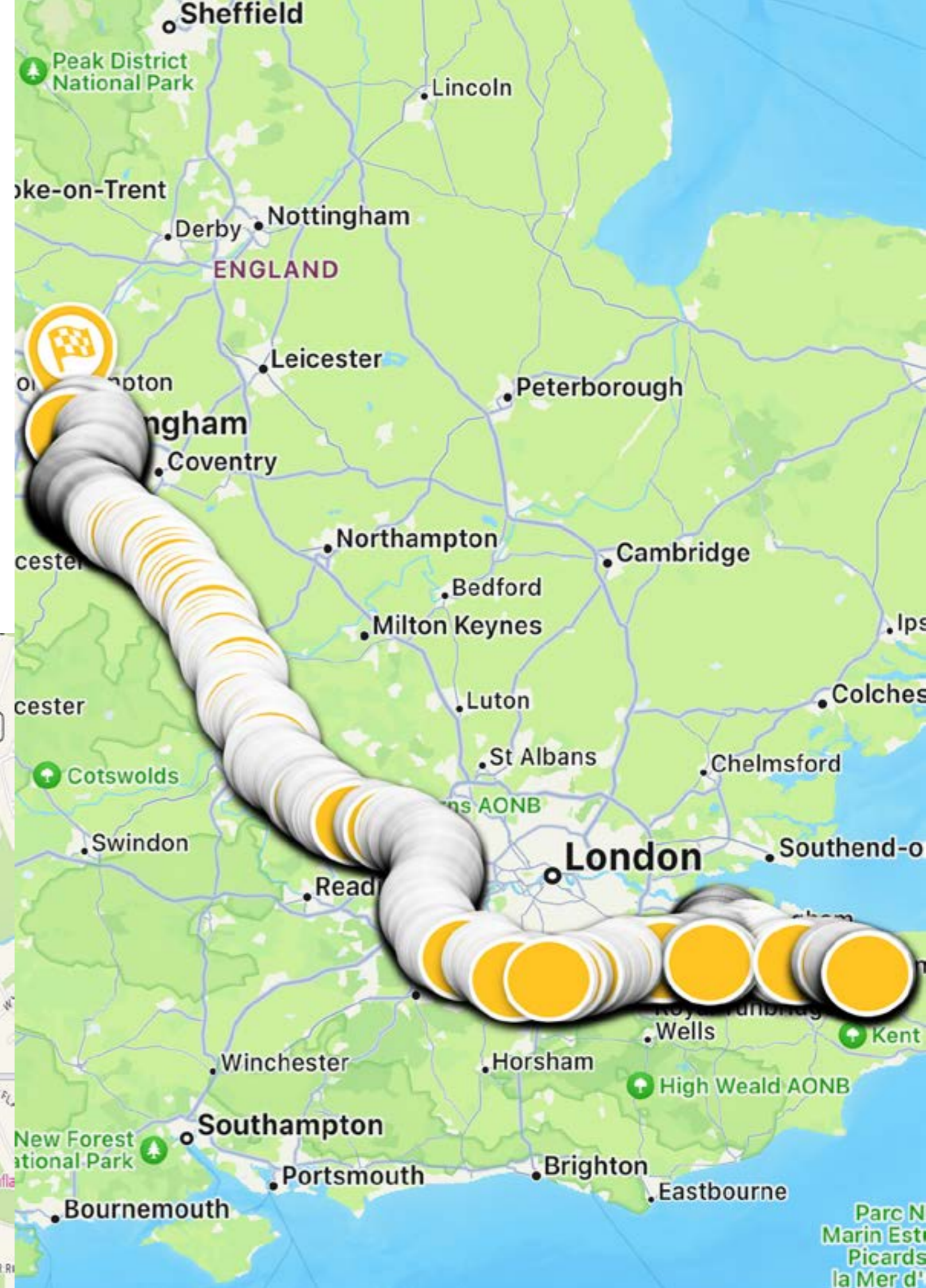
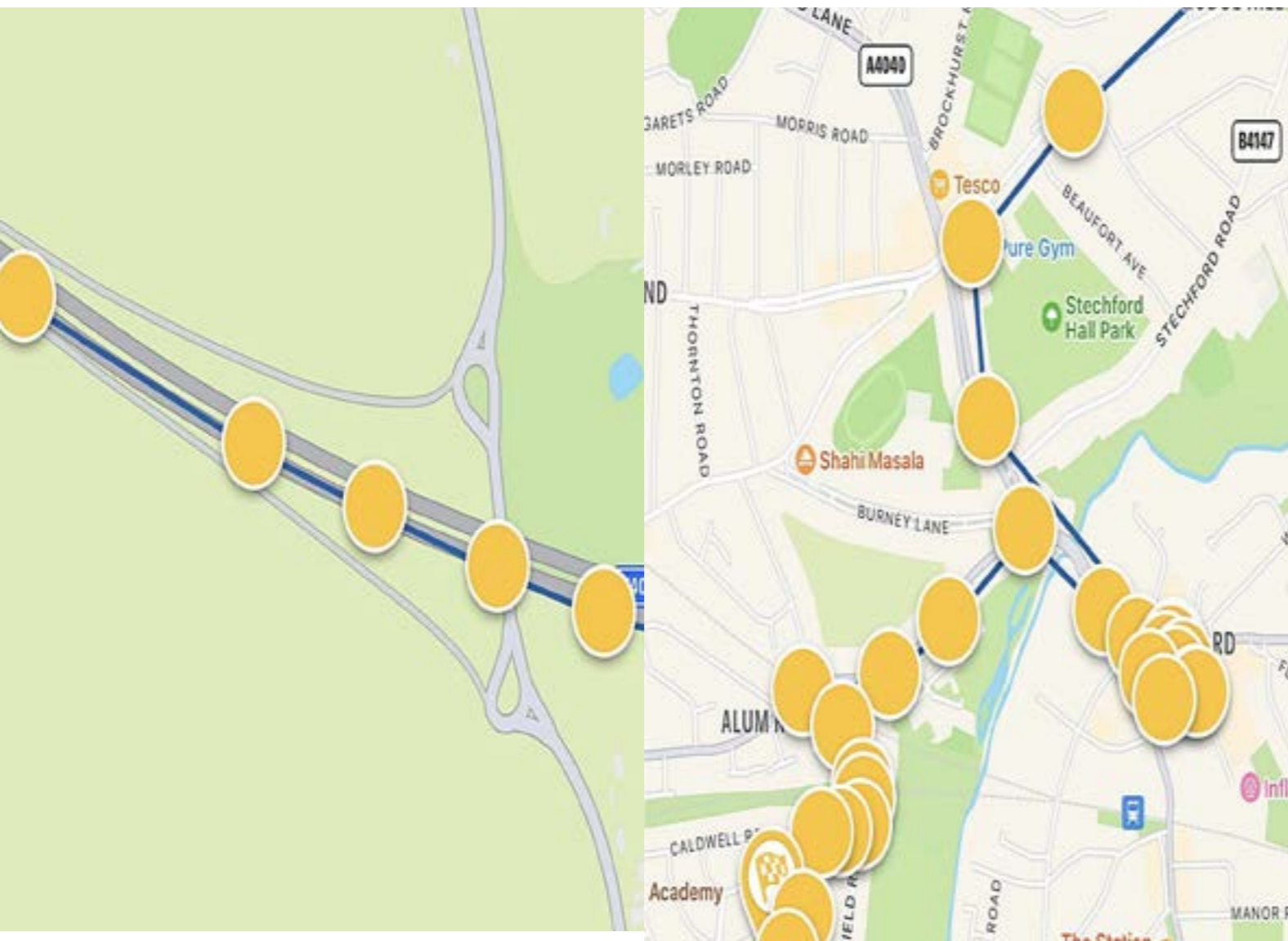
Layers

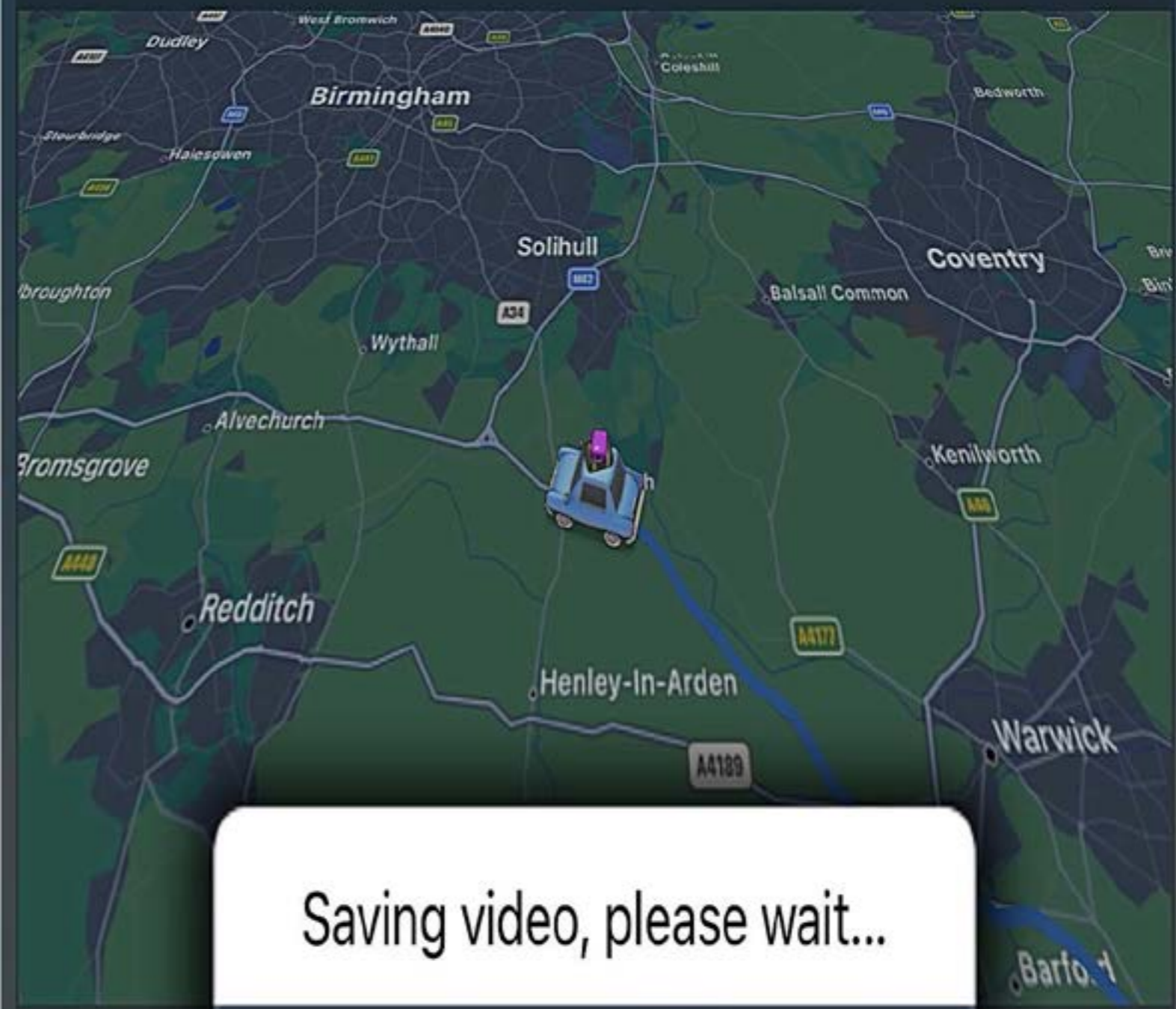
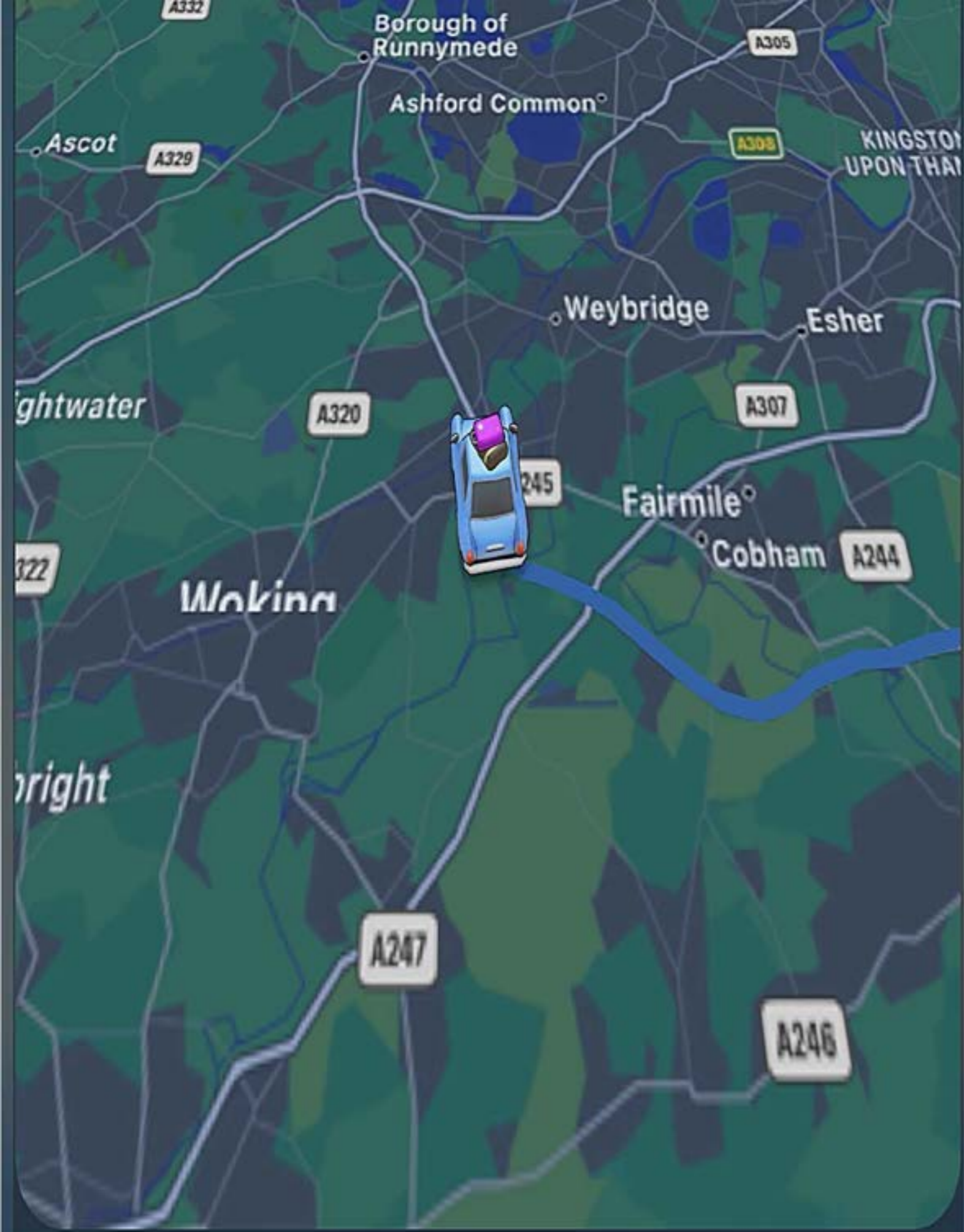
Q K

Norm

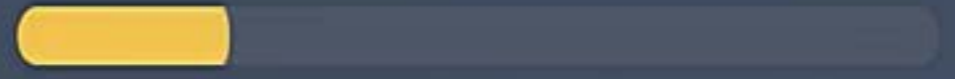
Lock

I wanted to experiment with some moving images. and I kept seeing these videos going around of a car traveling to destinations and I wanted to recreate it for the trip to Birmingham. I found an app called Travelboast which I was able to download to my phone. The app allowed me to create the animation. I was expecting it to take approximately 5-10 minutes to complete, but over an hour of plotting points, lining them up with the road and adjusting markers the animation was ready. This experimentation with moving images was successful and is a great addition to the project. I could have gone down a route of editing the video and adding images in the background, as discussed in a recent tutorial, but I believe doing this would send me off track as the aim was always to create a book. I want to create a chaotic book that represents the trip to Birmingham using other forms of experimentation.





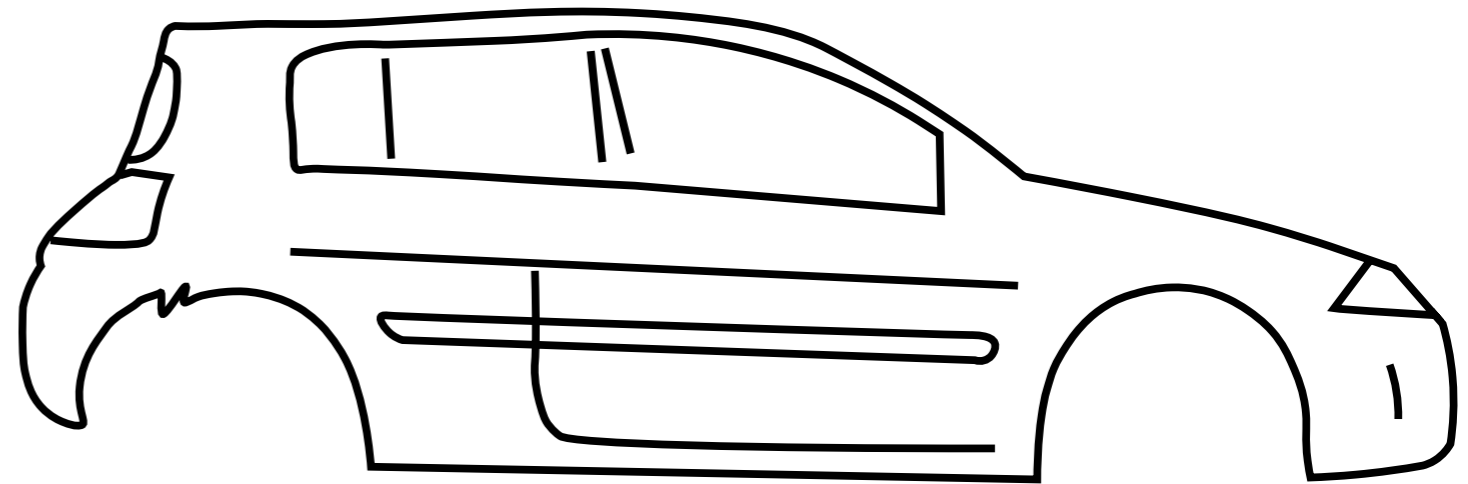
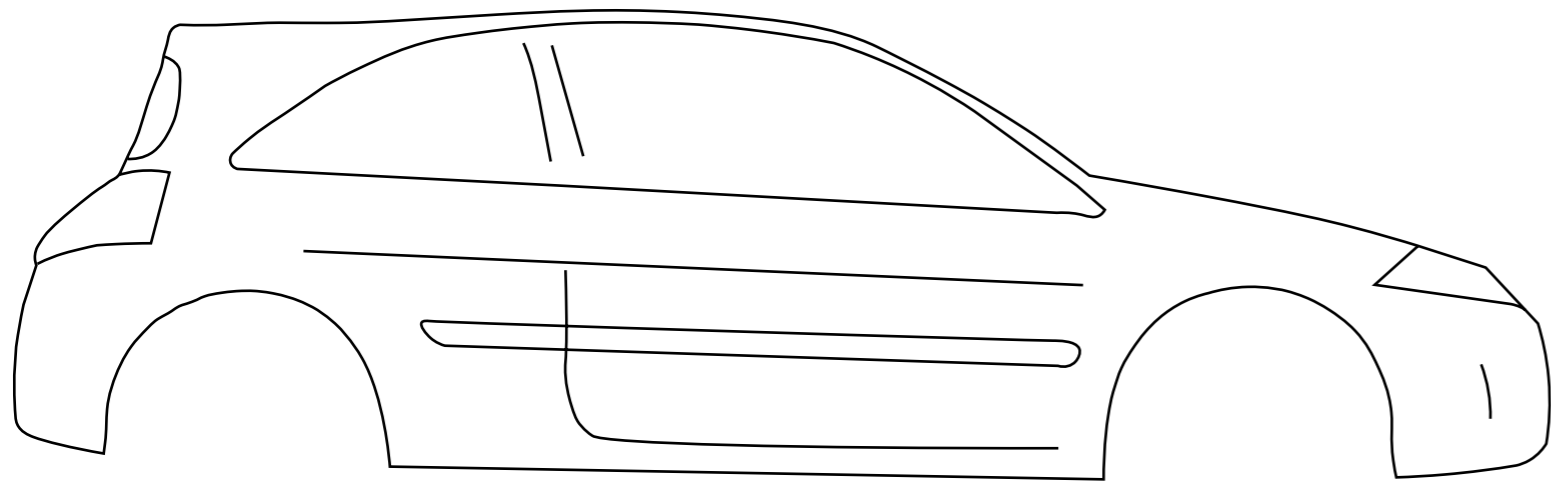
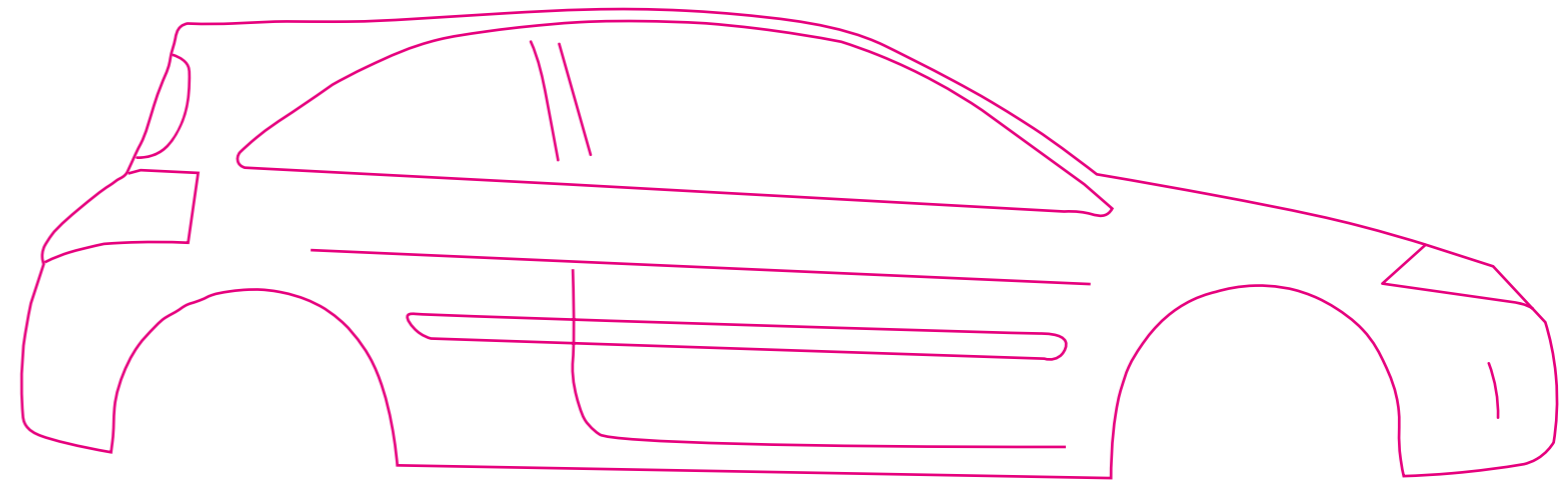
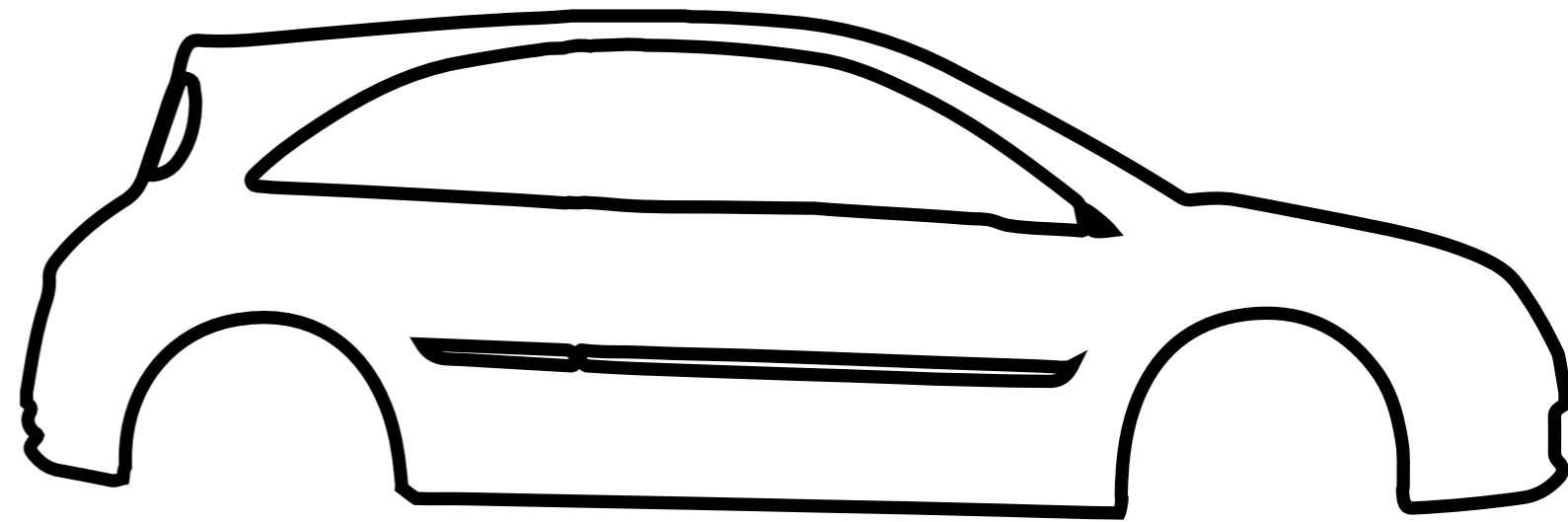
Saving video, please wait...

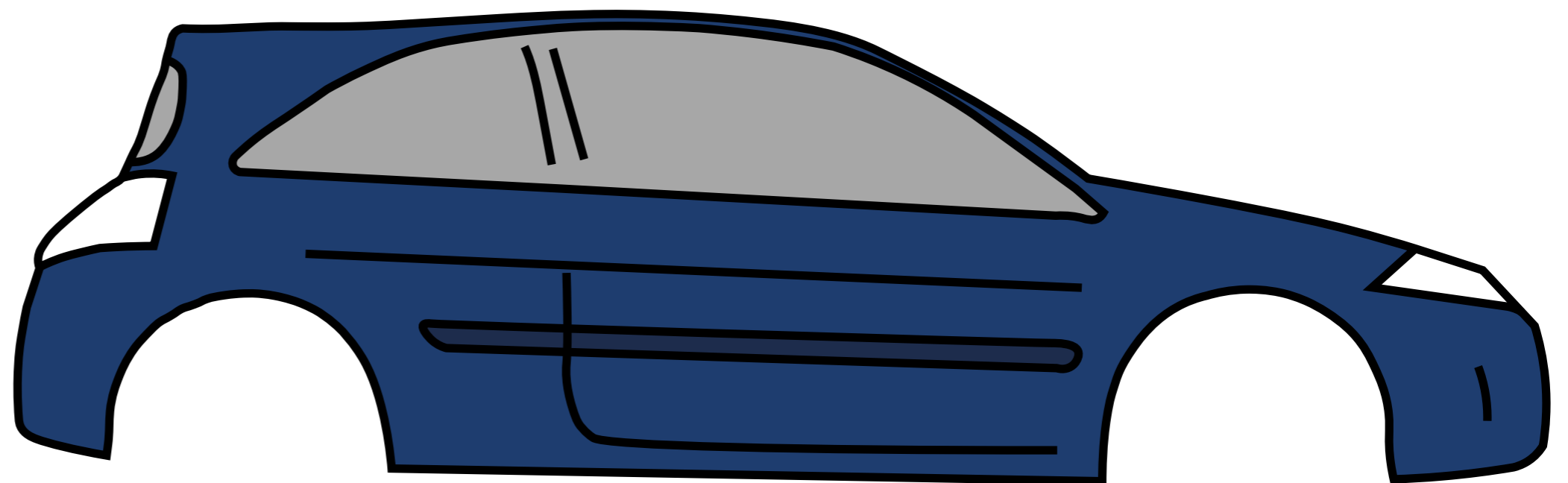
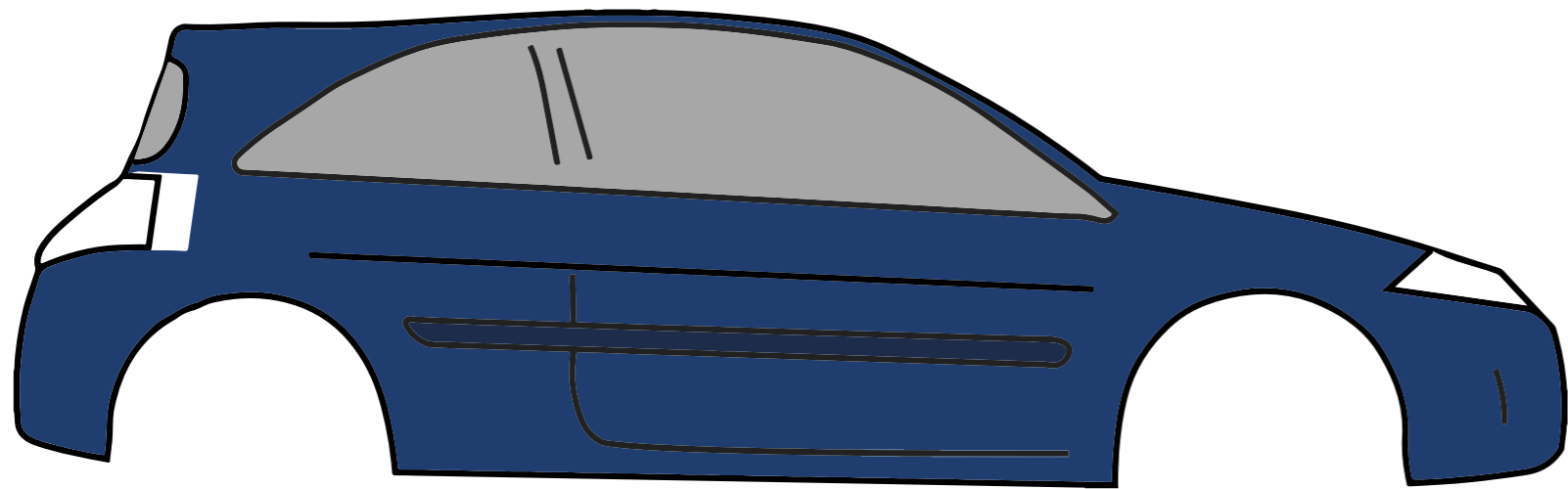


Cancel



Using a reference image, I tried to make a graphic of my car similar to the one of my friends. The initial version was good, but I felt it needed more detail. After adding some additional detail and tidying it up, I could sense something was wrong. The front light and taillight needed adjusting. It turned out the reference image that I was using was the sporty 3 door version of my car, so the window and lights were not accurate. After looking at the window, I believed it was best to keep it how it was as it looked cleaner and just change the lights. After changing the lights, I started to add colour to the graphic. This graphic was a lot of trial and error, and I learnt some new features in illustrator such as the fill bucket tool allowing me to fill in areas rather than having to make a whole new shape or take it into photoshop and losing quality. These graphics were very successful and can be used in my outcome and are a good asset to have.

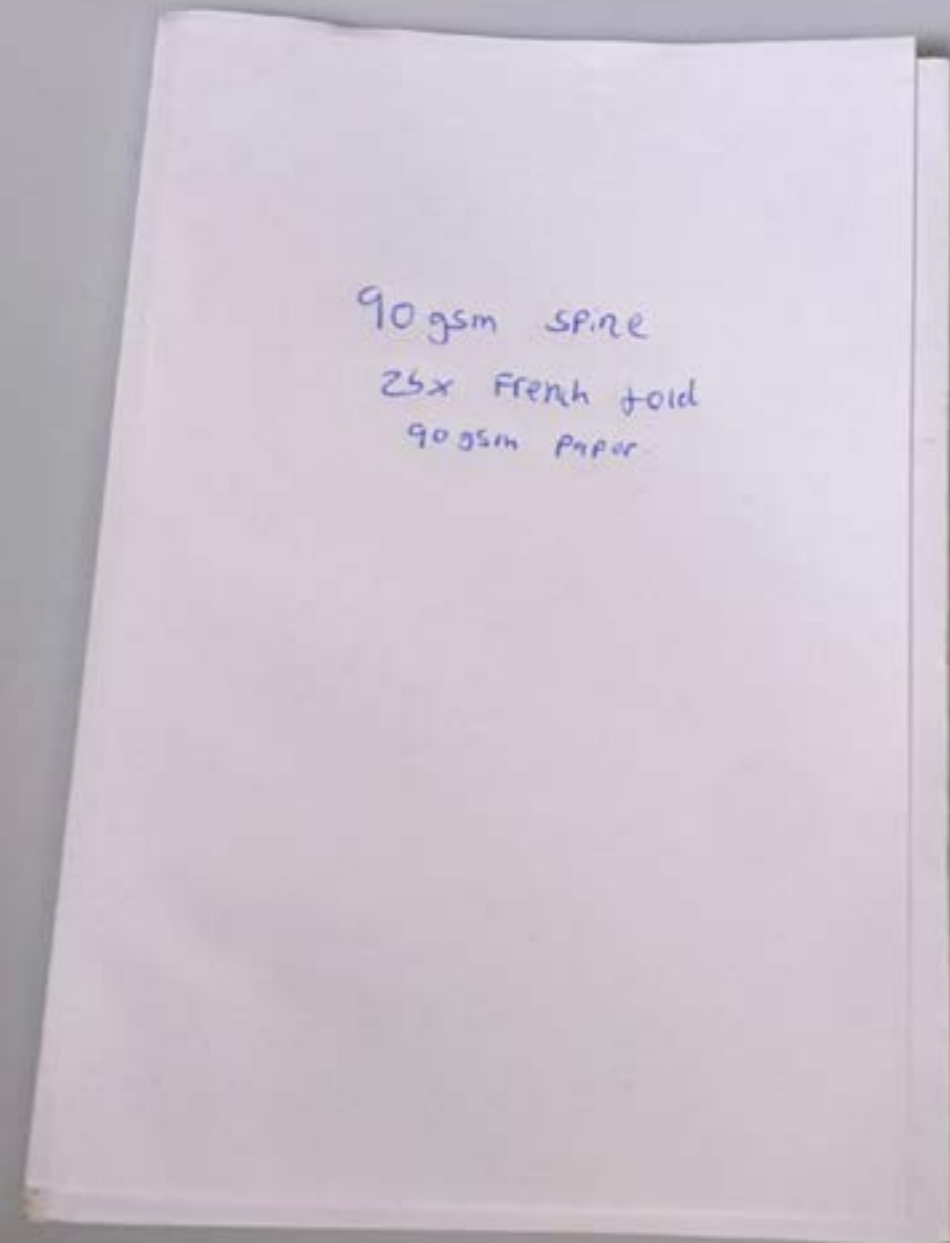




Following a tutorial with Paul, it was suggested that a lower weight (gsm) paper might be a good idea. I experimented with newsprint, but after printing I quickly realised that I would need to use proper printer paper. I placed an order for the paper and between the tutorial and the time it took the paper to arrive, I did some tests with 90 gsm paper one being 25 A4 sheets folded in half and the other being 50 A4 sheets with a cartridge paper front cover. I concluded that this is the format I will be using to form the final book.



These books were created as experimentation, exploring various quantities of pages and different covers. The experimentation went well, helping in the creation of other books and refining our understanding of how to perfect the binding process.



50 x 90 gsm  
French Fold  
100 x 90 gsm  
PLUS cover

50 x 90 gsm  
French Fold  
100 x 90 gsm  
PLUS cover

50 x 90 gsm  
French Fold  
100 x 90 gsm  
Plus cover

This book was a fun experiment; after receiving feedback, I found that people liked the rough edges. However, they suggested that it needed more colour, similar to what I achieved with the Cadbury book.







Using wrappers as my source material, I collaged each page of this book and experimented with the perfect binder, as this was one of my first times using it. The outcome of the book was excellent. The only aspect I need to improve upon is how to centre the front cover. To address this, I printed a larger image and cut it to the desired size, then taped it to the front cover. The only drawback is that it tends to flap around, but as an experiment, this yielded impressive results.













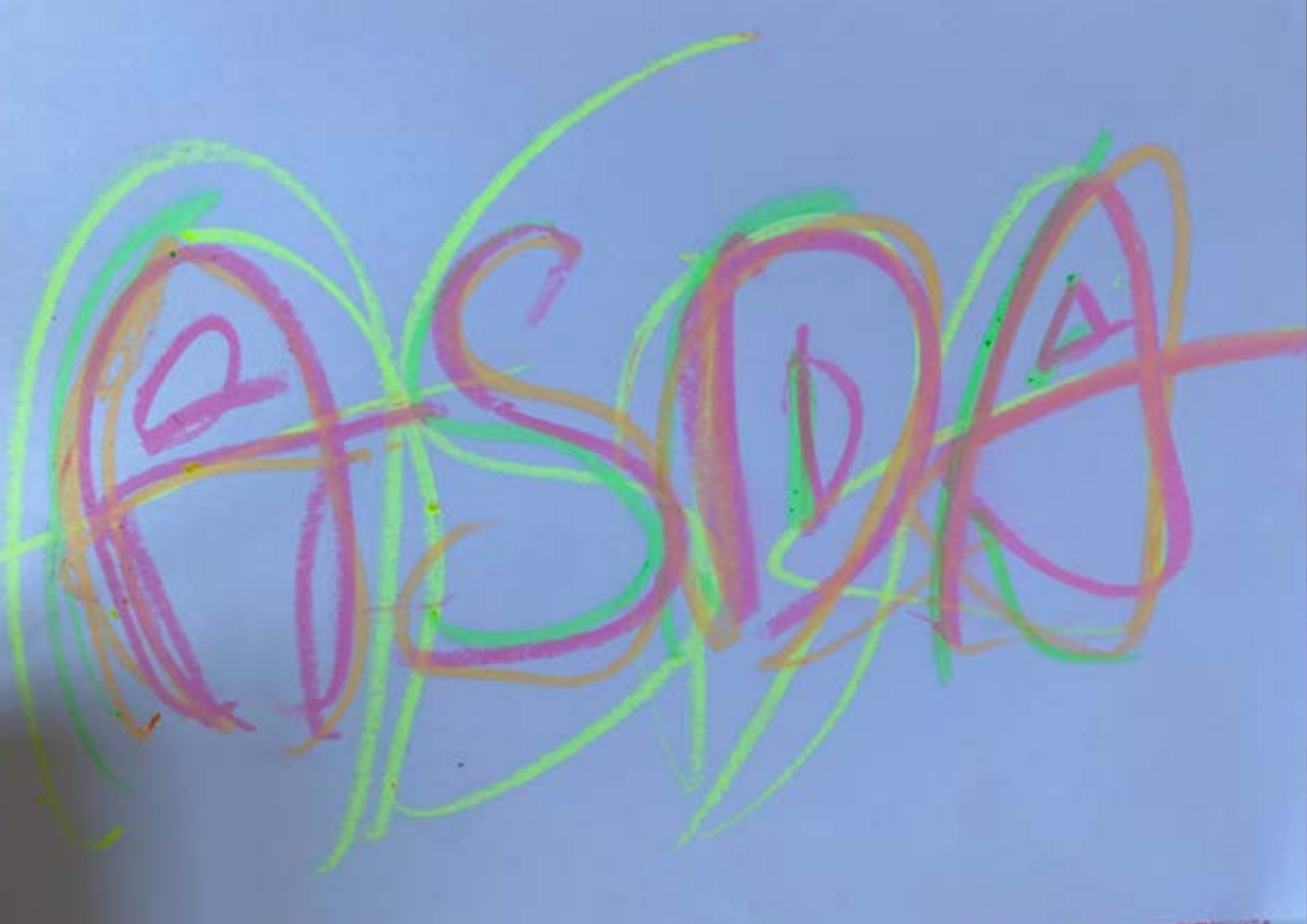


After a trip to the arcade, I picked up some neon crayon pens from the ticket shop. I had the idea of incorporating them into my work by writing down names of places and doing some drawings, then photocopying them onto each other. However, this experiment failed when the photocopies didn't reproduce the same vibrant colours as the originals, resulting in a dark, dull version.




Ever  
High Wycombe  
Ester  
Banbury  
Gaydon  
Warwick






Solihull  
BIRMINGHAM



Me + Partner  
Royal Mail + friend  
friend house 

ASDA  dip  
Bayette

Cheese string  
Multigrain apple bar.  
Lucozade.

Driving → route  
→ Name of places  
→ Memorials

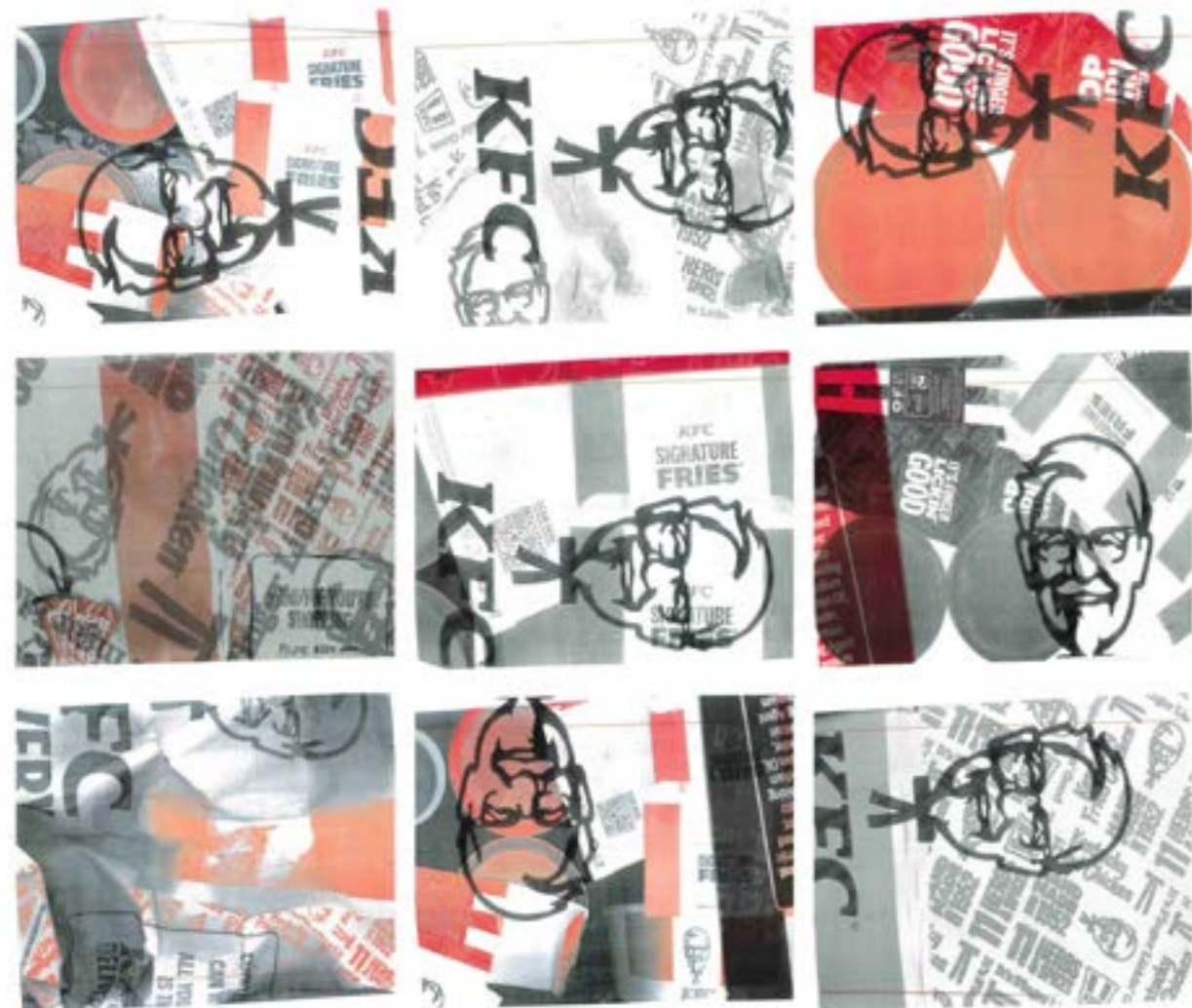
McFLURRY

B&M → closed

Air BNB.  
↓ ↓ ↓  
Shit car crocs  
Hole

Wake up  
shower

Taking inspiration from the Neasden books I sourced some KFC packaging to symbolise going to the Oxford services on the way home from Birmingham and having some KFC food for dinner. Using the photocopier, I manipulated the packaging increasing the size and overlaying multiple copies. I really liked this experimentation and the way it turned out. Creating a chaotic textured effect like the Neasden books. These experiments were then folded and used in the perfect binder to create an amazing little book that is fun and playful while being chaotic. I am very happy with the final outcome of this book.





This book is one of my favourites because of its chaotic content and the way the imagery overlays and complements each other so well. One challenge with creating books like this is that they are nearly impossible to recreate to the same standard. However, this uniqueness is also what I appreciate about it the most. As a final product, it is amazing. The only problem I have with it is that the front cover could have been made with better material. However, knowing this has helped me change the materials and experiment with pages.







I wanted to experiment with stencils and I made a blank book that I was going to populate with these graphics. After making the front cover I knew this approach wouldn't work as the paint was not good quality, instead, I decided to forget this idea and opt to use blow pens to create camera graphics.





As this whole project is based on my friend purchasing and collecting a car from Birmingham, I thought I would take some photos of the car and test how printing would work with French folds. This experiment worked well as I have now learnt that when you print a spread the first page and the second page are not going to be side by side in the book, meaning pages 2 and 3 will be a spread in the book but pages 1 and 2 will be a spread on the computer. This test will be very helpful especially when it comes to making and printing a final book.



IMG-20240325-WA0030 IMG-20240325-WA0031 IMG-20240325-WA0032 IMG-20240325-WA0033 IMG-20240325-WA0034



IMG-20240325-WA0035 IMG-20240325-WA0036 IMG-20240325-WA0037 IMG-20240325-WA0038 IMG-20240325-WA0039



IMG-20240325-WA0040 IMG-20240325-WA0041 IMG-20240325-WA0042 IMG-20240325-WA0043 IMG-20240325-WA0044



IMG-20240325-WA0045 IMG-20240325-WA0046 IMG-20240325-WA0047 IMG-20240325-WA0048 IMG-20240325-WA0049



IMG-20240325-WA0050 IMG-20240325-WA0051 IMG-20240325-WA0052 IMG-20240325-WA0053 IMG-20240325-WA0054



IMG-20240325-WA0055 IMG-20240325-WA0056 IMG-20240325-WA0057 IMG-20240325-WA0058 IMG-20240325-WA0059



IMG-20240325-WA0060 IMG-20240325-WA0061 IMG-20240325-WA0062 IMG-20240325-WA0063 IMG-20240325-WA0064



IMG-20240325-WA0085 IMG-20240325-WA0086 IMG-20240325-WA0087 IMG-20240325-WA0088



IMG-20240325-WA0065



IMG-20240325-WA0066



IMG-20240325-WA0067



IMG-20240325-WA0068



IMG-20240325-WA0069



IMG-20240325-WA0070



IMG-20240325-WA0071



IMG-20240325-WA0072



IMG-20240325-WA0073



IMG-20240325-WA0074



IMG-20240325-WA0075



IMG-20240325-WA0076



IMG-20240325-WA0077



IMG-20240325-WA0078



IMG-20240325-WA0079



IMG-20240325-WA0080



IMG-20240325-WA0081



IMG-20240325-WA0082

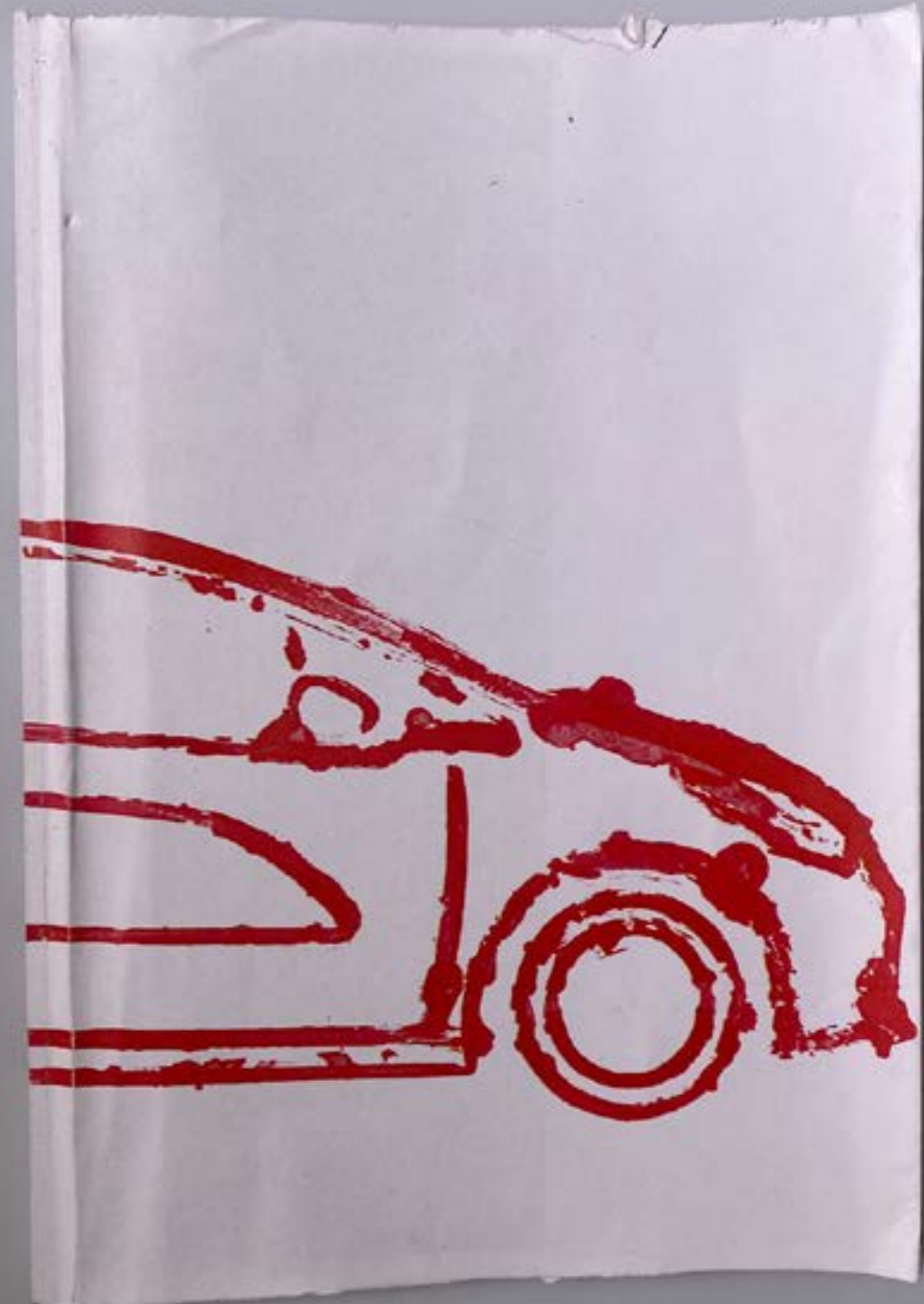


IMG-20240325-WA0083



IMG-20240325-WA0084

This book was a simple test and it was very effective, learning the format to printing and binding, making sure that pages 2 and 3 were lined up as a spread.

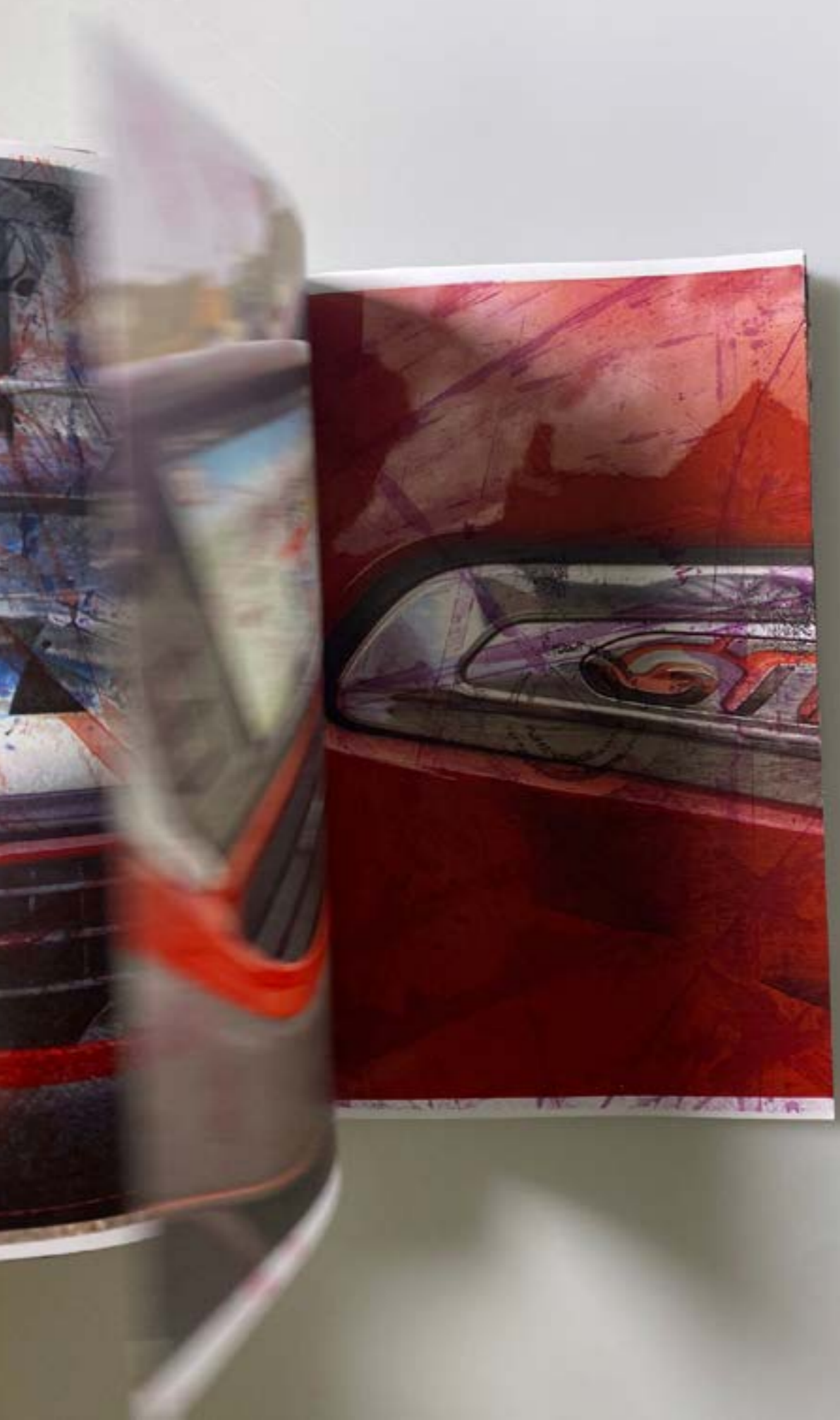




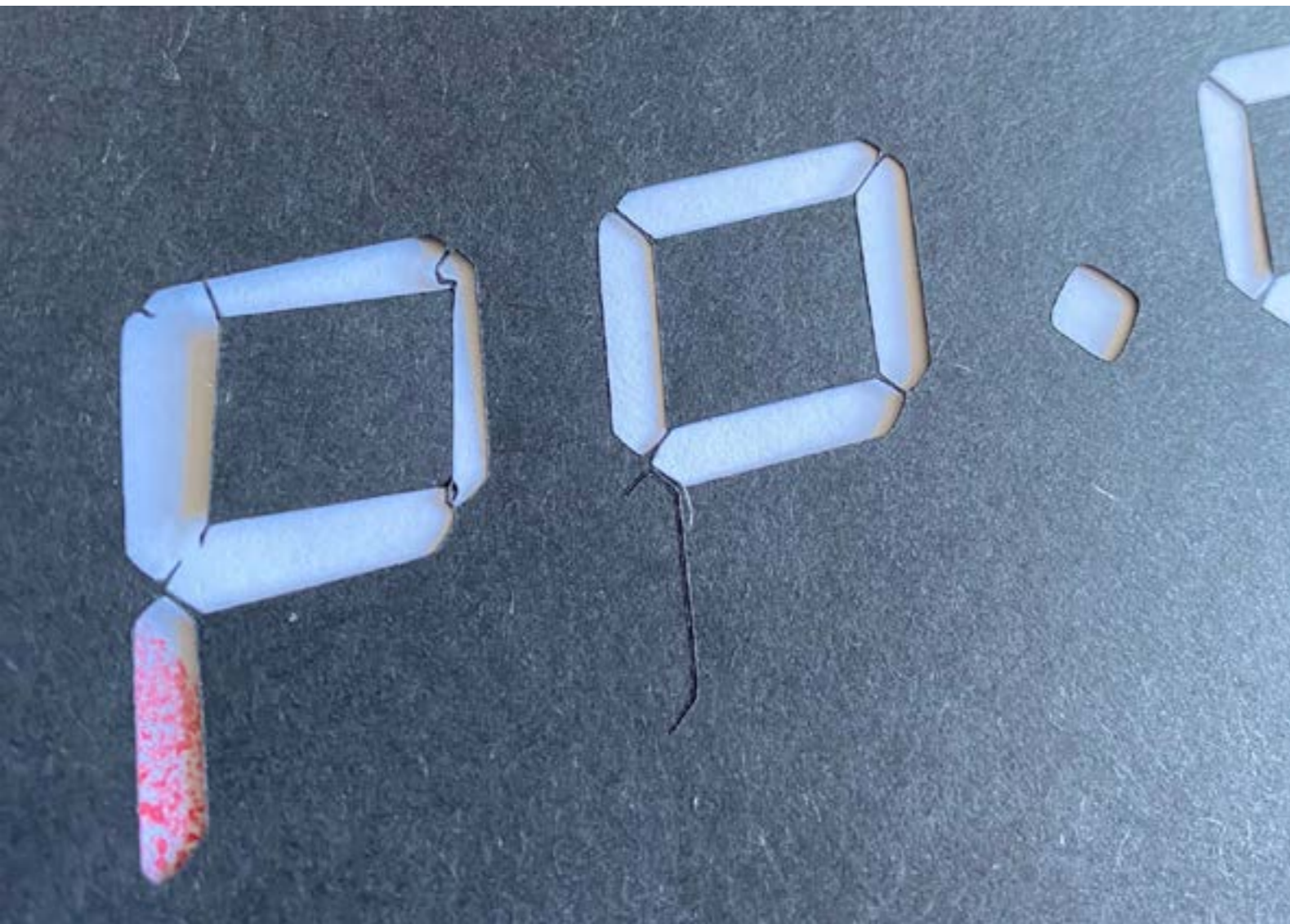


This book is an improvement on the previous book, taking peer feedback onboard, adding extra images, overlaying, and collaging the pages, rather than just having stock images. This book was a good test, as the method of printing images and manipulating them, overlaying them on top of each other, was used in the final outcome.





Once I realised that I was going to tell the story of this trip to Birmingham, I sat down and dictated what happened during the trip. Here are the images of the dictation. Some words may not make sense as the software may have misheard me, but as a piece of text, this is great to keep referring to, especially when I forget some details of the trip.



88:88	09:33	09:46
10:15	10:26	11:04
11:26	11:50	12:16

14:39

15:02

15:16

22:07

22:09

22:33

15:40

16:00

16:20

22:54

17:56

19:39

20:33



Here are some images that were used in the creation of the final outcomes.



car battery (4) car battery (5) car battery (6) car battery (7) car battery (8)



car battery (9) CAR WASH cars everywhere 2 cars everywhere CHEEES



dealer map drip and dry street view 2 drip and dry street view dripndry carwash map[ 1 dripndry carwash map[ 2



fanta FRUIT BAR g8 gsp hallali heron foods



air bnb 1 air bnb 2 air bnb 6 AIR BNB POSTOCDE air bnb3



img dealer 1 KIERAN PLATE 2 KIERAN PLATE MAP 2 MAP 3



air bnb4 air bnb5 air bnb7 air bnb8 air bnb9



MAP 4 map 5 map 6 map 7 map 8



air bnb10 ASDA RECIEPT b&m cadbury world 1 cadbury world 2



map 9 map 10 map b 1 map b 3 map b 7



cadbury world 3 cadbury world 4 car battery (1) car battery (2) car battery (3)



map b 8 map b 9 map b 10 map b 2 map b 4



map b5



map b6



map on way back



MAP



mcdonalds car park



mcdonald meal kieran



MCDONALDS NIGHT UP POSTCODE



mclurry



morrison's birds eye



pegout gli



philadelphia chives soft cheese 170g



POST CODE FOR CAR



PRICE AIR BNB



renault megane



royal mail



sos addi



STICK #



traffic light 2



traffic light



TYRE TRACK



v5 image



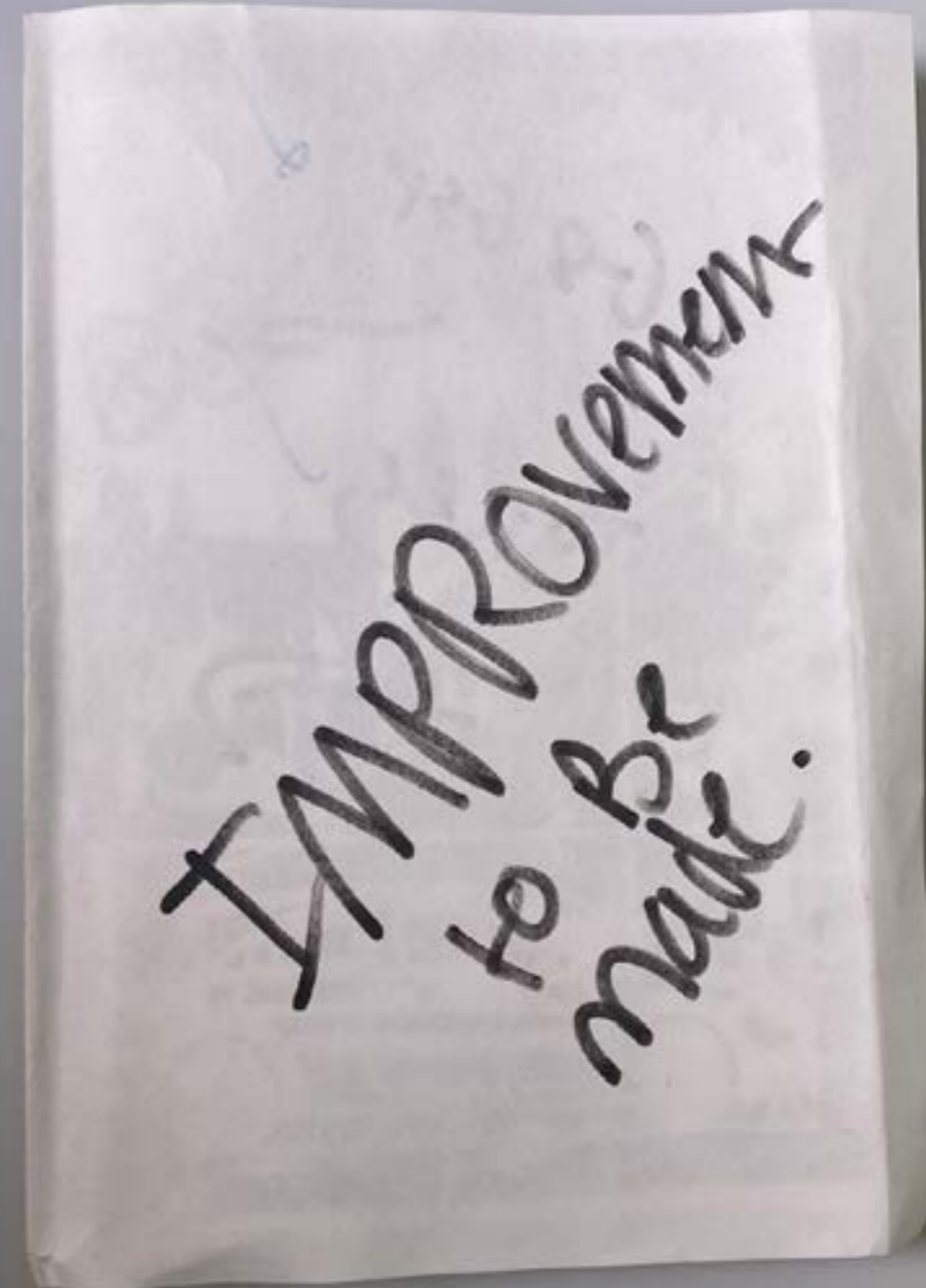
Originally intended as the final book, a tutorial session with Jack showed that the book needed more texture similar to the Cadbury and KFC books. In response, I decided to sticker bomb the front cover, realising that it not only addressed the need for a cover but also provided a creative use for the stickers I had made.







This book had a number of issues, such as a poorly formed spine resembling a 'v' shape and obvious margins between spreads due to incorrect binding. Despite these challenges, I consider it a successful failure, as it gave an opportunity to make notes and identify areas for improvement.

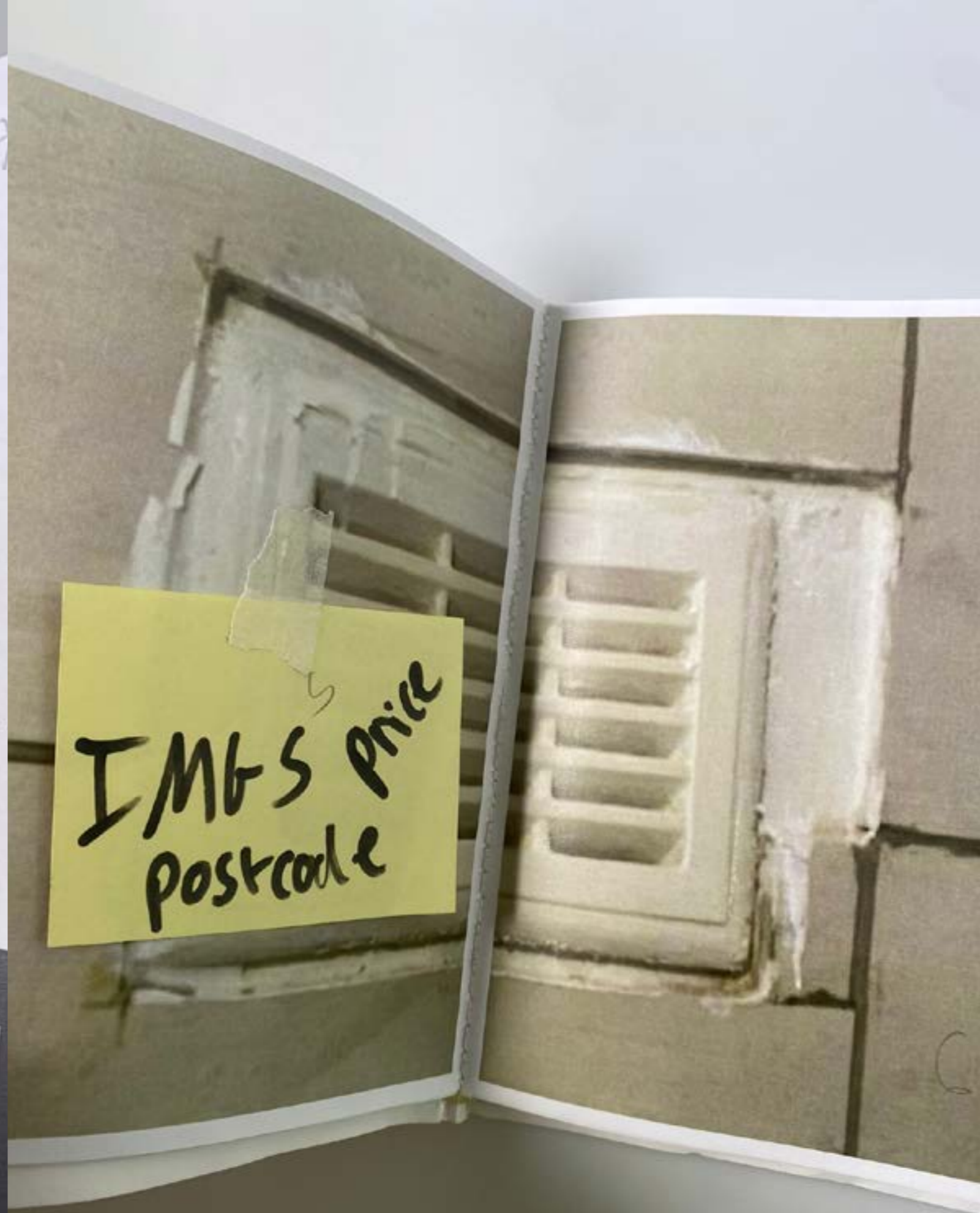
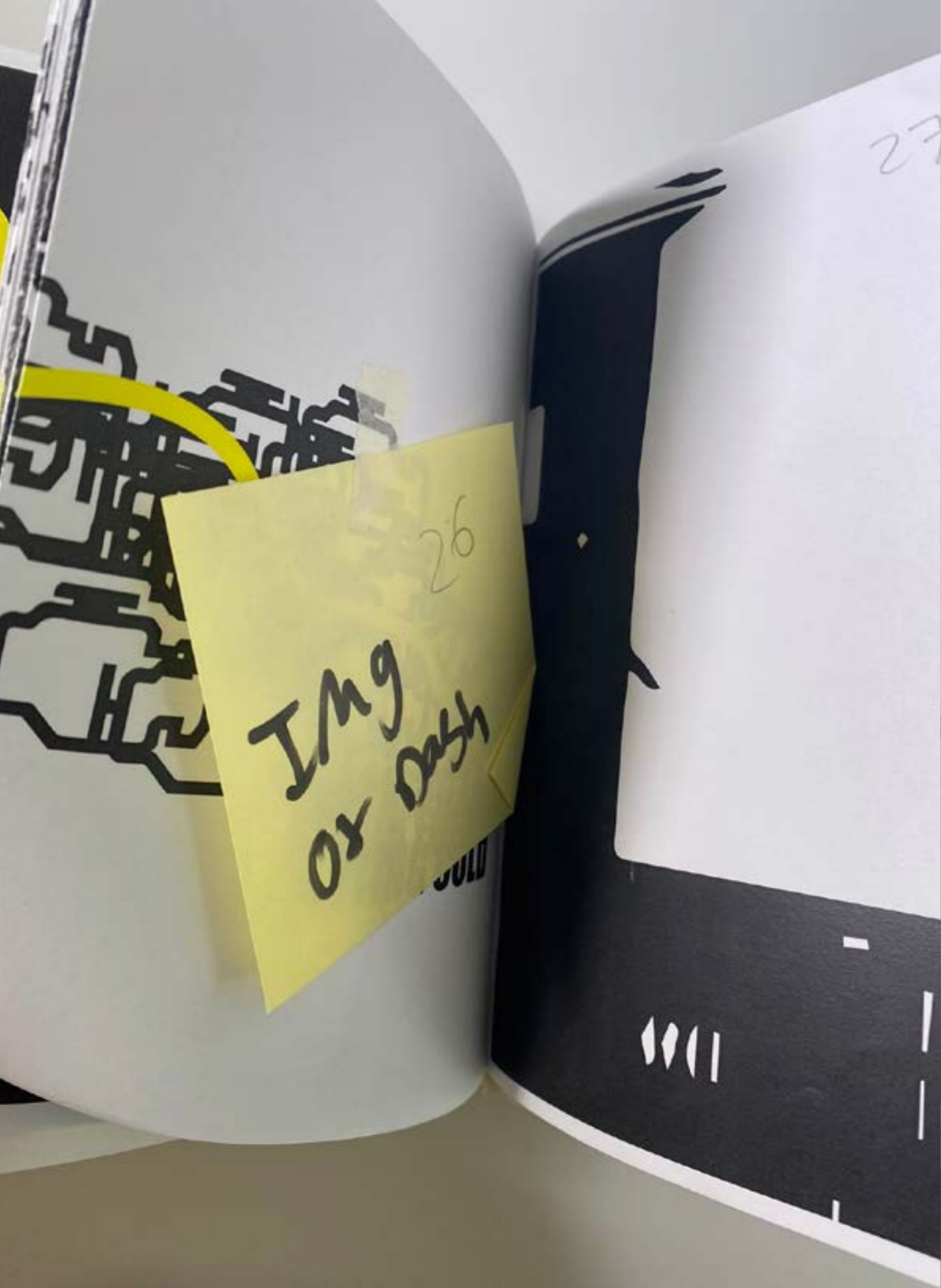


IMPROVEMENT  
to be  
made.

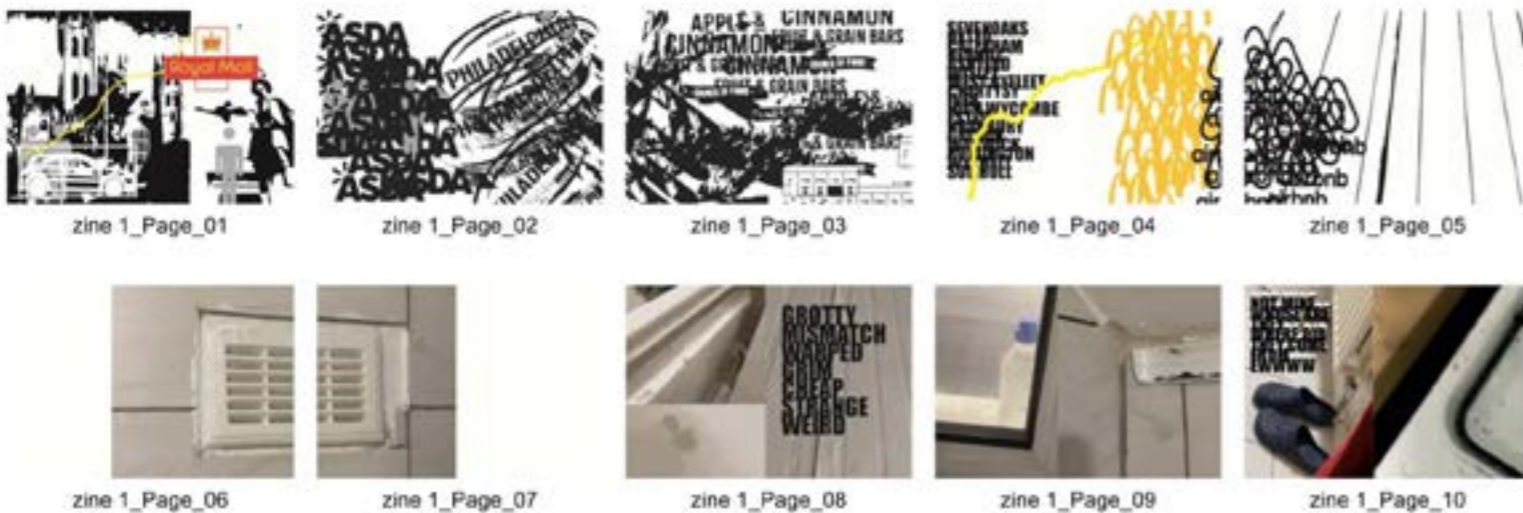
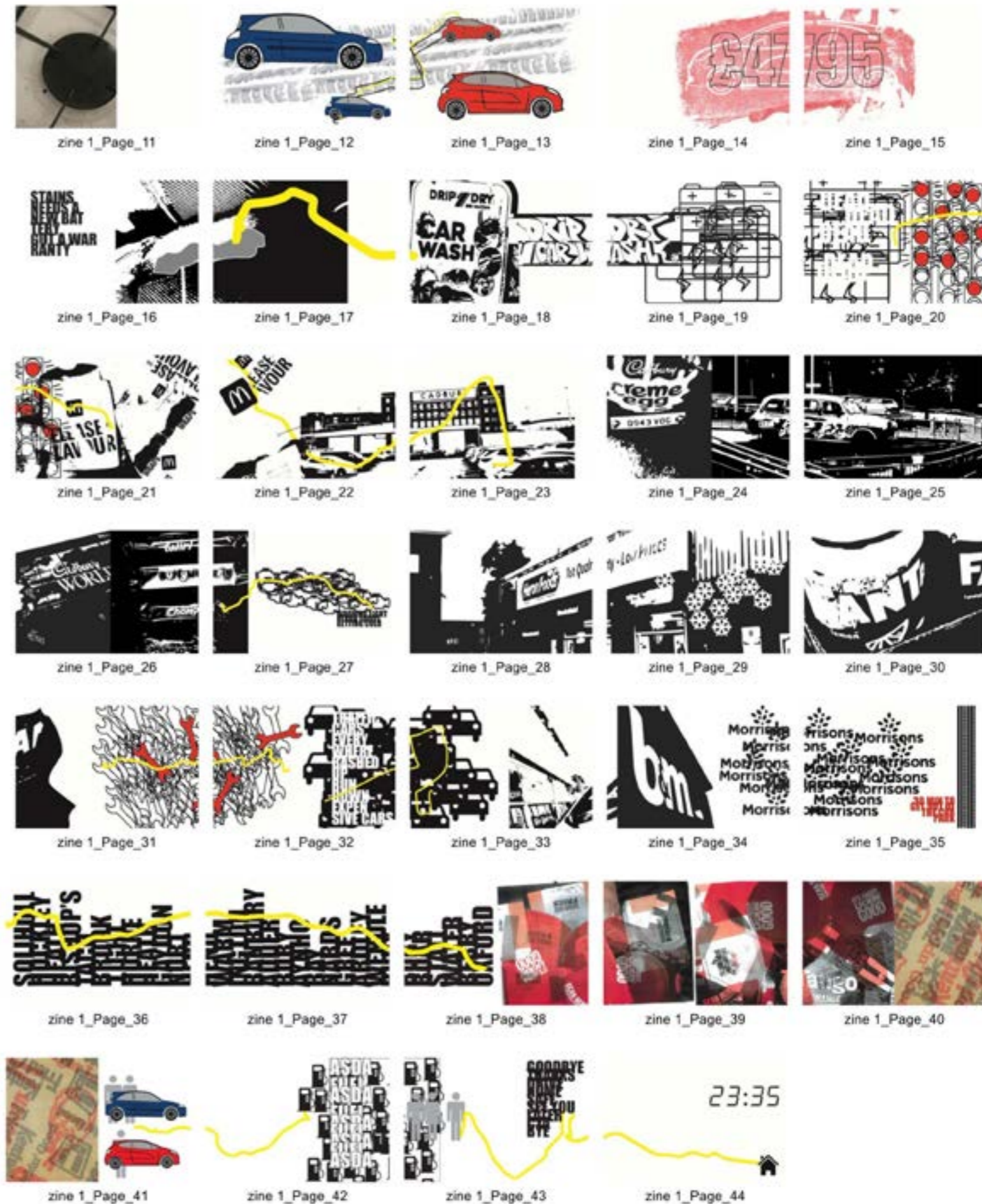
DRIP // DRY  
CAR VALETING

MAP  
POSTCODE  
IMGS

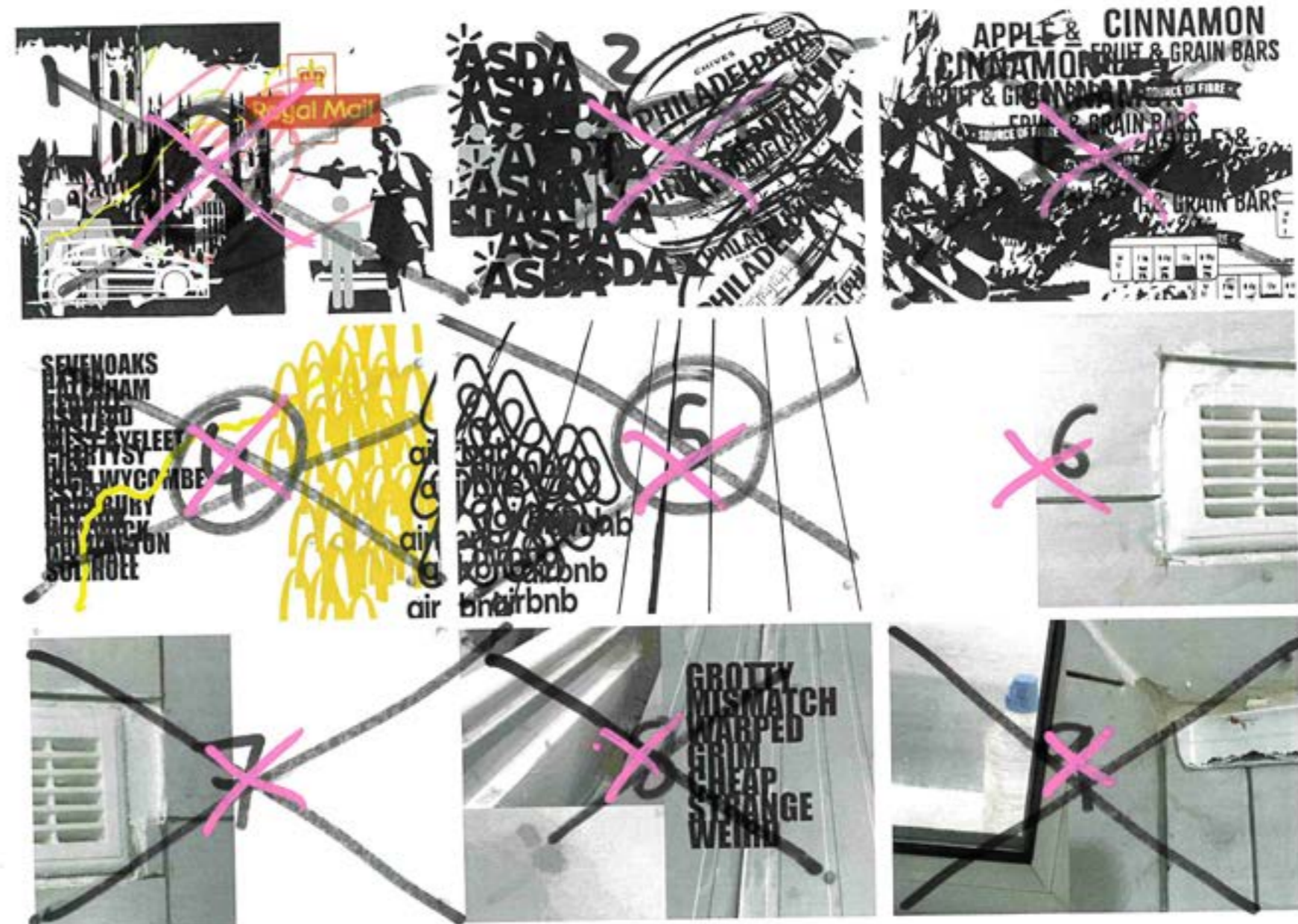


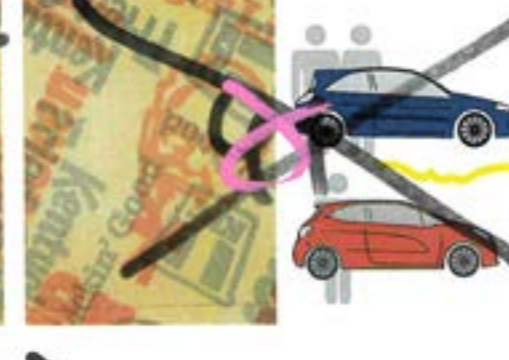
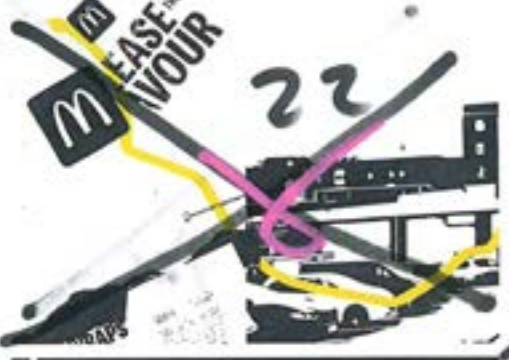
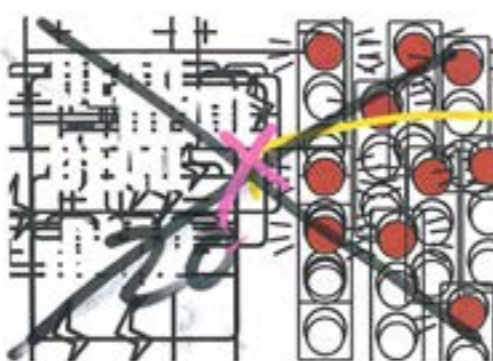
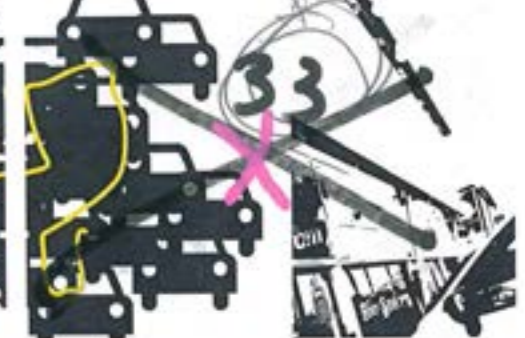
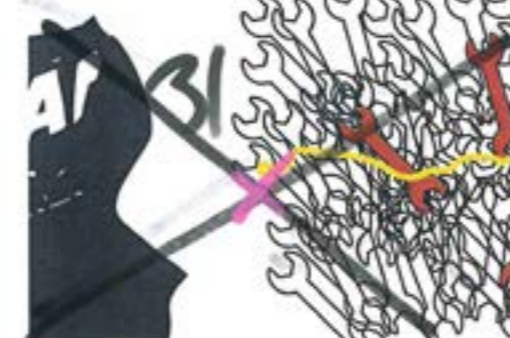
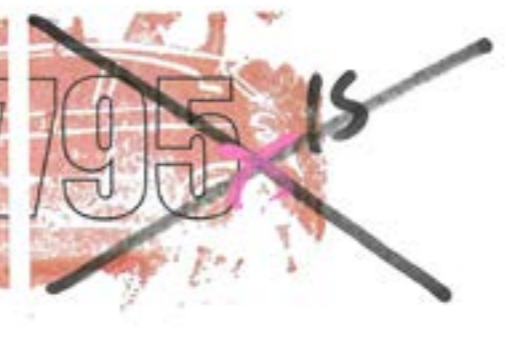
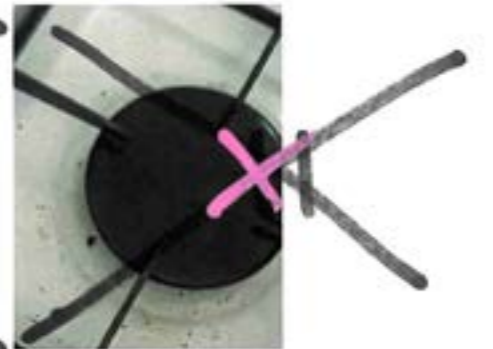


Using sourced images along with primary images and work that has been done (experiments) I have tried to create a book that subtly shows the trip to Birmingham with imagery that represents the various aspects of the trip e.g. the cathedral to represent Canterbury and a random version of my car to represent travel, the royal mail logo to represent picking my friend up from work, the statue of Thomas Waghorn to represent the town Chatham where I picked my friend up from. After having a tutorial with Jack, we came to the conclusion that it needed more overlaying similar to the Cadbury book and the KFC book. Taking this feedback onboard I will use this book as a base and overlay some collage imagery over it.

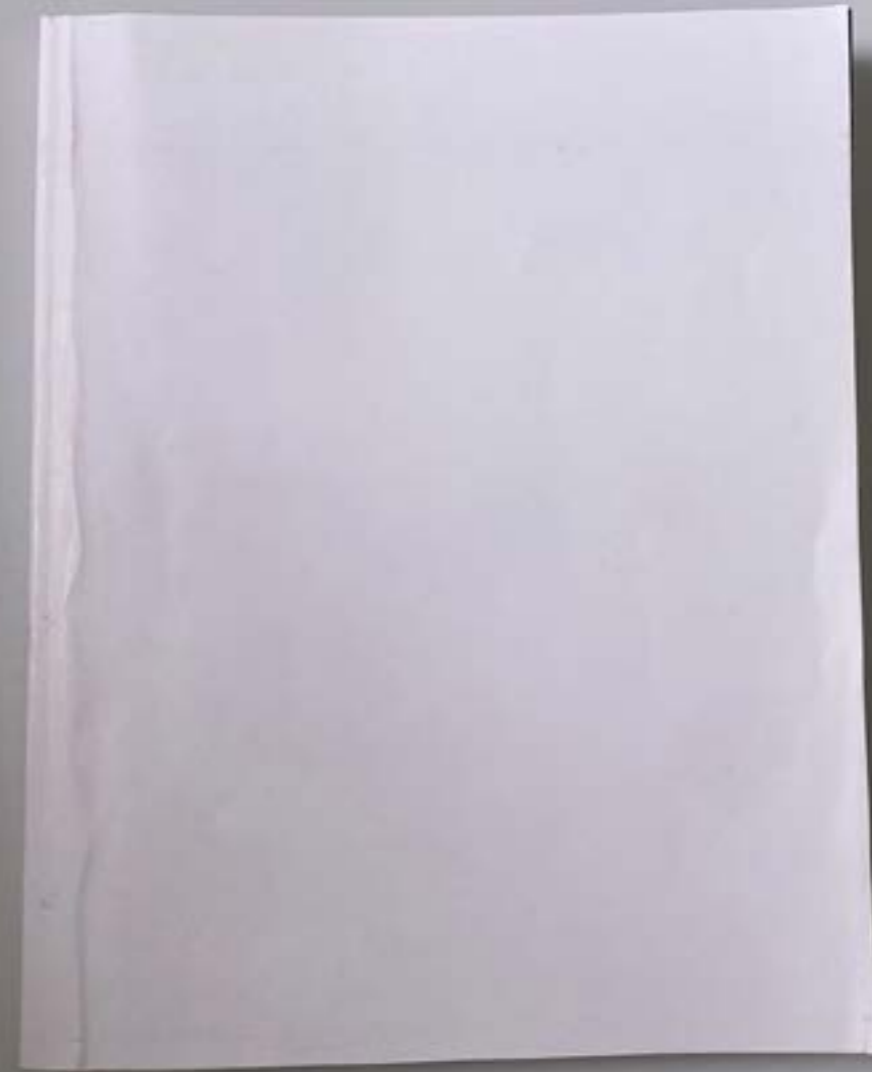


My experiments that I had worked on had become unorganised piles of paper and I was struggling to keep track of what pages needed to be overlaid. To get myself more organised, I made this visual check list. I crossed out with a black pen once the collage for that layer was done and then the pink cross was for when the layers were combined. This really helped me stay on track and not waste time hunting for pages.



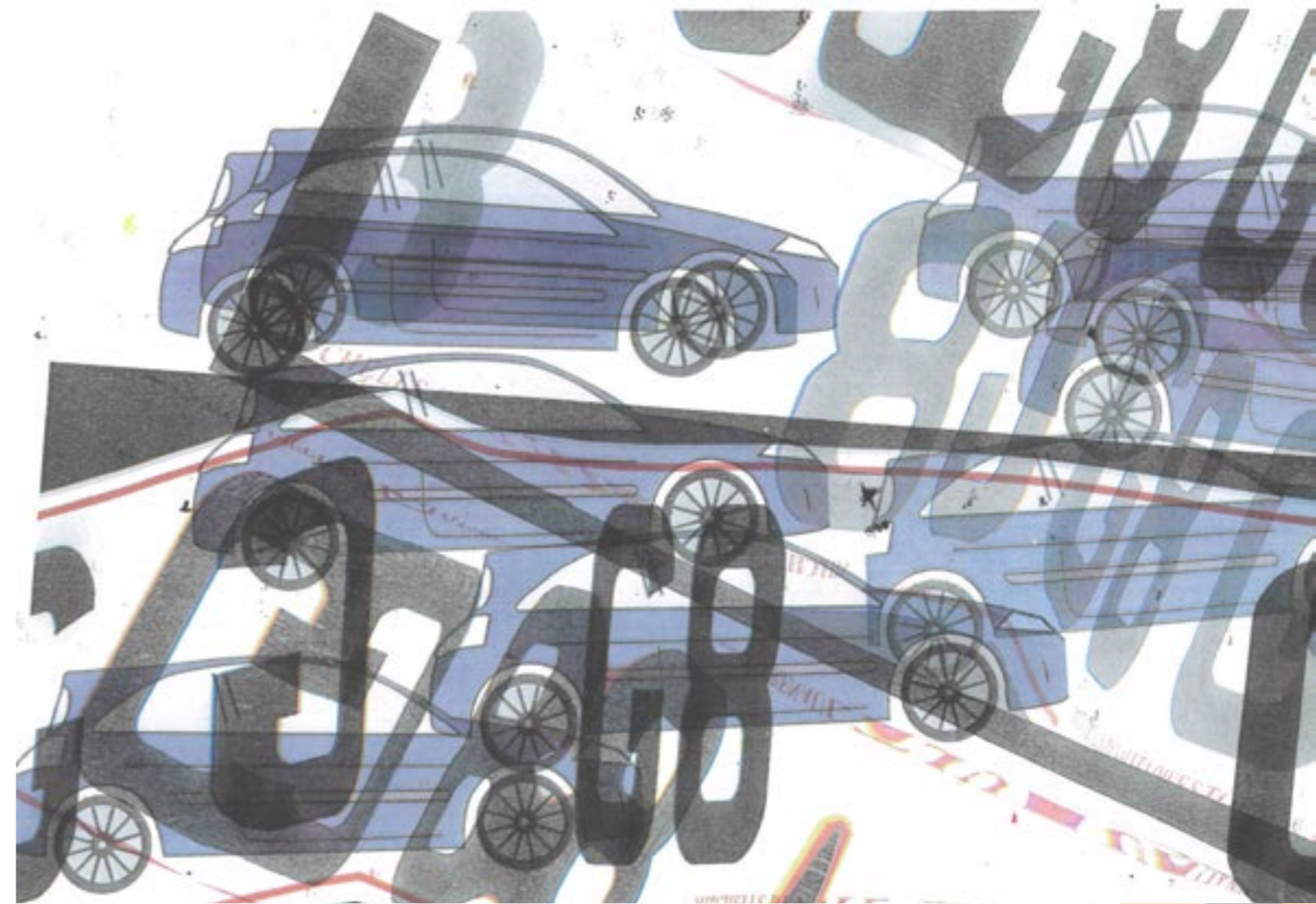


This book served as a test print for the final outcome. While I hadn't designed a front cover, the contents of the book were fully finished. This test proved successful, especially after the print technician trimmed the excess white material.





After being told that the image on the right was giving front cover vibes, I scanned it and added some images of my friend's car adjusting the opacity whilst combining the images to make the final design. I needed to finalise the title for the project and one night I had the idea to make the title in the style of a number plate and named the book Birmingham 2024.





# BIRMINGHAM

## 2024

MY FRIEND HAD A GREAT IDEA TO BUY A CAR FROM BIRMINGHAM. STUPIDLY I SAID YES DRAGGING MY PARTNER ALONG FOR THE RIDE WE STAYED IN THE SKETCHIEST AIRBNB I'VE SEEN. BUYING A CAR HE SOON REGRETTED, ENDING UP DRIVING IN SNOW TO GET IT FIXED. BUT SOMEHOW WE ALL MADE IT HOME IN ONE PIECE.

MITCHELL PHILLIPS

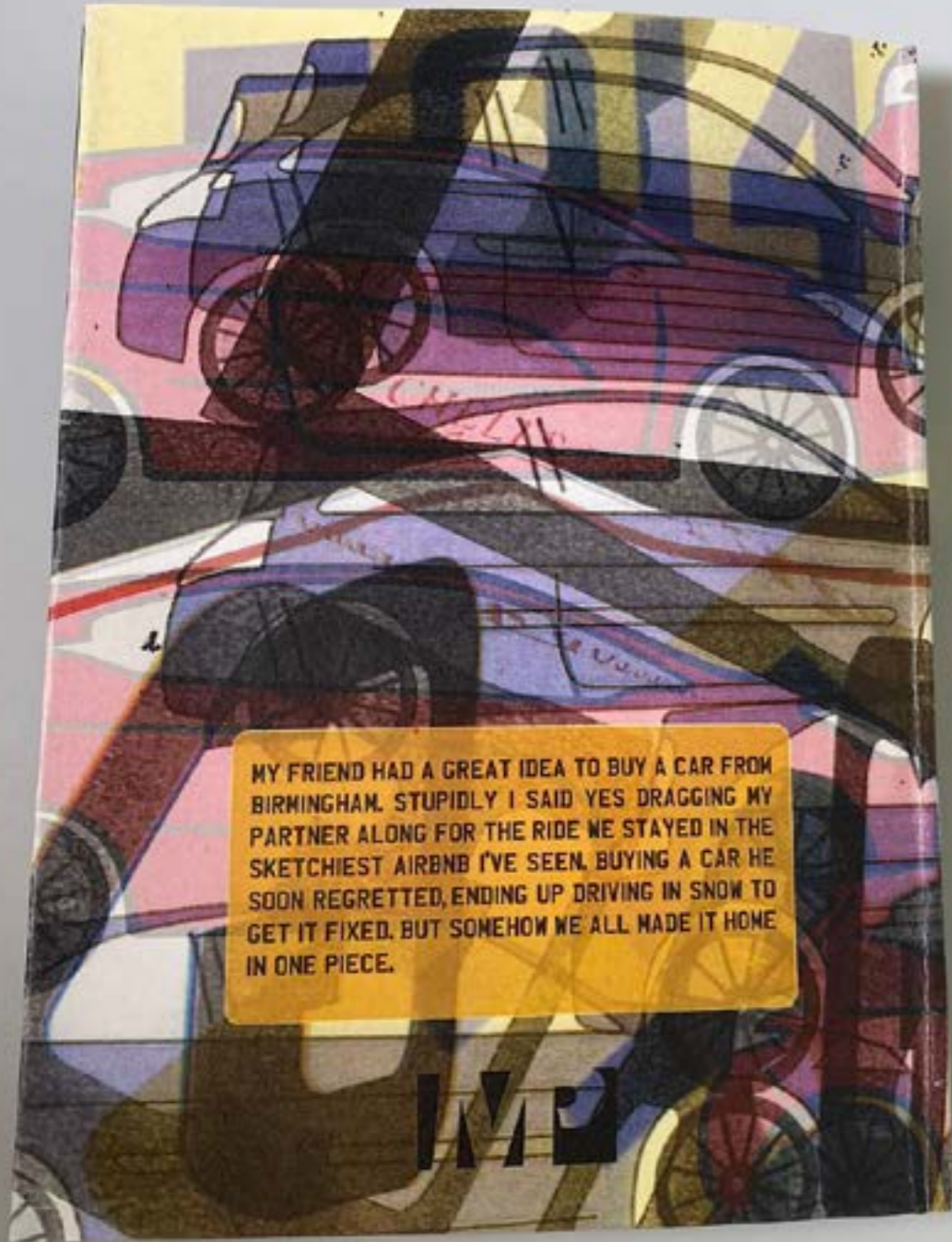
**WU**

MITCHELLS R... AU



This book's creation encountered a setback when the pages began folding in on themselves toward the end. Speaking with Paul, I discovered that using a bulldog clip to secure the pages is more effective. However, when attempting this, I encountered a machine issue. With the assistance of a peer, I realised that the bulldog clip was in the wrong position.





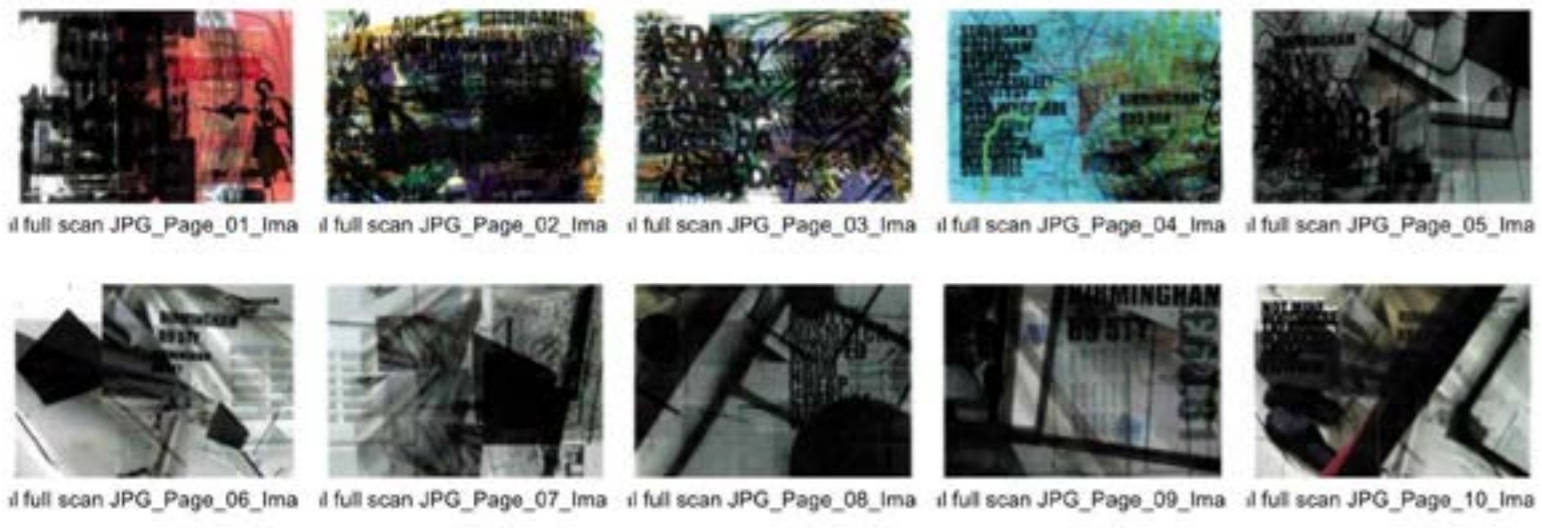
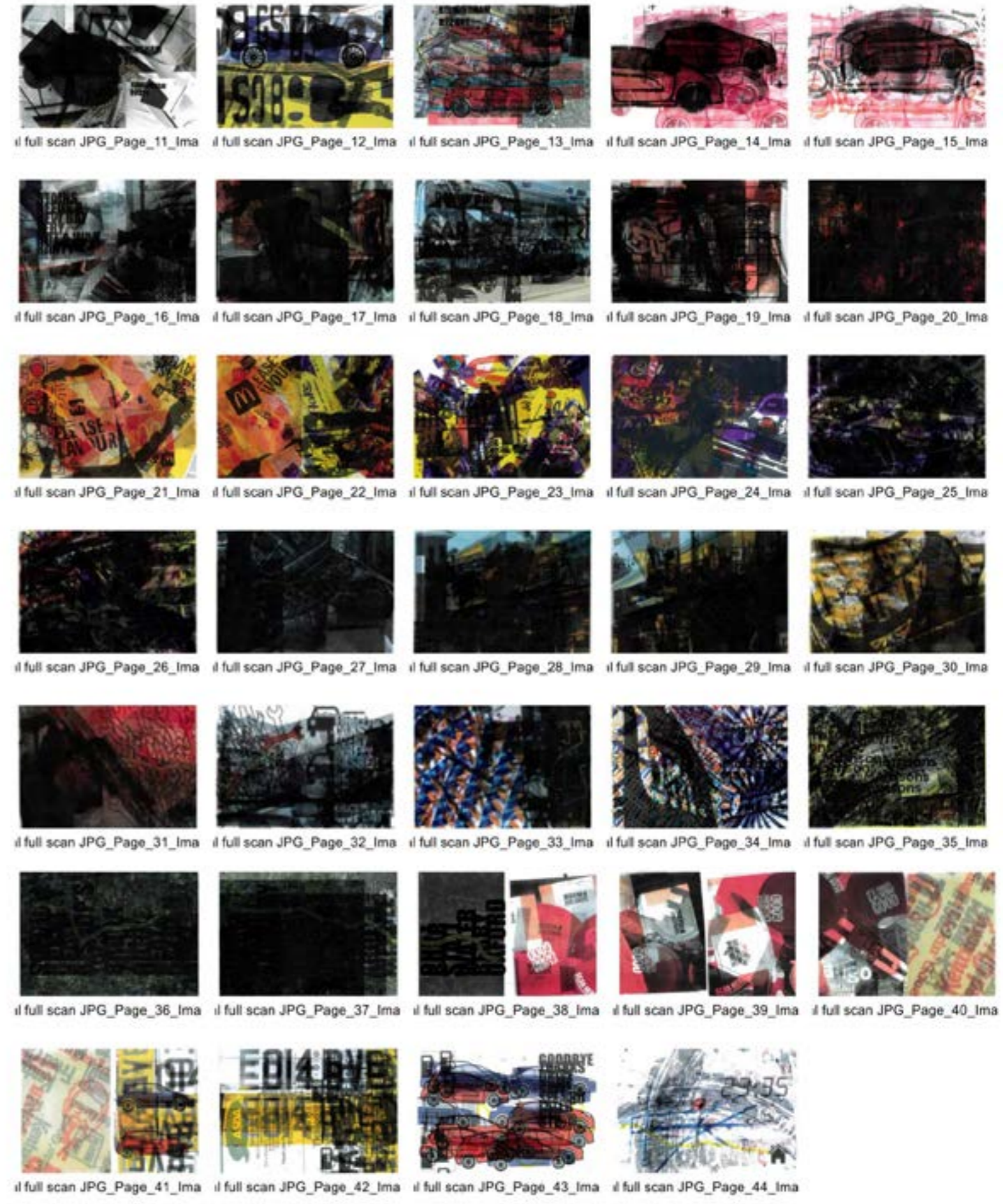
MY FRIEND HAD A GREAT IDEA TO BUY A CAR FROM BIRMINGHAM. STUPIDLY I SAID YES DRAGGING MY PARTNER ALONG FOR THE RIDE WE STAYED IN THE SKETCHIEST AIRBNB I'VE SEEN. BUYING A CAR HE SOON REGRETTED, ENDING UP DRIVING IN SNOW TO GET IT FIXED. BUT SOMEHOW WE ALL MADE IT HOME IN ONE PIECE.

LIVE





After having a tutorial with Jack, I concluded that it would be better to scan in the master images and then I could reprint them trying to keep the quality as good as possible. This worked well and was a much better option than if I had photocopied the images, as they would have lost some of the original quality.



Making use of the excess number plates, I bound them together to craft a rough, chaotic book that explored various page sizes. While this experiment made some promising results, it would have been more effective with additional pages.





**LOWESTO**  
LOWESTOFT & ST YARMOUTH  
NR33 9DD

**LOWESTO**

Repurposing leftover imagery, I created and organised it to narrate the story within this book. Though lacking a front cover, the outcome is satisfying, particularly due to its substantial page count.



ROYAL

ROYAL

ROYAL

ROYAL

# ASDA Tickled Pink

ARE YOUR SHOPPING ISN'T THE ONLY THING YOU CHECKOUT TODAY  
KNOW YOUR BOOBS, PECS AND CHEST  
COULD HELP SAVE YOUR LIFE.

- 2 
- 3 
- 4 



## REAL SELF CHECKOUT

Information on breast awareness  
at [asda.com/tickledpink](http://asda.com/tickledpink)

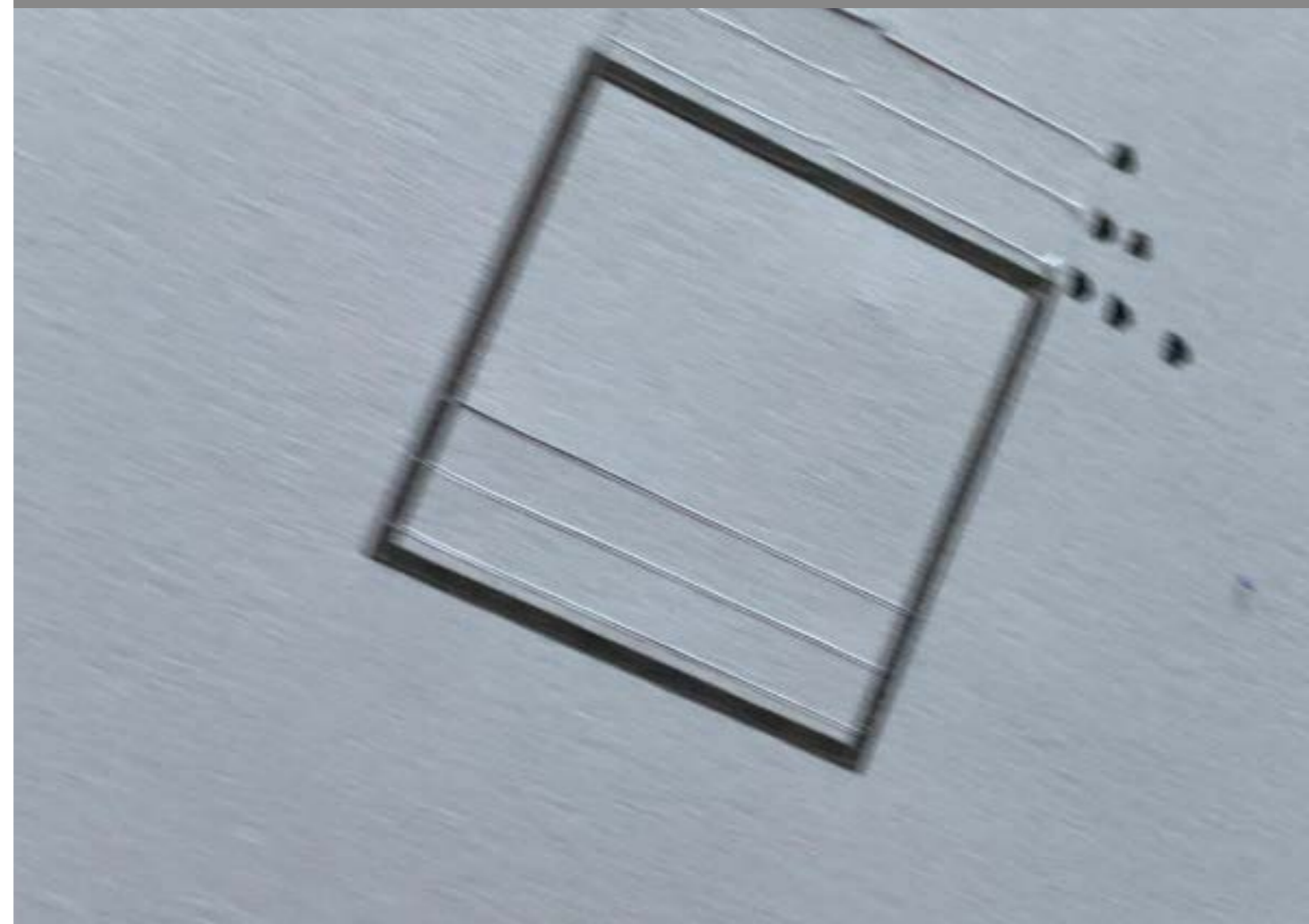
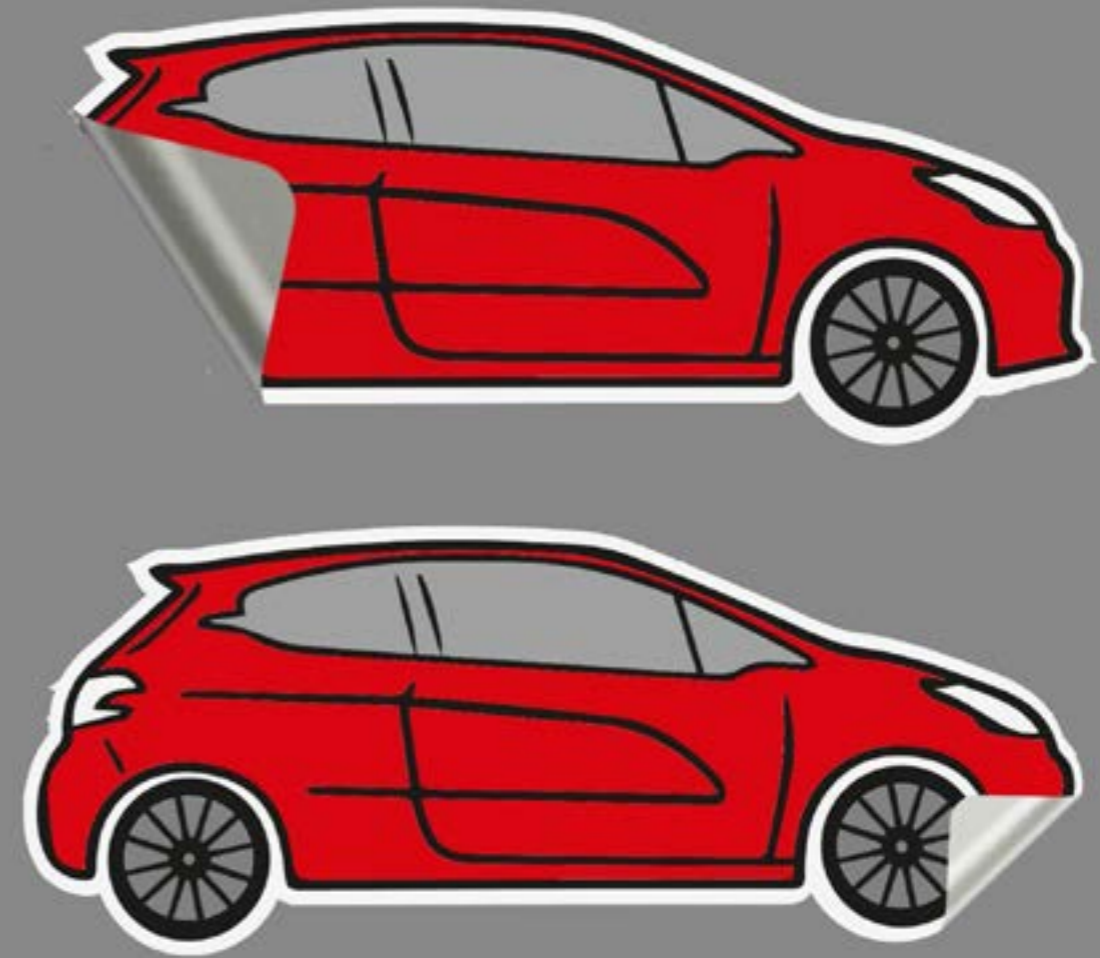
for a free monthly text reminder to  
boobs? Just text ASDA to 82228\*

about breast cancer, you can speak  
re nurse directly by calling the  
Now helpline on 0808 800 6000  
am-4pm and Sat 9am-4pm

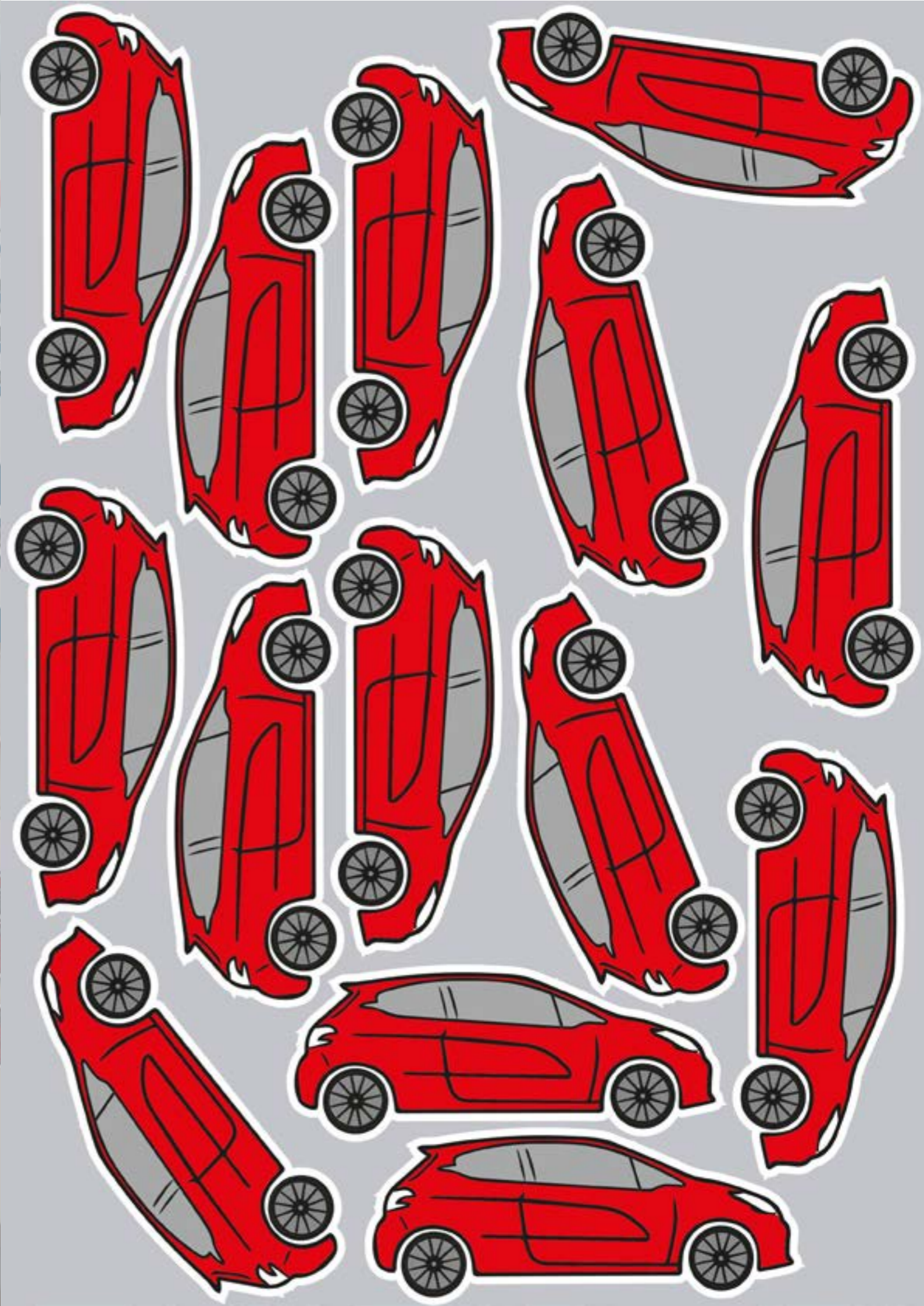
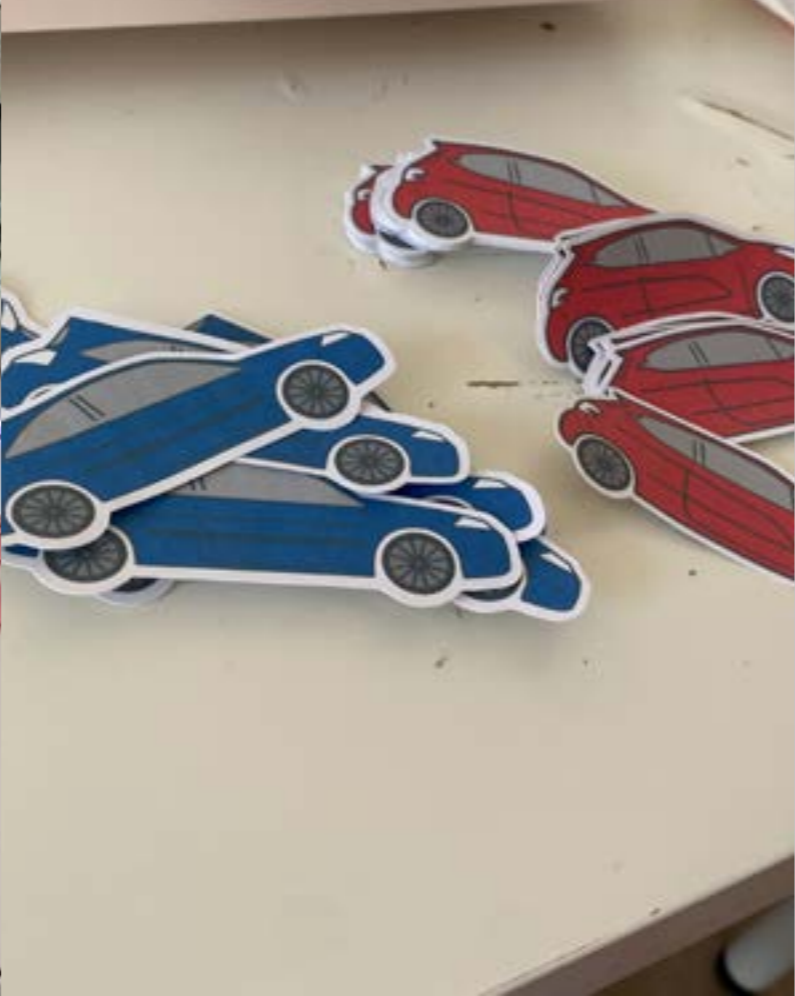
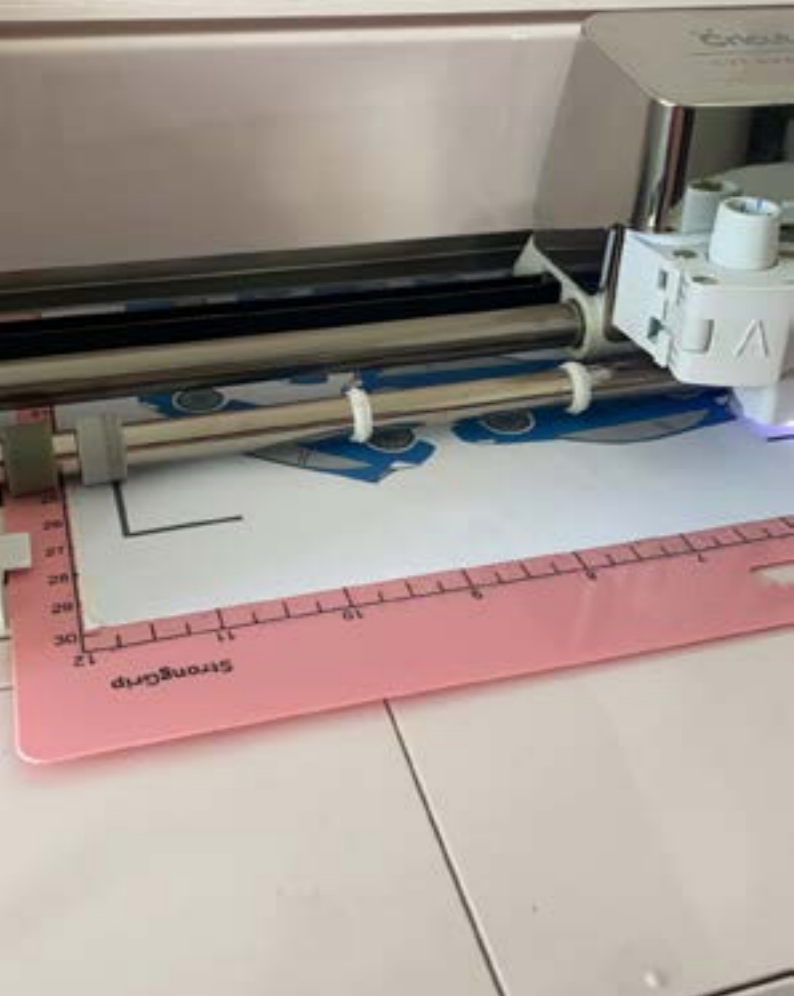




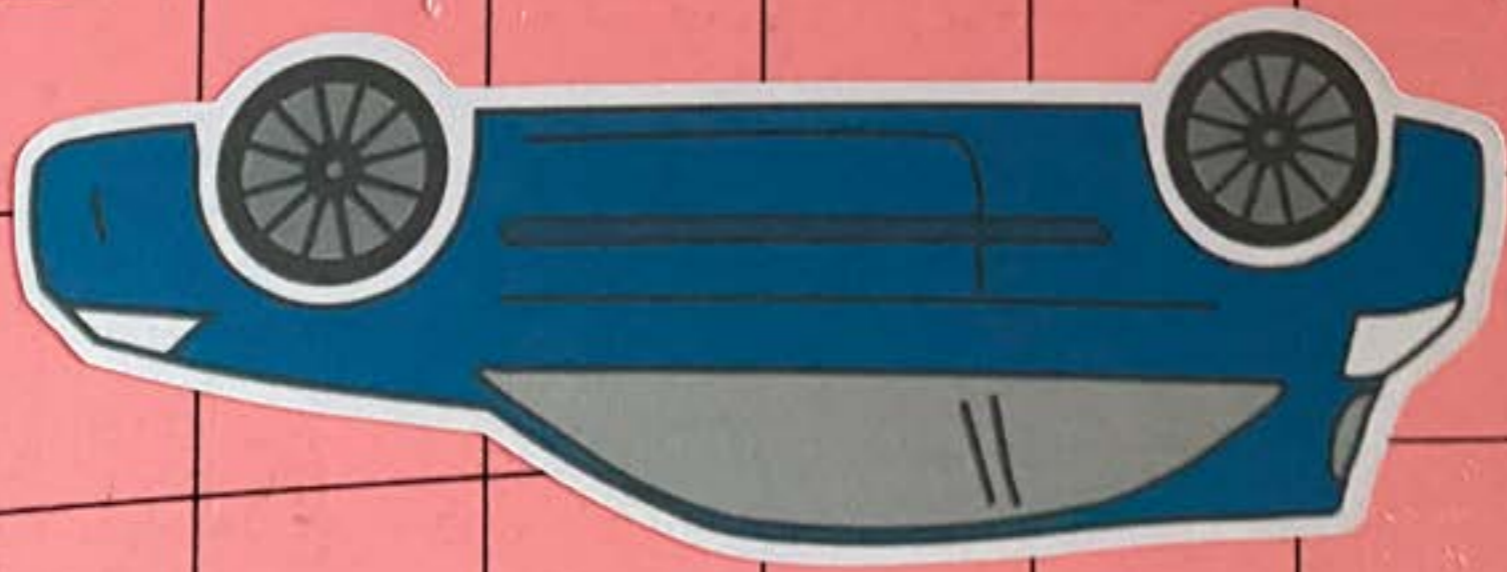
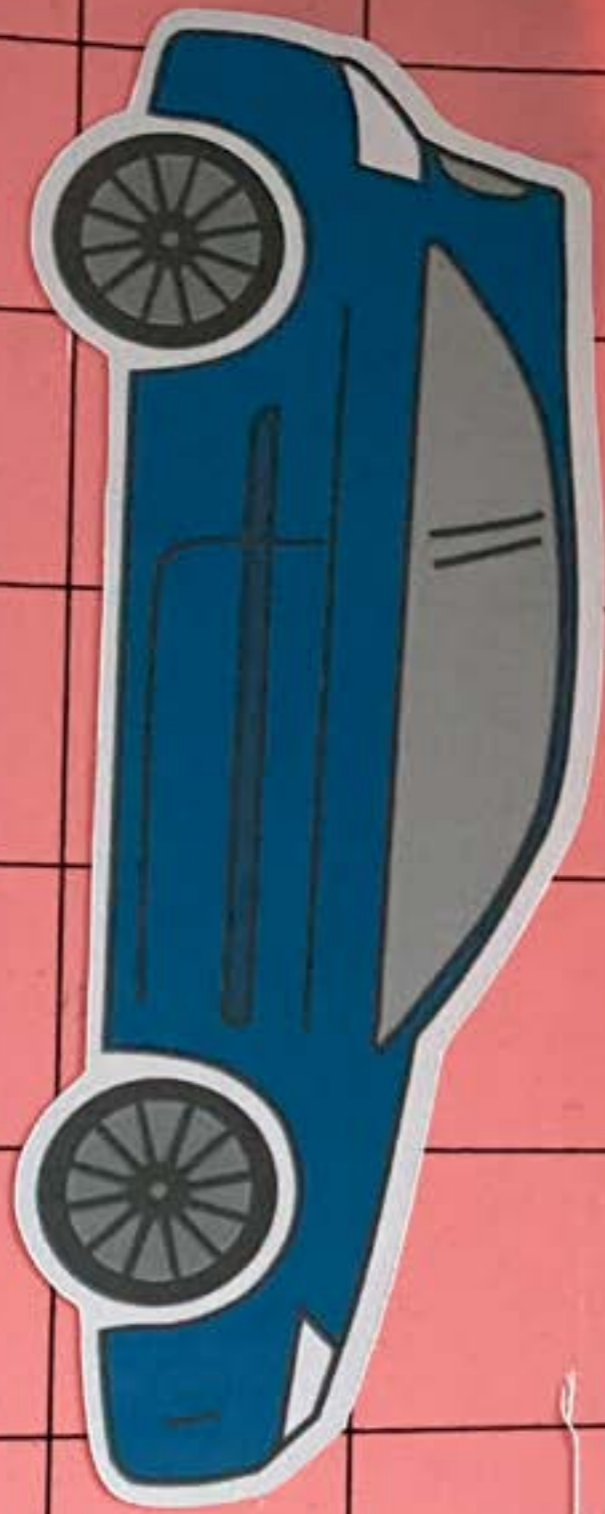
In the studio there was talk about there being stickers for the Graduate show catalogue. With the car graphics being made, I thought I might as well experiment and try and make a mock-up sticker. I tried to find a good sticker mock-up, but I couldn't. The only one I was able to find was a square sticker. So, I edited it and was quite successful with the outcome. Because it was successful, and my friend's birthday had just past I wanted to try and make some stickers using the print cut function on the Cricut machine for him as a gift. In doing so, I realised the Cricut wasn't cutting properly and was out of alignment for cutting around the sticker. After a considerable amount of time and many phases of calibration the cutting eventually became aligned with the image and made an accurate cut producing the final sticker. After doing some test prints, I then proceeded to try and fit as many cars on a page as possible. I did this for both cars and then I did a '2024' numberplate version and using the extra blank space on the page, I also tested making a sticker with the words 'graphic content' the name of the show Catalogue. This experiment was very successful, and I might try and make some more stickers for my colleagues and Grad show catalogue using everyone's designs.











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TC

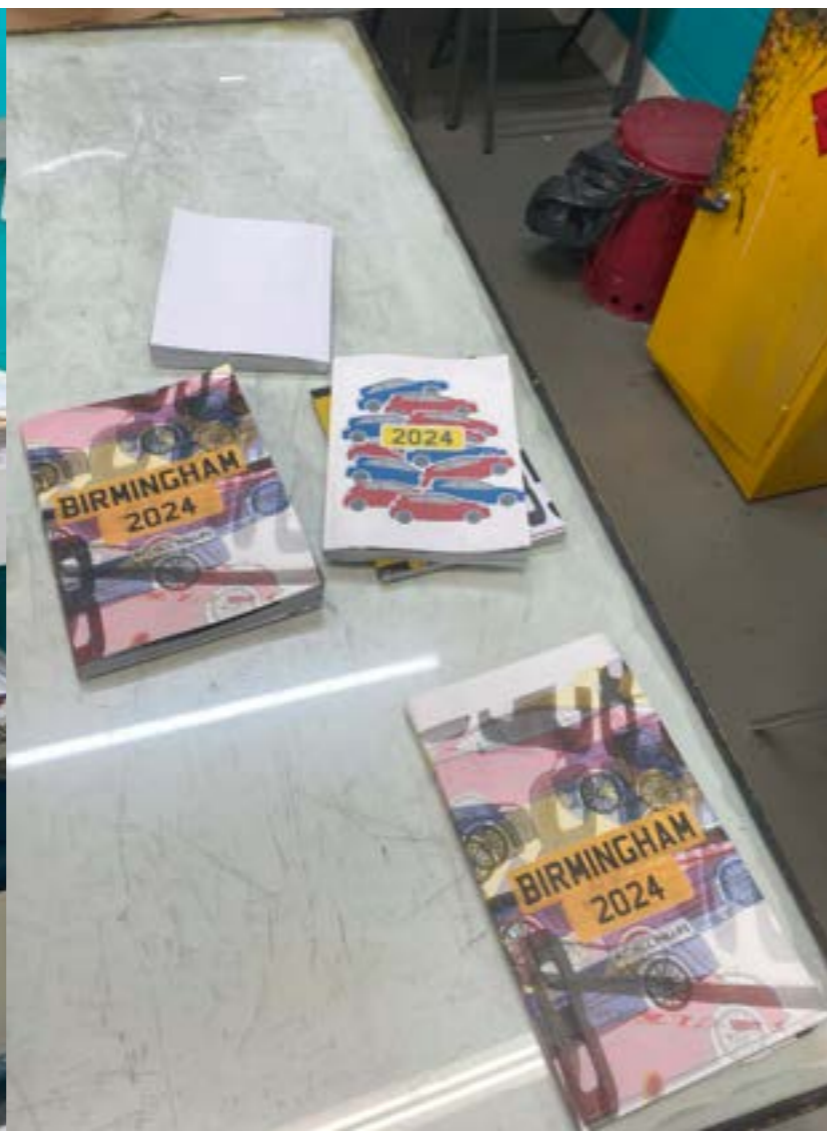
GRAPHIC

2014  
MP



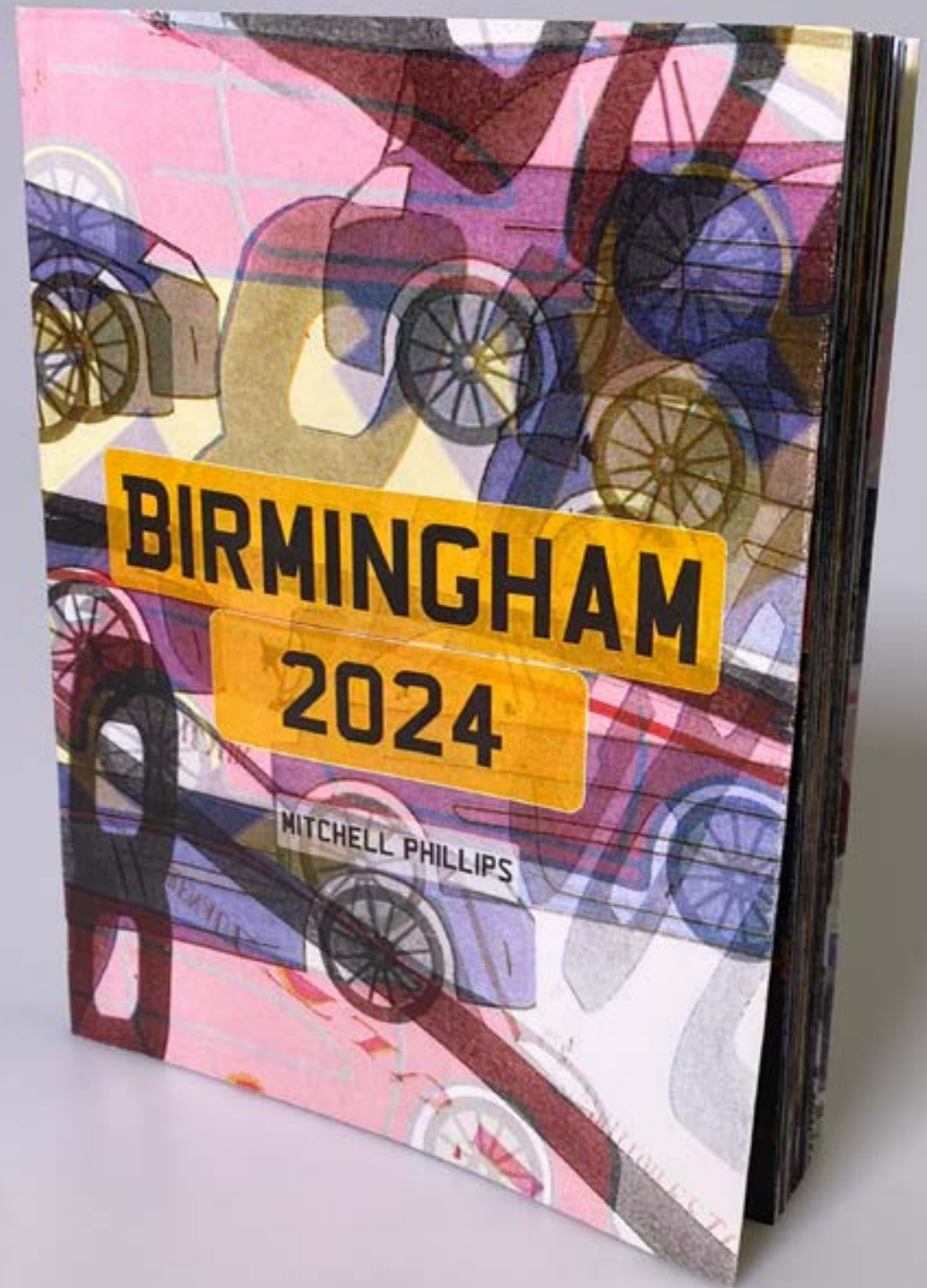
## Cutting the book

To achieve a professional finish, I began by prepping the crop marks for the final cutting. This involved creating initial cutting lines using two perpendicular flat surfaces to ensure a straight edge. Once the preparation of crop lines was completed, the books were then handed over to the Print technician. The technician lined up the books within the cutting machine, removing all excess material from the final product.





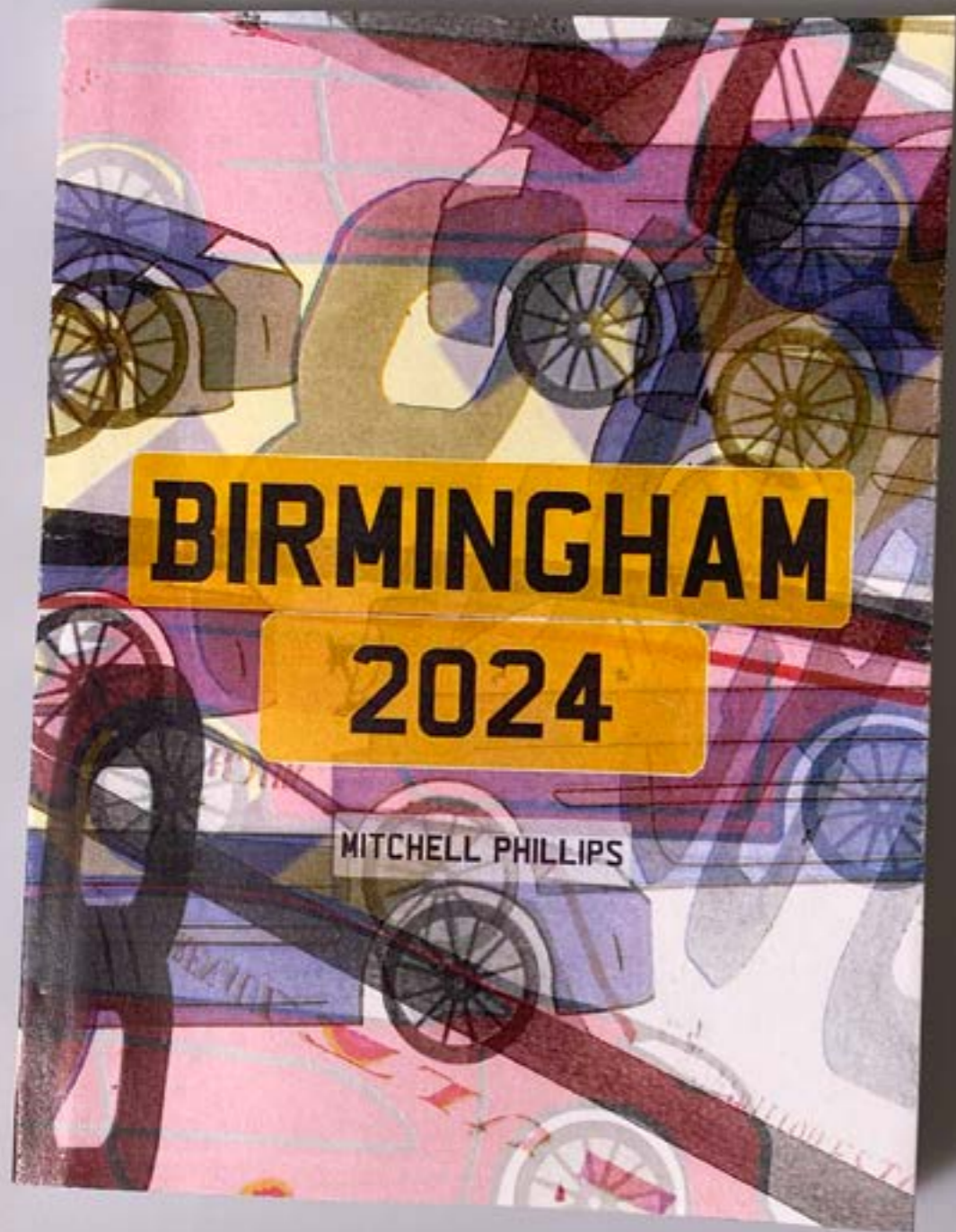
Here is the final publications 2 a5 size and 1 slightly larger than a5.



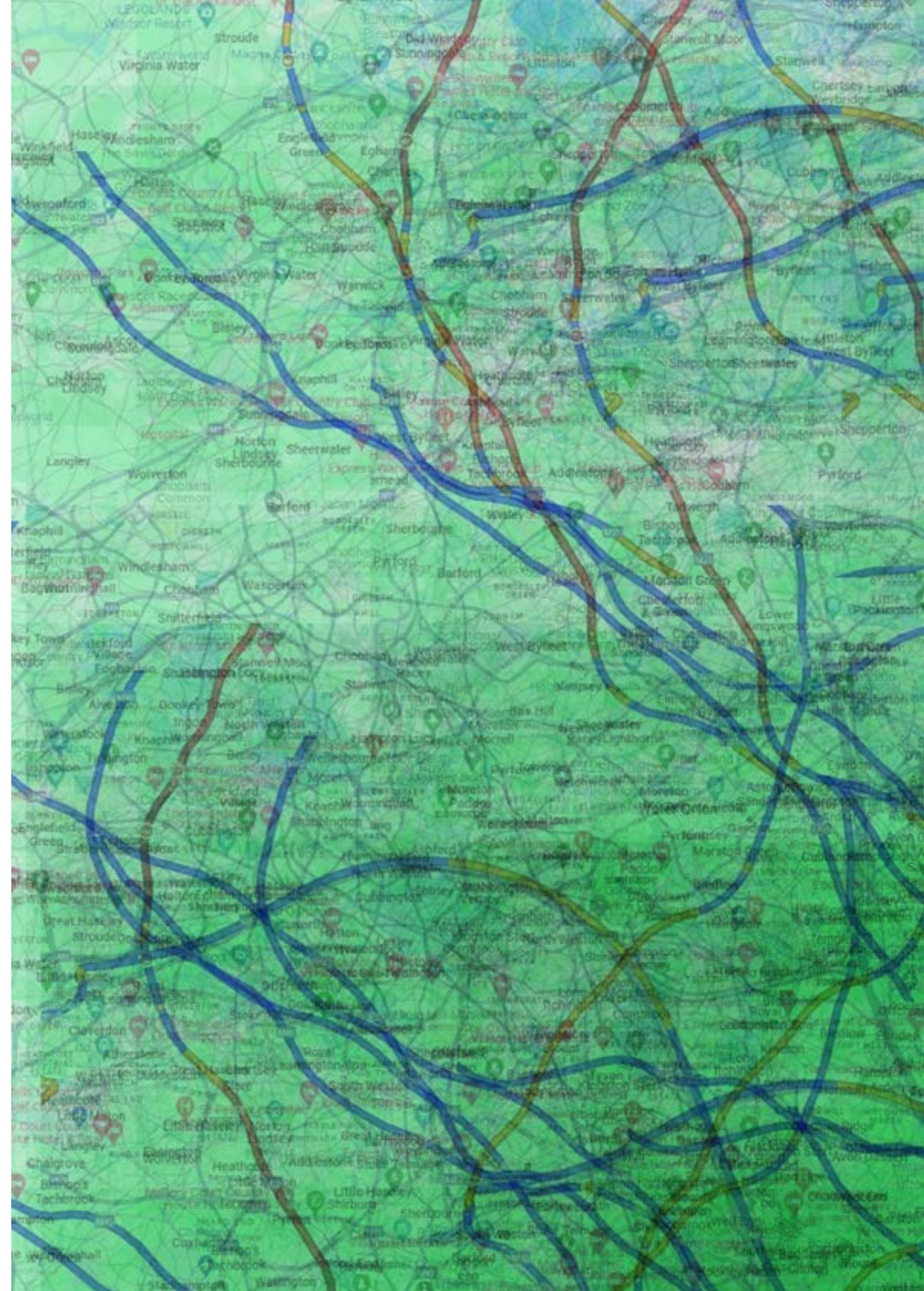
**BIRMINGHAM  
2024**

MITCHELL PHILLIPS





For the degree show I felt like I needed more outcomes than just a book to display, so I decided to make three supporting posters. These posters turned out very well with each one representing a different part of the project; one containing images from the book to represent the final outcome, another with images of a map showing directions to Birmingham, representing the journey and traveling and the final poster containing a collage of images taken of my friends car representing the purchase.







For the grad show, I wanted to display my book in a way that represents the project. Inspired by the upcycling trend of using tyres for furniture, I wanted to craft a table from them. Originally, I planned to stack two tyres and add glass for a tabletop. However, I realised this might result in a coffee table style which would be too low to the ground. Feedback from peers suggested alternatives such as bean bags to complement the design, but realistically, it would make more sense to be on a high table.

I looked on Facebook Marketplace for inspiration and realised that I wanted a design similar to a bistro table. I found a "free high table" and, eager to visualise the show's setup, picked it up not knowing how heavy it was. Removing the tabletop, I discovered the tyre could support itself. After some thinking, I found a 40cm wide piece of acrylic that would fit perfectly on the tyre, potentially transforming it into a functional table. The only problem I then had was remembering how to reassemble it. Should the screws go down into the frame through the acrylic or up through the frame like the original tabletop? Additionally, reinforcement screws through the tyre might be necessary.



