MA Visual Communication

Major Project
Contextual Statement

UNMASK

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THE ONLY IMPORTANT THING
ABOUT DESIGN IS HOW IT RELATES
TO PEOPLE.

VICTOR PAPANEK

GENERAL FRAMEWORK FOR THE STUDY

Unmask is an application that could become the Future conduit for sharing the thinking and process which goes behind art and design work within university courses and between university students.
The idea is to connect alumni through their passions by providing a way for them to share their work process and development.
This Project's purpose serves to help expand personal idea developments and inspirations for students as well as giving them a platform to be seen, helped or even referenced by their peers. It is an experience designed specifically for them in order to enrich the art university experience.
When one is lost in an echo chamber of familiar discussions and themes, it is harder to feel inspired, or explore new fascinations in one's field. A great way to solve this dilemma is by being exposed to new individuals with new ideas, in the same positions, who come from different environments and are willing to display their work and ideas.
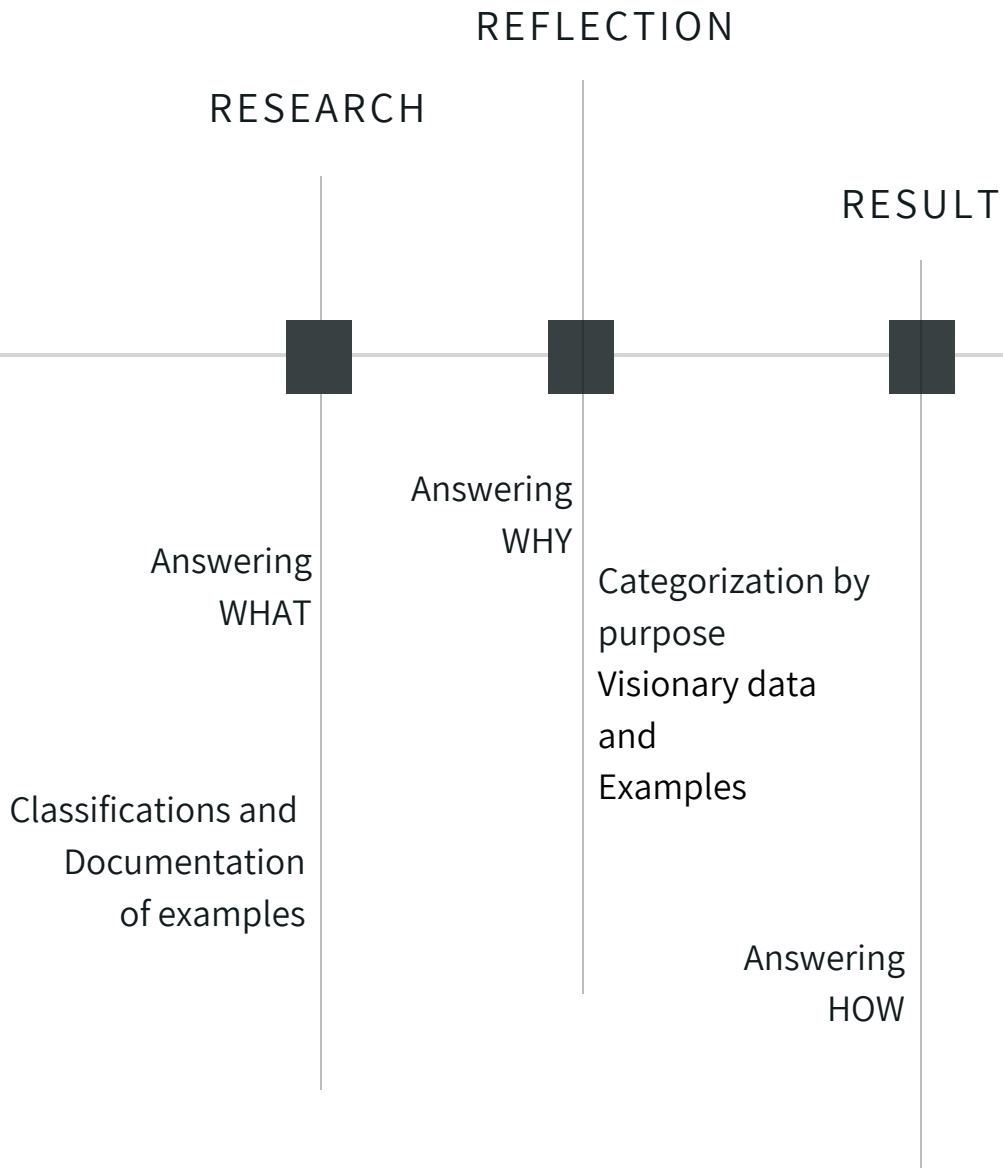
SCOPE
- Evaluate discussions with the tutors based on the design approach to have a better outcome; To get a view of the social and visual questionability of the project.
- Document interviews with various people to form a good database for the further refined result.
- This app intends to connect people through their work as well as to help and encourage each other to continue striving for better work.

limitations
For the idea to launch and work, it would require a large amount of participation, If not, this could become its greatest limitation.

METHODOLOGY

REFLECTION

RESEARCH

RESULT

Answering
WHY

Answering
WHAT

Categorization by
purpose
Visionary data
and
Examples

Classifications and
Documentation
of examples

Answering
HOW

RESEARCH

To help examine the overwhelming rush of work at times. The focus lies to inspire and motivate students during submissions. The focus is on more accessible research on their open but restrictive nature to understand a larger purpose of connecting with others. To explore more and to reach out vast amounts of audience.

IDEAOLOGY

This project intends to understand the process of encouraging people to burst out of their bubbles and find a much vaster variety of like minded artists. It is for people to showcase, develop and exchange ideas. All of this is possible with the development of communication in spaces within a modified framework.

OUTCOME

This part looks at design as a narration-centric output to simplify and understand the crucial role of why the design is put there in the space.

This application explains the direct approach of the thinking process in a practical world. This application helps discover the design process of various people and to share the personal side of the person's perspective from their documentation of their work to developing personal observations.