Access to HE in Art & Design

Level 3 Project Proposal

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| **Name** | | Sarah Pritchard | | | |
| **Pathway** | | Illustration | | | |
| **Project title** | | Final Major Project | | | |
| **Blog address** | | https://sarahpdigital.weebly.com/final-major-project | | | |
| **Section 1: Rationale (approx. 150 words)** | | | | | |
| During this course, I have particularly enjoyed the areas where I have had the creative freedom to focus on my chosen discipline, that being illustration. The units I have enjoyed the most, are the design for advertising, and documentary units, where I have been able to design and illustrate posters and short animations.  I have also equally enjoyed some of the research elements where I have incorporated my own interests in art and fashion history into my projects, such as makeup history for example.  In keeping with this, I would like to further expand my academic knowledge and artistic capabilities in this next project. Refining techniques I am already familiar with such as digital art, and learning new ways to apply these skills to other design mediums such as screen printing.  Ultimately, my reason for doing this project is to further my artistic development and broaden my portfolio. | | | | | |
| **Section 2: Project concept (approx. 200 words)** | | | | | |
| With this project I want to explore several interests of mine and find a way to combine, at least some of them together with an overarching theme of meta commentary. Given how convoluted this could all get I may focus in on certain themes and topics, more than others. The themes I wish to explore include, Rococo, Beauty, Horror, Dance and Social Commentary, each of these topics include a wealth of inspirations.  My main medium for this project will be my apple pen and iPad which I will use to illustrate and create digital art, using a combination of Photoshop and Procreate. I may also explore other applications of my digital work such as screen printing.  For this project I will create a range of outcomes, starting with initial designs, development and ending with the final piece that I will exhibit. My initial designs will be grouped into two categories, each with branding ideas I can then develop. The two categories being, implicit and explicit. Essentially the one will focus more on symbolism, whereas the other will be a more literal interpretation of the message. The latter (the explicit category), may focus more on the horror elements of my idea. Meanwhile I imagine the implicit side will focus more on classical dance and art elements, with a hint of gothic horror. | | | | | |
| **Section 3: Evaluation Methods (approx. 150 words)** | | | | | |
| To evaluate my work, I will use my own weekly blog in conjunction with peer and tutor feedback. I can also use this project proposal to reflect on the evolution of my ideas. I will evaluate the effectiveness of my artistic techniques, in both their own merit, and as a medium to convey an overarching message. Additionally will need to reflect on the effectiveness of my formal elements such as composition and lighting within my outcomes.  I will also mention and reflect on any problems I encounter. Such as any alternations I had to make, to account for limitations.  Finally, I can also collect third party feedback from online forums/message boards and social media. Which I can use to gage the readability of my piece. | | | | | |
| **Section 4: Exhibition Outcomes (approx. 150 words)** | | | | | |
| For the exhibition, I will probably display my work on a printout of sorts. Whether that be using the big photo printer to print out a semi-large print or using an alternative material such as canvas. Depending on how dark I go with the social commentary and horror elements I may need to exhibit my work in a private room for viewer discretion.  Other then a photo style printout, I could also exhibit my work in a book or magazine format, with screenshots of my work through the making process.  I can also exhibit my work online using social media to reach a wider audience. A logistically simpler idea but of course, as it is with all platform this does come with some risk. | | | | | |
| **Proposed research sources and bibliography (Harvard format)** | | | | | |
| For this project I will combine my Rococo research with some additional research on Japanese illustration, fashion and dance. Some of this I will take from primary sources such as dance performances and Art galleries.The rest will originate from online resources, and books.  A couple sources I have/intend to use include:  Hauser, A., 1999. The Social History of Art Volume III: Rococo, Classicism and Romanticism. 3rd ed. London: Routledge, pp.127-148.  Campos, C., 2011. Japanese Illustration Now. London: Thames & Hudson. | | | | | |
| **Project action plan and timetable** | | | | |
| **Week** | **Date week**  **beginning** | | **Activity/what you intend to do - including independent study** | **Resources/what you will need to do - including access to resources** |
| 1 | 14/03/2022 | | Generating ideas | Come up 3 different ideas, write up on blog |
| 2 | 21/03/2022 | | Research | Continue Rococo essay writing, do additional research on dance (maybe find some primary?), and research illustration styles (semi-realism, japanese, etc) |
| 3 | 28/03/2022 | | Laser cutter workshop | Write up laser cutter workshop on blog, come up with ideas of how to incorporate laser cutter into project |
| 4 | 04/04/2022 | | Wolverhampton art gallery – primary research |  |
| 5 | 11/04/2022  Easter | | Initial - Illustration | Sketches, colour blocking (if time?) |
| 6 | 18/04/2022 Easter | | Development - Illustration | Develop on initial, create sketches, colour blocking |
| 7 | 25/04/2022 | | Screen printing | Write up screen printing workshop on blog, come up with ideas of how to incorporate screen printing into project |
| 8 | 02/05/2022 | | Book binding | Write up book binding workshop on blog, maybe another exhibition idea? |
| 9 | 09/05/2022 | | Development - illustration | Refine one/two of the development adding colour blending |
| 10 | 16/05/2022 | | Final, Printing | Adding additional details, background etc.  Printing/exhibition preparing |
| 11 | 23/05/2022 | | Exhibition |  |
| 12 | 30/05/2022  Half term | | Finish off anything that needs doing | Blog completion |