

## **Graphic design students' conceptions of the discipline in an era of expanded design**

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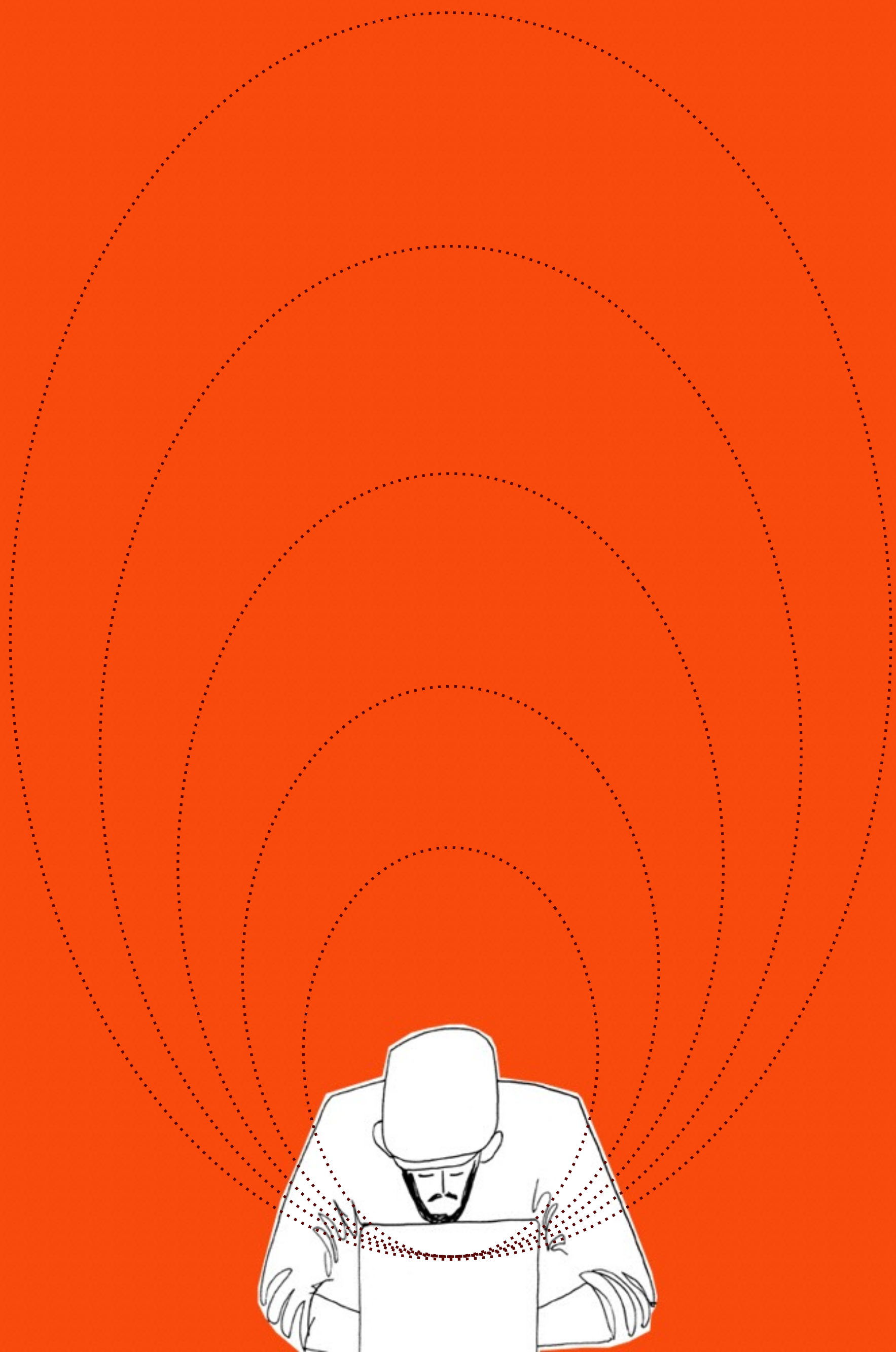
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GRAPHIC DESIGN STUDENTS'  
CONCEPTIONS OF THE DISCIPLINE  
IN AN ERA OF EXPANDED DESIGN



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ILLUSTRATIONS FRAZER HUDSON

# PREFACE

# GRAPHIC DESIGN EDUCATION

CAREER  
TRAINING



INFINITE  
POSSIBILITIES



*GRAPHIC DESIGN AS A CULTURAL ENTERPRISE IS TO  
UNDERSTAND IT AS AN EXPANDING DISCIPLINARY  
PROJECT. IT IS NO LONGER SIMPLY A PROFESSION,  
A SERVICE, A TOOL OR A MEANS TO CREATE DESIRE.*





**D&AD** @dandad · Feb 8

Nothing matters more than a #DandAD Pencil. Deadline 17 February 2016.



**Nothing matters more.**  
Deadline 17.02.16

**D&AD Professional Awards 2016**

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*THE EXTENDED TERRAIN OF CONTEMPORARY  
GRAPHIC DESIGN PRACTICE HAS ITS TRADITIONAL  
BASECAMPS IN TYPOGRAPHY, IMAGE MAKING,  
FORM GIVING, ADEPT USE OF MATERIAL CRAFT,  
AND SYSTEM CONSTRUCTION LARGELY APPLIED  
TO THE MESSAGES OF PAYING CLIENTS ...*

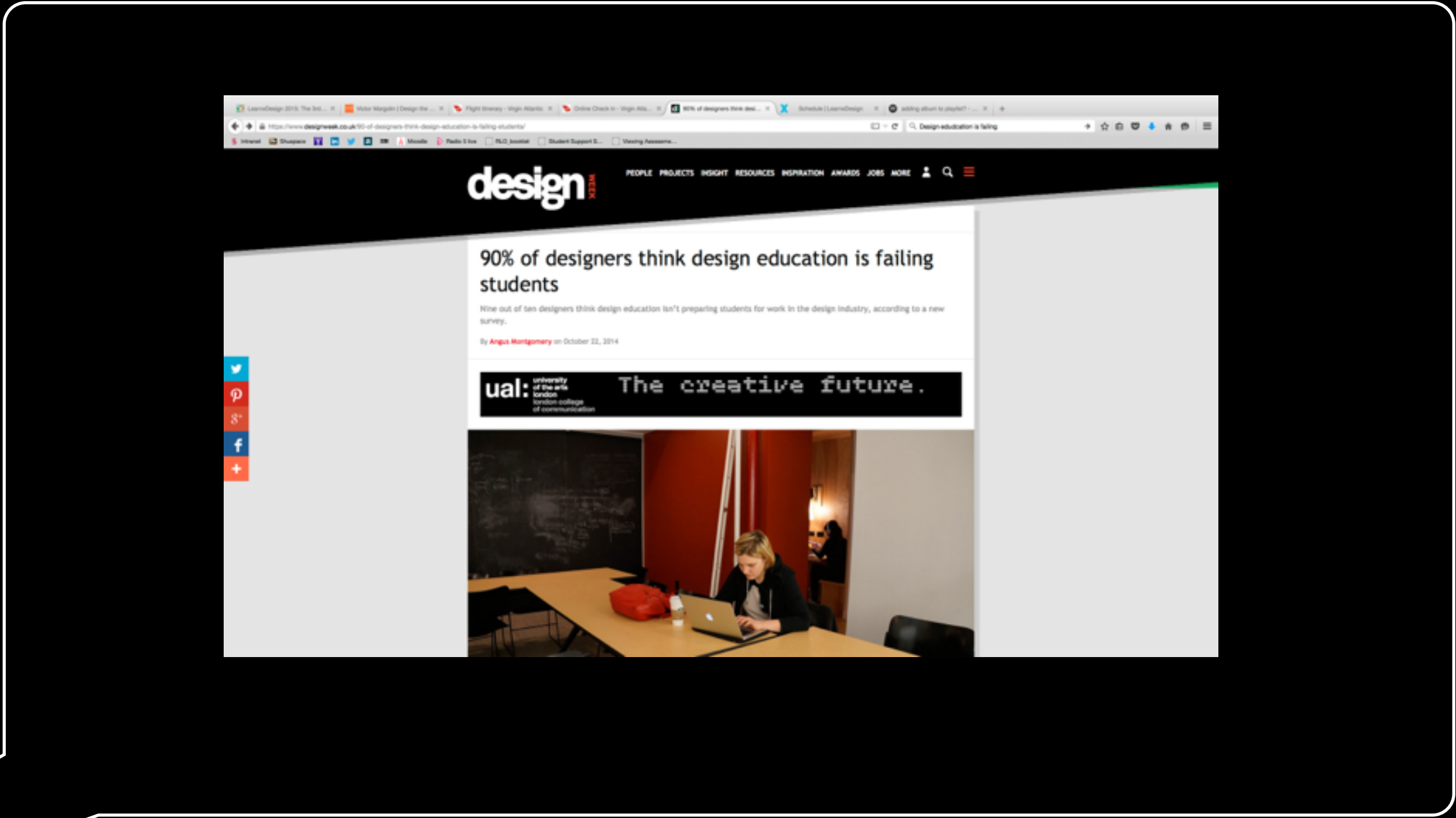




*... THESE NODES ARE MERE FOOTHOLDS IN  
A NOW VERY MATURE CAMPAIGN BY GRAPHIC  
DESIGN TO LAND UPON THE BANKS OF  
ALMOST EVERY OTHER DISCIPLINE UNDER  
THE SUN ...*

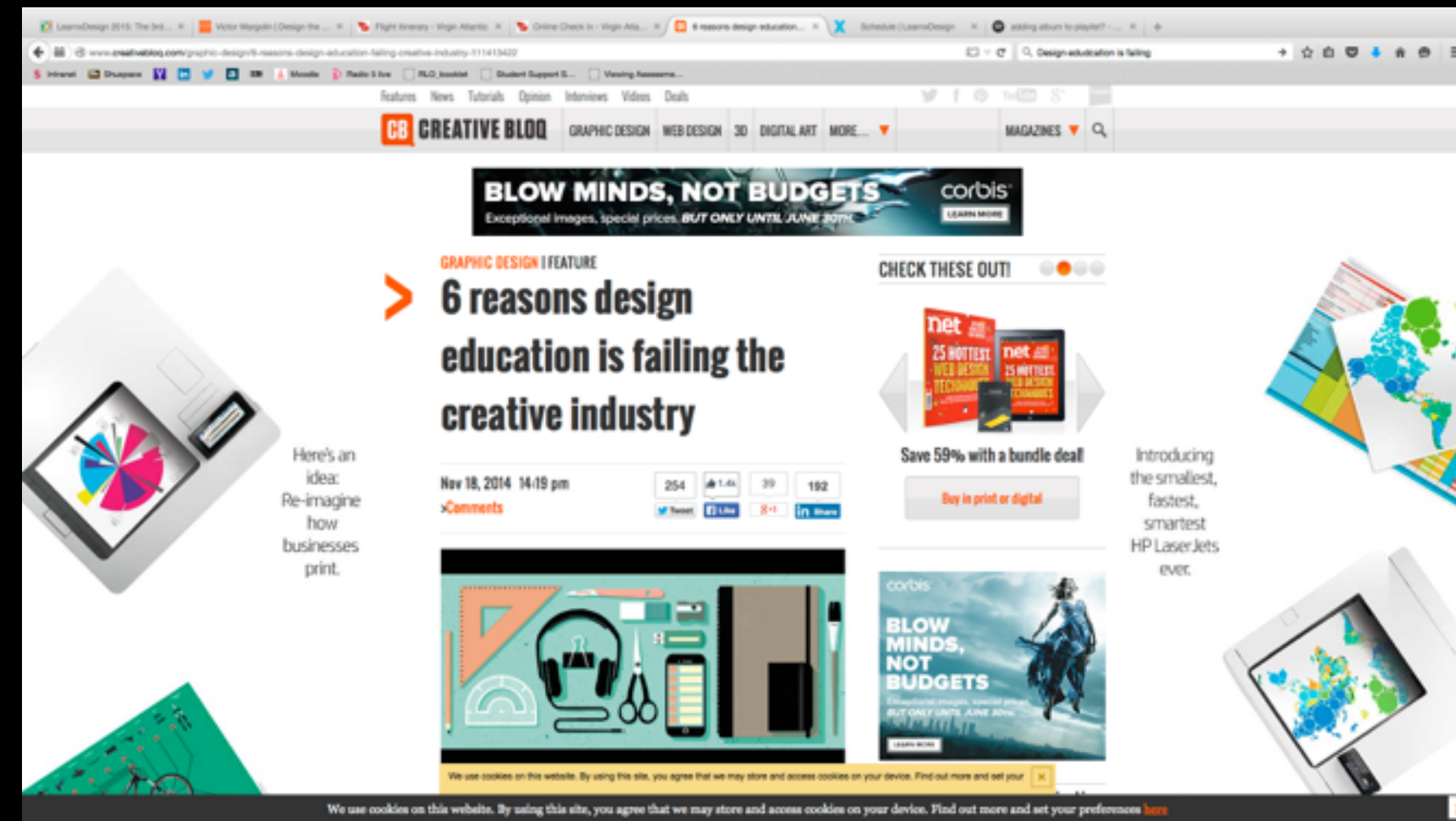






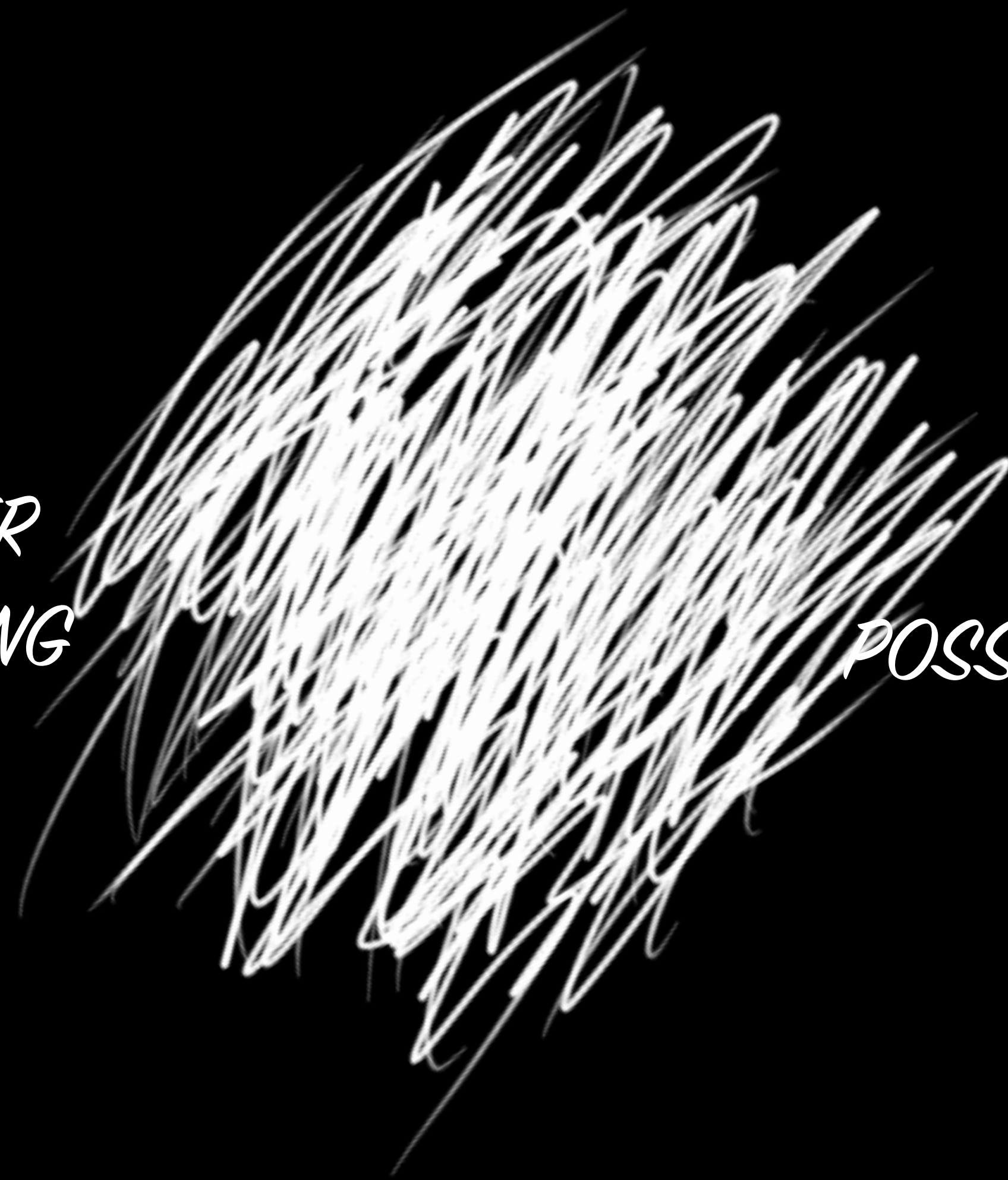
*... OUR HOLDINGS AND COLLABORATIONS ARE SO MASSIVE AND MULTIPLE WE HAVE CREATED NEW DISTRICTS AT OUR TRANSDISCIPLINARY FRINGES TO DEAL WITH GRAPHIC DESIGN'S EVERMORE POROUS EDGES SUCH AS: USER EXPERIENCE DESIGN, INTERACTION DESIGN, SOCIAL DESIGN, HUMAN CENTERED DESIGN, CRITICAL DESIGN, SPECULATIVE DESIGN, SERVICE DESIGN, AND TRANSITION DESIGN.*







*CAREER  
TRAINING*



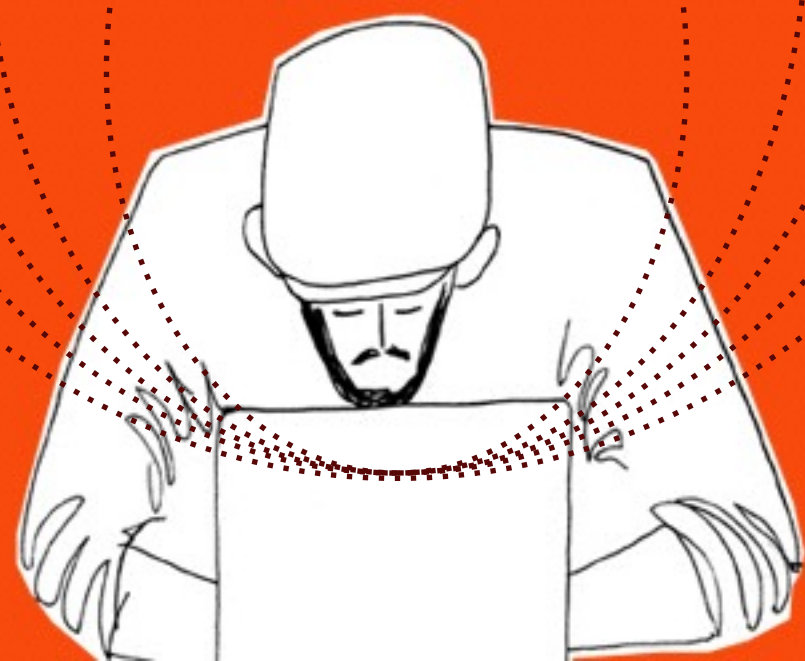
*INFINITE  
POSSIBILITIES*



PAPER

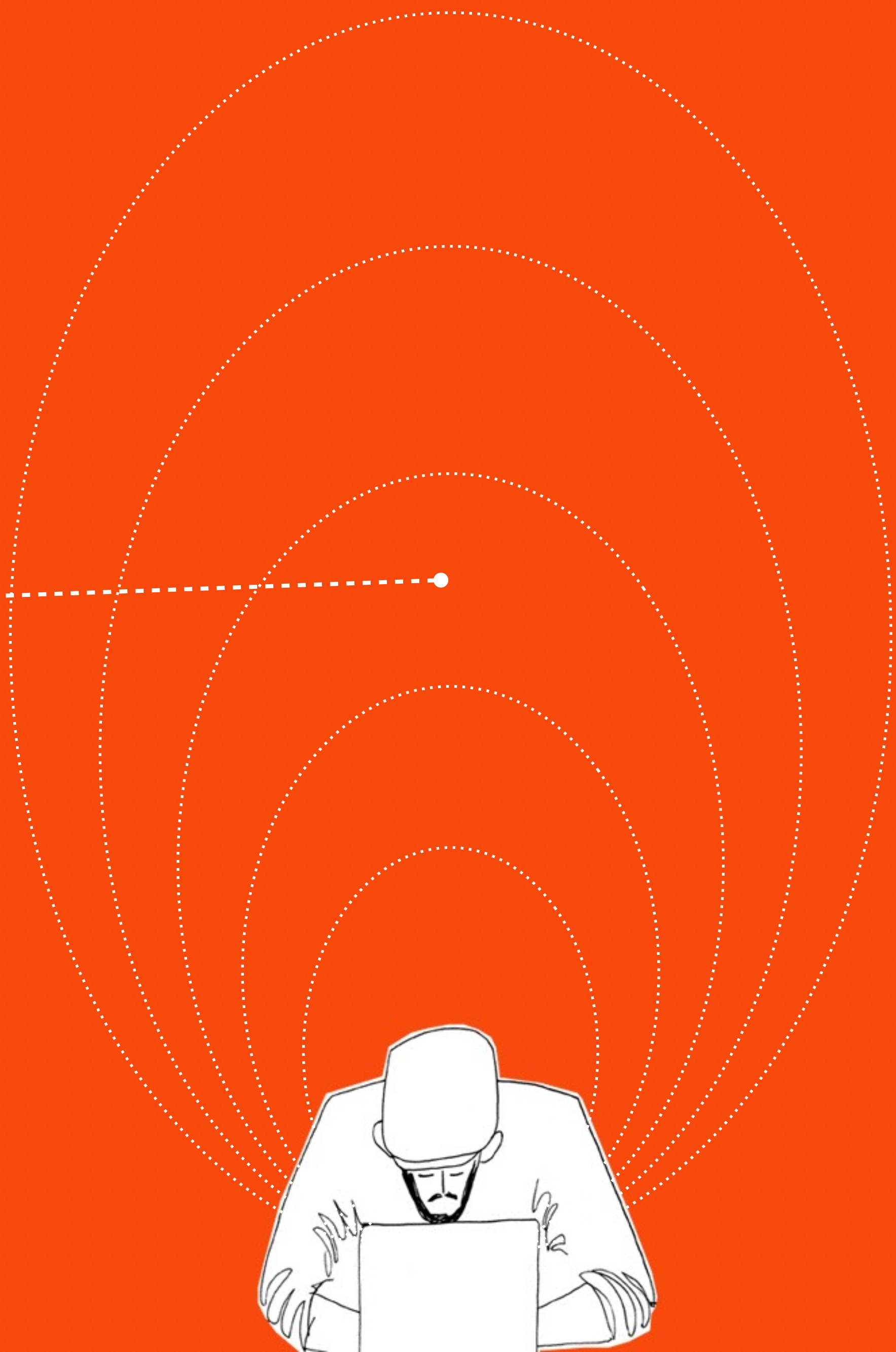


GRAPHIC DESIGN STUDENTS'  
CONCEPTIONS OF THE DISCIPLINE  
IN AN ERA OF EXPANDED DESIGN



STUDENTS' CONCEPTIONS  
OF GRAPHIC DESIGN

CONCEPTIONS



INCREASING  
COMPLEXITY

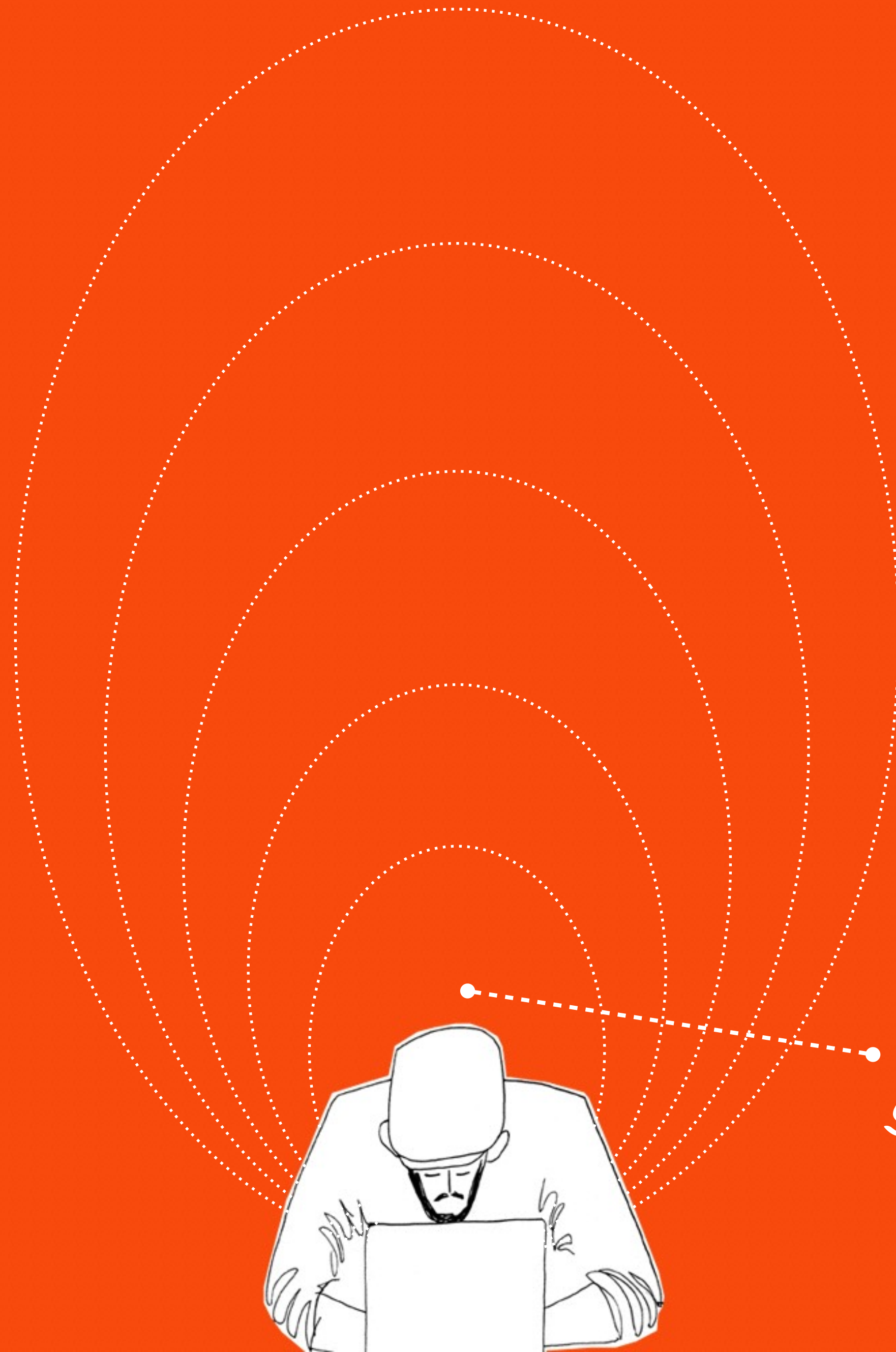




# RESULTS



# STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN



1. GRAPHIC DESIGN IS THE  
APPLICATION OF A RANGE OF  
SKILLS AND TECHNIQUES IN THE  
PRODUCTION OF 'GRAPHIC  
ARTEFACTS'

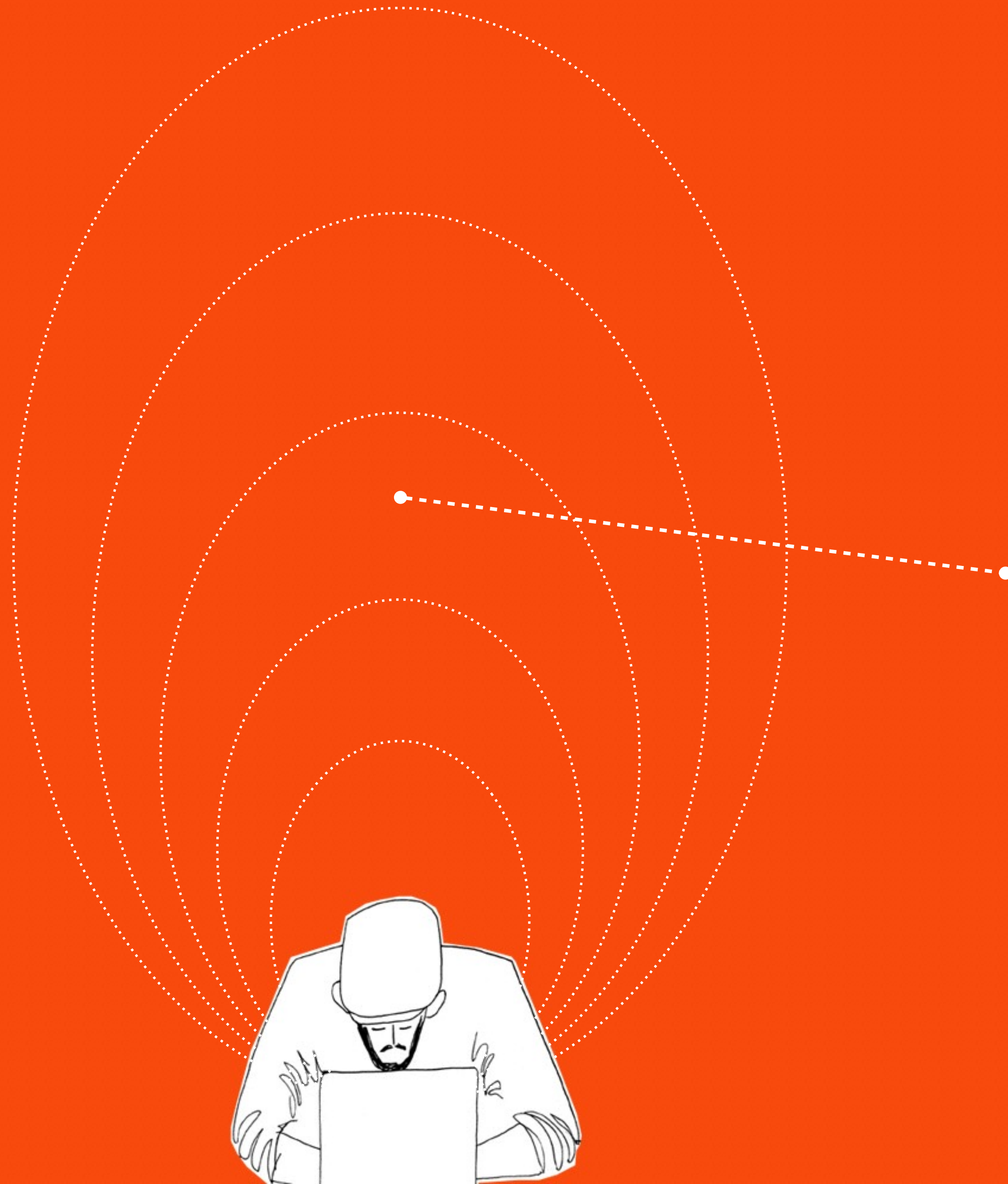
# *STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN*

*2. GRAPHIC DESIGN IS  
CREATIVELY AND  
PERSONALLY RESPONDING  
TO A PROBLEM/BRIEF IN THE  
PRODUCTION OF 'GRAPHIC  
ARTEFACTS'*





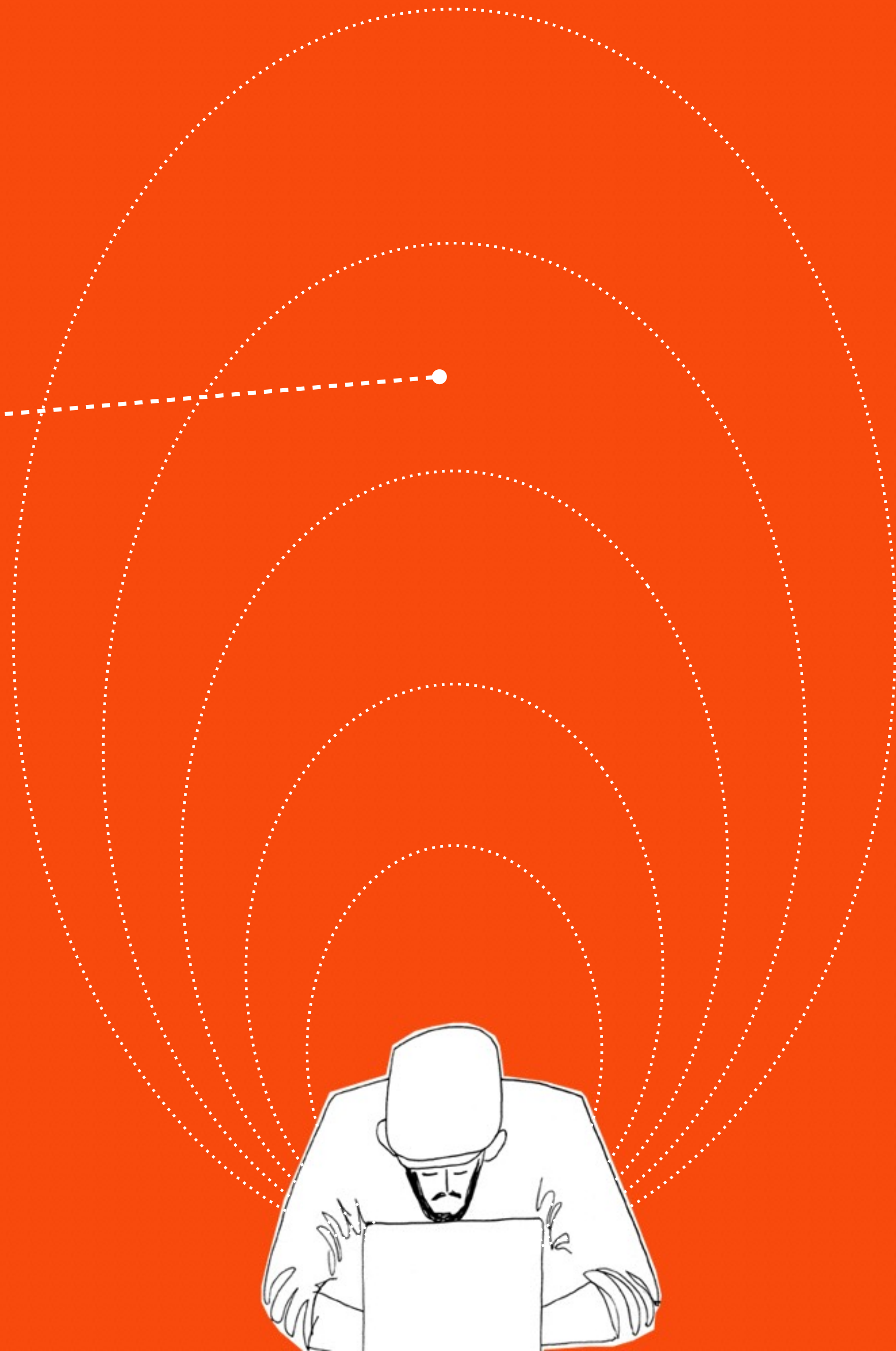
# STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN



3. GRAPHIC DESIGN IS  
PRODUCING OUTCOMES  
IN RESPONSE TO THE  
NEEDS OF OTHERS  
(CLIENT/AUDIENCE)

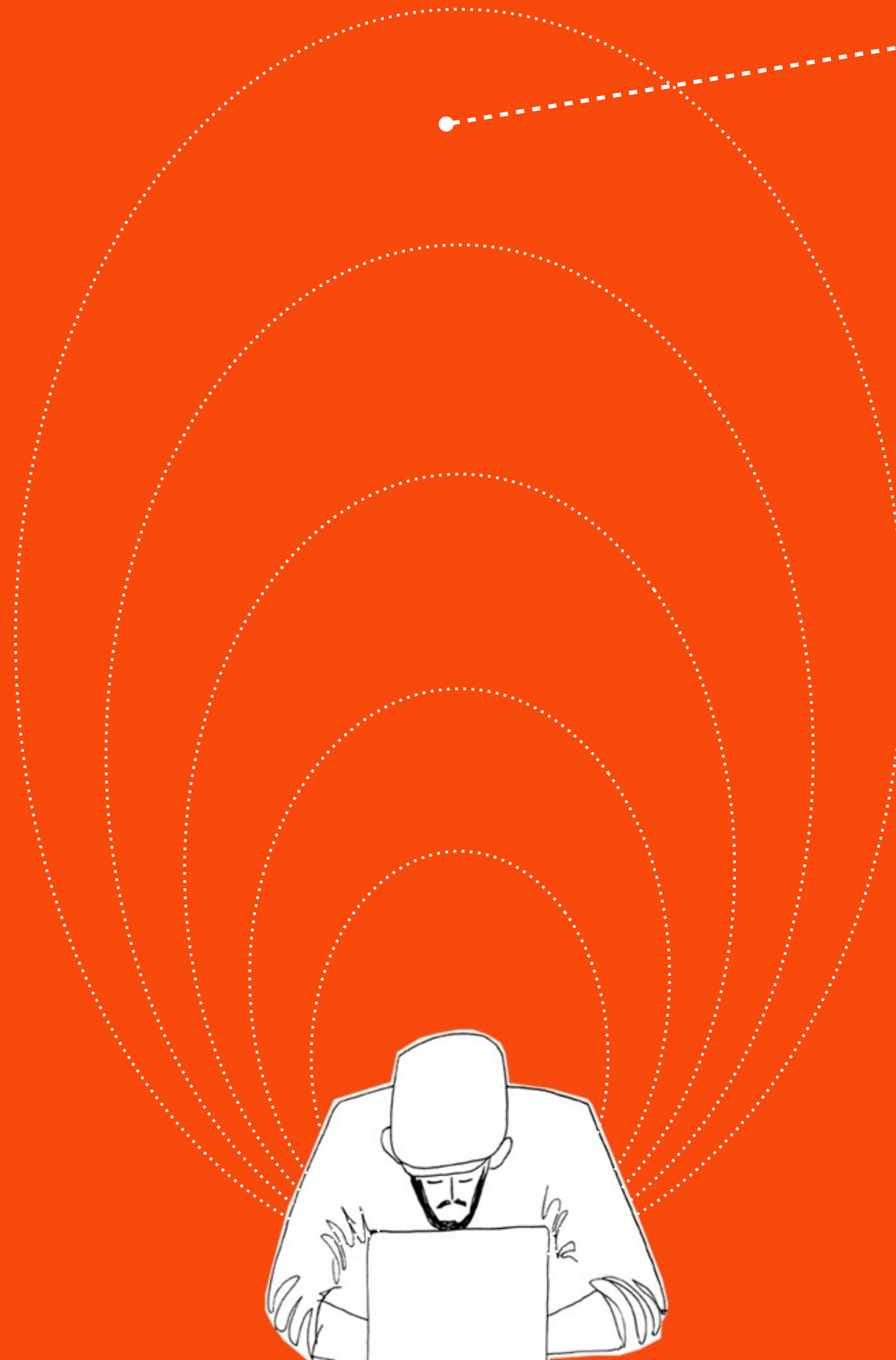
# *STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN*

*4. GRAPHIC DESIGN IS  
THE COMMUNICATION  
OF CONCEPTS ON  
BEHALF OF OTHERS (OR  
SOMETIMES SELF)*



## *STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN*

5. GRAPHIC DESIGN OFFERS THE  
• POSSIBILITY TO CHANGE,  
CHALLENGE, PROPOSE AND  
QUESTION THROUGH THE DESIGN  
OF INTERACTIONS.





## STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN

4. GRAPHIC DESIGN IS THE COMMUNICATION OF CONCEPTS ON BEHALF OF OTHERS (OR SOMETIMES SELF)
2. GRAPHIC DESIGN IS CREATIVELY AND PERSONALLY RESPONDING TO A PROBLEM/BRIEF IN THE PRODUCTION OF 'GRAPHIC ARTEFACTS'

5. GRAPHIC DESIGN OFFERS THE POSSIBILITY TO CHANGE, CHALLENGE, PROPOSE AND QUESTION THROUGH THE DESIGN OF INTERACTIONS.

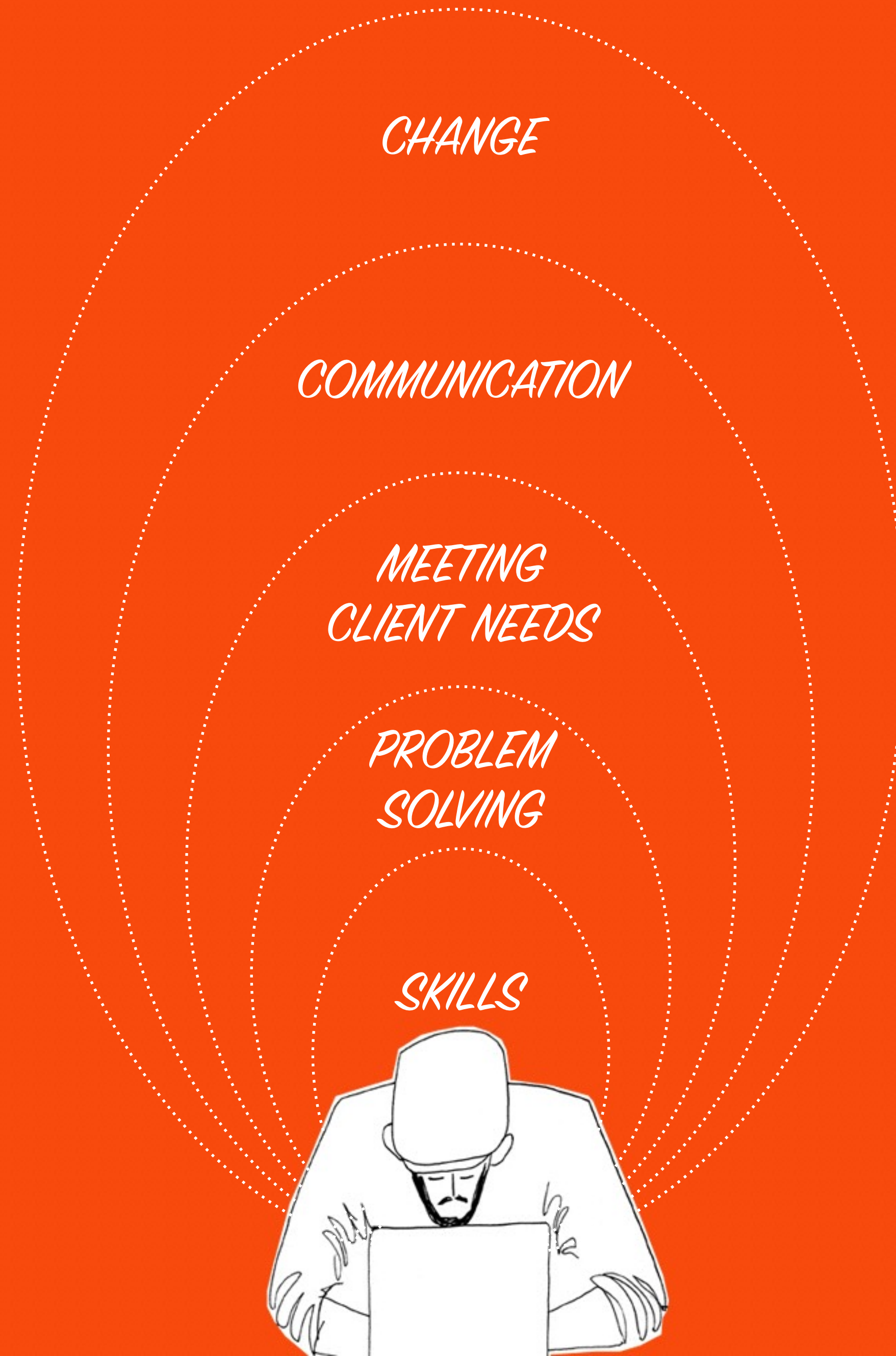
3. GRAPHIC DESIGN IS PRODUCING OUTCOMES IN RESPONSE TO THE NEEDS OF OTHERS (CLIENT/AUDIENCE)

1. GRAPHIC DESIGN IS THE APPLICATION OF A RANGE OF SKILLS AND TECHNIQUES IN THE PRODUCTION OF 'GRAPHIC ARTEFACTS'





# STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN



# INCOMPLETE GUIDE TO AN ERA OF EXPANDED DESIGN

## EXPANDED DESIGN

DESIGNING WITH

DESIGNER OF TOOLS  
AND SYSTEMS

CONCERN  
FOR EFFECT

SOCIAL CULTURAL  
TRANSFORMATIVE  
POTENTIAL



## 20TH CENTURY MODEL

DESIGNING FOR

DESIGNER  
OF ARTEFACTS

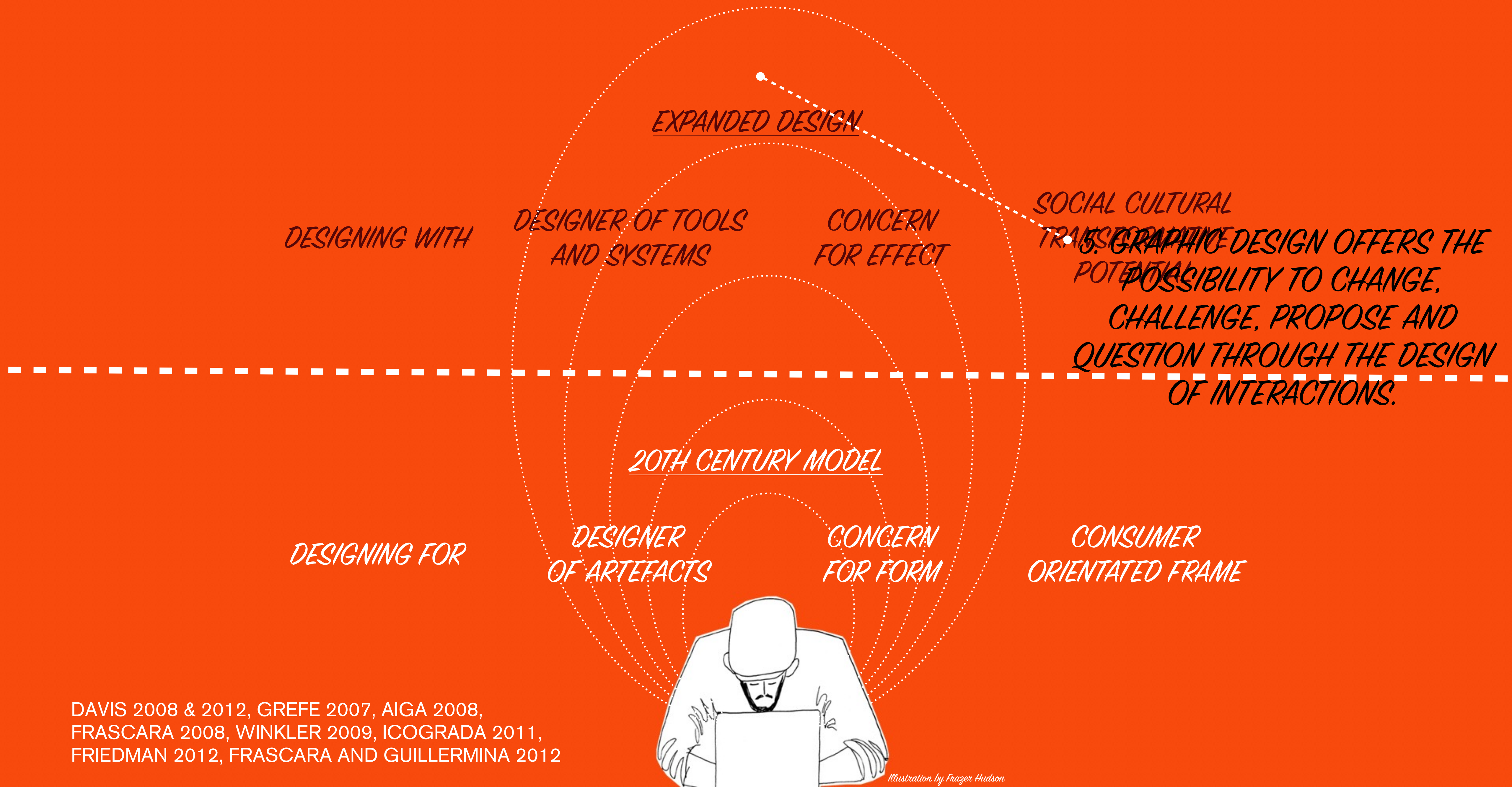
CONCERN  
FOR FORM

CONSUMER  
ORIENTATED FRAME



DAVIS 2008 & 2012, GREFE 2007, AIGA 2008,  
FRASCARA 2008, WINKLER 2009, ICOGRADA 2011,  
FRIEDMAN 2012, FRASCARA AND GUILLERMINA 2012





DAVIS 2008 & 2012, GREFE 2007, AIGA 2008,  
FRASCARA 2008, WINKLER 2009, ICOGRADA 2011,  
FRIEDMAN 2012, FRASCARA AND GUILLERMINA 2012

*HOW DO WE MAKE THIS VISIBLE?*



POSTFACE

*‘THE VISUALIZATION AND MAPPING OF PRACTICE ...  
OFFER EXCITING TOOLS TOWARDS HELPING EDUCATORS  
ADDRESS THIS CHALLENGE, POTENTIALLY CREATING  
RICHER AND MORE DYNAMIC DIALOGUES THAT MAY HELP  
PREPARE STUDENTS FOR THE VAST AND COMPLEX ARENA  
THAT THEY WILL ENTER.’*

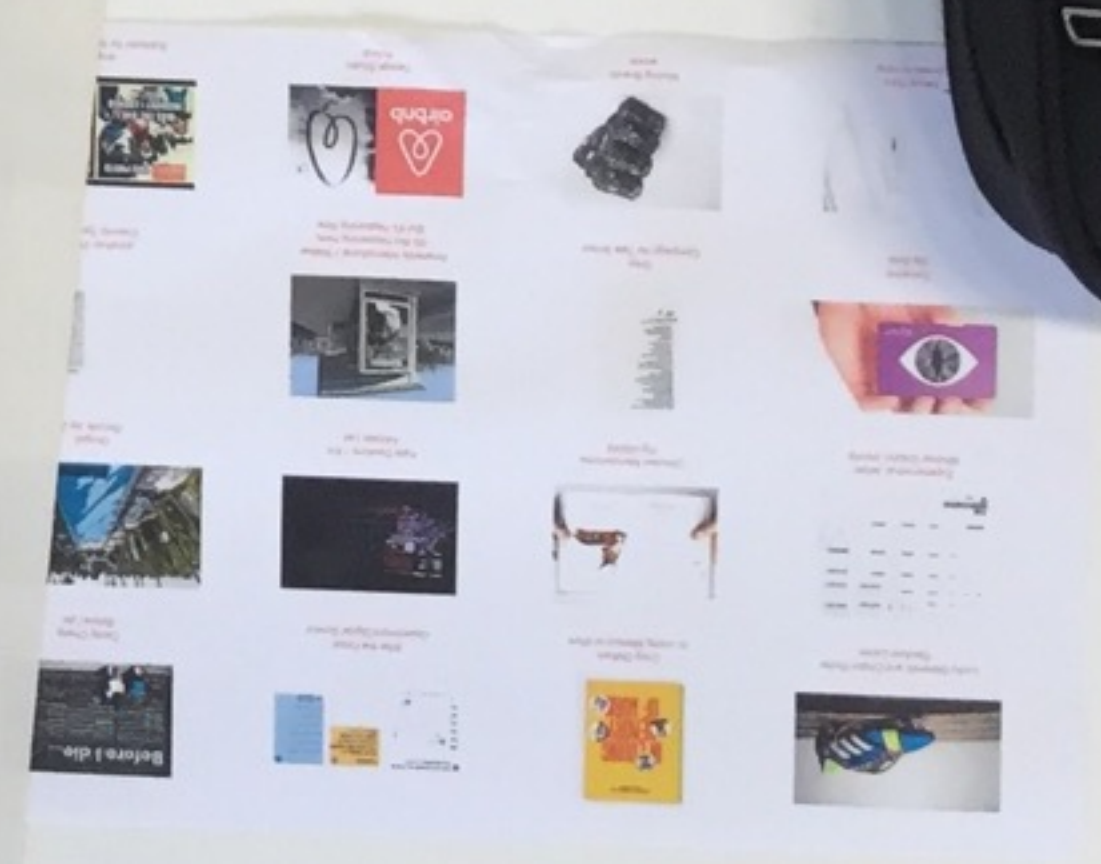
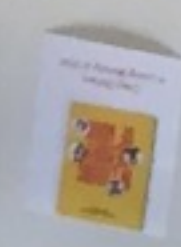
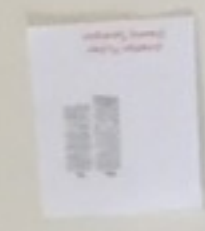
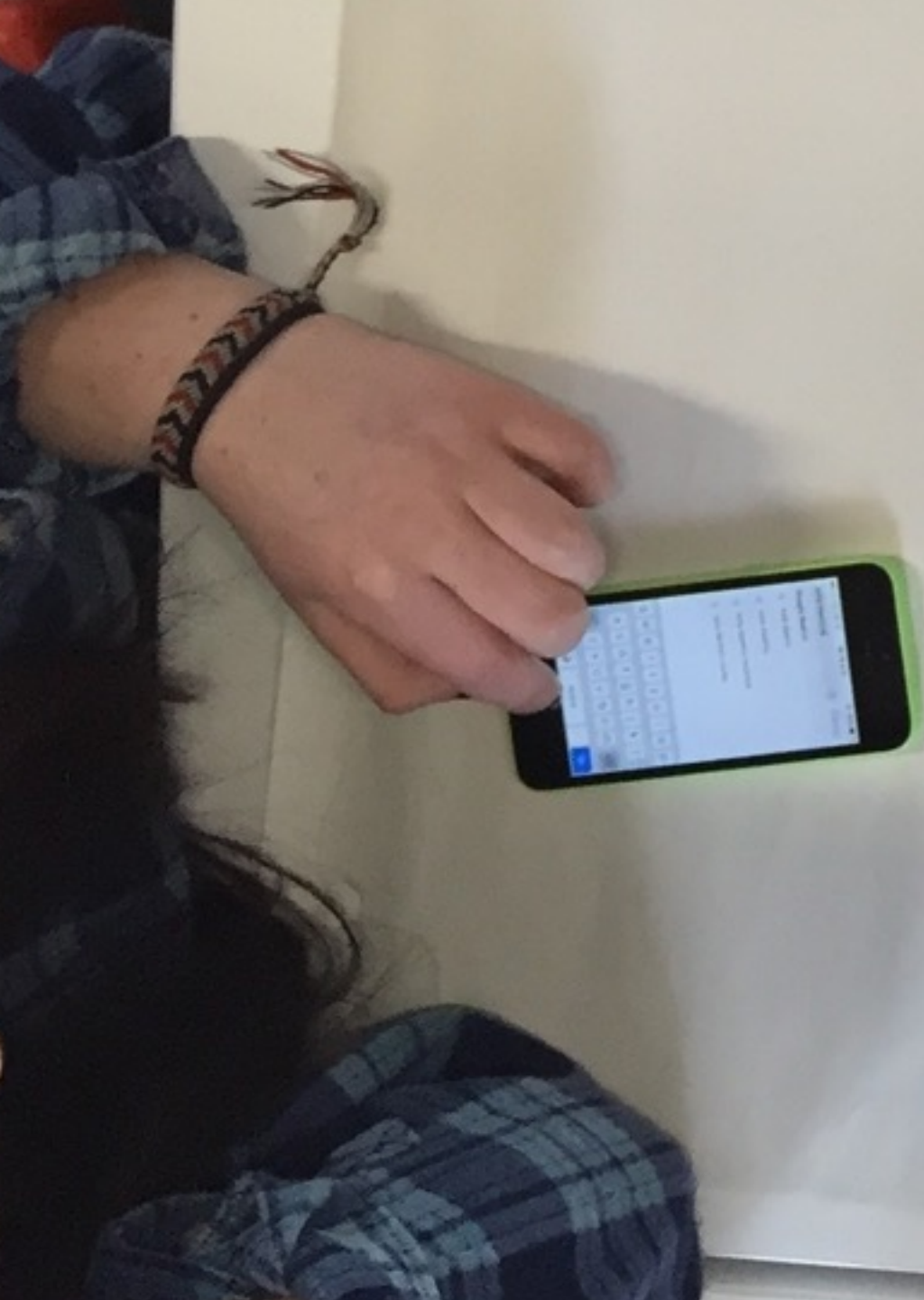
## *AND MAPPING IS USEFUL BECAUSE*

*'MAKING A MAP IS A WAY TO HOLD A DOMAIN STILL FOR LONG ENOUGH TO BE ABLE TO SEE THE RELATIONSHIPS BETWEEN THE VARIOUS APPROACHES, METHODS, AND TOOLS. MAPS ARE GOOD FOR VISUALIZING RELATIONSHIPS.'*











# INSTALLATION DESIGN

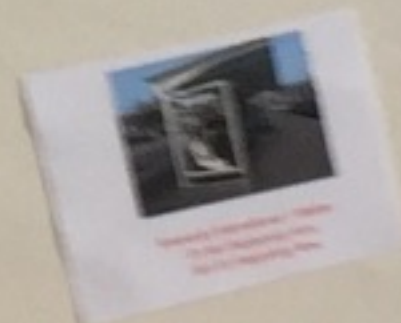
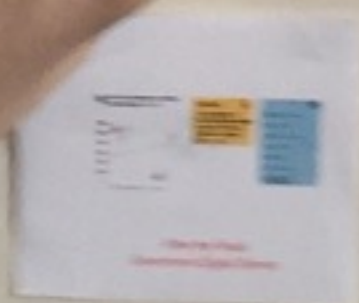
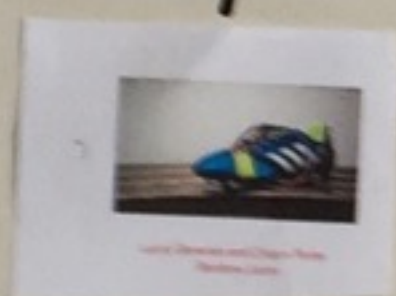
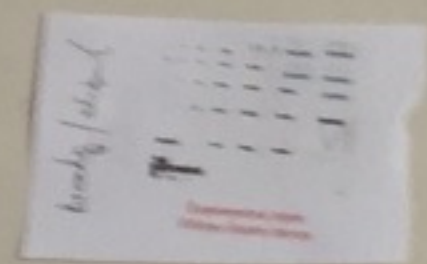
BRANDING

ADVERTISING

EDITORIAL

DATA

ETHICS



FOOT

COMING

OBJECTS

OPENING

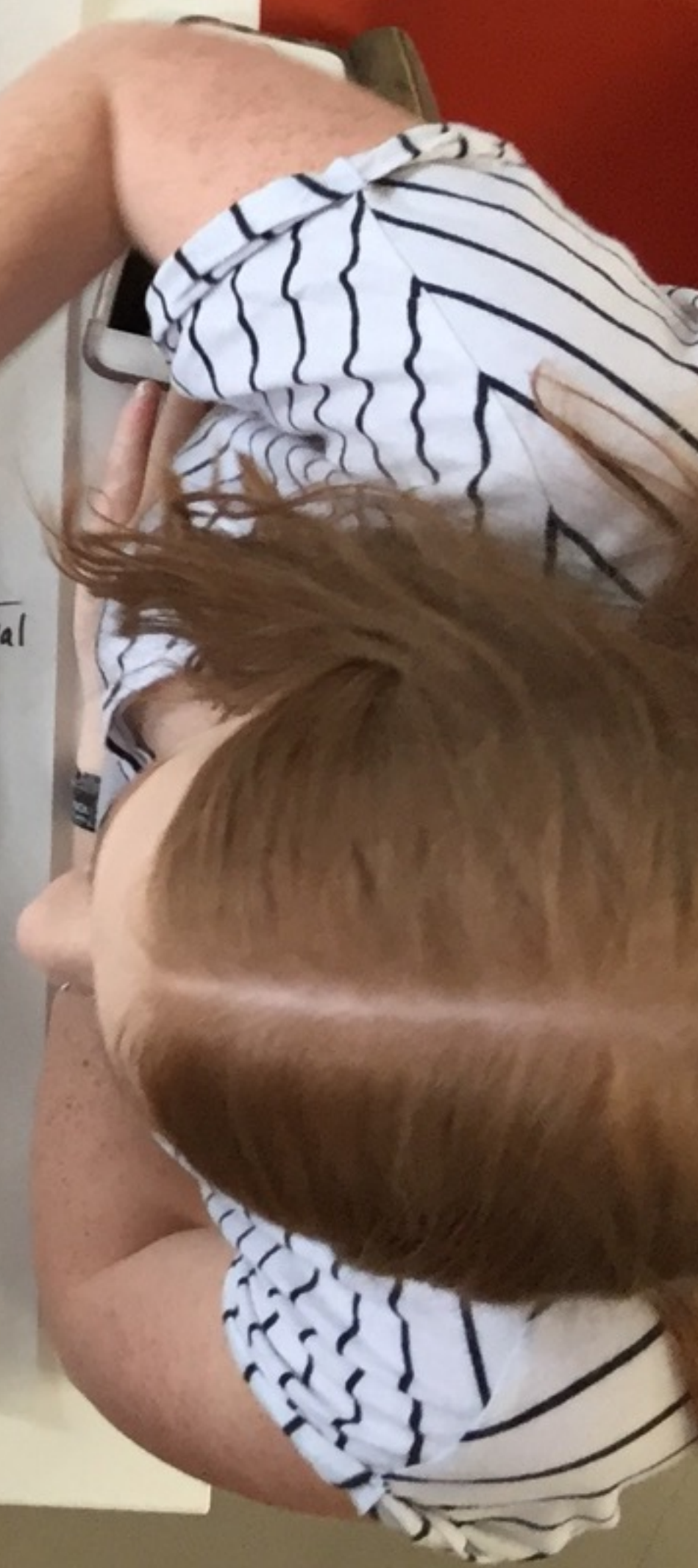
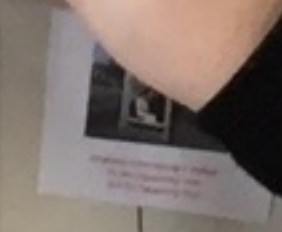




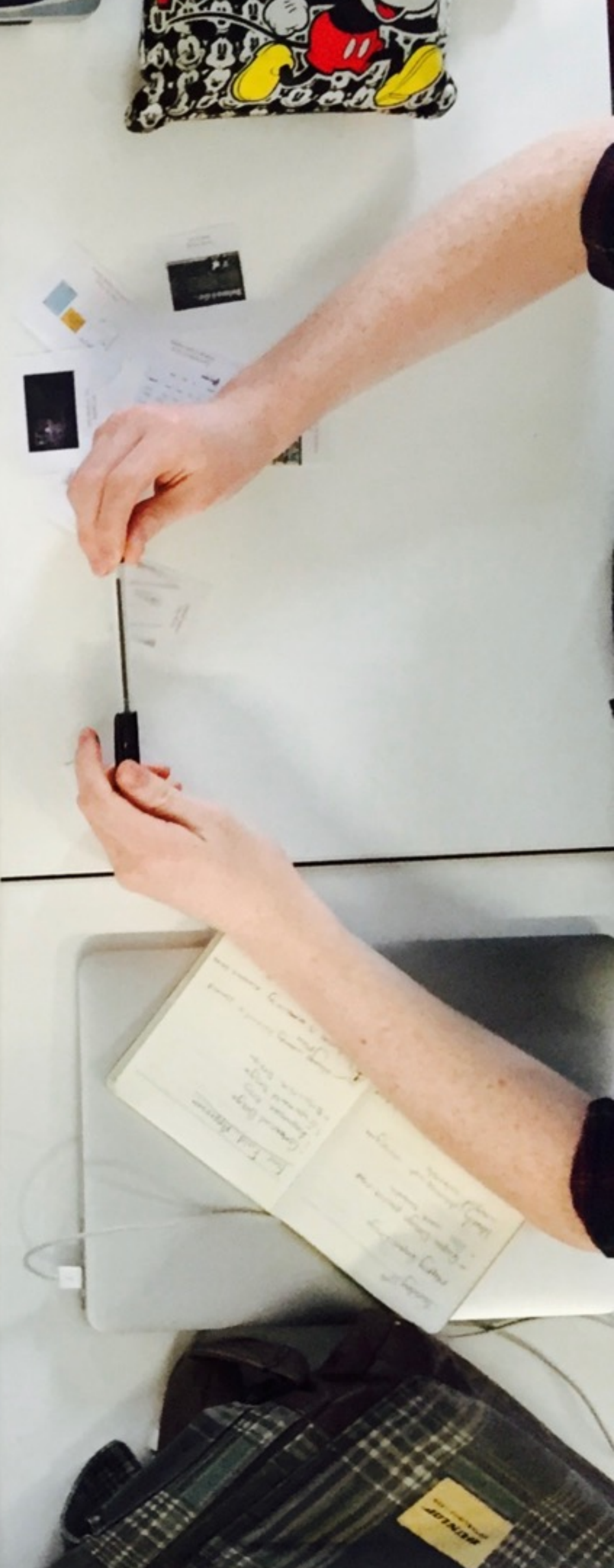
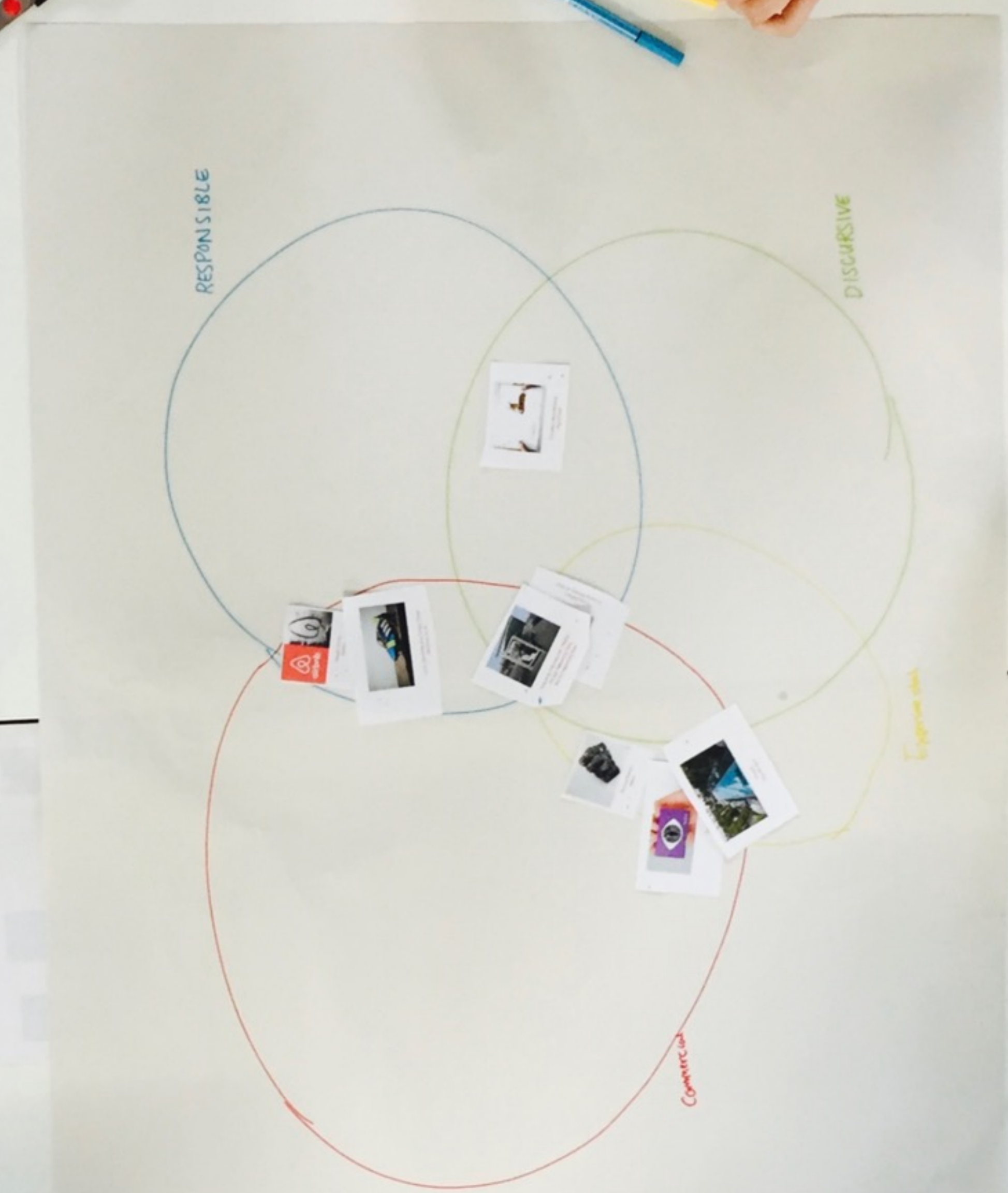
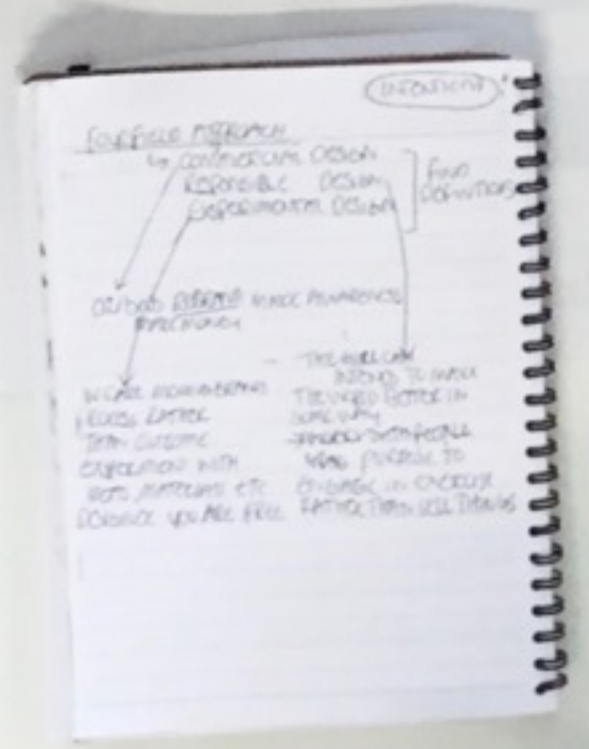
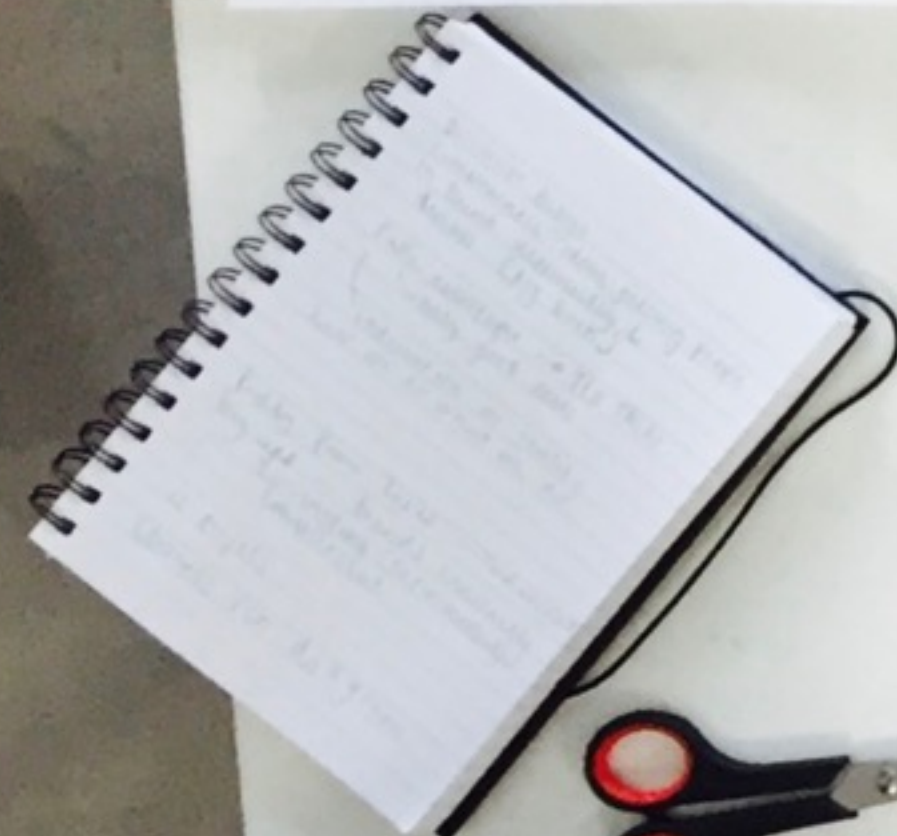
linear  
~~point~~

conceptual

personal





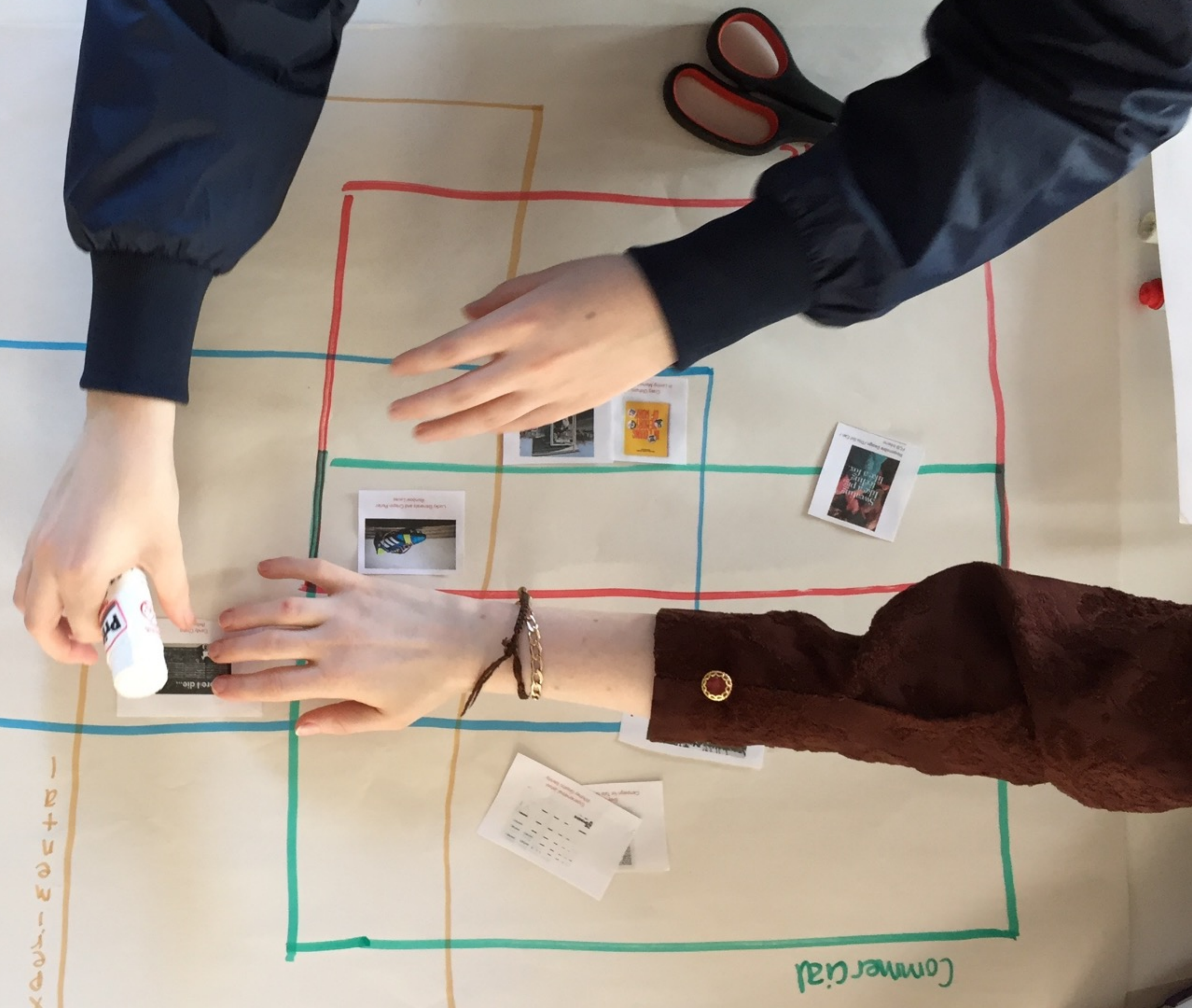




Commercial

1-a+ner-reox

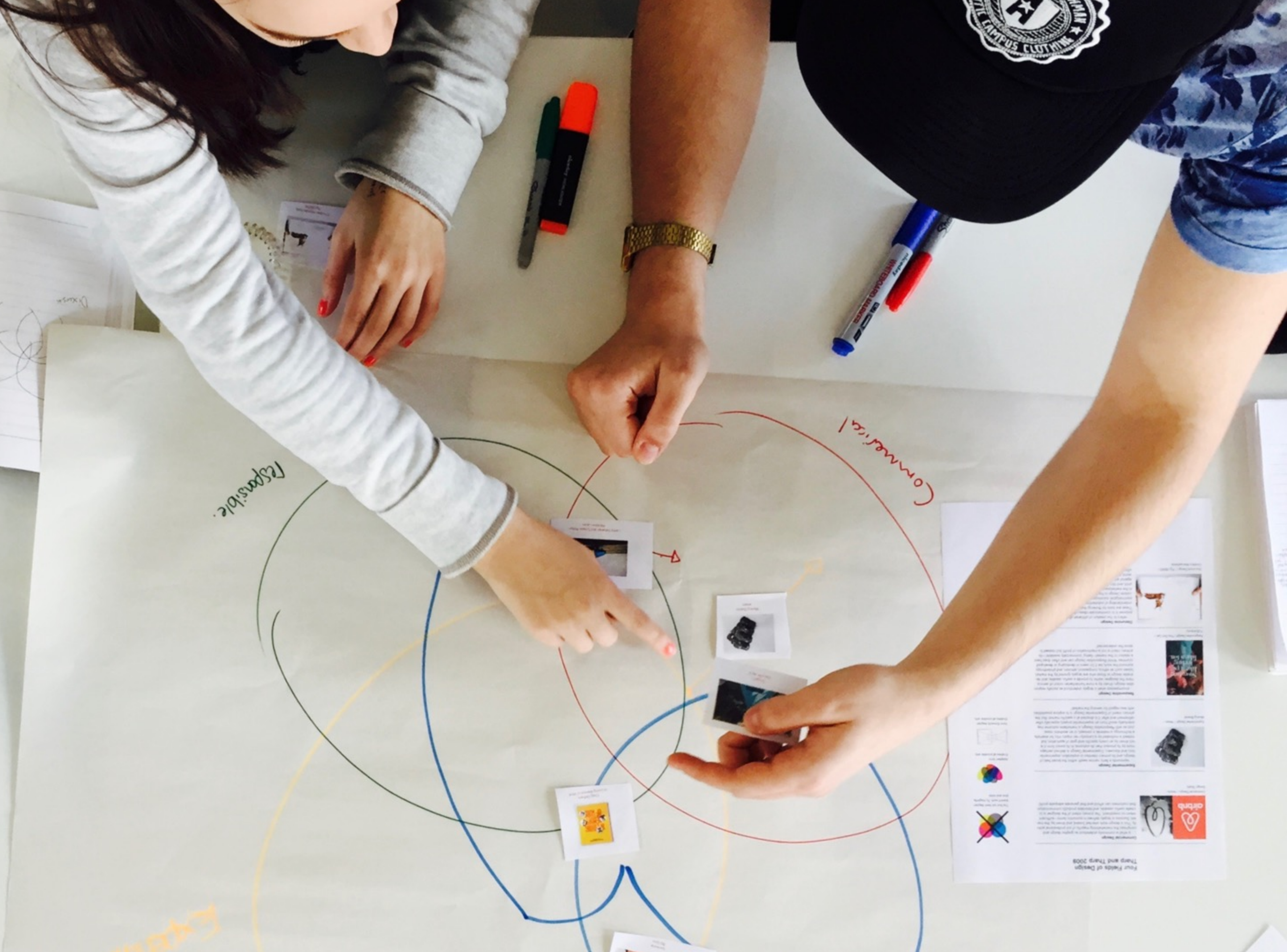
oc-us-n-s-a







Exponential Design  
Use the Learning Curve  
Create patterns with new "signs" for your  
the world  
Discover Design  
Common sense - any change always  
bring forward with care





*FOUR FIELD APPROACH / THARP AND THARP (2009)*

# *FOUR FIELD APPROACH / THARP AND THARP (2009)*

## *COMMERCIAL DESIGN*

The primary driver of **Commercial Design** is to make money.

## *RESPONSIBLE DESIGN*

The primary driver of **Responsible Design** to provide a useful, useable, and desirable design to those who are largely ignored by the market.

## *EXPERIMENTAL DESIGN*

The primary intent of **Experimental Design** is exploration, experimentation, and discovery.

## *DISCURSIVE DESIGN*

**Discursive Design** are tools for thinking; they raise awareness and perhaps understanding of substantive / debatable issues of psychological, sociological, and ideological consequence.

# FOUR FIELD APPROACH / THARP AND THARP (2009)

## COMMERCIAL DESIGN



## RESPONSIBLE DESIGN



## EXPERIMENTAL DESIGN



## DISCURSIVE DESIGN









# FIELDS OF GRAPHIC DESIGN PRACTICE



## COMMERCIAL

Commercial design is the most common field of graphic design practice. It involves creating visual communication for businesses and organizations. This field includes advertising, branding, packaging, and product design.

## RESPONSIBLE

Responsible design is a field of graphic design practice that focuses on creating visual communication that is socially and environmentally responsible. This field includes sustainable design, ethical design, and social design.

## EXPERIMENTAL

Experimental design is a field of graphic design practice that focuses on creating visual communication that is innovative and experimental. This field includes digital art, interactive design, and experimental typography.

## DISCOURSE

Discourse design is a field of graphic design practice that focuses on creating visual communication that is critical and discursive. This field includes conceptual design, critical design, and discursive design.

- Advertising Design**  
Advertising design is a field of graphic design practice that focuses on creating visual communication for advertising campaigns. This field includes print advertising, digital advertising, and outdoor advertising.
- Brand Identity Design**  
Brand identity design is a field of graphic design practice that focuses on creating visual communication that represents a brand. This field includes logo design, color palette design, and typography design.
- Product Design**  
Product design is a field of graphic design practice that focuses on creating visual communication for products. This field includes packaging design, user interface design, and product photography.
- Publication Design**  
Publication design is a field of graphic design practice that focuses on creating visual communication for publications. This field includes book design, magazine design, and newspaper design.
- Web Design**  
Web design is a field of graphic design practice that focuses on creating visual communication for websites. This field includes layout design, color design, and typography design.
- Environmental Design**  
Environmental design is a field of graphic design practice that focuses on creating visual communication for environmental issues. This field includes sustainable design, ethical design, and social design.
- Experimental Design**  
Experimental design is a field of graphic design practice that focuses on creating visual communication that is innovative and experimental. This field includes digital art, interactive design, and experimental typography.
- Discourse Design**  
Discourse design is a field of graphic design practice that focuses on creating visual communication that is critical and discursive. This field includes conceptual design, critical design, and discursive design.

- Visual Communication**  
Visual communication is a field of graphic design practice that focuses on creating visual communication that is effective and impactful. This field includes advertising design, brand identity design, and product design.
- Graphic Design**  
Graphic design is a field of graphic design practice that focuses on creating visual communication that is aesthetically pleasing and functional. This field includes layout design, color design, and typography design.
- Design Thinking**  
Design thinking is a field of graphic design practice that focuses on creating visual communication that is user-centered and innovative. This field includes user research, ideation, and prototyping.
- Design Strategy**  
Design strategy is a field of graphic design practice that focuses on creating visual communication that is strategic and goal-oriented. This field includes market research, competitive analysis, and branding strategy.
- Design Research**  
Design research is a field of graphic design practice that focuses on creating visual communication that is based on research and data. This field includes user research, market research, and data visualization.
- Design Education**  
Design education is a field of graphic design practice that focuses on creating visual communication that is educational and informative. This field includes instructional design, educational technology, and design education research.
- Design History**  
Design history is a field of graphic design practice that focuses on creating visual communication that is historical and cultural. This field includes design history research, design history education, and design history preservation.
- Design Theory**  
Design theory is a field of graphic design practice that focuses on creating visual communication that is theoretical and conceptual. This field includes design theory research, design theory education, and design theory development.

- Design Practice**  
Design practice is a field of graphic design practice that focuses on creating visual communication that is practical and applicable. This field includes design practice research, design practice education, and design practice development.
- Design Criticism**  
Design criticism is a field of graphic design practice that focuses on creating visual communication that is critical and evaluative. This field includes design criticism research, design criticism education, and design criticism development.
- Design Ethics**  
Design ethics is a field of graphic design practice that focuses on creating visual communication that is ethical and responsible. This field includes design ethics research, design ethics education, and design ethics development.
- Design Law**  
Design law is a field of graphic design practice that focuses on creating visual communication that is legal and compliant. This field includes design law research, design law education, and design law development.
- Design Business**  
Design business is a field of graphic design practice that focuses on creating visual communication that is business-oriented and profitable. This field includes design business research, design business education, and design business development.
- Design Culture**  
Design culture is a field of graphic design practice that focuses on creating visual communication that is cultural and social. This field includes design culture research, design culture education, and design culture development.
- Design Future**  
Design future is a field of graphic design practice that focuses on creating visual communication that is future-oriented and visionary. This field includes design future research, design future education, and design future development.





#### Dunne & Raby - Compass Table

The original Compass Table was developed as part of the Plastic Project. This version is a low table made from white ceramic. When electronic devices are placed on its surface, the needles twitch and spin in response to electromagnetic fields produced by the devices.



#### Front Designs - Animals Project

Wallpaper, books, lamps and other everyday objects designed by rats, dogs, snakes and beetles. We asked animals to help us. Sure, we'll help you out! They answered. Make something nice, we told them. And so they did.



#### Landor - M&S Shwopping

After spending a year with Marks & Spencer helping develop a retail strategy to energise its food, fashion, and home goods departments, Landor's next step was to find new opportunities for the brand to stand out. While M&S has long been committed to the environment, its efforts weren't being recognised.



#### Pentagram - Wildlife Conservation Society

The Wildlife Conservation Society manages the Bronx Zoo, Central Park Zoo, Prospect Park, Queens Zoo, New York Aquarium and conservation programs in nearly 60 nations. The organization harnesses the power of its ecological parks, conservation programs and partnerships around the globe to save wildlife on land and sea. Pentagram's Michael Barut and his team have created a new identity for the organization that advances its position as a global leader in wildlife conservation and acknowledges its broad and diverse audience.



#### Droga 5 - Subtexter for Newcastle Brown

Launched in 2012, Droga 5's No Bullshit campaign for Newcastle Brown Ale shattered a category-defining brand promise: great beer without the subtleties of traditional beer advertising. Within six months of launch, the brand saw drastically increased sales and social media engagement, solidifying the No Bullshit platform as not only a successful marketing move, but also a true identity that the brew has continued to own.



#### Translation & Transmission - Laura Fearn (Dementia)

The project explores and looks into the effects that dementia has on the elderly in the day and ages society. It explores through illustration and hand-printed / stamped typography, the problems, losses and implications faced by sufferers on a day to day basis. Some in black and white, it visually narrates a journey and conveys dementia through its pages.



#### Human Trafficking - Laura Fearn

The set of posters for an anti Human Trafficking campaign, explores and conveys the pain and most popular types of Human Trafficking as well as visually showcasing personal and individual cases with the finger prints. These campaign posters are simplistic and straight to the point, raising awareness and educating people on the going on in our world about the UK, things that happen behind closed



#### Rafael Morgan - Indigestive Plates

This plate looks like an ordinary plate, in fact it is just a regular plate (until you put some hot food in it). The inside of the plate is printed with undeniable, provocative, bitter and indigestible sentences about hunger statistics in the world. The sentences are printed using heat sensitive ink, so they will only be revealed when someone put some hot or warm food in it.



#### Amnesty International / Walker - Its not happening here, but its happening now

This is an award winning campaign from Amnesty International in Switzerland which puts the issue of human rights and abuse out for all to see. It was created by a Danish born advertising agency together as Walker and was initially consisted of 200 posters that each to themselves, all meticulously matched specific surroundings. These showed scenes of human rights and abuse from around the world. It was a sensitive subject to approach, but the company did this with respect and responsibility.



#### Jonathan Puckey - Drawing Typologies

It is an investigation in how we can use new technological developments in order to make the design more human, direct and that leaves space for imperfections. By drawing all the texts of the catalogue by hand (with this tool) the whole book receives the character of a living organism.



#### Kenya Hara - Umeda Hospital

The 1995 signage plan for Umeda Hospital was based on the key concept "Clarity is the best service that a hospital can provide". With the recent renovation of the outpatient building, new signs have been created. The concept of the "variable sign" remains the same. The design uses white cloth that in fact can easily be defaced.

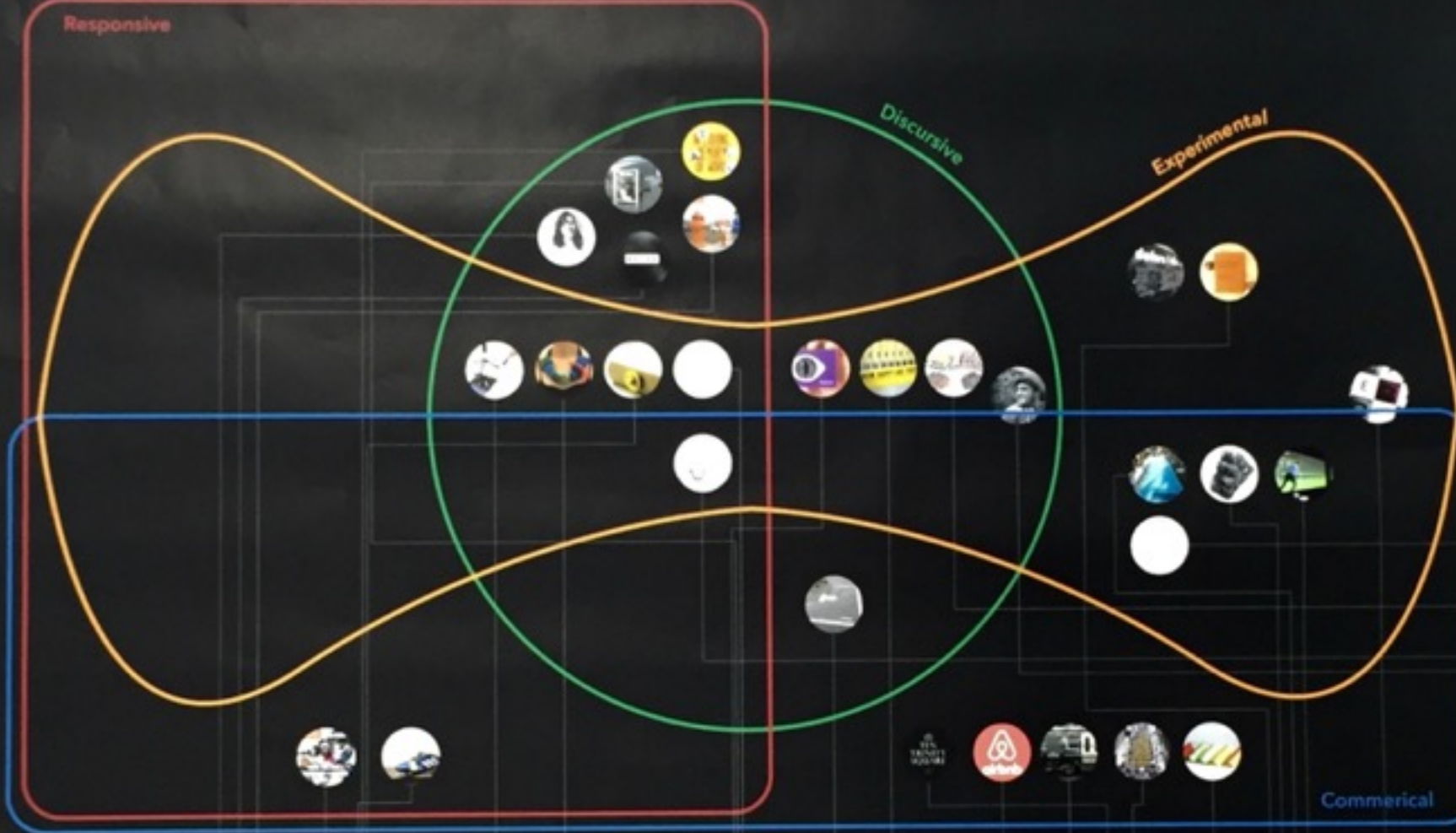


#### Moving Brands - weare

Moving Brands have launched a fashion brand and a new fashion label that allows its consumers to participate themselves in the creation of designer garments. Named weare, the label has its own website where the consumers, or users can buy and create back and white printed images that will then appear as patterns on their own garments.



## Fields of Graphic Design Practice



### 1.2 Glass Properties

**Lesley Stewart & Colin Parker: Rainbow Laces** — This time, the brief was to tackle homophobia in football with gay charity Stewart and cast various celebrated professional footballers in the UK. We then used ads made to encourage the players to wear the laces — an “Eight Behind Gay Footballers” (players from 14 of the league) and the campaign generated over 400 million Twitter impressions, in just one week.

**Going Oligocene: In Loving Memory of Work** <sup>1-2</sup>  
In Loving Memory of Work is proud to support the Oligocene Truth and Justice Campaign as they seek truth and justice for all miners victimized by the police at the Oligocene Coking Plant, South Yorkshire, on June 18th 1984.  
Oligocene is part of the pattern of cover-ups and lies by the police from many different forces, which are now being exposed. The OJUC call for a full public inquiry, to take place as soon as possible, into the policing and subsequent statements recorded by the police at the time.










































































































































**Candy Chang** - Before I Die: "Before I Die is a participatory public art project that invites people to contemplate death, reflect on life, and share their personal aspirations in public. After losing someone she loved, Chang channelled her grief and desperation into this project on an abandoned house in her neighborhood. She transformed its entire perspective and laid connections with her neighbors. She covered the crumbling house with colorful paint and inscribed it with the prompt, 'Before I die I want to \_\_\_\_.' The wall quickly filled up with responses, from the poetic to the profound."


**Christian Manufacturers Inc. 906449** Christian Manufacturers has spent three years researching all the products made from a single pig. Amongst some of the more unusual results were Antacidium, medicine, plasma pig, heart valve, broken, throwing gun, paracetamol, cosmetics, gloves, car air filter and even his dental.

Manufactures states the subject more suitable by reducing everything to the scale of one animal. After 3's death, pig number 906449 was raised in parts throughout the world. Some products remain close to their original form and function while others diverge dramatically.

**Kate Donohue** / **Adidas Launch Lab** • In May 2013 Adidas launched the Adidas Lab in central London – a temporary interactive and immersive event focusing on innovation in football. Fans joined the event to learn about the chance to grow up and try out untested products. Participants were given the chance to test out the Adidas Boost sole, which was designed to be the most comfortable sole in the world. Participants also had the chance to test out the Adidas Boost sole, which was designed to be the most comfortable sole in the world. Participants also had the chance to test out the Adidas Boost sole, which was designed to be the most comfortable sole in the world.


**Droptail - Decade by Z.** To help launch the Google book, Droptail sought to create an actual product demonstration of Bing's benefits that would result in two cultures identifying the launch of Bing as a success. Described as the perfect partnership between a search engine and an online game experience that put every user in the bank and at different locations, based on the content of the page, Droptail offered to discover the bank in real-world locations and try to be the first person to control it. The computer created a media value time line for the market, generated equity and billion-dollar impressions and increased Bing's market share to the highest percentage since its launch in 2009.

**Immense - Big Eyes**                                                                                                                                         

**Amnesty International/Wilker - It's Not Happening Here, But It's Happening Now**  **11**

This multi-award-winning poster campaign for Amnesty International Switzerland puts the issue of human rights abuse, quite literally, in front of our eyes.

The campaign, created by Zurich-based advertising agency Wilker, consisted of 200 individual posters, each meticulously matched to its specific surroundings, showing actual scenes of human rights abuse from around the world.

**George Hays • Umeada Hospital**  George Hays designed a signage system for the Umeada Hospital which is a specialty hospital for obstetrics and paediatrics. The signs themselves are made of cloth because his concern was the creation of a gentle atmosphere for a place where pregnant women and nursing mothers would be spending their time. He also understood to make them washable. The reason he used easily dyed cotton is that the high level of hospitality of the facility would be visible in its maintenance of the pure white of the signs.

**Mixing Brands - review** \*\*  
Where is a collaboration design concept from Mixing Brands which allows people to create graphics online and add them to a gallery.  
Add your drawing using the interface below and see your designs on the next update of our in-app pack.

**Design Studio - Airbnb**  
A year-long partnership to change the Airbnb brand and help them realize their vision of becoming the world's first community super brand. Working in close collaboration with the company at all levels, the rebrand touched every aspect of the business.

**Digital - Submitter for Newcastle Brown** - Newcastle Brown Ale, along with Digital, continue on their mission to take the ball game out of beer advertising and to allow you to connect counterarily with the Whitechapel Subculture. Submit your app to allow you to take photos of tropical parrots, various old clock ads and many things and include upon them what you're really trying to say by broadcasting them to the social mediaverse.


**Postagram—Great Western Railway**  
Julian Southworth and team have developed a new identity for Great Western Railway. Established in 1833, GWR forever changed Britain's commerce and leisure landscape by connecting London to the West Country and Wales. The brief was to create new brand strategy and visual identity worthy of the F&G Group's ambition to kick off a 'renaissance of rail'.

**Postscript - Ten in the Square**  
Brand strategy and identity for a club, residences and Four Seasons Hotel in the landmark Port of London Authority building. Interiors and films for the development's marketing suite.  
The symbol (shown the purpose of the club, with two circles (representing East and the West respectively) linked by a triangle).

**These Singsen & Adam Murray - Road and Rail Links Between Sheffield and Manchester**

**Tonyson Tung - Juice**  
Juice is a fictional company that manufactures fresh fruit juices, tailored especially to kindergarten and primary school students. It is a company that believes that healthy eating habits should begin at a very young age. A simplified illustration of the fruits are to further clarify the flavors, to add visual aesthetics, and to appeal and convenient to the target audience.

**Buckle Advertising & Design - Denver Water** -- We helped Denver Water (come through the second worst drought in its history) get more than it wants, not even. So that's what we told them. Go ahead and get more than you need. But only what you need. We didn't tell them. We didn't guile them. We just asked them not to waste. The campaign has been instrumental in driving down water consumption by over 20%.

**Sales Y&R - Jeep Parking Space**  **Y&R**  
New little advert for Jeep by Danish agency Sales Y&R. The Jeep parking space event took place over a few months in the spring of 2007 in Copenhagen. The main objective being to make the Jeep brand part of the urban environment in a surprising way.

**Pollutee Preserver: Air Transformed: Better with Data Society Communion**  
 Air Transformed is a series of wearable data objects that communicates the physical burden in different ways. Though meaningfully decorative, they are born entirely on open air quality data from Sheffield, UK, a former steelmaking city and notorious for its bad air.  
 Our task was to create friendly, accessible pieces that used open air quality data to invite useful awareness with the issue of air pollution.

**TWXA - Absolut Vodka: The Absolut Bottle** - Despite having no distinct shape, Absolut made its bottle the most recognizable bottle in the world. Their campaign, which featured print ads showing bottles "in the wild," was so successful that they didn't stop running it for 20 years. It's the longest uninterrupted ad campaign ever and comprises over 1,500 separate ads.

**Stefan Sagmeister - The Happy Show** ▶▶  
Filling the Institute of Contemporary Art's (ICA) entire second-floor galleries and ramp, and activating the in-between spaces of the museum, The Happy Show offers visitors the experience of walking into Stefan Sagmeister's mind as he attempts to increase his happiness via meditation, cognitive therapy, and mood-altering pharmaceuticals.

**Gary Perschal - Too Much Too Young** +  
Created a poster celebrating the 21st-century music generation are but using one of his favourite bands (The Specials) and favourite songs (Too Much Too Young) from that era using a modern and minimalist feel.

**Anthony Bartile - Innocent Targets** --  
There are an estimated 16,000 shooting ranges operating in America today. Many of these shooting ranges sell custom targets featuring drugs, terrorists, aliens and zombies. The painfully ironic truth is that the real targets of gun violence aren't these fictional "bad guys" but rather our real-life friends, neighbors, co-workers and children.

**Innocent Targets** is a reminder of the thousands of lives lost to the deadly gun culture in America and a call to action to help us put an end to it.

**Isabelle Pezawas - The Open Daybook** \*\*  
The Open Daybook is a project that was initiated by David Earle and published by Mark Batty Publishers. David invited some 200 artists to each create one artwork during a specific day during the year, and collected these works into an art book/calendar.  
For my contribution I sat a timer on my phone that, as I went about my day, compelled me to take a photo of the first thing I saw. Then, I selected colours from these timed images and presented these colours in the hot-baked format.

**Competitive teamwork - RADMA**                

This project was a teamwork based project where we had to work within a design team, managing particular jobs to individuals but would then all fit together to create a cohesive body of work. I was given the role of leading to raise awareness campaigns for global conflict therefore produced a logo, design rules, website and an app.

**Translation & Transcription – Balance 10** 1000  
The work produced is a balance style game where the players pick up cards instructing them to place a particular colour counter on a certain political party flag, at the end of each session game the overall structure should be evenly balanced. The aim of this project is to educate the audience about these two systems and intends to show how evenly balanced Proportional Representation

**Graphic Design in Context - The McDonald's Hamburger** <sup>21</sup>  
This project researches into McDonald's hamburger but more specifically the individual ingredients with the main focus on the regular bun. The work produced is a group of photographs that food packaging which sets out to inform about the harmful side effects of certain ingredients but also displays the 71 ingredients included throughout the hamburger.

**Present Day** — I feel that in this present day I am still experimenting around within Graphic Design still sets but have a very strong interest in branding but closely backs by packaging and book design. The work produced at the moment is mainly my own brands and learning however I have done quite a lot of freelance work for money over the past year or so.

**Future** — I feel in the future I will be working in some sort of branding/packaging design with some personal book projects thrown in. However, I can see myself working for an agency for a while to gain some experience within the industry but think I may branch off into small studio freelance work when older.

George Hughes 240

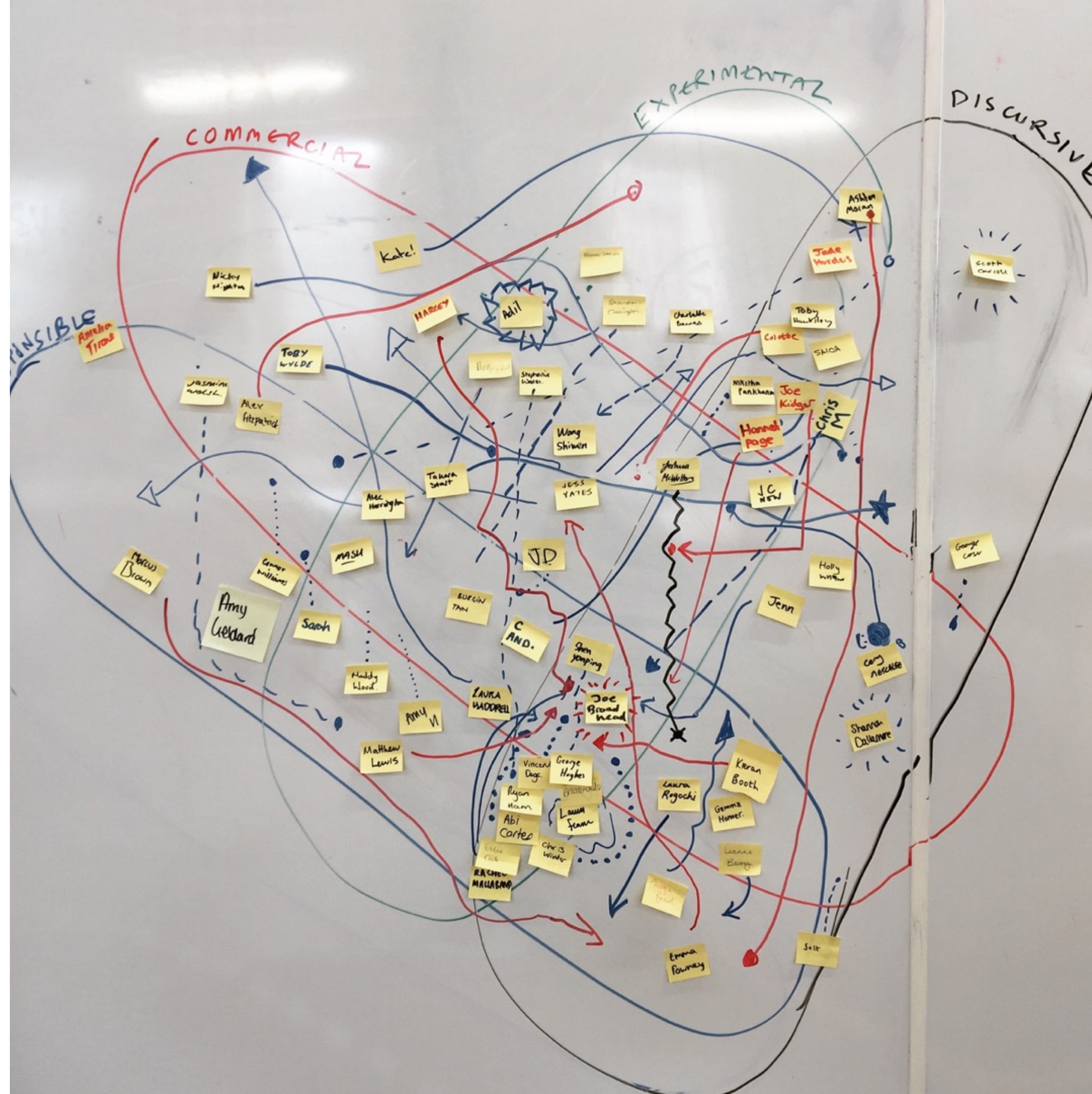


*CORNER SAYS MAPPING*

*'...RENDERS VISIBLE MULTIPLE AND SOMETIMES  
DISPARATE FIELD CONDITIONS'*



YEAR 2 MAPPING AS A  
CLASS GROUP PORTRAIT.  
WHERE YOUR DESIGN  
PRACTICE IS (POST IT) AND  
WHERE YOU WANT YOUR  
DESIGN PRACTICE TO BE  
(FOLLOW THE LINE)





*'MAPPING IS A PROCESS OF UNDERSTANDING:  
IN ORDER TO BE ABLE TO ACT FULLY AND  
DECISIVELY IN THE WORLD, WE MUST RENDER IT  
LEGIBLE, BECAUSE ONLY BY READING THE WORLD  
ARE WE CAPABLE OF WRITING ON IT'*



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