Evaluation – Location

The aims and objectives of the unit were to develop ideas and visuals based on a specific location. The location should be explored, experienced and recorded through as many methods as possible. Throughout the project we are to undertake a variety of research methods to collect information and use this information to create final outcomes which link personal interpretations with facts and details of the location through text and image.

The first form of information gathering I undertook was to visit several locations. I photographed the location as well as collecting information and any existing materials relating to the location. I then continued to visit my final chosen location a second time and to collect information and research. I also collected information through other sources such as newspapers, magazines, the internet and local history books. Through the research methods I have been able to collect some interesting and useful information to influence my design pieces and the overall theme of the project.

The key research that I collected and has helped to inspire my ideas are the primary research I collected from the location such as the large amount of photographs and written information, as well as the secondary research I collected from local history books such as old Doncaster memories: streetwise by P.Tufferey and Doncaster 1950-1960s by P. Tufferey. I also collected a large amount of information from the Doncaster Minster website, which has helped to finalise my final ideas.

The key artists and research which have inspired my ideas and creative developments are some of the campaign advertisements and produced within Guerrilla Advertising by G.Lucas. These designs have inspired my work as I can incorporate a similar idea into my location designs as the minster is running a restoration program to help raise money for the minster, therefore I could create the same style of design to promote the campaign. I have also looked at typeface ideas by Rodrigo Xavier Cavazos from Typography sketchbooks by S.Heller. This design has influenced my final typeface ideas as it uses the same style of gothic and religious theme which I would like to incorporate into my final typeface. Following my design review I was also advised to look at the work of Jonathan Barn brook who also created fonts which relate largely to the typeface I have created. Another large design research piece I found was some black and white advertisements which used large abstract shapes and images to create bold and bright advertisements and posters. I have also looked at some existing work for Harley Davidson where the designers has montaged together some existing images and used a typeface to create a simplistic old-fashioned style advertisement. The final design inspiration I looked at was leaflet or information card which is created in the style of a building the building graphic creates an envelope form which then has an insert within which information is printed. I chose to develop this idea as I believe it will create an interesting and informative leaflet design for my location.

The workshops which have helped me throughout the project are the Information graphics workshop and also the photomontage workshop. The ways in which the information graphics workshop helped me throughout the project was that it allowed me to find a strategy into how to collect data from a location and record and observe different aspects of the location. It also allowed me to create several outcomes from the information we gathered and create outcomes which were unusual and not what I had created previously. The ways in which the photomontage workshop helped me was that it allowed me to use a method which I had not previously been aware of to create images and visual outcomes for further design experiments. Although I first I did not like this idea after I had experimented and created a number of visual outcomes I found that

the outcomes became abstract and unusual, this went on to influence me to create more images in the same abstract style.

For my final outcomes I have created 4 A3 poster / information sheets which use the photography and information which I collected from my chosen location. The posters were created in an A3 format ready to be printed. All of my final outcomes were 2D outcomes as I had not explored and didn't not have time to create any 3D or 4D items with the time I had left. I think that my final outcomes satisfied the brief and achieved what the brief required. Although I have created 4 final outcomes for the project I think that with better organisation of my time could have met the brief better by producing a 3D or 4D outcome to accompany the 2D designs therefore although my project has successfully fulfilled the brief I do not think it has exceeded the expectations of the brief as I would have liked to achieve. The images I have used throughout my final outcomes were created from the original artwork which I created in the montage workshop therefore although the images within the designs may look of low quality they are intended to be this way to create an effect. Overall I think that my final outcomes are of a professional standard and are well executed. The ways in which I would improve my designs are by spending more time developing and experimenting with colours and layouts as well as included more content or removing content this would have given me a better idea of some of the alternative outcomes I could have created.

The critiques and presentations throughout the module have helped to influence my work by allowing me to improve and progress through with my work and make the necessary changes due to the feedback and comments I received. For the presentation in week 4 I presented initial ideas for my location, research for 3 different locations, initial outcome ideas, typeface ideas and proposals for final outcomes. The feedback I received was positive comments and was advised to continue with my ideas and create more visual outcomes. This allowed me to continue with my initial ideas and look further into creating more outcomes.
For the week 8 presentation I presented a typeface design I had created as well as further visual outcomes such as posters, adverts and workshop outcomes. The feedback I received from this presentation was once again positive and was also told to continue working on the ideas and looking into further research. This also helped me to develop as it allowed me to continue and develop my ideas as well as think of different approaches and improvements I could make to them. The ways in which I think I could get more from the critiques and presentations are by asking more questions and opinions from people so that I can gain a variety of feedback. For this module I think I have not distributed my time as good as I could have I think it could be improved by me spending more time in the first few weeks deciding on a final location and visiting the location and recording the information I would then use the remaining larger amount of weeks creating and developing visual outcomes so as to have a large range of outcomes to use as final designs.