

Unit 7 Project Proposal

Candidate name	Freya Buckley
Candidate number	BUC17511079
Pathway	Graphic Design
Project Title	white space

Section 1: Review (approx. 150 words)

I have definitely developed as a designer over these 6 units. Using in-depth analysis of contextual research as well as using my own knowledge and reasoning to inform the media and a logical outcome. I think this process has been successful and apparent in my projects and developing this process has been a project in itself. I have explored the boundaries of what I considered to be graphic design, allowing a variety of naturally progressed outcomes. The satisfaction and enjoyment of this process and positive reaction from an audience has furthered my enthusiasm study /graphic Design. This has really made me strive to have the freedom in the future to communicate with whatever media and method is effective even if it is abstract, interactive or more of a traditional final outcome. I would like to make sure, like more recent comments, that I develop them enough into a final presentable outcome.

Section 2: Project concept (approx. 250 words)

I want my unit 7 as a body of work to explore the notion of white space.

Carrying on from the idea from my previous white space project of exploring both white making things removed from busyness, connoting nothingness and being an unemotional colour. I would like to communicate this in as many different ways as possible developing skills that I haven't been confident in such as film and trying to push myself with the media I use. Creating experiences for audiences to be able to explore white space, I want to push my outcomes to have impressive communicative potential, even if they may be sometimes risky.

Researching white connoting nothingness and being unemotional as a sought after idea in art to contextualise my work. I will also research different ways artists have communicated nothingness, in different contexts such as 'just being', to inform how I can create as many perspectives of the same idea in different outcomes.

I want my work to explore if it is possible to create nothingness or pieces of work with no emotional connotations with research that has informed my knowledge of white often been used as a way to try and achieve nothingness. I am interested if this is actually successful for creating nothingness or being able to view something just as it is.

Section 3: Evaluation (approx. 100 words)

I want to carry on with the methods I have used for feedback and evaluation including feedback from tutors, peers, the public, throughout projects. Then analyse this feedback and take forward suggestions or allow them to spur certain research to inform decisions to make my project even more successful and thorough.

Proposed Research Sources and Bibliography (Harvard referenced)

RYMAN, R.

Ledger

In-text: (Ryman, 1982)

Your Bibliography: Ryman, R. (1982). *Ledger*. [Enamelac paint on fibreglass, aluminium and wood] Tate.

JIANHUA, L.

Blank Paper

In-text: (Jianhua, 2012)

Your Bibliography: Jianhua, L. (2012). *Blank Paper*. [Porcelain] Tate.

WHITEREAD, R.

Study (Blue) for 'Floor'

In-text: (Whiteread, 1992)

Your Bibliography: Whiteread, R. (1992). *Study (Blue) for 'Floor'*.

[Correction fluid, ink and watercolour on paper] Tate.

MANZONI, P.

Achrome

In-text: (Manzoni, 1958)

Your Bibliography: Manzoni, P. (1958). *Achrome*. [China-clay on canvas] Tate.

KLEIN, Y.

Blue Monochrome

In-text: (Klein, 1961)

Your Bibliography: Klein, Y. (1961). *Blue Monochrome*. [Dry pigment in synthetic polymer medium on cotton over plywood] MoMA.

Article title:

Rothko Chapel

Website title:

Rothkochapel.org

URL:

<http://www.rothkochapel.org>
