

Reflection

Week 13 & 14 Tutor Crits

We lost some time in the first instance through some of our team being ill and others working, and I feel this loss reflected in crits as I didn't feel we were as far on as others. I feel we were still feeling it out and working it out. There was so much to interrogate in the FIJI water campaign I feel we flitted over many things, but didn't really get to grips with it as a whole, individually and as a group.

I think I misunderstood the brief slightly as I thought we had to use graphic communication desing to interrogate the campaign, rather than deconstruct the advert and interrogate each aspect of it, which was frustrating, as I would have really enjoyed this process. But I have learnt from it.

Ben mentioned in his feedback the diagrams I experimented with and made the excellent point of addressing the role of water in the life cycle of plants and flowers. I loved this thought and would of explored it further had the group decided to continue with this approach.

I enjoyed and connected most with the exploration of Fijian art that I did. I was very aware of taking an indigenous art form and absuing it. Fiji Airways did infact get a local indigenous person to create their logo, which I found really uncomfortable and contradictory, plastered on a shiny plane. I was very aware of what Fijians created the art work with, why, and their process, and I embraced how and why and the materials they use as best I could with what I had, and was transparent about this. For this reason I chose not to use their symbols, so not to mis-use them, but to create a set inspired by them so it couldn't look like I was trying to pass myself off as a Fijian artist. In crits cultural appropriation was discussed, which was awful, but important to learn how and where the boundaries possibly are within that. This did stunt our progression slightly going into the second week.

Ben also recommended a book How Bad are Bananas by Mike Bernesr Lee which I really wanted to read, but couldn't get it within the week left on the project.