Unit 3: Week 1
Projections¹

Line of enquiry

Print > Digital

Print < Digital

Print <> Digital

Iterations intention

Physical<>Digital Making:

Map existing territory of print and digital:

Use one magazine to examine print and digital as medium/object:
Materiality, Form, Usability, Distribution, Circulation, Consumption,
Observation. This is not an exploration of content, but of form.

Method: Notetaking, Deconstructing, Reconstructing

Medium: Printed magazine

Framework: Reflecting / Counter

Iterations
Inspiration

Inspired by feminist FORMAT Photography Agency (that started in the 60s to represent female photographers in a male dominated industry), that I discovered at Bishopsgate Institute Archive for XY Studio Socieities, these protest images caught my attention for the simplicity anmd strength of the graphic communication design. The contextualisation of her protest was the piece of paper, that was also a newspaper, she was holding. The text hand written in black marker pen, it looks rushed and angry, the message was more important than the appearance. The text reflects her facial expression, strong, frustrated and present. I found this a striking and strong piece of graphic communication design, as well as an unusual placard.

Full analysis of this and other protest photos are on my blog

Iterations
Inspiration

I also found these two examples interesting. Above is very beautiful and professional typeset placards in multiples, and right is very beautiful hand written lettering. Fully analysed on the link below, but both inspirational seeds for my practice.

Full analysis of these and other protest photos are on my blog

Iterations[1]
100 Questions

I was very confused in an overwhelming amount of things that emerged in Unit 2, what my desired outcomes are for Unit 3 and tons of question concerning both.

Runxin Cheng, one of my friends and peers, used 100 questions as iteration for her recylcing project, so I thought I could iterate 100 questions I have about my project.

My focus is on magazines and inspired by the protest placard on the first page (black marker pen and contextualising paper) and Runxins method, I quickly and lightfootedly iterated 100 questions in black marker pen, on pages of a magazine.

Iterations[1]
100 questions

Iterations[1]
100 questions

Iterations[1]
100 Questions: Reflection

This was a really good method to get all my thoughts out of my head and create space to think.

I used the idea of protest to drive my questions, all the things I didn't realise I am angry, frustrated, upset about, such as the lack of design in digital editorial design, the lack of editorial designers input to digital magazines, the frustration of filling CMS equating to digital editorial design and the affect this has on magazines reputation as beautiful object. So much time, energy and expertise goes into print magazine design, but the industry isn't in a great place, endless redundancies, reduced budgets, digital overtaking print, everyone is a bit sad and that is sad because it should be a joyous, creative, innovatice industry. Capitalisation, globalisation, homogenisation has taken over.

In conjunction with writing the project proposal and thinking of audience and output, it helped clarify further where I wanted to centre my practice and project.

As I iterated the black marker pen protest, I could work quickly and fluidly, and as my list started to decrease I had more **time** and started to play with the varying typography styles from the protest images and then experimented with typography using the image, I noticed bits of content that aligned to the statements.

This sparked an iteration idea for exploring form of the mediums I am investigating as I map the landscape of print and digital magazines through graphic communication design research practice.

Iterations[1]
Exploring Medium
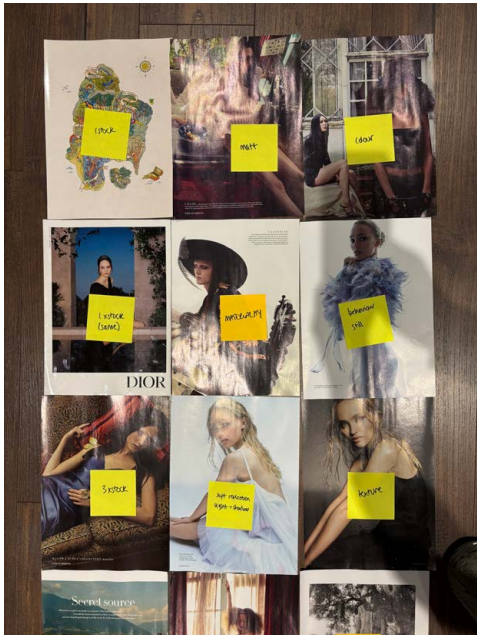
I used the method of notetaking to sit with a printed magazine and a digital magazine on a phone.

The physical nature of paper is two sided, so I made one side print and the other side digital, reflecting my mirroring framework.

I extracted the pages from the magazine and sewed them together as a form of quilting, inspired by the XY Studio using quilting as protest, and as a traditional form of making to explore value in making.
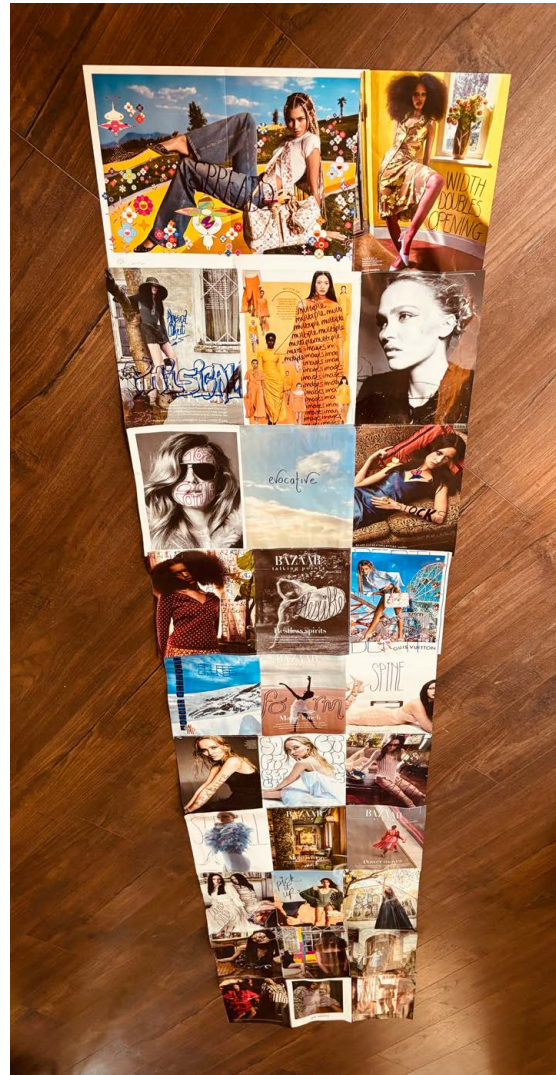
Iterations[1]
Exploring Medium

From my 100 questions I wanted to further explore typography in the context of the medium, working more closely with image and text, to communicate the notetaking in a more meaningful way.

Iterations[1]
Exploring Medium

Using digital to reflect on physical I formatted the quilt to mirror Instagram, rows of three.

I was going to take each image into Instagram and create an insta quilt from the same images to compare, but I just could not bring myself to make an Instagram account.

I am quite angry at the moment and this is coming out through my work

Iterations[1]
Exploring Medium: Reflection

We talked a lot in tutor about how to approach the project and where we are. I didn't show this work, but through the discussion we had I realised my project was full of assumption, bias with an outcome in mind.

My project has lost its open-ended qualities, and as a result I wasn't excited about it, it had become functional with too much focus on having something at the end of worth to get a job.

I think my tutor could see this through talking to me, and I was working in a way that was the polar opposite of what I had learnt in Unit 2. I was rushing and panicking, not spending time and creating space to have fun and experiment.

I am struggling with the lightness of making, which I love, and pulling it into academic rigour.

My tutor suggested I just sit with it for a few days and gave me two references to think about, New Materialism and Cybernetics.

My tutor also said she hated dualities and hated print v digital - to her it is one thing. This was the whole premise of my project so this gave me a lot to think about...

My tutor suggested I just go and find loads of things out.

I was destabalised by all of this, as I had worked so hard on getting my head into a functioning place with this project, but knew I had lost the joy and was quite angry about lots of things which were my personal greivances that were overtaking the project.

I knew deep down she was right, as I wasn't using time or value well.

Unit 3: Week 1: Projections[1]
End