

Unit 3: Week 2: Research Projections¹

Research

UNIT 3: WEEK 2
PROJECTIONS¹

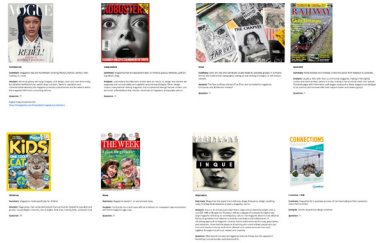
After a false start on this project I researched multiple viewpoints in and around magazines to map the space to see where I sat, to open up my mind within this project.

I created a Miro board, working simultaneously with print and digital, finding similarities in the mediums rather than differences, as my tutor had provoked to explore this new perspective.

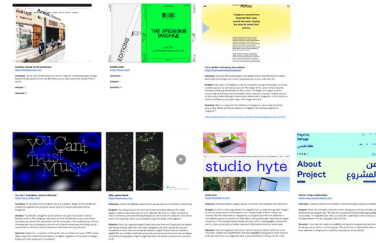
Research

UNIT 3: WEEK 2 PROJECTIONS¹

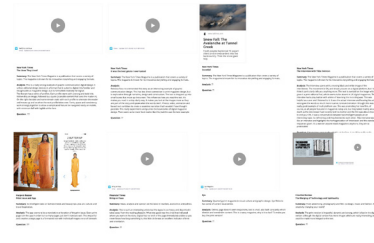
SECTORS



PROJECTS



DIGITAL



Sectors: This was to map the landscape and have a starting point established for my project. I tried to do this quickly but realise I need to do this properly through GCD research as it may bring up other things I haven't thought of.

Projects: Examples of experimental and innovative digital projects.

Digital: Examples of what I think are good and bad digital experiences of print magazines. This needs better interrogation that is less judgy.

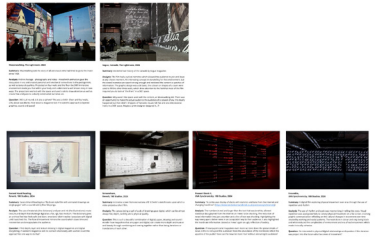
Immersive: Digital, visual and audio immersive experiences that inspire me.

Industry: An industry perspective on the current climate and what is being discussed and what is happening at magazines.

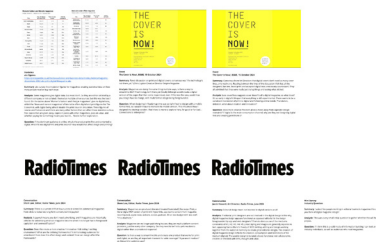
Academic: Practical, conceptual and technical references to explore further.

Challenge: Magazines that challenge 'norm'

IMMERSIVE



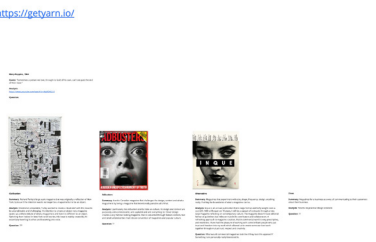
INDUSTRY



ACADEMIC




CHALLENGE



Research


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New Materialism Definition


New Materialism is a term which reflects recent philosophical perspectives with contemporary philosophy that attempt to recover the ontological understanding of the human world, particularly:

- ontology: the science of studying that branch of metaphysics concerned with the nature of being, existence, objects and their relations



New Materialism Repts


Repts are a form of artwork that are intended to be read, directly, during the time of their production and they have no context or other interpretive context



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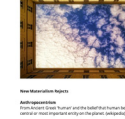
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NEW MATERIALISM

NEW MATERIALISM

[illegible]

New Materialism: An initial exploration of a new area to me of New Materialism. With immediate questions.

Cybernetics: An initial exploration of a new area to me of New Materialism. With immediate questions.

Research: Feedback Evaluation

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I talked through this board with my tutor as well as discussing what I am interested in, what motivates me and why I want to study this area.

This was really fruitful and opened up myself and my project.

We drew a small list of emerging things to help focus my project.

- expanded practice into new themes of new materialism and cybernetics
- interest in hierarchy of production of magazines
- interest in seeing beyond the surface
- want to share what I have seen (am seeing) and what I have learnt (am learning)
- working relationships within magazines
- why I love magazines
- lived experiences
- similarities between print and digital

Research: Miro as a tool

Evaluation

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Miro was a good way to brain dump and organise by brain dump.

I found it hard to then organise the brain dump into 'frames' that I knew I could then export as PDFs for the blog, sharing and reviewing.

Once I did this and exported the PDFs I realised the text was too small to read on all of them. My first challenge of digital to print.

I remade the 'frames' to be A3 instead of A4 and increased the text size, but it was hard to do this accurately in Miro. It was frustrating.

I was then trying to order my work as I would in a document which is at odds with Miro as a tool. And highlights my implicit learnt linear storytelling.

This leaves me a bit confused. There was an ease of exporting the PDF from Miro and Miro being able to house video that PDFs can't which is interesting.

I can't get high res PDFs unless I pay for the platform which may be troublesome if I go further down this route.

I am still finding myself doing everything three times, using Miro as an effective tool for working, having to create a document with in depth analysis for the blog to trace all my work, creating another format for presentation in crits that needs to be a condensed version that shows print and digital (I still don't know what this is, a PDF or a Miro board).

This is reflective of the industry that has multiple versions of the print magazine in digital.

This is madness!

Research Reflection

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I feel like I am three weeks behind in this project.

I will try not to panic and work openly and with joy to experiment with the new avenues I am exploring.

I have lots of ideas for making and look forward to see what they open up and ask.

I have interesting and stimulating new lens' to look at my project through to develop and inform it.

I feel all my research this week has enabled me to find the joy again in my project, I am excited and open about it, and feel all of what I have looked at this week can be of use to the development of this project in its new direction.

Unit 3: Week 2: Projections¹ End