STATEMENT OF INTENT

BTEC LEVEL 3/4 FOUNDATION DIPLOMA (ART & DESIGN)

THIS SECTION TO BE COMPLETED BY THE STUDENT

Centre Name

Hull College Park Street

Pathway Specialism

Graphic Design

Working title or theme

Alfresco Design...

Number of words

425

Projected Grade (Programme Leader to insert on completion of the SOI)

Foundation Tutor

Signature .... Date | 16 | 3 | 15 |

Guidance (electronic template will expand boxes automatically)

Your Statement of Intent (SOI) must provide an outline brief of your Final Major Project (FMP). The brief will normally be of your own choosing. If you decide to work on a team/group brief (with other students) ensure that you explain how you will respond individually to the brief and the extent of your individual responsibilities and contribution.

Prepare your SOI carefully, referring to the guidance in each section below. The guidance should be seen as a prompt and not be regarded as being prescriptive.

The SOI must be a minimum of **300** and must not exceed **500** words (excluding the APPENDIX). Each section, One to Four, has a guide to the number of words to best structure your statement to meet the grading criteria for the Confirmatory Stage. You are reminded that the bibliography and timescale should be included in the APPENDIX and will **not** be included in the overall word count.

The SOI must be word processed.

Your Statement of Intent must be no less than 300 words and be no more than 500 words.

SECTION ONE – Your Final Major Project (guide 150 words)

The working title of my project is Alfresco Design... I will work towards producing different guerrilla graphic objects and signs and imagery that I can place in different locations throughout the city for people to discover. These will not be advertisements rather my own non-profitable graphic organisation with the sole task of brightening up the sometimes dull every day. This idea has stemmed from my YCN brief where I experimented with guerrilla advertising for Yorkshire Tea and I would also like to extend my knowledge of guerrilla graphics further. With the project I think my creative abilities will be challenged as they have been during the first term and hopefully I will be able to leave my comfort zone of digital media and go into more traditional hands on medias such as print.

SECTION TWO – Influences, Research, Sources and Ideas (guide 150 words)

My influences are photographer and artists Anna Hillman, Tracey Emin's Baby Things, David Shrigley, Yarn Bombing, Martin Parr's Boring Postcards and Guerrilla graphics. The starting point for my project is to further research into my influences and also into The Situationists and Interventionist art in particular. I want to include some of Sigmund Fraud's work on the unconscious mind and research more into advertising and how the mind processes these things. I think this research will help my ideas unfold when it comes to thinking of things to design and create. I think my project will include a mixture of imagery and typography to broaden my graphic design portfolio and to take me out of my creative comfort zone.

SECTION THREE – Techniques, Processes and Timescale (guide 150 words)

I would like my FMP to be a big jump into experimentation and to expand my technical abilities. I plan on experimenting with digital graphics in photoshop and illustrator as well as more traditional techniques such as screen printing, woodblock printing and engraving etc. I want to split my time between research, designing and making to try and keep my ideas and concepts research lead. I will evaluate each of my experimentations on completion before developing further ideas and through out the creative processes.

SECTION FOUR – Method of Evaluation (guide 50 words)

My method of evaluating my work would be semiotics, denotation and connotation. And also asking myself the same questions through out. Did it work? Does it serve the purpose that I intended? How can it be improved? Etc. I will aim to evaluate each of my experimentations before developing further ideas and through out the creative processes. I am going to engage with my graphics tutor, CATS tutors and class mates to develop ideas further and evaluate the project. I also will take part in a verbal group presentation.

APPENDIX
Use this appendix for the bibliography and timescale for your Final Major Project.

BIBLIOGRAPHY

- Annahillman.com,. 'Anna Hillman | Photographer And Environmentalist'. N.p., 2015. Web.
- Folkestone Artworks,. 'Tracey Emin'. N.p., 2013. Web.
- Davidshrigley.com,. 'David Shrigley, Glasgow Artist, Scotland, UK'. N.p., 2015. Web.
- Telegraph.co.uk,. 'Knitters Turn To Graffiti Artists With 'Yarnbombing''. N.p., 2009. Web.
- When On Earth - For People Who Love Travel,. 'Martin Parr's Boring Postcards'. N.p., 2014. Web.
- Gmarketing.com,. 'Guerrilla Marketing'. N.p., 2015. Web.
- Tate,. 'Hans Haacke, 'A Breed Apart' 1978'. N.p., 2015. Web.
- Tate,. 'Joseph Kosuth, 'Clock (One And Five), English/Latin Version (Exhibition Version)' 1965, 1997'. N.p., 2015. Web.

- Adbusters.org,. 'Adbusters | Journal Of The Mental Environment'. N.p., 2015. Web.

- Interventionist Art
- The Situationists
- The Unconscious Mind – Sigmund Freud (Book)
- A Smile in the Mind - Beryl McAlhone

TIMESCALE

I aim to start my project on 23/3/15.

Week 1: Mind maps, research, ideas generation.
Week 2: Experimentation, idea development.
Week 3: Visit galleries, locations.
Week 4: Produce work to fit within locations.
Week 5: Develop ideas.
Week 6: Refine.
Week 7: Evaluate.