

Unit 7 Project Proposal

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Pathway	Graphic Design
Project Title	Hot Potato

Section 1: Review (approx. 150 words)

The foundation course has made me much more curious about the world we live in and I am constantly looking for new sources to base my work on. I am in awe of the speed and vitality of modern life and culture and have become fascinated in the most mundane encounters of day to day life. The things that are often perceived to be ordinary are more often than not what fascinate and drive me the most. From the start of the foundation, it was important that my work was not forgotten. That I wanted people to either love or hate what I created, that thing in the middle, where someone thinks that it is 'okay', well that for me is the worst place to be. I often ask myself if I am truly creating something that I want to create, or am I creating something that I know someone wants to see? Is it important for me to share my own views or visualise the views of others?

Projects such as *Made to Persuade* and the *Publication Project with Somerset House*, have allowed me to think about my target audience, and enlisting an emotion or debate between them. For *Made to Persuade*, I wanted to create products that were humiliating, but not too insulting that they would cause offence, and I think that I reached the cusp of that boundary here.

Furthermore, I now know that the difference between designers and artists is that designers require beauty mixed with problem solving and function. I believe that I am a problem solver, and I take calculated risks when it comes to my work. I have learnt to work methodically to solve briefs and problems by using both textual and visual content to generate purpose-led designs. I have achieved my own personal style of working, with a mix of humour and narrative that I hope will influence how people think about their engagement with the world.

Section 2: Project concept (approx. 250 words)

Hot potato, a controversial or difficult subject. Looking at how food affects society and culture, and how we use it as a social aspect to our lives is

something I am interested in exploring. I plan to explore how food is used to elicit a nostalgic emotion, due to the intimacy we share with it. I am also interested in looking at how food plays a large part in politics and society, with a focus on its effect to our general health.

Using food as a medium has many limitations. Food is temporary, and using it in art makes it untouchable, adding to its appeal. From a young age we are told, 'Stop playing with your food.' However, food can play a large part in creating art as it can not only be used as a muse but also as a medium. Graphic designer Stefan Sagmeister is a good example for this. In his work, *Self-confidence produces Fine Results*, he created a feature wall that consisted of 10,000 bananas of different ripeness at Deitch Projects in New York. He wanted to create art that would change over time, thus making the experience different to every person that saw it. This disappearing and reappearing art was a connotation to his own self-confidence, how it comes and goes. The audience was not only able to look at his work but also interact with it in different ways. For example, their sense of smell was heightened by the ripening bananas. He was accused with 'wasting' \$2000 worth of bananas but could've quite as easily avoided this controversy had he used traditional typographic methods.

I think looking at emotional connections is not the only form of communication. Through personal experiences, I become much more involved and interested in art when all my senses are used. Therefore, for Unit 7 I plan to find ways of heightening all the senses, and creating memorable experiences for my audience. I plan to look at supermarkets, market stalls and restaurants as a back bone to my primary and secondary research. I would like to explore various discipline's within graphic design, with a key focus on photography, illustration and using textual elements.

Section 3: Evaluation (approx. 100 words)

I will use my workflow and sketchbook to record and question myself throughout this project. I will be constantly self-evaluating my work as well as finding a wide range of research sources that relate to my theme. I will also seek the views and get feedback from my peers and tutors to help me analyse and construct purpose-led designs. I hope to generate a broad range of work, that falls under Graphic Design, which may include photography, typography and story-telling.

Proposed Research Sources and Bibliography (Harvard referenced)

Books

Dale, L. (2018) *Food and Nature*. Designed while in residency at Facebook NY's Analog Research Lab.

Fernandez Mallo, A. (translation 2016). *Nocilla experience*. Alfaguara, Spain.

Parr, M. (2016) *Real Food*. London: Phaidon Press Limited.

Timmerman, M. (2014) *The True Size of Food: about our absurd ways with food*. Amsterdam: BIS

Exhibitions

Gurksy, A. (2018). London: Southbank Centre, Hayward Gallery.

Sagmeister, S. (2008) New York: Deitch Projects

World Wide Web Documents

Bidfood. (2015) Bidfood: Foodservice, Food Wholesalers, Suppliers and Distributors. [Internet].

Available from: <<https://www.bidfood.co.uk/>>

[6 February 2019]

International Food Design Society. (2019) IFDS [Internet].

Available from: <<http://ifooddesign.org/food-design/>>

[Accessed 4 February, 2019]

Film and Videos

Macdonald, F. (2019) Food Nostalgia. [Internet]

Available from: <https://www.sciencealert.com/watch-why-do-we-get-so-nostalgic-about-food>

[Accessed 5 February, 2019]

Parr, M. Interview. (2003) Cruel and Tender [Internet].

Available from: <<https://www.tate.org.uk/context-comment/video/martin-parr-cruel-and-tender>>

[Accessed 5 February, 2019]

Ratatouille (2007). [DVD] Directed and written by Brad Bird and Jan Pinkava, Disney Pixar, 110 mins