## Unit 4 Project Proposal

UAL Awarding Body / CSM Foundation

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|---|---|---|---|
| Candidate Name: | MENGFEI YU | Candidate ID Number: | **19014397** |
| Curriculum Area: | **GCD** | | |
| Pathway: | **I&P** | | |
| UALAB Unit: | **Unit 4 - Consolidating Practice.** | | |

Project Title:      ***Did you know 1980s***?



**1. https://collection.cooperhewitt.org/objects/18644493/**
**2. https://evaleder.machesselbst.top/pin-x1-dies-ist-ein-gutes-beispiel-fuer-ein-design-aus-den-1980er-jahren-weil/**
**3. https://midcenturymoderndesign.tumblr.com/post/97163377464**
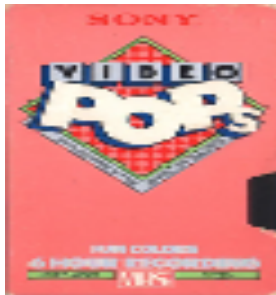
**Project Review**

Through the two unites of study, I think I'm improving their basic skills such as printing, with ai, id and ps to complete the project as well as making video. All of these skills that I wasn't familiar with before can now be mastered. At the same time, through the weekly courses and the research on the artists and works I am interested in at home, I have a more suitable style (pop art) for myself. I can have more updated ideas than before by watching students' works in class and communicating with them. I also hope that choosing the graphic pathway can use visual language to show what I want to express to the audience. I think this is very interesting and a tool for communicating with people. Studying in London and CSM can make it easier for me to access some art resources, such as art exhibitions, museums, art galleries, etc. I can also broaden my horizons.

## Project Concept & Description

The inspiration for this project came from part2's 40 hours-"Did you want to back to 1980s". For this new project，My goal is to compare the graphic design of 1980 and 2020. And my concept is to make some comparisons between 1980 and 2020. How the fashion of 1980, architecture, and posters of graphic design at that time were displayed and compared with 2020. The things I need to research are the graphic designers at the time, their work and style color, the fashion at the time, the popular color and so on. And now graphic designers and popular stuff. The problem I need to solve is how to visualize my goal and make it interesting and attractive. I think I will finish this project by hand. The form of presentation may be a poster, a book or several post cards. After research and reflection, I will perfect my ideas and presentation.

## Project Evaluation

I think my project lacks interaction with the audience, and I cannot express my ideas with strong visuality. The forms of expression are not very diverse, and more research and improvement are needed. Ask for more advice from friends and teachers. The process need to incorporate the 1980s and 2020s elements. Processes that where used in the 80s ( graphic design, screen printing and collage.) For the project, put some incorporation of icons from 1980s and 2020s, contrasting people, buildings and fashion.

## Proposed Research Resources and Bibliography

1. 14 Trends in Graphic Design for 2020

YouTube. 2020. 14 Trends in Graphic Design for 2020 - YouTube. [ONLINE] Available at: https://www.youtube.com/watch?v=sP9tyqVFtJQ.

2. Video What is pop art?

YouTube. 2020. What is Pop Art? Art Movements & Styles - YouTube. [ONLINE] Available at: https://www.youtube.com/watch?v=6qr7cdpGDRo.

3. University of the Arts London WebLogin. 2020. University of the Arts London WebLogin. [ONLINE] Available at: https://ebookcentral.proquest.com/lib/ual/reader.action?docID=178206.

4. Cerith Wyn Evans No realm of thought… No field of visionrid

White cube. 2020. White Cube - Exhibitions - No realm of thought… No field of vision .
[ONLINE] Available at: https://www.whitecube.com/exhibitions/exhibition/
cerith_wyn_evans_bermondsey_2020.

5.Window

Isa GenzkenWindow - Isa Genzken - Hauser & Wirth. 2020. Exhibitions — Isa GenzkenWindow -
Isa Genzken - Hauser & Wirth. [ONLINE] Available at: https://www.hauserwirth.com/hauser-wirth-
exhibitions/26837-isa-genzkenwindow.

6.  How to create a 1980s

https://youtu.be/wOSpriGXyKQ

7.  A brief history  of Graphic Design

https://youtu.be/f-AbeV15Kp

 8.  Graphic design :  From trade to  Profession

https://youtu.be/_HxyGZPvy_4

9.  Daily life and popular culture in the 1980s

https://youtu.be/cEbEYi3_LwM

10. Nonstop 80s Greatest Hits

https://youtu.be/c40SjIZEfcg

**Project Action Plan an  Timetable:**

| Activity 17/02 | | Location/participant |
|---|---|---|
| AM | / | / |
| PM | Find some clothes and accessories from 1980s and interview people. | Vintage shops |

| Activity 18/02 | | Location/participant |
|---|---|---|
| AM | / | / |
| PM | Live together with group members and interview us before bed. The interview about sleeping habits as a child and now. | Airbnb house in London |

| Activity 19/02 | | Location/participant |
| --- | --- | --- |
| AM | Find something historical and interesting to you. Take five photos and choose one of your favorite reasons. | British museum |
| PM | Find something historical and interesting to you. Take five photos and choose one of your favorite reasons. | British museum |

| Activity | | Location/participant |
| --- | --- | --- |
| AM | Go to the mall, modern buildings and sketch them. | • Shopping mall<br>• The shard |
| PM | Find a few letters in the architecture of sketch | Home |