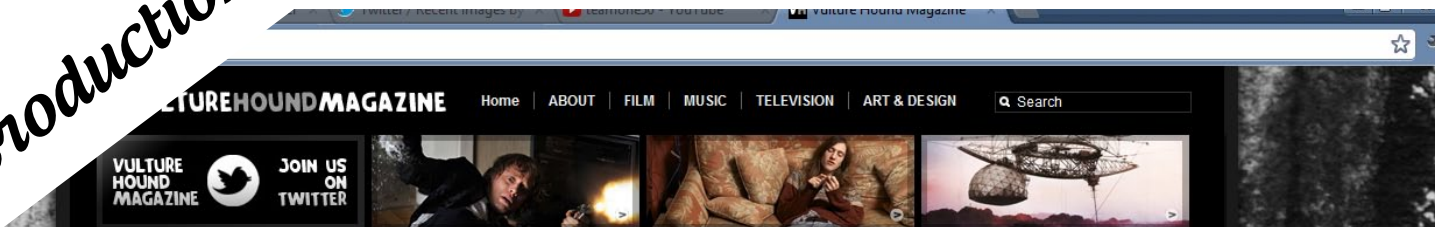


Transistion

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During the 1st lecture we were told on what the course is going to expect from us. We were told to write 300 words after every lecture just summarizing what my thoughts were and what has been discussed during the lecture. At the end of this course of lectures we have to produce a Film/Animation, blog, newspaper or magazine that is an explanation of the lectures and seminars that will be given over the weeks.

My lecturer began asking the participants general questions on how we as individuals learn best, some of the things that came up were:

I personally learn best through practice and experience which is why I try to repeat or go over things I need to memorize. I also enjoy learning visually learn-

Practice Hearing Senses Looking

ing which is why I enjoyed watching the short film on how a magazine is made entitled: A magazine is born (by David Carson). It has inspired me to create a magazine for my project (although I may change my mind as the course develops) due to the amount of visual content I can include in my designs.

We were told to set up a twitter account and follow the course's account for updated on what is going on.

Vulture Hound magazine was suggested for us to analyse. A lot of their illustrated work includes a wide variety of colours and detailed imagery.

A newspaper I doubt would be something to interest me, the amount of graphical strong content I feel would be limited. Another area of media that may interest me would be Film/Animation. I feel I would be able to express myself much clearer in the section of design, however as the course develops I am sure I am going to know what production to represent myself with.

Va



*Inspiration
comes from every where
such as going to see the band live*

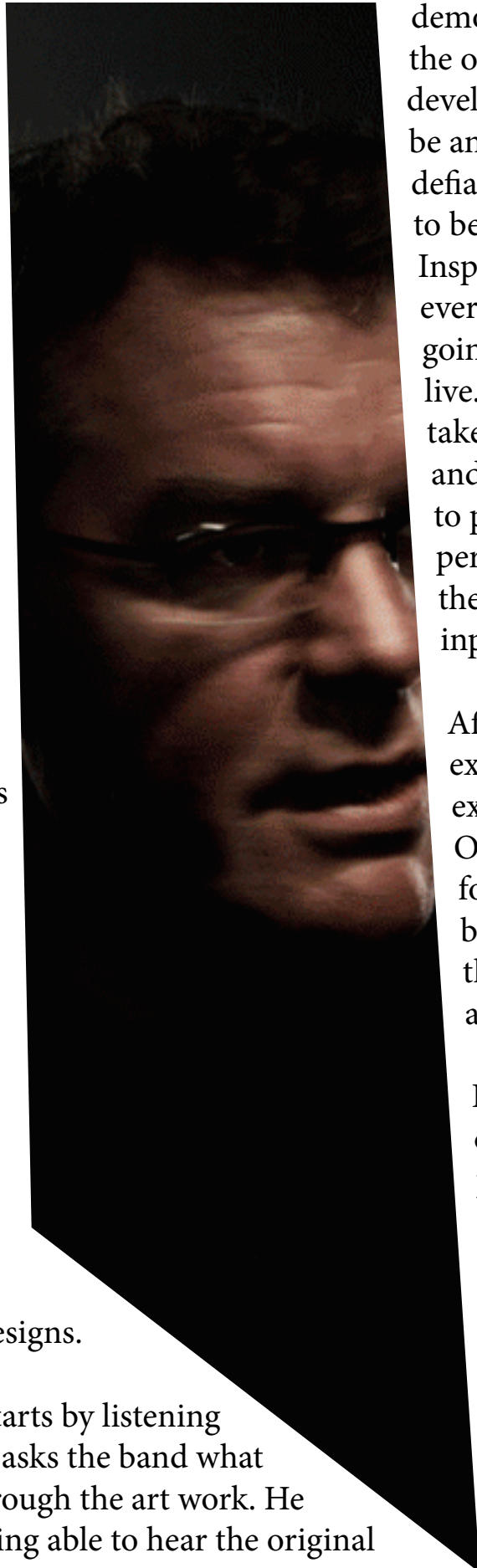
Vaughan Oliver

Vaughan Oliver took our 1st lecture which gave us a small insight into his life of graphic design. He discussed various things such as how he met the person that lead him to begin designing record sleeves, His childhood perspective on typography and his work for companies such as Loreal.

Vaughan Oliver bumped into a guy which happened to be starting a record label which too him on full time to start designing for his label. Vaughan oliver was his 1st employee and explained to him that he wanted to allow people to hear music that he loved come first to making money with this.

He dislike typography during his school days however caused him to now take a plain and low use of typography. This allowed him to develop is simple yet impacting imagery on his designs.

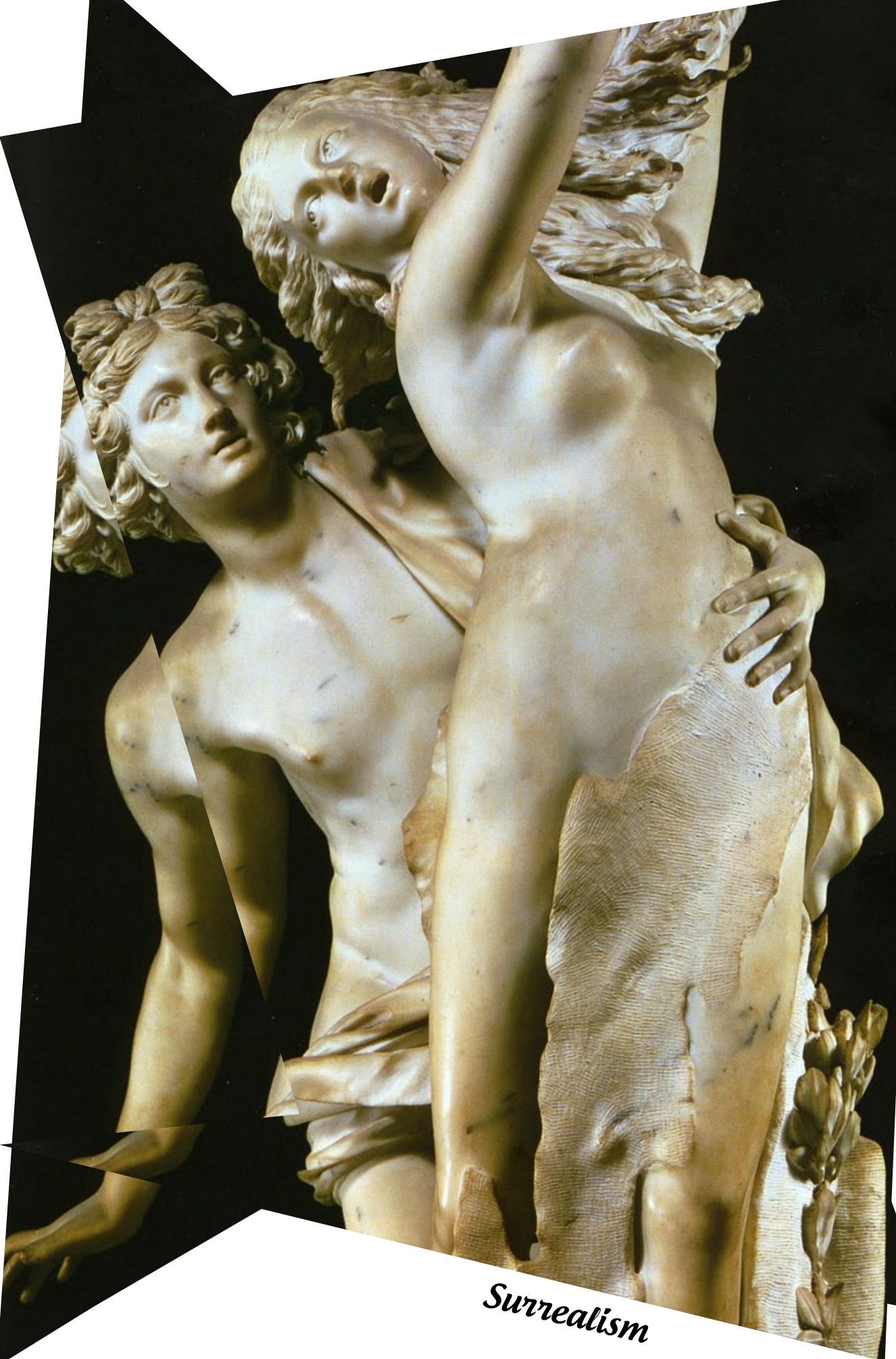
He explained to us that he starts by listening to the music and lyrics then asks the band what they want to be achieved through the art work. He also had an advantage by being able to hear the original



demos as he's working in the office, gets to hear the development. This will be an approach I would defiantly take if I were to be in his position. Inspiration comes from every where such as going to see the band live. I would defiantly take this approach and allow the design to progress from my perspective first and then ask for the clients input.

After discussing and explain some of his existing work Mr. Oliver told us not to follow trends which I believe is what makes the design pioneers of all eras.

He also said "How does the profession progress if your looking in front of you all the time?". Reflecting on yourself as well as researching on the past is what prepare you for the future.



Surrealism

Neil Spiller

Neil Spiller took our 2nd lecture. He discussed on a wide range of surrealism however didn't explain in my opinion what he was discussing simply enough for me to follow in detail.

Some of the things I picked up were examples of his designs and explanations on why he included what he did in them.

Neil explained the some of the connotations and meanings of the sculpture by Lorenzo Bernini, Apollo and Daphne. He suggested that Apollo is chasing Daphne however she doesn't want his love, he also explained that the sculpture captures Daphne's transformation with intense emotion.

I understood the sculpture however didn't understand the relations to the overall lecture on surrealism at the time. After I had read the brief explanation on him after the lesson I began to understand a little more on what he was discussing. Neil Spiller has spent the last twenty years developing a personal

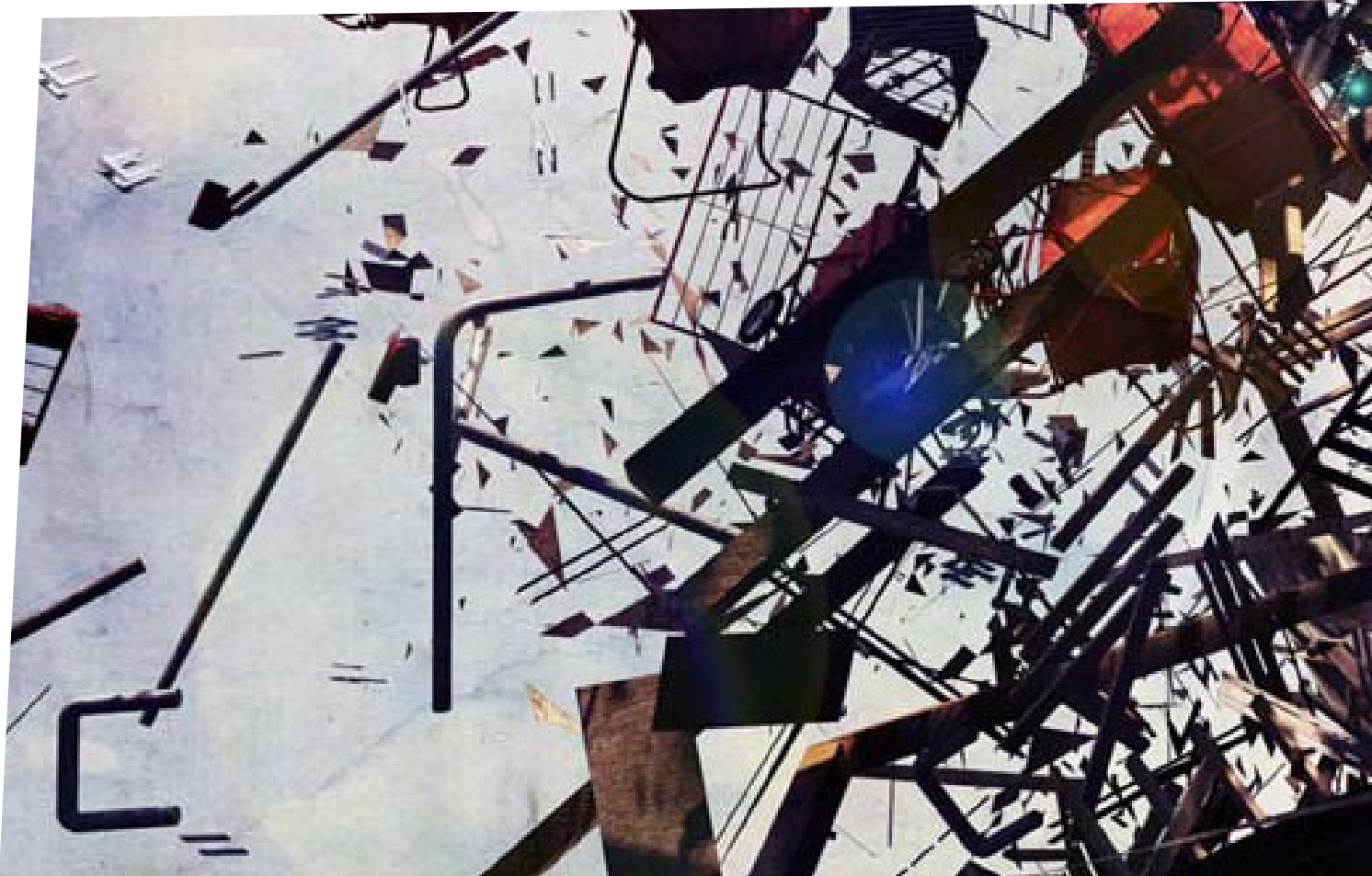
architectural language that rejoices in the surreal poetics of contemporary technology. This brought light on the relations with the architectural parts of the lecture.


I don't usually take interest in that part of design however his projects I found intriguing. I tried to make sense of his designs while he was explaining them but couldn't do so a huge majority of them time. Wheel Barrow with Expanding Bread I found baffling and trying to create connotations around the design didn't relate to each other for example bread and wheel borrows. I found his expressive skills very broad.

He stated "*No building is perfect because we are all battling the inaptitude of materials and of builders*" which I found interesting. I believe his designs are currently incapable of being created in our era but may sway towards that section where our species are able to do so. The designs he creates from his imagination are very detailed



Nic Clear Architecture and animation





Nic Clear took our 3rd lecture and discussed Architecture and animation. He stated that his main level of interest is using film and animation in the development and representations of architectural ideas and architectural practices. It took me a couple minutes to process what he was discussing but I started to gradually catch on to his understanding and aspect of architecture. He discussed on two specific aspects on the use of animation within architecture and the idea that architecture is just one of the aspects. He brought to light that architecture is contained with more that you think it is. Something he discussed was the perceptual system and the perception of reality is something our brains construct not what is actually there. I understood this concept and use the example of people being like holograms our mind have created to interact with. While in dreams our minds create people and objects which interact in ways our minds create them to.

He developed on with the imagination topic by saying “In a traditional architectural drawing space is always implied, Space isn’t flat however it takes training and knowledge to understand the projection of shadowed onto a drawn”. He said for most of his time as an architect he never questioned such things however with the production of CGI he re-evaluated the way we were trying to communicate architectural ideas

Nic then showed us a clip from the movie Panic Room. The camera moved through tight spaces which included a door key hole. I’ve seen such movement in a more recent movies like transformers and realised that the blending of actual and virtual opens up the possibility of new architectural spaces

Nic also stressed to us that we are only two of three clits away from producing work that has an international audience. The way in which we think and perceive the world need to be free and highly unrestricted. He also told us that an important thing to do with the software is to play around it and make sure the you communicate the idea, that is the only thing he cares about, it doesn’t matter about how good you are with certain programs.

Stacey Pitsillides talked about digital death. She went into detail on how important and powerful social networking is today. Before this lecture I never really realised how much our digital lives affects us and the people around us. It is like having another life online. When I am looking through peoples twitter accounts the first thing I do is check their followers, I think this subconsciously allows me to decide whether they are important or not when the actual fact is they just have a lot of followers. She said people are now donating their social networks just like people donate their organs after they die. Our digital life has become strongly integrated in our day to day lives.

If Facebook were a country it would be the 3rd most populated. Most people's lifestyles can be judged just by analysing their Facebooks, I believe it's more than just uploaded pictures, its memories, friends, happy times, sad times, accomplishments and much more. One thing Stacy said was that your phone is the first thing you see when you wake up and the last thing you see when you go to bed, that was definitely true I am not fully into social networking but I still always check the time when I wake up and go to bed this then leads me to checking my blackberry messenger updated and if I have any new conversations. People even tell me that sometimes they think that their red light on their Blackberry is lit when it isn't because they either want it to or are used to seeing it so much.



Stacy Pitsillides Digital Death

Is face book where you want your memories to be stored? I never really thought about that until she asked. When I think about it I want memories of me to be more sentimental than being stored on a social network site. One photo originally owned by you can become passed down through generations through digital space, Who do we leave these things to when we pass away? Human technology is commonly changing our brains and the way we think.

Technology is enabling us to store this much data has hindered our ability to understated our archive any more. Physical archive is limited and digital archive unlimited this allows for more things such as memories to be stored forever. A positive thing about the physical archive is that it is re-evaluated all the time. Technology who is enabling us to store this much data has hindered our ability to understated our archive any more, most things become a blur.

In conclusion as the human race continues to develop and grow stronger in technology I am not sure where our social lives will eventually end up or eventually stop however as we are alive it allows room for most of our things to be kept which I guess is better than losing physical copies and memories.



facebook

Rachel Armstrong

A portrait of Rachel Armstrong, a woman with blonde hair, wearing a dark blue top and a necklace with a red pendant. The image is partially obscured by a white geometric shape on the left side.

“Rachel Armstrong innovates and designs sustainable solutions for the built and natural environment using advanced new technologies such as, Synthetic Biology”. Rachel’s lecture was the one I found most interesting after Mark Ingham’s on Animation. She discussed on sustainable environments and our lifestyles affect it. Rachel started off as a medical doctor which was a result from an early interest in biology. She said she used to spend hours in her garden digging in mud, eating it, feeling it and sensing it. She then developed a strong interest on organisms, life and movement, as a child she wanted to design and engineer with stuff that was alive. In biology she learnt that bunny’s had big ears because their listening to their environment for danger and have big feet to be able to run away fast but nobody asked the what if questions. What if rabbits could glow in the dark? Now artist have been able to engineer these questions into living things.

This I find interesting especially for that fact that my mum is religious and that many faiths are against this type of study. They believe that God created living things and people the way that are and this is not to be tampered with however if it weren’t for this study that many diseases would not have cures today. I guess they are against the fact that people may abuse it and use it for things such as the colour of the baby’s eyes or hair or even re-produce themselves.

Rachel then went into how we are going

to or should use this to resolve our surroundings. Ancients Greeks believed the universe had an order, others believed that the universe was unknowable however a majority of them believed that this order could be revealed through humans. Alan Sabory an environmental scientist said if you look through time and all culture's humans always damage their environment and it comes down to the way that we think, we over simplify.

Rachel then talked about evolution and nature. Evolution is a spontaneous change in time she believes and how we evolve depends on how we decide to make, is there another way to make? Instead of placing one block on top of another is there a way of distributing them in another way? She said we need to change the way we think and the way we make especially for the middle of the century when it is predicted for around two thirds of the world's population to be living in cities.

I believe that this is true but the world needs to make it compulsory to look after our environment. Right now people are prioritizing their money in contrast to our environment which needs to come second to our environment if we want to sustain it.

“Natural selection probably occurs too slowly to help us much. Instead we are going to have to rely on technology and culture” – Jonathan Pritchard, How we are evolving.

Evolved Not made



Today we reviewed on what we have learnt so far. Mark asked us questions that we related to what we are doing in university.

The questions were:

- How do I learn?
- What have I learnt so far?
- What is a record?

The first question brings me back to the first lecture when we stated that we learn best through things such as Practice, Senses, Hearing and Looking I thought I learnt best through practice. I believe I am still learning new things about myself every day and one of them is how I learn best but for now I believe it is experience and practice. Repetitive things allow my brain to remember more than most processes which is why I try not to drag things out if I try to come back to it later and stretch it out I tend to forget everything that I am meant to learn.

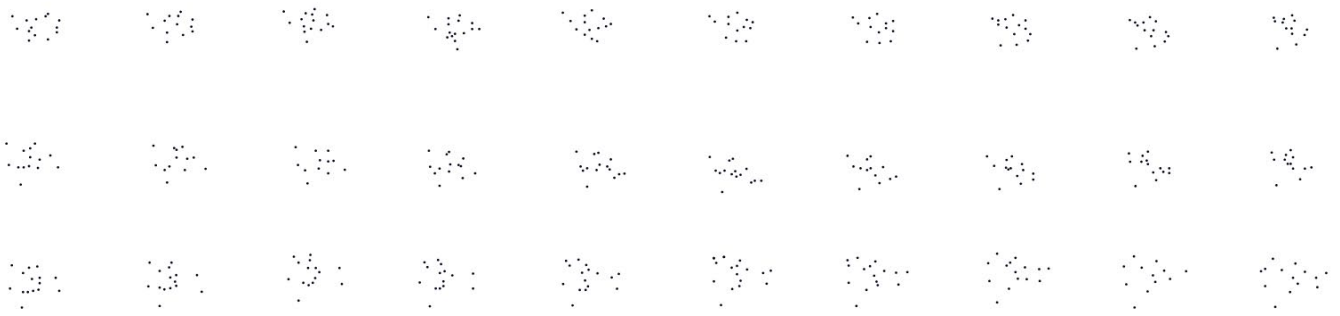
Many of the lectures up to today have been influential to my design life as well as my everyday life. Lectures like the one Stacey Pitsillides did have opened my eyes to things I was previously oblivious to. I think the course will be highly beneficial towards our way of perceiving the world which is absolutely necessary to a designer's mind.

Mark told us to make sure we learn how to record well. If I record not only my lectures but the information I am collecting for a project or client well I am sure it will have a positive impact of how whatever my end product is

Mark also briefly talked on critical thinking skills "employers do not want to have robots". I strongly agree and at first thought that this course was going to allow me to show my Photoshop skills. To an extent it does but the sole purpose of the course I have decided to take up is to help me to change my perception and think deeply on everything I do, this will allow whatever I take part in to be expressed in detail and eventually communicate what I envision to communicate.

*What I have
learnt so
far -Mark Ingham*





Movment by Arinze Imachukwu

Manifesto is a declaration of intentions, what you believe in. He told us to think about what we want to do in life and what we have a passion for. Growing up I had many manifestos some of which I remember were: to be a fireman, an actor and an astronaut. These were things I had an interest in but a passion for. I am still finding myself but have a general idea of what I want to do with my life which is design. There are many aspects as sections

in design which is what I am still finding myself in but I know I defiantly want to create and design things that will be life changing towards others and in some cases tell mine and other people stories through. My beliefs and morals contain a collection of many mistakes and experiences of not only my life but the people around me as well. This is something that is going to be heavily influential towards whatever career I decide to take up in

design.

“What makes a manifesto so valuable is the fact that it is a constant source of inspiration to you” During the lecture I thought that manifesto only referred to your job later on I found out that it included everything from your lifestyle to your religious beliefs. I am not religious but I do believe in God and many of my manifestos are based around this fact. One of my minute’s ones

would be to make sure I continue or try harder to treat others as I want to be treated. Another is to think of my loved ones before I think about myself which is why I sacrifice many of the things I want for future preparations which will eventually help everyone I plan on helping. These thoughts are all interlinked with each other and I believe bring out the good in me. As a person I as still gaining more and changing my manifestos however I believe should always progressive and in reflection of how you would like to live.

“WHAT MAKES A MANIFESTO SO VALUABLE IS THE FACT THAT IT IS A CONSTANT SOURCE OF INSPIRATION TO YOU”

Animation Mark Ingham



Towards the ending of the course Mark Ingham took one of our lectures and discussed animation and drawing. He asked us “What makes an animation different from a drawing?” We then came to a conclusion that the answer was movement. He said “it was like making something come alive, like magic, having the appearance of something alive”

The 1st photograph was taken in 1826, not only did it change the world but it changed the way we think about the world it allowed us to capture things we may never see again as well as take these images everywhere we go. 69 years later the 1st film was created in 1895. Humans are fascinated with creating life and new life. Animation creates this illusion, new life through this created movement.

A film that came to mind while the lecture was taking place was

Transformers. Mark Ingham said that our society of today may not be as fascinated as the people of the 1890s were when they saw the first animation due to the amount of animations we see today and how it has developed over the years however when I watched the film Transformers for the 1st time I believe I felt a glimpse of their surprise and astonishment towards the animation. The contrast and development they made from the original cartoon up to the film I felt was epic. It was defiantly will go down in history. Another film I thought topped Transformers was The Avatar. The experience I felt was so close to real life I was blown away once it had finished. During the level of detail I didn't know was possible to create within an animation, not only were the animated people amazing but the setting contributed maybe even more

to the experience.

He showed us the animation Robots of Brixton which I found interesting not only did it describe the images of the riots but its social context on how these events reoccur was portrayed well. It made me think about who we believe are the negative people in the story and who he was describing as the negative people. The transition of the last bit of animation to and actual image was powerful and played as a moving conclusion to the narrative.

Animation allows freedom and boundaries that couldn't be reached in real life. It also allows us to portray our perspective on life. In the lecture we discussed on the animated character Bender from the cartoon Futurama. He is negative but funny and despite his foul behaviour the creators have portrayed him like a

friend to the viewers. They bring in human characteristics which make him an attractive character to watch. Bender may be our perspective on how robots may act if they could think. One of the ideas we discussed in class for why he may be so negative were maybe signs of insecurity.

Many film makers get inspiration from the reflection of our society today and where they think we may end up if we continue in this path, most have negative conclusions and some are just demonstrations on how we act towards each other in our world. This causes the viewers to reflect on the world as well as themselves. An example would be the movie Shrek. Our society automatically perceives us to be beautiful based on our facial features. The princess was apparently beautiful until she turned into an Ogress but needed to marry



prince charming to be released from the spell of being ugly however by the end of the film the fact that she looked like an Ogress didn't matter to her and was more concerned with how she felt rather than her looks. Beauty in on the inside was the message which is a good message for the audience of the animation as well as the secondary audience which is the parents that bring their children to watch the film.

Toy story was another on of my childhood favourite this bring me back the idea that Humans are fascinated with creating life and new life and Animation creates this illusion, new life through this created movement. It allows us to create a world completely based on our thoughts

and has lead me to notice that most of the animations that people are attracted to are positive or have positive endings. Even though there are many negative things going on in the world as well as positive but negative endings we are still attractive to the positive animations. It is like a form of escapism for ourselves or it may be that we want the younger generation to view the world positively. This may be for protection from the corrupt world or so that they become the generation that thinks positively about the world to eventually create a positive world. Weather it is working or even in process I am not sure but the positive films and animations I watched defiantly caused me to have a more positive

perspective on life. Another question that came to mind is why we tend to grow out of cartoons. I believed it was due to the content of the cartoon due to cartoons like family guy and the Simpsons being so successful within the older generation. Despite the fact that Family Guy is a successful animation The Simpsons is still more globally known. I think this is because it appeals to a wider audience and tends to both the young and older generation's needs. The Simpsons include morals that adults as well as children could learn from cartoons that are aimed at just the younger generation contain less complicated situations and are also light hearted in terms of the story line. This brings

me back to my point on protection from the corrupt world, maybe the older generation want to watch an experience what they think is the truth, negative as well as positive situations in contrast to only displaying positive situations. I know that The Simpsons is inspired from real life events but do not believe it is the same from cartoons such as Noddy and Peppa Pig. In conclusion I believe animation is a good form of escapism, it also allows the people creating them to utilize their imagination. If used in the right way it could change lives as well as teach people new things. As technology continues to develop so do our minds this will allow from new was of expression and higher detail in what we are expressing. Animation has changed my life and I believe will continue to.

“Animation allows freedom and boundaries that couldn't be reached in real life”.

Drawing

Simon Heron took our 10th lecture and explored the idea of drawing in relation to discovery. He stated that drawings are just a working “drawings are a place to uncover things, its paper just throw it away and get another one”. I strongly agree with his point. Drawings should be approached much more freely to the way me in particular have been doing so. If this free approach is taken towards it ideas will be in much higher quantities which will ultimately give you a better finalization to your ideas, “a drawing being a place to figure stuff out”.

Simon discussed on how architects play with the idea of making drawings and operate in miniature. That instantly caused me to think of his quote about drawing “It is a device for speculation, a tool rather than an end product”. He also quoted that “All media are valid so as long as there is an intention”. This gave me a different aspect on how I may begin a project, if I focus on the why the how will become clearer.

He displayed many different images by students, architects and students, explaining their purpose or function. They consisted of drawings, figures and various forms of “ideas” he seemed to stress. The conversion from the idea to the final was interesting in most cases, their ideas began very humbly and tended to become very influential.

“Architects make drawings about making buildings”. Construct this weird environment that seems plausible however is completely fictional.

Simon Heron

Surrealism

Neil Spiller took our 11th lecture on surrealism and for a majority of the lecture discussed on the Spanish surrealist painter Salvador Dali. He discussed surrealism in general as well as many of Salvador Dali influences. Nic also included various parts of his life such as when he started painting and the development he took before eventually becoming a surrealist painter. Dali started in 1921 painting in Madrid and moved from Cubism to futurism to surrealism.

In 1930 Dali created the paranoiac-critical method. “The paranoiac-critical method is a surrealist technique developed by Salvador Dalí in the early 1930s. He employed it in the production of paintings and other artworks, especially those that involved optical illusions and other multiple images”. The aspect of paranoia that Dalí was interested in and which helped inspire the method was the ability of the brain to perceive links between things which rationally are not linked. Dalí described the paranoiac-critical method as a “spontaneous method of irrational knowledge based on the critical and systematic objectivity of the associations and interpretations of delirious phenomena.”

I find Dali’s description of what he developed very confusing and cannot seem to grasp the concept. All I had an understanding of is the concept of creating things the brain doesn’t usually perceive links between. Personally that would allow me to begin to explore the world of surrealism, the disconnection of my usual perceptions of the world.

I find his work interesting however not interesting enough for me to be driven to have a greater understanding of. Dispute this I believe having an understanding of his work or people similar to his work would be beneficial to any designer.

Neil Spiller

During the last lecture we watched two film conclusions. The one that I found most engaging was planet of the apes. It was dramatic and engaging especially due to the fact we didn't watch what previously happened. Despite this other people may argue that it didn't contain enough information on what may have happened during the build up to the conclusion, the only thing I say would have made it better was if it would have been more revealing.

We discussed on what we should included in our content and how it should be presented. Mark stressed to us that our design and content depends entirely up to us, from the order in which our magazines progress in to the design layout depends on what we would like to include. We also discussed on how to end our designs, he stated to assure our articles need to have strong conclusions. "A conclusion never has any new information in it". This should be a short summary on what we have previously discussed and most importantly my opinion on it.

Another thing we discussed was our targeted audience. I asked whether my layout was important if so who my target audience was and he let me know that the content is what he is looking for and what I will be graded on. The layout should still be presentable for it to appeal to him but is not what he is primarily looking.

Concluding the project has brought me to realise there is a lot to learn in my area of study. Design is a broad subject and does not only include having knowledge on certain programs. Our mind is the most important tool we have and is continuing to grow everyday opening will eventually lead you to be able to carry out things and express whatever you want to.

Conclusion
Mark Ingham

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Neil Spiller (Surrealism)

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“Spontaneous method of irrational knowledge...

Lectures

Mark Ingham

Vaughan Oliver – “How does the profession progress if your looking in front of you all the time?”

Neil Spiller – “No building is perfect because we are all battling the inaptitude of materials and of builders”

Rachel Armstrong

“Rachel Armstrong innovates and designs sustainable solutions for the built....-http://www.ted.com/speakers/rachel_armstrong.html

“Natural selection probably occurs too slowly to help us much. Instead we are going to have to rely on technology and culture” – Jonathan Pritchard,

Mark Ingham (Manifesto) – “What makes a manifesto so valuable is the fact that it is a constant source of inspiration to you”

“It was like making something come alive, like magic, having the appearance of something alive”

Mark Ingham (Animation) – “What makes an animation different from a drawing?”

“it was like making something come alive, like magic, having the appearance of something alive”

Simon Heron - drawings are a place to uncover things, its paper just throw it away and get another one

“A drawing being a place to figure stuff out”

“Architects make drawings about making buildings”.

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Rachel Armstrong

