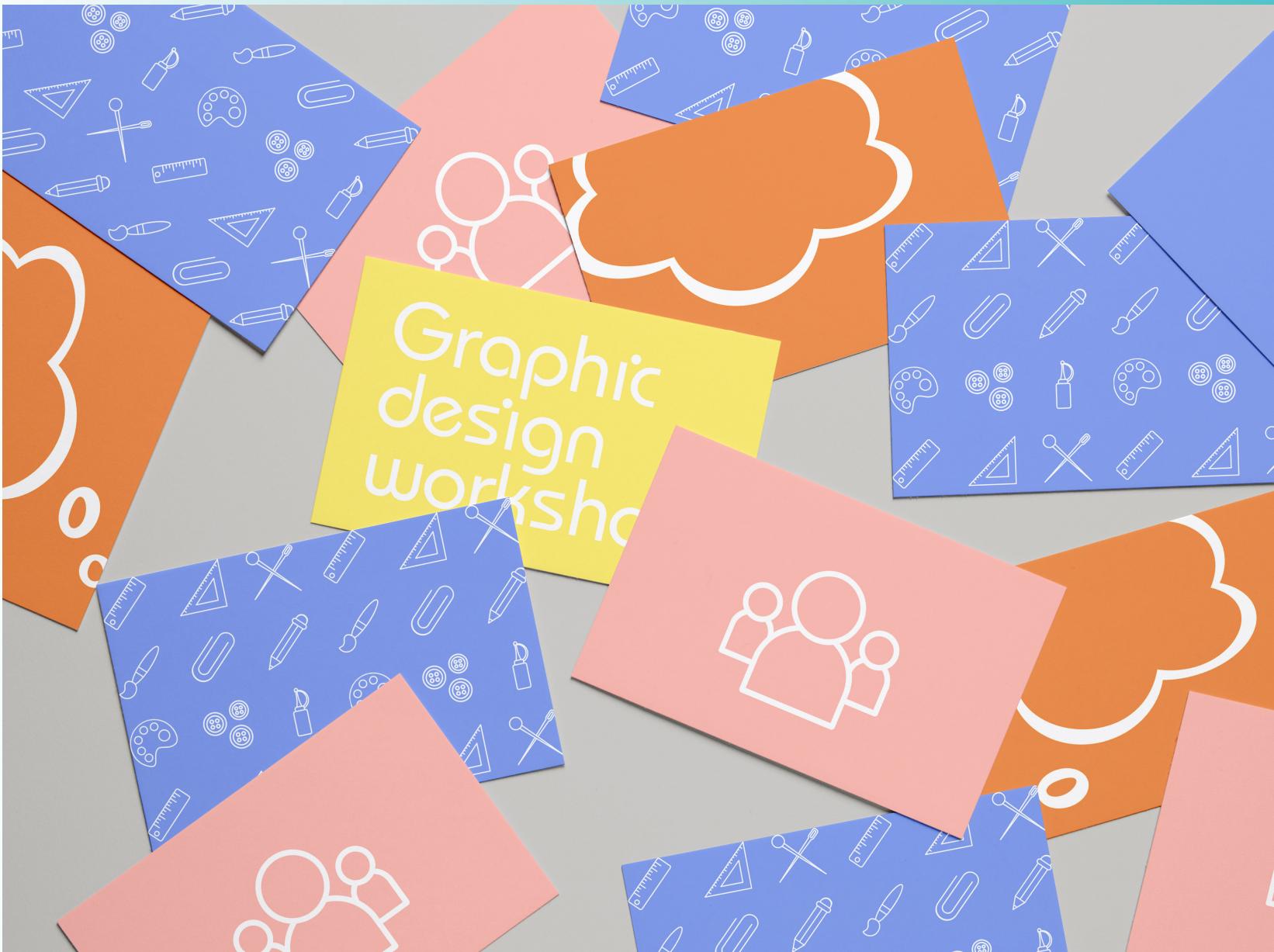


Jess Whatley (Revised CRIT)

Concept 1 - Card game



Interactive activities - purple cards with craft tool icons

Problem solving activities - orange cards with thought bubble icon

Collaboration activities - pink cards with team members icon

Pros:

- Simple, effective and compact
- Lightweight therefore transportable
- Thought provoking

Cons:

- Not necessarily suitable for a workshop environment
- Maybe more tailored to individuals as a personal game rather than groupwork due to activities being down to personal interpretation



Cost: Low

How to make more cost effective:

- Consider how many required i.e. possibly make suitable for groups therefore lower the cost?

Concept 2 - Stationery packs



Pros:

- Sent to place of workshop in bulk, provides all equipment required for workshop
- All activities and stationery provided per group

Cons:

- Expensive to develop and attendees may already have their own stationery.
- Considered wasteful
- If a large workshop; heavy contents to transport and large printing bill for logo branded stationery
- If activities are in a booklet; can't I include the blank pages in there? (See concept #3)



Cost: High

How to make more cost effective:

- Reduce amount and size of items
- Reduce print and lower printing costs
- What are the essential items?

Concept 3 - Individual brochure



Pros:

- Made from recyclable materials and can be recycled again
- Compact and suitable for travel, lightweight. Combined journal/sketchbook

Cons:

- Nothing else provided which makes me question why this would be for a workshop and not for individuals to complete like concept #1. I need to consider including something that would work with the brochure in a workshop environment. I like the idea of making this brochure manipulative for example, tear out handouts? I could include pages of typefaces to be scanned on a printer, things to cut out?



Cost: Low

How to make more cost effective:

- Ensure item is recyclable and durable
- Consider including another item
- Consider how these are packaged

Next steps

RESEARCH

WeTransfer: 'Please Leave' campaign

SPIN studio: Adventures in Typography 1.0 and 2.0

Cœurs exposés by Elizabeth Peyton, Camille Claudel, and Auguste Rodin

Typography SummerSchool: Workshops worldwide

Pleasedornotbend studio: Have you printed it out? 2018

STRATEGY

Week 5: Choose brief. Explore mental health and how that is impacting the creative industry.

Week 6: Further research to refine my audience to Graphic Designers of all ages. Develop project plan and strategy to ensure my concept provides a solution to the problem of Graphic Designers struggling with mental health.

Week 7: Research current themes, trends and moods around graphic design and how to get designers engaging with analogue tools. Write a positioning statement and post 3 mood boards.

Week 8: CRIT. Major turning point; through revising weeks 5-7 my audience needs to be refined from creatives generally to Graphic Designers, and my solution is a design workshop as opposed to a craft box. Create concept designs, pick one.

Week 9: Create a survey to get feedback from fellow graphic designers and how they feel about craft. Use the feedback and apply to project accordingly.

Week 10: Further development and improvements relating to the workshop tasks.

Week 11: Further development and final outcome in last stages relating to the workshop tasks.

Week 12: Finalising content to finish final outcome and presentation.

Week 6

Next steps:

- Choose one of the above concepts. I am swaying toward #3.
- Focusing on the creative 'style' that has emerged through my research so far - the scribbles in week 6 and collage/typography in week 7 (left and below). Apply this style of branding to my chosen concept and make it feel creative.
- Consider the layout and arrangement of the activities i.e in sections or numbers?
- Create a survey for graphic designers to complete regarding the workshop tasks to discover what would help attendees of the workshop (week 9 strategy plan, left).

Social Media Challenges

WTF should I letter?

Photoshop challenges

Do Think Share

Make it in Design

Lauren Hom Lettering

Dribble / #36DaysofType

The Daily Logo Challenge

Art Challenges

Collage / Printmaking

Pablo Picasso 'Bottle of Vieux Marc', 1913

Max Ernst 'L'esprit de Locarno', 1929

Kurt Schwitters 'Untitled', 1937-8

Selman Hesgor 'The Danish Girl', 2017

Alan Kitching (various 2009-2015) although using letterpress, the playful mixed media appearance of the lettering is similar to what my workshop will encourage

Week 7

Typefaces

Kostis Pavlou Rocio Martin Osuna Boja Kostis Pavlou Machus4u Rocio Martin Osuna

Saul Bass 'The Man with the Golden Arm', 1955 David Carson David Carson Greg Lamarche website