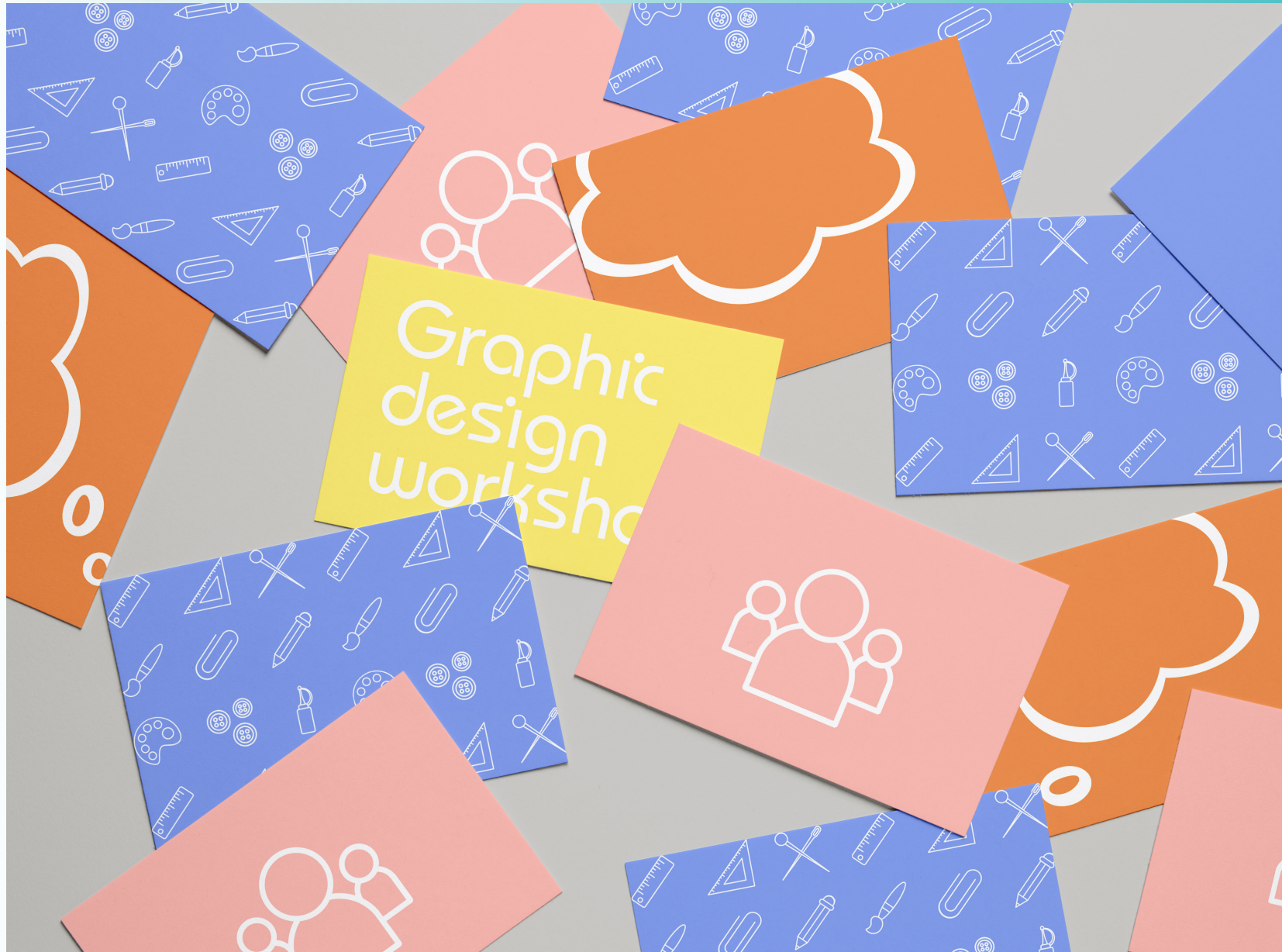


Jess Whatley (Revised CRIT)

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



Typographic Summer School:
Workshops worldwide



SPIN studio:
Adventures in Typography 1.0 and 2.0



Pleasedonotbend studio:
Have you printed it out? 2018

Week 6

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.

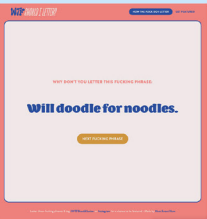
Week 11: Further development and final outcome in last stages relating to the workshop tasks.

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

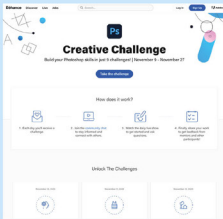
Next steps:

- 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



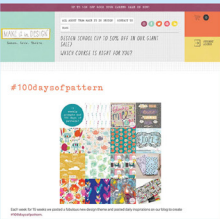
WTF should I letter?



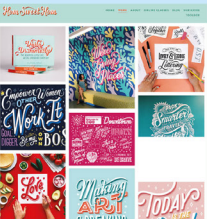
Photoshop challenges



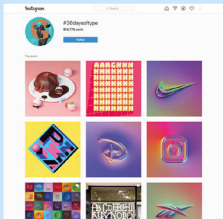
Do Think Share



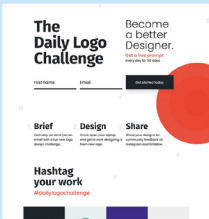
Make it in Design




Lauren Hom Lettering



Dribbble / #365daysofType



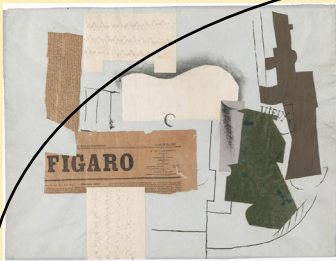
The Daily Logo Challenge




Art Challenges

Week 7


Collage / Printmaking




Pablo Picasso Bottle of Vieux Marc, 1913




Max Ernst L'esprit de Locarno, 1929



Kurt Schwitters Untitled, 1937-8

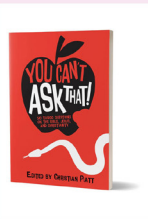


Selman Hosgor The Danish Girl, 2017




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


Typefaces



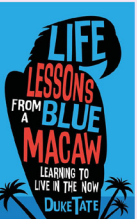
Kostis Pavlou




Rocio Martin Osuna




Boja




Kostis Pavlou




Machus4u




Rocio Martin Osuna



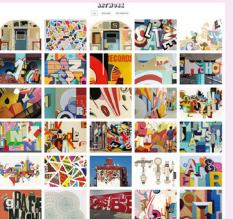
Saul Bass The Man with the Golden Arm, 1955



David Carson



David Carson



Greg Lamarche website