

Global  
全球

Exploration  
فاسلكتسا

in Graphic  
그래픽

Design  
디자인

**FALMOUTH** / FLEXIBLE  
UNIVERSITY LEARNING

#### Assessment Feedback Form MA Graphic Design Online

Student Name	Jess Whatley
Module Code	GDE750
Module Title	MA Project Draft Feedback
Credit Value	60
Supervisors	Susanna Edwards, Jonas Berthod

This module is the culmination of your practical and intellectual journey on the course, demonstrating advanced scholarship in the application and use of skills and knowledge in the production of your final submission and independent working process throughout the 24 week module.

Project work can be developed and tested from a number of perspectives pertinent to an individual's interests and ambition. It can be research or theory-led (supporting preparation for study at PhD level) or predominantly personally or professionally orientated (for independent or studio / group practice).

## FEEDBACK:

### Research Question:

This is a broad question and needs refining. It is too broad to test – the design industry is huge. You need to identify the problem/ s – Is it awareness of impact of production on environment? Is it awareness to alternatives? Is it access to alternatives? How does this research bring new knowledge to the subject area? Who says so? Do you know what is currently published in this area? Find academics and practitioners leading in this area.

### Aim / Objective / Purpose:

Your aim of setting up a multi-faceted design service is admirable. However, you really need to get this right and the 24 weeks would be well spent in a thorough research and development phase to scope out the need, to find experts and alternatives create interesting case studies and fieldwork and to test / scope out your business idea. You can publish this R&D. For example, by telling stories in engaging ways, to compare process' in production. To present this to stakeholders or a panel of experts to feedback would be of great value and broaden the voice and input in your research and evaluation. You could capture and present the negatives and positive alternatives. How might you do this- what design processes might you use? Audio? Typography, Film? There is a danger this could look amateur and visually communicate a 'craft fair' aesthetic. The design of your proposal does not visually communicate your intentions. Do not be obvious – collect interesting content. And work on developing the visual communication of your work so it looks professional. You can write and research and reflect and organise well. Become an expert about designers making ethical considerations, what is published in this field? Who could you connect with as a mentor/s?

<https://www.itsnicethat.com/features/conscious-creativity-how-to-shape-the-future-our-industry-introduction-lucienne-roberts-301120>

<https://www.dandad.org/en/d-ad-creative-inspiration-award-winning-sustainability-campaigns/>

<https://migrantjournal.com/>

Perhaps start to create an archive of your research. Collect - collate - play- design - present. Play – discuss- reflect - play. Create innovative professional engaging thought-provoking design experiments and see where it goes. Define your own approach to creating design and work out tasks for designing / responding to/ telling the story of your research.

Refine your fundamental design skills- especially your relationship between image and type this needs attention. Perhaps look at choosing a typeface for this project investigate interesting foundries. Get excited about type. How might you set / organise your research finds; might you start creating beautifully typeset quotes and extracts? Explore other brands/ movements/ institutions/ businesses/ architects who work in this area- how do they visually communicate what they do? How might you gather image led content? How might you treat image? How might you combine text and image? - You must evolve this. Gather facts, test out your own ideas, make connections. If you focus on gathering knowledge/ documentation testing it through constant reflection and iteration throughout; this will lead to a clear reporting of the need, the alternatives, and a plan for the solution. Design your research at every stage. Create a system and experiment within that. Make a plan.

You say you want to create a cost-effective sustainable alternative to graphic design practice – this needs a huge amount of research and development which could be fascinating. Be careful of making broad statements without backing them up with unambiguous evidence. You need to test your research question to get the solution. Do not assume that there are not people already doing this- Find them! You should be undertaking both qualitative and quantitative research and reflecting upon the results.

### Target Audience:

Find out what your target audience wants, their gaps in awareness and knowledge of alternatives, ask them do not tell them.

