

SEMESTER 1 PORTFOLIO OVERVIEW

A) TYPE OF BRIEF

I feel that I respond well to both open and tight briefs; whether the brief is open or not, I initially address it in the same way, going through a process of decision making to clarify the parameters before I begin designing. I like the challenges that a tight brief has to offer in terms of being creative and pushing the boundaries despite having limitations in place. I feel that the projects I have undertaken this year have aided me in developing a more refined working process and ability to decision make which can be applied to any brief I undertake.

B) INTEGRAL ELEMENTS

A strong common focus of my work for the projects this semester is Typography. In the Get Wired and Diesel briefs especially I have explored dealing with more illustrative Typographic forms and the notion of Type as Image. I am interested in looking at the relationship between type and language, and how the choice or style of letterform used can influence the meaning and context the written content is viewed in. In my ISTD and Summative Project I have developed an appreciation and better understanding of grids and how they can be used within my work to create a sense of consistency and unity, whilst having the flexibility to aid in producing creative layouts.

C) SUCCESS

I feel that the main success I can take away from this Semester is an overall growth in confidence and a change in the way I approach briefs. I feel much less intimidated by projects now I have developed and feel comfortable with my working process. I finally feel like I have gotten into my stride so to speak. After completing the After Effects module last year, I have also further explored Moving Image work within my projects, which will hopefully strengthen my portfolio and demonstrate diversity.

D) PROBLEMS

The main problem I faced was falling behind when I became ill. I have struggled to catch up on that lost time whilst at the same time trying to maintain the quality of the work I produce. I feel that for the Summative Project especially, I would have liked to develop more ideas as I feel that I could have incorporated them with the ideas I did explore to create a more successful final piece.

E) CORE

I think the core strength of my work that is present in all projects I undertake is meticulous attention to detail. I also like to think that although this translates visually to a certain extent, it is a quality evident in my work as opposed to a visual style as such. I try to approach every brief and produce something that is visually appropriate for its purpose as opposed to applying a set personal style. I am not sure what creative direction I wish to proceed in, and whether I want to specialise in anything particular. I hope to produce a varied body of work next semester that will build me a strong portfolio and put me in a strong position when I graduate.