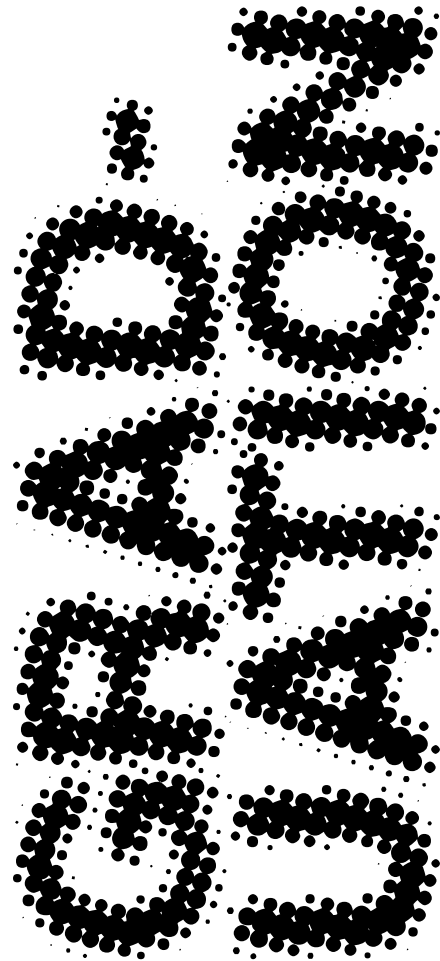
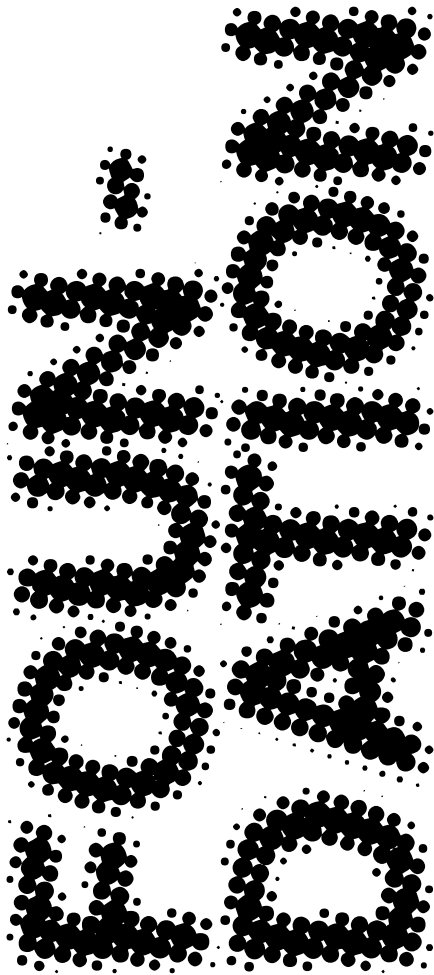


```
module.....: / CORE_SYSTEM_
               ARTEFACT....
type.....: [ MEMORY ]....
index.....: no.....

year.....: 2025.....
course.....: BA 3.....
content.....: - internal
               monologue...
               - memory
               processing..

linked_node..: [ OUTPUT ]....
linked_module: - / ARCHIVE...
               - / DEV_LOG...
```



> SYSTEM COMPARISON..... / DIGITAL / BRAIN

|                      |                 |               |
|----------------------|-----------------|---------------|
| memory.....          | : complete....  | selective.... |
| retention.....       | : default....   | emotional.... |
| auto-save.....       | : always.....   | no.....       |
| recall.....          | : total.....    | unstable....  |
| corruption.....      | : technical.... | existential.. |
| backup_method.....   | : synced.....   | printed.....  |
| compression.....     | : none.....     | nostalgia.... |
| search_function..... | : perfect.....  | unreliable... |
| access.....          | : on_demand.... | unpredictable |

/ **START**.....

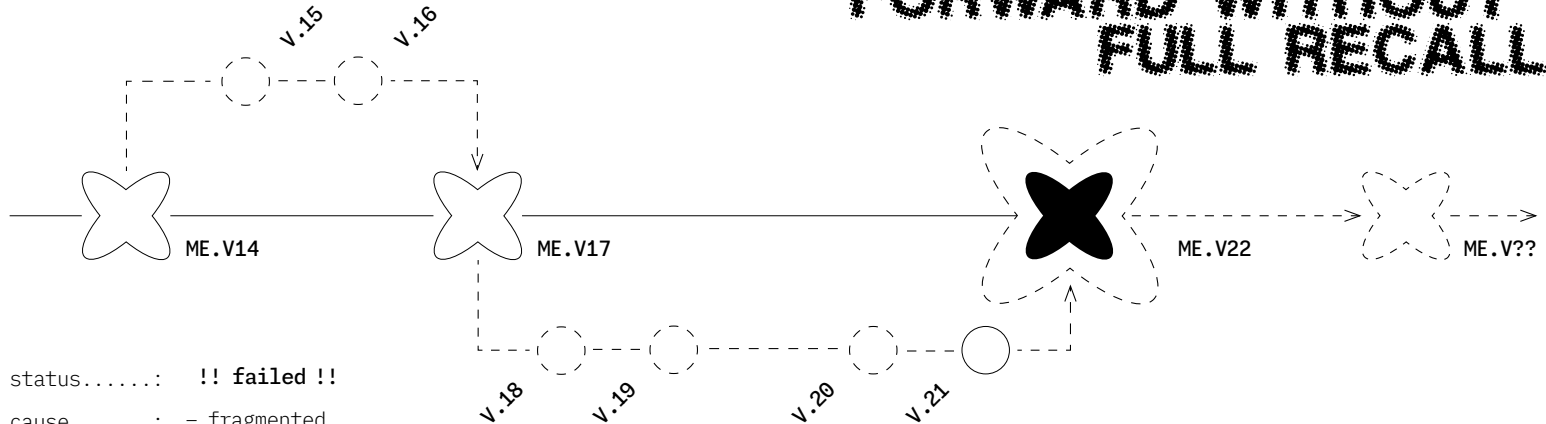
export\_source: my\_brain.....  
memory\_type.: biological....  
backup  
required.....: yes.....  
final\_format.: printed\_log...  
interface....: brain\_OS.....

> VERSION-UPGRADE-SCHEDULED:  
ME.V21 -> ME.V22.....

required  
ation.....: memory\_recap.  
  
system  
atempt.....: auto\_summary.

> OVERLAYING-BACKUP-DATA....

**WARNING**  
**!! UNSTABLE MERGE !!**  
**USER IS MOVING**  
**FORWARD WITHOUT**  
**FULL RECALL**



status.....: **!! failed !!**

cause.....: - fragmented  
archive.....  
  
- missing  
data.....  
  
- suppressed  
emotions....

solution.....: sync between  
current and  
archived user.

emergency  
protocol.....: rollback to  
last identity.

> ARCHIVED-USER-LOADED.....:  
ME.V17.....

> INITIATING-MANUAL-MERGE..

merge  
request.....: v.21 -> main..  
  
status.....: pending.....

> CONFLICTS-DETECTED.....  
> ATTEMPT-001.....

access.....: granted.....  
  
user\_01.....: ME.v17.....  
user\_02.....: ME.v21.....

/ OPEN\_FILES\_

> VERSION - ME.V17.....

status.....: archived....  
compare\_to...: ME.v21.....

> VERSION - ME.V21.....

recent  
activity.....: graduation  
checkpoint...  
archive  
access.....: re-enabled...  
reason.....: unknown.....  
sense of.....  
ending.....

> COMPARISON ACTIVATED      / ME.V17      / ME.V21

|                    |                 |                 |
|--------------------|-----------------|-----------------|
| version_age.....:  | 17_y.o.....     | 21_y.o.....     |
| file_date.....:    | 2021.....       | 2025.....       |
| location.....:     | penza.....      | moscow.....     |
| education.....:    | PHU.(ПХУ)...    | BHSAD.....      |
| mental_state.....: | depression...   | unknown.....    |
| experience.....:   | ...[_error_]... | ...[_error_]... |
|                    | ...[_error_]... | ...[_error_]... |
|                    | ...[_error_]... | ...[_error_]... |

> MISSED DATA  
DETECTED

test period...: 4 academic  
years, divided  
into annual  
cycles.....

location.....: british higher  
school of  
art & design,  
moscow.....

data  
collection...: - personal  
notes.....  
  
- project logs  
  
- memories....

> RECOVERED-FRAGMENT.....:  
DETECTED.....

me.v17 is like a 17-year-old girl.

she's stuck in the painting department at "PHU"  
(basically a torture chamber for artists).

she wants to do "design stuff": logos, identities,  
mockups, showreels, whatever. don't blame her.  
she hasn't met real graphic design yet..

she's met an academic drawing and rather do any-  
thing else except being at "PHU" for 2 more years.

free time (what's left of it) is spent battling photo-  
shop tutorials.

she's been through the hell of russian education,  
and it came with a side of depression.

all she really wants at this point is to talk about  
the things she's passionate about with people  
who actually get it.

she doesn't know britanka exists.  
she just knows she needs out. somehow, during  
lockdown, that means pulling together a portfolio  
from scratch.  
no plan. no help. just vibes and urgency.

source code  
conflict.....: active.....

user  
crossover.....: detected.....

ME.v17.....: partial  
activation...

ME.v21.....: integrity  
compromised..

/ SYNC REQUIRED

```
> SYNC INITIATED
> MEMORY LOADING
```

!! W@RNING!

U NVERIFIED D@TA  
PACKET

> REPROCES.  
SING NO\_DE

/ USER\_ME.V17

```

WHAT
ITS
LIKE TO
STUDY
AT BAI-
TANKA?

Y-S-E-M-- --B-R-E-A-K
REC RECOVERY RECOVERY
LOAD
MEMORY/UNSTABLE
---ER:OR---
--> !DATA LEAK?
NODE_0?? →
O.K. PROCESSING?

```

```
> ATTEMPTING-RECOVERY.....
> OPEN-COMMUNICATION-WINDOW:
```

/ user\_ME.v17

/ user\_ME.v21 [ ● NODE\_001 ]

```

[ dam@ged dat@/ ]
- ... did we like it?

- tell me everyting then!

- can't belive it happened
to me... us... well, you...

```

```

[ d@maged.. data_ ]
- hell yeah!
  but...
  it's complicated...
  i can't give a
  brief answer.

- you'll definitely learn
  waaaaaaaay more
  than you ever expected...

```

```

> closing_NODE_001.....
> loading_next_node.....
> NODE_002_[corrupted].....
> loading_next_node.....

```

/ ME.v17

/ ME.v21 [ ● NODE\_003 ]

```

- how did you entered?

- thank god it's
  finally over!
  what did you do after?

- what did you wrote
  in this letter?

```

```

- i left after 2 years
  of "PHU" and passing the
  "EGE" exam.

- yeah, i couldn't believe
  it either.
  i wrote
  a MOTIVATION LETTER, built
  a PORTFOLIO out of things
  we made during lockdown,
  passed the ENGLISH EXAM
  and the INTERVIEW.

- the truth. everything
  you have in mind...

```

e-mail  
tue, 05 aug 2021, 11:14

I am applying to Foundation Art and Design course because I am interested in pursuing the career in design. I see design both as a way to improve the functionality of people's lives and as a personal outlet for my creativity. So, I strive for my current and future works to satisfy people's practical needs while connecting with them on emotional level.

I don't have a particular artist or work that I am inspired by. I take details from several works at once. If you take inspiration from just one thing, the result will be unoriginal. The more different sources of inspiration in one work, the more unique it will be. To fix or improve things is one of my strongest sources of inspiration. When I see ugly poster or advertisement in the street, I fix it in my mind immediately and think of ways to improve or redesign it. Most of my projects came out of that desire. In our small town it has always been a huge problem to find things that at least won't annoy you with their appearance. Even plates could not be found without gaudy decorations. At school I used to make my own notebook covers to hide the awful colour or designs of the store-bought ones. All the time it was a choice: you have a nightstand that annoys you, or you don't have a nightstand. I wanted to interact with enjoyable things, so I modified and refinished the ones I had.

When I was ten, as soon as I had a phone, I learned how to do colour correction and photo processing. Then I spent two years in art school, painting still lives, practicing the composition techniques, colour schemes and drawing rules. But for me, design could be more expressive and practical. At the same time I taught myself the basics of design and different types of digital content, from photos to video. When I got a computer I learn how to make website layouts, social network designs, logos, presentations for different platforms a social networks, worked with graphics in After effects, edited video in Premier Pro, started mastering Davinci. I enjoyed the process of creating designs. I could spend hours learning new topics, programs, and visualizing ideas. All this experience made me realize that diversity is crucial for me. I want to apply more different techniques instead of restricting myself to the pencil and paint in classical drawing.

While I was at art school, I had an unpredictable schedule. Teachers could cancel lessons an hour before it started, or they could suddenly assign them. So I learned how to plan and do my

work under conditions of uncertainty and complete chaos. Through self-education, I learned how to organize my working day so that I could attend school, art school, learn something new and interesting on my own. This way I developed my independence, responsibility and time management skills. I'm looking forward to collaborate and communicate with other creative people. I really want to discuss contemporary art topics with like-minded people a improve my communication skills in presenting ideas. Self-education provides a lot, but there will be no growth without an outside perspective. This course will allow me to receive feedback, criticism of my work and improve skills by learning new techniques.

My main professional interest is in graphic design. However, I want to keep expanding my knowledge in other areas, such as 3D modeling, as I cannot stop at one thing when there are so many fascinating stuff around. For example, when I was studying calligraphy, I learned general principles - what to write, where to start and how to develop the skill. Then I became interested in the history of calligraphy, so I began to study works of the leaders in the field as well as well as less known but interesting works, listening to lectures, watching master-classes, reading articles. I copied all kinds of calligraphy starting from classic gothic to new calligraphy techniques like calligraffiti. The more I copied, the more original my own handwriting was. All that for immersing myself in calligraphy techniques, which contributed to the uniqueness of my handwriting. This is one of examples, showing how I am learning new skills and directions. I combine many styles without being attached to a single author in order to create something truly original.

I believe that the Foundation Art and Design course is exactly the kind of collaborative environment which will allow me to foster design aspirations both as an artist and a practically oriented thinker who wants to improve the lives of others.

Voevodina Valeria. Foundation Art and Design

/ ME.v17

/ ME.v21

[ ● NODE\_004 ]

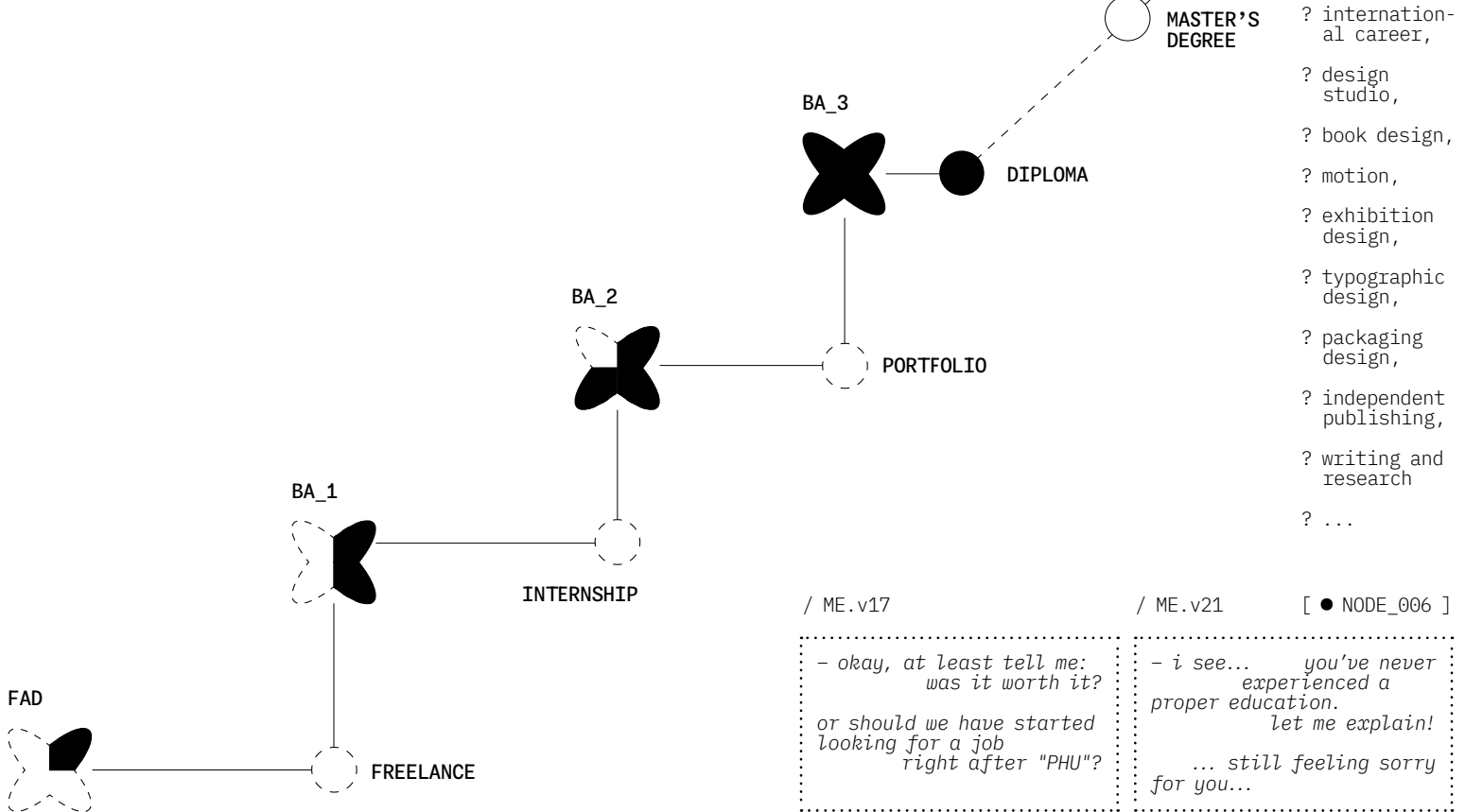
- wow,

so touching!

- well, yeah...

we were desperate to get out of "PHU" and finally do something that actually felt real and useful.

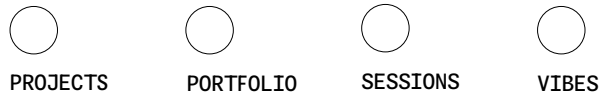
|   |   |
|---|---|
| <p>- and what will the study even look like?<br/>it's supposed to be something like this, right?</p> <p>- right?</p> <p>- i hope so.<br/>that's how i picture it:</p> | <p>- ... kind of ...</p> <p>- not so fast, kid...</p> |
|---|---|



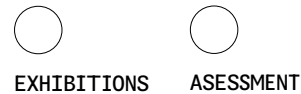
|   |  |
|---|--|
| <p>- okay, at least tell me:<br/>was it worth it?</p> <p>or should we have started<br/>looking for a job<br/>right after "PHU"?</p> | <p>- i see... you've never<br/>experienced a<br/>proper education.<br/>let me explain!</p> <p>... still feeling sorry<br/>for you...</p> |
|---|--|



- a good education  
is based on these  
key components:



- ... and where  
we gonna start?



// DO NOT underestimate them.

> MEMORY-SCAN-INITIATED.....

recall\_time.: 4 academic  
cycles.....

categories  
identified  
for review...: 11.....

.....  
- from the beginning.  
.....  
                    after all the  
entrance stuff, i got the  
course invitation and the  
welcome letters.  
.....

student handbook 2021-22.

**Welcome to the Universal University and British Higher School of Art and Design!**

I hope that you are able to take advantage of everything that the University provides — both in terms of learning opportunities within your course, using the facilities within the University, as well as additional events and activities outside your course. The University is located in one of the most prolific art districts in the heart of Moscow, which offers a rich and stimulating range of cultural, historical and professional resources. The geographical and educational context is central to the dynamism and spirit of the Degree programmes at UU/BHSAD and we encourage you to take full advantage of the opportunities the city offers you.

I hope you are looking forward to making the most of all the people and facilities that we offer to support your study and use them to develop your creative and professional practice. Remember, you are part of a larger University surrounded by students from many creative disciplines. Alongside your studies, take this opportunity to form networks and establish teams – some of these contacts may prove useful when establishing your career after your studies.

We are very pleased that you have chosen to study with us and offer you our best wishes for a successful and enjoyable academic career. Good luck in your studies!

**Mikhail Levin**  
**Head of Higher Education**

**Dear students,**

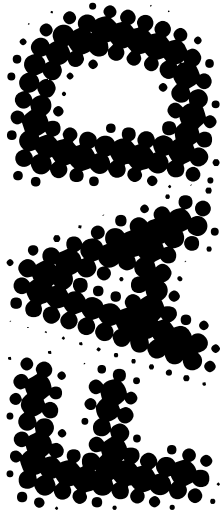
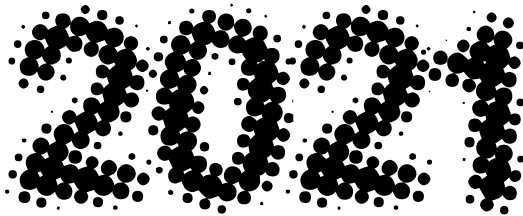
**The Foundation Diploma in Art & Design is one of the strongest, most distinctive, and successful programmes at BHSAD. We are very excited to work with the large number of students that start our course every year. If you have been accepted on this course, it means that we believe you are prepared to embark on this incredible learning journey.**

**Our core values are: to be professional, inspiring, responsive, and creative. Our strong team of international and visiting lecturers are committed to introducing and supporting students during the start of their professional creative career. With our support, students develop skills that will prepare them for BA progression.**

**We hope that you are ready to start your learning with enthusiasm and curiosity.**

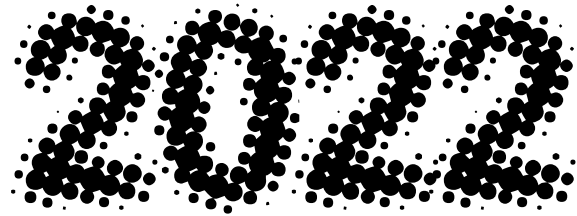
**Looking forward to meeting you all.**  
**The Foundation Team BHSAD**

.....  
- never thought i'd say  
this, but at that moment,  
life really split into:  
BEFORE                      and                      AFTER.  
.....



( FOUNDATION  
TO ART AND DESIGN )

linked\_module: / ARCHIVE.....  
linked\_node.: 01 / 04.....



ANDREY  
PETRANIN.



DOUG  
BOWEN.



NINA  
VERESOVA.



ALINA  
RADIONOVA.



ELENA  
KOZLOVA.



FEDOR  
TOSCHEV.



MARINA  
TURLAY.



OLEG  
KUZNETSOV.



PAMELA  
MCBAIN.



SEAN  
KAYE.



VALENTIN  
BOIANGIU.

|        | MON       | TUE             | WED                  | THR      | FRI |
|--------|-----------|-----------------|----------------------|----------|-----|
| week 1 |           |                 |                      |          |     |
| 23 aug |           |                 |                      |          |     |
| 2      |           |                 |                      |          |     |
| 3      |           |                 |                      |          |     |
| 4      | INTRO     |                 | WORKSHOP<br>ROTATION |          |     |
| 5      |           |                 |                      |          |     |
| 6      |           | Nº01.           |                      |          |     |
| 7      | ENG       | Nº02.           |                      | ENG CONT |     |
| 8      | TECHNICAL | SKILL WEEK      |                      |          |     |
| 9      | ENG       | Nº03.           |                      | ENG CONT |     |
| 10     |           | Nº04.           |                      |          |     |
| 11     | FORMATIVE | ASSESMENT       |                      |          |     |
| 12     | ENG       | Nº05.           |                      | ENG CONT |     |
| 13     |           | PPL             |                      |          |     |
| 14     |           | TECHNICAL SKILL |                      |          |     |
| 15     | ASS.      |                 |                      |          |     |
| 16     | ENG       | Nº06.           |                      | ENG CONT |     |
| 17     |           | Nº07.           |                      |          |     |
| 18     | CHRISTMAS | BREAK           |                      |          |     |
| 19     |           |                 |                      |          |     |
| 20     |           |                 |                      |          |     |
| 21     | ENG       | Nº08.           |                      | ENG CONT |     |

|    | MON       | TUE   | WED | THR      | FRI |
|----|-----------|-------|-----|----------|-----|
| 22 | ENG       | Nº09. |     | ENG CONT |     |
| 23 |           | Nº10. |     |          |     |
| 24 |           | Nº11. |     |          |     |
| 25 |           | Nº12. |     |          |     |
| 26 |           |       |     |          |     |
| 27 | ENG       |       |     | ENG CONT |     |
| 28 |           |       |     |          |     |
| 29 |           |       |     |          |     |
| 30 |           |       |     |          |     |
| 31 | ASS.      |       |     |          |     |
| 32 | ENG       | Nº13. |     | ENG CONT |     |
| 33 |           |       |     |          |     |
| 34 |           |       |     |          |     |
| 35 |           |       |     |          |     |
| 36 | MAY BREAK |       |     |          |     |
| 37 |           |       |     |          |     |
| 38 | ENG       |       |     | ENG CONT |     |
| 39 |           |       |     |          |     |
| 40 |           |       |     |          |     |
| 41 |           |       |     |          |     |
| 42 | ASS.      |       |     |          |     |

// the course lasts just  
32 WEEKS  
(not counting weekends  
and holidays)

basically you blink  
and it's over.

that time limit teaches  
you not to postpone things.

there won't be a second  
chance. work, don't wait.  
now or never.

if you skipped  
2 or 3 sessions -  
you are fucked.

## STAGE 1: EXPLORA- TION

// you try everything.  
everyone works  
on the same brief across  
multiple disciplines.

## STAGE 2: DIREC- TION

// you choose a direction  
and join a specialised  
group with  
a tailored briefs.

// english  
twice a week

// context.  
study once

// 4 weeks  
work

// studio work

// 1 week:  
break

// 4 weeks  
work

// assessment

// 4 weeks  
work

## STAGE 3: DEPTH

// you dive deep.

everyone builds an individu-  
al project from scratch.

// 2 weeks  
break

// 4 weeks  
work

// assessment

/ ME.v21 [ ● NODE\_012 ]

- just so you understand:  
this is an  
extremely short list of  
things you'll end up doing  
during this course:

- *visualising sounds.*

/ archive 01 / 04 [ 180 ]

- *walking the yellow circle.*

/ archive 01 / 04 [ 124 ]

- *fishing in the library.*

/ archive 01 / 04 [ 148 ]

- *building a standing structure using only cotton pads and rubber bands.*

/ archive 01 / 04 [ 22 ]

- *organising a secret photoshoot*

/ archive 01 / 04 [ 212 ]

- *colliding the worlds.*

/ archive 01 / 04 [ 56 ]

- *smelling the floor.*

/ archive 01 / 04 [ 04 ]

- *faking brands.*

/ archive 01 / 04 [ 72 ]

- *making a fake bench.*

/ archive 01 / 04 [ 42 ]

- *solving the chicken or egg dilemma.*

/ archive 01 / 04 [ 110 ]

- *learning a lot about inclusivity.*

/ archive 01 / 04 [ 168 ]

- *sewing paper.*

/ archive 01 / 04 [ 04 ]

- doing cool stuff  
 takes a looooooot of time.  
 DO NOT trust  
                   the timetable!  
 it looks harmless  
                   at first,  
 but to actually  
 do everything you want,  
                   you'll spend all  
                   of your "free" time.

|       | MON   | TUE          | WED   | THR    | FRI   |
|-------|-------|--------------|-------|--------|-------|
| 09:00 |       |              |       |        |       |
| 10:00 |       |              |       |        |       |
| 11:00 | ENG   | Nº 04        | Nº 04 | ENG    | Nº 04 |
| 12:00 |       |              |       |        |       |
| 13:00 |       |              |       |        |       |
| 14:00 | Nº 04 | Nº 04        | Nº 04 |        | Nº 04 |
| 15:00 |       |              |       |        |       |
| 16:00 |       |              |       |        |       |
| 17:00 |       | TUE<br>TUTOR |       |        |       |
| 18:00 |       |              |       |        |       |
| 19:00 |       |              |       | THEORY |       |
| 20:00 |       |              |       |        |       |
| 21:00 |       |              |       |        |       |
| 22:00 |       |              |       |        |       |

- getting home  
                   at midnight after  
 a full day at britanka  
 is gonna be your  
                   moscow nightlife.  
 i know, i know.  
                   unhealthy, but you  
                   will love it!

|       | MON   | TUE          | WED   | THR    | FRI   | THR  | FRI  |
|-------|-------|--------------|-------|--------|-------|------|------|
| 09:00 |       | WORK         | WORK  |        | WORK  | WORK |      |
| 10:00 |       |              |       |        |       |      | WORK |
| 11:00 | ENG   | Nº 04        | Nº 04 | ENG    | Nº 04 |      |      |
| 12:00 |       |              |       |        |       |      |      |
| 13:00 |       |              |       |        |       |      |      |
| 14:00 | Nº 04 | Nº 04        | Nº 04 | CRIT.J | Nº 04 |      |      |
| 15:00 |       |              |       |        |       |      |      |
| 16:00 |       |              |       |        |       |      |      |
| 17:00 | WORK  | TUE<br>TUTOR | WORK  |        | WORK  |      |      |
| 18:00 |       | WORK         |       |        |       |      |      |
| 19:00 |       |              |       | THEORY |       |      |      |
| 20:00 |       |              |       |        |       |      |      |
| 21:00 |       |              |       | WORK   |       |      |      |
| 22:00 |       |              |       |        |       |      |      |

```
- to survive this course
and get at least some
sleep,
    you'll need tools
    to make life easier.

here's what was in my
    starter pack:
```

## - PRINTER

```
// inkjet. colour.
                                MUST HAVE!
just get one.
it will be a lot cheaper than
printing all the time at uni
                                or print shops.
yes, printing
at uni is not free :(
                                any model will do,
just make sure it connects
to your laptop and you can
install the drivers.
                                it will save you
soooo much time and nerves...

!! PRINT REGULARLY
OR IT'LL DRY UP AND DIE !!
```

## - IPAD

```
// not essential for higher
levels, but you gonna
struggle without it on FAD.
```

## - LAPTOP

```
// the larger the screen,
                                the better.

just trust me on this one
    (that's where size
    really matters).

it's gonna be your primary
    tool, so don't skimp
    on it, seriously!
```

## - GOOGLE

```
// all official communication
(admin, tutors, alerts) goes
through GMAIL or CLASSROOM.
```

```
useful for collaborative
docs / presentations
    ( there's going to be
    a lot of them)
15 free GB of free storage
will come in very handy.
```

## - OTHER STUFF

```
// paper, pencils, steel
ruler (take a heavy and non-
slip one. thank me later),
                                masking tape
(there is no life without
it), scissors, metal scalpel,
scalpel blades, eraser, glue,
    ... i can keep going.
```

## - TG

```
// communication between
students, channels with
useful information, etc.
                                it's all there.
```

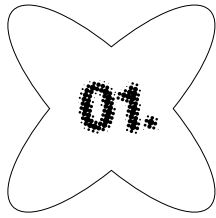
## - CUT- TING MAT

```
// you'll need it
more than you can imagine.
    just trust me. buy 2.
```

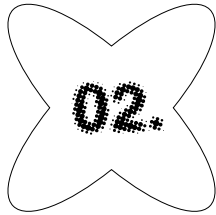
## - DIGITAL CAMERA

```
// not used often,
but when you need good shots
- it's gold.
    there's always an option
    to rent one at uni.
```

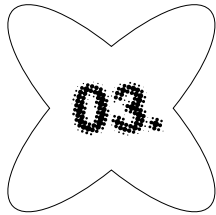




## STUDIO BOOK



## REFLECTIVE PLANNER



## CRITICAL JOURNAL

/ ME.v17

/ ME.v21

[ ● NODE\_017 ]

- that's it?  
no notebooks  
full of lecture notes?

- not in the way  
you're thinking.  
there are 3 sketchbooks.  
they're thinking tools.  
they shape the way you  
work and think.

/ ME.v21

[ ● NODE\_016 ]

### 01. CONTAINS YOUR OWN WORK.

// use it while you're making. this is where you test ideas, sketch out variations, brainstorm, and develop directions.

- the main idea -  
there's no such thing as inspiration.

you shouldn't wait for it!

### 02. CONTAINS THOUGHTS ON YOUR OWN WORK.

// this is for reflections, notes, planning. you use it to figure out what you're doing, what's working, and what to do next.

daily notes, thoughts, feedback summaries.

- let's say i'm working on where worlds collide  
/ archive 01 / 04 [ 56 ]

i tested pattern combinations in the STUDIO BOOK  
- layering, sketching, textures.

- in the REFLECTIVE PLANNER, i analysed: the inversion works best and i need to stick with this transition.

i mapped next steps, made time slots for the testing and the final piece production.

### 03. CONTAINS THE WORK OF OTHER PEOPLE.

// analyse projects, images by artists / designers and texts by authors / critics.

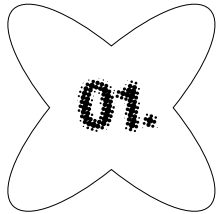
no life dates, biographies or portraits of artists. only thoughts and discussions. you learn new things from discussion, not facts.

- in the CRITICAL JOURNAL, i was looking outward: researched the way other designers handled visual collision or pattern interference.

i studied their approach, what decisions made the work strong or weak, and how i could steal (i mean... translate) those methods into my own process.

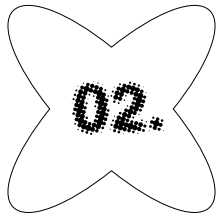
- everything is in physical sketchbooks?  
i thought  
we're kind of a digital person...

- hell yeah,  
that's why i found the right software.  
sketchbooks aren't for aesthetics. they're for developing ideas and tracking projects.  
for me the digital format fits for this.



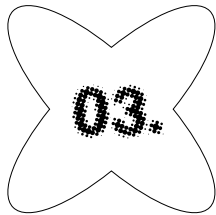
01.

## STUDIO BOOK



02.

## REFLECTIVE PLANNER



03.

## CRITICAL JOURNAL

- there's no "correct" way - just fill them with whatever helps you:

STUDIO BOOK:

- keep the mistakes here. they show your thought process.

REFLECTIVE PLANNER:

- the creative process is a continual act of planning, making and reflecting.

MAKE → REFLECT → PLAN → DO

→ reflect - evaluate your work: analyse, question

→ plan - based on that, what's next? make to-do lists, block time

→ make - do the thing

→ repeat

keep up with the notes, or there is a risk to die one hour before the deadline.

CRITICAL JOURNAL:

- tutors don't like digital notes - they expect something more visual, expressive and personal.

but for me the most important part here is to think, not to design.

you're writing for yourself, it shouldn't be an essay, it's a collection of notes not EGE.

you can criticise a project, just explain why. that's where the learning is.

## - GOOD- NOTES

## - CRAFT / NOTION

## - CRAFT

- coool!

and everything  
is in english?

- yes!

i know it doesn't  
bother you yet,  
but honestly -  
studying in english  
is one of britanka's  
biggest advantages.

you'll literally feel  
the amount of opportuni-  
ties it opens up.

you'll start speaking it  
easily in 2 month.  
\* by saying this, i mean  
the real conversations.  
not the ones  
from school textbooks

it's gonna be unusual  
and hard at first,  
but the more  
you practice, the easier  
it will be.

just immerce yourself  
into environment. soon  
you won't even notice the  
switch between languages.

- you will have classes  
with PAUL and DARIA.  
just practicing with  
a native and academic  
preparation

to IELTS exham  
(once that was an obliga-  
tory part for progressing  
to BA)...

P.S:  
PAUL WEBB!

we love you  
and we miss you!

hope you're doing well -  
and found a job you  
actually like!

- everyone has a differ-  
ent level - and everyone's  
chill about it.

talking to native  
speakers is a whole new  
level of joy.

you just need  
to experience it.

the uni rule is:  
everyone speaks english -  
even the russian tutors.

you'll need  
to communicate with  
people who don't speak  
russian at all,  
so... you don't really  
have a choice then to use  
english. that's helpful.

just follow some rules:

- try to talk more,  
listen more,  
read in english.  
just make it a part of  
your daily life.

- don't be afraid to take  
a pause to think -  
it's normal.

- everyone will  
understand you, even if  
you make mistakes.  
information > grammar.

- you won't need  
a translator. in fact,  
no one was using it.  
just try to explain  
a word using the once you  
already know.

- memes are more useful  
than your 9th grade  
english teacher.

people who don't make  
mistakes - do nothing.

- MARINA TURLAY.

- and what's the studying  
actually like?  
i can't imagine  
myself writing lectures  
and prepping for useless  
exams...

- don't worry.  
this is the perfect place  
for you.  
no tests.  
no standard exams.  
no memorising for the  
sake of it.

i wouldn't have believed  
it counts as "studying" –  
but it does.  
it works better  
than anything else  
i've tried.

- first, tutors give  
a theory lecture.  
then they explain  
the brief and show  
you artists' work related  
to it –  
to help you understand  
the ideas behind the task  
and then –  
you start working.

- the major difference  
is that you work only  
on what matters to you,  
not what you're  
told to do.

no one decides for you.  
you're the one choosing  
what to do,  
who to listen to  
when to disagree.

you can disagree or argue  
with tutors and that  
doesn't affect  
your grade cause there is  
no right or wrong way to  
do YOUR project.

tutors don't give  
you answers –  
they ask questions.

- that's a dream!  
but how  
is this even possible?

" it's about finding new ways  
of thinking – not working in  
one fixed technique "

– SEAN KAYE.

- i think that's  
because there is  
no bureaucracy.  
no "general subjects"  
no filler classes.  
just studio practice.  
every day.

the projects are fun –  
even when they're hard.  
you know you're doing  
it for yourself.  
it matters.  
you build real skills.

i don't work because  
i have to.  
i work because  
it's exciting.

it's better than anything,  
especially after "PHU".  
feels like:  
"yes! new week –  
new challenge!" –  
not "ugh, back  
to clases... again..."

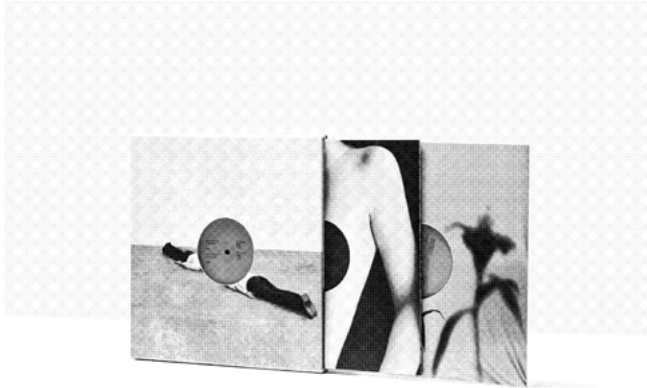
you learn by making  
and by seeing  
what others do,  
not by trying  
to beat them.

there's no competition.  
no comparison.  
the whole system  
is about personal growth.  
you're not better  
or worse. you are all  
different and learn from  
each other, not compete.  
everyone gets personal-  
ised feedback.  
you get comments from  
tutors.  
you give feedback back.  
that's the system.  
it's not about control –  
it's about building.

> DEMO FILE LOADED.....

Foundation Diploma in Art & Design  
Stage 2 / Communication Design  
Project Duration: 4 days  
Date Set: 14.12.21 / Deadline: 17.12.21

%



## Context

It goes without saying, within Communication Design, communicating is important. In one way, shape or form, whatever we create has to have a dialogue with people.

## Brief

This project explores the degree of legibility or illegibility assigned to a given message (on Classroom) using illustration and/or graphic design. Legibility is the ease of which something can be understood or decoded. If something is totally illegible it is not clear.

## Considerations

- What did you learn from Text & Language and Where Worlds Collide? How can your learning be developed for this project?
- Can a container (e.g. bumper sticker, sandwich board, etc) affect the legibility?
- Does the location / site alter the legibility?
- What about colour, or black & white?
- What is simplicity?
- What is complexity?

- Here's a list of verbs that can be applied as methods and processes :  
zoom / scale / blur / extract / overlay / outline / break the grid / superimpose /  
reassemble / repeat by memory / distort / simplify / cover / bleach / fold / bend /  
twist / shorten / crumple / cut / split / drop / differ / rearrange / mix / inlay /  
impress / smear / flood / rotate / suspend / gravity / tension / group / layer /  
gather / scatter / pair / discard / compliment / surround / enclose / cover / join /  
mark / expand / dilute / light / polarize / reflect / symmetry / stretch / continue.

## Day 1 – Tuesday 14 December:

Develop and create 5 illustrative samples (one per hour).

Legible : Illegible

90% : 10%      70% : 30%      50% : 50%      30% : 70%      10% : 90%

Consider how you can break an illustration down in terms of legible/illegible, for example, figurative : abstract, or literal : metaphorical. Use characters and narrative.

## Day 2 – Wednesday 15 December:

Develop and create 5 graphical samples (one per hour).

Legible : Illegible

90% : 10%      70% : 30%      50% : 50%      30% : 70%      10% : 90%

Consider how you can break graphics down in terms of legible/illegible, for example, direct : indirect, or literal : metaphorical. Use text, symbols, photography and found imagery.

## Day 3 & 4 – Thursday 16 & Friday 17 December:

Upon reflection, develop / improve and refine the best sample from either Day 1 & 2.

## References:

**Graphics** : Bureau Borsche ; William Jacobson ; Ki Saigon agency ; Patrick Thomas ; Sam Winston ; Irma Boom ; Publicis London ; Brando Corradini ; Two Points ; OK-RM ; Masashi Murakami ; Lucas Dupay ; Aurelia Peter ; HORT ; David Carson.

**Illustration** : Antoine Cosse ; Marijpol ; Evan Cohen ; Helene Jeduy & Antoine Caeck ; Margot Ferrick ; Masha Krasnova-Shabaeva ; Jose Quintanar ; Eliana Marinari ; Peony Gent ; Jul Quanoai ; Chris Haman ; Jason Murphy ; Cristina Daura ; Marie-Luce Schaller ; Jean Philippe Bretin ; Kevin Bray ; Alexis Jamet ; Dunja Jankovic.

## Evidence Required:

- Studio Project Book, which explores the development and testing of the works
- Reflective Planner entries throughout the process with a mid and end of project evaluation.
- Two Critical Journal entries – one Graphic Design & one Illustration.
- Documentation of the final work.

Deadline : Friday 17 December

# DEAD LINES TITLE

/ ME.v21 [ ● NODE\_007 ]

- the level of project's  
success depends on 2  
things:

the quality of the brief,  
and amount of efforts  
you're willing to invest.

a good brief always feels  
like a challenge.  
you'll know it when  
it hits - it makes you  
curious and excited.  
the rest  
is just execution.

## INTENT

## THE TASK

// it's not a fixed manual.  
it's a prompt, a guide,  
and a set of constraints -  
but not in a limiting way.

## GUIDES

// it's a set of questions  
that helps you focus  
on the topic,  
draw attention to key  
aspects, and spark thinking  
in the right direction.

you can either follow  
or break them.

## CON- STRAINTS

// they are more like bounda-  
ries to work within -  
not walls.

remember the golden rule:

" if the brief doesn't  
forbid it, it's allowed "

## EXAM PLES

// we always get a presenta-  
tion with reference projects  
and artists to set the mood  
and see different approaches.

## REQUIER- MENTS

// the brief is always  
read and explained  
by the tutor.  
this is crucial.  
to avoid misinterpretations,  
to clarify the intent,  
to make sure everyone's  
on the same page.

" just a friendly reminder "  
 " i can't help you  
 with nothing, i can help you  
 with something "  
 " nothing  
 to discuss - it's a reason to  
 discuss "

- DOUG BOWEN.

- tutors are here  
 to support you,  
 not grade you.  
 they don't check your work  
 like teachers - they look  
 at your progress, your  
 development, and growth.  
 - they help you reflect,  
 give suggestions,  
 and ask:  
 what if you tried this?  
 what if you pushed this  
 further?  
 - but the choice  
 is always yours.  
 they don't give commands.  
 they don't tell  
 you what to do.  
 their opinion  
 is a suggestion,  
 not a rule.  
 you make the decisions,  
 you do the work,  
 you build the outcome.  
 they support your growth,  
 not control it.  
 there's no hierarchy.  
 you learn from them -  
 they learn from you.  
 they meet students  
 in a cafe,  
 visit exhibitions  
 together, or just chat.  
 they're friendly,  
 informal,  
 and genuinely interested  
 in your process.  
 they are always looking  
 for ways to be better  
 and ask your feedback.

" we like everything  
 you do because it's  
 your thoughts, your view "

" you think we know  
 the right way?  
 no, because  
 there is no right way "

" everyone has their own  
 pace of work,  
 if you can't keep up,  
 it's okay,  
 we understand,  
 work on a new assignment,  
 you can do the rest later "

" rules are rules.  
 rules are for the fulls "

- VALENTIN BOIANGIU.

- ... sounds like utopia.

- kind of,  
 tutors are not burdened  
 by bureaucracy. the admin  
 team handles that.  
 tutors are responsible  
 for the creative  
 structure of the course.  
 that's why the design  
 part works.  
 everyone does what  
 they're best at.  
 we also have friendly  
 tutorials -  
 it's a time when  
 you can talk to tutors  
 and discuss your project  
 personally.

### \*timetable update\*

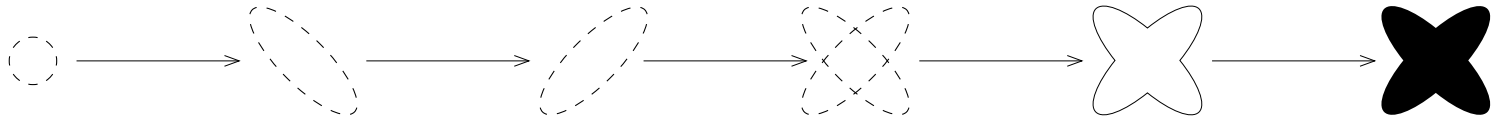
**an intense, but fun few weeks  
 are upon us! please make note of  
 what is happening - be organised  
 and attend. we will be giving you  
 lots of important information,  
 explanations and advice in the  
 briefings, group critique feed-  
 back, tutorials and presentations.**

**timetables and rooms will be  
 sent to you in due course so you  
 have plenty of time to prepare,  
 hence why I am giving you ample  
 warning!**

- DOUG BOWEN.  
 2 feb. classroom.

|  |   |
|--|---|
| <p>- but wait...<br/>this is still<br/>a university.</p> <p>how do they give marks?</p> <p>- what do you mean<br/>that's it?</p> | <p>- you just do<br/>your projects.<br/>that's it.</p> <p>- at the end<br/>of the semester,<br/>you gather everything<br/>you've done.<br/>tutors review it,<br/>give feedback –<br/>and if your work is solid,<br/>your grade reflects that.<br/>no extra stress.</p> <p>you don't need to create<br/>anything specifically.<br/>if you've been working<br/>through the semester –<br/>just submit it.</p> |
|--|---|

|  |  |
|--|--|
| <p>- even unfinished<br/>project counts?</p> | <p>- yes, that's<br/>the beauty of a uni –<br/>you're allowed to leave<br/>things unfinished,<br/>if you can reflect<br/>on them honestly.</p> <p>you learn from this<br/>to understand yourself.<br/>you learn to think,<br/>not just how to follow.</p> <p>the uni doesn't give you<br/>thoughts – it gives you<br/>a voice to express yours.</p> <p>there is lots<br/>of responsibility<br/>but also lots of freedom.</p> <p>everything is built<br/>on independent decisions<br/>rather than tutors'<br/>instructions.</p> |
|--|--|



01. BRAINSTORM

02. SAMPLES

03. TUTORIAL

04. REFINMENT

05. CRITS  
AND POLISHING

06. THE OUTCOME

// tutorials, crits,  
and regular check-ins  
help you to stay on track.

they guide the progress  
and push the project forward  
step by step.

// even unfinished work  
can have a good grade –  
as long as you provide  
reflective planner,  
studio book,  
and the concept.

// it's waaaay easier  
to complete everything  
day by day,  
brief by brief,  
than to panic  
the night before assessment.





TG CHATS  
ACROSS COURSES  
AND LEVELS.



STUDENT  
CLUBS.



STUDENT REPRESENTATIVE.



COMMUNITY  
MANAGER.



STUDENT  
DISCOUNTS.



EVENTS.

/ ME.v21 [ ● NODE\_029 ]

- i know your're  
not thinking about it,  
but just know that  
creative community here  
is unbelievably inspiring  
and open - minded.

tutors and students  
are always ready to help,  
support, share, suggest -  
whatever you need.

it's built on trust,  
curiosity,  
and generosity.

you're constantly  
crossing paths  
with students  
from other schools,  
courses, and directions.

something is always  
going on around you.

- someone's building  
a project.  
- someone's recording  
a lecture.  
- an exhibition  
is being set up.  
- posters for events you  
didn't even know about.

the place never sleeps -  
it's a huge  
creative ecosystem.

and yes,  
it's diverse -  
in every sense.

when i say diverse,  
i mean it.

you'll meet people  
from all kinds  
of backgrounds.

// communication  
is encouraged  
not only between courses  
but also between directions  
and universities.

unfortunately,  
there is almost no time  
to do this...

\ " neeeds "

*- we had a lot of fun...  
and a lot of giggles!*

*i'll drop some local mems  
here. just for future me  
to scroll and smile :)*

\ sean's grey

\ " it's not  
a fish! "

- DOUG BOWEN.

\ " я криво  
посмотрел,  
криво померил  
и в итоге,  
минус на минус  
дал какой -  
никакой плюс "

- DMITRY  
CHIKH.

\ okaaay,  
let's go!

\ depressed  
but well  
dressed

\ read  
the brief,  
read  
the brief,  
read  
the fucking  
brief!

\ emoootional  
daaamage!

\  
но "что? что?"  
only "точно!"

- PAUL WEBB.

\  
(( ДУГИ ))

\ " едет! "

\ - что бы еще  
вам еще такое  
сдееелать...?

- а что? идея!

\ wikipedia?  
who uses  
wikipedia?!

\ darlingи,...

- JULIA  
MAKSUTOVA.

\ harvard  
references  
and struggling

\ fishка  
или приколы?

\ " мы  
в пещере,  
3 недели,  
мы не ели,  
не пили,  
не писали  
и не какали "

- POLINA  
VAZHENINA.

\ " сделай  
сэмпл "

\ " quite  
good art "

there is  
something  
interesting  
coming...

shhh...

anyway,  
this title  
is already  
taken / booked  
/ reserved,  
so you know!

\ slaay!

# \*( JUST FEEL THE VIBE \*)

\* it was like a fountain  
of ideas, possibilities,  
new thoughts —  
everything  
at once!

i felt alive!  
that was a right place for me.  
productivity was off the charts.

i can not describe  
the excitement in words.  
you just have to experience  
it for yourself! \*

— MY NOTES.

ребята, супер важно!!!  
я многим говорила, что будет  
хэллуин, так вот - ему быть!!!!  
30 ОКТЯБРЯ В СУББОТУ  
ПРИГЛАШЕНЫ ВСЕ  
КОСТЮМЫ ОБЯЗАТЕЛЬНО!!!

монстры, феи, эльфы, убийцы,  
фольклорные элементы, твари  
и тд. чтобы вы шли по улице  
и прохожие хотя бы слегка  
охуевали, а дети показывали  
пальцем и говорили "мама,  
мама, смотри, ебанутый идет!"

- будет конкурс  
на лучший костюм!  
с призом для победителя  
- ждем всех,  
будем рады вас видеть!

— ANIYA (NIIMUE).

\* there's so  
much happening  
around.  
i don't want  
to miss  
a single  
thing!  
energy and  
ideas  
are literally  
pouring  
out of ears \*

\* it felt like  
an actual  
university  
from movies \*

\* your family  
has no clue  
what you're  
doing here.  
you have  
a hard time  
explaining it  
to them \*

\* indian guys  
on youtube  
have an answer  
to ANY  
question.  
they are like  
the second  
tutors \*

— fine art.

работа с концепциями  
и идеями. выпускнику  
труднее найти работу сразу  
после выпуска если нет  
хорошей идеи.

— product design.

на разработку проекта дается  
больше времени чем на  
графическом дизайне.  
на ВА сильно развивают  
hard skills, но в работе будешь  
использовать не все.

— graphic design.

в британке очень современный  
как и все направления.  
студенты не верстают плакаты.  
упор на более серьезный  
подход и более детальное  
изучение проблем.

— textile design.

рабы, которые шьют  
по 10 часов в день без  
перерыва на обед.

— одно точно — чем раньше  
начнёшь собирать портфолио,  
тем лучше.

// DISCLAIMER

all of the above mentioned  
facts were relevant at the  
time of november 29th, 2022.

\* JULIA  
asked DOUG \*

— when you say  
quite good,  
does that  
actually mean  
it's bad?  
— it depends...  
— now we feel  
unsecured...  
— no,  
now I feel  
unsecured.  
because  
you know what  
i mean :)

\* overheard  
student's  
dialogue  
on the way  
home:

— блин, олег  
крутой чел!  
надеюсь его  
не посадят \*

\* every one  
of us will  
eventually  
say:  
"i wish  
i could stay  
at britanka  
over night" \*

\* it's the  
most enjoyable  
way to expand  
your comfort  
zone \*

- how to get the most  
of the course?

- good question,  
glad you asked!

## 02.

// talk to people.  
even if you 100%  
shure what to do – share it.

show your ideas, tests,  
prototypes to others:  
tutors, friends,  
random students –  
the more feedback,  
the more clear  
your direction becomes.

## 03.

// never ever ever  
delay tasks! never.

if you finish something  
early, use the time to prep.  
for another project.

britanka's golden rule:

if you can prepare  
in advance or start doing  
the next task.

by all means –

DO IT.

## 04.

// you're allowed  
to skip classes  
(as long as it doesn't exceed  
20% of the attendance),

but you won't want to.

you need this.  
not the other way around.

## 05.

// don't wait for an idea.  
search for it.

"inspiration" doesn't  
show up on its own.

it's important not to "see"  
an idea – but to build it.

" if you get an assignment  
and know what the project  
will look like,  
you are doing it wrong,

you have to work up  
many ideas to compare them  
and choose the best one "

– VALENTIN BOIANGIU.

## 06.

// if there is a process  
(document it!),  
the result will appear  
on its own.  
what matters is showing  
the path:

what you tried,  
why it did (not) work,  
how you moved on.

a failed attempt is still  
a progress if you record it.

## 07.

// practice,  
practice and practice!

//  
DO NOT wait.  
DO NOT hesitate.  
DO stuff.

/ ME.v21 [ ● NODE\_032 ]

- *and then...*

/ ME.v17 [ ● NODE\_033 ]

- *and then!?*

- and then...

you know,...

the war happened

> **MEMORY  
LOADING.....**

> ...

> **PROCESSING.....**

> ...

> **PROCESSING.....**

> ...

> **PROCESSING.....**

> ...

> **PROCESSING.....**

> ...

> **PROCESSING.....**

> ...



e-mail  
thu, 24 feb 2022, 19:01

Dear Students,

Some things are beyond our control, and the events of February 24th are exactly the case. But no matter what, we keep on working as a community of people united by culture and education, and continue to adhere to these principles.

As a university, we always stay out of politics and against any form of social discrimination, adhering to the values of peace, openness, respect, tolerance, and cooperation. One of our top priorities is to create and maintain a safe environment, and we'll be doing it regardless of any exterior factors.

We are ready to face any course of events. Our administration team has been formulating different scenarios to keep all the operations across UU running as usual, maintain the learning process, and make sure that our students finish this academic year with completed projects. We'll also try to provide any support our students, tutors, and program leaders might need it during this tough period.

Jointly with our academic and industrial partners — both Russian and international — we believe that the creative industries, education, and culture are beyond politics. We keep on working on our joint cultural and educational projects. Education is looking ahead in the future, and our goal is to create the future right now.

Take care of yourself and your loved ones.  
Best wishes, Universal University Team

e-mail  
tue, 1 mar 2022, 16:12

Dear Students,

All of a sudden, we turned out to live in a completely different world. We are all exhausted. But whatever happens, we continue to work as a united community: culture and education have always brought people together.

Being a university, we strive to create the safest and most productive environment possible for all participants of the learning process. We continue to work as usual, cooperating with our international partners — the University of Hertfordshire and London Metropolitan University — without interrupting our learning process.

We don't divide people into "they" & "us" and don't discriminate against certain nationalities; that's unacceptable for us. The university must remain a safe place of civilized communication. More than 30 nationalities come to study and work with us. And everyone is equally important: we have always supported and will be supporting multiculturalism.

We kindly ask you to respect each other and keep on doing what you came here to do. As psychologists say, each of us needs to keep our focus on what we can control right now. Focus on your studies, your projects, and tasks, work in teams.

Any interpretations of what is happening in group/study chats and face-to-face classroom interactions won't resolve the situation. Instead, they will create conflicts in your educational environment, increase the level of aggression, and provoke bullying situations, which we believe is unacceptable. Please remember: these discussions affect not only your psychological well-being but also your overall academic performance. In the case of violations, in accordance with university regulations, we will take actions.

We understand that in today's situation everyone feels stressed, anxious, lost, and fearful. We are ready to offer you any moral and psychological support. Jointly with the team, we are working on a plan for additional psychological support and will keep you informed.

Take care of yourself and your loved ones!

Best regards,  
Maria Kosiak  
Student Experience Director



|  
 " было  
 невероятно сложно говорить  
 и еще более неловко молчать "  
 |

/ ME.v17

/ ME.v21

[ ● NODE\_035 ]

|   |  |
|---|--|
| <p>- this is so terrible...<br/>         i really am sorry about it</p> | <p>- thanks, me too...<br/>         everything just happened<br/>         like in a tragic movie:<br/>         some tutors couldn't<br/>         afford living here,<br/>         studenst found options<br/>         to study abroad,<br/>         the programm started<br/>         to have russian classes,<br/>         the IELTS got cancelled<br/>         (but we slipped trough<br/>         anyway thanks to booking<br/>         in advance),<br/>         we couldn't get a diploma.<br/>         the uni was not even<br/>         an educational<br/>         organisation anymore.</p> |
| <p>- how did it felt?</p>   | <p>- ...</p>   |

> **ATTEMPT  
 TO REFLECT..**

> **ERROR:  
 !! MEMORY  
 OVERLOAD !!**

> **PROCESSING.....**

> ...

> **PROCESSING.....**

> ...

> **PROCESSING.....**

> ...

e-mail  
thu, 3 mar 2022, 20:15

Dear students,

we have promised to develop some options for a psychological support for you, and we are working on it. But now, in order not to delay, we want to announce to you the opportunity to get a free consultation in the service of professional psychological assistance "Alter". We will cover all the expenses for this visit.

If you feel that you need to get a professional psychological help now, please fill in the form below and we will share your data with "Alter" service for a further interaction (they will create you a special account and you will be able to choose a psychologist for a consultation).

Take care of each other! We're always here to help.  
Universal University Team

e-mail  
sat, 5 mar 2022, 20:29

Dear students!

A number of software companies have announced sanctions with regards to terminating access to their products. As a matter of fact these restrictions currently apply to the purchase of new licenses.

As an educational organization, we purchase annual educational licenses. So the risk is minimal at this point. The announced restrictions will not affect programme delivery for this academic year. All current licenses can be used during the lessons as usual. Anyway, it's too early to make longer-term forecasts. We are monitoring the situation.

If you have any questions, please do not hesitate to contact us.  
Keep in touch!  
Universal University Team

e-mail  
wed, 9 mar 2022, 19:49

Please read below a message on behalf of Foundation Art and Design Programme Leader Sean Kaye:

Dear students,  
We currently face extremely challenging times and many things now feel out of our control. In these circumstances it is important that we

focus on the aspects of life where we can have influence – to search and locate the places where we can find joy. Pursuing your passion for art and design and participating in your studies is hopefully somewhere that you can all find some pleasure and where you can positively and creatively shape your futures.

We would like to reassure you that Britanka will remain open throughout these difficult times. The school's senior management team are working extremely hard to make sure that any disruption is kept to a minimum and that your future within the school can proceed beyond Foundation.

Although Pam and I have returned to the UK and other staff are also now in other countries outside Russia, we are all fully committed to working with you to help you fulfil your potential, to complete Foundation and to progress to degree level study next year.

Whilst it is obviously preferable that students support each other through attending college and by working in the Foundation base-room and accessing the schools technical workshops, we also realise that some of you are no longer in Moscow or cannot attend college for other reasons. The school is committed to providing support for all its Foundation students both offline and online.

We are currently developing timetables for the coming weeks. All students will receive a formative assessment tutorial next week. This tutorial will provide you with feedback about your progress and anything that you may need to action before the Stage 2 summative assessment deadline on Monday 28th March. Your formative assessment tutorial may be in college or may be online dependent on your circumstances. You will receive more details of this tutorial later this week.

The Stage 2 summative assessment submission will be online and you will receive further details about this submission next week.

Please be aware that all your tutors are here to offer support and guidance should you need it. Please let the Programme Administrators and your Pathway Leaders know of your individual circumstance and if you need any particular help and assistance.

Best wishes  
Sean Kaye

> PARTIAL-MEMORY-FILE-  
DETECTED.....

— |  
до этого момента энергия  
летала в воздухе,  
у студентов светились глаза.  
все вокруг росло, развива-  
лось и создавалось. это была  
непередаваемая атмосфера...  
  
а потом за один день все  
остановилось. пропала жизнь  
в глазах всех окружающих.  
исчез энтузиазм и ничего  
больше не развивалось...  
можно даже сказать наоборот.  
  
это был шок.  
  
абсолютно все были оглушены  
ужасом и с трудом осознавали  
происходящее.  
— |

e-mail  
thu, 10 mar 2022, 15:52

Please read below a message on behalf of the Dean of International Programmes at BHSAD Tim Simmons along with the attached letter from the University of Hertfordshire

Dear bachelors and pre-degree students,

We are a community of learners. We are a university and it is our mission to provide you with the highest quality education within a safe and positive environment.

Collectively we are facing an extremely difficult and challenging period of time and whilst there is uncertainty, we must take solace in knowing that a creative mind will be inherent to finding positive ways forward.

As we have already stated, as a university we always stay out of politics and against any form of social discrimination, adhering to the values of peace, openness, respect, tolerance, and cooperation. One of our top priorities is to create and maintain a safe environment, and we continue to do this regardless of any exterior factors.

Universal University and the University of Hertfordshire are fully committed to maintaining the academic delivery of your programme and safeguarding your student experience on our existing awards as well as our new awards planned for Scream School and Moscow Film School.

Attached is a letter of support from the University of Hertfordshire stating their commitment to your future which we trust you will find to be reassuring.

We can also reassure you that the Office for Students, the Regulator for Higher Education in England, does not consider borders when it comes to protecting the interests of UK Higher Education students. If you are not familiar with them, they state on their website that the Office for Students is the independent regulator of higher education in England. They aim to ensure that every student, whatever their background, has a fulfilling experience of higher education that enriches their lives and careers. Their work covers all students whether undergraduate or postgraduate, national or international, young or mature, full-time or part-time, studying on a campus or by distance learning.

As a UU degree student you are also a UH degree student and as such you have the same rights under the regulations as any of the UK based UH students do. Here is a recent article on their website which highlights their intent to protect the rights of offshore students: <https://www.officeforstudents.org.uk/news-blog-and-events/blog/offshore-opportunity-protecting-students-in-transnational-education/>

We hope that this letter, the letter from the University of Hertfordshire and the additional context from the Office for Students goes some way to providing you with reassurance during this unsettling time.

If you have any academic question or support needs, please be reminded to contact your Programme Leader in the first instance as they will be able to advise you accordingly.

On behalf of Universal University we retain courage and hope for a positive, swift resolution to this situation.

As one of our students we ask that as a creative community, you remain supportive of each other, your family and your friends.

Yours Sincerely,  
Tim

Dear Foundation students,

Thank you very much for joining the meeting on April 1.  
For your convenience, we have once again collected key information in one document. In the attachment you can find a Q&A document.

Please be assured that we will continue to deliver this semester at UU as timetabled. Focus on your current projects and academic challenges, as in any case and scenario you need to obtain good academic achievements this year;  
We are waiting for information (fact sheet) from the University of Hertfordshire on how it will be possible to apply directly to undergraduate programmes at UH, in case you make such a decision. We are also working through all possible options for you to continue your studies in Universal University and will inform you accordingly. We plan to return with detailed information by the end of April. And next week we'll get back to you with a survey to clarify your priorities.

As we agreed, we have compiled for you a list of universities where UH undergraduate programmes are implemented (we do not interact directly with these universities, these are UH partners): <https://www.herts.ac.uk/international/overseas-study/study-for-a-hertfordshire-degree-outside-the-uk>

Important: not all universities have the same programmes as us, so it is important to carefully look at the table (if you consider it as one of the alternatives).

Best regards,  
Universal University Team

меня просто выключило.  
начинаю делать сэмплы,  
а информация проходит сквозь  
мозг и не задерживается.

работать не получается,  
мысли ускользают.

никогда не могла подумать  
что со мной может такое  
случиться. днем все было  
спокойно, время с друзьями  
помогло отвлечься, но под  
вечер вынесло конкретно.

сначала тело начало терять  
силу, я буквально растеклась  
по столу, поползла до кровати  
и потекли слезы.  
минут 20 просидела в обнимку  
с подушкой. почувствовала  
как бьется сердце.  
не так, как оно колотится  
в кино, а то, как раздувает-  
ся, ударяет и опять сдувает-  
ся, хаотично, не ровно, живо.

и страшно и необычно.  
далее еще минут двадцать  
могла зависнуть. просто  
не могла шевелиться,  
как будто мышцы устали  
на столько сильно,  
что даже не двигаются.

все мысли в тумане, ничего  
конкретного, все сразу,  
как будто воздух придавил  
и стал плотным, поэтому  
ни думать ни двигаться  
не можешь.

нет никаких эмоций,  
ни страха, ни злости,  
ни смеха. нет ничего.

у нас у всех разом отняли  
будущее. ни за что,  
просто так.

> **FULL MEMORY  
ACCESS FAILED**

> ...

> **DEBUG.....**

> ...

> **DEBUG.....**

> ...

> **DEBUG.....**

> ...

> **DEBUG.....**

> ...

> **DEBUG.....**

> ...

> **FULL MEMORY  
ACCESS FAILED**

> ...

> ...

> ...

> ...

> ...

> ...

> ...

> **SKIP.....**

> ...

> **NEW DIALOGUE  
INITIATED**



## LECTURES

/ ME.v21 [ ● NODE\_036 ]

- there was always  
something interesting  
going on -  
but almost no time  
to actually go see it.

in the first half  
of the year,  
we were supposed to have  
more exhibitions  
for our projects.

but it didn't happen  
because of the covid  
restrictions :(



## WORKSHOPS



## UNI EVENTS



## EXHIBITIONS



## STUDENT INITIATED EVENTS



## MASTER CLASSES



## THE FINAL SHOW

/ ME.v21 [ ● NODE\_037 ]

- there always should be  
an exhibition in the end  
of the first year.  
BUT

half the students  
(and a lot of others)  
left the country.

timing wasn't  
on our side.  
so, the final exhibition  
was online.

can't even show it now -  
the domain doesn't exist  
anymore.

domain.....:unreachable...

archive.....:not\_found.....

|  |   |
|--|---|
| <p>- i hope things has<br/>changed...<br/>for the better...<br/>not for worse.</p> | <p>- ...<br/>yeah.<br/>at least we learned<br/>a lot.<br/><br/>there was a loong period<br/>of uncertainty, delay,<br/>confusion.<br/><br/>but we finished projects,<br/>held a final exhibition<br/>and the new year<br/>was coming.<br/><br/>at least one piece<br/>of news wasn't<br/>disappointing.</p> |
|--|---|

**Dear students and academic team,**

**We are happy to share with you the good news - we have received the license to implement the Higher Education programmes! The license has been issued by the Federal Service for Supervision of Education and Science.**

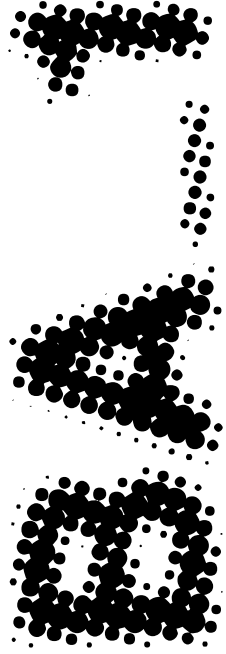
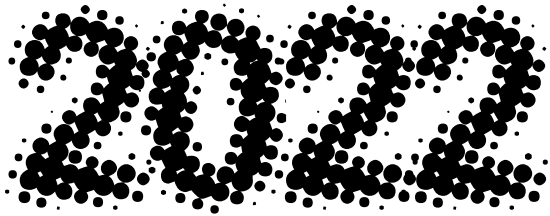
**Now the university of creative industries Universal University (Autonomous non-profit organization of higher education "Universal University") has the right to issue diplomas of Higher Education in the Russian Federation for undergraduate programmes.**

**As you know, for the past six months, the university team has been working on preparing for licensing and going through all the mandatory processes. There is a lot of work put into obtaining this license, but we all knew that we were doing this so that our students could continue their education, and the university could keep all its experience and continue to build the best education in the field of creative industries in the country.**

**We are grateful to the entire team - administrative and teaching - for their support and effective work, to our students who came to study with us or stayed with us despite all external circumstances. We want you to know that your faith in us gave us strength during this very difficult and dramatic period. We stood together with you and we will continue to build the future. Thank you for being with us!**

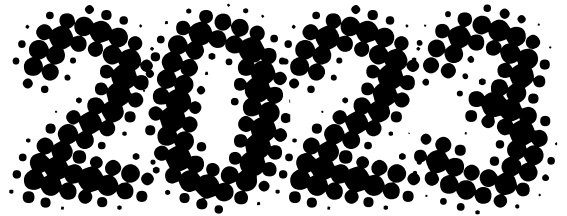
**Starting next academic year (September 2023), as planned, all the current undergraduate programmes will be officially delivered in accordance with the higher education license.**

**Sincerely,  
Universal University managing partners  
Maria Sitkovskaya and Katerina Cherkes-zade**



( BACHELOR OF ART  
FIRST YEAR )

linked\_module: / ARCHIVE.....  
linked\_node.: 02 / 04.....



SEBASTIAN  
CAMPOS.



ZHANAR  
BEREKETOVA.



YANA  
ETKINA.



OLESTIA  
KURANOVA.



- so, the new year  
started as usual -  
with a welcome letter.

e-mail  
fri, 30 sept 2022, 15:46

Dear Art & Design Level 4 students,

I hope you all are keeping well. Congratulations again on completing the Foundation and obtaining your place on the chosen programme! This is just to outline how and when the academic year is going to start for you.

Your 2022-23 academic year is scheduled to start with Induction on Tuesday, October 11th. I will share the detailed info on induction activities next week. The teaching will start on the week from October 17th. Your programme teams will share the timetables with you during the programme induction. Please check your mailbox regularly and be ready to start the first day in the morning.

If you have any questions left, please do not hesitate to contact: Your Programmes Office team (administrators & assistants):

Your Programmes Administrator:  
Yulia Kuznetsova

In case you have any questions, worries or concerns, please feel free to reach out to us.

Best wishes,  
Yulia

- was it okay at least?

- what was next? how different it was comparing to the previous year?

- kind of,  
it was nice to see familiar faces.  
but everything felt... thinner.  
fewer people - maybe a third of what it was last year.  
like scorched ground.  
like something had ended, and nothing was quite beginning.  
most of the people who moved things forward - the specialists, the energy - they left.  
maybe the quality level will be the same for a while, but you stop expecting anything new or promising.  
everything felt quieter.  
last year, people were running around with bright eyes and wild energy.  
now they look exhausted. just glad to see someone they knew.  
it felt like there is no future for us anymore...  
- let's take a look.

- here is how the starter  
pack changed:

## - PRINTER

there's a free  
b&w A3 copier  
in our baseroom  
+ paid options are the uni  
printers and a print office.

you will need it frequently.  
if you don't have at least  
an A4 color printer,  
you can spend  
more money than  
the home printer coasts.

## - STABLE INTERNET

some classes will be online,  
and glitches or frozen video  
are seriously frustrating.

your internet should be  
strong and stable enough  
to share your screen,  
watch others, stream your  
camera, and listen to others  
without interruptions,  
while surfing the net.

choose the right plan and  
provider in advance –  
and most importantly,  
do not forget to pay bills.

## - SCANNER

you won't need it as often  
as a printer,  
but it's just as important.

mac rooms have A3 scanners,  
though they aren't always  
convenient, especially,  
if you scan a lot  
or work from home.

it's essential  
for documenting projects,  
presentations and portfolio.

sometimes a whole project  
can be built just on scanned  
materials.

## - YOUR OPINION

that's the key criterion  
for any project.  
it lets you make decisions  
and judge project's  
objectively.

remember, don't treat tutor  
feedback as criticism  
or obligatory stuff.  
it's just an advice  
or a fresh perspective.

your project's direction  
is yours alone,  
even if others don't like  
it – as long as you justify  
your choices  
and stand by your vision.

through your opinion  
in the final presentation,  
you communicate a project's  
value – even if it's simple,

if you learned something new  
or gained a skill.  
presenting your position  
is crucial.

## - SOURCES AND TOPICS OF INTEREST

the hardest briefs  
are the ones that asks  
to pick materials or topics.

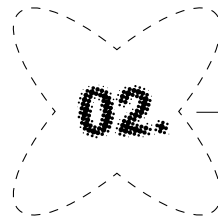
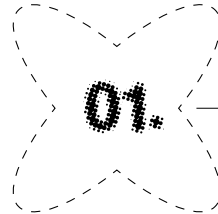
save links, articles, films,  
videos, reels, tiktoks –  
everything that catches  
your attention.

keep it all in one place,  
and tag or categorize  
by what interested you.

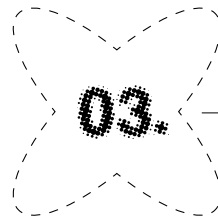
this collection will save  
you on many briefs.  
otherwise, 2 or 3 days after  
a new assignment,  
you'll find yourself lost  
in reddit at 3 a.m.,  
stuck in the agony of choice.

- by now,  
i've already developed  
decent time management,  
planning, documentation,  
and project  
planning habits.

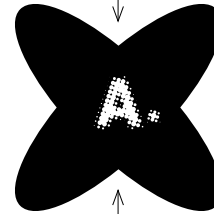
**STUDIO  
BOOK**



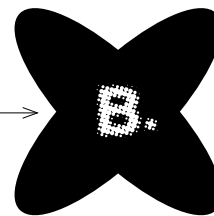
**REFLECTIVE  
PLANNER**



**CRITICAL  
JOURNAL**



**PRESE-  
NTATION**



**CRITICAL  
ESSAY**

- we're no longer required  
to record everything  
daily.  
we need to design  
a presentation at the end  
of each semester.  
submit it  
and wait for a feedback.

// studio book and reflective  
planner are now merged into  
one thing.

it's a pdf with project  
outcomes and the process log  
descriptions.

// no more critical journal  
on BA, you dive deeper.

## typography ... & lucky numbers



1. You will create & design **four** "fortune cookie" **messages**
2. Does a fortune "feel" like a fortune because of what it says or because of what it looks like? **Would ANY message work** if the form is right?
3. Look through the collection linked below to familiarise yourself with the **visual-verbal language** of the format &
4. Use some of the other links to **find messages** to work with (you could also find your own sources of course)
5. The **size** of each strip is **15mm tall by 60mm wide**
6. The **margins** should be set to **3mm minimum** all round
7. You will only use **typefaces** from the Library
8. You should try different forms of **emphasis & arrangement** to propose a way to understand the meaning of the fortune
9. You can only work in **black & white**
10. Export the finished artwork as one **"Press Quality" PDF file**

### readings & stuff

Fortune Cookie Messages  
Oblique Strategies  
The Book of Changes  
The Music Lyrics Database  
Lucky Numbers

<https://graphicdesignabbad.cargo.site/typography-lucky-numbers>

### emphasis

a matching *Ratio* is the most common choice to emphasise sections of the text, but there are many other choices:

1. change weight
2. change width
3. change size
4. change letterspacing
5. change typeface
6. change colour
7. change more than one thing ... & so

the function of emphasis is to be different to the main text & each of these options creates a *different amount of difference*

### sessions

#### 31 Oct

- briefing & indesign
- start working
- post your PDFs here

[we will assemble all your work into an A3 file that we will **print on the risograph** later this week or next monday, will keep you posted once I've booked the riso]

## TITLE

## INTENTION & CONSTRAINTS

## EXAMPLES

// easy to open links,  
copy text, group info etc.

– this year, briefs were published as web pages. which was incredibly convenient.

it's a pity they're no longer accessible. but still – just look at the way they were written and designed. clean, sharp, thoughtful.

## GUIDES

// it's not a set of instructions, it's a number of questions and things to consider to implement your concept.

" if you have a good reason, you can cheat "

– SEBASTIAN

## DEADLINES & REQUIREMENTS

- ha ha, new year -  
new tutors?  
are there any differences  
in their approach?

- ahahah..., no,  
they are still great.  
i love the fact  
that you're not just  
learning design theory  
or the basics from some  
institution or textbook.

you're unconsciously  
learning from the tutors  
- as people.

- they're professionals,  
working in the industry.  
you observe the way  
they live and work:

how they organize files,  
structure projects, run  
meetings, choose tools,  
manage teams, even what  
they read, what they  
listen to, what kind  
of tabs they leave open  
and much more fun stuff.

they're always  
happy to help.  
you can ask absolutely  
any question - about  
your project, your idea,  
your doubts.  
sources, references, tools.  
they'll share.

all you have to do  
is to ask - and they'll be  
genuinely glad you did.

- they're always in touch.  
always keeping  
students updated.  
so missing something  
or not knowing what's  
going on is almost  
impossible.

sometimes they can help  
you to hack the brief :)

Hello hello!

**Your Friday session is with me  
and I'll be waiting for you on the  
first floor of Vegas Kashirskoye  
(don't mix up with other various  
Vegases)**

**Enter through entrance 1 (photo  
is attached) and gather at 14:20  
near this beautiful press wall  
(photo) you will see right away**

**You will hopefully recognize me  
by a yellow backpack**

// nothing  
can be sweeter than  
this message from LESYA.

- and what about  
tutorials?  
they are still friendly?

- absolutely!  
on FAD you have daily  
1-on-1 tutorials.  
on BA there are mostly  
group crits,  
1-2 times a week.  
you can also ask  
any tutor individually -  
they're always around.

there's now more self -  
directed work. and more  
independent research.

// the student rep system  
still exists  
(i'm the deputy).  
you're encouraged to talk  
about your experience -  
both good and bad to improve  
the course  
and the education system.

**Dear Polina and Valeria,**

**Hereby we remind you that you  
need to complete the Student  
Representative's Report. The  
deadline is 7 p.m. Friday, January  
20th.**

**Please make sure you filled in all  
the required fields in the Google  
document by that time. We are  
looking for both positive com-  
ments and critical comments and  
suggestions on how your experi-  
ence at UU can be improved.  
All the details are in the letter  
below.**

**Kind regards,  
Programmes Office**

BA administrators  
thu, 19 jan 2023, 16:10

// SEBASTIAN'S sessions  
is like when the projector  
is on, zoom open, you're  
watching memes, playlists,  
weird stories, endless r  
eferences and so on, waiting  
for the zoom people to join.

once he showed us a guy who  
decided to make a toaster  
from scratch: go to a mine  
→ extract iron → smelt it →  
cast the parts.  
the same process for plastic  
and all the rest.

" this is an example  
of how the simple things  
can become endlessly  
complicated " - he said.

|     | ind | A1          | A2  | A3 | A4  | rd | A5  | A6 | A7  | A8 | christmas<br>break | A9  | A10 | A11 | A12 | rd | ass |
|-----|-----|-------------|-----|----|-----|----|-----|----|-----|----|--------------------|-----|-----|-----|-----|----|-----|
| MON |     | №15         | №17 |    | №18 |    | №19 |    |     |    |                    |     |     |     |     |    |     |
| TUE |     | №18         |     |    |     |    |     |    | №20 |    |                    | №20 |     |     |     |    |     |
| WED |     |             |     |    |     |    |     |    |     |    |                    |     |     |     |     |    |     |
| THR |     | RU SUBJECTS |     |    |     |    |     |    |     |    |                    |     |     |     |     |    |     |
| FRI |     | №18         |     |    |     |    |     |    | №20 |    |                    |     |     |     |     |    |     |

|     |    |    |    |    |    |    |    |    |    |                         |    |     |     |     |     |     |
|-----|----|----|----|----|----|----|----|----|----|-------------------------|----|-----|-----|-----|-----|-----|
| ass | B1 | B2 | B3 | B4 | rd | B5 | B6 | B7 | B8 | <sup>may</sup><br>break | B9 | B10 | B11 | B12 | ass | ass |
|-----|----|----|----|----|----|----|----|----|----|-------------------------|----|-----|-----|-----|-----|-----|

[illegible]

**THERE'S  
TIME  
TO MAKE.**

**AND  
SPACE  
TO THINK.**

// we go hard for a month.

// then take a break  
for a week.

// then repeat.  
it's not kind – it's efficient.  
you get to give it your all,  
then actually recover.

// typography  
( 1 sem )

// long  
project

// academic  
reading

// russian  
subjects

// long  
project crits

/ ME.v21

[ ● NODE\_007 ]

// that's the year of  
proper hybrid education  
when online and offline  
complement  
and enforce each other.

they planned for this  
course to be as offline as  
possible.  
turned out the opposite.

about half the students  
attend sessions online –  
it works and feels natu-  
ral.

it's especially helpful  
when your project's on fire  
and the trip to uni would  
eat half your work time,  
attending online  
and multitasking  
is a blessing.

the half of things  
work better online any-  
way:  
lectures, quick tuto-  
rials, short feedback  
sessions.  
saves a tooon of time.



## EGE AND RUSSIAN SUBJECTS

### EXHAMS TO PASS:

- русский язык,
- базовая математика,
- литература.

### SUBJECTS TO ATTEND:

- история РФ,
- критическое мышление,
- финансовая грамотность,
- философия,
- командная работа и лидерство,
- индивидуальные профтраектории,
- управление проектами,
- инклюзивные технологии,
- русский язык и культура речи,
- физическая культура и спорт,
- " ОБЖ ",
- правовые основы,
- основы педагогики.

// this year,  
russian general education  
subjects were added  
to the course.

unpleasant –  
but just one day a week.

it'd good that there's  
either no homework,  
or it's optional.

all classes are online  
and not serious at all  
like in other russian unis.

tests are pass/fail,  
and as long as you show up  
to weekly lectures,  
you're fine.

bad news:  
you do need to pass  
the EGE exams.

good news:  
you only need the minimum  
passing score.  
that's won't affect  
your admission.  
the only thing that matters  
is your portfolio.

without exhams prep  
we'd have significantly  
less workload and about  
4 extra hours per week  
to focus on projects.

we did our best to give  
a feedback, so these sub-  
jects will be easier to pass  
for future courses.

at least the atmosphere  
is still nice –  
most people work  
on their design projects  
during lectures anyway.

we chose to crochet :)



## TUESDAY INTERVIEWS

// every two weeks,  
we had interviews  
with different artists,  
designers, and professionals  
from the industry.

we could just chat  
and ask anything –  
about their practice,  
their experience,  
career advice,  
whatever.



## COURSE PRESENTATIONS

// if you're  
a dedicated student,  
there's a chance  
you'll be invited  
to present your projects  
and tell about your  
experience on the course.

could be for open days,  
guest lectures,  
or other events.

this is where you learn  
to talk about your work –  
clearly, and confidently.

a skill just as important  
as making the work itself.



## EXHIBITIONS

// if you're very, very  
dedicated student,  
you might be invited  
to help organize the final  
exhibition – or to show  
your work at some events.

this is where you'll build  
serious event production  
skills.

// all of these activities  
can go into your portfolio  
and cv.



- wow! -  
sounds interesting!  
and what you've been  
doing on this course?

- you're still free to do  
whatever you want.  
you'll also get guided  
through professional  
tools like indesign.  
tutors explain  
everything in detail on  
the first sessions,  
somehow it becomes  
a part of your dna.

i's like magic,  
no questions. no stress.  
just using it like you  
always knew how.

the same goes for other  
software: after effects,  
drawbot, and others -  
they are introduced at the  
start of the brief, step  
by step.

if your concept doesn't  
need any of these apps -  
no problem.  
the tool follows  
the idea, not the other  
way around.

- making predictions.

/ archive 02 / 04 [ 260 ]

● самопальный мерч для рок  
группы "цирк" из советского  
андэграунда 80-х.

/ archive 02 / 04 [ 302 ]

- screen printing.

/ archive 02 / 04 [ 302 ]

- soldering, 3d printing,  
arduino codina  
and engeneering a modular  
gesture controlled lamp.

/ archive 02 / 04 [ 400 ]

- book binding. full cycle  
frome the scratch.

/ archive 02 / 04 [ 348 ]

- designing posters  
without any software.

/ archive 02 / 04 [ 248 ]

- diving into the depths  
of layout, typography,  
and indesign stuff.

/ archive 02 / 04 [ 292 ]

- coding a calendar of sovi-  
et jokes about ШТИРЛИЦ.

/ archive 02 / 04 [ 388 ]

- running a noir-style  
investigation  
and " spying " on people.

/ archive 02 / 04 [ 276 ]

- a fun zine  
(that wasn't fun really...).

/ archive 02 / 04 [ 342 ]

- visualising speech through  
intonation into typography.

/ archive 02 / 04 [ 368 ]

- artistically destroying  
a fashion magazine.

/ archive 02 / 04 [ 378 ]

## \*(\* JUST FEEL THE VIBE \*)\*

// BA's groups are smaller –  
around 15–20 people.  
so you'll mostly work with  
people you already know.  
that's different from FAD.

there's just one group  
project (two people,  
one brief, one month).  
choose your mate wisely.

most of the time,  
you'll be focused on your  
own projects – but some  
briefs can go collective.

like:

- making your pages  
for a group calendar  
/ archive 02 / 04 [ 268 ]

- designing your spread  
for a collective publication  
/ archive 02 / 04 [ 292 ]

- blocks for a newspaper  
/ archive 02 / 04 [ 276 ]

don't be that person  
who doesn't print stuff  
for collective projects.  
don't make the rep suffer  
trying to collect  
everyone's files.

the whole thing runs  
on mutual respect,  
professionalism,  
and a teamwork that you'll  
remember forever  
( in a positive or a negative  
way – depends on your luck ).

\* " уйти  
пораньше " –  
остаться  
до 22:30  
(закрывать  
британки) \*

\ a person  
who think  
all the time,  
has nothing  
to think of,  
accept  
thoughts!

\ no crying.

\ me? nothing,  
just hanging  
around!...

\* а АЛЕНА  
бааалается! \*

\ нет, не надо  
слов, не надо  
паники

" дизайнер  
должен познать  
кринж "

## AND OUR SLANG \*0\*

" university is a place  
for hanging out with  
friends. we have a coach  
and projector if you want  
to watch films "

" i don't remember my study  
but i remember hanging out "

" having life is important,  
having your beer time  
is important. in my 30  
i realized that everyone  
i know is a designer  
or somehow connected  
to design. and i was sad "

" graphic design  
is like your drunk uncle"

– SEBASTIAN CAMPOS

ШЕЛКУХА И ГЕЛЬОТИНА ВОРКАУТ

одна минута работы на ручной  
гильотине равна году в  
качалке, а час шелкухи –  
двум годам.

cutting the book  
on the guillotine took quite  
a few tries and the combined  
weight of two  
graphic design students.

all just to understand  
that it was the wrong  
side cutted.

\ да да да да  
да да да изм!

– чел легенда!

\* i got  
komused.  
twice \*

\ плейлист  
"чтобы  
почувствовать  
себя  
таксистом"

\ бюджет,  
нэ бюджет

\ ааааааа я  
женщина!!!

\* anekdots  
obsession \*

\ одна ошибка,  
и ты ошибся

\* работаем  
за сникер \*

- how do you feel about  
this course?

- FAD was the most  
incredible year for me,

especially compared  
to the rigid, academic  
routine of russian  
art school.

it taught me how to:  
organise work,  
how to take notes,  
structure a project,  
present it, and generally  
function as a designer.

- BA is a more grounded  
continuation.  
by this point,  
i understood how to work  
with myself and manage  
everything around.

so now it's possible  
to focus on sharpening  
other skills – pushing  
further and going deeper.

- by second year, i under-  
stood the value of rest.

during FAD, i ran purely  
on adrenaline – jumping  
from project to project  
with no breaks,  
trying everything,  
afraid the year would end  
too fast. (and it did...)

with such an intense  
pace, the biggest mistake  
to think:

" if i do more,  
it will be better "  
chasing some  
imaginary perfect version  
of every brief.

britanka changed me.  
it give me  
a real experience  
and practical skills  
across wildly  
different areas.

what i really gained  
is not just information  
that i now know,  
but a set of metaskills:  
tools that don't expire,  
that help me to learn  
anything new, anytime.

here you learn once –  
and for life.

when it happens,  
you're different.  
you can't "unlearn" it.

i can't stop thinking.  
i can't stop questioning.  
i can't stop planning.  
i can't stop  
investigating.  
i can't stop making  
things responsibly.

## 01.

// SEB knows stuff.

on the very first day he said:  
"beer days are important."  
it's tested and it's true.

it means that saturday  
or sunday should always  
be completely off.

it's a reset day.  
full break.

yes, that includes going  
off grid, doing nothing,  
or vanishing for a while.

// so, whatever you do,  
do not  
touch the beer day.

skip it couple of times,  
and by midweek you're  
burnt out,  
buried under a pile  
of half-finished projects.

" choose one thing and build  
everything around it "

" we make pretty things  
for 2 reasons:  
they are nicer to have  
and they are nicer to make "

– SEBASTIAN CAMPOS

## 02.

// design is not a thing  
that made on computer.

design isn't about software.  
it's proposing a way to look  
at something. it's about  
messing with the meaning

you can do a whole project  
using just pen and paper –  
and it still a design.

i've studied different  
sides of it – from the most  
analogue to the most niche  
and digital.

now i can say  
with certainty:  
design isn't about  
making things look good.  
it's about the concept  
and ideas.

## 03.

document and reflect  
after every crit  
or major project stage –  
so you can later include  
that in the semester  
presentation for assessment.

you'll need to describe key  
stages of the project  
and the way it developed.

so technically –  
no sketchbooks required.  
but.

i highly recommend  
documenting the process  
anyway, in whatever format  
works best for you.

otherwise you'll suffer  
when it's time to build  
the presentation.

|   |   |
|---|---|
| <p>- cool, who thought it's gonna be okey even after everything that happend after 24 february.</p> <p>- shit...</p> <p>- no way!</p> | <p>- oh, darling...</p> <p>hertfordshire did cancel the license. we officially became a fully russian university.</p> <p>- yes! by the way - sebastian quit.</p> <p>- ohoho... with the whole team...</p> |
|---|---|

e-mail  
fri, 28 jul 2023, 18:57

Дорогие студенты Graphic Design Level 4 & 6,

Вашим новым куратором будет Степан Липатов. Степан закончил одну из лучших школ в Европе по графическому дизайну - Gerrit Rietveld Academie (г. Амстердам). Последние 5 лет он занимал должность старшего дизайнера в фонде V-A-C / ГЭС2, выполняя в своей работе все основные задачи графического дизайна (например, разработка и поддержка фирменного стиля компаний, создание книг и мерча и т.п.). У Степана огромная экспертиза как в графическом дизайне как таковом, так и в преподавании - он не первый год является преподавателем в нескольких образовательных учреждениях (БВШД / УУ, ВШЭ, РАНХиГС, МАРХИ и др.). Обширный опыт работы Степана в дизайнерской среде с компаниями и заказчиками может способствовать большему взаимодействию с реальной индустрией в рамках вашего обучения.

Несмотря на изменения в академической команде, идеология и общая концепция программы сохраняется: в первую очередь, у Степана и Себастиана совпадают видения о вашем учебном процессе и пути - как было упомянуто, как своего преемника Себастиан сам рекомендовал именно Степана. Более того, подчеркнем, что в течение всего текущего академического года структура и содержание программы высшего образования по направлению "Графический дизайн" разрабатывалась непосредственно Себастианом при содействии Департамента академического качества. Отдельные брифы могут быть модифицированы или заменены, но все выдаваемые задания будут,

тем не менее, соответствовать предъявляемым образовательным стандартом требованиям.

В данный момент Степан совместно с коллегами из Департамента академического качества активно занимается составлением расписания на следующий учебный год. Также Степан работает над укреплением преподавательской команды.

Среди потенциальных кандидатов - опытные графические дизайнеры-практики. Кроме того, у нас есть желание сохранить и привлечь онлайн на отдельные дисциплины ваших преподавателей уходящего учебного года, мы остаемся с ними на связи и обсуждаем варианты. Также мы уже можем сообщить, что два иностранных преподавателя с большим опытом работы в УУ подтвердили свое намерение вести отдельные проекты и воркшопы на вашей программе. Подчеркиваем, что преподавание профильных дисциплин на английском языке сохраняется.

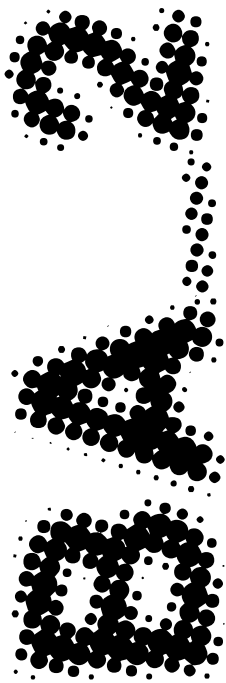
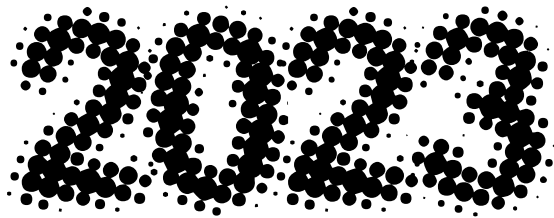
Как обещали, направляем вам ссылку на учебный план направления "Графический дизайн", в нем вы можете ознакомиться с изучаемыми дисциплинами в российской системе. Однако помните, что концептуально подход к вашему образовательному опыту не изменился - идеология программы и учебного процесса, давно успешно используемая, сохранена. В файле описание в соответствии с российскими требованиями регуляторов, например, то, что традиционно у вас было включено в один модуль, в документе разбивается на ряд дисциплин. Поясняем, чтоб вас это не пугало или не путало. Если у вас возникнут дальнейшие вопросы, пожалуйста, обращайтесь.

Для Level 6 по поводу защиты финального проекта в конце следующего учебного года

Как было упомянуто на встрече в ответ на ваш вопрос, да, вы можете защищать уже сделанный в нынешнем году проект, во внутренних документах прописано, что для защиты может быть выбран проект, сделанный в рамках одной из пройденных учебных дисциплин, обязательно создавать для защиты что-то новое нет необходимости. Тем не менее, это не мешает вам при желании модифицировать имеющийся final project или вообще сделать новый.

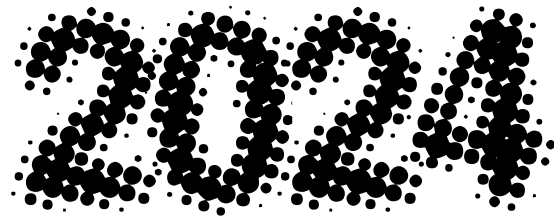
Во время следующего учебного года с вами будут организованы дополнительные встречи по поводу защиты, ее формата и всех требований, также для вас будут проводиться академической командой тьюториалы для подготовки, так что один на один вы с данным мероприятием не останетесь.

Всего доброго,  
Юлия



( BACHELOR OF ART  
SECOND YEAR )

linked\_module: / ARCHIVE.....  
linked\_node.: 03 / 04.....



STEPAN  
LIPATOV.



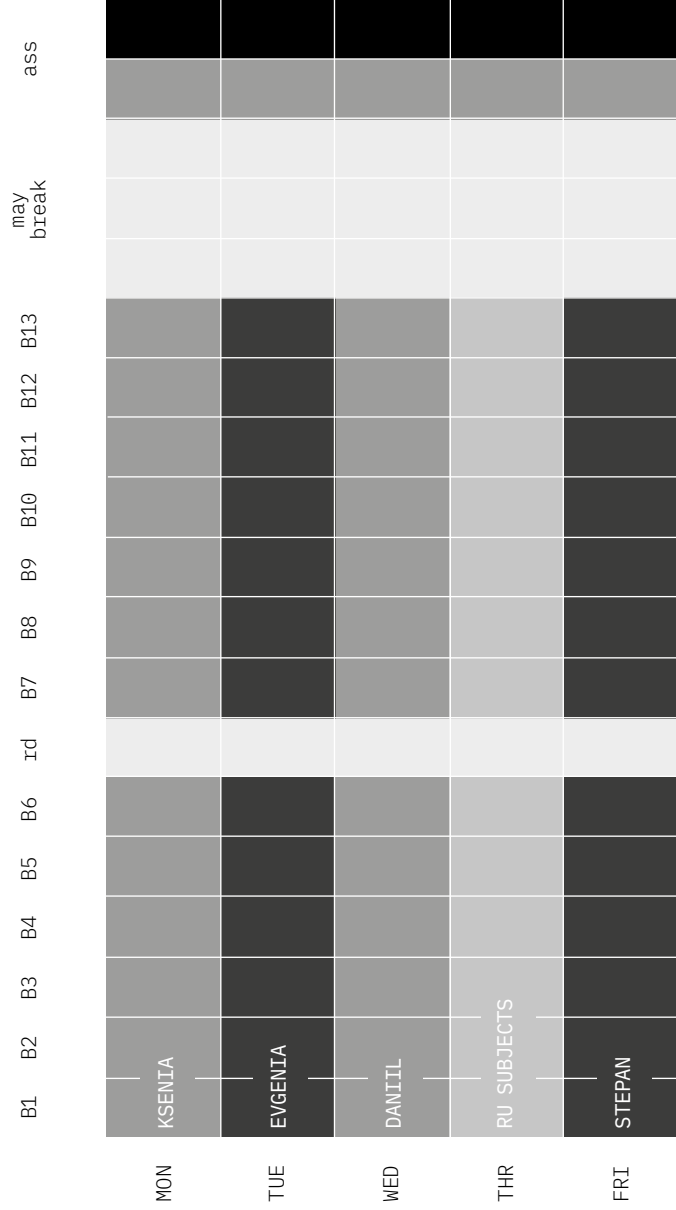
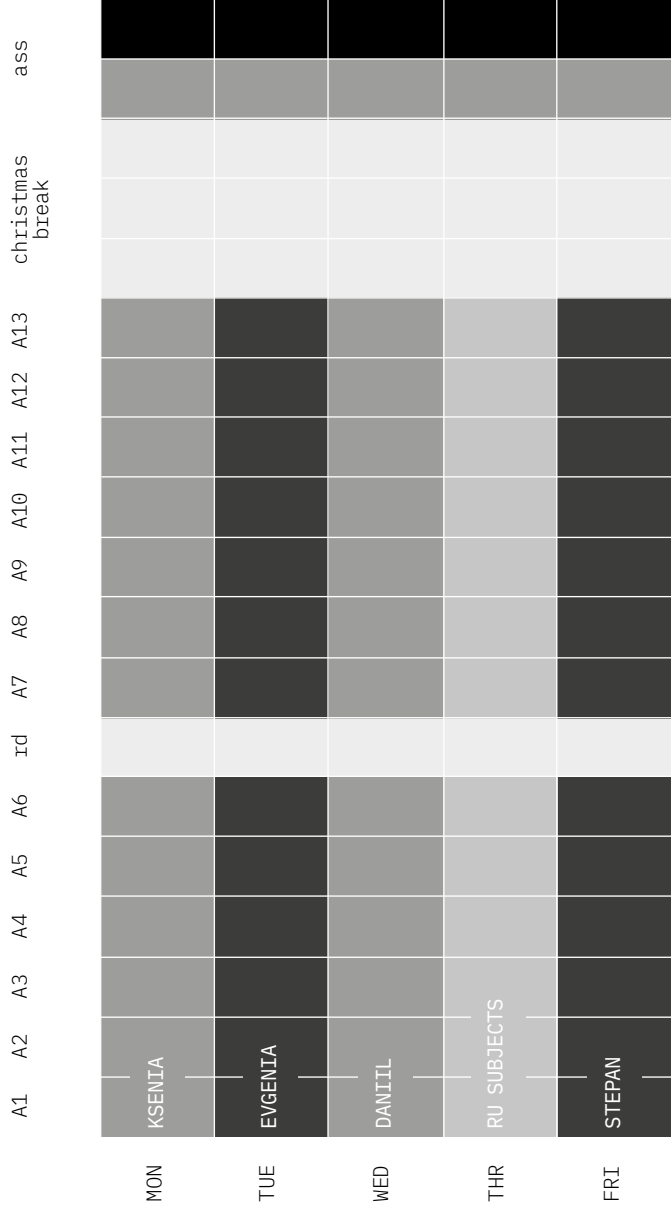
EVGENIA  
NECHAEVA.



KSENIA  
DUBROVSKAYA.



DANIIL  
PRIKHODKO.



// full day sessions

//each day  
there is a new project

// 5 projects at once.  
5 working days.  
a new one every day.  
one time slot per project.

on paper, it's a month.  
in practice,  
it's 5 sprints in parallel.

every day demands output  
and hard thinking.  
the kind that fries  
the brain.  
and just when i start  
to focus –  
switch. again. again. again.

projects blur together.  
the brain becomes a browser  
with 42 tabs open  
and no memory of what  
started where.  
it's a mental kaleidoscope  
spinning too fast to see the  
pieces.

we used to have space.  
at least one full weekday  
with no sessions.  
and some half-days.

freedom to choose  
what to work on,  
what to think about.  
freedom to just think.

now we're in britanka  
for 2 full time slots.  
the third goes to homework.  
we leave, we eat, we sleep  
( maybe )

the original system  
was designed with  
a gradual shift:  
less classes each year,  
more self-directed study.  
you grow, you take control.

with the move to the russian  
framework, we now have more  
contact hours.  
the shift goes backwards

// it's no longer about  
exploring the idea.

it's a loop of delivery,  
not discovery.

there's no pause.  
no time for subconscious  
to do its job.  
ideas don't surface.  
because they're drowned  
in the flow.

no room to step back.  
no chance to reset.  
no gaps for you to miss  
the work.  
no time to feel the thrill  
of starting again.

it's not project development  
anymore –  
it's output farming.

there's only motion.  
and it's not even forward.

“ расписание на новый  
семестр просто сдохни  
или умри. пятидневка  
по полной. 6 недель подряд.  
1 сэлф стади и опять  
7 недель пятидневки

ну никогда у нас не было  
полной пятидневки,  
даже на фаде было  
4 дня на один проект,  
теперь у нас  
4 дня дизайна,  
5 проектов,  
и российская поебень ”

– the quote stays anonymous.



## - LAPTOP

// the most-used tool  
this year.

other mediums aren't really  
part of the program anymore,  
so, unless you take  
the initiative  
to do something analogue,  
your laptop will be doing  
100 out of 100 tasks.

i'm begging you – clean it!  
reapply the thermal paste.  
you'll understand later...

## - EXTRA HOURS

// the schedule  
will be so dense,  
tutors will start cancelling  
projects out of pity.

beer days  
are no longer an option,  
so even sleep aids  
won't help.  
nor will calming pills.  
you just won't sleep.

## - EXTRA NERVE CELLS

// there's no way to complete  
all the projects keeping  
the high quality standards,  
no matter how hard you try.  
it's not even about  
time management – just math.

## - STRONG INTEREST IN WHAT YOU'RE DOING

// to keep growing  
in a chaotic system,  
you'll need to double  
the effort.  
if you're not learning  
something new on your own,  
you'll face the stagnation.

## - PRINTER

// technically optional.  
but if you bought an inkjet,  
please use it.  
just to keep the thing  
from drying out and dying  
tragically.

you don't want to know  
how expensive emergency  
print runs are.  
( but you will )

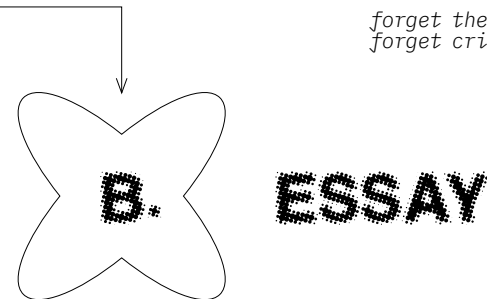
don't let it die!

again...  
you'll understand later.

// almost forgot – a giant  
box of colourful tape.  
do. not. ask.

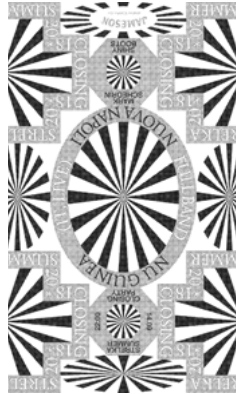
- nobody's asking  
for this anymore.  
the final presentation  
doesn't need  
your sketchbooks  
or process breakdowns.

// now you need to show  
the pdf and explain  
it verbally  
like presenting  
to a client  
rather than  
showing your academa  
l achievements.



// not to mention  
the absence  
of the theoretical  
and critical practice  
forget theory.  
forget critical thinking.

# Treasure Seekers



1. Consider [this archive](#) of paintings and architectural photographs as a field of hidden treasures. Find interesting shapes, small details.



2. Redraw your treasures.
3. Turn the shape into a logo or pattern. Create an identity project.

Creative Processes and Methods II /  
Креативные процессы и методы в искусстве и дизайне 2

BHSAD  
BAGD 2023–24

Session 1  
briefing

Sessions 2, 3, 4  
development

Session 5  
finalization

## Pay attention to:

- process;
- variety of options;  
and experiments
- size of the project;
- presentation.

## To select an identity object, consider different methods:

- a) The discovered shape resembles something. Follow this;
- b) On the contrary, make a contrasting association. Use it for something completely different;
- c) If you have a favourite brand for which you want to create an identity, make your dream come true;
- d) Imagine a non-existent brand or launch your own.

/ ME.v21

[ ● NODE\_052 ]

- we're back to  
pdf briefs.

you may see  
the difference  
not only in the format...

you may say: it looks  
kind of similar.  
what's wrong?

and i'll respond that:

FAD and BA briefs  
used to have structure.

just enough to ground you.

you knew the boundaries,  
and you could push them.

now there are  
no boundaries.

it's not freedom –  
just vagueness.

they're not open-ended,  
they're empty.

no criteria,  
no direction,  
no guides,  
no questions,  
no way to tell  
if you're even aligned.

it's like shooting  
in the dark and hoping  
no one says:  
"wrong target"  
at the end.

- *and what about tutors?*

- *well...*  
*they exist...*

- ... maybe the vibes  
are good?

- vibes?  
who's vibing  
in this economy?  
there's no time for it.

there's no more room  
for the most vital part  
of design -  
experiments.

everything's urgent.  
everything's now.

no space to test,  
to question,  
to fail and reroute.  
no what - ifs.  
no glorious dead-ends.

you start skipping  
the thinking part -  
not by choice,  
but by pressure.  
because one stop,  
and the whole train  
derails.

make - make - make.

you're not invited  
to explore,  
you're expected  
to deliver.

and the cost is quiet.  
a slow erosion of depth.

you do what works  
and don't try what might.

ideas get flatter.  
risks get safer.  
and curiosity starts  
to hibernate.

- no more english,  
by the way.  
it's just "inconvenient".

# \* FINE ART MUSEUM GRADUATION CATALOGUE EDUCATION

// my layout was selected  
for the final print run.

the idea of the brief  
wasn't bad – but, as usual,  
the execution struggled:

– first, the budget.  
it felt like a number  
pulled from past years.

considering inflation  
and the current global  
situation, it was laughably  
low for the requirements  
set in the brief.

– second, the production.  
no one explains  
how to prep files for print,  
how to find and communicate  
with print houses,  
or how to deal with  
all the technical jargon.

– third,  
if you're lucky  
with students, they'll  
send the content on time  
and help with  
the production.

if not – it becomes  
a thankless task.

i was lucky.

// never even started.  
course schedule  
overflowed with other tasks.

# \* FORBES EDUCATION

// the case when the client  
came to the wrong address.

in the end of the project,  
turned out they wanted  
an illustration,  
not a graphic design.

zero communication.  
zero collaboration.

# \* VDNX

// they asked for posters  
right when their exhibition  
was ending.

the topic was free  
but in fact restricted.

no feedback.

no contact.

in the end, they didn't even  
hang our posters.

yep, they almost  
didn't let us into  
the exhibition at all.

# \* ENDY

// for the internship,  
you could either find  
a company yourself  
or pick from those  
offered by the university.

i got lucky again –  
the team was wonderful,  
the work was pleasant.  
they explained,  
helped, taught.  
massive thanks to them!

on the downside,  
i realized i don't want  
to work at all :)

# \* THE END OF GLORY

// volunteering  
at the exhibition was  
the one bright week  
in the storm.

DOUG and RORY reminded us  
how fun art projects can be.

the whole experience  
was deeply inspiring.  
as a bonus:  
i'm a "ghost art school "  
member now.

/ ME.v21 [ ● NODE\_057 ]

– no more exhibitions,  
no other tings  
and no time for them.

just "real"  
commercial design.

there was some briefs  
for actual clients.

sounds great.  
in theory.  
in reality  
it's weird and useless.

– the main issue  
with these kinds  
of projects is that  
none of the clients  
actually needed them.

no one wanted  
to communicate.

no one knew  
what outcome they wanted.

as a result, the projects  
were stillborn –  
finished but never used.

– the main goal  
of this kind of things is:

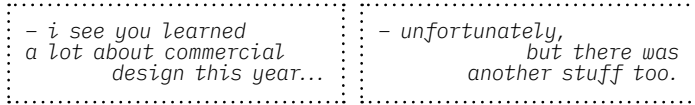
"real experience  
working with real clients  
on real briefs"  
wasn't achieved.

the only lesson learned  
wat that  
" the graphic designer  
is an individual  
who does precise  
guess work  
based on unreliable data  
provided by those  
of questionable  
knowledge "

/ ME.v17

/ ME.v21

[ ● NODE\_058 ]



- fixing printer

- turning rain into music

/ archive 03 / 04 [ 436 ]

- visualising the music created by the rain (this time in unity) and making identity based on it

/ archive 03 / 04 [ 460 ]

- magazine covers

/ archive 03 / 04 [ 520 ]

- vector animations

/ archive 03 / 04 [ 546 ]

- my first typeface design

/ archive 03 / 04 [ 552 ]

- portfolio prototype

/ archive 03 / 04 [ 573 ]

- collage

/ archive 03 / 04 [ 508 ]

- typophoto

/ archive 03 / 04 [ 534 ]

- basic posters

/ archive 03 / 04 [ 596 ]

- identity

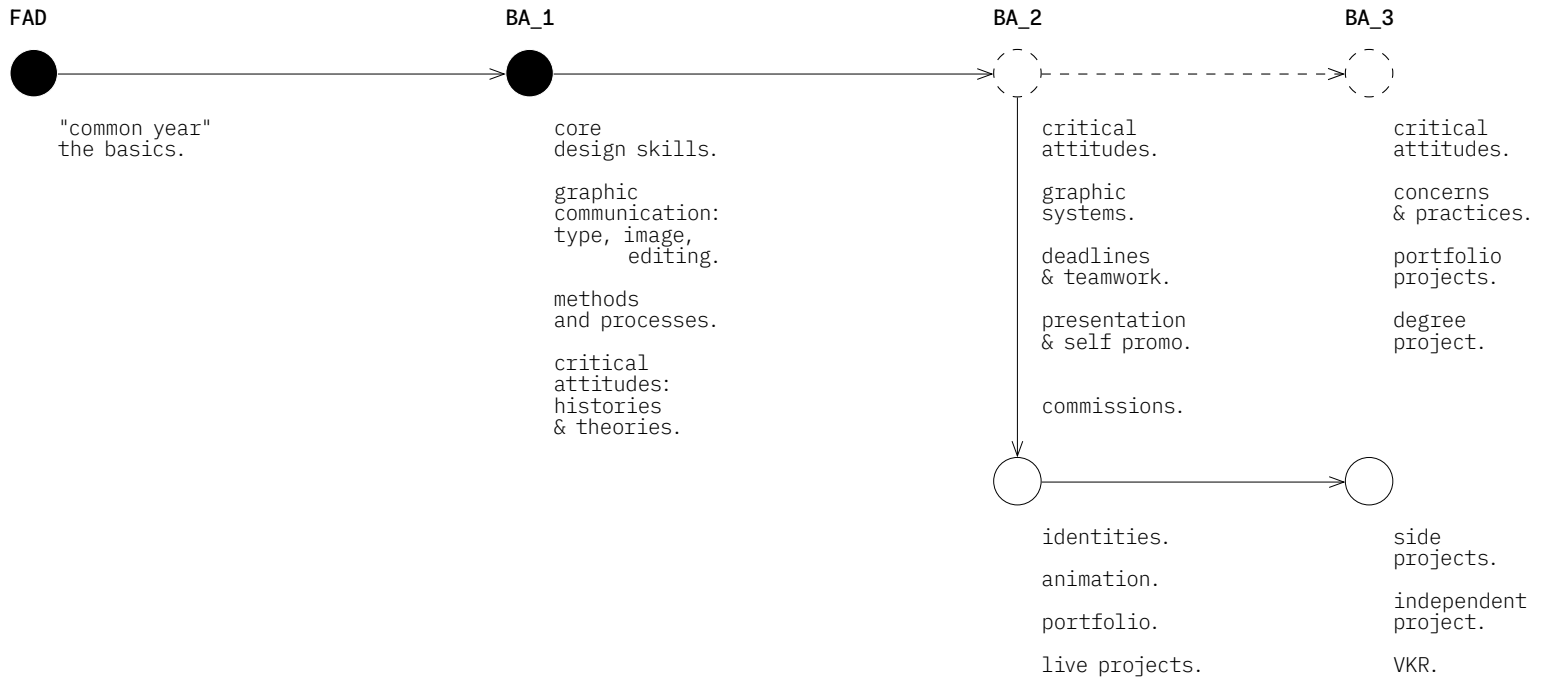
/ archive 03 / 04 [ 624 ]

- fine art graduation catalogue design and production

/ archive 03 / 04 [ 664 ]

- a real job

/ archive 03 / 04 [ 686 ]



/ ME.v17

/ ME.v21

[ ● NODE\_059 ]

- but what's  
the difference?  
you are still doing  
interesting projects...

- it's not that simple.  
the projects are maybe  
nice, but i don't feel  
the growth.  
maybe that's because  
the old course was  
designed to walk us  
through specific stages  
to become  
a proper designers,  
and now it's gone.  
there is no path,  
we are doing things  
that " designers  
suppose to do"

/ ME.v21

[ ● NODE\_060 ]

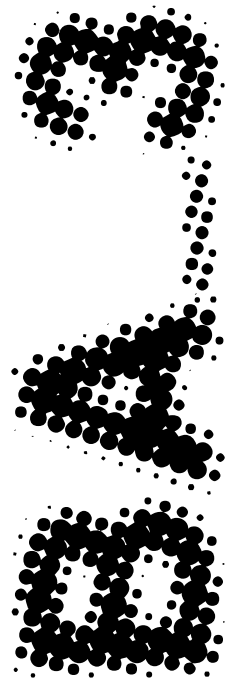
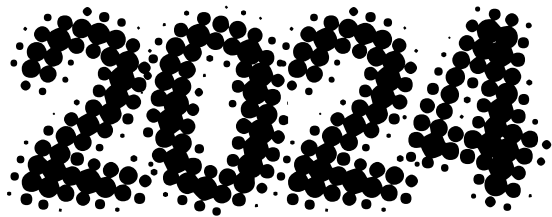
- now the course  
feels like  
a business school  
where you told to:  
do this in this way

instead of:  
look at this  
and go further.

if that's what you want,  
drop out and get a job.

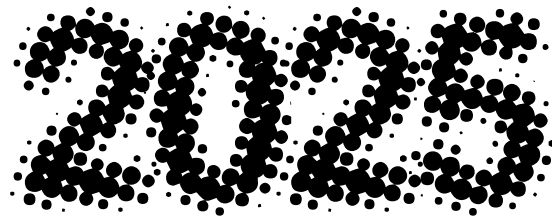
at least then you'll be  
paid for it.





( BACHELOR OF ART  
THIRD YEAR )

linked\_module: / ARCHIVE.....  
linked\_node...:04 / 04.....



STEPAN  
LIPATOV.



EVGENIA  
NECHAEVA.



DANIIL  
PRIKHODKO.

- there are some serious  
changes in equipment  
that you'll need  
to survive this year.

## - WORK- ING LAPTOP

// i promised to explain  
why it's important  
to clean the laptop.

here's the story:

after 6 years of daily use  
and no cleanings, my screen  
started blinking.

then came visual glitches –  
scary ones –  
until it became unusable.

it was the matrix connector,  
broken from dust buildup  
and heat.

IT. WAS. PRICY.  
and of course,  
it happened at the worst  
possible moment.

## - WORK- ING PRINTER

// here is another story:

after 4 years of regular  
use, and a few breaks,

my inkjet printer died  
with the 5B00 error.  
that means the ink tray  
was full and needed  
to be replaced.

i did that –  
but the printer also needed  
to be reprogrammed.  
mine wasn't able to do it.

repair: 2 500 ₽

then the black printhead  
died. no cleanings helped.  
replacing it:  
another 2 500 ₽.  
it was easier to buy a new  
printer than fix the old one.

and yes – it all happened  
when i needed to print  
the final book.  
almost the same story hap-  
pened to 4 of my friends.  
none of us could print.  
thank god i found the best  
guys on avito.  
they printed everything.

- MARIA, you are gorgeous!

## - VPN

// should've written  
about it earlier,  
but this year it's vital.

if last years were just the  
start of the "denied access"  
era – now it's full lockdown.

without vpn, i can't use  
notion, deepl, youtube, chat  
gpt, websites, social media,  
basically anything.

## - IPAD

// the legendary comeback.

on FAD it was essential.  
in the next two years,  
it mostly worked as a tv.

but now – it's irreplaceable.  
i installed a good vpn,  
so now youtube, chat gpt,  
and everything else  
is easy to use.

the game changer  
is to use ipad as a second  
screen for the laptop.  
mine is too old and tired  
to handle insesign and  
browser together.

so now:  
laptop – adobe only.  
ipad – browser  
and everything else.

## - STRONG BODY + STRONG NERVES

// about a month before  
the degree show,  
you'll need to work 24/7,  
non-stop, with no breaks.

not just mental work –  
but also real physical labor.

all the exhibition setup  
is done by students.

you'll carry stuff,  
move furniture,  
drill things,  
cut, glue, assemble.

basically,  
another degree as нломнук.

## - CHAT GPT

// cause it's more productive  
to talk to a robot  
than to the teacher  
once a week.

## - SMART WATCH

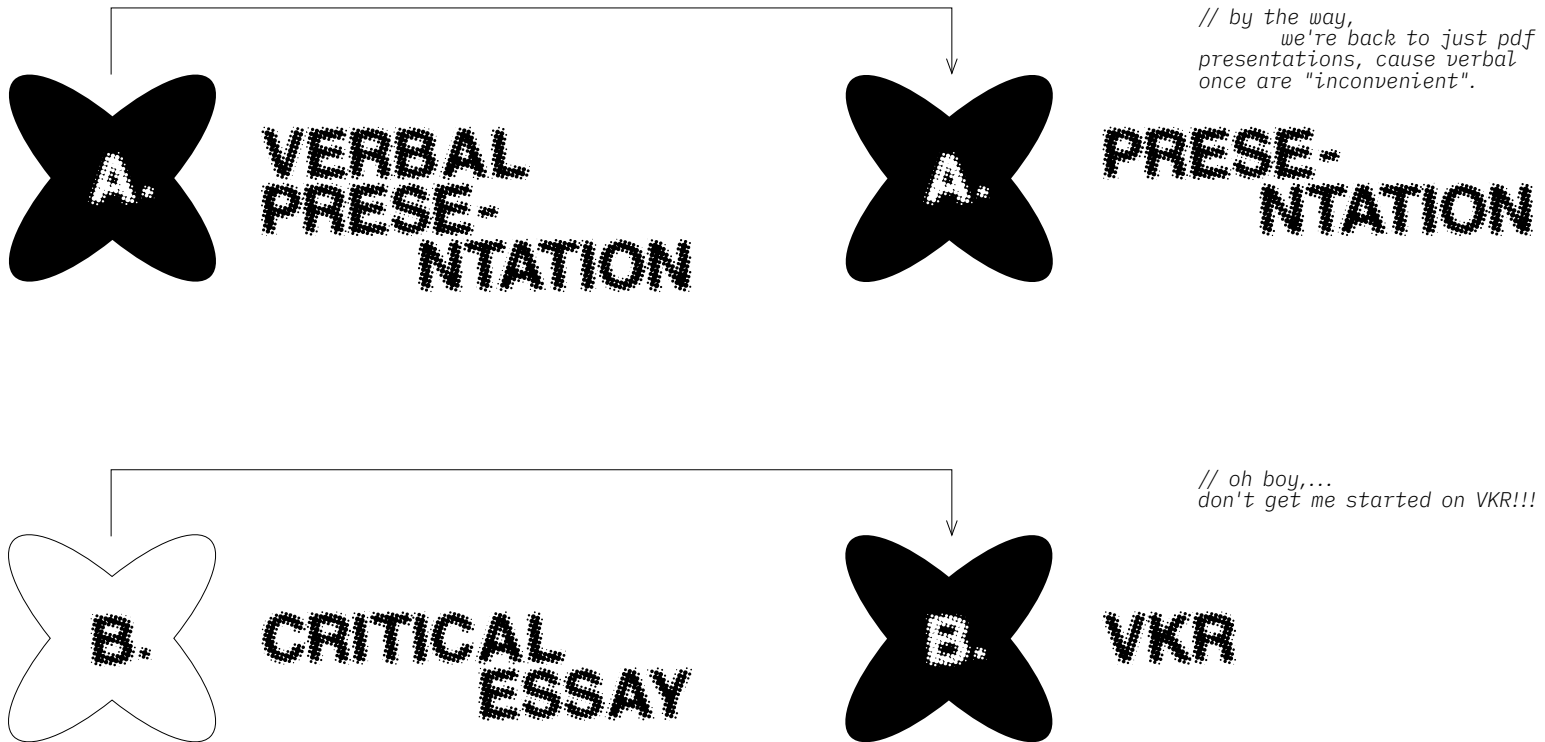
// tracking you actual  
sleep time and panic attacks  
will be way easier.

- no requirements  
to document and reflect  
on your work anymore.

now it's all about apply-  
ing what you've learned  
and developing your own  
method.

but the main focus  
on the final outcome -  
it's a pity.

// by the way,  
we're back to just pdf  
presentations, cause verbal  
once are "inconvenient".



// oh boy,...  
don't get me started on VKR!!!

- after 2 years of study  
                                 at " PHU "  
 and 4 years of study here,  
 i finally can explain  
 what's the difference  
                                 between TUTORS  
                                 and TEACHERS.

- TUTORS plant seeds.  
                                 they throw in ideas  
                                 to provoke thought,  
                                 to nudge you into  
                                 something unexpected.

they show you things  
                                 to make you think –  
                                 not to copy.

they believe  
 in what they say,  
                                 and they're genuinely  
                                 excited about it.

they want you  
                                 to turn yourself  
                                 inside out and come up  
 with something  
                                 just as strange,  
                                 sharp, or bold.

they don't control you.  
                                 they guide.

they suggest.  
 they surprise.  
 they support.

- TEACHERS don't plant.  
                                 ( and don't want to )

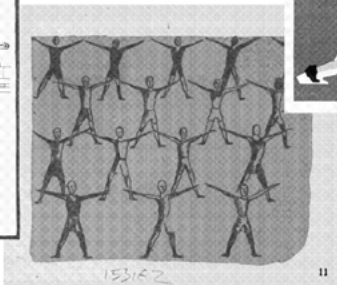
they flood you  
 with useless technical  
                                 details,  
 micromanage things  
 that don't matter,  
                                 hand out assignments  
                                 to tick a box.

they expect something  
 from you – always –  
                                 not because they care  
                                 about your work,  
 but to satisfy their own  
 insecurities.

they watch,  
 they judge,  
 they analyze your every  
 step, and expect you  
 to follow their path.

they invite experimenta-  
 tion but do not open  
                                 the door for it.

# Assignment 1 Warming up



## Part 1. Visual

1. Make **30 sketches of logomarks for each company** from the list on the right (we are talking about marks, not logotypes). If you were in class, congrats — you've already done that!
2. Choose **one favourite sketch for each company**. Finish it and make a vector version. Maybe add some colours, if you want. Come up with a name for these imaginary companies. Add typography to your marks — make mark + company name combination/s.
3. Place your finished logomarks on **3 different objects of your choice**. It can be anything from a corporate blank to a t-shirt. Think carefully about size/space relationships. Have fun with this step! These companies aren't real, they can handle anything :)
4. Present your **3 mini-identities** in class on October 1st. Tell us about your ideas and associations behind the marks' designs, explain your typographical and compositional decisions.

### List of companies

1. **Bakery**  
It's small and cozy
2. **Jewellery brand**  
It's fashionable and trendy
3. **Real estate agency**  
It's serious and trustworthy

### Sessions

- 24th September**  
briefing & working in studio
- 1st October**  
presentation of the first part

### Some inspiration

- Logo modernism book scan
- Soviet Logos: The Lost Logos of a Socialist Utopia
- Logo Presentation Books by Paul Rand
- logobook.com
- logostock. Japanese logos — very different in quality, but you can find interesting ones

If you want to know more about Illustrator

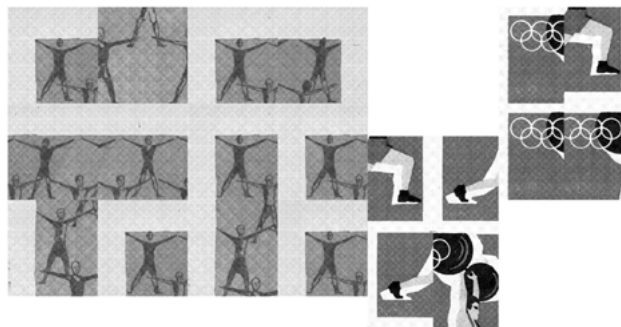
- Recreating Modernist Logos. Playlist with tutorials

Commissions and Collaborations 2 /  
Работа с заказчиком и коллаборации 2

BHSAD  
BAGD4 2024-25

1

// there are all pieces in place, but something is't right.  
the briefs feel more like "T3" from a day job rather than uni project.  
// i didn't come here to simulate employment.  
i came here to create things that maybe shouldn't exist.



## Part 2. System

1. Choose **one mini-identity** that you made during **Part 1**. You have logomark + typography — now you need to apply a systemic approach to this limited graphic set in order to create a full identity.
2. Create a grid system that will help you to produce more graphics. You can use these grids to place content on layout or to create patterns or to distort graphics/ typography or to do all of the above. To make this system more interesting you can add more colours and/ or use additional text, shapes and images.
3. Present your finalised identity in class on **October 15th**. Show the mechanics behind your visuals (how the grid system works) + your visuals in different contexts (you can create posters, social media posts, packaging, printed matter, uniforms, merch, art-objects, anything at all...). It shouldn't be a huge identity, but try to demonstrate the full potential of your system.

### Sessions

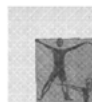
- 1st October**  
briefing
- 15th October**  
presentation of the second part

### Some inspiration

- Processing: Generative Irregular Grid (VPN is needed)
- Incomplete Diagrams — Karl Newart
- Telegram channel Coded Graphics

### Reading

- Пропорциональное (Wikipedia)
- Everything you need to know about flexible visual identity systems
- What are "Flexible Visual Identities" + Will They Replace Logo-centric Design?
- Josef Müller-Brockmann "Grid systems in graphic design"
- What I learned from the design book "Designing Programmes" (VPN is needed)
- helping designers understand code



Commissions and Collaborations 2 /  
Работа с заказчиком и коллаборации 2

BHSAD  
BAGD4 2024-25

2

// university is the last safe place for experiments and creative recklessness.  
if i wanted a "real job experience," i'd get a job.  
// this was supposed to be the playground before the pressure of the real work kicks in.  
not the rehearsal for someone else's expectations.

NO ); VIBES  
ANYMORE );

NO LANGUAGE [ RIP ]

NO -> COMMUNI-  
CATION ->

NO CRITS  
AND TUTORIALS

\*\*\*\*\* NOTHING \*\*\*\*\*

/ ME.V21 [ ● NODE\_065 ]

*surviving due to the  
friendly tutorials*

*a short team up with  
illustrators to work on  
diploma*

"ты сегодня  
не спишь, юль.

откуда у тебя  
была такая  
идея вообще?"

— SOFIA  
SOLOVEICHIK.

\ "окак"

" жить —  
это что? "

— JULIA  
MAKSUTOVA.

\ " нраица,  
нраица "  
" тееемная  
ночь... "

\ огузки,  
огрызки,  
инвалиды,  
рахитоиды!

- but there should be  
at least something...

- yep,  
you'll see.

● random identity

/ archive 04 / 04 [ 698 ]

● festival identity

/ archive 04 / 04 [ 714 ]

● showreel

/ archive 04 / 04 [ 732 ]

● jokes

/ archive 04 / 04 [ 738 ]

● exhibition production

**DON'T  
GET ME  
STARTED  
ON  
PRINTING !**

**VKR &  
SUFFER-  
ING**

vkx is like a side quest,  
but an obligatory one.

no one wants it.  
no one needs it.

it's "the most  
important document"  
no one will ever read.

it's a fractal of problems.

unnatural.  
useless.  
and painful.

from the very beginning  
you know that it's shit,  
but you can not graduate  
without it.

it's not my job to explain  
why does this thing  
turns art education  
into garbage.

we could've done  
the nice graduation project,  
something interesting,  
innovative, experimental ...

in the 2023 we still had  
a chance to make something  
mind - blowing,

and we ended up writing  
40 pages of filler...





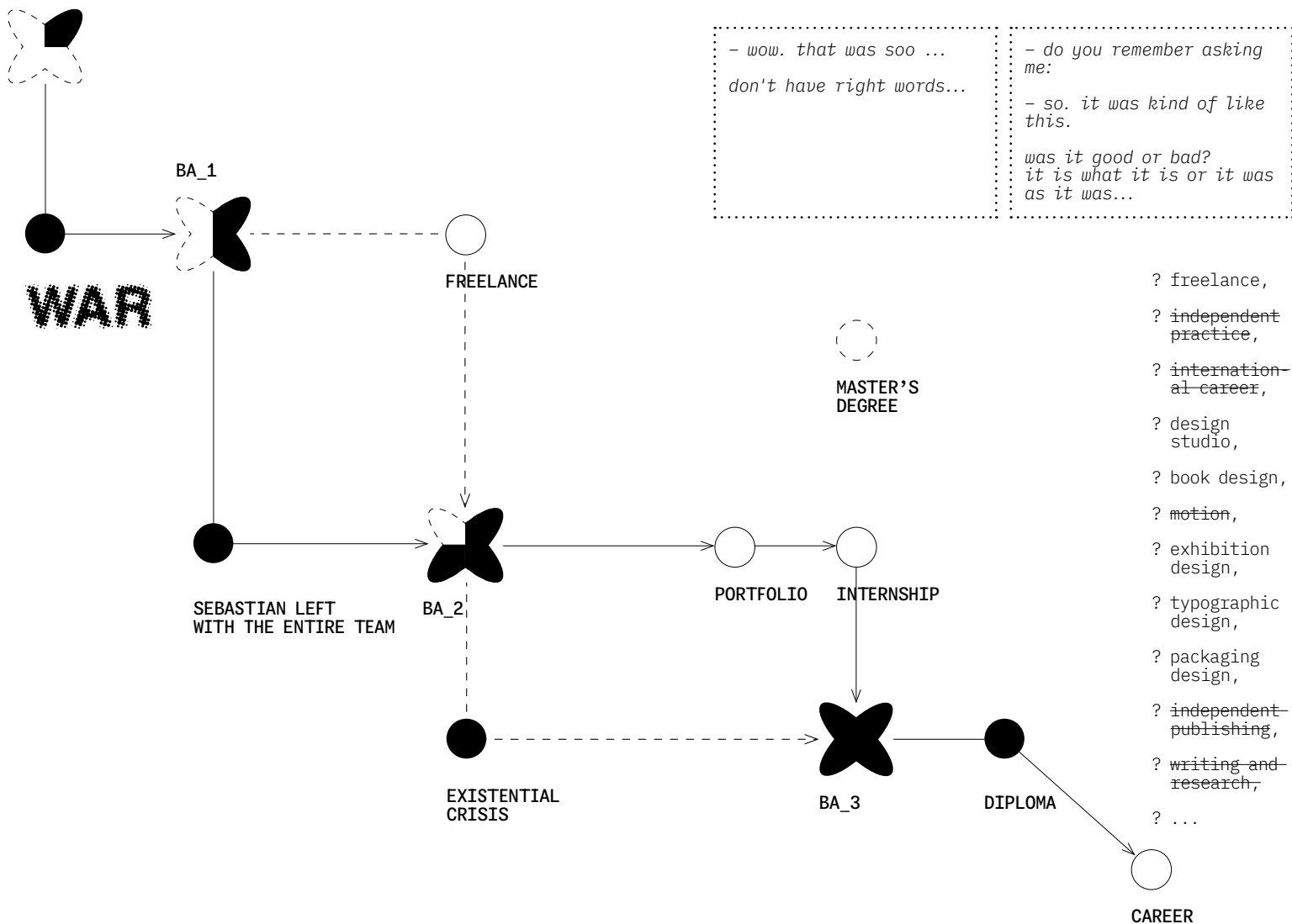
TIME THAT COULD'VE  
BEEN SPEND ON THE  
DEGREE PROJECT

VKR

DEGREE  
PROJECT

// there is basically  
no timetable at all.

AND VKR AGAIN



- almost forgot to tell  
about uni facilities  
and workshops.

it's like a door  
into a new world.

if i hadn't stepped  
through it,  
i would've missed  
sooo much...

i can't really explain  
the joy –  
it should be experienced.



### 3D WORKSHOP

// it's something wonderfull  
when you create things  
from start to finish,  
with your own hands.

when you can feel every  
stage of the process.



### RENTAL

// having access  
to high-quality  
professional equipment –  
for free –  
that's mind-blowing.

the only thing is:  
you need to plan ahead  
and time to actually use it.



### PRINTMAKING

- you keep crossing paths  
with people from other  
departments and people  
you knew from FAD.

it's great  
that community  
is always around.

that makes everything  
feel alive.



### MAC ROOMS



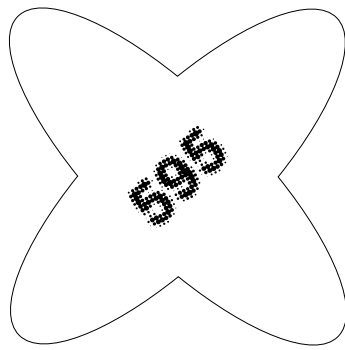
### VR LAB

// DMITRY LUBIMOV,  
thank you once again!  
we did a great job!

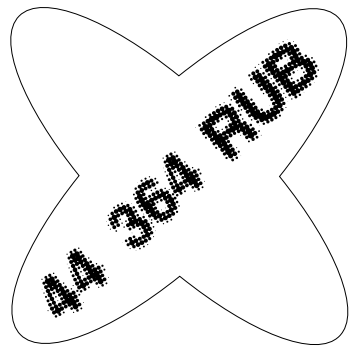
- sooo, if it's  
the final year.  
time to sum it all up.  
let's do some math!



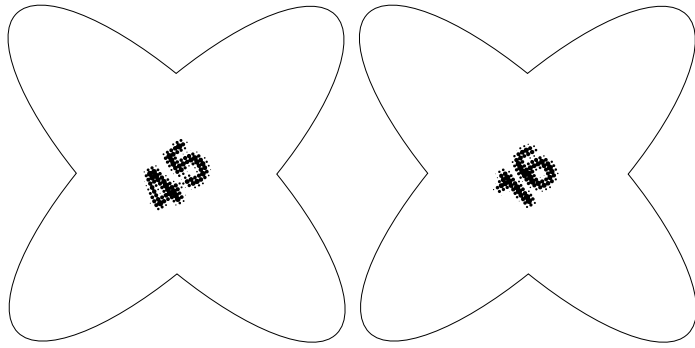
( spent in subway )



( trips to britanka )

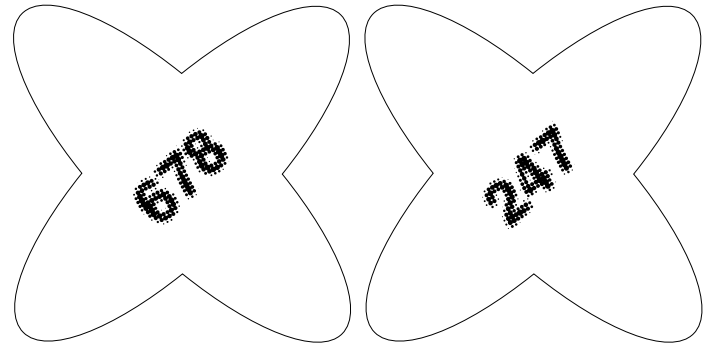


( money spend on troika )



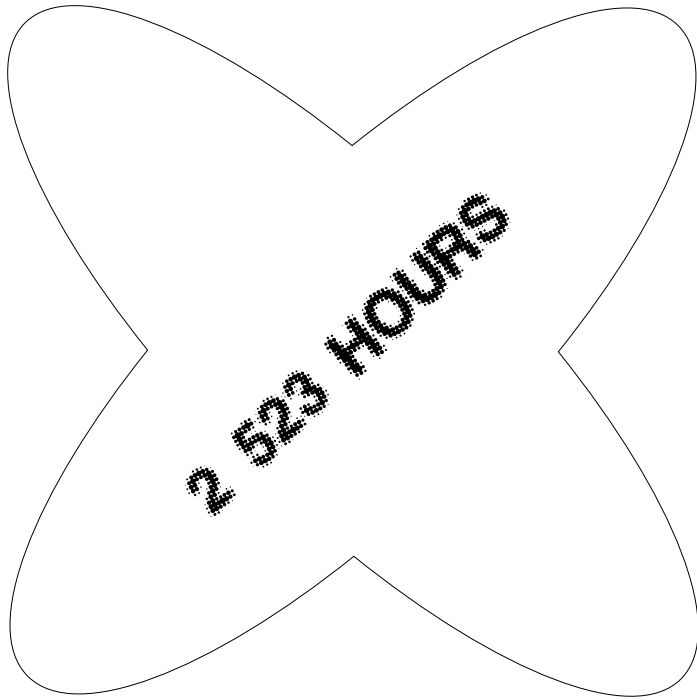
( projects made )

( exhibitions installed )



( classes attended )

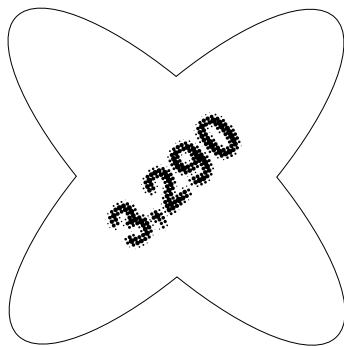
( crits and tutorials taken )



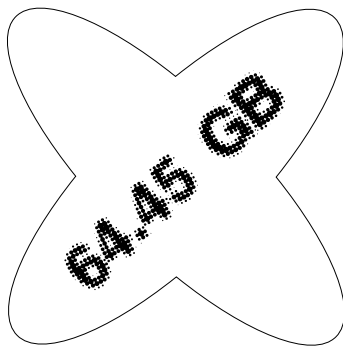
( self study )



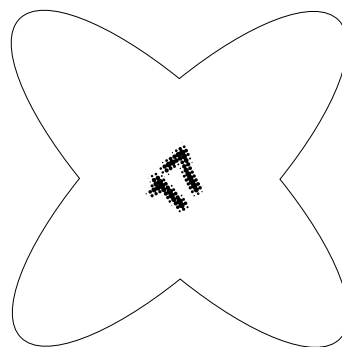
( spend at britanka )



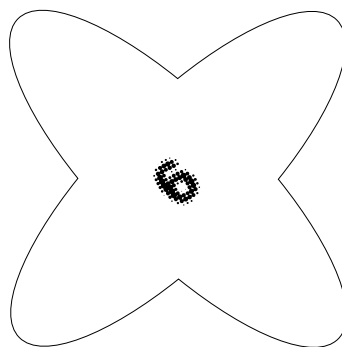
( samples made )



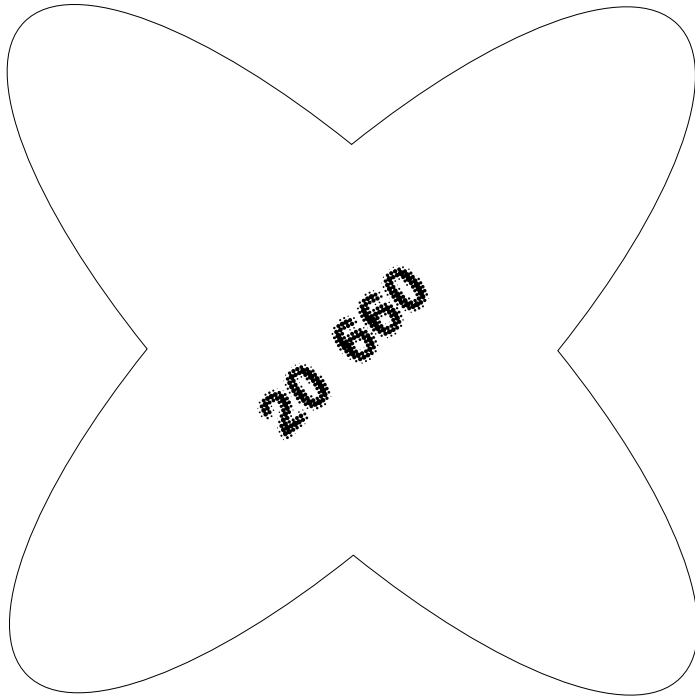
( occupied )



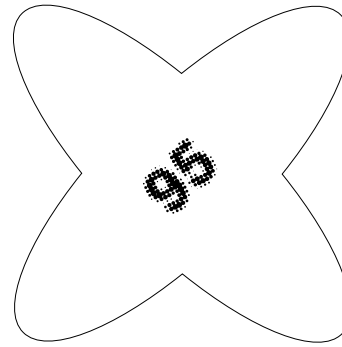
( presentations made )



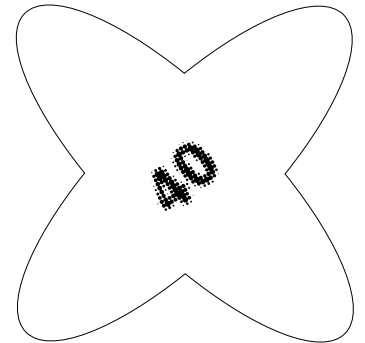
( talks given )



( photos taken )

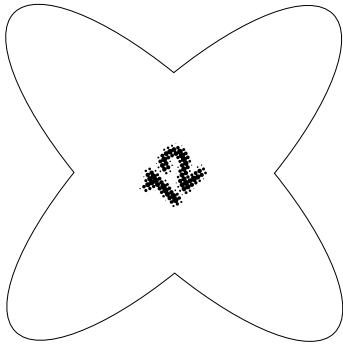


( chats )

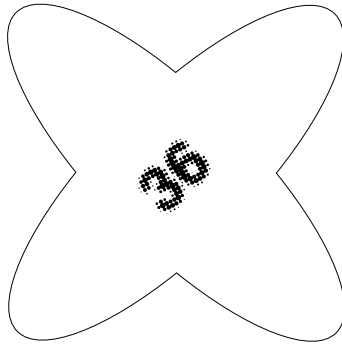


( group chats )





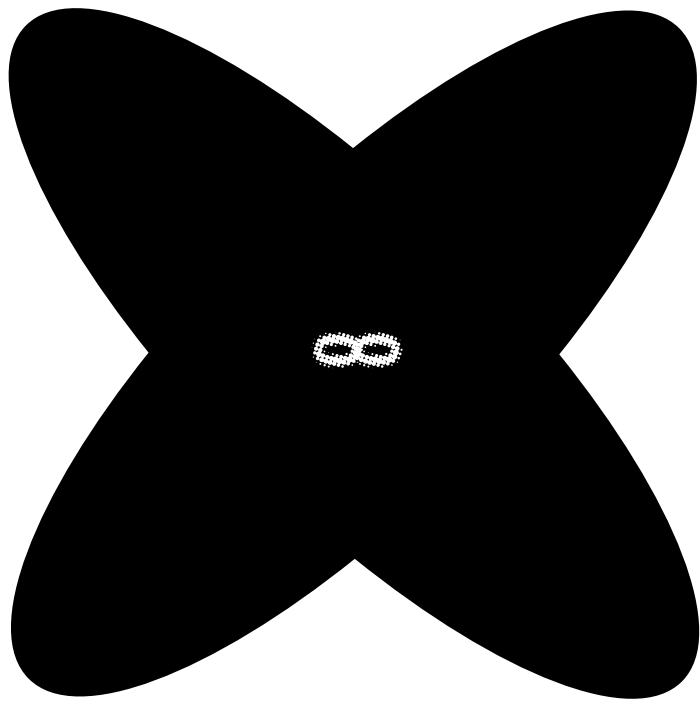
( workshop inductions )



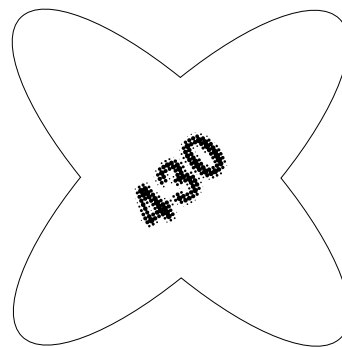
( times workshops used )



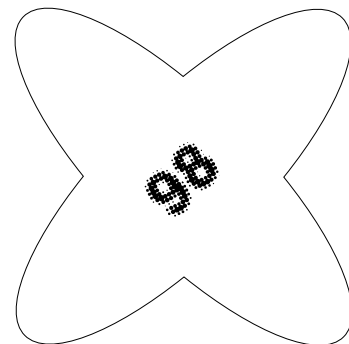
( spent on diploma )



( books and articles read,  
videos watched )

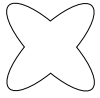


( e-mails received )

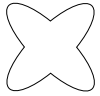


( e-mails sent )

*// there are some popular  
things among students  
on the lectures :)*



WORDLE



SUDOKU



JAPANESE  
SUDOKU



PAS' IANS



RUMIE ONLINE



DURAK ONLINE



FILE  
NAMING



DESIGN



SEA BATTLE  
ONLINE



CROCHET

.....  
- so,  
it was kind of like that.  
now i will have a russian  
education diploma.  
.....

e-mail  
sat, 29 jan 2025, 12:04

Дорогие студенты!

Спешим поделиться с вами важной новостью! На днях наш университет получил государственную аккредитацию для следующих программ:

БВШД - 54.03.01 Дизайн, бакалавриат (направления подготовки: Иллюстрация, Графический дизайн, Современное искусство, Дизайн Одежды и текстиля, Предметный дизайн, Дизайн и архитектура интерьера)  
БВШД - 42.03.05 Медиакоммуникации, Бренд менеджмент и маркетинг в креативных индустриях  
МАРШ - 07.03.01 Архитектура (бакалавриат)  
МАРШ - 07.04.01 Архитектура (магистратура)  
МШК - 42.03.05 Медиакоммуникации (бакалавриат)  
Scream School - 42.03.05 Медиакоммуникации (бакалавриат)

Это новый этап для Universal University и важное достижение, к которому мы шли вместе не один год. Получение аккредитации открывает перед вами, нашими студентами, много новых возможностей:

– Диплом государственного образца  
Студенты аккредитованных программ будут получать диплом государственного образца. Первые такие документы получат выпускники программ 2024-2025 года уже этим летом.

– Больше возможностей для дальнейшего образования  
С дипломом государственного образца у вас будет возможность продолжить обучение в аккредитованных магистратурах и аспирантурах.

–Отсрочка от армии  
Студенты аккредитованных программ имеют право на отсрочку от призыва в армию. Мы обязательно свяжемся с вами в ближайшее время, чтобы предоставить информацию

о необходимых документах для получения отсрочки на весенний призыв 2025 года.

–Скидки на проезд

Мы также рады сообщить, что теперь вы сможете пользоваться студенческими льготами на проезд в общественном транспорте, включая метро и автобусы, а также скидками на пригородные поезда. Эта опция станет доступна совсем скоро — мы обязательно вам сообщим об этом и расскажем, что для этого нужно.

Обратите внимание, что аккредитация и ее преимущества распространяются только на студентов, чей договор заключен на высшее образование.

FAQ:

– Когда начнут действовать все льготы?

Мы сейчас занимаемся регистрацией Университета в необходимых органах/федеральных реестрах для получения льгот. Как только процесс завершится, мы предоставим вам дополнительную информацию о дальнейших шагах, включая правила оформления социальных карт и других документов.

– Есть ли или будут ли бюджетные места? Могу ли я перейти на бюджет после сессии, или это опция только для поступающих? Бюджетные места актуальны только для абитуриентов, поступающих на 1 курс с сентября 2025 года.

– Будет ли у нас общежитие?

В настоящее время Университет не предоставляет студентам общежития. Однако, совместно с Colife, мы предлагаем программу скидок и совместной аренды квартир.

– Мы теперь государственный вуз?

Нет, мы по-прежнему являемся частным университетом. Аккредитация подтверждает, что наши программы соответствуют федеральному государственному стандарту и одобрены Министерством образования.

– Будет ли у нас стипендия?

Опция стипендии доступна студентам, поступившим на бюджет при соблюдении определенных требований.

– Можно ли продолжать учиться в формате Дополнительного Образования?

Да, данная опция по-прежнему доступна. Но в таком случае по окончании обучения вы получите сертификат о дополнительном образовании, а не диплом бакалавра.

– britanka gave me lessons,  
moments and people.

i don't want to forget  
this time.

it was  
a perfect chapter –  
i learned a lot of things,  
tried everything i could,  
met soulmates,  
found a community that  
felt like home.

i grew into  
a different person.  
found myself –  
and my place.

i don't want to lose it.  
so i'll keep it here.

printed.  
saved.  
mine.

```
// if you can – do it. now.
do not wait.
do not delay.
    thank me later.

// there's always
a set of rules or guides,
    worth following.
but – if you have a good
reason, break them.

// design is a mindset.
a way of seeing,
    thinking, noticing.

// design can be anything.
the medium is secondary.
the thinking comes first.

// don't rush.
take time to reflect.
    go one step at a time.

// design should
be honest.
    don't fake things.

// beer days
are fucking important.

// trust the process.
even if it looks chaotic.

// don't overthink.
don't overcomplicate.
simple is enough.

// always. double.
    the planned. time.

// organise files
    or you'll regret.

// learn shortcuts.

// name files properly and
organise them well.

// in any unclear
(and clear) situation,
always make samples first!
```

```
// do what you know
    is right.

// don't waste your energy
    on doubt.
just keep making.
the rest will follow.

// take at least one day
off. it's the only way to
see things differently.

// every time you feel
stuck or unmotivated,
it means you forgot
    to have fun.

// don't push yourself.
lead yourself.

// it's important
    to understand that
the final work isn't
built from scratch.
    it's a refined sample.

// outcome is just a side
effect of the process.

// art isn't magic.
    it's labour.

// if you don't know how
to go wrong, you'll never
learn how to go right.

// sometimes,
learning is more impor-
tant than the outcome.

// there's no such thing
as "the muse."
    inspiration is work.

// remember that
a part of independence
is being able to ask
for help when it's needed.

// experiment more.

// stay true to yourself.
```

/ ME.v17

[ ● NODE\_073 ]

```
- wow, and what
    are you going
to do afterwards?
```

*- i don't know...*

*now i have:*

*skills,  
portfolio,  
and experience.*

*i have no idea  
of how  
it's going to turn out,*

*i only know that  
i have a compass  
and everything that  
won't let me get lost  
in the future.*

*i promise to keep  
these lessons in mind  
and carry in my heart.*

*i promise to follow  
the curiosity*

*and create new projects  
with passion.*

- and now it's my turn  
to ask:

**HOW IT'S  
GOING?**



# A HUGE THANKS TO:

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**/ SYNC COMPLETE.....**

ME.v21.....: archived  
                  with care.....  
memory  
threads.....: reviewed.....  
status.....: preserved.....  
memory log...: complete.....  
total entries: 4 years.....

**/ SYSTEM  
ENTERING STANDBY.**

**/ VERSION ME.V22  
COMPILED.**

**/ MERGE APPROVED.**

**/ IDENTITY UPDATED.**

```
> node_export: complete.....  
linked_module: / DEV_LOG.....
```

*// available online.*

```
> access.....: extended notes  
memory_type..: digital.....  
system_notes.: unfiltered.....  
location.....:
```



*// scan to view full process.  
it may take a while.*