

1.0 Cultural Identities

1.2 Analyse & Interpret

Introduction

This project introduces you to a structured process of visual analysis that will allow you to gain insights that will provide insights that will enable you to build a visual language that is appropriate to a subject.

Task

“It seems to me that the creative process is one that re-examines those things we already know and understand, and forces us to reconsider them, usually involving insight to their nature. The creative act is an act that transforms the ordinary into the extraordinary.”

Saul Bass

We now want you to interpret what you observed at the British Museum and in your further research.

The dictionary definition of interpret is:

- To explain the meaning of...
- To conceive the significance of...
- To present or conceptualise.
- To translate orally (or visually).
- To offer an explanation.

On Monday 13th October you will take part in a series of exercises within your tutor group that will allow you to unpack what you have discovered about your civilisation. We want you to get to the core of what this civilisation and try to pinpoint the visual elements that best communicate its essence. These elements will then form the basis for parameters/ rules/ values from which you will create a proposal that will in Project 1_3 extrapolate into visuals, objects and characters that could form components for a new world/ environment.

You are then to develop a presentation that will explain the concept behind your new world/ environment to the group and deliver this in the morning of Friday 17th October.

1_3 will Launch on Monday the 20th Oct in your tutor group.

Research

Make sure you visit the ‘History of the World in 100 Objects’ homepage and listen to the radio shows and podcasts.

- <http://www.bbc.co.uk/ahistoryoftheworld/>

You should also visit the University library both in Winchester and at Southampton to find books related to your culture.

Assessment evidence

- A visual proposal of your new world/ environment outlining an interpretation of the culture you researched at the British Museum.
- All supporting work/ sketches/ notes/ photocopies etc – collated and bound.

Learning Outcomes

Please refer to the module descriptions where the Learning Outcomes for this module are listed in full.

Aside

Equipment / Materials

Camera/ Paper/ Smart Phone/ Tablet/ Paint/
Oil Pastels/ Collage/ Fineliners/ Markers/
Glue/ Pencil/ Sketchbook/ Mac/ PC

Reference

<http://www.bbc.co.uk/ahistoryoftheworld/>
<http://www.britishmuseum.org>
<http://www.movingbrands.com>
<http://www.bibliothequedesign.com>
<http://www.seadesign.co.uk>
<http://www.madethought.com>
<http://www.1972municholympics.co.uk/>
otl_aicher.php
<http://spin.co.uk>
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Assessment

We will review proposals on the 17th of Oct and again on the 31st.

Final summative assessment will take place at the end of the first semester on the 15th of January 2015.

Tutors

Adam Procter, Andy Lapham, James Stallwood.

Programme Administrator

Emma Cutler

Health & Safety

<http://wsa.wikidot.com/healthandsafety/>

It is the duty of all students to work in a safe & healthy manner and to have a duty of care unto yourself and others. Please ensure that you are aware of the relevant health and safety requirements for all activities that you undertake during your study. In particular you must refer to Studio & Workshop codes of practice, attend all mandatory & relevant training and refer to the traffic light system for equipment use. Please check with your academic staff if you are required to complete a project proposal from and/or specific risk assessment.