

**BA GMD**  
**2020 21**  
**Final Year**  
**Major Project**

This project involves mapping, data recording, image capture and information design methods. You will generate a graphic outcome, or a series of outcomes, in response to two opposing things and the space(s) between them.

You will be expected to develop your experimental work-in-progress through an intensive process of iterative design testing which should be documented fully in physical prototypes and in your Visual Summary. The production of a single version of the output will not suffice.

Project tags

**Information Design**  
**Data Visualisation**  
**Typography**  
**Editorial Design**  
**Exhibition Design**  
**Experiential / Interactive / Immersive**  
**Moving Image**  
**Mapping**  
**Graphic Image Making**  
**Photography**  
**3D/2D**  
**Augmented Reality**  
**Installation**

Working stages

**01 — Define the opposing principles you wish to explore.**

**02 — Visually explore a number of initial directions before honing and narrowing it down to your final two points.**

**03 — Work visually to document and communicate the space(s) between your opposing points.**

**04 — Explore a range of methods, processes and different ways in which you can investigate the features of your opposing points and the spaces between them.**

**05 — Select the most appropriate route and develop it towards a carefully constructed final outcome.**

## Interpolate

### Task

Select two opposing points and work to document, explore and communicate the space(s) between them.

### Considerations

Begin by defining the opposing principles you wish to explore. For example:

- Black and white
- Cycle of night and day
- Reality and fantasy
- Two opposing views of history
- Two opposing versions of the same story
- Two opposing experiences
- Any opposing argument or issue
- A—Z (Abady House SW1 — Zoffany Street N19)
- Hand and Machine
- Visible and invisible
- Boring and exciting
- Silent and noisy
- The dark and light sides of the Moon
- Awake and asleep
- Conscious and unconscious
- Here and there
- True and false
- Etc.

Come up with as many opposing things as you can. Research and refine this list, and visually explore a number of initial directions before honing and narrowing it down to your final two opposing points.

Then, explore to document and communicate the space(s) between your opposing points — interpolate intermediate values. There must be at least 10 intermediate values but there could be many, many more.

Develop a number of different ways (i.e. data/sound recording, image capture, mapping, typology, data visualisation, diagrammatic/schematic, etc.) in which you can investigate your opposing points' features into graphic forms and formats. Use these as inputs for a series of reiterative experiments that result in a carefully constructed visual output.

### Deliverables

- 01 An output in a form and format appropriate to communicating the space(s) between your two opposing things
- 02 Visual Summary

### References

Rachel Whiteread / Charles and Ray Eames, Powers of Ten /  
Migropolis: Venice Atlas of a Global Situation / Neubau Forst Catalogue/  
Neubau Welt / The Ghost Map by Steven Johnson, Penguin /  
The Poetics Of Space by Gaston Bachelard / Sophie Calle /  
Tree of Codes by Jonathan Safran Foer, Visual Editions /  
The Information by James Gleick / Pig by Christien Meindertsma