

we'll see how it goes



To document the process of my project I've been recording and later transcribing weekly video diaries. *When I started designing the book I realised I have more to say on the topic. I started writing commentary texts to the transcribed audio.*

To support the writing, the images started to appear, and they were in demand of captions. Sometimes the text and images were in need of excerpts.

So, it's the 25th of January. It was the first week of my final major project which is not final, which is not major, which is just a project. So I decided to document my process in a format of an informal video. Claudia helped me to come up with this idea, so it might be helpful, we'll see how it goes. For now, this whole week I was trying to come up with idea of what I am going to do and how it is going to look like, what would be my first steps and all that. We are to make presentation for Monday next week. It's in two days. For now my presentation kind of sucks.

[1] detail

Slide from the presentation made to introduce our final major project to everyone.



So, I am thinking, I would like to write *briefs* every week and that's the only concrete thing I have for now. Last semester we were writing *briefs* for the foundation students.



[2] detail

Show and Tell
brief

Show and Tell

For this assignment you're going to be imagining yourselves as directors, editors, actors, designers, prop artists and many more.

You are to come up with a concept for your own tv show. (Is it a sitcom? Is it funny? Or scary? Or is it dramatic? How many seasons are there? When is it set? What is the budget? Is it popular? Who is the main audience?)

Film the bumper for the show.

You can only use your phone and no other filming equipment.

You are free to edit the videos after shooting them, add original sound recordings and play with effects.

Each student is to design their own concept, but you are more than welcome to work with your peers, ask for help

and use whatever sources and locations you need.

Submission:

Name of the show, *brief* written description of what's it about, printed on A4
3 bumpers (mp4, 1920x1080, 5-15 seconds long)

10:30 *briefing*

11:30 discussion of ideas

13:00 lunch

14:00 making and perfecting

16:00 submission of files

16:15 screening followed by discussion (bring snacks, invite a friend)

You are to film two bumpers, one to ease into the ad and another one to ease out of the ad.

Audio component is not an option. Primarily bumpers are not meant to be seen, they are meant to be heard. The recording must be original and recorded with your phone, just like the video element.

The intention for this project was solely personal. I think it is beneficial to work with other people and create learning environments for them starting from yourself and your own practise. From the beginning of this academic year I really wanted to introduce bumpers into my practise somehow. The format of them is really interesting for me, and I really like them as tools of rapid storytelling within an episode of the show.

The intention for this project was solely personal. I think it is beneficial to work with other people and create learning environments for them starting from yourself and your own practise. From the beginning of this academic year I really wanted to introduce bumpers into my practise somehow. The format of them is really interesting for me, and I really like them as tools of rapid storytelling within

an episode of the show. This brief felt like an amazing opportunity to use the format of bumpers and create an assignment around it. I also developed love for videos since foundation, so I would really love to give an opportunity to explore video as format for FAD students this year. Maybe they would really enjoy the format as much as I did 3 years ago.

I wanted to create such conditions for students, that would suit both illustrators and graphic designers and I think a video format open for variations is a suitable choice.

The briefing includes written brief and video component to it. I think it suits the overall assignment and it is nice to have different channels of communication and explaining the information while learning. It also allows me to edit myself, so no misunderstanding occurs.

So my project would be inspired by my practice, by what I like and what I think would be interesting for others. I also quite enjoy teaching and I would like to teach in the future. So, this idea, this project could be a great start for me to sort of come up with the ideas for teaching other people what I know and what could be explored. I just think the *brief* itself is a great tool to both teach someone something and teach yourself, about the thing you are trying to talk about. And I think it would be interesting, not sure yet. I hope it will be. For now I need to understand for whom I am going to write these *briefs*, what exactly is gonna be there? Am I gonna test the *briefs* on other people? Am I gonna leave them untested as they are? I also thought of the way I present the *briefs*, this is kind of the most exciting part for me. I was thinking about presenting each *brief*

not in the form of an A4 sheet of paper, but find the most suitable form for each *brief*. For example, it could be a video as I've already made one. It could be a presentation, performance, a game.



[3] detail

Screenshot from
the video I made to
present the 'Show
and Tell' brief

I am not only making the *brief* and inventing what's gonna be in there and how it's gonna be completed, but also kind of completing it by presenting it to someone. So, for example, if the *brief* asks for a video in the end – the presentation of the *brief* would be a video. If it asks for a lecture – the *brief* will be a lecture. I was also thinking of gathering all the materials. I would supply someone who

would complete the *brief* and gather all the materials on one platform. So it could be an archive or a platform for independent learning. I am not sure if I am entitled for this but I think sharing experience and knowledge is so good. And it doesn't matter how old you are, how qualified you are. It's still knowledge, still an experience. We will see how it goes.





for now my presentation kind of sucks

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So it's the 2nd of February now and it is the second week of our project. This week on Monday we gave a presentation about our project, about our interests and references we have in mind. And the feedback was quite interesting, Zhanar told me that the most interesting part of it, is that I am more interested in myself, in my ideas, and my execution of ideas. And that the primary aim of the project is not the teaching, as I thought, but an exploration of my practice basically. Also what was quite crucial for me is Sebastian's feedback. He said that the project itself must focus on the presentation of the *briefs*, not on the *briefs* itself. And it kind of makes sense. The *briefs* might become really extreme, for example a *brief* that takes ten years to make. The presentation of a *brief* could really be thought-through, and I need to

put work in the presentation, not in the brief itself. It makes sense.

On Tuesday we were teaching to foundation students with the *briefs* we came up with last semester. It was quite a crucial experience for me, especially within this project. I really loved it. I think it went really good.



[4] detail

Photo from the FAD workshop

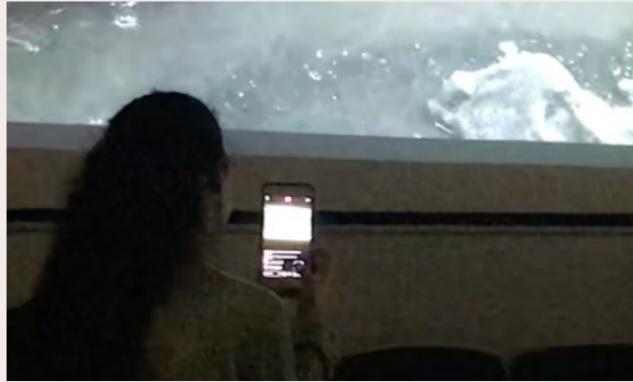
The outcomes the students came up with were as I hoped they would be: really experimental and funny and genuine. And I think it's a great start for my project

it's a bit messy for now, but exciting

to test out my teaching abilities and the presentation of the *briefs*. I just wanted to be sure that I am on the right track and it all worked out.

[5] detail

Screenshot from the video documenting the screening of the students' outcomes



After the actual workshop we dedicated about an hour on the presentation of the videos and discussion. The outcome consisted of two parts for each student: two bumpers and an A4 with the text explaining what their show was about. The students sent me their bumpers and I compiled them in one video with transitions to the ads.

[6] detail

*Student work.
A4 with the text
pitching the show*



First all of the participants read out loud their texts, as if they were pitching their idea and later we watched their videos. During the discussion afterwards I really felt that I bonded with these students. I told them a bit my practise and inspirations and how the foundation year was really crucial for me. It felt really nice.

So this week I kind of work on two assignments because I was compensating for the last week. I am not sure if I want to

stick to one *brief* a week. Maybe I could do two *briefs* in two weeks or two *briefs* in one week. I will see how it goes. I don't want to be tied to a harsh schedule.

So one of the *briefs* I was working on speaks about the bowling alley animations you get, with pins and ball on the monitor. I think they are really interesting. And what I kind of picked up from it is that there is a system of possible outcomes – possible responses to certain outcomes. For example, one event would happen and there would be two or three possible versions of how this system could react to it. I really like this idea of a randomised element in a whole system, where system suggests options of reactions to choose from by itself.

And this *brief* I think I am gonna present in the bowling alley. Me and my friends, who hopefully would support me, will try

to come up with certain responses to the scores we get during the bowling game. And their responses would be in a form of a performance. I am hoping to come up with the set of actions. Therefore, each action would serve as a comment to a score the person gets. I think it's fun, I hope it is. The goal of the *brief* is to come up with several possible responses, for several outcomes of whatever event is. Also the second *brief* I am working on is a bit different in its form. I am thinking of presenting it and sort of completing it in a form of a podcast. Our department wants to record a podcast for quite a long time and try to make our program more vocal within the community. So I think the podcast is a nice tool for both my *briefing* process assignment and the start of our program becoming more vocal.

The assignment asks for a conversation.

And the conversation, that could be really helpful and interesting to have, could be about giving feedback. We kind of talked about it with my friends that we've dealt with difficulties during the foundation workshop and in particular with giving feedback.

So I think it's an interesting topic to discuss. And it's quite simple – to start a conversation on giving feedback. We sort of complete the assignment and start the discussion on this topic in a form of a podcast. I hope we'll record it next week also. I'll see how it goes. It's a bit messy for now, but exciting. We're gonna go to the bowling alley and it's a part of my project. It is basically a dream comes true because that would be something I am gonna do with my friends and have fun. And I am doing all of it within my project. I think it's nice. We'll see how it goes.

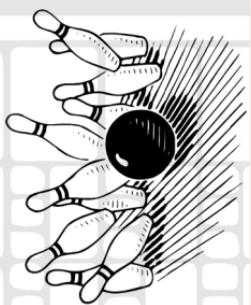


it's a bit messy for now, but exciting

19

So, it's the 10th of February. It's Sunday. It's been three weeks of my final major project and I can say that I feel really good about it. I honestly don't worry about it as I thought I would, and looking at how some of my classmates are struggling it makes me kind of guilty, because for now, I am doing really good. I don't want to jinx it. And I am feeling productive. I think I really did a lot within these three weeks. So I was completing two *briefs* this week and making one new.

I hosted a *briefing* party in a bowling alley, we had *briefs* and held sort of performance/game where we had to come up with actions that react to the outcomes of the game. It was really fun. I filmed some material and the whole thing was really good. I am really grateful for my friends who agreed to help me out of that. So it was good.



First, we start in bowling alley – great example of visualised scoring

[7] detail

*Brief/invitation to
a Bowling Briefing*

Imagine if every time you give 2 stars to your uber driver, the app would show you a cute animation as a sorry for such experience. Try to think of a scenario where instead of showing the percentage of votes given to a politician in the election you would see an automatically chosen reaction gif. What if instead of getting your feedback from a tutor you would get a video celebrating your excellent result?

Bowling alley animations is a great example of systematic response to a scoring process. There is a finite number of reactions tied to a certain number of outcomes, where each reaction serves as a response to an event.

First, we start in a bowling alley – a great example of a visualised scoring system – where we would try and come up with a performed routine to the game results.

1. Come up with a performed set of actions for such game outcomes as:

Spare: Knocking down the remaining pins on the second throw.

Strike: knocking down all pins in one go

Open frame: A turn in which the bowler fails to get a strike or spare.

Split: A difficult shot in which there is a gap between the remaining pins.

2. Propose a system of visual reactions to a certain set of events. The responses must be visual and designed in correlation to the chosen event. The reaction could be presented in any shape or form, from a video or an image to a pre-determined performance piece.

And I also did the thing that I was planning, I really wanted to do it for six or five years now. I recorded a podcast. It feels even

weird saying it out loud, because I love podcasts and I think it's my favourite way of communicating. I feel like it's a great tool, a great platform to share your thoughts and ideas. It was also the thing we really wanted to do for a long time now within our graphic design department, so I consider it a start of our *I hope* long journey.

We recorded a podcast on giving and receiving feedback. We were trying to come up with the strategies for healthy critique procedure. We were quite shy. The topic was quite hard to act on but still it's a great break through and I am already thinking of other podcasts we could do. And I think why it wasn't a thing, why we hadn't started earlier is because there was no one to say we're gonna do it. This time I said that I would bring equipment, I would edit, I'd do the promotion and all

that. I kind of took it all in my hands. And I am really happy that I did it. Because no one would have done it, and in the end, it was me who was passionate about it. It was me who really wanted to record the podcast and who asked everyone to participate for the longest time. And I really proud of myself for that. That's great. I also created a new *brief* which asks to create a bot-generator of comments and I think I did a good job. I will see what Sebastian and Zhanar would tell me tomorrow. I coded a telegram bot which would explain the assignment. And I think it's a great way to present the assignment because the outcome is a bot and the assignment is also in a form of a bot.

Hell yeah! [8] *detail*

need to kn
ed in?

*Screenshot of the
BriefComment bot
in action*

Feedback

/start

Hi!

Hello!

I assume you are here to know more about the assignment!

Hell yeah I am

Cool, first we need to know what are you more interested in?

Feedback

Spam

The *brief* suggests you two options to choose from. You've chosen to focus on feedback. Now, take a look at these:



Damin Mance 3 дня назад

I miss our 80s American culture so much 2020 generation freaken sucks!

11

ОТВЕТИТЬ



(d_ø) 2 месяца назад

does anyone else feel like friends "warms your heart" in a way? there's a particular "coziness" to the show that other shows don't have. it cheers up your day. it might be the warm colors and homely sets. there's a special quality to this show that makes you feel better. I also think a lot more people would subscribe to this channel if they actually knew they existed.

1 тыс.

ОТВЕТИТЬ

cookieaddictions 5 месяцев назад

She was shaking, I feel bad, she was probably so nervous. I can't imagine the anxiety of a broken lace at the Olympics.

52 тыс. ОТВЕТИТЬ

Показать 27 ответов

And?

These comments are typical feedback messages people get in their comment section of a YouTube video. To some you can relate, some share a personal story, some just express person's feelings on the subject.

Who writes these? An older woman who enjoys watching cat videos and shares funny stories that happened to her cat? Maybe it is a teenage girl who looks up kissing videos on YouTube and seeks

The *brief* suggests you two options to choose from. You've chosen to focus on spam. Now, take a look at these:



Rawand. exe 6 дней назад

4.9M comments, if you find mine, then you're a legend

4,3 тыс.

ОТВЕТИТЬ



Djordje_MnE 3 недели назад

Who is here after Pewdiepie actually took a break

713

ОТВЕТИТЬ



[REDACTED] 1 year ago



So what?

These comments are typical spam messages people get in their comment section of a YouTube video. Some of them are funny, some useless, some have no correlation to what is happening in the video.

Who writes these? A kid who just came

for help and guidance in the comments because she just got her first boyfriend?

Or maybe it is just a guy who bought a brand new armani bag and wants to share how badly it is designed with everyone under an ad for that product?

There is a unique personality behind every feedback comment and it is not always thought of.

■
So what is the assignment?

■
I want you to:

1. Come up with a language to manifest a certain persona of choice. Make up a person, their backstory and intentions.

2. Generate a set of feedback messages this person would write.

3. Set up a telegram bot that would diversify group chats with meaning(ful/less) messages coming from your created persona.

back from school and has nothing to do apart from spamming viral videos promoting his YouTube channel? Maybe it is a middle-aged man who really likes unboxing videos and gets so excited every time a new video comes up that all he wants is to be the first to comment? Or maybe it is just a girl who wants some attention so she threatens people with the death of their relatives unless they like her comment?

There is a unique personality behind every spam comment and it is not always taken into consideration.

■
So what is the assignment?

■
I want you to:

1. Come up with a language to manifest a certain persona of choice. Make up a person, their backstory and intentions.

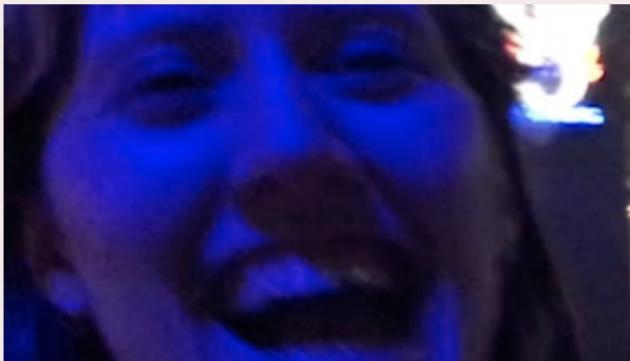
2. Generate a set of spam messages this person would write.

3. Set up a telegram bot that would spam group chats with meaning(ful/less) messages coming from your created persona.

I also edited a video from the bowling alley and designed a poster for the film club which is also still going.

[9] detail

*Screenshot from
the video compiled
after the Bowling
Briefing*



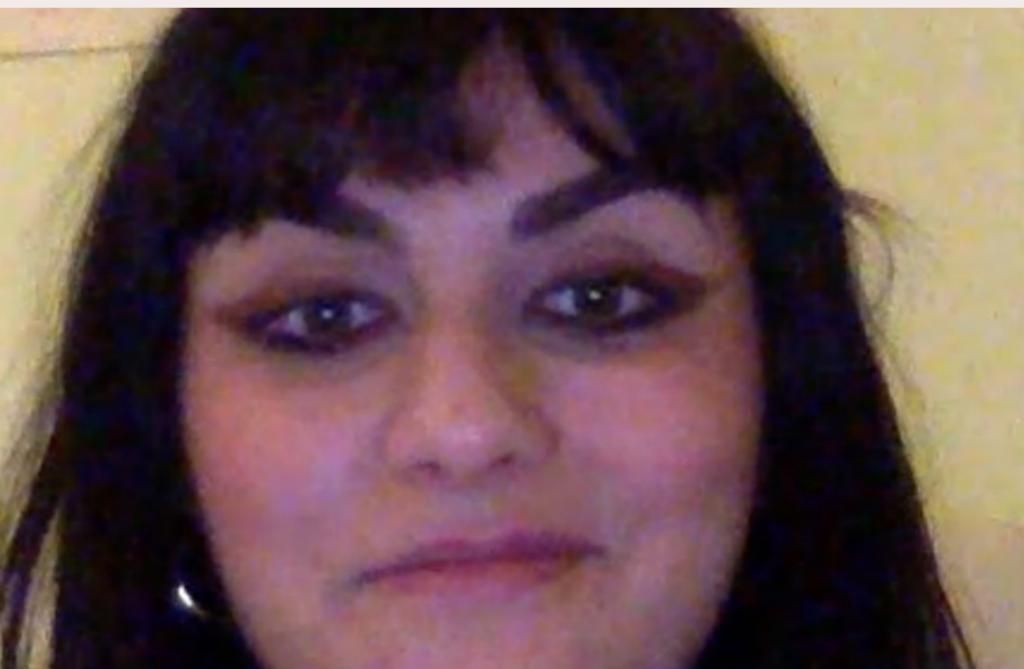
[10] detail

*Poster for the
Film Club*



I honestly feel really happy about my learning experience right now because I get to do what I really like, what I really enjoy. I have guidance and help. Guidance from my teachers and help from my

friends. And it's really going as I wished it would. I have no complaints to be honest. I hope it will be like that for the rest of FMP. And I hope podcast will be still a thing, I hope the film club will be still a thing. And I hope coming up with *briefs* will be still a thing. I am really happy with what is going on right now. I trusted my guts and it payed off. I will see how it all is going to look like.



So, this is the 16th of February. This is the 4th week of my final major project. What did I do this week? I finished my bot. It's published, it's done, it's fully coded. The bot presents an assignment to create a Telegram bot inspired by comments. I feel good about it. It's all fine. I don't think it's a best project I came up with so far but still it's work. There is no good work, there is no bad work. It's work.

What am I doing right now is I am thinking of how I could come up with the assignment concerning banners. I went around my village where I live and took a lot of photos and videos of the banners which are hanged around the village. I think I got an interesting result because all the banners are really different from each other. But at the same time they have something in common. I am thinking of designing my own banner and the text on

the banner would be a *brief* to create a banner and I'll hopefully print it if it's not so expensive.

I am also continuing the podcast. I recorded two episodes on Wednesday. It was hell of a day. I was so tired. I recorded one podcast with Maria, Masha, Martin and Natasha and we were talking about freelance and job opportunities. It was different from the first podcast. I intentionally left out some parts when I was writing my script and kind of left the podcast to be more open for possible conversation.

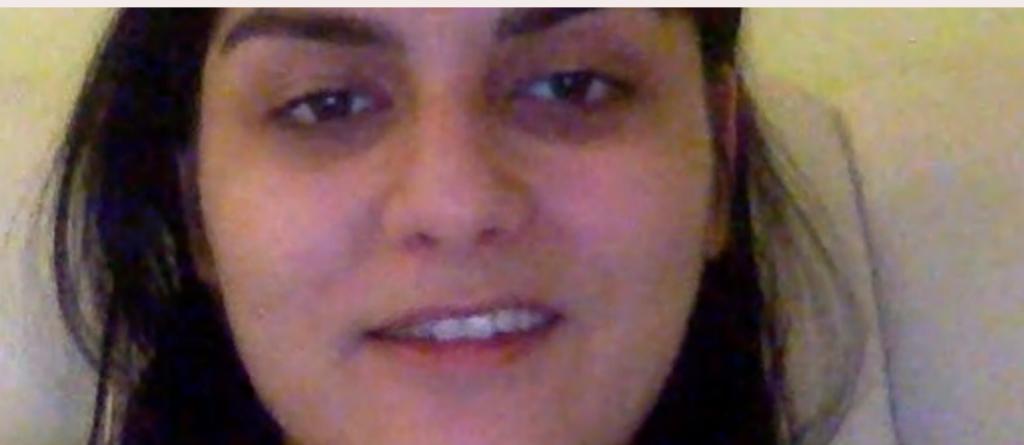
It was quite a free conversation and it wasn't so heavily scripted as the first podcast so it was a bit different. I am not sure what works better, I am ambivalent. What is better for the podcast? How many participants is the best? I am just trying to think about it.

I also recorded a third podcast. The third one is a DJ set by Sonya Solokhina and I was just monitoring, filming, setting up and helping her with a production, but I wasn't participating in it. She was the one DJing, setting up the music and doing the speaking part. So I like the idea of diversing the podcast with music, with playlists and with our ideas and thoughts on different topics. So it's sort of plays with a lot of audio content which is not related to each other.

I think that's it. For now what I have is a Telegram bot, a bowling *briefing*, banners video and a podcast on giving feedback and I am struggling on how to compile these things that I made in one artefact. I am not sure what to do with the process book and how it would differentiate from the artefact and how do I present it all. It might be a video but how do I systemise

the presenting of the materials? I am not sure yet, and this what I need to think about next week.

We'll see how it is gonna be like. It's our reading week right now and I feel a bit tired to be honest. It felt like I was rushing and everything was going too fast these three weeks. And I am a bit tired right now. I think I did a lot and I am really proud of myself. It's a really great thing but I think I need a break and this reading week would be one. I still have a lot of freelance. We'll see. But at least I am happy with what I am doing and it's the main thing right now.



everything was going too fast

So, this is the 22nd of February. This is the 5th week of our final major project and it was a reading week. I can't say I did a lot. I sort of slept the whole time. I did some freelance work and kind of took things really slow. I was hoping for a solution to come to me while I was resting but it didn't. I am honestly still a bit tired. I don't know why.

I am still doing work. I edited the podcast/ set that I made last week. I posted it already. I am not happy with it. The audio is quite bad but I still posted it because I would have felt bad for the unused material. The set was great but the recording of it was not the best.

*[11] detail
'RUSSIAN MUSIC
FROM ALL
GENRES AND ALL
AGES' podcast cover*



With the freelance podcast I posted it today. I was conflicted, it felt long. I am not sure that we brought enough conversation to the topic, it felt superficial and... like...I am not sure. Maybe it's just my objective opinion but still it's a conversation and it was an honest one. It was quite expressive. So I think it might be interesting for somebody.

[12] detail

A lot of employment possibili
How school prepares us? Pr
projects > it may help us with
-schools input into our emplo
-Moscow's freelance/job sce
-how clients percept freelanc

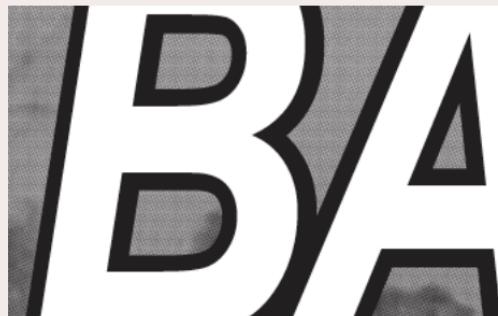
'FREELANCE
IN MOSCOW'
podcast cover

So it's posted, it's done but the podcast is not my practice. I designed a banner for the banners assignment but I haven't printed it out because I don't have the money yet. I'll print it out later I hope. But the banner has the *brief* on it and the *brief* is quite open and easy. Not easy but like

quite simple.

First the students must take a walk around their neighbourhood. Then they need to design a banner inspired by their neighbourhood. And third, they need to print it out and hang it in their neighbourhood. I am thinking of printing it out and hanging it in my village and later filming it. I also edited a video with the footage of banners in my village.

[13] detail
Banner design



[14] detail
Screenshot from the
video for the
'A Banner' brief



For some reason I can't function properly but the great experience I had this week was teaching. I had an opportunity to teach a group of students of teenagers in garage as a part of the garage teens program. Natasha and Ilia, my friends, invited me as a guest tutor and I gave some feedback on zine making. I gave some comments to them while they were making their zines. And on the next session we'll discuss what they made, how they did it and what were their inspirations. And I am really grateful for that experience. I really liked it. I think it influences my practice a lot, the way I treat the assignments and the way I present the assignments. It's sort of falls into the same area of teaching and I really liked it, just like the teaching of foundation students. I felt that it was right for me, that I liked it. I do want to teach in the future.

[15] detail

Photo from the
zine making
workshop
at Garage



I haven't come up with a new *brief* this week. I am still trying to find inspiration, I am still trying to understand what I want to focus on, I have some random ideas, but they don't feel right. I guess this week is *briefless*. We'll see. This week was a mess.



I can't function properly

37

So this is the 1st of March and it is the sixth week of the final major project. This week we had only one session and it was on our process books. It was a session with Zhanar, Sebastian and Lesha. We looked at some books, it was really nice. And later we brainstormed on what our book is going to be about, how it is going to look like and what would be the structure for it. At that point I realised that I haven't done enough. People say that I have a lot of material, but I honestly don't think so.

Sebastian suggested one really sufficient way of organising the material, where the book is structured as a diary. The main text for the book would be the transcription of the video diaries and when I mention something that happened during that week, it would be inserted in the layout. It feels right doing it that way. I

already payed someone to transcribe some of my videos, but I'm kinda on a budget, so I think a transcribe other videos myself. Because it is quite costly, although I payed not as much as I probably should have for such work.

This week I finished my last iteration of a banner. I still don't have money to print it, but I hope I will and I will hang it in my area as I wanted to. We'll see when it will happen. Also I created another *brief* and it is about the way people sit around the table in eastern cultures. I doo feel like this *brief* is really representative of myself and my culture. And it felt really nice writing it. I really enjoyed writing and designing this *brief*. It basically outlines all of the unspoken rules of how the seating during home-based events in eastern cultures is done. It is about how the respect for elders and men is really important within the culture and how it

creates this system where there are rules and hierarchy on how people sit around the table. I think these are really designed and performed actions which are worth looking into.

Patriarchy and respect for elders are really prominent within eastern culture. That is why, people within such cultures are really particular in the way people seat around the table during a dinner.

Every seat has a very concrete meaning and implications behind it.

Weddings and big birthday celebrations always result in a chaotic seating plan, where there is almost no way to sit people correctly and appropriately. Do you sit women and men separately? What about kids? Do they sit at the isolated table or with their moms? How do you sit older men: altogether or with their respected sons?

Some seatings cause trouble which is always accompanied with hosts being in shameful fear of disrespecting

someone. In cases of unexpected guests or poorly made decisions, host would rush in with an awkward request: 'could you please move one chair left, Joe can't sit near an unmarried woman'. At home-based occasions or gatherings, the sitting is not predetermined prior to the event, almost always, people sit themselves intuitively following an unspoken pattern and regulations:

1. The owner of the house always seats at the head of the table. In case of his absence, the seat is assigned to the oldest man in the host's family.

1.1. In case of a small gathering, if the owner of the house is afraid to offend his respective friend (also a man),

3.1. A part of children's seat in the kitchen

3.2. Sometimes in some cases separate room

3.3. I sometimes more liberal

4. A married man

4.1. Except

[16] detail

Seating Plan brief

the seat at the head of the table remains empty and both of the men sit across to each other.

2. The seat by the right hand of the host of the house is meant for the ‘dearest’ person to him. It could be an honoured guest, his father or an older brother who is not leaving with him at the moment.

2.1. The seat by the left hand of the host is less honourable but possesses the same qualities as the seat by the right hand of the host.

3. Ideally, the table is divided into three parts, where one part is occupied by men, another one by women and the third and the furthest from the head of the table (usually the one closer to the door) is dedicated to children. It is easy to look at the table as a scale, where the peak of the scale is the area where men and the host sit and it gradually lowers towards the area of women and children.

3.1. A part of the table which is dedicated to women could be easily interchangeable with children’s seating if the table length does not allow to fit everyone. Women have to wait in the kitchen unless their kids finish eating, only then they could seat.

3.2. Sometimes, if the space is too small, the table would be occupied just by men (in some cases older women are included), women and children would sit in the kitchen or a separate room.

3.3. I some cases, if a married couple hosts a party for other couples, the seating may be more liberal, where men sit with their respected wives.

4. A married man cannot sit next to a woman.

4.1. Exception to that would be if a woman is man’s sister or wife.

4.2. In very rare cases man could seat a younger girl near him (his daughter or niece for example) to show her his love and appreciation.

4.2.1. The girl must finish eating earlier and leave her place to a man.

5. Boys of certain age (somewhere after their puberty) ‘rank higher’ than any other woman, therefore they are allowed to sit closer to older men.

6. Older married or widowed women sit closer to men than their daughters/ nieces/grand-daughters/daughters-in-law

6.1. An older women may sacrifice her seat in case of a scenario where there is no one to look after a child. In such a case she sits at the end of the table with children and other women with kids.

7. An unmarried girl of a marriage age cannot sit next to an unmarried young man of a marriage age.

8. A newlywed couple would be seated right in-between men and older women.

A. A group of people is required to sit themselves around the table following the rules mentioned above. The group must take into consideration such formalities like age, gender, social and relationship status.

B. After completing the seating according to a system mentioned above, the group is to design their own rules and regulations for seating, that would rely on certain formalities. The choice of the formalities is up to the participants.

I've been doing a lot of freelance this week, and the deadline is quite tight, so I'm kind of going crazy. Yeah, and that is the other thing I've been doing this week – freelance for the Grand Solyanka Gallery. I think it looks nice, I'm enjoying it, but it is a really dull and long, time-consuming process. So yeah, no fun for me. Also we recorded another episode of the podcast on how the school changed us. It sounds a bit cheesy but the discussion was really really nice. We recorded with Natasha, Johanna, Masha and Vasya and it felt really good. Especially after the freelance podcast, which, we all agreed, was a bit messed up. We didn't

really enjoyed it, The conversation was messy and a bit aggressive and just not it. But I still uploaded it because it is still an experience and our thoughts on the topic. But yeah, this podcast on how the school changed our lives, was really nice and wholesome and really brought up our personalities. Im looking forward for editing and posting it.

Tomorrow we'll have our first tutorial since reading week. It will be filmed for Claudia by Dmitriy. And im excited. I haven't show the banner *brief* yet so it will be nice to know what others think. I hope I'll find a way to print it and bring to the discussion. For now I'm a bit occupied by freelance, I did not pay much attention and time to my project to be honest. Also my sleeping schedule is messed up, I'm practically not sleeping until 5am. So, yeah, this is a really bad video diary, but I hope you enjoyed it.

We'll see. I'm excited for the book.





I haven't done enough

45

This is the 8th of March and it's the 7th week of the project. Actually its the 9th of March, im recording it at 4am... But it doesn't matter! Why have I been staying up so late? Why am I not happy with what im doing? The only answer is – freelance. This I've been doing a lot of freelance. I've been sent amendments 15 hundred times. They kept changing the content, therefore I kept changing everything and it was happening again and again and again... So that is why I spent a lot of the time this week doing nothing!

On Monday we had an interim critique. And it was bad! I hated it! I hated every second of it. And I don't even regret saying that. My presentation was messy, ill-planned, I was nervous, I was stumbling, it was video recorded... I felt like neither the tutors, nor my classmates were interested in what I was saying. The connection

between the projector and the computer was bad, I kept switching between the projects, running around the room, and yeah... It was really bad. Maybe I'm exaggerating in my head, but I left the room in such a bad mood. Maybe my expectations were too high, I don't know. I showed everything that I did for the past two weeks. Sebastian said I could make a website as a format to present my works. I've tried to come with templates and layouts already. I don't really know if it works or not. Also I know I will be struggling with the code for sure. That is why I still don't know what I am doing with the exhibition.

It leads me to Wednesday. We had our first class on the exhibition. We were divided into groups 'before', 'during' and 'after'. I am in the 'before' group. I have no idea why I signed up for this.

Now thinking about it, I don't really want doing promotion. I'm not good at it. Also the team I am working with... I've never worked with these people before, I don't know what to expect from them and I don't even talk to them outside school. It is a risk, let's say that. We'll see how the exhibition goes. I'm trying to take everything in my hands, I'm trying to be a good leader.

I also spent the last three days working on the project, I've tried coming up with the layouts for the process book. I can't look at it sober. Let's say that. Well, it's alright, but I am afraid I'm the only one who sees it alright. Yeah, see, for some reason I question everything. My confidence is somewhere else.

I haven't come with the *brief* this week, just because... it happens I guess.

Also, I finally designed a poster for the

presentation/lecture we gave on the first day after the holidays. The submission requires a recorded lecture and an A1 black and white poster with all the references we had in the presentation. I honestly think it looks really nice. It's simple, nothing eccentric, I like it.

[17] detail

rds Per N

*Poster with
references from
the lecture about
my project*

Paul Gang

I also want to go to the printshop to roughly estimate how much my book is going to cost. Am I gonna be a poor poor girl after that? Or am I gonna be an okay poor girl? We'll see. A really stressful week.

So, it is the 15th of March. It is the 8th week of our final major project. This week was kinda messy, just as the last three weeks were. I don't know what im doing. I'm doing everything at once, trying to compensate one project with another and it has just been a lot. So, I'm writing a *brief* every week, I'm also thinking of how the exhibition is gonna look like, I'm trying to figure out whether I'm doing a website or not, I'm making a project book... It is just a lot of things at the same time.

Also my sleeping schedule right now is really bad. If I don't have classes I sleep until 5 PM, and if I have classes, I go to my class and then sleep in the studio. Also I think I'm getting sick. And also I'm worried about the school being shut down because of the coronavirus. Maybe it will be good for me because I would actually spend some time at home and

won't stress out about the classes, but still...it's bad. The state our world is rights now...is bad... All you see when you go online is the news about the coronavirus, **EVERYWHERE**. It's your friends sending you the news, it's the groups in VK writing about it, when you come home, it's your family talking about it... I can't think straight.

So, what did I actually do. I haven't come up with a *brief* until yesterday. I have an idea, but I don't know how to present it. I think I'm gonna talk about it tomorrow on the session. It is a *brief* about resizing. What I did is that I printed out fruit stickers really big and then I printed out the road banners really small. And I thought it was interesting. The banners cannot pass as stickers, but the stickers can totally be banners. I thought about that for awhile and I think I can make a *brief* about it. One

person can exchange a piece of printed matter with another person, and then they would have to design the content which was on their artefact onto a format of the artefact the other person has brought. I don't know how to present this *brief*. Is it gonna look like pieces of *briefs* that would have to be exchanged between people? Is the *brief* just a variation of different printed matter formats with the same content? I don't know.

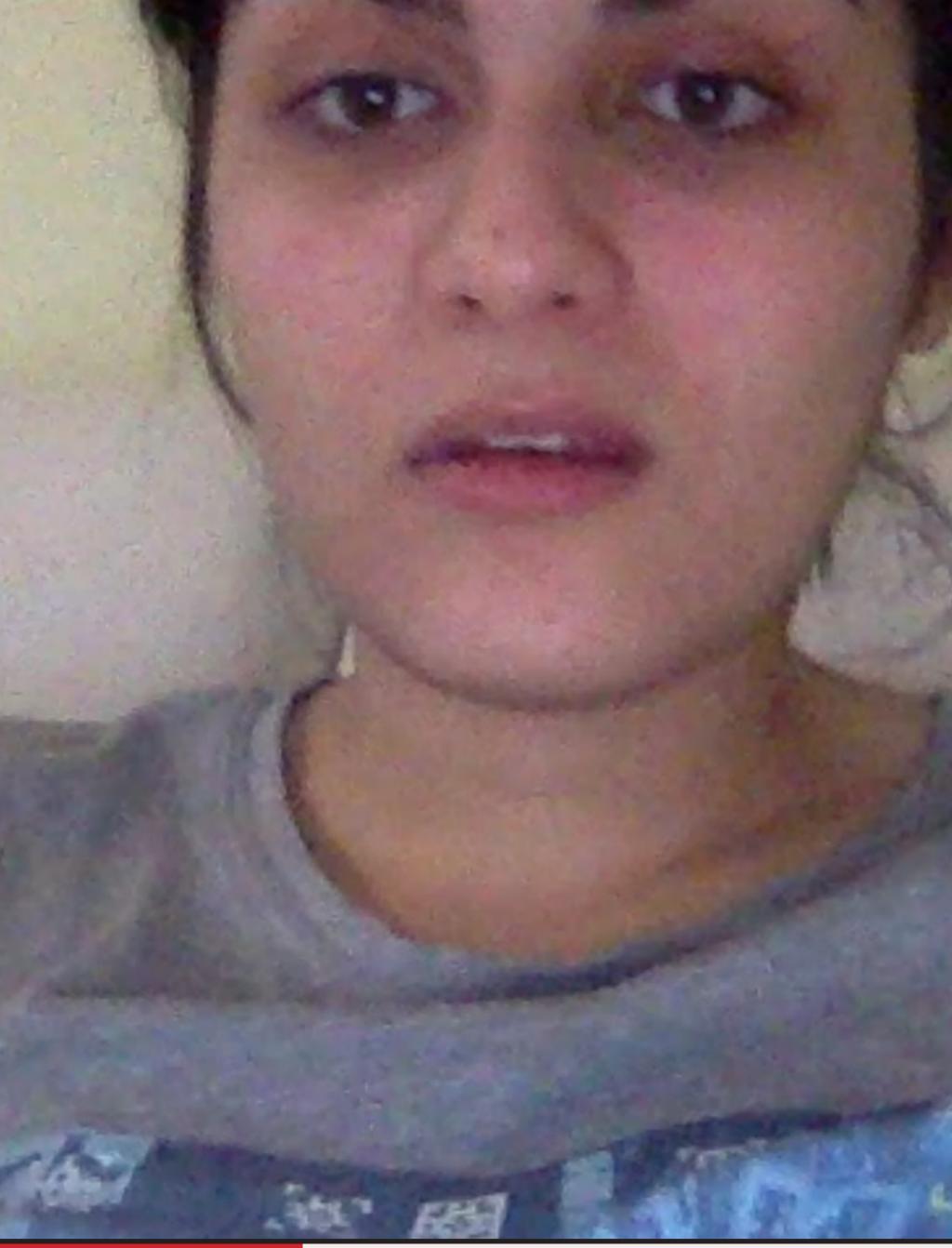
What I've been doing the whole week is my process book. For some reason I stress about it too much. I like it for now, but I know in a week time, I'll hate it.

Also, a funny thing happened to me. As I mentioned last week, I designed a poster with references to the lecture I gave about my project. I was happy with it until I brought it to school and showed it to my friends and they were like 'meh'. I was okay

with it I guess, but I kinda hoped for the good reaction. What is funny is that I tried to print it A1. I thought why not buy my own paper and bring it to the printshop. My own paper is nicer, and it would be cheaper. What could go wrong? I went and bought the paper. I come to the printshop and they say ‘you know it’s not the right size, it’s not A1’. Turned out I bought paper 10 centimetres smaller than A1. Am I that stupid? But then I was like ‘whatever, print on it, it’s fine’. And as we were setting up the document, I look at the paper and think to myself ‘why the fuck did I buy this paper, it’s the wrong color and the wrong texture’. But I still thought ‘fuck it, let’s print and see how it goes’. Then, I get the print, and it’s not opaque black, it’s dark brown. I was like ‘whatever, it is fucked up anyways, why not dark brown, I’ll still bring it tomorrow to the session’. Then, I’m tired

as fuck, going to the studio with the print in my hands and as I step into the elevator, I drop the print on the floor, and just in the right moment, some teenage girl comes in and steps right on the print and leaves a huge a footmark on it. I was so mad. Every step of printing went wrong. That's it. This week was just... When am I gonna get back on track? I don't know. But for some reason these past three weeks were so bad...





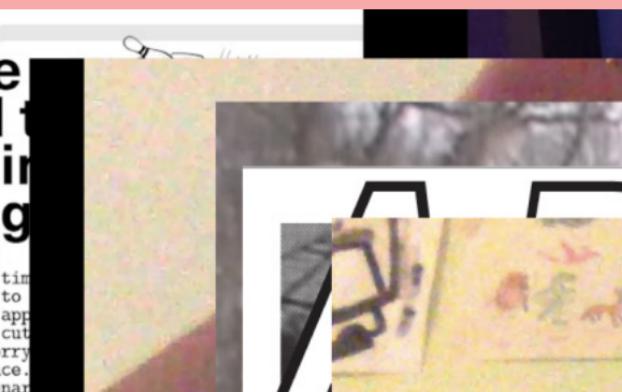
when am I gonna get back on track?

55

So, it's the 23rd of March, it's the 9th week of my project. And it's quarantine. The school got closed on Wednesday. We actually had classes on Monday and we didn't know if the school is gonna shut down.

On Monday we discussed an exhibition, we were still hoping that we would have a real exhibition, spoiler: the exhibition got cancelled. Now we are having an online exhibition. We had a discussion and planned how the things were gonna go, then we all went to class and the tutorial was actually really helpful. I figured out what I was gonna do with the (re)size project and with the website. I had some layouts for the website and Sebastian and I kind of figured out that they are not working. I was trying to design the website somehow, but by doing that I was adding a new layer of complexity over the whole

project. So we thought that the website needs to be quite simple and easy to code. It needs to be just a page where all of the information is compiled. And the main reference for me now is the website of the Dexter Sinister studio.



[18] detail

Website mockup

Then the school got shut down. On Wednesday we had our first online class and actually it went really good. I liked it a lot. We were assured that the exhibition is not a thing anymore, and it has to happen online. We reassigned everyone's roles and jobs for the making of the exhibition,

because now new format needed new solutions. It was a bit weird stepping into a new area, not knowing what to do, having your mind set on the offline exhibition in the studio. But I honestly think that this is a great opportunity for us. We have all the control we need now. Because if the exhibition were to be in the school we would have had a lot of the constraints from the school and administration. We are completely free now and it feels great. It has been a week of quarantine for me. I haven't left my house for 6 days already and I think I'm going crazy. For real. All I do is sleep and watch YouTube. It is bad. I can't focus on work. I blew off all the freelance opportunities and all the work I could've done during this period. Logically, the right thing to do would have been to take as many opportunities as I could have, but I just can't comprehend it right

now. I didn't do anything for the project for the past week... I just sleep until 3PM and then take a nap somewhere at 6 and then go to bed at 10. It's that bad. But I kinda figured, whatever, maybe I need it. I just need to accept that I can't work from home and my body is not happy about what is happening right now.

I managed to finish the resize *brief* at least. I figured I could present the *brief* by giving out the fortune cookies with the parts of the *brief* inside them. I actually baked the cookies by the way. So, you would have to open the cookie, get together with people who have other parts of the *brief* and compile it all together. It's fun I think. I got to bake, so, cool, why not.

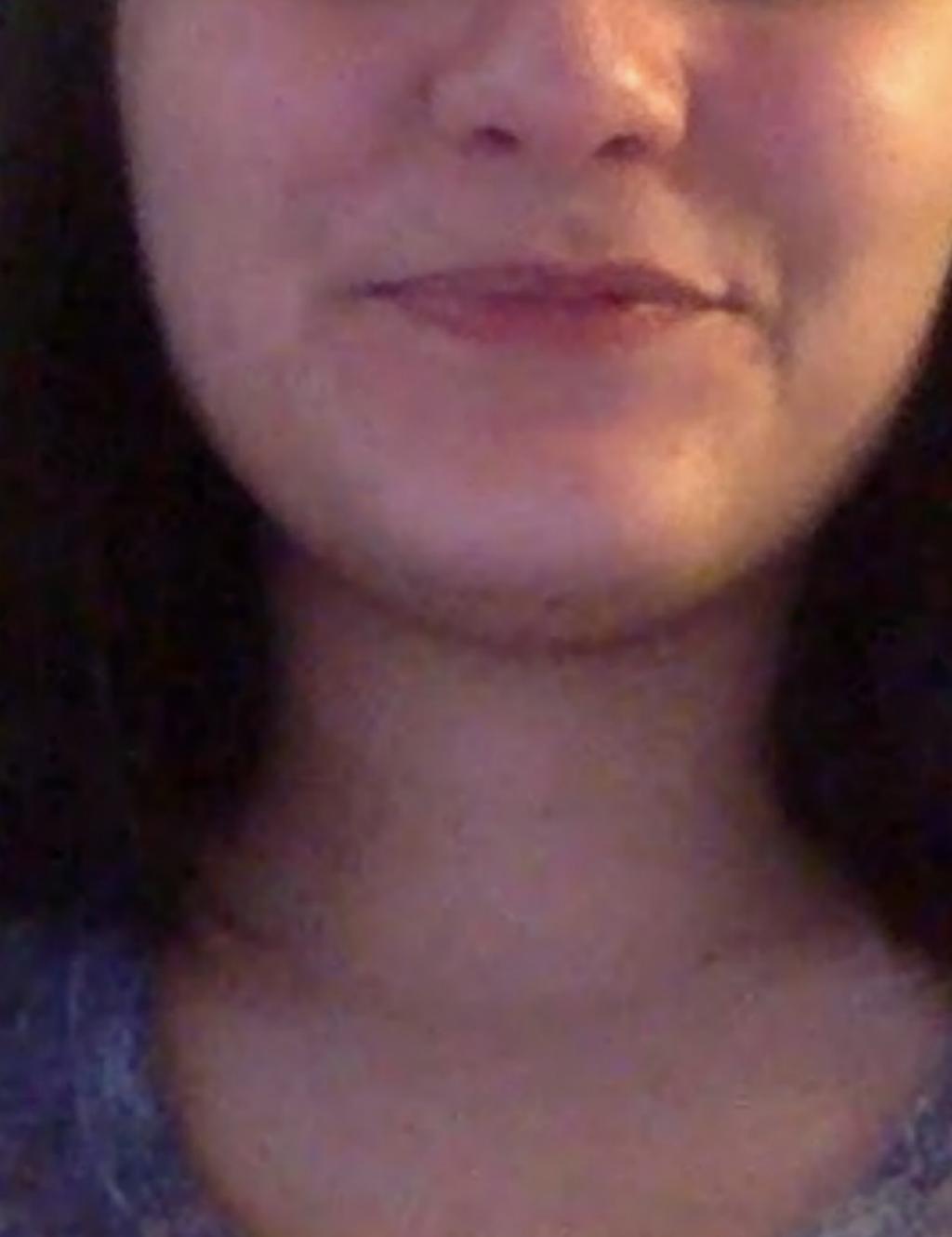


[19] detail

Scan of the fortune cookie for the presentation of the (re)size brief

I think that's everything I did this week:
I baked cookies. I'm fucked.





the school got shut down

61

I'm not gonna lie, it's been 2 weeks since my last video diary. I skipped last week because it's been hard for me. It's the 6th of April and it is the 11th week of my project. We are still on quarantine, we are still at home. I haven't left my house in three weeks already. It has been really hard to be honest. We need to accept what is happening and there is no other option. We need to do our best in such a scenario. It is what it is.

I can't say I did a lot. It has been really hard working from home, getting out of bed, being around your family 24/7. I am still trying to figure out how my body works, how my brain works within such constraints and how to focus...

I think we are on a great track with the making of our exhibition. Im in the group which is in charge of events. For our online exhibition we are planing to introduce

online events as a part of the website. Me and Masha are responsible for planning the events for everyone: how everyone's projects could be transformed into events, which could be an online video screening, a live interview, an open-call and so on. They all would be live on the website at certain times.

So we held a hell lot of calls. We had an online meetings with every person participating in the exhibition. There are 16 of us, excluding us two, it would be 14 calls, for about an hour with every person. It has been really interesting to my surprise. I enjoyed it a lot. I got to know what everyone was doing within their projects, people had a lot to show and offer for this exhibition. I think the exhibition would be quite interesting, and the body of work that has been done is quite impressive. I am really proud of our

course, let's say that.

So, yeah, for the past 2 weeks, Masha and I were on zoom for about 3 hours every day. I really enjoyed it, the only thing that was not good is that I have not done much about my project. I still don't know whether I should keep coming up with *briefs* every week. Or is it time to stop and focus on my process book and the website? Maybe I should stop and just compile everything. And if I have the time I would come up with new staff.

I've been coding the website. I want to keep it simple, but still the coding is a bit hard for me, but I do enjoy it. And it is a great experience for me, I'm glad I decided to code it from scratch rather than building it using an online platform. I have total control over it and feels really nice. Now, what im doing is compiling everything in a book, transcribing video diaries and

generating the content for the website.

Bowling Briefing

[20] detail

Seating Plan

would

BriefComment

Try to

Feedback

of ve

(Re)size

auto

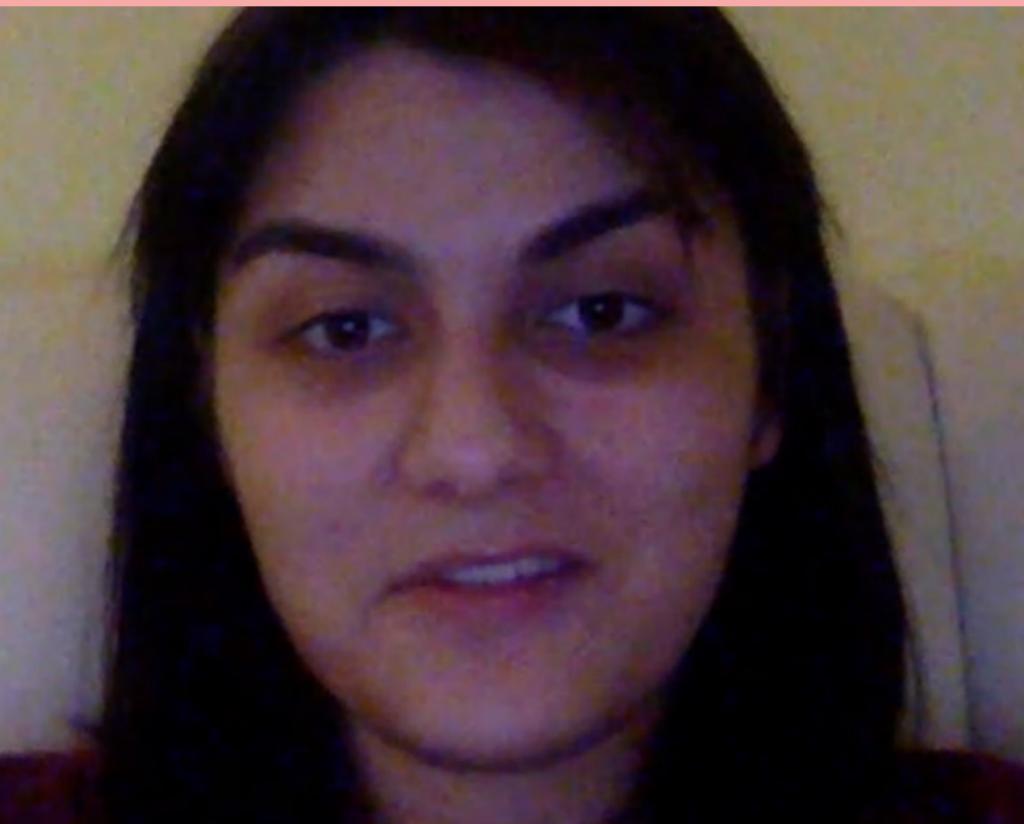
A Banner

feed

exce

ct

Yeah, we'll see how it goes.



So, it is the 13th of April. It is the 12th week of our final major project. And I guess it is the 4th week of quarantine.

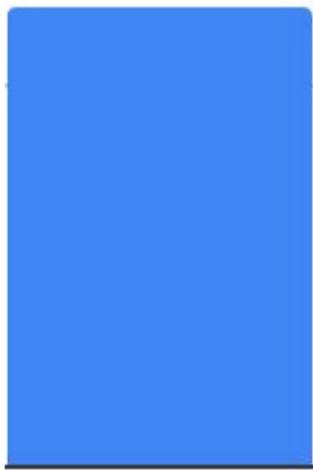
I had a really productive week and honestly I'm impressed with myself. As soon as me, Sebastian and Zhanar decided that right now I better focus on a more formal part of the project like website and the book, and only after that I would continue coming up with *briefs*, I started working a lot harder. I've been doing everything more efficiently and keeping up with the deadlines I set to myself.

I completely designed the book, of course to the point where it could be designed by this day. Every video diary is transcribed and designed, every image is chosen and placed. I am proud of that.

I've been writing content for the website, kind of on and off, with no rush, because I still have the time, you know. When im

done with the content writing, I think I'll rethink the design of the website, and we'll see where it leads me.

I also tested the *brief*, I've written for the event, for the exhibition, and I think it went good. Maria and Nat participated in the testing. They've design a poster in Google Docs, while I was there monitoring the process. It was fun, I really enjoyed it, I hope it turns out to be a good event.



Anxiety

[21] detail

*Poster made
during the testing
of the GDB brief*

Other than that I am just trying to figure out how to work within quarantine. The only thing that is bothering me is that I miss my friends and my girlfriend too much. It's been really hard being with my family 24/7. Every day. For 4 weeks already. But it's fine. I'm trying to pretend that my life wasn't put on pause and that everything is still the same. Trying to enjoy what I have. And that is it I think.





trying to enjoy what I have

69

It's the 20th of April, we are still quarantined. I think it has been more than a month? Five weeks?

I finished writing the content for the website and I started putting it inside the code to see how it looked like. It didn't look good at all. It felt really weird, really dry and it didn't work at all. So I talked to Sebastian and we figured that this – my website – should be somehow answering the aim of my project, which is finding a different format for the presentation. And I haven't been doing that with this website. My webpage right now is an equivalent of an A4 printout of the *brief*. So, I needed to find a new format for how it could be presented.

[22] detail Previous version of the website	how it goes	Bowling Briefi
	Feedback	
	BriefCommen	
	A Banner	

I thought it could be not as dry as just text an images, but something more performative, like these video diaries. I thought I could film a video-lecture and post it on the website. I would have references and links there and buttons to fast-forward the video to whatever project you want to watch. I know how to code it, I tried it out, it works alright.

The main problem right now is the lecture: how it is going to be filmed and delivered. I've made some tryouts and they haven't been good. I've tried recording it with a white blanket behind me, in front of the window, with my laptop, with my phone...



[23] detail

*Video lecture
tryout*

I've tried designing where the slides go and where my face goes... It just doesn't feel right... For now, Sebastian and I definitely agreed that I should not read the text, but retell it and talk freely. Maybe, as Seb suggested it could be over the top: filmed in different locations, with different backgrounds and be fun and all. Maybe I need to push the boundaries of just a lecture and make it a bit funny even. Well I do have a month, so I I'm more or less fine, but I believe it is gonna take a lot of time filming and editing it. Which would be pain in the ass. Yeah, just me trying things out...



it doesn't feel right

73

Hi! It is the 26th of April, it is my 13th video diary, which means it is the 14th week of my project, which means it has been 3 and a half months from the beginning.

What I can say for now, is that I've been spending quite a lot of time trying to record myself giving some sort of a lecture. I really tried to give all the materials I gathered/came up with an appropriate form to present/showcase them. And I think the video lecture would be a nice format, but im not sure it is up to a standard. I don't know... It is a bit weird... I know the whole text for the lecture by heart now and I'm trying to record myself speaking about my projects freely, but it doesn't feel right... Maybe the editing needs to be a bit sharper and faster. Other than that, I don't think I have anything to say. I've been setting up my room. My room right now is fully equipped

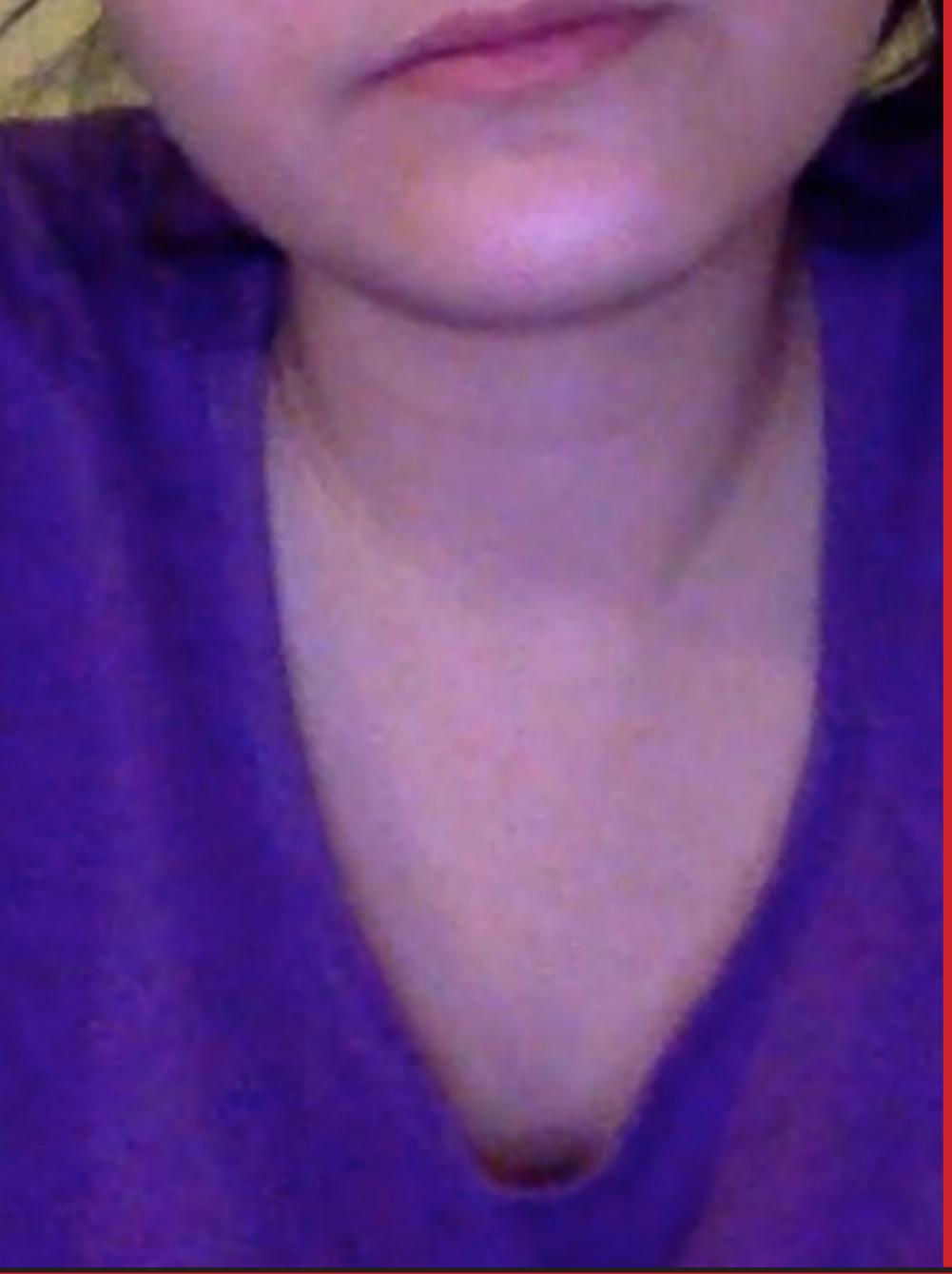
for two or three scenes to be filmed at the same time. I have backdrops hanged around my room and all that. I'm trying to record everything without any professional equipment and I think it gives the lecture a new connotation and another feeling to it. I think I'm fine with it. I just need a second opinion on everything. It has been just me writing a script, remembering the words, recording and editing everything and it is just a bit tiring.

I believe this book needs to come to an end. I'm not sure if it is my last video diary, maybe I will continue recording it while trying to understand how my video lecture would look like. Anyways, the official teaching hours ended last week, so I think it is a sign for me to end this book. We'll see how the website/video lecture would turn out in the end, in any case you

would be able to access it on my website
lesyakuranova.com.

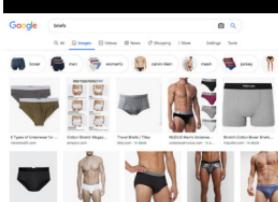
I still have a month of hard work ahead of me, both: on my lecture and on our online exhibition. I hope it all works out fine in the end.





it is just a bit tiring

77



Lesja Karanina What exactly is my topic?

Intuit Meier Project idea proposal 1

Writing briefs?

Motivation?

For whom?

How often?

Inspired by everyday life?

Come from my design practice?

How to present each assignment?

How to present the briefs together

as a cohesive project?

Briefs in action?

Strategy?

Artefact?



Motivation?

Intuit Meier Project idea proposal 2



For whom?

Design students/sit at home

moms/ children highschoolers/_

Intuit Meier Project idea proposal 3



How often?

98 briefs/ 44 briefs

One a day/ One a week

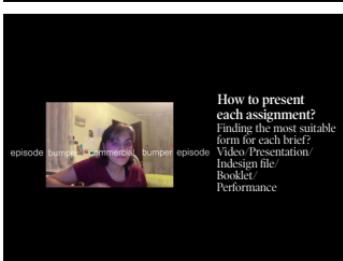
Intuit Meier Project idea proposal 4



Inspired by everyday life?

Come from my design practice?

Intuit Meier Project idea proposal 5



How to present

each assignment?

Finding the most suitable

form for each brief?

Video Presentation/

InDesign file/

Booklet/

Performance

Intuit Meier Project idea proposal 6



How present the briefs together

as a cohesive project?

Intuit Meier Project idea proposal 7

Intuit Meier Project idea proposal 8

[2]

episode bumper commercial bumper episode



bumper → ad → bumper

Days of our Lives

Show and Tell (FAD GDI)

For this assignment you're going to be imagining yourselves as directors, editors, actors, designers, prop artists and many more

You are to come up with a concept for your own tv show. (Is it a sitcom? Is it funny? Scary? Dramatic? How many seasons are there? In which period is it set? What is the budget? Is it popular? Who is the main audience?)



Each student is to design their own concept, but you are more than welcome to work with your peers, ask for help and use whatever resources and locations you need.

Make it fun for yourself and do not linger over technicality or specifics. Don't spend a lot of time thinking, start making.

Film the bumper for the show.

You can only use your phone and no other filming equipment.
The bumper has to have a sound component to it.
You are free to edit the videos after shooting them.

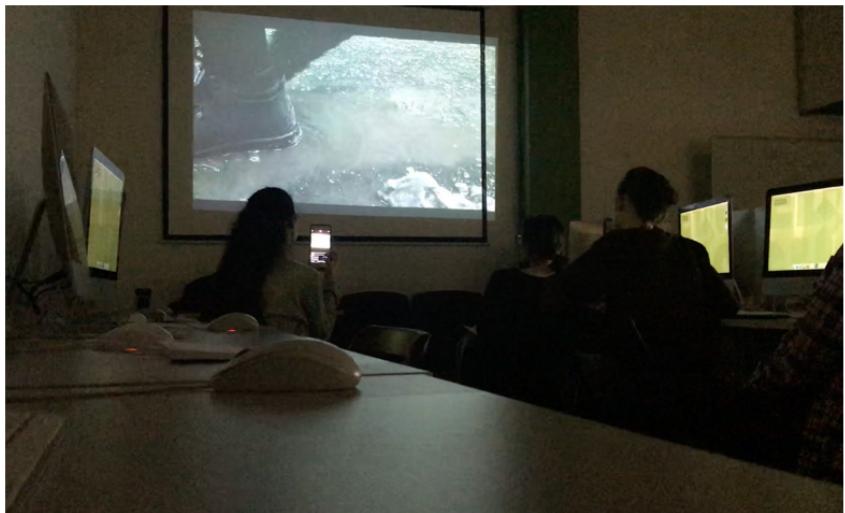
Make it serve the purpose, make it quick, make it recognisable, tell a story with it.

10:30 briefing
11:30 discussion of ideas
13:00 lunch
14:00 making
16:00 submission of files
16:15 screening followed by discussion
(bring snacks, invite a friend)

Submission:

Name of the show
Brief written description of what the show is about, printed on A4
2 bumpers (mp4, 1920x1080, 5-15 seconds long)





BRITANKA LIFE

This show revolves around the life of Foundation course students in British Higher School of Art and Design, who struggle with time management and deadlines.

Show and tell.

TV series (British) (Night)

This is a TV series consisting of just one season, about 10 episodes in sum. It's a story about a group of friends who are trying to solve the murder during the whole season of the show.

The actions take place in Norway at the beginning of the 20th century. It's winter and our heroes are trying to find the killer before the cold kills them.

One of the main characters is a writer and he keeps the Detective Diary all the time afterwards.

These TV series are probably popular among elderly people who love to spend their time in front of the television.

Most of the time plot is kept in a simple way and the shown situations are dark and dramatic. Though, the main characters are young and cheerful people so they joke a lot and the series is a mix of a detective story and a comedy.

It's a good example of how to combine the normal everyday life of heroes and a detective story (like Sherlock Holmes or Poirot, so we can see dark stories, crime, cheess and solving).

water.worth it?

does water actually has a taste.what is pH. how we are deceived by the famous brands. each week we're going to visit different specialists and manufacturer. collectors and sommelier.from French Riviera to rough India.and of course we will try to guess -cheap vs. expensive water forget about "no' money no' problems." when you enjoy the finer things like water. the more cash you have, the better. watch how we sets out to find the most outrageous luxury water on the planet and see if they're worth it?

[6]

Works by:

*Ambarcumyan Lika
Novikova Ksenia
Zakhoroshko Sofia
Vlasova Sveta
Averkina Polina*

pH

PFOM | Punishment for one member) TV show where are invited popular bands.

Part 1. Interview.

During the interview they unexpectedly show funny moments from the life of the band members.

Participants always answer questions in strange places. For example in the pool or on the roof, in the car, in the kitchen, in the bath and so on.

Part 2. Performance on a small stage.

Part 3. There are many different kinds of games.

This show is a game show with questions and one ten-year-old child who decided who

is the winner and who is the last. The show is very popular for young people, so many sessions are filmed. (From 2013 to now start)

LOVE FOR FREEZING

Show requirement- Blind dates of random Snowflakes who don't know each other.

Each episode follows the life evolution of main characters, shows their problems in their relationships helps to understand why they are alone.

Also shows professional psychologists discuss the problems.

After the first Blind date, the snowflakes need to decide if they want to continue meeting.

This show is a combination of ridiculous plot and seriousness members of show.

Possible channels where The show can take place- MTV, 2x2 etc.

You are invited to a bowling briefing*

Imagine if every time you give 2 stars to your uber driver, the app would show you a cute animation as a sorry for such experience. Try to think of a scenario where instead of showing the percentage of votes given to a politician in the election you would see an automatically chosen reaction gif. What if instead of getting your feedback from a tutor you would get a video celebrating your excellent result?

Bowling alley animations is a great example of systematic response to a scoring process. There is a finite number of reactions tied to a certain number of outcomes, where each reaction serves as a response to an event.



First, we start in a bowling alley – a great example of a visualised scoring system – where we would try and come up with a performed routine to the game results.

- 1 Come up with a performed set of actions for such game outcomes as:
 - **Spare:** Knocking down the remaining pins on the second throw.
 - **Strike:** Knocking down all pins in one go
 - **Open frame:** A turn in which the bowler fails to get a strike or spare.
 - **Split:** A difficult shot in which there is a gap between the remaining pins.
- 2 Propose a system of visual **reactions** to a certain set of events. The responses must be visual and designed in correlation to the chosen event. The reaction could be presented in any shape or form, from a video or an image to a pre-determined performance piece.

- 1---during the game
- 2---after the game

***game included**

< Чаты

Brief Comment
бот

B

10 февраля

/start 15:27 ✓✓

Hi! 15:27

Hello!

I assume you are here to know more about the assignment!

15:53

Hell yeah I am

Cool, first we need to know what are you more interested in?

15:53

Feedback

Spam

The brief suggests you two options to choose from. You've chosen to focus on feedback. Now, take a look at these:

15:53

cookieaddictions 5 месяцев назад

She was shaking, I feel bad, she was probably so nervous. I can't imagine the anxiety of a broken lace at the Olympics.

52 тыс. отв. ОТВЕТИТЬ

Показать 27 ответов

15:53



(d_d) 2 месяца назад

does anyone else feel like friends "warms your heart" in a way? there's a particular "coziness" to the show that other shows don't have. it cheers up your day. it might be the warm colors and homely sets. there's a special quality to this show that makes you feel better. i also think a lot more people would subscribe to this channel if they actually knew they existed.



Сообщение...



You are
invited to
a bowling*
briefing*

Invitations you receive
will contain a
link to a
video of a
reaction
to a
game.
The
number
of stars
tied to a certain
number of outcomes,
where each reaction
serves as a response
to an event.

Bowling
animates
game
systems
to a
The
number
of stars
tied to a certain
number of outcomes,
where each reaction
serves as a response
to an event.

- 1---during
the game
2---after
the game

*game included

In which there is a gap
between the remaining
pins.

- 2 Propose a system of
visual reactions
to certain events.
The responses must be
transformed and used
in correlation to
the situation.
The reaction could be
represented in a variety
of forms, from a video
or image to a set of pre-
determined performance
pieces.

brief #1, February 2020

You are
invited to
a bowling*
briefing*

Imagine. If every time
you give 2 stars to your
uber driver, the app
animates a cartoon
reaction as aberry.
For example, if you
think of a scenario in
which a user would
choose a certain
percentage of votes
and get a certain
selection you would
use an animation of
a chosen reaction gif.
Or, if you want to
get your feedback
from a user, you can
get a video celebrating
your user's choice!

Bowling alley
animations is a
great example of
systems responses
to a scoring process.
There is a finite
number of outcomes
tied to a certain
number of outcomes,
where each reaction
serves as a response
to an event.

- 1---during
the game
2---after
the game

*game included

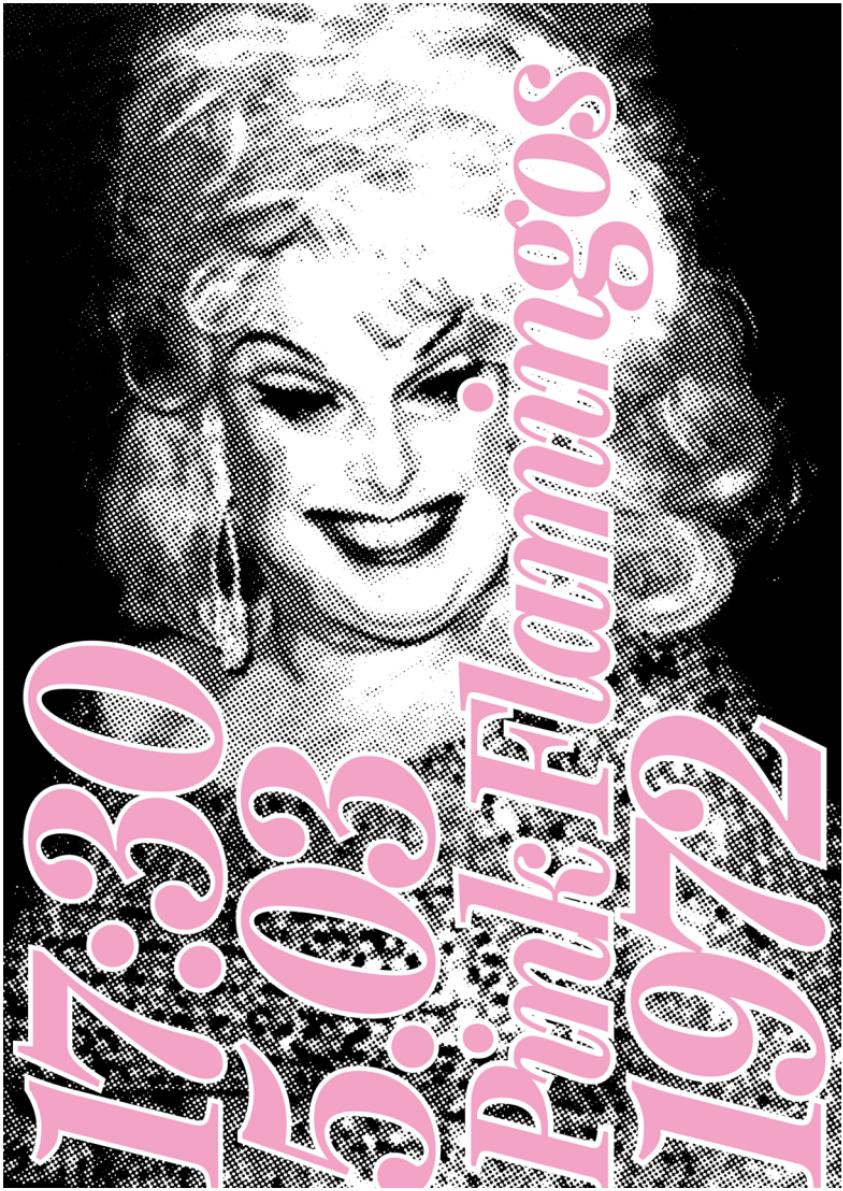
First, we start in a
bowling alley - a
great example of a
visualised scoring
system. Then, we
would try and come
up with a performed
route to the game
results.

- 1 Come up with a
performed route to
the game results in each game
outcomes as such game
outcomes as the
remaining pins on
the screen.
- Strike:** Knocking down
all pins in one go
Open: A situation in
which the boulder fails
to be a strike or
spare.
- Split:** A difficult shot
in which there is a gap
between the remaining
pins.

2 Propose a system of
visual reactions
to a certain events.
The responses must be
transformed and used
in correlation to
the situation.
The reaction could be
represented in a variety
of forms, from a video
or image to a set of pre-
determined performance
pieces.

brief #1, February 2020







A lot of employment possibilities (because gd in Moscow is new and unexplored) but most of them are commercial
 How school prepares us? Prev. and cons of art education > education oriented on coming up with ideas and not real life projects > it may help us with becoming art directors???
 -echoes input into our employment
 -Moscow's freelance job scene
 -how clients perceive freelance, how they might think it could be very cheap and quick and with lots of remarks/changes
 -the necessity to create contracts and set up a working system of documentation
 -NETWORKING

Pros of freelancing

- Freedom with a flexible schedule, hours and location
- Ownership: you call the shots
- Choosing your own clients and setting who you want to work with
- Unlimited earning potential
- No commuting commuting costs
- Getting to pursue your passion projects
- No office politics, annual performance reviews, etc.
- Casual work attire (swimsuits, anyone?)
- Running every business aspect (sales and marketing, invoicing, signing contracts, troubleshooting technology, keeping track of tax deductible business expenses, making estimated tax payments, etc.)
- Tackling a variety of projects and clients

Cons of freelancing

- Feeling isolated
- Invoicing clients for new gigs
- Inconsistent work and cash flow
- Juggling multiple clients
- Instead of having one boss, you have several clients to answer to
- No paid time off, no maternity/paternity leave
- No company-sponsored health benefits, 401(k), etc.
- No one to back you up if you're sick or injured
- No benefits like health insurance, 401(k), etc. (CORPM)
- Running every business aspect (sales and marketing, invoicing, signing contracts, troubleshooting technology, keeping track of tax deductible business expenses, making estimated tax payments, etc.)
- Feeling scattered/confused and lacking structure

Full-time employee pros

- Stable paycheck
- Surrounded by colleagues in a team environment and a boss to guide you and give feedback
- Structure and consistency to your schedule, hours and location
- Company benefits, 401(k), etc.
- Paid time off and vacation
- Infrastructure for support like a technology help desk, benefits contact, etc.
- Eligibility for unemployment and COBRA
- Focusing only on delivering work instead of generating new work, sales and marketing, troubleshooting, etc.
- Not responsible for estimated tax payments since taxes are withheld from paychecks

Full-time employee cons

- Limited earning potential
- Subject to office politics, gossip, etc.
- Potential boredom and lack of variety
- Limited freedom with schedule, hours and location
- Less autonomy
- Less sense of ownership
- Feeling stuck if there's lack of mobility
- Committing costs and time associated with it
- Budgeting for work attire and meals/coffee breaks
- Lack of time, energy and/or focus to pursue a passion project



A BANNER



- 1. TAKE A WALK AROUND YOUR NEIGHBOURHOOD**
- 2. MAKE A BANNER THAT REPRESENTS
YOUR DISTRICT**
- 3. HANG THE BANNER SOMEWHERE
IN YOUR LOCAL AREA**



[14]





Patriarchy and respect for elders are really prominent within eastern culture. That is why, people within such cultures are really particular in the way people seat around the table during a dinner. Every seat has a very concrete meaning and implications behind it.

Weddings and big birthday celebrations always result in a chaotic seating plan, where there is almost no way to sit people correctly and appropriately. Do you sit women and men separately? What about kids? Do they sit at the isolated table or with their moms? How do you sit older men: altogether or with their respected sons? Some seatings cause trouble which is always accompanied with hosts being in shameful fear of disrespecting someone. In cases of unexpected guests or poorly made decisions, host would rush in with an awkward request: 'could you please move one chair left, Joe can't sit near an unmarried woman'. At home-based occasions or gatherings, the sitting is not predetermined prior to the event, almost always, people sit themselves intuitively following an unspoken pattern and regulations:

- 1.** The owner of the house always seats at the head of the table. In case of his absence, the seat is assigned to the oldest man in the host's family.

- 1.1.** In case of a small gathering, if the owner of the house is afraid to offend his respective friend (also a man), the seat at the head of the table remains empty and both of the men sit across to each other.

- 2.** The seat by the right hand of the host of the house is meant for the 'dearest' person to him. It could be an honoured guest, his father or an older brother who is not leaving with him at the moment.

- 2.1.** The seat by the left hand of the host is less honourable but possesses the same qualities as the seat by the right hand of the host.

- 3.** Ideally, the table is divided into three parts, where one part is occupied by men, another one by women and the third and the furthest from the head of the table (usually the one closer to the door) is dedicated to children. It is easy to look at the table as a scale, where the peak of the scale is the area where men and the host sit and it gradually lowers towards the area of women and children.

- 3.1.** A part of the table which is dedicated to women could be easily interchangeable with children's seating if the table length does not allow to fit everyone. Women have to wait in the kitchen unless their kids finish eating, only then they could seat.

- 3.2.** Sometimes, if the space is too small, the table would be occupied just by men (in some cases older women are included). women and children would sit in the kitchen or a separate room.

- 3.3.** In some cases, if a married couple hosts a party for other couples, the seating may be more liberal, where men sit with their respected wives.

- 4.** A married man cannot sit next to a woman.

- 4.1.** Exception to that would be if a woman is man's sister or wife.

- 4.2.** In very rare cases man could seat a younger girl near him (his daughter or niece for example) to show her his love and appreciation.

- 4.2.1.** The girl must finish eating earlier and leave her place to a man.

- 5.** Boys of certain age (somewhere after their puberty) 'rank higher' than any other woman, therefore they are allowed to sit closer to older men.

- 6.** Older married or widowed women sit closer to men than their daughters/nieces/grand-daughters/daughters-in-law

- 6.1.** An older women may sacrifice her seat in case of a scenario where there is no one to look after a child. In such a case she sits at the end of the table with children and other women with kids.

- 7.** An unmarried girl of a marriage age cannot sit next to an unmarried young man of a marriage age.

- 8.** A newlywed couple would be seated right in-between men and older women to show the support of their marriage.

A. A group of people is required to sit themselves around the table following the rules mentioned above. The group must take into consideration such formalities like age, gender, social and relationship status.

B. After completing the seating according to a system mentioned above, the group is to design their own rules and regulations for seating, that would rely on certain formalities. The choice of the formalities is up to the participants.

A Shout Out
to My Sponsors

Sart de Sarts

Blueprint for Counter
Education

*Maurice L. Stein
Larry Miller*

Scratching the
Surface Podcast

*Jarrett Fuller
Paul Bailey*

Loose Associations X

Ryan Gander

Words Per Minutes

Paul Gangloff

10 rules

Sister Corita Kent

The Cranbrook
Design Trip

*Katherine McCoy
Edward Fella*

Versions 2010

Oliver Laric

week

1 2 3 4 5 6 7 9 10 11 12

Imagine if every time you give 3 stars to your uber driver the app would show you a cute animation as a sorry for such experience. Try to think of a scenario where instead of showing a certain number of votes given to a politician in the election you can see an automatically chosen reaction gif. What if instead of getting your feedback from a tutor you can get a video celebrating your excellent result.

Come up with a system of visual 'reactions' to a certain set of events. The responses must be visual and designed in correlation to the chosen event. The reactions can be presented in any shape or form, from a video or an image to a pre-determined performance piece.

Bowling alley animations is a great example of systematic response to a scoring process. There is a finite number of reactions tied to a certain number of outcomes, where each reaction serves as a response to an event.

Event - reaction 1
-reaction a
-reaction 3

Event - reaction a
-reaction b
-reaction c

We start in a bowling alley – a great example of a visual programming system – where we would play and connect with a performed ‘routine’ to the game results.
Come up with a set of actions for the game:
Gutter: Knocking down the remaining pins on the second throw.
Strike: Knocking down all pins in one go.
Open gap: A shot in which the bowler fails to get a strike or spare.
Split: A difficult shot in which there is a gap between the remaining pins.



week 1 2 3 4 5 6 7 9 10 11 12

So, it's the 25 of January. It was the first week of my final major project which is not final, which is not major, which is just project. So I decided to document my process in a format of an informal video. Claudia helped me to come up with this idea, so it might be helpful, we'll see how it goes.

For now, this whole week I was trying to come up with idea of what I am going to do. It is going to look like this. It will be my first steps and what we are to make presentation for Monday next week. It's in two days. For now my presentation kind of sucks. I don't like it at all.

So, I am thinking to write briefs every week. That is the only concrete thing I have right now. Last semester we were writing briefs for the foundation students. I really

should do something with my presentation.



[Bowling Briefing](#)
[Seating Plan](#)
[BriefComment](#)
[Feedback](#)
[\(Re\)size](#)
[A Banner](#)

Imagine if every time you give 2 stars to your uber driver the app would show you a cute animation as a sorry for such experience. Try to think of a scenario where instead of showing the percentage of votes given to a politician in the election you would see an automatically chosen reaction gif. What if instead of getting your feedback from a tutor you would get a video celebrating your excellent result?

Come up with a system of visual 'reactions' to a certain set of events. The responses must be visual and designed in correlation to the chosen event. The 'reaction' could be presented in any shape or form, from a video or an image to a pre-determined performance piece.

Bowling alley animations is a great example of systematic response to a scoring process. There is a finite number of reactions tied to a certain number of outcomes, where each reaction serves as a response to an event.

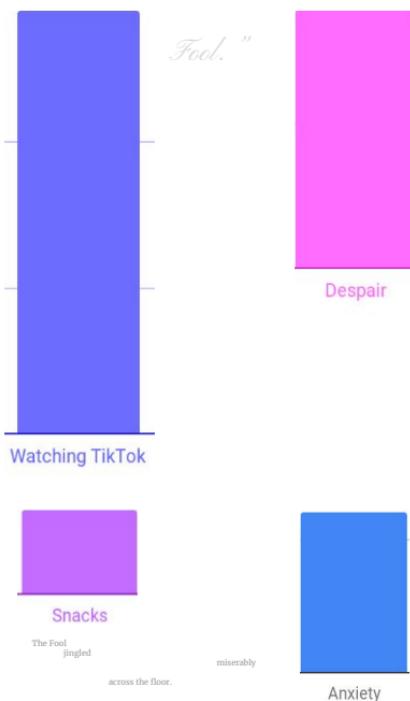
We start in a bowling alley – a great example of a visualised scoring system – where we would try and come up with a performed 'routine' to the game results.

Come up with a set of actions for the game outcomes –



Poster by:

*Nat Kukina
Maria Kharmardarian*



We'll see how it goes

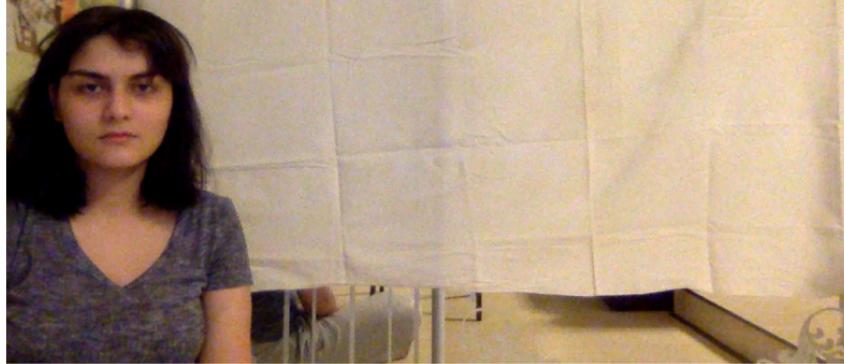
Bowling Briefing[Feedback](#)[BriefComment](#)[A Banner](#)[Seating Plan](#)[\(Re\)size](#)

The idea for this assignment came for me while I was driving through the village on my way to home. For some reason there is a plethora of banners of all kinds in my area. There are some that sell milk, some advertise their houses for sale, some just have a number and no additional info whatsoever. I figured the brief could be as simple as these banners were. It would be printed on a banner material and hanged in my local area, asking others to make their own banners inspired by their surroundings.

You are not tied to any constraints, time restraints or 'tutor surveillance', so anyone who sees the banner could complete this assignment.

I like to think that there are people that would find it interesting enough to actually make their own banners. I also filmed a short video of me driving around my village and looking for the banners. I do not feel it has any purpose other than documentation, but I enjoy watching it. It was filmed on my old family's camera and has a certain feel to it, I believe.





Special thanks to:

Claudia Doms

Ilya Sheynin

Johanna Gibbs

Maria Kharmandarian

Martin Lezhenin

Masha Andrianova

Nat Kukina

Regina Gabdrashitova

Sebastian Campos

Sonia Solokhina

Vasiliy Dyakonov

Yana Etkina

Zhanar Bereketova

we've seen how it went