

Design Periods

ASSESSMENT TASK 2 PART B

Self-Reflection/Evaluation

Student name: Tek Huynh

Student number: S60001164

Email address: tekhuynh@gmail.com

COURSE TITLE

CUA30720 Certificate III in Design Fundamentals

SUBJECT TITLE

A10155 Design Periods

TRAINING UNITS

A: CUADES305 Source and apply information on the history and theory of design

B: CUAGRD312 Use typography techniques

C: CUAPPR311 Produce creative work



AUSTRALIAN
PACIFIC COLLEGE

SELF-REFLECTION/EVALUATION

Students must answer some questions about their decision making and complete a self-reflection and evaluation of their design process. Evaluate how successful you were in meeting the design brief requirements and how your research influenced your final design for Assessment Task 2.

Answer the questions below

CONTENTS

1. Self-Reflection and Evaluation

1. Self- Reflection and Evaluation

Write a minimum of 3-4 sentences in response to each of these questions.

1.1. How has your research on the history and theory of typography influenced your design for Assessment Task 2?

In terms of history and trends, I don't believe there to be anything noteworthy that had inspired the aesthetic and artistic direction of my work. However, just because I feel this way, it doesn't mean I do not value its worth. We live within our history as it continues to evolve, and I believe what is contemporary is the refined culmination of a long lineage of events and movements which shape our global society today. It is always interesting to dig into the roots of a particular aesthetic such as the Japanese aesthetic Wabi Sabi. However, it is the philosophy itself which underlies the design language which, I think, allows us to continue to be creative within and produce new ideas in a world where AI like Midjourney and Dall-E exist. And following from the topic of AI, I believe that this technological innovation will help us reestablish the connection to our human nature and take a closer look at our psychological needs through what I think will be a rather rude awakening for many as services and products traditionally seen as valuable and difficult to manufacture can now done by a lifeless machine (I mean, you can't exactly turn life off and on again and still have it function as it did before... or at all). I think it will help us to reflect on what it is that makes us valuable, both as an individual and part of a whole as well as what has value to us. As someone who will probably be one of the more qualified people talking about the topic at this school, it is in my opinion that AI systems, which seemingly show the amazing capacity for creativity, can only ever reflect ourselves back at us. To me, they are amazing trend identification machines. And by extension, we are too as the convolutional neural networks which powers these machines are a model of how our brain works. Note the keyword "model", and in engineering, no models are perfect. But where do these trends ultimately come from? I define trend as basically anything that repeats such as the sun rising every day. We wouldn't want that deviating from the current trend, do we? So ultimately, I think AI is our mirror mirror on the wall, and it's becoming harder to deal with the fact that we are no longer the fairest one of all. I believe we need to take time to critically evaluate the response our talking mirror has given us or else we may never again be the fairest of them all, we may perhaps even become invisible.

Well, that went longer than expected. As with typography, the nuance continues to contradict my expectations, and I feel it will be one of my more challenging topics within design. However, I have developed an interest in type and its relation to sound so I guess my gateway drug to typography is in the utilization of the kiki bouba effect whenever I can.

1.2. Did you face any technical difficulties in completing the design brief? List at least one (1).

Tek is in my name. Serendipitously, I would also be considered a techwiz. My favorite element, besides Bismuth 83, is Technetium 43. Oh, the teknnical difficulties. Yes, I can be difficult sometimes. But I am trying to realise it more these days.

If it hasn't stopped me to want to complain about it to someone, then the teknnical issue probably was simply part of everyday routine. So, probably heaps, but I can't think of any at the top of my head nor anything of significance. I mean, I guess trying to save word documents with smaller sizes has been my most recent difficulty. However, that doesn't really relate to completing the brief. Illustrator works. My computer works. My traditional paper exercise book and pen work. So, no I don't think there were any.

1.3. What steps did you take to overcome any technical difficulties?

The previous question asks if I had difficulties, and just like a stubborn mother-in-law, she has already decided what I do and don't have, as well as what I am and am not, and projected what has happened to her as what must have happened to me. Now that I have vented about my imaginary mother-in-law, the technicalities involved in being given the title of mother and the expectation of automatic entitlement of unconditional love and respect, seem in need of a bit of grounding and reevaluation. And because of this, I think it is technically difficult to overcome, requiring technique in diplomacy and navigating social contexts.

Oh you mean technology ones. Honestly, ChatGPT has been really useful for finding and providing the right nuanced help when I was learning Blender for the 3D perspectives course and was also invaluable in helping me navigate my imaginary mother-in-law. So,

Modern Technical Troubleshooting

Step 1	Step 2	Step 3	Step 4
Prepare a question.	Input question to ChatGPT	Try recommendations	Repeat

Look, I used a typography. I never thought I'd get the chance to use papyrus and comic sans in the same context. I feel so complete and whole.

1.4. Other than technical difficulties, did you face any other challenges in completing the design brief?

I used to have trouble writing, expressing, showing emotion, feeling, wanting, believing. I had social challenges which prevented me from submitting these assignments which is why they need to go through PASS. Because I more time than expected to get back on my feet and into society again after many years of basically locking myself in to avoid the unbearable noise of what's out there (which is no longer there out here now).

Perhaps you think my challenge is to do this assignment properly and answer the questions as concisely as possible. I tried that. I ended up doing PASS. The challenge was and is motivation. How do you solve motivation? Do we get taught how to solve motivation? How can we expect creativity when we are unmotivated? I think we should be teaching how to break the rules properly during our primary and secondary education instead of following them verbatim. Our national security literally relies on rule breakers to keep our economies going with white hat hackers. Our trends are broken by people who do not follow the trends. Well, in my opinion at least.

So, how do we solve motivation? Well, you make it fun. And I'm doing the best I can to make this fun for me.

1.5. How have you used the elements and principles of design in your textile designs? Write one or two paragraphs for each of your designs.

Design #1 Woof Shirt	The underlying aesthetic is inspired by Bismuth 83. The geometric leviathan created by the re-crystallization of the element is synergistic with the symbolic line patterns in hieroglyphs. It defines a repeating pattern, though itself is not really a copy paste. The simplicity and symmetry of the line elements adds a sense of distillation and fundamental essence of the ancient mysteries. The limited use of colour draws the focus to the hidden story instead of livening up the current atmosphere. The woof text uses typography to convey seriously powerful, yet playful. I used juxtaposition for the intellectual hook. I used negative space for the... because it's a Tshirt with a safe area.
Design #2 Sleepy Pharaoh pillow/cushion case	I was on the train, and at about merrylands (nsw), I was looking out the window taking in the scenery of unmanicured grass within the fenced off boundaries of the train tracks. I then notice a bed mattress company with a pharaoh as its logo. Ping! 💡 Concept number 2, acquired. I used repetition for the pattern I used scale for the pattern I used rhythm for the pattern And as you can tell, I've done this section last have run out of steam.

1.6. Describe how and why you think you have been successful in meeting the brief requirements.

I have an Egyptian theme. And I just realized how much more relevant the use of Papyrus is. Anyways.

I don't know about you, but I always found the archaeological aspect of these historical mysteries to be a bit too serious, especially in documentaries. I mean, that's the nature of discovery and the scene and setting demands that. But most people who visit museums would probably also have a childlike sense of awe, discovery and wonder. I don't go to museums, so I'm not sure if it's the children dragging the adults or the other way around. I suspect it to be both. But ultimately, it's about taking home that sense of play and wonder with you, and for only just ~~\$39.99~~, you can bring that energy home with you.

(Adds something interesting to the market)

<Personality switcheroo>

I also like to remind myself that everyone is human, which currently manifests as the permission to be a child again. The artwork in these designs are effectively trying to communicate without taking away the seriousness and mystery.

I wanted to add a refreshing perspective to the exhibit while respecting the mysterious awe it elicits in us. I tried to do this by providing a new way to love the discoveries we have made and continue to keep the interest alive for generations to come, well at least for the next generation.

(Reinvigorates the field of ancient history)

<Personality switcheree>

Is it current? How current? Because retro stuff keeps coming back and keeps going further back in time for the ironic reason of staying current. I'm confused on this brief point. You either like or you get a sales pitch detailing the technicalities of trends, and we don't want that to happen again. But I honestly feel that being current is actually no longer the current trend. What is, is finding what works best for you. I think the better question to ask is, would someone buy it. (Other than your friends and family in which you will end up forcing them to write positive 5 star reviews so that it looks like you got a bunch of good reviews)

I used a pattern for the pillow. Does that count as a repeating element?

I think it does.

I used text in script/graphic font I found in the font menu for the designs. Does that count as fitting?

I think it does because it looks cool with the graphic.

1.7. List at least one (1) opportunity for further developing your skills in the future. This could be but is not limited to, further study, workshop, networking opportunity, for example.

To develop my skills in the future, I hope to find at least 1 opportunity work on real projects so that someone can rip my heart out and smash it on the ground. And when I stop feeling this violent act, I know that I have no heart left holding me back from being the best designer I can be. (I am also confused as to what this means and if its good or bad)

Opportunity:

a time or set of circumstances that makes it possible to do something.

The suggestions in this question are poor answers as they seem much more like actions to take to generate more opportunity. Am I being nitpicky?

I think developing skill is only an opportunity if you don't have the means to do it in the first place. Things like

- No access to internet
- No access to education
- No access to freedom
- No access to shelter and food
- No money

Opportunities for further development of skills can come in many forms.

- Being able to support yourself
- Being able to work in the country
- Being in the right place at the right time
- Being lost, and then found.
- Being unexpectedly valuable in a skills shortage that's not quite there yet but you're the next best thing

I think the most important thing about opportunities for learning is to:

- first, able to see them
- second, having the time to spare
- third, having the mental capacity for a challenge
- fourth, having the social capacity for a conversation