**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

**ASSESSMENT TASK 2 PART B**

**Self-Reflection/Evaluation**

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**Design Periods**

Text

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

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| In terms of history and trends, I don’t believe there to be any 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, I 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. Did you face any technical difficulties in completing the design brief? List at least one (1).

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| Tek is in my name. Serendipitously, I would also be considered a techwiz. My favorite element, besides Bismuth 83, is Technetium 43. Oh, the technical 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 technical issue probably was simply part of everyday routine. So, probably heaps, but I can’t think of any at the top of my head. |

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

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| Oh god. The previous question asks if I had difficulties, and just like the stubborn mother-in-law, has already decided what I do and don’t have, as well as what I am and am not, and what has happened because it happened to her so it obviously must be the exact same for me.  I actually don’t have a mother-in-law. Don’t ask me why. But I’ve heard some stories. The technicalities involved in the title of mother and the entitlement of unconditional love and respect seem like they need 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 teknology ones. Honestly, ChatGPT has been really useful for finding and providing the right nuanced help when I was learning Blender. So,  Modern Technical Troubleshooting   |  |  |  |  | | --- | --- | --- | --- | | Step 1  Prepare a question. | Step 2  Input question to ChatGPT | Step 3  Try recommendations | Step 4  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. Other than technical difficulties, did you face any other challenges in completing the design brief?

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| 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). |

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

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| 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 the repeating pattern, though itself is not really a copy paste. The simplicity of the line elements adds a sense of distillation and fundamental essence. The hint slight use of colour draws the focus to the story instead of the atmosphere. The woof text uses typography to convey seriously powerful, yet playful. |
| Design #2  Sleepy Pharoh 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. |

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

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| 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.  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. |

* 1. 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.

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