
Unit 4 Project Proposal

UAL Awarding Body / CSM Foundation

Candidate Name: **Jolien Marie Müller**

Candidate ID Number: **19013649**

Curriculum Area: **GCD**

Pathway: **GC**

UALAB Unit: **Unit 4 - Consolidating Practice.**

Project Title: **‘Act as if your house is on fire’, Greta Thunberg**



*Anthony Burrill - a poster made using leaked BP oil harvested from the beaches of Louisiana
ByFusion – building material made from plastic waste
BBDO Malaysia; Duval Guillaume – “Plastic bags kill”*

Project Review

The first two units of the course enabled me to experience graphic design in a much broader context. It is not only of commercial use, but it enables a designer to express oneself and even change people’s thinking and behaviour. The ‘Made to Persuade’ project gave me the opportunity to explore that dimension. The problems that we identified during that project were

very different- from minor personal issues to global major ones. This allowed a range of various approaches to face individual issues. Having chosen graphic design as my field of study enables me to embed my interest in politics and sociology which justifies my chosen topic. Further, the 'Displays of Data' project allowed me to undertake a body of primary research. It has taught me to be more attentive and sensitive for my surroundings which include environments as well as people. This skill plays a very important role in my project in which I want to make use of my environment sustainably. So, I aspire to involve my personal interests and strengths to have an impact on today's society.

Project Concept & Description

'Act as if your house is on fire', says Greta Thunberg in her speech during the World Economic Forum in Davos. She has become a symbolic figure for the climate crisis due to her movement called 'Fridays for Future' which has gained worldwide supporters and global attention. Urgent topical issues such as the climate crisis influence our everyday life. Graphic design often plays an important role in protest movements as well. Since it confronts us daily it is a very powerful tool to influence people. Therefore, one has to be aware of that responsibility within the creative industry.

How can I best contribute to causing positive change using my strengths and skills as a graphic designer?

Because climate change is a global topic it is of public interest. So, my project intends to educate the public and to provide different perspectives. More importantly, it encourages the audience to think and/or behave differently to reduce waste. The project outcomes can follow various approaches such as dealing with it in a more serious or playful way, however, they need to be persuasive. Therefore, the project outcomes have to be based on developed strategies regarding learning processes.

The project requires a lot of primary research. To gather this research, found materials and objects will be used as a starting point of the further process to embrace and reflect on sustainability. The function and use of these found materials and objects have to be rethought. The idea of recycling and reusing plays a crucial role in this project.

Project Evaluation

Critically reflect on decision making process and idea development on a daily basis- through Workflow and a daily journal. Additionally, the project is reviewed by your Commune group members once a week where the project development is pitched and critiqued. I would also like to meet with tutors on a regular basis to receive varied feedback from a variety of ages and artistic perspectives- level of art background and professionalism.

Furthermore, the whole project has to be reflected on, concluded and evaluated by means of a contextual review. I would also like to present to my commune group, and peers from different specialisms to gain a holistic evaluative viewpoint.

Proposed Research Resources and Bibliography

Books

Brown, D. (2013). *Designing together*. Berkeley, California: New Riders.

Beirut, M. (2015) How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world, Thames & Hudson: London

Solanki, S. (2018) Why Materials Matter; Responsible Design for a Better World, Prestel: London

Shedroff, N. (2009). *Design is the problem: The Future of Design Must Be Sustainable*. Brooklyn, New York: Louis Rosenfeld.

Twemlow, A. (n.d.). *Sifting the trash*. MIT Press.

Jedlicka, W. (2009). *Packaging sustainability*. Hoboken, NJ: John Wiley & Sons.

Cheung, V., n.d. Less Is More - Limited Colour Graphics In Design.

Exhibitions

PriestmanGoode presents Get Onboard: Reduce. Reuse. Rethink. The Design Museum, London. 2019 – 01 March 2020.

Talks

It's Nice That (2020). *Nicer Tuesdays: Lovers*. [video] Available at: <https://www.itsnicethat.com/articles/nicer-tuesdays-july-2019-lovers-graphic-design-130819> [Accessed 26 Feb. 2020].

Practitioners

Jonathan Barnbrook: Barnbrook. (2020). *Home — Barnbrook*. [online] Available at: <https://barnbrook.net/> [Accessed 26 Feb. 2020].

Lovers': Lovers. (2020). *Lovers – Lovers*. [online] Available at: <https://lovers.co/> [Accessed 6 Feb. 2020].

Nice and Serious: Nice and Serious. (2020). *Nice and Serious*. [online] Available at: <https://niceandserious.com/> [Accessed 26 Feb. 2020].

Anthony Burrill: Anthonyburrill.com. (2020). *Anthony Burrill*. [online] Available at: <http://anthonyburrill.com/> [Accessed 26 Feb. 2020].

Dominic Wilcox (Little Inventors): Littleinventors.org. (2020). *Little Inventors*. [online] Available at: <https://www.littleinventors.org/> [Accessed 26 Feb. 2020].

Duval Guillaume: Duvalguillaume.com. (2020). *Duval Guillaume – CREATIVITY MEANS GROWTH..* [online] Available at: <http://www.duvalguillaume.com/> [Accessed 6 Feb. 2020].

Websites and articles

Useless.london. (2020). *USELESS*. [online] Available at: <https://useless.london/> [Accessed 6 Feb. 2020].

ILOVEYOU Agency. (2020). *ILOVEYOU Agency — FridaysforFuture*. [online] Available at: <https://iloveyou.agency/fridaysforfuture/> [Accessed 26 Feb. 2020].

Itsnicethat.com. (2020). *Welcome to Response and Responsibility, a look at creativity and climate change*. [online] Available at: <https://www.itsnicethat.com/features/response-and-responsibility-introduction-miscellaneous-260619> [Accessed 26 Feb. 2020].

Adaptivecapacity.world. (2020). *Adaptive Capacity Website*. [online] Available at: <http://adaptivecapacity.world/> [Accessed 26 Feb. 2020].

Hitti, N. (2020). *Glug creates digital database of protest posters for today's climate strikes*. [online] Dezeen. Available at: <https://www.dezeen.com/2019/09/20/glug-climate-strike-posters-design/> [Accessed 6 Feb. 2020].

Size, F., Size, F. and WIRE, B. (2020). *ByFusion Recycles 100 Percent of Plastic Waste into Building Material, Creating Structures in LA and Kauai for World Oceans Day*. [online] Businesswire.com. Available at: <https://www.businesswire.com/news/home/20190604005824/en/ByFusion-Recycles-100-Percent-Plastic-Waste-Building> [Accessed 26 Feb. 2020].

BBC News. (2020). *Who is Greta Thunberg?*. [online] Available at: <https://www.bbc.co.uk/news/world-europe-49918719> [Accessed 19 Feb. 2020].

Science ABC. (2020). *How is Paper Made?*. [online] Available at: <https://www.scienceabc.com/eyeopeners/how-is-paper-made.html> [Accessed 26 Feb. 2020].

Foodwatch EN. 2020. Sugar, Fat And Salt. [online] Available at: <<https://www.foodwatch.org/en/campaigns/sugar-fat-and-salt/>> [Accessed 11 March 2020].

Earth Overshoot Day. 2020. What Is The Ecological Footprint?. [online] Available at: <<https://www.overshootday.org/kids-and-teachers-corner/what-is-an-ecological-footprint/>> [Accessed 12 March 2020].

TypeRoom (n.d.). Design Interview 10Q: while in lockdown enjoy a designer's adventure to be inspired - TypeRoom. [online] www.typeroom.eu. Available at: <https://www.typeroom.eu/design-interview-10q-while-in-lockdown-enjoy-a-designers-adventure-to-be-inspired> [Accessed 26 Mar. 2020].

Ghosh, I. (2020). The Emissions Impact of Coronavirus Lockdowns, As Shown by Satellites. [online] Visual Capitalist. Available at: <https://www.visualcapitalist.com/coronavirus-lockdowns-emissions/> [Accessed 24 Mar. 2020].

www.behance.net. (n.d.). Behance. [online] Available at: <https://www.behance.net/gallery/52133991/Green-Finger> [Accessed 27 Mar. 2020].

RNZ. (2020). Teddy bears in windows to cheer up kids during lockdown. [online] Available at: <https://www.rnz.co.nz/news/national/412602/teddy-bears-in-windows-to-cheer-up-kids-during-lockdown> [Accessed 25 Mar. 2020].

FRANCE 24 English, 2020. Clearer Water, Cleaner Air: The Environmental Effects Of Coronavirus. [video] Available at: <https://www.youtube.com/watch?time_continue=42&v=HVwjs_D_kRI&feature=emb_logo> [Accessed 26 March 2020].

Asbury, N., 2020. Twitter. [online] Twitter.com. Available at: <<https://twitter.com/asburyandasbury/status/1241799163941093378>> [Accessed 29 March 2020].

West, N., 2020. Metabunk. [online] Metabunk. Available at: <<https://www.metabunk.org/home/>> [Accessed 15 April 2020].

Please, S. and Riviere, A., 2020. Behance. [online] Behance.net. Available at: <https://www.behance.net/gallery/68188509/BingePlease-X-Netflix?tracking_source=search_projects_recommended%7Cinteractive%20website> [Accessed 17 April 2020].

Pedrosa, G., 2020. Behance. [online] Behance.net. Available at: <<https://www.behance.net/gallery/91948979/TECH>> [Accessed 16 April 2020].

Weglimpse.co. 2020. Glimpse | A Group Of Creative People Who Want To Use Our Skills For Good. [online] Available at: <<https://weglimpse.co>> [Accessed 24 April 2020].

Pew Research Center: Internet, Science & Tech. 2020. Internet Use By Age. [online] Available at: <<https://www.pewresearch.org/internet/chart/internet-use-by-age/>> [Accessed 21 April 2020].

Chiu, E., 2020. Will The End Of The Pandemic Bring About A New Surge Of Entrepreneurs?. [online] Creative Review. Available at: <https://www.creativereview.co.uk/pandemic-entrepreneurs/?cmpid=cnews_13327987&utm_medium=email&utm_source=newsletter&utm_campaign=cr_news> [Accessed 1 May 2020].