



London College of Communication  
**School of Graphic Design**  
Graphic and Media Design / BA (Honours)  
2008 – 2009

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Unit	<b>Personal and Professional Development</b>
Year	<b>Two</b>
Project Tutors	<b>Sarah Temple, Anna Gerber, Tony Todd</b>
Brief Dates	Various, depending on your individual pathways.
Hand-in Dates	Your hand-in date will depend on your individual pathway. There will be two possible hand-in dates, either 21 <sup>st</sup> January 2009 <i>or</i> 29 <sup>th</sup> April 2009.
	<b>Hand in to Graphic School Office 12-2pm</b>

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**Project Title**                      **Collaboration + Interview**

#### **Project Brief**

As part of your studio work, you will be working collaboratively. This can be interpreted in various ways: in the most literal sense this could mean that you are working with more than one other person, or you could be collaborating with someone from outside the college. Thinking in more collaborative terms is increasingly forming a large part of the changing face of what it means to be a designer (service design agencies such as Live|Work are a prime example of this), so being aware of this is important for you to begin to consider.

There are two (related) essays we would like you to complete?

#### **Collaboration Visual Essay**

The first relates to the collaboration itself. You will need to visually represent the collaborative component of your studio project. Think of this as an exercise where you get the opportunity to work through your process of working collaboratively in a visual way. You can do this typographically, photographically, illustratively, in the form of a comic strip, etc. For the collaboration visual essay, we would like you to:

1. Identify what collaborative environment or project you are currently working on/in.
2. What makes this a collaboration? If you are working with others, do you believe this is a genuine collaborative effort? What roles are people in your group assuming (including yourself)?
3. What has been successful in this collaboration? Why? What about the pitfalls of the collaboration? What would you have done differently and why?
4. What role has the collaboration played in relation to your project – has it been quite central to your project or peripheral?

#### **Interview Essay**

The second component is an interview. We would like you to conduct an interview that first relates to your collaborative project and second provides your project with additional research. For the interview essay, we would like you to:

1. Conduct an interview with someone you can relate in some way to your collaborative project. This can be anyone: a sociologist, anthropologist, designer, gardener, musician, etc.
2. Rather than reproduce or document the interview, we would like you to write about your experience of the interview.
3. Discuss why you chose the person you did – how did that person relate to your project? How did you approach your interviewee?
4. What did you discuss? Was the interview what you expected? If so, why? If not, why not?
5. How did your interview add to your studio project? Did you gain a new perspective? An expert knowledge? Did your interview help you question your project? Did it support/validate your project?

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#### **Learning Outcomes**

1. Demonstrate an ability to work collaboratively.
2. Utilise critical analysis in a piece of industry research.
3. Demonstrate an understanding of the professional context of graphic design.

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#### **Assessment Requirements**

1. Collaboration: no larger than A3
2. Interview: 750 words

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#### **Research + Context**

Various authors (2005) *pressPLAY: Contemporary Artists in Conversation*, Phaidon Press.

Bachelard, Gaston (1992) *The Poetics of Space*, Beacon Press.

Harmon, Katherine (2003) *You Are Here: Personal Geographies and Other Maps of the Imagination*, Princeton Architectural Press.

Mau, Bruce (2004) *Massive Change: A Manifesto for the Future Global Design Culture*, Phaidon Press.

Obrist, Hans-Ulrich, ed. (2003) *HuO: Hans-Ulrich Obrist: Interviews*, Charta/Fondazione Pitti Immagine Discovery.

Thackara, John (2006) *In the Bubble: Designing in a Complex World*, MIT Press.

Turchi, Peter (2005) *Maps of the Imagination*, Trinity University Press.