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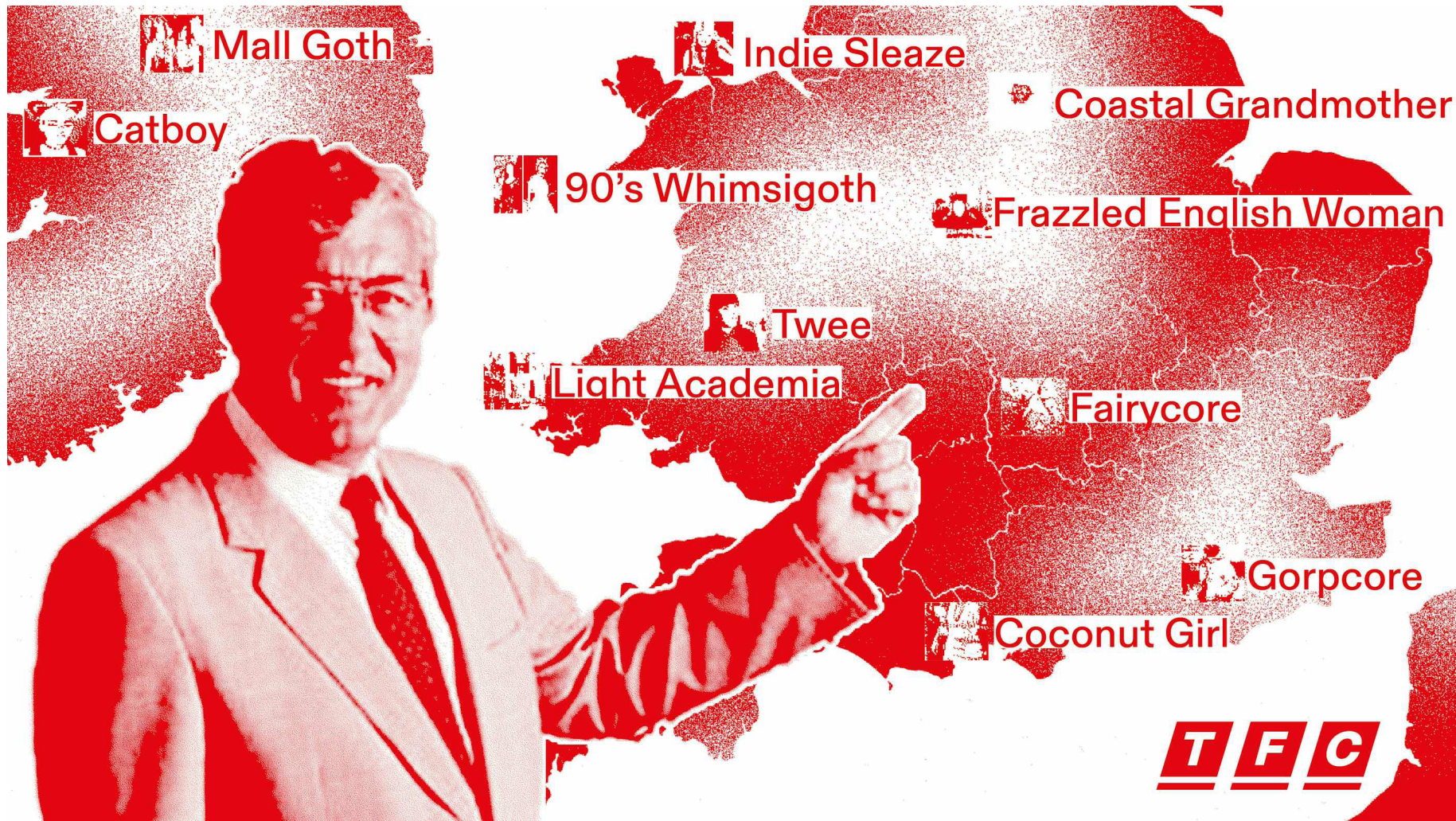
BAIVM Year One

Tuesday 1 October 2024

CONSTRUCTING TASTES: Briefing

For more information about this presentation
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What is taste?

'Taste, taste, taste', the architect Frank Lloyd Wright once remarked, '*cows* have taste!'

Stephen Bayley (2017) Taste: The Secret Meaning of Things, Expanded Edition, Circa Press

Mall Goth
Catboy
Indie Sleaze
Coastal Grandmother
90's Whimsigoth
Frazzled English Woman
Twee
Light Academia
Fairycore
Gorpcore
Coconut Girl

TFC

*Cloudy With a Chance of Mall Goth
(THE FACE Interview with Sean Monahan)*

Where does our taste come from?

Cultural heritage? Consumerism? *Vibe-shifts?* Music? Politics?
Fundamental needs? The algorithm?

How can we define our taste?

Aesthetics? Identity? Language? Behaviour? Social Media? Semiotics?

*Lady of Marseille
(Beryl Cook, 1982/2024)*

Is there such a thing as good or bad taste?

And how can we argue this one way, or the other?

Taste and Illustration

One of the aims of doing a degree in Illustration is to give us the confidence to talk about our work beyond saying 'I like it' or 'it works', and to argue for our own designs. As an illustrator, you should know a lot about your subject, as well as being able to illustrate. We can find out a lot about an individual piece of illustration by asking questions around taste, and how visual culture has evolved.

This project will challenge you to construct new understandings around your own tastes and modes of communication.

Art school isn't as scary as a glossy magazine HQ, but this famous monologue on the colour 'cerulean' still resonates... (The Devil Wears Prada [Film clip] 2006)

Thinking Exercise

How would you describe this image?

Discuss with the people sitting next to you, or write your thoughts down in your notes. *2 minutes*

Gloria, Pierre et Gilles, National Portrait Gallery, 2023

Thinking Exercise

How would you describe this image?

Could we simply describe this image as an 'aesthetically pleasing or dis-pleasing portrait'? Or would we feel the need to say more about *why* it is, or isn't, aesthetically pleasing to us?

Gloria, Pierre et Gilles, National Portrait Gallery, 2023

Thinking Exercise

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Could we simply describe this image as an 'aesthetically pleasing or dis-pleasing portrait'? Or would we feel the need to say more about *why* it is, or isn't, aesthetically pleasing to us?

We asked ChatGPT to describe the image, and it generated this description:

A serene figure sits on a pedestal, with angel wings, holding a lyre, surrounded by flowers.

Is this description enough for us to understand how we feel about the image?

Gloria, Pierre et Gilles, National Portrait Gallery, 2023

Why should we aspire to understand taste in illustration deeply?

'It may seem quite pointless attempting
to categorise images and techniques,
but *not* to think about our [illustrative] **tools**,
which may be said to be, for [illustrators],
the physical and conceptual way of [...] telling
people about something, and of obtaining
from them a response, in terms of action,
even if this action is merely thinking.'

Richard Hollis (1964) Graphic Images, Lecture, West of England College of Art

Brief

This project asks you to experiment with a broad range of analogue and digital processes and tools in order to develop your approach to style, while exploring notions of identity, communication, and visual culture in contemporary illustration practice. A series of workshops, tasks and activities will support you to illustrate, design, and produce an experimental body of illustration that expresses the contexts of your own positionality in relation to taste.

This project should prepare you to engage with personal backgrounds, diverse audiences, and evolving roles in illustration and visual communication.

Try out
a process
or tool

Try out
a different
process or
tool

Think about what
the process or tool
communicates,
or has the potential
to communcate

Outcome details

Throughout the project you should aim to document your journey using a reflective log (this can be digital, analogue, or hybrid), showcasing work that documents evidence of engagement, experimentation, and development. You should produce a loose and broad body of work, utilising expansive making processes, both in guided sessions and in your independent study time. As the Unit develops, practical tasks, research activities, and resolved practical outcomes will be briefed to you during Studio Lab sessions – your reflective log should include evidence of engagement with all these assignments.

Studio Labs

Digital Skills

CTS sessions

You should log all of your experiments from these sessions and bring your workings to your Coaching Tutorials

Printmaking sessions

Research trips

Independent study time

Timetable

Every week you will have a session guided by your Studio Lab tutors on a Tuesday morning, in either the studio, or on a site visit. You will also have a Coaching Tutorial every week, on a Thursday.

Every two weeks, you will have a Digital Skills session on a Wednesday morning. You will have a Contextual & Theoretical Studies (CTS) session on Thursdays, on weeks 4, 5, 6, 7, 10, & 11. Keep an eye on your timetable for these sessions.

There will be Printmaking Inductions taking place from week 3 of this project. When you are asked to sign up to these sessions, make a note of the room & timeslot you have signed up for. These sessions will take place on a Wednesday afternoon, but your specific Moodle sign-up will not link to your timetable.

What will these sessions be like?

Contextual & Theoretical Studies (CTS) sessions

CTS sessions will be with Sam Gathercole, JP Hartnett & Nina Mickwitz

On Thursdays starting in Week 4 24 October 2024
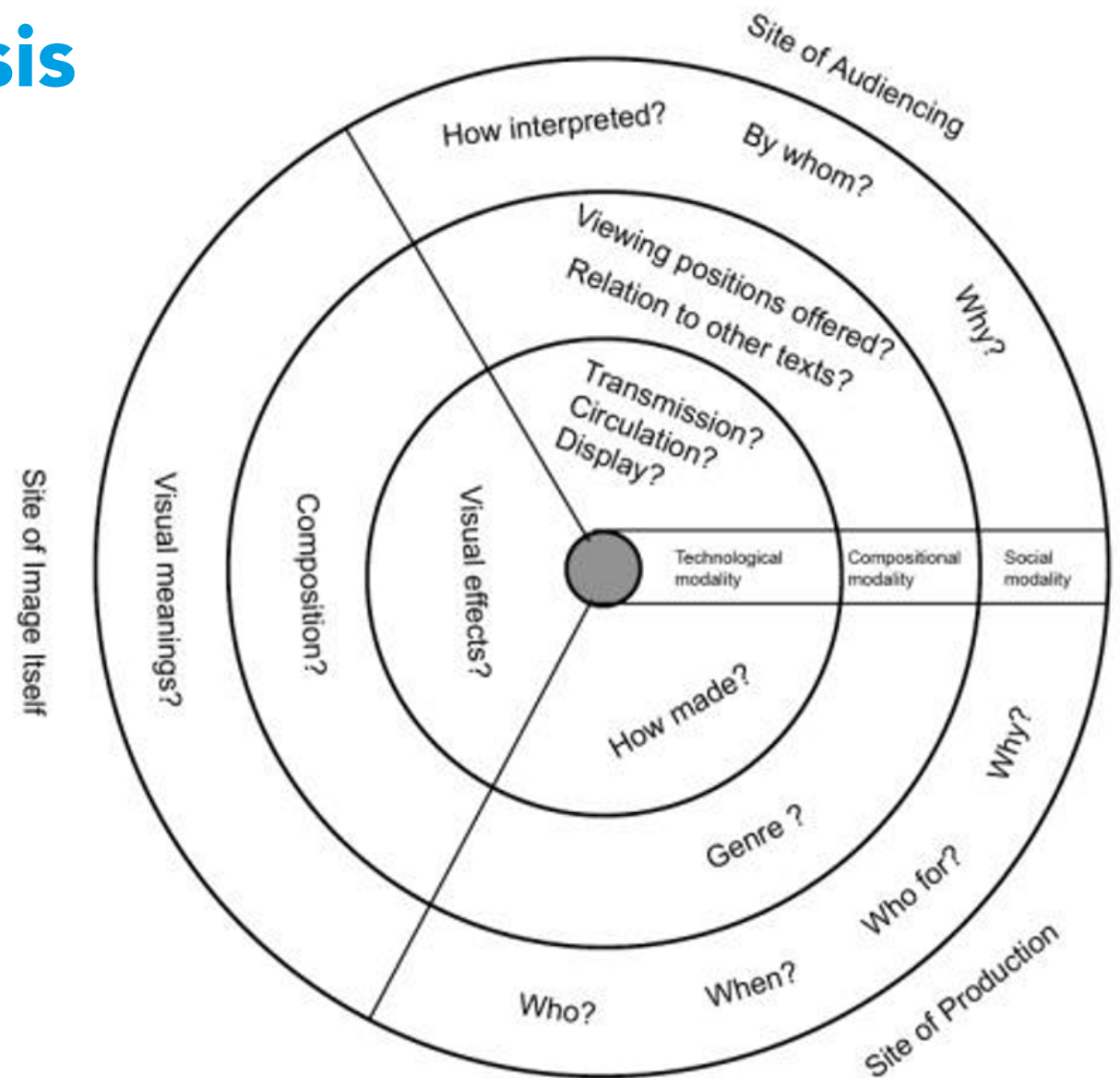
CTS & Visual Analysis

Image sites and modalities for visual analysis, adapted from
Gillian Rose (2012) *Visual Methodologies: An Introduction
to Researching with Visual Materials*. London: Sage. p.21

CTS & Visual Analysis

The site of encounter

The site of the image itself
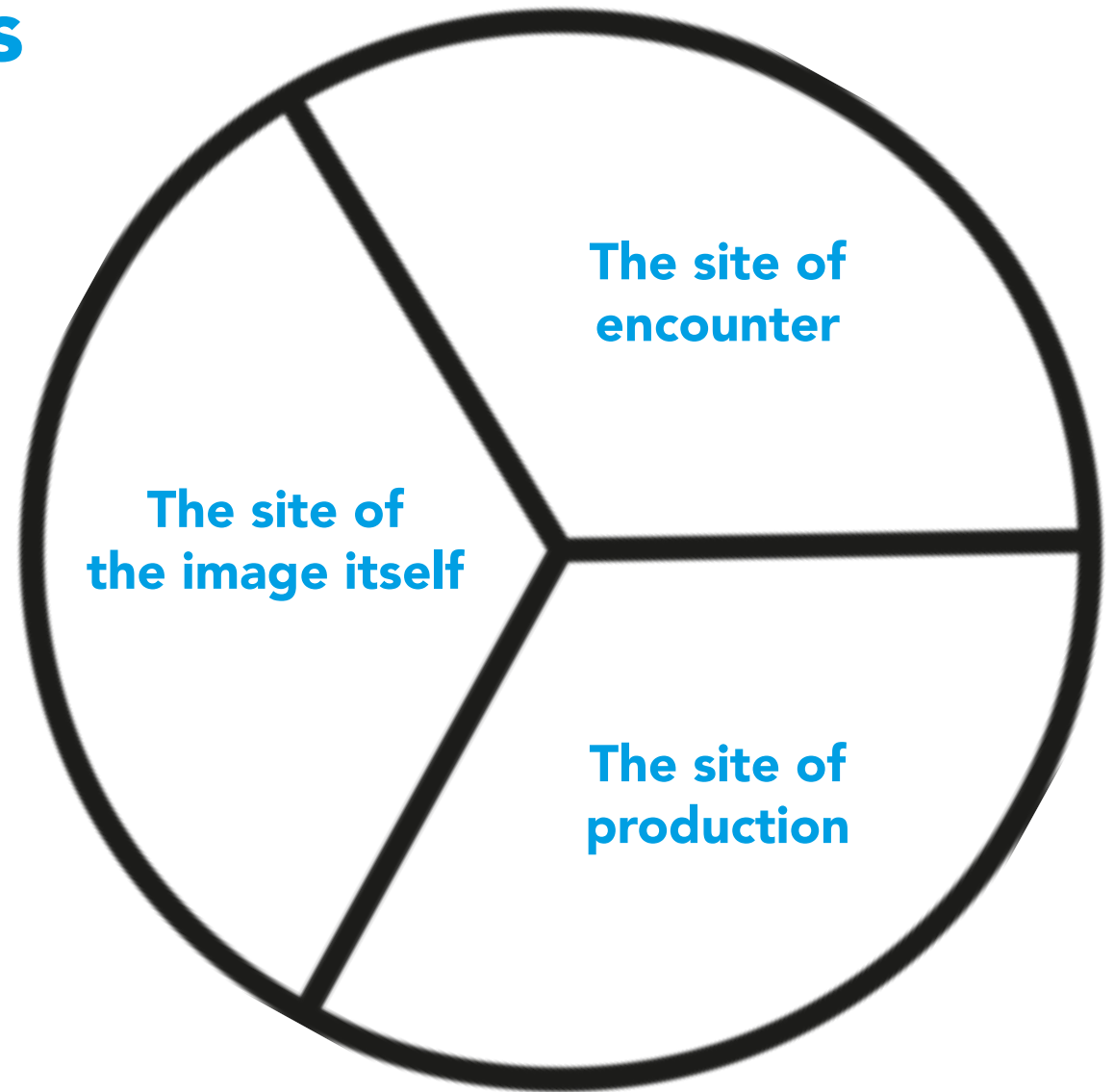
The site of production

Image sites and modalities for visual analysis, adapted from Gillian Rose (2012) *Visual Methodologies: An Introduction to Researching with Visual Materials*. London: Sage. p.21

CTS & Visual Analysis

1. The site of production
2. The site of the image itself
3. The site of encounter

Roy Litchenstein, *M-Maybe*, 1965

CTS & Visual Analysis

1. The site of production
2. The site of the image itself
3. The site of encounter

Roy Litchenstein, *M-Maybe*, 1965

In your Studio Labs and additional sessions you will generally be making and analysing your own works, learning how to use new making tools, whilst utilising your visual analysis skills.

Thinking through making exercises

Lets start by thinking about some of the initial questions set out in the brief — through drawing.

Where does our taste come from?
Drawing exercise 1/5

Draw something that you own that relates to your family heritage. *3.5 minutes*

Where does our taste come from?
Drawing exercise 2/5

Draw something you bought recently. *3.5 minutes*

Where does our taste come from?
Drawing exercise 3/5

Draw an item of your clothing that you think sums up your 'vibe' this week. *3.5 minutes*

Where does our taste come from?
Drawing exercise 4/5

What do you need right now? Draw it. *3.5 minutes*

Where does our taste come from?
Drawing exercise 5/5

Log onto Instagram/TikTok and draw the first thing the 'Explore/ For You' tab presents you with. If you don't have Instagram/ TikTok, what do you think the algorithm would suggest you look at? Draw it. *3.5 minutes*

Discuss the outcomes

Do these images sum up your taste? Why? Why not?
What prompts would be more descriptive of your taste?
What do you believe defines good/bad taste? *A few minutes*

By the end of this project, you will share work with the whole class that expresses something you have learnt about *taste* in visual culture.

Project Content [page 1/4]

Week 1   **Tuesday 1 October** Studio Lab: Project briefing
Thursday 3 October Coaching tutorials

Week 2   **Tuesday 8 October** Studio Lab: Printmaking introduction,
Signs & Semiotics workshop
Thursday 10 October Coaching tutorials, printmaking sign-up deadline

Week 3   **Tuesday 15 October** Studio Lab: Student Support visit,
Type & Image workshop
Wednesday 16 October AM Digital Skills: Exploration & Play focus
Wednesday 16 October PM Printmaking inductions
Thursday 17 October Coaching tutorials

Week 4   **Tuesday 22 October** Studio Lab: National Portrait Gallery guided visit
Wednesday 23 October AM Digital Skills: Exploration & Play focus
Wednesday 23 October PM Printmaking inductions
Thursday 24 October Coaching tutorials, Contextual & Theoretical
Studies (CTS) rotation

Project Content [page 2/4]

Week 5
Tuesday 29 October Studio Lab: Scale & 3D Image-ing workshop
Wednesday 30 October AM Digital Skills: Exploration & Play focus
Wednesday 30 October PM Printmaking inductions
Thursday 31 October Coaching tutorials, Contextual & Theoretical Studies (CTS) rotation

Week 6
Tuesday 5 November AM Studio Lab: Taste & A.I. workshop
Wednesday 6 November AM Digital Skills: Exploration & Play focus
Wednesday 6 November PM Printmaking inductions
Thursday 7 October Coaching tutorials, Contextual & Theoretical Studies (CTS) rotation

Week 7
Tuesday 12 November Studio Lab: Pattern & Texture workshop & Guest lecture from Alejandro Escobar
Tuesday 5 November PM Creative Technologies inductions
Wednesday 13 November Printmaking inductions
Thursday 14 November Coaching tutorials, Contextual & Theoretical Studies (CTS) rotation

Project Content [page 3/4]

Week 8
Tuesday 19 November Studio Lab: Branding & Bootlegging workshop
Wednesday 20 November Printmaking inductions
Thursday 21 November Coaching tutorials

Week 9
Tuesday 26 November Studio Lab: Physical Outcome Surgeries
Wednesday 27 November AM Digital Skills: Exploration & Play focus
Wednesday 27 November PM Printmaking inductions
Thursday 28 November Coaching tutorials

Week 10
Tuesday 3 December Studio Lab: Research Trip
Wednesday 4 December AM Digital Skills: Exploration & Play focus
Wednesday 4 December PM Printmaking inductions
Thursday 5 December Coaching tutorials, Contextual & Theoretical Studies (CTS) rotation

Week 11
Tuesday 10 December Studio Lab: Digital Outcome Surgeries
Thursday 12 December Coaching tutorials, Contextual & Theoretical Studies (CTS) rotation

14/12/24—12/1/25 is Winter Break!

Project Content [page 4/4]

Week 12   **Tuesday 14 January** Studio Lab: **SHOWCASE!** Formative Assessment and feedback session
Wednesday 15 January Digital Skills Exploration & Play focus
Thursday 16 January Coaching tutorials

Week 13   **Tuesday 21 January** Studio Lab: Summative Assessment support
Wednesday 22 January Digital Skills Exploration & Play focus
Thursday 23 January Coaching tutorials

Week 14   **Tuesday 28 January** Summative Assessment submission