Project Brief  
CONSTRUCTING TASTES

## *Unit: Exploration and Play*

# Project Brief Information:

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| **Title of Unit Assignment:**  Exploration & Play | **Submission Deadline:**  Thursday 30th January 2025  by 3:00pm (15:00) GMT  **Adjusted Assessment**  **Deadline\*:**  Thursday 13th February 2025  by 3:00pm (15:00) GMT | **Submission Method:**  Electronic Submission via  Moodle - 1 PDF with a  maximum file size of 200MB |
| **Submission Queries:**  If you have any difficulties submitting your Project Brief contact: [idvc@arts.ac.uk](mailto:idvc@arts.ac.uk) before the deadline. |

## Context:

‘Taste, taste, taste’, the archi­tect Frank Lloyd Wright once remarked, ‘*cows* have taste!’[[1]](#footnote-13549)  
  
**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?

**Is there such a thing as good or bad taste?** And how can we argue this one way, or the other?

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.

# **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.   
  
You should try to explore the enhancement of idea generation through process-led activities, emphasising creative investigation and experimentation across various forms and media. This project should prepare you to engage with personal backgrounds, diverse audiences, and evolving roles in illustration and visual communication.

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.

# **Resources:**

**Books:**

* Stephen Bayley (2017) *Taste: The Secret Meaning of Things*, Expanded Edition, Circa Press
* Gillian Rose (2001) *Visual Methodologies,* Sage Books  
  Available at: <https://ebookcentral.proquest.com/lib/ual/detail.action?docID=254742> [Last Accessed September 2024 with UAL Log-in]

**Zines:**

* Audre Lorde (Date unknown) *The Audre Lorde Questionnaire to Oneself*, LCC Zines Collection, Folder 81
* Emma Warren (2020) *Document Your Cutlure: A Manual,* Sweet Machine Publishing, LCC Zines Collection

**Lectures/Broadcasts:**

* Stuart Hall (1997) *Representation and Media*  
  Available at: <https://www.kanopy.com/en/arts/video/41580> [Last Accessed September 2024 with UAL Log-in]
* Adam Curtis *The Century of the Self: 3. There is a Policeman Inside All Our Heads; He Must Be Destroyed*  (2002) Available at: BBC iPlayer or Box of Broadcasts <https://learningonscreen.ac.uk/ondemand/index.php/prog/00180FD8?bcast=977997> [Last accessed September 2024 with UAL log-in]

**Archives/Museums/Libraries/Galleries:**

* The Design Museum: <https://designmuseum.org/>
* The Victoria and Albert Museum: <https://www.vam.ac.uk/>
* Black Cultural Archives (Brixton): <https://blackculturalarchives.org/>
* The Feminist Library: <https://feministlibrary.co.uk/>

**To view the Learning Outcomes and Costs Associated with this Project Please see your Unit Assignment Brief**

1. Stephen Bayley (2017) *Taste: The Secret Meaning of Things*, Expanded Edition, Circa Press [↑](#footnote-ref-13549)