



FRAN BAKER

frambaker13.wordpress.com

*Personal Development Plan
and Portfolio*




PROPOSAL

What I have learnt to love, over my time at Chester University, is the creative freedom that graphic design allows you to express. By learning, not only the technical skills that are needed for me to succeed in the creative industry, but also the expressive thinking that is vital for me to be able to develop as a mature and practiced designer.

After spending the last 2 years of my life acquiring the skills to become an inventive and successful creative thinker, I am now planning on moving away from the subject of graphic design, back to fine art. I wish to apply for the MA Art and Design (studio practice) course at Loughborough University, where I can rekindle my creative practice from a fine art perspective. These past few years studying graphic design have been vital in me making this decision which will ultimately shape the rest of my life. I have learnt how to create work for a specific client, I've learnt the technical skills needed to produce work to a high, professional standard, and I have also learnt how to apply creative thinking to whatever I do. These skills will be invaluable to me if I am successful in getting onto the MA course, however, even if I am unsuccessful, I know that I will be using these skills in whatever I end up doing.

I hope, that by the end of the year, I am able to tailor my graphics work more towards a fine art perspective, hopefully allowing the transition from graphic design to fine art to be a smooth and successful one.



CV

Home: Conigre House
Rendcomb
Cirencester
Gloucestershire
GL7 7HB

Email: franbaker13@live.com

University: 29 Garden Lane
Chester
CH1 4EN

Email: 1000526@chester.ac.uk

Mob: 07564575830

Education and Qualifications:

2010 – present

University of Chester

BA (Hons) Graphic Design

2008-2010

Rendcomb College

A-Levels: English (A), Art (A), Theatre Studies (costume and set design) (A)

AS Level: Geography (A)

- Designer for my school ball committee.
- Prefect (Social Prefect and Deputy of Day Pupils)
- Played in hockey and lacrosse 2nd teams.

2003-2008

Sutton Valence School

9 ½ GCSE's: English (A), Art (A), Design Technology (A*), Maths (B), Media Studies (A*), French (B), Geography (A), ICT (B), 21st Century Science (B), Short Course GCSE in Religious Education (A*)

- Successfully passed the European Computer Driving Licence in 2008.
- Passed Grade 5 Flute.
- At the age of 13 went on an expedition with the school and climbed the Atlas Mountains in Morocco.
- Played in hockey, rounders and netball teams.
- Represented the school in the National U18s rugby 7s competition for girls.

Work Experience:

2007 (1 week in December)

Mark Wilkinson Furniture:

- I was instructed to design a child's bedroom set on paper and then transfer it to CAD with the help of the design team.

2012 (5 weeks in Spring)

UKCPD (UK College of Personal Development)

- In my time as a member of the design team I created numerous brochures and posters for print, as well as helping update the company website.

2012 (3 days in Summer)

Ash Photography:

- Assisting the photographic stylist in shoots for various advertising campaigns.

Employment:

2010 (July-August)

Rendcomb College Works Department:

- I re-decorated several classrooms for a newly refurbished part of the school within the time restrictions given.

2011 (July-August)

Rendcomb College Works Department:

- I re-decorated the interior of a house on the school grounds within the time restrictions given.

Additional Skills:

- Experienced practice in Adobe Photoshop and Adobe Illustrator adequate experience in Adobe InDesign, Adobe Dreamweaver, Soundcut Pro, Final Cut Pro and Dragonframe.
- Confident with all Office applications, email and Internet.

Additional Information:

- Clean full driver's licence.
- I am a keen artist and particularly enjoy painting abstract landscapes in my spare time.

Referee:

Mr Kevin Furlong – Personal
Academic Tutor and Senior
Lecturer in Graphic Design at the
University of Chester

Email: k.furlong@chester.ac.uk

Tel. No: 01244 515702

Mr Alan Summers – Senior
Lecturer in Graphic Design at the
University of Chester

Email: a.summers@chester.ac.uk

Tel. No: 01244 515704

SWOT ANALYSIS

Strengths

I am organised and good at time keeping. I like to know what I'm doing when, and keeping to the schedule to get my work done. I am a perfectionist and can't leave something as completed until I am 100% happy with it.

Opportunities

By using my time management skills, I hope to be able to maintain a focussed work ethic to make sure I allow all modules and all briefs to have their suitable time for me to complete them. This should allow me to experiment creatively / take more risks without feeling as though I am wasting time.

Weaknesses

I lack confidence when it comes to talking about my ideas / designs. I also struggle to give myself creative freedom, I like to be given direction rather than experiment and take risks to find an aim for my work, (which is something that will need to be addressed before I enrol on an experimental fine art MA).

Threats

My main threat is the feeling of my work not having a purpose when I am experimenting. To prevent this from happening, I intend to keep to my work schedule (so experimenting for one brief won't eat into the time for another brief), as well as including all my experiments in my workbooks. I hope that if I have enough experimentation (even if at the time it doesn't seem overly relevant) I will be able to combine aspects of my risk taking to create outcomes I am proud of.

CAREER ASSESSMENT

After looking into what possibilities are out there for me after I finish my undergraduate degree in graphic design, I have decided that going into a graphic design company isn't really something that appeals to me. Although I have thoroughly enjoyed all aspects of my degree, and the skills I have gained from it are going to be invaluable in any career I end up in, I feel that I would love to gain more experience in fine art. Being a subject I loved at school, and something that I continue to practice in my free time, I would love to take this further.

I knew that merely completing a fine art undergraduate degree may not push me as far as I would like in the creative industry once I had graduated, so by doing a graphic design degree, I have learnt not only a huge amount of practical skills, but also the business and presenting side of design which will allow me to advance in my future. To try and reconnect me with fine art I am aspiring to take the fine art MA on offer at Loughborough University. This will allow me to end up as a practiced creative thinker with both practical and theoretical skills, and ultimately broaden my future career opportunities.

However, now I need to focus on improving my fine art skills, which I know will ensue through my MA in fine art. I must try and take every opportunity to improve my skills before starting, ensuring I am as prepared as possible for next year.



PROJECT PROPOSAL

Loughborough Application for MA Art and Design (Studio practice)

To have the freedom to explore innovative and exciting new ways of creating pieces of work within a supportive and responsive environment has led me to apply for your Art and Design (Studio Practice) Master's course.

I love to create work which gives the viewer a sense of being within that painting – that tangible feeling of standing in front of a piece of art, but emotionally being somewhere completely different, somewhere inspired by what you are looking at.

There is inspiration everywhere you look, I tend to get mine from nature; having lived in the countryside my whole life, my work is inclined to involve this theme. However, I love the sense of living, of movement, that is often hard to portray in a static piece of art. That is why artists such as J. M. W. Turner inspire me; the way he manages to create a feeling of movement and energy through sweeping brushstrokes, and how his creation of texture enriches this. The work I have done previously has tended to follow a similar theme, I love to paint landscapes, but not in the traditional rigid way of many of the classical artists. I like to be very free and flowing in the way that I apply the paint, flicking it onto the canvas, or scrubbing it in to create texture within the paint. This gives my work a raw and almost abstract feel to it that I feel is a development from the romantic art that I am so inspired by. I am obsessed with the materiality of art and how what you use and how you use it is not just the platform from which your work sits, it is part of the work as a whole. The canvas is not just there to hold the paint, it adds another texture that other materials would not, it adds to the overall look and feel of the painting, showing through as another layer of intensity.

A subject I am particularly interested in is the notion of the 'sublime'. The way that some artists manage to create something beautiful out of a subject which is simultaneously terrifying and awe-inspiring. Artists from the romantic period such as Caspar David Friedrich and Turner who concentrated on landscapes and nature, but twisted it to give a sense of danger and menace influence my work. The way that they took the style of landscape painting that was so in fashion at the time, and turned it on its head so the viewers felt the turmoil and panic as if they were stood within the landscape. I particularly loved the layers of connotations that Friedrich added to his works, how he used nature as a metaphor for the unrest that society was having at the time (for example, his painting 'The Oak Tree in the Snow' depicts a German oak [typically a symbol of strength] crudely chopped and bare, much like Germany itself for the majority of Friedrich's life) More current artists such as Anselm Kiefer, for example, continue on a similar theme (particularly in his beautifully destructive piece 'Varus' which references the battle in the Teutoburg Forest in A.D. 9) Kiefer adds yet another dimension to his work with texture which enhances the barbarity and the crudeness of the subjects he is trying to confront.

I am currently exploring the idea of 'place' and the relationship it has with memory within my practical dissertation this year. I want to create a physical object which visually communicates the feeling of nostalgia within a landscape, or place, in a narrative form through the use of type, texture and image. I want to create a piece of graphic design work which the viewer can connect with, which takes them on a journey through memory and place. This is just the beginning of a subject which I wish to continue to develop over my Master's degree. Whereas this year I will be looking at the subject from a graphic design point of view, I would love to have the opportunity to develop this into fine art. Due to the nature of graphic design, the work I have created (and still am) has been very client based. I wish to take these ideas I am currently investigating and transfer it to a more personal exploration in fine art. I have been very focussed on my undergraduate degree on the conceptual thinking side of art and design, I wish now to bring that out into physicality and challenge myself into creating pieces of art which portray my concepts.

My main inspirations are the artists who succeed in creating atmosphere in their work. They have managed to go past the boundaries of mere movement and vigour to create a real sense of existence; of the landscape living within the work as apposed to a representation of it.

I wish to explore these methods so that I too might be able to achieve this through my art. I would love to be able to create a presence within my paintings, to develop my skills into other materials such as glass and ceramics, and maybe transfer my style of painting to physical objects. Maintaining that feeling of natural atmosphere, but in a more tactile and connecting way. I like to focus on using acrylic and oil paint usually mixed with a little plaster of paris to give a dreamlike and hazy, textured feel to my landscapes, however I was thinking of even expanding my methods by experimenting with different materials. Glasswork, for example, is a method which has always fascinated me; the many ways it can be manipulated to create the desired effect. From creating blown objects to express my style to using the material as another textured layer over my paintings. This is why your course looks completely suited for me; the fact that you are offering so many different opportunities to investigate different approaches, approaches I may not have even considered before looking around at your facilities.

I am a focussed and hard working individual, and when I have a passion (such as my art) I love to immerse myself in the creation, the research and the experimentation involved in making it develop. However, this does not mean that I like to shut myself away from the world when I am working, I love to see other artists processes for creating their work; how they think and the methods they use. I get a huge amount of inspiration, not only from researching in books and on the internet, but also from the people I am surrounded by; whether creative or not, and I like to think that I could offer someone some inspiration in my working environment at Loughborough.

Overall, I am thrilled to think of the many things that I could achieve on the Art and Design course, and I would love to have the opportunity to explore my true potential with you. I aspire to be an art curator, or a practicing artist with my own studio, but I need to have the opportunity to grow and refine my skills and practice, to help give me the 'leg up' into my future. I want to have the chance to create pieces of work which step beyond the threshold of my past work, to find the catalyst which will allow me to progress as a mature and practiced artist.

INSPIRATIONS & AMBITIONS

As is natural for anyone, I get inspired by everything that surrounds me. From people to places, objects to situations. So to try and pin point a select few is proving quite difficult. However below I have listed four artists and designers who are inspiring me at this moment in my life, this will inevitably change, but for the moment, these four are standing out in particular:

JMW Turner: Turner has been a massive influence on my artwork since I was studying for my GCSE's, I love his delicate use of materials and methods of applying the paint to convey threatening and dangerous situations.

Rob Ryan: I have only recently come across the work of Ryan, however I love how intricate his paper-cuttings are, and how they work on so many different items.

Jo Downs: I discovered Downs' work when I was on holiday in Cornwall not long ago, and was fortunate to meet her and have a tour around her studio. She is very experimental with her glasswork, and the results are stunning.

David Faithfull: After being shown Faithfull's work by one of my tutors, I instantly became a fan. I love how he takes a seemingly mundane subject (the geography of a landscape for example) and creates a beautifully crafted piece of artwork out of his response from it.



CAREER AMBITIONS

Currently, I am not sure where I want to be in the near-future; what I want to be doing, who I want to be working with etc. I know that I do want to enter the creative industry, but doing what?

Reflecting on the type of things that I have done on my undergraduate degree, the things I have loved have been the more 'hands-on' projects. The projects where I have physically had to make something, this is why I have tried to tailor my final projects this year in a similar direction. I've really enjoyed experimenting with lots of different methods and materials, and what I do know is that I work a lot more passionately on projects where I am not just staring at my computer screen!

This is partly why I have made the big decision to continue my education and study a master's degree upon graduating this year. I don't think I've quite found the passion in my life which I want to pursue long into my future. I feel there is a lot more experimentation to be done to find the materials and methods of work that I can really make a career, and ultimately a life, doing.

I guess my dream ambition is to be a practising artist with my own studio, creating pieces of work freelance, or on commission. So the only cloudy area is what I would be creating! This is something that I feel an MA in fine art will help me answer. It may be something purely graphic, or purely fine art, but the prospect of trying to combine the two is really exciting! It's also really exciting to think that I could be anywhere, doing anything in my future; there are infinite opportunities out there!

YEAR TARGETS

To make sure I give myself as much chance of getting where I want to be in my future, I have come up with 4 targets for this year to make sure I really make the most of my last year as an undergraduate student:

Experiment!

To try and broaden my creative skills in preparation for my future, I want to take advantage of as many of the materials and resources the university has to offer. From using the different machines and apparatus to getting one-on-one lessons from the tutors on their creative talents.

I'm really going to make the most of this year to help me discover what methods I want to use and develop in my future.

Develop confidence in my creative abilities

Something that I have been battling with throughout the majority of this course is my lack in confidence. By the end of my degree I want to have proved to myself that I am a perfectly able graphic designer and creative thinker; this will allow me to progress in a future career and stand out as apposed to hiding behind my creative insecurities.

Learn to take more risks

Again, something that has come from my lack in confidence is the fact I don't like to take risks in my work. I like to stick to my comfort zone at the moment, and I know this will not allow me to develop as a practiced designer. Therefore, this year I want to force myself out of my comfort zone, this will hopefully allow my work to become more free and creatively experimental.

Prepare myself for an MA in Fine Art

Ultimately my aim for this year is to try and successfully get onto the Fine Art MA at Loughborough University; therefore I want to use this year to prepare myself creatively for what I hope to be doing next year.





**THE BEGINNING
OF THE END...**

SUMMER 2012

Graduate Show Research

Before going home for the summer, Emma (Tharme) and I visited three third year graduate shows (Chester, Manchester Met., and Salford) to help us think of possible methods of exhibiting in our graduate show next year.

Ash Photography

www.ashphotography.co.uk
I was lucky enough to spend a few days work experience with a photography company where I shadowed the photography stylist. This was to help me see the possible career choices out there for me when I graduate next summer. Although I thoroughly enjoyed my time with Ash, I don't think being a photography stylist is something I wish to pursue. It was great fun, but not 'arty' enough for me!

Cotswold Volunteers

I applied to do some volunteering over the summer, and the company (upon seeing my CV) asked me to re-design their cover photo for their Facebook page. I designed around ten, then they chose the final one to upload.

Jo Downs

www.jodowns.com

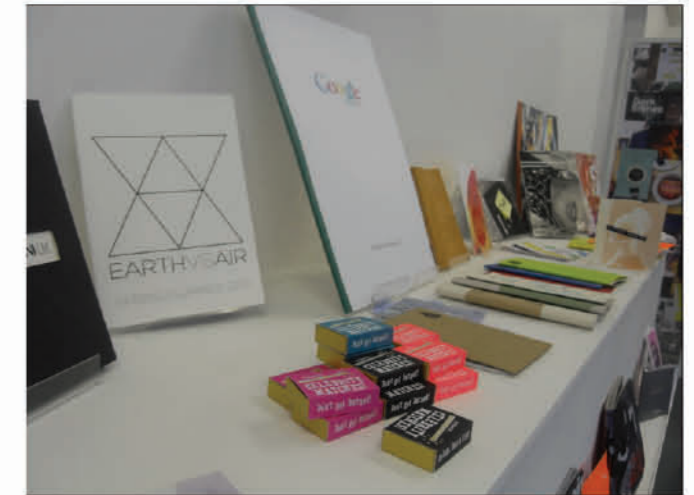
On my holiday to Cornwall I discovered the work of local glass artist Jo Downs. I did a bit of research and found out where her studio was, so travelled the short distance from where we were staying and got the chance to have a chat with her and have a tour of her studio. It was fascinating, and really made me consider getting work in an art studio like hers in the future.

MA Research

I am beginning to research possibilities for next year, and so far I like the sound of studying an MA. I am really inspired by what I saw on holiday, and think that by studying an MA in fine art, I could develop even further to help me become a practicing artist or designer.



Photograph above from <http://www.jodowns.com>



Key Dates: (September)

14th: Deadline for Cotswold Volunteers cover illustration

OCTOBER

Identity Design

Upon being put into our groups, we have all completed a variety of different types of research methods and have identified the issues the current identity of our chosen community, 'The Grosvenor Shopping Centre', has. All the research will now be collated and put into a group presentation.

Design Management

After being introduced to the charity 'Chester Women's Aid', I have currently researched into a number of different ways I could rebrand them. I'm continuously working on my designs for each week where I must present them in front of my peers.

Design Discourse

I have begun the initial research into what I could focus my discourse essay on this year; looking into the subjects I have been interested in the past as well as my current hobbies. I'm starting to think of writing about the difference between art and design, however after a chat with my tutor, I think this may be too broad a subject for 4000 words...

Wordpress

franbaker13.wordpress.com

Although not being accustomed to using blogging websites, we have been advised to set one up as part of our promotional design module. I have chosen 'Wordpress' as my blogging website of choice based on what my peers have advised as well as opinions from different forums.

MA Application

After a huge amount of research, I have decided to apply for the MA in art and design at Loughborough University. It was a hard decision, but upon visiting the university and seeing the facilities they have, as well as the general feel I got when visiting them, I am sure this is the right choice. Now I must complete the application to see if I am what they're looking for.

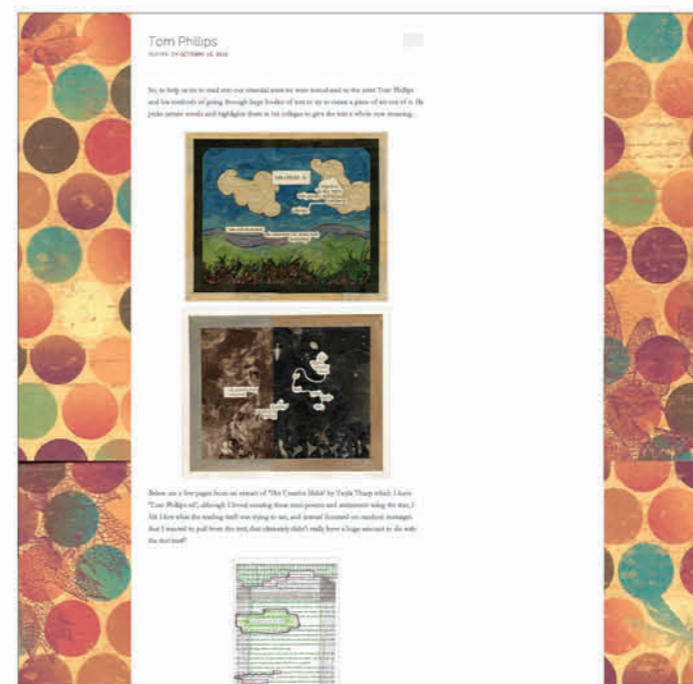
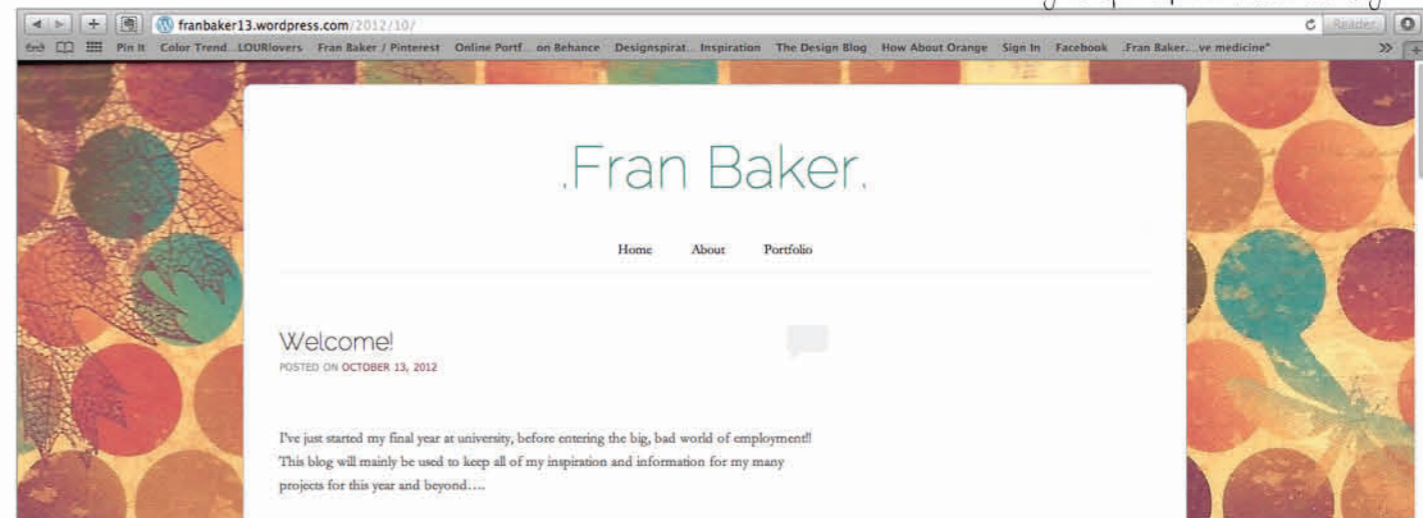
Photograph below from <http://completelydetail.co.uk/scheme/4850/index.html>



Logo below from <http://www.thegrosvenorcentre.co.uk>



Logo above from <http://www.chesterwomensaid.org>



NOVEMBER

Chester Women's Aid Re-brand

I have now almost come to the end of this project and am currently working towards presenting my final ideas to the guest panel. I feel my presenting skills (which weren't very good at the beginning of the year) have improved immensely due to having to present my work in front of my peers each week, I just hope that my nerves don't get the better of me on the day...

The only issue I am having with this module (now that the end is in sight) is that we have been told that the majority of our marks are based on our participation in the group sessions. I'm having difficulties at the moment with my confidence, and speaking up in sessions is something that I know will result in my marks falling. I have been working hard on trying to improve throughout the module, however with lots of outspoken people in my group, I often struggle to get a word in. I just hope the fact I have improved will be taken into account.

The Grosvenor Shopping Centre

After our group presentations showing the first lot of research, I have now decided to work with Emma Tharme for the remaining time on this project. We now know the gaps in our primary research; so will continue with this on top of sketching out some initial visual responses.

Research Project

I am now playing with different ideas to develop into my personal brief. I was initially going along a purely graphic design route where I was struggling to find a problem I could attempt to solve. However, after having a few meetings with my tutor and discussing my plans to apply for a fine art MA, he suggested working in a very experimental way, and the brief will be born out of that. This put me behind in submitting my initial project proposals, however my tutor was well aware of this and instead suggested I spent the time continuing with my initial research. For my competition brief I have decided on the YCN Douwe Egberts brief to take forward.



Key Dates:

- 7th: Submission of Research Project proposals (both personal brief and competition brief)
- 9th: Presentation of proposed subject of study for Design Discourse
- 12th: Formal presentation to Chester Women's Aid representative of identity re-brand
- 26th: Submission of Chester Women's Aid work for Design Management

DECEMBER

Design Discourse

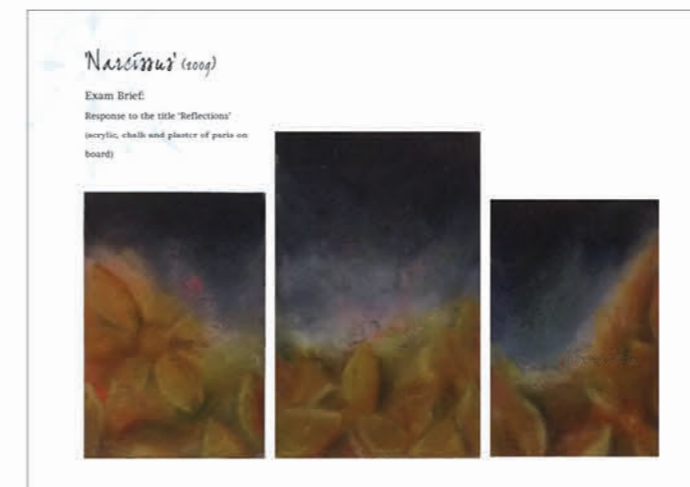
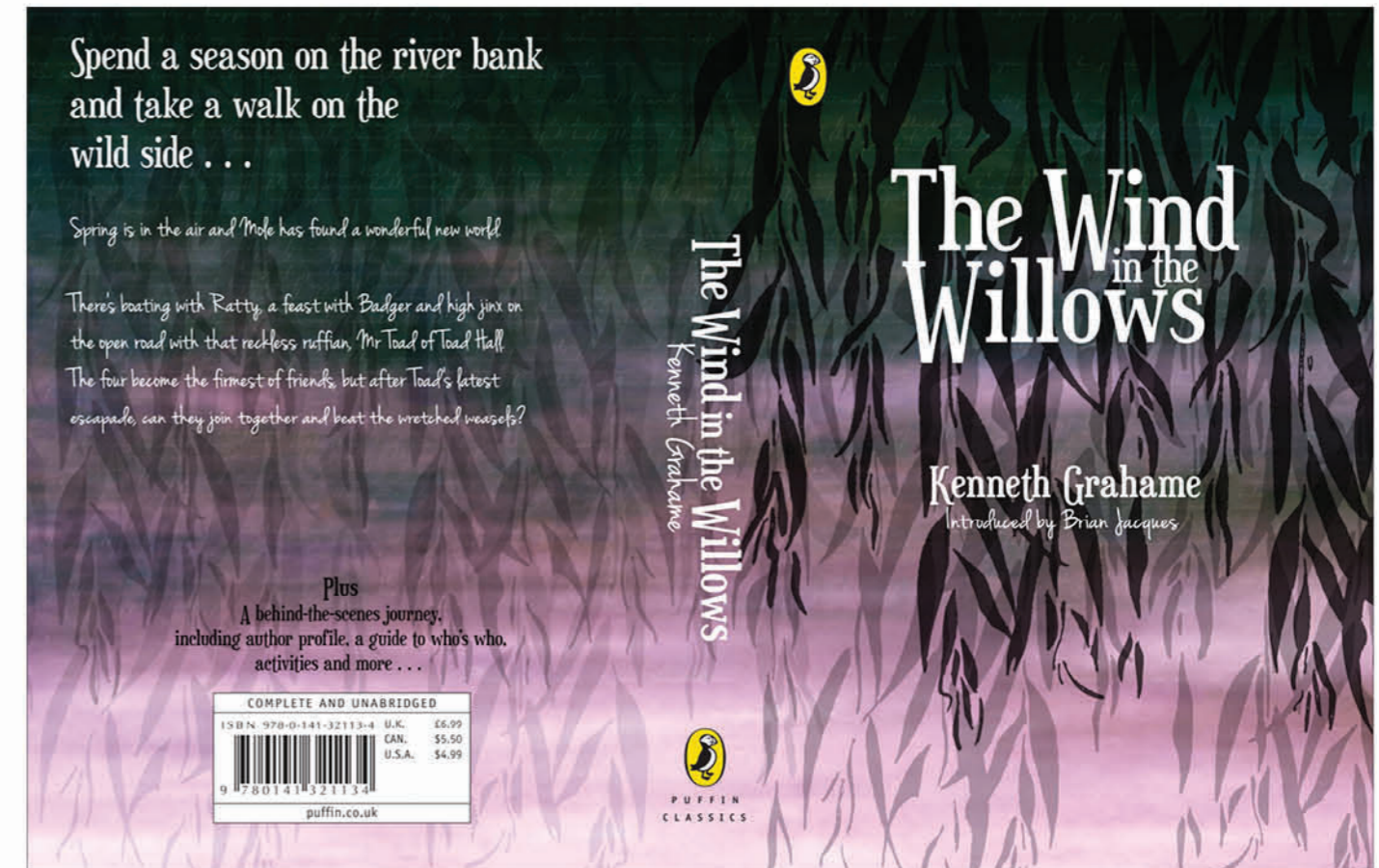
Along with an extensive bibliography and working illustration list, I had to complete a 1,500 word essay proposal stating exactly what I would be discussing. This has been a perfect way of keeping the essay ticking over for me, otherwise I know I would have been distracted by my other modules and this would have been forgotten. Having to write the proposal has also made the subject I am planning on writing about a lot clearer in my head, like my argument and what exactly I am trying to discuss.

Loughborough Application

After spending the past month editing and re-editing my application for the fine art MA, I finally got it sent off at the start of the month. I have just heard back from them that they are offering me a place on the course next year! The only condition being that I must get a 2:1 at least at the end of this year. I will definitely be taking this as the motivation I need to help me work as hard as possible to get where I want to be next year. The bar has been set, and I will try my absolute hardest to reach it!

Puffin Design Competition

As I love to read in my spare time, I knew from researching at the beginning of the academic year that I wanted to try the Penguin Book Cover Competition this year. Also, seeing as one of my favourite briefs in first year was the 3D Book Cover brief, I was excited to try something similar again. As well as being an interest to me, I thought this brief would be a good way of continuing to draw aspects of fine art into my graphics work, to help smooth the transition to my MA.



Key Dates:

13th: Submission of written proposal for Design Discourse

JANUARY

The Grosvenor Shopping Centre

We have just handed in the final work for Identity Design which included two A2 presentation boards containing our ideas and a rationale. I have found working in a group very beneficial; we bounced ideas off each other successfully resulting in a bulk of work that we are both very pleased with.

Initial Response Map

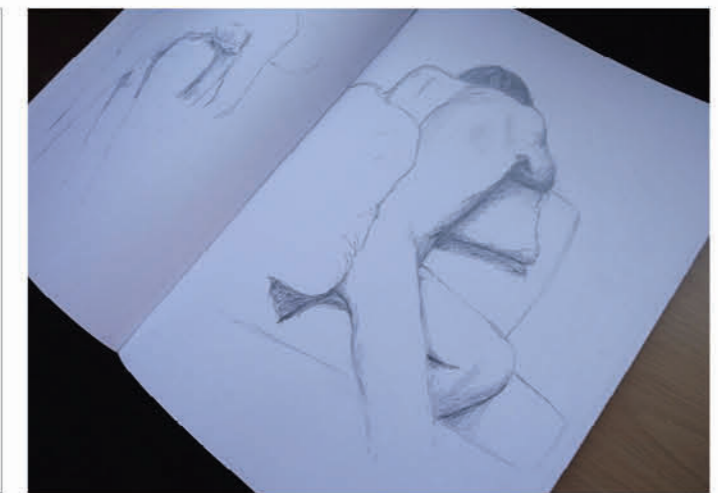
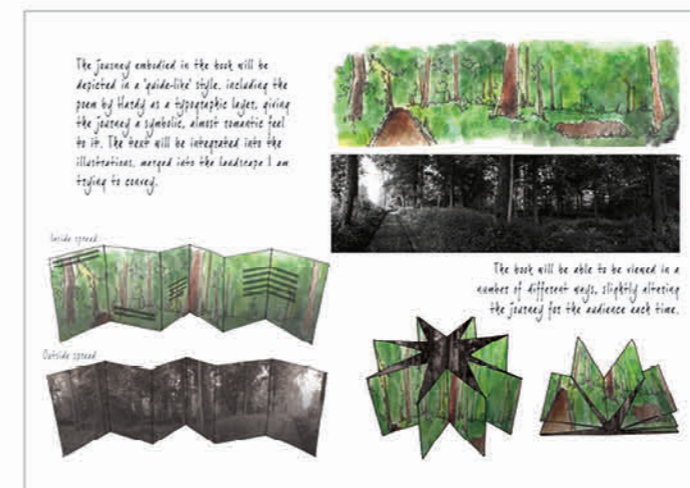
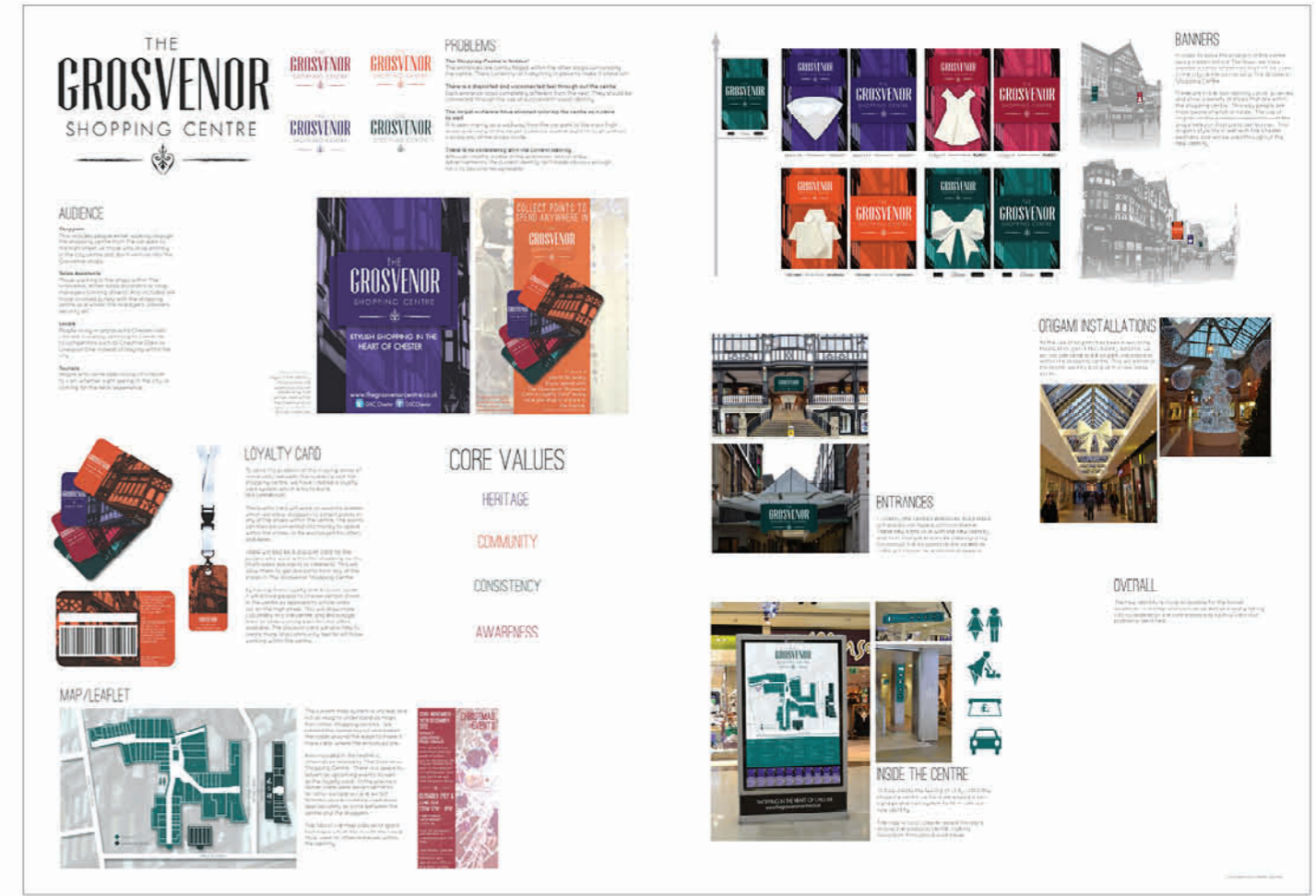
For Research Project I have just submitted an IRM for both the YCN coffee brief and my personal woodland brief. These are documents containing three concepts and my research which would be shown to the client, then they would choose which concept they want me to continue with. However, without actually getting feedback from the clients, I must make the decision on which concept I want to develop, myself...

Life Drawing

As advised by my tutor, I will now be attending weekly life drawing classes put on by the university. Although I am a little sceptical at the moment, I am sure that it will be hugely beneficial for my illustration skills, and inevitably help prepare me for a fine art MA next year.

Fine Art Brief

As well as attending life drawing I have had several meetings with the head of fine art at the university to see if there are any briefs I could work on that transcend the two subjects (fine art and graphic design). However, this seems to have hit a bit of a dead end. Therefore, after speaking to my tutor, I will be using this part of my promotion module to experiment and explore my style of work by creating personal study pieces (a personal brief as apposed to a client brief).



Key Dates:

- 15th: Final submission of Grosvenor Shopping Centre re-brand work for Identity Design
- 28th: Submission of IRM'S for Research Project (both personal brief and competition brief)

FEBRUARY

Discourse Draft

After being told that the difference between art and design is too broad a subject to write about, I have just completed my 1,500 word working draft on 'Design Authorship'. This subject is of particular interest to me as I find fine art to be very 'creator-based' therefore instigating the artist as the main author. Whereas graphic design seems to be very client and audience based, posing the question of who holds the authority over the work the graphic designer produces? The audience, client or the designer?

'Quotation' Poster Sale

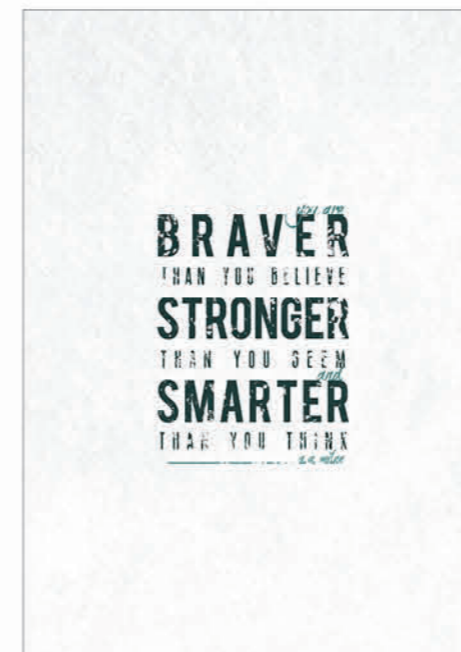
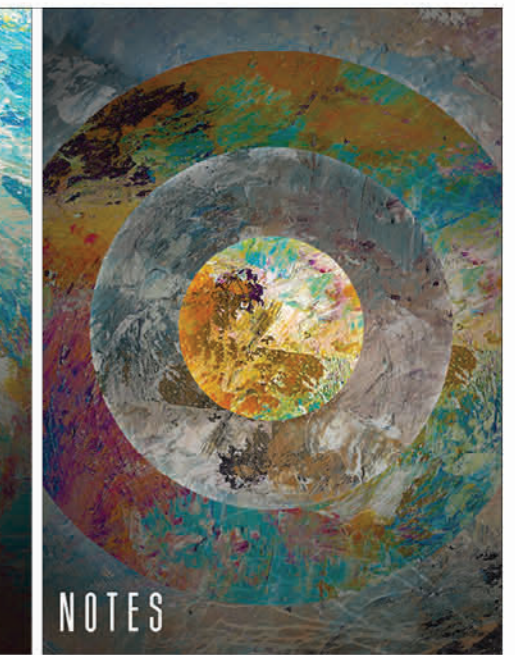
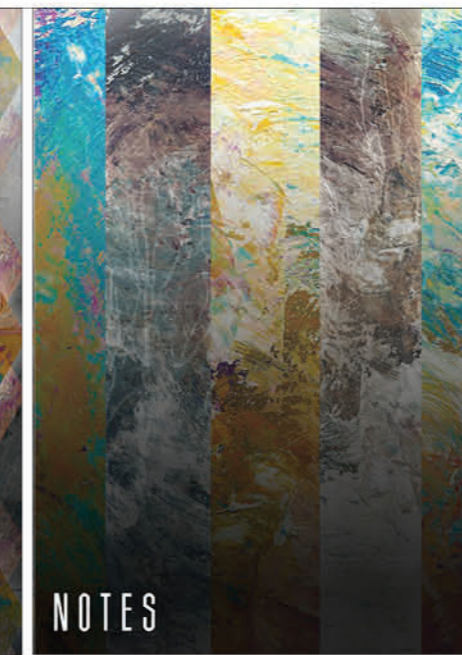
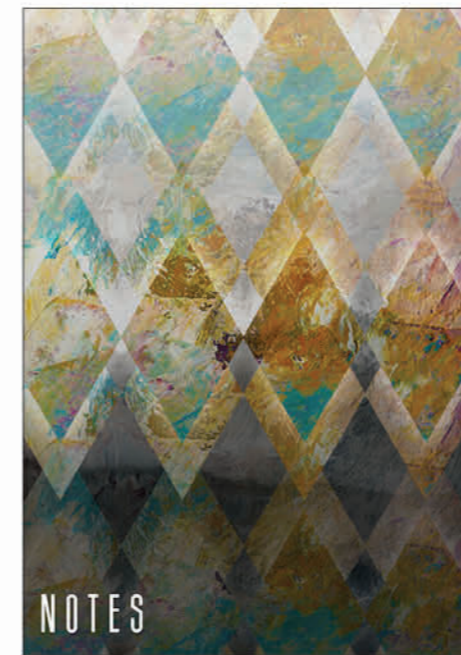
To try and raise money for our graduate exhibition in May, we have decided to put on a poster sale to the general public. The only instructions being that they must be sized A2 and contain a quotation. This is a perfect way to keep me experimenting along the personal exploration brief I'm doing, and I may continue with the posters in my own time so the work can be used for both briefs.

Business Plan

Design Management has started up again, and we have been placed into groups for the business plan part of the module. So far we have come up with a number of different ideas for our business (from a smoothie bar, to a tailoring company) and now we must research the pros and cons of each to help us decide which one we will be pitching to the panel in May.

J.S Stationary Competition

As I was experimenting for my personal promotion brief, I have decided to enter a few of the pieces to the J.S. Stationary Competition. This will be a good way of getting my work out there and noticed, and help me focus my experiments into final products.



Key Dates:

14th: Submission of draft essay for Design Discourse

MARCH

YCN Douwe Egberts Brief

The hand in for the YCN Competition brief is just around the corner, so I have been focussing on the PDF I will be digitally submitting for that. After the hand in, I will re-evaluate what needs to be done on this project before the university hand in in May.

Final Exhibition

We have just been given the dates for our final exhibition in May / June, and now we must start thinking about what we want to show. At the moment I am leaning more towards my personal brief for research project, because I think having a shelf with my book on it could look really effective. However, I think there would need to be something mounted above the shelf too... I'm planning on spending the Easter break focussing on this project, so by the time I have to hand in my exhibition proposal I should have more of an idea of what I am going to produce.

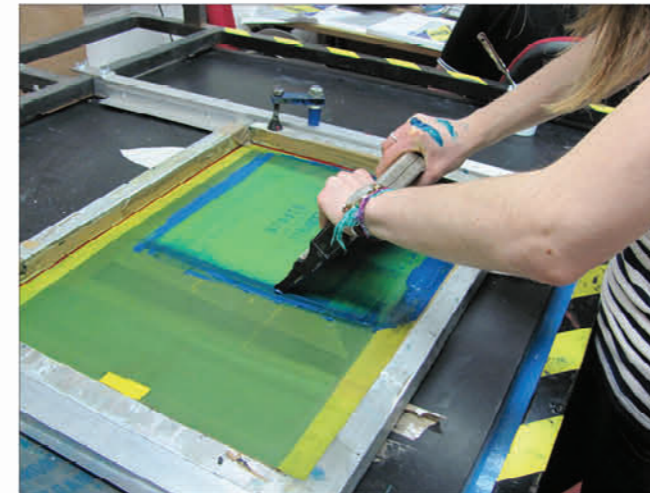
I have also been asked to illustrate a few motifs for the advertising material for the show. Although I am very flattered to be asked, I am also a bit daunted, seeing as illustrating is something I haven't had much experience in (painting is more my forte...)

Screen-Printing

To achieve my year targets, I vowed to make most of the facilities the university has to offer. Therefore, I tried out the process of screen-printing again (having previously been introduced to the method in 2nd year). I was really pleased with the end results, after asking the technician if landscapes would be able to be created through the process, she said yes, therefore opening up a huge amount of possibilities for my personal 'woodland' brief for Research Project.

Bookbinding

Again, as I know one of my final products will be a book of some description, I have been attending weekly bookbinding tutorials to help learn the techniques needed to create them. They have been very helpful, and the experiments that I have made in the sessions have expanded the potential for my final pieces. They have also made me see how easy it is to make lovely handmade books, so I am considering continuing with this practice long into my future...



Key Dates:

- 8th: Deadline for John Smith Stationary Competition
- 14th: Deadline for YCN Douwe Egberts competition

APRIL & MAY

Personal Brief

After playing around with the concept of Place and trying to re-connect my audience to it (the project I am hoping to take forward on my MA), I feel I've finally cracked the theory side of it. After discussing my project with my Mum (whose currently working on an NLP Practitioners Course) she introduced me to The Milton Model (<http://www.nlpworld.co.uk/nlp-training-the-milton-model-language-for-change/>). Through studying the tone of voice I can use in my text part of the concept, I can try and use language that will convince the audience that they have experienced my landscape, even if they have never been there before. Now I have four weeks to find a way of complimenting my content with a more visual side which will enhance my concept instead of detracting from the theory / communication side.

YCN Douwe Egberts Brief

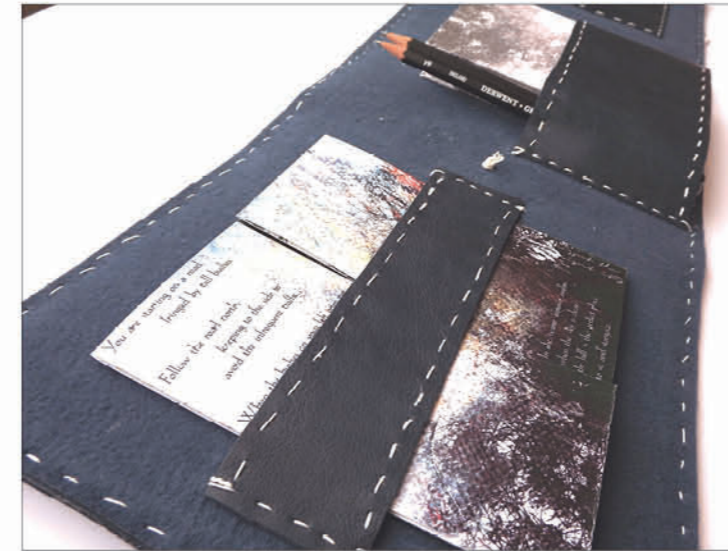
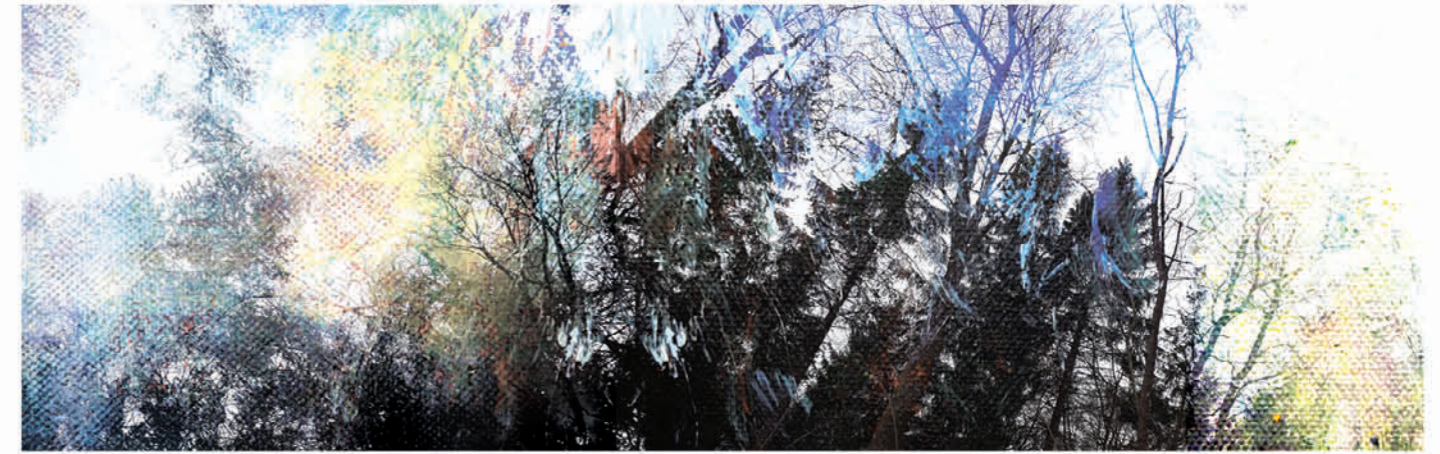
After submitting my rationale online to YCN, I am now working on creating a working prototype of my concept, so that the staff marking my work can actually use it too (I love the idea that people can actually get involved with my concepts and see them work in the flesh).

Business Plan

Now onto a project that I feel isn't going so well. Although at the start I was very enthusiastic about the concept, now trying to work effectively in a group situation and spreading the work evenly seems to be our downfall. Over the Easter holidays, I spent a fair amount of time working out all the financial details (barring in mind, maths is not my strong point!) along with numerous other aspects that needed to be worked out and written up for our presentation and business plan. When we got together after the holidays, it turned out that only one other member of the group had done anything... I now just have to hope that everyone else starts to pull their weight, or I may have to take on a lot more work than I anticipated to ensure we all do well on the day!

Extended Essay

After finally getting all my ideas and confusion together, I managed to write an essay which I am proud to submit. I feel that it is very theory based, discussing the term 'Design Authorship' and the impact it has on the graphic design industry. However, I also looked at different types of graphic design work, focussing on different designers who work predominantly in each section, (client written briefs, collaborative briefs & personal briefs).



Key Dates:

APRIL

- 9th: Deadline for the Puffin Book Cover competition
- 15th: Submission of Final Show proposal
- 18th: Final submission of Design Discourse Essay

MAY

- 13th: Final submission of Design Research Project (both personal brief and competition brief)
- 15th: Final submission of Promotional Design

PROMOTION BRIEFS

Puffin Design Competition

I wanted to use this year to experiment as much as possible; however, the issue with this is that sometimes my work can therefore lack focus. So, I decided to take on the Puffin Book Design Competition, as it would help me focus my work to not only look appealing, but to tell a story, to draw the viewers to the book from just a glance.

Overall this brief has helped me incorporate narrative skills into my artwork, as well as making me work under pressure to ensure the competition deadline was met to the correct standards issued by the client.

Experimenting

After speaking with my tutor about possibilities for the work I was intending to take on in this module, he recommended that due to the impending MA in fine art, I should try and use this time to experiment with my own visual style. I found that I was producing work in my free time that I wasn't then taking any further within university as I felt it had no purpose. After this talk, I found the personal work I was doing outside of university was equally as important as the work I was doing within university; it was helping me define my visual style.

'Quotation' Posters and Stationary

To add to the personal exploration and experimenting I was doing as part of this module, I decided to take on the challenge of designing a quotes poster for the sale to raise funds for our graduate show. I thoroughly enjoyed the fact that this brief seemed to be a mixture of the Puffin brief and my personal brief. I was now trying to convey my own impression of a famous quotation through the visual style that I was developing.

J.S Stationary Competition

I had originally thought to get in contact with the head of fine art at Chester University and ask if he had a brief which I could work on that was crossing the borders of art and design. However, when I did eventually arrange a meeting with him, there didn't really seem as though there was a huge amount that he could give me to work on.

Although this idea came to an abrupt end, I decided to continue experimenting with my visual style (merging aspects of art and design) to see how my work would develop.

EVALUATION

At the beginning of the year, I must admit, I was pretty sceptical about whether I would be able to merge my current practice of graphic design and my future practice of fine art together to help my transition from undergraduate graphic design to postgraduate fine art. However, having the freedom that third year has given me to explore this concept has made me believe it. I have wholly embraced the subjects by incorporating fine art methods in many of my projects; by creating graphic work from past pieces of my fine art work, and by discussing the theories of both subjects in my discourse essay...

Experiment!

From attending the life drawing classes, to taking bookbinding lessons, and from having classes on screen-printing to having lessons on effectively using inks; this year I took on the 'try anything' mentality. Even if I didn't initially think some things would be helpful to me, I still went ahead with them. Overall, everything that I have tried has helped me in the long run, for example, my drawing skills have improved dramatically due to the life drawing, and I have even found a new passion for making books. All of which would not have been discovered if I hadn't taken time to experiment.

Develop confidence in my creative abilities

I think in general as you develop your skills and refine them, you are bound to feel more confident about what you're doing and how you're doing it. At the end of the year, I certainly feel a lot more confident in my abilities, however I couldn't pin point the exact moment I started feeling differently about my work. I think instead it has been a gradual change which has occurred over the year, and which I hope continues into my MA.

Learn to take more risks

I think the experimenting that I have completed through the year has proved that I have taken risks, and my increase in confidence has ultimately shown that it has had a very positive effect. I now know not to be so shy and scared, and instead take control and experiment with my work to get the very best out of it (and myself!).

Prepare myself for an MA in Fine Art

I won't really know if I have prepared myself effectively for my MA until I'm actually there. At the moment, I feel I have achieved everything that I set out to do and more. I will continue to experiment over the summer break and hope that (if / when) I get to Loughborough I am ready and raring to go and build my future...

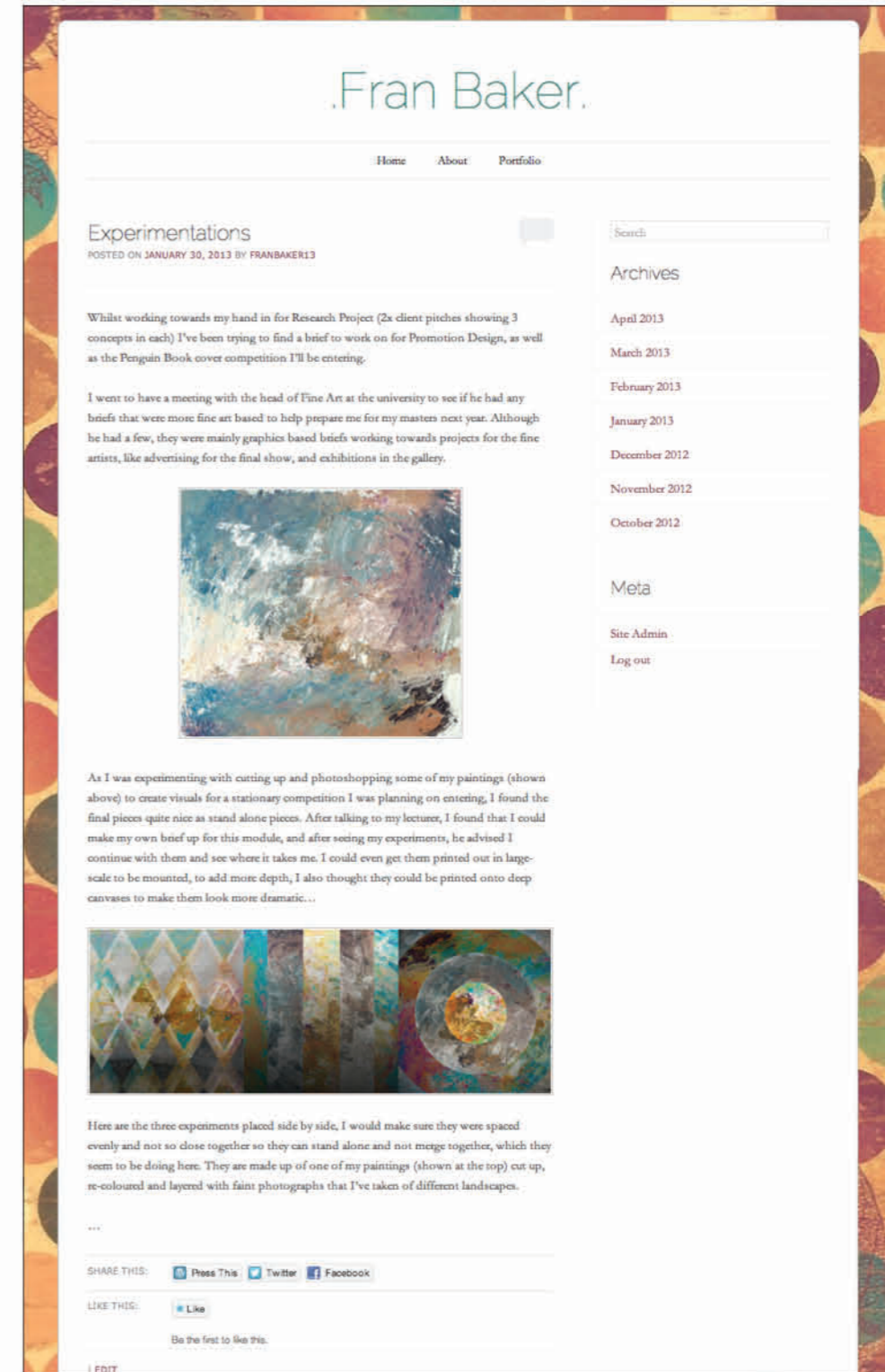
FINAL EXHIBITION

The piece of work I am planning on exhibiting at the final show, will be the piece of work that is my stepping stone from graphic design to fine art. It is my personal brief, which is responding to the proposal I sent off for my fine art MA application at the beginning of the year. I have experimented with a lot of different graphic design techniques (as well as a few art techniques too), and believe that I have produced a piece of work which represents a personal response to landscape, but from a graphic design point of view. This brief has helped build my confidence in my own abilities, but at the end, it has also allowed me to believe that I am capable of succeeding in, not only (hopefully!) getting onto the fine art MA, but also when I am there and long into my future.

Overall, this is the piece of work which I am most proud of, and I believe it represents me as a designer, and as a creative.

MY BLOG

<http://franbaker13.wordpress.com>



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Life Drawing

POSTED ON MARCH 11, 2013 BY FRANBAKER13

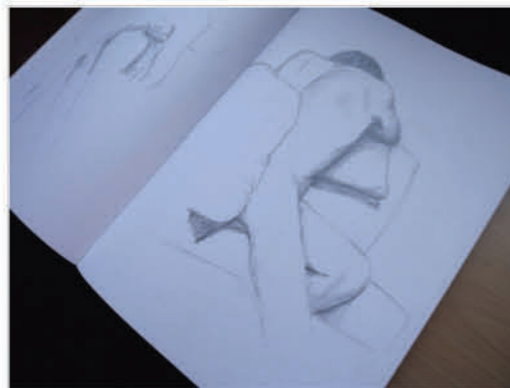
To try to prepare myself for a fine art MA next year, and improve my drawing skills, I had been attending life drawing classes at the university on a thursday evening. Although they have now unfortunately finished, I've taken this time to reflect on how my drawing has developed over the short space of time that they were on.

The classes have really helped me gain confidence in my ability, and have assured me that I do have the skills somewhere inside me, to succeed in fine art. As I hadn't done a huge amount of studied drawing since I left school, the work I have done in the classes have shown me that it really is a skill that you never forget. Not only have my drawing skills improved because of them, my ability to study something in-depth has improved also, to really look in detail at something to understand the subject fully to be able to draw effectively and realistically is a vital skill, not only in art and design, but also in life.

Below you can see my progress since week 1:



Sketchbook insight: Week 1



Sketchbook insight: Week 3

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Sketchbook insight: Week 5

Although at times I moaned at the prospect of walking all the way to Kingsway in the snow and ice on cold winter evenings, once I got there, I loved every minute. I am so pleased I attended the classes, and it is definitely something I hope to be able to take up somewhere at home to keep my drawing skills ticking over the summer, and on into my MA. I only wish other people on my course weren't so skeptical about life drawing, and actually gave it a go themselves. They would soon see that the skills you learn at life drawing are helpful no matter what branch of the creative industry is your passion. In fact, you don't even have to be creative to find you benefit from life drawing...

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Book Binding

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Again, another process I wanted to try out was bookbinding (especially as my idea for my personal project is to create a book...). I wanted to see the many different types of book that I could make, and see which would compliment the content I have perfectly, without overpowering it or taking the focus away from it.

Below are a number of different book forms that I have made in the classes, I still have one more class to go, but so far I'm thinking that a concertina book would show off my content perfectly. Although it is one of the simplest forms of book, I really think it mirrors the journey concept I'm playing with and will help give the readers a choice in the way they read / travel through my content...



Concrete Book



5 Hole Saddle Stack



French Stack



French Stack Book

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French Stack: White Cover

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Place

POSTED ON APRIL 11, 2013 BY FRANBAKER13

Now that I have had time to look into the methods of how I am going to talk to the audience (The Milton Model inspiration), I am now looking at ways of presenting the methods so it will attract people to my work. At the moment, I'm thinking that my audience will be those who like to go on walks in the countryside, and appreciate the landscape. I also want my work to be able to attract creatives who will appreciate the visual side of my work, even if the methods and theory aren't really of an interest to them. I hope then, that if they're attracted to the visual side of my work, they will end up being drawn into my landscape and my (or their) experiences with it unintentionally.

I have been looking at trying to portray my landscape in quite an abstract way, so it allows the audience's imagination to fill in the gaps without having their landscape totally dictated by me. So, I researched styles of artists books and journals and found the book 'An Illustrated Journey' by Danny Gregory. I love his own style of work, but looking through this book I have been introduced to other illustrators and artists like him, like:



Chi Ng Kiat Kwan - Sketchbook Extract

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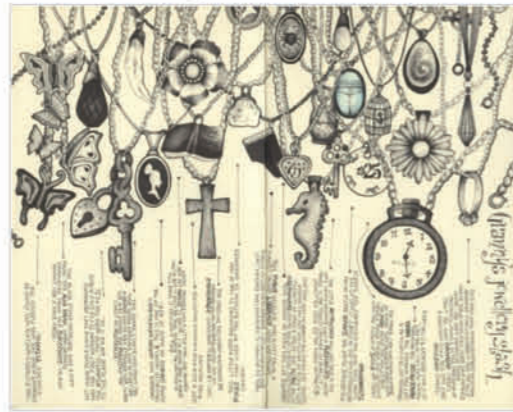
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Cathy Johnson - Sketchbook Extract



Andrea Joseph - Sketchbook Extract

I now know that I want to create something 'handmade' and crafted in a way that will make the final product seem special and enhance the concept entirely. I want to make a guide that will allow the audience to follow my (or their) journey through the landscape, and be able to be used on location, or away from the location; the audience going on the journey through their imagination...

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'Storm at Sea' (2008)

Exam Brief:

Response to the title 'Extreme Weather'

(acrylic and plaster of paris on canvas)



'Crop' - Triptych (2009)

Exam Brief:

Response to the title 'Sublime' (oil on canvas)

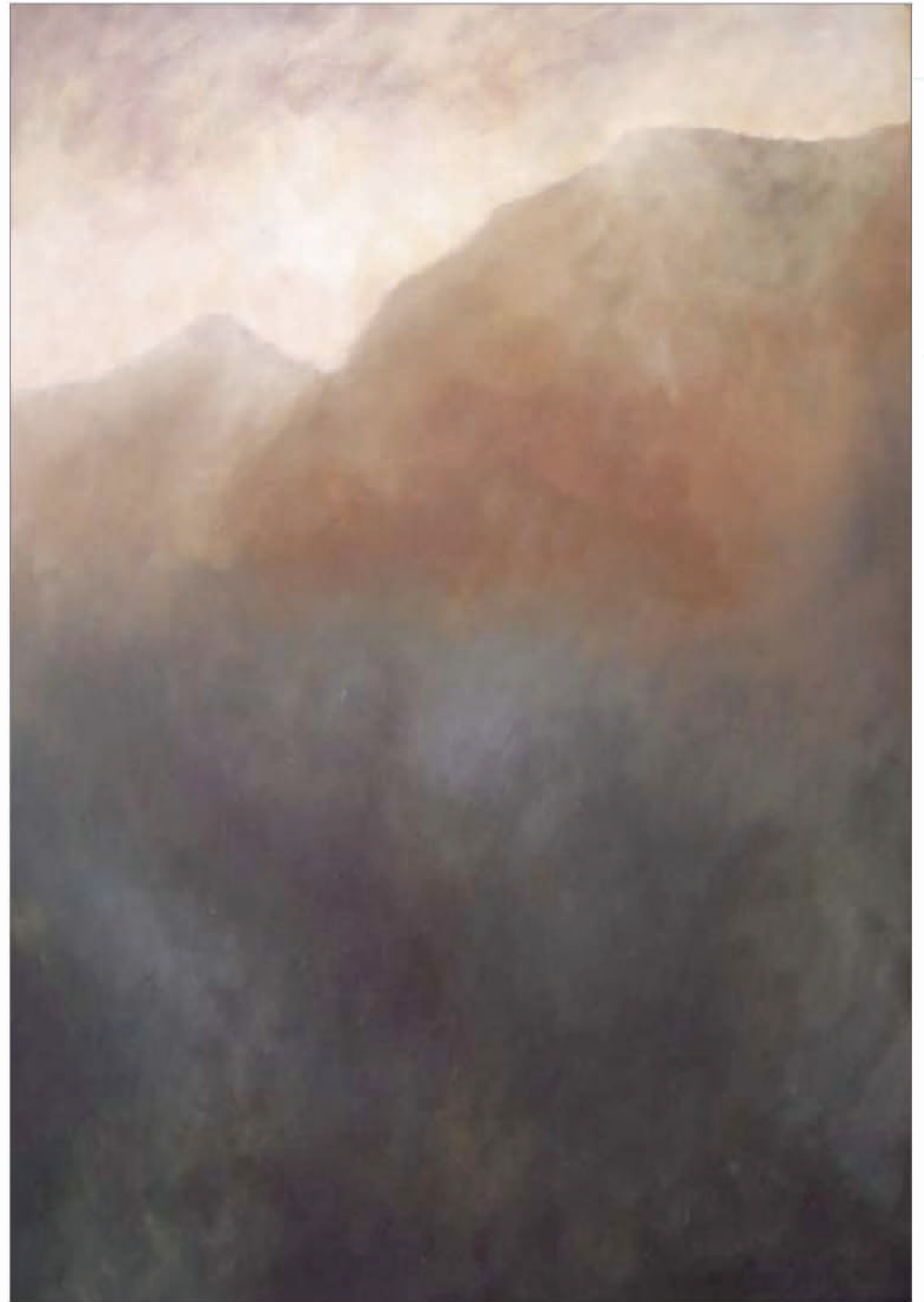


(108x60x4cm - together)

'Precipice' (2009)

Exam Brief:

Response to the title 'Sublime' -
acrylic on canvas



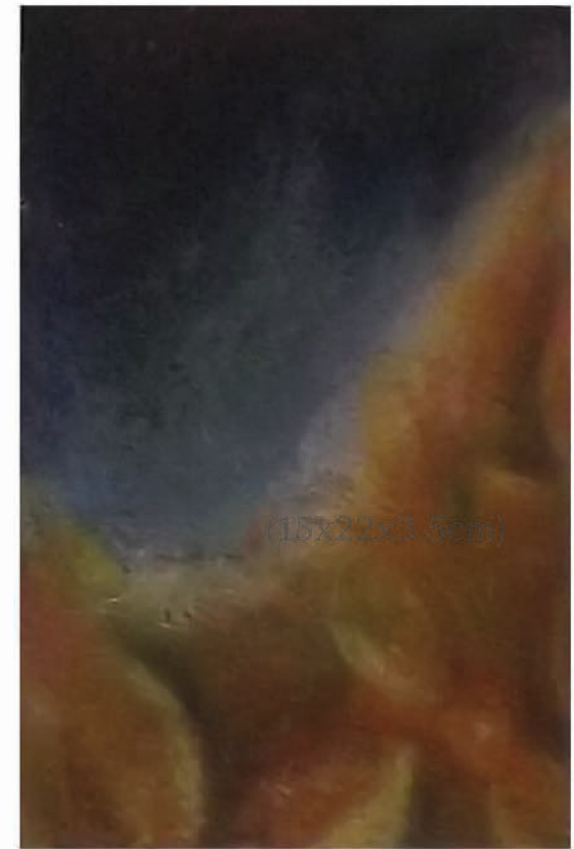
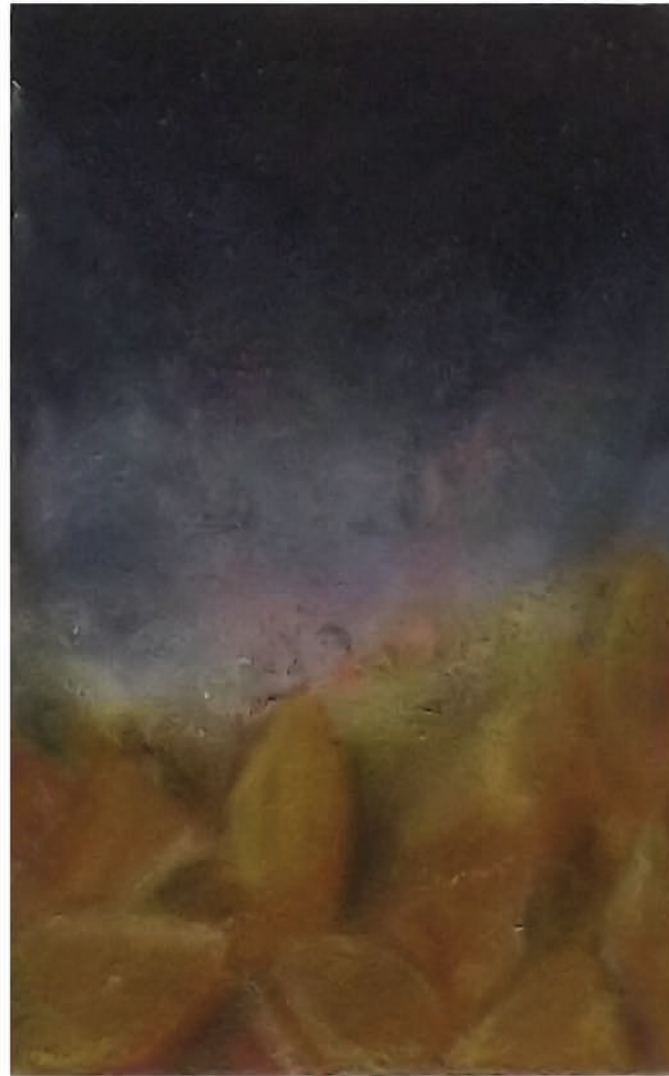
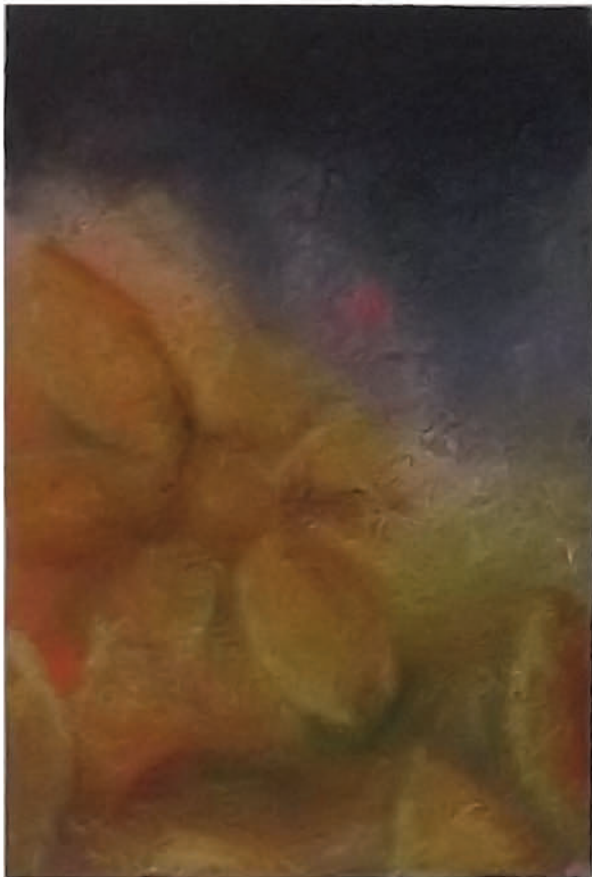
(42x60x4cm)

'Narcissus' (2009)

Exam Brief:

Response to the title 'Reflections'

(acrylic, chalk and plaster of paris on board)





'The Tempest' (2010)

University Brief:

Hand-crafted 3D book cover for

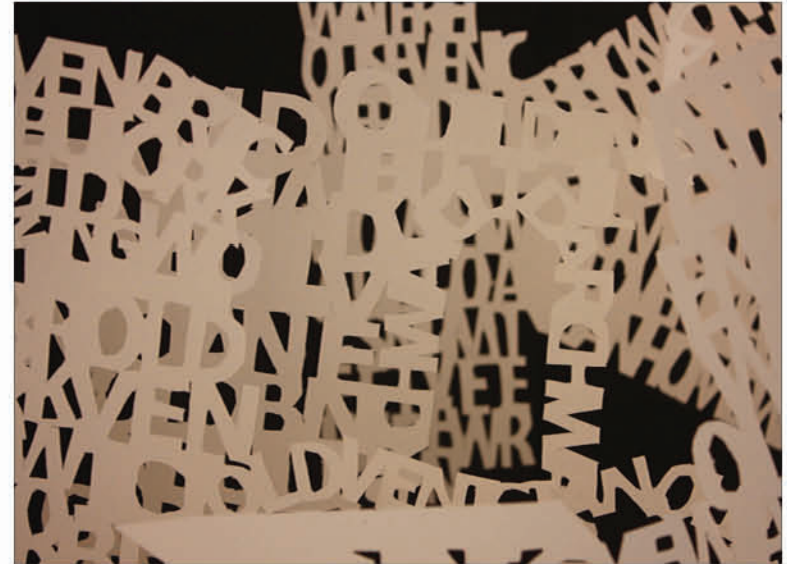
'The Tempest' by William Shakespeare



'Venice' (2010)

University Brief:

Hand-cut typographic-style muji box portraying a landscape from Venice



(21x20x15cm)

'Tim O'Leary' (2010)

University Brief:

Hand-crafted pop-up book spread,
extract from the fairytale 'Tim O'Leary'



(35x39.5cm)





'Southern Lights' (2011)

Personal Study:

Acrylic on canvas

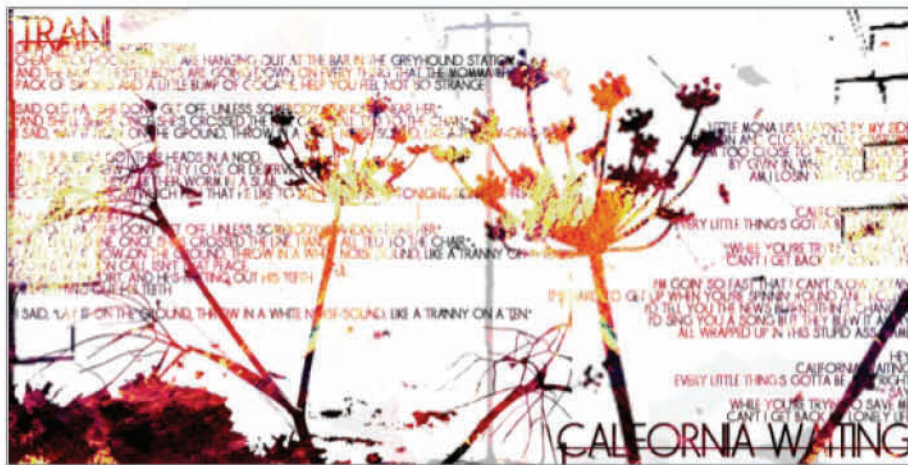
(30x30x4cm)



'Youth and Young Manhood' (2011)

University Brief:

CD Cover re-design for the Kings of Leon
album 'Youth and Young Manhood' (2003)



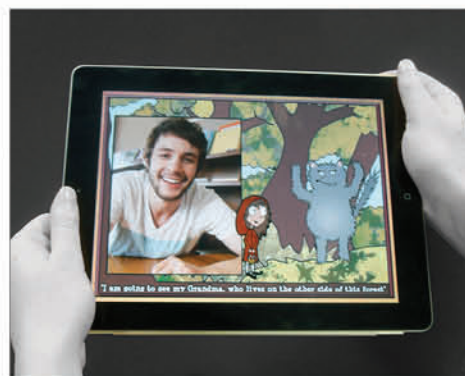


'Storytime' (2012)

University Brief:

Application design which enables parents to read to their children bedtime stories when they are away from home.

Illustrated sections for
'Little Red Riding Hood'



THE GROSVENOR

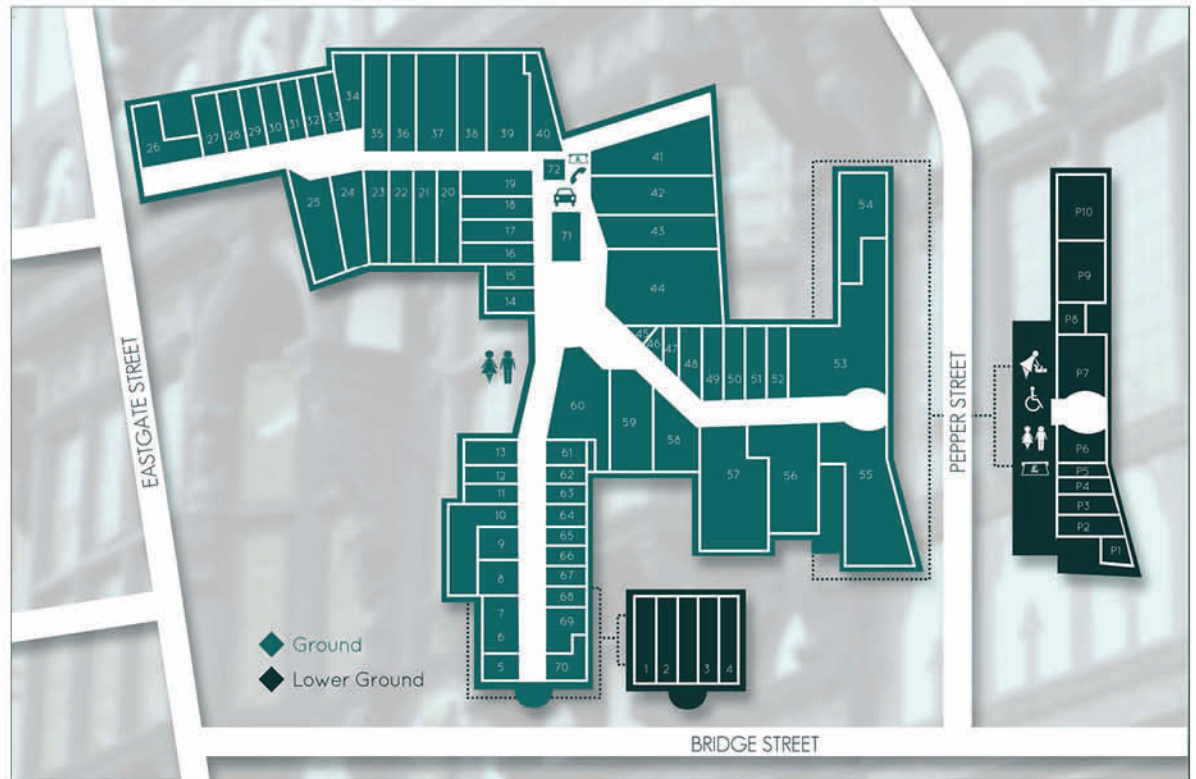
SHOPPING CENTRE




'Identity Design' (2012)

University Brief:

Identity re-brand for 'The Grosvenor Shopping Centre' in Chester City Centre



'John Smith's Bookshop' (2012)

Competition Brief:

Response to the John Smith's

Bookshop brief to design a set

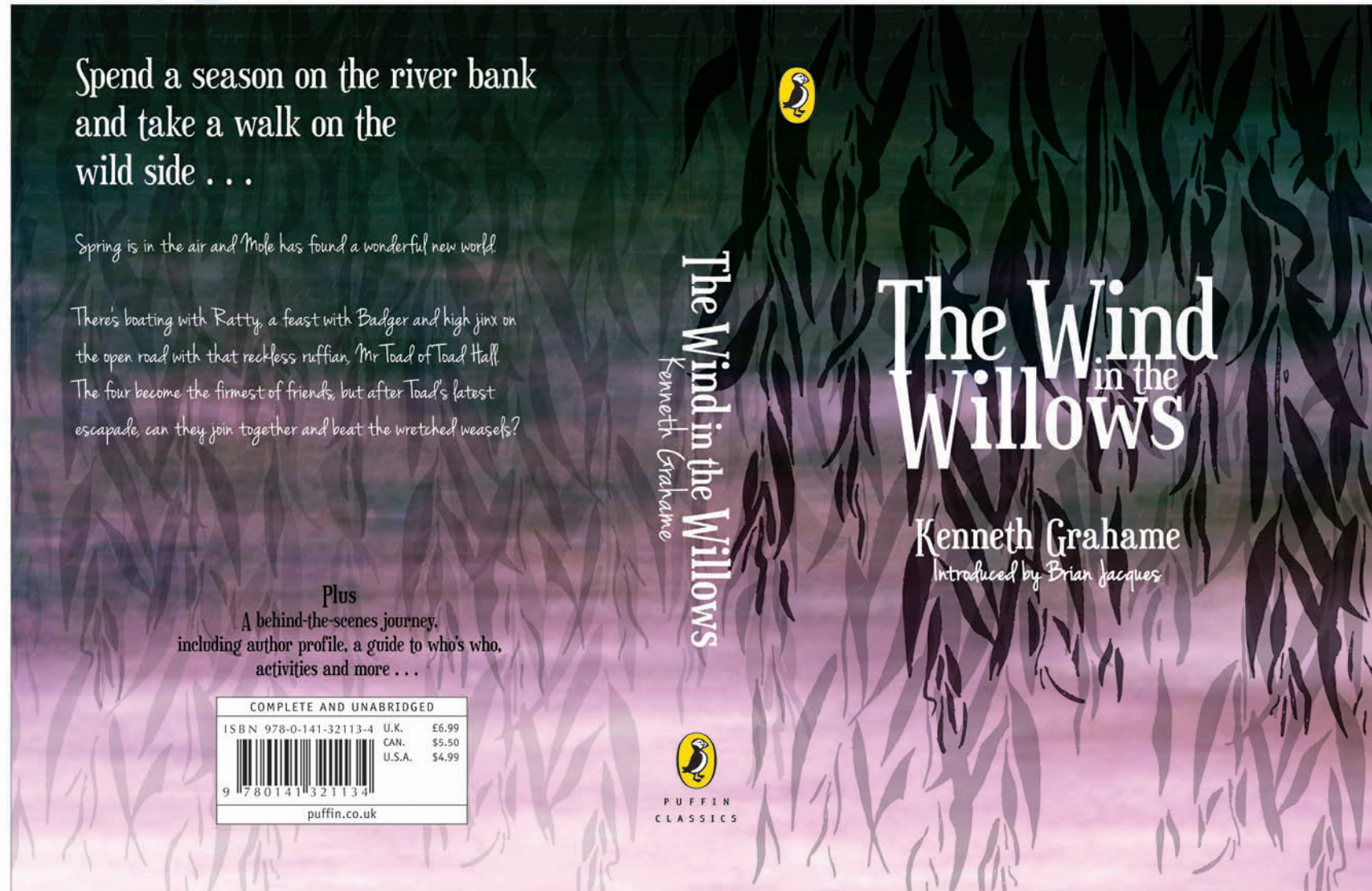
of notebook covers

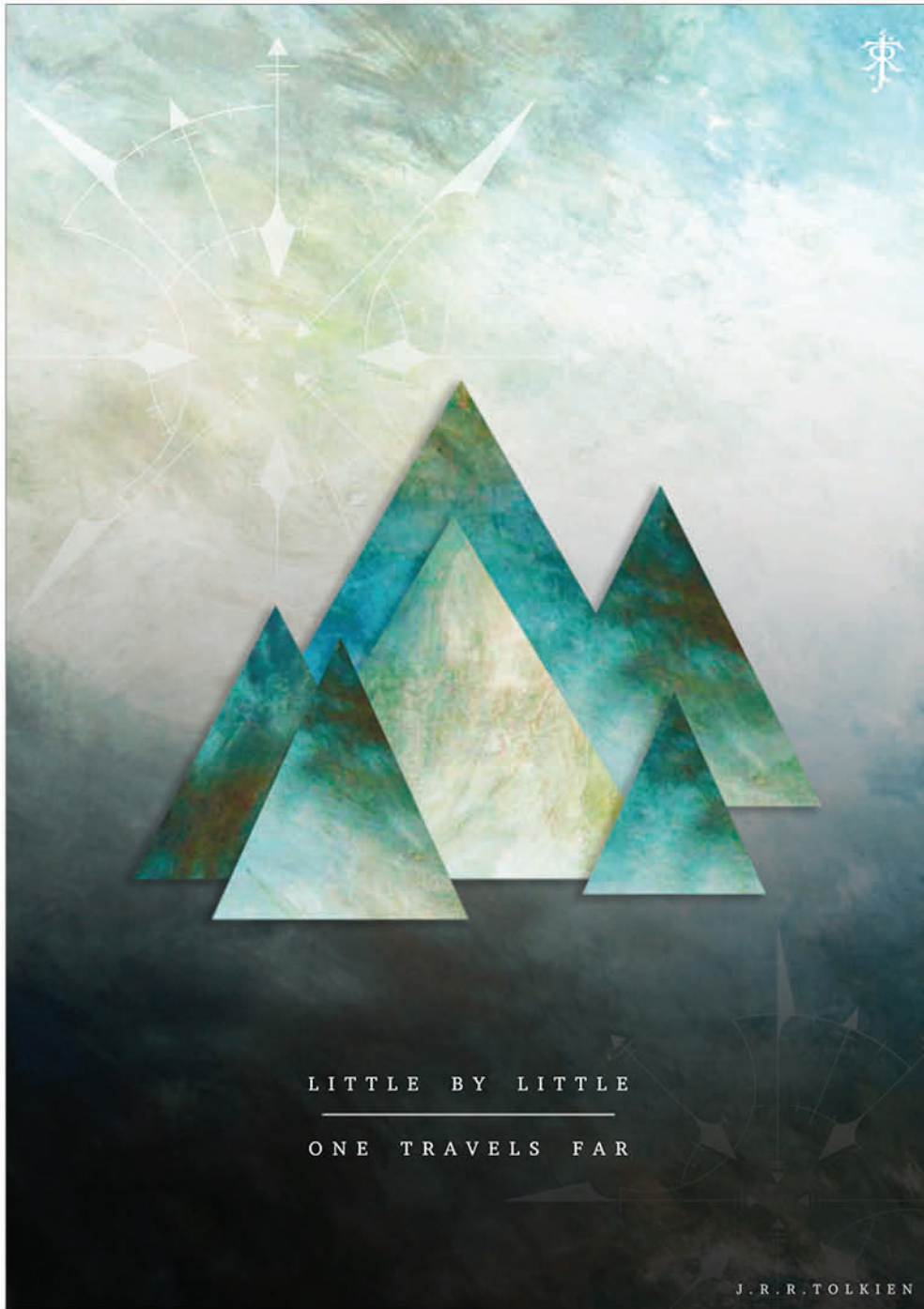


'Puffin Design Competition' (2013)

Competition Brief:

Book cover re-design for 'The Wind in the Willows' by Kenneth Grahame





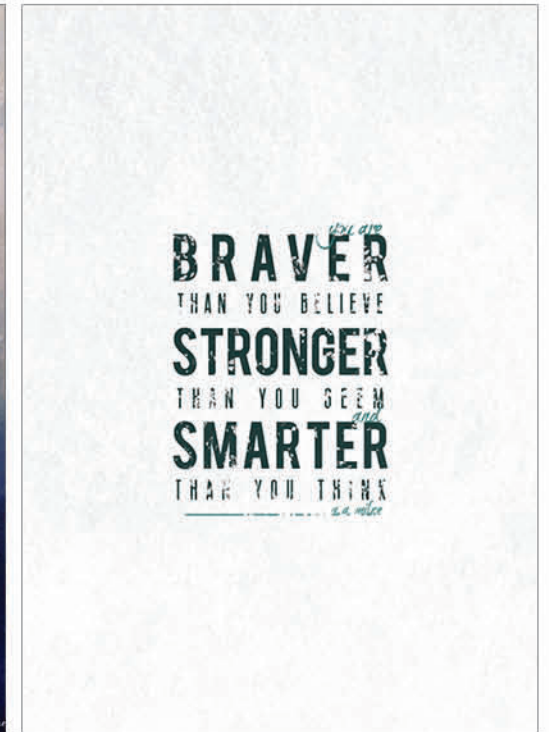
'Quotations' (2013)

University Brief:

Response to the brief 'Quotes Posters'

for a poster exhibition in

Chester City Centre



'Douwe Egberts' (2013)

Competition Brief:

Response to the YCN

brief to try and attract

a younger target

audience for Douwe

Egberts Coffee






'The Woodland' (2013)

Personal Brief:

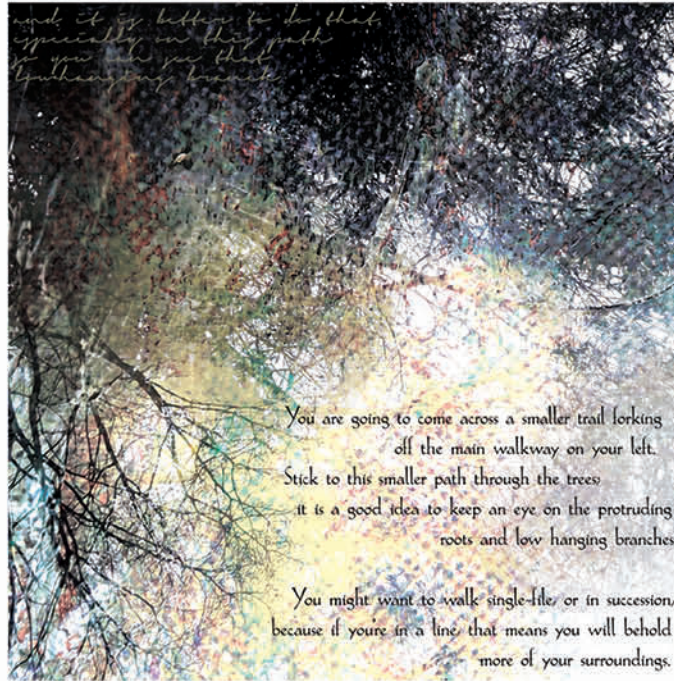
Panoramic illustrative piece in
response to the Conigree Woods
(acrylic on canvas, photography, and
digital effects)



You are starting on a road fringed by tall bushes.
Follow the road north, keeping to the side to
avoid the infrequent traffic.

When the bushes on your left open out
onto a steep-hilled field, you will turn
left and follow a well-trodden track
up the hill towards the woodland.

In the warm summer nights,
when the sky is clear,
the hill is the perfect
place to sit and
stargaze.

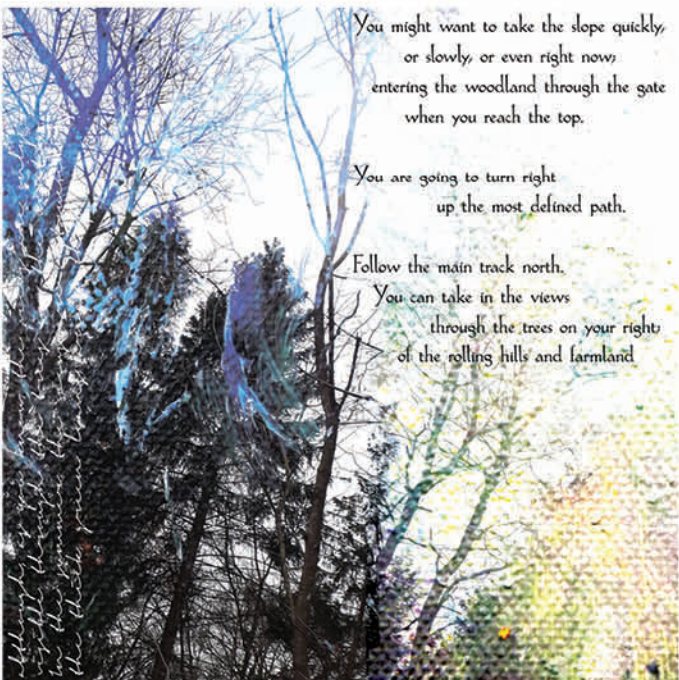


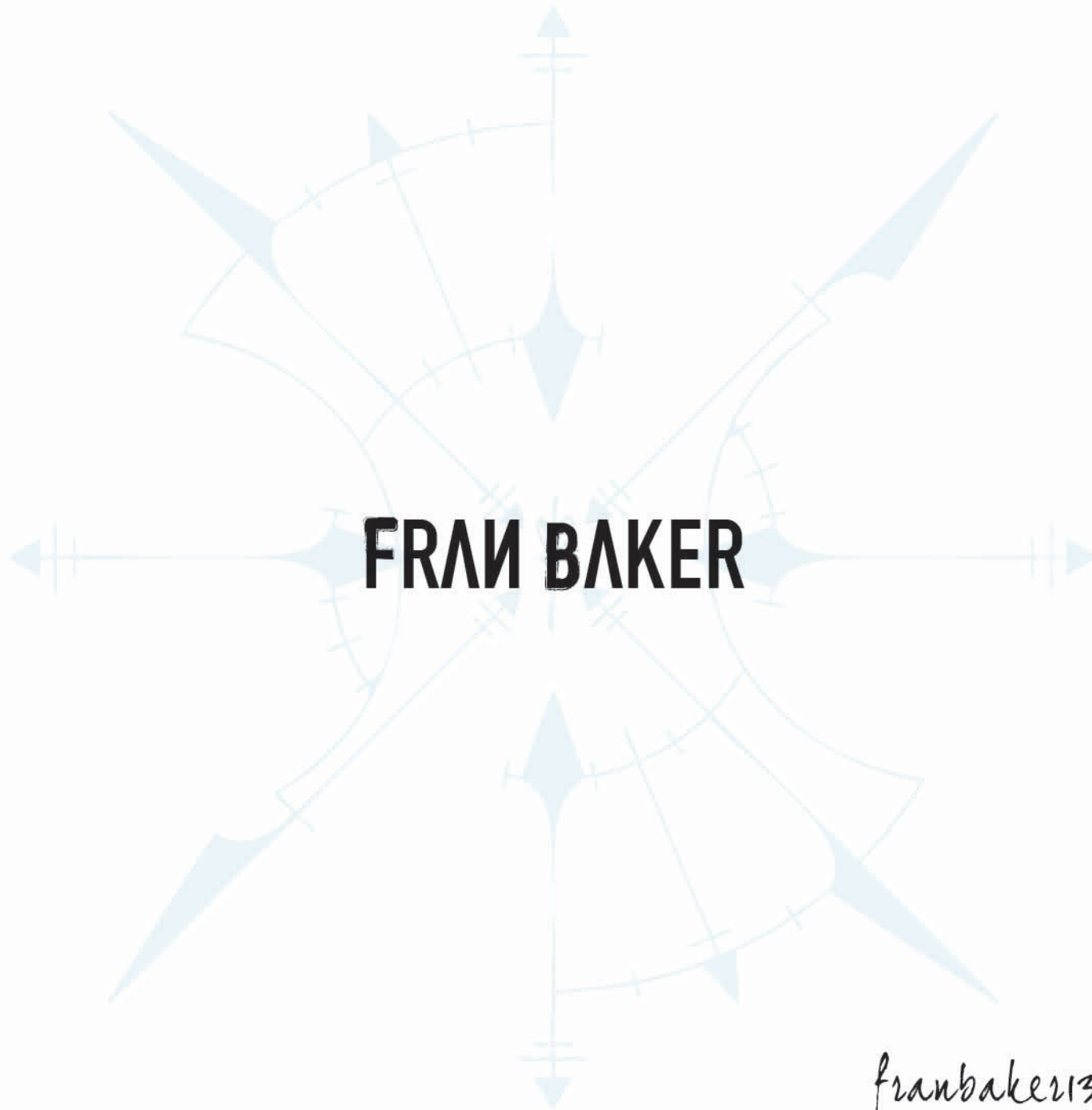
'The Woodland' (2013)

Personal Brief:

An exploration into how to
get people to re-connect with
their surroundings

Page extracts from a working
'flexagon' guide-book
through Conigree Woods in
Gloucestershire





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