PROJECT CLIENT DATE SECTION PAGE

DIGITAL/PHYSICAL PLAY GRAPHIC ARTS MARCH 2017 BRIEF / OUTCOMES 2

# Digital / Physical: PLAY

Mother X Sennep X Winchester School of Art 4th May at Mother in Redchurch Street

Digital/ Physical: Play' will be an opportunity to examine key concepts that inform contemporary storytelling, the show will invite participation across a range experiences, engaging audiences within the narrative of design.

Hosted by the acclaimed culture creators, Mother, the event brings together academic practice and research from students and alumni from the BA in Graphic Arts at Winchester School of Art, alongside internationally acclaimed explorations from one the UK's leading digital studios, Sennep. With the aim to examine practice that informs a diversity of commercial perspectives and the potential of playful design encounters that exist on the boundaries of digital/ physical interaction.

The event will showcase work from some of the UK's brightest young talent and will provide a glimpse of of how these ideas might develop within an ever evolving contemporary communication landscape in the future.

Exhibits selected from:

Sennep Seeds: http://seeds.sennep.com Sennep Dandelion: https://vimeo.com/10904524

WSA alumni

Type Here Ed Hatfield https://vimeo.com/184358546

Tranformative
Kit Debuse https://vimeo.com/184358192

Watanabe's Midlife Crisis
Diogo Lopes https://vimeo.com/184339924

Alongside a selection of work from current year 3 BA Graphic Arts students

Event to take place on: Thursday 4th May 2017

3	0
1	5

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# <u>Deliverables:</u>

- > Visual identity
- > Promotional Eflyer
- > Printed flyer
- > Posters
- > Small publication/ catalogue
- > Sketchbook covers

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# **Timelines**

# <u>3rd March</u>

Briefing/ ideas/ initial moodboards ACTION: DY to organise with Katie & Joe

# 17th March

Catalogue content to 3015 ACTION: DY/ Jaygo to compile

Catalogue content to include:

500 words (Derek), 500 words (Jaygo), 500 words (Matt Rice) 1000 words (Seth) DY to organise > 200 word student statements, contact details Jaygo to compile statements and send to Katie. > Stills from student films Katie/Joe to choose, Jaygo to compile films and send to Katie. > Images of dandelion (Matt Rice to send) > Stills from workshop days (DY to send to Katie)

# 17th March

Visual design concept sign off ACTION: DY to organise with Katie & Joe

29th - 31st March

Research books collated

ACTION: DY/ Jaygo to compile

# 10th April

Catalogue to print ACTION: DY to sign off

## 10th April

Digital promo finalised ACTION: DY to sign off

### 10th April

Invites delivered ACTION: DY to sign off

# 10th April

Research books bound ACTION: DY to sign off

# 24th April

Digital promo distributed ACTION: DY to organise

## 24th April

Catalogue delivered ACTION: DY to sign off

### 3rd May

Exhibition installation/ vinyl install ACTION: Katie/ Joe to organise. DY to sign off

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# <u>Defining</u>

DIGITAL VERBS:
Storing
Using
Representing
Involving
displaying
Expressing

DIGITAL KEYWORDS:
Signals
Physical
Quantity
Voltage
Magnetic polarization
Computer technology
Revolution
Digits
Pointer

PHYSICAL VERBS:
Relating
Opposing
Challenging
Percieving
Examining

PHYSICAL KEYWORDS:
Body
Fleshy
Senses
Tangible
Concrete
World
Universe
Visible
Real
Actual
Exchange

PLAY VERBS:
Engaging
Amusing
Entertaining
Enjoying
Relaxing
Particapting
Involving

Joining
Competing
Distracting
Diverting
Frolic

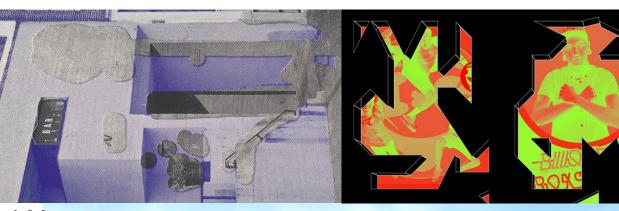
PLAY KEYWORDS: Body Fleshy Senses Tangible Concrete
World
Universe
Visible
Real
Actual
Exchange
Football
Pleasure

Games

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# <u>Layers</u>

# Key words: overlaying, combining, displaying



Parallax D.



### Norkshop with micha cárdena

ins and Queer Lc 1x futures (TQ/Lc trans and queer | ople of color, de inx theorists and rtists including G sions of TQ/Latir Futures using the hich inspired Wc er Mignolo's forr ortalmetal to enc visions of TQ/Lc

r. micha cárdenas directs
rrtist/theorist who creates
rre transforming the fabri | life itself" by io9.com.

árdenas completed her P D. in Media Arts + Practic lew York, the ZKM in Kar ushe, the Art Gallery of C apport and recognition for the new voices who are a a upcoming keynote at the Vera List Center at the I

denas' co-authored books The Transreal: Politic ts, Androids and Operators – A Post-Media F vology, The Journal of Popular Music Stud

ture towards hori ee from colonial border. ng a violent back the against the massive adva ldúa, Jose Muño , Juana Maria Rodriguez, Sy ımi as a utopian, dystopian backdrop, and as decolonial Geo-Lody-Politics summarized in eyond the overce led narratives they are

ign research lab at the Ur ase health. cárdenas' for ning book, Shifting Poetie

of Cinematic Arts at the U o, Los Angeles Contempo reforces that are changin

Crossing Realities and Trans Desire / Affective Cyborgs er Outlaws: The Next Generation, Queer Geogra Society Journal, as well as the magazines No Mon

### September 12-16, 5PM-

### Location: ArtCenter/South

cuality or nationa e making every pa Teatro and G rith our thinking. C where I think". These po

massacre at the Pulion. In this course, p. o. From this basis, par. ction in place follows An. v include video and inter

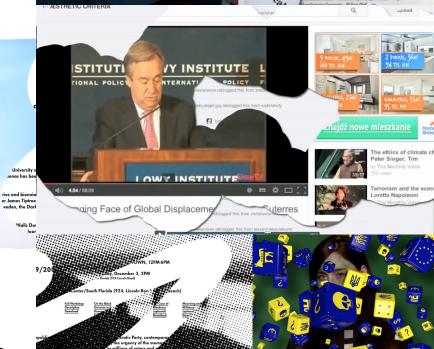
'al justice. She is Assistant Professor c ...erdisciplinary Arts & Sciences and Interactive Medi-rolor movement in digital media, ./here movement includes migration, performance and

...onic Disturbance Theater 2.0, Her solo and collaborative artworks have been presented in ...o Cultural de Tijuano, the Zero I Biennical and the California Biennical. cárdenas was the reci. Media Conference, the Association of Internet Researchers, the Digital Gender Conference.

Her poetry has appeared in the anthol er and the Feminist and Queer Infor Shift Magazine.

roubling the Line, The &Now #





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# <u>Landscapes</u>

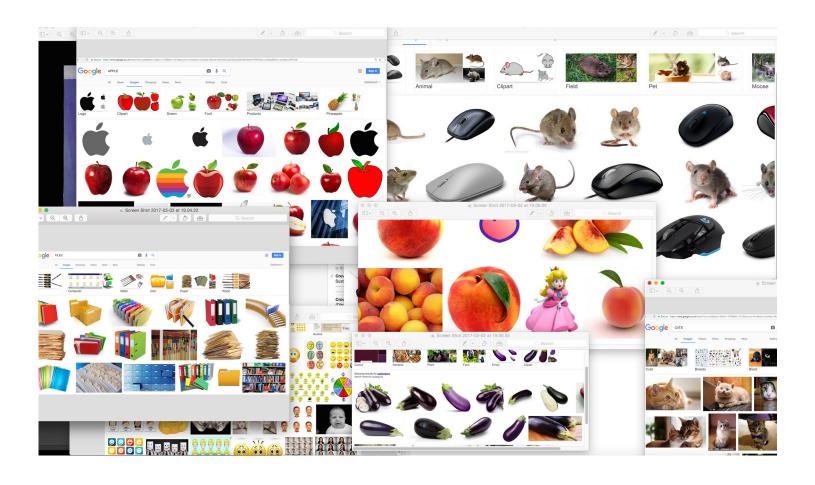
Key words: physical, games, narrative



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# <u>Digital contexts</u>

Key words: layering, combining, mingling



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# **Typography**

Initial Ideas

# Family C

Styles

Gerstner Programm

- -Light
- -Light Italic
- -Regular
- -Italic
- -Medium
- -Medium Italic
- -Bold
- -Bold Italic

3	0
1	5

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# Typography

Initial Ideas

### Gerstner Programm™ Light

A priori Berthold CAPITAI

diametral exemplarisch Funktion GESETZ

Heute, Index
Jahrzehnt
KNOW-HOW

32 Points

Lesart, Mode, Original Prinzip, Quittung, Richtwert SUBTIL, SUBTIL!

25 Points

Thyssenhaus ursprünglich, zu Unrecht in Vergessenheit wählbar, Wandlung ZUFALL? – ZEITGEIST!

Gerstner Programm™ – Family Overview

55 Points

Technical Documentation & Specimen

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<u>Typography</u> Initial Ideas