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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 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>

Transformative

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

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DIGITAL/PHYSICAL PLAY

GRAPHIC ARTS

MARCH 2017

TIMELINE

3

Deliverables:

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

PROJECT	CLIENT	DATE	SECTION	PAGE
DIGITAL/PHYSICAL PLAY	GRAPHIC ARTS	MARCH 2017	TIMELINE	4

Timelines

3rd March

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

Defining

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
Perceiving
Examining

PHYSICAL KEYWORDS:

Body
Fleshy
Senses
Tangible
Concrete
World
Universe
Visible
Real
Actual
Exchange

PLAY VERBS:

Engaging
Amusing
Entertaining
Enjoying
Relaxing
Participating
Involving
Joining
Competing
Distracting
Diverting
Frolic

PLAY KEYWORDS:

Body
Fleshy
Senses
Tangible

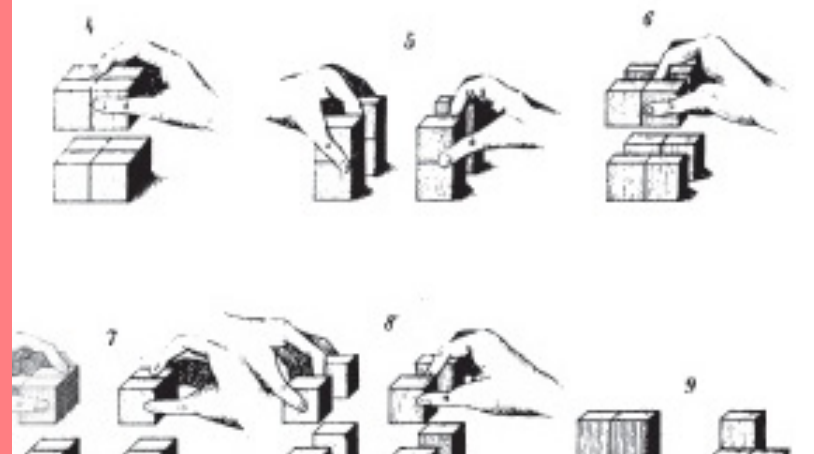
Concrete
World
Universe
Visible
Real
Actual
Exchange
Football
Pleasure
Games

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DIGITAL/PHYSICAL PLAY	GRAPHIC ARTS	MARCH 2017	MOODBOARDS	7

Landscapes

Key words: physical, games, narrative

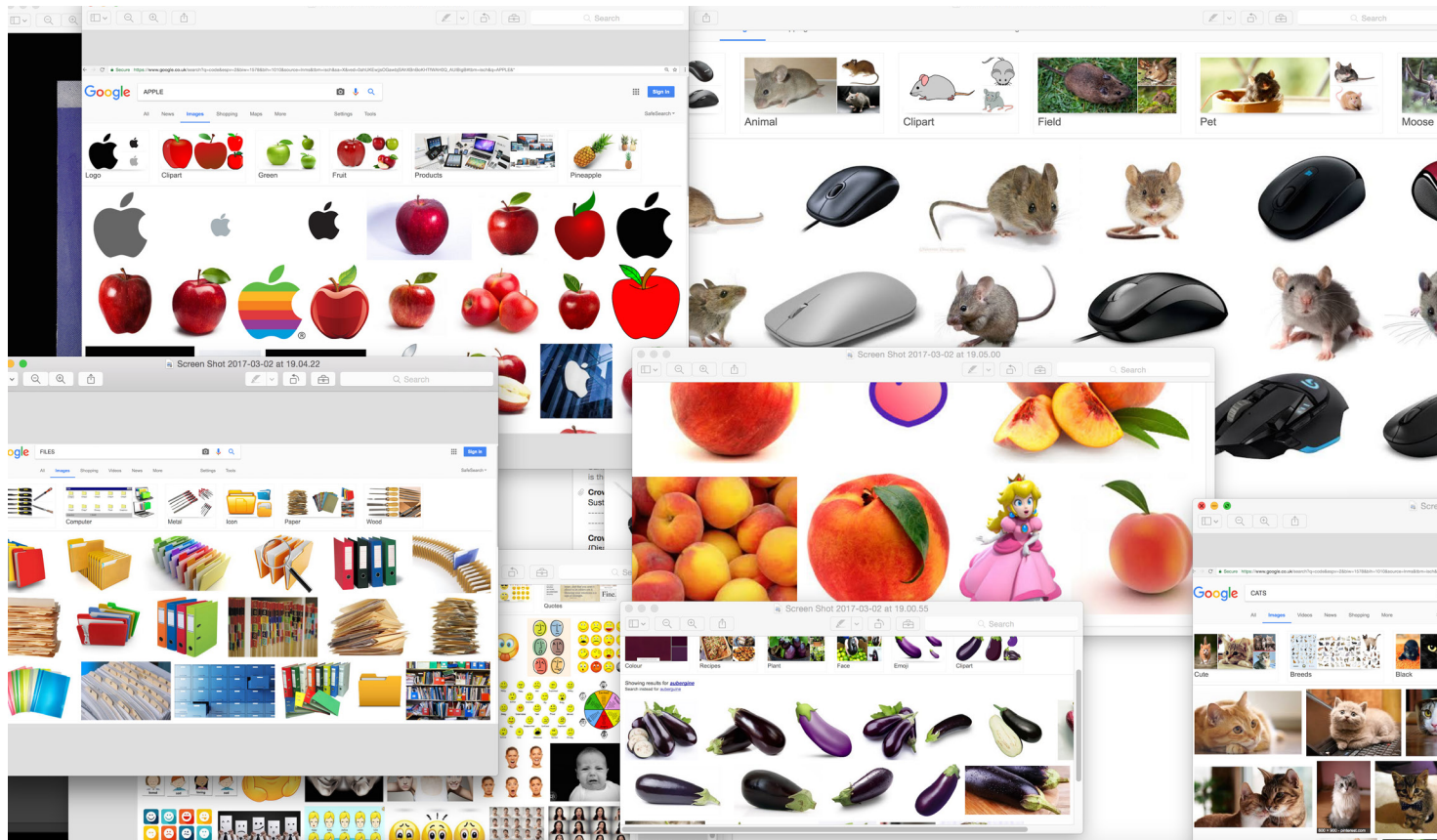


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DIGITAL/PHYSICAL PLAY	GRAPHIC ARTS	MARCH 2017	CONCEPTS	8

Digital contexts

Key words: layering, combining, mingling



Typography

Initial Ideas

Family C

Styles

Gerstner Programm
Gerstner Programm
Gerstner Programm
Gerstner Programm
Gerstner Programm
Gerstner Programm
Gerstner Programm
Gerstner Programm
-Light
-*Light Italic*
-Regular
-*Italic*
-Medium
-*Medium Italic*
-**Bold**
-***Bold Italic***

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DIGITAL/PHYSICAL PLAY

GRAPHIC ARTS

MARCH 2017

CONCEPTS

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Typography

Initial Ideas

Gerstner Programm™ Light

80 Points

A priori
Berthold
CAPITAL

46 Points

Heute, Index
Jahrzehnt
KNOW-HOW

32 Points

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

55 Points

diametral
exemplarisch
Funktion
GESETZ

25 Points

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

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DIGITAL/PHYSICAL PLAY

GRAPHIC ARTS

MARCH 2017

CONCEPTS

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Typography

Initial Ideas

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