

Unit 7 Project Proposal 2017-18 UAL Awarding Body / CSM Foundation

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Curriculum Area: Fine Art

Pathway: FA: 4D

UALAB Unit: Unit 7: Art & Design Project Proposal & Realisation

Project Title: *I Am Having An Identity Crisis*



Eddie Peake
Concrete Pitch
2018

Nøne Futbol Club
*Work n°054 : Keep warm
burnout the rich*
2010

Louise Ashcroft
Masks
2013

Project Review

Throughout the foundation course, I have further developed my artistic abilities and ideas independently. Through the guidance of tutors and by working on theme-based projects, I have been able to discover that the underlying theme of much of my work is to sentimentalise things the majority may consider ugly- exposing my undisguised thoughts to the audience.

The foundation course has allowed me to discover my personal perspective of the value of art- I believe that the value of art lies within the intimacy between the artist and the world- it is a fundamental element that creates individuality amongst each artist. I chose to study Fine Art because I believe this and seek to nurture and develop my individual, artistic voice. I also chose to study the Fine Art pathway because it has a heavy focus on concept-based work and encourages students to create self-driven work based on their

personal interpretations of the project briefs; this allows for a broader and more personal development of my work.

The course has exposed me to a range of conceptual artists who have influenced my work heavily; by doing in-depth research and analyses about artists and artistic theories, I have found my own artistic voice and discovered my style of working. The course has enabled me to discover that all art contains intimate motifs, and that every artist creates work that fulfils their own interpretations of art. Through this notion, individuality is established. Individuality and artistic character are important aspects of art that I am constantly striving to develop further by creating distinctively intimate, self-reflective art that, despite being shied away by the public, conveys my person beliefs and values.

Project Concept & Description

I had a growing interest in creating political art- I found that politics is a significant aspect of mankind that we are unable to stray from. I am especially interested in the tension between Hong Kong and China. My interest in the political situation in China further increased due to the recent change in the Chinese constitutional restriction on the number of presidential terms. I will explore the gradual increase of media censorship in China; through my artwork, I will challenge the governmental system and confront the Chinese government's severe infringement of the right to free speech in Hong Kong. So far, I intend to convey this idea through a dystopian vision of Hong Kong and China in the near future.

I want to develop this idea through a combination of different mediums; similar to Eddie Peake's *Concrete Pitch*, I will create multiple pieces of work that complement and seamlessly interconnect with each other, flowing through to make a narrative, combining together to create one final piece that ultimately conveys my main idea. Text-based artwork has always intrigued me- I will be combining self-reflective poetry with my art work; literature allows me to articulate themes such as the relation between beauty and pain, and the questioning of human morality, which are both fundamental themes to my main concept. I wish to create a series of works that, although are very personal to me, can also reach out and relate to the audience; similar to many of my previous works, I want the audience to view the piece from my perspective as a Hong Konger and feel the fervency within my work. In doing this, I am able to consolidate a true form of intimacy between the world and I, which I believe is the fundamental value of art.

Project Evaluation

I rely heavily on group critiques and feedback from my peers; by listening to their opinions, I will gain a clear image of how a third party interprets my work- thus, I am able to alter details in my work in order to express my concept in a way that the audience would understand. I will also document my thought process in detail on Workflow, in order to vividly record every step I have taken to reach my final outcome. I will take notes on idea developments and visualize new ideas and concepts in my sketchbook. I will also document the development of my work, as well as experimentation, in my sketchbook, recording successful and unsuccessful outcomes, while also documenting how I solve these problems I encounter. By doing this, I am able to learn from and reference my problem-solving skills for future projects.

Proposed Research Resources and Bibliography

References

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Project Action Plan and Timetable:

Week	Date Week Beginning	Activity / What you are intending to do - including independent study	Resources / What you will need to do it - including access to workshops
Week 23	Feb 19th	<ul style="list-style-type: none"> • Visit White Cube (Bermondsey) and Concept Space + other galleries • Start PPP 	White Cube gallery Concept Space gallery
Week 24	Feb 26th	<ul style="list-style-type: none"> • Start researching current events in Chinese politics • Finish PPP • Try to find banned book- 習近平與他的情人們 (Xi Jinping and his lovers) • Start working in sketchbook- develop initial ideas, possible outcomes, possible mediums 	Online (Chinese) libraries CSM Art Shop
Week 25	March 5th	<ul style="list-style-type: none"> • Borrow books from library • Continue to research about Chinese political situation • Further develop initial idea- experiment with ideas • Start developing video piece(s) • Gallery visits • Present ideas to tutor- one to one • Draft out project idea- how I'm going to achieve it, materials, etc. • Group critique for feedback from peers 	KX Library
Week 26	March 12th	<p style="text-align: center;">Progress Tutorials All pathways: Monday and Tuesday + 4D Wednesday + 3D Wednesday and Thursday</p> <ul style="list-style-type: none"> • Decide on mediums • Solve possible problems I may encounter- Access to equipment and materials etc. • Experiment with Adobe (<i>if I develop ideas involving video as a medium</i>)- Adobe After Effects, Illustrator, etc. to develop video piece • One to one tutorial- present process of work to tutor for feedback • Experiment with initial ideas with all equipment needed from CSM loan store to decide whether or not project is do-able 	Loan store Computer room

Week 27	March 19th	<ul style="list-style-type: none"> • Finalise idea on final piece- medium, materials, equipment; gather everything I will need to create final piece • Begin working on final outcome • Further development and documentation in sketchbook and workflow • More group critiques to finalise outcome and how to execute my idea 	CSM Loan store CSM Art Shop Galleries
Easter Break Week 1	March 26th	<p style="text-align: center;">Back to Hong Kong</p> <ul style="list-style-type: none"> • Gallery visits 	Workshops closed
Easter Break Week 2	April 2nd	<p style="text-align: center;">Back to Hong Kong</p> <ul style="list-style-type: none"> • Gallery visits 	Workshops closed
Week 28	April 9th	<ul style="list-style-type: none"> • Finish and finalise final outcome • Group critique with peers for minor changes and adjustments to final piece 	
Week 29	April 16th	<p>Deadline for work to be assessed: 2pm Tuesday April 17th</p>	