

Throughout my studying this year, I have found the idea of interaction to be something that has not only influenced my work but also been something that has been unable to escape my mind. I quite often see work that is produced for a reason but that reason is often overlooked and forgotten or not even attempted in some cases. For example, one such project was to create work that caused people to come and interact with group or society but they wished for a video as a result. This baffled me as how could you ask for a piece that required human interaction but then go about in in a dehumanized way that did not actually interact and instead create a barrier between yourself and the person you are trying to invite. This is something that is often seen throughout Graphic communication and is just not acknowledged as quite often what is requested is something that is not wanted nor challenged via the designer.

I have also seen how people “play it safe” throughout the course as nobody attempts to defy what is a social norm, risks aren’t taken as much due to what I believe to be fear of failing or creating “bad work”. But without this idea being challenged we will never actually be able to improve ourselves and see what unique concepts are created through the possibility of failing. This is often evident throughout certain approaches to work, take for example my latest book project, everyone had attempted within the first week of creating Norwegian woods, a black, red and white book similar to that of the initial design. This was a safe option and not often challenged due to people playing it safe and knowing that the feedback they get will be less bad than if they tried something different using a different colour scheme. But in truth the more unique ones received better feedback than repeated style ones because it wasn’t unique. People had changed themselves, the work created is not unique and therefore is not different despite the fact the Graphic

communication prides itself on originality and creativity, it considers itself a fluid area that changes and morphs to the needs of those surrounding it yet this is not taken on board even when stated. I find as time goes on I see more and more different and alternate ways that people could apply their own methods and feelings towards their works, however it seems that this is only done inside that of constellation, a safe space without critique nor judgement from others. I however wish to attempt this outside the “safe” space as without criticism and feedback I will never improve.

I have also found that as time goes on I have been described as trying to “break” or “destroy” the world. Initially I thought it was a bad thing and it was something to be attempted but as time has progressed, I have started to think that in truth it is a new way of saying “challenging” the norm, these words have negative connotations but that might not be the case anymore. We may have expanded beyond its original meaning and instead now it is something other than what it was before, a new way of saying unique or someone who does not conform to modern teachings and principles. I consider myself proud of these words as without me in their lives they would not think or come up with concepts or their own without me challenging them. A challenge to these ideas of what is and is not Graphic communication and what does and does not benefit us it something that comes naturally to me despite not ever being attempted before attending university. I also cannot seem to find said reason for this aside from my inquisitive nature, but the more areas I cover the more I think, and a result Impact and change these areas to suit a new need or desire. My books, posters, social campaign all have an interaction element to them and this then impacts me not only as an artist but also as a person and becomes the stepping stones towards a trail of progression.

I cannot safely say what my work will be like in the future as I have both no knowledge but also safe way of knowing as my mind-set and priorities change every year. Level 4 it was looking into society and the benefits of senses, level 5 is that of interaction and physicality, and level 6 I assume will follow path into an even more diverse spectrum of my chosen field. My hopes are more to what I produce outside of university towards that of free-lancing and business related. But also what would I be known as, the guy who destroyed society and Graphics or the guy who improved it, there's a thin line I walk between the two and I often never know which side I am on.

I will say one thing in regards to each lesson I have learnt from first term to ones that I have developed myself and through to second term. I never considered my work to impact society and affect it as much as it does, it is often said designers can shape the world but until you experience it, you never actually see it for yourself. As time has passed instead of answering any questions may have had I have instead asked and developed more, I question whether or not I even intend to find the answer or even want one, the question as what will become?, what is good? or what is bad? Is something that I have come to think does not matter and the definition and result of each one will change and there's no guarantee something like this even existed in the first place. I am however still adamant that My theories and concepts will only support my work and its style in times that have yet to come.