

THE LEEDS SCHOOL OF ART,
ARCHITECTURE & DESIGN

WWW.LEEDSBECKETT.AC.UK/AAD

Photography & Digital Print

MISC.

(Of items or people gathered together) of various types or from different sources.

Misc.
(adjective)

Of mixed character.

Having various qualities, aspects, or subjects.



Things you might not expect to go together.





INTRODUCTION

Interdisciplinary Spaces

I recently attended a conference that explored students' interpretation of the discipline of Graphic Design and its expanded fields of practice. The debate was valid as delegates discussed how students identify with our subject area prior to undertaking a degree course, and on completion of their study, examining the role of the subject discipline at HE level. It was highlighted that providing students with wider perspectives of Graphic Arts & Design can lead to greater possibilities within their time of study – the debate also focused on the mapping, of how the subject discipline connects between academic study and vocational practice.

This year our students have continually questioned the perceived categorised disciplines within Graphic Arts & Design. The studio activities have highlighted our recognition that the multi-disciplinary subject area is constantly in flux. This transition is evident, primarily through the introduction of new technologies for production and distribution, but also through a resurgence of traditional media forms in communicating with new clientele. The varied resources available have enabled our students to determine their visual voices through contemporary or traditional media forms, transmitting their ideas to identified audiences.

Underpinning this process is the belief that Graphic Arts & Design is a communicative practice, a visual language, utilising words and images through creative and purposeful methodologies. This year, our students have identified their interests and concerns,

exploring historical, cultural, social, political, environmental and economic contexts in which graphic communication design exists and affects. Our graduates have deployed strategies to evidence their opinions and intentions, critically reflecting on the location of their practice.

To inform some of these approaches, our visiting lecture programme, *Broadcast*; provided insight, debate and context to some of the on-going studio discussions. Presentations from John Angerson, Rose Blake, Anthony Burrill, Darryl Cunningham and Anna Lomax, amongst others, discussed the realities and challenges of the creative industries. This year we welcomed Michael & Nicola Place from Build, an award-winning creative agency, who as visiting lecturers, have shared their experiences on the practicalities of running a successful practice. Also in our studios, seminars, reviews and workshops have taken place with industry contributors such as, Tom Ashton-Booth, Thompson Design Partners and Textbook Studio, where issues of content, audience and authorship have been examined.

A fundamental aspect of the final year student experience; is the undertaking of live, outward facing projects, responding to internal (University) or externally set project briefs. This provides our students with an opportunity to engage with opportunities to gain practical, creative, critical and professional skills required to excel in the creative industries. The diverse portfolio of projects offered, enabled students to identify,

promote, and inform. Research projects were also undertaken exploring community issues and projects that can help instigate change, heighten awareness and encourage participation.

An example of this, is *Festival of the Body*; a celebration of International Women's Day in March this year, at Leeds Central Library and at Leeds Beckett University. The month-long programme of public events included an exhibition, conference, performances and talks. This provided the students with valuable, collaborative experience in organising and participating in public events. Festival of the Body is organised by F=, an interdisciplinary research based group of lecturers exploring the significance of feminism in creative practices, encouraging students to explore themes of diversity and equality through humour and spectacle.

This year, the course has strengthened its relationship with the Leeds based research organisation Space2, who aim to create healthy communities and inspire thriving young people through arts & creativity. Space2 has worked in close partnership with Allerton CE Primary School for over 5 years, delivering arts projects to support the engagement, behaviour, motivation and enjoyment of some of the school's most vulnerable and challenging pupils. Level 6 Graphic Arts & Design students were involved in *The Great War Project* which was a partnership project led by Space2, Allerton CE Primary School and Leeds Beckett University. The objective of this project was to share stories across generations, focusing on unrecognised contributions within local communities. A key aim of this project was to help the children understand the destruction of war and a plea for peace. On completion of the project, Dawn Fuller the Strategic Director for Space 2, provided a testimonial outlining the student's contribution to the project:

"I would like to congratulate the students on their contribution and in particular thank them not just for their creativity and commitment, but for their organised, planned and considered approach to working

with young children. Clearly, the skills and inspiration of the students had a tremendous impact on the success of the project for all of the partners involved and most importantly the children."

The British Art Show is a touring exhibition that displays exciting, diverse contemporary art produced in the UK. The show opened in Leeds in October 2015 at The Leeds Art Gallery, exhibiting the work of over forty artists.

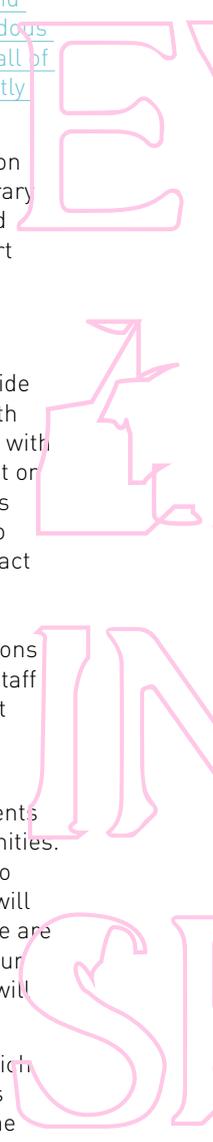
Leeds Beckett University, The British Art Show and Leeds Art collaborated to provide Art & Design students and the public, with opportunities and experiences to engage with the work shown and the artists. To reflect on this participation, Fine Art & Graphic Arts & Design undergraduates collaborated to document their experiences and the impact the show had on the city, the public and the University. The resulting publication documented written and visual observations of the legacy of the show. Students and staff presented their findings at the British Art Show in Edinburgh in April 2016.

These diverse internal and external opportunities have encouraged our students to work with new audiences and communities. These platforms have enabled students to interpret how their ideas and proposals will be received within a wider context – these are valuable experiences that begin inform our students' practice, beliefs and how they will locate their practice, post degree.

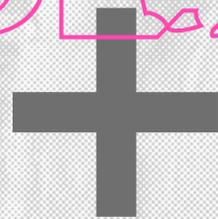
We are excited by the work produced, which demonstrates a creative use of materials and processes in communicating what the students want to say. In utilising the core components of Graphic Arts & Design – language and visual representation – our students have again questioned discipline parameters in sharing their findings with the audience.

We look forward to hearing what you think.

JUSTIN BURNS
COURSE LEADER



EVERYTHING EXISTS IN AN INTANGIBLE SPHERE



SATIANPONG JIAMSAKUL



DELPHINE BOARDMAN-DOULETRANT



GEORGIA CURRELL



PHILOMENA SARGENT



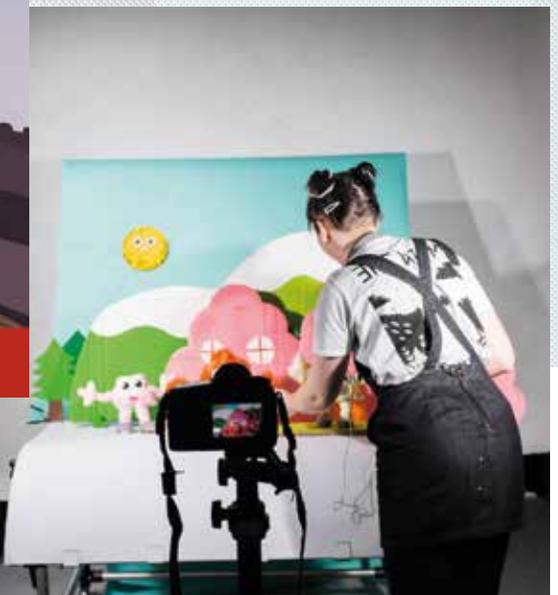
POLLY WILSON



COURTNEY LIGHTFOOT



VICTORIA HIND





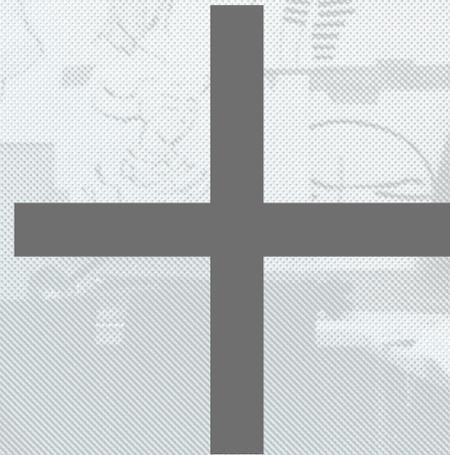
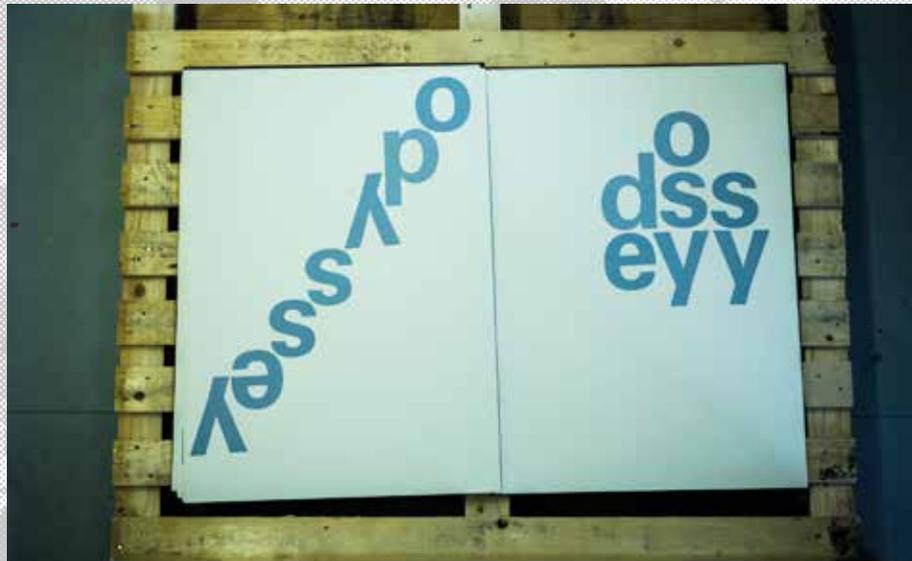
SONAM OBEROI



JODIE HOLLAND

CHRIS LOWTHER

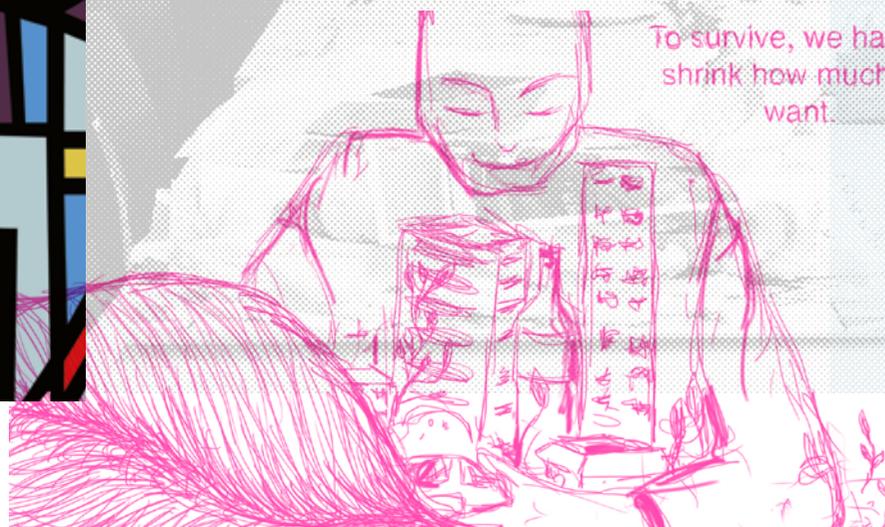
JAKE TOLLADY



ALAW HAF LEWIS



CHLOE HIND



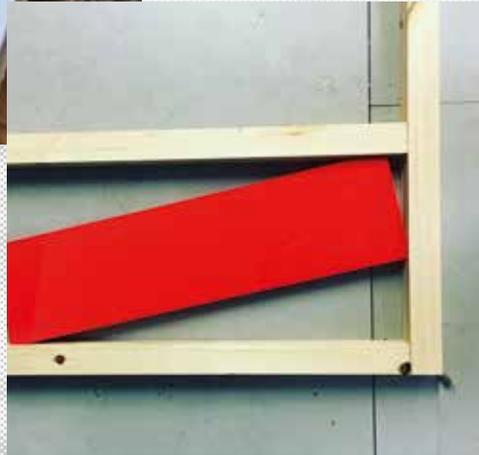
JACK SHEPARD

DAVID SCARF

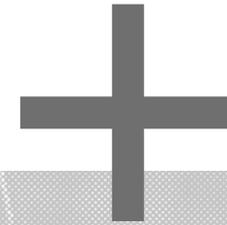
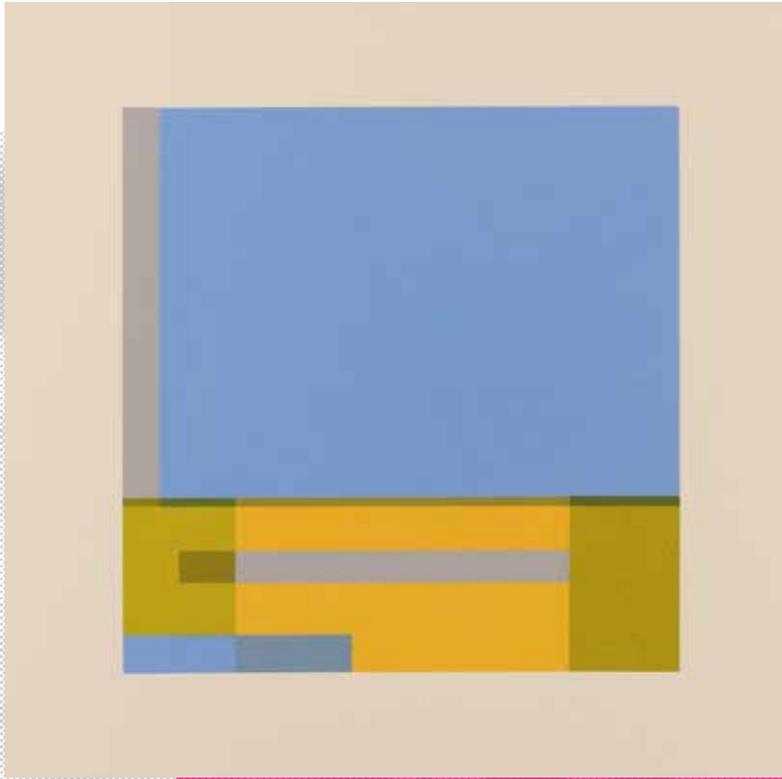




YVETTE ROBINSON



BENEDICT REGAN

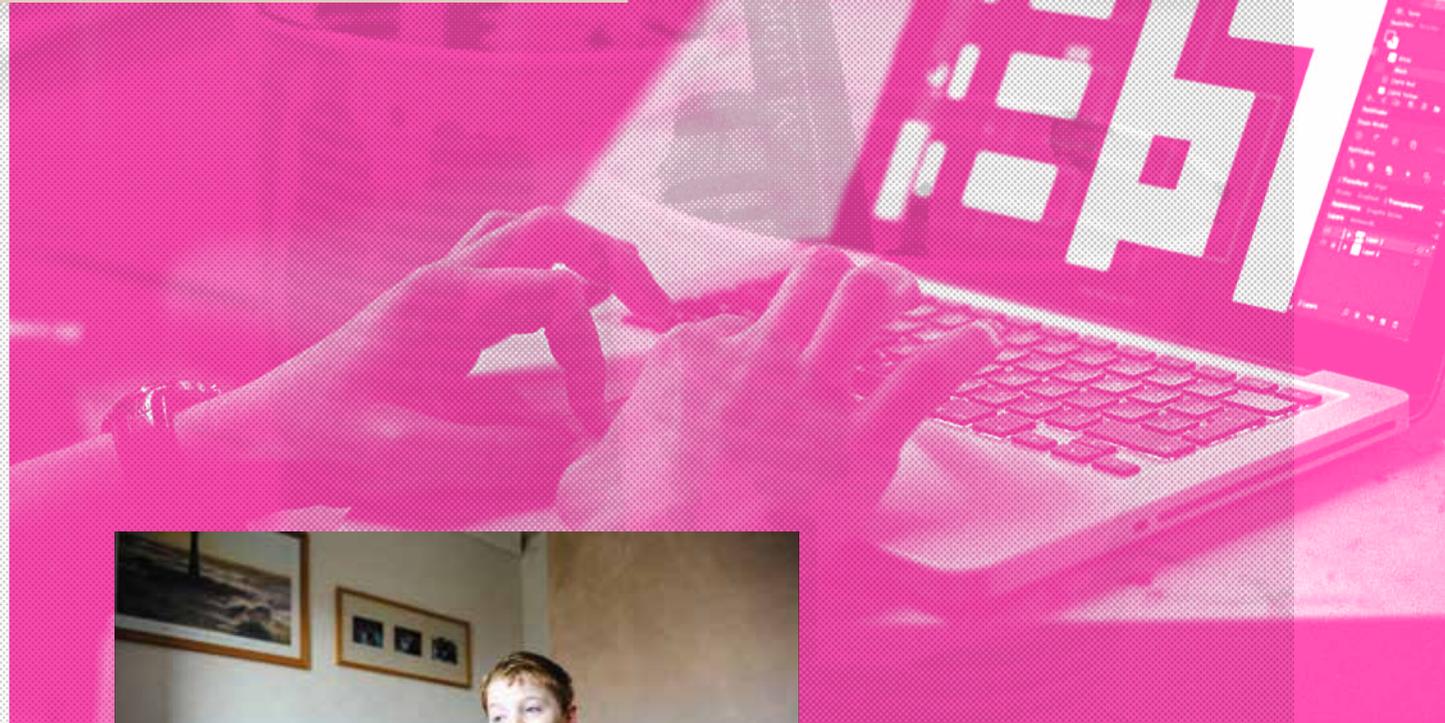


RICHARD MARSDEN

JONATHAN PEACH



CRAIG BERRY



JOE BARRITT

JENNIFER SMITH



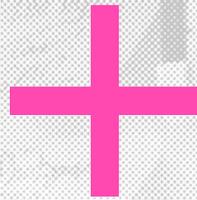


ALICE RAE

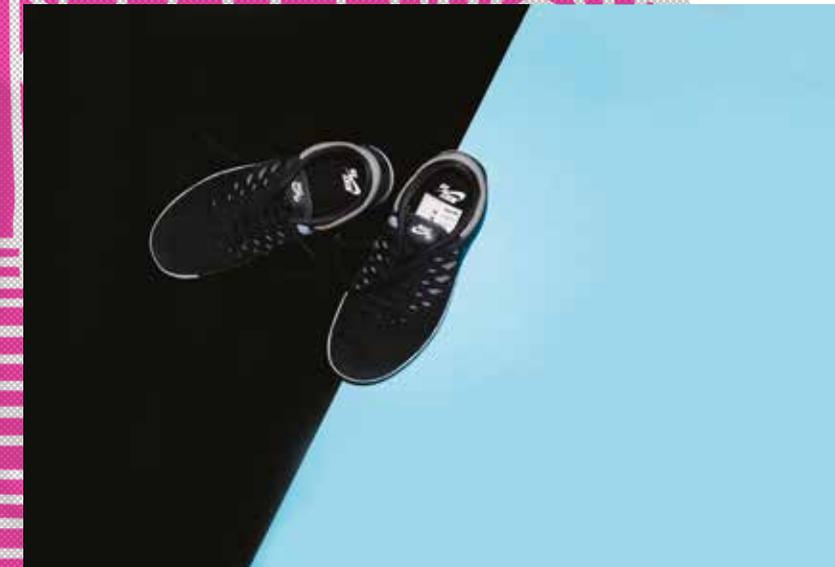
"IT'S GOOD COMPANY WITH GOOD FRIENDS."

JESSICA PRICE

JESSICA BELL



FLORENCE COOPER



LESS IS MORE

PLATFORM 1

BODDIKA
SIMON SCOTT
WILL BERRIDGE
CATERAN
JOHN STUCKEY

PLATFORM 2

SOLO
KIRI B2B NAB
REUBEN
BEN SZALECKI

FRIDAY 11TH MARCH (NEW VENUE)
THE OLD RED BUS STATION

22.00-04.00 EB/E10/E12
104 VICAR LANE LS2 7NL

PETER SLAYWE



JORDAN FIELD

A SENSE OF PLACE

Michael C Place / Build

My first introduction to Leeds Beckett Graphic Arts course was when I got invited to give a talk at the university a few years ago, I was keen to see how the city was evolving as we had lived there in the mid to late nineties. The talk was great, lots of engaged/switched on students asking intelligent questions. One in particular resonated with me, a female student asked me whether it was a good idea to stay up North? Or should she go down to London? I replied "Stay up North". I still believe that. The design community is only going to get stronger if we retain young talent. It will only get better if people believe in The North. **I believe in The North.**

As a designer who has been thinking a lot about a sense of place, and identity not only personally but professionally I am extremely proud to be working with the Graphic Arts course at Leeds Beckett. We [Build] have just moved back up North to Leeds after 15 years living and running a busy studio in London. As a Yorkshireman and a graphic designer I am dedicated to promoting and working with young creatives in the North of England. Leeds is an incredibly vibrant city presenting lots of opportunities for creatives to make strong partnerships with businesses and brands. Never before has the design scene in the UK been so strong as it is now, and not more so than in the North of England. Cities like Leeds, Manchester, Liverpool and further North in Glasgow the design scene is exploding. We have been blown away by the level of work being produced in these great cities. London is it's own bubble, you work within that bubble and think that there isn't anything else outside of the North Circular (apart from IKEA Edmonton, and Epping

Forest). We were guilty of that, and when we announced our move back up we were met with a lot of scepticism. From "Where's Leeds?" to "Are you mad?", we were also met with a lot of positive comments, one from a leading figure within design who said "If you had told me 10 years ago you were leaving London to go up North I would have said you were mad, even 5 years ago I would have said the same thing. But now it makes complete sense. There is so much good design being produced up there". And he is right (he usually is), I recently did talks in Manchester and Leeds and was blown away by the vibrancy of the design work, of the agencies working in those cities and more so by the passion being poured into the work. This isn't just work for 'The Contented Sole fish and chip shop', it is national work, it's international work for big brands. The possibility for young creatives to work in the area has never been better and is only going to get better.

After the talk I was shown around the AAD campus which wasn't there the last time I was in Leeds (the Drydock had just opened the last time I was in that part of Leeds!), first I was struck by the beautiful building (you can't miss it right?) secondly I was struck by how experimental the Graphic Arts & Design course seemed to be. Walking around the floors, seeing the work up on the walls there was a real creative buzz about the place. The tutors were really passionate and that resonated through to the students. I loved the breadth of the course, I loved the way it nurtured the students, setting them on their path in a meaningful way. This wasn't just a course that on the surface looked very experimental, it was a course



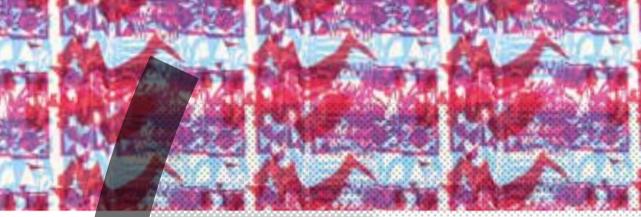
that understood all the subtle nuances that make great design happen. It covered the bigger picture, it covered the big idea but it also teaches the fine detail that enhance those big ideas turning them into some truly special. The tutors are actively encouraged to produce work, to keep on top of current issues in the wider sphere of design. This I felt is really important distinction between this course and any number of courses where some tutors seem to be cruising towards retirement. The world of design is very fast paced and tutors need to be on the ball with what is going on outside in the 'real' world. And the tutors at Leeds Beckett are excellent examples of exactly that. The facilities at the university are second to none, and it was great to see these being used by the students (and tutors). From photography, screen printing, hot metal, large format printing all open to the students. The course has a very healthy programme of visiting lecturers, from individuals to studios which I believe is very valuable in opening the eyes to what goes on in contemporary practices, what level of work needs to be achieved, how people run a studio. Very important.

My role within the university as a visiting lecturer is pretty simple, to encourage the students to do the best they can. To push them to be better. This often takes the form of very frank feedback and honest discussion. As a practitioner running a very busy creative studio I am best placed to give advice on a number of things, critiquing work, helping solve problems, how to work with clients and run a studio. I want to be impressed, I want to see work that makes me go "I wish I had done that", these moments of genius are what keeps me as a designer fulfilled.

To see students improve and learn is something really magical. It's really important. I hope that through our interaction with the students it helps in some small way to improve their work and ultimately a fulfilling career.

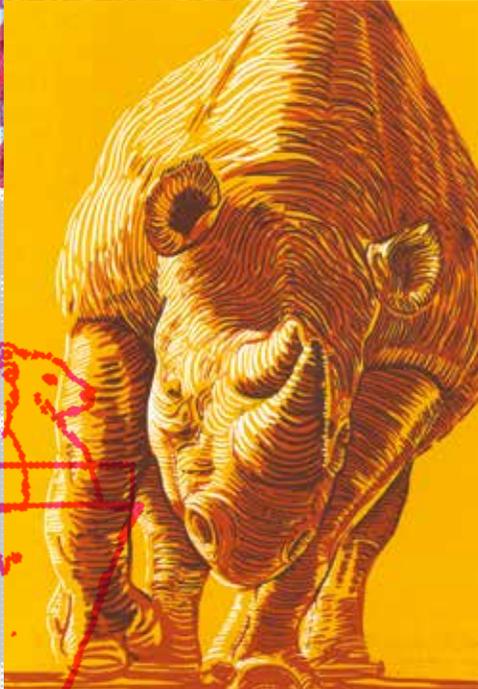
The one thing I will never sugar coat is how hard the industry can be. It is tough, it can be brutal at times but it is genuinely amazing. Leeds Beckett University is doing a fantastic job of equipping the students for the challenges they are about to face. I look forward to strengthening our partnership with the course to make the future stars of the industry. A friend described Northern designers as people who don't shout about themselves, they prefer to just get their heads down and work. Both of those statements are true, but I believe we should be shouting more. Whether you choose to stay in the North, or the South, or abroad be prepared to work hard, put the hours in, keep learning, keep questioning but most important, enjoy it, love it.

MICHAEL C PLACE
BUILD



CHARLOTTE BRANSCOMBE

KAREN ZHANG



RAY BANTUNG



ANGELICA ROWE



ELLIE-LOUISE POYSER



EMILY BAIRD

HANNAH MCCONNELL



MANDALA FABRICS

HARRY LAMB

INDFRNT

LIAM RENNIE-JEFFRIES



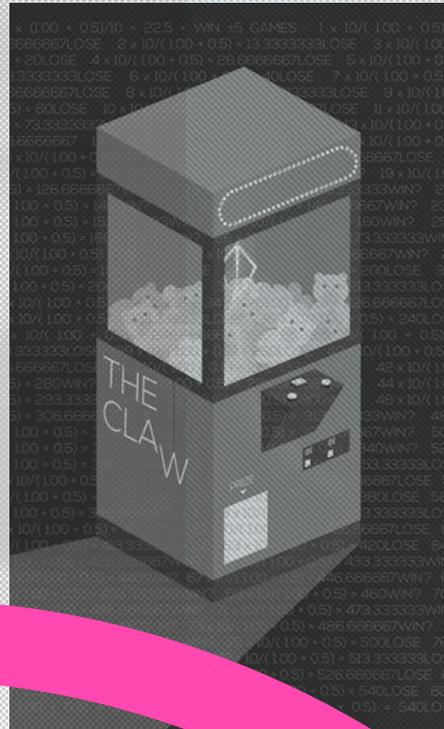
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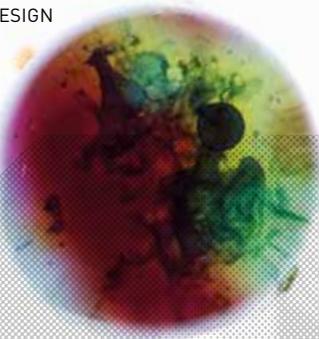
BEN RIMMER



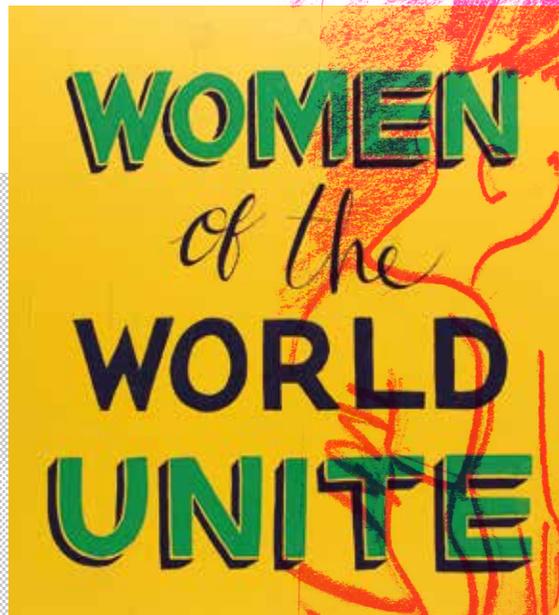
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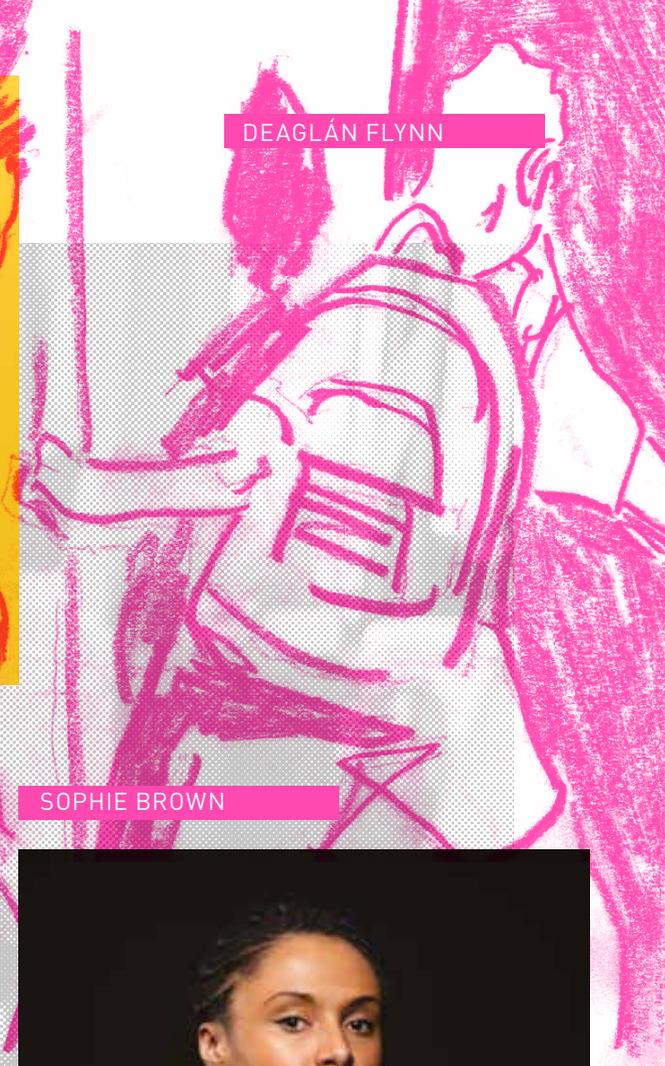
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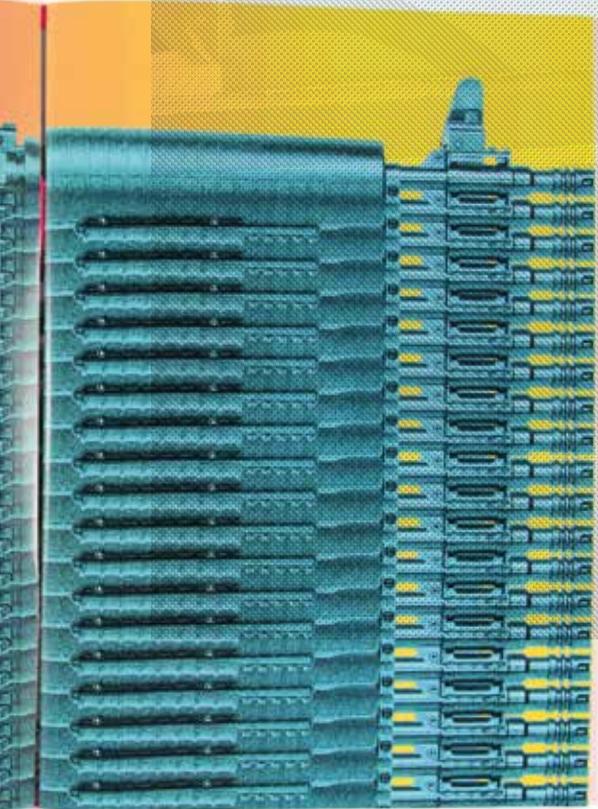


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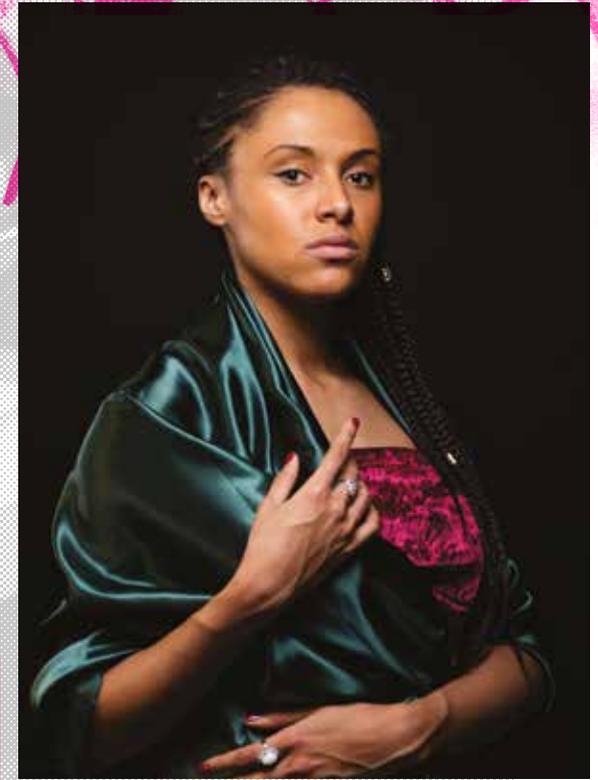
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DEGREE SHOW 2016
LEEDS SCHOOL OF ART,
ARCHITECTURE & DESIGN

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HANNAH MCCONNELL
JONATHAN PEACH
BENEDICT REGAN

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Collaborative live projects 2015/16

BRITISH ART SHOW 8
BA (HONS) FASHION (LBU)
CHAPELTOWN ARTS FESTIVAL, LEEDS
F= FESTIVAL OF THE BODY
PROJECT OFFICE: WORTLEY
COMMUNITY CENTRE
SPACE 2
(LBU) SCHOOL OF ART, ARCHITECTURE AND
DESIGN IDENTITY PROJECT
SPRINGBANK PRIMARY SCHOOL, LEEDS
THE TETLEY

Broadcast, Visiting Lecturer programme 2015/16

JOHN ANGERSON
ROSE BLAKE
BUILD
ANTHONY BURRILL
DARRYL CUNNINGHAM
HYPERKIT
JAMES LANGDON
ANNA LOMAX
FRASER MUGGERIDGE
TEXTBOOK STUDIO



UCAS CODE W210
INSTITUTION CODE L27

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UNIVERSITY

Opening minds
Opening doors