

WHAT IS RESEARCH?

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Research is the act of looking up information on areas of interest to provide background or detail for projects or sample briefs. There are two major ways which research can be managed; Primary is the act of going out and finding the research yourself ie going to museums or shows or interviews, whereas secondary is often adopted from articles, books and other forms or media.

Why Research?

Research is important in finding out information regarding the area you are reviewing, for example with this particular project it was important that I understood grids and image placement. It was also useful to research about a studio ie, Little White Lies.

Personal Learning Styles

We did a test in the studio, which determined what type of learner we each were. My learning type was identified as a kinaesthetic learner and also a partly visual learner. Basically, it means that the learner needs to be actively doing something while learning, I find that I fidget alot.

Personal Workspace

My workspace is an organised mess. I often find when I'm stuck on something or need to think about a concept or what I'm about to do I draw. I often draw animals, I'm interested in illustration as well, so I use this in a lot of my designs as well as having music in the background. I also find I doodle a lot when I concentrate or sit and think as well as fidgeting and tapping my feet or the desk.

Research Techniques

When I research I tend to use, Blogs, books, magazines and discussions with people, as well as using some work of inspirational artists as the foundation of my work. Often talking to other people about their work and mine helps me to become inspired or gives me ideas. As well as this i can look at for example papers that they use and materials and get an idea of what works.

My Design Process

When doing my work I tend to use InDesign, Illustrator and Photoshop as my main programmes, in the past I have used Quark and After Effects. I'm most comfortable working with Illustrator and InDesign. I also have to have music on in the background which helps me concentrate as well as a doodle pad.

