



University of
Salford
MANCHESTER

Beyond aspect: will be -ing and shall be -ing

Celle, A and Smith, N

<http://dx.doi.org/10.1017/S1360674310000079>

Title	Beyond aspect: will be -ing and shall be -ing
Authors	Celle, A and Smith, N
Type	Article
URL	This version is available at: http://usir.salford.ac.uk/16800/
Published Date	2010

USIR is a digital collection of the research output of the University of Salford. Where copyright permits, full text material held in the repository is made freely available online and can be read, downloaded and copied for non-commercial private study or research purposes. Please check the manuscript for any further copyright restrictions.

For more information, including our policy and submission procedure, please contact the Repository Team at: usir@salford.ac.uk.

THE UNIVERSITY OF SALFORD

It's tough being a student. So how do talented undergraduates tackle their college assignments and, more importantly, do they make the grade? We ask the experts



THE TUTOR

NAME: Christopher Morris
COURSE: BA (Hons) Advertising Design
CONTACT: www.artdes.salford.ac.uk or C.Morris@salford.ac.uk
TEL: 0161 295 6168

THE BRIEF

Source a brief, or set one yourself, and identify issues around which to base a full design investigation using the software of your choice

"The final module of the Advertising Design degree is designed to allow students to synthesise their experience on the programme through definition, negotiation and implementation of self-directed study through a Negotiated Major Project. By exploring links with the design industry the students were encouraged to identify a set of issues around which to focus a full design investigation. This allowed for advanced levels of research, project development, presentation and personal design development.

The majority of students sourced a brief from the design industry or through contacts made during their previous second-year placements. Investigations were submitted across a range of formats – screen-based, interactive, print and/or video. Students presented an in-depth knowledge and understanding of the selected project briefs, working within the realistic constraints of time management, client needs, audience aspirations, contextual understanding and appropriateness of the identified design solution. Each submission was then supported by relevant research as well as campaign and conceptual development."



THE EXPERT

NAME: Blam [aka Mark Blamire]
OCCUPATION: Blam started his career at Stylorouge where he created the *Trainspotting* poster. He now runs his own company, Neue.
CONTACT: www.neuelaboratories.com

GOT A BRIEF? THEN TELL US ABOUT IT!

Let us know about a brief you're working on at college and get positive feedback from a professional designer. Please email suggestions for suitable briefs to: sophie.embley@futurenet.co.uk, under the header "University Challenge proposal".

TOP OF THE CLASS

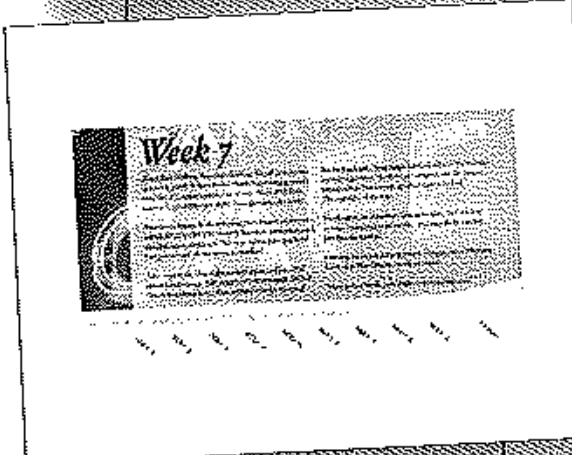
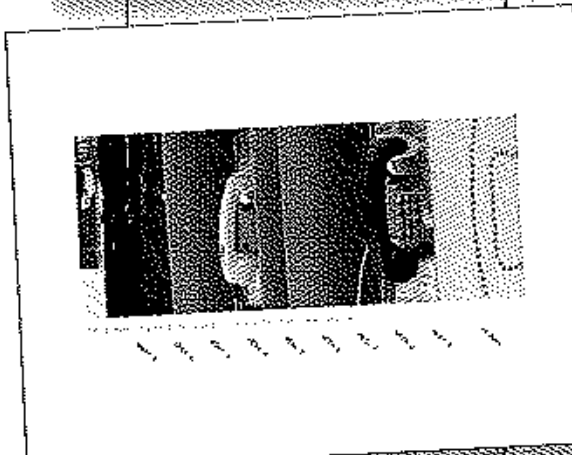
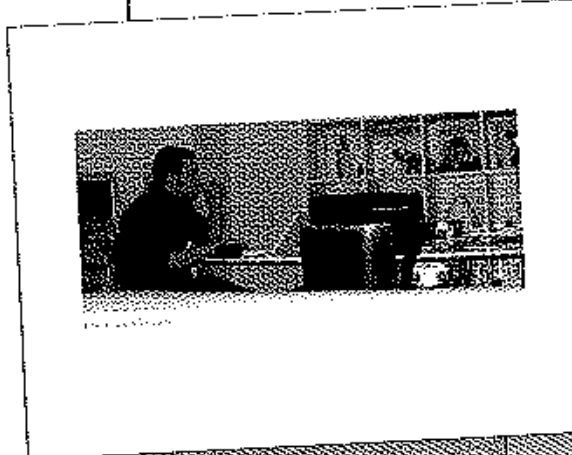


Image 01 | Image 02 | Image 03 | Image 04 | Image 05 | Image 06 | Image 07 | Image 08 | Image 09 | Sound

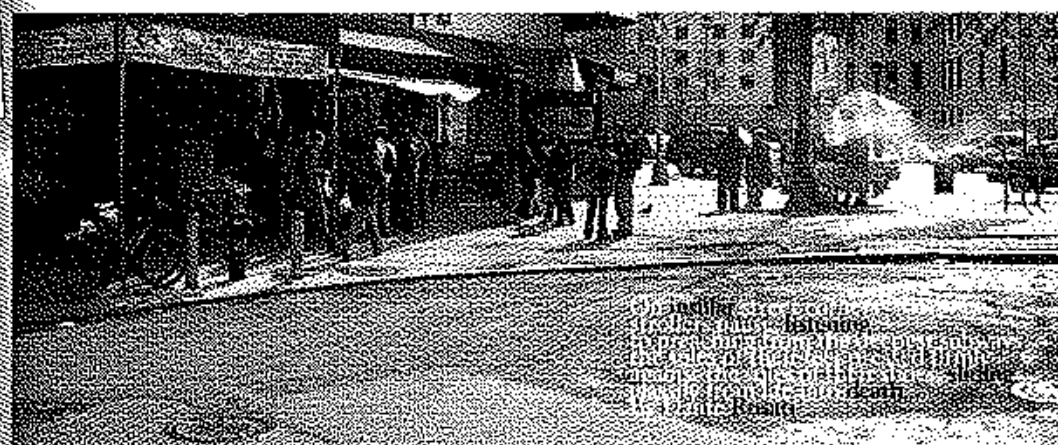


Image 1 | Image 2 | Image 3 | Image 4 | Image 5 | Image 6 | Image 7 | Image 8 | Image 9 | Sound

LEE SAYLABY: INSIDE NEW YORK PROMOTIONAL CAMPAIGN

SOFTWARE Photoshop, Illustrator and Flash

TUTOR'S VERDICT: "Lee's submission was an ambitious personal project that allowed for reflection on his experience of a placement at Skaggs Advertising agency in New York. The final outcome was an audiovisual diary in the form of a website supported by a print and advertising campaign. Each piece of art contains a message that communicates a process or experience – a collection of conversations, sounds and imagery that is susceptible to many interpretations and perceptions. Lee produced some exceptional work for this project."

EXPERT'S VERDICT: "Lee's design has a clean, coherent structure, strong typography, simple navigation and great use of photography, taken during his nine-week placement in New York City. When he could have got away without using sound, Lee has cleverly incorporated it anyway. The masses of time, effort and energy spent putting this together really shows, and if the rest of his work is up to this standard, Lee will be in a strong position to find work. To have produced such a focused piece from what seemed to be an unspecific initial brief, I am impressed. Keep up the good work!"