

SELF-DIRECTED PROJECT OUTLINE

Project 03 Research + Build

DUE: TUE NOV 15 @ 5:30PM

(Outline Resource: Creative Inquiry: Ideation to Implementation By Mary Stewart)

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| <p>TITLE Give your project a descriptive and memorable title. You want it to stand out and the title itself can help define your intentions.</p> | <p>Literal/Literacy/mind/play/in defense of/meaning/untitled/titled/anonymous</p> |
| <p>PROJECT DESCRIPTION What will you do?</p> | <p>Make fun of art collectors and people who see art purely as a means to money/looking for a god where there is none/looking for meaning where there is none that is intentional. Not entirely sure what the end product will actually look like, but it should be simple, obvious, and plain.</p> |
| <p>SIGNIFICANCE Why is it important?</p> | <p>We make things up all the time- that's good. But when we try to make sense out of everything and give everything meaning out of fear of the unknown, that's where things can go a little sideways. Interpretation for one's</p> |

own gains (ie. religious texts being twisted so that the ruling class could continue to rule). Interpretation for the sake of interpretation means that we're afraid of not knowing the answer. We need the unknown and to be comfortable with it in order to not become mean and weird. Things don't have to make sense/have meaning all the time.

AUDIENCE Who will gain from the result?

Just a contemplation. This project isn't for a specific audience to gain anything from. It's not really meant to give people something other than perhaps an idea- it's meant to make you think. Just rethink about your process when you look at art- are you trying to define something that perhaps doesn't need to be? When you talk with others about it, are you presenting your own opinions and feelings around the piece as fact?

TARGETED RESEARCH QUESTIONS

What more do you need to know about this topic in order to reach an effective artwork?

Why do things need to be the way they are?
Why do we force reason upon unreasonable things? Why do we feel the need to control and explain things? Is it fear? Of what? How do theologies and other personal and societal beliefs and systems limit the ways in which we think as individuals? When you talk with others about a piece of art, are you presenting your own opinions and feelings as fact? At what point does all art become performative- as in not for yourself? Is that a bad thing?

RESEARCH RESOURCES

What books, videos, articles, websites or other resources can enrich your research and concept development?

TATE Modern YouTube channel has been so much fun, they have some awesome videos about all kinds of art and all kinds of artists. Very inspirational. And, they talk about the pieces they present with facts, expressed opinions, and the words of the artist, so that

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| | <p>it's mainly left up to the interpretation of the viewer.</p> <p>Naim June Paik's work</p> <p>"If modern art has proven anything, it's that anything can be art. A dissected sheep, 4 minutes of silence, a urinal on the wall. But the mistake we're now making is confusing anything with everything." - Daniel Skomer</p> <p>Rothko's work</p> |
| <p>CONTEXTUALIZE ARTIST RESEARCH Which artist(s) will you research who is exploring a similar subject matter and/or medium (note: instructor can offer suggestions). Art21.org</p> | <p>Rothko, Naim June Paik, Fred Wilson</p> |
| <p>IDEATION STRATEGIES What brainstorming strategies will you implement to brainstorm and develop the concept? Consider the strategies that work best for your creative development .</p> | <p>Webs, vision boards, Pinterest, brain dump writing</p> |
| <p>POTENTIAL OBSTACLES What obstacles do you anticipate upfront?</p> | <p>The very fact that this is a project about not thinking too much will be a problem in itself. I want to challenge myself to not overthink this project, and make it as plain as possible. Should be accessible to as many different people as possible and understandable to as</p> |

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| | <p>many different people as possible. The idea isn't to trick people but to simply present a face-value idea with no underlying readings. Making something super plain and obvious and easily readable.</p> |
| <p>CRITERIA FOR SUCCESS In your mind what would constitute success?</p> | <p>If my piece is able to be read the same way by grade 4s, my grandparents, and my friends, that's a success. I want to make it as simple and obvious as possible- but also to invite others' opinions in to "colour" the piece. Not sure how I'll do that. But I'm sure I'll know when I do ;)</p> |
| <p>PROJECTED TIME TABLE What do you plan to accomplish each week?</p> <ul style="list-style-type: none"> ● Artist Research ● Colab Connect ● Research of the topic ● Idea brainstorm | <p>WEEK 1 (NOV 8-15) Project Outline, and ...</p> <p>WEEK 2 (NOV 15-22)</p> <p>WEEK 3 (NOV 22-29)</p> <p>NOV 29 Critique Day</p> |