

Candidate Name	Frederick Fox
Candidate Number	BMC202101014
Pathway	Visual Communication
Project Title	Finnish Design- Transit Design

Section 1: Review (approximately 150 words)

Throughout this year I feel that I have improved my work graphically by exploring the work of Pictograms and how they can be placed in environments. I feel that I have become more aware of how Visual Communication can be used more towards improving an environment in the way of helping people instead of creating something that is aesthetic (which is also important).

I have tried to improve my work within Photoshop and Indesign so I can become more familiar with them, I still haven't found a way to work them into a past project. I feel that my new FMP will give me the opportunity to organically introduce them into a larger graphical scheme.

I have been particularly interested in the work of Otl Aicher and his work on the 1972 Munich Olympics and how they were made to fit a Bauhaus design style but were also made to communicate to many foreigners which events were presented across the Olympic Park.

Section 2: Project Concept (approximately 250 words)

For my project I would like to create a travel system for the city of Helsinki in the style of Finnish design. In a way this is a type of city rebranding because I will be redesigning transit maps and signs that will be used in the local environment of Helsinki.

I will base some of my research on the London Underground and the NYC Subway maps. I got the idea for my project theme from reading the book "NYCTA Graphics Standards Manual".

In terms of artist research I will be looking into the works of Margaret Calvert and Harry Beck because of their influence on transit design such as maps, signage and typography. I will also be looking into the works of Otl Aicher for his work on pictograms I that will also apply to signage.

I mainly want to produce my work in the style of Finnish Design, which will involve a minimalist art style with bright vibrant colours. I will be researching the works of Erik Bruun for my main influence on Finnish Design but I will be looking into other examples such as the Werklig redesign of Helsinki.

For my practical work I will be creating a new typeface for the Tram Network that will be used in signage and advertisements, I will design this typeface to represent the style of Finnish Design. I will be able to use this font as the basis for my whole design work in this rebranding as I will later apply it to a transit Map and a set of typographic posters.

By the end of the project I want to have developed a physical book that will contain all of my practical work from this project. I want this book to be similarly set up as a Graphics Standards

Manual. I will be researching ways to either bookbind my work or develop it into a zine, I will have to look into different stitching and binding methods to produce it.

Section 3: Evaluation (approximately 100 words)

Throughout this project I will be reviewing my work through daily journal entries uploaded to my blog. I will be using a sketchbook alongside my blog for note taking and experimental work for my practical work.

In my blog posts there will be a small section at the end of context and research posts that will discuss what I have done in my practical work so far and how researching into said topic will help me develop my final piece later on in the project.

I will also do this in the practical skills categories of my blog and critically evaluate what went well in the practical experiment and how it could be improved upon for the final piece.

Proposed Research Sources and Bibliography (Harvard Format)

Exhibitions:

- Design Museum Helsinki (21.2.2020).
- Bruun, Erik. Suomenlinna Museum (22.2.2020).
- London Design Museum (11.3.2020).
- Calvert, Margaret. London Design Museum (10.3.2021). **(Digital Exhibition)**

Websites:

- <https://www.famousgraphicdesigners.org/>
- <https://www.designweek.co.uk/landing-page/design-news/>
- <https://www.typography.com/>
- <https://designmuseum.org/>
- <https://werklig.com/project/city-of-helsinki/>
- <https://www.mockupworld.co/>
- <https://graphicburger.com/>
- <https://standardsmanual.com/products/nyctacompactedition#>
- <https://standardsmanual.com/products/nasa-graphics-standards-manual>
- <https://dribbble.com/>
- <https://www.behance.net/>
- <https://reittiopas.hsl.fi/lahellasi/TRAM/POS?locale=en>
- <https://www.hel.fi/helsinki/en>
- <https://stores.jp/search?q=map&store=zeroperzero-jp>

Books:

- Standards Manual (2014). *NYCTA Graphics Standards Manual*. New York: Standards Manual, LLC. 356
- Richard Danne and Bruce Blackburn (2015). *NASA Graphics Standards Manual*. New York: Standards Manual, LLC. 220
- Erik Bruun (2015). *Erik Bruun: Finnish Graphic Designer*. Japan: Pie International. 224
- Paul Shaw (2009). *Helvetica and the New York City Subway System*. MIT Press. 144

Videos:

- https://www.youtube.com/watch?v=5uwxAobO_Y0&list=WL&index=4 **(Building a Graphics Standards Manual).**

- <https://www.youtube.com/watch?v=eky17clTEeQ&list=WL&index=30> (**Why the US has two different highway fonts**).
- <https://www.youtube.com/watch?v=0Wmwc8u98ll&list=PL9hpw9Q0e1pCouOvNwN3wip0yo6wPu-0g&index=23> (**The Tokyo 2020 Kinetic Sports Pictograms**).
- <https://www.youtube.com/watch?v=GUCcObwlsOs&list=PL9hpw9Q0e1pCouOvNwN3wip0yo6wPu-0g&index=55> (**A Defense of Comic Sans**).
- <https://www.youtube.com/watch?v=QrNi9FmdlxY&list=PL9hpw9Q0e1pCouOvNwN3wip0yo6wPu-0g&index=57> (**Typography Tutorial - 10 rules to help you rule type**).

Articles:

- <https://www.bdadyslexia.org.uk/advice/employers/creating-a-dyslexia-friendly-workplace/dyslexia-friendly-style-guide> (**Dyslexia and Legibility research**).
- <https://www.designweek.co.uk/issues/25-31-may-2020/finland-design-guide/>.
- <https://www.designweek.co.uk/issues/12-18-april-2021/taxi-studio-never-too-young/> (**Custom Type**).

Documentaries:

- Abstract: the art of design season 2 episode 6 (2019). Netflix. Jonathan Hoefler.
- Abstract: the art of design season 1 episode 6 (2017). Netflix. Paula Scher.

Project Action Plan and Timetable			
Week	Date Week Beginning	Activity / What you are intending to do – including independent study	Resources / What you will need to do it – including access to workshops
1	22/02/21 TEACHING WEEK 1	Start thinking of a project theme and start looking into artists to research. Look on websites such as Dribbble, Behance and Design Week for project inspiration.	Access to blog and Google Slides/ Docs.
2	01/03/21 TEACHING WEEK 2	Begin making a project proposal and project presentation.	Access to blog and Google Slides/ Docs.
3	08/03/21 TEACHING WEEK 3	Start sketching and drafting designs for my typography.	Sketchbook and access to Adobe Illustrator.
4	15/03/21 TEACHING WEEK 4	Continue designing ideas for practical work; font, map, logo ect.	Sketchbook and access to Adobe Illustrator.
5	22/03/21 TEACHING WEEK 5	Digital presentation to specialist group Begin making prototype book for the design guide.	Sewing materials and access to the workshop.
6	29/03/21 TEACHING WEEK 6	Submit halfway review Finish making the prototype and document the making process on my blog. Begin making a halfway review.	Sewing materials and access to the workshop. Access to blog and Google Slides/ Docs.
7	05/04/21	EASTER HOLIDAYS - TWO WEEKS	
8	12/04/21	EASTER HOLIDAYS - TWO WEEKS	
9	19/04/21 TEACHING WEEK 7	Continue producing practical pieces and updating blog/journal.	Access to Adobe Suite and Wordpress Blog.
10	26/04/21 TEACHING WEEK 8	Continue producing practical pieces and updating blog/journal.	Access to Adobe Suite and Wordpress Blog.

11	03/05/21 TEACHING WEEK 9	Begin making a transit map using design assets I have produced over the project.	Access to Adobe Suite.
12	10/05/21 TEACHING WEEK 10	Finish making transit map, and produce experimental poster work using typography.	Access to Adobe Suite.
13	17/05/21 TEACHING WEEK 11	Finish producing any practical work and upload to the blog. Produce some mockups of final designs.	Access to Adobe Suite.
14	24/05/21 TEACHING WEEK 12	INTERNAL ASSESSMENT AND STANDARDISATION Begin final evaluation on the product and prepare for hand in after half term.	Access to Google Docs and Wordpress Blog.
15	31/05/21	HALF TERM - ONE WEEK Finish off any unfinished blog or practical work before hand in. Complete final evaluation.	Access to Affinity Designer, Blog and Google Docs.
16	07/06/21	FINAL HAND IN DATE (7th June) EXHIBITION PREPARATION	
17	14/06/21	EXTERNAL EXAMINATION	