

Unit 4 Project Proposal

UAL Awarding Body / CSM Foundation

Candidate Name: **Mingyan Ji**Candidate ID Number: **19005635**Curriculum Area: **3DDA**Pathway: **PDC**UALAB Unit: **Unit 4 - Consolidating Practice.**Project Title: **Animal welfare***Adelaide Lala Tam**Tamsin van Essen**Alexandra Daisy Ginsberg***Project Review**

I was attracted by product design since it considered current issues and its relationship between people. During further study in Part 2, I have an understanding of what is “human-centered design”. One project that is called “Utility” is very memorable that I stands in my client’s perspective to think and helping him to solve the problem. Moreover, I also have involved sustainable ideas in my other project. I am not only involved in sustainable materials in my design but also encourage users to think sustainably while they use my product. The course cultivates me to become a designer that can stand in another person’s perspective to think, and also let people consider the current existing issue while they interact with my work. Through my learning in part 2, it also inspired my unit 4 project that I want people reconsidering about animals in current society.

Project Concept & Description

The topic of animals always discussed in my family since my mother has become a vegetarian for 15 years. I did not give a deep thought about this until I start my independent life in London. I made food by myself, and I noticed that the supply of fresh meat is huge. We can buy a different kind of meat every day in the supermarket with a barcode on the package that is similar to the other product. The efficiency lets people not give a thought on the source of the meat, but only considering energy, health, and fast.

Through my own experience related to consumption of meat. I set my aims that I want to reveal the process and stories behind the meat product, and help to increase people’s awareness of animals. Moreover, the way I present my ideas should be thoughtful since I do not want to criticize people, but to show the journey behind.

In order to achieve this, I would like to visit the farms and butcher shop in London to see their behaviour and ask for suggestions. I will also do more research on how designers

express their awareness through the product. For example, the designer Adelaide Lala Tam made a paperclip by using the bullet kill the cow. She uses a simple form showed a heavy problem. Besides, the opinions from those people who against eating meat are important as well. Their reasons and stories behind that push them to make that decision can be a topic worth discussing.

Project Evaluation

For this project, I think to record down all my thinking process is very important. I would like to upload all my research results to the online workflow research page whatever it is important or not. Evaluate the work and reflect my opinions about it. Record the most important and inspiring research on the sketchbook. The reflection activities are also very important. For example, the workshop, my change of decision, limitation and so on. Update my progress and what I learned daily.

Proposed Research Resources and Bibliography (Harvard format)

Bibliography (Harvard Format): provides an opportunity to formally record the research sources that you have used. You should record your initial research sources for the project proposal and then continuously update the bibliography as the project progresses.

Diverse and contemporary references, with notes where helpful to help students find relevant material (librarian Beth will support with suggestions by email b.e.thompson@csm.arts.ac.uk and staff or students can email ASK for support with research, <http://arts.ac.libanswers.com/>)

Books

Halpern, D. and Service, O. (n.d.). *Inside the nudge unit*.

Sweetapple, L. and Warriner, G. (n.d.). *Food futures*.

Klanten, R. (2008). *CrEATe*. Berlin: Gestalten.

Verghese, K., Lewis, H. and Fitzpatrick, L., 2012. *Packaging For Sustainability*. London: Springer.

Zampollo, F., n.d. *Food Inspires Design*.

Lee, J., 2015. *Material Alchemy*. Amsterdam: BIS.

Franklin, K. and Till, C., n.d. *Radical Matter*.

Gruijters, K. and Hinte, E., n.d. *Food Design*.

Lambert, S., 2008. *Droog*. Paris: Pyramyd.

Solanki, S., 2018. *Why Materials Matter*. Munich: Prestel.

CSM Library Shelf marks to browse

(Shelf marks can be found here <http://arts.ac.libguides.com/?b=g&d=a>)

Search with key words, refine to the CSM library, select books from the tabs)

Journals / eLibrary resources

(These can also be found here <http://arts.ac.libguides.com/?b=g&d=a>)

Search with key words, refine to the CSM library, select eResources from the tabs)

Practitioners

Full Name – notes

Visits including museums, shops, exhibitions, etc.

Nhm.ac.uk. (2020). *Wildlife Photographer of the Year 55 exhibition | Natural History Museum*.

[online] Available at: <https://www.nhm.ac.uk/visit/exhibitions/wildlife-photographer-of-the-year.html> [Accessed 1 Mar. 2020].

Nhm.ac.uk. (2020). *Home | Natural History Museum*. [online] Available at: <https://www.nhm.ac.uk/> [Accessed 1 Mar. 2020].

Thelasttuesdaysociety.org. (2020). *The Last Tuesday Society :: Museum of Curiosities*. [online] Available at: <http://www.thelasttuesdaysociety.org/museum-curiosities/#.XlvdeIP7TRY> [Accessed 1 Mar. 2020].

UCL CULTURE. (2020). *Grant Museum of Zoology*. [online] Available at: <https://www.ucl.ac.uk/culture/grant-museum-zoology> [Accessed 1 Mar. 2020].
 Royalacademy.org.uk. (2020). *Eco-Visionaries | Exhibition | Royal Academy of Arts*. [online] Available at: <https://www.royalacademy.org.uk/exhibition/architecture-environment-eco-visionaries> [Accessed 1 Mar. 2020].

Others

okja. (2017). [film] Directed by B. Joon Ho. Netflix, Plan B Entertainment.
Gunda. (2019). [film] Directed by V. Kossakovsky.
 Adelaide Lala Tam. (2020). *Adelaide Lala Tam*. [online] Available at: <https://adelaidetam.net/> [Accessed 1 Mar. 2020].
 Society, N. (2020). *Nat Geo WILD*. [online] Nationalgeographic.org. Available at: <https://www.nationalgeographic.org/education/channel/nat-geo-wild/> [Accessed 1 Mar. 2020].
 World Animal Protection. (2020). *World Animal Protection | Move the world to protect animals*. [online] Available at: <https://www.worldanimalprotection.org.uk/> [Accessed 1 Mar. 2020].
 Adelaide Lala Tam. 2020. *Adelaide Lala Tam*. [online] Available at: <https://adelaidetam.net/> [Accessed 30 February 2020].
 World Animal Protection. 2020. *The Pecking Order 2020*. [online] Available at: <https://www.worldanimalprotection.org.uk/pecking-order-2020> [Accessed 2 March 2020].
 Anastasiaegggers.com. 2020. *Anastasiaegggers*. [online] Available at: <https://anastasiaegggers.com/Cow-Co> [Accessed 3 March 2020].
 The Art Institute of Chicago. 2020. *"Janne" Cow-Bench | The Art Institute Of Chicago*. [online] Available at: <https://www.artic.edu/artworks/239493/janne-cow-bench> [Accessed 10 March 2020].
 Christienmeindersma.com. 2020. *PIG 05049 — Christienmeindersma*. [online] Available at: <https://christienmeindersma.com/PIG-05049> [Accessed 11 March 2020].

Yalcinkaya, G., 2020. *Roza Janusz Creates Sustainable Food Packaging That Grows Like A Vegetable*. [online] Dezeen. Available at: <https://www.dezeen.com/2018/05/21/roza-janusz-creates-sustainable-edible-food-packaging-design/> [Accessed 2 March 2020].

Chalcraft, E., 2020. *Skin Secret Jewellery By I-Ting Ho - Dezeen*. [online] Dezeen. Available at: <https://www.dezeen.com/2012/10/09/skin-secret-by-i-ting-ho/> [Accessed 12 March 2020].
 Packaging of the World - Creative Package Design Gallery. 2020. *Packaging Of The World - Creative Package Design Gallery*. [online] Available at: <https://www.packagingoftheworld.com/> [Accessed 24 March 2020].

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 resources
Week 23	Feb 17th	Independent Research Week Primary research: taking pictures from butcher shop/supermarket/interview people who are vegan or vegetarian Visiting Museums: 1. The Victor WYnd Museum of Curiosity 2. Grant museum of zoology 3. Wellcome collection Library research: General research on sustainable materials/topic related to meat product/End user group	1. Interview (Asking questions related to meat product in the group chat.) 2. Ask for the people with religion background. 3. Primary research in local supermarket.
Week 24	Feb 24th	Final Proposal Hand-in Deadline Mon-Tue (Research day): Research on laws related to animals (animal welfare, farmed animals, pets, laws in different countries)/ The other reasons effect meat industry Wed: Visiting museum: RA-eco visionaries Thur: Went to charity shops/small shops to find recycled, sustainable materials. /material experience	Tutorial

Week 25	March 2nd	<p>Mon-Tue: Developing range of ideas (choose one to develop) Making sketch models.</p> <p>Wed: Bring wildlife project to KX</p> <p>Thur: keep developing ideas/need to be more focus, decide the specific area of design, then developing ideas.</p>	Librarian tutorial-ask for suggestion for research
Week 26	March 9th	<p>Weekends + Mon: ensure all the developing has been upload to workflow/making some development or change.</p> <p>Tue: Progress tutorial</p> <p>Wed: KX library-do research on packaging/general packaging design/books related to food design.</p> <p>Thur: Research on skin like materials/sustainable/warm</p> <p>Friday: Developing ideas based on research/specific/detailed sketch to show the idea of the work.</p> <p>Saturday-Sunday: Keep developing ideas/Scamper activities to think more possibilities</p>	<ol style="list-style-type: none"> 1. KX library 2. KX library material section to research on sustainable materials
Week 27	March 16th	<p>Making week</p> <ol style="list-style-type: none"> 1. Using paper to test ideas/sketch models (as more as possible) 2. Keep Developing ideas based on sketch models 	Home <ol style="list-style-type: none"> 1. Material (emailed with tutor in KX library discussed about the choice of material.
Week 28	March 23rd	<p>Making week</p> <ol style="list-style-type: none"> 1. Testing on materials (Making some trials) <p>Doing further research</p> <ul style="list-style-type: none"> -Think about the route for the market/where to sell them/specific group of customers -Packaging website (feedback given by my tutor) <ol style="list-style-type: none"> 2. Upload processes and keep updating progress to the workflow. 3. Mechanical drawings 	Home
Easter Break Week 1	March 30th	<ol style="list-style-type: none"> 1. Completing ideas/trials/make some changes 2. Process of making need to be record 3. Sketchbook (sketches/detailed mechanical drawings) /workflow upload/ up to date 	Workshops closed
Easter Break Week 2	April 6th	Have some rest	Workshops closed
Week 29	April 13th	<p>Mon-make the final outcome/need to complete this week</p> <p>Tue-online lesson (12pm-1pm) -Final work making</p> <p>Wed-Final work making/Handout "Where"</p> <p>Thur-Tutorial online- feedback</p>	
Week 30	April 20th	<p>Mon-exhibition text</p> <p>Tue- final photography/video</p> <p>Wed-send my outcomes to tutors (ask for some advice) -Upload final photos/exhibition text</p> <p>Thur-check all the works have been upload to workflow</p>	
Week 31	April 29th		
Week 32	May 4th	<p>Mon 4th Final Assessment submission</p> <p>All Unit 4 work to be handed in</p>	

