



Overview

Brief 1

Investigate and deconstruct aspects of my creative process to diagnose potential in my current working methodology whilst highlighting areas of improvement.

Explore a question from a variety of angles of perspectives to help find a unique insight.

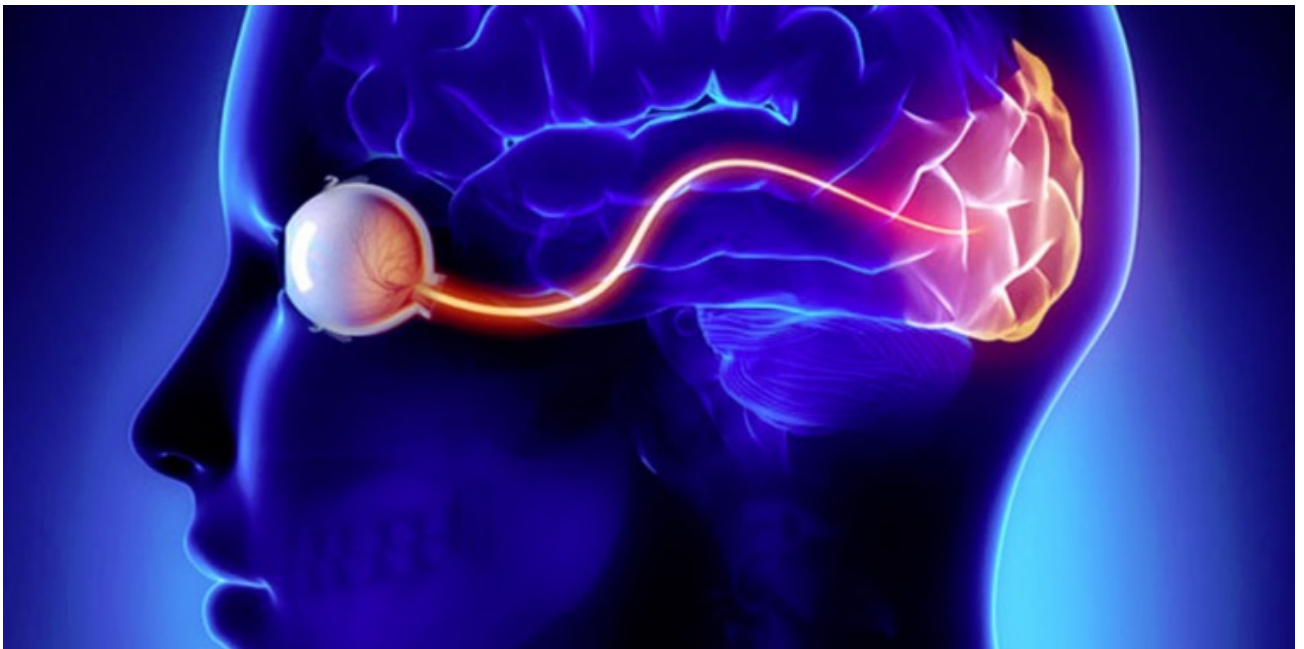
Create a design artefact (could be a tool, manifesto or other form) that will aid me through the next phase of the course.

An audience must be able to understand and read the 'communication' design piece.

About My 'Creative Process'

My creative process is all about having a visual eye for detail. I have always been strong at photographing a moment that people would be unseen or people would easily overlook, which is down to my detailed eye.

I am a very visual person which makes using photography for everything very easy for me, but not wanting a photography career I have always wanted to challenge myself and how I think differently.



The Project

Goals / Objectives

1. Create a design artefact that I can use throughout my MA degree which enables me to think more like a designer and steer away from thinking like a photographer.
2. Design a tool that makes me think and see projects at different perspectives and angles.

Target Audience

| | |
|--|---|
| User Persona | Fiona Neil |
| Demographic Traits | <ul style="list-style-type: none">• 23• Female• White, Christian |
| Habits | <p>Photographer - thinking like a photographer as that's what she has done through her digital media degree, she chose to specialise in photography in all projects and she wants to come away from being a photographer.</p> <p>Studying an MA Communication Design at Falmouth University - to challenge herself as a creative and break the stigma of her believing she is just a photographer and expand her skills as a designer.</p> <p>Triathlon - sporty and likes spending time at gym</p> |
| Goals | Create a tool that allows them to use photography to document and 'dissect' design, ensuring they explore the details that make up design on a deeper level. |
| How will they perceive or use this project's outputs? | Using numbers to explain stages of rules which you follow to get to the end goal, in relation to forensic photography. |

Creative Direction

Concept Moodboard



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