A watercolor landscape drawing on a piece of paper with an orange border. The drawing features horizontal bands of color: light green at the top, followed by white and light green, then a darker green and brownish-green, and finally a blue-grey wash at the bottom. Small, dark, reddish-brown spots are scattered throughout the green areas. The text "What is a Project Book" is overlaid in the center in a bold, yellow, sans-serif font.

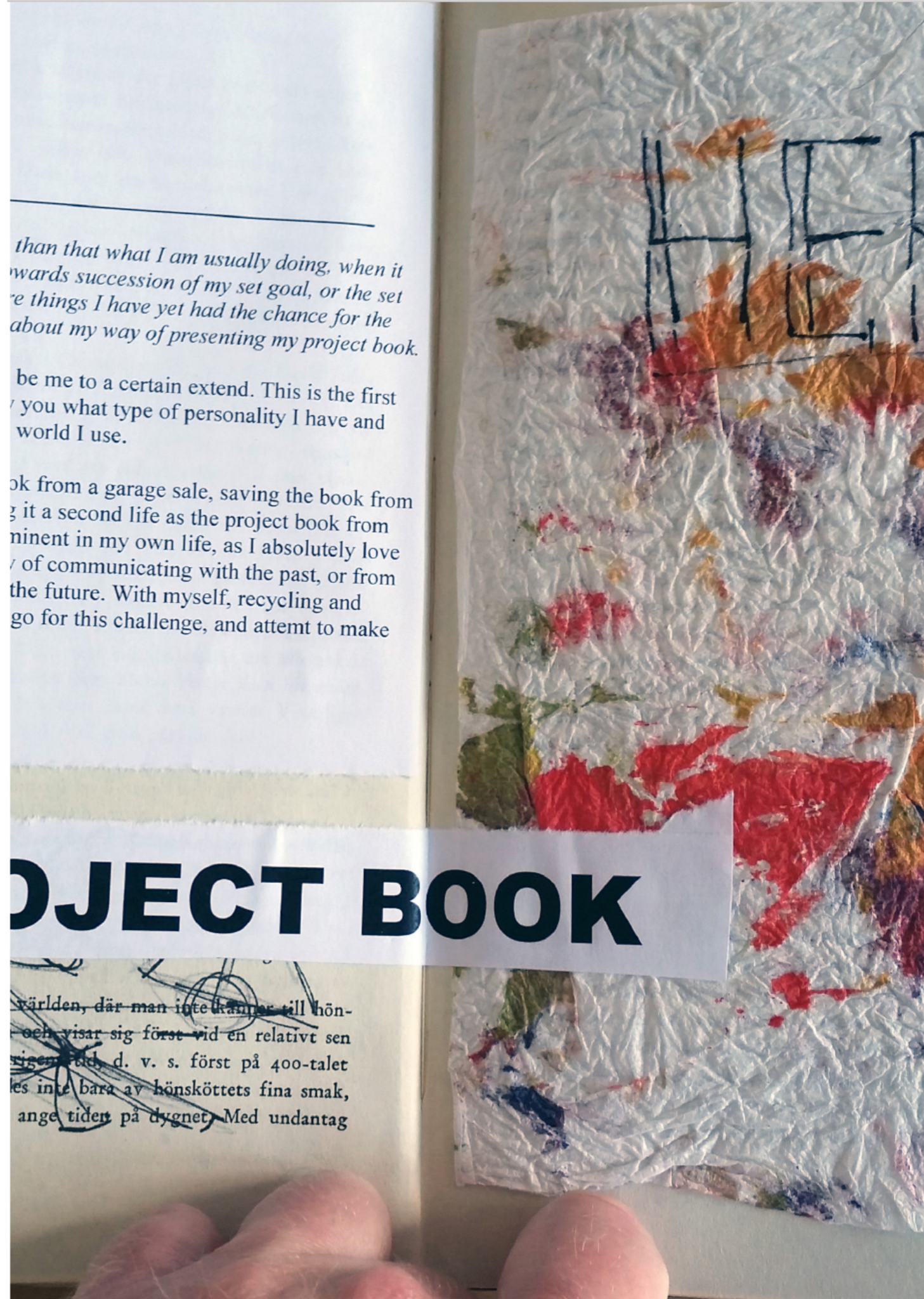
What is a Project Book

Visual Communication +Change

Aim

Guide how to make the most of this tool, the project book:

- to develop your artistic gestaltning / expression,
- to develop your skills in visualization and communication,
- to develop your design process
- to push you to be brave, make "mistakes" / happy "accidents" / experiments and be messy.

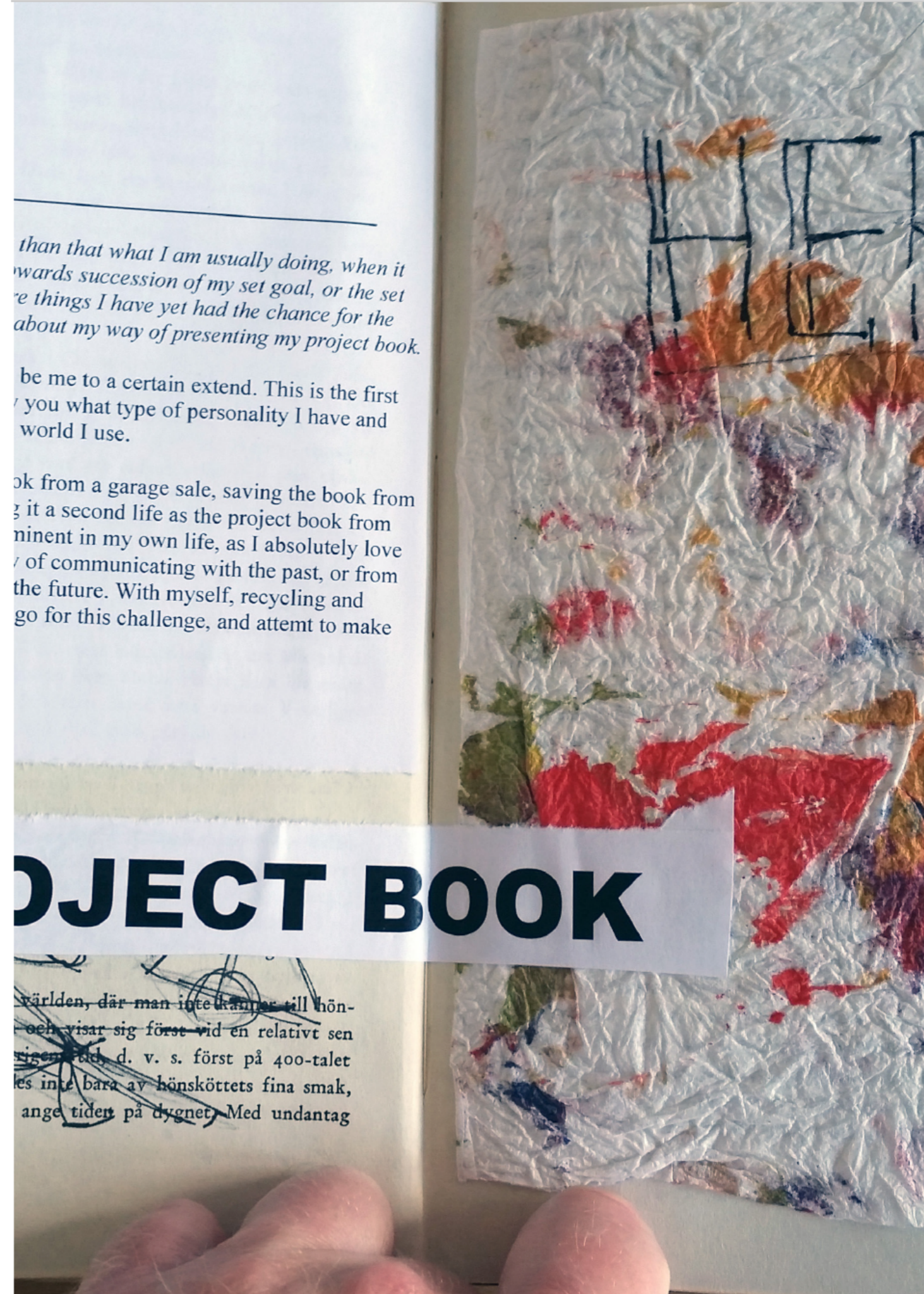


Your extended sketch book

The project book is like an extended sketch book and contains the **entire journey** you make in a module.

This means that in the project book you will record your **research, concept development, project identification, process, end-result, project management, collaborations...**

All work needs to find its way into the project book.



**The project
book is
analogue & the
minimum
format is A4**

The project book is your personal 'studio'

– a space for progressing
your work and also developing a
personal voice and expression.



Newtown Terrace, Edinburgh by Lucy Jones

The project book is your personal 'studio'

At the end of each day, it is good practice to insert sketches, contextual references, maps, photographs of models, material samples, texts you have produced etc, and to **reflect** upon the choices you have made, why you have made them, insights you have gained, and what your plans are for the next day.



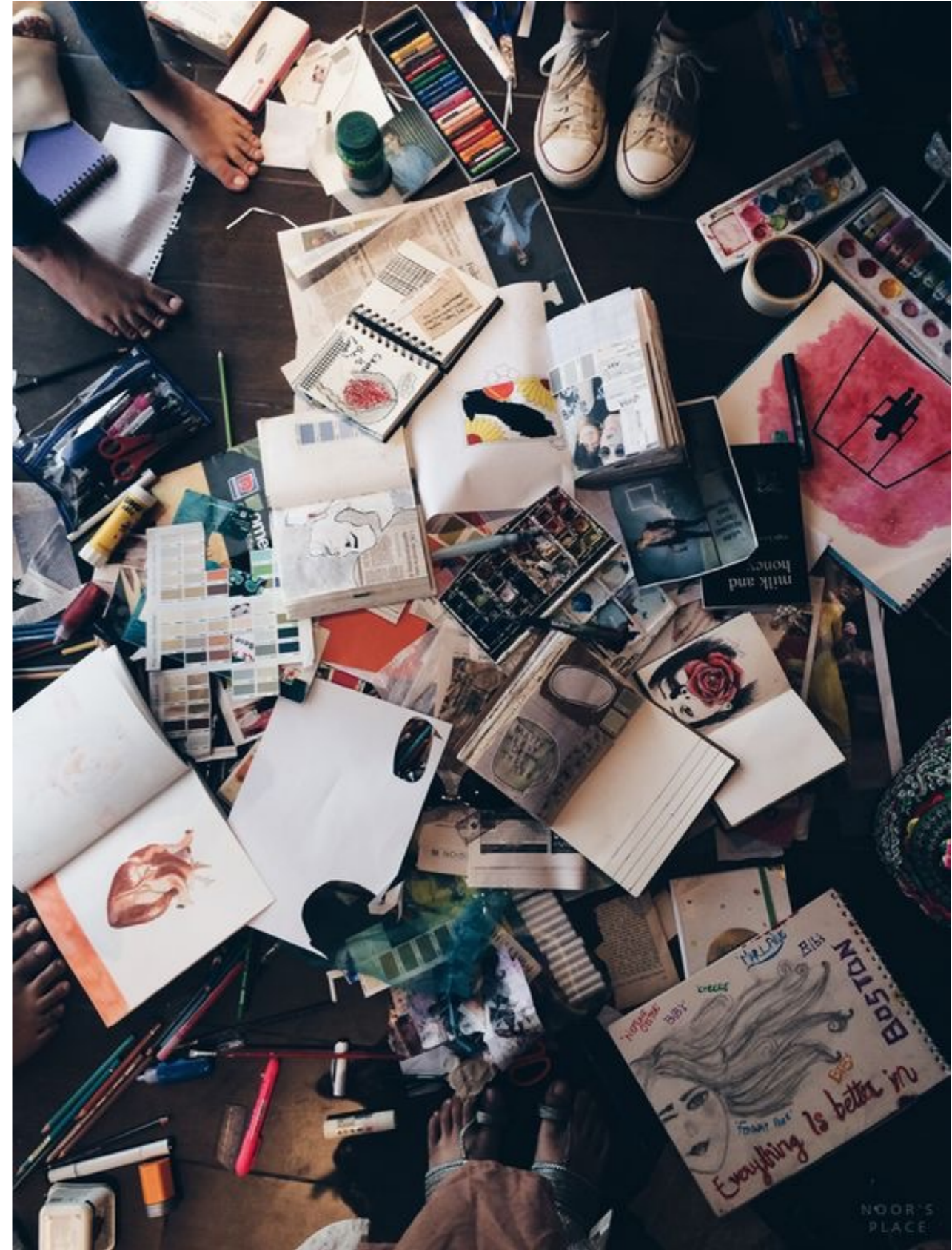
Source: https://www.instagram.com/noor_unnahar/

(WE LOVE)

Messiness & mistakes

It is imperative that the project book contains your **entire journey**, including the "mistakes" you have made.

The project book should give an **honest reflection** of the development of a project – it should **not** be perfect or too precious.



The project book must:

- **Be a chronological record of all your work**
- **Be brought to each tutorial**
- **Be handed in at the end of each module**
to support your tutors in their assessment

Bring to tutoring!

The project book method is a **pedagogical method** that focuses on your own documentation of your **learning process** and reflections. It's also the basis for conversations between you and your **teachers** concerning your learning process as well as **progress**.



Article from
[WordPress.com](https://www.wordpress.com)

Everything!

Your project book should contain all **documentation** about what you have done in a module – **brainstorming / ideation process, sketches, mood boards, notes, research, inspiration, photos, your result, reflections** and so on. Your project book should clearly show how you have worked with a project.



Article from
[WordPress.com](https://www.wordpress.com)

Keep in mind:

**Things that may be very
clear to you, may not be
as clear to other people.**

Highlight!

Write down **explanations** so that everything is easily understood.

Important sections or **milestones** in your process must be **highlighted** before you hand in your project book.





But why???

The focus on reflection in the project book is to create a greater awareness of your individual learning process and progress.

Drawing: Elenor Percival, Sketchbook, UCA Student

Assessment & Reflection Criteria

One tool to help you with **reflections** is the **assessment and reflection criteria** – You will fill this document in after each module and submit with your projectbook.

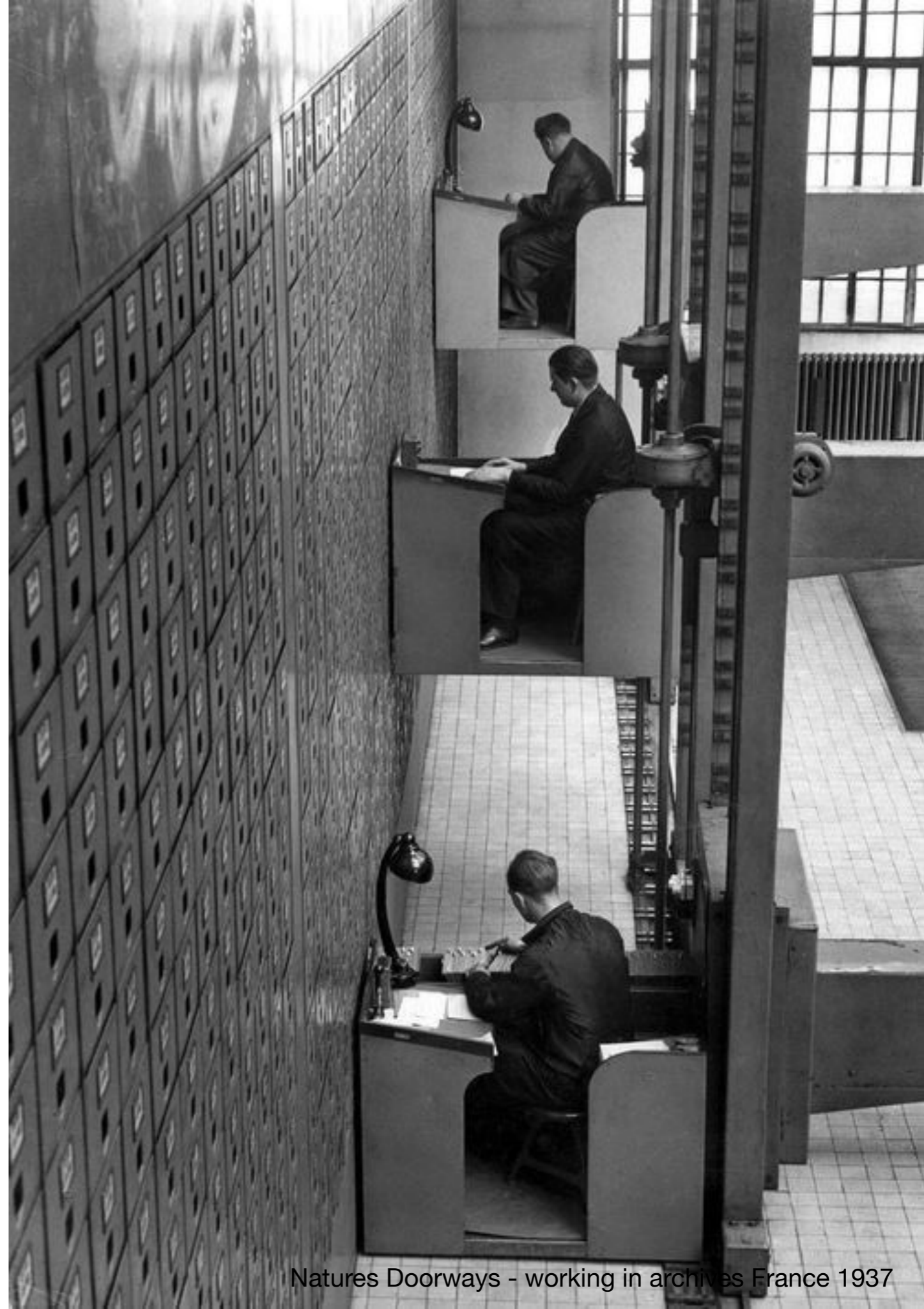


Drawing: Fumiko Sketchbook, UCA Student

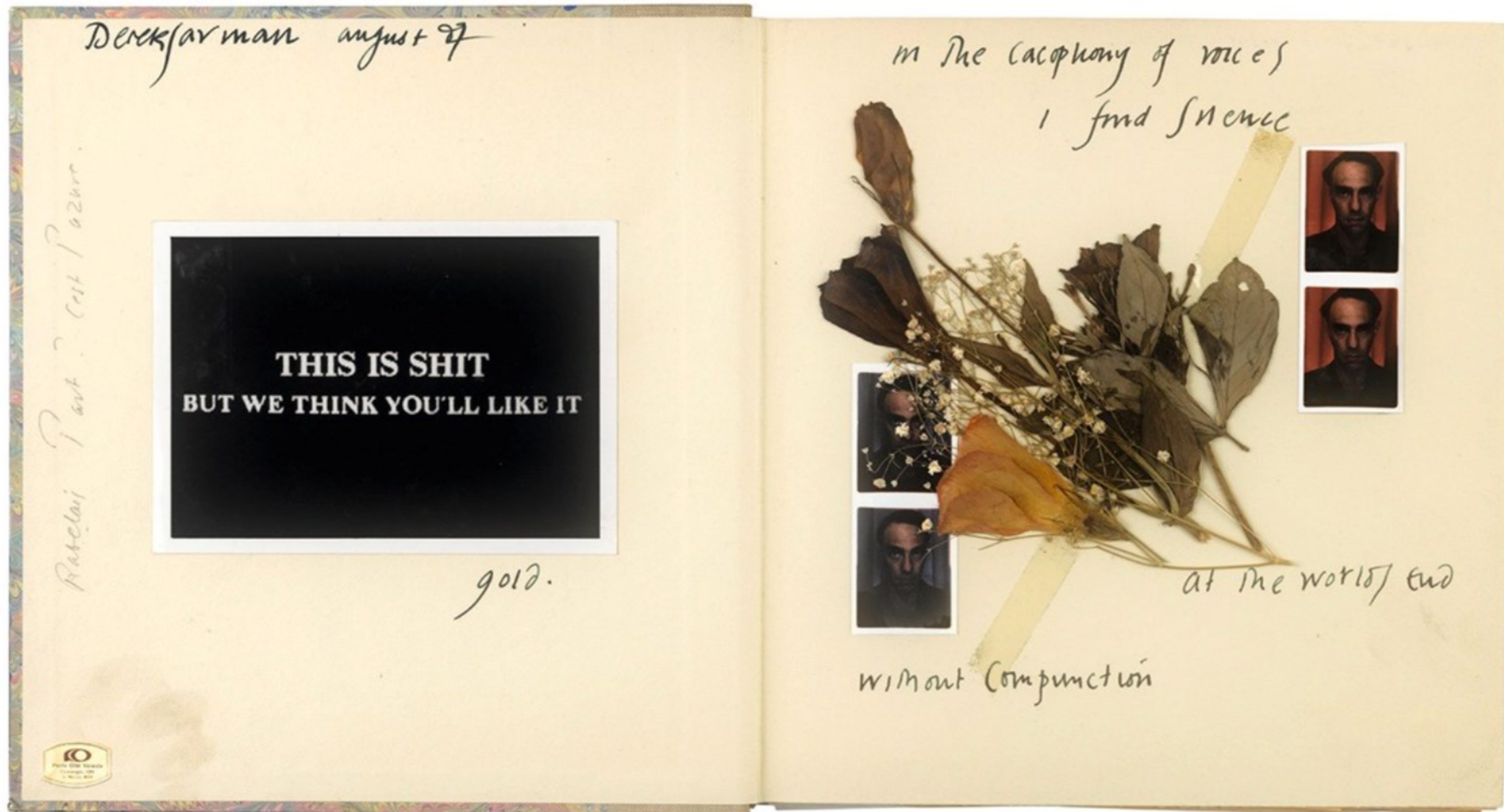
Archive

Don't forget to **save your project books**, so you can go back later and see what you did and what you were thinking about in different courses.

It's a great way to discover how much you have actually learnt and how your **skills** have developed during the programme.



Archive Derek Jarman



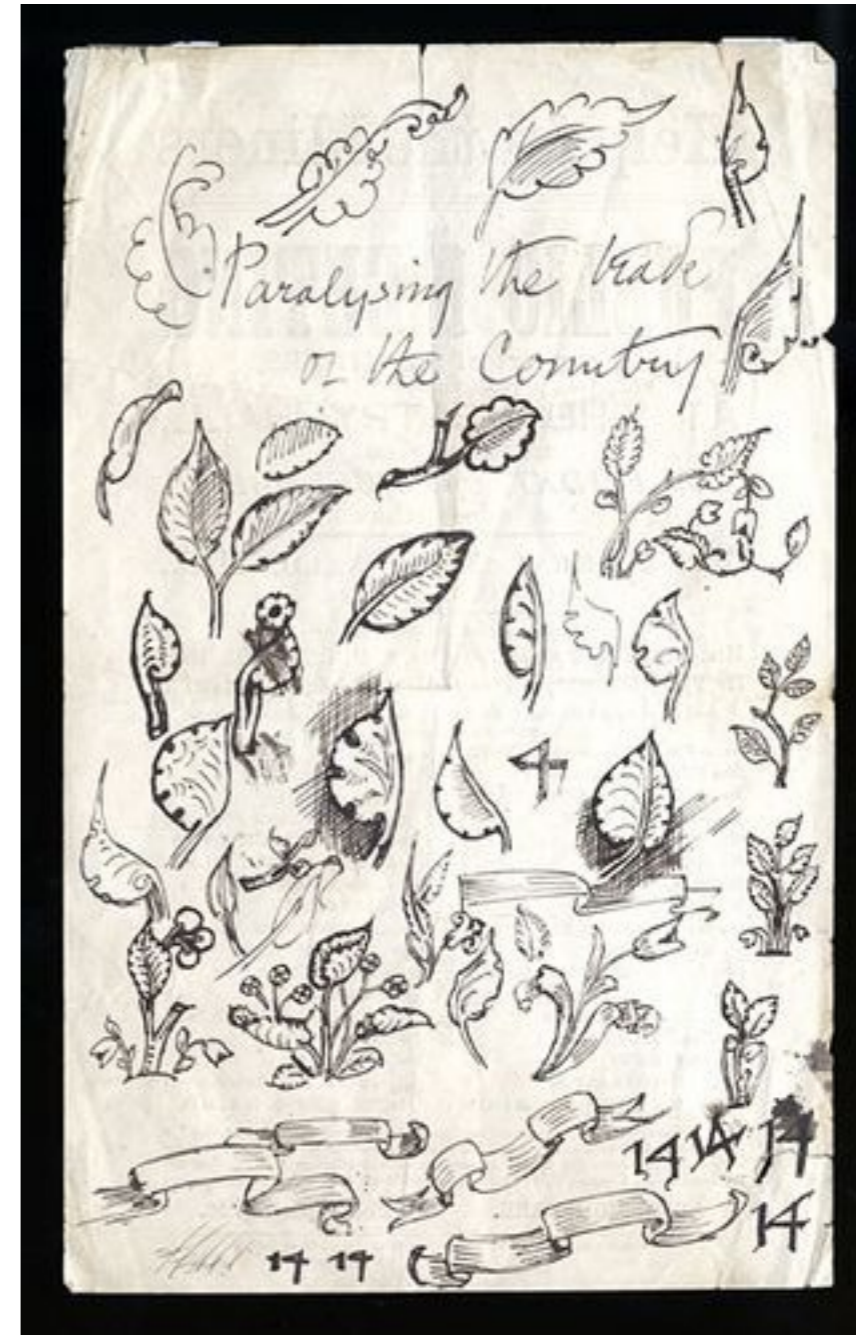
Derek Jarman, director and independent filmmaker

<http://www.dazeddigital.com/artsandculture/article/16946/1/derek-jarman-s-sketchbooks>

https://www.youtube.com/watch?v=LFEfBP_5Qbk&ab_channel=Thames%26Hudson

Reflection prior to project

- What are my goals when it comes to my level of skills and knowledge?
- What do I wish to achieve and why?
- What is it that motivates me to work with this assignment/ project?
- What experiences do I bring into this assignment/project?
- What's my plan to achieve my goals?



William Morris

Reflection prior to presentation

- What did I do to link my work to earlier theory, literature and my own previous research in other modules/courses?
- What kinds of problems did I encounter in my assignment/project, and why?
- How is it possible to solve the problems in a more efficient way next time?

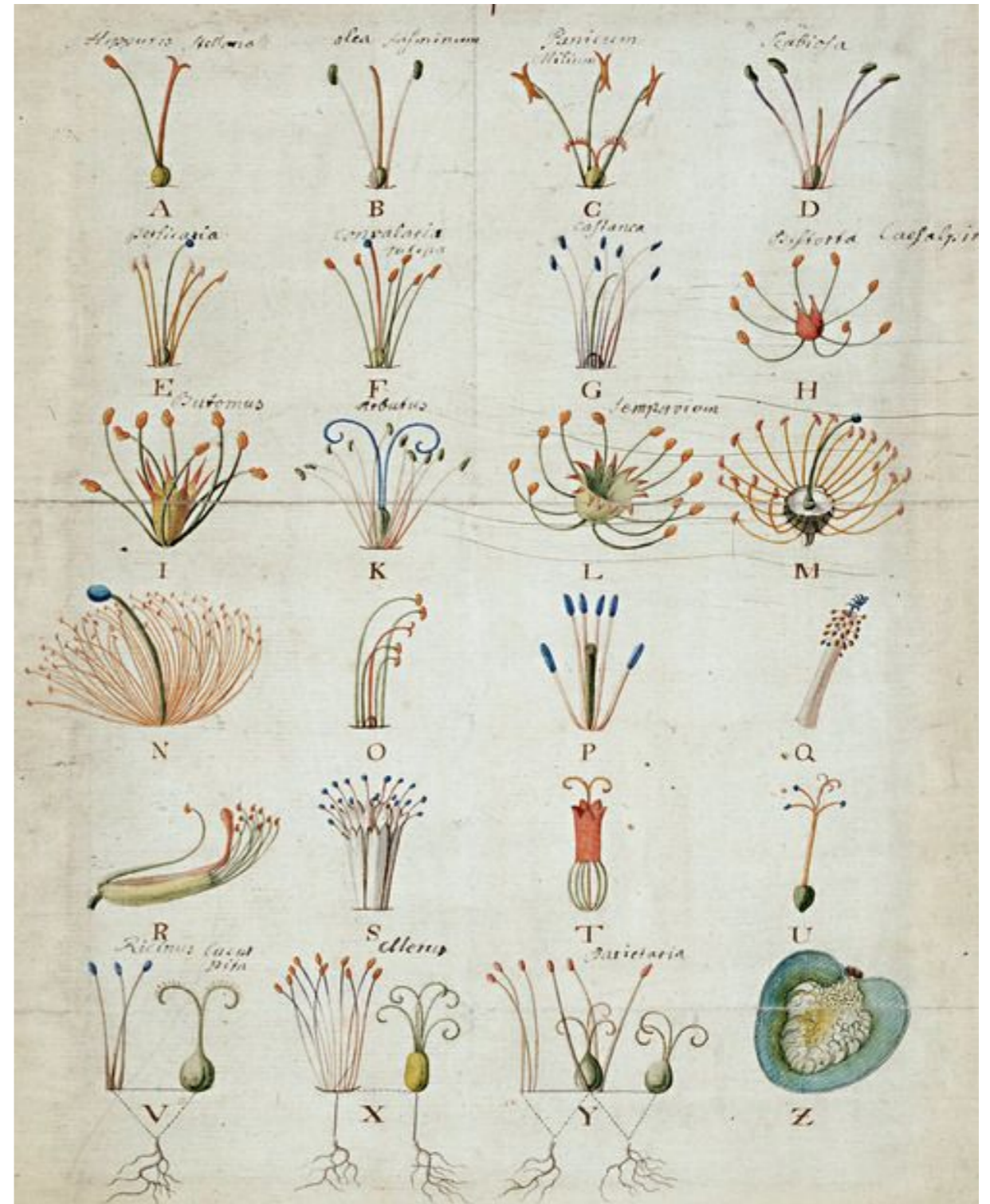


Illustration from Linnaeus' Genera Plantarum (detail), 1737.

Reflection upon the completion of the project

- **How did I carry out my project?**
- **What are the relations between my expectations and the outcome?**
- **How does it feel?**
- **What did I learn in relation to the reflection criteria?**
 - **What have I learnt, both in a professional as well as a personal way?**
- **What will I bring with me into the following modules?**
- **What do I think I might be lacking in order to work towards my goals?**
- **What should I continue working with to improve?**

Scomber



⑤

Caranx Trachurus, L.

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Gogehanus