

30

15

MA Degree Show Exhibition 2021
Winchester School of Art

Deliverables:

1. Printed A2 Campus Posters x 10
& Posters for A-boards
2. A5 Card Invites x 50
3. E-Invites & Social Media Promotion

MA Degree Show Exhibition 2021
Winchester School of Art

Concepts:

1. Future Form

2. Curate & Connect

1. Future Form

Using constructivist and modernist shapes to draw parallels and represent speculative design approaches and design for the future.

Feel free to change/adjust/add

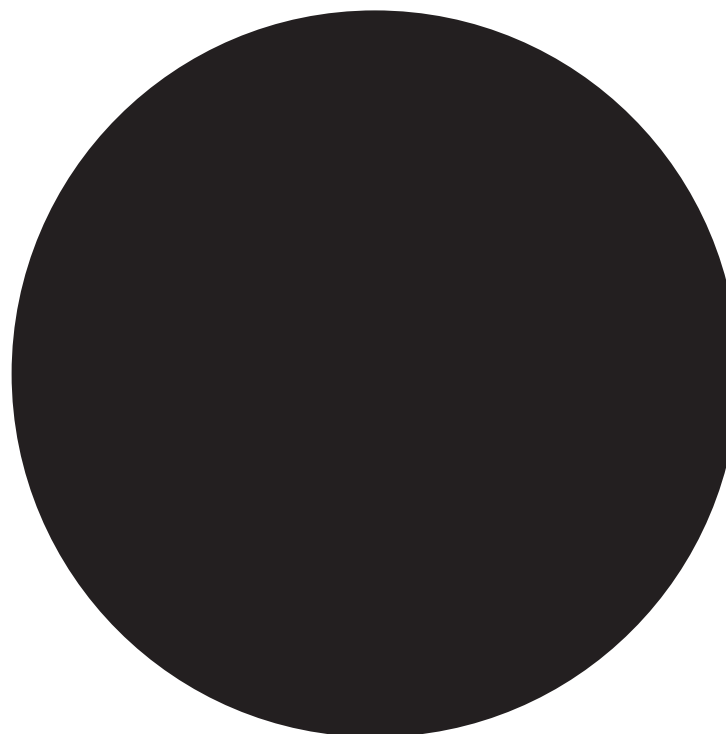
Visual References:



Colour Scheme:



fbf3e9



000000

Typography:

MOELO

Inspired by constructivist and modernist shapes and movements.





MA FINAL SHOW WINCHESTER SCHOOL OF ART

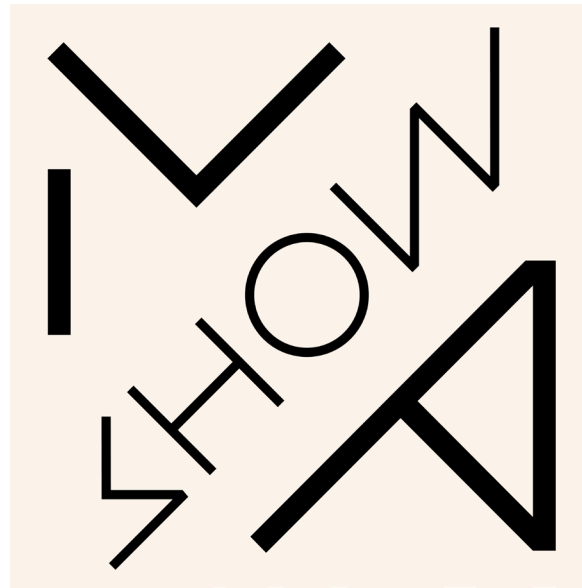
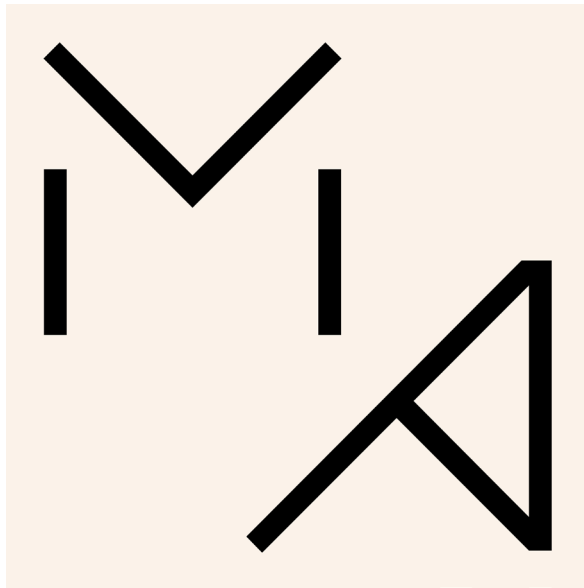
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Opening 15 December
Mon-Fri 10:00-17:00 Sat 13:00-17:00
@wsamashow

MA Final Show
Winchester School of Art
Park Avenue SO23 8DL

MA





Poster for A-board

2. Curate & Connect

An exploration into the variability of process across each MA programme and uniting them into a proud and celebrated identity.

Utilising found objects from each pathway studio spaces to create letterforms which voice the identity of each programme and skillset.

Utilising colour and gradient to exaggerate each programme identity and unify skillsets as a form of celebration.

UNITE, CELEBRATE, IDENTITY, INTERACT, MERGE, VOICE.

Visual References:

Object outlines forming abstract shapes



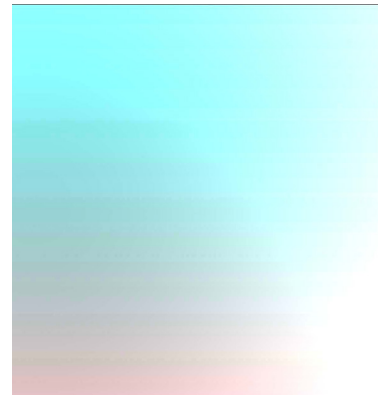
Gradients: The unification of contrasting colours



Loud typography voicing an identity & colour pallettes alternating for different representations

Typefaces holding different personalities joining together to reinvent a new identity.

Colour Palettes:



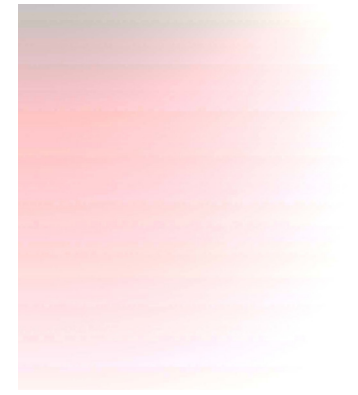
#addce6

Communication
Design



#f3b27c

Fashion Design
Textiles Design



#f0c9ce

Fine Art

Each gradient represents different programmes and are merged/ unified and celebrated within one gradient when directly associated with the degree show as a whole. This can represent the transience of students crossing, exploring and experimenting across programmes and within their own practice.

For certain social media posts/visuals/wayfinding which expand on a particular pathway, the specific gradient associated can be used as a form of identification and focus on skillset.

Gradients can also be animated to show the transition of colours.

Typography (Style 1):

NEUE MACHINA
NEUE MACHINA

Neue Machina by PangramPangram

Holds monospace/geometric shapes and ink tramps -
Contrast of digital and print, the versatility in student work

It is inspired by the aesthetics of robotics and machines and
is a "font suited for the future of technology" - The artists of
the future.

Typography (Style 2):

MA

The modular 'blocks' of grids and the snipping and cutting of paper.

DESIGNS

Inspired by the fluid forms of thread.

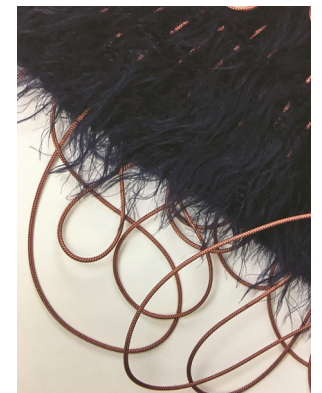
SHOW

The form of a paintbrush.

Curated Letterforms:

Inspired by objects found within the studio spaces of each programme. Representing the processes and individualism of each specialism and unifying them through combining the letterforms into a title.

Letterforms can also be animated to flicker and alternate between the three styles.





A2 Poster (Two variations of typographic style)

Winchester School of Art
MA Degree Show
Exhibition 2021

MA Communication Design
MA Fashion Design
MA Textile Design
MA Fine Art

MA DEGREE SHOW 2021

Private View:
Wednesday 15th December
4pm – 6pm

Open to the public:
16th – 19th December
4pm – 6pm

Winchester School of Art
University of Southampton
Winchester, Park Avenue

UNIVERSITY OF
Southampton

Winchester School of Art has the pleasure of inviting you to our MA Degree Show Exhibition 2021, showcasing work from MA Communication Design, MA Fashion Design, MA Textile Design and MA Fine Art.

This year we have some restrictions in place to keep our staff, students and visitors safe: please ensure that you wear a mask at all times while indoors and also keep a social distance between yourselves and other visitors.

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MA Communication Design:
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📍 @wsamafashiondesign

MA Textile Design:
📍 @wsa_matextiledesign

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**MA
DEGREE
SHOW
2021**

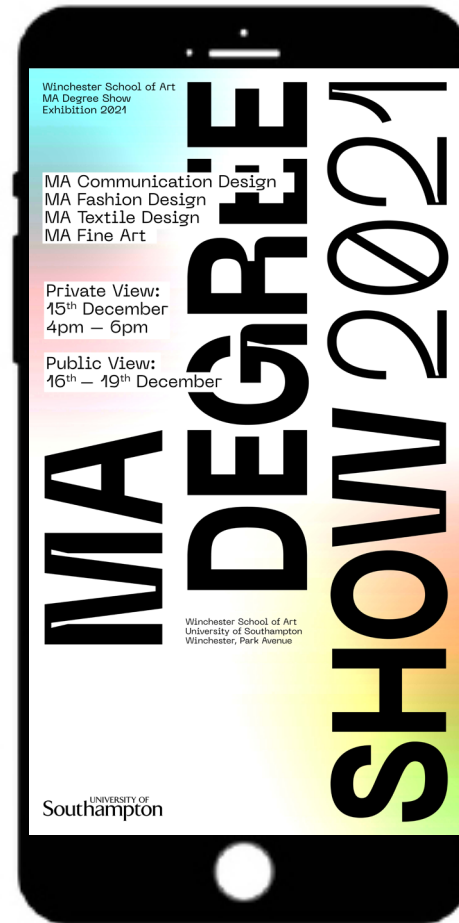
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Poster for A-board (Style 1)



Poster for A-board (Style 2)