

## Unit 7 Project Proposal

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Pathway	FASHION COMMUNICATION
Project Title	MY ASIAN FACE

### **Section 1: Review (approx. 150 words)**

Being in the fashion communication course, I have learned that there are many ways to convey fashion and your idea into the physical world with different medias, and I have also learnt that fashion communication is more than just styling and doing photoshoots. Throughout this course, I have not only discovered my own style with my works, but I also got the chance to explore my ideas using different techniques.

The journey of my foundation year started out as me being a fashion textiles specialist student, but soon realize that my interest in fashion was never the making of fashion but rather being creative to promote fashion.

From my work, it is easily noticeable that I have improved and grew a lot; the weekly projects allowed me to not only over think the projects but the be a little spontaneous about it, and to not feel restricted to what I can do. When I create my work under time pressure, I find myself creating the best works.

### **Section 2: Project concept (approx. 250 words)**

For my final project I wanted to choose an area that I was most passionate on to focus for the rest of the year, and with almost all the work I have created I have noticed that it all ties up in the same theme of my Asian culture and my Asian identity.

I have decided to continue one of my pervious project which is @myasianface as the overarching theme for unit 7, this project was previously a social media campaign project under @HEY\_REILLY brief. This will become a starting point for my future weekly projects, and I want to further develop this project as well as researching more into the cultures and bringing more Asian faces to the projects.

I have created @myasianface as a platform to bridge the voices of all kinds of Asians into this community, bringing the serious matter of all Asian race and culture through a visually effective approach. My platform becomes the main resource to showcase each individual and their side of the story. Since day one of studying aboard, I, and behalf of several other Asians that I have previously interviewed, has experienced numerous type of culture appropriations. Being an Asian that is born and raised as an international student who shares two different cultural backgrounds will not only learn more about the Asian cultures but is also able to give the world the attention of the different ethnic groups in Asia out there. I think it is important for me to take the advantage of these self-planned briefs to begin introducing the different type of Asians around the world.

### **Section 3: Evaluation (approx. 100 words)**

All process of this project will be documented through workflow entries and work process will be recorded in my sketchbook.

My target for workflow is to upload one or two reflections every end of the week; summarizing what I have achieved, my thoughts, my failure and how it can be further improved or changed for the following week. Research will be mostly finished before starting each project. My target for my sketchbook should be continuous throughout each project, documenting my process and explorations. Feedback will be constantly given by my fellow peers and tutors during critiques.

### **Proposed Research Sources and Bibliography (Harvard referenced)**

#### **ARTICLES**

Anon, (n.d.). 'Ruthless' campaign to evict Beijing's migrant workers condemned. [online] Available at: <https://www.neweurope.eu/article/ruthless-campaign-evict-beijings-migrant-workers-condemned/>.

BANERJEE, R. (2016). Why, as a British Asian, calling me a "Coconut" hurts as much as the P-word. [online]. Available from: <https://www.newstatesman.com/politics/uk/2016/11/why-british-asian-calling-me-coconut-hurts-much-p-word>.

Matt Rivers and Serenitie Wang, C. (2018). Beijing forces migrant workers from their homes in 'savage' demolitions. [online] CNN. Available at: <https://edition.cnn.com/2017/12/08/asia/china-migrant-workers-evictions-beijing/index.html> [Accessed 19 Mar. 2018].

South China Morning Post. (2018). Evictions waken Beijing middle class to plight of migrant workers. [online] Available at: <http://www.scmp.com/news/china/policies-politics/article/2122124/evictions-waken-beijing-middle-class-plight-migrant> [Accessed 10 Apr. 2018].

South China Morning Post. (2018). Welcome to Beijing: where helping the homeless can get you evicted. [online] Available at: <http://www.scmp.com/news/china/policies-politics/article/2121647/welcome-beijing-where-helping-homeless-can-get-you> [Accessed 10 Apr. 2018].

Tone, S. (2018). Under the Skin of Beijing's Migrant Worker Village. [online] Sixth Tone. Available at: <http://www.sixthtone.com/news/1857/under-the-skin-of-beijings-migrant-worker-village> [Accessed 28 Mar. 2018].

### **EXHIBITION**

Barbican.org.uk. (2018). Another Kind of Life | Barbican. [online] Available at: <https://www.barbican.org.uk/whats-on/2018/event/another-kind-of-life-photography-on-the-margins>

### **VIDEO**

As/Is. (2014). If Asians Said The Stuff White People Say. [online]. Available from: <https://www.youtube.com/watch?v=PMJI1Dw83Hc>. Youtube.

	<b>WEEK 23</b> Feb 19 <sup>th</sup> – 23 <sup>rd</sup>	<b>WEEK 24</b> Feb 26 <sup>th</sup> – Mar 2 <sup>nd</sup>	<b>WEEK 25</b> Mar 5 <sup>th</sup> – 9 <sup>th</sup>	<b>WEEK 26</b> Mar 12 <sup>th</sup> – 16 <sup>th</sup>	<b>WEEK 27</b> Mar 19 <sup>th</sup> – 23 <sup>th</sup>	<b>EASTER BREAK</b> Mar 26 <sup>th</sup> – 30 <sup>th</sup>	<b>EASTER BREAK</b> Apr 2 <sup>nd</sup> – 6 <sup>th</sup>	<b>WEEK 28</b> Apr 9 <sup>th</sup> – 13 <sup>th</sup>	<b>WEEK 29</b> Apr 16 <sup>th</sup> – 20 <sup>th</sup>
	Commune Week	Project 1	MARQUES ALMEIDA	MARQUES ALMEIDA	Project 2	Project 3	Project 3	Project 4	Project 4
<b>LOCATION</b>		ARCHWAY		KX		Beijing, China	Beijing, China		
<b>MONDAY</b>	Commune	Writing brief, research	Project 1 Critique/ Research and look at Marques Almedia garments + pass campaign shoots	<b>Progress Tutorial/ Photoshoot (@ CSM</b>	Continue researching and brainstorming for Easter project	Research	Finalize backdrop images, assemble it to PDF – ready to print	Easter break project Crit	Last chance to finalize all shoots and works
<b>TUESDAY</b>	Commune	Research, Finalize interview questions on sketchbook	Tutorial/Research Juergen Teller Go Sees, finalize models	Meet up with group members at library – begin editing my clip	Tutorial #1 – discuss idea and plan	Research – backdrop images and potential locations	Print out back drop images	Tutorial – brainstorm publication ideas	<b>Assessment Submission Deadline</b>
<b>WEDNESDAY</b>	Commune	Set model, finalize interview questions, experiment ideas on sketchbook	Catch up on sketchbook and workflow	Combine my clip to the whole video	Exhibition Visit: Another Kind of Life Photography on the Margins Exhibition at the Barbican Art Gallery	Research – backdrop images	Assemble newsprint backdrop	Gather publication materials	<b>Part 3 Assessment</b>
<b>THURSDAY</b>	Project 1 Research	Project 1 tutorial, finalize interview questions	Test shoot	MARQUES ALMEIDA criti	Tutorial #2 – Final plan and idea for Easter project	Gather materials for photoshoot	Assemble newsprint backdrop	Experiment publication layout	<b>Part 3 Assessment</b>

<b>FRIDAY</b>	Project 1 Research	Photoshoot	Prepare weekend photoshoots	Catch up on sketchbook – brainstorm next project	Test shoot, experiment with different papers	Explore new locations	Shoot final outcome	Finalize publication	<b>Part 3 Assessment</b>
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## EVALUATION

I have successfully achieved what I set out to do in my unit 7 proposal, which is to focus on one of my most passionate topic; the Asian identity and culture. With each project, I have done plenty of research inspired by either the culture, or the issue, before moving on exploring and experimenting with all the possibilities on creating an outcome.

In the pass 8 weeks, I have taken advantage of my current locations at the time and used the most out of it to complete a project. For several weeks, the days that I was in London I used that week to create a one-week project that tells the story of a British Asian, because there are to Asians than just being Chinese. Furthermore, during Easter break, the two weeks I was back in Beijing, I investigated a social and political issues currently happening, and produced a publication as the final outcome. Even though I am very satisfied with the outcomes I have put together for each of the projects, still, if I were given more time, I would want to polish my, MY ASIAN FACE: Image Storytelling project and interview more Asians. Instead of putting the voice memos on a memory stick, I would want to stick with my original idea and put it on a CD, or maybe even on an iPod. The reason that it is on a memory stick is because of the convince of just plugging that in the laptop, but I think it will be really interesting if it was transferred to an iPod because it will definitely enhance to visual effect of the outcome. Nevertheless, I am really glad that each project had to be done within a week's time, because I have gotten used to creating my best work in that short period of time, and I never have to over think the projects. Additionally, by creating the weekly planner beforehand, it has helped me being on task with each project, although there were a few times I was slacking off, however, I always managed to complete each task.

In my proposal I wanted to “not only learn more about the Asian cultures but is also able to give the world the attention of the different ethnic groups in Asia out there.” and I think with the whole unit 7, this was my most successful aspect that I have achieved. As mentioned before, one of my project in unit 7 I have interviewed a British Asian and asked her what it was like being a British Asian living in London. As for my latest project, I uncovered the Asian culture and looked in to a political issue that is affecting the people in Beijing; the massive eviction of migrant workers. The images I have taken for this project is extremely illegal to show in Beijing, I have captured the truth that the government was too afraid to let the public see and learn about. Being able to do these projects and showcase it here, I think I have given the public's attention of the Asian identity and culture.

Overall, with the works I have created for unit 7, I really hope that people will have a better knowledge of Asians along with the culture, and that there is more to us than you know it.