

## SKETCHBOOKING

### 1. What is your sketchbook for?

Your sketchbook is the source of your ideas and inspiration. It is in here that you collect visual material – research that inspires you and that suggests textures, colour, use of media, techniques, compositional ideas, combinations of these. It can be of any size, shape, colour or texture unless your project/tutor depicts it.

It is personal, individual and should be precious to you. It validates your design work – explaining the development of your ideas and thought processes. It does not always have to be on a sketchbook that is bought. It can be made or customised to suit the project. Always consult your tutor first.

### 2. What should it include?

Anything that inspires you – mostly visual information but may also include lyrics, extracts of text from books, etc. Examples are listed below:

- Photographs, postcards, magazines tears, photocopies, flyers, etc.
- Found material/ephemera – fabric swatches, labels, packaging, samples, etc.
- Examples of work of other illustrators, designers, artists – use books not just internet sites (These are limited and images are too small).
- Annotation where appropriate – what are your thoughts on this technique, illustration, etc. Avoid the temptation to make obvious statements – eg “This is a postcard I found”
- Your response – this is the most important work in any sketchbook – your sketches, colour studies, exploration with media and processes and your thoughts about them. Visual research is COMPLETELY POINTLESS if it does not inform the generation of your own ideas!!!
- It should include PRIMARY RESEARCH – first hand evidence such as your sketches. Example rubbing of textures. Photos (not photos of other peoples photos!)
- It should include SECONDARY RESEARCH – work from other artists. Work already been done but relates to your project.

### 3. How many pages should I complete?

No strict rules with this other than to say – as many as it takes. If your assignment is 12 – 18 weeks long you need to be looking at completing a whole sketchbook. Instinctively you will know whether it represents your assignment and supports your design work in its content and breadth.

Keep your sketchbook in order so it will be easily understood. You should leave space for an introduction at the beginning and an evaluation at the end. Your work should flow from beginning to end. If you have decided to change your design, say so in your annotation and not just stop and start another design without explaining.

### What makes a sketchbook?

Experimental, exciting, original, innovative, interesting, bright ideas, continuity, beautiful, selective, informed, researched, broad, thinks outside the box, annotated, inspirational, functional, contextualised, full to the brim, ideas, thought provoking, looked after, good imagery, layout, primary research, drawings, sketches, thumbnails, designs, follows the design cycle, trial and error, evaluative, progressive, relates back to the brief, refers back to intentions, individual, a journal, introduction, reflective of the project, variety of media, thoughtful, flows, enjoyable, understandable, clear, expressive, planned out, development, research, photographs, books, biographies, interviews, archives, exhibitions, galleries, library, music, objects, curiosity, sketches, fabric research, designers, artists, illustrators, vintage shops, people, shops, magazines, fashion shows, films, documentaries, samples, colour, exploding, vibrant, attention grabbing, textured, layered, informed, thoughtful, developed, a journey, creative, collaged, drawn, paper sculptures, style lines, painted, pen and ink, samples, mixed media, asks questions, bold, images, clear, thought provoking, concise, quality, FULL TO THE BRIM!!!