

MARWAH ALI

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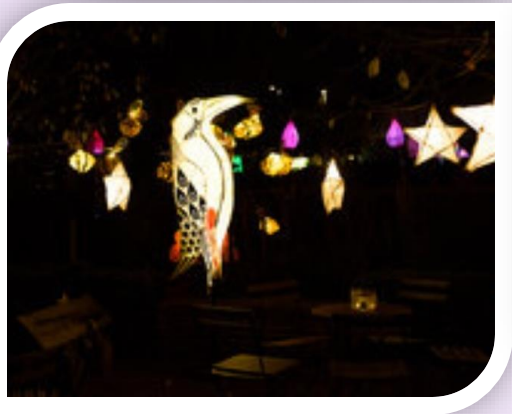
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GLOW FESTIVAL



GLOW FESTIVAL 2019



GLOW Winter Lights Festival took place at Eastbury Manor House has been created by the CBD Cultural Connectors, who are an amazing network of local people who live or work in the borough with a passion to make fantastic arts experiences happen for their friends, families and neighbours. This year the festival is all about the theme of ILLUSION! This project is also about bring the light into the darkness.



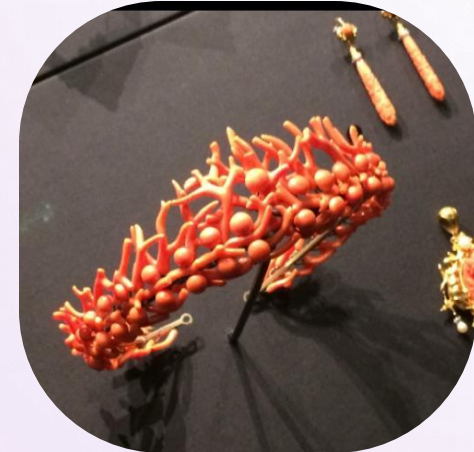
The Eastbury Manor House

THE GLOW FESTIVAL PROJECTS

GLOW FESTIVAL

Here are the pictures of the Glow Festival in the Eastbury Manor House

MY RESEARCH GLOW FESTIVAL



These are pictures
from the V&A
Museum trip

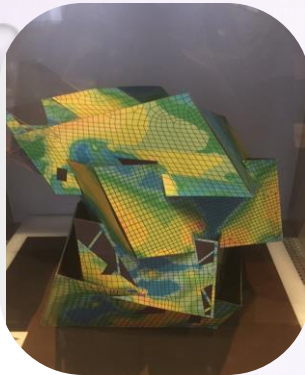


Pictures from
Eastbury Manor
House



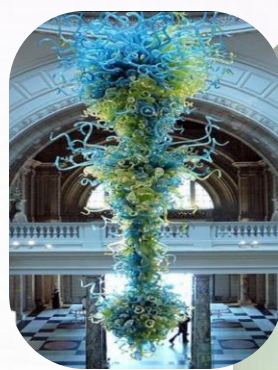
For my research I went to the V&A Museum and the Eastbury Manor House, which had lots of unusual looking structures and historical, ancient items. This help my give so many ideas for this optical illusion project.

So I have taken both the ideas from the V&A and drawn a lamp.



I have again taken ideas from the V&A visit, combined two of the structures together and made my own design.

MY DESIGNS GLOW FESTIVAL



So I have also taken the idea from the V&A trip and have drawn a 3 legged chair

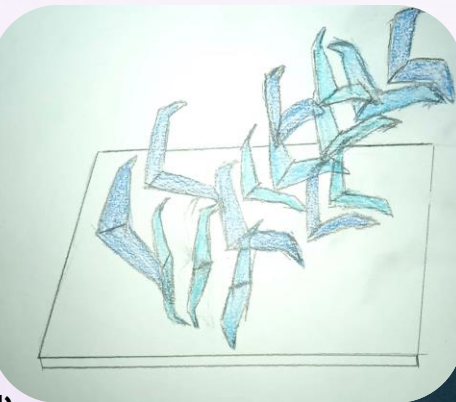
From the visit, I've gotten many ideas and would make my own design from the research I did. The visit helped me with structure and form of what I have to design and how would I design it.

MY MODELS GLOW FESTIVAL

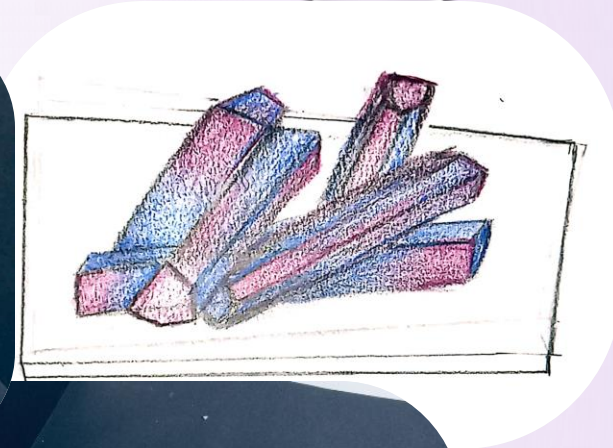
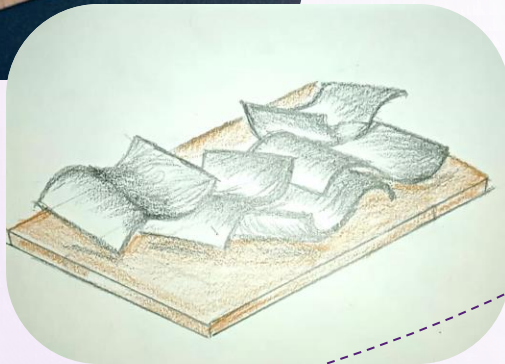
Here are my best
model designs I
made for this project

Here I've done
a bird like
structures and
they all stuck
together to
make it fly.

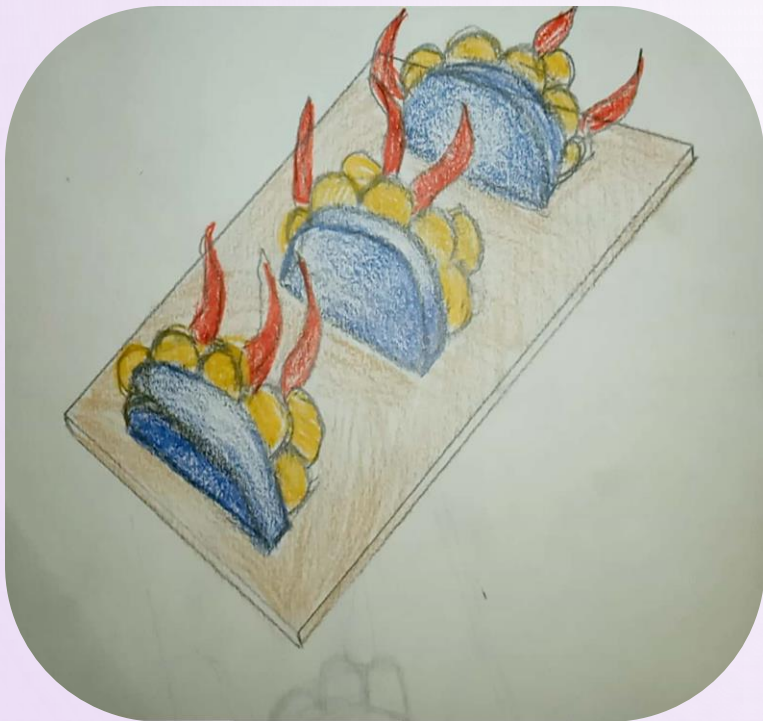
Here I've done
big tall cuboid
blocks and
stacked them
randomly
together



Here I made "S"
shaped structures
and randomly
laid them out

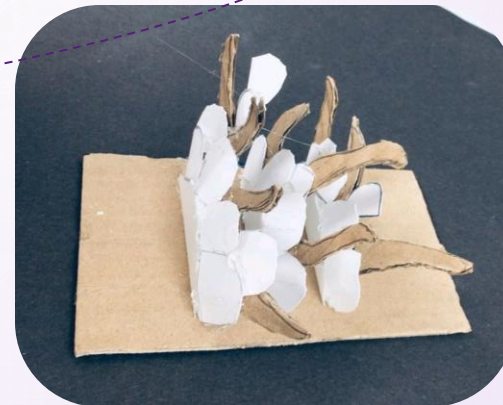


So I did a drawing for my final design, as you can see I made 3 similar semi-circle structures. Also you can see I have coloured it in.



MY FINAL DESIGN/ MODEL GLOW FESTIVAL

For my final design I have made a bench. The seating is shaped as a semi-circles and the head of this bench is also surrounded with smaller semi-circles, this almost looks like a flower. On the top I have put a triangular structure to make it interesting



Here I have made a model of my final design. I made the base from cardboard as well as the triangular structures, the big semi-circle from white foam board, and the smaller semi-circle from card.



FESTIVAL GLOW

JUSTIFICATION:

In this project our theme was Optical Illusion. I first found the theme very interesting as there was so many things you can look at in optical illusion and how fascinating optical illusion is, as it plays around with your mind and either get you thinking or gets you extremely confused. Also, in optical illusions, I was also interested in the form and structure artists used, whether its their artwok, portraits or even sculptures. In my research you can see the unusual structure I have seen during this project.

In my drawings I use unusual looking structure because I find it very interesting and eye-catching. The shapes and form that I'm was looking for is kind of like; a spring spiral, like a rotated cube/cuboid or something spherical, something on the lines like that.

I've really enjoyed this project as I had innovative idea for the them. I learned a lot about, structure, shape, form and size. All my research and visit really helped me to design very good ideas and models, and I have chosen some of my very best work through out this project I have done.

With all my research I have done and my design developments work, I put them all together to make the final outcome. My final design and my model making was an overall successful as that was how I planned it to come out. I really did enjoy everything about this project, and learned so much about optical illusion.



POPAJ COMPETITION PROJECT



POPAI WINNERS 2019

PHARMACY



COSMETICS / BEAUTY



FASHION VISUAL



TECHNOLOGY

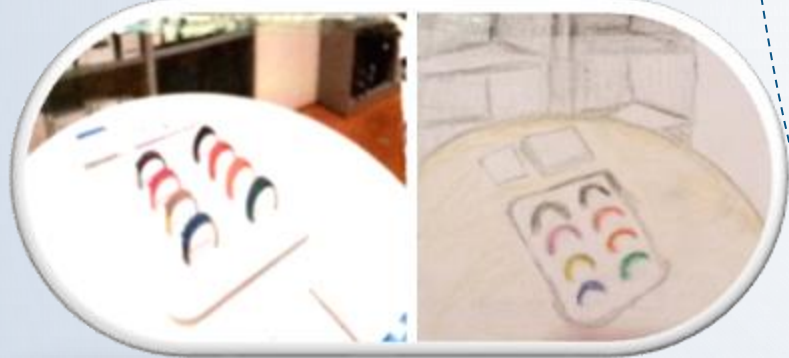


POPAI LOGO



The Popai awards are, showcase for those dedicated to achieving excellence in-store. The POPAI Awards are the ultimate symbol of creativity, innovation and best practice – a hallmark of excellence that provides the benchmark for success and the catalyst for continuous improvement.

POPAI COMPETITION POPAI



I have taken pictures from the visit to gain some ideas for how should I make my design, and what brand and it displays / stall catches my eyes.



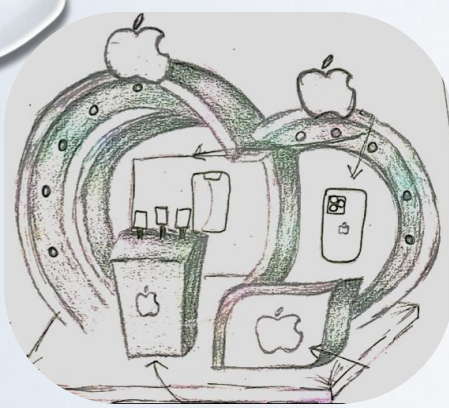
Here I have a pictures from the visit and my draw back from the visit.



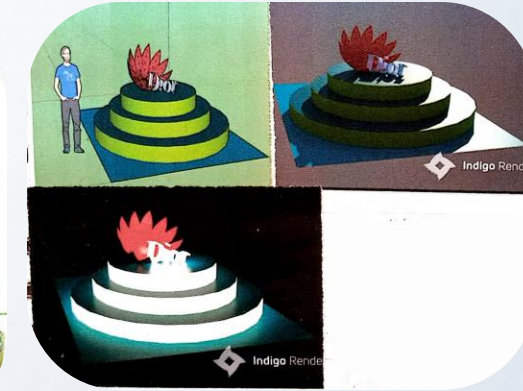
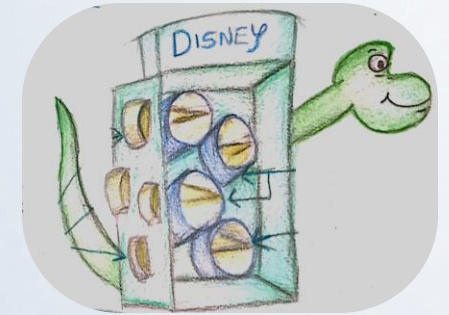
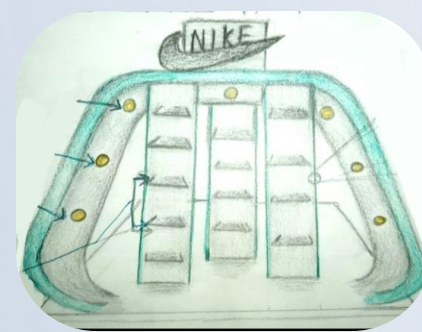
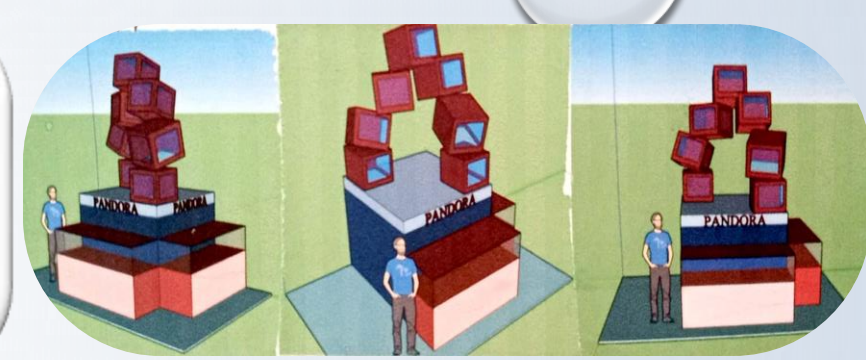
For my research I went to Brewery Shopping Center where there are many famous brands.

Here I have got many ideas and inspiration for how I should do my display design. I was look for form, structure, colour and size of the display

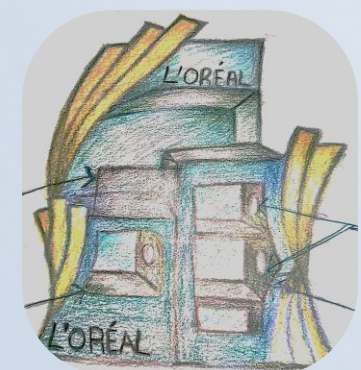
My RESEARCH POPAJ



Here is my best designs of Pandora, where I have sketch and coloured it and also I have used sketch up to design

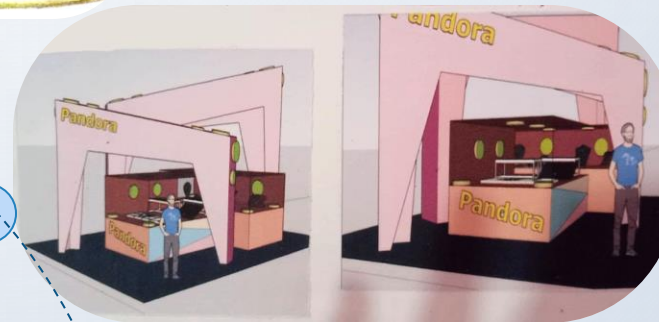


Here I did a Dior stall; drawn, coloured, used sketch up and have also rendered it.

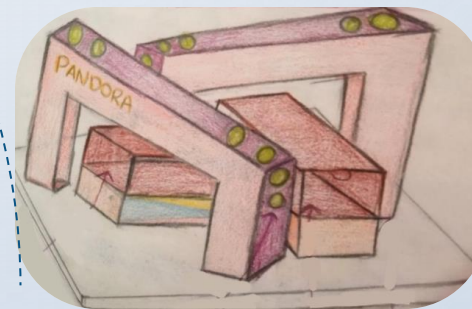


These are some of my best designs I've done for some very famous brands.

From the research I have taken inspiration and ideas from the visit and my online research to come up with artist, innovative designs.



Here I have done another Pandora design, as Pandora is my main focus of design. Here as you can see I have done a sketch and the sketch up of the display design

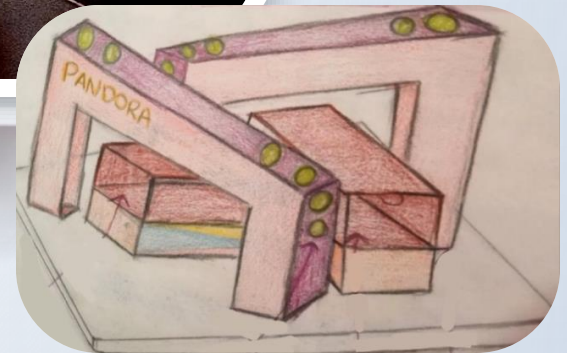


My DESIGNS POPAJ



Here I have made models of all my best brand designs such as – Disney, Pandora, Dior and Nike.

PANDORA DESIGN #1



PANDORA DESIGN #2



My main focus for this project is the jewelry brand called Pandora. I have designed three display designs but made two of the model designs for it.

Here I have my best model design I have made for each of the famous brands

**MY MODELS
POPAJ**



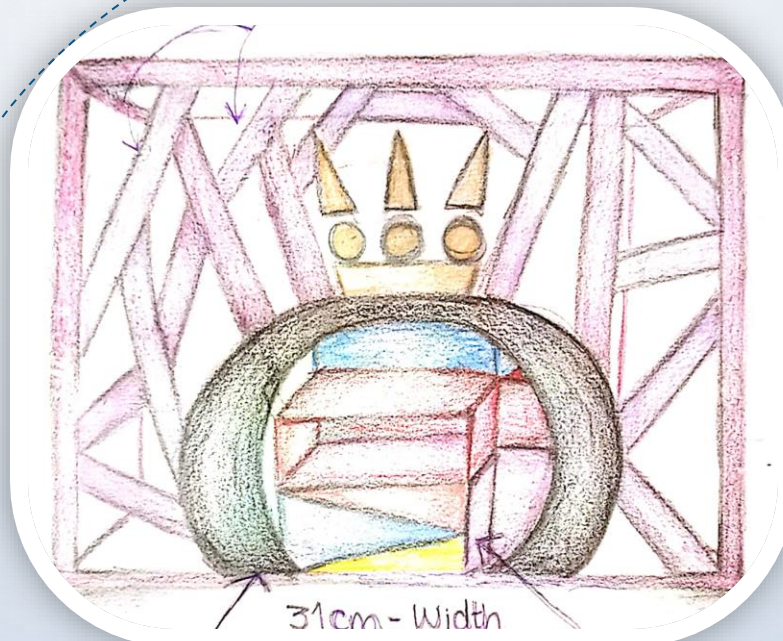
Here I made my final model design I have just made the front bit of it, where there is the entrance is shaped as a big "O" this big "O" is also the logo of Pandora.



I have also made little rectangular places scattered randomly all around the front of the entrance



Here this is my very final design, where I have made a sketch and model of this design. I have used my previous design model and just added the front entrance of this design, so it'll look like a shop where you can enter from.



I have here made a sketch of my final design. As you can see inside of the large "O" shaped structure you can see the Pandora stall display inside if it

**MY FINAL DESIGN/
MODEL
POPAJ**

JUSTIFICATION:

This project POPAI takes place every year. This year I have got the opportunity to be a part of this years competition. This competition allows me to show off my creativity and my innovated ideas.

The POPAI competition is designing a pop up shop, a display or even a stall for an famous, big brand. The brand I've chosen is Pandora- a jewelry brand for women, children and men. I have done research on different brands and have visited a big shopping Center where there many famous brand to get inspiration from, and that's how the jewelry brand Pandora caught my attention, yet I did do others brand with I also had great ideas for and made model as well.

However I did had to pick my final design and went with Pandora, as this was the brand that I was focusing on the most. My final design and model making went very successful as I went along with the plan and measurements of my design. Therefore had the privilege to be in this competition and show off my innovative skills, ideas and passion for this work. I overall enjoyed this project very much and hope to do more !

POPAI COMPETITION PROJECT



DESKTOP ACCESSORY PRODUCTS



MY RESEARCH DESKTOP ACCESSORY



This is my primary research. These are pictures taken from myself of desktop accessory in a shop.



For my research I went to different stores to find different desktop accessories as much as I could find. From these shops I found clocks, lots of lamps, storage pots (pencil pot)

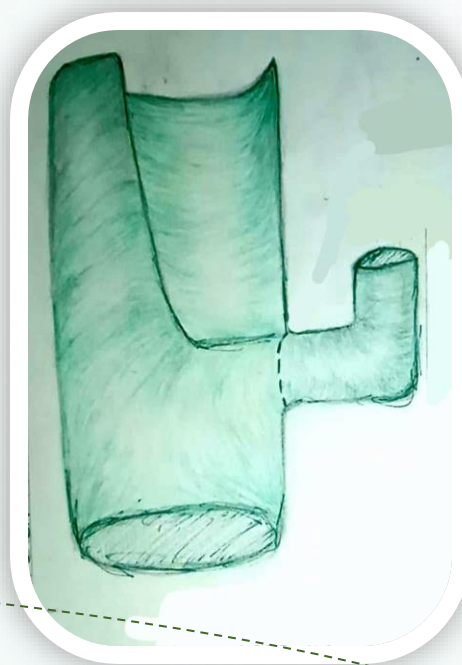


This is my secondary research. This research was done online, I found pictures that caught my eye and would get me ideas for my designs.

I have not only did the online research, but I have also drawn back from it.



Here are my best designs for this project.



For my design developments I made various desktop accessories such as: clock, lamp, storage pot (pencil pot), electric sharpener and USB devices. For morjorty of my designs, I used cartoon character and Disney characters for my designs

MY DESIGNS DESKTOP ACCESSORY

MY FINAL DESIGN DESKTOP ACCESSORY



FRONT VIEW

Here I have drawn a storage pot (aka- pencil pot) as my final design. I have drawn the front view of it and the back side view of it

3D colourful balls

Here I have drawn a character from a Disney movie called Inside Out, the character here is one of the main character called anger

The interesting thing about these balls are that they are going to glow in the dark!

I have also drawn the back side view of this storage pot. Here you can see at the back of this post I have made 3D colourful balls coming out from the pot itself

BACK VIEW



This make my design seem very interesting for younger people (children) as this product look fun and eye catching

Here I have made
already made the
pot and now was
making the base of it.



In started of measuring
and making the pot,
where the pencil would
be stored.



Here I've made the character
figure of the pot, and here I
was painting the character.



MY MAKING PROCESS DESKTOP ACCESSORY

Then I made the
3D ball from blue
foam, and then
also painted over
them.



After I had drawn out my final design of
what I was going to make, I've measured
out how big it's going to be, and made a
note on my sketchbook.

I've then got the materials I needed to
make my final model and used the
information (the measurements) from my
sketchbook and used in on my material.
All my measurements and information
were successful and made it easy for me
to make my model.

With the help of all my research and design developments, have made my final model of this project. I have made my model 1:1 scale (real size) and shown an example of how the product will look when pencils have been stored inside of the pot. The final outcome was an overall success !

Since this is made as 1:1 scale, I have put pencil to show how the product will look like.



These are the pictures of my final outcome design. The pencil pot has been made as 1:1 scale.

MY FINAL MODEL DESKTOP ACCESSORY

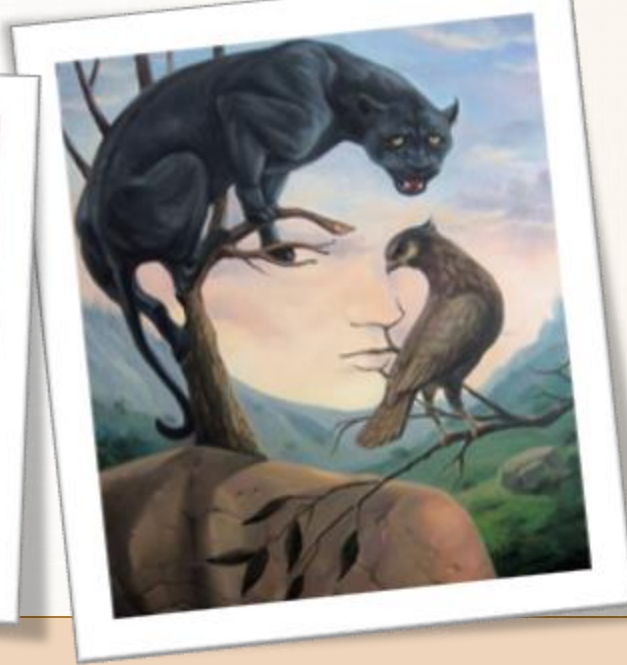
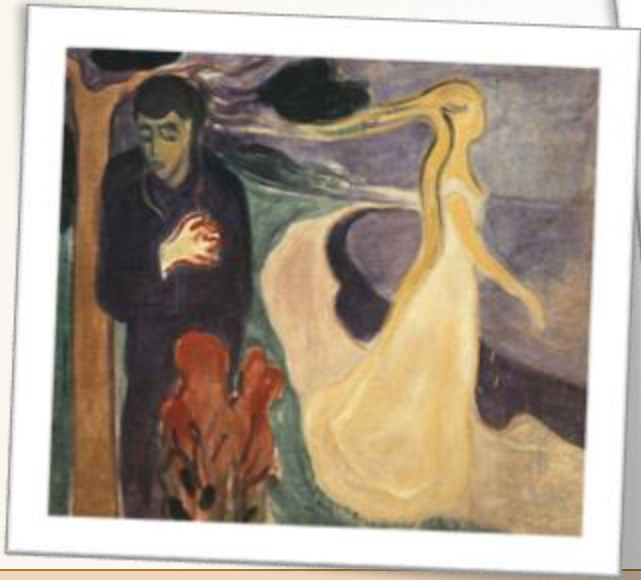
DESKTOP ACCESSORY PRODUCTS

JUSTIFICATION :

This project was not a competition nor was some kind of a festival, this was a normal brief given to me by my tutor. This project seemed interesting, fun and quit simply. As it was about desktop accessories the first thing that came to my mind was a storage pot (a.k.a. pencil pot), as this is an essential for a desktop accessory product.

I also made other accessories such as lamps, clock, electric devices- USB and sharpener and etc. However I didn't really feel too confident with designing those accessories as I had many ideas and designs for a pencil pot. I did my online research and saw that what would make these pencil pot designs EVEN more interesting, is if I design a Disney characters and childhood cartoon characters. This is not only for children but it can be for adults and teens, as it's a way of retconning with childhood memories and giving people the nostalgia feeling. So this way, my designs are eye-catching and interesting to look at.

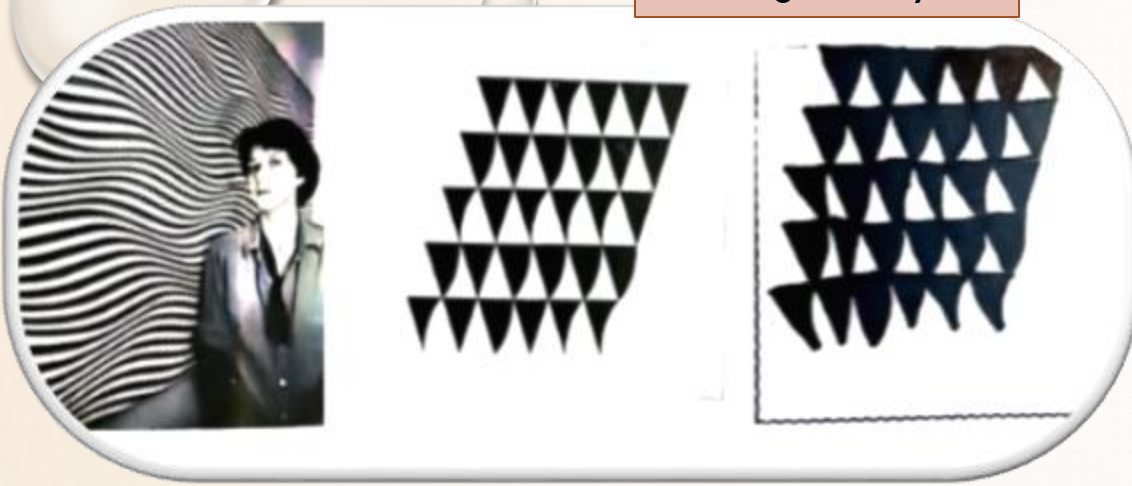
So after all my research and design development I came up with a Disney pencil pot idea. I came across a Disney movie called inside out and used one of its main characters called anger, and made my final design and model. I overall very much enjoyed this project as I knew what I was doing and I had many ideas and designs to work through. My final out was how I imagined it was come to be, which makes me happy and all my research and designs came handy and I didn't have issues with anything.



CONTEXTUAL STUDIES



Bright Riley



Out of my 5 designer research I pick three of my best designers that I thought related to this unit. I've used one of their artwork and have drawn back from it.

In the beginning of Contextual Studies we had to research 5 artist or sculptors that do optical illusion. Although this wasn't in the brief (since it was a start of the new year, and the brief wasn't made.) This was a good experience of what we had to do in the Contextual Studies unit. However, there is some link in this work and the brief.

Luca Luce

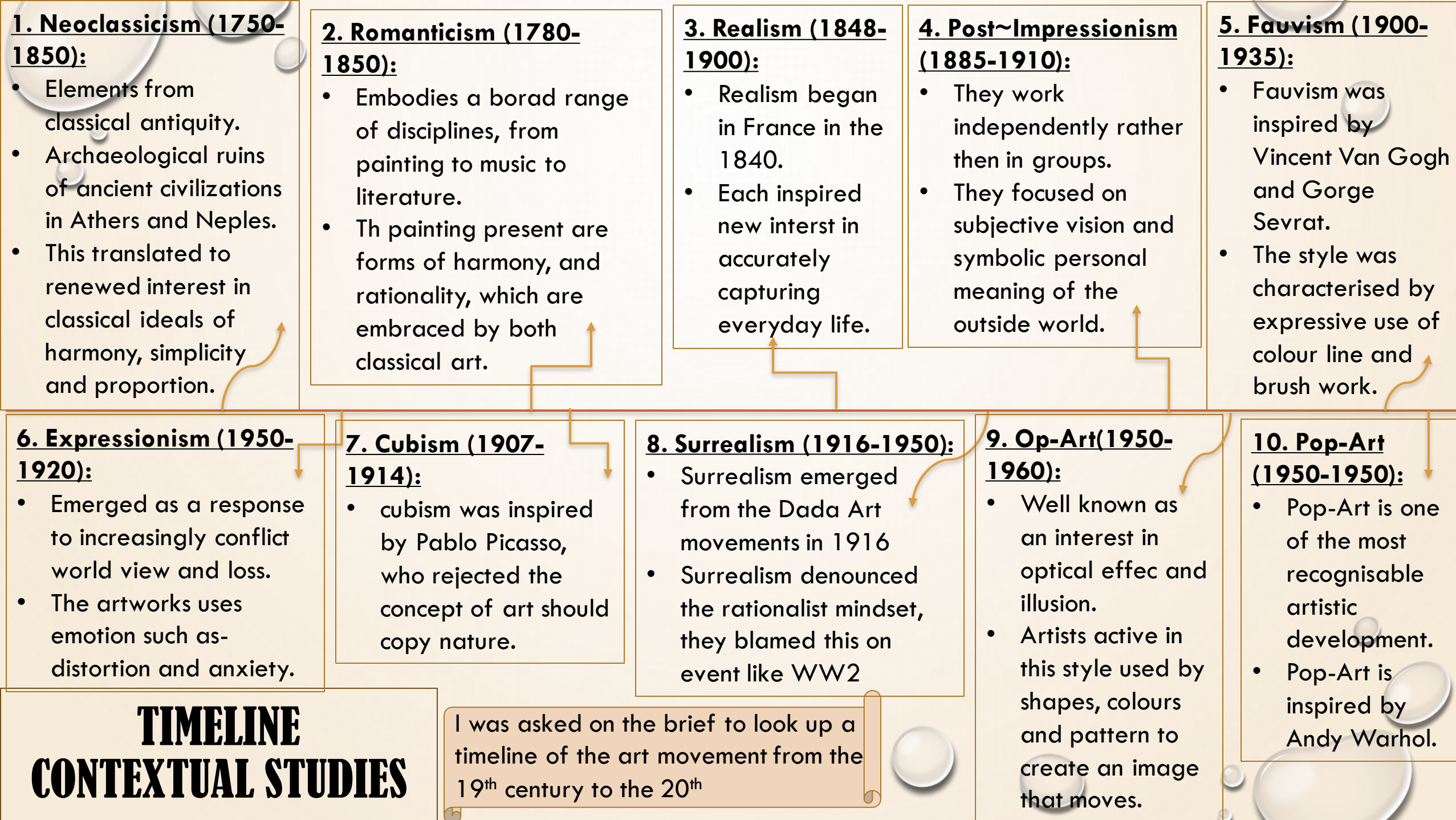


Although these are artists all to do with optical illusion. However optical illusion a.k.a. OP-Art is a movement in the 20th century.

Marina Apollonio



MY RESEARCH CONTEXTUAL STUDIES





ROMANTICISM



EXPRESSIONISM



POST~IMPRESSION

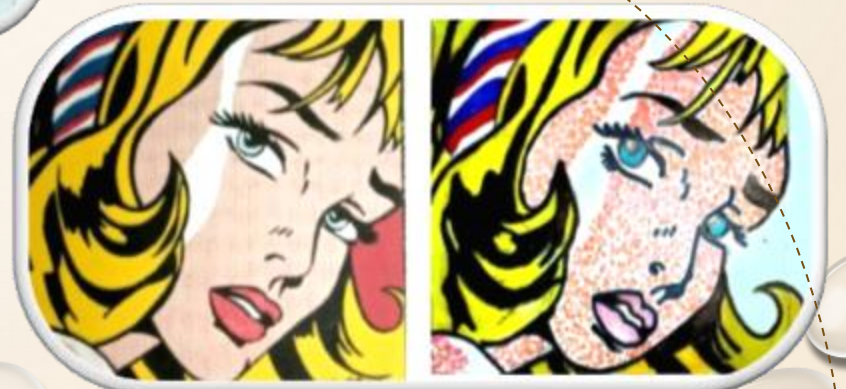


SURREALISM

ART MOVEMENTS CONTEXTUAL STUDIES

Here I have done my online research for each of my 5 movements and have also drawn, back from their portraits.

After I did my timeline research, I was then asked to pick my top 5 artmovements that I thought interested me best. By picking the 5 artmovements, I'll then have to do extended research for them. So I pick: Romanticism, Post-Impressment, Expressionism, Surrealism and Pop-Art.



POP~ART

Here I have used water colours to create this portrait for the Romanticism era. I have painted a girl, and behind her is a huge window where we can see the night sky and in the centre there is a massive moon.



ROMANTICISM

Here are my final portraits of each 5 of my artmovements. With the help of my research I was successfully able to make 5 of my own portraits for each of my top 5 artmovements.



POST~IMPRESSION

For Post- Impressionism I've used oil pastel to show the vibrant colours of the landscape in this portrait. The landscape I've made is a boat floating on the calm sea, behind the the boat and sea you can see the rocky, broken mountains, and above the mountains and the sea is the swirling sky which is also reflected by the sea.

CONCEPT IDES #1 CONTEXTUAL STUDIES

EXPRESSIONISM



Expressionism artwork is used to show the emotion in the portrait, I have made a rose girl who is trapped inside of a cage. The rose symbolizes the grace and beauty of this girl who is trapped in a cage without her will.

CONCEPT IDEAS #2 CONTEXTUAL STUDIES



SURREALISM

For Surrealism I have also used a girl. In my research I have seen artist use self-portrait to make their portraits, so I have also used that idea to make my own portrait as well. Well I haven't made an self-portrait of my self however of someone else.

In Pop-Art I've researched that it's based on modern culture and the mass media. It is mostly used in comic books.

I have made a portrait of a girl. I've used fel tip marker to get the dotted techniques to being the vibrant colours.



POP~ART

CONTEXTUAL STUDIES

JUSTIFICATION:

THIS PROJECT WAS NOT LOOKING AT THE 3D DIMENSION, INSTEAD IT WAS LOOK MORE AT ART ITSELF. SUCH AS ARTMOVEMENTS AND HISTORY OF ART. IT WAS DIFFICULT AS THIS REQUIRED A LOT OF RESEARCH AND I HAD TO LOOK IN DETAIL ABOUT EACH MOVEMENT AND THEIR ARTIST.

IN THE NEARLY LAST TASK OF THIS PROJECT I HAD TO PICK MY TOP 5 BEST ARTMOVEMENTS AND FIND AN ARTIST THAT RELATE TO THE EACH ARTMOVEMENTS.

I PICKED **ROMANTICISM**, AS ROMANTICISM ART IT LOOKS VERY HISTORICAL/ANCIENT. IT EMPHASIS ON AN INDIVIDUALS EXPRESSION OF EMOTION AND IMAGINATION IN A CLASSICAL WAY.

I THEN PICKED **POST-IMPRESSIONISM**. IT INTERESTED ME AS I WAS FASCINATED BY ALL THE LANDSCAPE PORTRAITS, WITH VIBRANT COLORS THAT CAUGHT MY EYES.

I ALSO PICKED **EXPRESSIONISM**, AS ALL THE PORTRAITS AND PAINTINGS HAVE SOME KIND OF AN EMOTIONAL CONNECTION WHICH BRINGS THE ARTISTS AT THEIR VIEWERS TO FEEL THE EMOTIONS THAT THE ARTIST HAS PORTRAYED IN THEIR WORK.

I ALSO PICKED **SURREALISM**, WHICH ALSO INTERESTED ME AS SURREALISM ARTWORK HAD AN UNUSUAL WAY OF TELLING ITS EMOTIONAL STORY. SURREALISM IS ART WHERE IT STRESSING THE SUBCONSCIOUS OR NON RATIONAL SIGNIFICANCE OF IMAGERY ARRIVED BY AUTOMATISM OR THE EXPLOITATION OF CHANCE EFFECT AND UNEXPECTED JUXTAPOSITION.

LASTLY I PICKED **POP-ART**, WHICH IS NORMALLY USED IN MODERN POPULAR CULTURE AND MASS MEDIA. WHAT I LIKED ABOUT THIS MOVEMENT IS THAT IT USES VERY VIBRANT COLOURS THAT CAUGHT MY EYES. I ALSO FOUND A TECHNIQUE WHICH I FOUND VERY INTERESTING, IT'S CALLED THE POINTILLISM WHICH IS A TECHNIQUE WHERE YOU CAN ONLY USE DOTS. I USED THIS IN MY FINAL PORTRAIT AND IT WORKED BEAUTIFULLY !

OVERALL THIS PROJECT WAS ENJOY, STRESSFUL AND INTERESTING. I DID EVERYTHING THE BRIEF HAD INSTRUCTED ME TO DO AND IT WENT SMOOTHLY. ALL MY FINAL OUTCOME OF ALL MY 5 MOVEMENTS CAME OUT SUCCESSFUL AND VERY BEAUTIFUL, AND I'M HAPPY WITH THAT OVER ALL.