

Identity in a developing global society

MYP DESIGN MAY 2016

E-PORTFOLIO

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Global Context and Specific Exploration: *Personal and Cultural expression: Artistry, Craft, Creation, Beauty*

Key Concept: Communication
Function
Functions of design can help to develop and improve personal and cultural expression.

Inquiry questions:

- Factual:**
- What is a custom? What is a Tradition? What is a culture?
 - Which artefacts, customs and traditions demonstrate cultural heritage?
 - How do we preserve our cultural heritage?

- Conceptual:**
- How does design improve communication of personal/ cultural heritage?
 - What is the function of design in a personal/ cultural heritage?

- Debatable:**
- Should we be concerned about losing our cultural identity as we become global citizens?
 - Is the right to personal expression more important than cultural sensitivity?

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Criterion A: Inquiring and Analysing

The Problem:

Culture is part of the human identity, represented by both people and nations, passed down through the generations, carrying one's beliefs, traditions, customs and many other aspects that make up one's culture. One may be part of many cultures, not only from their heritage, but from their travels and various places that one may have lived in, adopting and being welcomed by the people of those cultures. As part of one's identity it is a major component that makes up who one is, one's personalities, the languages one speaks through to the beliefs and opinions towards certain ideologies that one has. In a modern day society, one may notice the decline in the importance of culture to people around the world, particularly within the youth in the western world. As one becomes a global citizen, one takes in the various different cultures that they have experienced and adopted a single global culture, in effect possibly disregarding much of their own ancestral culture. If the youth of today continue to accept one global culture, and disregard their own, a person's ancestral culture is lost to the modern day traditions, ideologies, and beliefs of the modern world.

Since the boom of the transport revolution in the 20th Century, Travel, both domestic and international have increased, and thus the tourism industry has boomed. Today, the majority of tourists will often take home photographs, traditional and cultural objects such as handicrafts, artworks and carvings from the country they visited, keeping them as a reminder, memoir and piece of decoration for their household. It is a unique item that represents its place of origin in its own way. An example of this could be the Angolan Traditional wooden carvings of the "Thinking Man" which is delicately carved to shape the round features of the common statue, whilst being common, each is hand carved, each carved with a passion and time taken to do so.

In comparison, in western nations today, many are manufactured in factories, made from cheap plastics and sold on mass to the high demand. An example of this could be the simple British T-Shirts sold saying "I Love(as a heart Shape) London". These products are produced on mass with little time taken to come up with such ideas, only taking them from another country's souvenir such as an American shirt saying "I Love(as a heart Shape) New York."

In summary, many of today's products in the western world are manufactured on mass production which present very little or no human craftsmanship or work of Artist. Products which contain no self expression of one's pride of their culture, no talent, as well as often being very general and not displaying a cultural background these kinds of products represent very little of a nation's heritage and are only produced for making a profit off the Tourist Industries high demand for Souvenirs.

Research Plan:

<u>Task No.</u>	<u>Area of Research:</u>	<u>Primary/Secondary</u>	<u>Research method</u>	<u>Reason of Research</u>
1.	Brainstorming my own cultural Heritage	Primary	Brainstorming	Gain a basic understanding of my cultural heritage

2.	Gain a vast collection of visual media that represents my cultural heritage	Primary & Secondary	Online research	To gain an in depth knowledge of my cultural heritage
3.	Ask relatives and family members about my own cultural heritage	Primary		To gain an in depth knowledge of my historical cultural heritage
4.	Look at the cultural heritage from my place of upbringing (Glenfinnan, Scotland)	Secondary	Online research	To gain a knowledge of the cultural heritage my home town holds
5.	Gain an in-depth knowledge of what makes up my Irish and Scottish Cultural Heritage	Secondary	Online research	To gain an in depth knowledge of my cultural heritage
6.	Look at my other places of residence and various different cultures that have had an effect on my life	Primary & Secondary	Brainstorming Online Research	To gain an in depth knowledge of my cultural heritage
7.	Look at how Scottish artists/designers have presented their own cultural heritage through their artworks.	Secondary	Online Research	Look at how professionals designers and artists have made their own products and artworks successful
8.	Look at what makes up modern day Scottish culture	Secondary	Online research	Gain an in-depth understanding of my culture in the present day
9.	Look at how famous artists/designers have implemented culture into their own artworks	Secondary	Online research	Learn how professionals are able to incorporate personal influences into their products/Artworks
10.	Look at the what mediums designers/artists have used to preserve their own cultural heritage	Secondary	Online research	Gain a vast knowledge of the various mediums available to me and what I should choose for my

				products medium
11.	Find out more about what culture means to my peers	Primary	Interviews	Gain a knowledge of what culture means to my generation and how it affects who we are today as international students
12.	Investigate the importance of culture across different age groups	Primary	Questionnaire	To learn more about the progressive fall in the importance of culture through the younger generations
13.	Investigate how my friends and peers still hold onto their own cultural heritage	Primary	Questionnaire	Gain a knowledge on how the people of my generation practice traditions, beliefs and ideologies of their culture today
14.	Investigate what type of media would be suitable to present my own culture towards my family members and keep as a reminder and treasure of my own cultural heritage	Primary & Secondary	Questionnaire Online research	To make a suitable choice of medium on how I will present my product to my client/audience

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Analysis of similar solutions:

Acme Lamp Shade

This lampshade, designed with preserving the culture of the 60s when Hollywood was filled with the animated cartoons were pouring out of Hollywood, such as *Wile E. Coyote and The Road Runner*. Through the design the Acme Lamp Shade Product, the designer has been able to preserve a piece of what was world famous from the Hollywood scene of the 60s and what could a product that treasures people's memories of the common but funny cartoons of Hollywood and its culture.

Through this product, the designer has been able to clearly deliver the purpose of the product other than a lampshade. Through using humour and influences of Hollywood's famous cartoons, the product has been designed for those familiar with the cartoon as well as those who see the product as a piece of humour.

With having the Road runner cartoon painted onto the wall, there is a limit to the product, with the lampshade that can be used anywhere, it would lose the full purpose of the product losing much of the humour as well as its link to American culture. To improve on the painting of the roadrunner could simply be a poster that could be moved wherever the lamp shade goes, this keeps the overall humour of the product and would make it more appealing to the client/target audience.

In all this is a simple lampshade that has been able to preserve what was a major part of American culture during the 60s, within the Hollywood scene of animation and cartoons. The designer has been able to create the product with culture in mind; but to make the product more appealing to the client I would suggest improving the portability of the entire product to preserve its full purpose.



Figure 1 http://www.nedhardy.com/wp-content/uploads/images/2011/april/pop_culture_inspired_products/pop_culture_inspired_products_5.jpg

Tanzanian Traditional Baskets

Through the production of traditional baskets, the Tanzanians have been able to preserve a part of their culture through basket weaving. In



Figure 2 http://womenscraft.org/wp-content/uploads/2014/02/slide_product8.jpg

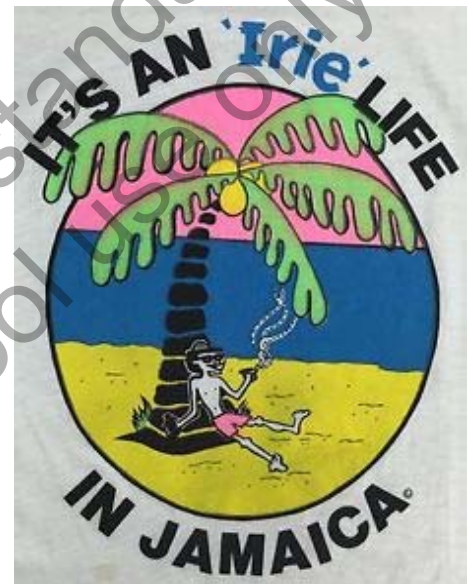
the villages of Tanzania in particular, through the production of these products they have been able to express the typical colours woven into the basket which represent both where they are from and the overall aesthetic beauty of the baskets.

As products, these baskets serve a variety of good purposes including the practical use as a container as well as being a decorative piece in the home. The brightly used colours within the baskets, enhance the overall aesthetic appearance of the product as well as improving the overall impressions that its target audience may have. Noting that it has been handmade preserves the local art of weaving such designs, helping in preserving the culture's heritage.

One of the weaknesses to this product include the durability of typical locally woven baskets, with little weather or bug proof application to these products, they can be damaged by the like of bugs as well as deteriorate if left in damp conditions. Being limited to dry environments.

Jamaican Graphic Souvenir:

This product, designed as a souvenir captures a small part of typical Jamaica, through the beaches, palm trees and the language they use; "Irie". As a souvenir for tourists, it captures a possible memory that they may have had in the country at that time as well as the people within. As a product it has a simple design, as shown through the monotone colours, the simple shapes and the surrounding text is not overwhelming. Although it could be said to make the product more interesting/desirable to the target audience, the graphic could include more typical Jamaican ideas other than the language used. This is because the text just needs to be changed from "Jamaica" to "Tobago" and it's a Tobago souvenir. With that I suggest that the artist could include influences such as the popular Reggae and Dance Hall scene as well as more modern stereotypes of the country, in order to make the product more unique to its place of origin. Another hold-back to this product was the mono tone colours being used. Yes this does make it simple and fits within the style of the graphic in a sense, but I feel that if this product may have varied the colour use within, would have made the graphic more appealing to the audience. Strengths of this product include its simplicity which does carry its message across easily, although that could be argued from another perspective. It captures Jamaica and some of its stereotypes and does suit to be a souvenir of Jamaica due to its clear link to the country, Jamaica. In all this product does have its flaws although clearly does suit to be a souvenir due to its connections with Jamaica, visually presented through the graphic.



Design Brief:

From my research I have learned a lot about how I can create my own product which can serve as a memoir to tourists. I have studied and analysed existing products, manufacturing methods, design ideas as well as how I can make my product a solution to the problem. From looking at my own cultural heritage, I found that my product should be targeting the tourists visiting Scotland, the Celtic North West Highlands in particular. Unlike the existing souvenirs today, my product shall feature imagery native to the region and not just of generalising the entirety of Scottish culture as a whole.

From my research I have found that the most effective way to both create and present my product shall be through the form of a digital graphic. This shall be created using one of the most professional graphic design tools on the market today called *Adobe Illustrator*, which is a software used by both Advertising Designers and Artists alike to create modern graphics. As when used to create art this is a tool that shall also be a great help in expressing myself through an aesthetically pleasing product as it allows me to not only create graphics solely on the computer, but to use my won artistic skills by drawing them by hand and then importing them for editing in the software.

Through researching Scottish and Celtic Graphics, I wish to incorporate them into my final product to form my main connection with my own Scottish and Celtic heritage due to the popularity of such artwork within the North-West Highlands of Scotland. These graphics shall also be merged within my own abstract graphic style that I usually work within so that the graphic can appeal to the younger tourists as well as adult tourists. The audience I hope to target shall be mainly a global audience that wish to keep a Scottish piece of artwork.

Through my product I hope to capture many Scottish influences including its food, traditions and cultural aspects and present it all through a visual modern piece of artwork, created through adobe illustrator. I feel that in order to create a solution to the problem, my graphic shall have to be unique, that it shall have to show evidence that time and passion was put into the product and that it can inspire other designers to create other unique souvenirs for not only tourists in Scotland but around the world. That through my graphic I shall be able to express my own Scottish cultural identity and Celtic heritage that has been passed down to me. That with such a background my product shall be filled with not only my own appreciation towards my own graphic style but also to my own culture.

References

Budget T, (1989). *It's an 'Irie' life in Jamaica*. [image] Available at: <http://i.ebayimg.com/images/g/2msAAOSw5ZBWKRAl/s-l300.jpg> [Accessed 3 Mar. 2016].

Nedhardy.com, (2016). *The Road Runner Lampshade*. [image] Available at: http://www.nedhardy.com/wp-content/uploads/images/2011/april/pop_culture_inspired_products/pop_culture_inspired_products_5.jpg [Accessed 1 Mar. 2016].

Womencraft, (2016). *Our Culutral Basket Selection*. [image] Available at: http://womencraft.org/wp-content/uploads/2014/02/slide_product8.jpg [Accessed 1 Mar. 2016].

Criterion B: Developing Ideas

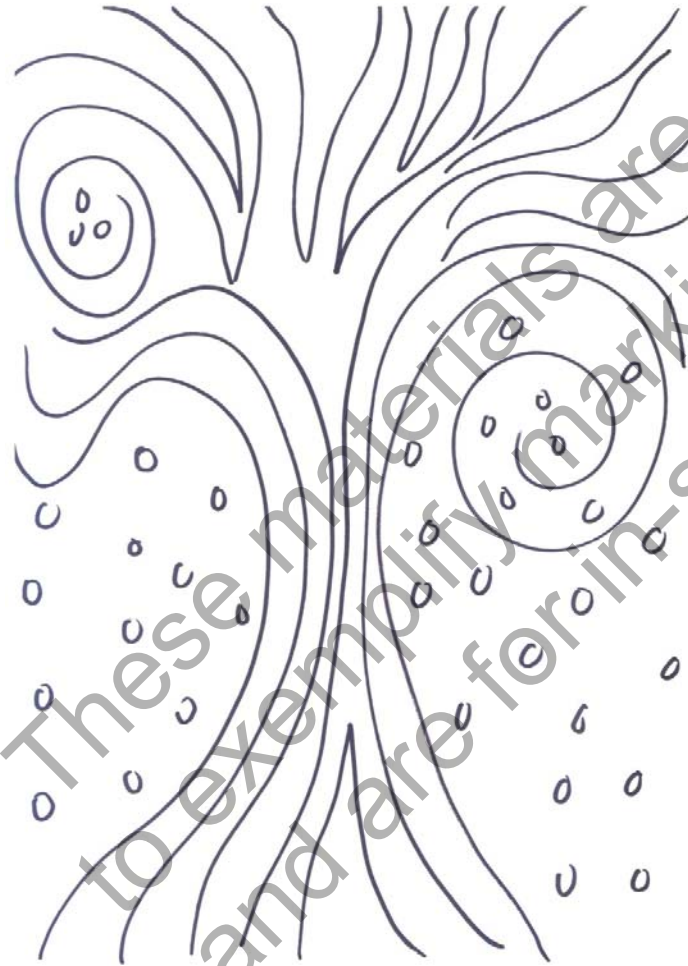
Design Specifications:

	Design Specification	Reason
Audience	The Product is to be designed for tourists visiting the highlands of Scotland	The main target audience shall be tourists because they would be the main potential buyers of the product if it were to be sold. The graphic is promoting Scotland to tourists
	The Product is to be visually suitable, understandable and appropriate for all ages	This product is to be made for anyone and everyone because it allows one to gain insight into Scottish culture as well as my own graphic styles
Objective	The product must be able to represent the highlands of Scotland visually as a graphic	With this unit being based on personal and cultural expression, I shall be presenting my own culture and what makes up who I am, in this case my celtic background.
	As a graphic, the product must incorporate my own cultural heritage from the Scottish highlands.	
	The graphic must be visually eye catching to the tourist	In order to fully express myself I would want to get as many views of my graphic as possible so that more and more people can see my own graphic styles
	The Product must serve as a memoir from the Scottish highlands	The graphic is mainly for tourists, and should contain various Scottish influences (e.g. Celtic deigns)
Production	The Product must be digitally produced using <i>Adobe Illustrator</i>	To ensure the highest quality of my graphic possible I shall be using a professional piece of software
	The graphic must incorporate both edited photos and hand drawn elements within.	I need to express both my knowledge of my culture as well as primary information with not only my own interpretations but also firsthand images that portray Scotland accurately (eg. my own celtic designs merged with photos of the Scottish mountains)
	The Graphic must incorporate the use of advanced photo and sketch editing tools using <i>Adobe Illustrator</i> during the production of the product	In order to demonstrate my skills as well as ensure my highest of quality work, I must be able to use the software to the best of my abilities to ensure my product meets a high standard.
Aesthetics	The Graphic must feature both "Black & White" as well as coloured imagery throughout the graphic	This will help me in displaying contrast within the graphic between the various objects portrayed
	The Graphic must feature the layering of images such as	Through layers I can help portray depth within the graphic

	backgrounds, foregrounds.	
	As a graphic, it must visually capture the food, music, people, landmarks and traditions through imagery within the graphic	Being that this graphic is representing scotish culture, I shall need to incorporate major these major aspects
	The Graphic must fit within the abstract modern genre.	This is because my graphic is representing Scotland in the present day.

Design Ideas:

Design 1:

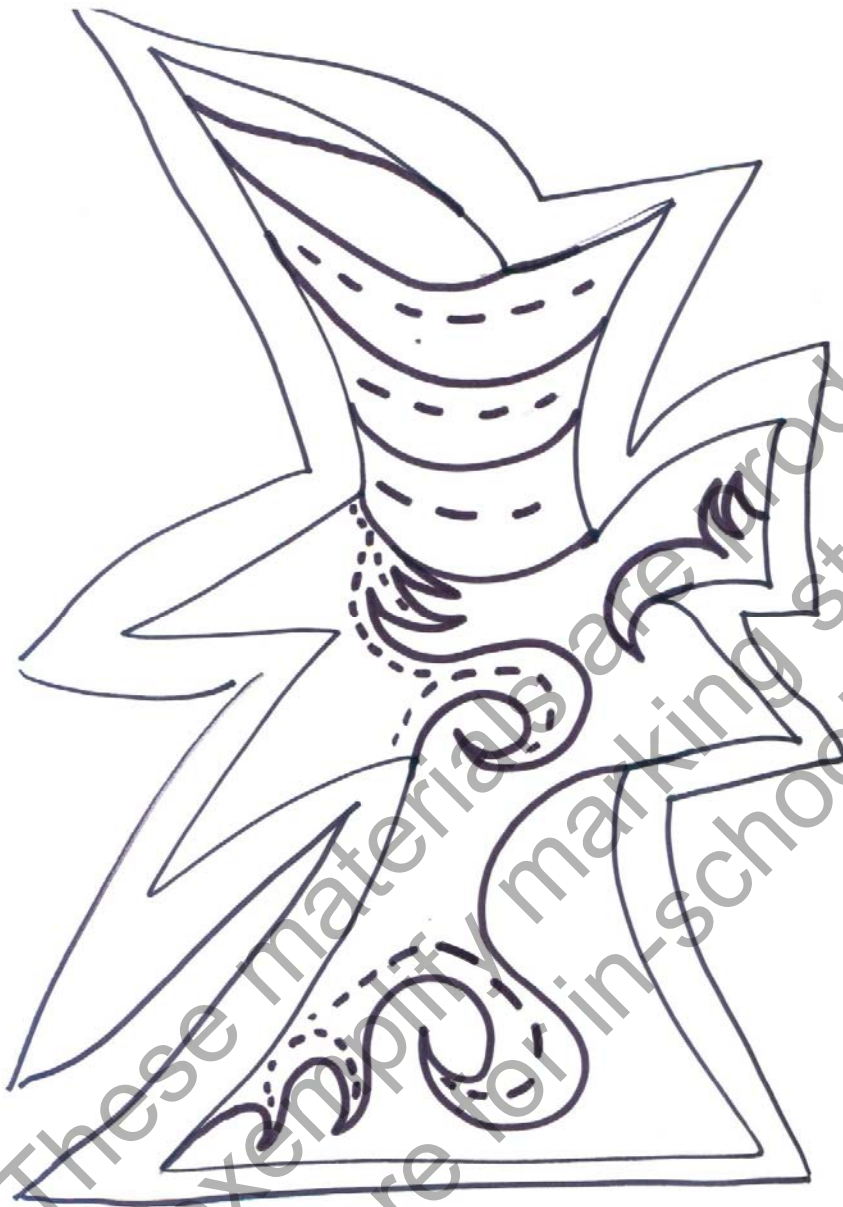


Design 2



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Design 3



Chosen Design:

For my final design, I have chosen to use design number 3 for several reasons. Firstly this design is in a much higher detail than the other two meaning that I can clearly follow the design clearly. Secondly I feel that this design meets most of my specifications including Celtic graphic design as well as fitting within an abstract style. Finally I have chosen this design because it fits with it will be much easier to work with Adobe Illustrator but also leave me the room to make modifications to it when using the advanced tools of the software.

Criterion C: Creating the Solution

Students will construct a detailed and logical plan. Appropriate technical skills are demonstrated and progression and improvement to the design and plan are evident and justified. The final design should consider the perspective of the culture identified.

Action Plan:

Task	Description	Resources needed	Date Planned:	Time Needed:
Collect all the physical materials needed to create the graphic on paper	All necessary materials need to be within my possession in order to start creating my graphic	<ul style="list-style-type: none"> • Pencil • A4 paper • Pen • Ruler • Curve tool • Eraser 	29 th February 2016	10 minutes
Create a final draft of the chosen design in pencil	Using my chosen design, I will create a neater, more presentable final graphic that I can import digitally into adobe illustrator	<ul style="list-style-type: none"> • Pencil • A4 paper • Pen • Ruler • Curve tool • Eraser • 	29 th February 2016	1 hour
Go over the graphic in black pen	In order to scan my graphic successfully, all lines need to be clear and stand out so that they can be altered digitally	<ul style="list-style-type: none"> • Pen • Ruler • Curve tool • Drawn graphic 	2 nd March 2016	15 minutes
Have the graphic scanned		<ul style="list-style-type: none"> • Final drawn graphic • Scanner • USB 	2 nd March 2016	2 minutes
Import the graphic into my computer and onto <i>Adobe Illustrator</i>		<ul style="list-style-type: none"> • Scanned graphic on USB • Computer with <i>Adobe Illustrator</i> 	2 nd March 2016	5 minutes

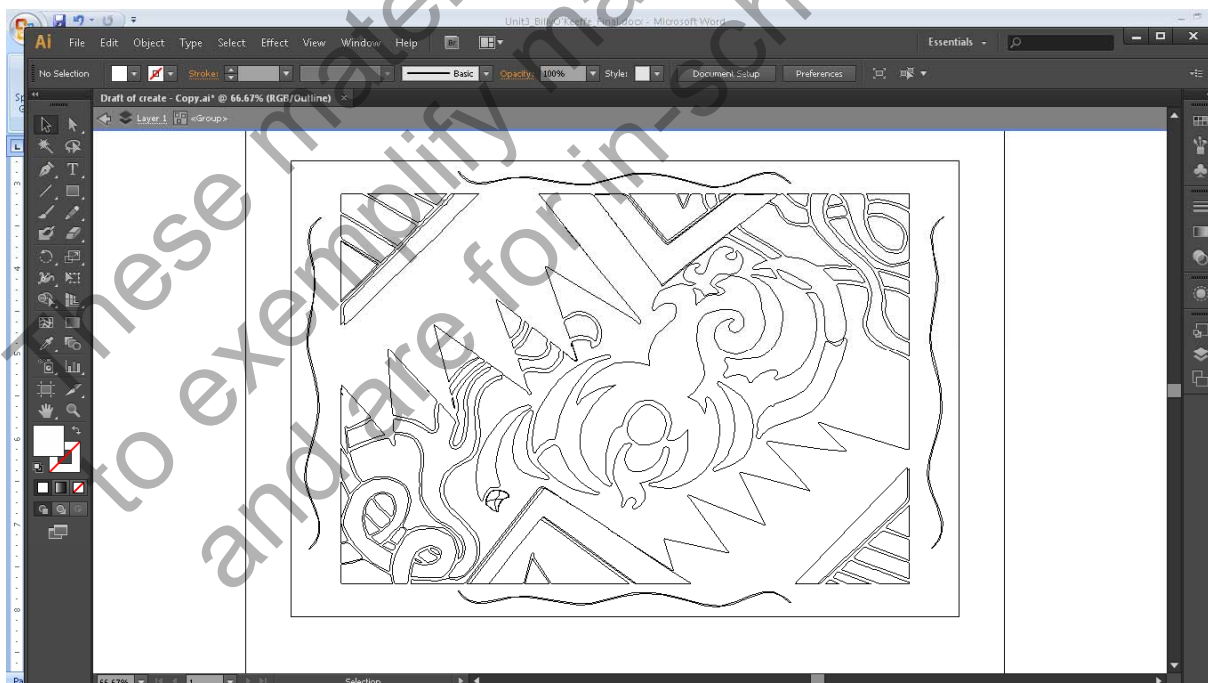
Have the graphic rendered and ready for adding the digital aspects to the graphic	In order to edit the graphic, the software needs to create an editable layer that can be used within <i>Illustrator</i> using vectors	<ul style="list-style-type: none"> • Computer with <i>Adobe Illustrator</i> • Imported Graphic • <i>Adobe</i> Render tool 	2 nd March 2016	20 minutes
Have the graphic coloured using a particular colour scheme within <i>illustrator</i>	Using the various paint tools, the graphic will have all necessary colours applied to the graphic according to a particular colour scheme	<ul style="list-style-type: none"> • <i>Adobe</i> Paint and colour scheme tools • Digital Graphic 	5 th March 2016	30 minutes
Add necessary changes to the line boldness and thickness as well as colour.	The lines that make up the drawing of the graphic will need changes made due areas that may have not been drawn properly	<ul style="list-style-type: none"> • <i>Adobe</i> Draw tool • Digital Graphic • Computer with <i>Adobe Illustrator</i> 	5 th March 2016	15 minutes
Complete the graphic by adding any necessary perspectives and effects to the graphic.	In order to develop my digital skills within <i>Illustrator</i> I will need to this time I will be working with the effects and perspective tools within <i>illustrator</i> .	<ul style="list-style-type: none"> • <i>Adobe</i> Draw and line tools • Digital Graphic • Computer with <i>Adobe Illustrator</i> 	5 th March 2016	25 minutes
Add any editing changes including erasing any mistakes, filling colour in any missed areas and modifications the objects within the graphic.	Any mistake made will need to be erased in order to ensure the high quality of my work	<ul style="list-style-type: none"> • Computer with <i>Adobe Illustrator</i> • Digital Graphic 		30 minutes
Have the graphic exported to the highest quality	In order to have my graphic printed successfully the	<ul style="list-style-type: none"> • Computer with <i>Adobe</i> 	7 th March 2016	10 minutes

format available within illustrator.	graphic will need to be exported to the highest quality possible.	<i>Illustrator</i> <ul style="list-style-type: none"> Digital Graphic 		
Get the graphic printed	If I have time available, I will take the graphic out to a printers in Lilongwe and have it printed to a large size if possible.	<ul style="list-style-type: none"> Local printers in town USB with digital graphic. 	7 th March 2016	5 minutes.
				3:04 hours

Demonstration of Skills:

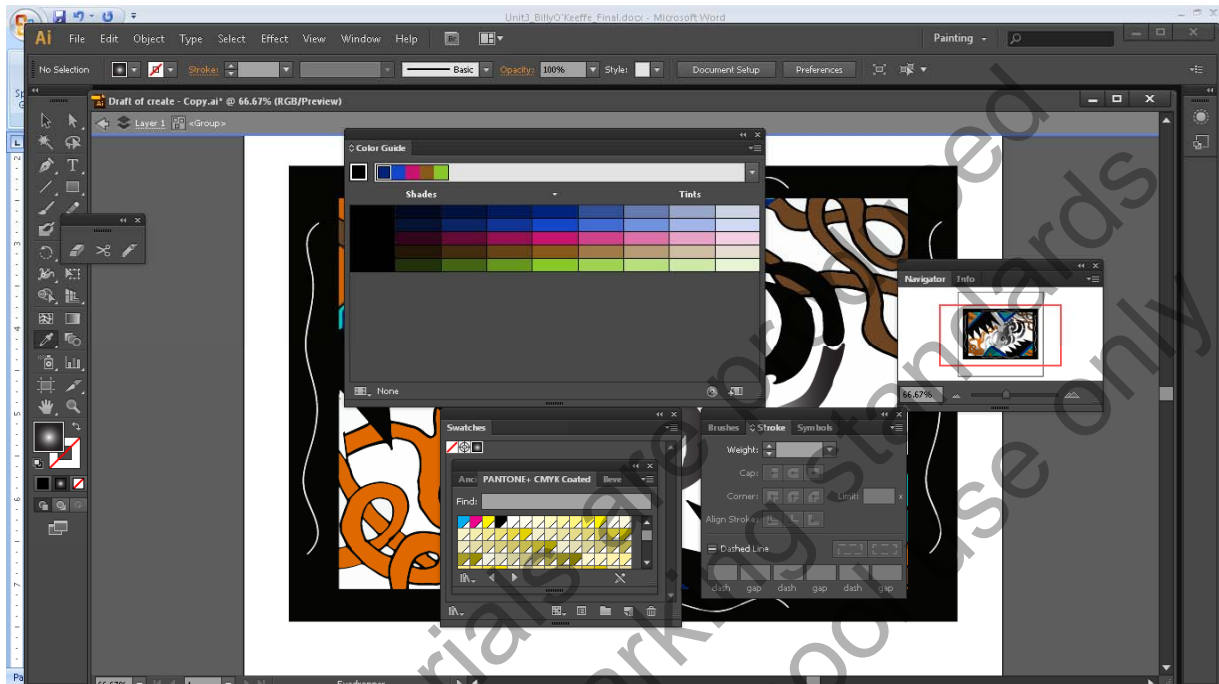
Working with Strokes and Outline Tools:

In order to correct any mistakes made when drawing the graphic by hand at the start of the create stage, I used both the strokes and outline tools to not only allow me to manually alter the lines within the graphic but also work with vectors, the format that adobe uses to create and edit graphics. Using the stroke tool I was able to change the "weight" of the lines as well as the thickness of the lines that made up the overall outline of the graphic. Using the outline tool allowed me to work with vectors, altering any of the hand drawn shapes that may contain slight mistakes, thus correcting them and improving the overall quality of the graphic.



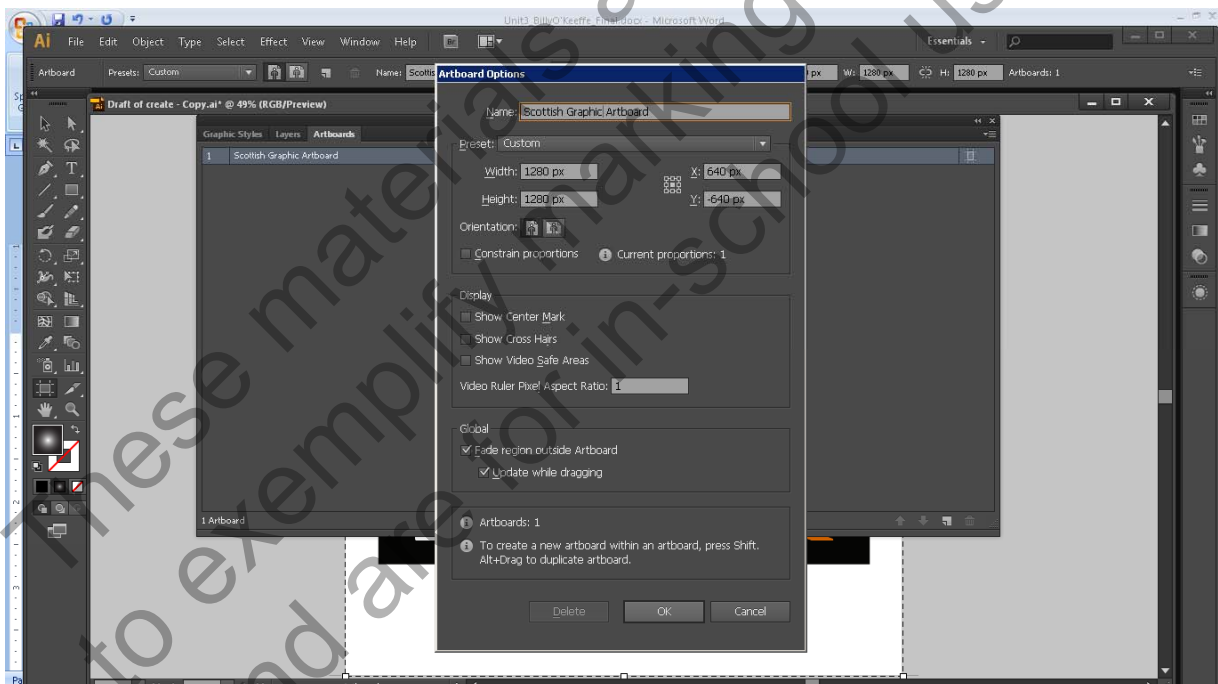
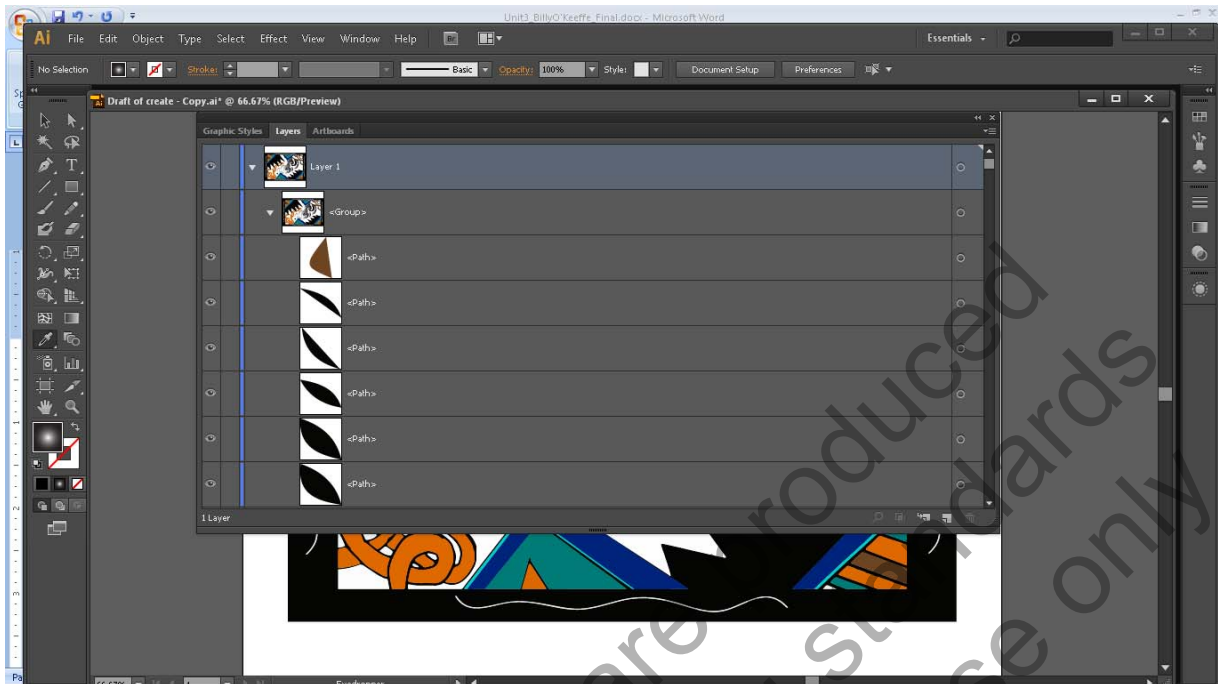
Creating Custom Paint schemes:

In order to keep my colour schemes within the theme of Malawi national colours, I used the colour scheme tool, to create my own schemes. Using this tool not only allowed me to customise my own colour schemes, but also helped me in selecting the right colours that fit within a particular scale.



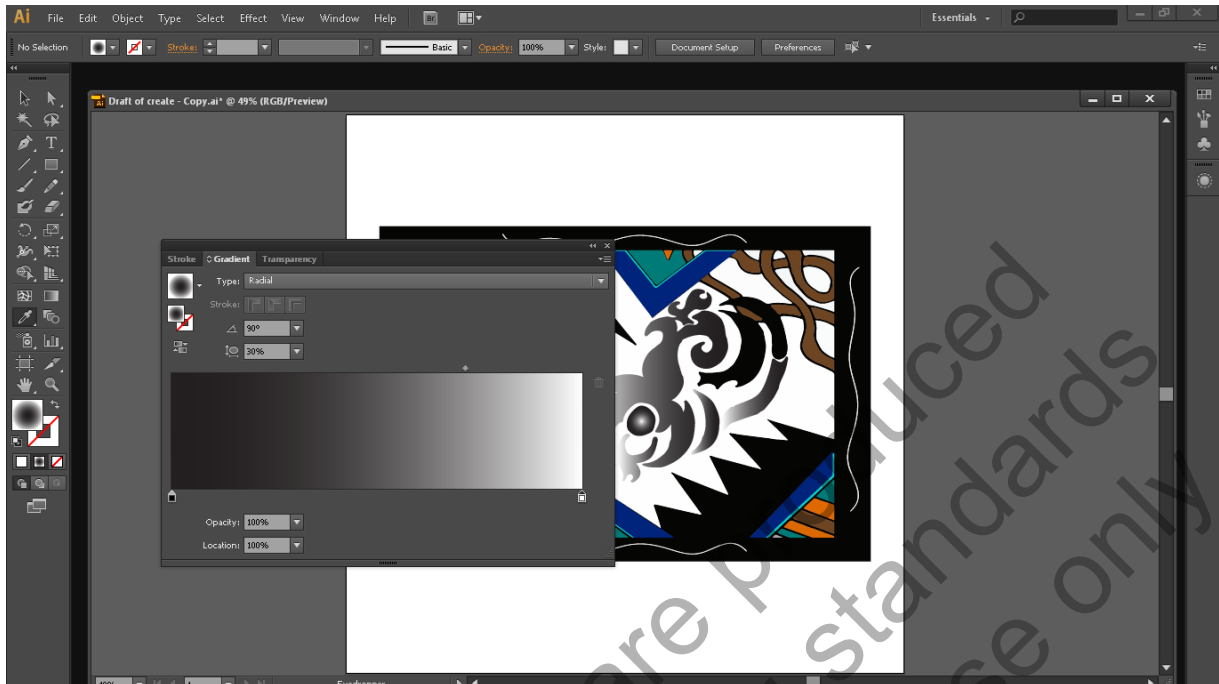
Working with Art boards and Layering:

As pictured to the left of the screen shot below, this is my overall layout of the objects within my graphic. Using the Layering tool I was able to place the various different shapes and images within the graphic in a sort of stack, an example of this is having the background colour at the bottom of the layering table whereas having the main images within the graphic such as the Malawi flag on the top of the layering table.



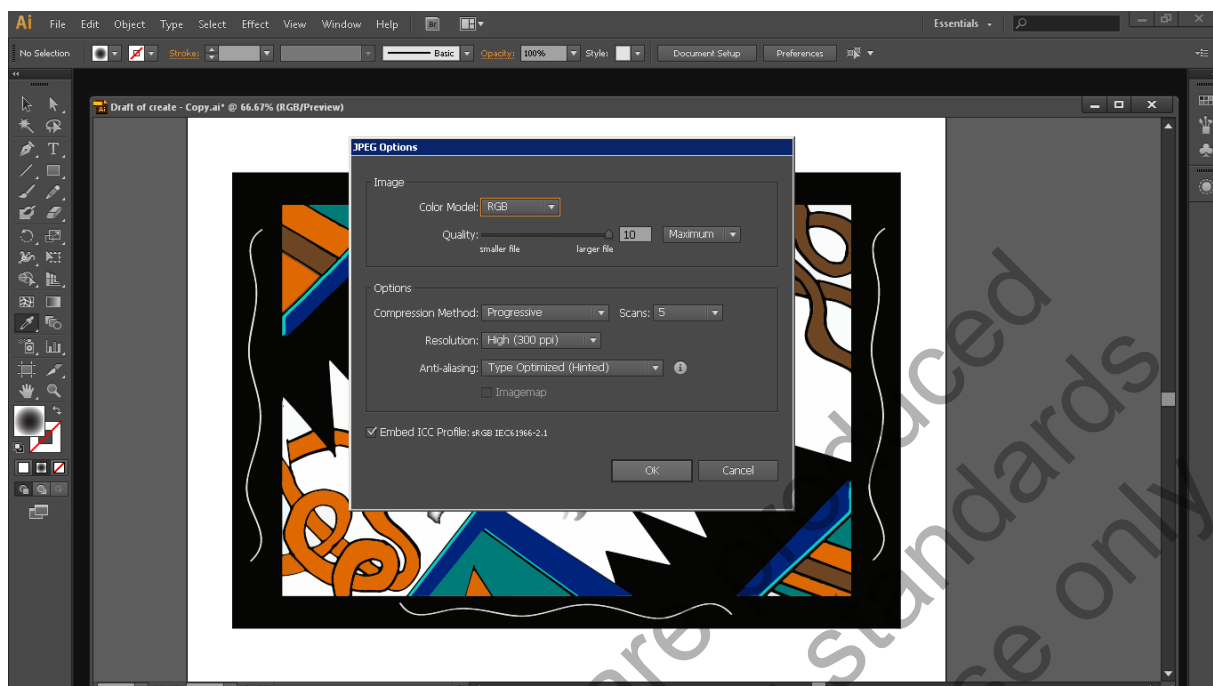
Applying Gradients to colour:

To add effects to the colours of my graphic, I worked with the gradient tool; unfortunately working with this tool led to some complications within the graphic colours and unfortunately was unable to complete using this tool. From working with this tool though, I was able to learn more about creating different types of gradients as well as customising the colours within that gradient.



Rendering the Final Product:

In order to render and export my product, I had to carry out some previous research into the settings for exporting a large image to a high quality to avoid pixilation and damaging the quality of the graphic. Doing this I found that in order to render the graphic successfully the "compression method" should be progressive and carry out 5 scans (the maximum) in order to achieve the highest quality as well as having the graphic exported as a 300 ppi JPEG image.



Following the Plan:

Task	Date Planned:	Date Completed:	Time Planned:	Time Taken:	Remarks:
Collect all the physical materials needed to create the graphic on paper	29 th February 2016	29 th February 2016	10 minutes	10 minutes	Started a day late but was able to complete all the hand drawn tasks
Create a final draft of the chosen design in pencil	29 th February 2016	29 th February-1 st March 2016	1 hour	30 minutes	
Go over the graphic in black pen	2 nd March 2016	2 nd March 2016	15 minutes	10 minutes	
Have the graphic scanned	2 nd March 2016	2 nd March 2016	2 minutes	--	With some startup issues with <i>Illustrator</i> , I
Import the graphic into my computer and onto <i>Adobe Illustrator</i>	2 nd March 2016	2 nd March 2016	5 minutes	--	was able to fix the issue with a system

Have the graphic rendered and ready for adding the digital aspects to the graphic	2 nd March 2016	2 nd March 2016	20 minutes	10 minutes	reboot.
Have the graphic coloured using a particular colour scheme within illustrator	5 th March 2016	5 th March 2016	30 minutes	30 minutes	
Add necessary changes to the line boldness and thickness as well as colour.	5 th March 2016	5 th March 2016	15 minutes	25minutes	
Complete the graphic by adding any necessary perspectives and effects to the graphic.	5 th March 2016	7 th March 2016	25 minutes	15 minutes	
Add any editing changes including erasing any mistakes, filling colour in any missed areas and modifications the objects within the graphic.			30 minutes	20 minutes	
Have the graphic exported to the highest quality format available within illustrator.	7 th March 2016	7 th March 2016	10 minutes	5 minutes	
Get the graphic	10 th March 2016	Not	5 minutes.	N/A	Task not

printed		Completed			completed as planned
			Total time taken= 2:30		

The Solution:

My final product resulted in a completed abstract graphic with Scottish cultural influences merged. With a combination of both Celtic and abstract ideas, with the use of both irregular and geometric shapes to create an abstract, modernist image for tourists to purchase. In the form of a Jpeg file due to being unable to the graphic to a high quality image, which prints the exact same colours as shown in the original Illustrator, file. Below is a smaller version of my final product. Please see the final image attached to this document.



Criterion D: Evaluating

Testing Methods:

Gain Feedback from a Professional Graphic Artist:

For this Testing Method, I sent out the following questionnaire to two professional graphic artists of whom I have communicated with before on a previous project. Unfortunately I was unable to acquire the responses due to them both being most likely very busy. Here was the survey:

What is your overall impression of the Graphic?

.....

What aspects of the graphic and why? What were the aspects you didn't like and why?

.....

Did the chosen colour scheme work well with the graphic and suit the context that it was designed in?

.....

Is there any suggestions you have for the improvement of the graphic?

.....

Do you think this graphic fits well within the abstract style?

.....

Overall do you think this graphic could be sold as a souvenir from the highlands of Scotland?

.....

Community Survey:

In this Test, conducted a survey using 12 of my Scottish friends and collected responses on what they thought of my work:

Question	Yes (number of people):	No (Number of people):
Is the graphic aesthetically appealing to you?	8	4
Do you like the chosen abstract style of the graphic?	9	3
Can you see Scottish influences within the graphic?	3	9
Do you think this could be sold as a Scottish souvenir?	5	7
Would you buy this graphic for a friend?	6	6
Do you think that this preserves Scottish culture?	3	9

Meeting the Design Specifications:

	Design Specification	Has the Product met the Design Specification?
Audience	The Product is to be designed for tourists visiting the highlands of Scotland	This design has partially met the specification, it has incorporated Scottish influences but not entirely. The product is however complete and I feel would be suitable for Scottish tourists.
	The Product is to be visually suitable, understandable and appropriate for all ages	There are no graphically insulting or inappropriate meaning that the product has met this specification
Objective	The product must be able to represent the highlands of Scotland visually as a graphic	The graphic has not met this specification due to the feedback I have gained, being that there is no visual presentation of the Scottish highlands
	As a graphic, the product must incorporate my own cultural heritage from the Scottish highlands.	Within the graphic the main focus is a eclectic graphic. The product has met this specification because it incorporates a popular form of artwork being celtic artwork. I feel that this product has met the design specification.
	The graphic must be visually eye catching to the tourist	From the feedback given, due to the bright colours, reviewers found it eye catching, and thus has met the design specification.
	The Product must serve as a memoir from the Scottish highlands	Due to the lack of clear and recognisable Scottish imagery, the product has not met the design specification
Production	The Product must be digitally produced using <i>Adobe Illustrator</i>	This product was created on <i>Adobe Illustrator</i> to ensure the high quality of the product, and so meeting the specification.
	The graphic must incorporate both edited photos and hand drawn elements within.	During the create process, the product first hand drawn, scanned and imported into the document. There was no photographic elements within the product meaning it has partially met the specification.
	The Graphic must incorporate the use of advanced photo and sketch editing tools using <i>Adobe Illustrator</i> during the production of the product	Throughout the create stage process, tools such as the vector smooth, vector slice and gradient tools were used, with the enhanced knowledge of the software I had gained though my research. I feel that the product has met the specification.
Aesthetics	The Graphic must feature both "Black & White" as well as coloured imagery throughout the graphic	Through the background of the black and white borders and Celtic graphic centred, surrounded by the colourful abstract shapes, the product has me this specification
	The Graphic must feature the layering of images such as backgrounds, foregrounds.	As said above, though the use of the foreground, background, and several "floating layers", product has met this specification.
	As a graphic, it must visually capture the food, music, people,	Due to the lack of recognition of Scottish cultural items the reviewers within the graphic. The product

landmarks and traditions through imagery within the graphic	did not meet the specification
The Graphic must fit within the abstract modern genre.	From the amount of positive feedback I acquired, regarding the abstractness of my product, I feel that it has met the specification.

Improving the Solution:

The Incorporation of photography of Scottish scenery:

In my product, I found that I failed to meet this specification, with that, it did not help in portraying my product as a Scottish memoir. I feel that to improve this specification and meet it would be to have taken photos of Scotland previously and then having incorporate them into my final product would have help made it much more evident that the product serves as a Scottish memoir.

The Incorporation of Scottish cultural Items:

Within my graphic, neither did I draw or add photos of Scottish cultural items of foods, musical instruments etc. I feel that if this would have been met it would have had a much greater aesthetical appeal on the viewer of the graphic. In order to improve I would search up royalty free images of such items and merge them within my own graphic and adding an slight abstract element to the graphic itself.

The smoothing/erasing of Small line Errors:

I found that the major let down in my graphic was the line faults. When I drew my final graphic and imported it into illustrator, the Tracing tool which converted the sketch to an editable digital image, many of the lines were roughened, this meant that there were lines that were added because the computer mistook areas and so added liens that were unintentional. This left many obscurities when I first traced the image, with so many and due to lack of time management, I was unable to smooth out all of the outlines within the graphic. In order to improve, next time I would need to be more time wise and efficient with completing my product so that I can have time to make final edits and create the product to a high quality standard.

Take more time in the Outlining of the Objects in the Graphic:

Like the rough edges along the automatically drawn lines when the computer traced my hand drawn sketch, when I was manually drawing within illustrator using the pen tool, there were areas such as the Celtic graphic and orange root-like graphic in the bottom left hand corner. When I was doing this manual drawings, not all graphics were fully outline, this again was another time management issue and to improve I would need to be more organised with my time.

Increase Graphic Detail:

I feel that from the feedback given on my graphic, my product did not fully meet a high enough detail to satisfy the audience. I believe if I were to do this product again, it would be much more aesthetically pleasing to the audience if my product featured I much more different types of images to only to make it more interesting by also to express more about my Scottish culture.

Impact of the Solution:

I feel that from the feedback I have received during the evaluate stage on my product, I believe that it can have an impact on the world. Particularly in the souvenir manufacturing industry as well as graphic design industry, this is for several reasons. Firstly, it is inspiration for the graphic design industry and souvenir industry to collaborate, to create modern day digital graphics to serve as souvenir as well as also preserving ones culture in a modern day form of media, being digital graphic design. Secondly, my graphic incorporates ideas from a personal and traditional setting, being the Scottish highlands and merged it with an out-of-the ordinary art from to that area being abstract graphic design. I have taken two ideas from different backgrounds and merged them together which can inspire other graphics to do the same. In all I have created a unique product which can be not only help in preserving ones culture but also serves as inspiration to other graphic designers of which graphic design is the profession. Through my product, it can serve as the seed to a project that merges two industries together to help in answering my problem on a much grander scale

These materials are produced to exemplify marking standards and are for in-school use only.