

A&D Personal Study Plan

Name: EXAMPLE

Select subject:
GRAPHICS

Define the objective or focus of the essay:

Julian Opie makes work using the methods of advertising and graphic design (LED signs printing, computer animation, etc) yet much of his work is considered to be art. I will investigate Julian Opie's work looking at which pieces are art and which are graphic design. This will allow a broader consideration of the differences between art and graphic design.

The relationship between the practical work and the focus of the study:

I intend to make a series of signs for an airport, directing visitors to the various gates, cafes and shops. Julian Opie's use of flat colours, harsh black lines and possibly computer animations will influence my designs. Within an airport setting there are often pieces of artwork (sculptures, painting and photographs, etc) and there are signs directing visitors around the terminal. I am going to try to bring these two ideas together in my signage design. The idea of a sign as a functional object contrasting with a thought provoking or attractive piece of artwork is the aspect of Julian Opie's work that most interests me. In particular, Opie has made some signs, which appear to represent other things - I will investigate these.

Finally, during this project I will use other links to influence my signage designs: Erik Spiekermann, a German typographer who designed symbols and signs for transport systems and Michael Craig-Martin, who taught Julian Opie at university, and made some work that looks similar to that of Opie.

Sources to be used:

Books (at least THREE):

"Julian Opie (JO)", Mary Horlock - CLASSROOM

"Julian Opie", by Lynne Cooke, etc, 1994 - LIBRARY

"The 20th Century Art Book", published by Phaidon - LIBRARY

"Michael Craig-Martin", by Richard Cork

"Julian Opie Newspaper", Alan Cristea Gallery

"Julian Opie: Recent Works", by Peter Noever

Websites:

www.spiekermann.com/en
www.julianopie.com
www.michaelcraigmartin.co.uk
www.tate.org.uk

Other sources:

"Walking Down O'Connell Street", YouTube video

"Line Art: An interview with Julian Opie", Graphics International magazine, 2003

"The Eye: Julian Opie", video - CLASSROOM

"The Eye: Michael Craig-Martin", video - CLASSROOM

List the pieces of work that you will analyse in the study. Identify reasons for choosing these particular pieces and points that may be highlighted in the analysis. Mark the primary source/s with *

Name of piece:	Reasons for choice/Points to be raised:
*"You see an office building", 1996	This is a relatively early sculptural piece of Opie work, which I have seen at the Liverpool Tate Gallery. It is typical of his building pieces and is obviously an artwork.
"8 escaped animals", 2003	This is one of Opie's sign pieces, featuring animals. It clearly uses graphic design methods in an unusual and exciting way. The design of each sign relates to a different country's signage - this will be an interesting point to raise because the graphic design aspects of the work fit with traditional signage, whereas the images appear to have no specific purpose.
*"Selfridges lift", Manchester, 2003	These pieces are installed in a major retailer's store in city centre Manchester. They appear to be adverts or decoration at first glance, but does Opie have other ideas about these 'public' pieces?
*"Blur album cover", 2000	This work is a piece of graphic design in its CD cover format, yet it is available to view in various sizes and contexts. Opie has made prints, multiple T-shirt designs and painting of this image. The painted version is in the National Portrait Gallery in London. Clearly, these pieces are very important to my exploration of the relationship between graphic design and art.
"Walking down O'Connell Street" - may look at this LED matrix work	

Visit/s made/to be made:

Tate Gallery, Liverpool - June 2010 - DLA Piper Series: This is Sculpture

National Portrait Gallery - October 2010 - London

Possible conclusion/s to the study:

I will conclude the essay by stating to what extent Julian Opie is a graphic designer or artist. I will review the work that I have analysed, looking to emphasise aspects of the pieces, which relate to graphics and/or art. I may also look at more general notions of art and graphic design, possibly using Michael Craig-Martin's work but also Opie's comments about the two areas of work in his interview with Graphics International magazine in 2003.