

Major Project Proposal form

PLEASE SUBMIT THIS FORM ON 15TH
DECEMBER 2025 AS PART OF SPECIALISED
PRACTICE

WHAT:

What is the specific subject area you want to propose? (include as much detail as possible)

I propose to create a magazine in the style of a fashion editorial. This will include different pages of outfits and photoshoots, along with graphic design filler pages. Also, each outfit page will include a QR code that links to a video of the outfit with a theme and music as well as editing techniques that make the video visually interesting. I may also create music soundscapes for these videos if I have time.

WHY:

Why do you want to take on this project? How will it benefit you?

I have been planning this project for years. Graphic design is the area of media that I enjoy the most, and I would like to create an opportunity for myself to create a piece of media that also presents myself as the main subject. I have always been inspired by people who create art surrounding themselves, and I want to do the same. Also, I think that it will allow me to experiment and gain new skills in design while also honing the ones that I already have.

HOW:

How do you intend to go about this project?

I intend to schedule photoshoots for the outfits and videos, then use multiple editing softwares such as photoshop, premiere pro, and after effects in order to make each page and video accompaniment. Then, I will assemble my magazine draft in adobe indesign and tweak any changes as needed. Then, I will use a magazine printing service to produce the physical copies.

WHO:

Who is this project aimed at? How have you considered the audience?

The intended audience for my project is people who enjoy graphic design and fashion, as well as experimental themes and art. My work is very aesthetic focused and so I aim my art towards others who enjoy aesthetically pleasing things.

The fashion styles will range in genre, and so this aspect will appeal to a multitude of different subcultures in modern fashion.

What is your methodology for research / development / testing? How will you know if you've succeeded?

I will use tools such as social media, pinterest, and my own personal art to gain inspiration and knowledge about modern fashion subcultures as well as using scholar sites and articles to find out information about their history. I will also be using adobe software which I already have experience with, but I can also access tutorials for help when needed on youtube and google.

I will know when ive succeeded when I am holding my finished magazine in my hands.

BRIEF:

Write the brief for your project as if you were giving to another person to complete.

Product: Magazine in the style of a fashion editorial with interactive elements.

Once every 5 pages there will be a page of an outfit in a certain subculture/genre. There will be a QR code on the same page that will direct to a video showcasing the outfit in question, along with a themed video.

On the remaining pages, there will be filler pages of graphic design techniques that take inspiration from magazines such as vogue, G.url, FRUiTS, Popteen, etc.

The magazine will be around 40 pages in total, and will be printed using a third party service to create tangible copies.

Now say what your deliverables are in the table below and match them against the learning outcomes below

Remember we usually ask for Research, Process (showing iteration and design decisions), outcome and reflection.

deliverables	Learning outcomes
Show similar art and products that have inspired me in my creation of my magazine.	Evaluate emerging technologies and current Digital Media practices through enquiry, Identifying and using appropriate technologies and opportunities for own professional practice
Create a miro board with notes and moodboards that show my managed ideas.	Demonstrate understanding of professional practice, such as managing workloads and meeting deadlines, working in groups, designing for specific audiences, and communicating creative ideas.
Show any changes with my idea and explain my reasonings for each change.	React to the changing demands of autonomous research, making creative use of unanticipated discoveries to take risks and create unexpected outcomes.
Create a user persona.	Ensure that audience research informs digital media outcomes in a coherent and professional way.
Show evidence of trying out new software and editing/design techniques.	Experiment and take risks with the production and distribution of digital media content.
Create a digital and physical magazine.	Engage in professional practice to produce a body of work that is confident and resolved.

Band (%)	Principal Descriptor
90-100	Exceptional
80-89	Outstanding
70-79	Excellent
60-69	Good
50-59	Sound
40-49	Adequate

30-39	Limited
20-29	Little evidence
10-19	Deficient
1-9	No evidence

More detailed information found here:

<https://myaru.sharepoint.com/sites/student-learning-assessment/SitePages/assessment-criteria-and-marking-level-6.aspx>

