



Open College of the Arts

Tutor report

Student name	Linda Mayoux	Student number	509455
Course/Module	Book Design 1	Assignment number	One

Overall Comments

A very positive start to the course in which you've produced a lively learning log, clearly shown your commitment to reading, books and literacy, and evidenced excellent research and analysis of your own reading and wider ideas of books that can change the world. Your fanzine provides an example of how these ideas, and your desire to produce books can come together, and it's going to be interesting to see how these threads continue throughout the course.

Feedback on assignment

Your first assignment asked you to create a 'zine that introduced yourself and your work. I thought you did this very well creating a piece of work that both narrated your own relationship to reading but also presented it in a very accessible manner. I liked the spontaneity of your illustrations and sense of hand written notes. You've used the format and conventions of the fanzine very effectively, to create an informal, loosely structured narrative that makes the piece feel very personal, which is reinforced by the sense of chronological autobiographical journey. The content works well, especially in contextualising why you've read the books you've read. Though its interesting to think about audience and your zine – you've explained your current role in supporting other people's experience of narratives, but there's an assumption that your reader understands feminism, Gandhi, Marxism, etc. I wonder if there's a more radical route in perhaps creating a zine that follows your own pictorial diaries approach more fully – presenting some of your thinking through drawing?

You've produced excellent research in which you've clearly unpicked your subjective relationship to reading and thought about books within a wider global context. You've recontextualised these ideas within the form of fanzines, exploring issues of feminism, politics and identity. Some of your sketchbook pages could have gone

straight into your zine, such as the illustration charting your experience of books and the notes that surround it or some of your other scrapbook pages.

Learning Logs/Critical essays

Keeping sketchbooks and a learning log is an integral part of this and every other OCA course, not only because they constitute 20% of your marks if you choose to have your work formally assessed but they are also an excellent way to see how you are developing.

Sketchbooks and learning logs perform different functions; **Sketchbooks** can play a variety of different roles: they can be visual diaries, reference points, used for drawing the world around you, or be used for imaginative drawing and doodles, or all of the above. For illustrators the sketchbook is a vital tool in capturing and developing your creative ideas and should be used as much as you can. You're clearly using your **learning log** as a reflective tool as well as an effective way of documenting your creative process.

If you prefer to amalgamate sketchbook and learning reflections into one notebook that's fine, as long as you do both elements of work required. You might also want to consider developing either as a web-based blog, a summative document or any combination that suits your working process the best. If you're new to OCA courses, read your **Keeping sketchbooks and learning logs** study guide for further information.

I like your idea of bringing your learning log into the whole creative process and exploration of book design by customising each section of your learning log. It would be interesting to see how this develops, and it might be worth thinking about whether different formats invite different forms of documentation or reflection.

Suggested reading/viewing

Given your involvement in supporting visual thinking and your research into how identity can be represented through the figure of the person, you might want to look at the work of Otto Neurath, who along with Maria Neurath and Gerd Antz developed the Isotype picture language – which your male / female figures are part of – and which aimed to visually represent all sorts of relationships, identities and human

statistics. In terms of books that can change the world, you've certainly chosen some seminal works of influence, but you might also want to look at this idea from the perspective of design itself. The First Things First manifesto was published by Ken Garland in 1964 and later republished in 2000, which called on designers to change their values. In a similar vein the designer Victor Papanek explored the relationship between design and social change in much of his work.

If you haven't already done so you might want to look at the **We Are OCA blog** to get a flavour of the sort of thing that staff at the college are thinking about, see other students work and post your own comments.

<http://www.weareoca.com/>

You might also want to browse through other students work on the **OCA Student Site** <http://oca-student.com/>, post your own work for others to see or join in on some of the forum debates which often contain links to other reading and viewing.

Formal Assessment

You may want to get credit for your hard work and achievements with the OCA by formally submitting your work for assessment at the end of the module. Please read the section on assessment in your **Student Handbook. Your Assessment and how to get Qualified** study guide gives more detailed information about assessment and accreditation. More and more people are taking the idea of lifelong learning seriously by submitting their work for assessment but it is entirely up to you. We are just as keen to support you whether you study for pleasure or to gain qualifications.

<http://oca-student.com/key-resources>

Please consider whether you want to put your work forward for assessment and let me know your decision when you submit assignment two. I can then give you feedback on how well your work meets the assessment requirements.

Pointers for the next assignment

The next part of the course focuses on the form and function of book design and asks you to put this into practice by designing a book jacket. This is an opportunity for you to develop your typography and design skills. You've developed a very visual approach to your work, supported by research and analysis, so it will be interesting to see how these can come together into the book jacket assignment.

Tutor name:	Christian Lloyd
Date	14 February 2013
Next assignment due	1 May 2013