

BGD SHU	Program	BA (Hons) Graphic Design (3+0), SHU
	Course / Module	31-6861 Graduation Projects
	Year / Sem. / Session	Year 3 Semester 8 (Session : August 2018)
	Lecturer/s	Mr Sean & Ms Tong Yin
	Project / Assignment Title	Self-Directed Proposal
	Start Date	20th August 2018
	Due Date	24th September 2018

Self-Directed Proposal

Name : **Naveen Ruben**

Date : **20th August 2018**

Specialist area

Comical book

- A book to interact visually with the audience.

Promotional materials (posters, badges, tote bags)

- Supporting materials to promote the book.
- Elements from the book may cross over to the promotional materials.



Image source: Wacky Buttons, no date



Image source: Sync With Style, 2018

Brief including deliverables (what things will you produce, why and who for)

The project I intend to do is to raise awareness on the importance of showing kindness to the homeless using rats as a catalyst to represent the homeless.

Homeless are individuals that lack a place to live. They do not have a permanent living accommodation and are sometimes part of a transitional housing system and may be living on streets, single room occupancy facilities, abandoned buildings, vehicles, parks, bus or train stations, and other non-permanent situations. Some may even be forced to room-in with their friends or family members due to not having a fixed residence.

In Malaysia, the homeless is a serious problem, especially at the heart of Malaysia: Kuala Lumpur. Eyeing Kuala Lumpur, one would immediately assume that the city is successful with fancy expensive cars, tall luxury buildings, and glamorous malls with branded items. However, the city has a hidden dark side beneath all the luxury: poverty. Along the luxury and glamorous streets of Kuala Lumpur, the city's homeless can be seen loitering around. While the city buzzes with energy and excitement with the existence of cafes, bars, and nightclubs, it is usually after 3am where most of the homeless can be seen along the streets, sleeping on cardboard boxes as mattresses on hard cold floors. In deep of poverty, the homeless have no choice but to sought help from soup kitchens. Soup kitchens are places that offers free hot meals to the homeless, and also contributes in helping the homeless with basic necessities such as clothing, non-perishable food items, and even health services. The harsh truth about the homeless? Most of them actually have a life of their own, having a job, just like the rest of us adults, have an education, and even had led a normal life once. However, they do not make enough income to buy or rent a place. The difficulty of life cost them: becoming homeless.

Meanwhile, rats are one of the most common rodents known in almost all parts of the globe, existing for around millions of years. They are known to be able to adapt to their environment at a fast rate, with the ability to live in the wildlife and neighbourhood surroundings. Most rats are characterised as shy but clever rodents that mostly prefer to be left alone. A rat's eating habit includes sweet things, proteins, fruits, vegetables, meat, and fish. They are mostly active during the night as they are able to avoid human contact, and would get food from dumpsters and among garbage.

Rats serves a few purpose around the globe. One of them is being part of the ecosystem as scavengers and opportunistic eaters, eating away trash and disposals from humans. Rats also serve a balance in the animal predatory ecosystem as food for predatory animals such as owls, hawks, and snakes. Rats have a good ability in tracking and are fast learners being able to sniff out old undetonated war land mines which causes unnecessary deaths each year, besides leaving geographical area uninhabitable. These rats are also trained to locate people in-need during natural disasters, and in detecting leakage

among gas lines. Rats also play a key role in spurring growth of new trees in the forest by dispersing seeds for plant growth.



Image source: Stevens, 2011



Image source: Hance, 2011

The project intended to do is a comical book. The purpose of this book is to connect to the audience visually on how kindness has an effect to the homeless. The target audience for this book is young adults of ages between 21-30 of years. Besides the book, some supporting materials such as posters, badges, and tote bags will be made as promotional materials to go along with the book.

Research undertaken - primary & secondary, practical (what have you done already)

- Online research on the characteristics and traits of rats.
- Online research on the purpose of rats and they contribution to the ecosystem.
- Online research about the homeless.

Further research - primary & secondary, practical (what else do you need to do)

- Go to areas that have the homeless people around.
- Go to areas that are suspected places that rats live to take pictures of the environment.
- Find ways to make the comical book by looking through related books in bookstores.

Skills to be applied / need to obtain

- Research skills to link articles, questions, and solutions together.

Relevant practitioners / agencies (in relation to your specialism and project content)

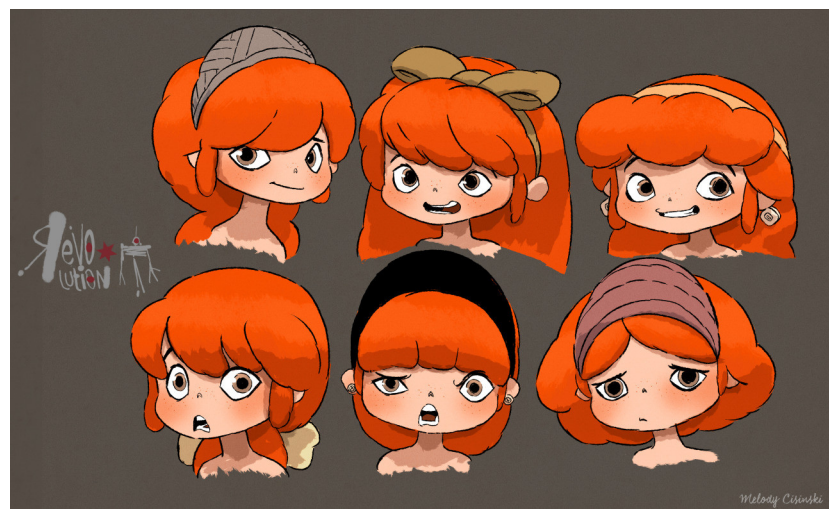
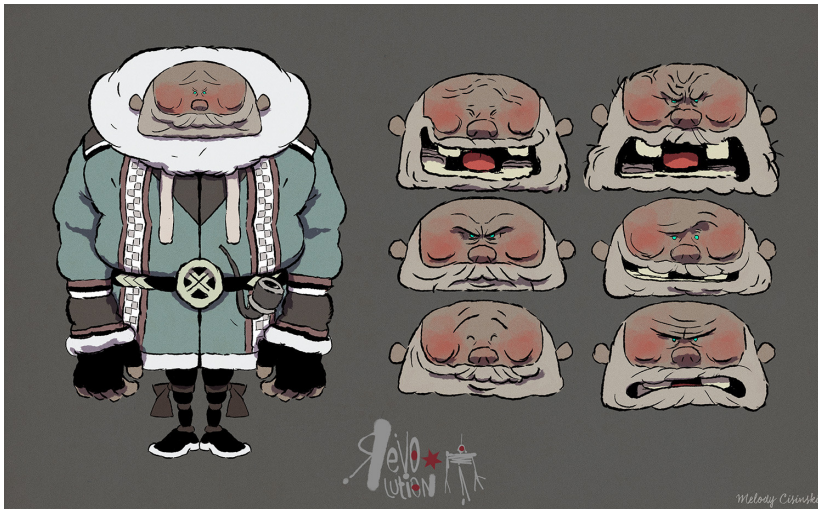
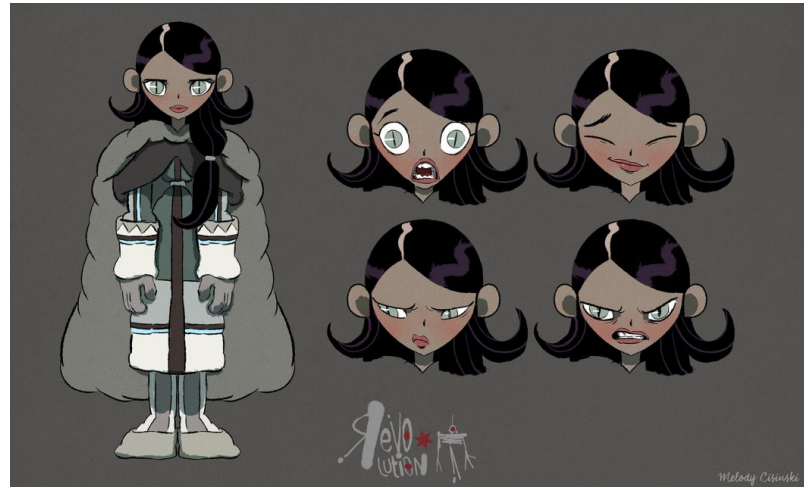
1) Melody Cisinski

- Freelance visual development and story artist.
- Currently works as a Story Artist at PIXAR Animation Studios.

Thoughts about her work:

- Most of her works are character design and storytelling.

- Her designs are interesting and unique in their own way.



Images source: <http://conceptartworld.com/artists/melody-cisinski>

2) Brosmind

- A studio based in Barcelona founded by Juan and Alejandro Mingarro.
- Their illustration style is fresh and optimistic, with a mixture of fantasy and humour.

Thoughts about their work:

- Their works usually does not make much sense, but it's unique as it does not limit the possibilities.



Images source: <https://centralillustration.com/illustration/brosmind>

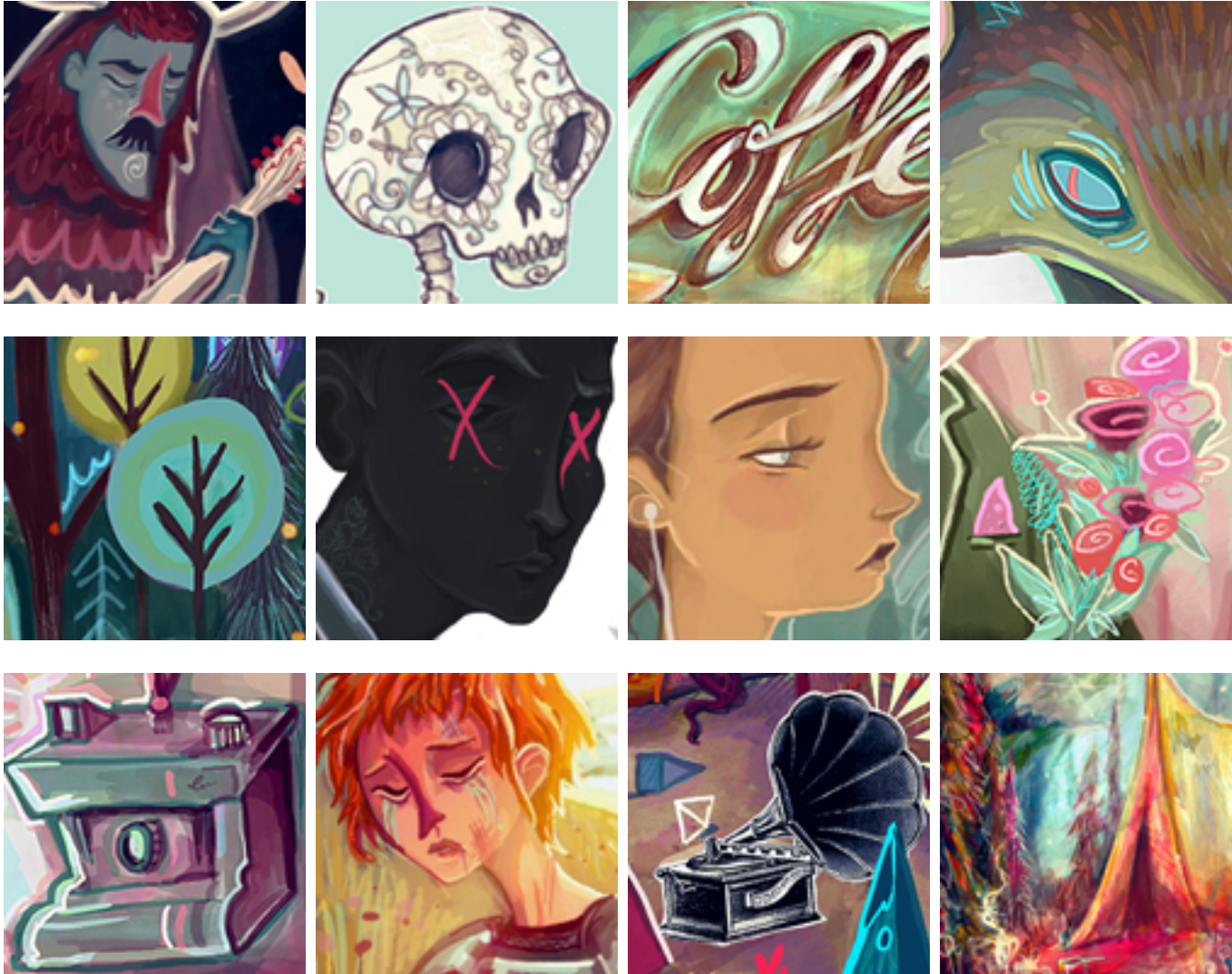
3) Karl Mountford

- An illustrator & artist.

- Been drawing, painting, and making a mess since at a young age.

Thoughts about his work:

- He illustrates most of his work with a combination of traditional and modern graphic design.



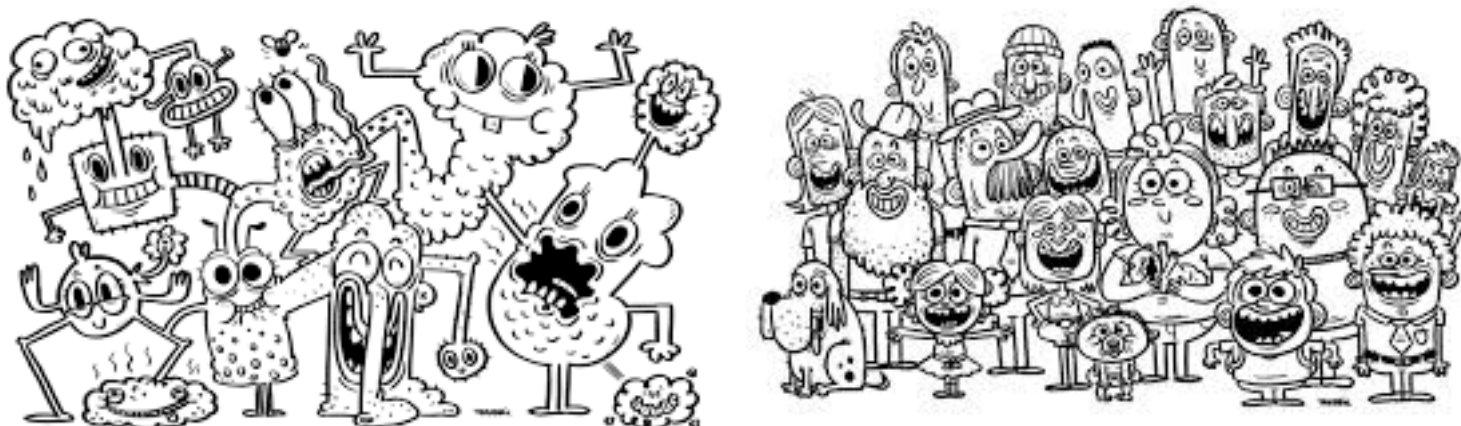
Images source: <http://www.karljamesmountford.com/index.html>

4) John Trabbic III

- A storyboard artist & cartoonist.

Thoughts about his work:

- Most of the illustrations of his characters have a very cartoonish style.



Images source: <https://johntrabbic.com>

- **Week 1** : Research on the homeless and their life in Malaysia.
- **Week 2** : Start brainstorming ideas for the book.
- **Week 3** : Research on the purpose of a rat's life, what benefits they bring to the environment, how they connect to the ecosystem & the animal kingdom.
- **Week 4** : Conduct a survey/interview to people to find out more about their perception of rats living among us + start sketching some basic sketches to characterise rats as homeless.
- **Week 5** : Review survey/interview results and come up with a conclusion + take photos and explore on areas & conditions that rats live in as part of environment research + develop complex sketches of rats.
- **Week 6** : Start to have a layout for the book + digital design commences + experiment more on different techniques that can be used in the book + planning of badges/posters/tote bags.
- **Week 7** : Design of book, badges, posters, tote bags, etc. should be in an almost finish stage.
- **Week 8** : Final touch-ups + test printing and creating mock-ups + send files for final printing + prepare presentation board & slides for presentation.
- **Week 9** : Relevant touch-ups (*if needed*) + prepare for presentation.

