

# IADT Project Brief 2022

This is an exploratory project. There is no specific way to do it. We want to see your individual response. The aim is to show us that you are observant and curious, that you can and want to express, communicate and visualise your ideas...

## IADT Project Day(s) Schedule 2022

### February 21 - 23

Online Project Day Workshops (multiple & single course applicants)

### February 25

Deadline to upload project to: [iadt-portfolio.awardsplatform.com](http://iadt-portfolio.awardsplatform.com)  
You will receive your score within 2-3 weeks.

### Project Day Schedule

10.00–10.15	Welcome & briefing
10.15–11.15	Exercises part 1
11.15–11.30	Break
11.30–12.30	Exercises part 2
12.30–1.00	Q&A
14.00–15.00	Exercises part 3
15.00–15.15	Break
15.15–16.15	Exercises part 4
16.15–16.30	How to submit

[Upload Your Project →](#)

Create  
your future  
Institute of  
Art, Design +  
Technology  
Dún Laoghaire

**Themes** Choose one of the following themes for your project:

- ① **Homes / Environments** – this can be anywhere from the place you live, to your local community, city or countryside or any aspect of the natural environment (ocean, jungle, wetlands etc), animal habitats etc...
- ② **Identities** – this can encompass the multitude of cultural, social, physical and behavioural aspects that make up our sense of who we are, such as language, nationality, family, friends, clothing, style, adornment, interests etc...
- ③ **Light / Space / Time** – these natural phenomena exist in so many forms in the world around us, on the street, at home, at work, in school, as we travel, in public spaces etc...

**Format** Choose **two** of the following formats for your project:



A1 sheet



Box (9 x 9cm)



2 x A2 folded  
(8 pages)



Animated  
Gif/Meme



Photo-book



Storyboard

- ① **A1 sheet** – you may use both sides, fold, score, cut it etc as you wish.
- ② **Box Box** – make a cube 9x9x9cm. You may use both sides, inside and out, cut-out, score and manipulate as you wish to respond to your theme.
- ③ **2 x A2 sheets** folded in half and stapled as 8 page booklet
- ④ **Animated Gif/Meme** – you may create a sequence on your phone / tablet (you can add sound, animation, video etc)
- ⑤ **Photo Book** – you may create a sequence of photographs and present them in a book format of your choice
- ⑥ **Storyboard** – you may create a series of image and text panels that tell a story and include a character(s)

## Tasks

Consider possible ways to visually explore and investigate your chosen theme. Show us what you see, and how you think and make through:

→ **Process** – demonstrate how you develop and communicate ideas through sketches, mock-ups, visual studies and experiments

**And choose at least two, or as many as you like from the list below:**

→ **Research** – what interesting/inspirational things can you find out?

→ **Visually document it** – observe, sketch, draw, record, photograph examples of your theme in a variety of different forms.

→ **Storytelling** – use a sequence of images (and words) to visually tell a story, explain or map out steps/stages about your theme.

→ **Change it** – consider ways you can edit, modify, dissect, cut, break, redefine, disrupt, adapt examples or aspects of your chosen theme.

→ **Your opinion** – express your viewpoint on the theme (or aspect of it) and communicate it to us (audience).

→ **Predict** – consider how the future may affect your chosen theme.

→ **Make it big** – what would happen if you had to scale your theme?

## Project Day Online

You will get an opportunity to complete a series of other creative tasks during the Project Day with IADT lecturers. You can submit all of your work to: [iadt-portfolio.awardsplatform.com](http://iadt-portfolio.awardsplatform.com) by **February 25, 2022**.

Have fun doing your project! We can't wait to see what you do and look forward to seeing you at Project Day.