

## **Sara Nesteruk** George Wood Project and Exhibition

### **DATES OF THE PROJECT**

April and May 2016

### **OUTLINE DESCRIPTION**

The project came about in conversation with archivists at Heritage Quay. I was, and am, interested in the archives, and working with the collections in projects with the students.

The George Wood Collection was in the process of being catalogued. The potential, was to publicise a collection that was in progress, attract visitors and interest to and in, Heritage Quay, and a rich and varied subject matter for work within the motion graphics club.

The project fits with my ideas, and interest, in documentation and the use of archives, public display, experimental motion graphics publishing and practice, how motion graphics material can be shown and displayed, collaborative practice and experimental teaching, students projects and publication of live briefs.

### **RESEARCH PROBLEM / QUESTION**

Finding effective ways to creatively respond to the George Wood Collection with students using motion graphics and animation.

### **CONTEXTUAL / LITERATURE REVIEW**

Existing projects include collaborative motion graphics work by designers including Max Hattler, and Animography.

Shape Rainbow / by UAL Students to a brief by Max Hattler.

<https://vimeo.com/35627898>

Animography Showreel, by Animography.

<https://vimeo.com/116237285>

Previous collaborative projects including the motion graphics fairytale, exploring sequence, narrative, transitions - linking students work, and creating space for individual responses.

Motion Graphics Fairytale, 2015

by Motion-go

<https://vimeo.com/129421688>

Production project - Year 2 Info-graphics  
big screen projects - projections at the University of Huddersfield, Collaborative approaches to working with data and statistics.

Year 2 Info-graphics.

3 films produced in February and March 2015,  
by year 2 Graphics and animation students at the university.

<https://vimeo.com/album/4254336>

Approaches to documentary practice, documenting production in motion graphics.  
Including - From Form.  
Example, making of movie  
Making of Reasons to be Creative Opening Titles 2014,  
by From Form  
<https://vimeo.com/104764080>

Artists approaches to archives, storytelling - the real, imagined, fictions, reality and character.  
Jamie Shovlin,  
Naomi V Jelish, 2004, Mixed Media.  
[http://www.saatchigallery.com/artists/jamie\\_shovlin.htm](http://www.saatchigallery.com/artists/jamie_shovlin.htm)

Approaches to Curatorial practice  
Obrist, H.U. (2014). A Brief History of Curating.  
Zurich: JRP | Ringier.

#### **RESEARCH PROCESS / METHODS**

Motion graphics, production, analogue and digital processes. The hand-drawn. I worked with six students to create responses to the collection, document and publish the work.  
Working collaboratively.

Reference -  
Department 21 - an archive  
<http://department21.net/>

The students responded to visits to the archives, in conversation with curators at Heritage Quay. Collaborative learning practice - approaches to showreel collection and editing,

the use of transitions to integrate and unify work. See - the animation sequence project - <http://animationsequence.com/>

Digital and physical production. Website design, online archiving. The Atlas Group. Cargo - as a publishing platform. Exhibition and display, design for projection.

### **SIGNIFICANCE**

The work promoted the university, the Motion Graphics output on the courses, and the Graphic Design and Animation undergraduate programmes.

It raised awareness of the collection, and effectively told stories of George Wood, publicly.

The work was shown online, and in a local Shopping centre in Huddersfield.

The project promoted, and publicised the collections and archives at Heritage Quay.

A working collaboration and relationship has been established with the curators at Heritage Quay, with the poetic, potential, for future work.

### **PRESS**

Huddersfield Examiner, in print and online -

[www.examiner.co.uk/news/west-yorkshire-news/work-huddersfield-statistician-george-wood-11443302](http://www.examiner.co.uk/news/west-yorkshire-news/work-huddersfield-statistician-george-wood-11443302)

University of Huddersfield Press Online

<http://www.hud.ac.uk/news/2016/may/theforgottenmanandhisworkremembered.php>

**ORIGINALITY**

This is the first time that I have curated, and been involved in the curation, collection and public design and display of students work - working with the students to engage local audiences in Huddersfield, attract press and promote the work and secure and manage a physical exhibition space.

It is the first major project from the Motion Graphics Club - a new programme that started in September 2015.

Is it the first time that the courses - I think - have collaborated with Heritage Quay.

The work has served to promote a collection, material and character, who isn't well known in the area, in a way that the general public can engage with, and also works to extend the boundaries of motion graphics practice. Motion graphics, documentary, and the animated form, in, and as, archiving. Online archiving and digital material, projection design and display. Exhibition design.

**RIGOUR**

The work is, and has been published in print and online.

Final outcomes -

<https://vimeo.com/channels/georgewoodproject>

<http://cargocollective.com/georgewoodproject>

The exhibition, and use of empty shop space in the two-three days was an innovative use, and way, to publicise and display the material and generate interest in the project. The system of wipes and transitions in the showreels is an interesting way to edit and link work by a number of different people. The approach to the project - learning, education, play, learning by making, is an experimental approach to teaching practice. Allowing students ownership, authorship, relationships to their work and each other, their learning and curriculum, the projects and outcomes that are created, as a result of dialogue and play, experimental practice, collaborative and independent research, engagement with the content, use of space online and physical space. Exploring archiving practice, telling stories, imagination and motion graphics, contemporary material, broadcast and production design, in the context of historical subjects, stories and factual content. The work is presented clearly online, with documentation and films created by one of the students involved, collected and showed on vimeo, and the project website.

November 2016.