

**Task 02**

**PROPOSAL / CONCEPT**

**Timeline: 12.02.2019–28.02.2019**

Together with your teams you already have spot different interest areas and subjects that you are researching and studying regarding your coming exhibition work.

The new task is be about articulating a narrative to support the direction you are taking; you are asked to create a "concept" that will frame the work you are performing, this frame will help you to narrow down your focus and it will help you to have a better use of time and resources.

Your concept should be the corner stone for the practical work you will start doing from now on.

The narrative of your concept should answer at least the next questions:

- **What are you developing?**

Be more concrete describing what are you going to be working with, you can go in detail about materials, technics, scale, etc.

- **Why are you doing it?**

Describe the relevance of your work, the impact you are trying to achieve, the message you are trying to communicate or the visual experience you will like to deliver

- **For whom are you developing your work?**

If your work is predestinated for a specific audience or if you are trying to communicate with certain groups, describe it.

The 28.02.2019 you will have to present your concept as an statement of what are you going to be working on for the next months. The media or tools you are going to use later may diverge but your concept will remain the same till the end of this creative process.

For the 28<sup>th</sup> be ready to present:

- **Max. 10 minutes of visual and verbal presentation**
  - Short description of your concept (text)
  - Definition of the three questions I previously mentioned
  - Analysis of your approach
  - Underline keywords that supports your concept
  - Visualize your idea (Mood boards, images, videos, sound, etc.)
  - Be ready to defend the relevance of your concept.
  - You have to deliver a PDF document that contains your presentation
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- Because 10 minutes is a very short time, decide well within your team who is going to do the talking
  - Prepare well for you presentation and avoid "silent gaps" when you are presenting
  - Give interesting images and words that the audience will easily remember
  - Is going to be Ok 😊