PROJECT PROPOSAL FALL 2015

ABSTRACT

During the course of her studies in "Organizing Discourse", Johanna aims to establish and develop KOKO Labs – a transdisciplinary conjunction point of art, design and the social sphere, centered around her own practice. Her aim is to grow KOKO Labs into a broader platform for knowledge exchange and reflection, highlighting the role that art, design and interdisciplinary action and conversation can play in finding sustainable strategies to tackle the social challenges of our times. The platform will be launched as a website collecting and presenting her work, as well as a publication, inviting a range of professionals within these fields to a cross-disciplinary reflection around the need for new thought models, processes and strategies when addressing complex challenges connected to their fields.

1.   Design and copywriting for a digital platform for KOKO Labs.

Goal: to position KOKO Labs as a platform operating within and across the fields of art, design and social work, exploring possibilities for art and design to actively shape the social and political realities of today.

Content: Graphic identity, content for about, projects and bio.

Challenges: How do I find a language and a visual identity that communicates across disciplinary boundaries? Who am I talking to and in what purpose? How do I present and relate to previous work, what to highlight, what to discard? What categories are suitable? How can I best use the KOKO character in my communication?

2.   Develop a format for publications.

Goal: Find and design a format for digital publications from KOKO Labs.

Content: First publication based on my essay from previous semester.

Challenges: How do I best include the writings of others in the conversation taking place in my essay? How can I use this format for other purposes, perhaps for publications related to specific projects underneath the KOKO Labs umbrella?

Time plan:

September + October: Start developing graphic identity and content for website.

November: Continue content and design for website, rewrite the essay.

December: Ask for written contributions for the publication. Finish design and content for website.

January: Edit and include these contributions, and find a suitable format for the publication. Prepare a "package" for delivery to a programmer to set up the website no later than February 2016.