

# PROJECT 2



Design Lab ARTD6116  
Launch: Week 9, 27/02/25  
Cifs: Week 8, 30-20/3/25

## Project 02

Territories and Interfaces

*"Psychogeography: the point where psychology and geography collide."*

— Merin Coverly, 2018

### The brief

In this project, you are tasked with creating a personal psychogeographic map of a physical space or journey. The aim is to gather data based on your own experiences and translate this into a geographic map. This will result in a unique interface to communicate your findings, which may take the form of a physical, digital, print, or object-based representation.

Start by researching the concepts introduced during the project launch. Once familiar with these ideas, select a specific geographic space or a journey between two points. From there, identify the story you wish to tell about your interaction with this space or journey.

Consider the data you need to tell this story. You may need to revisit the space or journey several times to collect relevant data. Personal data should include your thoughts, feelings, and/or actions while in the space or during the journey.

### Project Deliverables

The final output can be a physical artifact (such as a 3D or 2D map), a digital artifact (interactive or static), or a combination of both physical and digital elements. Your creation may include a multi-sensory experience, be time-based, or capture a specific moment. Regardless of the format, ensure your work is showcased on your portfolio website for assessment. The map should demonstrate high-quality work, accompanied by well-documented evidence of your process and a brief project description that outlines the requirements.

### Notes:

- Avoid overly large spaces or long journeys, as it is essential to gather comprehensive data from the entire defined space or journey.

- Suitable spaces might include a specific street, gallery, open space, or event. Journeys might include your commute, a bus ride, or a walk along a river. These are just examples; the possibilities are extensive.

### Definitions:

1. Psychogeography "... the study of the effects of the physical environment on people's feelings and behaviour. Psychogeography is the hidden landscape of atmospheres, histories, actions and characters which charge environments." Macmillan Dictionary [<https://www.macmillandictionary.com/dictionary/british/psychogeography>] "... the intersection of psychology and geography. It focuses on our psychological experiences of the city, and reveals or illuminates forgotten, discarded, or marginalised aspects of the urban environment." The Conversation [<https://theconversation.com/psychogeography-a-way-to-delve-into-the-soul-of-a-city-78032>] "How do different places make us feel and behave?"

The term psychogeography was invented by the Marxist theorist Guy Debord in 1955 in order to explore this. Inspired by the French nineteenth century poet and writer Charles Baudelaire's concept of the flâneur – an urban wanderer – Debord suggested playful and inventive ways of navigating the urban environment in order to examine its architecture and spaces." Tate [<https://www.tate.org.uk/art/art-terms/p/psychogeography>]

2. Map ... a symbolic depiction emphasizing relationships between elements of some space, such as objects, regions, or themes... Although most commonly used to depict geography, maps may represent any space, real or imagined, without regard to context or scale. (Adapted from Wikipedia: Map).

3. Journey ... literally made between two or more geographical locations.

Project Staff  
Andy Latham  
Denny Akhed  
Jennifer McHugh

### Academic Integrity:

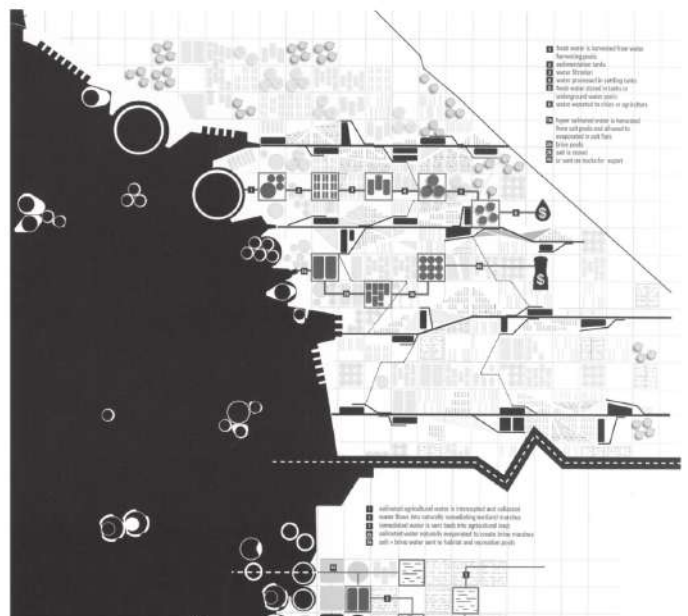
It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

It is the duty of all students to work in a safe & healthy manner and to have a duty of care unto yourself and others. Please ensure that you are aware of the relevant Health & Safety requirements for all activities that you undertake during your study. In particular you must refer to Studio & Workshop codes of practice, attend all mandatory and relevant training, and refer to the traffic light system for equipment use. Please check with your academic staff if you are required to complete a project proposal form and/or a specific risk assessment.

<http://www.uoi.ac.uk/healthandsafety>

### This project focuses on the following module learning outcomes:

- A1 the lab project topic and an advanced understanding of a research topic
- A2 theoretical underpinnings of design research and practice-led research.
- B1 independently select and effectively employ advanced media production and design research methods;
- B2 analyse complex range of material, identify and communicate a clear research focus.
- C1 communicate the process and outcomes of design activities in a range of outputs including an exhibition;
- C2 collaborate effectively on a group project and manage your time proficiently.
- D1 demonstrate exploratory, experimental and critical approaches to design via speculative outcomes;
- D2 define a design approach and research focus;
- D3 write reflectively and critically debate module's key themes at an advanced level.



# Introduce

This is my emotional map of these six months living in winchester, from the strangeness and uneasiness i felt when i first arrived in the uk, to the familiarity and comfort i have now.

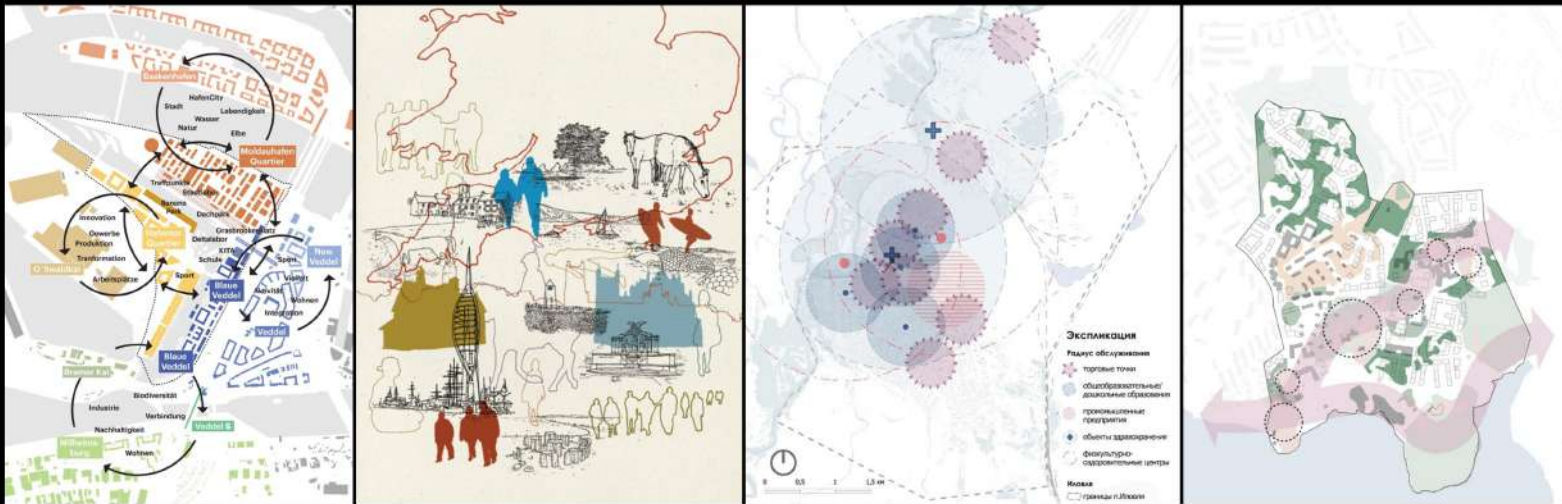
## Research Methodology

Photography

Painting

Writing

## Emotional Edition



## Sketchbook

Project 2. Territories and Interfaces.

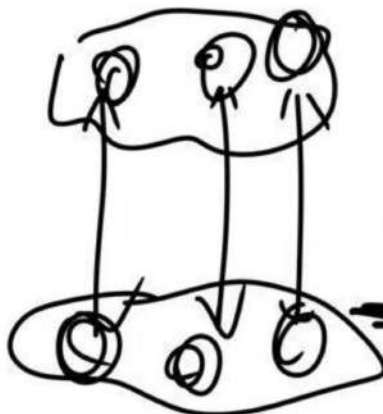
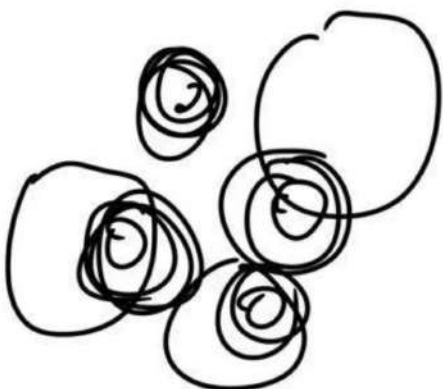
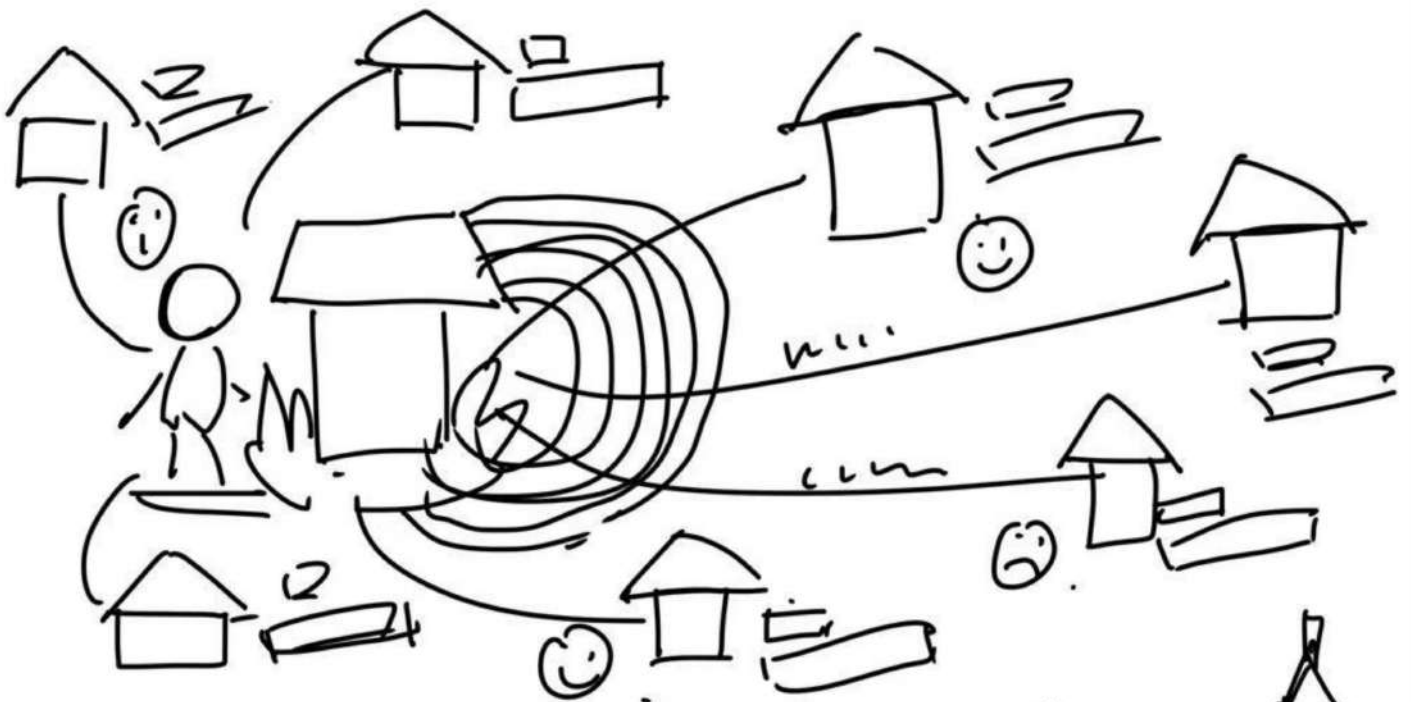
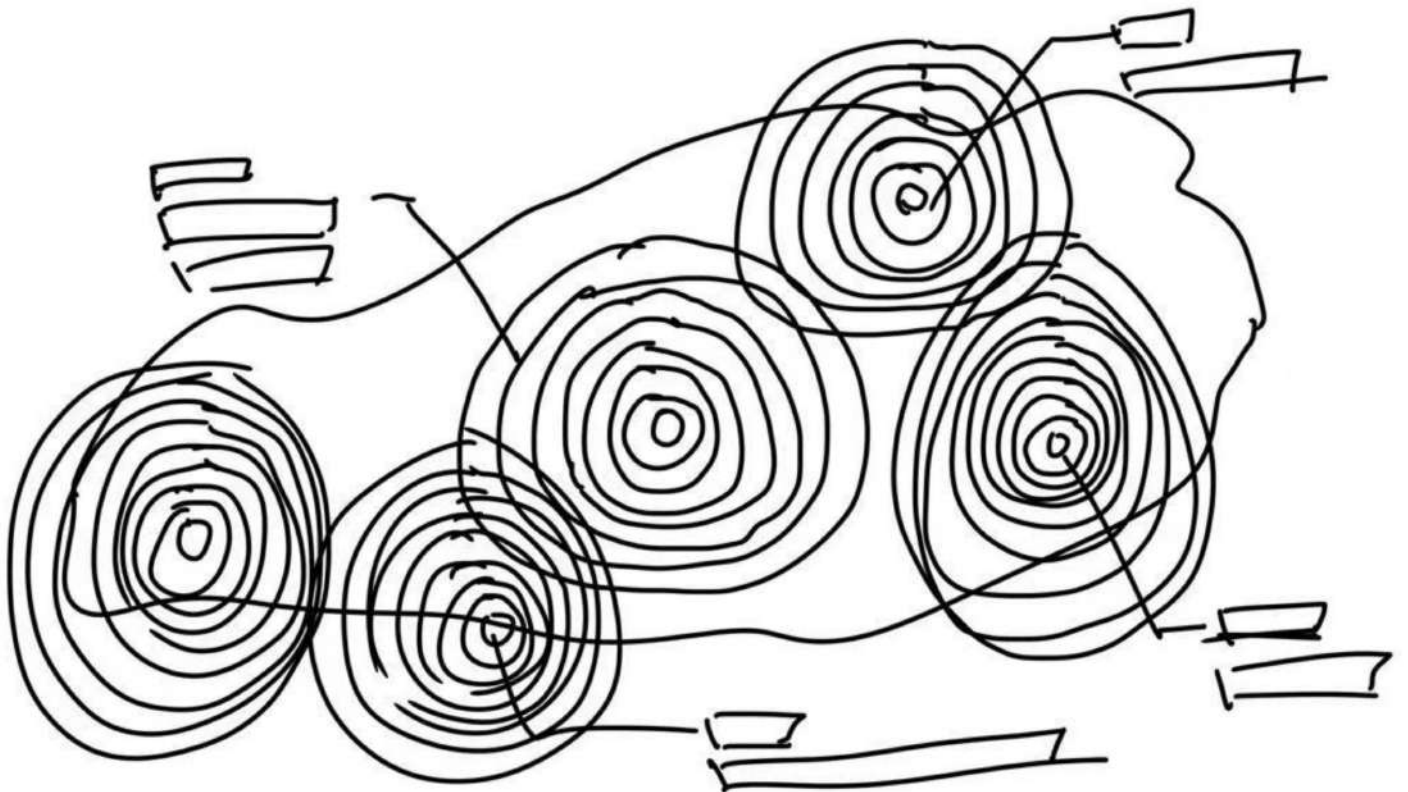
Personal Emotional map → sound maps → ?  
 Memory map → map → odor maps → image fragmentation.

places. feelings, early days.  
 tesco supermarket.  
 I was shopping alone for the first.  
 Examsus park Apartments  
 I felt a little lonely and was still adjusting to living on my own.  
 Art Winchester School of Art  
 I felt excited but also nervous.  
 In the Main Street and Church neighborhood.

- Color to Indicate Emotions.
- dark blue → panic and restlessness.
- light blue → loneliness.
- yellow and green → calm, familiarity
- orange → habit and belonging

Dark Blue	Flustered
Light Blue	Restless
Yellow	Lonely
Green	Excitement
Orange	New
Light Green	Familiar
Light Blue-Green	Relaxed
Light Green	Routine
Purple	Habit

# Sketch Ideas

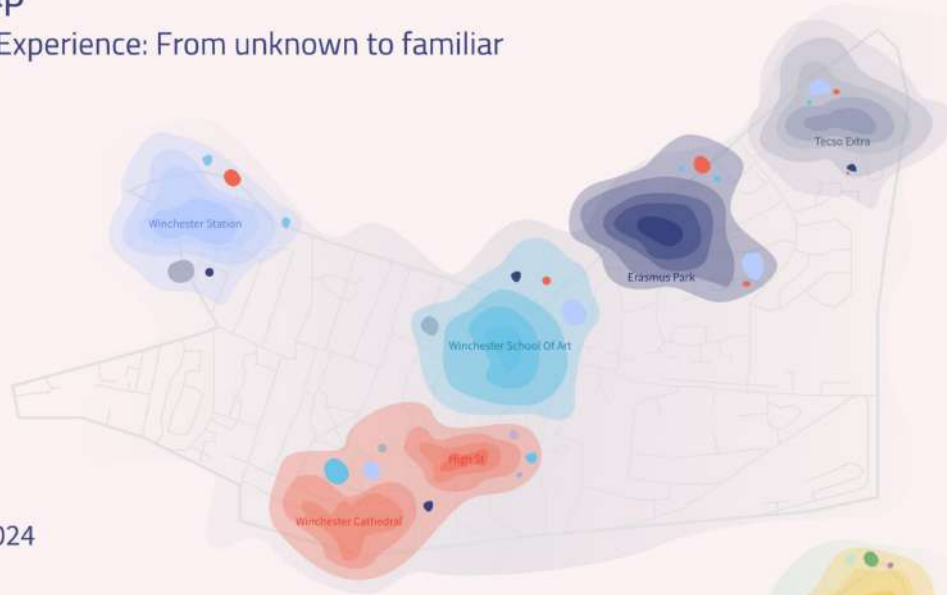


# Photography



# Emotion Map

My Winchester Experience: From unknown to familiar



Beginning:  
September 2024



Now:  
March 2025

- Flustered
- Restless
- Lonely
- Excitement
- New
- Familiar
- Relaxed
- Routine
- Habit

