

## Framework

*According to a government report released in July of 2020, the Covid 19 pandemic poses the biggest risk to the Arts and Culture sector, in a generation.*

*Therefore, my **research question** is:*

*Q: To what extent will the Covid 19 pandemic impact the Arts & Culture sector, and how will those changes inform the role of our national institutions, and small, local venues, going forward?*

## Overview

*I propose that I collect and collate a range of responses from those professionals working within the Arts & Culture Sector, in order to construct a research document that could be read as a social commentary, featuring the individual and collective experiences of the professional community, during the pandemic.*

## AIMS

- The primary aim of the project will be to collect and collate relevant responses, in an effort to assemble an academic report on the impact of Covid 19, on the UK Arts & Culture sector.
- To design and develop an outcome that reflects the wealth and breadth of the UK Arts scene, making use of an eclectic range of visual formats in order to accurately represent the diversity of those that work across the sector, and the values that they share.
- Deliver a range of essays and written responses to the continuing developments in regards to the Covid 19 pandemic.

## Objectives

*Encourage employees within organisations across the sector to communicate their individual, and shared experiences during the Covid 19 pandemic.*

*The outcome should outline the contributions made by the sector to the UK economy, as well as the contributions made elsewhere.*

*Explore the role of the UK Arts & Culture sector in relation to areas such as: Mental health; Local Economies; Community initiatives & Charity organisations; Education; Medical Research and Innovation; Heritage; National Identity; And Political Commentary & Activism.*

*Conduct a series of interviews with selected individuals and relevant institutions, in order to establish a fact-based foundation on which to construct a response to the selected question.*

## Purpose

*The purpose of this study is to illustrate the impact of Covid 19 on those individuals and institutions, whom are a part of the UK Arts & Culture sector. Specifically, the study seeks to examine the consequences of losing swathes of our Arts-based organisations and venues, and how this would impact communities whom are reliant on the continued success of the UK Arts & Culture sector.*

## Audience

*The intended audience for the outcome of this project would be those whom interact with the UK Arts & Culture sector. Focusing on those groups or organisations whom seek to quantify and qualify the value added to the UKs' positioning on the world stage, by a thriving Arts & Culture sector.*

## Historical & Theoretical context

*Graphic Design as social-commentary.*

*Taking inspiration from work such as: *In Loving Memory of Work: A Visual Record of the UK Miners' Strike 1984-1985* by Craig Oldham. And Barbara Kruger's politically-charged Graphic Design.*

*The designed-artefact as a resource for documenting the Covid 19 pandemic.*

*The desired outcome for this study would be an editorial work comprised of essays, written contributions from participants, photography, illustration, interviews, and original works by the creator. All of which will be collected and collated in order to design and create a body of work that reflects the full spectrum of experiences, both observed and accrued first-hand, during the Covid 19 pandemic.*