
مدرسة

INTRODUCTION

Time Off is a collaborative multimedia zine which focuses on the experiences of people in lockdown, specifically when it is perceived as 'leisure time'. When we have free time at home, we are expected to relax and take a step back from our daily lives. However, many of us are aware that the actuality of the experiences around the pandemic are not of relaxation or 'time off'.

The audience we expect to reach with Time Off mainly includes the many people who find themselves in a similar situation to us as creators, those who have struggled with the national lockdown and may have turned to art as a therapeutic device.

Roles:

James Thomson- Project planning

Lauren McDougall- Marketing and promotion

Leila Richards - Production

Charlie Tothill - Industry liaison

RELEVANCE & AUDIENCE

Time Off aims to offer alternatives to behaviours performed during the COVID-19 pandemic, with a strong emphasis on accessibility and a collaborative working process, as well as group therapeutic practices experienced through the sharing and discussion of mutual lived experiences.

Time Off aims to engage in a discussion about working practices, mental health and relationships in the pandemic as an attempt to allow us to reflect on how we may think about creativity in a time of extreme mutual isolation.

Our aim is for this zine to be accessible to whoever would like to get involved. Lockdown was a collected and shared experience but it varies majorly from person to person. Being a zine, it will automatically appeal more to the younger generations however, we were open to submissions from anyone.
There were no certain types of media we asked for. Photography, painting, knitting, audio, moving image, visuals and more were all accepted.
Although the zine is the final finished product, we also created a Padlet online for people to anonymously share their experiences during lockdown.

timeLINE

March 22nd-March 28th	Decide on publication form and discuss themes we want to explore and focus on.
March 29th-April 4th	First group Whatsapp call to decide on final themes and give group roles.
April 5th-April 11th	Second group Whatsapp call- each have a idea/ make a moodboard for design ideas/ colour scheme for Instagram posts and zine
April 12th-April 18th	Write up our ideas and aims for our project for a template for posts and emails. Third meeting (half in real life/ half online)
April 19th-April 25th	First Instagram post: introducing the zine and explaining our aim. Second Instagram post: Open Call with our brief. Third Instagram post: QR code to our Padlet page for people to anonymously share. Fourth Whatsapp meeting to discuss role changes. Paid promotion on Instagram. Meeting with Daniel about Risograph printing and paper.
April 26th-May 2nd	Start documenting and sorting through submissions. Emailed UAL lecturers and platforms to share our Open call. Printed out stickers and flyers with QR code to Instagram.
May 3rd-May 9th	Instagram post: Meet us no.1 - to introduce us on the page. Deadline for submissions to the zine, start to make selections for the final draft of the zine. Selection and purchase of paper for printing.
May 10th-May 16th	Formatting the zine, discussing how best each piece of work may fit our publication.Meeting with reprographics to discuss printing methods and costs.
May 17th- May 23rd	Instagram posts: Start to share some of the submissions we've gathered online. Second meeting with Daniel to ensure Risograph files are correct and ready to print.
May 24th- May 25th	Have final product printed and ready to hand out to previously organised businesses.

BUDGet

H12

	A	B	C	D	E	F	G
1	**Time Off Zine budget**	Publication					
2							
3	**Artist Costs**	**details**	**day rate**	**number of days/sessions**	**total**		
4		Project mangager	£10.85	40	£434.00		
5		Industry Liason	£10.85	40	£434.00		
6		Production	£10.85	40	£434.00		
7		Marketing and Promotion	£10.85	40	£434.00		
8							
9	**Making**	Ink Jet printing	£200	1	£200.00		* for 250 copies
10		Risograph printing	£1	16	£16.00		
11		Paper	£50	1	£50.00		* for 250 copies
12		VAT	£5	1	£5.00		* for 250 copies
13		Draft printing	£5	1	£5.00		
14							
15							
16	**Marketing**	Instagram promotion #1	£8	4	£32.00		
17		Instagram promotion #2	£6	4	£24		
18		Printing (sticker paper)	£1.69	n/a	£1.69		
19		Printing (a4 paper)	£0.24	n/a	£0.24		
20		Printing (ink)	£7.80	n/a	£7.80		
21							
22							
23							
24				**grand total**	£2,077.73		
25							

PROMOTION





BEFORE PROMOTION
NUMBER OF SAVES - 17
LIKES - 50
PROFILE CLICKS - 163

DISCOVERY
IMPRESSIONS - 336
290 PEOPLE REACHED, 74% WEREN'T FOLLOWING.

AFTER PROMOTION
LIKES - 133
SAVES - 159
PROFILE VISITS - 726

PEOPLE REACHED - 7,909 (98% WEREN'T FOLLOWING, 93% CAME FROM PROMOTION)
IMPRESSIONS - 10,804 (78% CAME FROM PROMOTION)
FOLLOWS - 13

GENDER
31% MEN
69% WOMEN

AGE RANGE
18-24 YEAR OLDS - 65%
25-34 YEAR OLDS - 26%
35-44 YEAR OLDS - 4%
45-54 YEAR OLDS - 3%
55-64 YEAR OLDS - 1%
65+ YEAR OLDS - 1%

LOCATIONS
ENGLAND - 89%
SCOTLAND - 8%
WALES - 2%
NORTHERN IRELAND - 1%

15 HOURS INTO PROMOTION
LIKES - 21
SAVES - 6
PROFILE VISITS - 81

DISCOVERY
PEOPLE REACHED - 757 (82% WEREN'T FOLLOWING, 75% CAME FROM PROMOTION)
855 IMPRESSIONS (68% CAME FROM PROMOTION)

AFTER PROMOTION
LIKES - 44
SAVES - 65
PROFILE VISITS - 480

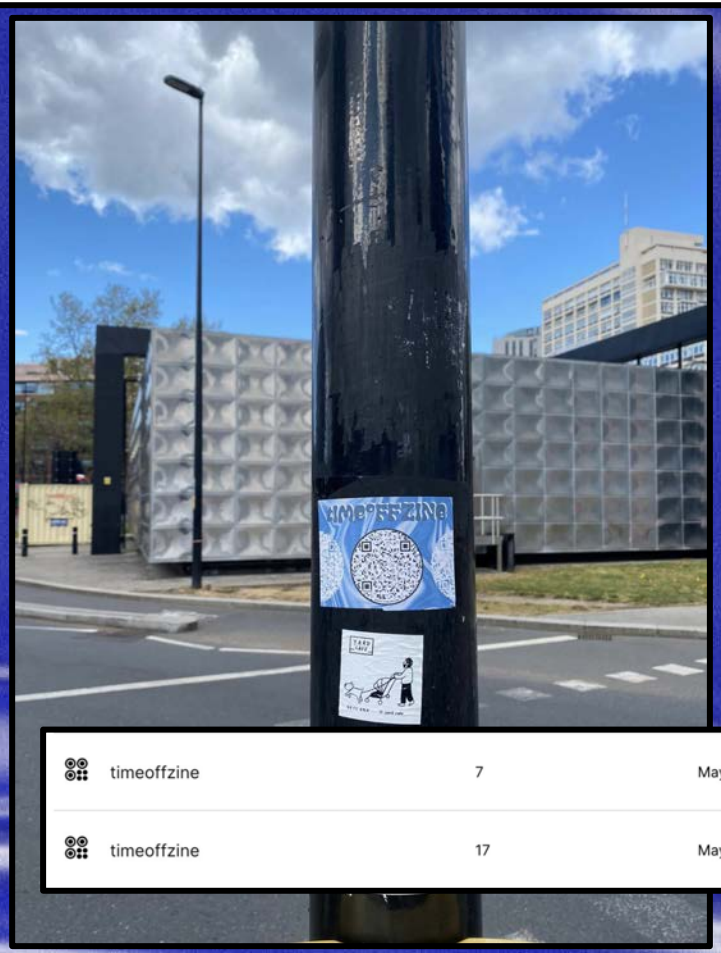
PEOPLE REACHED - 6,537 (97% WEREN'T FOLLOWING YOU, 98% CAME FROM PROMOTION)
IMPRESSIONS - 9,279 (83% CAME FROM PROMOTION)
FOLLOWS - 12

GENDER
22% MEN
78% WOMEN

AGE RANGE
18-24 YEAR OLDS - 69%
25-34 YEAR OLDS - 23%
35-44 YEAR OLDS - 4%
45-54 YEAR OLDS - 2%
55-64 YEAR OLDS - 1%
65+ YEAR OLDS - 1%

LOCATIONS
ENGLAND - 87%
SCOTLAND- 9%
WALES - 2%
NORTHERN IRELAND - 2%

MARKETING + PROMOTION (POSTERS AND FLYERS)

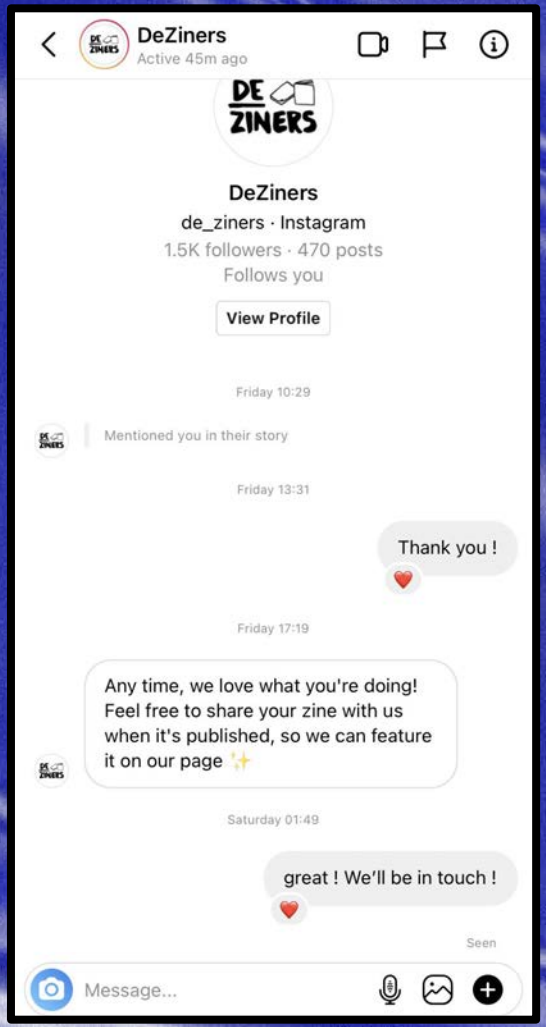




timeoffzine	7	May 09, 2021	Apr 27, 2021
timeoffzine	17	May 10, 2021	Apr 27, 2021

MARKETING STRATEGY

Reaching out to others to promote our open call



PROPOSAL FORM

proposal.

This is the form for the joint proposal of the collaborative practice output. As a group you are expected to design and where possible execute an output in the form of publication, exhibition or event. This output should be public facing and enrich the work presented by BAP3 students in the forthcoming 2021 LCC BAP Degree show.

filling in the proposal

This is a group project and so the final proposal must show evidence that all members your group have contributed to its completion. All members of the group will gain the same mark so it crucial that contributions are equal.

submission

Please upload the document to the submission point on the Professional Practice Outputs page on Moodle as a PDF no later than:

25 May 2021 | 3PM GMT.

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group info.

name of project

What is the name or working title of the project/activity you are applying to do

Time Off

choice of collaborative output

Please choose which category your project/activity falls under - Publication, Event, Curation

Curation

proposed date for the completion of the project

Fill this in if you are only able to plan your idea for an output

25th May 2021

date of the completion of the project

Fill this in if you are able to action your output

TIME OFF ZINE - MARKETING AND PROMOTION

SUNDAY 25TH APRIL

NUMBER OF SAVES - 17
LIKES - 50
PROFILE CLICKS - 163
FOLLOWS - 5 (OVER ALL 93)

DISCOVERY
IMPRESSIONS - 336
290 PEOPLE REACHED. 74% WEREN'T FOLLOWING.

MESSAGES
NUMBER OF MESSAGES - 9

5 HOURS INTO PROMOTION

DISCOVERY
524 PEOPLE REACHED. 87% WEREN'T FOLLOWING, 51% CAME FROM PROMOTION
IMPRESSIONS 625 , 43% CAME FROM PROMOTION

GENDER
51% MEN 49% WOMEN

AGE
18-24 YEAR OLDS - 69%
25-34 YEAR OLDS - 20%
35-44 YEAR OLDS - 6%
45-54 YEAR OLDS - 3%
55-64 YEAR OLDS - 1%
65+ YEAR OLDS - 1%

LOCATION
ENGLAND - 87%
SCOTLAND - 7%
WALES - 4%
NORTHERN IRELAND - 1%

2 DAYS INTO PROMOTION Tuesday 27th April, 2021

Budget spent so far - £14.75

NUMBER OF SAVES - 77
LIKES - 85

DISCOVERY
3,471 PEOPLE REACHED. 94% WEREN'T FOLLOWING YOU, 95% CAME FROM YOUR PROMOTION
IMPRESSIONS - 4,552 (77% FROM YOUR PROMOTION)

GENDER
31% MEN 69% WOMEN

AGE
13-17 YEAR OLDS - LESS THAN 1%
18-24 YEAR OLDS - 62%
25-34 YEAR OLDS - 27%
35-44 YEAR OLDS - 6%
45-54 YEAR OLDS - 3%

25th May 2021

name of group members and their roles

Please use full student names as they appear on student identification

Marketing and Promotion- Lauren
Production- Leila
Industry Liaison- Charlie
Project Planning- James

Each member of the group must have a designated role. Members should complete the sections most relevant to their role. The roles include (1) Project Planning (2) Industry Liaison (3) Production and (4) Marketing and Promotion.

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details.

project description (200words)

Please give a concise description of the project/activity idea with reference to how it will be created, who will be involved and why important for your artistic development?

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The zine will be created in a limited number and supplied for free to anyone who would like a copy.The long term goal for Time Off is to complete one issue every quarter, with each edition focusing on a different topic.

The zine will be a showcase of how people have used art as a therapeutic tool in lockdown, and hopes to open a discussion about perceived leisure in a time of extreme mutual isolation.

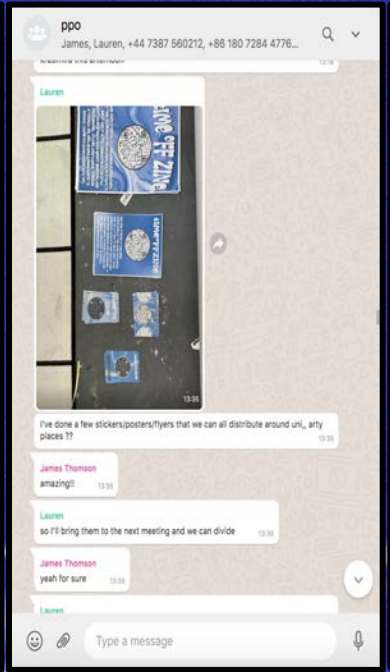
The people involved with this zine, will be those who have responded to our open call and submitted work to be featured in our publication

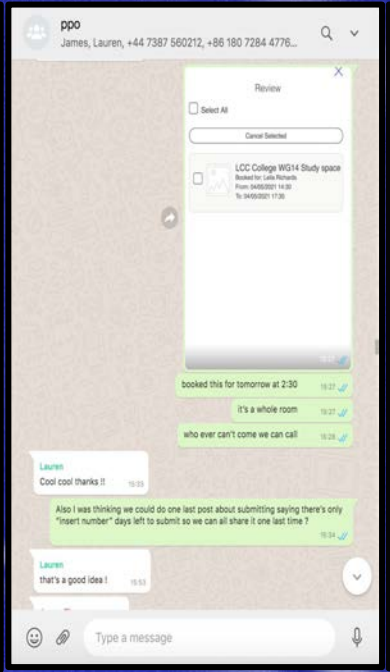
intended audience and outcomes (200words)

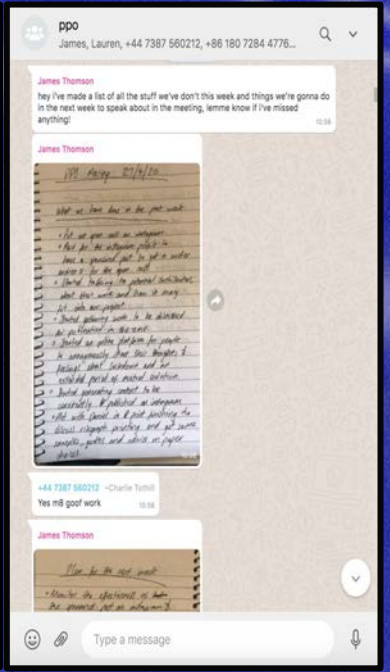
Who will be your audience, community or visitors for this output and how will they benefit from the activity?

COLLABORATIVE EVIDENCE









COLLABORATIVE EVIDENCE

We have been holding weekly meetings to keep up the production of the zine. Each week we assign a job to each of us at off time.

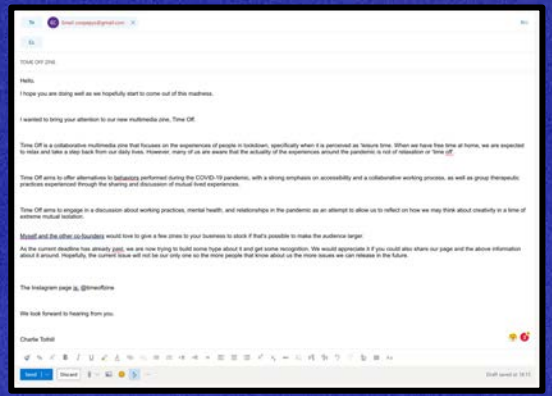
We set weekly targets to hit each week. On the 19th April we published are first post introducing the format of the zine and to crate hype. We used QR codes for people to anonymously share

On the 26th we got together to go thew the submissions. we want able to use all of them because some of them because they were heavy branded and we did want to be a free free publication for brands.

On the 10th of may we had a meeting to go thew the last submissions. we now have an overview on how the zine is going to look. This meant we can now start to put the zine together getting it ready for printing

COLLABORATIVE EVIDENCE

We sent out numerous emails to book shops, skate shops, galleries, exhibition spaces, art collectives and local art communities in hope to help us build the hype and stock the zines





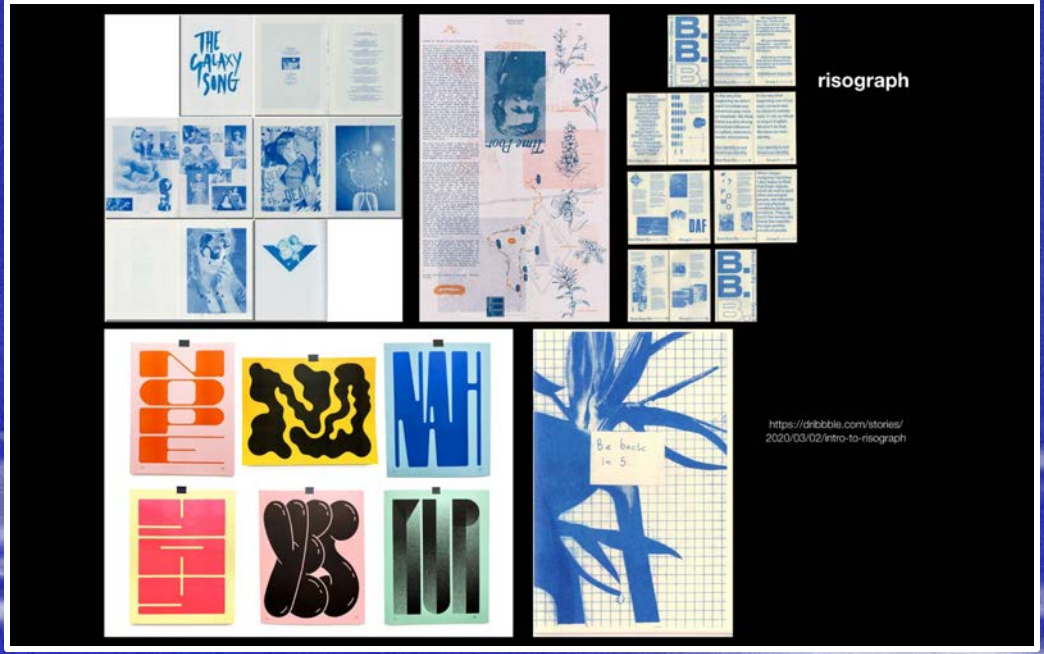








VISUAL WORK

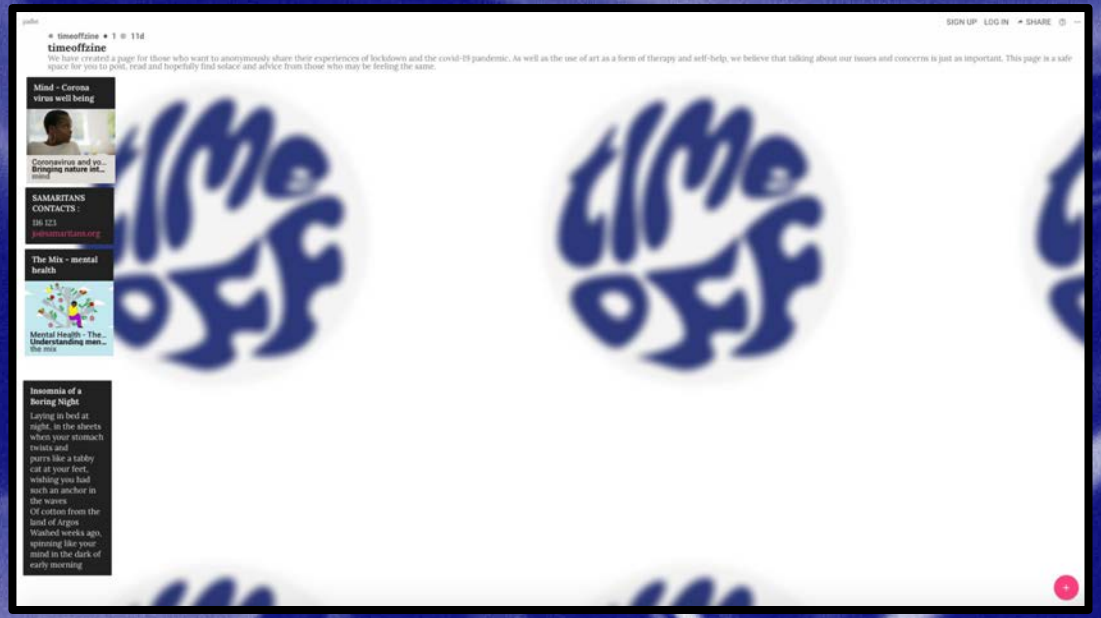

THE GALAXY SONG
risograph
https://dribbble.com/stories/2020/03/02/intro-to-risograph


CHELSEA


HOTEL
CHELSEA


room
1017
Robert Mapplethorpe takes his first photographs

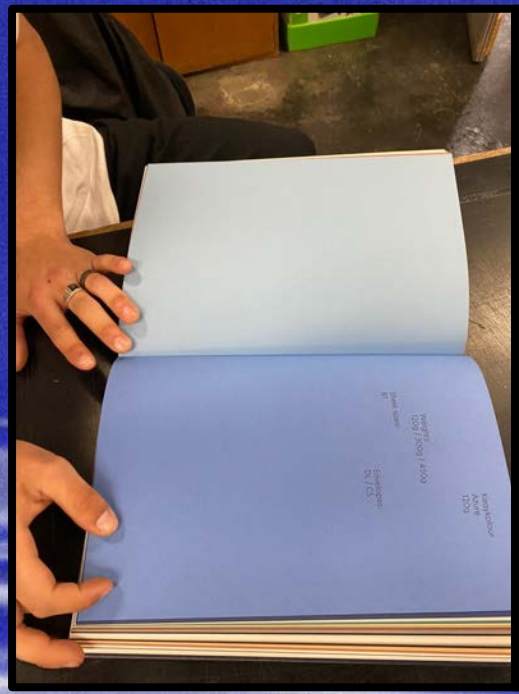
VISUAL WORK

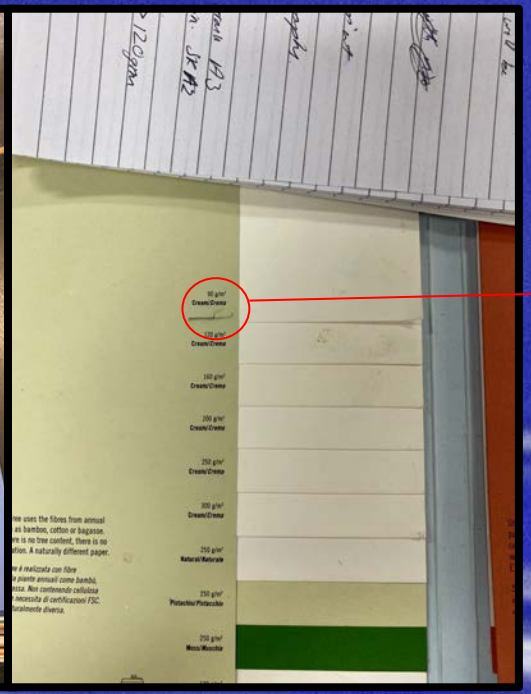


We created an online space free for people to anonymously share their lockdown experiences, in any form (writing, imagery, poetry etc)

VISUAL WORK

32 pages
A5 : x8 A4 sheets
+35 Submissions - Narrowed down - Upload work we do not use to Padlet so it still gets recognition



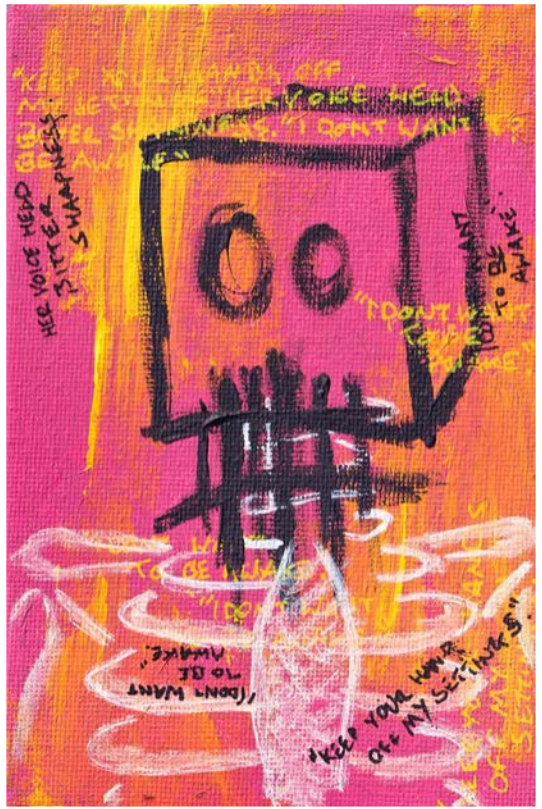


RISOGRAPH:
Meeting with Daniel in print finishing:

- 90-120 gram
- Inkjet printing first then Risograph (due to ink)
- 2 colours
- Echo/ Cream 90 gram £50 + VAT

Digital printing
V180
1 copy: £6.40
50 copie: £80
250 copies: £200

SUBMISSIONS



DoL

My own lockdown kicked off a couple of weeks before the national order, as a family member was one of the UK's first to die of Covid. Art's been my go-to therapy for inner turmoil in the past, but I struggled to focus into it this time. Instead, I lost myself in books.
Fortunately (as I'm sure many creatives find!) all roads lead back to art - as you can see here, with this piece in acrylic paint on canvas board, across which are scrawled some of the opening lines of 'Do Android's Dream of Electric Sheep?'.
In this piece I recognised for the first time that, when I didn't worry about focussing on the art, my natural inclination was towards expressionism. This revelation has allowed me to continue creating as a consistent & healthy practise throughout lockdowns and periods of struggle with my mental health.

DoL is a visual artist based in South London who's works and further information are available at @dolcreative on Instagram.

SUBMISSIONS



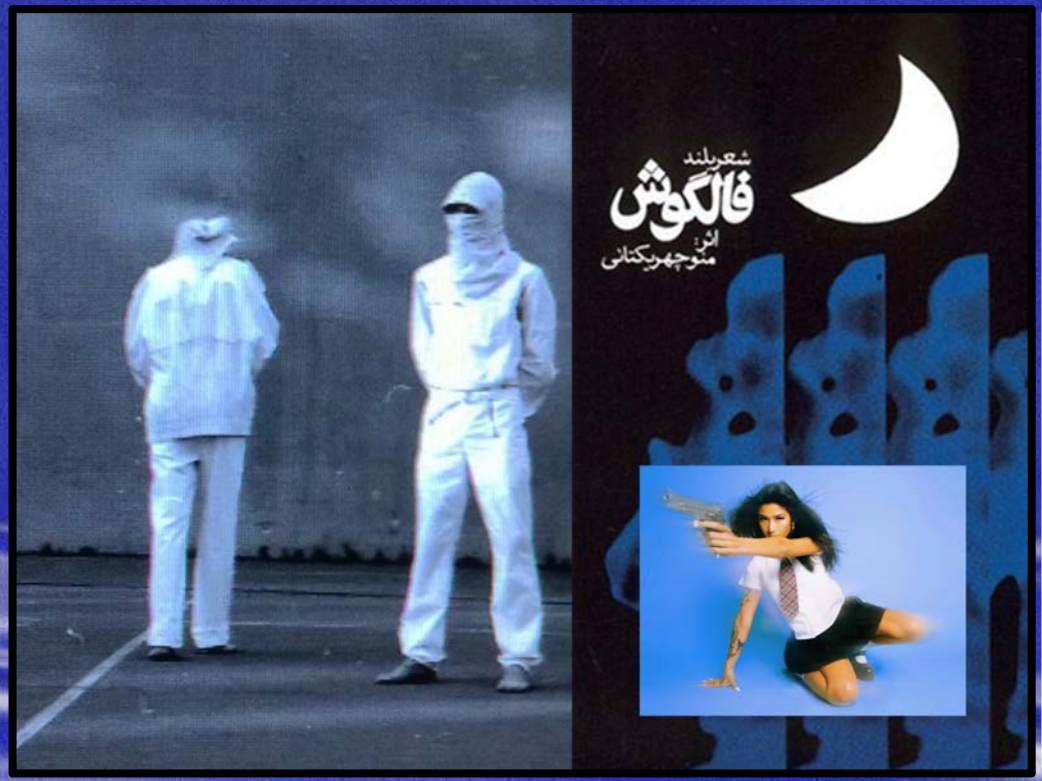


I'm George Newman and I'm an illustrator living and working in Bristol. I'd describe my work as playful, colourful, punchy one line jokes. They tend to lean towards satire, social commentary, caricatures or the downright absurd. Simply, I like to make images that make me and friends laugh.

Due to the satirical nature of my work, the covid-19 situation and the lockdowns gave me heaps of inspiration initially. I could use the stranger than fiction events to make jokes about it or cartoons in relation to the happenings. I also had time to explore a little animation and I did painting again for the first time in years, which was great.

Despite the initial outbursts of creativity, I did have many weeks of lack of inspiration, a lack of confidence in my work and general boredom. And in hindsight, I wish I could have done more, But hey-ho.

SUBMISSIONS



Samee: My work consists of digital collages and photography. Coming from a background in engineering I take inspiration from human made environments (buildings, streets, open spaces, transportation, etc). Lockdown gave me the freedom to explore and contrast the built environment in both my home city of Glasgow and also London where I currently live. Collaboration with Shirley was a way to keep ideas flowing in a time of limited social interaction.

Shirley: The pandemic hit just after I finished art school and the combined effect of no more studio and no more anything made my creativity drop to the lowest it's ever been. That first lockdown I tried to keep myself going but found it impossible to stick to any project. I decided to look for someone to collaborate with. Samee was in Glasgow, I was in London and although technically our lockdown situations were very similar it was good to have somebody with a different perspective to me, even if it was another city going through the same lockdown. A couple of collaborations turned into an entire zine and I feel like collaboration was the only way to stop me being frozen.

MOCK UPS

InDesign

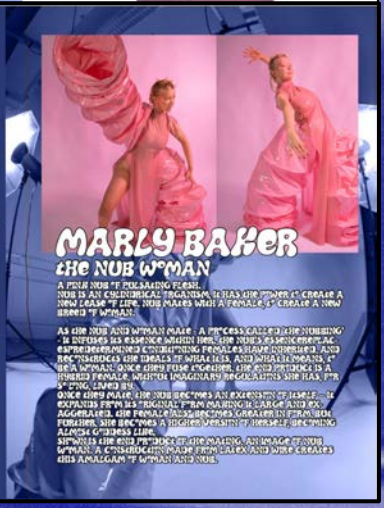













sh*t I bought in lockdown


sh*t I bought in lockdown