Zydeco Record-Label Design Lab

05 / PORTFOLIO & EXHIBITION EXTENSION

Sustained investigation

Develop a three-part portfolio inquiry from the central question: How can a contemporary music graphic acknowledge musical ancestry without imitation?

Proposal

Describe the problem, two contrasting historical or contemporary references, and which techniques you plan to test: typography, identity systems, design ethics. Identify who might be affected by representation choices.

Iterations

Version A studies the form. Version B alters scale, media, or intended audience. Version C uses feedback, source checking, and a revised public interpretation.

Required evidence

A source bibliography; three visible iterations; one documented peer critique; a signed decision log; final artwork(s); and a 150–250 word exhibition statement.

Public interpretation

Explain how the work is your original interpretation and whether any quotations, photographs, motifs or trademarks require permission. Provide readable captions and alt text.

Portfolio review criteria

Depth of inquiry; intentional experimentation; technical development; ethical source treatment; evidence of refinement; clarity of presentation.

Next-level question

If a culture bearer or archivist disagreed with your interpretation, what would you do before exhibiting the work?