

L3 Foundation Diploma in Art & Design

750 Words: Establishing a Creative Practice

What makes YOU interesting and different from the rest?

Subjects: Analysis of personal growth understanding and direction within art /design or other to include a review of the context, research, creative practice that has influenced your choice of pathway area.

Techniques:

Critical writing, creative written expression, reflection and articulation of qualified opinion, statement writing, review of practical work and individual critical research.

Rationale:

There is a need to review our positions in life regularly and this brief encourages you to reflect on your progress so far and identify key influences on your specialist pathway selection and developing creative practice as a piece of critical writing.

The ability to communicate clearly through writing is an important skill to develop for all creative practitioners. This piece of writing will support you in writing your personal statement for UCAS applications, project proposals in the immediate future, or an artist statement or funding application in the future.

Section 1 (750 word statement)

Considering the practical and conceptual approaches you have been introduced to in the initial weeks of your pathway (unit 2), analyse and discuss in 750 words:

- The relevance of the problems set to your specialist area/subject.
 - What ideas underpin these problems and how do they relate to your specialist subject?
 - What do you understand the functions of the problems on your developing understanding?
 - Does the medium and or construct you are asked to work in inform the message?
 - Does the context in which the work is read influence the read and meaning of the works you produce?
- What have you learnt about yourself from the initial projects in your pathway area so far?
- How has your understanding of your chosen pathway and related audience influenced the confirmation of your choice of pathway area?
 - If you have changed your pathway, please summarise your reasons for this change.
- Who are the main audiences for your specialist area and where is work associated with this area predominantly seen?
- How has the work of professional practitioners helped you think about the context of your own work? Who have been the most influential professional practitioners on your decision-making processes and why? (Consider all critical research completed, exhibitions, events and visiting professional lectures you may have attended.)

- How are your plans for next year contributing to your developing understanding and career path (university, deferred entry, gap year, employment, work experience)?

Section 2 (Reference List)

Keep an accurate record of all of your critical research. You must 'Harvard' reference all secondary research to include all images and quotes that are used to support ideas, decision making and specialist choice in order to pass unit 2.

Harvard Referencing Examples:

Book

Journal

Website

Exhibition

Unit 2 Overview

This project aims to develop:

- Understanding of specialist context
- Synthesis of research and practice
- Problem solving and decision-making
- Critical evaluation, reflection and written communication

750 Words: Establishing a Creative Practice Statement

Name:

Group:

Tutor:

Statement - 750 words (10% tolerance in line with specification requirements and degree standards for academic writing). Statements are succinct, qualified, specific and supported. **This is NOT an exercise in essay writing.**

Remember:

- Statements are sentences that express a fact, idea or opinion.
- Statements do not ask questions, make requests or give commands.
- Statements not exclamations.

Write here....

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Bibliography: Harvard referenced - to include all influential references
- artists/designers, periodicals, web, podcast, film, exhibitions etc -

Write here....

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