

## MY CREATIVE STATEMENT

### COMPLETION OF THIS SECTION IS COMPULSORY

Complete and submit this statement with your work as it may be beneficial to the moderation process and will be referred to when it is assessed (expand boxes below if required).

To place your submission in a suitable context, use the template below to:

Explain the **MAIN IDEA** for this assignment

**Explain how you arrived at your brief.** I want you to say that this was all your own set of ideas. (Those that did a children's book, you may state that you got the stories from your teacher and that you purposefully didn't look at the original books to keep your ideas personal).

**Now state what personally attracted you to the brief.** Why are you passionate about it? (Remember this is supposed to be a *personal* project.)

What do you *hope* to do?

How do you want the audience to engage with your artefact and what do you want them to take away with them?

Example:

I have devised my own Creative Brief based on the theme 'Connected' for this assignment and intend to employ and extend all of the graphical skills, knowledge and understanding I have gained so far during the course to create a professional Graphic outcome.

The theme 'Connected' is associated with a number of concepts and definitions, but for me it has led primarily to the idea of human relationships and interaction, leading to conflict, war, politics, oppression and physical and cyber - bullying. I intend to explore how artists and designers communicate and inform people about these issues and how the use of imagery and typography can be used to educate people and help to resolve these issues.

Outline your **PLAN(S)** for the development of your work

E.g.

I plan to create a set of images that investigate the theme of 'disintegration'. The first photo shoot will be a shoot with a model in a derelict country house. I will aim to focus on the elements of the decor and setting that are worn and falling apart. This should then allow me to develop an idea of where the images might be used.

Following on from the initial shoot, I had the idea that the images might be best suited to design for music. I then planned to develop an album cover and full packaging. The plan is to look at album covers and the history of design for music to gain an understanding of the conventions used. I will also now begin looking at what musical artist would suit the imagery and write a brief for the

Describe the **CONTEXT** (influences, purposes and meanings) of your work

**What research have you done for your project?** Consider the other similar artefacts, Contextual Investigations and case studies, the conventions, analysis, and any other research. **What is the purpose of your artefact?** And how will you attempt to achieve this?

Example:

My **research** on the work of a variety of artists and designers relevant to this theme has led me to consider a range of techniques, media and means of communicating anti-war and anti-bullying messages and this analysis has in turn inspired the idea of an Anti-bullying poster. This product might be commissioned by a company or charity for a newspaper or magazine advert, or a billboard or web based campaign. **The work of Dan Hiller** has been influential in this assignment. His **dramatic monochromatic style**, which is reminiscent of 19th Century engravings, and his **surreal juxtapositions of imagery** are particularly powerful and pack a lot of **symbolic meaning**, which I have tried to incorporate into my work. I have also encompassed **his use of body language and gesture into my work** with the models in my photoshoot posed to create similar dramatic effects. Craig Ward's potent **typography** and Mike Giant's graphic imagery were also strong influences and in addition I used anti-war political and protest posters from artists such as Banksy as a source of inspiration. These artists' and designers' **use of slogans, photographs and illustrations** in a myriad of combinations convey extremely powerful messages, which resonate with the public and I tried to emulate their potency, whilst attempting to apply the brief to the very current and serious issue of bullying.

**REFLECT** on your work critically **as it progresses** and on its **completion**

**Write separate sections at different times (you may wish to use different coloured type).**

1. Write *critically* about your **research** stage at the start for the component.
2. Then, be analytical about the recording stage where you **drew** and **photographed**.
3. Next, *evaluate* your **drafting** and **refining**.
4. Consider the stage when you were looking at the **process** of an artist and **emulating**.
5. Finally be critical about your **final piece**.

In this **personal response I am creating an anti-bullying poster** for a billboard poster and press or online campaign for the charity STOP.

I am currently looking to bring my ideas to a creative resolution through a **combination media and techniques**, as my artistic influences have done. I have so far used **hand and digital drawing, photography, stencilling, pen and ink, and Illustrator** to prepare for the creation of my poster. I have taken images from a **photoshoot**, which I planned via thumbnails and storyboards and in which my models were carefully positioned into the desired poses. The assignment is progressing well and if anything, the only **problem I have** is that by having so many options available I could keep on creating an infinite variety of posters, all of which are really effective and different!

I have **used Illustrator to** manipulate and combine my images with text and background effects and developed and decided on my compositions, colour, text and images. I have taken the decision to use **hand drawn typography** for the poster, scanning this and then resizing, colouring and manipulating it. The posters are really successful and powerfully convey my ideas about bullying. I placed a Police Station in the background behind my figures, which works really well with my Banksy style slogan 'Bullying is a crime'. In my view this makes people stop and think about the seriousness of the issue and will help to prevent bullying. In order to really place this in a work scenario I have also **used Photoshop to virtually place my poster in situ on a billboard in a street scene**. It looks fantastic and brings the assignment to a pleasing conclusion. I also extended my poster ideas, text and imagery into gif animations for a social media campaign. I used Photoshop for the GIFs by repeatedly rotating

or slightly moving the image layers in sequence as in cut out animation techniques. I took several screenshots of the GIF on a Facebook page, which places it in a social media context.

All in all I am really pleased with my outcomes and **feel that they meet the brief** and also **reflect the contexts and methods** of the work of Dan Hiller, Mike Giant, Banksy, Craig Ward and other political/protest artists. I have found this topic inspirational **and really enjoyed working to a self-devised 'client brief'**. I have learnt a great deal about graphical methods through the study of their work and have been really inspired by the powerful effects of their image and text combinations. Their use of symbolism has also been a particular source of inspiration and I have really enjoyed finding out about **how meaning can be communicated visually**. Half way through this assignment, **I felt as though I could go on and on exploring** with too many possibilities available for my poster. But now I feel as if the breadth of my research has strengthened my outcome and enabled me to make informed decisions about how to best progress my work. I feel that my 'virtual client' would be happy with this response and I could imagine it being part of a bullying campaign.