

Developing a Theme – Component 2

Visual Communication

Week		Example:
7	Choose a theme	Repose
	Brainstorm the theme	Rest, tranquility, death, calm
	Conduct visual research on the theme Draw elements of your theme , use the web, books, Photography. Full pages of exciting research.	
6	Choose a focus from your research	Death
	Brainstorm the focus	Day of the dead, teaching kids about death, reincarnation, the afterlife
	Conduct artist research Find illustrators, designers and artists that relate to your focus in some way.	Michael Rosen's - <i>Sad Book</i> <i>Ophelia</i> - John Everett Millais <i>Vertigo</i> - Alfred Hitchcock
	Explore and experiment with imagery Draw , paint, print, Photoshop, play. Full pages of exciting research.	
5	Conduct wide-ranging research on your focus Draw elements of your theme , use the web, books, Photography. Full pages of exciting research.	Take photographs, make notes, sketch (gravestones, hospitals etc)
	Decide the path you wish to investigate	I am going to investigate death and cultures. Specifically, the afterlife.
	Explore and experiment with imagery Draw , paint, print, Photoshop, play. Full pages of exciting research.	Lots of my creative work, drawing and painting and photoshopping ideas related to the afterlife.
4	Choose a form Design for music, children's books, film poster etc	Gig posters
	Contextual investigation into form Investigate examples and conventions Scamp others, draw elements, thumbnail ideas	Screen Printing, key practitioners, conventions of the form, genre investigation. Psychedelic art, Vaughan Oliver
	Contextual investigation into artist Written analysis and visual artist response	Kevin Tong, Daniel Danger.
3	Thumbnail and draft out initial ideas Explore and experiment with imagery within your form	Draft a gig poster featuring imagery related to death and the afterlife
	Explore Typography Make it, draw it choose it from online, place it in situ on your drafts	Make and choose type. Explore suitability using drafts and artwork already produced

2	Explore and experiment with imagery Draw, paint, print, Photoshop, play. Full pages of exciting research.	
	Create designs that could be a final design	Using ideas from all of your research.
1	Create designs that could be a final design	
0	Produce final design.	Inventive, playful gig poster, linked to research
	Evaluate	