

Outline of an Art and Design Project

Below is a list of tasks for both components. Component 2 requires a smaller with fewer tasks and less time spent on each one. This is meant as a helpful guide. Consult with your teacher if you wish to replace elements.

Name	Comp	Target	CPI	Gap
Brainstorm related imagery Moodboard of images interspersed with drawings. Use the web, books or take your own Example				
Investigating using Photography Using your camera, go out and take pictures related to your theme. <i>Don't hold back!</i> Variety and a creative / inventive / playful mind will produce the best results Example				
Find practitioners that have worked with the same theme Attempt to broaden your understanding of other approaches. Examples to look at: art, music, film, pop culture, fashion, advertising... anything! Comment on: Personal response, Method, Approach, Intention and Context. short investigation				
0 - 500 words				
Drawings of theme imagery in different media Drawings of subject Primary drawing How to draw Creative statement 1				
Artists research / visual response 1 Choose an artist that you find interesting Use the Contextual Investigation sheet and the short investigation for help. Sentence starters for				
Exploring and experimenting with imagery in different media 1 Use Photoshop or acrylic or monoprint or watercolour etc (Use the images that you have taken <i>and</i> examples from the web for this) Be influenced in some way by the artist you chose to research.				
Choose your 'form' - book cover, poster etc Write an outline of what you plan to make Explore the form and evidence you research using the 'Contextual Investigation - Form' sheet Creative statement 2				
The big refine. Choose a method or process that you have already employed on <i>this</i> project. Look closely at how you can refine the work now that you have had time to reflect and you have a more definite direction.				
500 - 1250 words				
Find 3 artists - short investigation - visual response				

Choose artists that relate your idea. This doesn't have to be somebody working in the same form. You can choose any artist that is relevant or helpful.

Comment on: Your Personal response, Method, Approach, Intention and Context.

Short investigation example [HERE](#)

Drafting

Work fast, to create pages of initial design ideas. Include text.

Use the [thumbnail ideas](#) presentation to help you generate ideas.

Creative statement 3

1250 - 2000 words

Refined Drafts

Take a thumbnail and redraw, neater, 4 times at A5 size.

Annotate your choices for changing and refining elements.

Refined drafts example [HERE](#)

Typography

Use a refined draft and experiment with typography a few times using different fonts. Choose a wide variety and annotate your thoughts on how well they suit your chosen design.

Here is a few tasks to get you a better result: [Similar artefact type](#) [Describing Type](#)

Colour

Take a refined draft and attempt 4 different colour combinations. Use monochromatic, complementary and one of your own making.

Colour choices task [HERE](#)

Creative statement 4

Attempt to make your final piece.

Look back at the artists that you have researched. Use something that you have learnt from them. This could be use of process, imagery etc.

This is a trial run for making your final piece. Do it to see if there are any hiccups to iron out before your exam. You can also time yourself.

Final piece

Final presentation, annotation and evaluation.

Creative statement 5