

1

2015

Examination - Question

Pearson BTEC Level 1/Level 2 First Award

Art and Design

Unit 2: Creative Project in Art and Design

2015

Time: Portfolio development of supporting studies: 20 hours

Final outcome(s): 10 hours

Paper Reference

20478E

You do not need any other materials.

Examination Date:

Tuesday 5th May 2015

Wednesday 6th May 2015

Time: 10 Hours

Information for learners

You should read this information before starting on your chosen pathway brief. You should refer to these instructions as you complete work for this unit.

1. Portfolio development of supporting studies

- Read the brief and think about what the creative problem is that needs solving. Write this down. You can start your preparation as soon as you receive the brief.
- Research what the client expects you to do for the brief. How can you meet this expectation?
- Research sources to give you inspiration. Make sure you use a range of **primary** and secondary sources appropriate to your chosen pathway.
- Investigate global, environmental, ecological, cultural and social issues that may be connected to the theme.
- Find artists' or designers' work around you that connects with your own ideas and investigate them. A list of suggested resources can be found in the Resources section.
- Develop your ideas.
- Review, record and evaluate your progress, plans, ideas, working processes and any changes as you go along, in your sketchbook, on design sheets or in some other form.
- Plan for the final 10 hours. This will include talking to your teacher in advance about the materials you will need.
- Complete an evaluation of your chosen ideas, materials, processes and techniques in relation to the brief.

Your teacher will be able to help you as you prepare your personal response to the brief.

2. Final outcome(s)

Your teacher will tell you when you can complete your unaided work for the final outcome(s):

- You have 10 hours to produce your final outcome(s), using the visual elements, materials, techniques and processes that you have selected. Details of expected outcomes are given in the pathway briefs on the following pages.
- You will be working under supervised examination conditions, usually in your design room.
- You should use your supporting studies to help you.

During the final 10 hours, your invigilator:

- will not be able to talk to you about your creative ideas, but will be able to give you technical advice and support related to the materials, techniques and processes, e.g. preparing ceramic pieces for firing, use of chemicals in the darkroom, use of sewing and finishing machines.

On the following pages, there are themes and briefs with client expectations. You must choose **ONE** of these to complete your work for this unit.



Visual Communication Pathway

Wild Wood

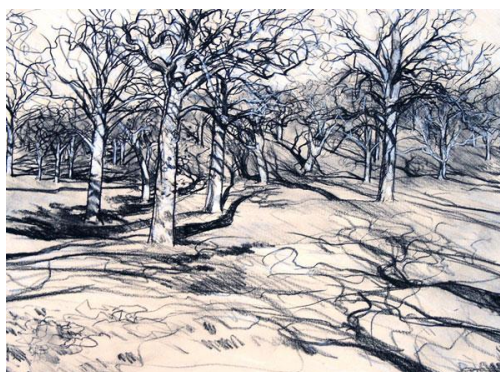
The theme for Visual Communication is 'Wild Wood'. Woods and forests have always been a vital part of the national environment. They generate oxygen and are an essential habitat for wildlife. They are a source of materials for building and making, for food and fuel.

The traditions around woods and forests go back to ancient times, where the woods and trees were believed to contain spirits, mythological beings and characters, like the Green Man or Robin Hood. Stories of wood nymphs, dryads, elves and fairies are found in many cultures and times. The atmosphere deep within a wood is evocative, sometimes spooky, and always visually fascinating.

New woods and forests are being planted and there is a need to continue this work, as tree diseases hit species like elm and ash. Companies proudly claim they are planting more trees to replace those they use in manufacturing, demonstrating their support of the environment.

There is an increasing awareness focused on the preservation, development and expansion of British woodlands. Organisations want to increase public awareness and interest in trees and woods, animal and plant life. They believe it is important to show the beauty and diversity that can be seen in woods and forests, and remind the public of the value and importance of the woods and forests in our lives.

Well-designed communication can raise awareness and encourage people to walk in the woods, to help fund the planting of new trees, and to see woods and forests as places that relate to leisure, lifestyle and the arts.



What you will need to produce

Develop ideas in response to the theme 'Wild Wood', identifying your source material and influences. Make reference to relevant materials, techniques and processes and the use of formal elements, colour, line, tone, texture, decoration, patterns, form and function.

An organisation that supports creative initiatives related to woodlands and wildlife is inviting pitches from designers to produce work for one of the following:

1. A set of three square or circular format illustrations for a brochure or poster called 'Secrets of the Wild Wood'. You can work in any medium, and your artwork can be presented on any scale appropriate to the brochure or poster.
2. The organisation wants to encourage people to draw and paint while they are visiting the woods and plans to sell a small 'artist's kit' at woodland visitor centres. This will contain a small sketchpad, a miniature watercolour paint box, brushes and coloured pencils. It wants you to design a recyclable cardboard pack to contain the equipment, intended for either adults or children. Research this idea and develop designs, dummy packs and mock-ups, with woodland-inspired graphics.
3. Develop an interactive website or app that will give information about Britain's trees, woods and forests, focused on your region of the country. Visitors could use this to help identify species of trees, plants and wildlife when they are walking in the woods and forests.



Your research should focus on:

- Primary and secondary research in response to the theme 'Wild Wood'.
- Designers who have addressed similar themes and/or whose use of materials, techniques and processes has influenced your work.
- A review of client expectations and evaluation.

Client expectations

The work that you produce must meet the client's expectations. For your evaluation, you must explain how you have addressed the following questions.

- What is your response to the theme and to the requirements and constraints of the brief?
- How have other artists, designers and makers influenced your thinking?
- How did you use visual language to develop your design ideas and final outcomes?
- What materials, techniques and processes have you used and why have you selected them?
- What were the main problems you encountered and how did you solve them?
- Are your designs and outcomes fit for purpose in relation to the intended audience or customer?
- How could you improve your working practice and the final outcomes?
- How will your final work be presented to your client?

