Evaluation of Final Outcome

**Theme**

Wild Wood

**Context**

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

**Design Briefs**

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.

**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. Address these on the completion of your outcome.*

• 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?