

Introduction

Unit 1

2D and 3D Visual Language

and

Unit 2

Materials, Techniques and Technology

These units introduce the student to several themes which can be reinforced through an exploration of their application in the workplace. They include;

- VISUAL LANGUAGE
- 2D MARK AND 3D OBJECT MAKING SKILLS WITH MEDIA AND MATERIALS
- FORMAL ELEMENTS
- LOOKING AT HOW ARTISTS, CRAFTSPEOPLE AND DESIGNERS WORK
- SOURCES
- COLLECTING, RECORDING AND PRESENTING
- HEALTH AND SAFETY

Unit 1

VISUAL LANGUAGE

Explanation of Term

This is what artists, craftspeople and designers use to communicate ideas.

Visual language focuses on mark and object making skills combined with formal elements. It explores different media, materials and technology together with the tools which are used within techniques and processes.

Factor/Evidence

Evidence of artists and designers using visual language to convey ideas and messages.

This should be across a wide range and should include for example;

The use of photographs as part of a marketing display,

The overall design of a new product including its packaging,

A 'fine art' image used on a product as part of the design,

A 3D work as part of a corporate image in an entrance way to a company.

Evidence of the process of design, particularly early sketches and attempts.

Types of Companies

Companies where the design and realisation are all within the same organisation.

Office design specialists.

Web designers.

Theatre set designers, graphic designers for computer games.

Generic examples of questions for companies

- What are you trying to communicate with this work? Who are the audience?
- Why choose 2D or 3D representation?
- How is the message reinforced through the choice of materials and processes?
- How long does a piece of work take to complete?
- Have you examples of planning, drafting, testing of ideas?
- How do you evaluate your visual language?

Unit 1

2D AND 3D - MAKING SKILLS WITH MEDIA AND MATERIALS

Explanation of Term

2D can cover technology such as photography, computer software, drawing, collage, printmaking. 3D skills include cutting and carving, construction, modelling.

Factors/Evidence

Examples of made images and objects, including;

Drawings, paintings, murals, collages, printing.

Carvings, models, forms in plastic, metal and wood etc.

The job description of employees involved in this work, skills and experiences.

Preparation work, sketches, early tests and attempts.

Where possible evidence from a wide range of media and materials is desirable together with the rationale for the choice of one or more of them to meet the need of a specific project.

Types of Companies

Photographers, computer game designers, furniture designers, fabric designers.

Generic examples of questions for companies

- Has the company examples of 2D and 3D made images ?
- Does the company have examples of the range of materials it uses to make objects ?
- Does the company have copies of drawings, paintings etc ?
- Does the company have examples of job description of employees involved in this work ?
- Does the company have examples of the preparation of intended work, eg sketches, early tests and attempts ?
- Why does the company choose particular materials it uses for 2D or 3D work ?

Unit 2

FORMAL ELEMENTS

Explanation of Term

Formal elements include; line, tone and colour, form, shape and scale, structure. pattern and texture

Factors/Evidence

Examples of formal elements commonly used.

Rationale for choice.

Examples of formal elements changing for particular circumstances, for example; those used in a window display against those used in a catalogue.

Types of Companies

Companies with the need to market or communicate product or service, in particular where the image is very important and lends itself to a creative form for presentation.

Generic examples of questions for companies

- Why did you choose the colour you did ?
- Why did you choose the size you did ?
- Why have you chosen the texture and/or structure that you have ?
- Why do certain forms work for the company and others do not ?
- In what way does the formal elements reinforce the message that the company wishes to convey ?
- What key messages does the formal elements convey, eg reliability, classic, expensive, fun etc ?

Unit 2

LOOKING AT HOW ARTISTS, CRAFTSPEOPLE AND DESIGNERS WORK

Explanation of Term

How artists, craftspeople and designers use sketchbooks, models and computers to develop ideas. How visual language is used to describe or style objects, how feelings or moods are portrayed.

Factors/Evidence

Examples of work in progress including;

Sketches and short descriptions.

Photographs, notes, line drawings.

Attempts, tests, models, mock ups.

Computer generated graphics.

Examples of several techniques being brought together for a desired impact.

Examples of a team approach to a single project, team management and presentation techniques.

Evidence of testing, including trials, rejection, modification and critical analysis.

Where possible an understanding of a single designer's working style would be helpful. This provides a personal insight into an artist and their way of working.

This information might include;

A summary of their expertise, experience and preferred ways of working.

What clients they are likely to be responding to.

What specialisms they offer with materials and techniques.

Other relevant biographical details.

Types of Companies

Jewellery makers, car designers, fashion designers, architects, graphic designers.

Generic examples of questions for companies

- How do you begin with ideas ? Who is involved ?
How do you support the creative process ?
What can inspire ?
- Why and how do you plan a project from an idea ?
- Are you trying to provide information through your design as well as ideas and feelings ?
Are you trying to portray a mood or evoke a feeling ?
- How is the planning process recorded and documented ?
- Do you work alone or in teams ?
What is your specialism ? Which customers do you tend to work with ?
- How do things go wrong ?
How do you manage critical reflection ?
- How do artists safeguard their work and ideas ?
How do they share ideas ?
- What is in the job description of the artist or designer ? What qualifications do they need ?
What is the typical background of someone who undertakes this work ?

Unit 2

SOURCES

Explanation of Term

Where professionals get their ideas from – the starting points. How they ensure they do not breach copyright laws. What records do they keep on their ideas ?

Factors/Evidence

Files or portfolios of ideas, including those that have not been used and some that have led to completed work.

What a company does to keep creative work from being copied or used elsewhere.

Types of Companies

All companies that have a creative component to their product design or have in house marketing capability.

Generic examples of questions for companies

- Where do you get your initial ideas from?
What acts as a source or inspiration ?
- Are other artists used as inspiration?
How do you avoid copying ideas ?
- Which employees are the creators?
What are their job descriptions ?
- How do you develop these ideas in development plans ?
- How do you present your ideas to clients ?
- How do you store ideas for future use ?

Unit 2

COLLECTING, RECORDING AND PRESENTING

Explanation of Term

How artists, craftspeople and designers organise their work.

Factors/Evidence

Evidence of the different ways in which employees organise their work, including means of;

Recording ideas, including those that are rejected.

Annotating, making notes and recording reactions.

Storing images and enabling display, cataloguing.

Storing larger images, posters and prints.

Storing and cataloguing material recorded

in electronic format.

Storing books, magazines etc.

Types of Companies

All companies that have a creative component to their product design or have in house marketing capability.

Generic examples of questions for companies

- How do you collect material for use as a source at a later stage ?
- How are the development stages of an idea recorded and displayed ?
- How does the company maintain a descriptive record of work undertaken and cross reference this to the art work ?
- Where are the designs, materials and other resources kept ? Are any special conditions needed to store these valuable resources ?
- How do you catalogue the material that you hold ?
- In what ways do you present material to maximise their impact ?

Unit 2

HEALTH AND SAFETY

Explanation of Term

An awareness of the potential hazards when working with a range of tools and materials is essential. This includes an understanding of strategies to reduce risk.

Factors/Evidence

Evidence of an awareness of risk which could include;

- Risk assessments of activities and circumstances
- Risk management strategies including actions to be undertaken
- Identified risks through labels, instructions, posters etc
- Training for employees
- Extracts from the Accident Book (without personal information)
- Availability of protective clothing, substituted materials and tools,
- Preventative measures and limiting access to dangerous areas.

Types of Companies

All companies that have a creative component to their product design or have in house marketing capability.

Generic examples of questions for companies

- Has the company an employee responsible for Health and Safety ?
- Can this employee explain the health and safety risk assessments for areas involved in creative design ?
- What hazardous materials are present ?
- What hazardous processes are undertaken ?
- What visual information helps warn of hazards ?
- What type of training occurs for employees ?
- Are there special risks associated with this type of work ?