

Centre Numbre	26240
College	Stamford College
Level	3 - Diploma
Year	2024

Theme: Journey

Tutors

Art & Design: Tom Coulthard - tomas.coulthard@ieg.ac.uk

Fashion & Textiles: Jaime Hartley - jaime.hartley@ieg.ac.uk

Graphic Design: Pamela Mairs - pamela.mairs@ieg.ac.uk

Photography & Video: Steven Butter - steven.butter@ieg.ac.uk

Start

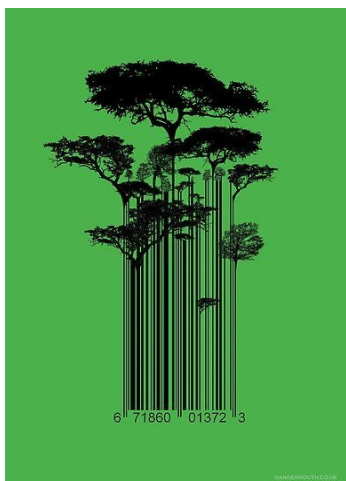
June 2024

To be submitted via WeTransfer as a PowerPoint or Google Slides to the Course Tutor – emails above. OR physical work into reception with your Name and the Course applied for clearly stated on the front of the sketchbook.

Deadline

Monday 19th August 2024

Please remember you cannot enrol onto your chosen course without completing this assignment.



Project description and requirements

Background

The purpose of this assignment is for you to show off what skills you have and how you can use these skills to represent what you see using visual language. You will be asked to concentrate on the formal elements of line, tone, form, shape, surface, texture, pattern and space. You must annotate your work with reference to these formal elements.

Assignment

We would like you to begin with analysing a piece of art you admire that encompasses your perspective on the theme of Journey. You should complete this by selecting the artwork from visiting current exhibitions or looking at various Online Exhibitions that are currently available, then using the writing frame 1 provided complete an extended piece of analysis on it.

Produce a variety of different studies on the theme of Journey. Anything related to the theme that you enjoy or find interesting should be explored through drawing, fashion / textiles, graphic design, photography or any other media available to you. Trying to show how you can develop an idea across several pages.

If you are stuck and don't know what to record, perhaps look at some examples of other creatives to inspire you. Many artists have used the theme of Journey as part of their work so you should be able to find someone whose work you like.

Think about the composition of each page you produce and try to create a style that has consistency but has originality.

You should produce a minimum of 10 completed slides / pages including: visual analyses, several experimentations / outcomes with annotations (see framework 2) & evaluations (see framework 3).

This will form part of your coursework so please take your time and ensure that you pro-

Useful Sources

www.getty.edu/museum
[www.museivaticani. va/content/museivaticani/ en.html#Inav_explore](http://www.museivaticani.va/content/museivaticani/en.html#Inav_explore)
[www.guggenheim-bilbao. eus/en](http://www.guggenheim-bilbao.eus/en)
www.nhm.ac.uk/ <https://www.rijksmuseum.nl/en> <https://www.mmca.go.kr/eng/>
[www.musee-orsay.fr/en/home. html](http://www.musee-orsay.fr/en/home.html)
www.britishmuseum.org/
www.nationalgallery.org.uk/
[www.the-creative-business.com/ google-art-project-10-virtual-art- exhibitions-to-visit-online/](http://www.the-creative-business.com/google-art-project-10-virtual-art-exhibitions-to-visit-online/)
[observer.com/2020/03/ digital-virtual-art-exhibitions-to-](http://observer.com/2020/03/digital-virtual-art-exhibitions-to-)

Possible Techniques (try combining several techniques together)

Traditional:

Pen / Pencil
Collage
Printmaking
Mono
Stencilling
Watercolours
Acrylics
Embroidery / stitching
Weaving

Digital:

Photography
Photoshop
Illustrator
InDesign
Procreate
etc...

Writing Framework 1

VISUAL

What can you see?

What is the subject matter?

Composition: Arrangement of formal elements, Foreground/Middle ground/ Background, Viewpoint, Balance, Harmony, Contrast, Tension etc.

The Formal Elements:

- ☐ Focus – What is the focus of the artwork what is your eye drawn to?
- ☐ Line - What are the dominant lines in the image? Are they straight or curved, thin or thick? Do they create direction, do they outline, do they indicate movement?
- ☐ Repetition - Are objects, shapes or lines repeated in the image? Does this create a pattern?
- ☐ Shape (2D) - Do you see geometric or organic shapes? What are they? How do they relate to each other?
- ☐ Form (3D) - Do the objects in the image appear three dimensional? What creates this effect?
- ☐ Space - Is there depth in the image or does it seem shallow? Is there negative space?
- ☐ Texture - If you could touch the surface of the photography, how would it feel?
- ☐ Tone - Is there a range of tones from dark to light? Where are the darkest and lightest parts of the image? Is there contrast? What is the proportion of greys (mid tones)?
- ☐ Colour - Is colour a significant feature of the image? Are there any complimentary colours? Can you attach any symbolism/meaning to the colours displayed?

Technique / Process

- ☐ What is the technique/process used by the artist and why?
- ☐ What steps does the artist go through to produce the work?
- ☐ What materials do they use?
- ☐ What surface is the work on?
- ☐ What is the scale of the work?

For each question remember to discuss the **impact** this has on the viewer?

CONTEXTUAL

Historical: Place in time, local/national/global events, History of Photography - tools and equipment, movements, styles, genres and ideas. Significant practitioners/publications/exhibitions etc.

Biographical: What do we know about the Artist? What relevance does this knowledge have to the image(s)?

Psychological: How do you feel when you look at the image? What feelings/states of mind are suggested by the image? What theories of mind are relevant to an interpretation of the image?

Theoretical: Can you apply any theories to your understanding of the image (e.g. cultural, political, philosophical/ aesthetic)?

CONCEPTUAL

Connections:

- ☐ How does the work make you feel?
- ☐ What connections can you make to your previous work?
- ☐ What relationships can you see between this artwork and other Art by this or a different artists?
- ☐ What ideas/views do you think the piece helps to communicate?
- ☐ What influence might this artwork have on the development of your own work?
- ☐ What have you learned from exploring and analysing this artist's work?

Writing Framework 2

Annotating Your Practical Work

Use these headings to explain each piece of work you have done.

WHAT?

WHAT IS IT? Explain the piece of work you are annotating.

Examples: This is a first-hand drawing that I made of ... This is a series of photo collection of visual research about ... This is some information I gathered about ... This is a copy that I made of a painting by ... This is a brainstorm that I put together to ...

WHY?

WHY DID YOU MAKE IT? Explain how this piece helps you in your project.

Examples: ...to get ideas about... to get me thinking about... to show what I have learned about... to explore the idea of... to examine the shape/form/texture/pattern of... to analyse the style of... to try out the technique of... to practice... to develop my skills in...

HOW?

HOW DID YOU MAKE IT?

Explain how you created the piece of work.

Examples: I drew it using... I painted it with... I constructed it from... I built it up by collaging... I photographed/drew it from life... I drew/painted it from a photograph... I gathered the images from the internet... photocopied the images from a book called... I found the information on a site called...

QUALITY

HOW GOOD IS IT? What are you pleased with? What could you improve?

Examples: I am pleased with the way I... one good element of this work is... the best feature of this work is... a section of this work that is particularly successful is... I'm not happy with... one area that I could improve is... the least successful part of this work is... I wish that I had...

LEARNING

WHAT DID YOU LEARN? What have you found out? What are your next steps?

Examples: I improved my skills in... I got better at working in the style of... I have a better idea of... I have a clearer understanding of... I feel more confident about... Next I will try... To follow this piece of work I hope to...

Writing Framework 3

Writing Evaluations

At the end of each project an evaluation should be written. This is important as you should be able to critically evaluate your own work. To improve you need to learn from any mistakes you have made and being able to build on good practice, will help you to improve. It will also help you to assess the work of others.

Your evaluation should include the following –

Which of your outcomes is the most successful and why?

What do you think your best work communicates to others?

What new skills or techniques have you developed or refined & give a specific example of a piece where this is obvious

How could you develop your practical skills further now? What could be refined and how - media, process, scale etc

How could you develop your concept/idea further now?

Explain the most successful sample/s in terms of formal elements and how they actually work (surface, colour, pattern shape, line, space, tone, composition, juxtaposition, impact, variety of marks etc) – how well do these work?

How could you refine certain methods - what and why

How could one of your samples be developed within a different subject area e.g. Design object, Fashion garment, Fine Art context, Photographic booklet etc.