

Btec Level 3 Extended Diploma in Art: Year One

**Btec Level 3 Extended Diploma in Graphic Design: Year One**

Btec Level 3 Extended Diploma in Fashion and Textiles: Year One



**Summer Project 2019**

**Units covered in this project: Unit Three:** Ideas and Concepts

**Lecturers:** Art -Jane Habgood – [j.habgood@farn-ct.ac.uk](mailto:j.habgood@farn-ct.ac.uk)

**Graphic Design – Caroline Herdman-Grant -** [**c.herdman-grant@farn-ct.ac.uk**](mailto:c.herdman-grant@farn-ct.ac.uk)

Fashion and Textiles – Sam Jones – [sam.jones@farn-ct.ac.uk](mailto:sam.jones@farn-ct.ac.uk)

**Date Set: 2nd July 2019**

**Submission Dates: 27th August 2019**

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| fcot logo | | | **Assignment brief QCF** | | |  | |
| **Qualification** | | | | | **Unit number and title** | | |
| **Extended Diploma in Art, Extended Diploma in Graphic Design, Extended Diploma in Fashion and Textiles.** | | | | | **Three: ideas and concepts** | | |
| **Learner name** | | | | | **Assessor name** | | |
|  | | | | | **Jane Habgood – Art**  **Caroline Herman-Grant – Graphic Design**  **Sam Jones – Fashion and Textiles** | | |
| **Date Issued** | **Hand in Deadline** | | **Feedback to Learner Date (1)** | | **Resubmission**  **Deadline** | | **Feedback to Learner Date (2)** |
| **2/7/19** | **27/8/19** | |  | |  | |  |
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| **Assignment title** | | **Sketch Book** | | | | | |

Learning aims:

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| **Unit / Criteria reference** | **To achieve the criteria the evidence must show that the learner is able to:** | |  | **Task no.** |
| P1 | compare ideas and concepts in art and design work | |  | all |
| P2 | investigate ideas generating techniques | |  | all |
| P3 | generate and refine ideas in response to given briefs | |  | all |
| P4 | communicate and present ideas and outcomes to different audiences. | |  | all |
| M1 | use the results of purposeful research and investigation to inform own ideas and concepts, demonstrating coherent direction in originating and developing idea | |  | all |
| M2 | demonstrate a considered approach to producing purposeful ideas and solutions in response to briefs, presenting work coherently and effectively. | |  | all |
| D1 | independently analyse and interpret research to generate personal ideas and concepts, applying sophisticated thinking in generating, modifying and synthesising original ideas | |  | all |
| D1 | Demonstrate an individual and perceptive approach to producing and communicating innovative and engaging work, using sophisticated presentation methods. | |  | all |
| ["Medus" - Collage 2014 – 29,7 x 21 cm - (c) Sabine Remy - http://miriskum.de/"Medus" - Collage 2014 – 29,7 x 21 cm - (c) Sabine Remy - http://miriskum.de/](http://miriskum.de/all-mixed-collages/) | | | | | |
| **Assignment title** | | | **Sketch book** | | |
| **Vocational Scenario or Context:**  Part of being able to study at Extended Diploma level is learning to be independent with your studies. As a starting point for your chosen ED course we are asking you to complete a summer sketchbook. This will enable us to see what artistic skills and abilities you have along with being able to judge how well you work independently. It will also allow you to gain an understanding of the skills and commitment needed to cope with the demands of an ED programme.  **A requirement for entrance onto your Extended Diploma course is the completion of this sketchbook.**  You can work your way through each task in any order but you must bring this work into College on your enrolment day, as without this evidence we cannot enrol you. | | | | | |
| Sketchbook Guidelines   * Where you have been asked to discuss others work this can be written via the computer or hand written. If you are writing by hand make sure your writing is neat and legible. * Fill the pages, we don’t want to see tiny drawings. * Have fun, work hard, and enjoy it, this is what you have chosen to study at a higher level, so this should not be a chore. * If you have any worries or do not understand the tasks then contact the relevant Course Tutor: Art: [j.habgood@farn-ct.ac.uk](mailto:j.habgood@farn-ct.ac.uk), Graphic Design: [c.herdman-grant@farn-ct.ac.uk](mailto:c.herdman-grant@farn-ct.ac.uk), Fashion and Textiles: [sam.jones@farn-ct.ac.uk](mailto:sam.jones@farn-ct.ac.uk) we may not respond instantly but we will get back to you as soon as we can. * You need to write on each page the task undertaken and write a sentence giving your opinion on each piece/page. * Consider the presentation of each page, it is very important. | | | | | |
| **You need to buy an A5 sketch book for this project**  **Tasks for all students to undertake: (you need to do these eight drawing tasks whether you have applied for Art, Graphic Design or Fashion)**   * Draw your reflection in a spoon, kettle, tap or unusual reflective object. (Produce these drawing in biro or fine liner without taking your pen off the paper, don’t worry if you make mistakes just draw over them). * Produce a timed drawing to take five minutes. (theme People) * Produce a timed drawing to take three minutes. (theme Fruit and/or vegetables) * Produce a timed drawing to take seven minutes, draw people doing activities such as washing up, playing a sport, dancing etc, (use a pen to draw with). * Draw a series of objects that you feel represent you, use your opposite hand to draw with and don’t take your drawing medium off the page. * Draw the contents of a drawer or a cupboard under the sink; add as much detail as you can. * Print out an image of your face, tear this in half paste it down and re-draw the other half in. * Find four unusual surfaces to draw on, each surface can be A5 in size, Think about surfaces you can find at home such as, newspaper/brown paper/used envelopes/ fabric. Find an everyday object and draw the object on each surface but from a different angle each time, the mediums you use can be your own choice.   **Art and Design students:**   * Paste an image of your favourite painting onto a page remember to add the artist name and the titles of the piece. Tell me why you have selected this painting, what do you like/dislike about it? * Paste your favourite sculpture onto a page remember to add the artist name and the titles of the piece. Tell me why you have selected this painting, what do you like/dislike about it? * Find a photo of a landscape (this can be a post card or magazine image) paste this onto one page. And then re-draw it on the opposite page. * Print on a page with found objects. * Produce a page of interesting Rubbings. * Pour, spill or drip coffee onto a page then use the marks to make a picture. * Cut out words from newspapers or magazines that describe you and paste them on a page. * Write one word over and over again on a page, think about using different media to write you word and how you place the word on your page each time you write it. * Cut out the images at the bottom of this project paste them into your book and on the opposite page. Write about the work (this can be typed or hand written but must be neat and legible, use one page for each of the images and next to this place the annotation) * Make a collage out of magazine and newspaper cuttings. * Fill any remaining pages with your own drawings remember to use a variety of different drawing materials and styles. * On the last page reflect on your book, what have you learnt? Has this been fun? Evaluate the work.   [Image result for half drawing half photo](https://www.google.co.uk/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwic67m0-K_bAhXMCMAKHSwDB9oQjRx6BAgBEAU&url=https://www.pinterest.com/pin/517843657145794162/&psig=AOvVaw1hM3tcrpOXuFPGcwA7ihLh&ust=1527855481494938) **[Image result for coffee stains with drawings](https://www.google.co.uk/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwi6t8_59q_bAhVICcAKHfTHBaUQjRx6BAgBEAU&url=http://www.designstack.co/2015/11/monster-drawings-within-coffee-stains.html&psig=AOvVaw0Lq-_ogbqqFP_QVCt7-GjE&ust=1527855373991087)**  **Graphic Design Students:**  **For all of these I will want to see your ideas as well as the final outcome, don’t just show the final result, show how you got there.**   * Find some food packaging that you think is dull, redesign it to make it exciting. * Design a logo for a dog walking company using just an image. * Design a logo for Penny’s Pet Parlour using just words. * List as many uses for a paperclip that you can think of (at least 30!), draw 10 of them. * Write a poem or lyrics from song out, then create a design from the words. * Find 25 logos that you like. Try to show a wide range of styles and outcomes, not all the same kind (sports logos for example). Explain why you like at least 8 of them. * Find as many examples of different fonts as you can, decorative, formal, italic, bold etc. pick 5 you think are good and try to re draw them (do NOT trace them) * Use a paint brush and paint/ink to write out five words, try different styles and ways of writing. * Plan a poster advertising a carboard box, who will you advertise it to and how? – show your ideas as well as your final poster. * Stick a really good photograph on this page that you have taken, tell me why you like it. * Find an image produced by your favourite artist/designer, stick it on a page and explain why you like it. * Find a magazine page that you think is well designed and explain why you think it interesting. * Fill any remaining pages with your own work remember to use a variety of different materials and styles. * On the last page reflect on your book, what have you learnt? Has this been fun? Evaluate the work.   TS speik1 TS h  **Fashion and Textile Students:**   * Cut up an image from a fashion magazine and put it back together in a different way. * Download and print three fashion illustration images, stick them into your sketchbook and tell me why you like them. * Take a photograph of yourself, print it out, cut out your head and feet and stick them onto a page. Now illustrate a garment you would like to be wearing. * Sew on a page, can you use a sewing machine and also stitch by hand? * Do some rubbings of interesting textures with a pencil or crayon. * Trace your hands on a page and then fill in the shapes in an interesting way. * Make three pages of your sketchbook interact with one another (interact=work together). * Find some images of your favourite fashion designers work, print them off and then tell me why you like them. * Pour, spill or drip coffee onto a page then use the marks to make a picture. * Draw fat lines and thin lines in interesting ways on a page. * Fill any remaining pages with your own drawings remember to use a variety of different drawing materials and styles. * On the last page reflect on your book, what have you learnt? Has this been fun? Evaluate the work. | | | | | |
| **Checklist of evidence required:**  A minimum of one completed sketch book, showing a range of visual recording using different mediums materials and techniques and subject matter, as well as both primary and secondary images as a starting point.  Please don’t worry about making sure everything is perfect, what is most important is that you try out a range of different task you show enthusiasm and have fun.  Good luck, we look forward to seeing the completed work in September | | | | | |
| **Contact** | | | | | |
| If you need to contact us during the summer our emails are: Jane Habgood, Art - [j.habgood@farn-ct.ac.uk](mailto:j.habgood@farn-ct.ac.uk) , Caroline Herdman-Grant, Graphics – [c.herdman-grant@farn-ct.ac.uk](mailto:c.herdman-grant@farn-ct.ac.uk) , Sam Jones, Fashion and Textiles – [sam.jones@farn-ct,ac,uk](mailto:sam.jones@farn-ct,ac,uk) | | | | | |
| **Notes:** | | | | | |

**[Acne Studios Archive](http://www.anothermag.com/fashion-beauty/gallery/7105/acne-studios-archive/12" \t "_blank)**