

TIPS TO HELP IMPROVE YOUR PORTFOLIO OF WORK

A01 Develop ideas through investigation

Select and recreate a small section inspired by your artist's work, exploring the same materials and or mark making techniques your artist has.

Take influence from a place / feeling / event.

Select Art specific key terms that link to your artist or ideas and create a paragraph that explains your thoughts about the work.

Recreate the work of your chosen Artist through appropriate media and mediums.

Research your chosen artists and ensure you link it to the work that you are producing.

Are there other artists who have the same style that you could link to your work., exploring their skills and techniques.

A02 Refine and experiment

Try recreating a small section or part of a drawing or design using a range of media e.g. ink wash, paint, pencil. Develop and explore your best ideas (play to your strengths)

Make a range of thumbnail sketches that show how you might refine your composition / ideas for a finished outcome.

Try out your plan using different mediums.

Manipulate some of your own photographs for this project in Photoshop, or print them and make a photomontage.

Photocopy work, change the medium and experiment.

Recreate a section of your work but change the scale / colour / materials.

A03 Record Observations

Observational drawings from direct observation.

Take photographs (close ups / composition ideas / related objects). Make sure they are carefully composed and link to the rest of your work.

Write down and explore your intentions – How will you make it? Which techniques are most appropriate?

Try 'drawing' in different mediums and media.

Annotation needs to explain your journey from start to finish.

Does your work fulfil the starting point.

A04 Present a Personal Response

Give a personal response to the work of other sources.

Work in the style of your chosen artist to a finished quality

Imagine what the moment after the Artwork is representing looks like.

Recreate the result in any of your chosen materials.

Take influence from Artist and source subject matter, techniques, materials and / or use of colour.

Respond to sources work through written comments (select art specific key terms that link to your work and your source(s), create a paragraph that explains your personal interpretation of the work.

Produce samples of work that realise your intentions, show strong links to your studies and artist copies.

Produce a detailed plan for an alternative outcome.

This is the marking criteria produced by the examination board-AQA

ANNOTATION

Describes writing notes, using images and explaining your thoughts to show the development of your work.

Step 1- Describe
What is this an image of? What have you done here? What was this stage of the project for?

Step 2- Explain
How was this work made? How did you produce particular effects? How did you decide on the composition?

Step 3- Reflect
Why did you use these specific methods? Why do particular parts work better than others? Why might you do things differently next time?

Assessment Objective 1	Assessment Objective 2	Assessment Objective 3	Assessment Objective 4
Develop their ideas through investigations informed by contextual and other sources demonstrating analytical and cultural understanding.	Refined their ideas through experimenting and selecting appropriate resources, media, materials, techniques and processes.	Record ideas, observations and insights relevant to their intentions in visual and/or other forms.	Present a personal, informed and meaningful response demonstrating analytical and critical understanding realising intentions and where appropriate making connections between visual, written, oral or other element.
Assessment Objective 1 <i>This is what it actually means.</i>	Assessment objective 2 <i>This is what it actually means</i>	Assessment Objective 3 <i>This is what it actually means.</i>	Assessment Object 4 <i>This is what it actually means.</i>
Looking at artists, designers and craftspeople to help your own work. Showing that you can analyse art that inspires you and that you understand the cultural background to the art.	Using lots of different materials and media. Experimenting to find out what works and what doesn't. Improving your work as it progresses.	Drawing, painting, printing, photographing, etc. from objects or people in front of you .Your ideas need to link to AO1. Your thoughts and ideas should also be recorded through written annotation.	This is the work that you make combining of your inspiration (AO1), your experiments (AO2) and your observations (AO3). This is mostly at the end but there will also be elements throughout your work that answer this AO. Does your work

You are marked on your ability to show an understanding of the above 4 assessment objectives.

These are the keywords we use to mark the work.

Exceptional, Highly Developed, Consistent, Moderate, Some or Minimal.

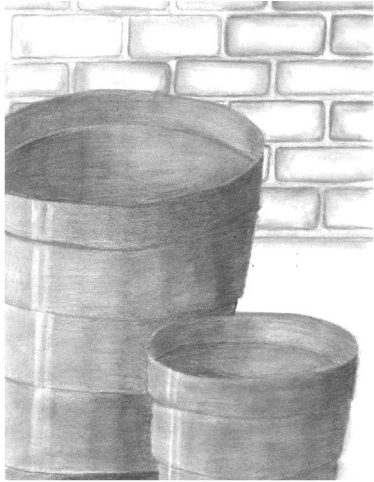
Steps to success

A **portfolio** of work is a 'package' of work produced in response to a single **starting point**. To be successful you need to show evidence of:

- Planning
- Keeping written and visual records
- Research
- Produce experiments and exploration studies
- Safe working practice with techniques
- Review, modify, develop and improve your work
- Finalising your ideas
- Presenting a final outcome or outcomes.

Design Brief

Design a logo for a garden centre which reflects the style of the pop artist Roy Lichtenstein.



Subject Specific-Keywords:

Colour, tone, line, typography, imagery, composition, brand identity, observational drawing, digital illustration, digital design, photography, printing, painting.



Design Techniques:

- Use of coloured pencil
- Use of graduated tonal shading
- Use of Acrylic, gouache and watercolour paint
- Use of Lino Printing
- Use of Adobe Illustrator for digital illustration
- Use of Adobe Photoshop for image manipulation.
- Use of Adobe In design for design layout.



Observational art

is easily defined as drawing or painting from life. Examples would include sketching a bowl of fruit (still life), The image is not taken from either a photograph or the artist' imagination, but from real life observation.



How are colour and tone used?

How is composition used?



How is imagery used?

How is typography used?

How is line used?

Garden Centre Logo Analysis

Analysis of existing products helps us to identify successful (and sometimes unsuccessful) use of the graphic design components. This, in turn, helps in our use and application of graphic design components when answering a design brief.

Lino Printing



TYPOGRAPHY

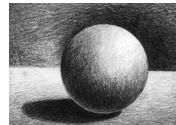
Typography is the art arrangement of type to make written language legible, readable, and appealing when displayed. The choice of font and arrangement are very important in typography.



Good **graphic design** increases readability, communicates quickly and convincingly, and draws the reader's eye to key **information** within the message. Certain color choices, shapes, text styles and images within a message can all contribute to the success or failure of a piece of graphic design.

tone

Tone is used to create shadows and highlights. It gives an image depth and realism.



Shade

Add black to a colour to darken it.

Tint

Add white to a colour to lighten it.

Subject specific keywords:

Colour, primary, secondary, tertiary, harmonious, complimentary, tone, tint, shade, line, organise, separate, decorate, emphasise, typography, serif, sans-serif, decorative, script, imagery, illustration, photography, digital, physical, composition, placement, flow



Colour creates / evokes different moods / feelings.

The addition of colour completely changes the mood / feeling of a piece of graphic design.



Primary Colours

Red, yellow, blue

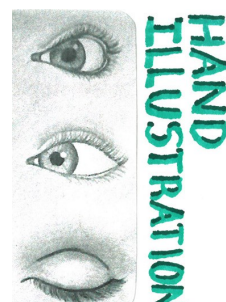
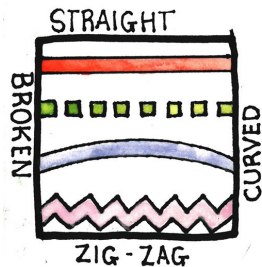
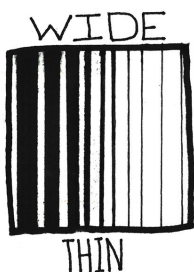
Secondary colours

Orange, green, purple



Line is used to:

Separate, organise, emphasise, decorate.

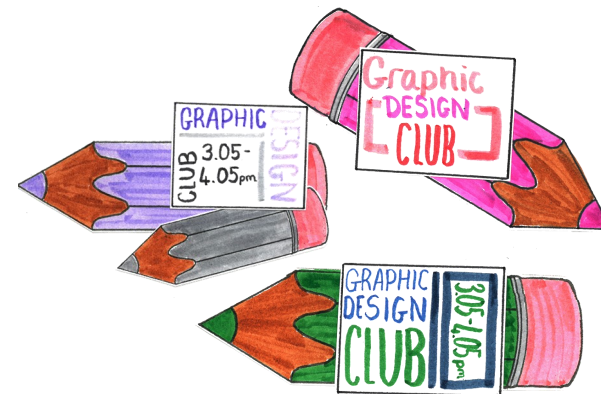


Images are used to communicate ideas and information. They can be physical or digital.



COMPOSITION

Composition is the placement or arrangement of the graphic components in a graphic design. The size and position of the components determines how and in what order the eye sees the components on the design.



Subject Specific-Keywords:

Objects, Observational, Tones, Layers, Form, Composition, Texture, Graphite, Inks, Fine liner, Subtle, Smooth, Rough, Movement, Sketch, Size Appropriate, Highlighting, Depth, Range, lino printing, acrylic paint, gouache paint



Design Techniques:

- Use of coloured pencil
- Use of graduated tonal shading
- Use of Acrylic, gouache and watercolour paint
- Use of Lino Printing
- Use of Adobe Illustrator for digital illustration
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Roy Fox Lichtenstein was an American pop artist. During the 1960s, along with **Andy Warhol**, **Jasper Johns**, and **James Rosenquist** among others, he became a leading figure in the new art movement. His work defined the premise of pop art through parody.



Using the appropriate shading technique for the **Medium** that you are using.

Using the appropriate **Media** to work with your observational drawing.



Artist Copies produced by pupils

