

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Diploma in Art & Design
Unit or Component number and title	Unit 3: The Creative Process
Learning aim(s) (For NQF/RQF only)	<p>A: Understand the stages and activities within the creative process</p> <p>B: Experiment with the stages and activities within the creative process to develop own working practice</p> <p>C: Apply stages and activities within the creative process to develop own art and design work</p> <p>D: Review how use of the creative process developed own art and design practice.</p>
Assignment title	Evolution
Assessor	Dr D Winn
Hand out date	September 2019
Hand in deadline	March 2021

Vocational Scenario or Context	<p>As an Artist or Designer, the process of developing something from an initial idea into a final outcome is about understanding and applying the creative process. This assignment brief gives you the opportunity to demonstrate this process in the creation of work for a public exhibition.</p> <p>The exhibition will be attended by your friends, family and other creative practitioners from the local community. This is your opportunity to conceive, execute and exhibit a body of work that communicates the evolution of your personal creativity. This should be your most challenging and sophisticated work and should reflect and build on your development over your time on the course.</p> <p>The title of this year's exhibition is 'Evolution' You can produce work using media and materials of your choice.</p>
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Task 1	<p><i>"I'm learning all the time. I'm evolving all the time as a human being. I'm getting better, I hope, in all of the important ways."</i></p>  <p style="text-align: right;">Neil Peart</p> <p>Evolution is a scientific theory used to explain the process of change in all forms of life over generations. However evolution can also reference how an</p>
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	<p>individual can grow, change and develop over time. This may refer to physical, emotional or psychological changes and is often the result of an external stimulus or input. For years artists and designers have been inspired by Darwin's theory of evolution.</p> <p>For example the figurative sculptures of Magdalena Abakanowicz illustrate her early fascination with the natural world and its processes of germination, growth and change. The energy of life, growth, change and death became a quality that would become a constant feature of her art work.</p> <p>Rudy Zallinger's illustration 'The March of Progress' which first appeared in the Time-Life book 'Early Man' (1970).</p> <p>Paul Rand's evolutionary approach to rebranding corporate identities through a reductive process.</p> <p>There are intense paintings of geology and weather by Turner and Ruskin.</p> <p>'Evolution' in this assignment brief is a starting point for you to consider how you have evolved as a creative practitioner so far, and how that process is still taking place, and where you are going next.</p> <p>Respond to 'Evolution' by widely researching and experimenting, visiting exhibitions and places of interest for inspiration for your continuing 'evolution' as a practitioner.</p> <p>Ensure that you gather lots of ideas and notes to support exciting, practical exploration and the development of innovative outcomes. Start to develop test outcomes to refine your ideas and the direction you want to go in.</p> <p>Ensure you consider the stages below when developing your response to 'Evolution'. These will include:</p> <ul style="list-style-type: none"> • Initial response and ideas generation. • Research - Contextual and Thematic. • Visual recording. • Exploration of materials, techniques and processes. • Feedback and review. • Development of work based on exploration. • Production of final outcome to realise creative intention. • Presentation of preliminary work and outcome. • Review and evaluation of outcome, action planning for future development.
Checklist of evidence required	Practical work based on the theme that demonstrates exploration of the creative process
Criteria covered by this task:	

Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/AB.D1	Demonstrate an in-depth and innovative exploration into the stages and activities within the creative process, evaluating how far the stages can interrelate to develop and refine ideas and develop own working practice.
3/B.M2	Demonstrate a confident exploration of the creative process, showing how the stages of development interrelate and can be applied in alternative ways to develop own working practice.
3/A.M1	Analyse how the stages and activities in the creative process are used to develop and refine ideas to realise creative intentions.
3/B.P4	Demonstrate how the stages of the creative process can interrelate to develop art and design work.
3/B.P3	Demonstrate limited exploration into the stages and activities within the creative process to develop own working practice.
3/A.P2	Explain how the activities within the creative process can be used to realise creative intentions.
3/A.P1	Explain how the stages of the creative process can be used to realise creative intentions.

Task 2	<p>Based on the theme 'Evolution' develop and refine outcomes towards a final piece.</p> <p>Include in-depth and inspired experimentation as you work towards producing an innovative and exciting outcome. Avoid easy 'tried and tested' solutions. Try to challenge yourself to develop new approaches and new techniques.</p> <p>Your body of work should include the following:</p> <ul style="list-style-type: none"> • Contextual and thematic research – visual and written • A range of initial ideas leading to practical experimentation • Exploration of a range of different materials, techniques and processes • Evidence of how you have developed and refined your ideas • A final outcome in response to the theme <p>Annotate your work considering how it has developed and evolved from initial research and ideas, through experimentation and development to realisation and the final outcome.</p> <p>Once you have completed your project and produced your final outcome, write a statement to accompany your work in the exhibition.</p> <p>You should consider</p> <ul style="list-style-type: none"> • How did you approach each stage or activity towards the development of the final outcome • How did different aspects of your work interrelate? • How did develop your ideas? • The evolution of the final outcome.
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	<ul style="list-style-type: none"> How this experience will support and improve your evolution and development as a practitioner.
Checklist of evidence required	<ul style="list-style-type: none"> Research recorded in your sketchbook can be both visual and written and should include: <ul style="list-style-type: none"> Artists research Thematic research Thematic research Initial ideas recorded in your sketchbook including visual studies based on your research Sketchbook containing Materials, Techniques and Process experimentation. i.e. test pieces, trials, swatches, sketchbook studies, printouts, video/film clips, annotated worksheets with full annotation Sketchbook containing evidence of your ideas development and refinement A final piece in an appropriate format presented ready for exhibition Final Statement for the exhibition
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
3/D.D3	Evaluate the extent to which the stages and activities within the creative process can improve future art and design practice.
3/C.D2	Demonstrate innovation when applying the creative process to the development of own art and design work, demonstrating a clear development of own creative practice
3/D.M4	Analyse how the stages and activities within the creative process helped develop ideas and produce outcomes, explaining how it will improve future art and design practice.
3/C.M3	Apply the stages and activities within the creative process fluently to plan and develop own art and design work.
3/D.P8	Explain how own use of creative process can be used to improve future art and design work.
3/D.P7	Explain how the creative process helped to develop ideas and produce outcomes for art and design work.
3/C.P6	Apply a linear approach to the creative process in the production of art and design work.
3/C.P5	Demonstrate ability to plan the development of own art and design work using stages and activities within the creative process.

Sources of information to support you with this Assignment	<p>Journals</p> <p><i>Art Monthly</i> <i>Art Review</i> <i>Artists and Illustrators</i> <i>British Journal of Photography</i> <i>Crafts Magazine</i> <i>Creative Review</i> <i>Contemporary</i></p> <p>Website</p> <p>www.artjournal.co.uk online guide to books and journals</p>
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	<p>www.craftscouncil.org.uk the national development agency for contemporary crafts in the UK</p> <p>www.creativehandbook.co.uk directory of creative practitioners</p> <p>www.culture24.org.uk/am30786 links to a broad range of art and design resources</p> <p>www.design-council.org.uk the national strategic body for design in the UK</p> <p>www.designmuseum.org website of the Design Museum, dedicated to contemporary design</p> <p>www.fashion-era.com/C20th_costume_history links to resources on fashion</p> <p>www.graphicdesign.about.com/arts/graphicdesign graphic design links</p> <p>www.masters-of-photography.com photography links</p> <p>www.tate.org.uk website for the Tate galleries</p> <p>www.vam.ac.uk website for the Victoria and Albert museum</p>
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