

GUIDANCE FOR CANDIDATES

To achieve this unit, you will need to produce and present a portfolio of work as a creative response to the externally set brief.

Your preparatory studies and research should be presented through sketchbook work, study sheets or experimental investigations in any medium.

You should interpret your chosen brief appropriately to create an art, craft or design outcome(s).

In planning and developing your work you must show evidence of your:

- investigation and research
- development and review
- analysis and evaluation
- presentation.

Investigation and research

Gather information and ideas from appropriate sources and record your responses. Sources include:

- personal experience
- observation
- memory
- imagination
- the work of artists, craftspeople or designers.

All sources must be clearly shown or stated and copyright acknowledged.

Development and Review

Investigate different ways of working through the creative process in order to resolve appropriate solution(s):

- create and develop your own ideas and use suitable materials and techniques
- explore the qualities of materials and techniques you intend to use
- develop and effect changes to your work as it progresses
- acknowledge connections with other artists, craftspeople and designers in your own work
- make judgements and give opinions about your own work and the work of others.

Analysis and Evaluation

Throughout all of the stages of your work:

- analyse your sources, the requirements of the brief and your responses
- consider and evaluate the quality and 'fitness for purpose' you have demonstrated, including the strengths and weaknesses.

Presentation

Use suitable methods of presentation through all stages of the creative process.

CLIENT: The 'EAT AFRESH' Group**PROJECT:**

The 'EAT AFRESH' group is launching a new nationwide network of cafés and delicatessens which will feature and promote healthy eating. Meals will be available as 'eat in' or 'take away' options. A range of high quality local producers will provide fresh food for the outlets.

The 'EAT AFRESH' group is commissioning artists, craftspeople and designers to contribute to this project through a range of packaging, information material, interior design and merchandising items.

Starting points:

- natural treasures
- the origins of 'EAT AFRESH' food
- re-useable packaging
- fresh, fine and fast
- healthy harvest
- pleasures of the soil
- family friendly
- café colours
- clean and bright
- tempting take aways.

Brief:

Selecting one or more of the starting points, develop and produce an art, craft or design outcome(s) for the 'EAT AFRESH' group of cafés and health food delicatessens.

The art, craft or design work should visually reflect the quality and appetising range of healthy eating foods available.

The outcome(s) will satisfy one of the following project briefs:

- food and / or drinks packaging, branded 'EAT AFRESH'
- an illustrated menu for the café
- a textile based shopping bag
- a logo design for 'EAT AFRESH' showing a variety of applications
- a website home page for the 'EAT AFRESH' Group
- an illustrated double page spread for the 'EAT AFRESH' cookery book
- the interior design for a café area
- a design for a 3D table decoration, suitable for batch production
- a painting or photo montage to provide a focal point in a café area
- a video loop or digital presentation illustrating the natural produce for sale
- a range of tableware suitable for young children
- a range of work clothes to be worn in the café or delicatessen.

All work must be clearly labelled with your name, candidate number, Centre number, unit title and unit number.

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