
Glossary: Unit 13 Artwork and Imaging

Term	Definition/Explanation
Art work samples	Candidates need to go through the process of producing a portfolio which adequately shows their skills. This completed portfolio should be used as part of the initial meeting with the client.
Client brief	Where possible, candidates should be working towards producing a product to meet the needs of a real client. Where this is not possible, teachers may play the part of client. However, where this is the case, candidates should still be expected to carry out the process of negotiation with the teacher.
Critical analysis	<p>The candidate will be assessed on how well they are able to self-evaluate. Candidates need to be clear on how well they have met the initial brief, including any subsequent amendments. Candidates should also evaluate the personal role they played in completing the final product, both in terms of their skills in using the necessary software and in dealing with others, such as the client.</p> <p>Candidates use this analysis to explain how they would change their approach to this or a similar project, were they to complete one in the future.</p>
Initial ideas and proposals	Candidates need to show that they have considered more than one solution to the commission received. Having drafted out different solutions, the candidate should meet with the client in order to decide on a final structure to their solution and write a justification of why the one remaining proposal was chosen. This written justification may include feedback from the meeting with the client.
Range of artwork skills	Section 13.2.6 of the specification gives a clear explanation of the full range of materials which candidates need to submit as part of their portfolio.