

## Pearson BTEC Level 1/Level 2 First Award

# Art and Design

## Unit 2: Creative Project in Art and Design

**2018**

**Time: portfolio development of supporting studies: 20 hours**

**Final outcome(s): 10 hours**

Paper Reference

**20478E**

**You do not need any other materials.**

### Instructions for centres

- This paper is available on the Pearson website [www.BTEC.co.uk/2012](http://www.BTEC.co.uk/2012) from January 2018.
- Centres are free to devise their own preparatory period of study (20 hours spread over a number of weeks) prior to the 10 hours of working under controlled conditions to produce the final outcome.
- It is strongly recommended that this paper is given to learners in its entirety.

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## Information for learners

### You should:

- **read this information before starting on your chosen pathway brief**
- **refer to these instructions as you complete work for this unit**
- **select a brief from your chosen pathway.**

### Portfolio development of supporting studies

Read the brief and think about the creative problem that needs solving. You have 20 guided learning hours to prepare for your final outcome. This can be spread over several weeks or months.

#### Research:

- what the client expects you to do for the brief
- a range of primary and secondary sources appropriate to your chosen pathway
- artists' or designers' work that relates to your own ideas in response to the theme. A list of suggested resources can be found in the Resources section
- global, environmental, ecological, cultural and social issues linked to the theme.

#### Develop:

- ideas from your research
- a work plan for the final 10 hours.

#### Review:

- progress, plans, ideas, working processes and any changes as you develop your work.

#### Evaluate:

- your chosen ideas, materials, processes and techniques in relation to the brief.

**Your teacher will be able to help you as you prepare your personal response to the brief. You must talk to your teacher about the materials and processes you plan to use during the final 10 hours.**

### **Final outcome**

- You have 10 hours to produce your final outcome, using the visual elements, materials, techniques and processes that you have selected.
- You will be working under supervised examination conditions, usually in your art and design room.
- You should refer to your preparatory work and supporting studies during the final 10 hours.
- During the final 10 hours the invigilator is not able to talk about your creative ideas and can only give technical advice and support related to materials, techniques and processes, e.g. preparing ceramic pieces for firing, use of chemicals in the darkroom, use of sewing and finishing machines.

On the following pages, there are themes and briefs with client expectations. You must choose **ONE** of these to complete your work for this unit.

## Pathways

### Design Crafts



The theme for Design Crafts is '**Out of Asia**'.

Artists and designers often look at other cultures and places as inspiration for their creative ideas. They might look at architecture, lettering, symbols, colours, shape and pattern, history, beliefs, tradition and style. Asia is a huge continent and includes China, Japan, India and many other countries. There are many opportunities for inspiration from Asia.

A museum has decided to sell a range of accessories and craft items in its gift shop, inspired by objects in its Asian collection.

#### **What you will need to produce**

You are invited to pitch ideas for craft items, accessories and other pieces in response to the brief.

Your research should be wide-ranging, and could include traditional, past and present aspects of this theme. You should make good use of primary and secondary sources.

You may wish to look at the work of the following designers and makers: Anna Hu, Kaoru Kay Akihara, John Hardy, Grace Lee, Philip Treacy, Stephen Jones, Grayson Perry, William De Morgan.

You should develop ideas and designs in response to the client brief and your own research on the theme '**Out of Asia**'.

You should refer to specialist materials, techniques and processes and elements such as: colour, line, surface, texture, decoration, pattern, shape, form and function.

Inspired by this theme, choose **one** of the following:

1. A set of jewellery or one item of jewellery in response to the theme.
2. A decorative teapot in response to the theme. This can be made of any material including textiles, paper, wood and ceramics as it will be sold purely as an ornamental item.
3. A handmade decorative item with a design inspired by Asian architecture.

### **Your research should focus on:**

- client expectations
- primary and secondary sources in response to the theme '**Out of Asia**'
- artists, designers and makers who have used '**Out of Asia**' or similar themes as their inspiration and stimulus.

### **Client expectations**

The work that you produce must meet the client's expectations. The client will want to know how you have responded to the following questions.

- What is your response to the theme and constraints of the brief?
- How have you used your primary and secondary research to develop ideas?
- How did you use visual language to develop your ideas and outcomes?
- How do your designs target the intended audience?
- Are your designs fit for purpose?
- What materials, techniques and processes have you selected and used?
- How will you present your work to the client?

## Fashion and Textiles



The theme for Fashion and Textiles is **'Out of Asia'**.

Artists and designers often research other cultures and places as inspiration for their creative ideas. They might look at architecture, lettering, symbols, colours, shape and pattern, history, beliefs, tradition and style. Asia is a huge continent and includes China, Japan, India and many other countries. There are many opportunities for inspiration from Asia.

A large high street store has chosen the theme **'Out of Asia'** for its fashion and textiles departments and is inviting designers to pitch ideas for clothes and accessories based on this theme.

### What you will need to produce

You are invited to produce designs, ideas and samples in response to the brief.

Your research should consider traditional, past and contemporary aspects of this theme. You should make good use of primary and secondary sources. You could create a mood board to help explain your thinking to the client.

You may wish to look at the work of the following makers and designers: Rag & Bone's Marcus Wainwright and David Neville, Tadashi Shoji, Jason Wu, Brandon Sun, Matthew Williamson, Junichi Arai, Nanda Gajarawala, and Aneeth Arora, as well as Gucci, Marni and other mainstream design houses. Paris Fashion Week in 2014 and 2015 had a lot of designs based on this theme.

You should develop ideas and designs in response to the client brief and your own research on the theme **'Out of Asia'**.

You should refer to specialist materials, techniques and processes and elements such as: colour, line, texture, decoration, pattern, form and function.

Inspired by this theme, choose **one** of the following:

1. Create a contemporary design based on a traditional Asian garment in response to the theme.
2. A textiles wall hanging in response to the theme to be part of the window display.
3. A surface pattern design in response to the theme, for an item such as a folding screen, parasol or fan. This should reveal a striking pattern/design when opened.

**Your research should focus on:**

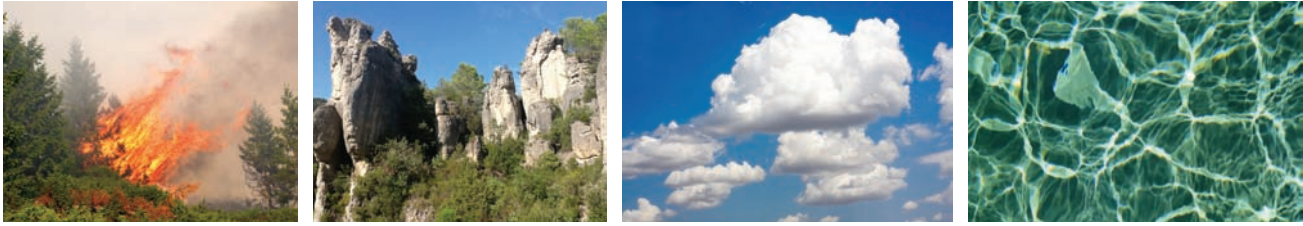
- client expectations
- primary and secondary sources in response to the theme '**Out of Asia**'
- artists, designers and makers who have used '**Out of Asia**' or similar themes as their inspiration and stimulus.

**Client expectations**

The work that you produce must meet the client's expectations. The client will want to know how you have responded to the following questions.

- What is your response to the theme and constraints of the brief?
- How have you used your primary and secondary research to develop ideas?
- How did you use visual language to develop your ideas and outcomes?
- How do your designs target the intended audience?
- Are your designs fit for purpose?
- What materials, techniques and processes have you selected and used?
- How will you present your work to the client?

## Photography



The theme for Photography is '**The Four Elements**'.

The four elements Earth, Air, Fire and Water have interested artists and scientists for centuries, as well as being significant in the beliefs and imagery of many cultures. These four elements can be linked to planets, star signs, nature, science and mythology. All ages and cultures symbolise and represent them in different ways.

A TV company is making a series about the four elements for family viewing.

The company has asked photographers to research this theme. It would like images to be used as part of the title sequence for each programme and a book linked to the programmes.

### What you will need to produce

You are invited to produce photographic work in response to the brief. This could be presented in digital or printed form.

You should research '**The Four Elements**' to inspire your work making good use of primary and secondary sources. Investigate past and present interpretations of this theme, and make sure your work will meet the client's requirements. Your finished piece or pieces can reflect any number of the four elements.

You may wish to look at the work of the following artists: Luke Byrne, Jared Steffensen, Flora Borsi, Krista Wortendyke, Mark Mawson, Pierre Debusschere, Bill Viola, Linnea Strid, Jim DenHamer.

You should develop ideas and designs in response to the client brief and your own research on the theme '**The Four Elements**'.

You should refer to specialist materials, techniques and processes and elements such as: composition, lighting, sequence, contrast, colour, line, pattern, form and function.

Inspired by this theme, choose **one** of the following:

1. A series of square format images in response to the theme, to be used in the title sequences.
2. A set of images that explore the abstract qualities of the four elements.
3. Four A4 images in response to the theme that will be considered for the book cover.



### **Your research should focus on:**

- client expectations
- primary and secondary sources in response to the theme '**The Four Elements**'
- artists, designers and photographers who have used '**The Four Elements**' or similar themes as their inspiration and stimulus.

### **Client expectations**

The work that you produce must meet the client's expectations. The client will want to know how you have responded to the following questions.

- What is your response to the theme and constraints of the brief?
- How have you used your primary and secondary research to develop ideas?
- How did you use visual language to develop your ideas and outcomes?
- How do your designs target the intended audience?
- Are your designs fit for purpose?
- What materials, techniques and processes have you selected and used?
- How will you present your work to the client?

## Product Design



The theme for Product Design is '**Art Deco**'.

The Art Deco movement thrived in the early years of the twentieth century. The characteristic look and style included geometric shapes, bold curves, strong vertical lines, aerodynamic forms and sunbursts. The influence of Art Deco can be seen in many areas of design including architecture, interiors and furniture. Shapes that are typical of Art Deco style and design are found everywhere from light fittings to picture surrounds. These shapes include rounded corners, zigzags, chevrons and lightning bolts.

A hotel is restoring a former Art Deco building to its former glory, and wants to equip bedrooms and public areas with beautiful products designed in the Art Deco style.

### What you will need to produce

You are invited to develop and pitch proposals in the form of drawings and illustrations, and to make either models or maquettes.

In your research you should make good use of primary and secondary sources.

You may wish to look at the work of: Clarice Cliff, Susie Cooper, Mel Gardner, Guillermo Bolin, A M Cassandre, Alex Steinweiss, Raymond Loewy, Jim Flora, Sonia Delaunay, Louis Comfort Tiffany, René Lalique, Duncan Grant, Phillip Orr, Jean Perzel, David Towers and Roland Cartier.

You may want to research Art Deco buildings in your local area.

You should develop ideas and designs in response to the client brief and your own research on the theme '**Art Deco**'.

You should refer to specialist materials, techniques and processes and elements such as: colour, line, texture, pattern, shape and structure, form and function.

Inspired by this theme, choose **one** of the following:

1. A quirky design for a toast rack, menu holder or salt and pepper set for the hotel restaurant, in response to the theme.
2. An evocative design for a free-standing light, mirror or clock for a hotel bedroom.
3. An extraordinary and striking design for public seating in the hotel reception area.

**Your research should focus on:**

- client expectations
- primary and secondary sources in response to the theme '**Art Deco**'
- artists, designers and makers who have used '**Art Deco**' or similar themes as their inspiration and stimulus.

**Client expectations**

The work that you produce must meet the client's expectations. The client will want to know how you have responded to the following questions.

- What is your response to the theme and constraints of the brief?
- How have you used your primary and secondary research to develop ideas?
- How did you use visual language to develop your ideas and outcomes?
- How do your designs target the intended audience?
- Are your designs fit for purpose?
- What materials, techniques and processes have you selected and used?
- How will you present your work to the client?

## Visual Arts



The theme for Visual Arts is '**The Four Elements**'.

The four elements Earth, Air, Fire and Water have interested artists and scientists for centuries and they have also been important in the beliefs and imagery of many cultures. These four elements can be linked to planets, star signs, nature, science and mythology. All ages and cultures symbolise and represent these elements in different ways.

The director of a cultural centre is asking artists to present ideas based on the four elements.

### **What you will need to produce**

You are invited to develop and make 2D or 3D work to be displayed in and around the centre. The client wants to see how the work would appear in situ. 3D work should be produced in maquette form and it should be produced to scale.

You should research '**The Four Elements**' making good use of both primary and secondary sources. Investigate past and present interpretations of this theme, and make sure your work will meet the client's requirements. Your finished piece or pieces can reflect any number of the four elements.

You may wish to look at some of the following artists: Sandra Meech, Gil Bruvel, Damien Hirst, Alexander Calder, Yves Klein, Brian Alfred, Richard Long, Andy Goldsworthy, David Hockney, Anselm Kiefer, Kate MacDowell.

You should develop ideas and designs in response to the client brief and your own research on the theme '**The Four Elements**'.

You should refer to specialist materials, techniques and processes and elements such as: colour, line, surface, structure, pattern and form and function.

Inspired by this theme, choose **one** of the following:

1. A large-scale painting or mural in response to the theme.
2. A sculpture in response to the theme. This should be designed so that people can walk around it and view it from any angle.
3. A series of four small 2D or 3D pieces that can be mixed media, collaged or painted in response to the theme. The images must work together.

### **Your research should focus on:**

- client expectations
- primary and secondary sources in response to the theme '**The Four Elements**'
- artists, designers and makers who have used '**The Four Elements**' or similar themes as their inspiration and stimulus.

### **Client expectations**

The work that you produce must meet the client's expectations. The client will want to know how you have responded to the following questions.

- What is your response to the theme and constraints of the brief?
- How have you used your primary and secondary research to develop ideas?
- How did you use visual language to develop your ideas and outcomes?
- How do your designs target the intended audience?
- Are your designs fit for purpose?
- What materials, techniques and processes have you selected and used?
- How will you present your work to the client?

## Visual Communication



The theme for Visual Communication is **'Art Deco'**.

The Art Deco movement thrived in the early years of the twentieth century. The characteristic look and style included geometric shapes, bold curves, strong vertical lines, aerodynamic forms and sunbursts. The influence of Art Deco can be seen in many areas of design including architecture, interiors, fashion, furniture and graphics.

A retro magazine called 'Decoratif' is inviting designers to pitch their ideas for a special edition on Art Deco.

### **What you will need to produce**

'Decoratif' wants you to research, interpret and capture the look and feel of Art Deco and to express that in your work.

In your research you should make good use of primary and secondary sources.

You may wish to look at the work of: Clarice Cliff, Susie Cooper, Mel Gardner, Guillermo Bolin, A M Cassandre, Alex Steinweiss, Raymond Loewy, Jim Flora, Sonia Delaunay, Louis Comfort Tiffany, René Lalique and Duncan Grant.

You may want to research Art Deco buildings in your local area.

You should develop ideas and designs in response to the client brief and your own research on the theme **'Art Deco'**.

You should refer to specialist materials, techniques and processes and elements such as: layout, typography, colour, line, texture, composition, pattern, form and function.

Inspired by this theme, choose **one** of the following:

1. A poster design to promote the Art Deco edition of 'Decoratif' magazine.
2. Designs for the case of a jazz CD including the title: Deco Jazz. This will be given free with 'Decoratif' magazine.
3. Designs for an A4 front cover of 'Decoratif' magazine including typography.

**Your research should focus on:**

- client expectations
- primary and secondary sources in response to the theme '**Art Deco**'
- artists, designers and makers who have used '**Art Deco**' or similar themes as their inspiration and stimulus.

**Client expectations**

The work that you produce must meet the client's expectations. The client will want to know how you have responded to the following questions.

- What is your response to the theme and constraints of the brief?
- How have you used your primary and secondary research to develop ideas?
- How did you use visual language to develop your ideas and outcomes?
- How do your designs target the intended audience?
- Are your designs fit for purpose?
- What materials, techniques and processes have you selected and used?
- How will you present your work to the client?

## Resources

Websites and books are correct at the time of publication but are subject to change.

### Websites

|  |  |
|--|--|
| <a href="http://www.accessart.org">www.accessart.org</a>               | UK charity that supports visual arts teaching, learning and practice through inspirational ideas.              |
| <a href="http://www.artbabble.com">www.artbabble.com</a>               | Platform for high quality art-related video content.   |
| <a href="http://www.conranshop.co.uk">www.conranshop.co.uk</a>         | High end design and products.  |
| <a href="http://www.coudal.com/moom">www.coudal.com/moom</a>           | Museum of Online Museums.  |
| <a href="http://www.craftscouncil.org.uk">www.craftscouncil.org.uk</a> | National development agency for the contemporary crafts in the UK.   |
| <a href="http://www.designmuseum.org">www.designmuseum.org</a>         | Museum of product, industrial graphic and architectural design.  |
| <a href="http://www.habitat.co.uk">www.habitat.co.uk</a>               | Retailer in household furnishings.   |
| <a href="http://www.heals.com">www.heals.com</a>                       | Modern contemporary furniture and lighting by British and international designers.                             |
| <a href="http://www.ikea.com/gb/en">www.ikea.com/gb/en</a>             | Retailer that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories.          |
| <a href="http://www.johnlewis.com">www.johnlewis.com</a>               | Department store.  |
| <a href="http://www.khanacademy.org">www.khanacademy.org</a>           | Non-profit educational organisation.   |
| <a href="http://www.libertylondon.com">www.libertylondon.com</a>       | Department store of designer luxury goods.   |
| <a href="http://www.saatchigallery.com">www.saatchigallery.com</a>     | Gallery for contemporary art.  |
| <a href="http://www.smarthistory.org">www.smarthistory.org</a>         | Non-profit resource for the study of art and cultural heritage.  |
| <a href="http://www.studentartguide.com">www.studentartguide.com</a>   | Student Art Guide with a range of high school art qualifications.  |
| <a href="http://www.tate.org.uk">www.tate.org.uk</a>                   | Institution that houses UK's national collection of British art and international modern and contemporary art. |
| <a href="http://www.vam.ac.uk">www.vam.ac.uk</a>                       | Victoria and Albert Museum.  |
| <a href="http://www.wayfair.co.uk">www.wayfair.co.uk</a>               | e-commerce company that sells home goods.  |



## **Books**

Benson, A – *Beadpoint: Beautiful Bead Stitching on Canvas* (Sterling/Chapelle, 2003)  
ISBN: 9780806989396

Briscoe, S – *The Ultimate Sashiko Sourcebook* (Krause Publications, 2005)  
ISBN: 9780896891869

Brown, L – *Metalcraft* (David & Charles, 2001) ISBN: 9780715311448

Cole, D – *1000 Patterns: design through the centuries* (A&C Black Publishers, 2003)  
ISBN: 9780713667165

Conran, T – *The Conran Directory of Design* (Villard Books, 1985) ISBN: 9780394546988

De Waal, E – *Ceramics Design Sourcebook* (New Holland, 1999) ISBN: 9781859740774

Fish, J – *Designing and Printing Textiles June Fish* (Crowood, 2005) ISBN: 9781861267764

Krizek, D – *Compendium of Drawing Techniques: 200 Tips and Techniques for Drawing the Easy Way.* (Search Press, 2012) ISBN: 9781844488032

MacLellan, T, Parsons, A and Wise, J – *BTEC Level 2 First Art and Design Student Book*  
(Pearson Education, 2010) ISBN: 9781846906121

Marshall, J – *Glass Source Book* (Collins & Brown, 1990) ISBN: 9781855850255

Marshall, L and Meachem, L – *How to Use Images* (Laurence King Publishing, 2010)  
ISBN: 9781856696586

McDermott, C – *Design Museum Book of Twentieth Century Design* (Overlook Books, 1998)  
ISBN: 9780879518523

O'Neil, P – *Surfaces and Textures* (A&C Black Publishers, 2011) ISBN: 9780713688597

Phillips, S – *...isms Understanding Modern Art* (A&C Black Publishers, 2012)  
ISBN: 9780789324689

Pipes, A – *Foundations of Art and Design* (Laurence King Publishing, 2008)  
ISBN: 9781856695787

## **Journals and Magazines**

Flash Art

Art Reviews

This Is Tomorrow

Art Monthly

## **Acknowledgements**

Stuart Langford Photography.

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