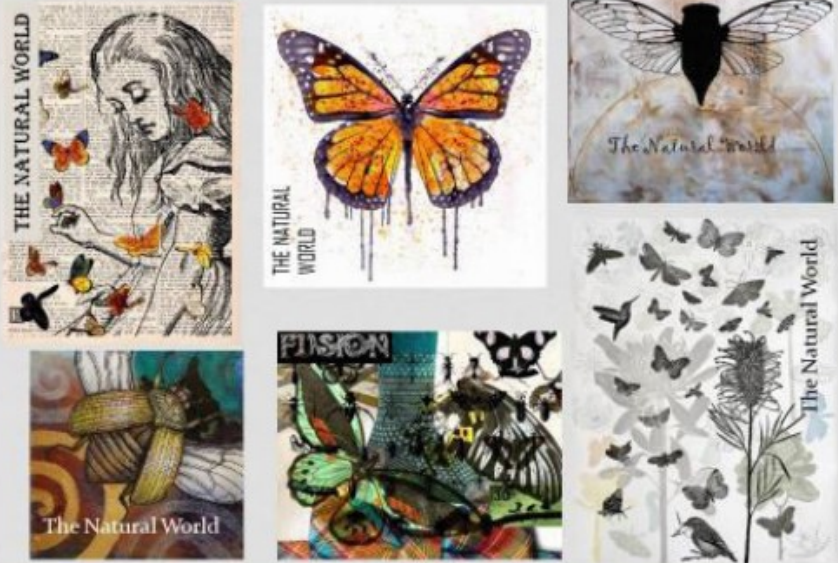


## STARTING POINT TITLE PAGE

## PRESENTING YOUR IDEAS BOOK

**Task 1 – title page** – on the first page of your ideas book produce a piece of artwork based on our topic of **The Natural World**. Be creative, this is the moderators first impression of you!



How do you want to present your ideas book? You will need to think about this before you start your title page.

- Neat, informative and sleek?
- Jam packed, creative and explorative?
- One set of colours?

You should think carefully about your lettering.

Try to use a computer for inspiration – pinterest has some lovely font ideas. Lettering titles should not take hours!





# MOOD BOARD: Developing & Exploring your ideas (A01)

Success criteria:

- You will create a **Mood Board** of ideas, images and artists work to inspire you (Google insect artists)
- You need lots of ideas and plenty of images to inspire you.
- When you find different artists record their name and label their work.
- You must reference the artists names where possible.
- Include any linking keywords.
- Use [www.pinterest.com](http://www.pinterest.com) as a starting point.

## RESEARCHING ARTWORK & IDEAS TO CREATE A MOOD BOARD

### MOOD BOARD

#### Task 3 – mood board insects

This should include the following:

- Internet images
- Small drawing/doodles
- Annotations/ideas
- Magazine cut outs
- Creative layout



# EXPLANATION PAGE (A01 & A03)

## FOR PROJECT EXPLANATION WRITE:

### Success criteria

- You will write about your initial ideas and research for your project. Even though you may change your ideas later.
- At this stage you don't need to be very specific if you are unsure.
- Keep it general or if you can see a clear direction or have many ideas write them down because they count.
- Just remember to prepare your background in the theme of **your project**.

### My Initial Ideas

(Example paragraph)

*I want to discover more about the subject of **the Natural World**. The theme I have chosen is **Caterpillars** but I do like other aspects linked to Nature too like butterflies and metamorphosis.*

*I have chosen this topic because I like the colours, shapes and detail of caterpillars, and find the science behind them fascinating.*

*I want to record directly using internet images and photography (where possible), drawing from a range of caterpillars. I want to explore different angles and arrangements to produce interesting compositions as a starting point, using a variety of drawing materials.*

*From here I would like to experiment with a range of materials and techniques to see what effects I can achieve.*




**MAKE YOUR PRESENTATION OF YOUR EXPLANATION CREATIVE - BUT MAKE SURE THE WRITTEN INFORMATION STANDS OUT AGAINST A BACKGROUND. SIMPLE WHITE PAPER WORKS WELL.**

# PLANNING YOUR DRAWINGS AND PREP PIECES

Here is an example template to help you follow a possible layout...

**Title** - this could be 'Observational studies' or 'development of ideas'(depending on what you are planning)

In this box draw a sketch of what your prep piece will look like



**What materials will I use...**

- Pencil
- Paint
- Ink
- Coffee stain

\*you can put small swatches in here.

**Explanation of my artwork...**

I will draw this using...

I will Paint it with...by...

I will construct it from...

I will build it up by collaging...

I will photograph/draw from life...

I will draw/paint from a photograph...

I will gather the images from the internet.

I will photocopied the images

I have been inspired by the way my artist...


I will be using the technique of...

I will be using the following materials

I have included a background by using...


I have produced this piece of artwork because...

In this box you could include a picture of a particular artists piece that inspired you



**Evaluation**

In this box glue in a photograph of your finished



**Evaluation of my artwork...**

I have learnt about....

I began by....

I have discovered....

I improved my skills in ...

I got better in the style of ..

I got a better idea of...

I have a clearer understanding of...

I feel more confident about....

Next I will try...to follow up this,

I will ...to build on this piece of work I will...

I am please with the way I...

One good element of this work is...

The best feature of the work is...

A section of this work that is particularly successful is

I am not happy with...

One area that I could improve is...

The least successful part of this work is...

I wish that I had...

## EXPLORING AND RESEARCHING ARTISTS A01

Success criteria:

- You will research one artist (I will provide you with a list)
- They will be of your choice, interested in and link to your topic.
- You will present pages on these artists, images of their work and write about their work and background.
- You will explain how the artists link to your topic, like the theme, style or techniques because they are interesting and want to apply them in your work.
- You will include images and draw examples of their work.
- You will use the knowledge organiser on artist research to help you.

## ARTIST RESEARCH



Key artist information

Present Images of their work

Express your opinion about their work

Copy sections of their work

Describe & interpret their work



# ARTIST NAME & DOB

**Artists background:** Research basic background of the artist. Who is the artist? When were they born/die and where did he/she come from? Is the artists part of an art movement? What is the art movement about? How does the artist relate to the project?

**Visual Description:** What does it look like? Is it a picture, sculpture, installation or performance? What is in the artwork? What is the foreground and background?

**Visual Description:** What visual elements and objects are used in the piece? How is the work organised?  
Can you describe the colours the artist has used? Can you describe how the artist has applied them? E.G: Descriptively, emotionally. What effect do they create.

**Initial Judgement:** What is your first reaction to the work? What was your first thought when you saw it? What captured your attention? Do parts of the piece draw your attention more than others? What are they? Why?

**Personal opinion:**

- What do you like about the artists work? Why?
- What do you dislike? Why?

**Success criteria: 5-7**

- Write clearly in detail about the artists work.
- Aim to use work that links to the theme through style and also technique.
- Include a range of images.
- Present over more than one page.
- Aim to copy a section of their work to show off you skills.

**Materials:** What materials has the artist used to make this piece of work? How? What has the artists worked from to produce their idea?

**Emotional:** Does the piece make you feel in a particular way? Describe why or how it makes you feel?

**Narrative:** Is the artwork about a subject? What do you think the artist is trying to say or represent? Could the work have a symbolic meaning or moral meaning? Has the work got a story or a message? What do you think is happening? Where is the action set? Where do you think the story comes from? What is the artist trying to say? Can you imagine what happened before or what will come next? What are the similarities and differences in telling stories in art and in writing?

## ARTIST NAME & DOB (HIGHER)

**Artists background:** Research basic background of the artist. Who is the artist? When were they born/die and where did he/she come from? Is the artists part of an art movement? What is the art movement about? How does the artist relate to the project?

**Visual Description:** What does it look like? Is it a picture, sculpture, installation or performance? What is in the artwork? What is the foreground and background? Is the image realistic, distorted (changed), abstracted or simplified? What is the style?

**Materials:** What materials has the artist used to make this piece of work? How? What has the artists worked from to produce their idea?

**Visual Description:** What visual elements and objects are used in the piece? How is the work organised? What are the devices applied? Can you illustrate a visual example. How does it lead your eye around the work? Where is the main focus point? Where is it weighted? Why do you think this...? Which objects seems closer to you? Further away? Is the artwork busy and complicated or simple in design? How? Can you describe the colours the artist has used? What colour is used the most in this artwork?

**Emotional:** Does the piece make you feel in a particular way? Describe why or how it makes you feel? How does the composition/colour/tone etc exaggerate the feeling/ mood of the piece? Can you describe how the artist has applied them? E.G: Descriptively, emotionally. What effect do they create.

S&C: 8-9: Copy a section of their work to show off your skills.

**Narrative:** Is the artwork about a subject? What do you think the artist is trying to say or represent? Could the work have a symbolic meaning or moral meaning? Has the work got a story or a message? What do you think is happening? Where is the action set? Where do you think the story comes from? What is the artist trying to say? Can you imagine what happened before or what will come next? What are the similarities and differences in telling stories in art and in writing?

**Initial Judgement:** What is your first reaction to the work? What was your first thought when you saw it? What captured your attention? Do parts of the piece draw your attention more than others? What are they? Why?

**Personal opinion:** What do you like about the artists work? Why? What do you dislike? Why? Have your perceptions changed towards this piece since analysing it? How have your thoughts changed? Why? 0

**Comparing**  
Can you compare this artwork to another artist's work you have studied? In what ways are they similar? In what ways are they different? Link in movements...ideas...themes...culture....In what ways are they dissimilar?



# ORGANISATION OF YOUR ARTIST RESEARCH

## Sentence starters ideas

### Visual description:

- The work I am describing is called...
- The artist's work reminds me of...
- I particularly like the ...
- In my own work I would like to...
- In my opinion I feel that ...
- The artist creates work that...
- This type of work is....
- The work has been composed by.....

### Initial Judgement: First impressions

- While looking at the work...
- Initially I thought that...
- It makes me think about..

### Materials & Methods:

- The materials the artist has used to make this pieces are....
- I think the artist has worked from....because....

### Narrative & Emotions:

- The artwork is about...
- The artist is saying..
- It makes me think about..
- The work makes me feel...because....
- I think the artist is trying to....
- The artists want you to think about...
- The artists communicates ideas by...

### Personal opinion:

I like....because..

I dislike...because...

- The best part of the work is...
- The strengths of the work....
- The weaknesses of the work are...
- The reason I think this is because.....
- The artist wants you to see...

### Conclusion:

- I learned....
- I would/wouldn't choose this work in my room because...
- Other people should study this work because...
- This work has survived the test of time because...
- This artist's work connects to the project because....

# VISUAL & CRITICAL LANGUAGE

**LINE:** Mark, Stroke, Diagonal, Slash, Dot, Thin, Thick, Wrinkle, Crease, Outline, Silhouette, Contour, Figure, Profile, Direction, Path, Route, Linear, Curve, Sketch, Rough, Representation, Fragment, Style, Heavy, Movement, Rhythm, Dissect, Swiggly, Skeletal, Style, Expressive, Detail, Refine, Impression, Suggestion, Define, Zigzag.

**-tone:** Light, Dark, Mid Tones, Graduation, Smudge, Dotted, Cross-Hatch, Shadow, Contrast

**SHAPE:** Form, Figure, Build, Physique, Contours, Pattern, Structure, Cast, Mould, Sculpture, Frame, Formulate, Symmetrical, Fashion, Style, Geometrical, Curve, Silhouette, Circle, Ellipse, Triangle, Square.

**FORM:** Three Dimensional, Cube, Cylinder, Ball, Tube, Object, Item, Subject, Sculpture, Human Form, Figure, Movement, Construct, Proportion, Skeletal, Fragile, Structure, Building, Carved, Sphere.

**PATTERN:** Shapes, Symmetrical, Geometrical, Repetition, Mirror, Rotation, Mathematical, Motif, Design, Decoration, Sequence, Ornamental, Order, Arrangement, Consistency, Representation, Regularity, Template, Draft, Composition.

**COLOUR:** Primary, Secondary, Tertiary, Complementary, Hue, Stain, Tint, Translucent, Transparent, Shade, Tone, Cast, Monochrome, Pigment, Paint, Vivid, Contrast, Analogous, Cold, Warm, Earthy.

**TEXTURE:** Feel, Surface, Grainy, Rough, Features, Touch, Smooth, Hard, Soft, Weave, Nature, Structure, Mould, Consistency, Tactile.

**SPACE:** Spacious Room, Place, Blank, Expanse, Positive, Negative, Empty, Filled, Break, Volume, Mass, Balance, Airy, Atmosphere.

**PERSPECTIVE:** Viewpoint, Angle, View, Attitude, Scale, Proportion, Scale.

**COMPOSITION:** Alignment, Arrangement, Picture, Objects, Abstract, Plan, Balance, Components, Observation, Image.

Visual Language (the Top 10 things to talk about)				
Depth	Colour	Composition	Contrast	Depth
Perspective	Light	Line	Movement	Space

Word Bank				
Colour	Composition	Feeling	Style	Light
Blend	Background	Alive	Abstract	Artificial
Bright	Blurred	Atmospheric	Derivative	Dark
Clashing	Complex	Delicate	Distorted	Evening
Cold	Confused	Depressing	Emotional	Fierce
Deep	Distance	Dignified	Exaggerated	Gentle
Dull	Eye line	Disturbing	Exterior	Harsh
Glowing	Focus	Fresh	Fake	Hazy
Harmonious	Foreground	Expressive	Fantasy	Intense
Intense	Form	Humorous	Figurative	Natural
Luminous	Middle	Imposing	Impressionistic	Shady
Mixed	ground	Nostalgic	Religion	Shadowy
Opaque	Near	Sad	Representation	Warm
Pale	Perspective	Landscape	al	
Pastel	Proportion	Sentimental	Still life	
Pure	Scale		Sketch	
Secondary	Shape		Surreal	
Translucent	Symmetry		Symbolic	
Transparent				
Vibrant				
Warm				

## Initial Ideas Basic Writing Frame

- *I want to discover more about the subject of .....*
- *The theme I have chosen is .....*
- *My influencing artists are.....*
- *I chosen this topic because .....*
- *I want to record directly from sweets using .....and .....*
- *I intend to experiment with .....to develop ideas towards my final piece.*

*What else can you add?  
Refer to other writing frames available*

*Think about the theme and what ideas you already have.*

## My initial ideas Higher /Challenge Writing Frame

### ***What have you done so far?***

- *The project brief I am working from is called.....*
- *I began my project by creating a ....., a .....and a .....*
- *The artists I researched so far are.....and.....*
- *The artist I am most interested in.....because...*

### ***What do you intend to do next to develop ideas towards your final piece of work?***

- *For the next part of my project I want to record from..... to link into the theme.....*
- *To do this I intend to photograph/draw from.....*
- *I would like to explore.....because.....*
- *I would like to explore and experiment with different ideas based on my photographs by.....*
- *From this I hope to develop at least.....*
- *This will link to .....(name the artists) because.....*

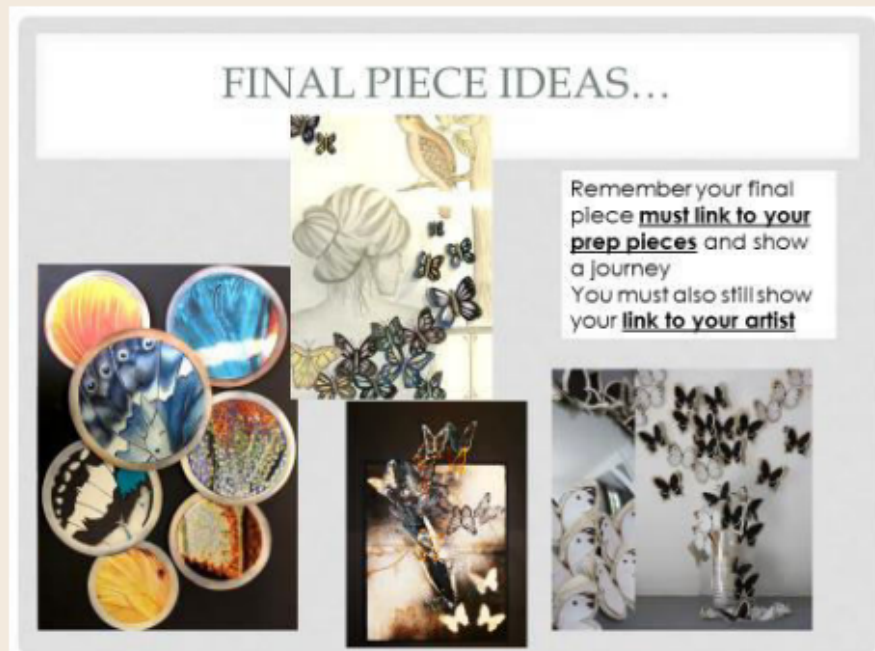
### ***What else can you add?***

- *Think about the theme and what ideas you already have.*
- *You can always say a few ideas that you could see doing.*
- *The aim is explore ideas, not just have one and stick just to that one alone.*
- *Remember ideas may loosely link or there may be an artists style you like even though it isn't related to the theme.*

## SELECTING AND EVALUATING YOUR BEST IDEAS FOR A FINAL PIECE (A03 & A04)

Success Criteria:

- I will select a few of the best ideas I have produced so far.
- I will explain what I am aiming to do for my final piece.
- I will show how my ideas have changed from the start of the project.



## SELECTING MY BEST IDEAS

- ❖ For my final piece I am selecting two/three of my best experiments.....
- ❖ I think they have been the most successful because.....
- ❖ My other ideas I have not chosen because.....
- ❖ Next I want to refine my ideas by experimenting with these ideas further by .....(you may choose to take more photo's, try experimenting with different techniques or to gain better images etc)
- ❖ My ideas have been varied in this project and .....

## SENTENCE STARTERS FOR EVALUATIONS & ANNOTATIONS

- This is a first hand observational drawing that I did of a ...
- This is a series of photographs I took of...
- This is a collection of visual research about...
- This is some information gathered about...
- This is a copy that I made of a painting by...
  
- I drew this using...
- I Painted it with...by...
- I constructed it from...
- I built it up by collaging...
- I photographed/drew from life...
- I drew/painted from a photograph...
- I gathered the images from the internet...
- I photocopied the images from a book called...
- I found the information on the web site...
  
- I have learnt about....
- I began by....
- I have discovered....
- I improved my skills in ...
- I got better in the style of ..
- I got a better idea of...
- I have a clearer understanding of...
- I feel more confident about....
- Next I will try...to follow up this,
- I will ...to build on this piece of work I will...
  
- I am please with the way I...
- One good element of this work is...
- The best feature of the work is...
- A section of this work that is particularly successful is
- I am not happy with...
- One area that I could improve is...
- The least successful part of this work is...
- I wish that I had...

Art Terms/Dictionary  
<http://www.artlex.com/>