

# Assignment Brief: UAL Extended Diploma in Art & Design Level 3

## COLOUR – SKILLS FACTORY

Date issued: WC 6<sup>th</sup> September 2021

Hand in deadline: WC 11<sup>th</sup> October 2021

### Context

#### COLOUR – SKILLS FACTORY

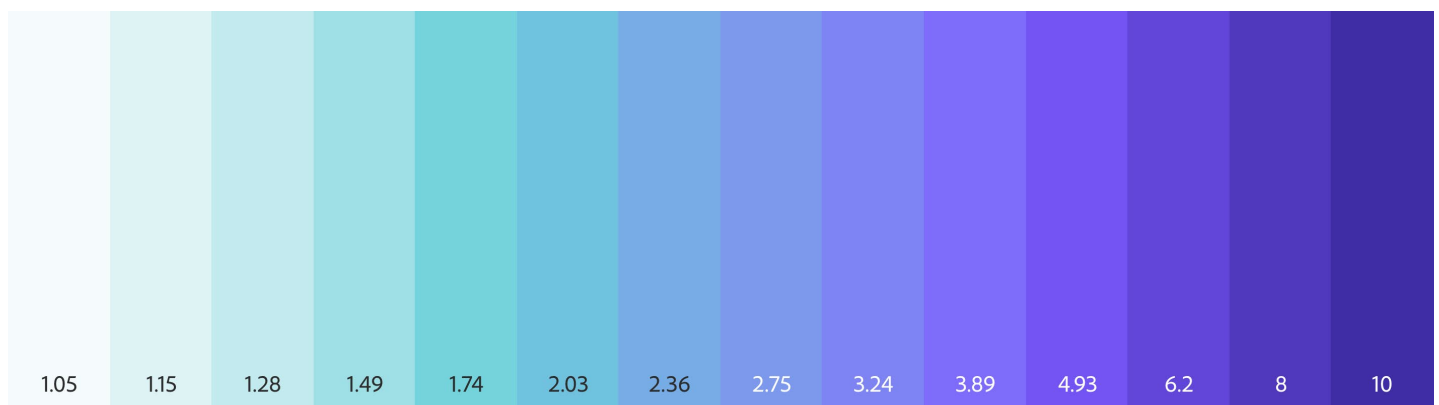
|                     |                     |                      |                      |                      |                      |                      |                      |                      |                      |                      |                       |                     |
|---------------------|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|---------------------|
| Blue 0<br>#0f6fc    | Blue 5<br>#c5d9ed   | Blue 10<br>#9ec2e6   | Blue 20<br>#72aee6   | Blue 30<br>#4f94d4   | Blue 40<br>#3582c4   | Blue 50<br>#2271b1   | Blue 60<br>#135e96   | Blue 70<br>#0a4b78   | Blue 80<br>#043959   | Blue 90<br>#01263a   | Blue 100<br>#00131c   |                     |
| Gray 0<br>#f6f7f7   | Gray 2<br>#f0f0f1   | Gray 5<br>#dcdcdc    | Gray 10<br>#c3c4c7   | Gray 20<br>#a7aaad   | Gray 30<br>#8c8f94   | Gray 40<br>#787c82   | Gray 50<br>#646970   | Gray 60<br>#50575e   | Gray 70<br>#3c434a   | Gray 80<br>#2c3338   | Gray 90<br>#1d2327    | Gray 100<br>#101517 |
| Red 0<br>#f6f0f1    | Red 5<br>#facd2     | Red 10<br>#fabaf     | Red 20<br>#f8085     | Red 30<br>#f86368    | Red 40<br>#e65054    | Red 50<br>#d63638    | Red 60<br>#b32d2e    | Red 70<br>#8a2424    | Red 80<br>#691c1c    | Red 90<br>#451313    | Red 100<br>#240a0a    |                     |
| Yellow 0<br>#f6f9e8 | Yellow 5<br>#f5e6ab | Yellow 10<br>#f2d675 | Yellow 20<br>#f0c33c | Yellow 30<br>#dba617 | Yellow 40<br>#bd8600 | Yellow 50<br>#996800 | Yellow 60<br>#755100 | Yellow 70<br>#614200 | Yellow 80<br>#4a3200 | Yellow 90<br>#362400 | Yellow 100<br>#211600 |                     |
| Green 0<br>#edfaef  | Green 5<br>#b8e6bf  | Green 10<br>#68de7c  | Green 20<br>#1ed14b  | Green 30<br>#00ba37  | Green 40<br>#00a32a  | Green 50<br>#008a20  | Green 60<br>#007017  | Green 70<br>#005c12  | Green 80<br>#00450c  | Green 90<br>#003008  | Green 100<br>#001c05  |                     |

Pick a colour, any colour!

Then with only that colour (plus black, white and all shades, hues and tones in between) you must develop a greater awareness and understanding of your creative abilities through an exploration of the characteristics and contexts of art and design activities.

This awareness will build on the knowledge you have gained into elements of visual language in year one.

The following tasks are designed to start you researching, analysing, thinking and producing work that will be developed on when you start the next part of your studies in September. There are three sections and you must complete all of them. They are Research, Practical and Progression.



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|---|--|--|
| Qualification:  | UAL Level 3 Extended Diploma Art and Design  |  |
| Unit  | Unit 2: Specialist Practice in Art and Design  |  |
| Learning outcomes:  | <div>1. Be able to apply <b>visual language, and cultural and contextual understanding</b> within a chosen, specialist art and design practice.</div> <div>2. Be able to identify, analyse and respond to the <b>needs of an audience</b> within a chosen, specialist art and design practice.</div> <div>3. Be able to use research and analysis to <b>develop creative solutions</b> within a chosen, specialist art and design practice.</div> <div>4. Be able to <b>solve practical, theoretical and technical problems</b> in an art and design project.</div> <div>5. Be able to use ongoing <b>reflection and critical evaluation</b> to inform the development of art and design concepts, ideas and personal creative development.</div> <div>6. Be able to use <b>practical methods and skills</b> in the realisation of a self-initiated art and design project within a chosen, specialist, art and design practice.</div> |  |
| Part 1<br>SUMMER PROJECT  | <b>Investigate and analyse visual and contextual research.</b><br><b>Initiate Creative Solutions</b>   |  |
| <b>Research</b> <ul style="list-style-type: none"><li>• Buy a new sketchbook, or start a new Blog (if that is the way you like to work)</li><li>• Research the theme of Colour using the resource list below as a starting point (visual and written)</li><li>• Develop a mind map around the theme of Colour</li><li>• Choose 1 colour that you would like to work with (you might want to consider doing research – practical and academic – into a few colours before you decide)<ul style="list-style-type: none"><li>◦ NOTE – THIS WILL BE THE COLOUR THAT YOU CONTINUE TO WORK WITH UNTIL OCTOBER</li></ul></li><li>• Find at least 3 pieces of work that connect with your chosen colour and analyse their style, message and content</li><li>• Carry out social, cultural, scientific and historical research into your chosen colour</li></ul>   |  |  |
| <b>Practical</b> <ul style="list-style-type: none"><li>• Develop a range of initial responses by producing ten images (size is up to you)</li><li>• Consider the images and test out ideas in your sketchbook.</li><li>• You must produce images incorporating at least 5 of the following media;<ul style="list-style-type: none"><li>1. Pen.</li><li>2. Collage.</li><li>3. Photographic image.</li><li>4. Sewing or embroidery.</li><li>5. Digital Art.</li><li>6. Mark making</li><li>7. Relief printing using collected objects eg old toothbrush, cotton buds, leaves, bubble wrap etc</li><li>8. Paint</li><li>9. Text.</li><li>10. Mixed media, so any combination.</li></ul></li><li>• Set up an Instagram account where you record your work in progress (as well as in your sketchbook). Research other professional artists who share their work on Instagram and consider which hashtags (#) will get your posts the widest exposure. This account will be used throughout the year to share and showcase your work. Think carefully about your username as it needs to be professional and memorable.</li></ul> |  |  |

### **Progression**

- Reflect on the first year and the choices you have made that have got you this far. Write 250 words on your specialist pathway and why this is the right area for you to go into year 2. You should consider discussing
  - Your skills and confidence you are developing in your specialist pathway.
  - What opportunities are available to you in Higher Education (this will require some research) and what you intend to study at University or where you would like to work after year 2
  - Why you think this pathway will be suitable to help you progress.
- Complete the UCAS Personal Statement worksheet and type up your response to the questions. Click on the link below to access the editable PDF

<https://www.ucas.com/sites/default/files/ucas-personal-statement-worksheet.pdf>

**ALL WORK SHOWN ABOVE MUST BE COMPLETE BY 8<sup>TH</sup> SEPTEMBER 2021**

| Part 2  | Expand and Explore Practical Skills<br>Embed Contextual and personal analysis<br>Progression |
|---|--|
| <p>For the second part of the project it is important for you to understand that you will NOT be required to produce an overall 'final piece'.</p> <p>You are required to produce a portfolio of samples, testers and creative outcomes. These must be based on your theme of Colour and be fully annotated and evaluated to ensure you are building a greater self-awareness of your creative abilities.</p> <p>Each week you will engage in regular sessions on Observational Studies, Contextual Studies and Practical Workshops where you will be able to develop creative skills and experiments connected to your chosen specialism. You will need to demonstrate that you can integrate visual research, contextual perspective, evaluation and problem solving skills.</p> <p>You will need to plan and organise your time throughout this brief and produce ongoing critical analysis that identifies problems and poses solutions throughout the progress of your work. Refer to the reflective cycle throughout the project to support and inform your evaluative skills and personal development.</p> |  |
| <b><u>ASSESSMENT PRESENTATION</u></b>   |  |
| <p>During Deadline week you will be required to present to your tutors and peers a visual and verbal overall evaluation of the project as a whole. This will last between 5-10 minutes and must contain information and evaluation on the following sections;</p>   |  |
| <p>Subject Context and Research<br/>Problem Solving and Generation of Ideas<br/>Practical Skills<br/>Observational Studies<br/>Planning and Organisation<br/>Contextual Analysis<br/>Evaluation of Personal Development</p>   |  |
| <b><u>PROGRESSION</u></b>   |  |
| <p>You will need to decide what you want to do next year and beyond. In order to do this you will need to:-</p> <ul style="list-style-type: none"><li>- carry out a skills audit and discuss what your short term and long term goals are</li></ul>   |  |

- look at what different jobs are available and what you need to do in order to achieve these goals
- gather information about Higher education courses, this may be from talks, visits, web searches or open days.

In order to progress you must be able to prepare written material to support progression.

- You must write a Curriculum Vitae outlining your educational and employment history
- You must write a personal statement that highlights all your personal strengths and ambitions
- You must complete an application form (this could be UCAS or for a job)

***Throughout this project English will be incorporated in to your study. Your spelling and punctuation will be checked, so please make sure you proofread your written work, use spell check effectively if using Word, or a dictionary if you are handwriting.***

**Research resources (these are starting points – take your research as far as you can)**

## **COLOUR**

<https://www.tate.org.uk/art/teaching-resource/colour-and-shape>

<https://www.bbc.co.uk/bitesize/topics/zw982hv/articles/z7rtng8>

<http://headforart.com/2016/12/16/how-artists-use-colour/>

[https://www.artyfactory.com/art\\_appreciation/visual-elements/color.html](https://www.artyfactory.com/art_appreciation/visual-elements/color.html)

<https://www.verywellmind.com/color-psychology-2795824>

<https://www.artsy.net/>

## **PROGRESSION**

<https://www.ucas.com/advisers/guides-resources-and-training/guides-and-resources/progression-pathways>

<https://www.prospects.ac.uk/>

<https://ckcareersonline.org.uk/practitioner/327-careers-resources-for-students>

<https://nationalcareers.service.gov.uk/>

<https://the-dots.com/>